

Appendix F

Land Use Consistency Tables

Appendix F

Consistency with Applicable Land Use Plans

Table 1
Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Would the Project Conflict?
<i>Land Use Chapter</i>	
<p>Goal 3A: A physically balanced distribution of land uses that contributes towards and facilitates the City's long-term fiscal and economic viability, revitalization of economically depressed areas, conservation of existing residential neighborhoods, equitable distribution of public resources, conservation of natural resources, provision of adequate infrastructure and public services, reduction of traffic congestion and improvement of air quality, enhancement of recreation and open space opportunities, assurance of environmental justice and a healthful living environment, and achievement of the vision for a more liveable [sic] city.</p>	<p>No Conflict. While this is a citywide goal, the Project would be compatible with the types of uses envisioned for a Regional Center, which is described as a focal point of regional commerce, identity, and activity. Consistent with the goal, the Project would provide housing with commercial uses and amenities. The Project would enhance the built environment in the area by replacing a surface parking area with a new high-quality mixed-use building with residential and neighborhood-serving commercial uses. The Project would be developed with sustainability features and would include landscaping and recreational amenities for Project residents. The Project would be well-served by public transit, as it is located within 1,000 feet of the Metro B Line Hollywood/Vine Station and is in proximity to numerous bus stops along the surrounding roadways. As such, the Project would create a new development that would contribute to a transit-oriented mixed-use neighborhood of the City.</p>
<p>Objective 3.1: Accommodate a diversity of uses that support the needs of the City's existing residents, businesses, and visitors.</p>	<p>No Conflict. The Project would provide a mix of uses, including 270 residential dwelling units (of which 27 will be Extremely Low-Income housing units) and 6,790 square feet of ground floor commercial space consisting of neighborhood-serving retail or restaurant uses. The Project would also include the retention of 33,828 square feet of existing commercial space on the Project Site. In addition, approximately 30,918 square feet of open space and recreational amenities would be provided to support the needs of the Project residents.</p>
<p>Policy 3.1.2: Allow for the provision of sufficient public infrastructure and services to support the projected needs of the City's population and businesses within the patterns of use established in the community plans as guided by the Framework Citywide Long-Range Land Use Diagram.</p>	<p>No Conflict. While this policy refers to the citywide provision of public infrastructure, as discussed in Section IV.H, Public Services (i.e., Section IV.H.1, Public Services—Fire Protection; Section IV.H.2, Public Services—Police Protection; Section IV.H.3, Public Services—Libraries; and Section IV.H.4, Public Services—Parks and Recreation) and in Section IV.K, Utilities (i.e., Section IV.K.1, Utilities—Water Supply and Infrastructure, IV.K.2, Utilities—Wastewater, and Section IV.K.3, Utilities—Energy Infrastructure), of this Draft EIR,</p>

Table 1 (Continued)
Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Would the Project Conflict?
	and the Initial Study included in Appendix A of this Draft EIR, the Project would not require the construction of public services facilities, the construction of which would cause significant environmental impacts. In addition, utilities serving the Project Site would have capacity to serve the Project. Therefore, the Project would not conflict with this policy.
<p>Policy 3.1.3: Identify area for the establishment of new open space opportunities to serve the needs of existing and future residents. These opportunities may include a citywide linear network of parklands and trails, neighborhood parks, and urban open spaces.</p>	<p>No Conflict. While this policy relates to citywide provision of open space, the Project would provide a variety of open space areas within the Project Site for Project residents and guests totaling approximately 30,918 square feet, which would exceed the requirements of the LAMC. Open space areas would include private balconies, an amenity deck on Level 4, and a roof deck on Level 25. The amenity deck on Level 4 would include outdoor and indoor amenities such as a fitness center, outdoor kitchen, pool, and spa. Level 4 would also include substantial landscaping, including approximately 60 trees, that would be visible from the street and adjacent properties. The roof deck would include a pool, spa, seating, and landscaping. The Project would also include landscaping on the ground level and a corner setback at Ivar Avenue and Selma Avenue.</p>
<p>Objective 3.2: Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicle trips, vehicle miles traveled, and air pollution.</p> <p>Policy 3.2.3: Provide for the development of land use patterns that emphasize pedestrian/bicycle access and use in appropriate locations.</p>	<p>No Conflict. While this is a citywide objective, the Project supports this vision of development. The Project is located in a designated High Quality Transit Area (HQTA) and Transit Priority Area (TPA), thereby promoting sustainability and reducing automobile dependency and vehicle miles traveled (VMT), with associated reductions in air quality and greenhouse gas emissions. The Project Site is located approximately 1,000 feet from the Metro B Line Hollywood/Vine Station. In addition, the Project Site is served by Metro bus lines 2, 10, and 302, and Los Angeles Department of Transportation (LADOT) DASH Hollywood route and Hollywood/Wilshire and Beachwood Canyon bus lines. Furthermore, the Project would provide a total of 166 bicycle parking spaces for residents and visitors. In addition, the ground floor retail and restaurant uses and streetscape improvements proposed by the Project would promote walkability in the vicinity of the Project Site. The Project would also include Transportation Demand Management (TDM) measures to reduce vehicle trips to and from the Project Site. Therefore, the Project would provide the use of alternative modes of transportation, including convenient access to public transit and opportunities for walking and biking, thereby promoting an improved quality of life and facilitating a reduction in vehicle trips, VMT, and air pollution.</p>

Table 1 (Continued)
Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Would the Project Conflict?
<p>Objective 3.3: Accommodate projected population and employment growth within the City and each community plan area and plan for the provision of adequate supporting transportation and utility infrastructure and public services.</p>	<p>No Conflict. As detailed in the Initial Study prepared for the Project, which is included in Appendix A of this Draft EIR, the Project's population and employment growth would be well within SCAG's projections for the Subregion, which serve as the basis for the Framework Element's demographics projections and planned provision of transportation and utility infrastructure and public services. Therefore, the Project would not require the construction of utilities or transportation infrastructure and the Project would not conflict with this objective.</p>
<p>Objective 3.4: Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.</p>	<p>No Conflict. The Project would support this objective as the Project would include the development of 270 multi-family residential development, as well as 6,790 square feet of neighborhood-serving commercial uses within a site designated as Regional Center. The Project would be compatible with the existing neighborhood context and would further support this objective as it is located in an area that is well-served by several transit lines as well as numerous employment and entertainment options.</p>
<p>Goal 3C: Multi-family neighborhoods that enhance the quality of life for the City's existing and future residents.</p>	<p>No Conflict. The Project would contribute multi-family residential units to a neighborhood that is comprised of a mix of urban uses, included many multi-family residential uses. The Project is located in a area that is well-served by transit as well as businesses that serve a residential population. Several employment and entertainment options are also located in the area. Thus, development of the Project would enhance the quality of life for City residents.</p>
<p>Objective 3.7: Provide for the stability and enhancement of multi-family residential neighborhoods and allow for growth in areas where there is sufficient public infrastructure and services and the residents quality of life can be maintained or improved.</p>	<p>No Conflict. The Project would provide for the stability and enhancement of the neighborhood by providing 270 new multi-family units and 6,790 square feet of new neighborhood-serving commercial uses to serve Project residents and residents in the surrounding area. As discussed for Policy 3.1.2 and Objective 3.2 above, the Project is located within an area with sufficient public infrastructure and services and that is well-served by public transit.</p>
<p>Goal 3F: Mixed-use centers that provide jobs, entertainment, culture, and serve the region.</p> <p>Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.</p>	<p>No Conflict. The Project would develop a new, mixed-use building consisting of 270 multi-family residential units and 6,790 square feet of commercial uses within an area designated as Regional Center. These uses would provide housing and job opportunities. The Project would also include approximately 30,918 square feet of open space and recreational amenities, which would serve to enhance the lifestyle of the residents of the Project. The Project's mix of residential and commercial uses would be compatible with adjacent development and would contribute to the broad range of uses in the Regional Center. The Project Site is easily accessible by several transit lines that provide regional</p>

Table 1 (Continued)
Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Would the Project Conflict?
	access, and the Project is also located within 0.7 mile of the Hollywood Freeway (US-101), which provides vehicular access to the region.
Policy 3.10.3: Promote the development of high-activity areas in appropriate locations that are designed to induce pedestrian activity, in accordance with Pedestrian-Oriented adjacent residential uses at the edge of the centers.	No Conflict. The Project would be an infill development that would replace an existing surface parking area with new residential and commercial uses in a high-activity area that is surrounded by a mix of urban uses and in close proximity to transit. In addition, the ground floor commercial uses and streetscape improvements proposed by the Project would promote walkability in the vicinity of the Project Site.
Policy 3.10.4: Provide for the development of public streetscape improvements, where appropriate.	No Conflict. One of the Project's specific objectives is to create a street-level identity for the Project Site and improve the pedestrian experience through the introduction of active street-level uses, including neighborhood-serving commercial uses. In addition, the Project would provide street trees in accordance with Urban Forestry Division requirements. All 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. Additional ground-level improvements, as discussed under Policy 3.8.4 above, would further enhance the streetscape adjacent to the Project Site.
Policy 3.10.5: Support the development of small parks incorporating pedestrian-oriented plazas, benches, other streetscape amenities and, where appropriate, landscaped play areas.	No Conflict. The Project would be set back at the corner Selma Avenue and Ivar Avenue, creating a pedestrian-oriented gathering area with seating and planters, thereby enhancing the streetscape and pedestrian amenities.
Policy 3.10.6: Require that Regional Centers be lighted to standards appropriate for nighttime access and use	No Conflict. The Project would include low-level exterior lights along pathways for security and wayfinding purposes. In addition, low-level lighting to accent signage would be incorporated. All lighting would comply with current energy standards and regulations, as well as design requirements. Project lighting would be designed to provide efficient and effective on-site lighting while minimizing light spill-over from the Project Site, reducing sky-glow, and improving nighttime visibility through glare reduction. Specifically, all on-site exterior lighting, including lighting fixtures on the pool decks, would be automatically controlled via photo sensors to illuminate only when required and would be shielded or directed toward areas to be illuminated to limit spill-over onto neighboring properties. All exterior and interior lighting would meet high energy efficiency requirements utilizing light emitting diode (LED) or efficient fluorescent lighting technology. Light trespass from interior spaces would be

Table 1 (Continued)
Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Would the Project Conflict?
	limited by blinds and drapery. New street and pedestrian lighting within the public right-of-way would comply with applicable City regulations.
<p>Objective 3.16: Accommodate land uses, locate and design buildings, and implement streetscape amenities that enhance pedestrian activity.</p> <p>Policy 3.16.2: Locate parking in pedestrian districts to rear, above, or below the street-fronting use.</p>	<p>No Conflict. The Project would provide 320 vehicle parking spaces in two above grade parking levels and four subterranean parking levels within the new building. Access to the Project's above-grade and subterranean parking levels would be limited via two two-way driveways along Ivar Avenue to limit interruptions to the streetscape and pedestrian access. These driveways would be designed in accordance with the standards set forth in LADOT's Manual of Policies and Procedures (2008) to provide sufficient internal queuing space and to ensure safety for pedestrians. Refer to Policy 3.8.4 above for a discussion of the Project's pedestrian amenities.</p>
Housing Chapter	
<p>Goal 4A: An equitable distribution of housing opportunities by type and cost accessible to all residents of the City.</p>	<p>No Conflict. The Project would provide 270 dwelling units, including 27 units reserved for Extremely Low-Income households. The residential units would consist of a mix of 92 studios, 93 one-bedroom units, 75 two-bedroom units, and 10 three-bedroom units in varying sizes and configurations, thereby providing a range of housing opportunities for residents of the City.</p>
<p>Objective 4.1: Plan the capacity for and develop incentives to encourage production of an adequate supply of housing units of various types within each City subregion to meet the projected housing needs by income level of the future population to the year 2010.</p> <p>Policy 4.1.2: Minimize the overconcentration of very low- and low-income housing developments in the City subregions by providing incentives for scattered site development citywide.</p> <p>Policy 4.1.6: Create incentives and give priorities in permit processing for low- and very-low income housing developments throughout the City.</p>	<p>No Conflict. While this is a citywide objective, the Project would support its implementation. As described under Goal 4A above, the Project would provide 270 dwelling units, including 27 units reserved for Extremely Low-Income households. The residential units would consist of a mix of 92 studios, 93 one-bedroom units, 75 two-bedroom units, and 10 three-bedroom units in varying sizes and configurations. The Project would be developed in a neighborhood that consists of a variety of urban uses, including different housing types at a range of prices. Furthermore, the Project Site is located within a Tier 3 Transit Oriented Communities (TOC) area, and is therefore eligible for density and FAR increases, as well as other development incentives provided that requisite amounts of affordable housing are provided, pursuant to the City's TOC Affordable Housing Incentive Program and associated TOC Guidelines. Accordingly, the Project would request base incentives to allow an increase in FAR of 50 percent, which would increase the FAR allowance from 3:1 to 4.5:1. In addition, the Project would request an additional incentive to reduce the side yards to 5 feet.</p>
<p>Objective 4.2: Encourage the location of new multi-family housing development to occur in proximity to transit stations, along some transit corridors, and within some high activity areas</p>	<p>No Conflict. While this is a citywide objective, the Project would support its implementation. Specifically, as discussed in Objective 3.2 above, the Project Site is located in a designated HQTAs and TPA approximately</p>

Table 1 (Continued)
Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Would the Project Conflict?
with adequate transitions and buffers between higher-density developments and surrounding lower-density residential neighborhoods.	1,000 feet from the Metro B Line Hollywood/Vine Station and well served by Metro and LADOT bus lines, the majority of which provide frequency of service intervals of 15 minutes or less during the A.M. and P.M. peak commute periods.
Urban Form and Neighborhood Design Chapter	
Goal 5A: A liveable City for existing and future residents and one that is attractive to future investment. A City of interconnected, diverse neighborhoods that builds on the strengths of those neighborhoods and functions at both the neighborhood and citywide scales.	No Conflict. While this is a citywide objective, the Project would support its implementation. The Project would provide residential and commercial development in an established and well-known neighborhood. The Project would provide housing on a neighborhood and cityside scale due to the Project Site’s centralized location in an established area and close proximity to transit.
Objective 5.2: Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community, or region.	No Conflict. While this is a citywide objective, the Project would support its implementation. The Project Site is located within the Hollywood Community Plan Area, which is a destination center. In addition, the Project is located within close proximity to a variety of public transportation options provided by Metro and LADOT.
Objective 5.8: Reinforce or encourage the establishment of a strong pedestrian orientation in designated neighborhood districts, community centers, and pedestrian-oriented subareas within regional centers, so that these districts and centers can serve as a focus of activity for the surrounding community and a focus for investment in the community.	No Conflict. While this is a citywide objective, the Project would support its implementation. The Project would create a pedestrian friendly environment by creating a street-level identity along the Project frontages on Selma Avenue and Ivar Avenue. The Project would introduce ground-level commercial uses with entrances along the surrounding roadways. These street frontages would be designed to be highly visually permeable with floor to ceiling windows and transparent materials at the ground floor. The Project would also include landscaping at building entrances and new street trees, further enhancing the pedestrian environment. In addition, the corner of the new building would be set back at Selma Avenue and Ivar Avenue and would include a street-level gathering area with a corner planter and seating. The Project would also include pedestrian-scale lighting fixtures and elements.
Objective 5.9: Encourage proper design and effective use of the built environment to help increase personal safety at all times of the day.	No Conflict. While this is a citywide objective, the Project would support its implementation. The Project would include Project Design Features, as outlined in Section IV.H.2, Public Services – Police Protection, of this Draft EIR, that would increase personal safety at all times of the day. These project design features include the use of security fencing, lighting, and locked entry during construction; the use of a closed-circuit camera system and keycard for entry; the provision of proper lighting of the buildings, walkways, and subterranean parking areas; and entrances, exits, and open space

Table 1 (Continued)
Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Would the Project Conflict?
	areas that are designed to be open and in view of surrounding areas.
Open Space and Conservation Chapter	
Goal 6A: An integrated citywide/regional public and private open space system that serves and is accessible by the City's population and is unthreatened by encroachment from other land uses.	No Conflict. The Project would contribute to the private open space system by including several open space areas on Level 4 and Level 25 of the new building, as well as landscaped areas on the ground floor. In total, the Project would provide approximately 30,918 square feet of open space, which would meet LAMC requirements. Furthermore, the Project would not conflict with or encroach upon the public and private open space system.
Policy 6.4.7: Consider as part of the City's open space inventory of pedestrian streets, community gardens, shared school playfields, and privately-owned commercial open spaces that are accessible to the public, even though such elements fall outside the conventional definitions of "open space." This will help address the open space and outdoor recreation needs of communities that are currently deficient in these resources.	No Conflict. The Project would provide streetscape improvements, including pedestrian friendly design features such as storefronts with floor-to-ceiling glazing, new trees, and landscaping. In addition, the building would be set back at the corner of Ivar Avenue and Selma Avenue, providing a street-level gathering area that would be accessible to the community.
Policy 6.4.8: Maximize the use of existing public open space resources at the neighborhood scale and seek new opportunities for private development to enhance the open space resources of the neighborhoods. a. Encourage the development of public plazas, forested streets, farmers markets, residential commons, rooftop spaces, and other places that function like open space in urbanized areas of the City with deficiencies of natural open space, especially in targeted growth areas. b. Encourage the improvement of open space, both on public and private property, as opportunities arise. Such places may include the dedication of "unbuildable" areas or sites that may serve as green space, or pathways and connections that may be improved to serve as neighborhood landscape and recreation amenities.	No Conflict. Of the 30,918 square feet of total open space area that would be provided by the Project, approximately 24,218 square feet would be usable, common open space for residents and guests, including an amenity deck on Level 4 and a roof deck on Level 25. These areas would provide active and passive recreational opportunities for residents and guests of the proposed residential uses. In addition, as described under Policy 6.4.7 above, the Project would provide streetscape improvement, including pedestrian friendly design features, and the building would be set back at the corner of Ivar Avenue and Selma Avenue, providing a street-level gathering area that would be accessible to the community.
Economic Development Chapter	
Goal 7B: A City with land appropriately and sufficiently designated to sustain a robust commercial and industrial base.	No Conflict. The Project would support this goal and objective by providing a balanced mix of land uses that would include 290 multi-family residential units and approximately 6,790 square feet of neighborhood-serving commercial uses, in addition to the 33,828
Objective 7.2: Establish a balance of land uses that provides for commercial and industrial	

Table 1 (Continued)
Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Would the Project Conflict?
development which meets the needs of local residents, sustains economic growth, and assures maximum feasible environmental quality.	square feet of existing commercial uses onsite (including 4,000 square feet of space that has been vacant since prior to 2018 that is anticipated to be occupied by high-turnover restaurant uses in the future). The commercial uses would help meet needs of local residents and foster continued economic investment. In addition, the Project Site would have convenient access to public transit and opportunities for walking and biking, thereby facilitating a reduction in vehicle trips, VMT, and air pollution to ensure maximum feasible environmental quality.
Objective 7.2.2: Concentrate commercial development entitlements in areas best able to support them, including community and regional centers, transit stations, and mixed-use corridors. This concentration prevents commercial development from encroaching on existing residential neighborhoods.	No Conflict. The Project would provide 6,790 square feet of neighborhood-serving commercial uses within a site designated as Regional Center. The Project would be compatible with the existing uses in the area and would not encroach on residential neighborhoods. Furthermore, the Project is located in an area that is well-served by several transit lines.
Policy 7.2.3: Encourage new commercial development in proximity to rail and bus transit corridors and stations.	No Conflict. The Project would develop approximately 6,790 square feet of community-serving retail or restaurant uses, in addition to the existing 33,828 square feet of commercial uses (including 4,000 square feet of vacant commercial space) onsite in a designated HQTAs and TPAs. Specifically, as previously discussed, the Project Site is served by the Metro B rail line, three Metro bus lines, and two LADOT DASH bus lines. The Metro B Line Hollywood/Vine Station is located approximately 1,000 feet from the Project Site.
Policy 7.2.5: Promote and encourage the development of retail facilities appropriate to serve the shopping needs of the local population when planning new residential neighborhoods or major residential developments.	No Conflict. As discussed under Objective 7.2 and Policy 7.2.3 above, the Project would include approximately 6,790 square feet of community-serving commercial uses, in addition to the existing 33,828 square feet of commercial uses (including 4,000 square feet of currently vacant commercial space) onsite, that would serve Project residents and residents, visitors, and employees in the surrounding area.
Goal 7D: A City able to attract and maintain new land uses and businesses.	No Conflict. While this is a citywide objective, the Project would support its implementation by providing residential and commercial uses in a vibrant area that serves as a focal point for residents and visitors to the area.
Objective 7.6: Maintain a viable retail base in the City to address changing resident and business shopping needs.	
Goal 7G: A range of housing opportunities in the City.	No Conflict. The Project would provide 270 dwelling units, including 27 units reserved for Extremely Low-Income households, in a designated HQTAs and TPAs. The residential units would consist of a mix of 92 studios, 93 one-bedroom units, 75 two-bedroom units, and 10 three-bedroom units in varying sizes and configurations, thereby providing a range of housing
Objective 7.9: Ensure that the available range of housing opportunities is sufficient, in terms of location, concentration, type, size, price/rent	

Table 1 (Continued)
Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Would the Project Conflict?
<p>range, access to local services and access to transportation, to accommodate future population growth and to enable a reasonable portion of the City's work force to both live and work in the City.</p> <p>Policy 7.9.2: Concentrate future residential development along mixed-use corridors, transit corridors and other development nodes identified in the General Plan Framework Element, to optimize the impact of City capital expenditures on infrastructure improvements.</p>	<p>opportunities and enabling the City's workforce to both live and work in the City. Furthermore, the Project would concentrate residential development within a Regional Center, as identified in the Framework Element, to optimize the impact of City capital expenditures on infrastructure improvements.</p>
<p>Infrastructure and Public Services Chapter</p>	
<p>Goal 9A: Adequate wastewater collection and treatment capacity for the city and in basins tributary to City-owned wastewater treatment facilities.</p> <p>Policy 9.3.1: Reduce the amount of hazardous substances and the total amount of flow entering the wastewater system.</p>	<p>No Conflict. As discussed in Section IV.K.2, Utilities—Wastewater, of this Draft EIR, there would be adequate wastewater collection and treatment capacity to serve the Project. Furthermore, the Project would implement a Local SWPPP for the full duration of Project construction activities. The Project would implement best management practices (BMPs) and other erosion control measures to minimize the discharge of pollutants in stormwater runoff. In addition, during operation, the Project would include BMPs to collect, detain, treat, and discharge runoff on-site before discharging into the municipal storm drain system. The Project does not include uses that handle or generate hazardous substances. The Project would also reduce the amount of flow entering the wastewater system through the incorporation of Project Design Feature WAT-PDF-1 included in Section IV.K.1, Utilities and Service Systems—Water Supply and Infrastructure of this Draft EIR, which would minimize water use and the corresponding wastewater generation. Thus, with the implementation of the BMPs, the Project would reduce the amount of hazardous substances and the total amount of flow entering the wastewater system.</p>
<p>Goal 9B: A stormwater management program that minimizes flood hazards and protects water quality by employing watershed-based approaches that balance environmental, economic and engineering considerations.</p> <p>Objective 9.6: Pursue effective and efficient approaches to reducing stormwater runoff and protecting water quality.</p>	<p>No Conflict. Refer to Policy 9.3.1 above.</p>

Table 1 (Continued)
Applicable Goals, Objectives, and Policies of the General Plan Framework Element

Goal/Objective/Policy	Would the Project Conflict?
<p>Goal 9C: Adequate water supply, storage facilities, and delivery system to serve the needs of existing and future residents and businesses.</p> <p>Objective 9.10: Ensure that water supply, storage, and delivery systems are adequate to support planned development.</p>	<p>No Conflict. As evaluated in Section IV.K.1, Utilities and Service Systems—Water Supply and Infrastructure, of this Draft EIR, based on Los Angeles Department of Water and Power’s (LADWP’s) water demand projections through 2040 provided in its 2015 Urban Water Management Plan (UWMP), LADWP would be able to meet the water demand of the Project as well as the existing and planned future water demands of its service area. Furthermore, the Project would not exceed the available capacity within the distribution infrastructure that would serve the Project Site. Therefore, the Project would not conflict with this objective and no new water supply, storage, and delivery systems are required to support the Project.</p>
<p>Goal 9D: An integrated solid waste management system that maximizes source reduction and materials recovery and minimizes the amount of waste requiring disposal.</p>	<p>No Conflict. While this is a citywide objective, the Project would support its implementation by promoting sustainable development, including the provision of recycling facilities and other waste reduction features.</p>
<p>_____</p> <p><i>Source: Eyestone Environmental, 2022.</i></p>	

Table 2
Applicable Policies of Mobility Plan 2035

Objective/Policy	Would the Project Conflict?
<p>Policy 1.6: Design detour facilities to provide safe passage for all modes of travel during times of construction.</p>	<p>No Conflict. As identified in Project Design Feature TR-PDF-2 in Section IV.I, Transportation, of this Draft EIR, the Project will prepare and implement a Construction Traffic Management Plan to minimize potential construction impacts to the surrounding area related to construction trucks, worker trips, and any possible sidewalk and lane closures and ensure safe passage for all modes of travel during Project construction. As part of the Construction Traffic Management Plan, a Worksite Traffic Control Plan will be developed to identify all traffic control measures, signs, delineators, and work instructions to be implemented by the construction contractor through the duration of demolition and construction activity. The Worksite Traffic Control Plan will ensure that the potential conflicts between construction activities, street traffic, bicyclists and pedestrians are minimized.</p>
<p>Policy 2.3: Recognize walking as a component of every trip, and ensure high quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.</p>	<p>No Conflict. The Project would create a pedestrian friendly environment by creating a street-level identity along the Project frontages on Selma Avenue and Ivar Avenue. To that end, the Project would introduce ground-level commercial uses with entrances along the surrounding roadways. These street frontages would be designed to be highly visually permeable with floor to ceiling windows and transparent materials at the ground floor. The Project would also include landscaping at building entrances and new street trees, further enhancing the pedestrian environment. In addition, the corner of the new building would be set back at Selma Avenue and Ivar Avenue and would include a street-level gathering area with a corner planter and seating. The Project would also include pedestrian-scale lighting fixtures and elements.</p>
<p>Policy 2.6: Provide safe, convenient, and comfortable local and regional bicycling facilities for people of all types and abilities.</p>	<p>No Conflict. While this is a citywide objective, the Project would support its implementation by providing 166 bicycle parking spaces, including 147 long-term spaces and 19 short-term spaces.</p>
<p>Policy 2.10: Facilitate the provision of adequate on and off-street loading areas.</p>	<p>No Conflict. A service and loading area for the Project Site's existing commercial uses would be located within the ground floor of the new building with access from the main driveway along Ivar Avenue. In addition, an on-street loading area would be provided along Selma Avenue on the north side of the Project Site to serve the Project's new commercial uses.</p>
<p>Policy 3.1: Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes—including goods movement—as integral components of the City's transportation system.</p>	<p>No Conflict. The Project would promote this policy by providing adequate vehicular and pedestrian access and providing bicycle facilities, as previously discussed. In addition, the Project would be located in a designated HQT and TPA, served by the Metro B Line and numerous local and regional commuter bus lines.</p>

Table 2 (Continued)
Applicable Policies of Mobility Plan 2035

Objective/Policy	Would the Project Conflict?
Policy 3.3: Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.	No Conflict. The Project would support this policy by new development consisting of residential and commercial uses located in proximity to employment, destinations, and other neighborhood services in a transit-rich area, and in a designated HQTAs and TPAs.
Policy 3.4: Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.	No Conflict. As previously discussed, the Project would support the implementation of this citywide policy by locating a new mixed-use development in a designated HQTAs and TPAs. Residents, workers, and visitors of the Project would be well-served by affordable, efficient, convenient, and attractive transit services, which would reduce VMT.
Policy 3.8: Provide bicyclists with convenient, secure and well maintained bicycle parking facilities.	No Conflict. The Project would provide a total of 166 bicycle parking spaces consisting of 147 long-term spaces and 19 short-term spaces. Short-term bicycle parking would be provided adjacent to the main lobby and outside of the building on the sidewalk along Selma Avenue. Long-term bicycle parking would be located within a bicycle storage area in the parking portion of Level 2 of the proposed building. The Project would provide a closed-circuit security camera system to ensure that the bicycle parking and storage areas are secured and well-maintained.
Policy 4.8: Encourage greater utilization of Transportation Demand Management (TDM) strategies to reduce dependence on single-occupancy vehicles.	No Conflict. As discussed in Section IV.I, Transportation, of this Draft EIR and in the Traffic Assessment included in Appendix I, the Project would support this policy by implementing a TDM program. Specifically, Project Design Feature TR-PDF-1, includes TDM measures to help reduce vehicular traffic to and from the Project Site. As outlined in Project Design Feature TR-PDF-1, in accordance with LAMC requirements, the Project would provide long-term and short-term bicycle parking facilities to encourage the use of bicycling as an alternative to driving. In addition, the Project would apply parking reduction rates from standard LAMC requirements pursuant to the TOC Guidelines. These measures would promote non-automobile travel and reduce the use of single-occupant vehicle.
Policy 4.13: Balance on-street and off-street parking supply with other transportation and land use objectives.	No Conflict. The Project would provide 320 vehicle parking spaces located in two above-ground and four subterranean parking levels. Pursuant to the City's TOC Affordable Housing Incentive Program and associated TOC Guidelines, the Project is applying parking reduction rates from standard LAMC requirements.
Policy 5.2: Support ways to reduce vehicle miles traveled (VMT) per capita.	No Conflict. The Project supports implementation of this policy by locating residential uses and community-serving commercial uses together in an area that is well-served by several transit lines as well as numerous employment, service, and entertainment options. The Project would

Table 2 (Continued)
Applicable Policies of Mobility Plan 2035

Objective/Policy	Would the Project Conflict?
	also promote pedestrian activity through building design and streetscape amenities and bicycling opportunities. Furthermore, the Project would implement TDM measures to promote non-auto travel and reduce the use of single-occupant vehicle trips. Therefore, the Project would support ways to reduce VMT.
<p>Policy 5.4: Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.</p>	<p>No Conflict. While this policy applies to large-scale goals relative to fuel sources, technologies and infrastructure, the Project would not inhibit the City’s implementation of this goal. The Project’s design is based on smart growth principles and environmental sustainability. Specifically, the Project would support this policy by incorporating sustainability features including the provision of electric vehicle charging stations, as discussed in Section IV.E, Greenhouse Gas Emissions, of this Draft EIR. Additional “Green” principles would be incorporated throughout the Project that would comply with the City of Los Angeles Green Building Code.</p>
<p>Policy 5.5: Maximize opportunities to capture and infiltrate stormwater within the City’s public right-of-ways.</p>	<p>No Conflict. The Project would not conflict with or inhibit this citywide policy. The Project would prevent additional stormwater effluent entering the public right of way through a Local Stormwater Pollution Prevention Plan (SWPPP).</p>
<hr/> <p>Source: <i>Eyestone Environmental, 2022.</i></p>	

Table 3
Applicable Objectives and Policies of the General Plan Housing Element 2013–2021

Policy	Would the Project Conflict?
<p>Goal 1: A City where housing production results in an ample supply of housing to create more equitable and affordable options that meet existing and projected needs.</p>	<p>No Conflict. The Project would develop 270 new multi-family residential apartment units, including studio, one-, two-, and three-bedroom units. The residential units would be offered at a range of prices, including 27 units reserved for Extremely Low-Income housing, providing options to meet the existing and future needs of City residents.</p>
<p>Policy 1.1.4: Plan for and provide sufficient services and amenities to support the existing and planned population.</p>	<p>No Conflict. While this is a citywide goal, with regard to utilities and service systems, as discussed in Section IV.K.1, Utilities and Service Systems – Water Supply and Infrastructure; Section IV.K.1, Utilities and Service Systems – Wastewater; and Section IV.K.3, Utilities and Service Systems – Energy Infrastructure, the existing infrastructure would have sufficient capacity to accommodate the Project. In addition, the Project would provide a variety of open space and recreational amenities totaling approximately 30,918 square feet, which would include private balconies, an amenity deck on Level 4, and a roof deck on Level 25. In addition, the building would be set back at the corner of Selma Avenue and Ivar Avenue and would include planters and seating, thereby providing an additional publicly-accessible gathering area. Thus, overall, the Project would provide sufficient services and amenities to support the needs of the Project residents.</p>
<p>Policy 1.2.1: Expand rental and for-sale housing for people of all income levels. Prioritize housing developments that result in a net gain of Affordable Housing and serve those with the greatest needs.</p> <p>Policy 1.2.2: Facilitate the construction of a range of different housing types that addresses the particular needs of the city's diverse households.</p>	<p>No Conflict. The Project would develop 270 new multi-family residential apartment units, including studio, one-, two-, and three-bedroom units. The residential units would be offered at a range of prices, including 27 units reserved for Extremely Low-Income housing, providing options to meet the existing and future needs of City residents.</p>
<p>Policy 3.1.5: Develop and implement environmentally sustainable urban design standards and pedestrian-centered improvements in development of a project and within the public and private realm such as shade trees, parkways and comfortable sidewalks.</p> <p>Policy 3.1.7: Promote complete neighborhoods by planning for housing that includes open space, and other amenities.</p>	<p>No Conflict. Refer to Objective 1.1.4, above.</p>
<p>Objective 3.2: Promote environmentally sustainable buildings and land use patterns that support a mix of uses, housing for various income levels and provide access to jobs,</p>	<p>No Conflict. The Project would create a mixed-use development consisting of multi-family residential and commercial uses. The Project would be located in an area well-served by public transit and in proximity to</p>

Table 3 (Continued)
Applicable Objectives and Policies of the General Plan Housing Element 2013–2021

Policy	Would the Project Conflict?
<p>amenities, services and transportation options.</p> <p>Policy 3.2.1: Promote the integration of housing with other compatible land uses at both the building and neighborhood level.</p> <p>Policy 3.2.5: Promote and facilitate the reduction of water, energy, carbon and waste consumption in new and existing housing.</p> <p>Policy 3.2.7: Provide environmentally sustainable development standards and incorporate sustainable best practice in building and zoning code updates.</p> <p>Policy 3.3.1: Promote the integration of housing with other compatible land uses at both the building and neighborhood level.</p> <p>Policy 3.3.5: Promote and facilitate reduction of water, energy, carbon and waste consumption in new and existing housing.</p> <p>Policy 3.3.7: Provide environmentally sustainable development standards and incorporate sustainable best practice in building and zoning code updates.</p>	<p>compatible urban land uses that would encourage pedestrian activity and contribute to the vibrant urban environment. In addition, the Project would provide bicycle parking to further encourage alternative modes of transportation. The Project would preserve the area's mixed-use character and would add to the attractive regional commercial center.</p> <p>The Project would incorporate environmentally sustainable design features as required by the Los Angeles Green Building Code and the sustainability intent of the U.S. Green Building Council's LEED green building program to achieve LEED Silver certification or equivalent green building standards. These include energy conservation, water conservation, and waste reduction features. Specifically, the Project would incorporate, but not be limited to, the following features to support and promote environmental sustainability: Energy Star appliances; plumbing fixtures (water closets and urinals) and fittings (faucets and showerheads) that comply with the performance requirements specified in the City of Los Angeles Green Building Code; drip/surface irrigation system; and water-efficient landscaping.</p>
<p>Source: <i>Eyestone Environmental, 2022.</i></p>	

Table 4
Applicable Objectives and Policies of the Hollywood Community Plan

Objective/Policy	Would the Project Conflict?
<p>Objective 1. To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area.</p> <p>To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry</p>	<p>No Conflict. The Project would replace an existing surface parking area with new residential and commercial uses in Hollywood. The Project would be designed to reflect and complement its surroundings by incorporating elements that would respond to the neighborhood while providing unique features that would contribute to the distinct and varied Hollywood Community Plan area.</p>
<p>Objective 3. To make provision for the housing required to satisfy the varying needs and desires of all economic segments of the Community, maximizing the opportunity for individual choice.</p> <p>To encourage the preservation and enhancement of the varied and distinctive residential character of the Community, and to protect lower density housing from the scattered intrusion of apartments.</p>	<p>No Conflict. The Project would introduce new housing opportunities in the area, including the provision of 270 residential units, which would include up to 27 units restricted for Extremely Low-Income households. These units would consist of a variety of configurations, including studio, one-, two-, and three-bedroom units and would be available at a variety of price ranges, including affordable housing units. In addition, the Project would replace an existing surface parking area and would not intrude onto lower density residential areas. Thus, the Project would not conflict with this objective.</p>
<p>Objective 5. To provide a basis for the location and programming of public services and utilities and to coordinate the phasing of public facilities with private development. To encourage open space and parks in both local neighborhoods and in high density areas.</p>	<p>No Conflict. As discussed in Section IV.H.1, Public Services—Fire Protection; Section IV.H.2, Public Services—Police Protection; Section IV.H.3, Public Services—Libraries; Section IV.H.4, Public Services—Parks and Recreation; Section IV.I, Transportation; Section IV.K.1, Utilities and Service Systems—Water Supply and Infrastructure; Section IV.K.2, Utilities—Wastewater; Section IV.K.3, Utilities—Energy Infrastructure, and the Initial Study included as Appendix A, of this Draft EIR, the Project would not require the construction of public services facilities, the construction of which would cause significant environmental impacts. In addition, utilities to the Project Site would have capacity to serve the Project, as discussed in Section IV.K.1, Utilities—Water Supply and Infrastructure, Section IV.K.2, Utilities—Wastewater, and IV.K.3, Utilities—Energy Infrastructure. In addition, the Project would provide approximately 30,918 square feet of open space and recreational amenities that would be provided to support the needs of the Project residents. The Project would also provide streetscape amenities, as well as a pedestrian-oriented gathering area within the building setback at the corner of Selma Avenue and Ivar Avenue.</p>
<p>Objective 6. To make provision for a circulation system coordinated with land uses and densities and adequate to accommodate traffic; and to encourage the expansion and improvement of public transportation service.</p>	<p>No Conflict. The Project Site is located in a highly urbanized area and designated HQTAs and TPAs that is well-served by public transit provided by Metro and LADOT. The Project would include various streetscape improvements and street-level commercial uses that would activate the surrounding pedestrian environment</p>

Table 4 (Continued)
Applicable Objectives and Policies of the Hollywood Community Plan

Objective/Policy	Would the Project Conflict?
	and enhance walkability. Furthermore, the Project would provide approximately 166 short- and long-term bicycle parking spaces, per LAMC requirements. Thus, the Project would coordinate land use and circulation by promoting opportunities for the use of alternative modes of transportation, including use of public transportation, walking, and bicycling.
<p>Objective 7. To encourage the preservation of open space consistent with property rights when privately owned and to promote the preservation of views, natural character and topography of mountainous parts of the Community for the enjoyment of both local residents and persons throughout the Los Angeles region.</p>	<p>No Conflict. There is currently no open space on the Project Site, which is improved with existing commercial buildings and surface parking areas. Furthermore, as discussed in the Initial Study included as Appendix A of this Draft EIR, as the area surrounding the Project Site is fully developed and highly urbanized, the Project would not have a substantial adverse effect on a publicly available scenic vista. Thus, the Project would not conflict with this objective.</p>
<p>Source: <i>Eyestone Environmental, 2022.</i></p>	

**Table 5
Applicable Goals and Strategies of SCAG’s 2020-2045 Regional Transportation Plan/Sustainable Communities Strategy**

Goal/Strategy	Would the Project Conflict?
<p>Goal 2: Improve mobility, accessibility, reliability, and travel safety for people and goods.</p> <p>Goal 3: Enhance the preservation, security, and resilience of the regional transportation system.</p> <p>Goal 4: Increase person and goods movement and travel choices within the transportation system.</p>	<p>No Conflict. The Project would be developed within an existing urbanized area that provides an established network of roads and freeways that provide local and regional access to the area, including the Project Site. In addition, the Project Site is located within 1,000 feet of Metro’s B Line Hollywood/Vine Station. In addition, there are several bus lines that operate in the vicinity of the Project Site, including three Metro bus lines, and two LADOT Dash lines. The availability and accessibility of public transit in the Project area is documented by the Project Site’s location within a designated TPA, as defined in PRC Section 21099. In addition, the Project would enhance the pedestrian streetscape environment along Selma Avenue and Ivar Avenue by incorporating pedestrian friendly design features such as storefronts with floor-to-ceiling glazing, new trees, and landscaping. The Project would also provide long-term and short-term bicycle parking spaces in accordance with LAMC requirements. Additionally, the Project does not include any design features that could pose safety issues to travelers. Thus, the Project would maximize mobility and accessibility by providing opportunities for walking and biking and opportunities for the use of other alternative modes of travel, including convenient access to public transit.</p>
<p>Goal 5: Reduce greenhouse gas emissions and improve air quality.</p> <p>Goal 6: Support healthy and equitable communities.</p> <p>Goal 7: Adapt to a changing climate and support an integrated regional development pattern and transportation network.</p>	<p>No Conflict. As discussed in Section IV.I, Transportation, of this Draft EIR, the Project would implement TDM measures that would include strategies to promote non-automobile travel (i.e., active/non-motorized transportation, such as bicycling and walking) and reduce the use of single-occupant vehicle trips, thereby facilitating a reduction in VMT and improved air quality to contribute to the protection of the environment and the health of the community’s residents. As evaluated in Section IV.A, Air Quality, of this Draft EIR, operation of the Project would result in less than significant impacts related to air quality, and short-term construction impacts related to regional construction emissions would be reduced to less than significant levels. As identified in Section II, Project Description, and Section IV.E, Greenhouse Gas Emissions, of this Draft EIR, the Project would include specific project features to further support and promote environmental sustainability. These features would consist of compliance with regulatory requirements, including the provisions set forth in the CALGreen Code that have been incorporated into the City of Los Angeles Green Building Code. These features also include energy conservation, water conservation, and waste reduction features. With implementation of regulatory requirements, project design features, and construction mitigation,</p>

Table 5 (Continued)
Applicable Goals and Strategies of SCAG's 2020-2045 Regional Transportation Plan/Sustainable Communities Strategy

Goal/Strategy	Would the Project Conflict?
	impacts related to air emissions, which directly relate to the environment and the health of the City's residents, would be less than significant. In addition, the Project Site's location within a designated HQTAs and TPAs, and thus, within close proximity to a variety of public transit options, would further support healthy and equitable communities. The Project's pedestrian-friendly design and provision of bicycle parking spaces would also promote a healthy community.
Goal 9: Encourage development of diverse housing types in areas that are supported by multiple transportation options.	No Conflict. The Project would construct 270 residential units of various sizes and would also set aside 27 units for Extremely Low-Income households. These units would consist of a mix of 92 studios, 93 one-bedroom units, 75 two-bedroom units, and 10 three-bedroom units in varying sizes and configurations, thereby providing a range of housing opportunities. Furthermore, the Project is within an HQTAs and TPAs and is supported by multiple transportation options, as discussed above.
Strategy: Focus Growth Near Destinations and Mobility Options.	No Conflict. The Project would develop 270 new residential units (27 of which would be reserved for Extremely Low-Income Households) and 6,790 square feet of ground-floor commercial space within the Hollywood Community Plan area, a destination center. The proposed development would also locate housing and create jobs near transit. The Project has convenient access to a variety of public transportation options provided by Metro and LADOT. Specifically, the Project Site is located approximately 1,000 feet from Hollywood/Vine station of the Metro B Line. Additionally, bus service is provided throughout the Project vicinity by Metro bus lines 2, 210, and 302; and LADOT's DASH Hollywood route and Hollywood/Wilshire and Beachwood Canyon lines.
Strategy: Promote Diverse Housing Choices.	No Conflict. The Project would construct 270 residential units, including 27 units set aside for Extremely Low-Income Households. These units would be available in various sizes, including 92 studio units, 93 one-bedroom units, 75 two-bedroom units, and 10 three-bedroom units.
Strategy: Support Implementation of Sustainability Policies.	No Conflict. While this is a citywide strategy, the Project would support it. The Project's design is based on smart growth principles and environmental sustainability, as demonstrated by its mixed-use configuration, emphasis on walkability, bike-friendly environment, and proximity to public transit. Additionally, the Project would incorporate environmentally sustainable design features required by the Los Angeles Green Building Code. The Project would also utilize sustainable planning and building strategies and would incorporate the use of environmentally friendly materials wherever applicable. Furthermore, the Project

Table 5 (Continued)
Applicable Goals and Strategies of SCAG’s 2020-2045 Regional Transportation Plan/Sustainable Communities Strategy

Goal/Strategy	Would the Project Conflict?
	<p>would incorporate additional sustainable features including highly efficient HVAC systems, energy efficient wall insulation and glazing units, WaterSense-labeled plumbing fixtures, weather-based controller and drip irrigation systems, Energy Star-labeled appliances, and water-efficient landscape design. The Project would also comply with the City’s EV charging requirements, which specifies that 10 percent of new parking spaces would require EV charging equipment. In addition, 30 percent of all new parking spaces would be required to be EV “ready” which will be capable of supporting future EV charging equipment. In addition, as discussed in Section IV.K.1, Utilities and Service Systems—Water Supply and Infrastructure, of this Draft EIR, the Project would incorporate Project Design Feature WAT-PDF-1 to reduce water usage by the proposed uses. Specifically, the new residential units would be equipped with, among others, high efficiency toilets, low-flow showerheads, water heating systems that are located in close proximity of point(s) of use, and individual metering and billing for water use for commercial space.</p>
<p>Strategy: Promote a Green Region</p>	<p>No Conflict. While this is a city-wide strategy, the Project would support it. The Project would replace an existing surface parking area that contains minimal landscaping with a mixed-use development that would include substantial landscaping, including street trees on the ground level, as well as landscaping on Level 4 and Level 25 of the proposed building.</p>
<p>Source: Eyestone Environmental, 2022.</p>	