

# Application for Environmental Leadership Development Project

CRE-HAR Crossroads SPV, LLC  
6701 Sunset Boulevard  
Hollywood, CA 90028  
August 16, 2016  
(Revised October 2016)



## **Application for Environmental Leadership Development Project**

**Project Title: Crossroads Hollywood**

**Project Applicant: CRE-HAR Crossroads SPV, LLC**

**Project Location: Los Angeles, California**

### **Project Proposal**

CRE-HAR Crossroads SPV, LLC (Applicant) proposes to develop a dynamic mixed-used project (Project) that celebrates the past, present, and future of Hollywood. The Project would transform a series of underutilized parcels into a transit-oriented pedestrian-enhancing development that would also preserve and revitalize the historic Crossroads of the World complex. The Project would balance historic preservation with contemporary design in order to enable uses that better serve this growing and diverse community while improving connectivity throughout a newly established district of Hollywood. This new district would be a compelling destination, which enhances walkability and pays tribute to both historic and current Hollywood culture.

The Project is located in the Hollywood Community Plan (Community Plan) area and the Hollywood Redevelopment Plan (Redevelopment Plan) Project area of the City. The Project Site is zoned C4-2D (Commercial, Height District 2 with Development Limitation) and C4-2D-SN (Commercial, Height District 2 with Development Limitation, Signage Supplemental Use District). Specifically, the parcels along the western boundary of the Project Site fronting Highland Avenue in Development Parcel A and the parcels along the southern boundary of the Project Site fronting Sunset Boulevard in Development Parcel B are zoned C4-2D-SN, while the remainder of the Project Site is zoned C4-2D. The D limitation on the Site limits floor area ratio (FAR) to 2:1 and 3:1, though the underlying Height District of 2 allows an FAR up to 6:1.

The Project would retain and rehabilitate the Crossroads of the World complex, which was declared City Historic Cultural Monument #134 on December 4, 1974, and was listed on the National Register in 1980. The complex consists of a series of one- and two-story shops in a variety of architectural styles, such as Streamline Moderne, French and Spanish influenced designs, English village style, and a Moorish building. The shops are connected by a series of landscaped walkways with pedestrian entrances on Sunset Boulevard, Las Palmas Avenue, and Selma Avenue. The complex was designed in 1936 as the City's first outdoor pedestrian village and included a mix of shopping, dining, and entertainment uses. Architect Robert Vincent Derrah, AIA, intentionally separated the automobile from the pedestrian—a unique concept at the time. Including landscaping, his intent was to lend an Old World atmosphere unique to a busy city. The architect's full

vision for Crossroads of the World was never achieved, and only approximately three-quarters of his design was built.

Marrying the architectural vision for an outdoor pedestrian village with a mix of uses, the Applicant proposes to replace the existing one and two story office, retail, and residential buildings, which are not part of Crossroads of the World with new structures that bring to life the concepts of an open-air pedestrian district with a mix of shopping, dining, and entertainment uses. The Project would blend the distinguishing character of Crossroads of the World with a sequence of new buildings of modern design creating an experience that celebrates old and new Hollywood.

The Project includes the construction of nine new mixed-use buildings with a variety of uses, including residential, hotel, commercial office, retail, and restaurant uses, and one additional one-story retail building. The Project would include approximately 1,432,500 square feet of developed floor area, including up to approximately 950 new residential units, a 308-room hotel, 95,000 square feet of office, and 185,000 square feet of commercial uses. The Project FAR would be approximately 4.72:1 averaged across the Project Site.

Being true to the idea of Crossroads of the World, the Project would establish a new pedestrian paseo, which extends diagonally from Sunset Boulevard at the frontage of Crossroads of the World to the corner of Selma Avenue and Highland Avenue. Crossing three city blocks, this new pedestrian paseo would become the spine of the Crossroads district, binding together the mix of buildings and uses within the Project. Linked through a series of additional landscaped public walkways, the entire district would be connected, thus, promoting access from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. In addition to improving the pedestrian experience within and around the Site, the Project also includes the re-alignment of Las Palmas Avenue at Sunset Boulevard. Currently, the Las Palmas Avenue street segment north of Sunset Boulevard lies easterly of its street segment south of Sunset Boulevard, thereby creating a dangerous and inefficient intersection. The Applicant proposes the re-alignment of the street so that Las Palmas Avenue would be a proper "thru" street at Sunset Boulevard. This improved connectivity and integration would improve vehicular circulation, automobile and pedestrian safety, and the condition of the public right-of-way. Thus, the Project has been thoughtfully designed and programmed to maximize connectivity and integration with Hollywood neighborhoods and thoroughfares.

To serve the needs of the project, the Applicant proposes to include below grade parking for all portions of the Project. Since 84 affordable units would be included, the rental portion of the Project would be exercising Parking Option 1, as well as a bicycle parking reduction. Through a combination of automobile parking and bicycle parking, the

Project would include more than adequate parking to serve the needs of the historic and newly constructed uses and the larger Hollywood community.

The area is well-served by local and regional transit. The Metro Red Line operates a station at the corner of Hollywood Boulevard and Highland Avenue, which is approximately 0.13 mile away from the Project Site. Several bus stops are located on Sunset Boulevard, Highland Avenue Boulevard, and Hollywood Boulevard.

With a total of 950 residential units, approximately 107,975 square feet of open space is required. The Project would include a host of open space and green space options, including a series of integrated walkways that connect the mixed-use district with Hollywood neighborhoods. In addition, the Project would include roof decks and pools, community rooms, courtyards, landscaped gardens, common open space with gathering and seating areas, and active and passive recreational space.

The Project would transform the Project Site from its existing condition to a vibrant, pedestrian-oriented mixed-use development that promotes the historic vision of Crossroads of the World into a contemporary hub of activity implementing the unique vision contemplated for Hollywood in the Community Plan and the Redevelopment Plan. Thus, the Project includes hotel rooms serving the influx of tourists to the area, a range of housing options to serve local residents, and a range of ground floor retail uses serving both residents, employees and visitors to the area. The Project would incorporate sustainable development to comply with the City's Green Building Program and sustainability intent of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program, and the existing Crossroads of the World would be rehabilitated consistent with the Secretary of the Interior's Standards.

### **Project Site**

The Project is located on a combination of sites totaling 303,443.5 square feet<sup>1</sup> (the "Project Site"). The Project Site consists of multiple parcels across four different city blocks and generally bounded by Sunset Boulevard, Highland Avenue, Selma Avenue, and the Blessed Sacrament Church. The majority of the parcels are located south of Selma Avenue, with the exception of Parcels 17 through 21, which are located on the northeast corner of Selma Avenue and Las Palmas Avenue. The full list of parcels is as follows:

---

<sup>1</sup> 303,443.5 square feet is the pre-dedication lot area per the City's Zoning Zone Information Map Access System (ZIMAS).

Parcel No.	Addresses	Assessor Parcel Number	Lot Area (sf)
1	1550, 1552 Highland Avenue	5547-020-007	6,074.5
2	1546 Highland Avenue	5547-020-008	6,125.1
3	1540, 1542 Highland Avenue	5547-020-045	6,125.9
4	1543 McCadden Place	5547-020-045	6,874.9
5	1547,49 McCadden Place	5547-020-025	6,875.0
6	1553 McCadden Place 6750, 6756, 6760 Selma Avenue	5547-020-036	6,875.0
7	6736,38 Selma Avenue	5547-020-027	2,925.0
8	1546 McCadden Place	5547-020-027	2,925.0
9	6732, 6734 Selma Avenue	5547-020-028	2,816.9
10	None	5547-020-028	2,803.8
11	1542 McCadden Place	5547-020-029	5,715.7
12	1535, 1545, 1555 Las Palmas Avenue 6700, 6702, 6704, 6710, 6712, 6714, 6716, 6718 Selma Avenue	5547-020-001	71,544.8
13	None	5547-020-002	10,287.3
14	6713, 6713 ½ Sunset Boulevard	5547-020-005	11,361.8
15	6709 Sunset Boulevard	5547-020-004	8,249.9
16	1501, 1503, 1505, 1507 Las Palmas Avenue 6701, 6703, 6705, 6707 Sunset Boulevard	5547-020-003	11,249.9
17	1600 Las Palmas Avenue 6675 Selma Avenue	5547-014-028	3,080.1
18	1608 Las Palmas Avenue	5547-014-027	3,069.4
19	None	5547-014-027	3,098.8
20	6671 Selma Avenue	5547-014-028	3,080.1
21	6663, 6665, 6667 Selma Avenue	5547-014-026	5,561.8
22	None	5547-019-032	17,500.4
23	1500, 1502, 1504, 1506, 1508, 1510, 1512, 1514, 1516, 1518, 1520, 1522, 1550, 1552, 1554, 1556, 1557, 1558, 1559,1560, 1561, 1562, 1563,1564, 1565, 1566, 1567, 1568, 1569, 1570, 1571, 1573 Las Palmas Avenue 6665 Sunset Boulevard	5547-019-032	49,546.7
24	1509, 1511, 1515, 1517, 1519, 1521, 1523, 1525, 1527, 1529 Las Palmas Avenue 6671, 6675, 6679 Sunset Boulevard	5547-019-032	15,899.8
25	None	5547-019-032	6,828.0
26	6683, 6685, 6687, 6689 Sunset Boulevard	5547-019-023	6,168.0

<b>Parcel No.</b>	<b>Addresses</b>	<b>Assessor Parcel Number</b>	<b>Lot Area (sf)</b>
27	1510, 1512 Las Palmas	5547-019-022	6,869.9
28	1537, 1539, 1541, 1543, 1547, 1549, 1551, 1553 Las Palmas	5547-019-020	6,955.0
29	None	5547-019-019	6,955.0
<b>Total</b>			<b>303,443.5</b>

The Project Site is currently improved with multiple structures containing a variety of uses, including retail and office uses in the historic Crossroads of the World complex, three two-story multi-family apartment buildings, one- to three-story structures used for commercial office and retail uses, and surface parking lots. Surrounding uses include religious institutions, such as the Blessed Sacrament Catholic Church and First Baptist Church; schools, such as Hollywood High School, Selma Avenue Elementary School, and its co-located Larchmont Charter School West facility; and other commercial/retail uses, such as a plant nursery, commercial strip malls, a Rite-Aid pharmacy, Panavision, LA Recording School, a multi-story office building, and surface parking lots. Generally, both the Project Site and the surrounding area can be characterized by a mix of uses without a consistent development pattern. Located on the Project Site, the Crossroads of the World complex (Parcels 22 through 25 and Parcels 28 and 29) is a designated City Cultural-Historic Monument and also appears on the National Register of Historic Places and the California Register of Historic Resources.

The Project Site is generally flat, with a topography that gently slopes down from the north to the south. Landscaping on the Project Site is limited to ornamental trees and shrubbery. Existing pedestrian access to the Project Site is relatively poor due to grade changes across the property, existing buildings, and landscaping along the perimeter, and vehicular access configuration. Development of the Project Site would bring new life to the region and have significant positive impacts for those who will live at, work at, and visit this new landmark project.

### **CONSISTENCY WITH STATUTORY REQUIREMENTS FOR CEQA STREAMLINING**

This application was prepared in accordance with the Governor's Guidelines for Streamlining Judicial Review under the California Environmental Quality Act (CEQA), which is provided on the Governor's Office of Planning and Research Website ([http://opr.ca.gov/s\\_californiajobs.php](http://opr.ca.gov/s_californiajobs.php)).

The following information (in addition to all exhibits) is submitted to establish that the Project satisfies the statutory requirements for CEQA streamlining as further informed by

the criteria set forth in the Governor’s Guidelines under California Public Resources Code Section 21178 et seq.

**Information to show the project is residential, retail, commercial, sports, cultural, entertainment, or recreational in nature.**

While the entirety of the Project is mixed-use in nature, the Project can generally be divided in four general areas:

Hotel Area (Building A1)

Located on the southeast corner of Selma Avenue and Highland Avenue on Development Parcel A, this portion of the Project would include one high-rise structure with a 308-room hotel, ancillary meeting rooms, lobby lounge and bar, rooftop bar and lounge, and ground floor restaurant and retail. The structure would be approximately 26 stories and 365 feet in height.

Residential Area (Buildings B1, B2, B3, B4, and D1)

A total of five mixed-use residential buildings would be located on Development Parcel B (bounded by Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place) and on Development Parcel D (located on the northeastern corner of Selma Avenue and Las Palmas Avenue). All five structures would include ground floor retail space with residential units above. The structures would include a maximum of 950 residential units and range in height from 85 feet to approximately 402 feet, as follows:

Building	Approximate Height
B1	402 feet
B2	87 feet
B3	386 feet
B4	95 feet
D1	85 feet

A maximum of 950 residential units is contemplated across the Project Site, including 84 units of rental affordable housing, to replace the existing 84 rent-stabilized units currently located on Parcels 7, 8, 9, 10, and 12.

Commercial Area (Buildings C1, C2, and C3)

Located east of Las Palmas Avenue and directly adjacent to the historic Crossroads of the World on Development Parcel C, the commercial portion of the property would

consist of approximately 95,000 square feet of commercial office space above ground floor retail in two buildings (Buildings C1 and C2) with heights of approximately 65 feet and 81 feet. Building C3 would consist of one floor of retail space with a maximum height of 19 feet.

Ground floor retail and restaurant uses throughout the Project Site would total approximately 185,000 square feet.

Proposed site plans for the Project are attached as Exhibit 1. Renderings of the Project are attached as Exhibit 2.

**Information to show the project will qualify for LEED Silver Certification. The application shall specify those design elements that make the project eligible for LEED Silver Certification, and the applicant shall submit a binding commitment to delay operating the project until it receives LEED Silver Certification. If, upon completion of construction, LEED Silver Certification is delayed as a result of the certification process rather than a project deficiency, the applicant may petition the Governor to approve project operation pending completion of the certification process.**

LEED<sup>®</sup> Silver Certification for Crossroads Hollywood will encourage design and construction decisions that have the potential to reduce energy and water use, promote resource conservation through redevelopment and the sourcing of local construction materials and create healthier indoor environments. The project goal is to achieve LEED<sup>®</sup> Silver Certification. Achieving LEED<sup>®</sup> Silver Certification requires obtaining at least 50 points satisfying eight categories, which can be organized into three overarching themes: Siting and Transportation, Building Performance, and Material Selection. The end result is a positive impact on resource conservation, the built environment, and the local community.

Siting, Transportation, and Mixed Use addresses preservation of undeveloped property by encouraging infill development, adaptive re-use of existing historic buildings, and facilitating pedestrian activity by integrating a diversity of uses and providing convenient access to public transportation. Crossroads Hollywood is located in a prime urban location close to transit, entertainment and employment and will integrate a range of commercial, retail and residential spaces arranged around public and private open spaces.

The Project's placement on the intersection of two main commute arterials of Highland Avenue and Sunset Boulevard increases efficiencies to the siting and transportation in the area. The Project is also located within a 0.25-mile walking distance to multimodal transportation choices, including existing subway and bus lines. Additionally,

the Project will provide short- and long-term bicycle parking and showers for bicycle commuters to facilitate “last mile” connectivity to transit options.

Lastly, alternatives to conventionally fueled automobiles will be promoted by providing charging stations and preferred parking for green vehicles.

Building Performance emphasizes water and energy efficiency to maximize livability with reduced resource consumption. Consideration will be taken to select high-performance materials, fixtures and appliances to reduce energy and water consumption by 20 percent from the regional usage baseline. Additionally, a construction and demolition waste management plan will maximize recycling.

Material Selection attempts to reduce the building’s life cycle impact through the selection of upcycled, recycled and locally sourced materials where feasible and also minimize exposure to environmental toxins by choosing low VOC materials. A few practices being considered are utilizing a whole building life cycle assessment, maximizing naturally ventilated areas within the buildings, and selecting materials that have positive environmental, economic, and social lifecycle impacts.

**Green Building Measures:** The Project would be designed and operated to meet or exceed the applicable requirements of the State of California Green Building Standards Code and the City of Los Angeles Green Building Code and achieve the USGBC LEED® Silver Certification. The Project would incorporate measures and performance standards to support its LEED® Silver Certification, which include but are not limited to the following:

- The Project would implement a construction waste management plan to recycle and/or salvage a minimum of 75 percent of nonhazardous construction debris or minimize the generation of construction waste to 2.5 pounds per square foot of building floor area. (LEED® Materials and Resources Credit 5 [v4][1]);
- The Project would be designed to optimize energy performance and reduce building energy cost by 15 percent for new construction compared to ASHRAE 90.1-2010, Appendix G and the 2016 Title 24 Building Standards Code. (LEED® Energy and Atmosphere Credit 2 [v4]);
- The Project would use of Energy Star–labeled products and appliances, including dishwashers in the residential units, where appropriate;
- The Project would use of light emitting diode (LED) lighting or other energy-efficient lighting technologies, such as occupancy sensors or daylight harvesting and dimming controls, where appropriate, to reduce electricity use;

- The Project shall provide the equivalent of 135 kilowatts of photovoltaic panels on the Project site; and
- The Project would reduce indoor water use by a minimum of 35 percent by installing water fixtures that exceed applicable standards. (LEED® Water Efficiency Credit 2 [v4])

**Information to show the project will achieve at least 10 percent greater transportation efficiency than comparable projects. “Transportation efficiency” is defined as the number of vehicle trips by employees, visitors, or customers to the project divided by the total number of employees, visitors, and customers. The applicant shall provide information setting forth its basis for determining and evaluating comparable projects and their transportation efficiency, and how the project will achieve at least 10 percent greater transportation efficiency. For the purpose of this provision, comparable means a project of the same size, capacity and location.**

The Project is considered an “infill” project, as it is replacing existing residential and low-density commercial retail and office uses with a high-density, mixed-use development, while sustaining the historical Crossroads of the World.

The Project is located along two major corridors, Sunset Boulevard and Highland Avenue, in the Hollywood community of the City of Los Angeles (City). Sunset Boulevard and Highland Avenue, both designated as Avenue I in the City’s *Mobility Plan 2035: An Element of the General Plan* (January 2016), carry over 50,000 vehicles per day on an average weekday. Thus, the Project will likely attract existing trips in the area that are “passing by” on the way to another destination, particularly during the weekday A.M. and P.M. peak hour. The 40-percent pass-by reduction applied to the retail and supermarket uses and the 20-percent pass-by reduction applied to the restaurant use are derived from surveys published in *Trip Generation Handbook: An ITE Recommended Practice* (ITE, 2003).

The Project Site is located within 1,500 feet of the Metro Red Line Hollywood/Highland Station, which provides service to the Metro Red Line subway. The Metro Red Line travels between Union Station in Downtown Los Angeles and North Hollywood in the San Fernando Valley at 10 minute intervals during the commuter A.M. and P.M. peak hours. The Project Site is also served by numerous transit lines, with bus stops adjacent to the Project Site on Sunset Boulevard and Highland Avenue for Metro Lines 2 and 156/656, as well as LADOT DASH Hollywood. Additional bus stops for Metro Lines 212/312, 217, 222, and 780 are located within walking distance on Hollywood Boulevard and Hawthorn Avenue. Bicycle routes with shared lane markings, or “sharrows,” are also provided adjacent to the Project Site on Selma Avenue.

A transportation demand management (TDM) program will be implemented to reduce the Project's single occupant vehicles trips and increase the trips arriving via alternative modes of transportation (e.g., walking, bicycle, carpool, vanpool, and transit). The TDM program would include design features, transportation services, education, and incentives intended to reduce the amount of single occupant vehicles during commuter peak hours. The TDM program may include the following strategies:

- Promotion and support of carpools and rideshares;
- Providing a pedestrian-friendly environment and linkages;
- Bicycle amenities (bicycle racks, lockers, showers, etc.);
- Flexible or alternative work schedules;
- Education and information on alternative transportation modes;
- Transportation Information Center (TIC);
- Integration of a Mobility Hub;
- Transportation Management Coordination Program;
  - Promote awareness of all available TDM strategies;
  - Create Transportation Management Plans (TMP) for employees, residents, and patrons of the Project;
  - Guaranteed ride home (GRH) program;
  - Online ride-matching and carpool/vanpool program;
  - Preferential parking location for high occupancy vehicles;
- Discounted employee/resident transit passes;
- Unbundled Parking;
- Parking Cash-Out; and
- Participation in the Hollywood Transportation Management Organization.

The combined effects of the Project's urban infill location along major corridors, proximity to transit, and proposed TDM program would reduce the Project's anticipated vehicular trip generation estimates by approximately 40 percent as compared to a comparable mixed-use project. Therefore, the Project results in at least 10 percent greater transportation efficiency or more.

The Environmental Leadership Development Project Application Traffic/Transportation Assessment, dated August 2016, is attached as Exhibit 3.

**Information to show the project is located on an infill site, defined at Public Resources Code Section 21061.3, and in an urbanized area, as defined at Public Resources Code Section 21071**

The Project is located on an infill site. Under Public Resources Code (PRC) Section 21061.3, an “infill site” is defined as a site that “has been previously developed for qualified urban uses.” In turn, a “qualified urban use” is defined, pursuant to PRC Section 21072, as “any residential, commercial, public institutional, transit or transportation passenger facility, or retail use, or any combination of those uses.” Additionally, the Project is located in an “urbanized area,” which is defined under PRC Section 21071 as “an incorporated city” that meets the criteria of having a population of at least 100,000 persons. The City of Los Angeles has a population of 3,957,022 in 2014 according to the 2015 estimates prepared by the California Department of Finance. The Project would represent an urban infill development since it would be located on a site that meets the definition of an infill site in an urbanized area and would be considered a qualified urban use.

**For a project that is within a metropolitan planning organization for which a sustainable communities strategy or alternative planning strategy is in effect, information to show the project is consistent with the general use designation, density, building intensity, and applicable policies specified for the project area in either a sustainable communities strategy or an alternative planning strategy, for which the State Air Resources Board, pursuant to subparagraph (H) of paragraph (2) of subdivision (b) of Section 65080 of the Government Code, has accepted a metropolitan planning organization’s determination that the sustainable communities strategy or the alternative planning strategy would, if implemented, achieve the greenhouse gas emission reduction targets. For the purposes of this provision, “in effect” means that the sustainable communities strategy or the alternative planning strategy has been adopted by the metropolitan planning organization, and that the Air Resources Board has accepted the metropolitan planning organization’s determination that the sustainable communities strategy or alternative planning strategy meets the adopted greenhouse gas reduction targets and is not the subject of judicial challenge.**

California Senate Bill (SB) 375 was passed by the State Assembly on August 25, 2008, and signed into law by the Governor on September 30, 2008. This legislation links regional planning for housing and transportation with the greenhouse gas (GHG) reduction goals outlined in California Assembly Bill (AB) 32. Under SB 375, each Metropolitan Planning Organization (MPO) is required to adopt a Sustainable Community Strategy to encourage compact development that reduces passenger vehicle miles traveled (VMT) and

trips so that the region will meet a target, created by the California Air Resources Board (CARB), for reducing GHG emissions.

The Project is within the jurisdiction of the Southern California Association of Governments (SCAG). On April 4, 2012, SCAG's Regional Council adopted the 2012–2035 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS): Towards a Sustainable Future (2012–2035 RTP/SCS). On April 7, 2016, SCAG's Regional Council adopted the 2016–2040 RTP/SCS: A Plan for Mobility, Accessibility, Sustainability and a High Quality of Life. The 2016–2040 RTP/SCS reaffirms the land use policies that were incorporated into the 2012–2035 RTP/SCS. Accordingly, both of these plans have outlined the region's plan for integrating the transportation network and related strategies with an overall land use pattern that responds to projected growth, housing needs, changing demographics, and transportation demands. Additionally, within the RTP, the SCS demonstrates the region's ability to attain and exceed the GHG emission-reduction targets set forth by CARB. The majority of new housing and job growth is focused in high-quality transit areas (HQTAs) and other opportunity areas in existing main streets, downtowns, and commercial corridors, resulting in an improved jobs-housing balance and more opportunity for transit-oriented development (TOD). This overall land use development pattern supports and complements the proposed transportation network that emphasizes system preservation, active transportation, and transportation demand management (TDM) measures. On June 28, 2016, CARB accepted SCAG's quantification of GHG emission reductions from the 2016 SCS and the determination that the 2016 SCS would, if implemented, achieve the 2020 and 2035 GHG emission reduction targets established by CARB.<sup>2</sup>

Adopted strategies for the reduction of GHG emissions, as part of the 2012–2035 RTP/SCS and the 2016–2040 RTP/SCS, have the potential to significantly change the region's land use and travel patterns to achieve GHG reductions by 2020, 2035, and 2040. Such strategies include (but are not limited to) the following:

- Compact growth in areas accessible to transit;
- Half of all new development on three percent of the region's land use;
- More multi-family housing, jobs, and housing closer to transit;
- New housing and job growth focused in HQTAs; and

---

<sup>2</sup> CARB, *Executive Order G-16-066, SCAG 2016 SCS ARB Acceptance of GHG Quantification Determination, April 2016*, [www.arb.ca.gov/cc/sb375/scag\\_executive\\_order\\_g\\_16\\_066.pdf](http://www.arb.ca.gov/cc/sb375/scag_executive_order_g_16_066.pdf).

- Investments in biking and walking infrastructure to improve active transportation options and transit access.

The Project would implement the above strategies for the reduction of GHG emissions and, as such, would be consistent with key GHG reduction strategies provided in both the 2012–2035 RTP/SCS and the 2016–2040 RTP/SCS. The Project represents an infill development within an existing urbanized area that would concentrate new residential and neighborhood-serving commercial uses within a HQTAs (generally walkable transit villages or corridors that are within 0.5 mile of a well-served transit stop or a transit corridor). The Project Site is located approximately 0.13 mile from the Metro Red Line Hollywood/Highland Station. The Metro Red Line runs north-south between North Hollywood and downtown Los Angeles, connecting with the Metro Purple Line at Wilshire Boulevard, the Metro Blue Line in downtown Los Angeles, and the Metro Gold Line at Union Station to the east of the Project Site, and with the Metro Orange Line in North Hollywood to the north of the Project Site. The Metro Red Line has average headways of 10 minutes during weekday morning and afternoon peak periods. Metro also provides 11 bus lines in the form of both rapid and local bus service in the Project Site vicinity. The Los Angeles Department of Transportation (LADOT) Downtown Area Shuttle (DASH) and West Hollywood Cityline also provide local bus transit service in the area.

In addition, the Applicant shall develop and implement a TDM Program that includes strategies to promote non-auto travel (e.g., approximately 22 Metro and Dash bus lines serve the Project Site) and reduce the use of single-occupant vehicle (SOV) trips. The Project would provide approximately 1,307 bicycle parking spaces throughout the Project Site, which would provide additional alternative transportation options. Development of the Project would create a new district of Hollywood that would enhance walkability by connecting and integrating internal and surrounding land uses and thoroughfares. The Project would create a new pedestrian paseo that would extend diagonally from Sunset Boulevard at the frontage of Crossroads of the World to the corner of Selma Avenue and Highland Avenue. The Project would further enhance pedestrian infrastructure through a series of additional landscaped public walkways that would connect and provide access to the Project Site from Sunset Boulevard, Las Palmas Avenue, Selma Avenue, and McCadden Place. By promoting accessibility to alternative transportation options and improving pedestrian accessibility and circulation within the Project Site, the Project would contribute towards reducing VMT.

SCAG has also identified performance metrics and trends through 2040 that help explain and confirm the GHG reduction benefits of their plan, which include the following:

- Two thirds of new housing will be multi-family;

- Over 55 percent of all jobs and 46 percent of the region's future household growth will be within HQTAs;
- The combined percentage of work trips made by carpooling, active transportation, and public transit would increase by about four percent with a commensurate reduction in the share of commuters traveling by single occupant vehicle;
- The number of Vehicle Miles Traveled (VMT) per capita would be reduced by more than seven percent and vehicle hours traveled (VHT) per capita by 17 percent (for automobiles and light/medium duty trucks) as a result of more location-efficient land use patterns and improved transit service; and
- Daily travel by transit would increase by nearly one third, as a result of improved transit service and more transit-oriented development patterns.

The 2012–2035 RTP/SCS is expected to help California reach its GHG reduction goals, with reductions in per capita transportation emissions of 9 percent by 2020 and 16 percent by 2035.<sup>3</sup> The 2016–2040 RTP/SCS would result in an estimated 22 percent decrease in per capita GHG emissions by 2040.<sup>4</sup> By meeting and exceeding the SB 375 targets for 2020 and 2035, as well as achieving an approximately 22 percent decrease in per capita GHG emissions by 2040 (an additional 4 percent reduction in the five years between 2035 [18 percent] and 2040 [22 percent]), the 2016–2040 RTP/SCS is expected to fulfill and exceed its portion of SB 375 compliance with respect to meeting the state's GHG emission reduction goals. With incorporation of a TDM Program and the land use transportation characteristics and measures listed below (i.e., LUT-1, LUT-2, LUT-4 through LUT-6, SDT-1, and SDT-2), the Project would result in a VMT reduction of approximately 45 percent and would be consistent with the reduction in transportation emission per capita provided in the 2016–2040 RTP/SCS.

As previously discussed, the Project would create a transit-oriented, pedestrian-friendly development consisting of hotel, multi-family residential, office, and commercial/retail/restaurant uses across several parcels in the Hollywood community. The Project would provide new housing and employment opportunities within a designated HQTAs. Furthermore, with its proximity to public transportation, including local Metro bus lines and the Metro Red Line Hollywood/Highland Station, and through the provision of approximately 1,241 bicycle parking spaces, the Project would facilitate and encourage the use of alternative modes of transportation. Thus, the Project design and location would

---

<sup>3</sup> Website [www.arb.ca.gov/cc/sb375/scag\\_fact\\_sheet.pdf](http://www.arb.ca.gov/cc/sb375/scag_fact_sheet.pdf).

<sup>4</sup> Southern California Association of Governments. *Draft Program Environmental Impact Report for 2016–2040, RTP/SCS, December 2015, Figure 3.8.4-1, [http://scagrtpscs.net/Documents/2016/peir/draft/2016dPEIR\\_3\\_8\\_GreenhouseGases.pdf](http://scagrtpscs.net/Documents/2016/peir/draft/2016dPEIR_3_8_GreenhouseGases.pdf).*

contribute to fewer single-occupancy trips, a decrease in average vehicle trip lengths, and a decrease in VMT. These and other measures would further promote a reduction in VMT and subsequent reduction in GHG emissions, which would be consistent with the goals of SCAG's 2016–2040 RTP/SCS.

Based on the above, the Project would be consistent with the objectives of SCAG's 2012–2035 RTP/SCS and 2016–2040 RTP/SCS. Thus, through the implementation of SCAG strategies in the reduction of GHG emissions, the Project would fulfill the MPO's determination that the sustainable communities strategy meets the adopted GHG reduction targets.

**Information to show that the applicant has notified a lead agency prior to the release of the draft environmental impact report that it intends to certify a project for streamlined environmental review under the Jobs and Economic Improvement Through Environmental Leadership Act of 2011. Written acknowledgment from the lead agency of the applicant's intent to apply for certification may be used to satisfy this requirement.**

Prior to the circulation of the Draft Environmental Impact Report (DEIR) and well before approval of the project entitlements, the City of Los Angeles, lead agency for the Project, shall be notified that the Applicant is seeking certification for the Project under the Jobs and Economic Improvement Through Environmental Leadership Act of 2011, as amended by Senate Bill 743 and Senate Bill 734. Additionally, on May 29, 2015, the Applicant submitted a Master Land Use Permit Application to the City of Los Angeles in connection with the development of the Project.

**Information to show that the project will result in a minimum investment of \$100 million in California through the time of completion of construction.**

Initial estimates for the total cost of the Crossroads Hollywood development plan is currently estimated to be \$475.5 million. This activity is estimated to generate:

- 5,240 annual jobs;
- \$317.7 million in labor income;
- \$839.9 million in total output (business revenues); and
- \$37.4 million in state and local taxes, of which \$10.6 million will be collected by Los Angeles County and \$4.6 million will be collected by local cities.

**Information to show that the project will satisfy the prevailing and living wage requirements of Public Resources Code section 21183(b).**

The Project will create high-wage, highly skilled jobs that pay prevailing wages and living wages and will comply with all provisions of 21183 as ordered by SB 734 Public Resources Code section 21183 as amended by SB 734. The Applicant has already entered into a PLA to fulfill the requirements of Section 21183 as ordered by SB 734.

**Information establishing that the project will not result in any net additional greenhouse gas emissions. This information includes (1) a proposed methodology for quantifying the project's net additional greenhouse gas emissions, and (2) documentation that quantifies both direct and indirect greenhouse gas emissions associated with the project's construction and operation, including emissions from the project's projected energy use and transportation related emissions; and quantifies the net emissions of the project after accounting for any mitigation measures. This information is subject to a determination signed by the Executive Officer of the Air Resources Board that the project does not result in any net additional greenhouse gas emissions, following the procedures set forth in section 6 of the Governor's Guidelines.**

The Project Sponsor agreed to meet the requirement set forth in California Public Resources Code Section 21183, subdivision (c) to demonstrate that the Project would result in no net additional GHG emissions through the purchase of voluntary carbon credits sufficient to offset all projected additional GHG emissions. A copy of the commitment letter is provided in Appendix A of Exhibit 4. Project-related GHG emissions would be reduced with the Project Design Features identified below.

The Project would be designed and operated to meet or exceed the applicable requirements of the State of California Green Building Standards Code and the City of Los Angeles Green Building Code and achieve the USGBC LEED Silver Certification. The Project would incorporate measures and performance standards to support its LEED Silver Certification, which include, but are not limited to, the following:

- The Project would implement a construction waste management plan to recycle and/or salvage a minimum of 75 percent of nonhazardous construction debris or minimize the generation of construction waste to 2.5 pounds per square foot of building floor area. (LEED Materials and Resources Credit 5 [v4]<sup>5</sup>);

---

<sup>5</sup> The bracketed text "v4" denotes version 4 of the LEED Building Design and Construction credits.

- The Project would be designed to optimize energy performance and reduce building energy cost by 10 percent for new construction compared to ASHRAE 90.1-2010, Appendix G and the Title 24 2016 Building Standards Code. (LEED Energy and Atmosphere Credit 2 [v4]);
- The Project would use of Energy Star–labeled products and appliances, including dishwashers in the residential units, where appropriate;
- The Project would use of light emitting diode (LED) lighting or other energy-efficient lighting technologies, such as occupancy sensors or daylight harvesting and dimming controls, where appropriate, to reduce electricity use;
- The Project shall provide the equivalent of 135 kilowatts of photovoltaic panels on the Project site; and
- The Project would reduce indoor water use by a minimum of 35 percent by installing water fixtures that exceed applicable standards. (LEED® Water Efficiency Credit 2 [v4])

The Project characteristics listed below would also serve to reduce GHG emissions and are consistent with the California Air Pollution Control Officer’s Association’s (CAPCOA’s) *Quantifying Greenhouse Gas Mitigation Measures*.<sup>6</sup> CAPCOA’s guidance document provides emission reduction values for land-use transportation characteristics and measures and would reduce vehicle trips to and from the Project Site with a corresponding reduction in VMT and associated GHG emissions.

- **Increased Density (LUT-1):** Increased density, measured in terms of persons, jobs, or dwelling units per unit area, reduces emissions associated with transportation as it reduces the distance people travel for work or services and provides a foundation for the implementation of other strategies such as enhanced transit services. The Project would increase the site density to approximately 119 dwelling units per acre and 208 jobs per acre.
- **Increase Location Efficiency (LUT-2):** Location efficiency describes the location of the Project relative to the type of urban landscape such as an urban area, compact infill, or suburban center. In general, compared to the statewide average, a project could realize VMT reductions up to 65 percent in an urban area, up to 30 percent in a compact infill area, or up to 10 percent in a suburban center from land use/location strategies. The Project Site represents an urban/compact infill location within the Hollywood community of the City of Los Angeles. The Project Site is served by existing public transportation located

---

<sup>6</sup> California Air Pollution Control Officers Association, *Quantifying Greenhouse Gas Mitigation Measures*, 2010.

within 0.25 mile. The Project Site is also located within the Hollywood Center, which is generally located on both sides of Hollywood and Sunset Boulevards between La Brea Avenue and Gower Street.<sup>7</sup> The Community Plan calls for the Hollywood Center to function as: (1) the commercial center for Hollywood and surrounding communities; and (2) an entertainment center for the entire region. The Community Plan further states that development combining residential and commercial uses are especially encouraged in the Hollywood Center. The location efficiency of the Project Site would result in synergistic benefits that would reduce vehicle trips and VMT compared to the statewide average and would result in corresponding reductions in transportation-related emissions.

- **Increased Destination Accessibility (LUT-4):** The Project would be located in an area that offers access to other nearby retail and entertainment destinations, including Hollywood & Highland Center and entertainment complex approximately 0.13 mile to the northwest of the Project Site. In addition, the Project Site would be located within 5.5 miles of Downtown Los Angeles, a primary job center. Providing access to multiple destinations in proximity to the Project Site would reduce vehicle trips and VMTs compared to the statewide average and encourage walking and non-automotive forms of transportation and would result in corresponding reductions in transportation-related emissions.
- **Increased Transit Accessibility (LUT-5):** The Project would be located approximately 0.13 mile from the Metro Red Line Hollywood/Highland Station and along several Metro transit and DASH routes. The Project would provide access to on-site uses from existing pedestrian pathways. The Project would also provide adequate bicycle parking spaces for residential and commercial uses to encourage utilization of alternative modes of transportation.
- **Integrate Affordable and Below Market Rate Housing (LUT-6):** Below market rate housing provides greater opportunity for people to live closer to job centers and to accommodate more people in urban infill areas. The Project would include 84 below market rate dwelling units, which would result in an increase in alternative transit usage and a corresponding reduction in transportation-related emissions.
- **Improve Design of Development (LUT-9):** The project would include improved design elements including developing ground floor retail, pedestrian paseos, open space and improved streetscape which would enhance walkability in the project vicinity. The Project would also locate a development in an area with 113 intersections per square mile which improves street accessibility and connectivity.

---

<sup>7</sup> City of Los Angeles, *Hollywood Community Plan*, December 13, 1988, p. HO-2.

- **Provide Pedestrian Network Improvements (SDT-1):** Providing pedestrian access that minimizes barriers and links the Project Site with existing or planned external streets encourages people to walk instead of drive. The Project would provide an internal pedestrian network that links to the existing off-site pedestrian network including existing off-site sidewalks, which would further reduce VMT and associated transportation-related emissions. Furthermore, the Project would result in an improved and aesthetically appealing streetscape that would promote pedestrian activity, particularly between the Metro Red Line Hollywood/Highland Station and the Hollywood & Highland Center and the Project Site, and enhance the urban lifestyle of the surrounding neighborhood.
- **Provide Traffic Calming Measures (SDT-2):** Providing traffic calming measures encourages people to walk or bike instead of using a vehicle. This mode shift results in a decrease in VMT. Streets within 0.5 mile of the Project Site are equipped with sidewalks and approximately 25 percent of the intersections include marked crosswalks and/or count-down signal timers.

Detailed GHG emissions calculations are provided in Exhibit 4.

**Information documenting a binding agreement between the project proponent and the lead agency establishing the requirements set forth in Public Resources Code sections 21183(d) (all mitigation measures will be conditions of approval and enforceable, and environmental mitigation measures will be monitored and enforced for the life of the obligation), (e) (applicant will pay costs for hearing by Court of Appeal), and (f) (applicant will pay costs of preparing the administrative record).**

Senate Bill 743 (effective January 1, 2014) amended the AB 900 Guidelines, regarding the documentation of a binding agreement between the project proponent and the lead agency establishing the requirements set forth in Public Resources Code sections 21183 (d) (e) and (f), to remove the need for a binding agreement prior to the release of the Draft Environmental Impact Report. Section 21181 as amended by SB 734 requires the Governor to certify the project as an environmental leadership development project eligible for streamlining prior to January 1, 2018. The Applicant is proceeding with the Draft EIR pursuant to the AB 900 Guidelines and the requirements of Public Resources Code section 21187 as amended.

Information per Public Resources Code 21184.5 as amended by SB 734 to show the Project is providing unbundled parking for residential dwelling units, except for affordable dwelling units.

The Project will provide unbundled parking for the residential dwelling units, except for the affordable residential dwelling units.

## **CONSISTENCY WITH PLANNING GOALS, POLICIES AND OBJECTIVES OF THE CITY OF LOS ANGELES**

The Project is located in the Hollywood Community Plan (Community Plan) area and the Hollywood Redevelopment Plan (Redevelopment Plan) project area of the City. Parcels 1 through 3 are currently zoned C4-2D-SN and are located within the Hollywood Signage Supplemental Use District, while the remainder of the Site is zoned C4-2D. The D limitation on the Site limits floor area ratio (FAR) to 2:1 and 3:1, though the underlying Height District of 2 allows an FAR up to 6:1.

The Project is consistent with many of the goals, policies and objectives of the City of Los Angeles General Plan, the Housing Element and the City Planning Commission's Do Real Planning policy statement. In addition, all entitlements being considered for approval by the City of Los Angeles conform with the appropriate sections set forth in the Los Angeles Municipal Code and the underlying zoning.

### **General Plan Framework**

The General Plan Framework includes the following goals, objectives and policies relevant to the proposed mixed-use development.

*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.*

*Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.*

The Project Site is located in a Regional Center which is designated for new mixed-use projects. Further, consistent with the above, the Site is located along Sunset Boulevard, a major transit boulevard and just blocks from the Metro Red Line Hollywood/Highland Station. The Project will include the construction of up to approximately 950 residential units, 308 hotel rooms, 95,000 square feet of office, and 185,000 square feet of commercial uses. The Project is designed to ensure harmony with the existing

neighborhood and minimize impacts on neighboring properties by retaining that portion of the site known as the historic Crossroads of the World. The Project will also promote a pedestrian-friendly environment with active commercial uses at street level along all street frontages as well as within the project along the proposed pedestrian passage or alley that will connect Sunset Boulevard, Las Palmas Avenue, and McCadden Place. This diagonal pedestrian passage or alley is designed to ensure that ground floor commercial uses will benefit from additional connectivity between the Project and the neighboring areas and that neighborhood-serving retail will bring convenience to Project residents and the community. The character of the area includes other mixed-use projects, commercial and retail uses, and high density residential. Therefore, the Project's density and height will be compatible with the existing development and will not create negative impacts to the adjacent commercial or residential areas.

The Project will provide much needed new housing options for area residents. The location provides for a transit-friendly development, as the Project Site is adjacent to a range of public transit options. The Hollywood DASH operates bus stops on the northwest and southeast corner of Sunset Boulevard and Highland Avenue; Metro Bus No. 2 runs along Sunset Boulevard; and the Metrorail Red Line operates a station at the corner of Hollywood Boulevard and Highland Avenue. Bicycle parking (both long and short term) will be provided for both residential and retail tenants and their visitors, consistent with the Los Angeles Municipal Code and California Green Building Code. The Project, thereby, enables a more self-sufficient, pedestrian-oriented lifestyle that will reduce unnecessary vehicle trips in the vicinity and thereby enhance public convenience and general welfare.

Therefore, the Project encourages growth and increased land use intensity in a regional center and near transit nodes, to create a pedestrian-oriented environment while promoting an enhanced urban experience and provide for places of employment.

### **City Planning Commission—Do Real Planning**

Promoting the ideals of inspired, principled land use planning concepts at a citywide level, the Los Angeles City Planning Commission has fostered new visions with its "Do Real Planning." The proposed Project fulfills several of these important objectives and goals:

Demand a Walkable City: This concept poses the question of whether a project actively welcomes its own users, its neighbors and its passersby. The Project proposes a walkable concept along a major commercial corridor. To invite its own residents as well as the neighborhood, the commercial retail spaces are oriented to the street frontages throughout. The Project is designed to enhance the pedestrian experience by locating vibrant retail uses along Sunset Boulevard and Selma Avenue, creating large open spaces to encourage pedestrian activity.

Offer Basic Design Standards: The concept is to eliminate the sea of stucco boxes, blank walls, street-front parking lots and other inhospitable streetscapes. The scale, massing and location of the Project's buildings will respond to the unique shape of the site, and the surrounding urban context. The site is one of the largest development sites in the area, and its position on the Sunset Boulevard and proximity to Hollywood Boulevard make it ideal for a landmark development that will serve as a gateway and beacon for the community. The Historic Crossroads building serves to attract more pedestrian activity. Additionally, a landscaped area on the ground level creates an area set aside for outdoor dining and other public gathering areas. And, the orientation of the buildings and commercial retail spaces also creates a unique architectural design that generates a hospitable, visually appealing streetscape that also invites pedestrians.

Require Transit Around Density: The area is well-served by local and regional transit. The Metro Red Line Hollywood/Highland Station is approximately 0.13 mile away from the Project Site. Further, the Hollywood Freeway (101) is located in close proximity to the Site. Several bus stops are located on Sunset Boulevard, Highland Avenue Boulevard, and Hollywood Boulevard.

Locate Jobs Near Housing: The Commission observes that "the time for segregating jobs from housing in Los Angeles has passed." The Commission observes that the City has "several stale business boulevards and districts that are ripe for renovation; in these traditionally commercial-only locations, we must include both jobs and housing in the mix." Sunset Boulevard is a commercial corridor primed for the renovation proposed by the Commission insofar as the project brings both jobs and housing into the mix with a proposed mixed-use development.

Produce Green Buildings: This concept proposes a menu of benefits that any developer who will commit to building a LEED-certified project can expect in return from the Department of City Planning. Effective November 1, 2008, a mixed-use project of 50,000 gross square feet or more of floor area in excess of six stories is subject to the green building program standard of sustainability. The Project complies with the City's green building requirements, which came to fruition after the City Planning Commission expressed its own vision to promote green buildings.

Identify Smart Parking Requirements: This concept seeks to revisit the "one size fits all" suburban parking standards and to eliminate the mandate for acres of parking spaces and parking lots that often occupy prime street frontage. The parking proposed will be contained within the Project's interior subterranean parking levels and concealed from street view, thereby eliminating the existing parking lots that occupy prime street frontage.