COMMUNITY REDEVELOPMENT AGENCY
CITY OF LOS ANGELES

HOLLYWOOD REDEVELOPMENT PROJECT

ENVIRONMENTAL IMPACT REPORT

FINAL
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This Environmental Impact Report was prepared by Environmental Science Associates, Inc., San Francisco, California, to conform to the California Environmental Quality Act and State Guidelines for its implementation. ESA has applied its best efforts to prepare an inclusive informational document that identifies and evaluates possible environmental impacts and possible measures to mitigate adverse impacts of the proposed project, and considers alternatives to the project as proposed.

This report is intended to be a full disclosure document and is provided solely to assist in the evaluation of the proposed project. ESA shall not be liable for costs or damages of any client or third parties caused by use of this document for any other purposes, or for such costs or damages of any client or third parties caused by delay or termination of any project due to judicial or administrative action, whether or not such action is based on the form or content of this report or portion thereof prepared by ESA.

ERRATA

The following text is added following the fourth paragraph on p. 47 of the Draft EIR (immediately preceeding "IMPACT"):

"Parking

"Much of Hollywood was developed prior to the adoption of current code parking requirements. Consequently, many of the existing uses lack adequate parking, and the distribution of parking facilities within the project area is poor. Current parking conditions are discussed in a market study prepared by Kotin, Regan, and Mouchly, and in the 1980 parking study prepared for the City of Los Angeles Department of Transportation by Associated Parking Consultants; these studies are on file with CRA."

The following text is added following the second paragraph on p. 56 of the Draft EIR (immediately preceeding "Cumulative"):

"Parking

"Development in the commercial core would most probably occur on sites currently used for surface parking. A reduction of existing parking in commercial and residential areas could affect the marketability of space and, therefore, affect reinvestment in older buildings. As the Redevelopment Plan were implemented, CRA and the City of Los Angeles would need to ensure the availability of parking facilities for existing uses."

The following text replaces the discussion of specific development projects on p. 56 of the Draft EIR:

"Specific Development Projects"

The development of certain sites within the project area could result in project-specific transportation impacts. These environmental impacts would be discussed further in the environmental assessment for specific projects. For example, subsequent environmental review of specific development projects would be necessary to address the issue of replacement of parking facilities for existing uses, in addition to the provision of new parking capacity for new development."

HOLLYWOOD REDEVELOPMENT PROJECT EIR

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S. SUMMARY

I. INTRODUCTION (see Section I)

In 1983, the Los Angeles City Council requested that Community Redevelopment Agency (CRA) prepare a redevelopment plan for an 1,100-acre area in Hollywood. The intent of the proposed Hollywood Redevelopment Plan is to upgrade the environment of the affected areas by rehabilitating existing residences and businesses; developing additional housing; encouraging new commercial and industrial development; providing a basis for programming public service, parks, and recreational facilities; and providing for well-planned pedestrian and vehicular circulation and adequate parking, coordinated with land use. In an Initial Study of the proposed Redevelopment Plan, prepared in accordance with the State CEQA Guidelines, CRA determined that an Environmental Impact Report on the Redevelopment Plan was required.

According to the State CEQA Guidelines, an EIR on a redevelopment project shall be treated as a program EIR, and all public and private activities pursuant to a redevelopment plan constitute a single project. Program EIRs are appropriate where the poject is a series of related actions as part of a contingency program (see Section 1.C, EIR Preparation); advantages of a program EIR compared with a project-specific EIR include better consideration of cumulative impacts and a more thorough treatment of impacts and alternatives. Program EIRs avoid reconsideration of basic policy issues. An EIR is an informational document that does not determine whether a project will be approved. Its purpose is to identify significant impacts of a project on the physical environment, identify measures to mitigate those impacts, and evaluate feasible alternatives.

II. PROJECT DESCRIPTION (see Section II)

The Redevelopment Area project area is the older portion of Hollywood, an area generally bounded by La Brea Ave. on the west; Serrano Ave. on the east; Franklin Ave., the Hollywood Freeway, and Hollywood Blvd. on the north; and Fountain Ave. and Santa Monica Blvd. on the south. The project area encompasses residential, commercial, public, and industrial development that is generally low in scale. Within the project area lie several major north-south and east-west thoroughfares, including Sunset Blvd., Western Ave., Vine St., and Highland Ave. The project area has a substantially larger proportion of overcrowded housing units, low-income residents and families below the poverty level than the citywide averages for these factors.

The project would consist of amending the existing Community Plan to accommodate the Redevelopment Plan, and redeveloping the project area according to land use designations and density limits contained in the proposed Redevelopment Plan (see Section III.A, Land Use and Planning) to attain the goals of the Redevelopment Plan. The primary characteristics of the proposed project are changes in land use designations, changes in development densities, and enabling legislation to provide CRA with financial resources and other resoufces to attain the Redevelopment Plan's goals.

III. ENVIRONMENTAL ANALYSIS (see Section III)

A. LAND USE AND PLANNING (see Section III.A)

The proposed Redevelopment Plan would generally permit greater development densities than now exist. Potential build-out of residential uses could double the number of units, from about 15,000 units to almost 30,000 units. The CRA predicts, however, that market conditions would allow an increase of only 2,800 units in the next 20 years. Commercial development could increase almost five-fold. The CRA projects a demand for almost 3 million sq. ft. of new commercial space in Hollywood over the next 20 years, or about a 25% increase over existing levels. This is well below either potential buildout (maximum allowable FAR) under the Redevelopment Plan, at 56 million sq. ft., or under the existing Community Plan, at 86 million sq. ft.

One basic effect of the Redevelopment Plan would be a reduction in allowable FAR from 6:1 to 4.5:1 for Regional Center Commercial designation. A second basic effect of the Redevelopment Plan would be a shift in land use to industrial uses. About 2.5 million sq. ft. of industrial uses exist in the project area. The Redevelopment Plan would encourage development of about 14 million sq. ft. more of this use, almost triple the increment allowed by the existing Community Plan and about 10 times the demand projected in market studies. Some of this additional industrial development would occur in existing residential and commercial areas.

B. HISTORIC, CULTURAL, AND ARCHITECTURAL RESOURCES (see Section III.B)

The proposed project might affect historic resources either directly or indirectly. Generally, the nature of any redevelopment plan imposes potential impacts on existing conditions. Adoption of a Redevelopment Plan indicates new interest, a willingness to assemble development resources, and a determination to achieve development goals. An active Redevelopment Plan encourages development and, consequently, could alter existing conditions. The proposed Hollywood Redevelopment Plan would provide additional protection for historic properties.

The project may adversely affect six historic resources appearing eligible for or potentially eligible for National Register listing as a result of redesignating some lands from Very High Density Residential to Commercial Manufacturing. One residential structure that appears eligible for National Register listing might suffer adverse effects because the project proposes to change the land use designation from Very High Residential to Regional Center Commercial.

C. TRANSPORTATION, CIRCULATION, AND PARKING (see Section III.C)

Hollywood's location offers excellent accessibity to the entire Los Angeles Basin, but much of the existing arterial street network that serves this area is near capacity. Numerous dog-legs contribute to congestion because they increase volumes on major streets and add to turning volumes. Significant disruptions occur at Franklin and Highland Aves.; in the discontinuity of Fountain Ave. between Bronson and Van Ness Aves.; and Bronson Ave. at Santa Monica Blvd. Several intersections are close to their theoretical capacities (LOS E) or are currently over-capacity in the project area during the evening peak period. Large volumes of pedestrian crossings, a high concentration of buses with headways of 10 minutes or less during peak periods, and a high signal density combine with the large daily traffic volumes along Hollywood Blvd. and Sunset Blvd., to create severe levels of congestion. The Hollywood Freeway is the main route to pass through Cahuenga Pass, so motorists west of Cahuenga Blvd.

are funneled onto Highland Ave. to travel directly to a freeway ramp. This constraint on movements over the pass forces high volumes onto Highland Ave. Many of the existing uses have insufficient parking, and the project area has a poor distribution of parking facilities.

In the year 2005, the development projected under the project would generate an estimated 62,740 additional daily vehicle trips (over existing levels) and 7,665 additional afternoon peak-hour vehicle trips, of which about 2,900 trips would be inbound to the project area. At build-out, potential development under the project would generate an estimated 351,200 new daily vehicle trips. Afternoon peak-hour operating conditions in the year 2005 would differ significantly from existing levels. Eight of the intersections would operate at LOS E, or close to their theoretical capacities. Ten of the intersections would operate at LOS F. An LOS F indicates that motorists are waiting through several signal cycles to proceed through the intersections and that backups in traffic from these intersections are likely to be affecting operations at other nearby intersections. If no improvements are made to the street system by the year 2005, 18 of the 25 intersections would operate at LOS E or worse. Development in the commercial core would probably occur on the sites currently used as surface parking lots. CRA and the City would need to ensure the availability of parking facilities for existing uses.

Mitigation measures to reduce project impacts include widening Highland Ave. for one additional lane in each direction at the Highland/Franklin Aves. bottleneck; widening both legs of Franklin Ave.; and installing permanent reversible-lane traffic control devices, including overhead blank-out signs. Another recommended mitigation measure is to restripe Vine St. for three lanes in each direction and add a left-turn lane; parking should be prohibited during peak hours, in the dominant direction of travel. Still another measure would be to widen the east-west approaches and install dual left-turn lanes at the Sunset Blvd./Highland Ave. intersection.

D. METEOROLOGY AND AIR QUALITY (see Section III.D)

Regional topography, moderate wind speeds, widespread urban development, and strong year-round sunlight affect air quality in the South Coast Air Basin. A downtown Los Angeles monitoring station indicates ozone to be the most pervasive air quality problem. Carbon monoxide, total suspended particulates, and nitrogen dioxide also reach levels, on occasion, that exceed state and federal standards. Motor vehicles are the greatest single contributor to area-wide emissions.

New construction under the project would generate short-term emissions of fugitive dust and volatile hydrocarbons, and exhaust emissions from construction vehicles and equipment. The state 24-hour standard for particulates would probably be violated several times within the project area during construction of specific projects, and visibility at the construction sites may temporarily be affected.

Long-term impacts on air quality would include an increase in emissions primarily because of increased traffic related to new development within the project area. By the year 2005, emissions of CO, HC, NO_x, SO_x, and TSP would substantially increase. The greatest increases, as a percentage of total air basin emissions, would be in NO_x and in CO. Additional development would increase traffic levels, but the increased vehicle-miles-traveled within the project area would be offset by decreased vehicle emissions per-mile-traveled, so that predicted ambient concentrations would decline. Current widespread violations of the eight-hour standard, however, would continue despite reduced emissions per-car-mile in the future.

E. NOISE (see Section III.E)

Existing noise levels, typical of mixed-use urban development, are primarily generated by traffic. Existing noise levels along Highland Ave., Santa Monica Blvd., and Hollywood Freeway exceed 65 dBA, L_{dn}. Noise impacts are evaluated as they relate to sensitive receptors, such as residential development.

Construction of new development under the project would, temporarily, generate relatively high noise levels espcially were impact power tools or piledrivers to be used. Due to the nature of the project, construction activity would continue in various portions of the project area for the entire life of the project. Future operational noise levels (i.e., noise generated by new development following construction) would be dominated by vehicular traffic noise. Future development in the project area would increase peak-hour noise levels by up to 1.9 dBA, Leq. The project would not generally increase noise levels by a perceptible degree. The increase in traffic noise predicted for the project would not be significant. However, the project would probably result in construction of residential development and other noise-sensitive land uses in areas where the noise environment is already normally unacceptable or clearly unacceptable for such uses.

F. ENERGY (see Section III.F)

Existing land uses within the Hollywood Redevelopment area include office, retail, residential, restaurant, industrial, and parking. Estimated energy consumption by these uses is about 2.5 trillion Btu per year.

Construction of new development under the project would consume about 17 trillion Btu of energy that would be derived primarily from nonrenewable resources. Electricity consumption by new development in the year 2005 would be about 183 giga-Watt-hours per year, or about 1.9 trillion Btu per year at-source. Natural gas consumption by new development under the project in 2005 would be about 27 million cu. ft. per year, or about 30 billion Btu per year at-source. Traffic generated by new development occurring between the present and the year 2005 would require about 3.6 million gallons of gasoline and diesel fuel per year, equal to about 510 billion Btu per year at-source.

G. PUBLIC SERVICES AND UTILITIES (see Section III.G)

Police. Residential development permitted by the project would increase the need for police services. This need is based upon the residential population and may be underestimated since the daytime (nonresidential) populations would also increase significantly due to the high levels of projected commercial development. To provide adequate police protection to this large daytime population, an increase in personnel beyond the level projected to serve the residential population may be needed.

Fire. Changes in land use to accommodate population increases or commercial/industrial development would not necessarily require increases in fire department facilities to maintain an adequate level of protection. The Los Angeles Department of Fire indicates that existing facilities could provide additional service to the area, though additional staffing may be required. However, an expansion or increase in the number of existing facilities may eventually be necessary as land uses change.

Parks and Recreation. Population increases in areas adjacent to and within the project area would result in additional demand for park facilities. Residential increases in neighborhoods already deficient in park facilities would account for most

of this demand. Commercial development in the project area may also encourage more daytime use of existing park facilities.

Schools. The North Central section of the Los Angeles Unified School District, which contains the project area, is experiencing severe overcrowding. Projected maximum 20-year student enrollments (elementary through senior high) with the project would be 9,322 students. The project might affect enrollment both within the project area and in adjacent areas.

Library. The Hollywood branch library, which recently burned and is being replaced, was cosidered to be inadequate to serve existing demand. The new library would satisfy project demand for library services, only if it included a major expansion of facilities from the old library.

Child Care. Although estimated increases in the number of children under five years of age under the project would not be significant, the existing government-supported and private child-care facilities might not be able to provide adequate service to the increased population. CRA could encourage construction of additional child care centers in the project area.

Senior Citizens. The projected increase in the number of senior citizens would result in additional demand for senior citizen facilities located in the project area. It is not known whether this would be met by existing or proposed facilities. CRA could encourage construction of additional senior centers in the project area.

Water Service. Daily water use as a result of new development would increase by 26% over the next 20 years. The existing water system in the project area is capable of providing service to new development. However, the water service capacity for specific locations within the project area would depend on the type of development proposed. Some improvements to the distribution system might be required.

Sewer Service. Sewage generation in the project area would increase 30% over the existing volume (4.8 mgd) by the year 2005. The projected increases in effluent would also create the need for new or expanded sewage treatment plants. Because the Hyperion Treatment Plant is operating at or near capacity, the City is planning to increase treatment capacity. Although the existing sewer infrastructure is highly developed, it does contain some old and over-capacity sewer pipelines and pumping stations. Depending on the type and location of proposed development, the size of the existing sewers may have to be increased or additional parallel sewers constructed.

Solid Waste. Projected development over the next 20 years would generate about 288,000 pounds per day of solid waste, an increase of 36% over existing waste generation rates. Solid waste generated by development in the project area is trucked to the Lopez Canyon Sanitary Landfill. This site may be closed within eight years. Alternate landfills which would be available to accommodate solid wastes resulting from the project include the Los Angeles County Sanitation District's Scholl Canyon landfill and the Bradley West landfill.

Drainage. New development would generally maintain existing flow patterns and would not generate significantly more water than existing development. Existing and proposed surface street and drainage facilities would be adequate to handle any run-off coming from the projected development.

H. GEOLOGY AND SEISMOLOGY (see Section III.H)

The project area contains a substantial building stock of mixed age; some older buildings are in need of seismic reinforcement. Removing old buildings and constructing new ones under the project would require leveling and grading of construction sites. Excavation and dewatering, necessary for construction of larger buildings, would create a possible hazard of materials collapsing into the excavation pit. If an earthquake were to occur during construction, workers or others in or adjacent to an excavation pit could be injured or killed by pit collapse.

Traces of the potentially active Santa Monica Fault and the probably inactive Hollywood Fault are present in portions of Sub-Areas 1, 2, 3, and 4. Those specific areas underlain by the surface traces of these faults have an increased level of risk to public safety. In addition, eathquakes on several other nearby faults could affect the Redevelopment Area. Increasing the population of an area that may experience an earthquake would subject more people to possible injury or loss of life should an earthquake occur. The higher the population density of an area, the greater the chance that people may be injured or killed from falling materials or building collapse. The project would increase the population at risk from seismic events, but would also cause many older buildings in need of seismic reinforcement to be structurally strengthened or replaced by new structures; this latter effect would decrease the risk of damage and injury.

An extensive list of potential mitigation measures has been suggested in this report. Generally, these include detailed geologic and structural studies, avoidance of potential rupture areas, upgrading of potentially hazardous structures, preparation of energy response and building contigency plans, and development of post-earthquake recovery plans.

IV. IMPACT OVERVIEW (see Section IV)

A. Growth Inducement. The project would induce additional in-fill development and increased development densities in and around the project area.

B. Cumulative Impacts. Other developments proposed, approved, and under construction in the vicinity of the project area would generate additional vehicle traffic, air pollutants, and noise that, together with the traffic, air pollutants, and noise generated by the project, would result in conditions more adverse than described herein for the project alone.

C. Significant Unavoidable Environmental Effects. The project would have significant unavoidable adverse effects on traffic levels of service, air quality, historic resources. In addition, individual development projects may have site-specific or project-specific impacts that are significant and unavoidable; these impacts cannot be identified at this time, but would be subject to additional environmental review.

D. Short-Term Uses Versus Long-Term Productivity. The project represents a long-term commitment to intensify land uses in the project area, possibly resulting in the loss of some of its historic and cultural resources.

E. Inrreversible Adverse Changes. Intensified land use encouraged by the project would result in increased commitments of energy and increased emissions of air pollutants that would essentially be irreversible. The project area is already urbanized so the project would not result in commitment of large areas of undeveloped land to urban uses.

F. Effects Found Not To Be Significant. In its Initial Study of the project, CRA determined that the project's impacts on microclimate, shadows, biological resources, hazards, and archaeological resources would be insignificant.

V. ALTERNATIVES TO THE PROPOSED PROJECT (see Section V)

Alternative A is the No-Project Alternative. No new development or rehabilitation would occur in the project area. The blighted conditions in the project area would remain and the degree of blight could increase. Environmental conditions under this alternative would be those discussed under the Setting section of each environmental topic in this EIR. This alternative would not generate additional revenues above existing levels.

Under Alternative B, Development Under Existing Community Plan, the Redevelopment Plan would not be implemented. Development in the project area would be guided by the existing Community Plan. In general, existing environmental conditions would be similar to those discussed in the Setting section under each EIR topic. This alternative would not encourage the rehabilitation and new development in the project area as promoted by the Redevelopment Plan. This alternative would not generate additional revenues above existing levels.

Under Alternative C, Revision of Hollywood Community Plan, development in the project area would be guided by a plan similar to the Redevelopment Plan, but providing less industrial space. Alternative C would have fewer adverse land use impacts than the proposed project. The lower overall level of commercial development and the lower residential densities in two of the Sub-Areas would be slightly more consistent with existing land uses than the proposed Revelopment Plan designations. Other environmental effects would be similar to those of the project.

Alternative D, Community Plan - Consistent Alternative, would be similar to the proposed Redevelopment Plan, but would require no amendments to the existing Community Plan for consistency. Impacts associated with this alternative are generally lower than those of the project. Alternative D proposes less residential use but about the same amount of commercial and industrial uses as the project. Alternative D proposes uniformly lower densities compared to the Redevelopment Plan.

Table S-1 summarizes the project and alternatives impacts. Of the alternatives, the No-Project Alternative has the fewest environmental impacts. However, this alternative would not achieve the goals of the Redevelopment Plan to eliminate blighted conditions in Hollywood through rehabilitation and new development.

TABLE S-1: ALTERNATIVES EVALUATION MATRIX/a/

Factor	Project	Alternatives A. No Project, Alternative	B. Development Under Existing Community Plan	C. Revision of Hollywood Community Plan	D. Community Plan-Consist Alternati
Land Use	B-P	N-P	N-P	B-P	B-P
Historic, Cultural and Architectural Resources	A-P-M	B-P	A-P	A-P	A-P-M
Transportation, Circulation and Parking	S-P-M	S-P	S-P	S-P	S-P-M
Construction Air Quality	A-T-M	N-P	A-T	A-T	A-T-M
Operational Air Quality	A-P-M	N-P	A-P	A-P	A-P-M
Construction Noise	S-T-M	N-P	S-T	S-T	S-T-M
Operational Noise	N-P	N-P	N-P	N-P	N-P
Construction Energy	A-T	N-P	A-T	A-T	A-T
Operational Energy	A-P-M	A-P	A-P	A-P	A-P-M
Police, Park and Recreational Facilities, Schools, Libraries, Child Care Facilities, Senior Citizen Facilities	A-P-M	A-P	A-P	A-P	A-P-M
Fire, Water, Solid Waste, Surface Runoff, Sanitary Sewer	N-P	N-P	A-P	N-P	N-P
Geology and Seismology	A-P-M	N-P	A-P	A-P	A-P-M

/a/ The first column under each alternative classifies the impact as:
B - Beneficial
A - Moderately Adverse
N - None/Negligible
S - Significantly Adverse
The second column indicates if the impact would be:
T - Temporary, or
P - Permanent
The third column indicates if the adverse impacts can be:
M - Mitigated; mitigations measures are include in the discussion of alternatives.

SOURCE: Environmental Science Associates, Inc.

I. INTRODUCTION

This EIR addresses the proposed Hollywood Redevelopment Project in the City of Los Angeles. The project proposed by Community Redevelopment Agency (CRA) is the adoption and implementation of a Redevelopment Plan for approximately 1,100 gross acres, or about 140 blocks, of Hollywood in Los Angeles. Amendments to the existing Hollywood Community Plan needed for consistency between the Redevelopment Plan and the Community Plan, as required by law, are a necessary and integral part of the project. The Redevelopment Plan would consist of redevelopment goals, and changes in land use designations, land use policies, and allowable development densities within the project area (see Figure 1).

The purpose of the Hollywood Redevelopment Project is to eliminate blighted conditions in the project area through the regulation and encouragement by CRA of new development and rehabilitation consistent with the goals of the Redevelopment Plan. The project would generate revenues for redevelopment purposes.

A. PREVIOUS PLANNING ACTIVITIES

As provided for by Section 15063 of the State CEQA Guidelines and by Article IV, Section I of the CRA CEQA Guidelines, CRA determined in an Initial Study (IS) that the project could have a significant effect on the physical environment and required that an Environmental Impact Report (EIR) be prepared. CRA sent a Notice of Preparation (NOP) of a Draft EIR for the project to responsible, trustee, and federal agencies, and to concerned persons and organizations on June 22, 1985 (see Appendices A and B for copies of the IS and the NOP).

In the NOP, CRA identified the following potentially significant environmental effects of the proposed project alone or in conjunction with cumulative development:

- increased traffic volumes;
- contribution to air pollutant concentrations;
- increased demand on public services and facilities;
- direct or indirect increases in energy demands; and
- seismic safety concerns.

The following additional potential environmental effects are addressed in this report:

- potential land use incompatibilities;
- loss of historically significant structures in the project area; and
- increased noise.

Several potentially significant environmental effects of the project were analyzed in the IS and were determined to be insignificant. These effects are discussed briefly in Chapter IV of this report, Impact Overview.

B. REDEVELOPMENT PROCESS

The process to achieve the Redevelopment Plan's objectives consists of three phases. The first, and most general, is the Redevelopment Plan, the second is Framework Planning, and the third is Site Specific Planning leading to implementation.

The Redevelopment Plan was developed in consultation with the Hollywood community, including the Project Area Committee (PAC), a 25-member elected and appointed group of community representatives. Development of the Redevelopment Plan included public meetings over a two-year period.

The Redevelopment Plan establishes goals, provides enabling authority, and designates land uses. The goals were developed in consultation with the community, after review and evalution of the City's General Plan, including the Hollywood Community Plan; the Agency's Mission Statement; and past plans for Hollywood. The enabling authority provided for in the Redevelopment Plan was also developed in consultation with the community and includes, but is not limited to, the authority for CRA to: receive tax increment funds and use other available funding sources; to acquire, manage, and dispose of property; to rehabilitate property; to provide relocation assistance to displaced occupants; to demolish buildings and improvements; to install, construct, or reconstruct public facilities and improvements; and to provide for the redevelopment of land by private and public entities. The land use designations and land use and development controls were developed after extensive analysis of the existing land uses, zoning, and Community Plan designations for Hollywood. This process included numerous public meetings.

Framework Planning is developing strategies and an action plan to achieve the Redevelopment Plan's goals. Framework Plans would be developed following the adoption of the Redevelopment Plan, in consultation with the community. They would generally involve sub-sections or neighborhoods within the project area. One tool for implementing a Framework Plan is the "Design for Development." Designs for Development are adopted by the CRA after public hearings and provide development, preservation, and design standards for a portion of the project area.

Implementation of the Redevelopment Plan would require amendment of the existing Community Plan, determination of consistency between the Community Plan and the proposed Redevelopment Plan, and then adoption of the Redevelopment Plan by the City Council.

Implementation of the Redevelopment Plan would be phased through the development of work programs. These work programs would be developed in consultation with the community to allocate CRA resources and to establish an order of priority for the Redevelopment Plan's objectives.

Site Specific Planning involves developing a revitalization program, consistent with the Framework Plan, for a parcel or parcels.

C. EIR PREPARATION

This EIR was prepared in compliance with the requirements of the California Environmental Quality Act (CEQA) of 1970, its implementing State CEQA Guidelines, and CRA CEQA Guidelines (May, 1982). As indicated in the State CEQA Guidelines (Section 15180), all public and private activities pursuant to a Redevelopment Plan constitute a single project. An EIR on a Redevelopment Plan shall be treated as a program EIR.

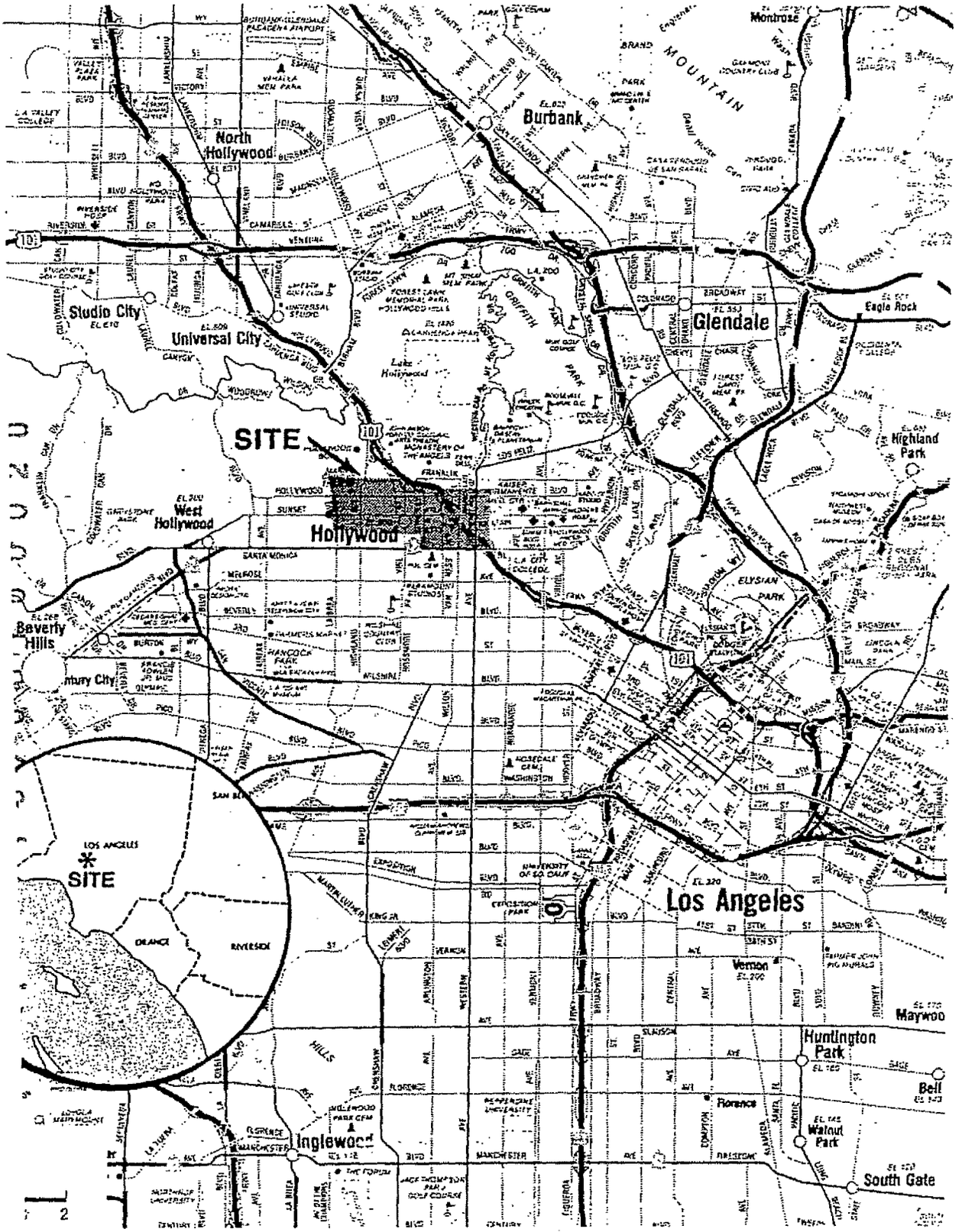

FIGURE 1
PROJECT VICINITY
AND REGIONAL LOCATION

MUNITY REDEVELOPMENT AGENCY
HE CITY OF LOS ANGELES

ommissioned several studies, including a hotel/marketing study and a historic and was instrumental in the Commercial Area Revitalization Effort (CARE). ocused on rehabilitation along Hollywood Blvd. Although architectural fees and tation funds were available from grants, the revitalization effort was not entirely ul because of the high rate of absentee ownership. The CARE program has been d by the Community Development Department and the Small Business tration, which assist commercial revitalization by focusing loans and grants in the

rest expressed in developing the Revitalization Plan was indirectly responsible for elopment of Hollywood Heritage, a historic preservation organization still active wood. Historic resources were surveyed in 1979, 1980, and 1982. The Hollywood zation Committee prepared the earlier surveys for the State Historic Preservation Hollywood Heritage prepared the Determination of Eligibility Report in 1984.

arly 1980s, attention shifted from the HRC to the Citizens Advisory Committee, repared the Hollywood Core Specific Plan. The City of Los Angeles Planning ent began developing specific plan for Hollywood. At about the same time, the geles Department of Transportation retained private consultants to prepare the od Central Business District Parking and Traffic Study. The results of these were a draft Hollywood Specific Plan that was never adopted. In 1983, City asked CRA to prepare a comprehensive redevelopment plan for Hollywood.

JECT AREA LOCATION AND CHARACTERISTICS

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ject area is the older portion of Hollywood (see Section III.B, Historic, Cultural, hitectural Resources), an area generally bounded by La Brea Ave. on the west; Ave. on the east; Franklin Ave., the Hollywood Freeway, and Hollywood Blvd. on h; and Fountain Ave. and Santa Monica Blvd. on the south (see Figure 2). This compassing residential, commercial, public, and industrial uses that are generally scale, is a mature, built-up urban area with few vacant parcels. Within the opment Area lie several major north-south and east-west thoroughfares, including od Blvd., Sunset Blvd., Western Ave., La Brea Ave., Vine St., and Highland Ave. llywood Freeway crosses the northeast corner of the Redevelopment Area. The area has a substantially larger proportion of overcrowded housing units, low residents and families below the poverty level than the citywide averages for ctors.

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lify analysis and discussion of the Redevelopment Area, it has been divided into ub-Areas (see Figure 2). Community Redevelopment Agency (CRA) has prepared on each of the Sub Areas describing their existing uses, land use issues, and nity Plan designations. Land use issues and land use designations are discussed in III.A, Land Use and Planning. The boundaries of the Sub-Areas and their existing er are described below:

a 1. This 92-gross-acre area in the northwestern portion of the Redevelopment generally bounded by La Brea Ave. to the west, by Franklin Ave. to the north, by to the east, and by the rear property line of parcels fronting on the north side of

As defined in the State CEQA Guidelines, Section 15168, "a program EIR is an EIR which may be prepared on a series of actions that can be characterized as one large project, and that are related geographically; as logical parts in a chain of actions; in connection with criteria to govern the conduct of a continuing program; or as individual activities carried out under the same authorizing statutory or regulatory authority and having generally similar environmental effects which can be mitigated in similar ways." Some advantages of a program EIR include ensuring consideration of cumulative impacts, avoiding duplicative reconsideration of basic policy considerations, and providing for a more thorough consideration of effects and alternatives than practical in an EIR on a specific project.

An EIR is an informational document that, in itself, does not determine whether a project will be approved. The purpose of the EIR, according to Section 15121 of the State CEQA Guidelines, is to identify all potentially significant effects of a project on the physical environment, to determine the extent to which those effects could be reduced or avoided, and to identify and evaluate feasible alternatives to the project. When an EIR determines that a project could cause significant impacts on the physical environment, those agencies with permit authority over the project are required to make one or more of the following findings before the project can be approved (Section 15091 of State CEQA Guidelines):

(1) the project has been altered to avoid or substantially lessen significant impacts identified in the Final EIR;

(2) the responsibility to carry out (1) is under the jurisdiction of another agency; or

(3) specific social, economic, or other concerns render the mitigation measures for, or alternatives to, the project infeasible.

According to the State CEQA Guidelines (Section 15151), the EIR need not be exhaustive in its analysis of a project, but should analyze important issues to a sufficient degree that permitting and approving agencies can make informed decisions. Disagreement between experts, for example, does not render an EIR inadequate, but the major points of such disagreements should be summarized. The degree of specificity of the EIR should correspond to the degree of specificity involved in the underlying activity, as required by Section 15146 of the State CEQA Guidelines. The EIR focuses on the effects of implementing the proposed Redevelopment Plan, following its adoption.

The Draft EIR will be available for public review for 45 days. During this period, comments on the EIR's accuracy and completeness may be submitted by state and local agencies, public interest groups, and concerned individuals. Written comments may be submitted to CRA, the Lead Agency for environmental review of this project. Oral comments can be made at a public hearing on the project, to be scheduled and publicly noticed by CRA. All oral and written comments on the Draft EIR received during the public comment period will be addressed in the Final EIR.

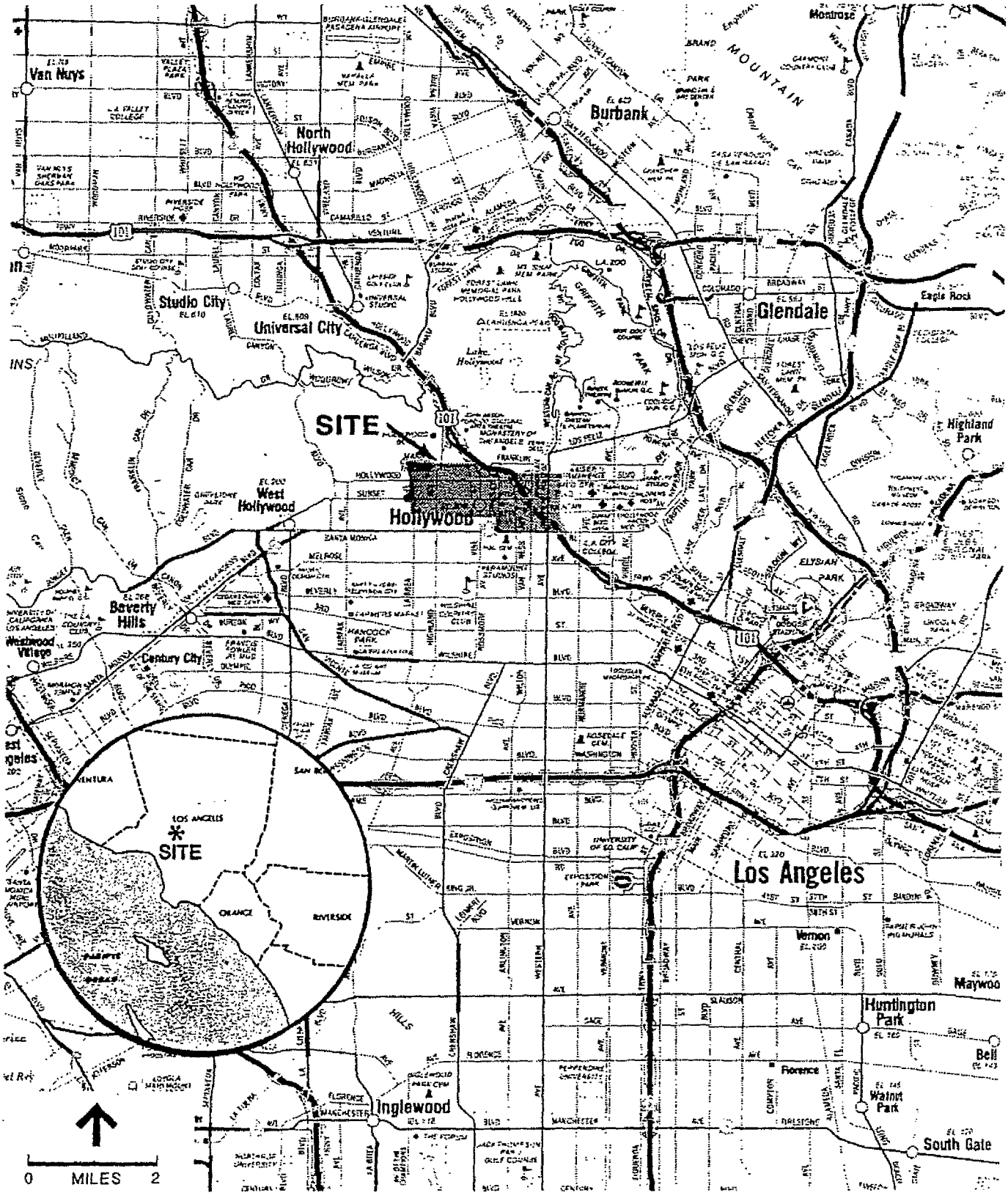


FIGURE .
PROJECT VICINITY
AND REGIONAL LOCATION

SOURCE: COMMUNITY REDEVELOPMENT AGENCY
OF THE CITY OF LOS ANGELES

II. PROJECT DESCRIPTION

A. PROJECT OBJECTIVES AND PROJECT BACKGROUND

PROJECT OBJECTIVES

In 1983, the Los Angeles City Council requested that Community Redevelopment Agency (CRA) prepare a Redevelopment Plan for an approximately 1,100-gross-acre area in Hollywood. The intent of the proposed Hollywood Redevelopment Plan is to upgrade the environment of the affected areas through rehabilitation of existing residences and businesses; development of additional housing; encouragement of new commercial and industrial development; provision of a basis for programming public service, parks, and recreational facilities; and provisions for well-planned pedestrian and vehicular circulation and adequate parking, coordinated with land use. The land use densities proposed in the Redevelopment Plan represent substantial reductions from the existing Community Plan.

To qualify for redevelopment, an area must be blighted. To document the blighted conditions in the Redevelopment Area and to provide a sound basis for the Redevelopment Plan, the proposed Hollywood Redevelopment Area was extensively studied during the past two years by CRA. A physical survey conducted by CRA staff involved a parcel-by-parcel inventory of the approximately 3,000 parcels within the proposed Redevelopment Area. Housing and population characteristics from the 1970 and 1980 Censuses were retrieved and organized, along with social and demographic data from other sources. The CRA staff, interviewed social service providers in the project area, established a Project Area Committee (PAC) and, in conjunction with the PAC, held over 100 community meetings. Information developed by CRA describes existing conditions for the project area, which can be used to project the potential environmental, social, and economic effects of redevelopment.

PROJECT BACKGROUND

The existing Hollywood Community Plan was adopted in 1973 after several years of study by the Los Angeles Planning Department. From 1973 to 1983, a number of additional studies were undertaken by private organizations and public agencies, many focused on specific aspects of Hollywood. The purpose of these studies was to identify resources and to marshall those resources to revitalize the Hollywood area.

After the adoption of the Community Plan, the Southern California Chapter of the American Institute of Architects undertook a Hollywood Urban Design Study to elaborate the urban design aspects of the 1973 Community Plan. In 1976, concurrent with the distribution of this report, a Revitalize Hollywood Advisory Committee was established through the efforts of the City Council's office. Working with the City of Los Angeles Office of Economic Development and private consultants, market conditions were studied and a Hollywood Revitalization Plan was developed. The Revitalization Plan included a commitment to develop low- and moderate-income housing. In addition, the Hollywood Revitalization Committee (HRC) commissioned a summary brochure of the Revitalization Plan in 1978 to identify implementation opportunities, particularly for historic resources and commercial rehabilitation.

HRC commissioned several studies, including a hotel/marketing study and a historic survey, and was instrumental in the Commercial Area Revitalization Effort (CARE). CARE focused on rehabilitation along Hollywood Blvd. Although architectural fees and rehabilitation funds were available from grants, the revitalization effort was not entirely successful because of the high rate of absentee ownership. The CARE program has been continued by the Community Development Department and the Small Business Administration, which assist commercial revitalization by focusing loans and grants in the area.

The interest expressed in developing the Revitalization Plan was indirectly responsible for the development of Hollywood Heritage, a historic preservation organization still active in Hollywood. Historic resources were surveyed in 1979, 1980, and 1982. The Hollywood Revitalization Committee prepared the earlier surveys for the State Historic Preservation Office; Hollywood Heritage prepared the Determination of Eligibility Report in 1984.

By the early 1980s, attention shifted from the HRC to the Citizens Advisory Committee, which prepared the Hollywood Core Specific Plan. The City of Los Angeles Planning Department began developing specific plan for Hollywood. At about the same time, the Los Angeles Department of Transportation retained private consultants to prepare the Hollywood Central Business District Parking and Traffic Study. The results of these efforts were a draft Hollywood Specific Plan that was never adopted. In 1983, City Council asked CRA to prepare a comprehensive redevelopment plan for Hollywood.

B. PROJECT AREA LOCATION AND CHARACTERISTICS

LOCATION

The project area is the older portion of Hollywood (see Section III.B, Historic, Cultural, and Architectural Resources), an area generally bounded by La Brea Ave. on the west; Serrano Ave. on the east; Franklin Ave., the Hollywood Freeway, and Hollywood Blvd. on the north; and Fountain Ave. and Santa Monica Blvd. on the south (see Figure 2). This area, encompassing residential, commercial, public, and industrial uses that are generally low in scale, is a mature, built-up urban area with few vacant parcels. Within the Redevelopment Area lie several major north-south and east-west thoroughfares, including Hollywood Blvd., Sunset Blvd., Western Ave., La Brea Ave., Vine St., and Highland Ave. The Hollywood Freeway crosses the northeast corner of the Redevelopment Area. The project area has a substantially larger proportion of overcrowded housing units, low income residents and families below the poverty level than the citywide averages for these factors.

CHARACTERISTICS

Land Uses

To simplify analysis and discussion of the Redevelopment Area, it has been divided into seven Sub-Areas (see Figure 2). Community Redevelopment Agency (CRA) has prepared profiles on each of the Sub-Areas describing their existing uses, land use issues, and Community Plan designations. Land use issues and land use designations are discussed in Section III.A, Land Use and Planning. The boundaries of the Sub-Areas and their existing character are described below:

Sub-Area 1. This 92-gross-acre area in the northwestern portion of the Redevelopment Area, is generally bounded by La Brea Ave. to the west, by Franklin Ave. to the north, by Vine St. to the east, and by the rear property line of parcels fronting on the north side of

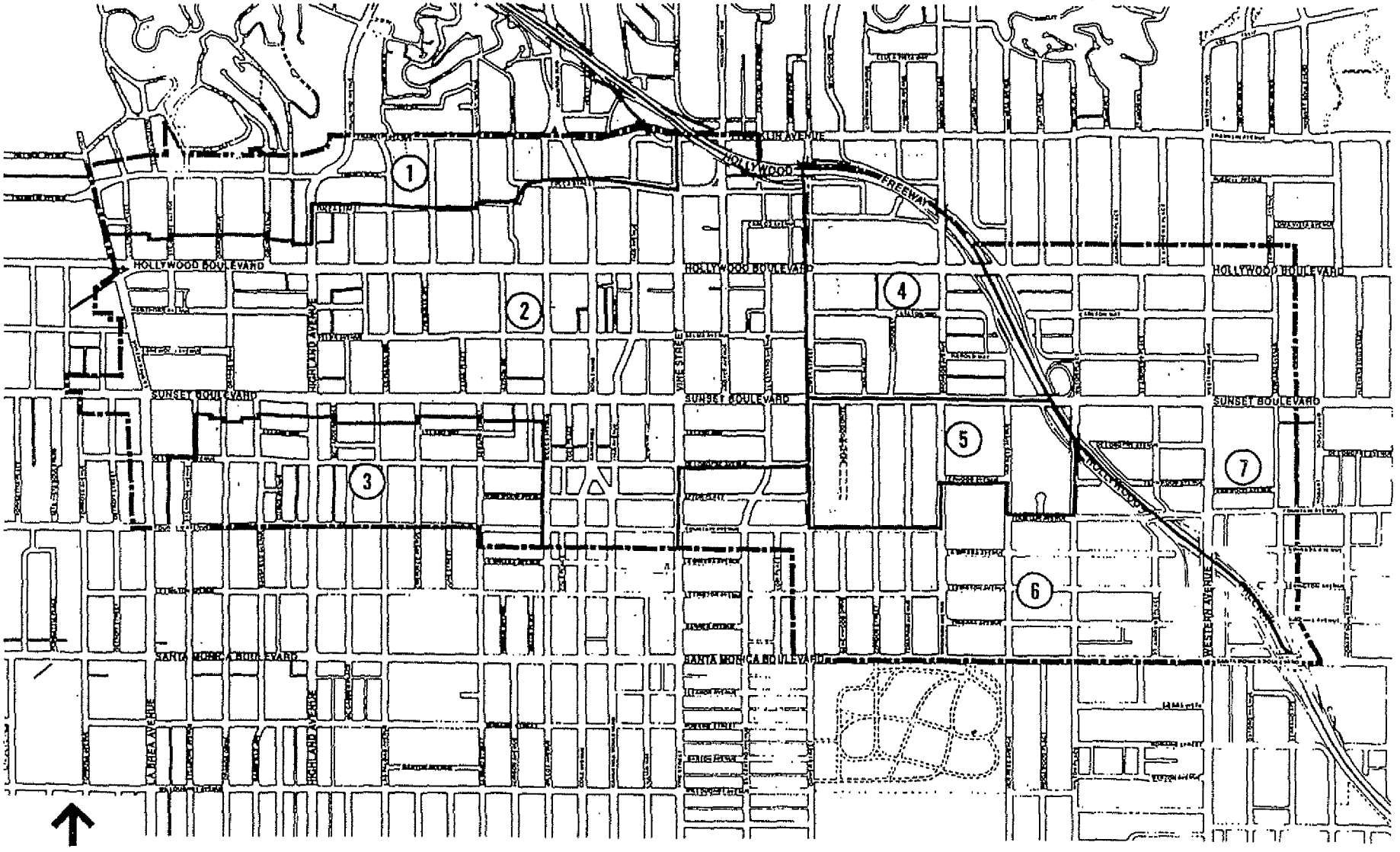


FIGURE 2
PROJECT AREA AND SUB-AREAS

SOURCE: COMMUNITY REDEVELOPMENT AGENCY
OF THE CITY OF LOS ANGELES

Hollywood Blvd. and Yucca St. on the south. This area lies between the rising slopes of the Hollywood Hills to the north and the Hollywood commercial corridor to the south. Several of the Redevelopment Area's most heavily-traveled streets cross this Sub-Area; these streets are Highland, Franklin, and Wilcox Aves. and Cahuenga Blvd.

Sub-Area 1 is an area of predominantly two- to four-story structures, with some taller landmark buildings. About 58% of the land area is residential, about 20% is commercial, and about 8% is mixed use (see Tables 1 and 2). Census information indicates that this area, with a population of about 5,300 people, has the second-highest average income, the second-lowest number of families below the poverty line, and the lowest percentage of overcrowded housing units in the Redevelopment Area. Sub-Area 1 has the smallest household size within the project area. Residents perceive the area as deteriorating, with crime, inadequate parking, insufficient open space, and overcrowding.

Sub-Area 2. This 406-gross-acre area is generally bounded by Hollywood Blvd., Yucca St., and the Hollywood Freeway on the north; by Vine St., De Longpre Ave., and Gower St. on the east; by Fountain and Sycamore Aves., Sunset and Wilcox Blvds., and De Longpre Ave. on the south; and by La Brea Ave. on the west. Census information indicates that Sub-Area 2 contains about 2,350 housing units and a population of about 5,500 people.

Sub-Area 2 contains the commercial and entertainment core of the Hollywood commercial area. This area includes residential, institutional, industrial (related to the film industry), and commercial land uses. Commercial uses include local and regional retail stores and services, and entertainment services occupying about 44% of the land area and totaling about eight million sq. ft. of space. Building heights in this area vary from one to

TABLE 1: EXISTING LAND USE DISTRIBUTION IN THE REDEVELOPMENT AREA, BY SUB-AREA

Land Use	Distribution by Sub-Area (net acres)/a,b/							Total /b/	
	1	2	3	4	5	6	7	Acres	Percent
Residential	41	36	58	29	15	86	45	310	39
Commercial	14	131	6	18	1	16	41	229	29
Industrial	1	13	0	2	33	3	4	57	7
Public	1	29	2	5	0	10	11	62	8
Parking	5	45	3	6	4	4	4	69	9
Mixed Use	6	41	1	0	0	5	8	59	7
Vacant	3	5	2	2	1	2	2	14	2
TOTAL	71	299	71	62	54	126	115	798	100

/a/ Net acres excludes streets, alleys, and other public lands.
/b/ Numbers may not add exactly due to rounding.

SOURCE: Community Redevelopment Agency of Los Angeles (Study Area Profiles, November, 1984)

TABLE 2: GROSS FLOOR AREAS OF EXISTING USES IN THE REDEVELOPMENT AREA, BY SUB-AREA, FOR PROPOSED LAND USE AND DENSITY CHANGE AREAS

Use	Floor Area, by Sub-Area (units or sq. ft.) 1	2	3	4	5	6	7	Total
Residential /a,b/	620	1,333	1,574	1,196	0	3,330	512	8,565
Commercial /c,d/	163	95	0	113	0	240	997	1,608
Institutional /c/	0	0	0	0	0	0	224	224
Industrial /c/	0	111	0	0	0	21	64	196

/a/ Number of residential units.
/b/ Residential category includes hotel/motel units.
/c/ In units of thousands of sq. ft.
/d/ Includes office and retail uses.

SOURCE: Community Redevelopment Agency of Los Angeles, April, 1985.

20 stories, but the predominant height is two to four stories. Approximately 25% to 40% of the buildings require rehabilitation. This Sub-Area contains a substantial number of structures with historical or architectural value; the area is rich in history, with many of the land use patterns established in the early 1900's still in evidence today.

Sub-Area 3. This 94-gross-acre area is bounded generally by Sycamore Ave. on the west, by Fountain Ave. on the south, by Wilcox Ave. on the east, and by the south property line of parcels fronting the south side of Sunset Blvd. on the north. Developed as a residential neighborhood between 1910 and 1930, this area is composed primarily of one- and two-story residential buildings. Commercial uses fronting Highland Ave. are generally low in density, and provide local services such as restaurants, garages, markets, and small offices. DeLongpre Park, one of the few public open spaces in the project area, is located in this Sub-Area. Many residential structures of architectural interest are in this Sub-Area.

Sub-Area 4. This 81-gross-acre area is located in the northeastern portion of the Redevelopment Area. It is generally bounded by Sunset Blvd. on the south, by the Hollywood Freeway on the east and north, and by Gower St. on the west. This area is primarily residential uses in predominantly one- and two-story structures. The mostly single-family residential neighborhood along Selma Ave. and La Baig St., immediately east of Gower St., has strong historic character. Commercial buildings and multi-family dwellings are located in the southeastern portion of this Sub-Area.

Sub-Area 5. This 68-gross-acre area is bounded by Gower St. on the west, by Sunset Blvd. on the north, by Hollywood Freeway and Wilton Pl. on the east, and by Fountain, Fernwood, Bronson, and Van Ness Aves. on the south. This is primarily an area of entertainment-production industrial uses. There is also a residential population of about 1,700 people, average age of 29 years. Structures in this Sub-Area are primarily one to three stories. Some commercial uses are located along Sunset Blvd. Several structures are of architectural interest.

Sub-Area 6. This 171-gross-acre area, located in the southeastern portion of the Redevelopment Area, is generally bounded by Gower St., Fountain Ave., and Vine St. on the west; by DeLongpre, Fountain, and Fernwood Aves. on the north; by the Hollywood Freeway on the east, and by Santa Monica Blvd. on the south. This Sub-Area contains about 3,330 housing units and a population of about 6,900 people. Development in this Sub-Area is composed primarily of one- and two-story residential structures. Community and neighborhood retail services are located along Santa Monica Blvd. and Western Ave. Numerous residential structures in this area have architectural value. This Sub-Area was originally developed between 1910 and 1930 with single-family homes and bungalows. During the 1960's, many of the single-family homes were replaced with apartment buildings.

Sub-Area 7. This 154-acre area, located in the easternmost portion of the proposed Redevelopment Area, is generally bounded by Hollywood Blvd. on the north, by Serrano Ave. on the east, and by the Hollywood Freeway on the west and south. This Sub-Area contains a mixture of low-scale commercial and residential developments. Retail commercial development includes both local-serving and regional uses. Several prominent public institutions are located in this Sub-Area. This Sub-Area contains about 2,070 housing units and about 4,500 residents. A substantial number of structures of architectural value are located in this area.

Population

The project area is economically depressed and has a significant and growing minority population. A large percentage of Hollywood-area households are non-family (62% versus 39% in the City of Los Angeles) and slightly over one-half are one-person households. The median age of the population has declined from 38 years of age in 1970 to 31 years of age in 1980. This reflects the rapid increase in the number of childen under 18 years. The senior citizen population, as a percentage of total population, remains higher than the percentage for the City of Los Angeles; trends indicate some decrease in the senior population.

The ethnicity of the population shifted significantly between 1970 and 1980. Blacks, Hispanics, and others (e.g., Asian-Americans) were 49% of the population in 1980, versus 21% in 1970. The white population has declined by almost 20% over that period. Family income levels in Hollywood have not kept pace with average City levels; median family income grew by 50% from 1970 to 1980, compared to 85% in the City as a whole. As a result, the median income in Hollywood in 1980 was 60% of the City level, down from 75% in 1970. The number of families below the poverty level increased by over 50% during the 1970s, constituting over 20% of all families in 1980.

Unemployment rates for the project area historically have been higher than for the City of Los Angeles. Area residents in the labor force increased by 19% from 1970 to 1980, against a 25% growth in population. Over that period, the number of white collar professionals declined while service-sector employment grew substantially. Consequently, this formerly predominantly white-collar employment area has shifted to a 50/50 distribution of white-collar and blue-collar employment. Almost 40% of the residents are employed in the retail trade, or in the personal, entertainment, and recreational service categories. Commercial and industrial enterprises in the project area employ about 20,300 people. Table 3 shows the employment data and the factors used to calculate total employment.

TABLE 3: LAND AREA AND EMPLOYMENT BY BUSINESS TYPE

	Land Area/a/	Employees/b,c/
Retail	4,711,000 sq. ft.	9,420
Office	2,105,000 sq. ft.	8,060
Industrial	68.4 acres	1,710
Hotel	2,240 rooms	1,120
TOTAL		20,300

/a/ CRA Land Use Data base.
/b/ Assumes 250 sq. ft./office employee, 500 sq. ft./retail employee, 25 employees/industrial acre, and 2 rooms/hotel employee.
/c/ Numbers are approximate and may not add exactly due to rounding.

SOURCE: Myra Frank and Associates

Housing

The project area contains about 14,100 residential units. About 87% of the housing inventory is multi-family units (three or more units per building), seven percent of the units are single-family structures, and six percent are duplexes. Table 4 shows the distribution of owner- and renter-occupied units by Sub-Area. Renters occupy 89% of the units in the project area.

TABLE 4: OWNER- AND RENTER-OCCUPIED UNITS BY SUB-AREA (%)

	Sub-Area						
Housing Occupancy	1	2	3	4	5	6	7
Owner	2.2 %	1.1 %	15.5 %	5.8 %	7.2 %	6.7 %	4.3 %
Renter	92.6	94.7	77.7	91.9	87.1	89.8	88.8

SOURCE: CRA Study Area Profiles, November 1984. Based on 1980 Census Information as supplied by SCAG.

The housing stock in the project area is overcrowded and is aging considerably -- almost 80% of the ownership housing inventory was built prior to 1949. Rental housing development continued through 1969, and there has been little development activity since that time. Only 1.6% of ownership units and 6.7% of rental units were built after 1970. Overall, there was a two percent increase in the housing stock between 1970 and 1980. During that period, overcrowded units increased almost 600%. Presently, more than 25% of the inventory is considered overcrowded, using the 1.1 person-per-room standard only.

With the advancing age of the housing stock and overcrowding, the average building condition has deteriorated. About 27% of the residential units are considered to be blighted (moderate or heavy rehabilitation required or substantially deteriorated).

C. PROJECT DESCRIPTION

The project would consist of redevelopment of the project area, according to land use designations in the Redevelopment Plan (see Section III.A, Land Use and Planning), and density limits indicated in the Plan, to attain the goals set forth therein. Thus, the primary characteristics of the proposed project are changes in land use designations and changes in development densities, and active encouragement of redevelopment. The land use designations proposed under the Redevelopment Plan are shown in Figure 3. The project may increase overall development densities in the project area. The potential maximum densities permitted, however, would be substantially below those allowed by current zoning and land use designations.

The area subject to proposed redesignations is about 158 net acres, or 20% of the net area within the proposed Redevelopment Area. Proposed density changes would affect another approximately 230 gross acres of residential land, or about 21% of the project area. Projections of potential development indicate that these changes would result in a significant increase from existing levels of development and a significant difference between the existing Community Plan and the proposed Redevelopment Plan in the number of residential units and commercial / industrial floor area at build-out.

GOALS

The Redevelopment Plan is intended to attain the following goals:

- Encourage the involvement and participation of residents, business persons, property owners, and community organizations in the redevelopment of the community.
- Preserve and increase employment, and business and investment opportunities through redevelopment programs and, to the greatest extent feasible, promote these opportunities for minorities and women.
- Promote a balanced community meeting the needs of the residential, commercial, industrial, arts, and entertainment sectors.
- Improve the quality of the environment, promote a positive image for Hollywood, and provide a safe environment.
- Support and promote Hollywood as the center of the entertainment industry and a tourist destination through the retention, development, and expansion of the entertainment industry and the preservation of related landmarks.
- Promote the development of Hollywood Blvd. within the Hollywood commerical core as a unique place.
- Promote and encourage the retention and expansion of all segments of the arts community and the support facilities necessary to foster the arts and attract the arts through land use and development policies such as the creation of a theatre district.

- Provide housing choices; increase the supply of and improve the quality of housing for all income and age groups, especially for persons with low or moderate incomes; and provide home ownership opportunities and other housing choices that meet the needs of the residents.

- Promote the development of sound residential neighborhoods through land use, density and design standards; public improvements; property rehabilitation and in-fill housing; traffic and circulation programming; and development of open spaces and other support services necessary to enable residents to live and work in Hollywood.

- Recognize, promote, and support the retention, restoration, and appropriate reuse of existing buildings and other physical features and ensure that new development is sensitive to these features.

- Support and encourage a circulation system that will improve the quality of life in Hollywood.

- Promote and encourage health, education, child and youth care, and senior citizen facilities and programs.

- Promote and encourage development of recreational and cultural facilities, and open spaces necessary to support attractive residential neighborhoods and commercial centers.

- Promote development of the varied ethnic communities in Hollywood.

Although specific development proposals for the project area have not been proposed, and might not be for several years, these developments would be consistent with the goals of the Redevelopment Plan.

PROPOSED LAND USE DESIGNATIONS /1/

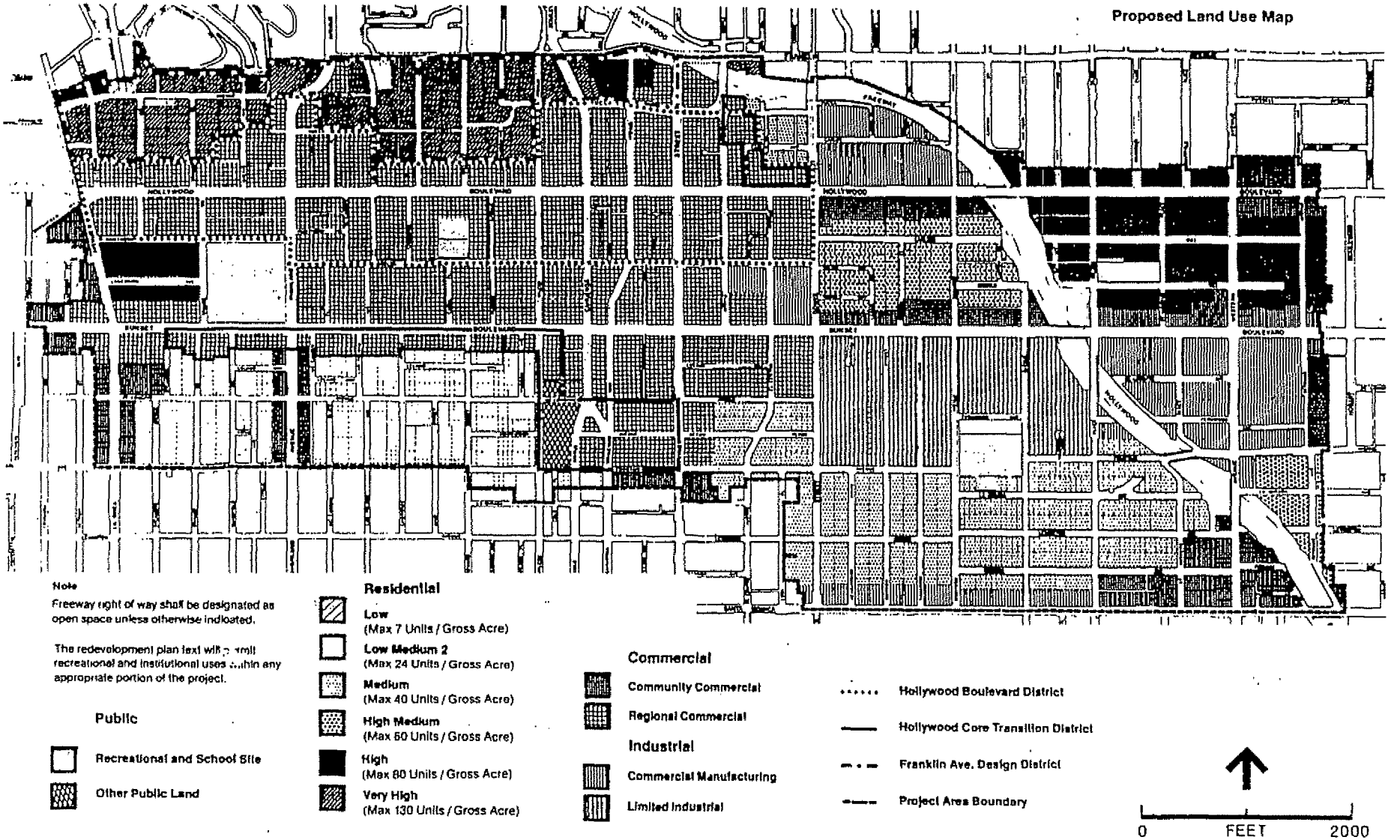
Proposed land uses in the Redevelopment Plan (see Figure 3) are discussed fully in Section III.A., Land Use and Planning. The following is a brief overview of the proposed land use designations and the intent of the Redevelopment Plan for each land use category.

Residential Uses

The Redevelopment Plan provides for six residential use categories:

Designation	Density (units/gross acre)
Low Density	Up to 7
Low Medium Density	Up to 24
Medium Density	Up to 40
High Medium Density	Up to 60
High Density	Up to 80
Very High Density	Up to 130

Two important goals of the Redevelopment Plan are to maximize the opportunity for housing choices and to encourage the preservation and enhancement of the existing residential development. Housing Bonus Units may be approved to further these goals.



SOURCE: COMMUNITY REDEVELOPMENT AGENCY
CITY OF LOS ANGELES (MAY 1985)

FIGURE 3
PROPOSED HOLLYWOOD
REDEVELOPMENT PROJECT

Franklin Avenue Design District. This special district is a visually prominent residential area at the base of the Hollywood Hills. The intent of the Design District designation and accompanying policies is to preserve the high quality visual environment of the Hollywood Hills and to ensure adequate parking and circulation consistent with the existing scale of development in that portion of the project area.

Commercial Uses

The proposed Redevelopment Plan provides for Community Commercial and Regional Commercial development. The Community Commercial designation allows primarily local-serving commercial uses compatible with residential development. The Regional Commercial designation provides for goods and services appealing to a regional market, such as theaters, restaurants, offices, and retail and service businesses, as well as local markets.

The Regional Commercial designation includes two special districts. The Hollywood Boulevard District is intended to preserve and encourage new growth, consistent with the goals of the Redevelopment Plan, in the existing pedestrian-oriented, low-scale development rich in historic and architecturally significant structures. The Hollywood Core Transition District is intended to provide a transition in the scale and intensity of development between Regional Commercial uses and adjacent residential neighborhoods.

Industrial Uses

The Redevelopment Plan designates industrial uses as either Commercial Manufacturing or Limited Industrial. Both of these designations are considered to be light industry; Limited Industrial, however, would not allow commercial development. Commercial Manufacturing uses include television, radio, and motion picture-related production uses; office; retail; electronic assembly; and similar uses. Limited Industrial uses also include television, radio, and motion picture-related production uses and electronic and electrical manufacturing uses as well as pharmaceutical manufacturing and similar uses.

Public Uses

This designation applies to public and quasi-public uses in the Redevelopment Plan, such as schools, public services, open space, recreation, public rights-of-way, institutions, and non-profit uses.

POTENTIAL DEVELOPMENT DENSITIES

The potential (or maximum) development densities shown in Table 5 could occur at buildout under the Redevelopment Plan. Buildout is not expected to occur, since this would require redevelopment of all parcels affected by the Redevelopment Plan, to theoretical maximums, regardless of the goals of the Redevelopment Plan or the needs, desires, or abilities of participants. To provide a practical basis for estimating mid-term impact, CRA has developed 20-year projections of new development under the Redevelopment Plan. These projections are presented in Table 6, and are described by Sub-Area in Section III.A, Land Use and Planning. The analyses of environmental impacts in Section III of this report are based primarily on the 20-year projections for development under the propoosed Redevelopment Plan; 20 years is the maximum planning horizon for most agencies. The environmental analyses contained in this report also address the maximum potential buildout under the Redevelopment Plan; buildout conditions are

not expected to occur within the life of the project, but provide theoretical framework for discussion of the land use and density changes proposed by the project.

TABLE 5: POTENTIAL NEW DEVELOPMENT IN THE REDEVELOPMENT AREA, BY SUB-AREA, FOR PROPOSED LAND USE AND DENSITY CHANGE AREAS

Land Use	New Development, by Sub-Area (units or sq. ft.) 1	2	3	4	5	6	7	Total
Residential /a/	1,750	3,070	1,960	2,180	0	5,020	2,200	16,180
Commercial /b/	470	1,885	0	2,411	0	1,482	4,097	10,345
Industrial /b/	0	0	0	0	647	0	0	647

/a/ Housing units, rounded to the nearest ten units.
/b/ Thousands of sq. ft. of floor area, rounded to the nearest thousand sq. ft.

SOURCE: Community Redevelopment Agency of Los Angeles, "Areas Proposed for Land Use Changes," April, 1985.

TABLE 6: PROJECTED DEVELOPMENT IN THE REDEVELOPMENT AREA

Land Use	20-Year Projections
Residential /a,b/	4,000
Commercial /c/	2,890
Industrial /c/	1,400

/a/ Number of housing units.
/b/ Includes hotel units.
/c/ Floor area in thousands of sq. ft.

SOURCE: Community Redevelopment Agency of Los Angeles, "EIR Projections For Study Areas," July, 1985.

D. REQUIRED APPROVAL ACTIONS AND USES OF THE EIR

The project would require amendment of the Hollywood Community Plan and adoption of the proposed Redevelopment Plan by the City Council of Los Angeles. By state law, the Redevelopment Plan and subsequent future development in the project area must conform to the Hollywood Community Plan with respect to land use and the density of development permitted. Subsequent to adoption of the Redevelopment Plan, City

Planning Department would initiate rezonings as needed for zoning designations to be consistent with land use designations in the Community Plan, as may be amended. Specific development projects could then be prepared and approved, along with development agreements between CRA and private developers. The EIR is an informational document that, after certification as final, would be considered by decision-makers prior to amending the Community Plan and adopting the Redevelopment Plan, issuing any permits, or making any formal approvals on the project.

NOTE - Project Description

/1/ Richard Bruckner, Senior City Planner, Community Redevelopment Agency of Los Angeles; letter of June 24, 1985.

III. ENVIRONMENTAL SETTING, IMPACTS, AND MITIGATION

A. LAND USE AND PLANNING

SETTING

Land Use

Overview

The proposed Hollywood Redevelopment Area (see Figure 2) comprises an area of about 37 million net sq. ft. (i.e., excluding streets, alleys, and other public lands), or about 840 net acres. The dominant land use in the project area, residential, occupies about 310 acres, or about 39% of the land area (see Table 1). A 1984 market study identified 14,121 residential units within the project area; 93% of these are multi-family structures./1/ Sub-Areas 1 and 6 have the highest concentrations of residential uses in the Redevelopment Area, with almost half of the total units (see Table 7). Single-family and duplex units are concentrated in Sub-Areas 3, 6, and 7. The average densities, 43 units per net acre for all residential units and 67 units per net acre for multi-family, are high primarily because of limited on-site parking, consistent with the age of the housing stock.

Residential development in the project area is generally located north and south of the commercial corridors along Hollywood and Sunset Blvds. Several residential areas were developed in the first half of this century to provide housing for movie industry professionals.

Commercial land use occupies about 29% of the project area, or about 12 million sq. ft., representing 70% of the non-residential building area. Sub-Area 2 contains the commercial and entertainment nucleus for the Hollywood commercial core. Development in Sub-Area 2 is concentrated along the Hollywood and Sunset Blvds. corridors, with 87% of the office space inventory found there (see Table 7). In addition, 47% of all commercial space (retail, office, and other) in Hollywood is located in the Hollywood Blvd. core area. The eastern sectors of the project area (Sub-Areas 6 and 7) also contain significant retail space, 40% compared to 41% for Hollywood Blvd.

Other major land uses in the project area are hotels, industry, public facilities, parking, and vacant lands. About 84% of the hotel inventory is in Sub-Areas 1 and 2. The 2,240 hotel rooms in the project area account for about 3% of the land uses. The Sunset Blvd. corridor contains about 44% of the industrially designated land use area. About 33% of the industrial lands are located in Sub-Area 5, including several major broadcasting studios. Public land uses, which include churches (544,000 sq. ft.) and schools (387,000 sq. ft.), comprise about 1.9 million sq. ft. Only about 3% of Hollywood is vacant, while 10% of the land in the project area is devoted to parking.

TABLE 7: DISTRIBUTION OF EXISTING RESIDENTIAL AND COMMERCIAL LAND USES, BY SUB-AREA (%)

Sub-Area	Residential Space		Commercial Space		
	Units	Land Area	Office	Retail	Other
1	26 %	13 %	4 %	3 %	6 %
2	17	15	87	50	67
3	9	17	3	2	5
4	8	9	2	6	3
5	2	4	1	0	0
6	23	28	2	18	13
7	14	14	2	22	12
Total	100%	100%	100%	100%	100%

SOURCE: Kotin, Regan & Mouchly, Inc., 1984.

Existing Land Uses

Sub-Area 1. Sub-Area 1 is primarily a multi-family area, with 41 net acres, or 58%, of its acreage devoted to residential use (see Table 8). Most of the 3,437 residential units (26% of project total) were constructed in the 1920s to provide housing for workers in the movie industry. Some of the residential structures have since been converted to commercial uses, but only about 21% of the land area, or about 15 net acres, is devoted to commercial use. The commercial development is predominantly low in scale, with the exception of the Holiday Inn (21 stories), the Vine Tower (10 stories), and the Stanley Folb office building (10 stories), located at the corner of Franklin Pl. and Highland Ave. The 468-room Holiday Inn, on Highland Ave., is the largest hotel in Hollywood.

Sub-Area 2. This area contains the commercial and entertainment nucleus for the Hollywood commercial core. Approximately 44%, or about eight million sq. ft., of the Sub-Area is occupied by commercial uses. Hollywood Blvd. offers a unique pedestrian retail environment, providing merchandise and services to local shoppers and tourists. Commercial uses include fast food outlets, apparel stores, theaters, restaurants, auto rentals, general merchandise stores, specialty shops, office buildings, adult book stores, and adult theaters. The Sub-Area contains several prominent sites and structures, including the Chinese, Egyptian, Pacific, and Pantages Theaters; the Roosevelt Hotel; Capital Records tower; the Hollywood U.S.O.; the intersection of Hollywood Blvd. and Vine St.; the Hollywood Walk of Fame; and the Hollywood Boulevard Historic District. Two residential areas are near the Hollywood Blvd. corridor, one located between Yucca St. and parcels fronting on Hollywood Blvd. between Las Palmas and Wilcox Ave., and the second in the Carlos Ave./Vista Del Mar area.

Sunset Blvd. contains a mixture of land uses, including institutions, shops, entertainment industry offices, and production areas, oriented towards automobile access -- as opposed to pedestrian-oriented Hollywood Blvd. A residential district is located along Lanewood Ave. and the south side of Hawthorne Ave., west of Hollywood High School. About 95% of the 1,569 residential units are renter-occupied. Sub-Area 2 also contains a cluster of government functions south of Sunset Blvd. at Cahuenga Blvd., including a police and fire station, and a multi-service center.

Sub-Area 3. Sub-Area 3, located in the southwestern portion of the project area (see Figure 2), is predominantly residential structures (about 58% of the land area, 1,574 units) of one and two stories. The properties here are generally the best-maintained in the project area, and residents have the highest average income. Commercial uses, generally limited to the parcels along Highland Ave., occupy only 9% of the land area. Low-density commercial development provides community services (e.g., restaurants, auto related facilities, small offices, and mini markets). De Longpre Park is located on the south side of De Longpre Ave. between Cherokee Ave. and June St.

Sub-Area 4. Sub-Area 4 is primarily a residential area of one- and two-story structures, except in its southeast corner, where commercial buildings and multi-family dwellings vary in height between three and seven stories. The area is generally well-maintained, although some residential structures need moderate rehabilitation. Overall, residential development occupies 47% of the net land area. Commercial development, 30% of net area, is generally limited to the parcels bordering Sunset and Hollywood Blvds. Uses include auto sales, movie theaters, and community-oriented retail shops. Construction of a County Court House west of Bronson Ave., on the north side of Hollywood Blvd., is under consideration by the City.

Sub-Area 5. Sub-Area 5 is located in the eastern half of the project area. It is primarily industrial land (60% of the area) with several entertainment production facilities. Prominent structures within this Sub-Area are the Pick-Vanoff Studios (formerly the Columbia Pictures Company Studios), Golden West Broadcasters, and Metro Media television studios. The few commercial uses located along Sunset Blvd. include a cocktail lounge, several restaurants, a martial arts school, a fast food outlet, a hair salon, and several film processing facilities. Structures here are mostly one to three stories, creating a relatively low profile.

Housing occupies two large blocks and a portion of another, totaling 15.5 net acres or 29% of the net area. Most of the 467 residential units in the Sub-Area are located between Gordon St. and Bronson Ave., north of Fountain Ave. and south of Sunset Blvd. About 31% of the residential units are overcrowded and many appear to require moderate improvements.

Sub-Area 6. About 69% of the net land area in Sub-Area 6 is residential, mostly one- and two-story structures. Sub-Area 6 was developed between 1910 and 1930 with single-family homes and bungalows. During the 1960s, many of the single-family homes were replaced by apartment buildings. The most recent development to occur within the area is the Hollywood Fountain North and South housing projects, located east of the Vine St. and Fountain Ave. intersection, and the adjacent commercial development. About 27% of the 3,330 residential units in the Sub-Area are overcrowded.

Commercial development in this Sub-Area, mostly located along Santa Monica Blvd. and Western Ave., is oriented towards community and neighborhood retail services. A few warehouses are located on Santa Monica Blvd. Commercial uses include restaurants, a bank, clothing stores, cleaners, beauty salons, used furniture stores, and a department store. The predominant scale of development is low, except for the Sears department store and the Palomar Hotel located on Santa Monica Blvd. Le Conte Junior High School, one of the few public schools within the project area, is located at 1316 Bronson Ave.

Sub-Area 7. Sub-Area 7 contains a mixture of commercial and residential uses. About 39% of the net land area is residential uses and about 36% is commercial uses. Most of the residential sections are located immediately behind and adjacent to Hollywood Blvd., Sunset Blvd., and Western Ave. About 25% of the 2,070 housing units in the Sub-Area are overcrowded. The residential areas appear to be generally well maintained. Building heights vary from one to six stories.

Commercial uses vary from local community-serving uses to regional retail uses. The commercial facilities along Western Ave., between Sunset Blvd. and Hollywood Blvd., include fast food outlets, hotels, motels, bars, a print shop, a locksmith, a pastry shop, an adult theater and film sales, an auto body shop, a second-hand store, and a hardware store. Development is generally one and two stories, except on blocks adjacent to the Hollywood Blvd. /Western Ave. intersection. Most of the older commercial and residential buildings there are three to five stories.

Planning

City of Los Angeles General Plan

General Plan. The General Plan contains objectives, policies, and programs to guide development in Los Angeles for the next 20 years. The General Plan consists of three volumes: Concept Los Angeles, Citywide Plan, and Environmental. The Citywide Plan is directed to the intermediate range, the next twenty years. The objectives of the Citywide Plan are to provide a guide for short-term development; to inter-relate land use, circulation, and services, and to provide a basis for preparing and revising the detailed plans and elements contained in the General Plan. The General Plan includes the following elements: Land Use, Circulation, Service Systems, and Environmental.

Land Use Element. The Land Use Element contains objectives and policies for Housing, Commerce, Industry, Open Space, and Others. Housing objectives address the critical lack of sound low-income housing in the city, provide for housing construction, and encourage maintenance of housing. Housing policies include encouraging the consideration of relocation problems in Environmental Impact Reports, maintaining the balance between land use intensity and road capacity, and preserving low-density residential areas. Commerce objectives address the surplus of commercially zoned land in the city, and stress improving access to commercial space, improving the aesthetics of commercial areas, and encouraging efficient use of land. Commerce policies include maintaining core areas as the areas of concentration for office, retail and entertainment uses and encouraging new or rebuilt commercial facilities to enhance the character of adjacent development.

The Land Use Element has a variety of designations for the project area. Major designations include medium to very high housing densities, several commercial and parking zones, and some industrial land.

Circulation Element. This Element contains objectives and policies for the various transportation systems operating in the City. Transportation objectives include encouraging the provision of an integrated transportation system coordinated with land use, minimizing the conflicts between vehicular and pedestrian traffic and encouraging the use of bicycles as a viable means of transportation.

The Bicycle Plan is one of the technical sections of the Circulation Element. The Bicycle Plan Map designates corridors for development of a bikeway system throughout the City. The Bicycle Plan shows three bike corridors in the project area as part of the Citywide System. They are Franklin Ave., Santa Monica Blvd., and a corridor just east of Highland Ave.

The Scenic Highways Plan, also part of the Circulation Element, has the goals of preserving and enhancing existing scenic resources, developing potential scenic resources, and promoting concern for the City's visual environment in public as well as private decision making. This plan designates numerous scenic highways in the city. Designated scenic highways in the project area are Hollywood and Sunset Blvds., and the Hollywood Freeway.

Service Systems Element. The objectives of the Element are to provide necessary public services and facilities, and achieve economy and efficiency in providing services. Policies include encouraging coordination of services and integration of facilities of different public agencies, consolidating similar or compatible public facilities, prohibiting premature land development where public facilities are inadequate, using utility easements as open space, and locating emergency facilities to optimize response time and to permit convenient access.

Water System Plan, a technical plan of the Service System Element, is a general guide for future development of the water system facilities of the Department of Water and Power. The Plan sets forth basic objectives and standards and designates general locations for the necessary facilities.

Environmental Element. This Element contains objectives, policies, and programs for Conservation, Noise, Open Space, and Seismic Safety. The conservation objectives include meeting established air quality standards, minimizing air pollution, and conserving energy. Policies include giving major consideration to environmental quality in zone changes, subdivision, conditional use, and other land development actions; adhering to the standards of the Air Pollution Control District; using the conservation of power as a critical criterion in evaluating new developments; and advocating stringent legislation to regulate air pollution.

One of the noise objectives is reducing urban noise levels. Policies include establishing noise criteria and performance standards to reduce adverse noise impacts on all city residents. Two programs to achieve these objectives and policies include mapping noise contours and developing acoustical standards for construction and finishing material for new or rehabilitated buildings.

Seismic safety objectives include reducing the risk of life, property loss, and interruption of essential services. Policies include constructing new strucutures to the recognized standards of contemporary earthquake engineering.

The Noise Element, a technical plan in the Environmental Element, is intended to provide a basis for decision-making on proposals that would have a noise impact on the city's environment. The City Noise Ordinance, adopted in 1973, provides noise regulations and enforcement procedures to prohibit unnecessary, excessive, and annoying noise.

The Air Quality Management Plan, also a technical section of the Environmental Element, contains objectives and policies to attain and maintain air quality standards while continuing economic growth and improvement in the quality of life in Los Angeles. Revelant policies include minimizing the need for auto travel, concentrating development, redeveloping and rehabilitating older areas of the city, improving traffic flows, and encouraging use of mass transit.

The Hollywood Community Plan, part of the Citywide Plan, addresses specific objectives and policies for Hollywood. The purpose of this Plan is to guide the future development of the area and to promote an arrangement of land use, circulation, and services which will be beneficial to the people and businesses in Hollywood. Objectives of this Plan include providing housing to satisfy the varying needs of all economic segments of the community, encouraging the preservation and enhancement of the distinctive residential character of the area, encouraging open space and parks, and providing a circulation system coordinated with land use and densities and adequate to accommodate traffic. The Plan enumerates policies for commerce, housing, and industry. Also discussed are specific programs for public improvements, circulation, zoning actions, and others. The City of Los Angeles Planning Department is currently contemplating revising the Hollywood Community Plan (see Chapter V., Alternatives, for a description of proposed revisions).

City of Los Angeles Zoning

The project area contains a variety of zoning designations. Major zones in the area are for residential and commercial uses. Most of the residential areas are zoned for medium to very high densities ("R3" to "R5"). Residentially zoned land is predominantly in Sub-Areas 1, 3, 4, and 6. Commercial zones in the project area range from neighborhood to regional center uses ("C1" to "C4"). Much of the commercially zoned land is in Sub-Area 2. Sub-Area 7 has a fairly even mixture of residentially and commercially zoned land. There is some industrial land which is zoned for limited industrial uses (ML, MRL). Most of the industrially zoned land is in Sub-Area 5. Sub-Area 3 has some industrial land. Detailed zoning information appears in the City of Los Angeles Planning and Zoning Code, Article 2.

IMPACT

Introduction

Land Use

The proposed Hollywood Redevelopment Project would consist of changes in land use designations, land use policies, and allowable development densities within the project area. These redesignations would address and resolve major local land use issues, such as the levels of development that are acceptable and compatible with adjacent uses and the appropriate land use designations for those areas where there are conflicts between existing uses and the Community Plan.

In many cases, the redesignations reflect existing uses and would increase the consistency of future development with the existing development. Changes in land use, however, could be accompanied by a density change.

Sub-Area 1

The Redevelopment Plan proposes to redesignate five sites totaling 11.4 net acres, or 16% (70.4 acres) of Sub-Area 1. A proposed density change would affect another 2.5 acres. The combined land area of the Redevelopment Plan land use and density changes would be about 13.9 net acres, or 20% of Sub-Area 1.

Land Use Designations. Three sites would be redesignated from Regional Commercial to Residential if the Redevelopment Plan were implemented. On each of the three sites, the proposed redesignations would be consistent with the predominant existing land use. The first of these sites is about 200,000 sq. ft., or five net acres, and is located immediately north of the Hollywood commercial core between Highland Ave. and La Brea Ave. The proposed designation for this site is Very High Density Residential which would be consistent with its current land use of multi-family residential; exitsting zoning is Residential R4. The second site, which would also be designated Very High Density Residential, is the parcel immediately east of Cahuenga Blvd., between Franklin Ave. and Yucca St., and the block bounded by Cahuenga Blvd., Yucca St., and Wilcox and Franklin Aves. The site is about three net acres of primarily residential uses with some commercial and vacant parcels. The current zoning is Commercial C4 and Residential R5. The third site, which includes the parcels immediately north of Yucca St. and west of Ivar Ave., has a proposed designation of High Density Residential. This 61,000-sq.-ft. area, zoned Commercial C4 and Residential R5, is predominantly residential, with some commercial uses. The existing housing inventory in these three areas is 356 units, equivalent to a density of 29 units per gross acre.

Two sites bordering Franklin Ave. would change, under the project, from Very High Density Residential to Regional Center Commercial, to be more compatible wiuth existing uses. The first is about 48,000 net sq. ft. and is located immediately south of Franklin Blvd., east of Highland Ave. and north of Franklin Pl. In most of this area, zoned Commercial C4 with a few parcels designated Residential R5, uses are predominantly commercial. The second area is about 31,000 sq. ft. and is located immediately west of Vine St. and south of Franklin Ave. and the Hollywood Freeway. The existing use and zoning designation is Residential R5. These two sites include 39 residential units.

Density Changes. The residential density designation of the area located between Cahuenga Blvd. and Vine St. and immediately south of Franklin St. would change (decrease) from Very High Density Residential to High Density Residential under the Redevelopment Plan. The land area of the density change is about 2.5 acres, or less than four percent of the net land area in the Sub-Area.

Impacts. Under the project, the potential exists for a significant increase in the number of housing units, which could alter the character of Sub-Area 1, currently a multi-family residential area of predominantly two- and four-story structures. There are 3,437 units in an area of 73 acres, or 47 units per gross acre, which would place it in the High Medium Density category (40 to 60 units/gross acre). If the Sub-Area were developed to the maximum densities permitted under the Redevelopment Plan (maximum of 130 units/acre), the residential inventory would increase from about 3,400 units to almost 10,300 units. Buildout would mean a significant increase in density and a change in the existing character of the area.

With the commercial designations and densities permitted by the Redevelopment Plan, the amount of floor area in this Sub-Area that could be developed commercially would increase from about 917,000 sq. ft. to about 1.6 million sq. ft. About half of this increment is due to redesignations with the Redevelopment Plan. Although the effect of the Redevelopment Plan is to consolidate these uses, such an increase would change the character of the area. Some residential units could be displaced for commercial development.

Projections of future development over the next 20 years indicate insignificant increases in residential and commercial development over existing levels (see Table 8). Under the Redevelopment Plan, the CRA market study projects additional development of 600 residential units and 50,000 sq. ft. of commercial development. Generally, these increases would not create significant land use changes for residential or commercial areas. However, there are residential areas sensitive to additional development, such as the corridor along Franklin Ave. which is part of the Franklin Avenue Design District, where special measures may have to be taken to preserve and enhance the existing character, visual environment, and views to and from the Hollywood Hills.

Sub-Area 2

The land uses of nine sites in Sub-Area 2, totaling about 37 net acres, would be redesignated by the proposed Redevelopment Plan. Additional changes in the density of two sites totaling about six acres are also proposed. Together, the proposed land use and density changes total 43 acres, or about 30% of the net land area in Sub-Area 2.

Land Use Designations. Two sites now designated as Very High Density Residential would be redesignated for commercial uses by the Redevelopment Plan. The first is bounded by Marshfield Way on the west and north, La Brea Ave. on the east and Selma Ave. on the south. The proposed land use for this area, about two acres, is Community Commercial which is consistent with existing land use. The current zoning designation is Commercial C4 to the east and Residential R4 in that portion to the west. The second area is less than one net acre and is located immediately east of Vine St. and south of the Hollywood Freeway. Current uses are commercial and parking. The Redevelopment Plan proposes to designate this area as Regional Center Commercial, which would be consistent with the current uses but conflicts with the current zoning, Residential R5.

TABLE 8: EXISTING AND POTENTIAL DEVELOPMENT TOTAL

Sub-Area	Existing Development (total)	20-Year Projected Development (total)	Redevelopment Plan Development Potential (total)
1) Residential	3,437 /a/	4,037	10,308
Commercial	916,563	966,563	1,627,133
Industrial	0	0	0
2) Residential	3,232 /a/	3,932	3,067
Commercial	8,030,361	10,520,361	46,757,072
Industrial	1,334,696	1,534,696	881,154
3) Residential	1,574 /a/	1,674	2,067
Commercial	289,146	339,146	653,400
Industrial	11,475	11,475	0
4) Residential	1,196 /a/	1,356	2,226
Commercial	367,778	517,778	1,988,085
Industrial	36,640	736,640	2,410,485
5) Residential	467 /a/	467	0
Commercial	32,911	82,911	0
Industrial	835,407	1,035,407	7,070,103
6) Residential	3,330 /a/	3,630	4,560
Commercial	1,008,414	1,108,414	3,138,438
Industrial	240,591	290,591	1,414,428
7) Residential	2,071 /a/	7,471	6,913
Commercial	1,157,421	1,157,421	1,874,109
Industrial	172,942	422,942	4,028,856
Total			
Residential	15,307 /a/	18,107	29,390
Commercial	11,802,594	14,692,594	56,038,237
Industrial	2,631,751	4,031,751	15,805,026

/a/ 168 units per gross acre was the density used to calculate the development potential of areas designated Very High Residential by the Community Plan.

SOURCE: Existing Development: Residential - CRA Study Area Profiles, November, 1984; Commercial/Industrial - Baseline Market Assessment, Kotin, Regan & Mouchly, Inc., December, 1984; Projected Development: CRA ("EIR Projections for Study Areas," July 30, 1985)

A third site about 1.2 net acres, is located south of the Hollywood Freeway, west of Argyle St., and north of Yucca St. The Redevelopment Plan would designate the site Regional Center Commercial. The existing use is public, quasi-public in addition to a small area of parking. The zoning is predominantly Commercial C4, with the exception of the parking area, which is residential R5.

A site immediately north of Selma Ave., between Cherokee and Hudson Aves., is the location of Selma Avenue Elementary School. The Redevelopment Plan redesignates this site School and Recreation Site from Regional Center Commercial to conform to existing use.

Two of the sites proposed for a land use change in Sub-Area 2 are currently designated Regional Center Commercial. The larger of the two, occupying about 10 net acres, is located north of the commercial core on Hollywood Blvd. between Las Palmas and Wilcox Aves. The area contains a mix of land uses including commercial, parking, vacant parcels, and residential, the predominant land use. The proposed designation is Very High Density Residential which would be much higher than the existing density. Most of the area is zoned Residential R5, with the exception of those parcels bordering Las Palmas Ave., which are zoned Commercial C4. The second area, which occupies slightly more than one acre, is a narrow strip of land located east of Vista Del Mar and north of Hollywood Blvd. The proposed land use designation for this site is Medium Density Residential, which is consistent with the present residential character. The zoning is Residential R5, except for a small portion south of Carlos Ave. designated Commercial C4. Together, the two sites contain 363 residential units and 440 hotel/motel units.

Two sites would be redesignated from High Density Residential to Community Commercial by the Redevelopment Plan. The first and largest site occupies about seven net acres in the southwestern corner of the Sub-Area. Existing land use is predominantly commercial, which is consistent with the proposed designation. There are, however, a few residential parcels, some parking, and one area of industrial use on this site. The current zoning designations are Commercial C2 and Industrial M1/MR1. The second site, slightly over one acre, is located immediately west of La Brea Ave. The existing land use and zoning designations are commercial, which would be consistent with the proposed designation.

The site located south of Hawthorn Ave., between La Brea and Orange Aves. is the largest (10.5 net acres) of the sites proposed for a redesignation of land use by the Redevelopment Plan. The current designation is Regional Center Commercial. The proposed use is High Density Residential, which is consistent with the multi-family residential character of the area. There are, however, a few parcels along La Brea Ave. that are occupied by commercial uses. The zoning reflects existing land use, with most of the area zoned Residential R5, except for the parcels along La Brea Ave. which are designated Commercial C4. There are 23 residential units on the site.

Density Changes. The Redevelopment Plan proposes an additional change in the density of the residential development located in the northeast section of this Sub-Area, from its designation as Very High Density Residential to Medium Density Residential. There are 70 units on the 3.5-acre site, substantially less than would be allowed by the Redevelopment Plan.

The second density change proposed by the Redevelopment Plan would affect a site of less than three gross acres located south of Fountain Ave., between Wilcox Ave. and Cahuenga Blvd. This site contains 37 units and is designated as High Medium Density Residential. The proposed density designation is Low Medium 2, which would allow approximately twice as much development as currently exists but would be in closer conformance to the existing character of the area.

The most significant density change for commercial uses in the project area occurs in this Sub-Area. Sub-Area 2 contains about three-quarters of all the commercial floor area in Hollywood (see Table 8). The Redevelopment Plan would reduce the floor area ratio (FAR) from the 6:1 permitted by the Community Plan to an average 4.5:1 throughout the project area. The Redevelopment Plan would allow some discretionary increases to 6:1, if such development conformed with its goals and served a public purpose, but the project area average would not exceed 4.5:1. Given the existing concentration of development in this Sub-Area, development focii with FARs between 4.5:1 and 6:1 probably would occur here.

Impacts. Implementation of the project would theoretically reduce the residential development potential of the Sub-Area from the 3,232 existing units to the 3,067 units permitted. This is an insignificant change in the overall residential density of the Sub-Area. However, redesignation of residential to commercial uses in the southwestern corner of this Sub-Area could lead to displacement of some residents.

Commercial development predominates in Sub-Area 2. The potential commercial development under the project is about 47 million sq. ft., substantially more than the existing 8 million sq. ft. The potential exists for significant increases in the scale, bulk, and height of commercial development. Such increased development could affect the integrity of the Hollywood Boulevard Historic District, block views to and from the Hollywood Hills, and create incompatibilities with adjacent low-rise residential areas.

The 20-year development projections by CRA show about a 30% increase in commercial development, from 8 million to 10.5 million sq. ft., and a 13% increase in industrial development, from 1.1 million to 1.3 million sq. ft. Demand for residential units would increase the number from 3,200 to 4,300 units; build-out projects for the project indicate that only 3,067 units would exist, which is below the current number of units. These increases would not be significant and generally would not produce significantly adverse land use impacts. However, there may be specific instances where commercial development in transition areas north of Hollywood Blvd. and south of Sunset Blvd. may be detrimental to adjacent residential neighborhoods. In particular, commercial development north of Hollywood Blvd. could impair views to and from the Hollywood Hills.

Sub-Area 3

The Redevelopment Plan would change the land use or density designation of about 90% of the available land area in Sub-Area 3. All areas now designated residential, about 65 gross acres or 71% of the Sub-Area, are subject to a proposed density change. The five proposed land use changes total 19 net acres, or 28% of the land area in Sub-Area 3. About 18 of the 19 acres proposed for redesignation would change permitted land uses from commercial to residential.

Land Use Designations. Five sites would be designated Low Medium 2 Residential if the project were implemented. Two of the sites are currently designated Regional Center Commercial and two are designated Highway Oriented Commercial. The fifth is a Recreation and School Site. These redesignations would be consistent with the existing land uses.

One site proposed for a change in land use is located west of Highland Ave. and north of Leland Way; it occupies about 43.6 net acres. Existing land use is mainly residential with a few vacant parcels, several of which provide parking. The entire area is zoned Residential R4.

The Redevelopment Plan would redesignate the area east of Highland Ave. and north of Leland Way (see Figure 3) from Regional Center Commercial to Low Medium 2 Residential. The land use on this 6.8-acre site is predominantly residential, with a few parcels containing parking and other public uses. Most of the site is zoned Residential R4, with the exception of a few parcels that are zoned Commercial C2, The area north of De Longpre Ave. between Hudson Ave. and Wilcox Pl. is designated Commercial C2.

The two sites adjacent to the commercial development along either side of Highland Ave. are currently designated as Highway Oriented Commercial. The Redevelopment Plan proposes to redesignate the land use of both sites to Low Medium 2 Residential. The site west of Highland Ave., which borders Citrus Ave. on the east, is predominantly multi-family residential and is zoned Residential R4. The site east of Highland Ave. and immediately west of McCadden Pl. is also residential and also zoned Residential R4. Together, the sites occupy about 7.7 net acres.

The Redevelopment Plan would redesignate a 1.5-net acre site north of Fountain Ave. between Cherokee Ave. and June St. from School and Recreation Site to Low Medium 2 Residential, which would be consistent with its current land use. The site is zoned Residential R4.

Density Changes. The residential portions of Sub-Area 3 would all be redesignated from High/High Medium Density to Low Medium 2 (24 units per gross acre), which is very close to current densities. The proposed change would encompass an area of about 2,811,000 sq. ft.

Impacts. As a result of the proposed land use and density changes, residential development potential would increase from 1,574 units to 2,067 units under the Redevelopment Plan. This 30% increase in inventory is not considered significant because the scale of development would be similar to the existing character of the Sub-Area. A CRA market study projects a demand for only 100 additional units in this Sub-Area over the next 20 years. The impacts of this incremental increase would be insignificant.

Existing commercial development totals about 289,000 sq. ft. The Redevelopment Plan would permit an additional 360,000 sq. ft. of commercial development, limited to the area along Highland Ave. This increase is significant in comparison to existing levels. Potential adverse effects include the visual intrusion of such commercial development into adjacent residential areas, a change in the scale and bulk of development, and secondary impacts arising from traffic, noise and air quality. These effects would be reduced substantially if development did not exceed the market study projections of 50,000 additional sq. ft.

In general, the lower density limits would help preserve the low profile residential character of the area, while the land use changes would prevent the extension of commercial uses fronting on Highland Ave. and the south side of Sunset Blvd. into existing residential areas.

Sub-Area 4

The Redevelopment Plan would alter the land use or density designation of about 85% of the land area in Sub-Area 4. The land uses of about 18 net acres would be redesignated and a density change would affect another 34 gross acres. Only the commercial strips along the south edge of Hollywood Blvd. and along the north side of Sunset Blvd. would retain their current land use designations and densities.

Land Use Designations. The entire portion of the Sub-Area north of Sunset Blvd. would be designated by the Redevelopment Plan as Commercial Manufacturing, including parcels immediately north of Hollywood Blvd. which are presently designated Highway Oriented Commercial. This redesignation is more reflective of existing uses. The 12-acre area north of this commercial corridor, currently designated as Very High Density Residential, is mixed-use including parking, public, residential, commercial, and industrial uses. The existing housing inventory is 152 units. The entire area is zoned for residential use, with most of the area designated Residential R5, except for a portion in the southeast corner that is designated Residential R4.

The Redevelopment Plan would also redesignate the parcels located north of the commercial parcels on Sunset Blvd. between Gower and Gordon Sts. from Highway Oriented Commercial to High Medium Density Residential. The land use is predominantly residential (16 units) with a few commercial uses on Gower St. and Labaig Ave. Zoning is entirely Residential R4, except for the parcel bordering Gower St., which is designated as Commercial C4. The proposed High Medium Density Residential designation would permit up to 60 units per gross acre.

Density Changes. A density change is proposed for the site north of the commercial parcels along Sunset Blvd. and south of the commercial parcels along Hollywood Blvd. The current designation is High Density Residential and the proposed designation is High Medium Density Residential. The land use is predominantly residential (1,028 units) with a few parcels on Gower St. containing commercial uses.

Impacts: About 1,050 of the 1,196 residential units in Sub-Area 4 are located south of Hollywood Blvd. and north of Sunset Blvd. on about 36 acres, a density of 29 units per gross acre. With the proposed land use and density changes, the potential is increased to 2,226 units (60 units/gross acre), or 1,030 additional units. The Redevelopment Plan would concentrate residential uses within existing residential areas south of Hollywood Blvd., but would permit much higher densities than currently exist. Development to build-out could alter the existing one- and two-story character of the residential areas. Market projections by the CRA indicate that the demand for housing may increase by 160 units over the next 20 years, far short of theoretical build-out.

The proposed Redevelopment Plan would permit about 1,988,000 sq. ft. of commercial development in this Sub-Area. Existing commercial development is about 368,000 sq. ft., about one-fifth of theoretical buildout. The proposed redesignation of the land use north of Hollywood Blvd., from Highway Oriented Commercial to Commercial Manufacturing, is primarily responsible for an increase in industrial development potential to about

2.4 million sq. ft. Industrial development is currently about 36,600 sq. ft. CRA market projections indicate a demand for about 150,000 sq. ft. of commercial development and about 700,000 sq. ft. of industrial development over the next 20 years. Development according to market projections would result in about one-tenth of the incremental commercial development allowed by the Redevelopment Plan and about one-third of the industrial development.

Designation of the entire area north of Hollywood Blvd. as Commercial Manufacturing, could displace the existing residential uses (about 152 units) if industrial development occurs. Besides residential, there are a mix of uses, with parking, the dominant land use. Direct freeway access in addition to the large amount of parking, could create opportunties for new commercial / industrial development that could adversely affect the existing residential areas.

Sub-Area 5

Land Use Designations. Sub-Area 5 would remain unchanged, for the most part. The Redevelopment Plan proposes to redesignate the land use of the area located north of Fountain Ave. between Van Ness Ave. and Wilton Pl., from High Density Residential to Limited Industrial. This site is 6.7 gross acres, or 10% of the land area in Sub-Area 5. It is used mainly for parking, but also contains several vacant parcels and a few residential units. The zoning is Residential R4.

Impacts. If the Redevelopment Plan were implemented, the entire Sub-Area would be designated for industrial uses and the development potential of the Sub-Area would be about 7.1 million sq. ft., about eight times the existing industrial development (about 835,000 sq. ft.). A CRA market study projects a demand for only about 50,000 sq. ft. of commercial development and about 200,000 sq. ft. of industrial over the next 20 years, well below theoretical build-out. Sub-Area 5 contains about 467 residential units. New industrial/ commercial development could be detrimental to existing residential areas

Sub-Area 6

The Redevelopment Plan, if implemented, would redesignate the land uses of five sites totaling 12.7 net acres, or 10% of the Sub-Area. A density change is proposed for about 24 gross acres.

Land Use Designations. A one-half acre site bounded by Western Ave., Lexington Ave., and the Hollywood Freeway is designated as Public Open Space. The proposed redevelopment designation is Community Commercial. The existing uses of parking and public/quasi-public are consistent with the existing designation, but not with the Redevelopment Plan. The site is zoned Industrial CM.

Land use changes totaling 1.4 net acres are proposed for two sites located immediately north of La Mirada Ave. between Bronson and Van Ness Aves. Under the Redevelopment Plan, the two sites would be redesignated from Recreation and School Site to Medium Density Residential, which would be consistent with existing land uses. The existing inventory of 62 units on 0.7 gross acres is a density of 37 units per gross acre, which is consistent with the proposed Medium Density Residential category.

Two sites would be redesignated from High Medium Density Residential to Commercial Manufacturing under the Redevelopment Plan. The first site is 1.7 net acres located south of the Hollywood Freeway, east of Wilton Pl., and north of Fountain Ave. The site

is zoned Residential R4, with industrial and parking uses south of Fernwood Ave. and residential uses north of Fernwood Ave. The second site, immediately north of Santa Monica Blvd. between Lodi Pl. and Wilton Pl., is about nine net acres. The predominant land use on this site, zoned Industrial M1/MR1, is commercial with some industrial and residential uses. There are about 23 residential units located on these two sites.

Density Changes. The Redevelopment Plan would reduce the permitted density on about 124 gross acres currently designated for residential uses by redesignating the site Medium Density Residential. The portions of the Sub-Area east of Vine St., north of Fountain Ave., west of Gower St., and south of De Longpre Ave. are presently designated as High Density Residential. All other residential portions of Sub-Area 6 are designated as High Medium Density Residential. Existing land use is predominantly residential (3,245 units or about 38 units/ac. du.), with a commercial area south of Lexington Ave. and west of Gower St. and some commercial uses located along Bronson Ave. and west of El Centro Ave.

Impacts. Sub-Area 6 is predominantly residential. If the Sub-Area is developed to the densities permitted under the proposed project, the number of residential units would increase from the existing 3,330 units to 4,560 units. The density increase of about one unit per gross acre may alter the one- and two-story character of the area. The CRA market study, however, projects a demand for only 300 additional units over the next 20 years. The impacts of this incremental increase would be insignificant.

Existing commercial development totals about 1 million sq. ft. The Redevelopment Plan would permit an additional 2.1 million sq. ft. of commercial development, limited primarily to the area immediately east of Vine St. (Regional Center Commercial) and the southeastern portion of the Sub-Area (Community Commercial). Existing industrial development totals only about 173,000 sq. ft., which would increase by almost 1.2 million sq. ft. if there is redevelopment to build-out. The bulk and scale of new development may be detrimental to adjacent residential areas. The CRA market study projects a demand for only about 100,000 sq. ft. of commercial development and about 50,000 sq. ft. of industrial development over the next 20 years. This projected low level of development would produce few adverse effects.

Sub-Area 7

Fourteen separate sites in Sub-Area 7 would undergo redesignations in their land uses under the Redevelopment Plan. These proposed changes would affect 53 net acres, or 46% of the area of Sub-Area 7.

Land Use Designations. The Redevelopment Plan would redesignate six sites located south of Sunset Blvd. to Commercial Manufacturing. The first of these sites, presently designated Public Open Space and zoned Commercial C2, is located immediately south of Sunset Blvd., west of Wilton Pl. and north of the Hollywood Freeway. This one-tenth-acre site contains industrial uses. The second site, located south of De Longpre Ave. and north of Fernwood Ave. between the Hollywood Freeway and Western Ave, contains a mix of residential, public/quasi-public, and commercial uses. This 5.8 acre site is designated High Density Residential and zoned Residential R4 in that portion west of St. Andrews Pl. and Commercial C2, Residential R4, and Parking in the block east,. A third, one-half acre site is located south of Fernwood Ave., west of St. Andrews Pl., and north of the Hollywood Freeway. This site, designated as Public Open Space and zoned Residential R4, contains residential uses.

The fourth site, located south of Fountain Ave. and extending from the Hollywood Freeway to Western Ave., contains commerical uses. The 0.3-acre site is presently designated Public Open Space and is zoned Commercial C2. A fifth site, located west of Serrano Ave. and north of Fountain Ave., contains residential, commercial, and public/quasi-public uses This 2.3 net-acre site is presently designated High Density Residential and zoned Residential R4 north of Fernwood Ave. and Commercial C2 south of Fernwood Ave. and north of Fountain Ave.

The last and largest of the six sites, generally bounded by Sunset Blvd. on the north, Wilton Pl. on the west, Serrano Ave. on the east, and Fountain Ave. on the south, contains predominantly commercial land uses along with industrial, residential, public and parking uses. It is designated Highway Oriented Commercial and zoned, west of St. Andrews Pl., Commercial C2 and Residential R4. East of St. Andrews Pl. and west of Serrano Ave., the site is zoned Industrial M1/MR1. The remaining portion is divided into Residential R4, Commercial C2, and Industrial CM zoning designations. On the six sites the Redevelopment Plan proposes to designate as Industrial, there are 176 residential units that could be adversely affected by the project.

Two small sites that are designated as residential would be redesignated as Community Commercial in the proposed Redevelopment Plan. The first site is 0.4 net acres and is located north of Sunset Blvd., and west of Western Ave. It is designated as High Density Residential. The second site is located in the southernmost part of the Sub-Area, immediately east of Hollywood Freeway. It occupies about one-half acre and is presently designated as High Medium Density Residential. Both sites are zoned Commercial C2 and contain mainly commercial land uses.

The Redevelopment Plan proposes a redesignation in land use of the area located immediately north of Harold Way and west of St. Andrews Pl. from High Density Residential to Recreation and School Site. The 0.9 net-acre site contains public, quasi-public land uses and is zoned Residential R4.

The final four sites in this Sub-Area proposed for land use redesignations would be High Density Residential in the Redevelopment Plan. Three of these sites are designated as Highway Oriented Commercial. The fourth is presently designated as Public Open Space. The first of the three commercial sites includes parcels north and south of Hollywood Blvd. from Van Ness Ave. to Western Ave. and parcels east and west of Western Ave. The largest of the three sites at about 20 net acres, its predominant land use is commercial, with a mix of residential, industrial, and parking uses. The site is zoned Commercial C2, except for industrially (CM) designated lands east of Western Ave.

The second of the three sites is located north of Sunset Blvd. and immediately east of St. Andrews Pl. and contains residential uses. This 0.4 net-acre site is zoned Residential R4. The third of the three sites is located south of Sunset Blvd. and immediately east of Serrano Ave. and contains residential uses. The 0.4 net-acre site is zoned Residential R4. The fourth site proposed for redesignation of its land use is located in the northwestern corner of the Sub-Area, bounded by the Hollywood Freeway, Van Ness Ave., Hollywood Blvd., and Canyon Dr. The existing land use is public/quasi-public (Church/Parking) and the zoning designation is Commercial C2. The existing housing inventory of these four sites is 336 units.

Impacts. The project would permit a significant increase in the number of residential units in Sub-Area 7. The existing inventory totals 2,071 units on 61 gross acres, a density of 34 units per gross acre. At build-out, the number of residential units would total 6,913 units or almost 80 units per gross acre. An increase in density of this magnitude could alter the character of the residential areas. However, the sites along Hollywood Blvd. and Western Ave. that are designated for residential uses currently contain commercial and other uses. In addition, the CRA market study projects a demand for only 540 additional units over the next 20 years. This incremental increase is insignificant and would produce few adverse land use impacts.

The Redevelopment Plan proposes to consolidate industrial land uses on one large block south of Sunset Blvd. and west of Serrano Ave. The industrial development potential of this 35-acre site is more than 4 million sq. ft. This compares to an existing total of only 172,942 sq. ft. for the entire Sub-Area. New industrial development would have adverse impacts on the mix of the uses which exist in the area and could change the character of the area. If the site experiences substantial industrial development, 176 residential units and institutional uses (e.g. the Assistance League of Southern Calif.) may be displaced. The CRA market study projects a demand for 250,000 sq. ft. of industrial development over the next 20 years. This level of development is far below theoretical build-out and would have potentially far fewer impacts.

There is a need for additional open space in the Sub-Area. There four small portions of land along the east side of the Hollywood Freeway which are presently designated as Public Open Space. The Redevelopment Plan proposes designation of these sites for alternate uses.

Planning

City of Los Angeles General Plan

Land Use Element. The project would further the Plan objectives by providing the opportunity for housing construction and encouraging the maintenance of housing, because the project would provide about 4,000 housing units in the next 20 years. The project would be consistent with the Plan policies which maintain core areas as centers for commercial uses and encourage new or rebuilt commercial facilities to enhance the character of adjacent development.

The project would be consistent with the Plan objectives which stress improving the aesthetics of commercial areas and improving the access to the commercial space, as the Redevelopment Plan would provide for two special commercial districts, the Hollywood Boulevard District and the Hollywood Core Transition District.

The project would be inconsistent with the Plan policy to maintain the balance between land use intensity and road capacity because the project would result in increased traffic congestion without any plans to improve the roadway system.

Service Systems Element. The project would be inconsistent with policies in this Element because it includes no prohibition of premature land development where public facilities are inadequate.

Environmental Element. The project would address policies of the Air Quality Management Plan to discourage auto use, to improve traffic flow, and to encouarge use of mass transit if the CRA adopted recommended mitigation measures to reduce the environmental impacts of the project.

The Hollywood Community Plan. The project would be consistent with the objectives of this part of the Citywide Plan by encouraging the preservation of and enhancing the residential character of the area (Franklin Avenue Design District) and by designating different allowable housing densities to encourage a variety of housing types. The project would be inconsistent with the Community Plan objective to provide a circulation system coordinated with land uses and densities and adequate to accommodate traffic.

City of Los Angeles Zoning

The project would require some rezoning of land in the Redevelopment Area. The City has plans to undertake extensive rezoning of the Hollywood area during 1986-87. Meantime, as new developments occur, rezoning may be necessary.

MITIGATION

Measures Included in the Project

Mitigation measures addressing the potential physical incompatibilities of adjacent land uses or addressing the potential physical environmental effects of the proposed land use and density changes, such as air quality, noise, or traffic, are discussed in the appropriate sections. The proposed Redevelopment Plan includes several measures to mitigate the effects of both direct and indirect impacts on land use, including the following:

- Permits the adoption of design guidelines and development standards covering types of uses, building heights, land coverage, landscaping, size and density. These standards would also include design criteria addressing appropriate architectural styles. The purpose of these designs for development would be to minimize the physical and visual incompatibilities of adjacent land uses as well as physical impacts such as parking, traffic circulation and safety.

- Recognizes the unique characteristics of certain areas within Hollywood, by identifying three special districts: (1) Franklin Design District, (2) Hollywood Boulevard District, and (3) the Hollywood Core Transition District. If Designs for Development are adopted for these (or any future) districts, they must conform to the goals and policies adopted for the district.

  The Franklin Design District is established in recognition of the need to reduce development impacts. CRA would prepare a comprehensive plan for this area within five years after adoption of the Redevelopment Plan addressing preservation of views, circulation and parking, and the preservation of significant structures.

  The Hollywood Boulevard District: The CRA would require a urban design plan for to be developed within two years after adoption of the Redevelopment Plan. Design guidelines and criteria would emphasize preservation of the existing scale and pedestrian orientation of the area as well as preservation of historic structures.

  The Hollywood Core Transition District is established to give special consideration to the low density of adjacent residential areas and to ensure compatibility between Regional Commercial uses and residential neighborhoods. In addition to reviewing building permits, CRA might prepare development guidelines.

- Requires CRA to monitor the level of commercial development to insure that the average FAR of 4.5:1 is not exceeded for the Regional Center commercial designation report to the Planning Commission. Approval of FAR's in excess of 4.5:1 would require review by the Planning Commission for conformance with the Community Plan and findings by CRA for confomance with the goals of the Redevelopment Plan. In addition, if and when average commercial development densities reach 2.5:1, CRA would submit to the Planning Commission and the City Council a program to restrict or decrease density in order to maintain an overall 4.5:1 average density.

- Permits the continuation of nonconforming uses and allows additions, repairs, or alterations if CRA determines that such improvements would be compatible with surrounding uses and development. Although the effect of the Redevelopment Plan is to bring land use designations into closer conformance with existing land uses, there are areas where existing uses would be contrary to plan designations.

- Encourages construction of low- and moderate-income housing and increases the overall stock of housing units in Hollywood. Even though the market studies project a limited demand for housing over the next 20 years, the Redevelopment Plan permits a significant increase in housing units. Any potential displacements of renters would be subject to the relocation provisions of the Los Angeles Municipal Code (L.A.M.C. 47.07) and California Relocation Assistance Act (GC Section 7260). In addition, the Redevelopment Plan requires construction of replacement low and moderate income housing, the dedication of 20 percent of the tax increment funds for the provision of housing for very low, low or moderate income occupants, and permits CRA to grant Housing Bonus Units above the permitted residential density to improve design quality and to increase the number of units available. There is a tremendous need for housing but no housing is being built because there is no available land. The Plan would not be able to subsidize enough housing for the demand.

- The Redevelopment Plan should contain a provision enabling the CRA to prohibit approval of specific development proposals where it has determined that essential public features, as described in the Elementary, are inadequate to meet the needs of that development.

NOTE - Land Use and Planning

/1/ Kotin, Regan, and Mouchly, Inc.

B. HISTORIC, CULTURAL, AND ARCHITECTURAL RESOURCES

SETTING

History

Hollywood is recognized throughout the world as the center of the motion picture industry. The project area was the historical cradle and site of the period of most-intensive growth for this industry. Between 1915 and 1935, Hollywood underwent rapid residential and commercial development, virtually the sole purpose of which was to support the film industry. Many architecturally significant commercial structures, single-family residences, bungalow courts, and luxury high-rise apartments remain in the

area despite the steady deterioration of buildings in Hollywood over the last 40 years. International attention, focussing on film production and related activities in Hollywood, contributed greatly to the emergence of the City of Los Angeles as one of the world's most influential fashion, social, and cultural centers. As a result of its high visibility and close association with the motion picture industry, Hollywood is historically significant at the local, state, national, and international levels.

Located immediately south of Cahuenga Pass, Hollywood was influenced by one of the region's most important travel routes. The project area was once part of two Spanish land-grant ranchos established about 1790. Located to the west was the Rancho La Brea, which had been granted to Antonio Jose Rocha and Nemesio Dominguez. To the east was the Rancho Los Feliz, which had been granted to Jose Vincente Feliz. The area was used chiefly by cattle ranchers until the drought of 1860. In 1868, Cahuenga Valley was divided into 160-acre sections by John Goldsworthy. By the 1870's, these sections were acquired by farmers intending to raise hay and grains. By the 1890's, it became evident that the soil and climate was ideally suited for the cultivation of citrus fruits and winter vegetables, and these became the predominant crops. There are no structures of the rancho and predominantly agricultural periods remaining in the project area.

In 1887, H. H. Wilcox subdivided his 120-acre ranch "Hollywood" into residential lots. Wilcox was instrumental in the arrival of a light rail line from downtown Los Angeles to his subdivision in 1888. The population of the community had reached 200 by 1900. In 1901, a group of investors, including Harrison Gray Otis, H. J. Whitley, and George Hoover, purchased and subdivided the area north of Hollywood Blvd. and south of Franklin Ave. between Cahuenga Blvd., and La Brea Ave., encouraging development of moderately priced single-family residences. In 1903, Hollywood was incorporated as a city, only to be annexed to the City of Los Angeles in 1910. Hollywood of the pre-film industry era was a rather sleepy agricultural community beginning to establish some residential neighborhoods. The 1700 block of Hudson Ave. and the Janes House at 6451 Hollywood Blvd. are the best remaining example of this period in the project area.

At this time, pioneer filmmakers were becoming attracted to the west because the eastern seaboard climate was often ill-suited to exterior shooting, interior shooting was expensive, and profit-making was complicated by New York patent enforcers acting on behalf of the Edison Company.

Nestor Films, headed by David Horsley, rented the Blondeau Tavern at the northwest corner of Sunset Blvd. and Gower St. in 1911 and became the first film company to set up in Hollywood. The intersection of Sunset Blvd. and Gower St. has remained active in motion picture and television production through the present day. The first film to attract attention to Southern California was, appropriately enough, the first feature-length western made in 1913, not by Horsley but by director Cecil B. DeMille.

DeMille had been sent to California by the Jesse Lasky Feature Play Company to take advantage of the authentic western terrain for the film adaptation of the popular Broadway play "The Squaw Man." Jacob Stern's barn at Selma Ave. and Vine St. was rented to house the film company's equipment and also served well for some interior shots. The barn has since been moved to the Highland Ave. - Camrose St. area. The "Squaw Man" was enormously successful and insured the futures of Lasky, DeMille, and "the western" genre of films. Lasky's Company prospered, became known as Paramount

Pictures, and built a large studio complex in 1927 at Bronson Ave. and Melrose. Paramount is the only major studio to remain in Hollywood. The success of "The Squaw Man" and the increasing public demand for motion pictures attracted numerous fledgling film companies to Hollywood as well as prominent individuals including: directors D. W. Griffith and Mack Sennett; actors Douglas Fairbanks, Charlie Chaplin, Mary Pickford, William S. Hart, and Tom Mix; and producers Thomas Ince, William Fox, and Samuel Goldwyn.

As motion-picture artists expanded film production and genres, and demanded higher-quality technical standards, great numbers of technicians, set designers and carpenters, fashion designers and costumers, make-up artists, and related services support personnel were attracted to Hollywood in the hope of steady work and rapid advancement. This assemblage of film artists, technicians, and executives was unrivaled anywhere else. The studios began to cluster along Santa Monica and Sunset Blvds. and required rapid construction of residential housing for their artisans. Many of the studios used contracted carpenters to build residential structures when set construction was at a lull. The vast majority of residential construction occurred in the project area between 1917 and 1930, essentially the silent film era. Single-family residences, bungalow courts, and luxury high-rise apartment buildings combined to suite the housing needs of the industry. During this period, Hollywood grew with the virtually singular purpose of supporting the film industry. Entrepreneurs such as C. E. Toberman and the Taft family were instrumental in rezoning portions of Hollywood to be more conducive to commercial and studio-related services development. The Hollywood Blvd. commercial strip was nearly entirely developed during this period. The silent film era was the period when Hollywood gained its reputation as the capital of the motion picture industry. This era also marked the greatest period of growth of the area, and still remains highly visible in the form of numerous significant architectural contributions.

Soon after sound films were introduced in 1929, the motion picture industry underwent a great technical upheaval and subsequent redistribution of success. The major studios that did adjust well to the technical changes required by sound recording steadily began to leave Hollywood to settle in other parts of Los Angeles where more space was available for large sound studios. Related services such as film processing, prop and film storage, and equipment rental remained concentrated in Hollywood. Some "B" movie companies and other independent film companies remained, but the massive residential and commercial build-up of Hollywood was ended.

As a result of this exodus during the 40's and 50's, Hollywood began to deteriorate steadily. Completion of the Hollywood Freeway in 1954 further reduced the necessity for a concentrated film community by facilitating access to outlying areas. San Fernando Valley prospered as a result, but the old Hollywood studio buildings and residences only continued to decline. As the film industry began to leave the immediate Hollywood area, the television industry began to emerge.

The earliest television stations appeared in Hollywood in the late 1930's. The success of the television and recording industries injected some new life into Hollywood during the 50's, 60's and 70's. The rapid growth of these industries often encouraged the rehabilitation of a former motion-picture studio complex. The success of these industries, however, did not revitalize the residential neighborhoods nor the commercial strips of Hollywood. Some new office buildings were developed at Vine St. and Sunset Blvd. and also at La Brea Ave. and Hollywood Blvd., housing production company offices and talent

agencies, but the office workers largely commute from outside the area. Many of the once-grand hotels, such as the Knickerbocker and the Roosevelt, were converted into elderly housing units. As the commercial strip along Hollywood Blvd. deteriorated, it attracted a generally low-income clientele, transients, and drug-oriented counter culture.

Cultural Resources

Hollywood underwent rapid development from 1910 through 1940 in response to the immense growth and influence of the motion picture industry. As the growth of this industry waned during the 1940's, the development of the Hollywood area slowed, reducing development pressures. The resulting "economic stagnation" indirectly contributed to the preservation of the historic and architectural character of Hollywood.

The majority of historic resources identified in the architectural/historic survey of the Hollywood Redevelopment Project area were constructed during the rapid development phase. The construction, materials, and techniques are similar among these structures, creating throughout the area a unique context, a sense of time and place. This contextual relationship increases the importance of individual structures because of their relationships with neighboring historic structures. Neighborhoods which have retained this special degree of consistency of historic character and architectural integrity have been identified by the architectural/historical survey prepared by Hollywood Heritage.

The Hollywood Commercial and Entertainment District is the most important of these neighborhoods. This National Register district consists of the commercial corridor along either side of Hollywood Blvd., roughly bounded by Sycamore Ave. and Argyle Ave. Other groups of significant historic structures identified in the architectural survey which should receive special consideration include: the Selma-LaBaig-Harold Way neighborhood; Carlton-St. Andrews Ways; 550-5600 blocks of La Mirada Ave.; De Longpre Park; Carlos Ave.-Vista Del Mar; 1700 block of Hudson Ave.; 1500-1600 block of Serrano Ave.; and the 1800 block of Ivar Ave. The Whitley Heights National Register Historic District, which lies directly north of the project area between Gramercy Pl. and Canyon Dr., also deserves careful consideration. Important individual structures identified according to National Register criteria will be addressed below.

Architectural Resources

The conclusions of an historical/architectural survey conducted by Leslie Heumann and Christy Johnson McAvoy, under contract to Hollywood Heritage, are reproduced in detail in the appendix of this report. Figure 4, a historic and architectural resource map of Hollywood, clearly identifies the location of each of these significant structures. The following section provides a brief overview of these conclusions.

The Hollywood Boulevard Commercial and Entertainment Historic District contains about 100 predominantly commercial structures listed on or potentially eligible for the National Register of Historic Places. The district emcompasses a twelve-block area of Hollywood Blvd. from Argyle St. west to El Cerrito St. Another group of commercial structures determined to be eligible is located along the 6500 and 6600 blocks of Sunset Blvd.

The following residential groupings have the best architectural quality and strongest neighborhood intregity:

- 6000 block Selma; 6000 block Harold Way; 1500 block La Baig;
- 5500 block Carlton; 1500 block St. Andrews;
- 5500-5600 blocks La Mirada;
- De Longpre Park area;
- In the Carlos-Vista Del Mar area;
- 1700 block Hudson;
- 1500-1600 blocks Serrano; and,
- 1800 block Ivar.

In addition, the Whitley Heights National Register Historic District is located immediately adjacent to the project area. The district consists of the 1700 and 1800 blocks of Gramercy Pl., Taft Ave., Van Ness Ave., Canyon Dr., and Wilton Pl.

IMPACTS

The analysis of potential impact is based on The Advisory Council on Historic Preservation's "Criteria of Effect and Adverse Effect," published in 36 Code of Federal Regulations (CFR) Section 799. According to these guidelines, "an effect occurs when an undertaking changes the integrity of location, design, setting, materials, workmanship, feeling, or association of the property that contributes to its significance in accordance with the National Register criteria."

Applicable criteria of adverse effect include "destruction or alteration of all or part of a property; isolation from or alteration of the property's surrounding environment; introduction of visual, audible, or atmospheric elements that are out of character with the property or alter its setting; neglect of a property resulting in its deterioration or destruction; transfer or sale of a property without adequate conditions or restriction regarding preservation, maintenance, or use." Regardless of the implementation of the Hollywood Redevelopment Plan, historic resources might undergo alteration or demolition as part of the natural recycling of land uses or in compliance with the Division 68 Earthquake Ordinance.

The proposed land use and density changes in the Redevelopment Plan designation might affect historic resources either directly or indirectly. Generally, the nature of any redevelopment plan imposes potential impacts on existing conditions. Adoption of a redevelopment plan indicates new interest, a willingness to assemble development resources, and a determination to achieve redevelopment goals. An active redevelopment plan encourages reinvestment and consequently could alter existing conditions.

If a land use change were inconsistent with the current use of a historic resource, that resource could be adversely affected. Development pressures could create incentives for demolition; new construction could visually obstruct a resource, or be out of context as to injure the historic or architectural integrity of the resource by substantially changing the setting and atmosphere of the location. The change in land use could render the use of a historic resource economically unfeasible, thus causing the structure to be neglected and to deteriorate. The change could cause some owners to sell their property without adequate restrictions regarding its preservation.

If the land use change were consistent with the current use of the historic resource, the proposed change could be beneficial by creating incentives for an owner to maintain or restore the resource and reinforcing the economic feasibilty of the resource's use and existence. In this case, the Redevelopment Plan would be more favorable to the preservation of the resource than existing conditions.

If a density change were inconsistent with or greater than a resource's current use, it could adversely affect the resource by introducing new development pressures or by rendering it economically undesirable. New development could be of a visually intrusive scale if permitted to achieve maximum buildout.

If the density change were consistent, project impacts would probably be beneficial. The density change in some cases, although reduced, could still be higher than existing conditions and leave the resource exposed to adverse effects.

The proposed Redevelopment Plan does not change the land use, but does change the density allowed by the Community Plan within the boundaries of the Hollywood Commercial and Entertainment District and the National Register district on either side of Hollywood Blvd. However, any land use or density change occurring immediately adjacent to the Hollywood Commercial District could create enough development pressure to threaten demolition of some historic structures along this corridor. New development encouraged by a land use or density change could be out of context with the historic and architectural fabric of the corridor and could substantially compromise the integrity of the resource.

To identify the most significant structures, based on their National Register designation, and potential adverse effects introduced by the project, the following summary has been prepared. Appendix C contains a discussion of impact analysis methodology and a detailed listing of historic resources in the project area.

Sub-Area 1. 1809 Las Palmas might suffer adverse impacts resulting from increased development pressure from land use changes. The change would be from a designation of Very High Density Residential to Regional Center Commercial.

Sub-Area 2. No potential adverse impacts were identified for historic resources eligible for National Register designation in Sub-Area 2, but six commercial structures in the Hollywood Commercial District are located adjacent to an area of change from Regional Commercial to Very High Residential. This land use change is not expected to exert great development pressure along the corridor.

Sub-Area 3. No potential adverse impacts were identified in Sub-Area 3 for historic resources eligible for National Register designation. Generally, the proposed reduction of density would be favorable to the single-family residential dwellings which compose the major historic resource of Sub-Area 3.

Sub-Area 4. Six historic resources eligible for National Register designation would be subjected to adverse effects resulting from a land use change from Very High Density Residential to Commercial Manufacturing. The resources include church buildings and some residential units. The change would expose these resources to noise and visual impacts, as well as development pressures. The structures include: 1760 Gower St.,

1774 Gower St., 6035 Carlos Ave., 6041 Carlos Ave., and 1717 Bronson Ave. In addition, the architecturally significant residential group located in the Selma-LaBaig-Harold Way area would undergo a reduction in density, although the High Medium Density Residential designation would still be higher than the existing condition and could cause some development pressure.

Sub-Area 5. No potential adverse impacts were identified in Sub-Area 5 for historic resources identified in the architectural/historical survey.

Sub-Area 6. No potential adverse impacts were identified in Sub-Area 6 for historic resources eligible for National Register designation.

Sub-Area 7. No potential adverse impacts were identified in Sub-Area 7 for historic resources eligible for National Register designation.

The integrity of the most important historic resources might be insured by provision of tax incentives or a financial aid program to support rehabilitation or restoration to reinforce economic viability. Existing City of Los Angeles ordinances are capable of postponing the demolition of City of Los Angeles Cultural-Historical Monuments. The project area contains four of these structures. In addition, an environmental assessment must be completed prior to demolishing any structure officially designated by federal, state or local government action.

MITIGATION

The Redevelopment Plan affords a number of protections to historic structures not currently available. These protections tend to mitigate the potential adverse effects of the Redevelopment Plan in the areas of nonconforming land uses because of designation changes, incompatibilities with adjacent development, and pressures to redevelop historic resources as follows:

- Continuation and improvement of existing, nonconforming uses if the CRA finds such improvements would be compatible with surroundings and proposed development. This provision of the Redevelopment Plan would protect those parcels adversely affected by a land use change designated by the Redevelopment Plan.

- Review any proposed demolition, building, or grading permits, with postponement of approval for up to a year while alternative solutions are investigated. The Redevelopment Plan specifically recognizes the impoortance of architecturally and historically significant buildings.

- Recognize the importance of the Hollywood Boulevard District and create an urban design plan to encourage preservation and restoration of significant resources in this area. The urban design guidelines and standards are to be developed within two years of adoption of the Redevelopment Plan. In addition, a comprehensive plan for the Franklin Avenue Design District would also be established within five years of adoption of the Redevelopment Plan to address the preservation of architecturally or historically significant buildings. The Hollywood Core Transition District would also be established by the Redevelopment Plan to minimize incompatibilities between Regional Commercial development and adjacent lower-scale residential neighborhoods.

- Grant development bonuses to increase the floor area ratio (FAR) up to 6:1 or residential densities beyond those specifically identified in the Redevelopment Plan to achieve its goals. Among the goals specifically cited that would be eligible for such action are the preservation or rehabilitation of significant architectural or historic resources.

- Adopt design and development guidelines to carry out the goals of the Redevelopment Plan. Design criteria would include architectural style and development standards would address historic preservation and rehabilitation.

C. TRANSPORTATION, CIRCULATION, AND PARKING

The following section was based on a draft "Hollywood Circulation Study" completed in August, 1985 by Parsons, Brinckerhoff, Quade and Douglas, Inc. Independent verification of the study analysis was performed and appropriate modifications were made.

SETTING

Existing Circulation Network

Hollywood's location offers excellent accessibility to the entire Los Angeles basin, but much of the existing arterial network that serves this area is near capacity.

Street and Highway System

The basic street network in the project area is an east-west / north-south-oriented grid. Primary regional access to the area is provided by the Hollywood Freeway (U.S. 101), which runs from northwest to southeast across the northeastern corner of the project area. Primary east-west access is obtained via Hollywood, Sunset, and Santa Monica Blvds., while north-south access is provided by La Brea and Highland Blvds. The Hollywood Hills limit access north of the project area. Cahuenga Pass provides the only access through the Hollywood Hills and is accessible mainly by the Hollywood Freeway.

Brief descriptions of the principal streets serving the project area follow:

- Sunset Blvd. This four-lane, east-west major arterial provides access to downtown Los Angeles and to the Pacific Ocean to the west. West of Wilton Ave., on-street, one-hour metered parking is permitted during off-peak hours, with restrictions during the morning peak period, 7:00 to 9:00 a.m., and the evening peak period, 4:00 to 6:00 p.m. These restrictions provide one extra through-lane in each direction to help relieve congestion during the peak periods. Left-turn pockets are provided at major intersections, and a continuous left-turn lane is provided west of Vine Ave.

- Hollywood Blvd. This four lane, east-west arterial provides one-hour, on-street metered parking within the project area. A continuous left-turn lane is provided west of Vine Ave. including separate left-turn pockets at major intersections.

- Santa Monica Blvd. This four-lane, east-west major arterial street permits one-hour, on-street parking with restrictions during the morning peak period, 7:00 to 9:00 a.m. and during the evening peak period, 4:00 to 6:00 p.m. These parking restrictions are intended to provide one additional through lane in each direction. However, due to the narrowness of the curb lane and the lack of striping delineating the additional lane, the restrictions are ineffective in relieving congestion. Separate left-turn pockets are provided at the major intersections with a continuous left-turn lane present west of Van Ness Ave.

- La Brea Ave. Within the project area, this north-south major arterial provides access to the southwest region of the Los Angeles basin and to the Santa Monica Freeway (Interstate 10) south of the project area. On-street parking is permitted south of Sunset Blvd. and on the west side north of Sunset Blvd. up to Hollywood Blvd. Morning (7:00 to 9:00 a.m.) and evening (4:00 to 6:00 p.m.) peak-period parking restrictions are enforced on the west side, with evening peak-period restrictions only on the east side of the street, where parking is allowed. A continuous left-turn lane is provided throughout the project area.

- Highland Ave. This north-south minor arterial street provides four lanes south of Sunset Blvd., five through-lanes between Sunset Blvd. and Franklin Ave., (two northbound and three southbound), and seven lanes north of Franklin Ave. (three northbound and four southbound). One-hour, on-street parking is permitted south of Franklin Ave., with morning and evening peak-period restrictions, providing one additional lane in each direction to relieve the congestion along Highland Ave. During the evening peak period, the inside southbound lane is reversed to allow one additional northbound through lane, thus providing four lanes in the northbound direction and three lanes in the southbound direction. Also, left-turns are prohibited in this section due to the temporary loss of one southbound lane.

- Hollywood Freeway (U.S. 101). This major eight-lane, north-south freeway provides regional access to the project area, linking it with the metropolitan Los Angeles freeway system. Access to the freeway is obtained via Highland Ave., Cahuenga Blvd., Vine St., Gower St., Hollywood Blvd., Sunset Blvd., and Western Ave.

- Cahuenga Blvd. and Vine St. These four-lane north-south minor arterials provide separate left-turn lane pockets at major intersections. A continuous left-turn lane is included on Cahuenga Blvd. One hour on-street parking is permitted on both streets.

- Western Ave. This north-south, four-lane arterial provides separate left-turn pockets at major intersections and permits one-hour on-street parking. Evening peak-period parking restrictions are enforced on the east side and both morning and evening peak-period parking restrictions are enforced on the west side.

- Franklin Ave. This is a east-west, four-lane street, except between Highland Ave. and Cahuenga Blvd. where it narrows to two lanes; it contains a major dog-leg at Highland Ave. Separate left-turn pockets are provided at major intersections and on-street parking is permitted only between Highland Ave. and Cahuenga Blvd. Franklin Ave. is a major secondary route used to bypass downtown Hollywood.

- Wilton Ave. Within the project area, this north-south street provides four lanes south of Sunset Blvd., narrowing to two lanes north of Sunset Blvd. On-street parking is permitted only on the west side north of Sunset Blvd.

- Gower St., Wilcox Ave., Bronson Ave. and Van Ness Ave. These north-south, two-lane streets permit on-street parking throughout most sections in the project area. Gower St. widens to four lanes just north of Hollywood Blvd.

- Fountain Ave., De Longpre Ave., and Selma Ave. These two-lane east-west streets permit on-street parking with some areas enforcing a one-hour limit. Fountain Ave. is widely used to bypass downtown Hollywood.

There are 75 signalized intersections in the project area, of which six intersections have multi-phase traffic signals to accommodate heavy left-turn movements. The remaining 69 signalized intersections have standard, two-phase traffic signals.

Existing Traffic Volumes and Levels of Service

Existing average daily traffic (ADT) volumes are based upon 1983 counts taken by the City of Los Angeles Department of Transportation. Volumes on the dog-leg of Franklin Ave. and continuing north on Highland Ave. exceed over 80,000 vehicles per day (vpd). This reflects the high volumes of traffic to and from San Fernando Valley through Cahuenga Pass "through traffic". This large volume is supported by Highland Ave. south of Franklin Ave. (50,000 vpd) and Franklin Ave. west of Highland Ave., which carries 44,000 vpd.

Sunset Blvd. is the other very-heavily-traveled street in the project area, supporting a volume of 35,000 to 51,000 vpd. A segment of Santa Monica Blvd. between Western Ave. and the Hollywood Freeway also has a high volume, 44,000 vpd. Other high traffic volumes occur on La Brea Ave. (28,000 to 35,000 vpd), Hollywood Blvd. (24,000 to 31,000 vpd), Vine St. (24,000 to 30,000 vpd), and Western Ave. (21,000 to 38,000 vpd).

Past studies have shown that traffic in most locations within Hollywood is most congested during the evening peak period, so this analysis concentrates on that period. Weekday evening peak-period turning movements counts (1984 counts) were obtained from Parsons, Brinkerhoff, Quade & Douglas, Inc. Intersection characteristics such as signalization, geometrics, and traffic restrictions were observed at 25 intersections. The "Intersection Capacity Utilization" method was then used to determine the intersection volume/capacity (v/c) ratio and corresponding Level of Service (LOS) for the given turning volumes and intersection characteristics at each of the 25 signalized intersections analyzed in the project area.

The traffic Level of Service (LOS) is a measure used to describe the condition of traffic flow, ranging from excellent conditions at LOS A to overload conditions at LOS F (see Appendix D). LOS D is the highest level of service that is typically considered to be acceptable for urban street systems. Table 9 summarizes the existing total intersection volume, v/c ratio, and corresponding LOS at each of the 25 analyzed intersections. Figure 5 illustrates the LOS during the afternoon peak period for each of the analyzed intersections.

As indicated in Table 9 and Figure 5, there are three intersections operating close to their theoretical capacities (LOS E), including the Sunset Blvd./Gower St., Highland/Fountain Aves., and Vine St./Fountain Ave. intersections. There is one intersection operating at LOS F, the south intersection of Highland and Franklin Aves. This indicates that motorists are waiting through several signal cycles to proceed through the intersection. Backups in traffic from this intersection are probably affecting operations at other nearby intersections. The main reason for congestion at this intersection is the dog-leg th t prevents easy flow across both Franklin and Highland Aves. The remaining analyzed intersections are operating at LOS D or better.

Pedestrians

Pedestrian activity in Hollywood is quite heavy because of the high density of retail and commercial areas along the major arterials. Pedestrian volumes are highest along Hollywood Blvd. between Highland Ave. and Vine St. These relatively heavy pedestrian volumes in the project area could contribute to the traffic congestion of the major intersections by conflicting with right turning vehicles that would also cause slow operating speeds along the arterial streets such as Hollywood and Sunset Blvds.

Accidents

Accidents have been recorded by the City of Los Angeles Department of Transportation over the 1979 to 1982 period, along the major arterials in the project area./1/ The intersections with the highest total number of accidents are: Highland Ave./Sunset Blvd., Western Ave./Sunset Blvd., and Santa Monica Blvd./Western Ave. The highest number of accidents involving pedestrians occur along Hollywood and Sunset Blvds.

Public Transit

The project area is well-served by the existing public transportation system. Southern California Rapid Transit District (SCRTD) operates 14 local lines and nine freeway-transit and limited-service lines within the project area./2/ The existing bus routes through the project area are shown in Figure 6. During the evening peak period, bus frequencies on all lines are increased to accommodate peak demand, with headways of 10 minutes or less on most local lines. Hollywood accommodates more late-night bus service than any other section of the City. SCRTD conducted on-board surveys to determine the distribution of passenger boardings and departures at each of the bus stops in the project area. The highest concentration of boardings and departures occur along Hollywood Blvd. between Highland Ave. and Vine St. Over 35,000 people board the SCRTD buses daily in the project area.

IMPACT

Many constraints exist to improving the street network. An analysis of the Hollywood Redevelopment Plan must pay particular attention to impacts on the existing and future circulation network.

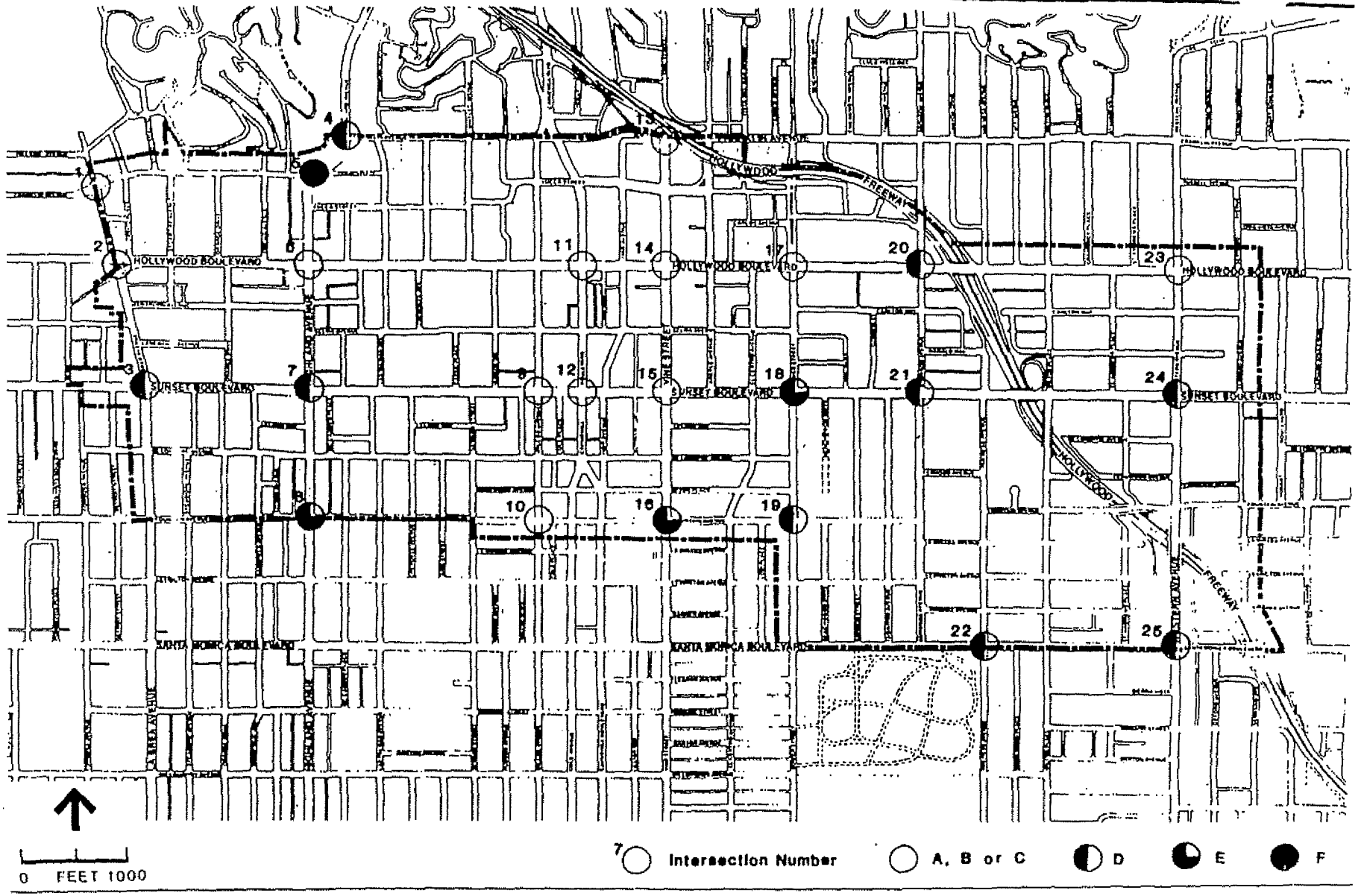


FIGURE 5
EXISTING AFTERNOON
PEAK-HOUR LEVELS OF SERVICE

SOURCE: PARSONS BRINKERHOFF, QUADE & DOUGLAS
"HOLLYWOOD CIRCULATION STUDY" AUGUST 1985

TABLE 9: EXISTING TRAFFIC LEVELS OF SERVICE

Intersection	AFTERNOON PEAK HOUR Volume/Capacity Ratio	Level of Service
1. La Brea/Franklin Aves.	0.62	B
2. La Brea Ave./Hollywood Blvd.	0.62	B
3. La Brea Ave./Sunset Blvd.	0.86	D
4. Highland/Franklin Aves. (north)	0.88	D
5. Highland/Frankling Aves. (south)	1.04	F
6. Highland Ave./Hollywood Blvd.	0.74	C
7. Highland Ave./Sunset Blvd.	0.86	D
8. Highland/Fountain Aves.	0.92	E
9. Wilcox Ave./Sunset Blvd.	0.76	C
10. Wilcox/Fountain Aves.	0.80	C
11. Cahuenga/Hollywood Blvds.	0.80	C
12. Cahuenga/Sunset Blvds.	0.72	C
13. Vine St./Franklin Ave.	0.49	A
14. Vine St./Hollywood Blvd.	0.71	C
15. Vine St./Sunset Blvd.	0.80	C
16. Vine St./Fountain Ave.	0.94	E
17. Gower St./Hollywood Blvd.	0.71	C
18. Gower St./Sunset Blvd.	0.93	E
19. Gower St./Fountain Ave.	0.87	D
20. Bronson Ave./Hollywood Blvd.	0.89	D
21. Bronson Ave./Sunset Blvd.	0.81	D
22. Van Ness Ave./Santa Monica Blvd.	0.86	D
23. Western Ave./Hollywood Blvd.	0.64	B
24. Western Ave./Sunset Blvd.	0.84	D
25. Western Ave./Santa Monica Blvd.	0.84	D

SOURCE: Kaku and Associates, 1985

Future Traffic Projections

To properly evaluate the potential traffic impact of the project on local traffic conditions, the traffic generated by the project area must be forecast and distributed over the local street system. The project area traffic must then be added to forecasts of future background traffic volumes expected from growth in outlying areas. The methods and key assumptions used in this analysis are described in this section.

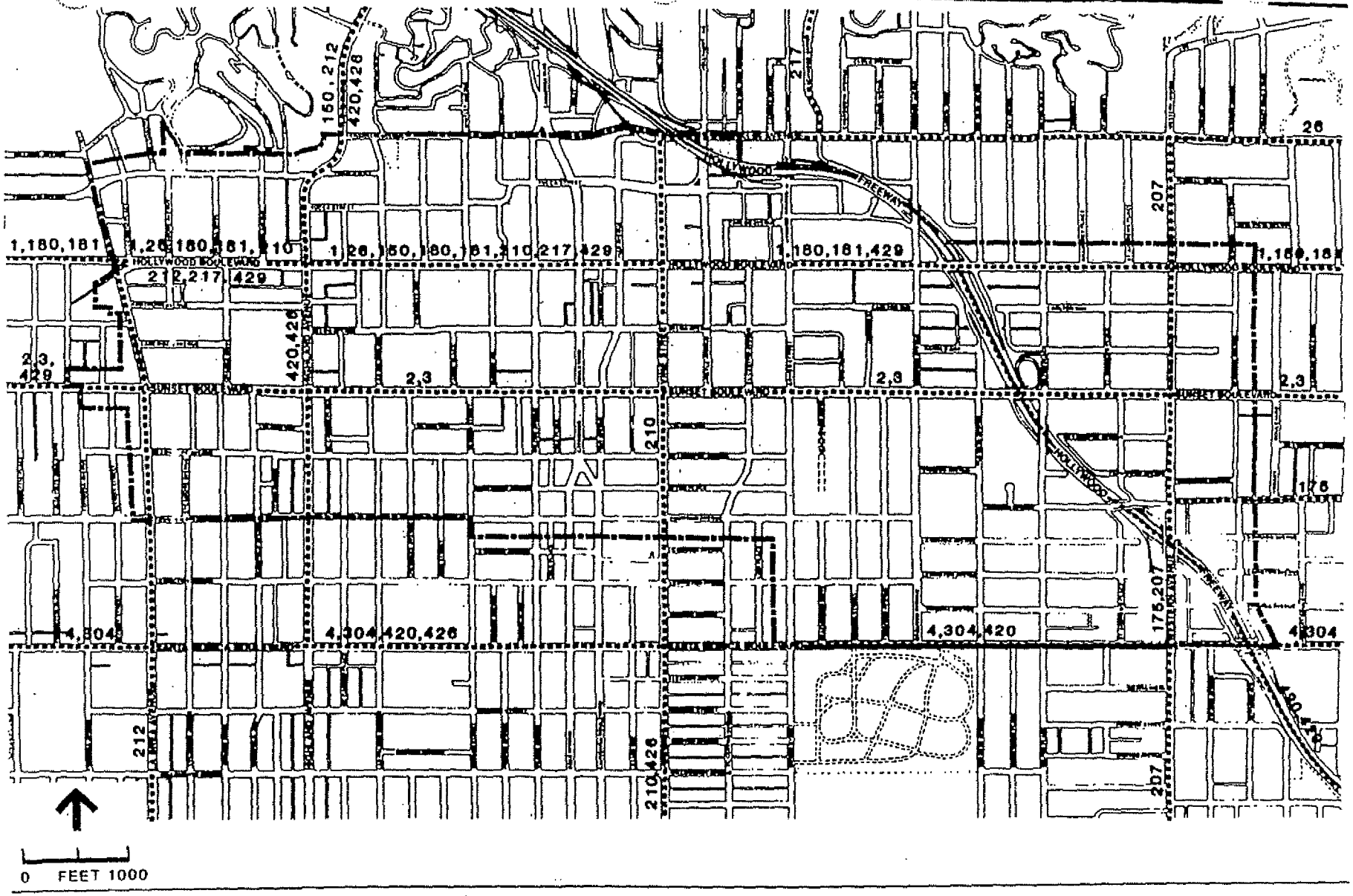


FIGURE 6
EXISTING BUS ROUTES

SOURCE: REGIONAL TRANSIT DISTRICT BUS GUIDE FOR WESTERN LOS ANGELES (APRIL 1, 1984)

Future traffic conditions discussed in this analysis are estimated conditions in the year 2005. The future traffic projections for the project are based on land use forecasts prepared by CRA as presented./3/ An inventory of the existing project area land uses was summarized according to the 24 travel analysis zones (TAZs) used in this study. The future street system within the project area is presumed to be essentially the same as the present.

Future traffic generation for the proposed project increase in residential units, hotel rooms, and retail, office, and industrial development was initially estimated through the application of nationally accepted trip generation rates from the Institute of Transportation Engineers./4/ The trip generation rates for each of the five land use categories were adjusted to reflect the high level of pedestrian travel and high transit usage that occur in the project area, and were compared with the trip generation rates developed in the Hollywood Circulation Study. The resulting trip generation rates are shown in Table 12.

In the year 2005, the development projected under the proposed project would generate an estimated 62,740 additional daily vehicle trips (over existing levels) and 7,665 additional afternoon peak-hour vehicle trips, of which about 2,900 trips would be inbound to the 24 zones in the project area. In the build-out year, the development anticipated under the project would generate an estimated 351,200 new daily vehicle trips.

The directional distribution of the additional traffic projected for the future scenarios, generated by each of the 24 TAZs, was based on the results of the SCRTD Regional Core model analysis. This directional distribution of the additional trips corresponds with the distribution for a similar zone in the Regional Core model. The distribution is different for each individual zone. The estimated distributions are 15 to 25% northerly, 30 to 40% southerly, 10 to 20% easterly, and 10 to 20% westerly for the project-generated traffic in each of the 24 TAZs.

Estimates of the existing through traffic in the project area were based on the Regional Core model. The percentages of the through-traffic versus the local traffic were estimated from the model. The through-traffic volumes were increased by growth factors obtained from the Hollywood Circulation Study. The growth factors were about 12% for the year 2005.

The existing average daily traffic volumes on the street network in the project area were increased to reflect the projected increases in through traffic. These volumes were used as the base traffic for the analysis of future conditions. Using the estimated vehicle trip generation and the distribution patterns developed above, the traffic generated by the project area was assigned to the street network. The total daily trips, presented in Table 10, were then added to the future background traffic volumes. The daily traffic volumes at year 2005 under the project are shown on Figure 7.

The existing afternoon peak-hour intersection turning volumes were increased by the growth rates to the through traffic as described above. For each intersection, the growth factor was applied to the through volumes that had shown an increase from the Regional Core model. The afternoon peak-hour trips for the year 2005 under the project were then distributed over the street network and added to the future background traffic volumes. The estimated volumes for year 2005 traffic conditions with the project-generated traffic are summarized in Figure 7.

TABLE 10: AVERAGE WEEKDAY TRIP GENERATION RATES

Land Use	Average Daily Trip Rate	Afternoon Peak Hour Rate	% In	% Out
Residential (trips/dwelling unit)	4.9	0.56	66.7 %	33.3 %
Commercial (trips/1,000 GSF)/a/	41.0	3.90	48.5	51.5
Hotel (per room)	8.4	0.58	49.3	50.7
Office (trips/1,000 GSF)	8.7	1.24	20.0	80.0
Industrial (trips per 1,000 GSF)	4.3	0.84	33.7	66.3

SOURCE: Kaku & Associates, 1985

Future V/C Ratios and Levels of Service (LOS)

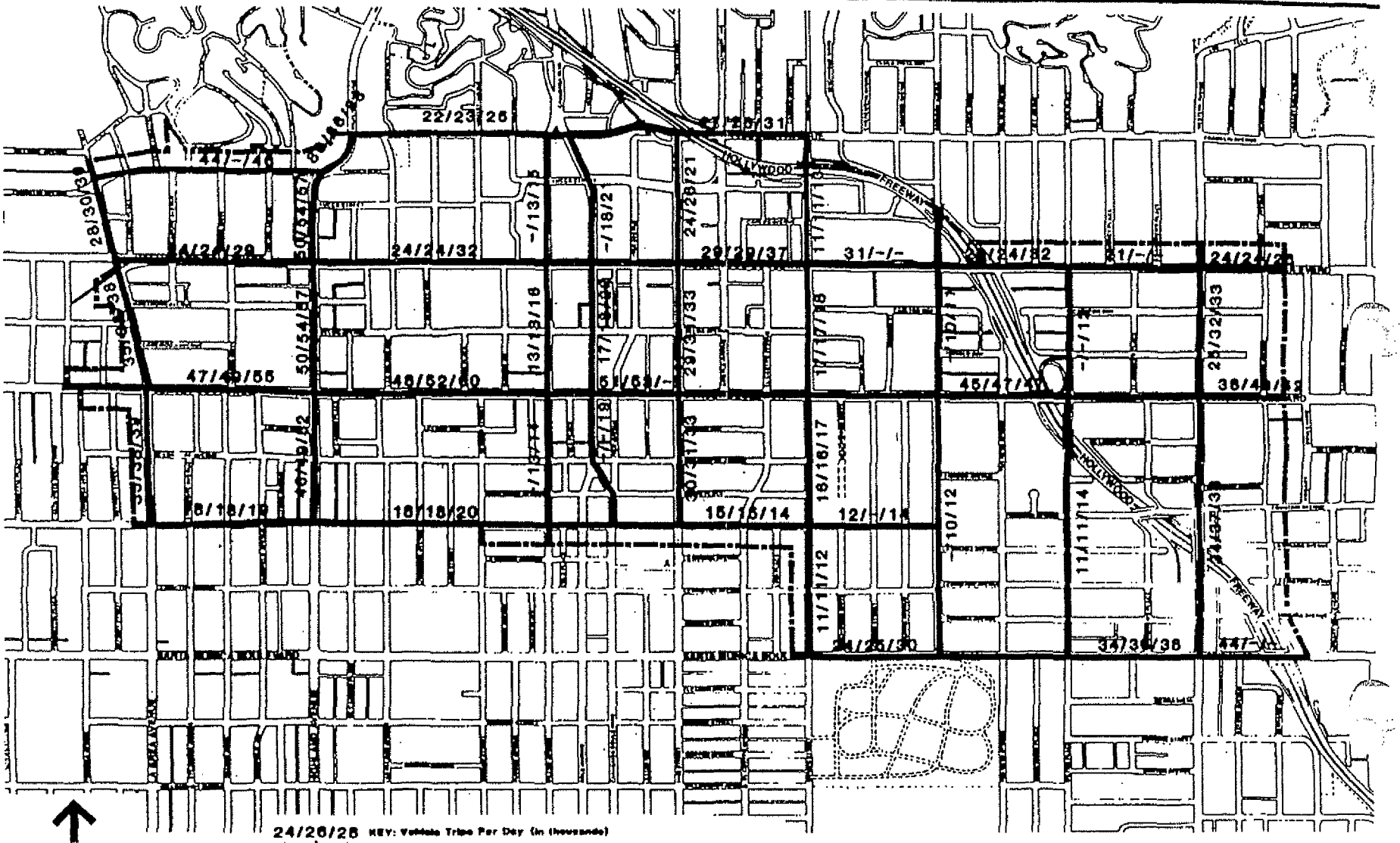
The year 2005 evening peak hour volume/capacity (v/c) ratio and level of service (LOS) at each of the 25 analyzed intersections, including the projected traffic generated by the project, was calculated for the traffic volumes as forecast in the previous section using the level-of-service method described earlier. The analysis assumes that the existing intersection geometrics remain unchanged. The results are summarized in Table 11.

A comparison of street volumes to the theoretical capacity of each section of roadway was also made to evaluate the future street system in the project area. The street volume/roadway capacity relationship assists in highlighting corridor, as opposed to individual intersection deficiencies.

The daily traffic volumes in the year 2005, compared with the respective street capacities, indicate that Western Ave., Highland Ave., Sunset Blvd., Fountain Ave., and Santa Monica Blvd. would experience over-capacity conditions under the existing street network. Also, portions of Vine Ave., Hollywood Blvd., and La Brea Blvd. would operate over capacity. The above method does not reflect the shifts in travel routing which motorists make when a street network begins to become saturated. A balancing of volumes occurs on parallel streets as motorists find a level of equilibrium.

The daily traffic volumes at build-out, which would be highly unlikely, for the Redevelopment Plan indicate that all major arterials in the project area would be over-capacity under the existing street network.

A comparison of the v/c ratio and LOS values for the year 2005 traffic in Table 11, with the existing values (presented earlier in Table 9) indicate that the year 2005 afternoon peak-hour operating conditions would differ significantly. Eight of the intersections would operate at LOS E, or close to their theoretical capacities. Ten of the intersections would operate at LOS F. An LOS F indicates that motorists are waiting through several



SOURCES: PARSONS BRINCKERHOFF
"HOLLYWOOD CIRCULATION STUDY"
AUGUST 1985

KAKU ASSOCIATES

FIGURE 7
EXISTING, FUTURE AND
PROJECT TRAFFIC VOLUMES

TABLE 11: YEAR 2005 LEVELS OF SERVICE WITHOUT IMPROVEMENTS

		AFTERNOON PEAK HOUR	
	Intersection	Volume/Capacity Ratio	Level of Service/a/
1.	La Brea Ave./Franklin Ave.	0.63	B
2.	La Brea Ave./Hollywood Blvd.	0.69	B
3.	La Brea Ave./Sunset Blvd.	0.96	E
4.	Highland Ave./Franklin Ave. (north)	0.99	E
5.	Highland Ave./Franklin Ave. (south)	1.12	F
6.	Highland Ave./Hollywood Blvd.	0.95	E
7.	Highland Ave./Sunset Blvd.	1.11	F
8.	Highland Ave./Fountain Ave.	0.98	E
9.	Wilcox Ave./Sunset Blvd.	0.96	E
10.	Wilcox Ave./Fountain Ave.	0.86	D
11.	Cahuenga Blvd./Hollywood Blvd.	1.08	F
12.	Cahuenga Blvd./Sunset Blvd.	1.03	F
13.	Vine St./Franklin Ave.	0.54	A
14.	Vine St./Hollywood Blvd.	0.88	D
15.	Vine St./Sunset Blvd.	1.03	F
16.	Vine St./Fountain Ave.	1.06	F
17.	Gower St./Hollywood Blvd.	0.94	E
18.	Gower St./Sunset Blvd.	1.12	F
19.	Gower St./Fountain Ave.	0.92	E
20.	Bronson Ave./Hollywood Blvd.	1.01	F
21.	Bronson Ave./Sunset Blvd.	1.05	F
22.	Van Ness Ave./Santa Monica Blvd.	0.90	D
23.	Western Ave./Hollywood Blvd.	0.70	B
24.	Western Ave./Sunset Blvd.	0.92	E
25.	Western Ave./Santa Monica Blvd.	1.11	F

/a/ See Appendix D for Levels of Service descriptions.

SOURCE: Kaku & Associates, 1985

signal cycles to proceed through the intersections and that backups in traffic from these intersections are likely to be affecting operations at other nearby intersections. If no improvements are made to the street system by the Year 2005, 18 of the 25 intersections would operate at LOS E or worse (see Figure 8).

Based upon the Hollywood Circulation study, a circulation improvement plan has been developed to include street and intersection improvements for the year 2005. Implementing the street improvements in the year 2005 street system would improve the circulation of the future traffic in the project area. Improvements would reduce the level of congestion at those intersections now operating at LOS E or LOS F. In addition to relieving congestion on the improved streets, a balancing of volumes on parallel, congested streets would occur. Motorists would shift their travel routes to seek some level of equilibrium.

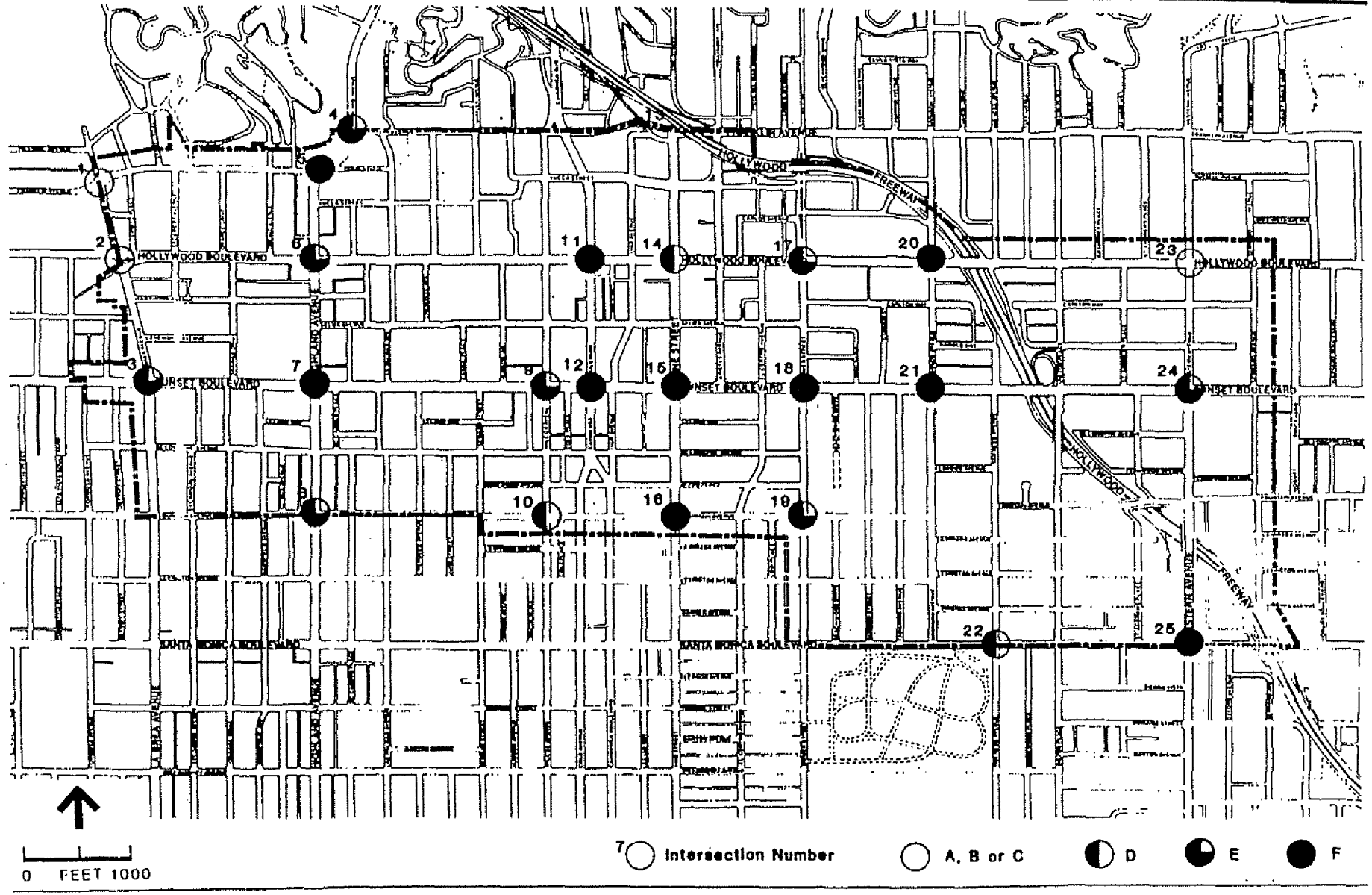


FIGURE 8
YEAR 2005 PROJECTED AFTERNOON
PEAK-HOUR LEVELS OF SERVICE

SOURCE: KAKU AND ASSOCIATES

The construction of SCRTD's MetroRail Rapid Transit line through Hollywood would help reduce traffic in the project area. The MetroRail traffic impact analysis conducted by SCRTD shows an overall traffic reduction of two to three percent in the Hollywood area. However, the traffic impacts would vary depending on the station locations. Based on data from the Hollywood Circulation Study, the net reduction in traffic would not decrease the number of trips enough to have any significant increase in the level of service of the intersections in the project area.

The project does not include specific traffic improvement proposals. However, the project does contain provisions for CRA to institute Transportation Manager controls, guidelines for transportation improvements and, authority to expend funds to improve traffic circulation.

Cumulative

The projections for future additional traffic without the project include a growth factor which accounts for projects within and in the vicinity of the Redevelopment Area. This cumulative growth is part of the background traffic projections for the 20-year and buildout project development.

Specific Development Projects

The development of certain sites within the project area could result in project-specific transportation impacts.

These environmental impacts would be discussed further in the environmental assessment on the specific projects.

MITIGATION

According to the Hollywood Circulation Study, the following street and intersection improvements should be made:

- Widen Sunset Blvd. to an 80-ft. roadway with 10-ft. sidewalks on each side. Widen 10 ft. more at Western Ave., Wilton Pl., and Vine St. to allow for left-turn pockets. Widen 20 ft. more at La Brea and Highland Aves. to permit dual left-turn lanes. Evaluate the potential for restricting left turns during peak hours at the remaining cross streets. As redevelopment occurs, widen for left-turn pockets at Wilcox Ave., Cahuenga Blvd., Gower St., and Bronson Ave. There are buildings at, or close to, the right-of-way at the intersections with these cross streets which make widening difficult today.

- Restripe Santa Monica Blvd. to provide three travel lanes in each direction, at 10 ft. per lane. Widen the approaches and right-of-way by 10 ft. to allow for left-turn pockets at La Brea Ave., Highland Ave., Las Palmas Ave., Cahuenga Blvd., Vine St., and Wilton Pl. As redevelopment occurs, widen for left-turn pockets at Wilcox Ave., Gower St., Bronson Ave., Van Ness Ave., and Western Ave. There are buildings at, or close to, the right-of-way at the intersections with these cross streets which render widening difficult today.

- Restripe La Brea Ave. for three lanes in each directon between Sunset and Hollywood Blvds. Widen the north leg at Sunset Blvd. by 10 ft. to provide a southbound-to-eastbound left-turn pocket. Restripe the section of La Brea Ave. between Hollywood Blvd. and Franklin Ave. for three southbound and two northbound lanes. This will require a forced right-turn lane for the northbound approach at Hollywood Blvd. Two right-turn lanes and a combined through and left-turn lane are proposed for the northbound approach at Franklin Ave. The section of La Brea Ave. between Santa Monica Blvd. and Fountain Ave., is already striped for six lanes, plus a left-turn lane, during peak hours.

- Widen Highland Ave. within the existing right-of-way to four lanes in each direction between Franklin Ave. and Santa Monica Blvd. This would require narrowing the sidewalks by five ft. on each side (the sidewalks are presently 15 ft. wide). Install proper lane markings, sign, and overhead blank-out signs for operation of this section as a five-lane/three-lane reversible operation during peak hours. During off-peak periods, Highland Ave. could operate: 1) as six through lanes, a two-way left-turn lane, plus parking on one side; or 2) with an imbalance in north/south through lanes and parking on both sides; or 3) with six travel lanes, parking on both sides, and a prohibition of left turns.

- At the Highland/Franklin Aves. bottleneck, widen Highland Ave. for one additional lane in each direction; widen both legs of Franklin Ave. (per the City's Capital Improvement Plan); and install permanent reversible-lane traffic control devices, including overhead blank-out signs.

- Restripe Vine St. for three lanes in each direction, plus a left-turn lane. Parking would be prohibited during peak hours, in the dominant direction of travel.

- Restripe Western Ave. for three 10-ft. travel lanes in each direction; widen Western Ave. by 10 ft. for a left-turn pocket at Franklin Ave., Sunset Blvd., and Fountain Ave. Left turns would be restricted during the peak hour at Hollywood Blvd., Santa Monica Blvd., and all of the minor cross streets until such time that redevelopment at these intersections permits widening (there currently are peak-hour, left-turn restrictions on Western Ave. at Santa Monica Blvd.).

The above improvements are suggested as possible solutions for future conditions and could be implemented in the next 25 years. Two of these improvements are recommended for near-term implementation, as they would reduce congestion at intersections that are currently operating at LOS F or LOS E.

- Widen Highland Ave. in the vicinity of its dog-left intersection with Franklin Ave. to provide an additional lane in each direction. Widen the eastbound Franklin Ave. approach (south intersection) to provide three eastbound lanes, and the westbound approach (north intersection) to provide three westbound lanes.

- Widen the east-west approaches and install dual left-turn lanes at the Sunset Blvd./Highland Ave. intersection.

The following three near-term improvements would alleviate some congestion on the major streets in the project area that may be close to their theoretical capacities within a few years:

- Rigorously enforce the tow-away policy for the streets which currently have peak-hour parking bans (i.e., Highland Ave., La Brea Ave., and Sunset Blvd.).

- Prohibit left turns at the minor cross streets on Highland Ave. between Sunset Blvd. and Franklin Ave. during the afternoon peak period. Left turns at the major cross streets are already prohibited during the afternoon peak period.

- Widen the east-west approaches and install dual left-turn lanes at Sunset Blvd. and La Brea Ave.

- Consider implementing an area-wide Transportation System Management (TSM) program to reduce the number of single-occupant vehicles travelling in the project area. Specific projects could include TSM programs measures wuch as preferential parking for carpool and vanpool vehicles and transit amenities (e.g., bus shelters, bus stops). Project-specific TSM programs would be discussed in the EIR for the project.

NOTES - Traffic, Circulation, and Parking

/1/ City of Los Angeles Department of Transportation, "Summary of Traffic Accidents (January 1, 1979 - December 31, 1982).

/2/ SCRTD Public Timetables and SCRTD Prof. 50 Reports.

/3/ Parsons, Brinckerhoff, Quade and Douglas, Inc., August, 1985, "Hollywood Circulation Study,"

/4/ Institute of Traffic Engineers, 1982, Trip Generation - An Informational Report, Third Edition.

D. METEOROLOGY AND AIR QUALITY

SETTING

Meteorology

Wind affects the dispersion of air pollutants more than any other meteorological variable. The project area is generally located in the semi-permanent high pressure zone of the eastern Pacific, and the resulting mild winds cause no significant horizontal dispersion of air pollutants. In a 1980 study, Southern California Air Quality Monitoring District (SCAQMD) found that average morning wind speeds in the general area on 80% of the days during the summer smog season were less than five miles per hour (mph). Vertical dispersion of emissions is hampered by low inversions. This usually mild climatological pattern is infrequently interrupted by periods of hot weather, winter storms, or the Santa Ana winds.

Wind speeds and directions are monitored on Pico Blvd., about four miles to the southwest of the project area. Wind speed and direction data collected between 1955 and 1971, at a height of 40 ft., indicate that, locally, winds blow from the south-southwest (SSW) about 40% of the time and blow from the east-southeast (ESE) about 20% of the time at average speeds of five to seven mph (SSW) and three to four mph (ESE)./1/

Topography also affects the dispersion of air pollutants by channeling surface winds and by restricting ventilation. The topography of the project area is described in Section III.G, Geology and Seismology.

Air Quality

Regulatory Context

The U.S. Environmental Protection Agency (EPA) has established ambient concentration and emission standards for several air pollutants, pursuant to the federal Clean Air Act of 1970. Air pollutants are classified as primary or secondary by the manner in which they are formed. The primary pollutants are carbon monoxide (CO), total suspended particulates (TSP), nitrogen dioxide (NO_x), sulfur dioxide (SO_x), lead (Pb), and non-methane hydrocarbons (HC); these are emitted directly to the atmosphere from a stationary or mobile source. Secondary pollutants are ozone (O_3), photochemical aerosols, and peroxyacetylnitrates (PAN); these are created by photochemical and chemical reactions of primary pollutants in the atmosphere.

Criteria pollutants are those for which ambient air quality concentration standards (National Ambient Air Quality Standards, or NAAQS) have been established by the EPA. These include O_3, TSP, NO_2, SO_2, and Pb. In addition, an ambient standard was established for volatile hydrocarbons (HC). Non-criteria pollutants for which federal emissions standards (National Emissions Standards for Hazardous Pollutants, or NESHAPS)) have been established include asbestos, beryllium, mercury, and vinyl chloride. Both types of standards are intended to protect the public health and welfare. The 1977 Clean Air Act Amendments required that each state identify non-attainment areas within its borders that did not meet the NAAQS no later than 1987. The State of California has also established state air quality standards, similar to the federal standards. The state agency for air quality regulation is the Air Resources Board (ARB).

ARB oversees the activities of local air quality management agencies. ARB is responsible for incorporating air quality management plans of local agencies into a State Implementation Plan (SIP) for approval by the EPA. ARB maintains air quality monitoring stations throughout the state in conjuction with local Air Pollution Control Districts. Data collected at these stations are used by ARB to classify air basins within the state as "attainment" or "non-attainment" with respect to each criteria pollutant and to monitor progress in attaining air quality standards.

ARB has established state standards for pollutant emissions and ambient concentrations that, in some cases, are more stringent than the federal standards. The more stringent of the federal or state standard applies, although air quality planning is based on the NAAQS. In addition to ambient air quality and emissions standards, California has adopted episode criteria for O_3, PAN, CO, SO_2, NO_2, and TSP that identify short-term exposure levels that threaten public health.

The local agency empowered to regulate air quality in the South Coast Air Basin (SCAB), which includes Los Angeles County is South Coast Air Quality Managment District (SCAQMD); this agency has primary responsibility for regulating air quality in Hollywood. A regional 1982 Air Quality Management Plan (AQMP) was prepared by SCAQMD and the Southern California Association of Governments. The regional AQMP was incorporated into California's SIP by the ARB. The regional AQMP recommends air quality control measures that, when implemented, would achieve state and federal air quality standards by 1987.

The regional AQMP stipulates goals and policies, and recommends control measures for achieving and maintaining the NAAQS at the earliest feasible date for the entire SCAB. One of the policies stated in the regional AQMP confines a project's air quality analysis to local impacts, as long as reasonable further progress goals are being met and the regional AQMP is being implemented; the regional AQMP demonstrates that regional mitigation is taking place to the maximum extent possible. It also allows control measures in addition to those in the regional AQMP, or measures implemented to a more-stringent degree, to offset projected increases in air pollutant emissions.

The City of Los Angeles, because of its crucial role in achieving air quality goals in the SCAB, formulated its own AQMP as an Element of its General Plan in 1979 as an adjunct to the regional AQMP. The specific air quality control measures proposed in the regional AQMP have been adopted and reinforced in the L.A. AQMP, and include specific implementation programs. The L.A. AQMP specifically mentions redevelopment plans as opportunities for reducing air pollution through careful designs, tree and shrub plantings, and reductions in vehicle travel.

Other policies and programs specified in the L.A. AQMP include supporting operational improvements for existing traffic flows and improving energy efficiency of residential uses. To encourage use of mass transit as an air quality improvement measure, the City is constructing bus shelters. The City is also encouraging use of alternative transit modes with designs providing easy pedestrian access and with bicycle lanes.

Existing Air Quality

Air quality is determined by the interplay of primary and secondary pollutant emissions, topography, winds, and temperature inversions. The major air quality problems in the SCAB are due to oxidants, secondary pollutants forming from downwind of these sources. Winter air quality problems are due to early morning and late evening emissions of CO and NO_x, while summer air quality problems result from the formation of photochemical smog from HC and NO_2 reacting in strong sunlight.

In cooperation with ARB, SCAQMD operates a regional network of air quality monitoring stations to track concentrations of criteria, non-criteria, and hazardous air pollutants. On the basis of regional monitoring data, the project area is designated as an attainment area for Pb and SO_2, and as a non-attainment area for O_3, CO, NO_2, and TSP. A five-year summary of the data collected at the SCAQMD monitoring station on N. Main St. in downtown Los Angeles, about seven miles southeast of the project area, is shown in Table 12, along with the corresponding federal or state ambient air quality standard, whichever is more stringent.

TABLE 12: HOLLYWOOD AIR POLLUTANT SUMMARY, 1979 - 1983

POLLUTANT:	STANDARD	1979	1980	1981	1982	1983
Ozone (O_3; Oxidant)						
Highest 1-hr average, ppm /a/	0.12 /b,c/	0.32	0.29	0.32	0.40	0.26
Number of standard excesses		114	109	120	91	114
Carbon Monoxide (CO)						
Highest 1-hr average, ppm	20 /d,e/	19	19	18	15	17
Number of standard excesses		N/A	N/A	N/A	NA	0
Highest 8-hr average, ppm	9.0 /d/	13.5	14	14.9	11.9	13
Number of standard excesses		15	14	16	11	10
Nitrogen Dioxide (NO_2)						
Highest 1-hr average, ppm	0.25 /d/	0.47	0.44	0.45	0.41	0.33
Number of standard excesses		13	16	17	8	5
Sulfur Dioxide (SO_2)						
Highest 24-hr average, ppm	0.05 /d/	0.04	0.06	0.05	0.05	0.07
Number of standard excesses/f/		0	0	0	0	NA
Total Suspended Particulate (TSP)						
Highest 24-hr average, ug/m³/a/	100 /d,g/	267	248	219	177	228
Number of standard excesses/f/		48	33	36	17	37
Annual Geometric Mean, ug/m³	60 /d,g/	70	79	64	64	54.8
Lead						
Highest 30-day average, ug/m³	1.5 /d/	2.82	2.68	1.75	1.05	1.04
Number of standard excesses		6	5	3	0	0

/a/ ppm: parts per million; ug/m³: micrograms per cubic meter.
/b/ Federal standard, not to be exceeded more than once per year; annual standards are not to be exceeded.
/c/ The federal ozone standard was revised from 0.08 ppm to 0.12 ppm in January, 1979.
/d/ State standard, not to be equaled or exceeded.
/e/ The state 1-hr CO standard was revised from 35 ppm to 20 ppm in January, 1983. The numbers of recorded excesses of the new standard from 1978 to 1980 are unavailable.
/f/ Measured every six days.
/g/ The California Air Resources Board (CARB) has redefined this standard to apply to "inhalable" particles only (i.e., those less than 10 microns in diameter). The new 24-hr standard is 50 ug/m³ and the new annual geometric mean is 30 ug/m³. Data on the particle size distribution of the TSP sampled at the San Jose monitoring station is unavailable. According to the CARB, however, the new standards are "reasonably equivalent" to the old standards shown in the above table (see BAAQMD, Air Currents, March, 1983).

NR: Not Recorded; NA: Not Available

SOURCES: BAAQMD, 1978-1982, Contaminant Summaries; and CARB, Air Quality Data Summaries, 1978-1982.

Table 14 indicates the extent of the air pollution problem in the South Coast Air Basin, specifically in the vicinity of downtown Los Angeles. Lead concentrations are no longer a serious concern because of the switch to unleaded gasolines; however, the South Coast Air Basin has achieved EPA-approved attainment status for only one other criterion pollutant, sulfur dioxide./2/

Ozone (O3). The most pervasive air quality problem in the South Coast Air Basin is high concentrations of O_3. O_3 is not directly emitted but is a secondary pollutant produced in the atmosphere through photochemical reactions involving hydrogens (HC) and nitrogen dioxides (NO_x). Significant ozone generation requires approximately one to three hours in a stable atmosphere with strong sunlight. Thus, ozone air pollution is a regional phenomenon due to transport and diffusion by wind concurrent with the reaction process.

The numerous small sources emitting most of the HC and NO_x are spread throughout the region. Ozone concentrations, monitored at the North Main St. Station, exceeded the federal standard (less stringent than the state standard) nearly one day in three in 1983. For the 1981-1983 period, the SCAB averaged 87 days per year when first-stage ozone Advisory/Alert warnings were issued, indicating ozone levels between 0.20 ppm and 0.35 ppm./3/ Air quality recorded at the North Main St. Station closely reflect the basin-wide situation and the background concentrations in the Hollywood area most likely reflect those at North Main St.

Carbon Monoxide (CO). CO is emitted by motor vehicles. Ambient CO concentrations closely follow the spatial and temporal distributions of vehicular traffic. CO concentrations are also influenced by meteorological factors such as wind speed and atmospheric mixing. The eight-hour state CO standard is occasionally exceeded in downtown L.A. and, most likely, is exceeded occasionally in Hollywood. Under inversion conditions, when a layer of warm air overlies a cooler layer near the surface, CO may become trapped and concentrations throughout the affected area will be relatively high. Prolonged exposure to hig CO levels can cause headaches and dizziness.

Total Suspended Particulates (TSP). The largest sources of TSP in the South Coast Air Basin are demolition, construction activity, and vehicular traffic. The state standards for TSP are often exceeded. TSP emissions are difficult to control with available methods. High TSP concentrations reduce visibility and may aggravate pulmonary complications of sensitive members of the public.

Nitrogen Dioxide (NO2). The major sources of NO_2 essential to the formation of photochemical smog, are vehicular, residentia, and industrial combustion. Nitrogen dioxide imparts a brown color to the sky when smog levels are high. Although excesses of the state standard have declined over the past five years, excesses do still occur occasionally, often in conjunction with excesses of other criteria pollutants.

Existing Sources

Existing sources in the vicinity of the project area include industries, power plants, and vehicles on the nearby Hollywood Freeway and on adjacent streets. The primary air pollution problem in Hollywood attributable to local sources (in contrast to ozone, a regional pollutant) is CO at heavily-traveled intersections. Existing worst-case, peak-hour curbside CO concentrations along roadway segments in the project area are estimated and compared to future emissions with and without the project below in the Impact section.

As shown in Table 13, most of the existing emissions from the project area are generated by motor vehicles. Carbon monoxide is the single largest contributor to basin-wide emissions. Overall, existing emissions from the project area account for approximately 1% of total air basin emissions.

TABLE 13: ESTIMATED POLLUTANT EMISSIONS IN 1985 (tons/day) /a/

Pollutant	Existing Project Emissions/b/ Vehicular	Building	Total	Air Basin Emissions/b/	Project Area Emissions As Percent of Air Basin
Carbon monoxide	64	0.43	64	5,290	1.2
Hydrocarbons	5.1	0.17	5.3	1,134	0.5
Nitrogen oxides	4.6	2.6	7.2	1,027	0.7
Sulfur dioxide	0.5	0.01	0.5	196	0.3
Particulate	5.5	0.3	5.8	610	1.0

/a/ Vehicular emissions are based on EMFAC-6C emissions factors, total project-generated vehicle trips, an average vehicle fleet, and an assumed average trip length of five miles; building emissions are based on EPA's AP-42 natural gas emissions factors (Compilation of Air Pollutant Emissions Factors, 1978) and the estimates of natural gas consumption in the project area presented in the Energy and Public Services discussions. Industrial process emissions are unknown and are not included in these figures. Air basin emissions for 1985 and 2005 were dereived by interpolating the 1979, 1987, and 2000 estimates of total air basin emissions presented in SCAQMD's 1982 Air Quality Management Plan.

/b/ In tons per day.

SOURCE: Environmental Science Associates, Inc., 1985.

Sensitive Receptors

Residential development is considered to be moderately sensitive to air pollution because of the long duration of exposure and because residential occupants include several sectors of the general population that are particularly sensitive to air pollutants -- children, the elderly, and those with respiratory problems. For similar reasons, schools, retirement homes, convalescent homes, and hospitals are considered to be sensitive to poor air quality. Open space and recreational uses are considered to be sensitive to air quality because air pollutants may have enhanced effects on those engaged in strenuous sports activities and because noticeable air pollution detracts from the aesthetics of the recreational experience.

Commercial and light industrial areas are considered to be less sensitive to air pollution than those discussed above. The workforce is generally considered to be the healthiest segment of the population and less susceptible to the potential adverse health effects of air pollutants. The duration of exposure in commercial and industrial areas is also less than in residential areas. Industrial workers typically are aware of the potential adverse effects of hazardous air pollutants and take precautions to avoid excessive exposure.

IMPACT

New development within the Redevelopment Area in the future would generate temporary emissions of air pollutants during construction and long-term emissions continuously throughout the life of the development.

Regulatory Context

New development approved under the Redevelopment Plan would be required to adhere to the Rules and Regulations of the SCAQMD to reduce both stationary and mobile source pollutant emissions. Specific regulations that may apply to new development include Rule 403, which limits fugitive dust emisions; and Rule 708, which requires any owner or operator of a venture that employs more than 100 employees per shift to submit a Traffic Management Plan to reduce vehicle use. The Plan is to be implemented during predicted episodes of unhealthy O_3, SO_2, and CO concentrations.

The project would not conflict with the goals of attaining air quality standards outlined in the regional AQMP, as the AQMP is based on the southern California Association of Governments and local general plan projections for growth in downtown Los Angeles and the Redevelopment Plan would allow less development than would occur under the existing Community Plan.

Project Emissions

Construction

Construction activities including demolition, land clearing, ground excavation, grading, and construction of the structures, would result in the short-term emission of fugitive dust (i.e., dust blowing from exposed soil surfaces) and volatile hydrocarbons, and exhaust emissions from construction vehicles and equipment.

Fugitive dust emissions would vary according to the level and type of activity, silt content of soil and demolished debris, number of temporary roads at the site, and the prevailing weather. The state 24-hour standard for particulates, 100 micrograms per cubic meter, would probably be violated several times within the project area during construction of specific projects, and visibility at the construction sites may temporarily be affected. Large-sized particulate, greater than 30 microns in diameter, are characteristic of construction particulates, which settle out of the atmosphere rapidly with increased distance from the site. As a result, dustfall can be expected to occur on cars, streets, sidewalks, and other outside surfaces within a 200- to 800-ft. radius of construction sites.

Construction particulates are more of a nuisance than a hazard, except to persons with resiratory problems. These particulate emissions could have a significant impact on air quality in Hollywood, depending on duration of construction, and because of the difficulties in constructing wind screens or wetting down construction sites in busy urban areas. Particuate emissions would be reduced by implementation of standard mitigation measures (see below). Hydrocarbons would be emitted from oil-based architectural coatings, paints, and asphalt used in construction. Hydrocarbon emissions resulting from the use of specific paints and coatings would be controlled by the SCAQMD.

Exhaust emissions during construction would result from vehicular traffic generated by the construction activities, and from operating equipment and machinery. Emission levels for construction activities would vary with the type of equipment, duration of use, operation schedules, and number of construction workers.

Long-Term Project Emissions

Building Emissions

New development in the project area would generate air pollutant emissions from combustion of natural gas for space and water heating, and for cooking. These products of combustion, primarily CO, HC, NO_2, SO_2, and TSP would also be emitted by power plants providing electricity to new development. Projected emissions from natural gas combustion by new development in the project area in 2005 are given in Table 16. Building emissions from development occurring in the project-change areas would increase by 75% to 100%.

Both criteria and hazardous air pollutants would also be emitted by industrial processes in industrial developments approved within the project area in the future. At this time, however, the tenant industries that would likely locate within the project area are unknown. Further environmental review of these process emissions may be required. Industries proposing to emit air pollutants would be required to obtain a permit from the SCAQMD prior to beginning operation; this would ensure that process emissions would not endanger public health or substantially impede attainment of air quality goals.

Vehicular Emissions

As shown in Table 14, most of the emissions from new development under the project would be from vehicles on local roads. The pollutant of most concern, locally, would be carbon monoxide. Overall, vehicular emissions from traffic generated by the project would increase by about 90% from the levels estimated for 1985 even though emissions per car-mile traveled would decrease as a result of federally-mandated emissions control devices for automobiles.

Total Emissions

Total air pollutant emissions from development under the project in 2005 are compared to total air basin emissions projections. Overall, emissions levels would increase as a result primarily of increased traffic related to new development within the project area. By the year 2005, CO, HC, NO_x, SO_2, and TSP emissions would substantially increase. The greatest increases, as a precentage of total air basin emissions, would be in NO_x (214%) and in CO (110%).

Ambient Concentrations

New development in the project area would generate substantial amounts of NO_x and CO. NO_x contributes to the formation of photochemical smog, an air quality problem of regional scope to which the project would contribute incrementally. CO is a pollutant that normally dissipates quickly, but can contribute to local air quality problems under stable atmospheric conditions and low inversions. The following analysis focuses on the potential CO impacts of the project.

TABLE 14: PROJECTED POLLUTANT EMISSIONS IN 2005 (tons/day) /a/

Pollutant	Year 2005 Project Emissions Vehicular	Building/b/	Total	Air Basin Emissions	Project Area Emissions as % of Air Basin
Carbon monoxide	112.2	0.8	113	4,550	2.5
Hydrocarbons	10.1	0.3	10.4	1,071	1.0
Nitrogen oxides	15.2	4.8	20.0	924	2.2
Sulfur dioxide	1.13	0.02	1.15	185	0.6
Particulate	12.6	0.6	13.2	664	2.0

/a/ Vehicular emissions are based on EMFAC-6C emissions factors, total project-generated vehicle trips, an average vehicle fleet, and an assumed average trip length of five miles; building emissions are based on EPA's AP-42 natural gas emissions factors (Compilation of Air Pollutant Emissions Factors, 1978) and the estimates of natural gas consumption in the project area presented in the Energy and Public Services discussions. Industrial process emissions are unknown and are not included in these figures. Air basin emissions for 1985 and 2005 were derived by interpolating the 1979, 1987, and 2000 estimates of total air basin emissions presented in SCAQMD's 1982 Air Quality Management Plan.

/b/ Natural Gas combustion only.

SOURCE: Environmental Science Associates, Inc., November, 1985.

Roadside Carbon Monoxide

Concentrations

One-hour and eight-hour carbon monoxide concentrations were estimated for four representative street segments within the proposed Redevelopment Area for existing, future, and project-case traffic volumes (see Table 15). These estimates indicate that the one-hour standard is probably being violated along Franklin Ave. between Vine St. and Gower St., but appears not to be being violated at other locations. Additional development would increase traffic levels, but the increased vehicle-miles-traveled within the project area are offset by decreased vehicle emissions per mile traveled, so that predicted ambient concentrations would still decline. The estimates presented in Table 17 indicate that there are widespread violations of the eight-hour standard, and that these will continue despite reduced emissions per car-mile in the future.

Effects on Sensitive Receptors

Worst-case, one-hour roadside carbon monoxide concentrations would increase by about 0.3 to 0.6 ppm as a result of the project; this approximately 1.6% to 3.8% increase is insignificant and would have no measurable effect on sensitive receptors, in particular, or on public health in general. Eight-hour CO concentrations would increase as a result of the project only on the Hollywood Blvd. segment; this 0.1 ppm increase in CO concentration would be insignificant. As indicated in Table 15, CO concentrations would continue to decline, with or without the project, in response to statewide mobile source emissions controls.

TABLE 15: CO CONCENTRATIONS ON SELECTED STREET SEGMENTS IN THE PROJECT AREA

Road Segments	Averaging Time	Existing	Year 2005 w/o Project	Year 2005 w/Project	Project at Build-Out
Franklin Ave., between Wilcox Ave. and Vine St.	1-hour	17.0	14.1	14.4	15.3
	8-hour	12.3	10.3	10.3	10.6
Franklin Ave., between Vine and Gower Sts.	1-hour	21.1	16.5	16.7	17.2
	8-hour	13.8	11.2	11.2	11.5
Hollywood Blvd., between Highland and Wilcox Aves.	1-hour	16.7	13.8	14.2	15.6
	8-hour	12.1	10.2	10.4	11.1
Hollywood Blvd., between Gower and Bronson Sts.	1-hour	17.2	13.8	14.4	16.1
	8-hour	12.2	10.2	10.2	11.2

/a/ Projections made using the CARB CALINE-3 air quality model. The state one-hour standard is 20.0 parts per million (ppm) and the eight-hour standard is 9.0 ppm.

/b/ CALINE-3 air quality model estimates for existing and future CO concentrations are based on worst-case meteorlogical conditions. Concentrations estimated for receptors located about 50 ft. from the center of the outside travel lane for each road. Concentrations for 1985 were added to a CO background concentration of 14.8 ppm, for one-hour values, and to 11.3 for eight-hour values (estimates based on South Coast Air Quality Management District air basin monitoring data). Emissions projections for 2005 were added to a background concentration of 12.7 ppm, for one-hour values, and to background concentrations of 9.7 for eight-hour values.

SOURCE: Environmental Science Associates, Inc.

Consistency with Plans and Policies

Specific and future developments within the proposed Redevelopment Plan would be required to adhere to the Rules and Regulations of the SCAQMD to reduce both stationary and mobile source pollutant emissions. Rule 403, limits fugitive dust emissions (i.e., dust blowing from exposed soil areas) from construction areas. Rule 708 requires any owner or operator of a venture that employs more than 100 employees per shift to submit a Traffic Management Plan (TMP) to reduce vehicle use. The TMP would be implemented during predicted episodes of unhealthy O_3, SO_2, and CO concentrations.

Cumulative

A background component of the South Coast Air Quality Management District's projections for future emissions includes levels of pollutants produced by projects through the region. The projections for future project emissions, therefore, includes emissions from cumulative growth within the air basin.

Specific Development Projects

Specific development projects might result in additional adverse effects on air quality that cannot be anticipated at this time. Industrial development, for instance, may emit hazardous pollutants or large volumes of criteria pollutants and would then require a site-specific air quality analysis and additional environmental assessment. Specific development proposals would be subject to additional environmental assessment.

MITIGATION

To mitigate the impacts of individual development projects approved in the future within the Redevelopment Area, the CRA could require the following project-specific measures as conditions of approval:

- Wet all unpaved demolition and construction areas at least twice a day during excavation and grading to reduce dust emissions, to meet SCAQMD District Rule 403. Wetting could reduce particulate emissions (dust) by about 50%.

- Require, as recommended by SCAQMD, that general contractors maintain and operate construction equipment so as to minimize exhaust emissions. During construction, require trucks and vehicles in loading or unloading queues to keep their engines off, when not in use, to reduce vehicle emissions.

- As recommended by SCAQMD, phase and schedule construction activities to avoid peak emissions periods, and curtail or discontinue construction activities during first- and second-stage smog alerts.

- Design project structures for maximum energy efficiency. This would reduce on-site emissions of products of combustion from natural gas, and would reduce off-site emissions associated with generation of electricity for the project area. These measures are also discussed in Section III.F, Energy.

- Require Transportation Systems Management Programs for individual projects that include carpooling, vanpooling, or transit use incentives would reduce traffic, lowering vehicular emissions of air pollutants. Other measures suggested in Section III.C, Traffic, Circulation, and Parking, would mitigate project effects on air quality if imposed.

NOTES - Meteorology and Air Quality

/1/ Department of Water Resources, 1978, Wind in California, Bulletin No. 185.

/2/ California Air Resources Board, Memorandum on Attainment/Nonattainment Status dated February 22, 1985.

/3/ Bay Area Air Quality Managment District, Information Bulletin on Ozone Trends dated August 8, 1985.

E. NOISE

SETTING

Existing Noise Levels and Noise Sources

Noise sources and levels in the project area appear, on the basis of a field visit in fall, 1985, to be typical of mixed-use urban development. Background outdoor noise levels in such areas result primarily from traffic on adjacent roads and occasional intrusive noise associated with residential, commercial, and light industrial activities. A heliport is located in the area bounded by Vine St., Sunset Blvd., Van Ness Ave., and Santa Monica Blvd./1/ Noise levels in the project area were not measured because the predominant contribution of traffic noise to the overall noise level allows for the application of computer-based noise models to estimate existing and future cases.

The Noise Element to the General Plan indicates that existing and future noise levels along Santa Monica Blvd., Highland Ave., and the Hollywood Freeway exceed 65 dBA, L_{dn}; the accuracy of these estimates, however, is plus or minus six dBA./2,3/ The Community Noise Equivalent Level (CNEL) is approximately equivalent to the peak-hour L_{eq} for typical urban traffic distributions, so the traffic noise levels estimated in Table 20 indicate that the existing CNEL in the project area ranges from about 65 dBA to about 80 dBA.

Sensitive Receptors and Noise Compatibility

The noise compatibility of major land use categories is presented in Table 16, below.

TABLE 16: NOISE COMPATIBILITY STANDARDS, BY LAND USE CATEGORY (dBA, CNEL)

	Noise Compatibility Standards (dBA, CNEL)			
Land Use Category	Clearly Acceptable	Normally Acceptable	Normally Unacceptable	Clearly Unacceptable
Group I – residences, schools, hospitals, neighborhood parks	up to 60	60 to 65	65 to 75	above 75
Group II – offices, retail, sensitive industries	up to 65	65 to 75	75 to 80	above 80
Group III – industries, wholesale	up to 70	70 to 80	80 to 85	above 85

SOURCE: Environmental Science Associates, Inc.

Plans and Policies

The Noise Element to the General Plan, which contains the City's plans and policies regarding noise, is discussed in Section III.A, Land Use and Planning. The Noise Element contains standards for aircraft and motor vehicle noise, and presumed minimum ambient noise levels, in all zoning districts, which are used in connection with the City Noise Ordinance to abate excessively noisy activities.

IMPACT

Construction Noise

Construction of new development in the proposed Redevelopment Area would generate high noise levels on and adjacent to the development sites intermittently during construction. Table 17 shows typical outdoor noise levels for commercial and industrial construction; levels for residential construction would be similar or less. Construction noise could disturb concentration and communication of adjacent residents and workers./4/ The City has a Noise Ordinance that limits the hours of construction activity.

TABLE 17: TYPICAL COMMERCIAL/INDUSTRIAL CONSTRUCTION NOISE LEVELS /a/

Construction Phase	Noise Level (dBA)
Ground Clearing	84
Excavation	89
Foundations	78
Erection	85
Finishing	89

/a/ Noise levels at 50 ft. from the source.

SOURCE: Bolt, Beranek, and Newman, 1971, Noise from Construction Equipment and Operations, Building Equipment, and Home Appliances, U.S. Environmental Protection Agency.

Future Noise Levels

Future noise levels would be dominated by vehicular traffic noise. Future afternoon peak-hour average noise levels generated by vehicular traffic on four road segments in the project area are compared to estimated existing noise levels in Table 18. As shown in the Table, future development in the project area under the Redevelopment Plan would increase peak-hour noise levels by a maximum of 1.9 dBA. An increase of three decibels is barely perceptable under typical conditions outside a laboratory, and an increase of 10 decibels is perceived by the human ear as a doubling of sound intensity. The increase in traffic noise predicted for the project would not be significant.

Industrial processes related to future industrial development approved under the project could generate substantial intrusive noise which, depending upon the location, would be annoying to adjacent residents and workers. This potential impact cannot be accurately evaluated at this time, but should be considered in the CRA's review of specific future development projects.

Effects on Sensitive Receptors

The project would not generally increase noise levels in the project area by a perceptible degree. However, the project would probably result in construction of residential developments and other noise-sensitive land uses in areas where the noise environment is already normally unacceptable or clearly unacceptable (see Table 16) for such uses. In general, residential developments would be inadvisable along all major thoroughfares in Hollywood, unless these developments were well designed to reduce interior noise levels./5/

TABLE 18: PEAK-HOUR NOISE LEVELS ON SELECTED STREETS IN THE PROJECT AREA /a/

Road Segment	Year 1985 Existing /b/	Year 2005 w/o Project /b/	Year 2005 w/Project /b/
Franklin Ave. between Wilcox Ave. and Vine St.	68.7	69.0	69.5
Hollywood Freeway near Franklin Ave.	80.4	80.4	80.4
Hollywood Blvd. between Highland and Wilcox Aves.	66.9	66.9	68.2
Hollywood Blvd. between Gower St. and Bronson Ave.	68.5	67.4	69.3

/a/ Assumes vehicle traffic is 95% autos and 5% medium trucks on streets and 98% autos and 2% heavy trucks on the Hollywood Freeway. Calculations are based on FHWA Highway Traffic Noise Prediction Model (U.S. Department of Transportation, 1978).

/b/ Values are in dBA, L_{eq}, which is defined in Notes #2 and #3 of this section.

SOURCE: Environmental Science Associates, Inc.

Project Consistency With Adopted Plans and Policies

The Redevelopment Plan would be consistent with the Noise Element to the General Plan and with the City Noise Ordinance; individual projects approved within the Redevelopment Area would be consistent with the provisions of the Redevelopment Plan.

Specific Development Projects

Specific development proposals may present potential project-specific or site-specific impacts on the noise environment that cannot be adequately addressed at this time. These proposals, however, would be subject to further environmental review when proposed.

MITIGATION

CRA could require that future development projects in the proposed Redevelopment Area adhere to the following noise mitigation measures as conditions of approval of permits for such development:

- Schedule noisy construction activities for periods, such as 8:00 a.m. to 6:00 p.m., weekdays, when loud noises would have the least impact on adjacent residents and workers.

- Require that the design of residential projects adjacent to major thoroughfares be reviewed by an acoustical engineer, and that the measures recommended by the engineer to maintain acceptable interior noise levels be implemented.

NOTES - Noise

/1/ Los Angeles City Planning Department, 1977, Noise Element to the General Plan.

/2/ Environmental noise is measured in units of decibels (dB), which is a logarithmic scale. The dBA, or A-weighted decibel, refers to a scale of noise measurement that approximates the range of sensitivity of the human ear to sounds of different frequencies. The normal range of human hearing extends from about three dBA to about 140 dBA. A 10-dBA increase in the level of a continuous noise represents a perceived doubling of loudness, a two dBA increase is barely noticeable to most people.

/3/ Environmental noise fluctuates in intensity over time, and is typically described as a time-averaged noise level. The two descriptors of noise used herein are L_{eq} and CNEL. L_{eq}, the energy equivalent noise level, is a measure of the average energy content (intensity) of noise over a given period. L_{dn}, the day-night noise level, is an index based on a 24-hour average of the energy content of the noise, with a 10-dBA "penalty" added for night-time noise (10:00 p.m. to 7:00 a.m.) to account for the greater sensitivity of people to noise during this period. CNEL, the Community Noise Equivalent Level, is similar to the L_{dn}, but with an additional five dBA "penalty" added to evening noise (7:00 p.m. to 10:00 p.m.). In practice, L_{dn} and CNEL values for the same noise event usually differ by less than two dBA.

/4/ Human response to noise is subjective and varies considerably from one individual to another. Effects of noise include interference with sleep, concentration, and communication; physiological and psychological stress; and hearing loss. The sound level of speech is typically about 60 to 65 dBA. In general, noise begins to interfere with a listener's understanding of speech when it exceeds 55 to 60 dBA. Sleep is disturbed when interior noise levels exceed 50 dBA.

/5/ Indoor noise levels are generally 10 to 20 dBA lower than outdoor levels due to the sound attenuation afforded by the building envelope. Noise is also attenuated by distance from the source, the noise intensity diminishing by at least three dBA for every doubling of distance from a line source and by more where structures or elevated topography are between the source and the receiver.

F. ENERGY

SETTING

Existing land uses within the project area include office, retail, residential, restaurant, industrial, and parking. Vacant and parking uses are assumed to consume negligible amounts of energy. Electricity and natural gas are consumed by other land uses primarily for lighting, space heating and cooling, heating of domestic water, cooking, and operation of office and home appliances; lesser amounts of electricity and natural gas are used in industrial processes by the light industries found in the project area. Estimated existing energy consumption by these uses is presented in Table 19.

Electricity and natural gas infrastructure and services, and the capacity of local utilities to serve the area, are discussed under Section III.G, Public Services and Utilities.

IMPACT

Construction Energy

Site preparation, including demolition and hauling, excavation, and grading would result in a one-time expenditure of gasoline and diesel fuel. The energy that would be consumed by these activities cannot be quantified, because it is dependent on the types of buildings to be demolished, length of haul, and other unknown factors.

Construction of additional development in the project area would consume about 17 trillion Btu of energy that would be derived primarily from nonrenewable resources./1,2/ These construction energy requirements include both the direct and indirect costs of building construction.

Operational Energy Consumption

Annual energy consumption for the increase in development within the project area was projected using assumed annual energy budgets for the proposed type of use.

Building Energy

Buildings constructed in the proposed Redevelopment Area would be designed in accordance with the state energy conservation standards (California Administrative Code, Title 24). For residential developments, the standards consist of alternative design packages that achieve a minimum energy efficiency. For non-residential buildings, the standards allow compliance either by meeting an energy performance standard (annual energy budget) or by following prescriptive standards for specific elements of building design.

TABLE 19: ESTIMATED TOTAL ENERGY CONSUMPTION FOR PROJECT AREA

	Energy Consumption		
Land Use	1985	2005	Project Buildout
Residential/a/			
Electricity/b/	67	79	129
Natural Gas/c/	1,280	1,510	2,458
Total Energy/d/	2,100	2,478	4,032
Commercial			
Electricity/b/	484	600	2,299
Natural Gas/c/	495	674	2,351
Total Energy/d/	5,500	6,820	26,125
Institutional			
Electricity/b/	9.4	9.4	9.4
Natural Gas/c/	9.4	9.4	9.4
Total Energy/d/	107	107	107
Industrial			
Electricity/b/	132	202	792
Natural Gas/c/	105	161	630
Total Energy/d/	1,465	2,241	8,790
Totals			
Electricity/b/	692	890	3,229
Natural Gas/c/	1,890	2,294	5,448
Total Energy/d/	9,172	11,646	40,502

/a/ Assumes 1,000 sq. ft. per residential dwelling unit.
/b/ million kWh/yr.
/c/ million cu. ft./yr.
/d/ billion Btu/yr.

SOURCE: Environmental Science Associates, Inc.

Electricity consumption from new development in the project area between the present and the year 2005 would be about 183 Giga-Watt hours (GWh) per year, or about 1.9 trillion Btu at-source (at-source values include energy losses from electricity generation and transmission and natural gas distribution)./3,4,5/ Electricity would be used for air conditioning, lighting, appliances, and miscellaneous other power needs. Natural gas consumption would be about 27 million cu. ft. per year, or about 30 billion Btu at-source. Natural gas would be used primarily for space heating, cooking, and clothes drying. Total building energy consumption would be about 1.93 trillion Btu, mostly electricity.

Transportation Energy

Traffic generated by new development in the project area between the present and the year 2005 would require about 3.6 million gallons per day of diesel fuel and gasoline, equal to about 510 billion Btu per year. Energy requirements for motor vehicle traffic were estimated from total project trip generation, an assumed average vehicle trip length of five miles, and fuel economies for the average vehicle fleet in the year 2000 (on the assumption that average fuel economy in the year 2005 will not differ substantially from that in 2000)./6/

Total Energy Requirements

The total estimated energy requirements for development under the project, including both building energy and vehicle energy, would be about 2.4 trillion Btu per year in the year 2005. This amount of energy derived from non-renewable energy resources is equal to about 420,000 barrels of oil per year. Specific development proposals within the project area may require additional environmental assessment.

MITIGATION

All development within the proposed Redevelopment Area would be required to comply with the State Building Energy Conservation Standards (Title 24 of the California Administrative Code). The impacts of the project on consumption of energy derived from non-renewable resources could be further mitigated by specific energy conservation measures imposed by the CRA as conditions of approval on individual projects approved within the proposed Redevelopment Area. These measures could be adopted singlely or in combination as part of a comprehensive Energy Conservation Plan. Measures could include:

- Ensuring that buildings are well-sealed to prevent outside air from infiltrating and increasing interior space conditioning loads. Design entrances of large, conditioned buildings with vestibles to restrict infiltration of unconditioned air and exfiltration of conditioned air.

- Finish exterior walls with light-colored materials with high emissivity characteristics to reduce cooling loads. Finish interior walls with light-colored materials, except where dark colors are preferable for aesthetic effects, to reflect more light and thus increase lighting efficiency.

- Design window systems or use other means to reduce thermal gain and loss and thus cooling loads during warm weather and heating loads during cold weather.

- Design open space within and around the project to minimize paved areas; maximize landscape plantings to reduce outdoor temperatures around the buildings in warm weather.

- Limit installed office lighting loads to an average of about 2.3 watts per sq. ft. of conditioned floor area.

- Install fluorescent and high intensity discharge lamps, which give the highest light output per watt of electricity consumed, wherever possible.

- Install high-efficiency lamps for all street and parking lot lighting to reduce electricity consumption.

- Install occupant-controlled light switches and thermostats to permit individual adjustment of lighting, heating, and cooling, to avoid unnecessary energy consumption.

- Require mechanical systems in buildings to be controlled with time clocks to prevent accidental or inappropriate conditioning or lighting of unoccupied space. Computer-control the HVAC systems for maximum efficiency.

NOTES - Energy

/1/ The British thermal unit (Btu) is a unit of heat energy equal to the quantity of heat required to raise the temperature of one pound of water one degree Farenheit at sea level. The Btu values given in this section are at-source values.

/2/ B. Hannon, "Energy and Labor in the Construction Sector," Science, vol. 202.24, 1978.

/3/ Estimates of electricity and natural gas consumption used in this analysis are taken from the Public Services and Utilities analysis, Section III.G of this report.

/4/ A Giga-Watt-hour (GWh) is an unit of electrical energy equivalent to that expended in one billion hours by one watt of power; thus a 100 watt light bulb could burn for 10 million hours on this amount of power.

/5/ One GWh = 1,000,000 kWh; 1 kWh = 10,239 Btu at-source; 1 cu. ft. of natural gas = 1,100 Btu at-source; 1 gallon of gasoline = 140,000 Btu at-source.

/6/ Based on an average trip length of five miles and a Year 2005 vehicle fleet efficiency of 26 miles per gallon.

G. PUBLIC SERVICES AND UTILITIES

SETTING

The public services considered in this section are police, fire, parks and recreation, public and private schools, libraries, child care, and senior citizen services. The following utilities are also considered: power, gas, water, sanitary sewers, solid wastes, surface water runoff, and communications. The setting discussion is generally limited to those

facilities located within the proposed Hollywood Redevelopment Project (see Figure 2). However, for some facilities (e.g., schools) the discussion includes the service facilities in those areas adjacent to the project where residential densities may increase as an indirect result of commercial development in the Hollywood project area.

Police

Police services are provided to the project area by the Hollywood Area station, located at 1358 North Wilcox Ave. According to the City of Los Angeles EIR Manual, a ratio of three police officers per 1,000 people (residential population) is adequate. The Los Angeles Police Department believes that this ratio is low for large cities like Los Angeles. Chicago, for example, has a ratio of six officers per 1,000 people.

Fire

There are five fire stations serving the proposed Hollywood Redevelopment Area. These include Station No. 27 at 1355 N. Cahuenga Blvd, No. 35 at 1601 N. Hillhurst Ave., No. 41 at 1439 N. Gardner St., No. 52 at 1010 N. Van Ness Ave., and No. 82 at 1800 N. Bronson Ave. Fire Station No. 52 will be relocated in the future to the vicinity of Melrose Ave. and Oxford Ave. Although Stations 35 and 41 are located outside of the Redevelopment Area, their service areas include portions of the project area.

Parks and Recreational Facilities

The Los Angeles Public Recreation Plan has established a standard of two acres of recreational land for every 1,000 residents within a two-mile radius service area. The project area is under-served by park facilities according to this standard; about three acres of city parks serve about 28,700 people in the project area.

The three Los Angeles City Parks Department recreational facilities within the proposed Hollywood Redevelopment Area: Hollywood/Franklin (0.5 acre) at the southeast corner of Franklin and Sycamore Aves.; Las Palmas Senior Citizen Center (1.13 acres) at the southeast corner of Franklin and Las Palmas Aves.; and DeLongpre Park (1.38 acres) on the south side of DeLongpre Ave. between Cherokee Ave. and June St. A fourth facility, the Hollywood Recreation Center (2.95 acres) is located one block south of the proposed Redevelopment Area at 1122 Cole Ave.

Public and Private Schools

The project would be within the North Central Section of the Los Angeles City Unified School District (LACUSD). This section of the District is suffering from severe overcrowding.

The following four public school facilities are within the bounds of project area: Hollywood High School (1594 Highland Ave.); Selma Ave. Elementary School (6611 Selma Ave.); Le Conte Junior High School (1316 Bronson Ave.); and, Grant Elementary School (1530 N. Wilton Pl.).

The Montessori Day School (7057 Lamewood Ave.) and the Prime School (7045 Sunset Blvd.) are two private grade schools within the project area. United Business College (6660 Sunset Blvd.) is a regionally based post-secondary school.

Within one-quarter mile outside of the project area, there are about five public elementary schools. Immaculate Heart High School and Los Angeles City College are less than a quarter mile from the project boundaries. Fairfax High School (7850 Melrose Ave.), is about 2,000 ft. southwest of the proposed Redevelopment Area.

Libraries

The Hollywood Regional Branch Library was operated by the Los Angeles City Library Department at 1623 Ivar Ave. With the recent destruction of the Hollywood Branch by fire, the project area lacks adequate library facilities. A new, expanded, library is currently being constructed on the site.

Child Care Facilities

The privately operated and government-supported child care facilities listed below serve the proposed Redevelopment Area:

1.	Fountain Ave. Headstart	5636 Fountain Ave.
2.	Assistance League of So. Ca. Day Nursery	1375 St. Andrews
3.	The Prime School	7045 Sunset Blvd.
4.	Grant School Child Center	1530 Wilton Pl.
5.	Hollywood YMCA	1553 N. Hudson Ave.
6.	Nursery School	1641 Serrano Ave.

Senior Citizen Facilities

The following three facilities provide social services to senior citizens residing in the project area: Hollywood Senior Citizens Multi-Purpose Center, 6501 Fountain Ave; Social Security Office, 6726 Sunset Blvd.; Las Palmas Senior Citizen Center, 1800 Las Palmas Ave.

Electricity

The Los Angeles Department of Water and Power (DWP) has electrical facilities within the project area. These facilities include two existing power distributing stations (DS) and power distribution lines, DS 10 (6676 Hawthorne Ave.), DS 52 (1821 Argyle Ave.). Electrical service is available and is provided in accordance with DWP Rules and Regulations. Existing electricity consumption in the project area is about 659,000 Mega-Watt hours per year (MWh/yr).

Gas

Southern California Gas Company provides natural gas to the project area. The existing average monthly usage in the project area is about 124 billion Btu.

Water

The Los Angeles Department of Water and Power provides water to the project area. It is responsible for ensuring that the water quality meets all applicable State and Federal standards. Daily demand is estimated at about 4,168,000 gallons.

The Water System maintains major supply lines in Sunset Blvd. (30-inch), Gower St. (24-inch), Ivar St., Santa Monica Blvd., and Wilton Pl. (16-inch). The remaining streets contain mains ranging in size from 4-inch to 12-inch.

The existing water system in the project area can provide additional service capacity, although that capacity would be inadequate if a large increase in water demand occurred.

Sanitary Sewers

Sanitation is provided by the Los Angeles Department of Public Works, Bureau of Sanitation. Sewage or wastewater flow for the project area is treated by the Hyperion Treatment Plant, 12000 Vista del Mar, in Playa del Rey. The plant, constructed in the 1950s, has a capacity of 420 million gallons per day (mgd).

Existing development in the project area generates an estimated 4,823,500 gallons per day (gpd) of effluent. The flow in the Hyperion System is approaching 420 mgd. Recently, up to 18 mgd of additional capacity has been provided by the newly completed 20 mgd Los Angeles-Glendale Water Reclamation Plant.

Solid Waste

The Sanitation Bureau of the Los Angeles Department of Public Works provides refuse collection and disposal services to residences. The Bureau also operates two sanitary landfills for the disposal of City-collected solid waste. Solid wastes are also disposed of at various sites operated by both the Los Angeles County Sanitation District and private operators.

Solid waste from commercial, industrial, and other sources are collected by private companies operating under permits issued by the Los Angeles County Department of Health Services. Approximately 340 private haulers operate in the County; they may operate in the City of Los Angeles, provided they obtain a business license.

The facilities serving the Redevelopment Area include the North Central District Refuse Collection Yard (452 N. San Fernando Rd., Los Angeles), the Western District Refuse Collection Yard (2027 Stoner Ave., Los Angeles), and the Lopez Canyon Sanitary Landfill (11950 Lopez Canyon Rd., Lakeview Terrace). The Lopez Canyon Landfill may be closed within eight years. Available alternate landfills include the Los Angeles County Sanitation Districts' Scholl Canyon landfill (7721 North Figueroa St., Glendale), and Bradley West landfill, operated by Valley Reclamation Company (11401 Tuxford St., Sun Valley).

Solid waste generated in the project area is taken to the Lopez Canyon Sanitary Landfill. This site may be closed within eight years. Alternative landfills include the Los Angeles County Sanitation District's Scholl Canyon landfill and the Bradley West landfill. The Department of Public Works, Bureau of Sanitation, has indicated that all existing facilities are capable of providing service through this decade and beyond, with the possible exception of Lopez Canyon. After Lopez Canyon closes, solid waste would be taken to alternate sites, including Scholl Canyon and Bradley West landfills. In addition, the Bureau of Sanitation is investigating incineration of solid waste as an environmentally acceptable alternative to landfill disposal. The Bureau of Sanitation hopes to have such a system in place within four years.

About 787,000 pounds (lb.) per day of solid waste is currently generated in the project area.

Surface Water Runoff

The storm drain systems are maintained by the Bureau of Sanitation, Los Angeles Department of Public Works. The City has identified several unmet drainage needs in the project area.

IMPACTS

Implementation of the proposed project would affect public services and facilities. Existing public facilities and service systems could be inadequate to meet the demands of the additional development that would occur were the project to be implemented. This analysis considers development to the year 2005 under the project and potential development under the project.

Police

The Police Department has stated that the police station serving project area is understaffed. The 3:1,000 ratio of police officers to population was applied to the projected population increases for the project area over the next 20 years. At build-out under the project and, 80 new officers would be required for the project area 473 new officers would be needed for the project area and vicinity at build out. These estimates are, at best, rough. Commercial development resulting from the project would probably stimulate residential development in areas adjacent to the project area. If all new employees generated by the project lived in or near the project area, then the need for additional officers would be still greater. An explanation of the methods used to project the need for police officers in adajcent areas is included in Appendix E.

Residential development permitted by the Redevelopment Plan could increase the need for police services. Calculation of police requirements on the basis of residential development only may underestimate manpower requirements since the daytime (non-residential) population would also increase significantly because of the high levels of projected commercial development. To provide adequate police protection to this large daytime population, it may be necessary to increase personnel beyond the level projected to meet residential population needs.

Fire

Changes in land use to accommodate population increases or commercial/industrial development do not necessarily require increases in Fire Department facilities to maintain an adequate level of protection. Increased density could increase the potential for spread of fires, however, rehabilitation of pre-code buildings to current codes would reduce hazards. The Los Angeles Department of Fire has indicated that existing fire facilities can provide additional service to the area, though additional staffing may be required. In time, however, expansion of existing facilities or additional facilities and land use changes may be necessary.

Industrial development potential under the Redevelopment Plan would increase in the project area. The projected increase over the next 20 years, according to the CRA, would be about 1,400,000 sq. ft., or an addition of about 50% to existing levels. Since the required fire-flow for industrial areas (6,000 to 9,000 gallons per minute (gpm) for M Zones according to the City EIR Manual) is greater than that required for residential or commercial areas (4,000 gpm for R3 through C2 Zones), it may be necessary to improve water main and hydrant systems in the project area to meet new minimum fire-flow requirements. Overall, demand for fire services would increase due to additional residential, commercial, and industrial development. However, the proposed development would have a higher degree of protection because newer buildings would meet modern fire codes.

Response times to fires may be slowed due to increased congestion. The increased demand for water could adversely affect water flows available for fire protection.

Parks and Recreational Facilities

The Redevelopment Plan would retain Hollywood Franklin Park in a designation consistent with its current use. The Las Palmas Senior Citizen Center also would be retained. However, the Redevelopment Plan proposes to redesignate the 1.4 acres south of De Longpre Park from Recreation and School Site to Low Medium 2 Residential. The area currently contains residential uses. The Plan would permit the development of open space in any land use designation.

Population increases in areas adjacent to and within the project area would result in additional demand for park facilities. Residential increases in neighborhoods already deficient in park facilities would account for most of this demand. Commercial development in the project area may also encourage more daytime use of existing park facilities.

Public and Private Schools

According to the LACUSD, the present capacity of the North Central Section at the LACUSD (50,000 seats) is 20,000 seats fewer than is needed. Although 17,000 additional classroom seats are proposed by 1990, LACUSD officials project a shortage of 18,000 seats by 1990 from non-redevelopment activities.

The project could affect enrollment both within the project area and in adjacent areas. According to LACUSD, most of the student impact directly related to a project is likely to occur outside but adjacent to the project area in outlying areas that offer affordable housing and access to public transportation.

The impacts on student enrollment resulting from the projected growth over the next 20 years and the potential build-out levels under the Redevelopment Plan are summarized in Table 20. Minimum and maximum impacts on the district were calculated for each of these development levels. The employment factors, housing indices, and underlying assumptions used to calculate the growth projects are described in Appendix E. The Community Plan and Redevelopment Plan projections may be unrealistic because build-out development projections may never be reached. These numbers may also be high because the underlying assumption in the calculation is that all new employees would live in the school district and their children would attend schools in Hollywood.

Increases in traffic as a result of commercial/industrial development under the project may create levels of congestion that could significantly affect schools in the vicinity by creating unacceptable noise levels. Spillover congestion onto some local streets could endanger students walking to school. More crossing guards may be necessary because of heavier congestion.

Libraries

The new library would be larger than the previous library, however, the projected population growth in the project area over the next 20 years, about 5,300 people, could aggravate conditions and strain the resources of the library. In addition, commercial development in the project area may spur residential development in peripheral areas and thereby increase the demand for library services. New facilities or an increase in the number of volumes would be necessary to satisfy increased demand for library services.

TABLE 20: ADDITIONAL STUDENT ENROLLMENT ATTRIBUTABLE TO THE PROJECT

	Projected 20-Year	Potential Redevelopment Plan
Minimum Scenario		
Elementary	227	3,320
Junior High	113	1,660
Senior High	113	1,660
Total	453	6,640
Maximum Scenario		
Elementary	5,080	58,200
Junior High	2,120	24,300
Senior High	2,120	24,300
Total	9,320	106,800

SOURCE: Myra Frank and Associates

Child Care Facilities

In 1970, according to U.S. Census figures, 4.1% of the population in the Hollywood Census Area was under five years of age (this is the age under which children would most likely require child care facilities). This increased to six percent of the population in 1980. Although this trend may continue, the simplifying assumption was made that the percentage would remain constant at six percent over future years. At this growth rate, about 1,605 more children under the age of five years would be residing in the project area at full build-out. Projected increases in children of less that five years of age from the 20- and 50-year build-out would be 320 and 670 children, respectively.

Although the projected increases in the number of children under five years of age are not considered significant, the existing government-supported and private facilities may not be able to provide adequate service to the larger populations. The adequacy of these facilities at the present time is not known.

Senior Citizen Facilities

The senior citizen population in the project area with the proposed redevelopment is projected to increase by about 636 people in the next 20 years. The potential increase under the project would be about 3,202 people. The percentage of the population over 65 decreased from 17.3% in 1970 to 12% in 1980. The population increases were calculated assuming the 1980 percentage of 12% would remain constant over future years.

The projected and potential increases in the number of senior citizens in the Redevelopment Area would result in additional demand for the services provided by the senior citizen facilities located in the project area. It is not known whether these centers will expand to accommodate the project's increased demand.

Electricity

Electrical energy consumption will increase in the project area as a result of the additional development projected over the next 20 years. Tables 21 and 22 show the expected peak power demand and the annual power consumption increase for projected buildouts and the project.

The 20-year projections represent increases over existing electricity consumption in the project area of 28%. According to the Department of Water and Power, the estimated electricity requirements for the project would be part of the total load forecast for cumulative development in the City of Los Angeles and would be included in the planned growth of the power system. There would be no significant impacts on the system as a result of the project.

Gas

The increase in natural gas consumption has been estimated for each development scenario (see Table 23). Over the next 20 years, natural gas consumption would increase by about 22% as a result of new development with the project. Potential consumption of full build-out would be about 200% of existing gas use in the project area. Southern California Gas Company indicates that existing facilities are adequate to serve the project over the next 20 years. The company expects to continue meeting its utility obligations to provide service to all classes of new customers in accordance with its rates, rules and regulations, including cumulative development within and in the vicinity of the Redevelopment Area.

TABLE 21: INCREASE IN PEAK LOAD IN LAND USE CHANGE/DENSITY CHANGE AREAS

	Projected Peak Load (MW)	
	20 Years	Project Build-Out
Residential	5,600	28,000
Commercial	14,500	221,000
Industrial	7,000	66,000
Total	27,100	315,000

/a/ Factors are from Department of Water and Power, City of Los Angeles.
/b/ Commercial = 5 watts/sq. ft.
/c/ Residential = 2 kilowatts/DU.
/d/ Assume Industrial = Commercial = 5 watts/sq. ft.

NOTE: 1 kilowatt (kW) = 1,000 watts; 1 megawatt (MW) = 1,000 kW.

SOURCE: Myra Frank and Associates, Inc.

TABLE 22: FUTURE ELECTRICITY CONSUMPTION IN LAND USE/DENSITY CHANGE AREAS

	Projected Consumption (MWh/year)	
	20-Years	Project Build-out
Residential	11,000	56,332
Commercial	102,002	1,590,119
Industrial	70,000	659,981
Total	183,000	2,306,432

/a/ Retail usage rate is 47.8 kWh per sq. ft. (City EIR Manual).
/b/ Office usage rate is 34.2 kWh per sq ft. (City EIR Manual).
/c/ Industrial usage rate is 50.1 kWh per sq. ft. (City EIR Manual).
/d/ Residential is from EIR Manual for apartment with gas appliances (4.0 kWh/sq. ft. annual).

NOTE: MWh = megawatt-hours (the amount of energy required to keep one million one-watt light bulbs on for one hour).

SOURCE: Myra Frank and Associates

TABLE 23: INCREASE IN NATURAL GAS CONSUMPTION

	Projected Consumption (MBtu/month)	
	20-Years	Project Build-out
Residential	13,600	68,000
Commercial	10,100	155,000
Industrial	4,600	43,000
Total	28,300	266,000

/a/ Factors are from the City EIR Manual.
/b/ The factor for commecial development was assumed equal to the factor for office space, 3.5 CF/mo./sq. ft.
/c/ Residential factor was the factor for multi-family apartments (5+ DU) = 4.83 MCF/mo./DU (MCF = 1,000 CF; 1 CF = 1,100 Btu).

NOTE: MBtu = million Btu.

SOURCE: Myra Frank and Associates

Water

Projected and potential increases in daily demand are shown in Table 24, below. Daily water demand resulting from project development would increase by 26% over the next 20 years.

TABLE 24: INCREASE IN DEMAND FOR DOMESTIC WATER (gallons/day)

	Projected Consumption (gallons/day)	
	20-Years	Project Build-out
Residential	532,000	2,680,000
Commercial	512,000	5,250,000
Industrial	40,000	390,000
Total	1,084,000	8,320,000

/a/ Factors are from the City EIR Manual.
/b/ Office/retail = 30 gal./day/employee.
/c/ Residential was assumed equal to mulit-family apartments = 100 gal./day/resident (mid-range average of 45-155).
/d/ Person factors: 1 employee per 250 sq. ft. of office space.
1 employee per 500 sq. ft. of retail space.
25 employees per acre of industrial use.
1.9 persons per DU (1980 Census).

SOURCE: Myra Frank and Associates

The Department of Water and Power (DWP) has indicated that, in general, existing supply lines and mains can provide water to the proposed development in the project area. DWP has also noted that the capacity level of service to an area would depend on the location and type of development. Therefore, new development would have to be examined on a case-by-case basis to determine the required capacity levels. Specific developments in certain areas might require improvements in the distribution system to provide additional flow.

Sanitary Sewers

The 20-year projection, shown in Table 25, represents 30% over the existing daily effluent. The increase at build-out under the project would be about 13 million gpd.

The existing sewer infrastructure is highly developed, but contains some old and over-capacity sewer pipelines and pumping stations. Depending on the type and location of proposed development, the size of the existing sewers might have to be increased or additional parallel sewers might have to be constructed. Although the potential increases in wastewater flow would be substantial, extensive capital improvements might not be necessary. The projected and potential development levels would only be used as a guide in the long-range planning of sewer system facilities. System additions and improvements are constructed as development becomes more imminent. The costs of such improvements are partially recovered by charging sewer line fees to development as properties are developed.

TABLE 25: INCREASE IN SEWAGE FLOWS (gallons/day)

	Projected 20-Year	Potential Redevelopment Plan
Residential	490,000	2,460,000
Commercial	734,000	8,750,000
Industrial	210,000	2,050,000
Total	1,434,000	13,260,000

/a/ Factors from the City EIR Manual.
/b/ Industrial assume equal to average of office and commercial or 150 gal./DU
/c/ Office = 200 gal./1,000 sq. ft.
/d/ Apartments = 175 gal./DU (assume mix of one- and two-bedroom units).

SOURCE: Myra Frank and Associates

Projected increases in effluent from the project and cumulative development would also exceed existing treatment capacity. The Hyperion treatment plant is operating near design capacity. Because the 20-year projected Sewage increase from the project would be only about one-third of one percent of total system capacity, the Plan would not significantly affect this system. To increase capacity and meet more stringent state and federal standards, the city is involved in several major long-range wastewater treatment programs. These include an increase in secondary treatment capacity at Hyperion, with additional flows to be treated at the Tillman Water Reclamation Plant and the Los Angeles-Glendale Water Reclamation Plant. The projected total treatment capacity resulting from these planned improvements would be 470 mgd).

Solid Waste

Projected development over the next 20 years would generate about 266,000 lb. of solid waste per daily with the project, an increase of 36% over the 767,000 lb./day currently generated in the project area (see Table 26). Full development under the project would generate an additional four million pounds at build-out. This would add incrementally to existing solid wastes and to the filling of existing and proposed landfill sites.

TABLE 26: INCREASE IN SOLID WASTE GENERATION (pounds/day)

	Projected 20-Year	Potential Redevelopment Plan
Residential	10,000	50,000
Commercial	244,000	3,660,000
Industrial	13,000	310,000
Total	267,000	4,020,000

/a/ Factors from the City EIR Manual.
/b/ Commercial = 20.9 lbs/employee/day (1 employee per 200 sq. ft.)
/c/ For Residential assume multi-family = 3.6 lbs./unit/day.

SOURCE: Myra Frank and Associates

Surface Water Runoff

New development would generally not increase the amount of impervious surfaces in the project area. Therefore, new development would maintain existing flow patterns and would not generate significantly more water than present development. Existing and proposed drainage facilities would be adequate to accommodate run-off from the projected development.

The potential for localized impacts from new development, however, does exist. The Department of Public Works Bureau of Sanitation is responsibile for maintaining the storm drain system. Maintenance might increase as the system ages and deteriorates. More staff might be needed to provide an adequate level of service in the future. This would occur with or without the project. Measures to accommodate to those drainage needs should be included as a part of development plans.

MITIGATION

Police

- None required.

Fire

- Should the Fire Department determine that an additional station is necessary, such a station could be constructed in the project area.

Parks and Recreational Facilities

- Permits development bonuses if the development serves a public purpose objective such as providing additional open space. These bonuses may be selectively used by the CRA to encourage creation of open space and park-like facilities.

Public and Private Schools

- Construct temporary classrooms to alleviate overcrowding for the short term. Long-term solutions would require funding for additional facilities. New facilities should be located away from major arterials as a means of mitigating the traffic and noise impacts.

Libraries

- Open a satellite branch of the library or operate bookmobiles to increase the capactiy of the library.

Child Care Facilities

- Promote new child care facilities by allowing development bonuses to developers who include such facilities in their projects or who contribute to the development of such facilities.

Senior Citizen Facilities

- Promote new senior citizens' facilities by allowing development bonuses to developers who include such facilities in their projects or who contribute to the development of such facilities.

Water

- None required.

Sanitary Sewer

- None requried.

Solid Waste

- None required.

H. GEOLOGY AND SEISMOLOGY

SETTING

Topography

The proposed Hollywood Redevelopment Area is located in the Los Angeles Basin, within the City of Hollywood. The project area is on a gently sloping alluvial apron bounded to the north by the Santa Monica Mountains. These mountains rise steeply from the project area, obtaining elevations of 1,000-1,200 ft. above mean sea level (msl). Franklin Ave., which defines the northern boundary of the western half of the project area, follows the base of the Santa Monica Mountains, at an elevation of about 425 ft. msl. The project area slopes to the south, dropping to an elevation of 320-325 ft. msl at its southern boundary. The slopes within the project area, predominantly southern in aspect, become more gradual as they recede from the mountains./1/

Geology

The project area is underlain mainly by undifferentiated quaternary (deposited in last 2,000,000-3,000,000 years) materials derived from alluvium (sediments deposited by streams and rivers), dune sand, terrace deposits, sands, and silts. These fresh-water-bearing sands, gravels, and shales are buried locally by a layer of Holocene alluvium./2/ The Santa Monica Mountains north of the project area, consist of rocks of the Chico, Martinez, Topanga, Modelo, and Repetto formations which include sandstones, conglomerates, siltstones, and shale deposits, along with basalts./2/

Soils present in the project area are predominantly Hanford loam, with some pockets of Ramona loam at the base of the mountains and at the eastern edge of the area. Hanford loam is described as generally being located on alluvial fans; it is uniform to six-ft. depths./3/ The soil displays good permeability and porosity. The substrate is loose and porous. Ramona loam ranges in depth from one to two ft., with a subsoil that sometimes forms hardpans. Once the soil is wet, it is quite permeable, but less permeable than the Hanford loam, and is occasionally gravelly and sandy./3/

Seismology

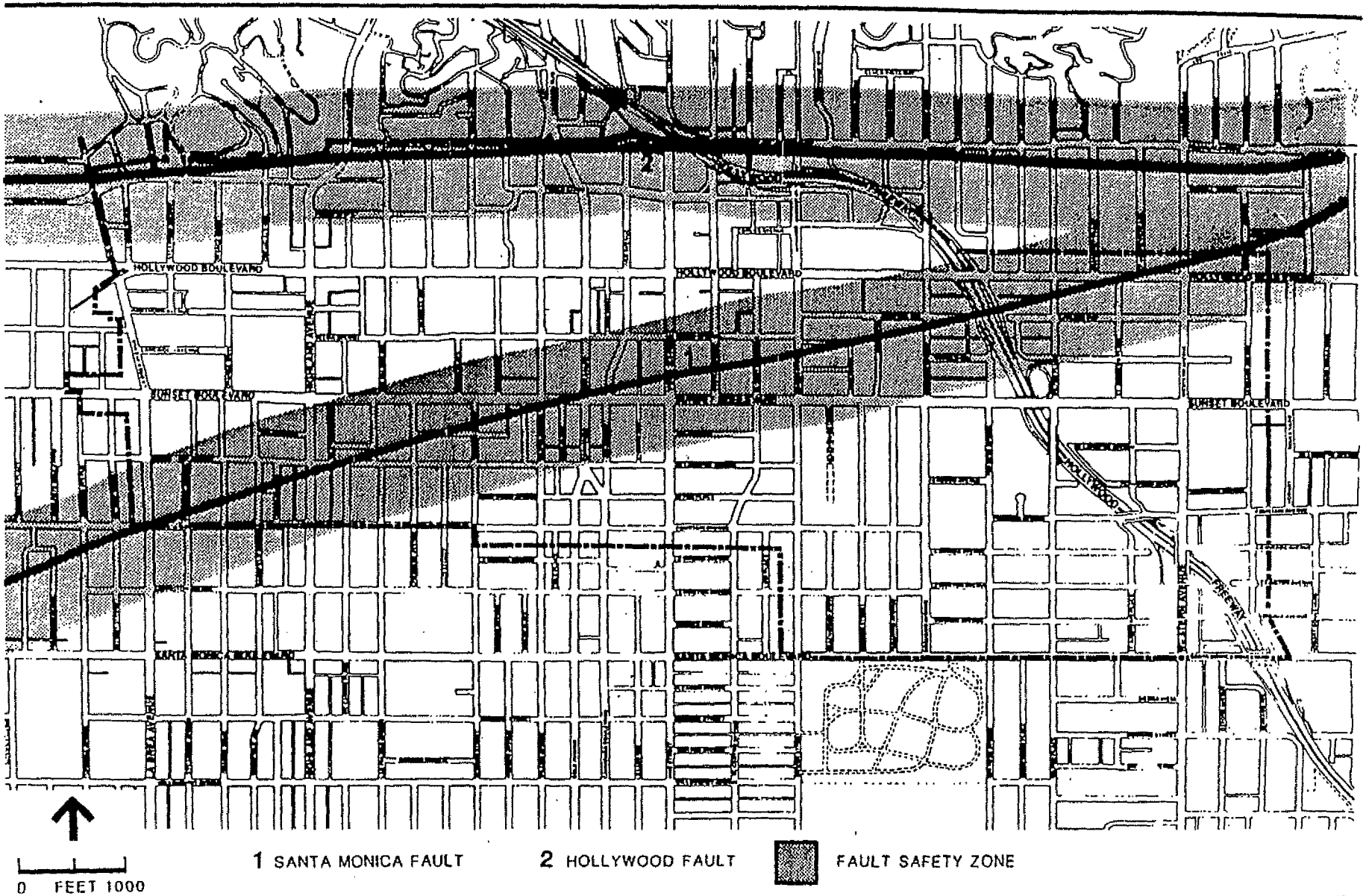
No active faults are know to exist in the Hollywood Redevelopment Area. An active fault is a fault that has shown evidence of movement during the past 11,000 years. The project area is underlain, however, by a portion of the potentially active Santa Monica fault./4/ This fault is part of the Santa Monica-Raymond fault zone which transects the Los Angeles Metropolitan area. A potentially active fault is one that has shown evidence of surface displacement during the last two to three million years./5/ The fault underlies the project area, entering from the southwest in the vicinity of the Fountain/La Brea Aves. intersection. It continues through the project area in a northeasterly direction, exiting the northern edge of the project area near the Hollywood Blvd./Western Ave. intersection (see Figure 9). The Hollywood fault, also a part of the Santa Monica fault system, is located at the base of the Santa Monica mountains, which partially define the northern boundary of the project area. This fault is probably inactive./6/

The near-surface location of the Santa Monica fault, as determined by oil- and water-well data from the area, is highly uncertain. The surface projection of the fault in the Hollywood area is coincident with a northeasterly trending zone of differential subsidence (the uneven sinking of land surface due to settling of compressible earth materials) that transects the area. The Santa Monica fault probably forms a local groundwater barrier separating the sediments of the Hollywood groundwater basin from those of the La Brea Subarea of the central groundwater basin. This zone of subsidence probably has been caused primarily by groundwater withdrawal./6/

Fault movement within the last two to three million years is evident locally along some fault segments in the Santa Monica fault zone. The recurrence interval and recency of movement along many fault segments in the zone are not well documented, mainly because intense human development has modified or obliterated natural surface features of the fault zone. The location of faults in this zone are speculative and controversial./6/

The San Andreas fault zone lies about 30-35 miles northeast of Hollywood. There are many other active and potentially active faults in the vicinity of the project area. Active faults lying southwest of the project area (and their approximate distance from the site) include the Inglewood (5.5 miles), the Overland Ave. (eight miles), and the Charnock (nine miles) faults.

Potential earthquake hazards in the project area are ground-shaking, ground-rupturing, liquefaction (the transformation of unconsolidated granular material, such as loose wet sand, into a fluid-like state similar to quicksand), landsliding, and subsidence. The degree of hazard depends upon the location of the earthquake epicenter (the point on the earth's surface directly above the focus of the earthquake) relative to the site, the magnitude and duration of ground-shaking, the nature of the local topography, the type of geologic material in the area, the type of building construction, and the groundwater conditions (which could affect landsliding and liquefaction). The mountain slopes to the north of Hollywood are considered to be of generally moderate-to-low landslide potential./7/ The project area itself lies on a more gently sloping area having a relatively low risk of landslides.



SOURCES: LOS ANGELES PLANNING DEPARTMENT, Council File No. 74-3401, Plate 1 and California Division of Mines, Open File Report 79-16 LA, 1979.

FIGURE 9
FAULT TRACES AND FAULT SAFETY ZONES IN PROJECT AREA

The seismic ground response (the degree of shaking or settlement of the ground surface caused by earthquakes) throughout the project area was found to be moderate. Areas classified as having moderate ground response should experience moderate ground-shaking, but no landsliding or liquefaction. Periods of moderate ground-shaking could result in loss of life, injuries, and property damage. The length of periods of groundshaking that could cause these hazards would vary with the specific soils and structure designs.

There is a danger of surface rupture (faulting, fracturing, or fissuring) in the project area from the underlying Santa Monica fault. Surface rupture is likely to occur along this fault zone if a moderate (5.0 magnitude) or larger earthquake originates from movement of the underlying fault./7/

One serious public concern is the prospect of another earthquake of Richter magnitude (M) 8.0 or greater on the south-central San Andreas fault. This fault has averaged one large seismic event every 140 years. Because it has been almost 130 years since the last great (M.80 or greater) earthquake on this portion of the San Andreas, a catastrophic earthquake having a magnitude of 8.3 on the south-central San Andreas fault is likely before the end of the twentieth century. Such an earthquake is estimated to have a current annual probability of occurrence between two and five percent./8/

An M8.3 earthquake on the San Andreas fault would subject the project area to seismic shaking intensities of 7 or less on the Rossi-Forel Intensity scale. The Rossi-Forel scale for earthquake intensities ranges in value from 1 to 10 (1-least intense - 10 extremely intense). A value of 7 would subject an area to strong shock resulting in the overturning of movable objects and falling of plaster, without damage to buildings./8/

In 1971, an M6.4 earthquake centered on the San Fernado Fault in the San Fernando Valley, about 15 miles north of Hollywood, resulted in some movement along the extention of the Hollywood Fault (indicated by curb offsets and power pole damage, some building distortion and minor structural damage to pre-1933 brick buildings (see below) south of Franklin St., and fall of plaster on some older high-rise buildings (possibly caused by minor liquefaction)./9/

In a major earthquake, the most serious threat to public safety in the project area is the potential collapse of unreinforced masonry buildings (generally pre-1933 construction). Buildings of this type generally react poorly during major earthquakes and could pose a threat to public safety. In addition to having unreinforced walls of brick, block, stone, or adobe, which are easily cracked and fragmented, and are very hazardous when they fall, the floors and roofs of these buildings are typically only loosely connected to the walls. This reduces the buildings' strength, and increases their likelihood of collapse and the subsequent potential for death or injury to occupants.

According to a list supplied by the City Building and Safety Division, there are about 256 unreinforced masonry buildings in the proposed Redevelopment Area. These buildings were built prior to the inclusion of earthquake provisions in the Los Angeles building codes. Many of these buildings are concentrated in the area bounded to the north, south, east, and west by Franklin Ave., Sunset Ave., Vine St., and Highland Ave., respectively. Many of these buildings are in the Hollywood Boulevard Historic District and are of historical significance. The remaining buildings are dispersed throughout the proposed Redevelopment Area. Of the buildings listed, most are one- and two-story structures, although some four- and five-story structures are also listed.

In addition to effects from groundshaking on the structural integrity of these buildings, external features and building contents also pose hazards during an earthquake. Effects of seismic shaking on parapets, masonry veneers, and building ornaments along with toppling of furniture, cabinets, ceiling fixtures, and the like are hazards to the safety of occupants and passers-by. Buildings constructed after adoption of earthquake provisions in building codes (beginning in 1933 and subsequently upgraded) are generally less prone to groundshaking hazards than the older unreinforced structures. However, certain buildings constructed after the building codes were approved probably would not withstand a major earthquake, either because of improper construction (codes were not strictly enforced) or because of inadequate consideration of ground conditions and proximity to faults in foundation and structural design.

Ground rupture from fault movement may occur near faults' surface traces. Areas within 1/8 mile of a potentially active fault would have a higher risk of experiencing ground rupture than areas further from the fault. Ground rupture beneath a structure can crack continuous foundations or shear and twist pile foundations. These effects may result in failure of the structure.

IMPACTS

This analysis addresses general geologic and seismic impacts of development in the project area. Specific projects may be situated or have characteristics that would result in additional or different project-specific impacts. These would be addressed in future environmental review.

Removing old buildings and constructing new ones under the project would require leveling and grading of construction sites. Excavation and dewatering, necessary for construction of larger buildings, would create a possible hazards of materials collapsing into the excavation pit. If an earthquake were to occur during construction, workers or others in or adjacent to an excavation pit could be injured or killed by pit collapse.

The population density of the project area would increase under the proposed redevelopment plan. Increasing the population of an area that may experience an earthquake would subject more people to possible injury or loss of life should an earthquake occur. The higher the population density of an area, the greater the chance that people may be injured or killed from falling materials or building collapse. Low density housing and business structures would be replaced by higher-capacity structures. Subsequently, an increase in the area's population would endanger more people during a major earthquake. This increased risk could be partially offset by the replacement of older, pre-code unreinforced masonry buildings with new earthquake-resistant structures.

An earthquake may occur at any time of the day or night. The population density of an area at the time of occurrence of an earthquake can be used to compare relative risk to public safety. If high populations are present in an area during daytime hours, but nighttime populations for the same area are small, the number of injuries or deaths resulting from earthquake hazards during the night would be expected to be considerably lower than for an earthquake during daytime hours. If high population densities are present in both daytime and nighttime hours, the time of occurrence of an earthquake may have a lesser effect on the number of occupant injuries or deaths. Earthquake hazards in the redevelopment area are discussed below by Sub-Area.

Sub-Area 1

A potential increase in housing units from the 620 two- and four-story units currently available to 1,750 units at buildout could increase the daytime and nighttime population density of the area. Commercial space would increase from 163,000 sq. ft. to 470,000 sq. ft. according to the Redevelopment Plan, which also would boost daytime populations for this section of the project area. This would increase the number of people who would be exposed to falling debris and buildings collapse during a major earthquake. This increase in risk to public safety could be offset by the implementation of modern building codes and construction techniques which would increase the structural strength of buildings. The increased density combined with the proximity of this Sub-Area to the Hollywood fault would increase the risk of damage and loss of life should movement occur along this fault.

Sub-Area 2

This area of the project consists primarily of mixed use, two- to four-story structures. Approximately 25% to 40% of the structures in this area require rehabilitation and probably pose a fairly high risk to public safety in the event of an earthquake. Industrial facilities in this Sub-Area could create high levels of risk during earthquakes if hazardous materials (i.e., toxic chemicals) were present on the site.

The project would increase the number of housing units and commercial space in this Sub-Area, increasing both daytime and nighttime populations. The rehabilitation or replacement of non-Code conforming buildings would decrease the earthquake hazards resulting from weakly designed structures. Removal of the industrial component from this area also would reduce the risk of hazardous industrial materials from entering the environment. The surface trace of the Santa Monica fault transects this area, increasing risk to public safety and property compared to other Sub-Areas should movement occur on this fault.

Sub-Area 3

This Sub-Area is primarily residential in use. The older residential one- and two-story buildings (1910-1930 construction) in this area are probably of low risk to public safety due to the low occupancy of this type of structure compared to larger buildings. Buildings constructed during this time period are probably of higher risk to occupants than are modern buildings of similar types. The small increase in housing units, from 1,574 units (existing) to 1,960 units, would add slightly to the area's population, but adherence to present building codes would reduce the threat to public safety due to earthquake resistant design. Upgrading or abatement of earthquake hazards in older buildings would further reduce the area's seismic hazard.

Sub-Area 4

As in Sub-Area 3, this area of the project is largely residential, however, a portion of this Sub-Area also is commercial. The project would increase the number of housing units in this Sub-Area from 1,196 one- and two-story units to 2,180 units at full buildout. The 113,000 sq. ft. of existing commercial space in this Sub-Area could be increased to 2.4 million sq. ft. This development would significantly increase the daytime and nighttime populations that could be affected by a major earthquake. Modern building construction, under present building codes, would decrease the threat to public safety when compared to older construction design. Because the surface trace of the Santa Monica fault transects this area, increased development in the fault safety zone would increase risks to public safety and property.

Sub-Area 5

The predominant land uses in this portion of the project area are entertainment production and industry with some residential buildings. Structures in this area are primarily one- to three-stories in height. Approximately 31% of the housing units are overcrowded. The risk of public injury or death due to building structural and non-structural damage, when combined with overcrowding, would be higher for this area than the other Sub-Areas. No increase in residential or commercial use or population is planned; however, an increase of 647,000 sq. ft. of industrial uses is called for under the Redevelopment Plan. Possible hazards to the public are from older, non-earthquake resistant structures, as well as the increased hazards possible from industrial activites would remain with the project. Rehabilitation of these structures woul decrease their susceptibility to seismic hazards. No active or potentially active faults run through this Sub-Area.

Sub-Area 6

This Sub-Area is composed primarily of one- and two-story residential structures with some commercial development. The Sub-Area was originally developed between 1910 and 1930, and 27% of the housing units are overcrowded. The buildings of this type (single-family, wood-fram houses) of construction do not pose great risk of collapse; however, because of overcrowding, the risk to occupants is increased. Many single-family homes in this Sub-Area were replaced with apartment buildings in the 1960's. These are of more modern construction, built under codes developed to compensate for earthquake hazards, with reduced risk to occupants.

The project could increase the number of housing units from 3,330 to 5,020 units. Increased commercial space (from 240,000 sq. ft. to 1.48 million sq. ft., could subject increased daytime populations to the area's seismic hazards. However, these hazards may not differ substantially from existing residences or work places. Modern building techniques and reduction of dangerous structural elements of existing buildings would further reduce the dangers to public safety from an earthquake event.

Sub-Area 7

Buildings in this Sub-Area are largely residential and commercial in use. The redevelopment plan calls for an increase in housing from 512 units to 2,200 units. Commercial development could be increased from 497,000 sq. ft. to 2.2 million sq. ft. Industrial structures present in this area will be phased out, reducing the threat from any hazardous substances that may be present for industrial operations.

Increased populations in the portion of this area underlain by the surface trace of the Santa Monica fault would be subject to increased level of risk. Daytime and nighttime population would be increased. The increase in daytime and nighttime population will increase the probability of injury to occupants during an earthquake. Some of this increased risk could be offset by increased structural resistance of modern construction.

MITIGATION

- Conduct a geologic study prior to construction of each new building to determine the suitability of the alluvial materials underlying the site to support the specific proposed structures.

- The soil and foundation investigations required prior to development should include studies of the potential for ground failures resulting from earthquakes, particularly liquefaction, lurch cracking and lateral spreading, and for structural damage caused by ground shaking. Geotechnical investigations for high-rise and critical structures should include dynamic ground response studies.

- The structural and design engineers should be aware of the ground response characteristics of individual development sites in their design and construction specifications for all structures.

- Adopt a plan for the strengthening or replacing the hazardous buildings in the project area not proposed for removal. New development should be guided by geologic and seismic criteria and soils information (to determine appropriateness of new development and type of construction techniques). Buildings erected under existing codes should be designed to compensate for seismic hazards.

- Design and locate new structures to minimize the fall of debris (e.g., glass and masonry), especially onto areas where people are likely to gather.

- Establish Fault Safety Zones 1/8-mile on either side of a known or assumed trace of a potentially active or active fault. Limit development of large structures within these zones, using special engineering methods to increase seismic safety.

- Remove or reinforce dangerous parapets, facades, large signs, and other overchanging structures on existing structures proposed for retention to reduce their threat to public safety in the event of an earthquake. Removal of such building elements could affect the value of architecturally significant buildings.

- Secure heavy furniture and equipment such as file cabinets, bookshelves, and office equipment to the building by use of bolted connections, and other restraints. Design stairways so that they will be functional if elevators are incapacitated in an earthquake.

- Assign additional building inspectors to determine which buildings pose the greatest threats of collapse in an earthquake. Restrict usage or reduce occupany loads of these buildings until they are reinforced or replaced, and notify employees of dangerous buildings.

- Prepare and distribute brochures detailing what to do and where to go in the event of a major earthquake. This brochure could be distributed to all residents and building occupants in the redevelopment area.

- Implement zoning designations that would preserve parks, surface parking lots, and other open spaces. These open spaces could be designated as 'safe zones' for gathering of downtown workers after a major earthquake.

- Adopt an ordinance requiring the preparation of internal emergency response plans for medium- and high-rise buildings. Such plans should be prominently posted and distributed to building occupants.

- Require that project sponsors provide emergency evacuation assembly areas within each new medium- and high-rise building as a condition of project approval. Also require the building managers designate such areas in existing medium- and high-ri- buildings.

- Provide low-interest loans to private building owners to reinforce buildings determined to be potentially hazardous.

- Institute a seismic safety inspection program for building construction and design. This program could inspect for: 1) design flaws; 2) inadequate materials, 3) poor construction practices; 4) failure to follow the design, materials and construction techniques called for in the building plan; and 5) failure to follow Building Codes. If deficiencies were found, occupancy permits could be withheld until deficiences were corrected.

- Prepare a Post-Earthquake Recovery and Reconstruction Fund Use Plan for specific uses of available Federal reconstruction funds.

- Design a program for earthquake education. Lunch-hour sessions could be provided to office workers.

- Require semi-annual earthquake response drills for employees in all buildings with over 50 occupants.

- Study the desirablility of requiring emergency personnel to reside within walking distance of, or in greater proximity to, the redevelopment area.

NOTES - Geology and Seismology

/1/ U.S. Geological Survey, Hollywood CA Quadrangle, N 3400-W11815/75 (Scale 1:24,000)

/2/ McCulloh, T.H., "Simple Gravity and Generalized Geological Map of the Northeastern Part of the Los Angeles Basin, California," U.S. Geological Survey Geophysical Investigations Map, GP-149 (scale 1:48,000), 1957.

/3/ U.S. Department of Agriculture, "Soil Survey of the Los Angeles Area, California," Bureau of Soils, Washington, D.C., 1919.

/4/ Department of City Planning, City of Los Angeles, Seismic Safety Plan, a portion of the General Plan, City Plan Case No. 24880, Council File No. 74-3401.

/5/ Hart, E.W., Fault-Rupture Hazard Zones in California, California Division of Mines and Geology, Special Publication 42, 1980.

/6/ Hill, R.L. et al, Earthquake Hazards Associated with Faults in the Greater Los Angeles Metropolitan Area, Los Angeles County, California, Including Faults in the Santa Monica-Raymond, Vedugo-Eagle Rock, and Benedict Canyon Fault Zones, California Divisin of Mines and Geology, Open File Report 79-16LA, 1979.

/7/ Irvine, E.T. et al, Seismic Safety Element of the Los Angeles County General Plan, Los Angeles Department of Regional Planning, 1974.

/8/ Davis, J.F. et al, Earthquake Planning Scenario for a Magnitude 8.3 Earthquake on the San Adreas Fault in Southern California, California Department of Conservation, Division of Mines and Geology, Special Publication 60, 1982.

/9/ Joseph Stoltz, Engineering Geologist, Los Angeles Department of Public Works, Bureau of Geology and Soils, telephone conversation, November 18, 1985. Mr. Stoltz's observations of damage were based on a general reconnaissance from a motor vehicle shortly after the 1971 earthquake.

IV. IMPACT OVERVIEW

A. GROWTH-INDUCING IMPACTS

The intensification of land uses in Hollywood, and the attendant economic stimulus, would lead to additional residential and commercial growth around the boundaries of the project area. This would increase the demand for consumer goods and services. Growth would also add to development pressures on historic and cultural resources in the project vicinity.

B. CUMULATIVE IMPACTS

Analysis of cumulative impacts can be based upon either a list (list-based approach) of other local developments that are under construction, approved, or under formal review (i.e., projects that are "reasonably forseeable"), or on overall growth projections for the general planning area containing the project (planning-area approach). For specific development proposals, the list-based approach is adequate to identify significant cumulative impacts. For a program EIR addressing a large project area such as the proposed Redevelopment Area, however, a planning-area approach permits more-thorough consideration of long-term cumulative development. Physical environmental effects of this project that would contribute to cumulative adverse impacts include traffic congestion, air pollutant emissions, and cumulative utilities demands. The cumulative analysis of these issues, which are found in the relevant portions of Section III, are all based on anticipated area-wide growth. Substantial cumulative impacts identified in this EIR include:

- traffic congestion at 18 intersections in the project area;
- ambient concentrations of CO and other products of combustion on local roads;
- demands on public utilities; and
- increased energy consumption.

C. SIGNIFICANT UNAVOIDABLE ENVIRONMENTAL EFFECTS

The following significant impact could not be eliminated or reduced to an insignificant level by mitigation measures included as part of the project or by the measures identified in this report:

- Increased traffic in the project area that would add to traffic congestion; many local intersections would operate at Level of Service E or F in the year 2005.

- Increased traffic would increase carbon monoxide emissions in various areas of the project area, and add to air pollution in the Los Angeles Basin.

- Potential loss of architecturally or historically significant structures could occur as a result of redevelopment.

- Individual development projects may have site-specific or project-specific impacts that are significant and unavoidable.

- The project would result in a commitment of about 7.4 trillion Btu of energy per year at build-out.

D. SHORT-TERM USES VERSUS LONG-TERM PRODUCTIVITY

The project represents a long-term commitment to intensify the land uses in the project area. The project could also preclude long-term use of various historic resources which could be eliminated as part of the project. Because of project development pressures, some historic and cultural resources could be demolished for the construction of new buildings. The loss of these older structures would preclude preserving the buildings as a resource.

E. IRREVERSIBLE ADVERSE CHANGES

The project would result in the consumption of about 7.4 trillion Btu of energy per year. The project would contribute to decreased air quality in the Los Angeles area. Because the project area is already urbanized, project development would not result in any further commitment of large undeveloped sites, only a more intensive use of land already in a developed area.

F. EFFECTS FOUND NOT TO BE SIGNIFICANT

As a result of the Initial Study of the project, the following physical environmental effects of the project were found to be insignificant or mitigated to an insignificant level by mitigation measures proposed as part of the project:

- shadows;
- wind and microclimate modifications;
- decrease of plant and animal life;
- hazards; and,
- archaeological resources.

These potential impacts are not addressed in this EIR.

V. ALTERNATIVES TO THE PROJECT

The State CEQA Guidelines require a discussion of alternatives to the project in the EIR, including the No-Project Alternative (Alternative A). This EIR discusses three project alternatives. Alternative B, Development Under Existing Community Plan, evaluates future conditions under existing land use designations and density limits. Alternative C, Revision of Hollywood Community Plan, proposed by the Los Angeles City Planning Department, evaluates future conditions under revised land use designations and density limits, in the absence of a Redevelopment Plan. Alternative D, Community Plan-Consistent Alternative, is similar to the project, but would require no amendments to the Community Plan to achieve consistency with it.

A. NO-PROJECT ALTERNATIVE

Description of Alternative

This alternative would allow the project area to remain in its existing condition. No new development would occur in the land use change and density change areas, so the impacts described in Section III of this report would not occur. This alternative must be addressed, according to the State CEQA Guidelines, but is not considered likely to occur.

Analysis of Alternative

With no new development, the existing building stock and infrastructure would continue to deteriorate, and structures in need of rehabilitation could become uninhabitable. Unmet demand for new housing would lead to further over-crowding and high purchase prices and rental rates. Unmet demand for new office or industrial space would discourage businesses from locating in the area, and could force expanding local firms to leave the area. This alternative would not generate additional vehicle trips, but would not avoid or mitigate traffic problems caused by cumulative development within and outside the project area.

This alternative would not increase emissions of air pollutants, nor would it have an effect on roadside CO concentrations. No additional noise would be generated. Energy consumption would be less than estimated development under for the existing Community Plan or the project, but would be more than at present because older structures still would be renovated and additional electrical equipment and appliances would be installed.

This alternative would have substantially adverse effects on seismology because, while development densities would not increase, the current stock of seismically-unsafe structures would remain and would continue to be vulnerable to seismic events.

DEVELOPMENT ALTERNATIVES

Alternatives, other than the required No-Project Alternative, should be those that "could feasibly attain the basic objectives of the project," although not necessarily as quickly nor as

economically as the proposed project. Alternatives should be environmentally superior, eliminating or substantially reducing significant adverse environmental effects of the project. The basic objectives of this project are to eliminate the blighted conditions currently existing in Hollywood and to encourage economic activity.

B. DEVELOPMENT UNDER EXISTING COMMUNITY PLAN

Description of Alternative

Under this Alternative, the project would not be implemented but development would continue. Development would follow the land use and density designations of the existing 1973 Community Plan. According to CRA projections, development to the year 2005 under this alternative would not achieve the densities projected for development under the project. Potential development under this alternative (i.e., build-out to maximum allowable development densities) would be greater than potential development under the project. However, this would require development of all parcels affected by the project to the maximum allowable densities, which is not expected to occur. No promotion of rehabilitation or new development would take place under the alternative. Preservation of historic structures would also not be encouraged.

Analysis of Alternative

Development under this alternative would create impacts that would be similar in many respects to those that would occur under the project. The discussion that follows addresses only those impacts of the alternative that would differ from the impacts discussed for the project in Section III of this report.

Land Use and Planning (see also Section III.A)

The land use designations in the Community Plan conflict with the existing land use or zoning designations in several areas. In addition, some of the designated residential and commercial densities are incompatible with the existing local character. These issues would remain unresolved under the existing Community Plan. The Community Plan also does not reflect development changes and trends that have occurred during the last 10 to 15 years.

Under the existing Community Plan, development would continue, and the overall density of development would increase. Potential residential and commercial densities would generally be higher at build-out than under the project designations. At build-out, the existing Community Plan would allow about 39,000 residential units, or about 11,000 units more than would be permitted under the Redevelopment Plan. Potential commercial development under the Community Plan, at an average FAR of 6:1, would be substantially greater than under the Redevelopment Plan, which would allow an average FAR of 4.5:1. Industrial development at build-out would be substantially less under the Community Plan; 7 million sq. ft. compared to 16 million sq. ft. under the Redevelopment Plan. The additional industrial development potential under the Redevelopment Plan would be located in Sub-Area 4 (2.4 million sq. ft.), Sub-Area 6 (1.4 million sq. ft.), and Sub-Area 7 (4.0 million sq. ft.). None of these Sub-Areas are designated for industrial uses in the existing Community Plan.

Overall, additional development under the existing Community Plan would have more adverse land use impacts than the project. The maximum allowable residential densities designated by the existing Community Plan would permit significant increases in existing densities. Several residential areas, including the Franklin Avenue Design District, would

be adversely affected by the potential levels of development permitted under the Community Plan. The higher FAR for office development, 6:1 versus 4.5:1 under the Redevelopment Plan, would permit development on a scale (size and height) that would have greater impacts. Views to and from the Hollywood Hills would be affected by taller structures.

Historic, Cultural, and Architectural Resources (see also Section III.B)

Several Community Plan land use designations and development densities are incompatible with the existing land uses of individual historic resources, exposing historic resources to increased development pressures. For specific inconsistencies between the existing Community Plan designation and the existing use of an historic resource, see Appendix C. None of the beneficial land use changes or density reductions proposed by the project would occur under Alternative B.

If the economic viability of a historic resource is threatened, the resource may be neglected and fall into a state of disrepair or be demolished entirely. Since most historic resources in Hollywood are economically underused and below densities permitted in the existing Community Plan designations, these resources would be subject to development pressures. The Community Plan does not provide for the mitigation of these adverse impacts, as would the project.

In summary, Alternative B exposes historic resources to more severe risks and adverse impacts than the project. Alternative B would include no mitigation for these adverse impacts.

Transportation, Circulation, and Parking (see also Section III.C)

Traffic congestion in the project area would continue to increase in the future. Figure 7 illustrates the future daily traffic volumes at Year 2005 on project area streets without any change in existing road conditions. The volumes on the roads generally would be less than for the project conditions by about 1,000 to 8,000 vehicle trip-ends per day. Alternative B would thus have less impact on traffic levels of service in the Year 2005 than the project. Potential development densities at build-out under the existing Community Plan, however, would lead to greater traffic congestion than under the project; build-out conditions are not likely to occur within the next 50 years.

Meteorology and Air Quality (see also Section III.D)

Development under the existing Community Plan to the Year 2005 would result in an increase in emissions of criteria pollutants above existing levels, but these emissions would be less than those projected for the project. Ambient concentrations of carbon monoxide and other products of combustion along roads in the area, based on calculations for the four road segments identified in Table 15 in Section III.D, Meteorology and Air Quality, would be from one to four percent less in 2005 than those described for the project in Table 14. Potential development densities under the existing Community Plan are greater than under the project, resulting in greater emissions and ambient concentrations than the project, but build-out conditions are not likely to occur.

Noise (see also Section III.E)

Development under the existing Community Plan to the year 2005 would result in noise impacts greater than existing noise levels, but similar to those projected for development under the project. Calculated traffic noise levels for the four road segments in Table 18 indicate that traffic noise levels resulting from this alternative in 2005 would be from

0.5 to 1.9 dBA less than those identified for the project. However, this would not be an audible difference. Calculations indicate that, under potential build-out conditions, this alternative would result in higher noise levels than the project.

Energy (see also Section III.F)

Development to the year 2005 under existing zoning would result in increased commitments of non-renewable energy resources from current levels, but these commitments would be less than under the project. Development to buildout under this alternative would require about 30% more electricity and about 47% more natural gass than would the project.

Public Services and Utilities (see also Section III.G)

Development under the existing Community Plan would have potentially more impacts on public services and utilities than would the proposed project. The data in Table 27, which shows the potential development at build-out under both Plans, was used to calculate the demand on public services and utilities (see Section III.G, Public Services and Utilities). The table below shows the impacts on services and utilities if the project area is developed to maximum permitted densities under the respective plans.

In every instance, the potential demand placed on existing services and utilities by development under the Community Plan exceeds the respective Redevelopment Plan projections. Demands on recreational, child care, and senior citizen facilities would also be greater. These totals, however, are theoretical projections of what the demand would be if the project area were developed to the maximum permitted densities (build-out), an unlikely ocurrence in view of existing market factors and trends. These figures are useful only as a basis for comparison and, as such, they clearly indicate that the existing Community Plan would potentially have far greater impacts on public services and utilities than the project.

TABLE 27: POTENTIAL INCREASE IN COMMUNITY SERVICES DEMANDS AT BUILD-OUT

	Existing Community Plan	Project
Police Officers Needed (Project Area)	135	80
Student Enrollment		
Minimum Scenario (students)	10,400	6,640
Maximim Scenario (students)	169,000	107,000
Power Consumption (billion kWh/year)	3.0	2.3
Gas Consumption (million Btu/year)	4,690	3,190
Water Consumption (million gallons/year)	4,780	3,030
Sewage Generation (million gallons/year)	6,940	4,850
Solid Waste Generation (million tons/year)	1.1	0.7

SOURCE: Myra Frank and Associates

Geology and Seismology (see also Section III.H)

Development to the year 2005 under this alternative would pose greater risk of property damage, injury, and loss of life from geologic conditions and seismic events than existing development, due to the greater density of development, but less risk than the project. Development to build-out under this alternative would pose greater risk of property damage, injury, and loss of life from geologic conditions and seismic events than either existing conditions or the project, due to the increased density of development compared to these conditions.

C. REVISION OF HOLLYWOOD COMMUNITY PLAN

Description of the Alternative

This alternative would be development of the project area under a revised Hollywood Community Plan proposed by the City of Los Angeles Planning Department. Buildout projections for each Sub-Area, according to the revised Community Plan, are shown in Table 28.

The buildout projections in Table 28 are similar to those under the project for residential, industrial, and office usese, but the revised Community Plan would result in less retail space for the project area. Alternative C proposes slightly more residential units than the project, but proposes less commercial floor space. The differences in the projections reflect the variation in proposed land use designations and allowable development densities between the project and Alternative C (see Figure 10). In some cases, the amount of Regional Commercial land uses designated by the project would be divided into Community Commercial and Regional Commercial. This would reduce the area devoted to commercial uses in Alternative C, compared with the project.

Sub-Area 1: The revised Community Plan proposes a lower maximum allowable density than the project, 60 d.u./ac. rather than 130 d.u./ac., for a large portion of the residential area west of Highland Ave. (the "A"-designated area in Figure 10). The alternative designates the commercial areas as a mix of Community Commercial (designated "C" in Figure 10) and Regional Commercial; the project would designate these areas Regional Commercial (see Section II., Project Description for definitions of land use categories). Alternative C would permit residential uses north of Yucca St., between Ivar Ave. and Cahuenga Blvd. (designated "B" in Figure 10), to have 80+ d.u./ac., whereas the project would allow up to 80 d.u./ac.

Sub-Area 2: In this area, Alternative C differs from the project primarily in two ways. This alternative would designate less land for commercial uses and more land for residential uses than the project. Along Selma Ave., the alternative designates areas between Highland and Wilcox Aves. as residential (designated "B" in Figure 10). The project would designate this area Regional Commercial. Within the commercial designation, slightly less than half of the land would be Community Commercial (designated "C" in Figure 10); the balance being Regional Commercial (designated "B") in the alternative. The project would designate most of the commercial land Regional Commercial. Land at the northwest corner of Argyle Ave. and Yucca St., which the project would designate as Regional Commercial, would be designated Park/School Site/Other in the alternative (designated "E" in Figure 10).

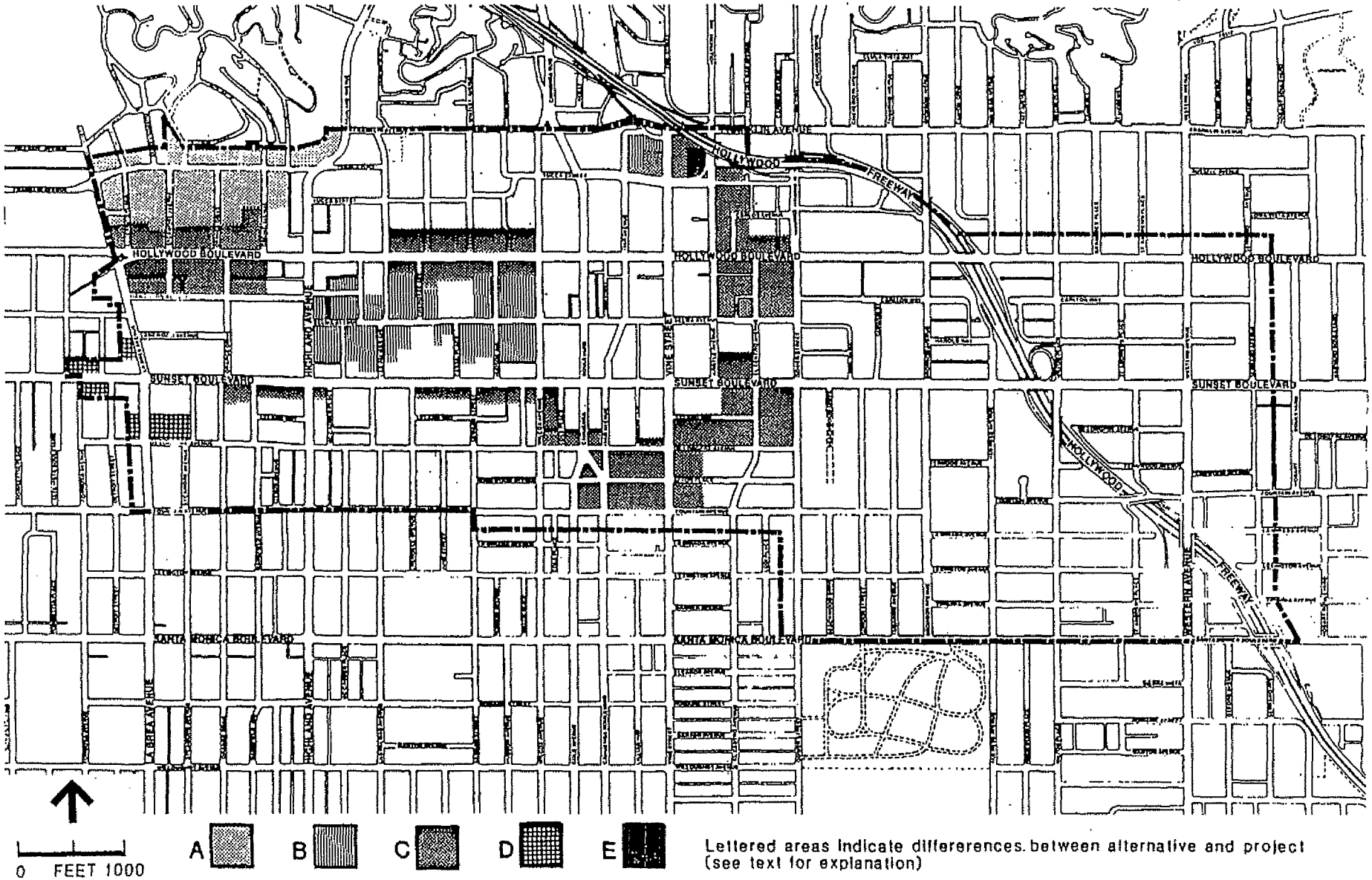


FIGURE 10
LAND USE DIFFERENCES BETWEEN
ALTERNATIVE B AND PROJECT

SOURCE: LOS ANGELES PLANNING DEPARTMENT

TABLE 28: POTENTIAL IN THE REDEVELOPMENT AREA AT BUILD-OUT UNDER REVISED HOLLYWOOD COMMUNITY PLAN, BY SUB-AREA

	Sub-Area (units or 1,000 sq. ft.							Redevelopment Plan	
Use	1	2	3	4	5	6	7	Total	Increment
Residential/a/	5,493	7,808	1,963	2,147	0	4,560	6,665	28,636	28,206
Commercial/b/	1,976	41,741	735	2,050	0	2,897	2,087	52,782	56,417
Industrial/b/	0	881	0	2,410	7,070	1,414	4,523	16,299	16,299

/a/ Housing units, rounded to the nearest ten units.
/b/ Floor area in thousands of sq. ft.

SOURCE: Community Redevelopment Agency

Sub-Area 3: This alternative and the project have the same land use designations in this Sub-Area. Most of the area is designated for Low Medium Density Residential (24 d.u./ac.). Community Commercial development would be allowed along Highland Ave.

For Sub-Areas 4, 5, 6 (east of Gower St.), and 7, this alternative proposes the same land use designations as the project (see Section II., Project Description for further discussion).

Sub-Area 6 (west of Gower St. and south of De Longpre Ave. only): The alternative would designate the commercial area along Vine St. as Community Commercial (designated "C" in Figure 10), while the project would designate a portion of the business area as Regional Commercial. Residential uses make up the balance of this area. The maximum housing density for both the alternative and the project would be 40 d.u./ac.

Analysis of Alternative

Development under this alternative would create impacts that would be similar, in many respects, to those that would occur under the projects. The discussion that follows addresses only those impacts of the alternative that would differ from the impacts described for the project in Section III of this report. Development under this alternative would create impacts that would be similar in many respects to those that would occur under the project. The discussion that follows addresses only those impacts of the alternative that would differ from the impacts discussed for the project in Section III of this report.

Land Use and Planning (see also Section III.A)

Sub-areas 3, 4, 6, and 7 would have the same land use designations and densities as the proposed Redevelopment Plan. The differences between Alternative C and the Redevelopment Plan, and the land use impacts due to these changes, are discussed by Sub-Area below. Table 29 compares Alternative C with existing land uses and the proposed Redevelopment Plan.

TABLE 29: DEVELOPMENT IN THE PROJECT AREA

	Total Existing	Build-Out Projections	
Land Use	Development	Project	Alternative C
Residential (units)	15,307	28,206	28,636
Commercial (sq. ft.)	11,803	56,417,000	52,782,000
Industrial (sq. ft.)	2,632	16,299,000	16,299,000

Source: Existing Development - Baseline Market Assessment; Kotin, Regen, & Mouchly, Inc. Dec. 1984.
Projected Development - City of Los Angeles Planning Department and Community Redevelopment Agency of Los Angeles.

With the exception of commercial development, the projected levels of development are very similar. Retail development under Alternative C would exceed the projected increase under the Redevelopment Plan by about 1.1 million sq. ft. However, office development under Alternative C would be about 3.5 million sq. ft. less. The reasons for the projected differences are discussed in the following paragraphs.

Sub-Area 1: Alternative C proposes to reduce the Redevelopment Plan density designations to High Medium Density (Max. 60 units/gross acre) and High Density (Max. 80 units/gross acre). This would reduce the development potential from about 10,300 units to about 6,000 units under Alternative C. The lower density designation would limit residential development to levels that are consistent with the existing character of the area.

Alternative C also proposes to change those areas designated as Regional Center Commercial by the Redevelopment Plan to a mix of Community Commercial and Regional Center Commercial. This would effectively reduce the commercial development potential since the Floor Area Ratio (FAR) for Community Commercial development is 3:1 versus 4.5:1 for Regional Center Commercial development. As a result, the lower scale and profile of Community Commercial Development would potentially produce fewer adverse impacts on the views to and from the adjacent Hollywood Hills.

Sub-Area 2: Alternative C designates the area along Selma Ave., between Highland and Wilcox Aves. as residential, whereas the Redevelopment Plan proposes a Regional Center Commercial designation. There is currently a mix of uses including residential, commercial, and parking uses in this area. In addition, Alternative C proposes to desingate slightly less than half of the commercial land as Community Commercial. Under the Redevelopment Plan, most of the commercial land in Sub-Area 2 would be designated Regional Center.

As a result of the proposed changes, residential development potential under Alternative C would exceed the Redevelopment Plan's potential of 2,067 units. Commercial development potential, however, would be significantly lower than the 47 million sq. ft. of potential development projected under the Redevelopment Plan.

Community Commercial development, because of its scale and height, would have fewer impacts on adjacent residential neighborhoods than high-rise office development.

Sub-Area 6: Alternative C proposes that all of the commercial areas along Vine St. be designated as Community Commercial while the Redevelopment Plan designates a portion of that business area as Regional Center Commercial. In addition, the residential area west of Gower St. and south of DeLongpre Ave. would have a designated density of Low Medium 2 Density (max 24 units/gross acre). The Redevelopment Plan designation is Medium Density (max. 40 units/gross acre).

Compared to the project, commercial and residential development potentials would be slightly lower under Alternative C. At build-out, for example, there would be 4,560 units in Sub-Area 6 under the Redevelopment Plan, as compared to about 4,300 units under Alternative C. Commercial development potential under Alternative C would be about 250,000 sq. ft. less than under the Redevelopment Plan.

The size and scale of Community Commercial development would be more compatible with the physical character of the adjacent residential areas east of Vine St.

Overall, Alternative C would have fewer adverse land use impacts than the proposed project. The lower overall level of commercial development and the lower residential densities in two of the Sub-Areas (overall there is a slight increase in projected residential units) would be slightly more consistent with existing land uses than the proposed Redevelopment Plan designations.

Historic, Cultural, and Architectural Resources (see also Section III.B)

Alternative C would reduce densities and allowable build-out compared to the project, and thus would potentially have more beneficial affects on historic resources. Alternative C provides for reductions in density and allowable build-out which reduces pressure to develop individual properties. This, in turn, limits factors encouraging demolition of historic resources. For example, in many instances, Alternative C divides a Regional Commercial designation into Community Commercial and Regional Commercial. Because the Community Commercial designation reduces the maximum build-out, the overall density would be reduced. If the use of a historic resource is inconsistent with the designated land use, it would still be subject to the development pressures and other potential impacts referred to in the discussion of the project. Alternative C contains no incentives for historic preservation.

Sub-Areas 3, 4, 5, and 7 are not discussed below because Alternative C and the project do not differ in these areas.

Sub-Area 1: All of the areas designated Very High Density Residential (130 d.u./ac.) would be designated High Medium Density or High Density (60 to 80 d.u./ac.) in this alternative. This change would affect many more historic resources than those influenced by the proposed Redevelopment Plan. However, the net effect would be beneficial to residential historic resources because of reduced densities and reduced development pressures. Most commercial historic resources would also benefit from dividing Regional Center Commercial into Community Commercial and Regional Center Commercial because of reduced densities and reduced development pressures.

Sub-Area 2: This Sub-Area contains the Hollywood Boulevard Commercial and Entertainment National Register District. Dividing Regional Center Commercial into Community Commercial and Regional Center Commercial would reduce the density and maximum build-out of affected areas, so this change in land use designation would be beneficial to the historic district and most commercial historic resources because of development pressure.

Sub-Area 6: Areas west of Gower St. would be designated from Medium Density Residential (40 d.u./ac.) to Low Medium 2 Density (24 d.u./ac.) under this alternative. The change would be largely beneficial to this neighborhood of single-family residences and apartment buildings because these designations would help preserve the existing character of the neighborhood. The change along Vine St. from Regional to Community Commercial would benefit the commercial historic resources along this strip because of the reduced density and maximum buildout and, hence, decreased development pressure.

Transportation, Circulation, and Parking (see also Section III.C)

Alternative C would generate about 338,700 additional daily trips at build-out, about 12,500 less trips than the project. This alternative would have fewer vehicle trip ends (vte) per day (1,000 to 4,000 vte less) along Bronsen Ave., Sunset Blvd., Vine St., La Brea Ave. and portions of Highland and Franklin Aves. and Hollywood Blvd. However, like the project, street traffic in the project area would exceed capacity under the existing street network. Therefore, although fewer vte are estimated for Alternative C, traffic and transportation impacts would be similar to those of the project.

Meteorology and Air Quality (see also Section III.D)

Development under the revised Community Plan would result in an increase in emissions of criteria pollutants, but these emissions would not differ significantly from those projected for the project. Ambient concentrations of carbon monoxide and other products of combustion along roads in the area would be three percent to 26% greater than those described in Section III.D for the project. As for the project, the eight-hour CO standard would be violated over most of the project area, while violations of the one-hour standard would be infrequent.

Noise (see also Section III.E)

Development under the revised Community Plan would result in noise impacts greater than existing noise levels and, on the basis of traffic noise calculations at the intersections analyzed in Table 18 in Section III.E, up to three decibels greater than those projected for development under the proposed Redevelopment Plan. This increase would be barely audible under typical outdoor conditions.

Energy (see also Section III.F)

Development under this alternative would result in greater commitments of non-renewable energy resources than now exist in the project area, but these would be similar to those under the Redevelopment Plan. Development under this alternative would require less electricity and natural gas than the project.

Public Services and Utilities (see also Section III.G)

Police: The projected need for uniformed officers under Alternative C would be essentially the same as the projected need under the Redevelopment Plan, due to the similar estimated development levels.

Fire: Demand for fire services would increase under Alternative C due to additional residential, commercial, and industrial development. However, the demands placed on existing facilities by development under Alternative C would be similar to the demands under the Redevelopment Plan because of comparable development levels.

The Los Angeles Department of Fire has indicated that existing facilities can provide additional service, though additional staffing may be required. However, as land uses change over time, expansion of existing facilities or new facilities may be required.

Parks and Recreational Facilities: Resident population increases and daytime employee population increases due to new development under Alternative C would result in additional demand for park and recreational facilities. The population increase under Alternative C is expected to be similar to the projected increase under the Redevelopment Plan because of comparable development levels.

The project area is under-served by park facilities, according to the Los Angeles Public Recreation Plan. Further development under either the alternative other project may strain existing facilities.

Public and Private Schools: Additional student enrollment in the project area at build-out under Alternative C would be essentially the same as under the project due to the similar levels of development projected (see Table 30).

TABLE 30: ADDITIONAL STUDENT ENROLLMENT AT BUILD OUT

	Community Plan	Redevelopment Plan	Alternative C
MINIMUM SCENARIO			
Elementary	5,205	3,317	3,244
Junior High	2,602	1,659	1,622
Senior High	2,602	1,659	1,622
Total	10,409	6,635	6,488
MAXIMUM SCENARIO			
Elementary	92,259	58,207	56,294
Junior High	38,441	24,253	23,456
Senior High	38,441	24,253	23,456
Total	169,141	106,713	103,206

SOURCE: Myra Frank and Associates, Inc.

Libraries: Alternative C may stimulate residential development both in and adjacent to the project area. The projected population increases under Alternative C may increase the demand for library sevices. With the recent destruction of the Hollywood Branch Library by fire, the project area lacks adequate library facilities. Any increase in resident population would likely strain the resources of the existing facilities within and adjacent to the project area.

Child Care Facilities: Under Alternative C, the potential increase in residents under five years of age is slightly more, 704 children versus 689 children, than the projected increase in population under the project. The estimated increase in the number of children under five was based on an estimate of the increase in total population (11,742 people for Alternative C versus 11,476 people for the project) that, in turn, was calculated by multiplying the estimated additional residential units by the 1980 Census average of 1.9 persons per household.

Senior Citizen Facilities: Under Alternative C, the number of senior citizens would be about 1,530, slightly more than the potential increase of about 1,410 seniors estimated for the Redevelopment Plan. The projected increase in the number of senior citizens would result in additional demand for the services provided by the senior citizen facilities located in the project area. Based on the 1980 Census, this assumes the portion of the population over 65 years would remain constant at 13% in the future.

Power: The projected increases in peak load and annual electricity use under Alternative C are slightly less than those under the Redevelopment Plan, but the difference in annual power use between the two plans is less than 1% of the existing annual usage. The Department of Water and Power has indicated that the power needs of the project area would be part of the total load forecast for the City of Los Angeles and would be included in the planned demands on the system.

Gas: Natural gas consumption would increase by about 110 million Btu/month by the year 2035 under this alternative. The increase in monthly usage in the project area under Alternative C is less than the increase of about 117 million Btu under the Redevlopment Plan, by about seven million Btu. Southern California Gas Company indicates that existing facilities are adequate to serve the projected development levels over the next 20 years under the proposed Redevelopment Plan. Since monthly usage under Alternative C would be less than under the project, the existing facilities would be adequate to serve the projected levels of development under Alternative C.

Water: Water demand in the projected area is estimated at about 4.2 million gallons per day (mgd). With projected new development in the project area, water demand would be increased by about 3.5 mgd, which would be 92% of the approximately 3.8 mgd increase projected under the proposed Redevelopment Plan. The Department of Water and Power (DWP) has indicated that, in general, existing supply lines and mains could provide additional water to the project area. DWP notes that the capacity level of service would depend on the location and type of development. Therefore, new development would have to be examined on a case-by-case basis to determine the required capacity levels. Specific development may require improvements in the distribution system to provide additional flow.

Sanitary Sewers: Projected increases in effluent under Alternative C would be within 10% of that generated by the project. The existing sewer infrastructure, though highly developed, does contain some aging and over-capacity sewer pipelines and pumping stations. Depending on the type and location of proposed development, the size of the existing sewers might have to be increased or additional parallel sewers might have to be constructed.

The potential increase in effluent generated by new development under Alternative C, which would be less than the increase under the Redevelopment Plan, would also create sewage treatment impacts. In an effort to increase capacity and meet more stringent state and federal standards, the City is involved in several major wastewater treatment programs.

Solid Waste: About 787,000 pounds per day of solid waste is generated in the project area. New development under Alternative C would generate about the same amount of waste as would be generated by new development under the Redevelopment Plan, due to the similar projected levels of development.

The Department of Public Works, Bureau of Sanitation, indicates that all existing facilities, with the possible exception of the Lopez Canyon disposal site, can provide service through this decade and beyond. The Bureau of Sanitation is also investigating incineration of solid waste as an alternative to landfills. Such a system could be in place within the next few years.

Surface Water Runoff: The City has previously identified several unmet drainage needs within the project area. Although new development would generally maintain existing flow patterns and would not generate substantially more surface water runoff than present development, measures to accommodate these unmet drainage needs should be included as part of development plans.

Overall, Alternative C would have slightly fewer adverse impacts on Public Services and Utilities than the proposed project. The demand placed on public services would be slightly lower under Alternative C largely because of the lower level of projected office development (about 18 million sq. ft. versus about 21 million sq. ft. under the project). In most instances, however, the differences in demand and impacts would be insignificant.

Geology and Seismology (see also Section III.H)

Development under this alternative would pose greater risk of property damage, injury, and loss of life from geologic conditions and seismic events than existing conditions, due to the increased density of development, but would pose substantially the same risks as for the project.

D. COMMUNITY PLAN - CONSISTENT ALTERNATIVE

Description of the Alternative

Alternative D incorporates many elements of the proposed Redevelopment Plan, but would be consistent with the existing Community Plan without requiring any amendments to it. Fewer land use change areas are proposed (61 acres versus 158 acres under the Redevelopment Plan). Unlike the Redevelopment Plan, Alternative D would not change the land use of any area currently designated as residential. However, Alternative D exceeds the Redevelopment Plan in total land area designated for proposed density changes; 333 gross acres versus 230 gross acres. Alternative D would establish the three special districts proposed as part of the project, and would also provide for protection of historic and cultural resources as described in Section III.C for the project. Development potential under Alternative D for each Sub-Area is shown in Table 31.

TABLE 31: DEVELOPMENT POTENTIAL IN THE REDEVELOPMENT AREA AT BUILD OUT UNDER ALTERNATIVE D, BY SUBAREA

Sub-Area	Residential/a/	Commercial/b/	Industrial/b/
1	5,720	1,557	0
2	3,770	44,661	881
3	1,920	735	0
4	3,450	2,706	0
5	270	0	6,423
6	5,110	3,070	0
7	7,780	5,072	0
TOTAL	28,020	57,801	7,304

/a/ Housing units, rounded to the nearest ten units.
/b/ Floor area, in thousands of sq. ft.

SOURCE: Community Revelopment Agency of Los Angeles.

The differences between Alternative D land uses and those of the existing Community Plan (see Figure 11) include:

Sub-Area 1: Alternative D proposes land use changes for three areas totaling 9.6 net acres, or 14% of the Sub-Area, and a density change for most of the portions designated as residential by the existing Community Plan. Alternative D proposes to reduce the designation of most of the residential areas from Very High Density to High Density and High Medium Density. Two sites within the Sub-Area would be redesignated from Very High Density Residential to Regional Center Commercial. A third site would be redesignated from Regional Center Commercial to Very High Density Residential.

Sub-Area 2: Alternative D proposes three land use changes and a density change. A proposed density change would affect another three acres. The land use changes total about 22 net acres, or about 15% of Sub-Area 2. One site would be redesignated from Regional Center Commercial to High Residential; a second would be redesignated from Regional Center Commercial to Low Medium 2 Residential. One 10.5-acre site proposed for a land use change is located south of Hawthorne Ave., between LaBrea Ave. and Orange Dr. This site is currently designated as Regional Center Commercial. The designation under both the proposed Redevelopment Plan and Alternative D would be High Density Residential, which would be consistent with the multi-family residential character of the area.

Sub-Area 3: The land use changes and density changes proposed under Alternative D are similar to those under the proposed Redevelopment Plan. All four of the proposed land use redesignations represent changes from a commercial designation to Low Medium 2 Residential. Alternative D also proposes to change the density designations of the residential areas in this Sub-Area from High Density and High Medium Density to Low Medium 2 Residential.

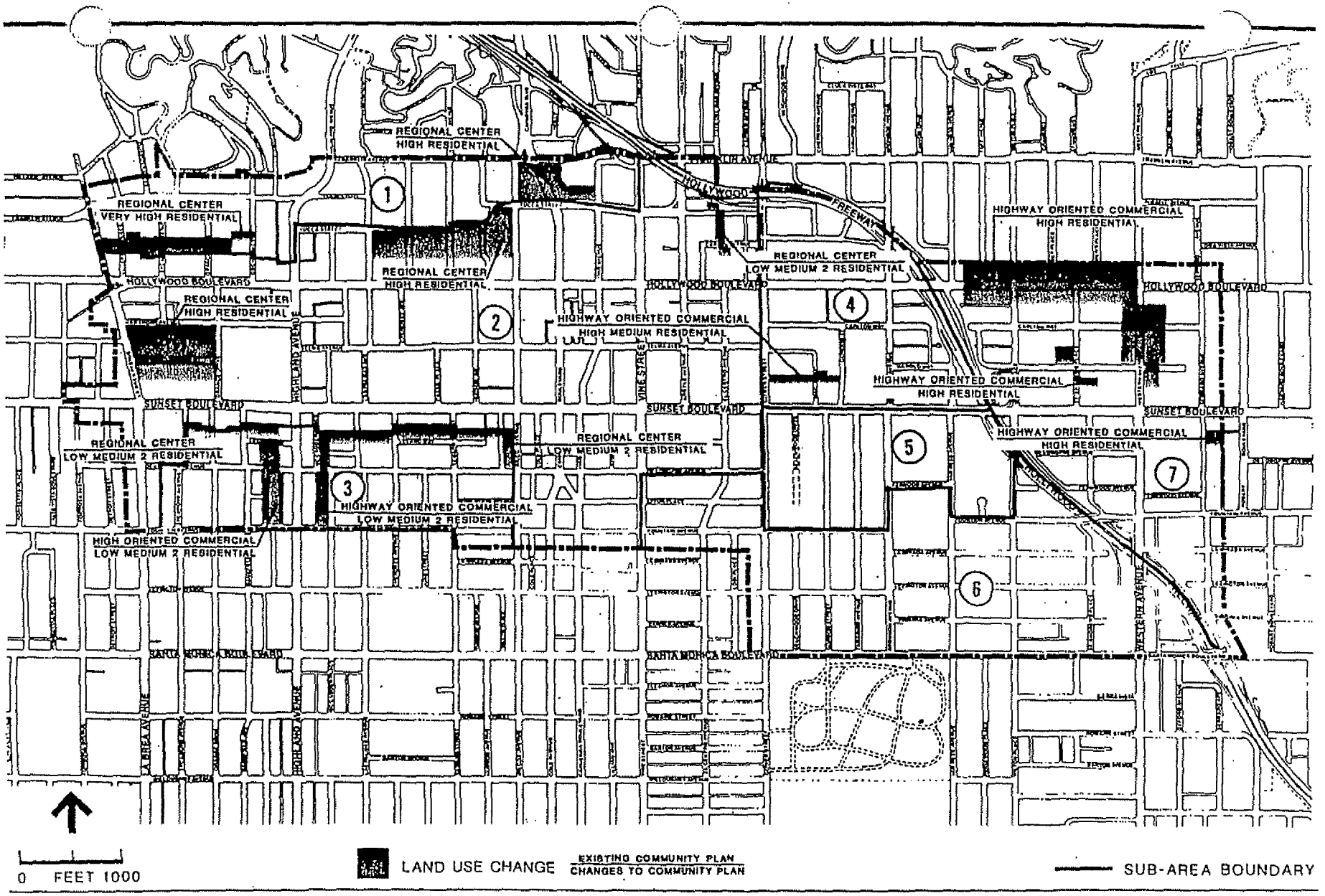


FIGURE 11

LAND USE DIFFERENCES BETWEEN
ALTERNATIVE C AND EXISTING COMMUNITY PLAN

SOURCE: COMMUNITY REDEVELOPMENT AGENCY
OF THE CITY OF LOS ANGELES

Sub-Area 4: One density change and one land use change are proposed under Alternative D. The two-acre area north of Sunset Blvd., south of Harold Way and west of Gordon St., would be redesignated from Highway Oriented Commercial to High Medium Density Residential. The proposed density change covers a much larger area; about 15 gross acres would be redesignated from Very High Density Residential to High Density Residential and 34 gross acres south of Hollywood Blvd. would be redesignated from High Density Residential to High Medium Density Residential.

Sub-Area 5: A density change is proposed for the seven-acre area bounded by Fountain Ave., Wilton Pl., Fernwood Ave., and Van Ness Ave. The Community Plan designation is High Medium Density Residential; the proposed designation is Medium Density Residential. The seven gross acres are mostly vacant with a few parcels containing residential uses.

Sub-Area 6: No land use changes are proposed in this Sub-Area under Alternative D. However, a density change is proposed for all of the Sub-Area, about 128 gross acres, which are designated as residential in the Community Plan. The proposed density is Medium Density Residential. The Community Plan designates about 14 gross acres as High Density Residential and 114 gross acres as High Medium Density Residential.

Sub-Area 7: Alternative D proposes to change the land use designations of four areas totaling about 21 net acres. Two areas currently designated Highway Oriented Commercial would be designated High Density Residential. A third area, currently designated as High Residential, would be designated Recreation and School site. The fourth area is designated as Highway Oriented Commercial; the proposed designation is High Residential. No density changes are proposed under Alternative D for Sub-Area 7.

Analysis of Alternative

Development under this alternative would create impacts that would be similar in many respects to those that would occur under the project. The discussion that follows addresses only those impacts of the alternative that would differ from the impacts discussed for the project in Section III of this report.

Land Use and Planning (see also Section III.A)

Alternative D would provide less development potential for commercial uses in the project area than the existing Community Plan. The potential development under existing conditions exceeds the projected levels for Alternative D by about 11 million sq. ft. The difference is largely due to the lower FARs for Regional Commercial Development, 4.5:1 versus 6:1, designated under Alternative D. The development potential under Alternative D is similar to that under the project.

The appropriate level of commercial development is an issue in those areas on the edge of the commercial core that are adjacent to residential neighborhoods. The scale of development (i.e., the size and height of proposed commercial structures under the Community Plan) may be incompatible with the prevailing height of the adjacent residential structures. However, since Alternative D proposes a lower FAR limit for Regional Commercial Development, the scale and height of new commercial development may be somewhat more compatible with the existing residential profile. Regional Commercial Development under Alternative D may also produce fewer adverse impacts relating to the views to and from the Hollywood Hills and to adjacent residential areas.

Potential residential development under Alternative D would be less than under either the existing Community Plan or the project. The difference is mainly due to lower residential density designations under this alternative. Alternative D, because it proposes much lower densities, would have potentially fewer impacts.

Potential industrial development would be the same for Alternative D as the existing Community Plan. Impacts due to industrial development would be the same as those that would occur in the future under existing planning designations. The impacts would be substantially less than those that would occur under the Redevelopment Plan. Industrial development potential for Alternative D is about 7.3 million sq. ft. compared to about 15.8 million sq. ft. under the project.

Historic, Cultural, and Architectural Resources (see also Section III.B)

Alternative D proposes uniformly lower densities than the Redevelopment Plan. Lower densities are beneficial to the affected historic resources because they lessen the amount of development pressure on the property. The land use changes proposed by Alternative D would also generally result in beneficial impacts, with several exceptions noted in the results below. Land use designations proposed by Alternative D are generally more consistent with the existing land use than those proposed by the Redevelopment Plan. In addition, Alternative D would generally reduce the potential impact on historic resources that would result from a land use or density change from the existing Community Plan. Methodology, impact analysis, and mitigation measures pertaining to Alternative D are identical to those used in analyzing the Redevelopment Plan.

To identify the most significant structures based on their National Register designation and potential adverse effects introduced by Alternative D in comparison to the Redevelopment Plan, the following summary has been prepared.

Sub-Areas 1, 3, 5, 7: No potential adverse impacts were identified in these Sub-Areas for historic resources of a National Register designation of 4 or higher.

Sub-Area 2: 1416 La Brea Ave. could be affected by adverse land use changes. This one-story commercial structure, eligible for National Register listing, could be adversely affected by development pressures for residential uses under high-density residential designations.

Sub-Area 4: 1717 Bronson Ave. could be adversely affected by the project. This two-story residential structure is located in an area designated Highway Oriented Commercial. It could be subjected to development pressures as well as noise and visual impacts. The Redevelopment Plan designation of Commercial Manufacturing would be no more beneficial to this property than that proposed in Alternative D.

Sub-Area 6: 5823 Santa Monica Blvd. and 5843 Santa Monica Blvd. could suffer adverse impacts. These two structures, a movie studio sound stage and warehouse, are inconsistent with the Alternative D designation of Medium Density Residential. The Redevelopment Plan designation of Commercial Manufacturing would be more suitable to these historic resources. A designation of Medium Density Residential, however, would not be likely to encourage a significant amount of development pressure on these properties.

Transportation, Circulation, and Parking (see also Section III.C)

At build-out, the land uses in Alternative D would generate about 328,900 additional daily trips in the project area, about 22,300 additional daily trips less than the project. This alternative would generate less trips on Vine St., Highland Ave., Cahuenga Blvd. and La Brea Ave.; the southern ends of Bronson Ave. and Wilton Pl. would also experience a slight (1,000 vte/day) drop in trip volumes. The portions of Hollywood and Sunset Blvds. west of Vine St. would experience between 1,000 to 4,000 less vte/day than the project. The project would increase trips along the southern portion of Western Ave. by between 1,000 to 5,000 vte/day compared to the project. Other road segments in the project area would have about the same number of trips as the project. Impacts along these roads and adjoining intersections thus would be similar to those of the project. The daily traffic volumes compared to the capacity of all major arterials in the area indicate that, like the project, these roads would be over capacity under the existing street network, at build-out.

Meteorology and Air Quality (see also Section III.D)

Development under the Community Plan - Consistent Alternative would result in an increase in emissions of criteria pollutants, but these emissions would be less than those projected for the project. Ambient concentrations of carbon monoxide and other products of combustion along roads in the area would be similar to those described in Section III.D for the project.

Noise (see also Section III.E)

Development under Alternative D would result in noise impacts greater than existing noise levels, but less than those projected for development under the project. Traffic-related noise from development under this alternative would be less than for the project, but this difference would not be audible.

Energy (see also Section III.F)

Development under the Community Plan - Consistent Alternative would result in greater commitments of non-renewable energy resources than existing conditions, but these commitments would be less than those under the project.

Community Services and Utilities (see Section III.G)

Police: If Alternative D were to be implemented, an additional 72 police officers, above existing, may be needed in the project area and 462 additional officers might be needed for the project area and adjacent area combined. These estimates were based on the projected population increases at build-out, assuming a need of three officers per 1,000 population. It was also assumed that commercial development in the project area would stimulate residential development in adjacent areas.

The potential need for officers at build-out under Alternative D is only slightly less than the number required under the project. It is, however, significantly less than the potential need under the existing Community Plan. Since build-out is not projected to occur for at least another 50 years, these numbers do not represent actual need in the near future, but are best used as a basis for comparing and evaluating the alternatives.

Fire: Demand for fire services would increase due to additional residential, commercial, and industrial development. However, the increase is likely to be less than the demand placed on facilities by either the project or Alternative B because of the lower overall development levels under Alternative D. The Los Angeles Department of Fire has indicated that existing facilities can provide additional service, although additional staffing might be required. As land uses change, expansion of existing facilities may increase in the number of existing facilities that may be needed in the future.

Parks and Recreational Facilities: Residential population increases and daytime employee population increases due to new development under Alternative D would result in additional demand for park facilities. The population increase under Alternative D would be similar to or slightly less than the projected increase under the project because of comparable development levels. Further development under either of the alternatives may strain existing facilities. However, Alternative D does preserve several areas, about three acres, as open space which would be designated for development under the project.

Public and Private Schools: Development under Alternative D may affect enrollment both within the project area and in adjacent areas. Table 30 shows the total additional student enrollment at build-out under the existing Community Plan, the Redevelopment Plan, and Alternative D. A minimum and maximum impact scenario on the district was calculated for each of the development projects. Since the figures represent build-out projections, they may be somewhat unrealistic because build-out would not occur within the next 50 years. Also, it was assumed all new employees would live in or near the project area; this assumption may have inflated the enrollment figures. Alternative D and the project would have a similar impact on student enrollment. The Community Plan, because it permits more commercial and residential development, would have greater impacts on student enrollment.

Libraries: The projected population increases would increase the demand for library services. With the recent destruction of the Hollywood Branch Library by fire, the project area lacks adequate library facilities. Any increase in resident population would likely strain the resources of the existing facilities within and adjacent to the project area.

Child Care Facilities: Under Alternative D, the potential increase in total population (24,162) and the population of children under five years of age (1,450) is slightly less than the projected potential increases in population under the project. The population increases under both plans, although not significant, are smaller than the increases projected under the Community Plan. The existing child care facilities may not be able to provide adequate service to the larger populations.

Senior Citizen Facilities: The potential increase in the number of senior citizens at build-out under Alternative D (about 3,140) is slightly less than the potential increase under the project. However, under both plans, the potential senior citizen population is significantly less than the potential population under the Community Plan. The potential increase in the number of senior citizens would result in additional demand for the services provided by the senior citizen facilities located in the project area.

Power: The potential increases in peak load and annual electricity use under Alternative D are slightly less than the respective increases under the project, but significantly less than the potential increases projected under the Community Plan. The existing annual power consumption in the project area is estimated at about 659,328,000 kWh. At build-out under Alternative D, the annual power usage would be 2,614,440,000 kWh, an increase of about 400%. The project would increase consumption by about 450% and the Community Plan would increase consumption by about 560%.

According to the Department of Water and Power, the project area power needs will be part of the total load forecast for the City of Los Angeles and would be included in the planned growth of the power system. As a result, Alternative D would have no significant impacts on the system.

Gas: The increase in monthly natural gas consumption in the project area under Alternative D would be less than the increase under either existing conditions or the project. At build out, consumption would exceed existing usage by about 238 million Btu, approximately 90% of the project's increase and 61% of the Community Plan increase.

According to Southern California Gas Company, which provides natural gas to the project area, the existing facilities are adequate to serve the projected development levels over the next 20 years under the project. Monthly use under Alternative D would be less than under the project, so the existing facilities should be adequate to serve the projected development under Alternative D.

Water: The current water demand in the project area is about 4.2 million gallons per day (mgd). The potential increase in demand is about 7.8 mgd, 94% of the Redevelopment Plan potential increase and 60% of the Community Plan increase. According to the Department of Water and Power (DPW), existing supply lines and mains can provide additional water to the project area. The capacity levels of service to an area would depend on the location and type of development. Therefore, new development would be examined on a case-by-case basis to determine the average capacity. Specific developments might require in the distribution system to provide additional flow.

Sanitary Sewers: Existing development generates about 4.8 mgd of effluent. Under Alternative D, development to build-out would generate an additional 11.9 mgd of effluent. This increase would be about 90% of the potential increase under the project and 63% of the potential increase under the Community Plan.

Although the existing sewer infrastructure is highly developed, it does contain some old and over-capacity sewer pipelines and pumping stations. Depending on the type and location of proposed development, the size of the existing sewers might have to be increased or additional parallel sewers might have to be constructed.

The potential increase in effluent generated by new development under Alternative D, although less than the amount generated under the project, would also create sewage treatment impacts. To increase capacity and meet more stringent state and federal standards, the City is currently involved in several major long-range wastewater treatment programs.

Solid Waste: About 787,000 pounds per day of solid waste is generated in the project area. Development to build-out under Alternative D would generate about 4.6 million pounds per day of waste. This is about 96% of the daily waste generated at build-out under the project and 67% of the waste generated by development under the Community Plan. The Department of Public Works, Bureau of Sanitation, indicates that all existing facilities, with the possible exception of the Lopez Canyon landfill, can provide service through this decade and beyond. The Bureau of Sanitation is investigating incineration of solid waste as an alternative to landfills. Such a system might be in place in several years.

Surface Water Runoff: The City has previously identified several unmet drainage needs within the project area. Although new development would generally maintain existing flow patterns and would not generate significantly more surface water runoff than present development, measures to accommodate these unmet drainage needs should be included as part of development plans under Alternative D as with the project.

Geology and Seismology (see Section III.H)

Development under this alternative would pose greater risk of property damage, injury, and loss of life from geologic conditions and seismic events than existing conditions, due to the increased density of development, but would pose substantially the same risks as for the project.

A. INTRODUCTION

This section contains comment letters on the DEIR received by Community Redevelopment Agency (CRA) during the 45-day public comment period that ended on January 6, 1986, and CRA's responses to those comments. It also contains pertinent excerpts from the public hearing on the DEIR that was held on December 16, 1985, and CRA responses; the entire public hearing transcript and copies of responses to comments not pertinent to the DEIR are found in Appendix F. This chapter, together with the DEIR text in the preceding sections, constitutes the Final EIR (FEIR) on the Hollywood Redevelopment Plan project (State EIR Guidelines, Section 15132).

According to the State EIR Guidelines (Section 15044), any public agency, person, or other entity can submit comments on the accuracy or completeness of the DEIR. Failure to submit comments during the noticed comment period, or to request an extension of time to comment, is assumed to indicate that the DEIR is considered by that entity to be complete and adequate (Guidelines, Section 15207). The Lead Agency for environmental review of the project is required to evaluate all comments and prepare written responses (Guidelines, Section 15088).

As Lead Agency for this project, CRA must certify that the FEIR complies with the California Environmental Quality Act, and that CRA reviewed and considered the information in the FEIR prior to taking action on the project (Guidelines, Section 15090). After certification, the FEIR will be presumed to comply with CEQA for consideration by all state and local agencies consulted in their actions on the project (Guidelines, Section 15231).

B. LIST OF COMMENTORS

WRITTEN COMMENTS

City of Los Angeles City Planning Department
Calvin S. Hamilton, Director
December 30, 1985

City of Los Angeles Department of Public Works
Edward D. Longley, Director
December 16, 1985

City of Los Angeles Department of Transportation
Allyn D. Rifkin, Supervising Transportation Planner II
January 6, 1986

City of Los Angeles Department of Water and Power
Carl D. Haase, Engineer, Environmental and Governmental Affairs
January 6, 1986

Los Angeles Unified School District
Dominic Shambra, Coordinator, School Utilization Task Force
December 27, 1985

Hollywood Heritage
Frances Offenhauser
undated (received January 6, 1986)

Los Angeles Conservancy
Ruthann Lehrer, Executive Director
January 3, 1986

YMCA of Metropolitan Los Angeles
Norris D. Lineweaver, Executive Director
December 11, 1985

Hollywood Economic Revitalization Effort
Pompea Smith
January 6, 1986

The Federation of Hillside and Canyon Associations, Inc.
Barbara A. Fine, Chairperson
January 6, 1986

Hollywood Magic Castle, The Academy of Magic Arts, Inc.
Milt Larsen, Managing Director, Magic Castle
Bill Larsen, President, Academy of Magical Arts
January 2, 1986

Tom O. Glover
President, Yamashiro Corp.
January 3, 1986

Samuel Schiffer
December 31, 1985

Bryan Allen
January 6, 1986

Gary Silvers
Comments by telephone, January 6, 1986

PUBLIC HEARING COMMENTS

Samuel (George) Schiffer

Fran Offenhauser

Marshall Caskey

Ruthann Lehrer

C. WRITTEN COMMENTS AND AGENCY RESPONSES

CITY OF LOS ANGELES
CALIFORNIA

TOM BRADLEY
MAYOR

Hw.601.09

December 30, 1985

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Ileana Liel
Community Redevelopment Agency
Suite 700
354 South Spring Street
Los Angeles, CA 90013

DRAFT EIR, HOLLYWOOD REDEVELOPMENT PLAN

Attached are specific comments on the Draft EIR for the proposed Hollywood Redevelopment Plan which was received November 26, 1985. A number of corrections to the text of the DEIR are necessary (page references are included in the specific comments).

At the general level, a review of our previous correspondence (letter dated June 13, 1985; pp. A32-34 in DEIR) seems appropriate. The comments presented in that letter were based on the Notice of Preparation (NOP) circulated by CRA for the Environmental Impact Report. Many of our concerns as stated in that letter were taken into account by this DEIR; there remains however, a limited but significant number of concerns which have not been adequately addressed:

- Parking needs and pedestrian movement: Analysis of these aspects of circulation is not adequate. Attachment of what limited analysis of parking is included as Errata serves to strengthen the impression that this is little more than an afterthought. (1)

- Effects on the employment/housing mix in the project area: This area of analysis was not apparently included in the DEIR program. (2)

- Related zone changes necessary to implement the project: These were not directly addressed by the DEIR as transmitted. (3)

Corrections and specific comments aside, what is clear from the DEIR is the extreme sensitivity of the project area to impacts on circulation, cultural and historical resources, and public service systems/facilities. If proposed commercial intensities/residential densities are adopted, and development (4)

Action: ✓
Info:

utilizing the capacity thereby created is encouraged, it seems vital that the Agency make a strong commitment to improving the circulation and public service systems in the project area by all means necessary and appropriate. The findings of the DEIR further argue for measures ensuring greater protection of historic and cultural resources in the Project area.

CALVIN S. HAMILTON
Director of Planning

CSH:MFD:djm

ATTACHMENT-I

Comments on DEIR

p. 15 Industrial Uses

(5)

"Limited Industrial . . . would not allow commercial development." This would be true only if the MR1 Zone (as opposed to the M1 Zone) were assigned to this Plan designation. All other industrially zoned land permits commercial development.

p. 15 "Potential Development Densities"

(6)

"Buildout . . . would require redevelopment of all parcels affected by the Redevelopment Plan to theoretical maximum . . . "

In previous documents and memoranda, the Agency has defined build-out as development of all parcels likely to be redeveloped in the next fifty years. Has buildout been consistently defined throughout this DEIR? If so, which definition?

p. 23 The Hollywood Community Plan

(7)

"The City of Los Angeles Planning Department is currently contemplating revising the Hollywood Community Plan (see description of proposed revision)."

- the proper words are amending (not revising) the Plan; also replace revision with amendments. At this stage the amendments are merely preliminary, not proposed.

p. 26 Table 8

(8)

There are discrepancies and misprints in this table, specifically:

Subarea No. 2 Residential [the projected growth in number of units by 2005 is 700; the Initial Study (p. A-26) proposes a figure of 1,100].

Subarea No. 7 Residential [the projected growth in number of units is 5,400; the Initial Study (p. A-26) proposes 540].

Thus the residential total does not check out.

In addition, the growth in number of hotel rooms seems to have escaped accounting. The Initial Study proposes growth by 1,200 rooms in Study Area 2, yet the figure has not been entered into either the residential or commercial totals.

p. 28 Impacts

(9)

"The 20-year development projections . . . show . . . a 13% increase in industrial development from 1.1 million to 1.3 million square feet."

- this amounts to an increase of 18%

"Demand for residential units would increase the number from 3,200 to 4,300 units . . . "

- this growth corresponds to figures in the Initial Study but not to figures in Table 8 (p. 26) of the DEIR.

p. 34 Planning: Land Use Element (10)

". . . the project would provide about 4,000 housing units in the next 20 year . ."

- this aggregates hotel rooms into the housing unit category (2,800 residential units + 1,200 hotel rooms = 4,000 housing units). If the hotel rooms are to be considered housing units, this should be done consistently and reflected in Table 8 and Study Area 2 discussions. It would be misleading to count hotel units as housing units. They are not the same thing at all. The Departments of Planning and Building Safety consider hotel rooms to be a commercial land use.

p. 36 Mitigation (11)

- the meaning of "Elementary" is not at all clear; "essential public features, as described in the Elementary, are inadequate . . . " What is the intended meaning?

Historic, Cultural and Architectural Resources

pp. 39-40 The location of the Whitley Heights National Register Historic District is stated erroneously; this should be corrected. (12)

p. 42 The land use designation for 1809 Las Palmas appears to be described erroneously and should be corrected. (13)

Transportation, Circulation and Parking

pp. 44-56 Discussion of Parking is woefully inadequate; judging from the ERRATA page attached to the DEIR the discussion is merely an afterthought. Why should the DEIR only make reference to the 1980 DOT Parking Study? Why not briefly summarize its findings? (14)

p. 51 third paragraph: the total additional daily vehicle trips would be 62,815 not 62,740 as stated. (15)

pp. 56-58 Mitigation (16)

Note that at afternoon Peak Hour the number of intersections at LOS E or F would increase from four (present) to 18 (projected for 2005) based on Tables 9 and 11.

The improvements and mitigation measures proposed were developed in the Parsons Brinckerhoff Quade Douglas (PBQ&D) study for 9 intersections at LOS E or F by the year 2005. Assuming implementation of the measures, what LOS is likely to result for each of the 18 most heavily impacted intersections?

Alternatives to the Project

Development under Existing Community Plan (Alternative B)

P.102 Description of Alternative (17)

"No promotion of rehabilitation or new development would take place under this alternative. Preservation of historic structures would also not be encouraged."

- Preservation and rehabilitation are encouraged in the text of the Hollywood Community Plan (cf. Housing, Features)

Revision of the Hollywood Community Plan (Alternative C)

p.105 This is, more properly stated, an Amendment (not a revision). (18)

Description of the Alternative

For Alternative D (p.113 of DEIR) it is stated that the "three special districts" would be established, and that "protection of historic and cultural resources" would also be provided. This is equally true of Alternative C and should be so stated. Analysis should also reflect this fact. (e.g. p.109 "Alternative C contains no incentives for historic preservation" should be deleted or modified. (19)

p.105 Subarea 1 (20)

Alternative C would not permit residential uses north of Yucca Street between Ivar Avenue and Cahuenga Boulevard at Very High density (80+ DU's/GA). It proposes the same residential density (up to 80 DU's/GA) as the project. This should be corrected and reflected in Table 28 (p.107).

pp.109-110 Subarea 6 (21)

This paragraph erroneously states that a Low Medium 2 density is proposed for the area west of Gower Street and south of DeLongpre Avenue. Alternative C is not different from the Redevelopment Plan (i.e. both propose Medium density). This applies equally to the second paragraph on p.110.

Response to City Planning Department Comments

1. A detailed parking demand study will be prepared by CRA once specific developments have been proposed. Specific measures to mitigate identified adverse impacts could then be developed and implemented. The Plan would require the study of Hollywood Blvd. and the area immediately surrounding it within two years. This study would address parking problems in this area. A parking demand analysis prepared at this time would necessarily be very general, and would not be as useful as project-specific studies prepared once actual development projects are proposed. Pedestrian movements were incorporated into the transportation analysis in terms of their effect on intersection traffic. Pedestrian circulation and sidewalk capacity were not considered to be significant environmental impacts. Once Designs for Development for specific neighborhoods in the Redevelopment Area have been proposed, the CRA will prepare detailed pedestrian movement studies for the blocks included in the design plans.

2. Section II.B of the EIR, Project Description, contains a discussion of current employment and housing conditions in the project area. The physical conditions associated with changes in employment and housing conditions, such as land use and traffic changes, are addressed in Section III of the EIR. In the adoption of a Redevelopment Project, the EIR process is combined with the Redevelopment Plan review and approval process required by the community redevelopment law. Thus, in this instance, the EIR is only one component and is included as a part of a much broader report on the proposed Redevelopment Plan, which will be considered at a public hearing prior to adoption of the project. Other components and parts of the Redevelopment Plan report include the reasons for selection of the project area; descriptions of social, physical, and economic conditions; a plan for the relocation of families and persons to be displaced from housing in the area; and a neighborhood impact report which describes in detail the impact of the proposed project upon residents of the project and surrounding areas in terms of relocation, traffic circulation, environmental quality, availability of community facilities and services, property assessments and taxes, effect on school population, and other matters affecting the physical and social quality of the neighborhood. Therefore, the overall effects of the proposed project on housing and employment are included in other components of the Redevelopment Plan report, of which the EIR is a part.

3. Once a specific development plan were proposed for a site, the need for rezoning would be analyzed. Until such time, the number of acres and the exact type of rezonings required to implement the development would be difficult to determine. Also, while the project would require some rezonings in the Redevelopment Area, the specific amount of land and the changes of use or density are unknown at this time.

4. Comment noted.

5. The MR1 zone would not allow commercial development as a primary use. However, commercial uses are allowed as accessory uses connected with industrial/manufacturing establishments.

   The second sentence in the fourth paragraph on p. 15 of the EIR is revised to read:

   "Both of these designations are considered to be light industry; commercial development at various intensities may be allowed under industrial

designations depending upon the City's zoning designation and discretionary approval by CRA."

6. The definition of build-out, for the purpose of this environmental analysis, is presented on p. 15 of the EIR. This definition was used consistently throughout the document. The EIR contains 20-year projections of anticipated development, which are considered to represent a reasonable planning horizon. The EIR contains no reference to 50-year projections.

7. The last sentence of the fourth paragraph on p. 23 of the EIR is revised to read:

"The City of Los Angeles Planning Department is currently proposing to amend the Hollywood Community Plan (see Chapter V., Alternatives, for a description of the preliminary amendments)."

The title of Alternative C on p. ii, of Chapter V. on p. S-8 (Table S-1) and on p. S-7, and the third sentence of the first paragraph on p. 101 of the EIR now reads "Amendment of Hollywood Community Plan."

On p. 105 of the EIR, the title of Alternative C is revised to read:

"AMENDMENT OF HOLLYWOOD COMMUNITY PLAN"

The first sentence of the second paragraph on p. 105 of the EIR is revised to read:

"This alternative would be development of the project area under an amended Hollywood Community Plan as preliminarily proposed by the City of Los Angeles Planning Department."

In the first sentences of the fourth paragraph on p. 105 of the EIR, "revised" is replaced with "amended."

In the title of Table 28 on p. iv and p. 107 of the EIR, "REVISED" is replaced with "AMENDED."

In the first sentences of paragraphs four and five on p. 110, "revised" is replaced with "amended."

8. Table 8 has been corrected to read as follows:

"/a/" is deleted from all rows under the "Existing Development (total)" column and added following the values for commercial floor area for the Sub-Area 2 row under the "20-Year Projected Development (total)" column.

Note "/a/" at the bottom of the table is revised to read "Includes hotel rooms."

Sub-Area 2, 20-Year Projected Development should read 4,332 residential units rather than 3,932.

Sub-Area 7, 20-Year Projected Development should read 2,611 residential units rather than 7,471.

The number of residential units for the "Total" row under the "Redevelopment Plan Development Potential" column is revised from 29,390 to 29,141.

Hotel rooms were omitted from the table. Table 8 has been revised to include projected hotel development in the commercial floor area. Assuming 1,000 gross sq. ft. per hotel room, the table should read as follows:

Sub-Area 2, 20-Year Projected Development should read 11,720,361 sq. ft. of commercial space rather than 10,520,361 sq. ft.

The total 20-Year Projected Development should read 15,892,594 sq. ft. of commercial space rather than 14,692,594 sq. ft.

In addition, in the fifth paragraph on p. 28 of the EIR, the first sentence is revised to read:

"The 20-year development projections by CRA show about a 46% increase in commercial development potential, from eight million to 11.7 million sq. ft."

9. The sentence quoted, referring to Sub-Area 2, is revised to read:

"The 20-year development projections . . . show . . . a 15% increase in industrial development, from 1.3 million to 1.5 million sq. ft."

Table 8 has been revised to reflect these numbers. See response to Comment #8 on Table 8 above.

10. The referenced sentence is revised to read:

". . . the project would provide about 2,800 housing units and about 1,200 hotel rooms in the next 20 years."

11. In the fourth paragraph on p. 36 of the EIR, the phrase "as described in the Elementary" is revised to read "as described in the Service Systems Element."

12. The second to last sentence in the third full paragraph on p. 39 of the EIR is revised to read:

"The Whitley Heights National Register District, which lies directly north of the project area between Franklin, Wilcox, and Las Palmas Aves. and the Hollywood Freeway, also deserves careful consideration."

13. The land use density of the parcel containing 1809 Las Palmas Ave. would remain the same. The density change would be in parcels adjacent to the structure. On p. 42, the words "in adjoining parcels" are inserted at the end of the second sentence in the sixth paragraph.

14. The parking discussion paragraph is a brief summary of the market study prepared by Kotin, Regan, and Mouchly and the 1980 parking study prepared for the City of Los Angeles Department of Transportation. These reports are summarized and incorporated by reference into the EIR, as provided for under Section 15150 of the State EIR Guidelines.

15. The 62,740 total additional daily vehicle trips reported in the EIR differs from the 62,815 daily vehicle trips estimated by the commentor by 0.10%. The difference, which could be due to such factors as rounding, is insignificant.

16. After the fifth paragraph on p. 57 of the EIR, the following two paragraphs and Table 11A (see following page) are inserted:

> "The implementation of the above street improvements of the Year 2005 street system would improve the circulation of the future traffic in the project area. In addition to relieving congestion on the improved streets, a balancing of volumes on parallel congested streets would occur. Motorists would shift their travel routes to seek some level of equilibrium.
>
> "Table 11A indicates that, in the Year 2005, the ten intersections with a Level of Service (LOS) of F, as previously shown in Table 11 without improvements, would improve to a LOS of E or better. Seven intersections would operate close to their theoretical capacities at LOS E, which is an improvement from the eighteen at LOS E or LOS F under the scenario without improvements."

17. On p. 102 of the EIR, under "Description of Alternative," the sentence:

> "No promotion of rehabilitation or new development would take place under this alternative."

is changed to read:

> "This alternative would encourage preservation and rehabilitation of existing structures, but would not actively promote new development."

18. See response to Comment #7, above.

19. The following is added to the description of Alternative C on p. 105 of the EIR:

> "Alternative C would establish the three special use districts proposed as part of the project, and would provide protection for historic and cultural resources."

The following sentence, in the first paragraph under "Historic, Cultural, and Architectural Resources," on p. 105 of the EIR is deleted.

> "Alternative C contains no incentives for historic preservation."

In Table S-1, "Alternatives Evaluation Matrix" on p. S-8 of the EIR, the designation "A-P" in the second row under Alternative C is changed to "A-P-M."

20. The last sentence of the fourth paragraph on p. 105 of the EIR is revised to read:

> "Alternative C would permit residential uses north of Yucca St., between Ivar Ave. and Cahuenga Blvd., at 80 d.u./ac., the same density as proposed by the project."

TABLE 11A: YEAR 2005 TRAFFIC LEVEL OF SERVICE WITH IMPROVEMENTS, AFTERNOON PEAK HOUR

Intersection	Volume/Capacity Ratio	Level of Service
La Brea/Franklin Aves.	0.66	B
La Brea Ave./Hollywood Blvd.	0.69	B
La Brea Ave./Sunset Blvd.	0.80	C
Highland/Franklin Aves. (north)	0.80	C
Highland/Franklin Aves. (south)	0.83	D
Highland Ave./Hollywood Blvd.	0.82	D
Highland Ave./Sunset Blvd.	0.85	D
Highland/Fountain Aves.	0.86	D
Wilcox Ave./Sunset Blvd.	0.81	D
Wilcox/Fountain Aves.	0.86	C
Cahuenga/Hollywood Blvds.	0.95	E
Cahuenga/Sunset Blvds.	0.91	E
Vine St./Franklin Ave.	0.51	A
Vine St./Hollywood Blvd.	0.75	C
Vine St./Sunset Blvd.	0.88	D
Vine St./Fountain Ave.	0.95	E
Gower St./Hollywood Ave.	0.89	D
Gower St./Sunset Blvd.	0.96	E
Gower St./Fountain Ave.	0.92	E
Bronson Ave./Hollywood Blvd.	0.95	E
Bronson Ave./Sunset Blvd.	0.91	E
Van Ness Ave./Santa Monica Blvd.	0.81	D
Western Ave./Hollywood Blvd.	0.60	A
Western Ave./Sunset Blvd.	0.63	B
Western Ave./Santa Monica Blvd.	0.68	B

SOURCE: Kaku and Associates, 1985.

Figure 10 has been revised in response to this comment (see revised Figure 10, below).

In Table 28, the number of residential units in Sub-Area 1 -- 5,493 -- reflects the 80 d.u./ac. for the area of concern and, thus, need not be changed.

21. The second and third sentences in the first full paragraph on p. 109 and the first two sentences in the second paragraph on p. 110 of the EIR are hereby deleted.

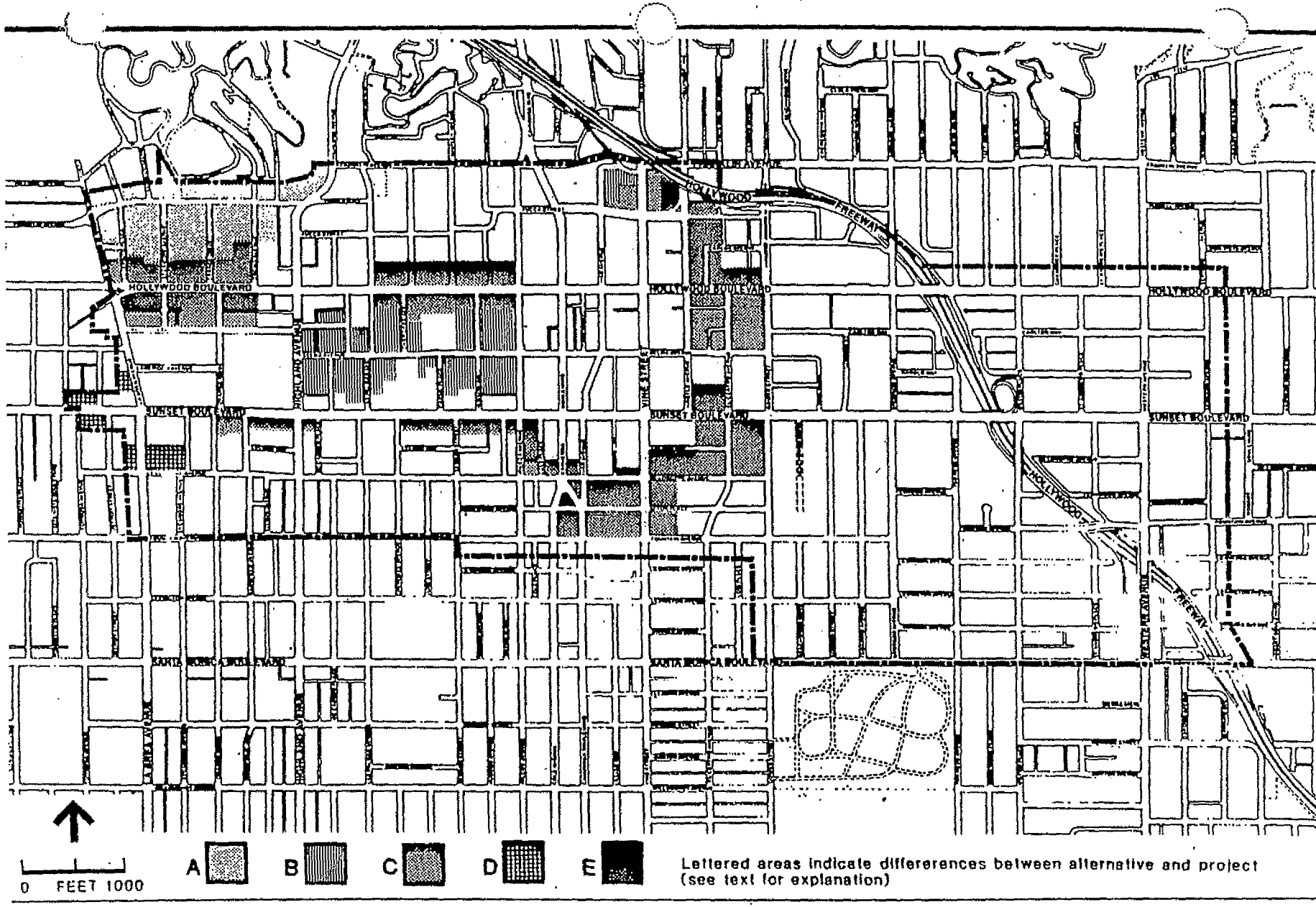

FIGURE 10
LAND USE DIFFERENCES BETWEEN ALTERNATIVE B AND PROJECT

SOURCE: LOS ANGELES PLANNING DEPARTMENT

HW 601.09

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STREET MAINTENANCE
EDWARD D. LONGLEY, DIRECTOR
ROOM 1500, CITY HALL EAST
200 N. MAIN STREET
LOS ANGELES, CA 90012
REQUESTS FOR SERVICE 485-5881
MAINTAINING STREETS
LOT CLEANING
STREET TREE
STREET USE INSPECTION
STREET CLEANING

RE

Ms. Ileana Liel, Planning Manager
The Community Redevelopment Agency
354 S. Spring St., Suite 700 85 DF 27 PM 2:04
Los Angeles, CA 90013

DATE December 16, 198

SUBJECT HOLLYWOOD RE-DEVELOPMENT PROJECT DRAFT EIR

Dear Ms. Liel:

You requested my comments regarding the Draft Environmental Impact Report for the Hollywood Redevelopment Project. The Bureau of Street Maintenance does not have any facilities within the proposed project; however, it does maintain most of the public streets. All new developments should be required to upgrade the existing public improvements in accordance with the current standards and to repair or replace any existing off-grade or damaged improvement. (1)

Very truly yours,

EDWARD D. LONGLEY, Director
Bureau of Street Maintenance

Action:
Info:

Response to Department of Public Works Comment

1. The following is added to the discussions of mitigation measures under "Water" and "Sanitary Sewer" on p. 89 of the EIR:

> "- Require, in conjunction with all new development or rehabilitation of existing development, the upgrading of existing public improvements, in accordance with current standards, and the repair or replacement of existing off-grade or damaged improvements."

FORM GEN. 160 (Rev 3-78)

CITY OF LOS ANGELES

INTER-DEPARTMENTAL CORRESPONDENCE

Date: January 6, 1986

To: Ileana Liel, Planning Manager, Community Redevelopment Agency

From: Allyn D. Rifkin, Supervising Transportation Planner II

Subject: COMMENTS ON DRAFT EIR, HOLLYWOOD REDEVELOPMENT PLAN AND RELATED AMENDMENTS TO THE HOLLYWOOD COMMUNITY PLAN, SCH #85052903

The Department of Transportation has reviewed the draft environmental impact report for the Hollywood Redevelopment Plan and related amendments to the Hollywood Community Plan. Our comments focus on four major subject areas: 1) the required consistency finding between the general plan and the proposed redevelopment plan; 2) the report's focus on an analysis of land use build-out; 3) the lack of analysis of the impacts of the redevelopment process; and 4) questions about the assumptions used in forecasting future traffic volumes in the project area. A detailed discussion of each concern follows:

1. State law requires the City Planning Commission to find that the proposed redevelopment plan is consistent with the General Plan. Such a finding would appear difficult to make in light of the paragraph on page 34 that states "the project would be inconsistent with the Plan policy to maintain the balance between land use intensity and road capacity because the project would result in increased traffic congestion without any plans to improve the roadway system". As noted on page 56, the project does not include specific traffic improvement proposals, but does empower the CRA to institute transportation management controls and to expend funds for traffic improvements. This approach to mitigation was not demonstrated to be adequate. (1)

2. The report first focuses on build-out scenarios within the project area. Extensive comparisons are made between the redevelopment plan and the existing community plan intensities in each of a number of subareas. The alternatives to the redevelopment plan, (including no project, continued development under the existing community plan, revised community plan, and redevelopment plan consistent with the existing community plan) are analyzed in terms of potential build-out. While the report mentions the extreme adverse environmental impacts of build-out, it reassures that build-out "would be highly unlikely". The report then focuses on the impacts of development based on market growth forecasts by CRA's economic consultant for the next 20 years. Table 8 on page 26 illustrates the enormous difference between these two assumptions: Existing commercial (12 million square feet), 20 year market projection (14.5 million square feet) compared to build-out (56 million square feet). While the report stresses the role of the redevelopment plan as a land use control mechanism when discussing the impacts of build-out, it does not seem to offer sufficient control to keep the land use below the market projection. (2)

3. The report should more clearly discuss the growth inducing impacts of the proposed redevelopment project Chapter IV mentions the impact of growth in Hollywood upon adjacent communities, but does not discuss the impact that the designation of Hollywood as a redevelopment project will have compared to what will happen if it is not. The impacts of the CRA efforts to induce growth and change should be addressed, rather than confining the discussion to land use controls contained in the redevelopment plan. It is not immediately clear if the CRA involvement would result in a land use scenario which is more or less intense than the 20 year market projection. (3)

4. The report contains a clear discussion on page 51 and 52 of the methodology used to forecast future traffic impacts of alternate land use scenarios. Two of the assumptions used in the analysis appear to understate the amount of trip-making that will occur in the future. First, the nationally accepted trip generation rates from the Institute of Transportation Engineers were reduced dramatically "to reflect the high level of pedestrian travel and high transit usage that occur in the project area". While it is recognized that daily trips within an activity center include walking trips to adjacent destinations during the day, it is doubtful that many peak-hour trips which are largely commuting trips, are made on foot. Some supporting evidence of the role of walking trips and transit usage should be obtained from the 1980 Census information on home-work trip distance and mode to support these reductions. (4)

   A second assumption that contributes to an under-assessment of traffic impacts is the assumed growth in through traffic between 1985 and 2005, which is listed on page 51 as 12 percent. Traffic screenline data indicate that background traffic has been growing in the study area at a rate of 1 percent per year or more.

PMA:pf
1983D

Response to Los Angeles Department of Transportation Comments

1. CRA has the authority and the intent to include transportation management measures in development plans for specific development proposals (Section 518.1 of the Redevelopment Plan). The proposed Plan identifies five circulation corridors which need improvement and requires CRA to work with the City to improve traffic conditions in these corridors. However, until the location, nature, and timing of such specific development is known, specific mitigation measures cannot be developed. As stated in the last transportation mitigation measure on p. 58 of the EIR:

> "Specific projects could include TSM programs measures such as preferential parking for carpool and vanpool vehicles and transit amenities (e.g., bus shelters, bus stops). Project-specific TSM programs would be discussed in the EIR for the [that] project."

2. The Redevelopment Plan was not conceived as a "land use control mechanism," as assumed in the comment. The Plan was conceived as a mechanism to encourage revitalization. The increment of growth forecast in the market study is the maximum increment resulting from the Plan; it is assumed that, without implementation of the Plan, very little growth would occur. The EIR does not state, nor imply, that the Plan would hold development below theoretical build-out. The EIR simply points out that, even with the incentives offered to development interests by the Plan, only a small increment of growth would occur, and the amount of development necessary to reach build-out is unattainable under any reasonable growth scenario.

3. The maximum probable amount of growth induced by implementation of the Redevelopment Plan is the amount given in the 20-year projections (see response to Comment #1, above). Environmental impacts from this increment of growth are discussed in the EIR, along with a discussion of the potential impacts that would result from build-out to the theoretical maximum.

4. Although the daily trip generation rates used in the EIR are generally lower than the rates provided by the ITE manual, the peak hour rates are essentially the same. The table below illustrates a comparison of the evening peak hour rates from the ITE manual as compared to the rates used in the EIR:

	Evening Peak Hour		
Land Use	ITE Manual	EIR	Difference between rates (%)
Residential (trips/d.u.)	0.6	0.56	7
Commercial (trips/1,000 GSF)	4.8	3.9	13
Hotel (trips/room)	0.65	0.58	11
Office	2.04	1.24	33
Industrial	1.05	0.84	20

The commercial and the office land uses have the largest differences. The commercial rates can be expected to be much lower in an area such as the project since a significant portion of the patronage to these retail facilities would be drawn from the other activities in the area. This is particularly true of the office development which in most cases would be located very close to the retail activities

and would be a natural source of patronage. The office rates are consistent with those used in other areas of the Los Angeles which have high bus usage and high carpooling as a result of limited parking, at least limited in terms of cost to employees. The rates used in the EIR reflect the continued high usage of the bus system.

The current rate of growth includes the increase generated by the growth in development and increase in activity within the Redevelopment Area itself. The analysis of the contribution to the overall growth by through traffic indicates that it would amount to 0.5% per year. The use of a 12% growth over 20 years should adequately address this expected growth in through traffic. The projected overall growth in traffic, when the Redevelopment Area generated traffic is included, results in an annual growth of more than the one percent per year which has been observed recently.

Department of Water and Power the City of Los Angeles

TOM BRADLEY
Mayor

Commission
JACK W. LEENEY, *President*
RICK J. CARUSO, *Vice President*
ANGEL M. ECHEVARRIA
CAROL WHEELER
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JUDITH K. DAVISON, *Secretary*

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NORMAN E. NICHOLS, *Assistant General Manager - Power*
DUANE L. GEORGESON, *Assistant General Manager - Water*
NORMAN J. POWERS, *Chief Financial Officer*

Hw.601.09

January 6, 1986

WP - 2 new letters

Ms. Ileana Liel
Planning Manager
City of Los Angeles
Community Redevelopment Agency
354 Spring Street, Suite 700
Los Angeles, California 90013

Dear Ms. Liel:

Draft Environmental Impact Report (DEIR)
Hollywood Redevelopment Project

This is in reply to the letter from the Community Redevelopment Agency dated November 26, 1985 requesting comments on the above-named project. (1)

We have reviewed the DEIR and agree with the general comments that the estimated electricity requirements for the project will be part of the total load forecast for cumulative development in the City of Los Angeles and will be included in the planned growth of the Department of Water and Power's (Department) Power System.

I appreciate the opportunity to review the DEIR for the Hollywood Redevelopment Project as it relates to the Department's Power System. If you have any questions or desire more information, please contact Mr. Robert D. Haw at 481-3635.

Sincerely,

Action: ✓
Info: L.H. ✓

CARL D. HAASE
Engineer of Environmental and
Governmental Affairs

cc: Mr. Robert D. Haw

143

111 North Hope Street, Los Angeles, California 90012 *Mailing address:* Box 111, Los Angeles 90051
Telephone: (213) 481-4211 *Cable address:* DEWATSUR

Response to Department of Water and Power Comment

1. Comment noted.

Los Angeles Unified School District

ADMINISTRATIVE OFFICES: 450 NORTH GRAND AVENUE, LOS ANGELES, CALIFORNIA
MAILING ADDRESS: BOX 3307, LOS ANGELES, CALIFORNIA 90051
TELEPHONE: (213) 625-6414

HARRY HANDLER
Superintendent of Schools
WILLIAM R. ANTON
Deputy Superintendent
SANTIAGO JACKSON
Assistant Superintendent
School Utilization
Task Force

NW.601.09
EIR.

December 27, 1985

RE

'85 DI 31 AM 11:01

Ileana Liel, Planning Manager
Community Redevelopment Agency
of the City of Los Angeles
354 So. Spring Street, Suite 700
Los Angeles, California 90013

Dear Ms. Liel:

The district has reviewed the draft EIR for the proposed Hollywood project. The district is in agreement that "the project might affect enrollment both within the project area and in adjacent areas" (p. S-5). It also concurs with the need for the agency to provide for "temporary classrooms to alleviate overcrowding for the short term. Long-term solutions would require funding for additional facilities" (p. 88).

One omission in the EIR is the possible impact of low and moderate income housing required under Community Redevelopment Laws. Since this housing may generate more students and can be placed anywhere within the city, these factors are major concerns for the district. (1)

Thank you for your continued assistance and cooperation.

Cordially,

Dominic Shambra, Coordinator
School Utilization Task Force

ev/20:45

c: Jerry Halverson, Associate Superintendent
Office of the Associate Superintendent

Sally Coughlin, Assistant Superintendent
Priority Housing Program

David Lewis, Deputy Director
Community Redevelopment Agency--Los Angeles

Action: ✓
Info: I. Liel
D. Lewis

Response to Los Angeles Unified School District Comment

1. The student enrollment estimates presented in the EIR are ranges (maximum and minimum scenarios; see Table 20) based upon the range of potential student generation rates per household, which account for differences in income levels. Thus, the analysis in the DEIR does consider the potential effects of low- and moderate-income housing on the number of students.

Hollywood HERITAGE INC.

'86 JAN -6 P2:24

Ms. Ileana Liel
Planning Manager
Community Redevelopment Agency
354 South Spring Street
Los Angeles, Ca. 90013

Re: Draft EIR, Proposed Hollywood Redevelopment Plan

Dear Ms. Liel:

We are responding to your Draft EIR for the Hollywood Redevelopment Project. In the body of this letter we will address the most salient points; we have attached a listing of additional corrections.

1. IMPACT ON HISTORIC RESOURCES IS SIGNIFICANT, ADVERSE, AND NOT MITIGATED (1)

We agree with your conclusion in this EIR that the impact of the proposed redevelopment project on historic resources is adverse, significant, and not sufficiently mitigated.

We therefore understand that, as you have stated on Page 4, the Agency cannot approve this Plan unless it finds that
1). the project has been altered to lessen the impacts;
2). another agency is responsible to lessen the impacts; or
3). there are overriding concerns which make altering the Plan or improving the mitigation measures infeasible.

We believe that alternatives to this Plan are available, and that there are more effective mitigation measures than those stated in the Plan. In the EIR you offer an Alternative C, which you state would have a less detrimental effect on the historic resources of the National Register District on Hollywood Boulevard. We recommend adoption of that alternative. In addition, we have recommended some mitigation measures (see our letter to Mr. Helfeld dated November 11, 1985) that can easily be included: maintaining a proper and objective listing of historic buildings; introducting preservation incentives such as transfer of development rights and special exemptions; limitations of bonuses and variations (density increases) to developments on sites of demolished historic buildings; and a requirement in the Plan language to implement the guidelines of the Hollywood Boulevard District.

P.O. Box 2586 Hollywood, California 90028 (213) 874-4005

2. DISCUSSION OF NATIONAL REGISTER HISTORIC DISTRICT IS INADEQUATE (2)

Although the EIR has a good building-by-building analysis of redevelopment impacts on historic buildings, it omits any discussion of the most important impacts. On Hollywood Boulevard some 100 structures are listed on the National Register as the Hollywood Boulevard Commercial and Entertainment Historic District; yet the EIR gives this highly significant area only passing mention and does not assess redevelopment impacts on it.

It is apparent that the EIR looked only at those buildings whose land use or density designation in the Redevelopment Plan differs from the Community Plan. Thus there is no discussion of the buildings which are felt to be the "soul" of Hollywood. An analysis of impacts relative to Hollywood as it exists today should be made. The conclusions of the "Impacts" section are misleading because the methodology is unclear; further, the methodology is inconsistent with much of the rest of the EIR.

We look forward to your comments on these issues, and will be happy to discuss a methodology for correcting item #2 with you. Attached is a listing of some technical corrections.

Best regards,
HOLLYWOOD HERITAGE

Frances Offenhauser, AIA
Representative to the PAC

FAO/dhr
enc
cc: Woo
Davies
Kwalwasser
Adkins

Hollywood HERITAGE INC.

EIR COMMENTS

(3) 1. On page 39 and in Appendix C, Hollywood Heritage is erroneously identified as the author of the detailed summary of project impacts. Hollywood Heritage prepared the research and designations for the historic buildings at varying levels of significance in the Project Area. These findings were verified by the State Office of Historic Preservation. Hollywood Heritage did not prepare the planning information or the assessment of impacts.

(4) 2. On page 13 historic buildings have been edited out of the third goals statement.

(5) 3. On page 42 the fourth paragraph should be corrected to mention the Hollywood Boulevard District as the same entity as the National Register district. "However" should be deleted from that paragraph.

(6) 4. On page 42 the analysis should be clearly prefaced with a statement saying that it pertains only to the differences between the redevelopment plan and the community plan, not to the impacts of redevelopment.

(7) 5. On page 43, the discussion of mitigation measures should be divided between those mandated by the Plan and those allowed by the Plan.

(8) 6. On page 56 and following there should be an analysis of the efficacy of the mitigation measures. It appears that 18 out of 25 intersections in Hollywood will be in gridlock in 20 years, and that the mitigation measures will really have no effect on the situation. The EIR does not quantify the degree of improvement offered by these mitigation measures.

P.O. Box 2586 Hollywood, California 90028 (213) 874-4005

Response to Hollywood Heritage Comment

1. The EIR identifies a potential, unavoidable adverse effect on some historic resources with adoption of the Redevelopment Plan. It does not characterize the overall effect of the Redevelopment Plan as adverse, significant, or insufficiently mitigated. Appendix C identifies potential effects on a building by building basis. On p. 43, the EIR states:

> "The Redevelopment Plan affords a number of protections to historic structures not currently available."

The CRA is preparing and will maintain such a list of historic buildings in the project area.

Rather than allowing the transfer of development rights as a mitigation measure to protect historic structures, the Redevelopment Plan permits density averaging (Section 506.2.3) in commercial areas and housing density bonuses (Section 505.3) in residential areas. Application of these Plan sections is discretionary by CRA, which means that each application will be judged on a case-by-case basis pursuant to criteria established by CRA. CRA will insure that development plans involving historic structures will help achieve the public purposes outlined in the goals statement of the Redevelopment Plan (e.g., for the maintenance and improvement of such structures). The proposed Plan also requires CRA to coordinate efforts with those of the Cultural Heritage Commission of the City.

The commentor recommends special exemptions to mitigate the project's effect on historic structures. The proposed Plan provides for the continuation of existing non-conforming uses and for variation from the limits, restrictions, and controls established by the Plan in exceptional circumstances.

The commentor further recommends limiting bonuses and variations that would increase allowable density on sites where historic structures have been demolished. The Redevelopment Plan currently allows two consecutive 180-day review cycles for consideration of proposed grading, demolition, or building permits involving a historic property (Section 511) to ensure that such a structure receives adequate consideration of preservation. Limiting future uses of a historic property once all the administrative remedies for preserving it have been exhausted is, in CRA's experience, unlikely to permanently preserve that property from demolition.

The comment recommends a requirement in the Plan to implement the guidelines of the Hollywood Boulevard District. Adoption and implementation of the Urban Design Plan for the Hollywood Boulevard Commercial and Entertainment District is not mandatory under the Redevelopment Plan. After review of the proposed design plan, CRA would determine whether to adopt it. Making adoption mandatory would limit the discretion of CRA in implementing the Redevelopment Plan.

2. On p. 42, the EIR notes that although the Redevelopment Plan would not change the land use in the Hollywood Boulevard Commercial and Entertainment District, development pressures in immediately adjacent areas could threaten demolition of some historic structures along this corridor.

The proposed Redevelopment Plan would reduce the density permitted in the Hollywood commercial core, including the Hollywood Boulevard Commercial and Entertainment District, from its current average FAR of 6:1, to an average FAR of 4.5:1. The Plan would thus bring the average allowable density into closer conformance with existing densities along Hollywood Blvd. In terms of potential development pressure, this change would be beneficial.

The methodology used in assessing impacts is described on pp. 42 and 43 of the EIR. A building-by-building application of this methodology, including information about current use, is contained in Appendix C. This methodology is consistent with that used in other portions of the EIR; all the environmental analyses looked at the effects only in those areas where the land use or density would change.

One correction is made to the impacts table in Appendix C. On p. A-50, the last entry under Sub-Area 1 should read:

"

The Hollywood Boulevard Entertainment District	1D	Chiefly commercial/ multi-story	Probably beneficial

"

3. P. 39, paragraph five of the EIR, is revised to read:

> "The conclusions of an historical/architectural survey conducted by Leslie Heumann and Christy Johnson McAvoy, under contract to Hollywood Heritage, are reproduced in detail within this report in a historic and architectural resource map of Hollywood. This resource map (Figure 4) clearly indicates the location of each of these significant structures. The following paragraph provides a brief overview of these conclusions."

On p. A-48, in paragraph one, the sentence "A summary of this report is presented below." is deleted.

4. On p. 13, paragraph three of the EIR, the word "historic" is added between the words "existing buildings."

5. On p. 42 of the EIR, paragraph four, is revised to read:

> ". . . the boundaries of the Hollywood Commercial and Entertainment District. This National Register District is located along either side of Hollywood Blvd., roughly between Sycamore Ave. and Argle Ave. The density proposed by the Redevelopment Plan, 4.5:1 for Regional Center Commercial, is greater than existing densities but less than that currently permitted by the Community Plan. The effect of the proposed project is to bring the density designation closer to existing conditions. The reduction in allowable density from 6:1 to 4.5:1 would reduce development pressure. Any land use or density change occurring immediately adjacent to . . ."

On p. 42 of the EIR, in paragraph five, the first sentence is revised to read:

> "To identify the most significant structures, based on their National Register designation, and the most significant potential adverse effects introduced by the project, particularly the land use designation changes, the following summary has been prepared."

On p. 42 of the EIR, in paragraph five, the last sentence is revised to read:

> "Appendix C contains a discussion of impact analysis methodology and a detailed listing of potentially affected historic resources in the project area."

6. The table in Appendix C does clearly address potential impacts of redevelopment. The impacts analysis is not based solely on the differences between the Redevelopment Plan and the Community Plan, but clearly indicates the impact that adoption of the Redevelopment Plan would have on the existing land use.

   The analysis in the EIR focused on those areas within the Redevelopment Area where the proposed land use or density is different from that in the Community Plan. Within those areas of proposed change, the listing in Appendix C shows both the existing land use/density and that currently permitted in the Community Plan. The detailed assessment in Appendix C is the basis of the summary characterizations reported on p. 42 of the EIR, which report potentially significant adverse effects in each Sub-Area. The Summary, on p. S-2 of the EIR, points out that redevelopment plans tend to alter existing conditions in an area by encouraging appropriate development. This would be true throughout the Redevelopment Area.

7. The mitigation measures at the bottom of p. 42 and the top of p. 43 in the EIR should be revised to read as follows, starting at the first hyphen:

   "- The Plan permits continuation and improvement of existing, non-conforming uses . . .

   "- The Plan requires review of any proposed demolition, building or grading permits, and permits [strike with] postponement . . .

   "- The Plan recognizes the importance of the Hollywood Boulevard Commercial and Entertainment District and requires preparation of [strike create] an Urban Design Plan to encourage preservation and restoration of significant resources in this area. The urban design guidelines and standards shall be developed within two years of adoption of the Redevelopment Plan and may be adopted by CRA as one or more Design(s) for Development. In addition, a comprehensive plan for the Franklin Avenue Design District shall be prepared within five years of adoption of the Redevelopment Plan to address the preservation of architecturally or historically significant buildings. It is also proposed that development guidelines shall be prepared for the Hollywood Core Transition District within five years after adoption of the Plan to minimize incompatibilities between Regional Commercial development and adjacent lower-scale residential neighborhoods. These guidelines may be adopted as one or more Design(s) for Development.

"– The Plan permits CRA to grant development bonuses . . .

"– The Plan permits CRA to adopt design and development guidelines . . . ."

8. See the response to Comment #16 from the City Planning Department.

HW.601.09

LOS ANGELES CONSERVANCY

Action
Info

January 3, 1985

Ileana Liel, Planning Manager
Community Redevelopment Agency
354 South Spring Street
Los Angeles, Ca. 90013

Dear Ms. Liel,

I am responding to the Draft EIR on the Hollywood Redevelopment Plan on behalf of the Los Angeles Conservancy. My comments will concern impacts on historical, architectural and cultural resources.

The proposed project will bring many benefits to the Hollywood community. We are interested in seeing how the resources of the Community Redevelopment Agency can be utilized for preservation-oriented development, because preservation plays such a key role in the life of Hollywood. The unique qualities of Hollywood as the film capital of America, its history and architecture, have tremendous potential for economic development and tourism. In reviewing the Draft EIR, we have looked for potential negative impacts on Hollywood's historic and architectural resources, so that appropriate mitigation can become a part of the Hollywood Redevelopment Plan and annual work program.

The project involves certain increases in density and some zone changes, which could result in significant negative impacts to historic resources, by acting as an incentive for replacement of older buildings with new buildings.

Identification of Historic/Cultural Resources (1)

The section on historic, architectural and cultural resources is well done, and contains the best survey map I have ever seen, developed by Hollywood Heritage. This map contains a wealth of information and hopefully will be utilized in planning for redevelopment to support historic preservation.

With regard to Appendix C, this is a very detailed and important part of the report. I have two comments on this item. First, it should include local Los Angeles landmarks in order to be truly comprehensive. Second, it should not fudge its information. Where increased densities are proposed, one finds this phrase used for potential impacts: "beneficial, but pressure to increase density." In fact, the pressure to increase density is a potentially serious negative impact that can be mitigated only through special controls and incentives. We suggest that such potential negative impacts be clearly identified.

(2)

Neighborhood Impacts

The map notes a number of significant neighborhood groupings with strong architectural quality and cohesive character. There are 13 on the map, while a list of 8 appears in the report text (p. 40). In looking to see how the proposed changes of density and zoning could impact these areas, I found this information in Appendix C in the rear, included along with a fairly comprehensive list of historic resources. Looking through Appendix C, one could pick out the information on these identified neighborhood sub-groups. The identification and assessment of potential impacts on these neighborhood clusters should be clearly and separately identified in the text of the report.

For example, the 1700 block of Hudson contains six properties identified as potentially eligible for the National Register. The proposed zone change for that street is very high residential; yet the existing properties are 1-story residences. Clearly, if this block is an example, the proposed density change could mean the elimination of the very streetscape identified as worthy of preservation.

The issue is how can the resources of redevelopment be used to benefit and enhance such architecturally significant neighborhood sub-groups? As mitigation, I would like to suggest that these sub-groups receive a special classification as "Conservation Districts" and that special planning controls be utilized in such areas. The definition of a Conservation District would be an area which contains a substantial concentration of buildings that together create subareas of special architectural and aesthetic importance. In order to protect and enhance these qualities, development and design guidelines should be established which will strengthen the inherent architectural character of such homes and streetscapes.

Those guidelines would address remodeling and rehabilitation, consistent with the Secretary of Interior's Standards for Historic Rehabilitation and with the "Rehab Right" publication produced by the City of Oakland Planning Dept. Such guidelines result in enhancing property values for homeowners and strengthening the character and special qualities of local communities. (3)

We feel this is particularly important and appropriate, because the Conservancy has heard many complaints about neighborhood rehab programs in other project areas, where the lack of such guidelines resulted in the loss of valuable neighborhood character and distinctive architecture.

We request that you consider the establishment of neighborhood Conservation Distficts in those areas identified in the survey map as potentially significant neighborhoods.

Hollywood Boulevard

We are also concerned about the impacts of increased density on Hollywood Boulevard, a National Register Historic District. We support the development of an urban design plan, as suggested in the report. We hope that the Redevelopment Plan will include postive strategies to encourage the rehabilitation of this important district, which has tremendous economic potential to the community, consistent with good preservation guidelines. (4)

One economic incentive which is suggested that may have some problems: development bonuses based on the preservation or rehabilitation of significant architectural resources. Problems arise when this incentive results in additions to existing buildings which detract from the building's architectural character. A recent example of this incentive backfiring are the "greenhouses" added to the Edison Building, One Bunker Hill. Such development bonuses could be beneficial in an area such as Hollywood Boulevard if they can be transferred or sold to other sites outside the historic district, thus providing the owner with an economic reward for preserving an historic building while protecting the integrity of the historic building and the streetscape. Alternatively, the utilization of such rehab bonuses may be tied to following the Secretary of the Interior's Standards for Historic Rehabilitation.

Additionally, a disincentive for demolishing significant buildings in the Historic District would be to make such sites ineligible for density bonuses or variations. (5)

In conclusion, the sensitivity of the EIR to historic, architectural and cultural resources is generally very good. It is important that appropriate mitigation measures be identified and carried into the language of the Redevelopment Plan, the Framework Plans and annual work programs.

Thank you very much for this opportunity to comment.

Sincerely yours,

Ruthann Lehrer

Ruthann Lehrer
Executive Director

Response to Los Angeles Conservancy Comments

1. All extant Los Angeles Cultural Heritage Board monuments falling within an area of proposed land use or density change are identified on the Historic Resource Map (Figure 4 in the EIR) and in the impacts analysis table in Appendix C.

   To be comprehensive, Appendix C should contain local Los Angeles landmarks not otherwise found on or potentially eligible for the National Register of Historic Places. However, all of the landmarks recognized for eligibility on the National Register are in Appendix C.

   The impacts reported in Table C refer to both land use and density designations in comparison with existing land uses. The first comment, "Beneficial" or "Adverse" refers to the proposed land use designation and compares it with existing land use. The second comment compares the proposed density with existing density. If the proposed density is substantially higher, the potential for development pressure on this property is identified. If only one comment is shown in the impact assessment column, the effect of both the proposed land use and density changes is essentially the same. Therefore, the potential for negative impacts of increased density have been noted for individual structures in Appendix C.

2. The list of eight neighborhoods on p. 40 of the EIR is part of a summary of conclusions of the architectural/historical survey. These eight neighborhoods were considered to have the best architectural quality and strongest neighorhood integrity of the 13 shown on the map. This list does not indicate that all of these neighborhoods would be affected by a land use or density change. The summary identifies only important resources potentially subjected to adverse land use or density changes. If the Redevelopment Plan calls for a reduction in allowable density from the Community Plan, this would not be considered enough of an adverse impact to be cited in the summary.

3. CRA would consider establishing neighborhood Conservation Districts when implementing the Redevelopment Plan.

4. Development bonuses, such as the transfer of development rights, are discussed in response to Comment #1 by Hollywood Heritage. The use of density averaging, rather than transferring development rights, would extend economic incentives for preservation to property owners within the Hollywood Boulevard National Register District while insuring that the economic benefit accrues to the historic structures.

5. The limiting of bonuses and variations is discussed in response to Comment #1 by Hollywood Heritage.

Young Men's Christian Association of Metropolitan Los Angeles

Hollywood YMCA
1553 North Hudson Avenue
Hollywood, California 90028

(213) 467-4161

HW601-09
EIR

December 11, 1985

86 DEC 13 P1:35
CITY CLERK
RECEIVED

Community Redevelopment Agency
City of Los Angeles
354 South Spring Street, Suite 800
Los Angeles, CA 90013

Attn: Ileana Liel

Subject: Hearing on Draft of EIR for
Proposed Hollywood Redevelopment Project

Dear Ms. Liel:

This letter serves to commit my support for the Redevelopment Plan and relative impact in the project area as reviewed in detail by the EIR Draft, November 22, 1985. (1)

As Chairman of the Redevelopment Plan Text Sub Committee, I have read the EIR Draft, reviewed its findings, and support the Draft as presented an urge its approval, in order to achieve final adoption of the Redevelopment Plan by the City Council.

Please enter my letter as a matter of record, and if appropriate, to be read during the hearing, scheduled for December 16, 1985.

Yours truly,

Norris D. Lineweaver
Executive Director

cc: Madeleine Arnold
Councilman Michael Woo
Marshall Caskey
Diane Webb

ACTION
Liel
Webb
Pelegrino
Betz

Response to YMCA of Metropolitan Los Angeles Comment

1. Comment noted.

Sponsored by
Councilman Michael Woo, Thirteenth Council District
Administered by
United Community and Housing Development Corporation
HOLLYWOOD ECONOMIC REVITALIZATION EFFORT

DATE: January 6, 1986

TO: Ms. Ileana Liel, Planning Manager
The Community Redevelopment Agency
of the City of Los Angeles
354 South Spring Street, Suite 700
Los Angeles, CA 90013

FROM: Pompea Smith

RE: HOLLYWOOD REDEVELOPMENT PROJECT
ENVIRONMENTAL IMPACT REPORT (EIR)

I was pleased to receive the Hollywood Redevelopment Project Environmental Impact Report (EIR), prepared by the Environmental Science Association (ESA), and be given the opportunity to comment on it.

As Project Director of the Hollywood Economic Revitalization Effort (HERE), I have worked closely with the community on the practical side of carrying out revitalization efforts, while seeing the Community Redevelopment Agency (CRA) Project Planning unfold over the last two and one-half years. Considering all the time and effort spent by the CRA staff and the Project Area Committee in preparing the Plan, it is exciting to see that we have gotten this far in planning major redevelopment for Hollywood.

I would like to make a few comments, at this time that may be of future use, in consideration of this Plan.

Overall, I do believe that the blighted conditions of the Hollywood Area have caused disinvestment, which has encouraged even more blight, and that a CRA Project is needed, because it has the authority and capability of generating the necessary funding to be infused in the area and the capability of bringing together the various players that make development happen. I do feel that the CRA staff has tried to prepare a balanced Plan, addressing the various aspects of the community, while taking into consideration Hollywood's unique characteristics, by identifying the three special districts: The Franklin Design District, The Hollywood Boulevard District, and the Hollywood Core

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Transportation District.

However, when projecting into the future, twenty-thirty years from now, what the impact of major redevelopment on the Hollywood community is going to be, some serious concerns arise and I wonder if the Plan has dealt with them in enough details.

I don't know if at this planning stage or later, at the time when framework or site specific plans are done, but definitely more details should be included in the planning to ensure quality of life, along with development.

My major concerns, which are well-addressed and analyzed in the EIR, are the following: (1)

- Adequate detailed transportation and circulation plans.
- Air-quality.
- Need for Public Parking.
- Additional Schools.
- Parks, Public Spaces, Social Services.

My hope is that the CRA will take into consideration the EIR comments on the above concerns and make them a part of the future plan for Hollywood.

Another issue, which was not addressed in the EIR, regards rehabilitation. The CRA Plan stresses that a great deal of redevelopment in Hollywood will occur through rehabilitation; however, the market studies and statistics, backing up the Plan, do not deal with rehabilitation, nor explain how rehabilitation is going to be done. Most often, the Plan refers to rehabilitation only in terms of residential structures; however, rehabilitation of commercial structures should be also a component of the future redevelopment of Hollywood. (2)

Finally, I feel that the CRA Plan could have gone into more details also, as far as mitigation measures, for the: (3)

- Displacement of senior citizens and small business.
- Technical and other programmatic assistance to

merchants and small business owners.

I'd like to point out that the Hollywood Economic Revitalization Effort (HERE) is involved in a number of revitalization activities that would complement the CRA proposed redevelopment of Hollywood, and should be made an integral part of it. (4)

HERE, however, is not mentioned in the CRA Plan, nor in the EIR prepared by the ESA. On Page 6, of this EIR, a passing mention is made to the CARE Program, being continued by the Community Development Department, and the Small Business Administration. HERE is the implementing Agency for the CARE Program, which is funded by CDD. HERE is also involved in a number of other activities and staffs the Hollywood-Fairfax Local Development Company, Inc. (HFLDC), which provides low-interest long-term financing and is dedicated to the furtherance of job-creation and economic growth in the area.

Some of HERE's ongoing major activities consist of:

- Facade improvements of entire blocks, through Grants, with the advice of an Area Architect.
- Beautification of public spaces, with benches, planters, trash receptacles.
- Encouragement of private improvements, through the utilization of a Rebate Program.
- Improvement of parking lots and sidestreets, again through Grants and Rebates.
- Preservation of historic structures, through the utilization of City Revolving Loan Fund (RLF).
- Assistance for seismic rehabilitation of non-reinforced buildings in the area.
- Provision of technical, manangement and financial assistance to small and medium-size business owners.

Most of all, the above-mentioned activities play a vital role in furthering the pedestrian-quality of Hollywood and contributing to making it a livable place.

In this regard, my primary recommendation is that, revitalization activities and redevelopment be done in (5)

conjunction, with the understanding that a comprehensive approach is fundamental to the overall improvement of the area. The above activities should be included in the Plan, with some additions or redefinition, and expanded within the whole proposed Hollywood Boulevard District, to help create that "Sense of Place and Pride" that Sam Hall Kaplan speaks of in the attached article of October 27, 1985.

am Hall Kaplan

Seattle Could Give Lesson to L. A.

SEATTLE—While the national preservation conference held here recently was engaging and, at times, even controversial, more enlightening was touring the city and seeing the vital role preservation has played in making it so livable.

There are important lessons to be learned from Seattle, especially for Los Angeles as it struggles to reshape downtown, ponders the fate of various historic landmarks, contends with the incursion of unsympathetic developments into residential neighborhoods and generally tries to deal and manage its ungainly growth.

At the heart of what Seattle has experienced is preservation in its broadest interpretation. Seattle is not studded with architectural landmarks that have been meticulously restored. Los Angeles has a much richer architectural history.

The concept of preservation as practiced in Seattle goes beyond that limited definition to embrace entire retail, commercial and residential neighborhoods, instilling in its residents a healthy respect for the elements of the city that make it enjoyable. Those elements could be buildings or benches, trees, the treatment of sidewalks or well-designed office towers.

As a result, a delightfully authentic, thriving farmers' market, Pike Place, and a sturdy, weathered historic commercial district, Pioneer Square, was saved, savored and celebrated, and a dated waterfront enlivened with walkways, parks, restaurants and an aquarium.

Emerging is a downtown with a distinct personality, not a bland collection of towers that need tacky signs on their roofs to help identify them.

Helping Seattle is a concerted city policy to encourage people to get out of their cars, take public transportation and walk. Buses downtown are frequent and free (a one-way street system aids their flow), sidewalks wide and clean, and public art plentiful and engaging.

They even covered over a portion of the freeway with a lush park, and have cultivated other sparse open spaces for sitting and people-watching. This is a city that cares about its pedestrians.

It is all very urbane, even in the rain that seems to be falling lightly or threatening to fall on Seattle most of the time. Imagine how nice these pedestrian amenities would be in a sunny, benign climate as in Los Angeles. Unfortunately, in Los Angeles the major concern of transportation officials seems to be how to cut down trees and widen streets.

Also helping Seattle is a policy to encourage new, high-density housing to be squeezed into downtown's so-called in-fill housing, and to discourage the march of heavy-footed new commercial and office development elsewhere. The result is a compact downtown growing more compact, and adjoining residential neighborhoods remaining pleasantly low scale and being spared the traumas of speculation and traffic.

All this did not happen in Seattle because of enlightened city leadership. In fact, neighborhood groups and gutsy preservationists had to battle for years to turn back various grand plans borne out of well-intentioned center city associations that would have sanitized downtown, no doubt, destroying in the process Seattle's soul.

The battles were aided by the feeling in Seattle that downtown was everyone's neighborhood, and that the neighborhoods themselves were the strength of the city, not just another hurdle for developers.

Once city officials got the word through referendums and elections, they became responsive, and now puff with pride telling visitors how the heart and soul of Seattle was saved, and how great it has been for business and tourism.

Citizen participation is at present privately tolerated and publicly applauded by the powers that be in Seattle, with neighborhoods, not bureaucrats, given the power to allocate funds for local improvements. As a result, monies are said to go for such items as traffic diverters, tree plantings and park improvements, instead of street "improvements."

Another innovation that Seattle initiated was establishing an office of urban conservation with its head a so-called city conservator, equal in the city's pecking order to the planning and transportation directors.

"It's important to have someone within government on a high level fighting for preservation, be it for neighborhoods or landmarks," declares Art Skolnick, who was Seattle's first conservator 10 years ago.

"You just cannot depend on private groups or once-a-week commissioners to do the job," adds Skolnick, who now directs the preservation of the Gaslamp Quarter in San Diego.

The time is certainly ripe for Los Angeles to establish a city conservator.

For nearly two decades, the city's Cultural Heritage Commission had been conscientiously served by Ileana Welch. Though classified as a secretary, Welch acted as an administrator, and in time became, for all intents and purposes, a preservationist of the first rank. But she recently left to become an aide to Councilman Michael Woo.

The commission is hurting. Composed of Mayor Tom Bradley appointees, none of whom is an architect, planner or historian, the commission is supposed to be aided by the city's Cultural Affairs Department.

But that department under Fred Croton has become one of the more entangled bureaucracies in the city. Croton does say he is working on a plan to hire a preservationist, though it might take six to nine months to do so. At City Hall, they don't call Croton "Fast Freddy" for nothing.

The city needs a preservationist. It also needs a stronger commission. And it needs more. Observed Skolnick:

"Call it a city preservationist or a conservator, you need an advocate for livability; someone who will have the support of the mayor and a staff to work to preserve those elements that lend Los Angeles a sense of place and pride."

Response to Hollywood Economic Revitalization Effort

1. Comment noted.

2. Rehabilitation would be part of the Redevelopment Plan's activities. Both residential structures and commercial and industrial buildings would be considered for rehabilitation. No environmental review would be required for rehabilitation of specific buildings unless a change of use or intensity were proposed.

3. Mitigation measures concerning senior citizens and small businesses are social issues outside those required for discussion in the EIR. The report on the Redevelopment Plan, which will be considered prior to any adoption of the Plan, includes a detailed "Plan and Method of Relocation" for displaced project area occupants.

4. The oversight of the HERE Program was unintentional. CRA and the EIR preparers appreciate the additional information about HERE activities provided in this comment.

5. The comment is acknowledged. CRA prepared the Plan with the goal of providing a comprehensive approach to redevelopment.

THE FEDERATION
OF HILLSIDE AND CANYON ASSOCIATIONS, INC.
100 BEL AIR ROAD, LOS ANGELES, CALIFORNIA 90077

RESPONSE OF:

FEDERATION OF HILLSIDE AND CANYON ASSOCIATIONS, INC.

TO THE

DRAFT ENVIRONMENTAL IMPACT REPORT,

HOLLYWOOD REDEVELOPMENT PROJECT

PREPARED FOR:

COMMUNITY REDEVELOPMENT AGENCY

CITY OF LOS ANGELES

BY:

ENVIRONMENTAL SCIENCE ASSOCIATES, INC.

FOSTER CITY, CALIFORNIA

JANUARY 6, 1986

The Federation of Hillside and Canyon Associations, Inc., is pleased to respond to the Draft Environmental Impact Report (DEIR), issued November 22, 1985, for the proposed Hollywood Development Project and prepared for the Community Redevelopment Agency (CRA) of Los Angeles. In addition to the DEIR and the 1973 Hollywood Community Plan, the Federation has also relied on the following documents issued by the Redevelopment Agency:

1. *Preliminary Report on the Proposed Hollywood Redevelopment Project*, November, 1985.
2. *Baseline Market Assessment, Volume I*, for the Proposed Hollywood Redevelopment Project Area. Jointly prepared by Kotin, Regan and Mouchly, Inc., and The Planning Group, Inc. December, 1984.
3. Draft: "Redevelopment Plan for the Hollywood Redevelopment Project," 1985.
4. "Historical Survey: Proposed Hollywood Redevelopment Project," 1985. Summary of a 1985 study by Leslie Heuman and Christy Johnson McAvoy of Hollywood Heritage.

As we have indicated in our earlier comments, the Federation represents five large homeowner and residents' associations which directly adjoin the proposed redevelopment project, all of which will be directly impacted by everything that is included within the proposed Plan area.

The Federation's President, Mr. Brian Moore, has been active in the community process since the inception of the project. He has served as a member of the Project Area Committee, and is currently President of the Hollywood Coordinating Council.

The Federation also wishes to re-iterate that it is in agreement with other Hollywood residential and business groups that the fiscal and legal resources available to the Redevelopment Agency may indeed be necessary to provide the impetus for upgrading the deteriorated conditions of existing structures where feasible, promote reasonable new construction and provide low cost and moderate housing and other facilities for local residents, many of whom are in need of special services. It is hoped redevelopment will help bring down the high crime rates as shown in the proposed project's Preliminary Report. The Federation is extremely conscious of these crime statistics, since many crimes spill over into the hillside areas north of the proposed Plan area.

Yet while the Federation's hopes for revitalizing Hollywood remain high, we are fearful that in its rush to remove the causes of blight, the Redevelopment Agency not forget the sense of scale necessary to appreciate the character of the Historic District along Hollywood Boulevard and adjacent streets, and of the large numbers of other residential and commercial structures either already listed in the National Register of Historic Places, or which appear to be eligible for such listing. Unfortunately this area and those immediately adjacent to it, both north and south, contain the single largest concentration of vice, drug activity and homeless people in the entire redevelopment area, according to Figure 2-7 of the Preliminary Report, so that careful planning by many authorities will be needed to turn these figures around.

The Preliminary Report also describes the realities of the immigrants from so many countries and cultures who have moved into Hollywood in great numbers over the past decade. The Federation is aware of the paradox this situation creates. We cannot forget that we are a nation of immigrants and that these people too deserve a chance to seek a better life. Yet the tremendous needs of these people for work and adequate housing can easily conflict with the fiscal needs of the Redevelopment Agency to create a viable project. Mentioned in the Preliminary Report too is the fact that senior citizens have been leaving the area as the blight has become worse. Redevelopment should provide suitable housing for these persons as well, for the area is accessible by bus and is centrally located to medical and other necessary services.

The rather disturbing information contained in Volume I of the Baseline Market Assessment indicates that, under existing conditions, the economic future of the proposed redevelopment area does not look promising. Housing stock is deteriorating and largely owned by absentee persons. This land use occupies about 40% of the proposed redevelopment area of some 840 net acres. The rapidly expanding, very low income population cannot afford even the deteriorating housing, which often encourages multi-family use of one and two bedroom apartments. Parking for these structures is either woefully inadequate or non-existent due to the fact that many were built years ago on small lots when no garage space was required.

Commercial and industrial structures also have severe economic problems. Most of these too contain inadequate or no parking facilities. Office structures

are low to mid-rise and are concentrated along the Hollywood-Sunset corridor. Without parking facilities many have a Floor Area Ratio of 1.2. Small tenants predominate, mostly from the entertainment industry. Unfortunately, according to the Preliminary Report, some of these people are actively involved in drug traffic. Because of the high crime rates and local low esteem of the area, even some of these tenants are beginning to leave. According to the Baseline Market Assessment, the relatively high cost of land within the redevelopment area is a negative influence on construction of low-density office structures, yet rentals are not quite high enough to warrant high-rise construction.

Retail development has declined so that at present there is only one discount department store within the proposed redevelopment area. Small businesses, often connected with adult entertainment, abound. Strip commercial development for automotive needs appears to be occurring in the overall Hollywood area, and commands fairly high prices per square foot.

Three major hotels are now located within the proposed Plan area: the Holiday Inn, the just-restored Hollywood Roosevelt and the Hotel Hollywood now under construction. Numerous other hotels and motels with about 40 rooms each are shifting from hotels to weekly rentals.

New industrial uses do not at this time appear to be feasible, since these uses cannot command high enough rentals to warrant construction.

According to both documents, the small lot sizes which frequently occur in all zones of the proposed redevelopment area are a contributing factor to its present poor real estate market. The Preliminary Report makes it clear that it intends to use its legal authroity to combine lots, thereby creating viable parcels for future development.

Although it is a difficult task, balancing the human and cultural needs of the area with new development should be the goal of the Agency. Developers, investors, banks and business people should all be aware of the extent of the varied problems contained within the proposed redevelopment area. They can then make the necessary financial commitments to create a balanced regional center that reflects the area's needs, and which is not merely another replica of downtown Los Angeles or one long strip commercial and industrial area interspersed with fast food outlets and high-density, unaffordable apartments.

Unfortunately, although I am listed as a source of information for the Draft EIR, the finished document appears to lack any discussion of the severe socio-economic problems of the proposed Hollywood Redevelopment area. As can be seen from the above paragraphs, to obtain a truer assessment, both the Preliminary Report and Volume I of the Baseline Market Assessment need to be consulted. These public documents, however, have been denied upon request even to members of the Project Area Committee. The CRA's policy on the release of its public documents must be clarified. Which public agencies have received copies of the Preliminary Report and have commented on it as part of the DEIR response? (1) (2)

Such information should be a part of the environmental review process. Section 15131(c) of CEQA: The California Environmental Quality Act, January, 1984, states: (3)

> "Economic, social, and particularly housing factors shall be considered by public agencies together with technological and environmental factors in deciding whether changes in a project are feasible to reduce or avoid the significant effects on the environment identified in the EIR. If information on these factors is not contained in the EIR, the information must be added to the record in some other manner to allow the agency to consider the factors in reaching a decision on the project."

Further, Section 15163 allows a supplement to an EIR to be submitted, but notes (4) that it must be given the same kind of notice and public review as is given to a draft EIR, even though it may be circulated by itself. The Federation believes the information contained in the Preliminary Report, issued by the CRA to fulfill the requirements of Section 33344.5 of the State Health and Safety Code, is substantial enough to warrant a "supplement" as defined in this CEQA section over an "addendum" as defined in Section 15164.

Perhaps such addenda could have been released at the beginning of the DEIR (5) review period, but not at this late date. The Preliminary Report at least should have adequate public exposure. For example, the environmental effects of combining lots, the basic mitigating measure the CRA is expounding as a tool for new large-scale development within the proposed project area, is not even mentioned in the DEIR.

ERRATA AND OMISSIONS. The unnumbered "Errata" supplemental sheet inserted just before the Appendices index, page A-1, of the DEIR, lists three paragraphs which the CRA felt should have been discussed within the Circulation portion. Yet the Federation has found numerous other mistakes throughout the DEIR. First, and most importantly, several of the maps showing the proposed rezoning of the redevelopment area should be updated to show the latest City agreements. (6) The western Franklin Avenue corridor, for example, has been downzoned. The DEIR uses the May, 1985 Proposed Land Use Map, but it should have used the October or later current map. All projections based on the May, 1985 map should be changed accordingly to reflect the latest revisions.

Secondly, the Distribution List and Notice of Preparation to Public Agencies (7) appear to be outdated and somewhat incomplete, especially where these agencies are concerned. At least two of these agencies will be mentioned in the following paragraphs.

Finally, the Federation wishes to point out that the streets shown on page 40 (8) as the boundaries of the Whitley Heights National Historic District actually lie about one mile east of the District. According to the Federation's President, who resides within the area, these streets should read: the 1900 and 2000 block of Las Palmas Avenue on the west; Franklin Avenue on the south; Wilcox Avenue on the east; and the Hollywood Freeway and Odin Street on the north.

CIRCULATION AND PARKING. The Federation continues to be extremely (9) concerned about the impacts of the Redevelopment Plan's proposed higher densities upon the circulation and severe lack of parking within the project area.

We have repeatedly stated that provisions for parking must be considered as part of any redevelopment plan. The lack of adequate facilities already is taking its toll within the area in terms of very high auto theft figures and relocation of businesses outside the project area. The two paragraphs hastily inserted as part of the "Errata" page are not adequate. Much more on the mark are the discussions contained in the Preliminary Report, pages 1-18 and 1-19, although the 1981 parking study is now five years old and should be updated. Page 13 of Section D of that report discusses future parking structures, but is bases on the 1981 study and so may have lower figures. The financial remedy of an annual review and allocation of parking subsidies simply cannot address the severity of the issue: a one percent allotment of private development funds should also apply for parking facilities construction.

(10) The Federation believes the DEIR discussion of circulation is deficient as well in that it fails to take into account future projections for traffic volumes on the Hollywood Freeway, which bisects the proposed project area. The Preliminary Report states that approximately half the daily traffic volumes within the proposed Plan area represent through traffic, and page 46 of the DEIR mentions that the through traffic is going to and from the San Fernando Valley via the Cahuenga Pass, which is the Hollywood Freeway. Yet the Federation notes that the State Department of Transportation (CalTrans) was never directly consulted about this document and so apparently has had little or no input. What are the Freeway's projected traffic volumes for the year 2005, the first build-out period of the proposed redevelopment plan? How will these increases impact on the Plan area's projected traffic volumes?

(11) Paragraph 2, page 51 of the DEIR states that future trip generation rates were adjusted downward to reflect the area's high levels of pedestrian travel and public transit usage. By approximately what percentage were each of the five different trip generation rates adjusted?

(12) Additionally, the Federation notes that evening peak hour traffic volumes have been found to be the highest of the day. We should like to know in what months and during what hours the various traffic counts were taken. The importance of this becomes clear when it is realized that during July and August the Hollywood Bowl, almost immediately adjacent to the northern proposed project boundaries, is operating its nightly summer season. About 17,000 people can fill the Bowl, although not all of them go through Hollywood. What percentage do, and how many additional public transit and automobile trips are generated per concert? Many people come to the Bowl early, either eating there or in a Hollywood area restaurant, and this should be reflected in evening trip generation figures. Although only two full months of Hollywood Bowl concerts are regularly scheduled each year, their considerable impact upon local traffic conditions should be discussed.

(13) SANITARY SEWER CAPACITY. According to the DEIR, page 79, the Hyperion Treatment Plant in Playa del Rey receives all the wastewater from within the proposed project area. While the document uses the commonly accepted figures of 420 million gallons per day capacity for Hyperion, it is not generally realized that the recent decision, under prodding from the Los Angeles Regional Water Quality Control Board, to install full secondary treatment capacity in order to protect the Santa Monica Bay will reduce the plant's total capacity to well under 400 mgd.

Because of the current over-capacity sewage crisis within the City, the Federation has a record of a November 13 last letter to Ileana Liel from the Regional Water Quality Control Board regarding a Notice of Preparation for a Draft EIR for a project within the Central Business District. The Board indicated that:

> "The sanitary sewer system and the treatment plant to serve the proposed development are currently experiencing capacity problems. A legal commitment must be obtained from the Bureau of Sanitation to assure that there will be adequate hydraulic and treatment capacity to accomodate the proposed project."

Such a guarantee may also be necessary for the proposed redevelopment project as well, since the DEIR notes there will be a 30% overall increase in sewage at buildout. In this regard, it should also be noted that the Water Quality Control Board has not been notified about the publication of this DEIR. This should be remedied as soon as possible.

For mitigation measures, the DEIR states that none are necessary, and that an increase in capacity to the Hyperion Treatment Plant is necessary. This last statement occurs on page vi of the Preliminary Report. (14)

That these measures are totally inadequate can be determined even from the Preliminary Report, which later states that there is a shortage of pumping capacity within the proposed project area. The Federation has checked its list of the City's pumping stations and notes that not one is even close to the project area.

Being thoroughly confused by these conflicting statements of the CRA documents, the Federation conducted its own research. It found that the basic sewer grid was laid down shortly after Hollywood was incorporated into Los Angles in 1910. By the early 1920's most of the present lines were in place. Moreover, they were laid down with mostly flat slopes to avoid excessive construction costs, even though the principles of gravity flow through sewers were known by the end of the nineteenth century.

The smaller the line, the greater the slope is needed for gravity flow. Yet, for example, within the project area a 16-inch vitreous clay pipe in Fountain Avenue between Mansfield Avenue and June Street has a constant slope of 0.16% and was built in 1917.

What this type of construction means is that even newer lines must often be built with correspondingly low slopes in order to to cause backflow problems at points of connection to existing pipelines. Such is the case with 569 feet of 18-inch clay pipe laid in 1968 to accomodate new construction in Hollywood Boulevard west of Highland Avenue. Its slope is 1.56% and 1.78%.

Only one major sewer pipeline has been built within the project area in recent times: a 1963 large clay line along Las Palmas Avenue beginning in Franklin Place. This line is almost 20 feet deep, and is between 18 and 30 inches in diameter; it is the only Hollywood line built as a result of a 1961 Sewer Bond Issue. All other sewer construction in the area appears to be chaotic, on an "as needed" basis to connect specific projects to older lines.

Therefore, the Federation has concluded that not only are most of the pipelines

in the area old and long overdue for inspection to determine their condition, but they arealso creating flow problems because of their low, almost flat slopes. Such conditions allow excessive deposition of solids which must be cleaned out frequently. If this is not done, a buildup of hydrogen sulfide, or "sewer gas" can take place. This gas is especially corrosive to unlined concrete pipes, so that all such pipelines within the project area should be inspected to determine their condition.

The Federation believes the DEIR is clearly negligent in not describing the extensive sewer problems of the redevelopment area. Our pre-Draft EIR comments called for mapping the existing sewer system and noting the condition of each line. From the discussion in the Preliminary Report, it is clear that no financial help inon the way from the City's present five-year Capital Improvement Program. How does the CRA intend to finance all these needed improvements? Continued chaotic connections cannot continue to be a pattern. The Federation believes that at least 1% of private development funds must be set aside in addition to the regular CRA annual allotment. (15)

The Federation is also studying the inadequacy of the area's storm drains since the Preliminary Report has indicated that over three miles of new drains are needed within the area. More funding for these should also be set aside by private funds. (16)

The Federation is appreciative of the chance to respond to these comments.

Respectfully submitted,

Barbara A. Fine

Barbara A. Fine, Chairperson
Geology and Hydrology Committee
1614 Benedict Canyon Drive
Beverly Hills, California 90210

Responses to the Federation of Hillside and Canyon Associations Comments

1. CRA, Lead Agency for the environmental review of the Redevelopment Plan, has acted within its discretion under the State EIR Guidelines in excluding social and economic issues from consideration in the EIR. As noted by the commentor, this information is already available in the Preliminary Report and the Baseline Market Assessment. These reports are not environmental documents, but are part of CRA background information for preparing the Plan. The assessments contained in these documents, together with the environmental information presented in the FEIR, will be considered by CRA in its decision on approval of the Plan, and in determining whether to implement mitigation measures identified in the EIR. The Preliminary and Baseline Market Assessment reports are exactly what the titles indicate. All information in these reports, as updated and finalized, will be available through the Redevelopment Plan approval process. The full report on the Plan will be available for public review before any decision to approve and adopt the Plan is made.

2. CRA's policy on release of non-environmental documents would be of interest to some readers, but has no bearing on the environmental issues discussed in the EIR. Therefore, no response is required.

3. See response to Comment #1, above.

4. State CEQA Guidelines provide for Supplements and Addenda to EIRs where a FEIR has been certified. Such process, if appropriate, would not be applicable here as the subject EIR is still in preparation and has not been certified as a final document. As shown in response to Comment #1, above, the planning background information contained in the Preliminary Report has been finalized and appears in the full report on the Redevelopment Plan, and would not require the preparation of a Supplemental EIR or Addenda in any case.

5. CRA is not proposing the combining of lots as a mitigation measure for environmental effects, nor would combining lots in itself result in any environmental effect. See also response to Comment #4, above.

6. The proposed density change referred to has been incorporated into Alternative D, not into the Redevelopment Plan. The May, 1985, proposed land use map correctly depicts proposed land uses under the Plan.

7. The Notice of Preparation (NOP) is sent out at the very beginning of the environmental review process. The project undergoes a certain amount of refinement and modification during this process; such changes are encouraged by the State EIR Guidelines to the extent that they result in a more environmentally acceptable project, so the NOP necessarily becomes somewhat outdated. The State EIR Guidelines do not require publication of an updated NOP; to do so would serve no purpose. The Guidelines contain no requirement for an updated Distribution List; in addition, the comment does not specifically identify any errors in the Distribution List, so no specific response to this comment can be made.

8. See response to Comment #12 by the Los Angeles City Planning Department.

9. See response to Comment #1 by the Los Angeles City Planning Department.

10. Caltrans District 07 was contacted directly through the State Clearinghouse. The potential issues and opportunities associated with the Hollywood Freeway are of a regional nature and must be considered within the context of regional transportation planning efforts. The existing and projected traffic generated by the Redevelopment Area represents a small portion of the total overall traffic which uses the freeway and, therefore, contributes to the issues by the same proportion. It will be necessary to evaluate the potential mitigation measures for the Hollywood Freeway as part of a much more comprehensive regional transportation analysis. Impacts on freeway on-ramps would be evaluated as part of project specific analysis where appropriate.

11. See response to Comment #4 by the Los Angeles Department of Transportation.

12. The daily traffic volumes, on which the EIR traffic analysis is partially based, represent traffic counts performed by the City's Department of Transportation in 1983 at various times of the year, including July and August. The seasonal fluctuations are indicated in the range of daily volumes stated on p. 46 of the EIR and discussed in further detail in the Hollywood Circulation Study (Parsons, Brinckerhoff, Quade & Douglas Inc., August, 1985). Peak hour counts were taken from 8:00 a.m. to 9:00 a.m. and 4:30 p.m. to 5:30 p.m.

    The traffic problems occurring before and after events at the Hollywood Bowl are existing conditions. The project would not alter these conditions. If these temporary and seasonal traffic problems are to be mitigated as part of the project (either through geometric changes to the roadway system or alteration of the signalization, or both),, roadway conditions during non-event times could be worse in other parts of the project area.

13. Installation of full secondary treatment will reduce Hyperion capacity below the 420 mgd stated in the EIR. However, capacity will not be reduced below 400 mgd, as stated in the comment. Improvements at the LA/Glendale and Tillman plants by 1991 would increase their combined capacity by 70 mgd over the 30 mgd currently being treated (personal communication with Ray Jellison, January 8, 1986). See also response to Comment #8 by Samuel Schiffer. The Regional Water Quality Board received the NOP and DEIR through the State Clearinghouse.

14. The EIR states, in the Summary on p. S-5, that "projected increases in effluent would also create the need for new or expanded sewage treatment plants." The impacts analysis on p. 87 points out that the projected increases in effluent from the project and cumulative development would exceed existing treatment capacity. The EIR goes on to point out that the 20-year projected sewage increase would be about 0.3% of system capacity. The proposed project, over the next 20 years, would add to the cumulative over use of capacity. Some of the costs of creating additional capacity would be recovered by charging developers sewer line fees. See also response to Comment #15.

15. To verify the condition of existing sanitary sewer lines in the Hollywood area, the Sewer Maintenance Department was contacted. Overall sewer condition in Hollywood was characterized as average. Maintenance crews have not reported unusual problems in this area (personal communication with Ray Jellison, General Supervisor, Maintenance and Operations, January 9, 1986). As part of the Annual

Work Programs for Redevelopment Projects, CRA regularly analyzes infrastructure improvements necessary to support development. An Annual Work Program would be prepared for Hollywood, if the Redevelopment Plan is adopted. Infrastructure improvements would be placed on a priority list and scheduled for implementation. If sewer improvements were required, they would be programmed in the Annual Work Programs. A separate one percent set-aside for this purpose is not considered necessary or appropriate at this time.

16. The project area is already substantially developed, with large areas of surfaces impervious to water, so the project is not expected to increase the volume or intensity of surface runoff by a significant amount. However, the project area has some existing unmet drainage needs, as described on p. 80 of the EIR. As with other infrastructure in the project area, the CRA would require that necessary improvements be made in conjunction with new development.

The discussion of surface drainage in the EIR is revised as follows:

The last sentence on p. 87 of the EIR is deleted.

The first sentence on p. 88 of the EIR is revised to read:

> "Several unmet drainage needs exist in the project area, and the potential for local impacts on the drainage system from new development does exist."

THE ACADEMY OF MAGICAL ARTS, INC.
HOLLYWOOD
MAGIC
CASTLE

7001 FRANKLIN AVENUE - HOLLYWOOD, CALIFORNIA 90028
Telephone (213) 851-3313

January 2, 1986

Ms. Ileana Liel
Planning Manager
Community Redevelopment Agency
City of Los Angeles
354 So.Spring St., Suite 800
Los Angeles, CA. 90013

Dear Ms. Liel:

This letter is being written on the day of the 23rd anniversary of the opening of the Magic Castle in Hollywood. We feel the "Castle" has been a major asset to the revitalization of Hollywood. This private club for magicians and magical enthusiasts is known throughout the world. Our 6,000 active members encompass an amazing cross section of celebrities, business leaders and people from all walks of life.

We have been working with Mr. Thomas O. Glover Sr., the owner of the land between Sycamore and Orchid on Franklin Avenue, on a concept that would involve a hotel, club and residential development surrounding the vintage original building. This plan is being carefully orchestrated to fit in with the natural beauty of the foot of the hillside and great consideration is being given to traffic problems and any potential blocking of the views of our neighbors.

In reading the EIR for the Hollywood Redevelopment Project,we are very concerned with the alternative Hollywood Community Plan as proposed by the L.A. City Planning Department (Page 105 EIR) calling for 60 d.u./acre rather than the 130 d.u./acre as originally proposed for the area. We have also been made aware of the fact that a change of zoning is being contemplated which would downzone the north side of Franklin Avenue to R-4 instead of the current R-5-2. (1)

Since the economic feasability of our plan has been based on the R-5-2 existing zoning, our ideas for a development enhancing the area might have to be abandoned under the lower density and the related change in the zoning of the property.

We believe the very good intentions of alternative plan "C" will limit potential and the future of the Magic Castle area which, if developed properly and in concert with our plan, will ultimately benefit all the people who live and work in the Hollywood Community. As entertainment oriented entrepreneurs, we recognize the need for the retention of the glamor of old Hollywood and sincerely believe our future plans will reflect a dedication to that need.

In the adoption of the Hollywood Redevelopment Project we request that no change be made in the existing zoning (R-5-2) with a high medium 3.1 FAR with a density of no less than 80 d.u./acre in line with the original CRA plan.

Sincerely,

Milt Larsen
Founder and Managing Director
THE MAGIC CASTLE
Member Hollywood PAC

Bill Larsen
President
ACADEMY OF MAGICAL ARTS, INC.

cc: Mayor Thomas Bradley
Michael Woo, Councilman
Thomas O. Glover, Sr.
CRA Board Members

Response to Hollywood Magic Castle Comments

1. The commentor's concerns regarding the project and its alternatives are noted. However, because these concerns do not provide a specific comment on the EIR, no response is required. The planning issues raised in these comments will be taken under consideration by the CRA planning staff.

January 3, 1980

Community Redevelopment Agency
of the City of Los Angeles
354 S. Spring Street, Suite 800
Los Angeles, Ca. 90013
ATTN: Ileana Liel

Dear Ms. Liel,

Upon review of the Hollywood plan, we note that the site bounded by Franklin on the south, Orchid and Sycamore on the east and west respectively and the CRA boundary on the north is planned to be "High Medium 3:1 FAR". Further, through discussions with staff, we understand that the related zoning would be R-4. The property has previously been down-zoned from R5-4 to R-5-2 by the City Planning Department.

The R-5 zone permits clubs where an R-4 does not. Therefore, the Magic Castle might become a non-conforming land use. While the Castle might continue its present form, it would be difficult to operate the facility in the future. We consider the Magic Castle an important element in Hollywood's development. We are confident that it is not the intent of the plan to hamper the future of the Castle. (1)

Franklin Avenue is a City secondary highway. However, with its short distance and intersection problems, it is sub-standard and is treated like a collector street. We are of the opinion that this is the correct use and that through traffic should be redirected to streets which have available capacity. Franklin can then service the community traffic. (2)

It is our current intent to develop this site as a hotel, club and residential development. The R-5-2 zoning meets our needs. A 60 du/gross acre project is generally described as a "3-story walkup". A higher density would allow some clustering of units with open space and would allow a project large enough to participate in the improvement of Franklin Avenue. (1)

Finally, we note that the existing and proposed densities both east and west of this area along Franklin are higher than that proposed between Highland and La Brea. We find it inconsistant and punitive to isolate this area and restrict future development. We think of the future of this site as a continuation of the R-5 typical of the existing and planned uses to the east and west. (3)

Very truly yours.

Tom Glover Sr.

Tom O. Glover, Sr.
President/Yamashiro Corp.

Responses to Tom O. Glover, Sr. Comments

1. The Redevelopment Plan provides for the maintenance of non-conforming land uses, so it would not adversely affect current or future use of the subject property as a club. The commentor's plans for future use of the site are acknowledged but, because this is a comment on the Plan itself rather than on the accuracy or completeness of the DEIR, no further response is required. One objective of the Redevelopment Plan is to encourage entertainment uses, like the Magic Castle, in Hollywood. The Plan would permit construction, at the discretion of CRA and after review of the environmental effects, of such uses in residential districts and, in some areas, allow expansion.

2. Comment noted.

3. The comment is acknowledged; it is an opinion rather than a suggestion for changes in the EIR. The comment will be considered by CRA staff during the finalizing of the Plan.

HW.L0109

729 Onarga Avenue
Los Angeles CA 90042
December 31, 1985

Ms. Ileana Liel, Planning Manager
Community Redevelopment Agency of the City of Los Angeles
354 South Spring Street, Suite 700
Los Angeles CA 90013

Dear Ms. Liel:

As noted in your letter of November of November 26, 1985, I would like to submit the following comments on the DRAFT ENVIRONMENTAL IMPACT REPORT, (EIR), HOLLYWOOD REDEVELOPMENT PROJECT. I ask that you include these comments in next issue of the EIR. (1)

On page S-1, EIR says "The Project would consist of amending the Community Plan to accomodate the Redevelopment Plan.." On the contrary, the Redevelopment Plan should be altered to agree with the Community Plan because: (2)

The Los Angeles Department of City Planning, a disinterested group, developed the Community Plan to meet the needs of the entire city. Under CRA's proposed Hollywood Project, the Connunity Redevelopment Agency will administer some $900 million for 30 years. CRA therefore has a vested interest in pushing the project. (3)

CRA acknowledges no accountability to the people of Los Angeles; there has been no management for years. (4)

CRA's committee meetings, where most business is conducted, operate secretly, behind closed doors with the public excluded. (5)

CRA negotiated many large contracts without competitive bids, opening the door to favoritism and corruption. (6)

EIR Section C, P. S-2,3, "Transportation.." lists a number of mitigation measures to improve congested traffic. These include, among others, "widening Highland Avenue for one additional lane in each direction at the Highland/Franklin Avenue bottleneck; widening both legs of Franklin.." All of these measures can be accomplished by ordinary city action without morgaging $900 million in city taxes for 30 years. (7)

EIR p. S-5 says "Sewage generation..would increase 30%..the city is planning to increase treatment capacity (at the Hyperion plant)". (8)

The Hyperion plant filters solid material from sewage. The city then dumps untreated liquid as well as the solid sludge into the sea, poisoning marine life and threatening bathers with epidemic disease.. EIR makes no mention of the need for sewage treatment--failure to treat sewage may halt all city construction.

Actually, there are no plans to increase Hyperion's capacity.

EIR p. S-7 says of the "No-Project Alternative": "No new development or rehabilitation would occur.." (9)

This is not true. The City can sponsor rehabilitation of low-income homes as it does in other areas. And, nothing prevents expansion of commercial housing where economic conditions warrant.

Action: ✓
Info:

The EIR continues: "The blighted conditions..would remain and..could increase.." (10)

Yet EIR doesnot demonstrate any "blight' in the project area.

And, EIR omits to mention that the "No Project Alternative" would avoid a $900 million 30 year debt ultimately paid by city taxpayers. (11)

EIR concludes: "This alternative would not generate additional revenues above existing levels." (12)

This is also not true. Actually, the project would freeze existing city tax receipts for 30 years. Without the project, any construction or rehabilitation will increase city revenues. Contrary to EIR, new construction or rehabilitation will not grind to a halt in the absence of CRA's $900 million scheme.

EIR page 2 says: "The Redevelopment Plan was developed in consultation with the Hollywood community, including the Project Area Committee (PAC), a 25-member of elected and appointed group of community representatives." (13)

Actually, PAC does not represent the Hollywood community, a great majority of whom are low-income renters. While normal elections here in the United States place all citizens on the same level regardless of wealth, CRA arranges PAC to give preferential treatment to property-owners, stacking membership against ordinary Hollywood residents.

EIR's Table 2, p. 9 lists the number of residential units in the project area lumping luxury hotel rooms and residences together with moderate and low income units. To have any meaning, these categories should be shown separately. (14)

EIR Table 4, "Owner and Renter Occupied Units" should be broken down into income levels. (15)

EIR p. 36: "There is a tremendous need for housing but no housing is being built because there is no available land. The Plan would not be able to subsidize enough housing for the demand." (16)

While failing to meet the "tremendous need for housing", CRA wants to subsidize unneeded hotels and department stores at the expense of local residents and small business. $900 million in tax money should not be wasted for such a purpose.

Sincerely yours,

Samuel Schiffer

cc: Councilman Michael Woo
Mr. Calvin S. Hamilton
L.A. Director of Planning

Response to Samuel Schiffer Comments

1. All comments on the adequacy or completeness of the EIR received in writing during the public comment period for the DEIR, or delivered in person at the public hearing held on the DEIR, will be addressed, and the Lead Agency's reasoned responses to these comments will be included in the FEIR. Only comments regarding the accuracy or completeness of the DEIR require responses; commentors' opinions and comments on the merits of the project need not be addressed.

2. As discussed on p. 5 of the EIR, the Los Angeles Council requested that a Redevelopment Plan be prepared for the Hollywood area which would upgrade the neighborhood be encouraging rehabilitation and new development. The Plan was not required to conform with the existing Community Plan although, in many instances, the Redevelopment Plan does follow existing designations. The project's purpose is to eliminate blighting conditions, whereas the purpose of the existing Community Plan is only to guide future development and not necessarily to upgrade the neighborhood. This EIR does propose an alternative project (see Alternative D, p. 113 of the EIR) which is consistent with the Community Plan. If the City Council so chooses, it can adopt this alternative project instead of the proposed one.

3. The commentor's opinion regarding the objectivity of the City Planning Department and CRA is acknowledged. See response to Comment #1.

4. The commentor's opinion regarding the operation of CRA is acknowledged. See response to Comment #1.

5. Comment noted. See response to Comment #1.

6. Comment noted. See response to Comment #1.

7. The comment is noted; it is the opinion of the commentor and suggests no changes for the EIR. See response to Comment #1.

8. According to the Bureau of Engineering (personal communication with Stan Sysak, Bureau of Engineering, January 8, 1986.), plans exist to increase the capacity of inland treatment plans (i.e., Los Angeles/Glendale and Tillman) between now and 1991, from an existing capacity of 30 mgd to 100 mgd as follows:

	Existing	1991
LA/Glendale	10 mgd	20 mgd
Tillman	20 mgd	80 mgd
Total Inland Plant Capacity	30 mgd	100 mgd

9. The No-Project Alternative is a theoretical future scenario in which no City action is taken and no additional development occurs. The "Development Under Existing Community Plan" is intended to represent a more probable future scenario where expansion of commercial uses and housing likely would occur. City-sponsored rehabilitation of low-income housing could occur under this alternative, but is not specifically included.

10. The EIR on the Redevelopment Plan need not include a demonstration of blight in the project area. Under state law, CRA must prepare a report documenting the physical, social and economic conditions in the project area prior to approval of the Redevelopment Plan; this report will document the blighted conditions in Hollywood. See response to Comment #2 by City Planning Department.

11. This is a potential economic effect of the project that is outside the required scope of the EIR (see response to Comment #2 by City Planning Department).

12. The No-Project Alternative is defined as having no new development in the future. If the Redevelopment Plan was not adopted, development most likely would occur according to the existing Community Plan (see discussion of Alternative B in the EIR). Without new development, additional revenues could only be generated by a general increase in sales and commercial activity, or by a general increase in assessed value of existing structures. Given the stagnant economic conditions in Hollywood, neither of these increases are likely to occur.

13. The Project Area Committee (PAC) was only one source of input from the community during the development of the project. As discussed on p. 5 of the EIR, CRA staff in conjunction with the PAC held over 100 community meetings at which any neighborhood resident or concerned citizen had an opportunity to offer suggestions.

14. Table 3 on p. 11 of the EIR notes that there are 2,240 hotel rooms in the project area.

15. Information on income levels for owners and renters could be of interest to some readers and would be useful in assessing the impacts of specific projects. However, in the absence of specific project information, this Program EIR has presented an overview of potential impacts associated with implementation of the Redevelopment Plan as a whole. On p. 6, Project Area Location and Characteristics, the EIR notes:

> "The project area has a substantially larger proportion of overcrowded housing units, low-income residents, and families below the poverty line than the city-wide averages for these factors."

See response to Comment #2 by City Planning Department. As discussed therein, information such as income levels of project area occupants is included in other parts of the full report on the Redevelopment Plan of which the EIR is a part.

16. Comment noted.

86, January 6

Ms. Ileana Liel
Planning Manager, Environmental Section
Community Redevelopment Agency
of City of Los Angeles
354 South Spring Street, Suite 800
Los Angeles, CA 90013

RE: Request for extension for comment, DEIR for Hollywood Redevelopment Project

Dear Ms. Liel:

Pursuant to 14 Cal. Ad. Code §15207 (state CEQA guidelines) and/or any other provision of law, regulation, guidelines or practice which might be applicable, I hereby request that a formal or informal extension of the review period of the referred DEIR be granted for me (and any others' late comments within the same period as might be granted for me). If you refuse to grant such an extension, then I hereby formally request that you accept voluntarily and respond to any late comments I might submit on the DEIR, pursuant to the explicit authority granted to you in the same §15207. And §15086(a) I suggest that this extension or acceptance of late comments continue through January 10, 1986 or whatever additional time you might inform me by mail or telephone is acceptable. Please note, however, that I might not, in fact, be able to take advantage of any extension and offer comments since I am already so far behind on everything else. (1)

In case I cannot offer comments later, I wish to submit these preliminary comments upon the DEIR: (2)

1. COMMENT:
The CRA's charge of 20¢/page to acquire any copy of the DEIR or fragment thereof is outrageously in excess of actual costs found in the private sector, may therefore be in violation of the California Public Records Act and together with the inability to borrow a copy, even for a few days, severely limits the potential for and inhibits effective, informed participation by affected and interested members of the public, many of whom are of limited financial means, in the environmental review process, notwithstanding that the lead agency may argue that facilitating such participation is not a legal requirement of CEQA.

DISCUSSION OF COMMENT:
Though the CRA may assert that this is not an environmental comment but a public policy comment undeserving of response, that it is improper to comment upon procedures or the CRA's CEQA guidelines in the context of EIR comments, or some such poor excuse, I contend that it is relevant and proper here and request that it receive response irrespective of claims of lack of legal requirement to do so. CEQA does not prohibit a lead agency from doing better than requirements, and virtue in conduct of the public's business is measured not by meeting the minimum requirements of the law but by the degree to which those requirements are surpassed to meet the comprehensive public interest. Sacramento sets only a uniform baseline for local government to augment in the interests of its citizens.

In my case, certainly, having to travel an hour round trip to a library to read the DEIR when I can spare the time greatly inhibits my ability to comment and even to familiarize myself with its contents adequately. Among the reasons why many common citizens make comments which are shot down or ignored by lead agencies is that citizens did not have satisfactory access to the document (as well as the habit of most lead agencies to ignore comments which are not legalistically phrased to meet the threshold of the CEQA mandate). I expect that many others are in a position similar to mine in this regard.

Two solutions seem suitable to meet my objection. One would be for the CRA to distribute, upon request of interested parties, a copy of the DEIR summary free of charge. The other would be for the CRA to make available for short-term special loan a copy of the full DEIR at a public library, its office (less accessible), or both. Obviously, though I make this comment in the context of this EIR when it is too late to be meaningful, it is fully applicable to the CRA's environmental reviews generally. To that end, I request that that request be appropriately forwarded for consideration for general application with the view to granting it.

(3)

2. COMMENT:
I request formally for substantive response that significant non-environmental comments received by the CRA in the contect of this environmental review, such as ways to improve the project's characteristics independent of environmental considerations, receive responses commensurate with those which would be given to significant environmental comments and/or that such comments be isolated and forwarded for response and Board consideration during the project approval stage, notwithstanding that the lead agency is not required by CEQA to do so.

DISCUSSION:
See the first paragraph of the discussion of Comment 1.

Also, one of the reasons why so many members of the public have such a low opinion of the usefulness of public involvement is the fact that it is ignored and receives no response. My irritation at seeing this so often in final environmental documents shows clearly here. Ordinary citizens should not be penalized for not knowing how to twist their comments to fit the requirements and threshold for response of CEQA and CEQA guidelines. Remember too that the environmental process usually is the only one where comments ever receive responses and citizens can see their voice being heard (sometimes), even when it is not heeded.

One way to grant this request without blurring the distinction between environmental comments requiring response and significant non-environmental comments is to include responses to the latter in a section of the FEIR "Comments not requiring response". Responses could be individualized (preferable) or could be generalized for discrete issues raised or types of comments. If legal liability for responses to

comments not requiring such is of concern, then an appropriate legal disclaimer could be inserted.

3. COMMENT: (4)
I request formally for substantive response that all people commenting upon the DEIR or commenting at the public hearing for the DEIR, including those who make no comments which receive responses, be mailed copies of the responses to their particular comments if they do not receive a copy of the full FEIR, nothwithstanding that the lead agency is not required to do so by CEQA.

DISCUSSION:
See the first paragraph of the discussion of Comment 1 and the second paragraph of the discussion of Comment 2.

4. COMMENT: (5)
I request formally for substantive response that all vocal comments received at the public hearing for the DEIR be treated as if they were written comments received in the context of the environmental review process for the purpose of responding to comments, nothwithstanding whether the lead agency might argue that CEQA does not require it to do so.

DISCUSSION:
Since public hearings on environmental documents in fact are not required by CEQA (14 Cal. Ad. Code §15087(g)), the lead agency might argue that comments received during a public hearing are not comments within the sense of 14 Cal. Ad. Code §15088(a) - though that would be risky!

This request is not abstract or superfluous for me, since I know of an instance where no comments received at a public hearing received responses (and it was a joint NEPA/CEQA document to boot)!

5. COMMENT: (6)
I hereby formally incorporate by reference as my own comments for substantive response and make applicable to the DEIR and FEIR the comments submitted by the Southern California Rapid Transit District in response to the Notice of Preparation.

DISCUSSION:
I think the RTD's comments were excellent though they were utterly ignored in the scope of the DEIR.

6. COMMENT: (7)
I hereby formally incorporate by reference as my own comments for substantive response and make applicable to the DEIR and FEIR the comments submitted by Mr. Calvin Hamilton, Director, Department of City Planning for the City of Los Angeles in response to the Notice of Preparation regarding the scope of alternatives which should be subject to environmental documentation in the EIR.

DISCUSSION:
Once again, I think Mr. Hamilton's comment in that regard was excellent (I thought it myself before reading his comment), but it seems utterly ignored in the scope of the DEIR.

7. COMMENT: (8)

The DEIR's scope of alternatives to the proposed project and consideration of mitigations of its adverse effects is fundamentally inadequate and prejudicial in favor of adopting the project as proposed in spite of documented net unmitigated significant adverse effects by failing to document at least one alternative (or corresponding set of mitigations) which entails establishing a redevelopment project but with a different, environmentally superior redevelopment plan.

DISCUSSION:

CEQA formalities and perfunctory denials aside, a redevelopment project will be established by CRA and City Council action. The City Council has asked for preparation of such a project in anticipation of establishing one (legal formalities aside), and it will be done. Therefore, legal formalities and denials aside, the alternatives in the DEIR will not be adopted and are not meaningful in the spirit if not the letter of CEQA. To be meaningful, the range of alternatives (or corresponding set of mitigations) must focus upon what is most likely, some redevelopment project and variations and gradations in the redevelopment plan which meet some of the project objectives (see 14 Cal. Ad. Code §15126 (d)(3), last clause) but which avoid or minimize as many of the documented net unmitigated adverse effects. Such variations or gradations must be reasonably realistic (meaning they do not discredit themselves or are calculated to self-destruct) and be systematically devised or formulated to avoid adverse impacts.

Alas, obviously, I have anticipated that the lead agency will assert that any of the land-use plans and associated features could substitute for the plan of the proposed project under a redevelopment scenario. That does not satisfy and is not responsive to my comment. Of course, the present alternatives do imply a range of possible alternatives under a redevelopment scenario with impacts similar to what is documented (except that they do not include the effects of eminent domain exercised on a significant scale), but they do not constitute an adequate range. I repeat the criterion: The variations or gradations on the redevelopment plan must be reasonably realistic (meaning they do not discredit themselves or negligently or calculatedly lead to their self-destruction) and be systematically devised or formulated to avoid adverse impacts. The alternatives in the DEIR do not seem to satisfy this criterion, and I contend for response that they do not do so.

Also, I have anticipated the argument from the lead agency that the "rule of reason" does not require documentation of still more alternatives and variations and that the present range gives decision-makers enough idea of the gener range of effects from various actions. In response, I draw your attention to the first article in the Fall 1982 issue of the UCLA Journal of Environmental Law & Policy ("Legal Adequacy of Environmental Discussions in Environmental Impact Reports" by Eric Goldman), page 20, 2nd full paragraph. The author argues a close interrelationship between

discussions of alternatives and mitigations. Extending the author's logic one step further, if the range of discrete alternatives in the DEIR is deemed adequately reasonable, then the lead agency remains obligated to document features of other possible alternatives (e.g., selected features of the city's quondam proposed specific plan) which when added to or substituted for features of the redevelopment plan of the proposed project result in avoiding or minimizing adverse impacts. Other mitigations not embodied in any explicit alternative but entailing adding, subtracting or amending elements of the proposed project must be systematically devised (or a reasonable attempt made to do so).

One example, and only one example of an alternative project feature which would avoid much of the historical impacts allowed under the proposed redevelopment project plan (of concern to me, among other things) is the feature of the city's formerly proposed specific plan which would establish a 45-foot height limit for much of the Hollywood Boulevard retail sector and a TDR (transfer-of-development-rights) mechanism for the additional development intensity allowed under current zoning and the community plan. This is a significant incentive for property owners to preserve existing historical resources. Establishing a 30-foot height limit with additional height allowable by a conditional-use permit is only one more example which would be even more effective in historical impact mitigation. (See also Comment 6.) (9)

8. COMMENT: (10)
I request formally for substantive response that the lead-agency include at least one additional discrete environmental alternative under a redevelopment scenario in the interests of full disclosure and a robust public debate, notwithstanding the lead agency's response for Comment 7 supra and notwithstanding whether the lead agency is required to do so under CEQA.

9. COMMENT: (11)
The DEIR's list of circulatory mitigation measures for the proposed project is significantly inadequate, ineffective in the long term and prejudicial for the environmentally adverse automotive mode by its specificity for general roadway traffic measures and failing to devise, document and commit to, with comparable specificity, measures to increase the transit and HOV modal share of travel within and through the project area, orient allowable intensity and density patterns to public transit (through amendment of the redevelopment land-use plan), especially logical locations for future guideway transit stations, and orient allowable intensity and density patterns to the pedestrian mode for home-to-work travel, minimizing the need for vehicular travel.

10. COMMENT: (12)
The DEIR fails to document the mitigation of many adverse impacts documented already of limiting Commercial development (especially Regional Commercial) to an FAR of 3:1 by right and offering bonuses up to a 4.5:1 or 6:1 FAR in exchange for mitigating facilities, payments or actions by developers.

11. COMMENT: (13)

The DEIR's project description generally is excessively vague and revealed bit-by-bit in various locations instead of in a discrete, integrated format.

That concludes my comments for now, at least, for lack of additional time. Thank you for your attention and forebearance of my piqueishness.

Sincerely,

Bryan Allen

Bryan Allen
3142 Drew Street
Los Angeles, CA 90065
(213) 254-8298

cc: Councilman Michael Woo
Hollywood Heritage
Los Angeles Conservancy
SCRTD Planning Department

Response to Bryan Allen Comments

1. Section 15207 of the State EIR Guidelines states, in part: "Although the Lead Agency need not respond to late comments, the Lead Agency may chose to respond to them." The discussion of this section of the Guidelines further states, in part: "[the Lead Agency] need not hold its process open to prepare formal response to comments which come in later [than the deadline]."

   The public comment period for this project was 45 days, 15 days longer than the minimum required 30-day period. CRA, Lead Agency for this project, has decided that this extended period is an adequate response time, in the absence of a showing of extenuating circumstances.

2. The purpose of the public review period for the DEIR, required by the State EIR Guidelines (Section 15105), is to ensure that the DEIR is as accurate and complete as practical. Section 15088 states, "The Lead Agency shall evaluate comments on environmental issues . . . and shall prepare a written response."

   CRA distributed copies of the DEIR to 92 entities, including local and state agencies, private organizations, and individuals, including the Los Angeles Public Library. Finally, CRA was prepared to provide copies of the DEIR to members of the public upon request. In all these ways, CRA facilitated participation in the public review process.

3. Non-environmental comments received by CRA will not receive a substantial response in the FEIR, although CRA will respond to these comments in some other fashion. See response to Comment #2 of this letter, response to Comment #2 by City Planning Department, and response to Comment #3 by Samuel Schiffer.

4. All commentors on the DEIR will receive a copy of the FEIR as certified by CRA. Responses to all comments on the DEIR will be included in the FEIR. Those people who did not comment but wish to review the FEIR, may do so at CRA.

5. The FEIR will contain responses to all oral comments on the DEIR made at the public hearing held for that purpose on December 16, 1985.

6. The agency responses to the Notice of Preparation (NOP) were considered in preparing the EIR. The State EIR Guidelines require responses only to comments on the DEIR, and the responses to the NOP cannot specifically address the accuracy or completeness of the DEIR, since they were submitted prior to its publication.

7. See response to Comment #6, above.

8. The EIR does present a range of alternatives with varying intensities of environmental effects. According to the State EIR Guidelines (Section 15126d), the EIR is required to "describe a range of reasonable alternatives to the project . . . which could feasibly attain the basic objectives of the project . . . ." The range of alternatives presented in the EIR satisfy this requirement. Additional variants of the alternatives would serve no useful purpose; the commentor suggests no specific additional alternatives for consideration.

9. Height limits would not be established by the Redevelopment Plan. However, Section 515 of the Redevelopment Plan provides for the establishment of height

limits in Designs for Development to be adopted pursuant to this Plan. The most significant clusters of historic structures in the Hollywood Boulevard Commercial and Entertainment District, Hollywood Core Transition District, and Franklin Avenue Design District would receive some protection from the urban design guidelines and from whatever Designs for Development are adopted for these areas. Building heights could also be limited by applicable federal, state, and local regulations.

The mitigation measures in the EIR and measures in the Redevelopment Plan provide for the mitigation of project effects on historical buildings.

10. Although the commentor requests that an additional alternative be analyzed, no specific alternative has been proposed for consideration. In the absence of a specific request, the Lead Agency considers the range of alternatives presented in the DEIR to be adequate. See response to Comment #8, above.

11. As indicated on p. 58 in the EIR, Transportation Systems Management measures should be required at the project level and be monitored under an area-wide program. These types of measures are most effectively implemented at project inception when the jurisdiction in authority can direct the approval process to achieve acceptance of the concept.

12. The commentor may be confusing the Hollywood Redevelopment Plan with the Metro Rail Specific Plan. Section 506.2.3 of the Redevelopment Plan states: "Development within the Regional Commercial designation shall not exceed the equivalent of an average floor area ratio (FAR) of 4.5:1 for the entire area so designated." The Redevelopment Plan does not designate a "by right" level of development.

13. The commentor's opinion regarding the specificity of the project description is noted. The comment is unclear as to where and in what way the project description is deficient. Without such information, no detailed response can be prepared.

HW.601.09

January 6, 1986

The following EIR comments was phonedin by Gary Silvers, Project Area Committee member:

RETENTION OF EXISTING PARKING LOTS

There is nothing in the EIR that says that existing parking lots be protected. (1)

Received by: Brenda Hendricks
Hollywood Project

Action:
Info:

Response to Gary Silvers Comment

1. Existing parking facilities are addressed in the DEIR (see Errata sheet). The Errata doesn't specifically discuss whether existing lots should be retained and protected, but CRA would endeavor to preserve or expand the total parking capacity in an area when development expands.

D. PUBLIC HEARING COMMENTS AND RESPONSES

COMMENT (MR. SCHIFFER): Well, on Friday I called up to get copies of these documents, the environmental impact report, et cetera, and I got a note from your office saying that any of the bound publications you will have to obtain it from our Records Department at 20 cents per page. This is a sizable amount of money and also a means of delay and I asked Mr. Wood whether I might borrow these documents for a week or so to take a look at it and that is my question right now.

I am handicapped somewhat, of course, not having been able to go over these documents in detail, but I have looked at your memorandum here, but before I do this, I would like to mention what I have mentioned here repeatedly, that your Committee meetings, which consider these questions in detail, are closed to the public and in my opinion contrary to the Brown Act. You reach decisions on these items at your closed meetings in secret from which --

So this was considered at the Project Review Committee at the Project Committee meeting which is closed to the public. Effectively this has been discussed in secret so far as the public is concerned and, therefore, I question the propriety and legality of the action on this.

Now, then, bearing in mind that all I have before me is your memorandum, and your memorandum cannot hope to summarize these lengthy reports, which I thank you for allowing me to borrow from you, but looking at the memorandum, I note that the level of development is estimated at over two million gross feet of office space and I point up to you what I have pointed up to you in the past, that Los Angeles is presently very heavily overbuilt in office space to the extent that existing offices are being rented at heavy discounts and that therefore I can see no economic justification of this huge amount of office space in this area.

Secondly, since in the past the CRA has participated in these developments through the use of tax-exempt bonds, which means that taxes are loaded on the public, and which involve a subsidy to these outfits that do the construction, that I see no justification, again from the financial point of view, for being involved in this.

I would like to make exactly the same point with this proposal for 1,200 additional hotel rooms. How can we justify the public's money in construction of hotel space when the existing hotelkeepers are complaining bitterly that they have to cut rates because of not sufficient demands.

Finally, I do not see, of course in this memorandum, any justification for the approximately 1.4 million gross square feet of industrial uses at this time. From past experience, I would be included to doubt that the agency report has taken account of the very serious problem faced by the City with the lack of sewage facilities, the fact that they are heavily overloaded now, heavily out of date, and there has been talk of a moratorium on construction.

RESPONSE: The following information is provided in response to your comments at the public hearing on the DEIR for the proposed Hollywood Redevelopment Project. The DEIR, the Proposed Hollywood Redevelopment Plan, and the Preliminary Report for the proposed Plan were presented to the Project Review Committee on Friday, December 13, 1985. For your information, Board Committee meetings generally function as workshops on various CRA business items between the Board and its staff.

The purpose of this presentation was to familiarize the committee Board members of these items which were to come before the Board at an upcoming meeting and to address questions Board members may have had prior to requesting any action by them. No actions regarding the aforementioned items were taken at the Project Review Committee meeting.

The level of estimated development for dwelling units, office space, commercial, retail, hotel rooms and industrial uses were based on projections and market feasibility data provided by a market feasibility consultant to CRA. These estimates represent the maximum probable development to occur over a 20-year period. Our research concluded that the project area could handle such development levels with various environmental mitigating measures in place.

It is true that CRA has, in the past, used tax exempt bonds to assist developments in redevelopment project areas. It is also anticipated that such a financial mechanism would be used for the proposed Hollywood project. Such bonds are secured by the tax increments which are derived partly as a result of new development in project areas. All such bonds must meet specifically detailed legal requirements for issuance and expenditure purposes.

The Preliminary Report, as well as the EIR, do take into consideration many impacts the proposed project, at various levels of development, would have on any and all public facilities including sewage facilities. Through the EIR process, we have contacted all the City's potentially impacted departments and requested comments regarding the proposed project. The FEIR will reflect such comments and responses.

COMMENT (MS. OFFENHAUSER): My name is Fran Offenhauser and I am an architect. I was elected to the PAC as a representative of Hollywood Heritage, which is the historical organization in Hollywood, and I was elected with high hopes that the Agency would really grapple with the issues of historical preservation in Hollywood. It is no secret that Hollywood is historical. There is no reason to dwell on that.

I will address my comments to the EIR because that is what I thought the forum is.

My first comment is that I think the EIR correctly identified in quotes the significant unavoidable environmental effects on historical buildings on p. 100. What that means is with the provision of this Plan as drafted now the destruction of Hollywood's landmarks is unavoidable. In other words, even with the mitigation measures that the agency has included in our document in this Plan, those mitigation measures are inadequate. The buildings will come down. I am obviously not happy with the situation. But I think the EIR has correctly identified it.

I think this is a serious flaw in the Plan in that the EIR addresses the fact that it is indeed correctable. In the alternative to the EIR is the alternative plan offered by the Planning Department, as indeed less delitorious to the historical landmarks than of the plans offered by the Redevelopment Agency.

In terms of the technical comment on the EIR, I would like to see two things changed between now and the draft and the final. I think that -- I assume that it is just an

omission -- but we have a national registered historical district on Hollywood Boulevard. It is on the map that is enclosed in the EIR, but for some reason the discussion of the impacts on it was left out of the document. That is a discussion of impacts on Subarea 2A and 2B.

There is a building-by-building description of impacts on historic buildings in other parts of the Plan, but the most historic area of Hollywood, the national registered district on Hollywood Boule- -d, is not adequately discussed.

Secondly, on p. 43 and 44, 44, anyway, or somewhere around there, there are mitigation measures which essentially recount what is in the Plan to mitigate the impacts on the historic buildings, and I know I have submitted to the agency quite a number of alternative measures that might be some incentive to restore and preserve historic buildings, and I think perhaps more mitigation measures could be developed.

I think the EIR actually has quite honestly attempted to deal with this issue and I think it is very black and white. Either the Plan is changed or the impact on the historic buildings is incredibly serious.

RESPONSE: Your primary concern was that, with the adoption of the Redevelopment Plan, "the destruction of Hollywood's landmarks is unavoidable," because the mitigation measures included in the Plan are inadequate. Your concerns may be partly due to a misunderstanding of the summary statement that potential loss of architecturally or historically significant structures may be unavoidable (p. 100 of the EIR). This statement acknowledges that new development spurred directly or indirectly by CRA involvement in the area could result in the loss of architecturally or historically significant structures. CRA believes that the proposed Redevelopment Plan provides more than adequate protection of architectural and historic resources from demolition and inappropriate alteration. However, these measures cannot abrogate property rights or supersede other considerations, such as public safety. Because of this, the Redevelopment Plan cannot guarantee the preservation of every existing architectural resource for the life of the Plan. Although any removal or alteration of such a resource could occur only after all applicable review and approval processes, the potential of this happening must be acknowledged as an unavoidable significant impact.

You also stated that the EIR did not discuss impacts on the Hollywood Boulevard National Register District. The EIR is a Program EIR addressing the impacts of the Plan (i.e., land and density changes rather than specific development proposals). The proposed Plan retains the same land use designation for Hollywood Boulevard and has a somewhat lower density than the existing Community Plan. Thus, it would not have a greater impact on historic resources than the existing land use plans. This, as stated in the EIR, does not rule out potential impacts from specific development proposals which would be subject to separate environmental review, as well as the review provisions of the Redevelopment Plan. In addition to the mitigation measures listed in the EIR, a more extensive list has been included in the Plan that will be presented to City Council for adoption.

Your comments will be included, along with this response, in the Final EIR (FEIR). You will also receive a copy of the FEIR after its certification by CRA's Board.

COMMENT (MR. CASKEY): As Chairman of the Redevelopment Plan Text Subcommittee, I have read the EIR draft, reviewed its findings and support the draft as presented and urge its approval in order to achieve a final adoption of the Redevelopment Plan by the City Council.

RESPONSE: Comment noted.

COMMENT (MS. LEHRER): The project does involve increases in density and some zone changes which can result in significant negative impacts to historic resources. It is our feeling that preservation has a very specific place in planning the future of Hollywood because the history of Hollywood as a film capitol of America and indeed of the world has tremendous potential for future economic development and for tourism. Our interests would be in harnessing the Redevelopment Agency in handling this potential and also in mitigating any negative impacts of Hollywood's historical architectural resources that might result. So the key thing is really translating mitigation into the plan.

The section on historical architectural and cultural resources is quite well-documented and contains the best survey map that I have ever seen in any document like this. This was developed by Hollywood Heritage as a result of their survey and it contains a wealth of information which we hope was utilized in planning for redevelopment which will support historic preservation. The map shows a number of mitigant neighborhood groups with strong architectural qualities and character. There are 13 indicated on the map and then a list of eight appears in the text itself on p. 40. In trying to find out what the proposed changes of density and zoning could impact those areas. I found this information buried in Appendix C in the rear, including along with a fairly comprehensive list of historic resources. Looking carefully I could pick out some information on these identified neighborhood subgroups. I think the information should really be more clearly identified in the report. However, just taking one example, the 1700 block of Hudson contains six properties identified as potentially eligible for the national register. The proposed zone change for that street is very high residential. Yet the existing properties are one-story residential. Clearly if this block is an example of the proposed density changes, it could mean the elimination of this streetscape which was identified as worthy of preservation.

The issue is how can the redevelopment be used to benefit and enhance such architectural significant subgroups in the community.

I would like to suggest a planning tool that might be useful here. That is that these neighborhood subgroups receive a special classification as conservation districts and that special planning guidelines be applied to these areas.

Development and design guidelines can be established which will enhance inherent strengths of these neighborhoods and streetscapes. This project is known as Rehab Right throughout the community, which I called after a publication produced by the City of Oakland's Planning Department. Guidelines such as this result in enhancing property values for homeowners as well as strengthening the character and special qualities of local communities.

We feel that this is particularly important and appropriate because over the years the Conservancy has heard a chorus of complaints from neighborhood groups, from the grass roots, about other neighborhood rehab programs where the lack of guidelines such as this resulted in the loss of neighborhood character and distinctive architecture.

So I would like to make the suggestion that we do consider the establishment of neighborhood conservation districts in these areas identified in the survey map.

I would like just to mention that in Appendix C, which is the comprehensive list of historical architectural resources, there is an analysis of increased densities proposed. I find one puzzling phrase that occurs throughout where potential impacts are identified as beneficial but pressure to increase density. It seems that any case that you do have pressure to increase density, you do have potential adverse impacts and I think these should be identified so that we may known how to deal with them.

We are also concerned about the impacts of increased density on Hollywood Boulevard, which is a national registered historic district. We fully support the development of the urban design plan as suggested in the report and hope the redevelopment plan itself will include positive strategies to encourage the rehabilitation of this important district which has such tremendous economic potential for the community, along with the preservation guidelines.

There is one economic incentive that I would like to make a comment on because there could be some problem with it. It mentioned the utilization of density bonuses based on the preservation of or rehabilitation of significant architectural resources. The problem arises when incentives result in additions to existing buildings which end up detracting from that building's architectural character. An example of this in the downtown area are greenhouses that were added to the Edison Building at One Bunker Hill. Such development bonuses are beneficial in an area such as Hollywood Boulevard if they can be transferred or sold to other sites outside the historic district so that we don't have a negative impact in the district or on the builder and this would provide the owner for an economic reward for preserving the building while at the same time protecting the integrity of the building and the streetscape.

I think I will just conclude my comments at this point and say that we appreciate all the work that has gone into developing the redevelopment plan in Hollywood and the important historic resources I think for building its future don't need any further emphasis. And I think we all need to look at the plan and the work programs to carry out that mandate.

RESPONSE: Thank you for your thoughtful, constructive comments at the public hearing on the DEIR for the Hollywood Redevelopment Plan. Your comments will be included and responded to in the Final EIR. A copy of the Final EIR will be sent to you after certification.

You state that the key issue is "translating mitigation into the Plan." The Redevelopment Plan includes extensive provisions to protect Hollywood's architectural and historical resources from indiscriminate demolition and alteration. These provisions include incentives to encourage preservation and design and development guidelines for new developments. In addition, CRA will consider requiring the application of the Secretary of the Interior's Standards to all rehabilitation of architecturally and historically significant buildings.

A second issue raised in your comments is how redevelopment can be use to benefit and enhance architectural significant subgroups in the community, such as existing single-family neighborhoods. You suggested classification of these areas as conservation districts with special planning guidelines. Protection and enhancement of such streetscapes could be part of the Designs for Development to be formulated

as part of the implementation process. CRA would consider the use of the conservation district concept for architecturally significant neighborhood groups in areas that would not have a Design for Development.

CRA shares your concern for preserving and revitalizing the Hollywood Boulevard National Register District as a historic and economic resource. This concern and interest is shared by the community and reflected in the goals and specific provisions of the Redevelopment Plan.

E. STAFF-INITIATED TEXT CHANGES

p. ii – The title of Alternative A is revised to "No-Project Alternative." The title of Alternative B is revised to "Development Under Existing Community Plan."

p. iii – "Change Areas" is added to the end of the title of Table 2.

An "s" is added to the last word "Area" in the title of Table 5.

"(%)" is added at the end of the title for Table 7.

"(tons/day)" is added to the end of the titles for Table 13 and 14.

In the title for Table 21, "Electrical" is inserted between the words "Peak" and "Load" and "Change" is deleted after "Use."

p. iv – "Land Uses" is deleted in the title of Table 28.

A comma is added after "Future" in the title of Figure 7.

"Year 2005" is added to the beginning of the title of Figure 8.

p. S-4 – In the first sentence of the second paragraph, "especially were" is revised to "especially where."

The beginning of the second sentence in the last paragraph (partial) is changed from "Residential increases . . ." to "Increases of residential units . . . ."

p. S-5 – In the first sentence of the second full paragraph, "cosidered" is corrected to "considered."

p. S-6 – In the title of the last paragraph, "Inrreversible" is changed to "Irreversible."

p. 5 – In the fifth sentence of the second paragraph, the comma after "CRA staff" is deleted. In the same sentence, the word "staff" is inserted after "PAC" (not in parentheses).

p. 10 – In the second to the last sentence on the page, "20,300" is revised to "25,730."

p. 11 – Table 3 is revised as follows:

p. 19 – In the second sentence of the first paragraph, "Most" is replaced with "Many."

"Land" is deleted in the title of Table 7.

p. 24 – An "S" is added to "IMPACT" at the top of the page.

p. 36 – The title above the last paragraph (partial) is changed to "Historic Resources."

TABLE 3: BUILDING AREA AND EMPLOYMENT BY BUSINESS TYPE

	Building Area/a/	Employees/b/
Retail	3,139,714 sq. ft.	6,280
Office	4,205,522 sq. ft.	16,820
Industrial	60.4 acres	1,510
Hotel	2,240 rooms	1,120
TOTAL		25,730

/a/ CRA land use data base.
/b/ Assumes 250 sq. ft./office employee, 500 sq. ft./retail employee, 25 employees/industrial acre and two rooms/hotel employee.

SOURCE: Myra Frank and Associates

p. 43 – Under the title "MITIGATION," the phrase "Measures Included in the Project" is inserted.

In the last sentence of the second mitigation measure, "impoortance" is corrected to "importance."

p. 44-46 – The hyphens in front of the second to last paragraph on p. 44 through the third paragraph on p. 46 are deleted.

p. 49 – The "g" is deleted in "Frankling" in Table 9, intersection 5.

In the title above the last paragraph, replace "Projections" with "Volumes and Levels of Service."

p. 52 – In Table 10 after "Hotel," replace "per" with "trips/." In the same table, after "Industrial," replace "per" with "/."

p. 54 – In the first sentence of the last paragraph, capitalize the "s" in "study."

p. 56 – "Traffic" is added to the title "Cumulative."

p. 58 – In the second sentence of the fourth mitigation, "wuch" is changed to "such."

In Note /3/, the last comma is replaced with a period.

p. 61 – In Note /g/, "C" is deleted from "(CARB)." A "/" is added to the "NA" in the 1982 CO column, the 1983 SO_2 column, and the last Note in the table.

p. 63 – In the last sentence of Note /a/ in Table 13, "dereived" is corrected to "derived."

p. 64 – An "S" is added to the end of "IMPACT" at the top of the page.

Below "Project Emissions," "Emissions" is added after "Construction."

p. 67 – At the end of the title for Table 15, "/a,b/" is added.

In the first sentence of Note /a/, "for" is revised to "of" and "meteorlogical" is changed to "meteorological."

In the last line of Note /b/, a comma is added after 9.7.

At the beginning of the title above the first paragraph, "Project" is added.

After the "Cumulative" title, "Air Quality Impacts" is added.

p. 70 – An "S" is added to the end of the title "IMPACT."

In Note /a/ of Table 17, "at" is deleted.

p. 71 – In Note /b/ of Table 18, "of" is changed to "to."

p. 77 – The first sentence of the third full paragraph is changed to:

> "The Los Angeles Public Recreation Plan has established a standard of four acres (two acres of community park and two of neighborhood park) of recreational land for every 1,000 residents within a two-mile radius service area."

p. 83 – In the last line of the first paragraph, the words "and 50-" and "and 670 children, respectively" are deleted.

p. 84 – In the title of Table 21, "ELECTRICAL" is inserted after "PEAK" and "CHANGE" is deleted after "USE."

In both Tables 21 and 22, "Land Use" is inserted above "Residential."

p. 85 – In Table 23 and 24, the hyphen is deleted in the column title "20-Years," the "o" is capitalized in "out" of "Build-out."

In Note /b/, "commecial" is corrected to "commercial," and "mo./sq. ft." is replaced with "mo.-sq. ft."

p. 86 – The title "Water" is added to the top of the page.

In Note /b/ of Table 25, "assume" is changed to "assumed."

p. 92 – In the first sentence of the last paragraph, "256" is revised to "246."

In the first sentence of the fifth paragraph, "Fernado" is changed to "Fernando."

p. 107 – In the title of Table 28, the words "LAND USES" are inserted between "POTENTIAL" and "IN."

p. 108 – In the third sentence of the fourth paragraph, "desingate" is corrected to "designate."

p. 109 – In the second sentence of the first full paragraph, a period is added after "max."

p. 110 – In the second sentence of the third paragraph, "Bronsen" is corrected to "Bronson."

p. 111 – In the second sentence of the fifth paragraph, "other" is revised to "or."

p. 122 – Under "Lead Agency and Project Sponsor," the following named is added: "– Donald W. Cosgrove, Acting Administrator (as of December 11, 1985)."

Errata sheet – In the last sentence of the first "Parking" paragraph, the last "l" is deleted from "Consultantl."

VII. REPORT PREPARATION; PEOPLE AND ORGANIZATIONS CONSULTED

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This report was prepared for the Community Redevelopment Agency of Los Angeles by ESA, Inc.; Paul E. Zigman, President. Donna Pittman, ESA Managing Associate, was the Associate-in-Charge; Bruce Campbell, ESA Senior Associate, was the Project Manager; and Judy Fan, ESA Associate, was the Deputy Project Manager. Technical contributors included Richard Grassetti, ESA Senior Associate; David Watkins, ESA Associate; and Jeff Wehling, ESA Junior Associate. Other staff participants included Kim Gardner and Bob Suhr.

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Attn: Teresa MacCarley

YMCA, Hollywood
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Attn: Norris D. Lineweaver

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