

## 4.9 LAND USE AND PLANNING

### 4.9.1 INTRODUCTION

This section describes the existing land uses on and in the vicinity of the project site and analyzes the potential impacts related to the proposed project's use of the project site. The proposed project was reviewed against relevant City of West Hollywood (City) land use policies and regulations, including the West Hollywood General Plan and the City of West Hollywood Zoning Ordinance (West Hollywood Municipal Code [WHMC] 19.01.010), to determine the proposed project's consistency with adopted City policies and standards. This section also discusses and analyzes potential land use conflicts that could arise from the proposed project in relation to existing land uses surrounding the project site.

### 4.9.2 METHODOLOGY

Land use impacts are assessed based on the physical effects related to land use compatibility (e.g., air quality, aesthetics, and circulation) and consistency with adopted plans and regulations. Specifically, this section of the Recirculated Draft EIR addresses potential environmental impacts related to compatibility and/or consistency with regard to the following:

- **Land Use**
  - On-site land uses;
  - Adjacent land uses, including nearby uses in the City of Beverly Hills; and
  - Effects on the surrounding community.
- **Plans and Regulations**
  - City of West Hollywood General Plan; and
  - City of West Hollywood Comprehensive Zoning Ordinance.

Aerial photographs were used to obtain a general overview of the project site in relation to surrounding land uses. The imagery, combined with information obtained from multiple site visits, was used to analyze specific physical impacts of the proposed project for potential land use compatibility impacts.

### 4.9.3 EXISTING ENVIRONMENTAL SETTING

#### Existing On-Site and Adjacent Land Uses

The existing uses on the project site consist of office, retail (e.g., art galleries and a furniture showroom), service commercial (e.g., hair salons and clothing alterations), light industrial (e.g., upholstery), and parking. The site is developed with two office buildings along Santa Monica

Boulevard that are two and three stories high. A one-story building on the corner of Santa Monica Boulevard and Almont Drive offers pet grooming services. A two-story building sits between the largest office building and the pet services building abutting Santa Monica Boulevard; however, the building address and entry are on Almont Drive. There are three single-story buildings (an upholstery shop, furniture showroom, and antique shop) along Almont Drive. There are two buildings along Melrose Avenue: (1) a single-story building housing primarily art galleries, and (2) a three-story office building.

Existing parking areas on site include various small storefront parking lots, two larger surface parking lots (in the west and central parts of the site), rooftop parking above the art gallery building, and a three-level parking structure in the eastern part of the project site. Vehicular access to the site includes a driveway from Santa Monica Boulevard to the central parking lot, driveways from Almont Drive to the parking structure and the rooftop parking area, driveways from Melrose Avenue to the western and central parking lots, and access to various small parking lots along Almont Drive and at the corner of Almont Drive/Santa Monica Boulevard.

Existing land uses in the immediate vicinity of the project site are primarily commercial. To the north, a variety of commercial uses (e.g., art gallery, karate school, night club, restaurant and office) exist. To the east along Almont Drive, there are primarily furniture and design showrooms, but there is also a large dog training/kennel business. There are retail/service (e.g., fine art and pet supplies) and office uses south of the site along Melrose Avenue. There is a hotel to the southwest, across the intersection of Santa Monica Boulevard/Melrose Avenue/Doheny Drive. To the northwest is Beverly Gardens Park, a small neighborhood park in the City of Beverly Hills. Extending farther from the project site are multi-family and single-family residential uses to the south on Rangely Avenue, which are separated from the project site by the commercial uses on the south side of Melrose Avenue. There is multi-family housing southwest of the hotel at the intersection of Santa Monica Boulevard/Melrose Avenue/Doheny Drive. North and west of Beverly Gardens Park is a large neighborhood of single-family homes, with two multi-family residential buildings facing nearby Doheny Drive.

Existing commercial sub-areas in the vicinity of the project site are the Melrose/Beverly District and Santa Monica Boulevard West. The Melrose/Beverly District is located to the east of the project site and is characterized by small commercial buildings along Melrose Avenue and Robertson Boulevard. In addition, this district features the Pacific Design Center (PDC). The PDC is a center for arts, fashion, design, and furnishing businesses. The Santa Monica Boulevard West area is a commercial corridor located within the project area and is characterized by a variety of restaurants, retail, entertainment, and neighborhood-serving uses.

#### **4.9.4 REGULATORY SETTING**

The City of West Hollywood General Plan identifies the location, density, and intensity of land uses, the basic design and function of circulation, and policies regarding open space, infrastructure, recreation, and public service needs for the entire City. Together, the Comprehensive Zoning Ordinance and planning area map identify specific types of land uses, intensity of uses, and development performance standards applicable to specific areas and parcels of land within the City.

## City of West Hollywood General Plan

As illustrated in Figure 4.9.1, the existing City of West Hollywood General Plan land use designation for the project site is Commercial Community 2 (CC2). The base land use designation of CC2 allows for commercial uses with a floor area ratio (FAR) of 2.0 and a building height of 44 feet (four stories). The proposed project is also located in one of the City's Mixed-Use Gateway Areas. The Mixed-Use Gateway Area includes Residential Mixed-Use projects in the CC2 designation located on parcels bounded by Santa Monica Boulevard, Almont Drive, and Melrose Avenue that provide exemplary architectural design elements, maintain at least 20 percent of the total site area as open space, of which 40 percent must be maintained as pedestrian open space or pedestrian walkthroughs open to the sky, and provide for a double row of street trees along Santa Monica Boulevard. Portions of the site exceeding 55 feet in height must be within 250 feet of the centerline of Santa Monica Boulevard. This Mixed-Use Gateway Area would allow for additional FAR from the base land use. Additionally, green building projects are projects that achieve a minimum of 90 points on the West Hollywood Green Building Point System Table and are allowed an additional 0.1 FAR for commercial or mixed-use.

The properties north of the site along Santa Monica Boulevard and east of the project site are designated CC1. The properties immediately to the south along Melrose Avenue are designated CN2, which allows commercial uses of a low-intensity, small-scale development that serve the local residents. Properties west of the intersection of Santa Monica Boulevard/Melrose Avenue/Doheny Drive are in the jurisdiction of the City of Beverly Hills. These properties are designated as single-family residential, parks, reservoirs, or government; multifamily residential, and commercial uses.

The Land Use and Urban Design Element of the General Plan establishes land use objectives and policies for the project site. The applicable General Plan objectives and policies are discussed later in Section 4.9.4, Impacts.

## City of West Hollywood Zoning Ordinance

According to Title 19 of the WHMC, otherwise known as the City of West Hollywood Zoning Ordinance (Zoning Ordinance), the existing zoning designation for the project site is Commercial Community 2 (CC2). As illustrated in Figure 4.9.2, the properties to the east across Almont Drive are also zoned CC2, and the properties to the north across Santa Monica Boulevard are zoned Commercial Community 1 (CC1). The properties to the south across Melrose Avenue are zoned Commercial, Neighborhood 2 (CN2). The properties to the west across Doheny Drive are in the City of Beverly Hills and are zoned R-4, Multiple Residential Zone.

The CC2 zoning district is intended to provide a wide variety of commercial opportunities to serve local community needs as well as broader market areas. The CC2 zoning district identifies areas appropriate for a variety of commercial uses, including the following: retail; professional offices; business support and personal services; entertainment uses; restaurants; specialty shops; overnight accommodations; cultural uses; and small-scale manufacturing uses related to design furnishings, galleries, motion pictures, television, music, or design-related uses. Mixed-use developments with residential and office uses above commercial, retail, and service businesses are encouraged in the City's General Plan and Zoning Code. The CC2 zoning district is consistent with the CC1 and CC2 General Plan land use designations for the project site and the surrounding areas.

Zoning Ordinance Section 19.22.050(D) allows housing density bonuses up to a maximum of 35 percent. In addition, projects that include green buildings may apply for an additional FAR of 0.1.

#### 4.9.5 THRESHOLDS OF SIGNIFICANCE

The following thresholds of significance criteria are based on Appendix G of the CEQA Guidelines. Based on these thresholds, implementation of the proposed project would have a significant impact on existing or planned land uses if it would:

- Threshold 4.9.1:** Physically divide an established community;
- Threshold 4.9.2:** Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect; or
- Threshold 4.9.3:** Conflict with any applicable habitat conservation plan or natural community conservation plan.

#### 4.9.6 PROJECT IMPACTS

**Threshold 4.9.1:** **Would the proposed project physically divide an established community?**

##### **Less Than Significant Impact**

**Impacts to an Established Community.** The project site and surrounding area is a mixture of commercial and residential uses with the exception of the Beverly Gardens Park across the multiple intersection of Santa Monica Boulevard/Melrose Avenue/Doheny Drive. The project site is surrounded by commercial development and is bordered by three streets. The existing residential uses in the project vicinity are currently located adjacent to existing commercial uses. The closest residential uses consist of multi-family and single-family residences on Rangely Avenue, which are separated from the project site by the commercial uses on the south side of Melrose Avenue. There is multi-family housing southwest of the hotel at the intersection of Santa Monica Boulevard/Melrose Avenue/Doheny Drive. North and west of Beverly Gardens Park is a large neighborhood of single-family residences, with two multi-family residential buildings facing Doheny Drive. Areas to the north, east, south, and southwest of the project site include a wide mixture of commercial uses such as art gallery, karate school, night club, restaurant, office, pet supplies, furniture and design show rooms, dog training/kennel business, and hotel.

The project site is located on the border of the Cities of West Hollywood and Beverly Hills along Santa Monica Boulevard, a major commercial corridor. It is separated from the established residential community south of Melrose Avenue by adjacent commercial development. The proposed project would continue to provide commercial/retail uses and would also add multi-family uses, which is consistent with the existing land uses adjacent to and in the vicinity of the project site. Additionally, the proposed project would include a broad paseo running through the center of the project site, which would allow pedestrian access between Santa Monica Boulevard and Melrose Avenue. Because the

proposed project would consist of redevelopment of an existing commercial site bounded on all sides by existing streets, and because the proposed project would not provide land uses inconsistent with the area, no established communities would be physically divided, and no mitigation would be required.

**Threshold 4.9.2: Would the proposed project conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?**

#### **Less than Significant Impact**

**Consistency with the General Plan.** The proposed project would be consistent with the City's General Plan because it would not exceed the specified height limit for the area after applicable height and density bonuses were applied to the project site. Where multiple possible bonuses are indicated in a particular designation, individual projects may be able to cumulatively apply each bonus, as described in the General Plan. According to the City's General Plan, the CC2 designation allows for commercial uses and mixed-use development at key locations along major corridors. This designation is intended to allow for an expansion of retail, office and other nonresidential uses in the City while allowing for an increase in the amount and diversity of housing in locations where housing is harmonious with surrounding land uses. This designation has a FAR of 2.0 and a height limit of 45 feet, without applicable bonuses. New development beyond the base height or density must provide tangible benefits for the community, and may be allowed subject to any applicable bonuses described in the Zoning Ordinance.

A total of three height or density bonuses are applicable to the proposed project, including the Green Building, Affordable Housing, and Gateway Mixed-Use bonuses. With these height or density bonuses, an additional 25 feet in height would be applicable to the proposed structures along Santa Monica Boulevard and an additional 10 feet in height would be applicable to the proposed structures along Melrose Boulevard (General Plan, Table 3-2.). According to the Melrose Triangle Elevation Plans, the total height of the proposed buildings would be less than 70 feet.

In addition, the proposed project would meet the objectives and policies in the General Plan, as shown in Table 4.9.A, included at the end of this section. While the proposed project would increase development density, building heights, and activity levels from the conditions currently experienced at the project site, the proposed project would be consistent with the City's objectives and policies to provide mixed-use development, enhance the Santa Monica Boulevard Corridor, introduce socially valued uses, provide additional housing, provide diverse retail services, enhance pedestrian activity, provide local-serving commercial services and uses, and provide outdoor cafes. In addition, the proposed project would be consistent with Policies 1.7 and 2.13, which allow for modification of the General Plan's permitted density/intensity and height. Impacts related to consistency with the General Plan would be less than significant, and no mitigation is required.

**Consistency with the Zoning Ordinance.** The CC2 zoning district is intended to provide a wide variety of commercial opportunities to serve local community needs, as well as broader market areas.

The proposed project's uses would be consistent with the existing zoning ordinance because the existing CC2 zoning allows a variety of commercial uses including the following: retail; professional offices; business support and personal services; entertainment uses; restaurants; specialty shops; overnight accommodations; cultural uses; and small-scale manufacturing uses related to design furnishings, galleries, motion pictures, television, music or design-related uses. Mixed-use development with residential and office uses above businesses is also encouraged.

Although the proposed project would be consistent with land use designations and regulations in the City's General Plan, the proposed project would be inconsistent with the City's Zoning Map and Zoning Code. According to the City's Zoning Map, a maximum building height of 45 feet/four stories is allowable on the project site. However, this limitation is not consistent with the General Plan. Accordingly, a Zoning Map and a Zone Text Amendment would be required to amend the City's Zoning Map and Zoning Code to allow the five stories (approximately 70 feet) aboveground (as measured from the adjacent grade) for the proposed project. The Zoning Map and Zone Text Amendment, which is included as part of the proposed project, would make the Zoning Code consistent with the regulations in the City's General Plan and its height and density bonuses (Table 3-2). Approval of the Zone Text and Zoning Map Amendments that are part of the proposed project would ensure that impacts related to the City's Zoning Code would be less than significant, and no mitigation is required.

**Threshold 4.9.3: Conflict with any applicable habitat conservation plan or natural community conservation plan**

**No Impact**

**Conservation Plans.** The project site is not located within the boundaries of an adopted Habitat Conservation Plan (HCP), Natural Community Conservation Plan (NCCP), or any other local or regional conservation plan. Therefore, the proposed project would not result in an impact related to local ordinances, an adopted HCP or NCCP, and no mitigation is required.

#### **4.9.7 MITIGATION MEASURES**

The proposed project would not result in significant adverse impacts related to land use. No mitigation is required.

#### **4.9.8 CUMULATIVE IMPACTS**

As defined in Section 15130 of the CEQA Guidelines, cumulative impacts are the incremental effects of an individual project when viewed in connection with the effects of past, current, and probable future projects within the cumulative impact area for land use. The cumulative impact area for land use for the proposed project is the City of West Hollywood and areas within the City of Beverly Hills that are in the immediate vicinity of the project site. Santa Monica Boulevard is classified as a Major Highway on the City's General Plan Circulation Element and is the City's commercial corridor. The east and west ends of Santa Monica Boulevard are the gateways to the City of West Hollywood from Hollywood (City of Los Angeles) and the City of Beverly Hills, respectively. Several mixed-use projects are approved and/or pending along Santa Monica Boulevard in the City of West Hollywood.

Each of these projects, as well as all proposed development in the City, would be subject to its own General Plan consistency analysis and would be reviewed for consistency with adopted land use plans and policies. In addition, there are several proposed projects in the project vicinity located within the City of Beverly Hills. These projects would be subject to review for consistency with adopted land use plans and policies established by the City of Beverly Hills.

The City of West Hollywood is a heavily urbanized area with a wide variety of established land uses. The land use patterns around the project site have been established with a variety of commercial, retail, office, hotel, and park uses land uses to the north, south, and east and residential land uses farther from the project site on Rangely Avenue. Land uses to the west are located in the City of Beverly Hills and include established residential, commercial, and park uses. As previously stated, the project site is zoned as CC2, which allows for a maximum building height of 45 feet or the equivalent of four stories. Therefore, the proposed project would require a Zoning Map and Zone Text Amendment to make the Zoning Code consistent with the General Plan and to allow for the proposed five stories aboveground with a maximum building height of 70 feet. In addition, the proposed project would be consistent with the City's General Plan; no General Plan Amendments or Specific Plan would be required.

The proposed project would include land uses that are consistent with the Santa Monica Boulevard corridor and therefore would not contribute to a pattern of development that adversely impacts adjacent land uses or conflicts with existing or planned development. Proposed on- and off-site improvements would be consistent with the long-range planning goals of the governing plans and policies for the surrounding area.

There are no incompatibilities between the proposed project and planned future projects along the Santa Monica Boulevard corridor, which consist of mixed-use and commercial developments. As discussed in Section 4.9.6, the proposed project would not divide an established community, conflict with City-adopted plans, policies, or zoning, or conflict with any habitat conservation plans. Development of the related projects in the City would result in changes to existing land uses in the City through the conversion of low-density uses to higher-density uses. All identified City-related projects would be reviewed for consistency with adopted land use plans and policies by the City. For this reason, the related projects are anticipated to be consistent with applicable General Plan and zoning requirements, or be subject to allowable exceptions; further, they would be subject to CEQA, mitigation requirements, and design review. Therefore, the proposed project would not contribute a significant cumulative land use compatibility impact in the study area, and no mitigation is required.

#### **4.9.9 LEVEL OF SIGNIFICANCE AFTER MITIGATION**

The proposed project would not result in significant unavoidable adverse land use impacts and no mitigation is required.

**Table 4.9.A: Proposed Project Land Use Consistency with the City of West Hollywood General Plan**

General Plan Objective or Policy	Project Consistency/Comment
<b>LU-1.1:</b> Maintain a balanced land use pattern and buildings to support a broad range of housing choices, retail businesses, employment opportunities, cultural institutions, entertainment venues, educational institutions, and other supportive urban uses within the City.	<b>Consistent.</b> The proposed project would consist of a mixed-use commercial and residential development intended to provide for art galleries, general retail, a design showroom, and café/restaurant uses, as well as residential lofts and one- and two-bedroom apartments.
<b>LU-1.8:</b> Promote the establishment, retention, and expansion of businesses that provide employment for West Hollywood’s residents and the surrounding region.	<b>Consistent.</b> The proposed project would include 82,021 square feet (sf) of retail and restaurant uses which would provide employment opportunities for the residents of the City and surrounding area.
<b>LU-1.10:</b> Encourage new non-residential land uses that contribute to a strong and diversified local economy.	<b>Consistent.</b> The proposed project would include 82,021 sf of retail and restaurant, as well as 137,064 sf of office use that would contribute to a diversified local economy.
<b>LU-1.11:</b> Prohibit new land uses that harm the physical health and well-being of the community.	<b>Consistent.</b> The proposed project would consist of commercial and residential uses consistent with zoning ordinances. These uses are not considered harmful to the physical health and well-being of the community.
<b>LU-1.12:</b> Prohibit new industrial and heavy manufacturing uses within the City.	<b>Consistent.</b> The proposed project would not include any new industrial and heavy manufacturing uses.
<b>LU-1.14:</b> Support the continuation of existing and new uses that enhance the social and health needs of residents.	<b>Consistent.</b> The proposed project would include bicycle paths, an outdoor public paseo, and common residential open space that would enhance the social and health needs of residents.
<b>LU-1.15:</b> Prohibit new drive-through commercial land uses.	<b>Consistent.</b> The proposed project would not include any drive-through commercial uses.
<b>LU-1.21:</b> Provide for the expansion and recruitment of commercial uses that provide economic and fiscal benefits for the City, including entertainment businesses, music and entertainment venues, bars and night clubs, hotels and hospitality, and design and creative arts.	<b>Consistent.</b> The proposed project would include a variety of commercial uses, including retail, art galleries, a design showroom, and a café/restaurant, which would provide economic and fiscal benefits for the City.
<b>LU-2.2:</b> Consider the scale and character of existing neighborhoods and whether new development improves and enhances the neighborhood when approving new infill development.	<b>Consistent.</b> The proposed project is consistent with the City’s GP Mixed-Use Gateway Area and CC2 land use regulations and would improve and enhance the project area by revitalizing the project site.



**Table 4.9.A: Proposed Project Land Use Consistency with the City of West Hollywood General Plan**

General Plan Objective or Policy	Project Consistency/Comment
<p><b>LU-4.6:</b> Require commercial development projects to provide for enhanced pedestrian activity in commercial areas through the following techniques:</p> <ul style="list-style-type: none"> <li>a. Minimizing vehicle intrusions across the sidewalk.</li> <li>b. Locating the majority of a building’s frontages in close proximity to the sidewalk edge.</li> <li>c. Requiring that the first level of the building to occupy a majority of the lot’s frontage, with exceptions for vehicle access.</li> <li>d. Allowing for the development of outdoor plazas and dining areas.</li> <li>e. Requiring that the majority of the linear ground floor frontage be visually and physically “penetrable,” incorporating windows and other design treatments to create an attractive street frontage.</li> <li>f. Requiring that ground floor uses be primarily pedestrian-oriented.</li> <li>g. Discouraging new surface parking lots.</li> </ul>	<p><b>Consistent.</b> The ground floors of the proposed project would be designed to accommodate land uses, circulation patterns, and amenities that emphasize pedestrian activity as outlined below:</p> <ul style="list-style-type: none"> <li>a. The proposed project would include three vehicular entrance/exits to the project site limiting the amount of vehicular intrusions on sidewalks.</li> <li>b. The proposed project has been designed with building frontages at or near the sidewalk edge.</li> <li>c. The proposed project has been designed with the first level of the building utilizing the frontage space with the exception of the pedestrian paseo and vehicle access.</li> <li>d. The proposed project would include outdoor courtyards and restaurant/cafe areas with outdoor seating areas.</li> <li>e. As shown in the view simulations in Section 4.1 of this Draft EIR, the proposed project frontage includes large storefront windows providing an attractive street frontage.</li> <li>f. As shown in Section 3.0, the ground floor of the proposed project would include pedestrian access routes throughout the project site, including the paseo.</li> <li>g. As shown in Section 3.0, the proposed project would include subterranean parking. No new surface parking would be provided.</li> </ul>
<p><b>LU-5.1:</b> Continue to encourage diverse architectural styles that reflect the City’s diversity and creativity.</p>	<p><b>Consistent.</b> The proposed project would be located at a City Mixed-Use Gateway and, as shown in Section 4.1, Aesthetics, of this Draft EIR, incorporates an architectural style reflecting the City’s diversity and creativity.</p>
<p><b>LU-5.3:</b> Require that new development be designed to reflect the natural topography of the City.</p>	<p><b>Consistent.</b> The proposed project would be located at a City Mixed-Use Gateway. As shown in Section 4.1, Aesthetics, of this Draft EIR, project buildings are designed to fit within the triangle shape of the proposed project site.</p>

**Table 4.9.A: Proposed Project Land Use Consistency with the City of West Hollywood General Plan**

General Plan Objective or Policy	Project Consistency/Comment
<p><b>LU-5.4:</b> Encourage the use of high quality, permanent building materials that do not require excessive maintenance and utilize the design review process to evaluate such materials.</p>	<p><b>Consistent.</b> Building materials would include clay tiles, glass tiles, innovative stones, steel trellis accents, stucco, and metal canopies. Additionally, the proposed project, including building materials, has been approved by the City’s Design Review Committee.</p>
<p><b>LU-8.1:</b> Consider the scale and character of existing residential neighborhoods during the approval of new development.</p>	<p><b>Consistent.</b> The proposed project is consistent with the scale for the City’s Mixed-Use Gateway and Land Use designation set forth in the City’s General Plan, including building heights and density bonuses.</p>
<p><b>LU-8.4:</b> Require that impacts related to construction, traffic, noise, and air pollution be mitigated to the greatest extent feasible.</p>	<p><b>Consistent.</b> Sections 4.2, 4.10, and 4.14 of this Draft EIR evaluate the potential impacts of the proposed project relative to transportation and circulation, noise, and air quality and provide mitigation measures to address potentially significant impacts.</p>
<p><b>LU-8.8:</b> Encourage the location of neighborhood-serving businesses and amenities within walking distance of all residential neighborhoods.</p>	<p><b>Consistent.</b> The proposed project would include retail and restaurant uses on the ground floors which would serve the residential uses on the upper floors as well as the surrounding residential neighborhoods.</p>
<p><b>LU-9.2:</b> Require a high level of architectural design of all new development in support of the City’s commitment to design quality and innovation.</p>	<p><b>Consistent.</b> As shown in Section 4.1, Aesthetics, of this Draft EIR, the proposed project’s architecture design would be high quality and would include building materials such as clay tiles, glass tiles, innovative stones, steel trellis accents, stucco, and metal canopies. Additionally, the proposed project has been approved by the City’s Design Review Committee.</p>
<p><b>LU-9.4:</b> Encourage the creation of smaller and more affordable units via methods including average unit size and minimum density requirements.</p>	<p><b>Consistent.</b> The proposed project would include 76 residential units, including 53 lofts, 12 one-bedroom apartments, and 11 two-bedroom apartments. Additionally, the proposed project would include affordable housing units in compliance with SB 1818.</p>
<p><b>LU-11.1:</b> Encourage a variety of retail, creative office, commercial, and residential uses to support the vision for the area.</p> <ul style="list-style-type: none"> <li>a. Maintain and enhance the concentration of arts and design-related uses.</li> <li>b. Continue to allow a wide variety of uses including retail, galleries, boutiques, cafes, restaurants, creative office space, entertainment venues, bars, and nightclubs.</li> <li>c. Allow limited housing on Beverly Boulevard. These opportunities should be focused on artist live/work housing.</li> </ul>	<p><b>Consistent.</b> The proposed project would serve as a focal point at the western City entrance. The proposed project would provide a mixed-use commercial and residential development that includes a variety of uses reflecting the City’s vision for the area, including 16,404 sf of art galleries, 12,303 sf of design showroom, and 8,202 sf of café/restaurant uses.</p> <p>The proposed project is not located on Beverly Boulevard.</p> <p>The commercial and restaurant component of the proposed project would attract visitors to the area;</p>

**Table 4.9.A: Proposed Project Land Use Consistency with the City of West Hollywood General Plan**

General Plan Objective or Policy	Project Consistency/Comment
d. Enhance the area's role as a visitor destination by encouraging boutique hotels in the Melrose Triangle area.	however, the proposed project does not include a boutique hotel. This was evaluated as an alternative and is discussed in Section 5.0, Alternative of this Draft EIR.
<b>LU-11.3:</b> Maintain the small-scale, pedestrian-oriented character of Melrose Avenue and Robertson Boulevard with well-designed buildings that reflect the arts and design focus of the area.	<b>Consistent.</b> The proposed massing of the buildings creates pedestrian-oriented spaces at the perimeters of the buildings that are oriented toward the street and features a pedestrian paseo that provides a direct pedestrian link through the project site from Santa Monica Boulevard to Melrose Avenue. The proposed site plan emphasizes pedestrian access to the ground floor commercial uses, while vehicle parking is concealed below ground. Upper floors are stepped back from the facade of the ground-level commercial uses.
<b>LU-11.5:</b> Require high quality and varied architecture of all new development in order to reflect the creative businesses and to showcase international design talent.	<b>Consistent.</b> As shown in Section 4.1, Aesthetics, of this Draft EIR, the rounded or beveled shape of the corner buildings on Santa Monica Boulevard, as well as the building colors and paseo area, would be consistent with the West Hollywood Mixed-Use Gateway style also located at the eastern entrance to the city at Santa Monica Boulevard and La Brea Avenue.
<b>LU-11.9:</b> Seek to create a park-once district for this area that allows for centralized, shared parking facilities from which customers and employees can then walk to and between multiple destinations.	<b>Consistent.</b> Parking for the proposed project would provide 884 spaces onsite that would allow customers and employees to park and walk to both the proposed project and nearby uses.
<b>LU-12.2:</b> Continue to allow and encourage a wide variety of commercial uses and services, with a mix of entertainment uses (e.g., clubs, bars, restaurants) and neighborhood-serving uses (e.g., supermarkets, cafes).	<b>Consistent.</b> The proposed project would include a variety of commercial uses, including general retail, art galleries, design showroom, and café/restaurants.
<b>LU-12.3:</b> Where appropriate, encourage ground-floor retail uses in development projects.	<b>Consistent.</b> The proposed project would include commercial uses on the ground floors, and residential uses on the upper floors.
<b>LU-12.4:</b> Encourage outdoor dining in locations with sufficient pedestrian-right of-way.	<b>Consistent.</b> The architectural renderings for the proposed project envision outdoor dining uses in areas where sidewalks allow for sufficient pedestrian passage.

**Table 4.9.A: Proposed Project Land Use Consistency with the City of West Hollywood General Plan**

General Plan Objective or Policy	Project Consistency/Comment
<p><b>LU-12.5:</b> Allow residential uses on the upper floors of all buildings in Area 2, except on certain parcels on Santa Monica Boulevard, and certain parcels adjacent to those fronting on Santa Monica Boulevard, generally between Almont Drive and Larrabee Street, where such uses may be incompatible with existing entertainment uses. Parcels where residential uses are prohibited are shown in Figure 3-5 in the General Plan.</p>	<p><b>Consistent.</b> The proposed residential units would be on the upper floors. The proposed project is not within the prohibited residential uses area shown in Figure 3-5 in the General Plan.</p>
<p><b>LU-12.7:</b> As feasible, maintain an attractive pedestrian environment with wide sidewalks, benches, and street trees and continue to enhance the pedestrian experience in the area by implementing the following building and public realm concepts:</p> <ul style="list-style-type: none"> <li>a. Locate buildings on or near the sidewalk edge to create an attractive and interesting pedestrian environment.</li> <li>b. Support pedestrian activity and business vitality – and the overall experience of the streetscape – through active and transparent ground floor frontages with main entries that face the street.</li> <li>c. Encourage projects to incorporate landscape elements into the design of building frontages or courtyards to continue the greening of the City’s public spaces and streetscapes.</li> </ul>	<p><b>Consistent.</b> The proposed project design includes an outdoor paseo with trees, wide sidewalks, and benches to create an inviting pedestrian corridor.</p> <ul style="list-style-type: none"> <li>a. The proposed project has been designed with buildings on or near the sidewalk edge and large window storefronts providing an attractive and interesting pedestrian environment.</li> <li>b. As shown in Section 4.1, Aesthetics, of this Draft EIR, the proposed project has been designed with storefront windows on the ground floor and main entries facing the street providing for an attractive pedestrian environment.</li> <li>c. The proposed project includes street trees along Santa Monica Boulevard, Almont Drive, and Melrose Avenue, as well as landscaping within the courtyards and paseo.</li> </ul>
<p><b>LU-12.9:</b> Require development projects to incorporate combinations of setbacks, scale transitions, and buffers, as appropriate, in relation to existing residential areas and to maintain physical compatibility between new and existing buildings.</p>	<p><b>Consistent.</b> The proposed project is consistent with the scale and setback described in the Mixed-Use Gateway area and the CC2 land use zone in the City’s General Plan.</p>
<p><b>LU-12.10:</b> Seek to create a park-once district for this area that allows for centralized, shared parking facilities from which customers and employees can then walk to and between multiple destinations.</p>	<p><b>Consistent.</b> Parking for the proposed project would provide 884 spaces onsite that would allow customers and employees to park and walk to both the project site and nearby uses.</p>

Sources: City of West Hollywood General Plan Land Use and Urban Form, Chapters 3A and 3B Land Use Element, accessed March 24, 2012.  
 SB = Senate Bill

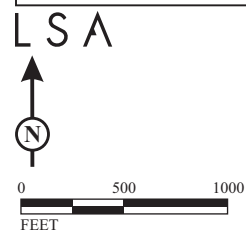


**LEGEND**  
City of Beverly Hills

LEGEND	MAXIMUM DENSITY (DU/ACRE)	MAXIMUM HEIGHT (FEET)
<b>SINGLE FAMILY RESIDENTIAL</b>		
LOW DENSITY	1	
MEDIUM DENSITY	4	
HIGH DENSITY	6	
<b>MULTI-FAMILY RESIDENTIAL *</b>		
VERY LOW DENSITY	22	33-45
LOW DENSITY	40	30
LOW MEDIUM DENSITY	40	40
MEDIUM DENSITY	45	60
HIGH DENSITY	50	60
<b>COMMERCIAL</b>		
LOW DENSITY GENERAL	2.0 (FAR)	45
LOW DENSITY GENERAL OR MEDIUM DENSITY RETAIL	5.0 (FAR)	85
LOW DENSITY GENERAL OR MEDIUM DENSITY RETAIL	5.0 (FAR)	100
MEDIUM DENSITY COMMERCIAL	3.6 (FAR)	92
SPECIFIC PLAN: HOTEL USES		
SPECIFIC PLAN: 9900 WILSHIRE		
LOW DENSITY GENERAL AND MUNICIPAL	1.5 - 2.0 (FAR)	45
MIXED USE	4.0 (FAR)	60
MIXED USE #2	2.0 (FAR)	61
<b>TRANSITIONAL USE *</b>		
MULTI-FAMILY RESIDENTIAL-COMMERCIAL PARKING	50	40
<b>PUBLIC AND QUASI-PUBLIC USES *</b>		
PARKS *		
PUBLIC BUILDINGS *		
RAILROAD		
PUBLIC SCHOOLS *		
SCENIC HIGHWAY *		
RESERVOIRS *		

**LEGEND**  
City of West Hollywood

<b>Residential Districts</b>	
Residential, Single-Family or Two-Unit Low Density	
R1A- 25' 2 Stories - 1 du/lot	
R1B- 25' 2 Stories	
2 du/lot of less than 8499 SF	
3 du/lot between 8,500 and 11,999 SF	
1 add'l du/lot for each 3,500 SF thereafter	
R1C- 15' 1 Story 1 du/lot	
Residential Low Density	
R2 - 25' 2 Stories	
2 du/lot of less than 4000 SF	
3 du/lot between 4000 and 7999 SF	
4 du/lot between 8000 and 9999 SF	
plus 1 additional unit/lot for each 2000 SF or fraction thereof in excess of 9999 SF	
<b>Residential, Multi-Family Medium Density</b>	
R3A - 25' 2 Stories - 1 du/1210 SF of lot area	
R3B - 35' 3 Stories - 1 du/1210 SF of lot area	
R3C - 45' 4 Stories - 1 du/1210 SF of lot area	
R3C-C - 45' 4 Stories - 1 du/1210 SF of lot area w/maximum 1.0 FAR commercial	
<b>Residential, Multi-Family High Density</b>	
R4A - 35' 3 Stories - 1 du/872 SF of lot area	
R4B - 45' 4 Stories - 1 du/872 SF of lot area	
R4B-C - 45' 4 Stories - 1 du/872 SF of lot area w/maximum 1.0 FAR commercial	
<b>Commercial Districts</b>	
	Density Height (FAR)
CN1 - Commercial, Neighborhood 1	1.0 25 ft
CN2 - Commercial, Neighborhood 2	1.0 25 ft
CC1 - Commercial, Community 1	1.5 35 ft
CC2 - Commercial, Community 2	2.0 45 ft
CA - Commercial, Arterial	2.5 60 ft
CR - Commercial, Regional Center	3.0 90 ft



SOURCE: City of Beverly Hills General Plan & City of West Hollywood General Plan  
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FIGURE 4.9.1

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### LEGEND City of Beverly Hills

- ZONES:**
- SINGLE-FAMILY RESIDENTIAL**
- R-1 One-Family Residential Zone
  - R-1.X One-Family Residential Zone
  - R-1.5X One-Family Residential Zone
  - R-1.5X2 One-Family Residential Zone
  - R-1.6X One-Family Residential Zone
  - R-1.7X One-Family Residential Zone
  - R-1.8X One-Family Residential Zone
- MULTI-FAMILY RESIDENTIAL**
- R-3 Multiple Residential Zone
  - R-4 Multiple Residential Zone
  - R-4X1 Residential Income and Multiple Dwelling Zone
  - R-4X2 Multiple Residential Zone
  - R-4-P Residential Parking Zone
  - RMCP Multiple-Family Residential-Commercial Parking Zone
- COMMERCIAL**
- C-3 Commercial Zone
  - C-3A Commercial Zone
  - C-3B Commercial Zone
  - C-3T-1 Commercial-Transition Zone
  - C-3T-2 Commercial-Transition Zone
  - C-3T-3 Commercial-Transition Zone
  - C-5 Commercial Zone
- INSTITUTIONAL/GOVERNMENT**
- Church Zone
  - P-S Public Service Zone
  - S School
  - T-1 Transportation Zone
  - Parks, Reservoirs, Government (Unzoned)
- SPECIFIC PLAN AREAS & OVERLAY ZONES**
- 9900 Wilshire Specific Plan
  - Beverly Hills Garden Specific Plan
  - Beverly Hills Hotel Specific Plan
  - Beverly Hilton Specific Plan
  - C-3(A) Adaptive Reuse Planned Development Overlay Zone
  - C-H(O) Commercial Hotel Overlay Zone
  - C-R Commercial-Retail Overlay Zone
  - C-R-PD Commercial Retail Planned Development Overlay Zone
  - E-O-PD Entertainment Office Planned Development Overlay Zone
  - M-PD-2 Mixed Use Planned Development Overlay Zone
  - M-PD-3 Mixed Use Planned Development Overlay Zone
  - M-PD-4 Mixed Use Planned Development Overlay Zone
  - T-O Transportation Overlay Zone
- Area Boundary  
City Boundary

### LEGEND City of West Hollywood

#### Residential Zoning Districts

- Residential, Single-Family or Two-Unit Low Density**
- R1A - 25' 2 Stories - 1 du/lot
  - R1B - 25' 2 Stories - 2 du/lot of less than 8499 SF
  - R1C - 15' 1 Story - 1 du/lot
- Residential, Low Density**
- R2 - 25' 2 Stories - 2 du/lot of less than 4000 SF
  - 3 du/lot between 4000 and 7999 SF
  - 4 du/lot between 8000 and 9999 SF plus 1 additional unit/lot for each 2000 SF or fraction thereof in excess of 9999 SF
- Residential, Multi-Family Medium Density**
- R3A - 25' 2 Stories - 1 du/1210 SF of lot area
  - R3B - 35' 3 Stories - 1 du/1210 SF of lot area
  - R3C - 45' 4 Stories - 1 du/1210 SF of lot area
- Residential, Multi-Family High Density**
- R4A - 35' 3 Stories - 1 du/872 SF of lot area
  - R4B - 45' 4 Stories - 1 du/872 SF of lot area

#### Combination Zones

- SSP - Sunset Specific Plan
- SSP CN - Sunset Specific Plan Commercial, Neighborhood
- SSP R2 - Sunset Specific Plan Residential, Low Density
- SSP R4 - Sunset Specific Plan Residential, Multi-Family High Density

#### Commercial and Public Zoning Districts

	Density (FAR)	Height
CN1 - Commercial, Neighborhood 1	1.0	25 ft/2 stories
CN2 - Commercial, Neighborhood 2	1.0	25 ft/2 stories
CC1 - Commercial, Community 1	1.5	35 ft/3 stories
CC2 - Commercial, Community 2	2.0	45 ft/4 stories
CA - Commercial, Arterial	2.5	60 ft/5 stories
CR - Commercial, Regional Center	3.0	90 ft/8 stories

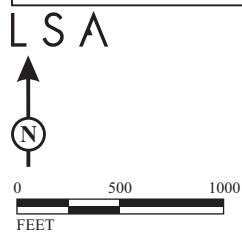
#### Overlay Zoning Districts

- Mixed-Use Incentive Overlay Zone
- PK - Parking Overlay
- Development Agreement Overlay
- Commercial-Only Overlay Zone

#### Other Zoning Districts

- PDCSP - Pacific Design Center Specific Plan
- PF - Public Facilities
- MSP - Movietown Specific Plan

du = dwelling unit



SOURCE: City of Beverly Hills Zoning & City of West Hollywood Zoning Maps

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FIGURE 4.9.2

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