CHAPTER 2
PROJECT DESCRIPTION

This chapter provides a description of the proposed Robertson Lane Hotel Project, referred to in this document as the proposed project. The proposed project would be developed in conformance with the proposed Robertson Lane Specific Plan, which sets forth requirements for development occurring within the project site. Pursuant to CEQA Guidelines Section 15124, this chapter describes the location, objectives, and characteristics of the proposed project, followed by a statement describing the intended uses of this EIR.

2.1 PROJECT LOCATION

The 1.94-acre project site consists of six Assessor Parcels located along North Robertson Boulevard and North La Peer Drive within the City. The City's zoning map assigns the following addresses to the site: 645, 647, 653, 655, 661, 665, and 681 North Robertson Boulevard and 648, 650, 652, and 654 North La Peer Drive. The Assessor Parcel Numbers within the site are as follows: 4336-009-003, 4336-009-004, 4336-009-005, 4336-010-005, 4336-009-006, and 4336-009-007. The site is bounded to the west by North La Peer Drive, a two-lane, north-south street (hereafter referred to as La Peer Drive), and to the east by North Robertson Boulevard, a two-lane, north-south street (hereafter referred to as Robertson Boulevard). The project site has approximately 400 feet of street frontage along Robertson Boulevard and approximately 200 feet of street frontage along La Peer Drive. The maximum width of the site, measured as the distance between the La Peer Drive frontage and the Robertson Boulevard frontage, is approximately 280 feet. The proposed project footprint also would extend below grade, underneath Robertson Boulevard, and underneath a portion of West Hollywood Park to accommodate an underground parking garage. Hereafter, the portion of West Hollywood Park that would be affected by the proposed project is referred to as the "park site." The park site is 1.2 acres in size. As such, the total project footprint is approximately 3 acres (project site plus the park site).

While the project site has street frontages to the east and west, it is bound by commercial properties to the north and south. The commercial properties abutting the north side of the project site are situated along Santa Monica Boulevard, a northeast-southwest trending four-lane roadway. Santa Monica Boulevard is approximately 75 feet from the northwest corner of the project site. The southern border of the project site is approximately 350 feet from Melrose Boulevard to the south.

Regional access to the project site is provided by Santa Monica Boulevard, located 75 to 205 feet north of the project site; U.S. Highway 101 (US 101), located approximately 4.5 miles east of the project site; Interstate 405 (I-405), located approximately 4.2 miles southwest of the site; and I-10, located approximately 3.2 miles south of the site. Figure 2-1 shows the location of the project site in a regional context and Figure 2-2 shows the project site and its immediate surroundings.

2.2 ENVIRONMENTAL SETTING

Existing On-Site Uses

The project site is fully developed with three commercial buildings, three surface parking lots, and several concrete courtyards and patios interspersed among the buildings. Approximately 98% of the site contains impervious surfaces, and the site is generally flat, with 2% to 3% slope to the southeast (Appendix G). The site includes 16 landscaping trees, 12 of which are located along Robertson Boulevard and La Peer Drive and four that are situated near the southern boundary of the project site between two existing buildings. Figure 2-2 characterizes the sizes and locations of the major existing uses.

The 1.2-acre portion of the park that would be impacted during project construction is shown on Figure 2-2. This area currently contains a lawn, several trees, an exercise area, a restroom, and a structure called the "tiny tot building."

Adjacent and Surrounding Uses

Directly north of and adjacent to the project site are four single-story structures occupied by several retail stores and restaurants that front Santa Monica Boulevard. From west to east, these businesses currently include Heritage Classics Motorcar Company, Trust Hair Salon, Cigar Emporium, and Hamburger Haven. These businesses have frontages along the south side of Santa Monica Boulevard. On the north side of Santa Monica Boulevard are commercial and residential land uses including the Pavilions shopping center, north of which is a low-density residential neighborhood. Directly south of and adjacent to the project site are two single-story buildings occupied by Anawalt Lumber Company. South of Anawalt Lumber Company is a variety of commercial uses along Robertson Boulevard, followed by several commercial uses fronting Melrose Avenue to the south. West of the project site, across La Peer Drive, are several one- to two-story commercial buildings and an associated surface parking lot. The businesses occupying these buildings currently include the West Hollywood Animal Hospital. West of these uses are commercial and residential developments. East of the project site, across Robertson Boulevard, are several one- to two-story commercial buildings and West Hollywood Park. The businesses occupying the commercial structures include Christian Louboutin, Kinara, and Ariana Rugs. Just north of the park frontage along Robertson Boulevard is The Abbey. Adjacent to West Hollywood Park to the southeast is the West Hollywood Library, as well as a parking structure and community center that are currently proposed for expansion. East of these uses is the Pacific Design Center, which is a campus of design-oriented retail, commercial, office, and showroom-related uses.

Land Use Designations

General Plan

The West Hollywood General Plan identifies the project site as being located in the Melrose/Beverly District, which is primarily developed with arts and design studios, offices, and related businesses. (This area is now known as the West Hollywood Design District or "Design District.") The project site is located just south of the Santa Monica Boulevard West District, which generally extends along Santa Monica Boulevard from Havenhurst Drive in the east to the City's border in the west. This area is sometimes referred to as "Boystown" and is a local and regional commercial destination with restaurants, retail, and entertainment businesses. Robertson Boulevard, which the proposed project would partially front, is designated as a "Pedestrian Destination Street." The project site is not currently located within a specific plan area.

West Hollywood Park is identified as Public Facilities and Public Open Space in the West Hollywood General Plan.

Zoning

The project site is located within the CN2 and CC2 zoning districts. The portion of the site that fronts La Peer Drive (comprising the width of four standard lots, or 200 feet) is within the CC2 zone and the portion of the site that fronts Robertson Boulevard (comprising the width of eight standard lots, or 400 feet) is within the CN2 zone. The zoning boundary extends north-south through the approximate middle of the project site. Table 2-1 summarizes several requirements of each zone.

Table 2-1
Existing Zoning

Zone	CN2	CC2
APNs within zone	4336-009-003, 4336-009-004, 4336-009-005, 4336-009-006, 4336-009-007 (partial), 4336-010-005	4336-009-007 (partial)
General Purpose	The CN2 zoning district identifies areas appropriate for low-intensity commercial land uses and encourage the arts and design focus of this portion of West Hollywood. The intent of the zone is to allow land uses that are small-scale and that serve local residents. Appropriate land uses include neighborhood convenience uses and specialty shops as well as arts, fashion, design, creative office, restaurant and café uses.	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 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.

Table 2-1
Existing Zoning

Zone	CN2	CC2
Permitted Uses[1]	Retail, restaurant, office, wholesale design showroom, art studios, fitness facilities, libraries, museums	Similar to permitted uses of CN2, with the addition of more intensive uses such as vehicles sales, media production, and hotels.
Allowable Floor Area Ratio (FAR)[2]	1.00	2.00
Allowable Height	2 stories; 25 feet	4 stories; 45 feet

1 Refer to Table 2-5 in Section 19.10.030 of the City's Municipal Code for a complete list of permitted uses in each zoning district.

2 The City defines FAR as the ratio of floor area to total lot area. FAR restrictions are used to limit the maximum gross floor area allowed on a site (including all structures on the site). The maximum gross floor area of all structures permitted on a site is determined by multiplying the FAR by the total area of the site (FAR x Site Area = Maximum Allowable Gross Floor Area). Basement area is not included in calculation of FAR.

Source: City of West Hollywood Municipal Code, Chapter 19.10 and Chapter 19.90

West Hollywood Park is zoned as PF (Public Facilities). As defined in the City's Municipal Code, the PF zoning district is "intended to accommodate a wide range of public and quasi-public uses distributed throughout the community (e.g., schools, child care centers, transportation facilities, public buildings and facilities, museums, hospitals, cultural and recreational facilities and activities), and similar compatible uses."

West Hollywood Park Master Plan

The park site is located within the boundaries of the West Hollywood Park Master Plan (Park Master Plan). This plan was adopted in 2004 and outlines a staged, conceptual plan for improvements to West Hollywood Park and some of the City facilities within and around the park. The Park Master Plan includes two design and implementation phases. The Phase I Park Master Plan Implementation Project has been implemented and included a new five-level parking structure, three-story library, rooftop tennis courts, a promenade, and basketball courts. The Phase II Park Master Plan Implementation Project would significantly complete the remaining elements of the Park Master Plan. Construction is scheduled to begin in early 2017. Phase II includes creation of park open space, development of a new aquatic facility, development of a new recreation and community center, a new children's playground and tot lot, park improvements, and demolition of the existing auditorium, swimming pool, tiny tot building, and restroom building. The park site evaluated in this EIR is generally analogous to the "Robertson Gardens" area identified in the Phase II plans. Phase II plans for this area include the following elements: pedestrian pathways, a public art installment, trees, and groundcover.

2.3 PROJECT OBJECTIVES

The primary objectives of the proposed project include the following:

- Contribute to the City's goal of expanding and enhancing the Design District as a national and international destination for high-end arts and design studios, offices, and related businesses.
- Increase the number of guestrooms on the City's westside and respond to the need for additional guestrooms and event/conference space within walking distance of the businesses and nightlife within the City's Design District, the Pacific Design Center, and the Santa Monica Boulevard West commercial sub-area.
- Enhance pedestrian connections within the Design District and create a pedestrian paseo in a manner consistent with the *West Hollywood Design District Streetscape Master Plan*.
- Expand the availability of space for a variety of eclectic stores, restaurants, and entertainment venues in a vibrant, pedestrian-oriented, village-like setting that will serve visitors and residents throughout the day and night, further activating the west side of the City at the confluence of the Design District and the Santa Monica Boulevard West District.
- Redevelop and revitalize an underutilized site in a manner that maximizes development potential and exemplifies thoughtful urban in-fill design. Substantially expand the availability of off-street parking available to the general public and businesses in the immediate vicinity of the Design District and Santa Monica Boulevard West District in the most cost-effective manner, most importantly during the daytime hours and for special City events.
- Create a public outdoor gathering space, provide improved landscaping, and provide improved streetscape on Robertson Boulevard in a manner consistent with the *West Hollywood Design District Streetscape Master Plan*.
- Provide new permanent jobs and temporary construction jobs through redevelopment of an urban in-fill site.
- Generate new tax revenues, helping to secure a strong and continuous tax base and maximizing the direct and indirect fiscal and economic benefits for the City and the area.

2.4 PROPOSED PROJECT CHARACTERISTICS

The applicant, Faring Capital LLC, proposes to construct a multi-use hotel of approximately 262,315 square feet (sf) that would vary from 3 to 9 stories in height (equating to approximately 27 feet to 114 feet in height as measured from Robertson Boulevard). The hotel would have 241 guestrooms of varying configurations and sizes and would include retail space, restaurant space,

outdoor dining, hotel meeting spaces, a nightclub, a gym and spa, back-of-house areas, a lobby, circulation space, and design showroom space. The project would include the retention and rehabilitation of a portion of the Factory building. This portion would be relocated within the site so that it is facing Robertson Boulevard. The project would also include a subterranean parking garage extending beneath the project site and beneath the park site, with an underground tunnel connecting the two sites. The project applicant would refurbish the park site in a manner consistent with the Phase II Park Master Plan design for the park site following completion of the project.

The multi-use hotel building would have an FAR of 3.1:1 and would provide approximately 1,151 parking spaces and 7 off-loading spaces in a subterranean garage, partially located underneath the project site and partially located underneath West Hollywood Park. Two aboveground pedestrian access points would be constructed in the park to provide access to the subterranean garage.

An open-air pedestrian paseo (Robertson Lane) would extend northeast-southwest across the project site, approximately parallel to Santa Monica Boulevard. Entrances to Robertson Lane would be located at La Peer Drive and Robertson Boulevard. Robertson Lane would be 30 feet wide, and approximately three-quarters of its length would be open to the sky, with the remaining portion covered by part of the upper levels of the hotel. Retail uses and restaurants would front the walkway on its north and south sides.

The proposed project would demolish several of the existing on-site structures, or portions of the structures. Existing uses to be demolished are listed in Table 2-2. The existing one-story commercial building located along the southernmost site boundary would remain in place (this structure is 5,576 sf), as well as an existing wholesale design showroom, Phyllis Morris, which is also located in the southern portion of the site (this structure is 10,325 square feet).

Table 2-2
Existing Site Uses Proposed for Removal [1]

APN	Existing Land Use	Total area (square feet)	Existing Use	Address
4336-009-003, 4336-009-004, 4336-009-005	94-space surface parking lot	21,000	parking lot	681 Robertson Boulevard
4336-009-006	One-Story Commercial Building	226	retail outbuilding (part of Phyllis Morris)	655 Robertson Boulevard

[1] A one-story restroom and the one-story tiny tot building at the park site would be demolished during construction of the subterranean parking garage. However, demolition of these structures is also part of the Phase II Park Master Plan Implementation Project and will take place regardless of the Robertson Lane Hotel Project.

Table 2-2
Existing Site Uses Proposed for Removal [1]

APN	Existing Land Use	Total area (square feet)	Existing Use	Address
4336-009-007	Two-Story Commercial Building (The Factory)	removal of 15,225 square feet; retention of 9,765 square feet	nightclub (Factory/Ultra Suede)	661 Robertson Boulevard
			nightclub (The Factory)	652 La Peer Drive
			gym (Fitness Factory)	650 La Peer Drive
	Two-Story Commercial Building (addition to the Factory)	6,764 square feet	Restaurant (The Pearl)	665 Robertson Boulevard
	surface parking lot (28 spaces)	6,654	parking lot	648-668 La Peer Drive
	surface parking lot (75 spaces)	13,676	parking lot	648-668 La Peer Drive
Totals				
Total square footage of surface parking proposed for removal				**41,330**
Total square footage of commercial uses proposed for removal				**22,215**

A total of 29 existing landscaping trees would be removed as a result of the proposed project, including 10 trees on the project site and 19 trees at the park site. Trees would be replaced at a minimum of 1:1 ratio. Approximately 21 trees would be installed on the project site, 11 of which would be located at the ground level and 10 of which would be located on Levels 4 and 9. Replacement trees would be installed at the park site at a minimum of 1:1 ratio in coordination with City staff and final plans for the Phase II Park Master Plan Project.

Figure 2-3 shows the conceptual site plan for the proposed multi-use hotel building, and Figure 2-4 shows the site plan for the park site, after construction of the subterranean garage and subsequent park improvements. Figure 2-5 through Figure 2-9 show the proposed building elevations. Floor plans for the proposed project are included in Appendix B. A description of the specific plan that would be required for the project, project design elements including design of the park site, and parking and access, is provided below.

Specific Plan

The proposed Robertson Lane Specific Plan was developed to accommodate a hotel/commercial development on a site that is currently within the CN2 and CC2 zoning districts. The proposed specific plan would allow for greater height and greater floor area on the project site and would allow for the development of hotel use, which is allowed in the CC2 zoning district but prohibited within the CN2 zoning district. State law (Government Code Section 63450) gives cities the authority to adopt specific plans for implementing specified design standards and goals

in designated areas. Specific plans are generally intended to provide greater details regarding the types of uses permitted on a site and development standards that would apply to projects proposed for development on the site, such as requirements for setbacks, building height, landscaping, and architectural styles.

Implementation of the Robertson Lane Specific Plan would provide development criteria that differ from the Municipal Code in three primary areas: (1) Uses: the Specific Plan would allow for the development of hotel uses across the project site, as hotel uses are currently allowed in the CC2 zone but are not currently allowed in the CN2 zone; (2) Height: the Specific Plan would allow for building heights of 52 feet as measured along Robertson Boulevard, while the existing CN2 zone allows for a maximum building height of 25 feet, and it would allow for building heights of 110 feet as measured along La Peer Drive, while the existing CC2 zone allows for a maximum building height of 45 feet; and, (3) FAR: the Specific Plan would increase the allowable FAR on the site from 1:1 in the CN2 zone and 2:1 in the CC2 zone to 3.1:1 for the entire site.

The Robertson Lane Specific Plan would apply only to the project site and would provide site-specific development standards that are consistent with the development standards used in the design of the proposed project. These development standards would also be implemented by future development projects in the event that the proposed project is not constructed. The requirements of the proposed Robertson Lane Specific Plan are provided in Appendix B.

Project Design

The proposed project would include an approximately 262,315 square-foot building that contains commercial and hotel uses. The building would consist of 3 to 9 aboveground levels used for the hotel and a variety of retail businesses and restaurants. The building design incorporates stepbacks, architectural design features, and articulations so that the highest portions of the structure are set back from Robertson Boulevard. As a result, the proposed building would be a maximum of 52 feet in height (4 aboveground levels) as measured along Robertson Boulevard and would transition to higher heights further into the site and away from the Robertson Boulevard street frontage. The proposed building would be a maximum of 110 feet in height (9 aboveground levels) as measured along La Peer Drive (which equates to 114 feet in height above Robertson Boulevard). (With rooftop accessories, the structure would be a maximum of 125 feet in height measured from Robertson Boulevard.) The types of uses and the square footage of each use are summarized in Table 2-3, and the uses and design of each level are described below.

The hotel would operate 24 hours per day, whereas the commercial uses would have operating hours that would comply with Chapter 5.12 (Regulation of Business Hours) in the City's Municipal Code. Section 5.12.010 of this chapter establishes that business may not remain open for 24 hours a day and may not have opening or closing hours between 2:00 a.m. and 6:00 a.m.

Section 5.12.020 of this chapter establishes that the City Manager, at his/her discretion, may allow bars and nightclubs to remain open between 2:00 a.m. and 4:00 a.m. on certain holidays and for special events. Pursuant to Section 19.10.030 of the City's Municipal Code, businesses operating regularly between the hours of 2:00 a.m. and 6:00 a.m. must apply for and obtain a Minor Conditional Use Permit.

Level 1 (Street Level). The first aboveground floor of the proposed building would consist of restaurants, cafés, retail spaces, the hotel lobby, wholesale design showroom space, hotel back-of-house uses, outdoor dining space, and Robertson Lane. A portion of the reassembled Factory building would front Robertson Boulevard, as described below under "Factory Building Partial Retention." All retail uses would front Robertson Lane or Robertson Boulevard. The street level uses fronting La Peer Drive would consist of hotel restaurant space at the southernmost end of the building, the La Peer Drive entrance to Robertson Lane, the hotel porte cochere and entry court, and an entrance to the subterranean parking garage at the northernmost end of the La Peer Drive frontage. The uses fronting Robertson Lane at the street level would include hotel restaurant space, café, the hotel lobby, hotel retail stores, cafés, and public restaurant space. The uses fronting Robertson Boulevard would include retail uses, wholesale design showroom space, café space, restaurant space, and outdoor dining areas associated with café and restaurant spaces.

Level 2. The second aboveground floor of the proposed building would consist of hotel restaurant space, hotel meeting room space, a hotel lobby, a hotel gym and fitness area, hotel back-of-house uses, and retail. A portion of the reassembled Factory building would front Robertson Boulevard, as described below under "Factory Building Partial Retention." The hotel restaurant would be generally situated above the hotel restaurant space located on Level 1 and would front La Peer Drive and Robertson Lane. Two of the hotel meeting rooms would front La Peer Drive, while the third would front Robertson Boulevard. The retail uses would front Robertson Boulevard and/or Robertson Lane.

Level 3. The third aboveground floor of the proposed building would consist of 7 hotel rooms, hotel restaurant space with an outdoor dining area, and hotel back-of-house uses. The hotel outdoor dining area would overlook La Peer Drive and would be covered from above by hotel rooms located on Level 4. The Level 3 hotel rooms would be located along the south side of Robertson Lane, overlooking Robertson Lane.

Level 4. The fourth aboveground floor of the proposed building would consist of 47 hotel rooms, a hotel pool and deck, hotel gardens, a hotel bar, and hotel back-of-house uses. While the hotel rooms on Level 3 would be located along the south side of Robertson Lane, the hotel rooms on Level 4 through Level 7 would all be located within two hotel structures, with one structure fronting La Peer Drive and extending across the entire La Peer Drive building frontage. This area of the hotel would cover about one-quarter of Robertson Lane (the remainder of Robertson Lane

would be open to the sky and spanned by an approximately 10-foot-wide pedestrian bridge located at Level 4 in the approximate center of the site). While the second hotel structure fronts Robertson Boulevard, it would be set back from the street by a garden terrace area.

Level 5. The fifth aboveground floor of the proposed building would consist of 53 hotel rooms and a small area of hotel back-of-house use. The Level 5 hotel rooms would be located above the Level 4 hotel rooms. Therefore, Level 5 is a continuation of the two hotel structures that begin on Level 4.

Level 6. The sixth aboveground floor of the proposed building would consist of 53 hotel rooms and a small area of hotel back-of-house use. The Level 6 hotel rooms would be located above the Level 5 hotel rooms and would be a continuation of the two hotel structures described above.

Level 7. The seventh aboveground floor of the proposed building would consist of 53 hotel rooms and a small area of hotel back-of-house use. The Level 7 hotel rooms would be located approximately above the Level 6 hotel rooms and would be a continuation of the two hotel structures described above.

Level 8. The eighth aboveground floor of the proposed building would consist of 28 hotel rooms and a small area of hotel back-of-house use. The Level 8 hotel rooms would be located approximately above the Level 7 hotel rooms and would be a continuation of the two hotel structures described above.

Level 9 (Rooftop Level). The rooftop level contains restaurant space with associated outdoor dining areas, a pool, and landscaping. The pool and surrounding outdoor dining areas would be located on top of the hotel structure that fronts both La Peer Drive and Robertson Boulevard. The restaurant would extend along the north side of Robertson Lane. The elevator overrun and the helipad would extend up to approximately 12 feet above the rooftop level.

Table 2-3
Proposed Project Characteristics

Parcels	4336-009-003, 4336-009-004, 4336-009-005, 4336-009-006, 4336-009-007, 4336-010-005	
Project Site	84,500 square feet	
Area of Proposed Site Uses in Square Feet (sf)	Building Area	Building Area of Hotel Uses: 225,215 Building Area of Non-Hotel Commercial/Restaurant Uses: 47,415 [1] Building Area of Parking Areas: 230,335 **Total Building Area (including parking): 502,965**
	Building Area (FAR)	**Floor Area Ratio Total Building Area (i.e., aboveground portions of building): 262,315**
	Outdoor Areas	Outdoor Area of Hotel Uses (gardens, pools, terraces, dining): 26,250 Outdoor Area of Non-Hotel Uses (dining, pedestrian walkway): 33,530 **Total Outdoor Area: 59,780**

Table 2-3
Proposed Project Characteristics

Parking	Approximately 1,151 parking spaces and 7 off-loading spaces would be provided in a subterranean garage, which would be shared among the site uses. Of the 1,151 spaces, 737 would be located below the project site and 414 would be located below the park site.
Maximum Building Height	Robertson Boulevard frontage: 52 feet (4 aboveground levels) La Peer Drive: 114 feet (9 aboveground levels) (measured from Robertson Boulevard); 125 feet with rooftop accessories (measured from Robertson Boulevard)
Floor Area Ratio [1]	3.1:1 (262,315 FAR sf / 84,506 site area sf)

[1] Includes approximately 25,666 square feet of existing building area that would remain on the site.
Note: all distances, square footages, and building area ratios provided in this table are approximated.

Sustainable Design Features

The proposed multi-use hotel building would be designed and constructed to incorporate environmentally sustainable design features equivalent to a minimum Silver certification under the U.S. Green Building Council's LEED-H® or LEED-NC® Rating System (January 1, 2011), or other equivalent green building standards. Such LEED® features would include energy-efficient structures, a pedestrian- and bicycle-friendly site design, and water conservation measures. LEED standards would be incorporated in order to reduce energy and water usage, and thus would minimize associated greenhouse gas emissions. The proposed project would incorporate an environmentally sustainable design using green building technologies as identified in the principles for energy efficiency, water conservation, environmentally preferable building materials, and overall waste reduction. Sustainability features of the project are detailed below:

Water Use. Water conservation features include a range of techniques that enhance site sustainability. Drought-tolerant plants and native species would be utilized as part of the proposed landscaping program. Stormwater would be collected and filtered through a first flush filtration system. Stormwater filtration planters would collect roof and other surface water where appropriate. The following list summarizes water conservation features that would be implemented as part of the project.

- High-efficiency toilets (maximum 1.28 gallons per flush), including dual-flush water closets, and no-flush or waterless urinals in all public restrooms as appropriate.
- Public restroom faucets with a maximum flow rate of 0.5 gallon per minute and public kitchen faucets (except restaurant kitchens) with a maximum flow rate of 1.5 gallons per minute. Restaurant kitchen faucets with pre-rinse self-closing spray heads with a maximum flow rate of 1.6 gallons per minute.
- Public restroom faucets of a self-closing design (i.e., that would automatically turn off when not in use).

- High-efficiency clothes washers (with water factor of 6.0 or less) in common laundry rooms (commercial washers with water factor of 7.5 or less).
- Installation of tankless and on-demand water heaters in commercial kitchens and restrooms, when appropriate.
- Exploration of individual metering and billing for water use for commercial spaces.
- Installation of a leak detection system for any swimming pool, Jacuzzi, or other comparable spa equipment introduced on site.
- Installation of high-efficiency Energy Star-rated dishwashers within kitchen/food preparation areas.
- Weather-based irrigation controller with rain shutoff, matched precipitation (flow) rates for sprinkler heads, and rotating sprinkler nozzles or comparable technology such as drip/microspray/subsurface irrigation and moisture sensors where appropriate.
- Minimum irrigation system distribution uniformity of 75%.
- Use of proper hydro-zoning, turf minimization, zoned irrigation and use of native/drought-tolerant plant materials.
- Use of landscape contouring to minimize precipitation runoff.
- Use of low impact development flow-through planters within common site areas that are not located above subterranean parking.

Energy. The following design elements would support energy conservation and efficiency at the proposed project:

- Installation of Energy Star–labeled products and appliances where appropriate.
- Meeting the baseline standard requirements for energy efficiency in place at the time of building permit application, pursuant to Title 24, Part 6, of the California Energy Code. Examples of design methods and technologies that could be implemented may include, but not be limited to, high performance glazing on windows, appropriately oriented shading devices, high efficiency boilers (if single metered), instantaneous water heaters (if individual meters), and enhanced insulation to minimize solar and thermal gain.
- Application of energy-saving technologies and components to reduce the project's electrical usage profile. Examples of these components include compact fluorescent light bulbs (CFL), energy saving lighting schemes such as occupancy-sensing controls (where applicable), use of light-emitting diode (LED) lighting or other energy-efficient lighting technologies where appropriate, and energy-efficient heating and cooling equipment.

- While maintaining safety for hotel guests and visitors, exterior lighting elements would be controlled by light sensors and/or time clocks to avoid over lighting as appropriate.
- Commissioning of building energy systems to verify that the project's building energy systems are installed, calibrated, and performing in accordance with applicant requirements.

Transportation. The following design elements would be implemented to reduce traffic generation of the project:

- Preparation and implementation of a Transportation Demand Management (TDM) Plan that would promote the use of alternative transportation, such as mass-transit, ride-sharing, bicycling, and walking, to reduce project trips and and/or vehicle miles traveled.
- Accessibility to multiple public transportation lines adjacent to the project site.
- Provision of on-site bicycle storage for visitors and employees.
- Allocation of preferred parking for alternative-fuel vehicles, low-emitting, and fuel-efficient and ride-sharing vehicles.
- Provision of electric vehicle charging stations in accordance with City requirements (i.e., provide electric vehicle supply wiring equal to 5% of the total number of parking spaces).
- Provide a display case/bulletin board providing bus and rail schedules, maps of bicycle routes, relevant phone numbers including Metropolitan Transportation Authority, Metrolink, and local City transit services. Carpool matching information may also be displayed to facilitate carpool opportunities for residents and employees.
- A large code-compliant *Bike Hub* facility would provide 62 bicycle parking spaces, along with bicycle storage and services.

Air Quality. Use of adhesives, sealants, paints, finishes, carpet, and other materials that emit low quantities of volatile organic compounds and/or other air quality pollutants.

Solid Waste. Provide on-site recycling containers to promote the recycling of paper, metal, glass, and other recyclable materials and adequate storage areas for such containers. Use of building materials with 10% recycled-content for the construction of the project.

Water Quality. Installation of low impact development flow-through infiltration planters. Installation of catch basin inserts as applicable to provide runoff contaminant removal. Installation of catch basin screens as applicable. Reduce stormwater runoff through the introduction of new landscaped areas throughout the project site. During construction of the project, best management practices would be implemented to control stormwater runoff and minimize pollutant loading and erosion effects. During operation, best management practices will be employed to control stormwater runoff and detain post-project flows to pre-project

conditions, at minimum. During operation, best management practices would be implemented to minimize pollutant loading in stormwater runoff. The project would comply with National Pollutant Discharge Elimination System (NPDES) permit requirements.

Noise Management. All building outdoor mounted mechanical and electrical equipment for the project would be designed to meet the noise requirements of West Hollywood Municipal Code Chapter 9.08 (Noise). In addition, all outdoor loading dock and trash/recycling areas would be fully or partially enclosed such that the line-of-sight between these noise sources (loading dock service area) and any adjacent noise sensitive land use would be obstructed. The outdoor spaces at Levels 3, 4, and 9 would be shielded to off-site noise sensitive receptors by 6-foot (at Level 4) and 8-foot high (at Levels 3 and 9) solid parapet walls (translucent glass). Additionally, the outdoor speaker system on Level 9 would be oriented where the speakers would aim toward the audience/guest area and away from the off-site noise sensitive receptors.

Conceptual Landscaping Plan

Table 2-3 summarizes the square footage of outdoor areas that would be provided for the proposed project. The proposed project includes approximately 10,000 sf of landscaping. Landscaping and outdoor areas would be located primarily on Levels 1, 4, and 9. The following is an outline of the areas of the proposed project that would be landscaped and summarizes the types of landscaping that would be implemented in each respective area. The conceptual landscaping plan is depicted in Figure 2-10. Total number of trees on the project site would be approximately 21 trees, 11 of which would be located at the ground level, and 10 of which would be located on Levels 4 and 9. This equates to an approximately 1:1 tree replacement for all street trees that would be removed, with additional trees and landscaping that would be provided on the project site.

Level 1. Landscaping on Level 1 of the proposed project (the ground floor) would generally consist of public right-of-way landscaping, landscaping at entrances to the hotel and to Robertson Lane, and landscaping along Robertson Lane. The streetscape along La Peer Drive would be composed of four street trees, and the streetscape along Robertson Boulevard would be composed of approximately seven ornamental trees. Plants used in the streetscape would be resilient and would have low water usage. Landscaping along Robertson Lane would consist of planters and green walls to provide filtering mechanisms for runoff water from the roofs. Plants used along Robertson Lane would be shade-tolerant and would have moderate to high water usage.

Level 4. A variety of hotel uses are located on Level 4 that would incorporate landscaping. The hotel pool deck would have several trees and the hotel garden terrace would have plantings. A "Blue Garden" would be situated on the north side of Robertson Lane and would provide connection between the hotel rooms and the pool area. All plantings on Level 4, with the exception of those in the Blue Garden, would be low-water use plants such as Mediterranean

perennials and South African succulents. The Blue Garden would be a shady area and would be planted with shade-tolerant plants.

Level 9. The outdoor dining areas on Level 9 would be planted with moderate to low water use plants from Southern California or from other temperate areas. The outdoor dining area overlooking La Peer Drive would be called the "Olive Terrance and Fountain Court" and would also contain the pool.

The proposed project was designed to create a pedestrian-oriented atmosphere for both the public and the guests of the proposed hotel. The proposed mid-block pedestrian boulevard formed by Robertson Lane would provide connectivity between the proposed hotel and commercial uses and the uses to the east and west of the site, which include West Hollywood Park, West Hollywood Public Library, the Pacific Design Center, and areas to the east of Robertson Lane.

Utilities

Water. There is an existing 10-inch water main within Robertson Blvd, which is owned and operated by the City of Beverly Hills. A flow and pressure report has been conducted by the City of Beverly Hills. Based on the data collection, the City of Beverly Hills concluded that the 10-inch main is expected to have adequate flow and pressure to serve the proposed project, including necessary flow and pressure for fire protection (Appendix G).

Hydrants. There are currently no existing fire hydrants along the proposed project site's frontages. The need for public or private fire hydrants will be identified by the Los Angeles County Fire Department during their plan check process (Appendix G).

Wastewater. A sewer main that is 8 inches in diameter runs north-south within Robertson Boulevard, and another sewer main, also 8 inches in diameter, runs north-south on La Peer Drive. A sewer capacity study was conducted and concluded that both existing sewer mains would have the capacity to serve the estimated peak wastewater flow from the proposed project (Appendix G).

Stormwater. Stormwater runoff from the existing project site is to be conveyed via sheet flow and curb drains to the adjacent streets. The existing site is generally flat with a 2% to 3% slope to the southeast. The existing site's peak flow generated from a 50-year storm event is approximately 6.91 cubic feet per second. The proposed project's storm drainage design would consist of conveyance to the public streets via roof downspouts and podium drains. The storm drain design would include approved best management practices such as planter boxes and catch basins with inserts and screens to treat stormwater runoff as required by the Los Angeles County Department of Public Works and the City. With implementation of the proposed project, the total amount of impervious area on the site would be decreased due to the addition of proposed landscaping areas.

Factory Building Partial Retention

The project would involve disassembling the 24,990 square foot Factory building and its 6,764 square foot former office building (which has been significantly altered in its conversion to a restaurant) and the reassembly of an approximately 140-foot-long, two-story portion of the originally 240-foot-long building. The building would be repositioned from its current location spanning east-west between Robertson Boulevard and La Peer Drive to a new location onsite. The building would be situated on a north-south axis along Robertson Boulevard at the eastern edge of the project site. The current Robertson Boulevard façade of the Factory would face north onto the open-air paseo. The north-facing façade would be restored to its original factory appearance, including the replacement of non-historic windows with salvaged original windows, conservation and reuse of original embossed steel cladding, and removal of non-historic elements such as an exterior staircase. The length of the building along Robertson Boulevard would incorporate new storefront entrances for commercial tenants but would otherwise be restored to its original factory appearance. The current La Peer Drive façade would face south under the proposed reconfiguration of the building. The south-facing façade would be restored to its original Studio One discotheque appearance. Since this façade included the primary entrance to Studio One, it may include restoration of period-specific signage and freight elevator. Also, as part of the project, prefabricated building units (such as steel window frames and embossed steel panels) that are in good condition but not utilized in the rehabilitation of the preserved and restored section of the building are to be retained and stored for future use.

Park Design

Once the parking garage is constructed, the portion of the park that overlies the parking garage would be replaced consistent with the Phase II Park Master Plan Implementation Project design for the park site. A conceptual plan for the site is shown in Figure 2-4, and more detailed plans for the park site are included in Appendix B. These plans are generally identical to those of the Phase II Park Master Plan Implementation Project, with the exception of two pedestrian exit/entrance structures associated with the subterranean parking garage that would extend aboveground within the park site (see Figure 2-4). These pedestrian access points would consist of elevator/stairway structures that would extend approximately 10 feet above the park's finished grade. These structures are located and aligned to connect with existing and planned pedestrian walkways on the park site. The design drawings for the pedestrian exit/entrance structures are included in Appendix B. The landscaping design at the park site would consist of pedestrian walkways, open green space, trees, furniture, and a central public art display where the pedestrian walkways intersect, consistent with the Phase II Park Master Plan Implementation Project designs.

Parking and Access

The proposed project would include construction of a subterranean parking garage, providing for a total of 1,151 parking spaces and 7 off-loading spaces. Three levels of subterranean parking would be constructed to a depth of approximately 47.5 feet below the grade level of Robertson Boulevard, providing approximately 737 parking spaces. Two levels of subterranean parking would be constructed to a depth of approximately 47.5 feet below grade within the western portion of West Hollywood Park, across from the project site, providing 414 parking spaces. Each level beneath the park would be approximately 31,000 sf, for a total square footage of 62,000 sf of parking area that would be located beneath the park. The portion of the parking garage beneath West Hollywood Park would be connected to the portion beneath the project site by a 28-foot-long two-level tunnel that would be approximately 30 feet wide. The tunnel would extend east-west across Robertson Boulevard, with the top of the tunnel approximately 15 to 17 feet below the street level and the bottom approximately 47.5 feet below the street level.

Vehicle access to the parking garage would be provided at ground level on Robertson Boulevard and on La Peer Drive. The entrance/exit to the parking garage along Robertson Boulevard would be at the southernmost end of the proposed multi-use hotel building and the entrance/exit to the parking garage along La Peer Drive would be at the northernmost end of the multi-use hotel building. No vehicle access points would be located at the park. The parking spaces would be shared between all of the proposed uses. In accordance with the proposed Robertson Lane Specific Plan, this shared parking would not fall subject to Section 19.28.070 of the City's Municipal Code, which requires permits for the shared use of parking facilities. Seven off-street loading spaces would be provided on the first level of the parking garage (P1) to serve both the hotel and commercial uses. Access to the loading spaces would be provided from Robertson Boulevard.

The proposed project would also include the installation of retractable bollards in Robertson Boulevard to create a pedestrian-only zone between the businesses on the east and west sides of Robertson Boulevard during nights, weekends, and special occasions such as (but not limited to) entertainment award parties, LGBT Pride, and the City's Halloween carnival. The area between the bollards would be developed with enhanced hardscape to create a clearly marked pedestrian zone consistent with the West Hollywood Design District Streetscape Master Plan.

Engineering Design Features

Groundwater levels of approximately 22 feet to 32.5 feet below the surface were encountered at the project site and park site during geotechnical investigations. As such, the project has been designed to address the potential for groundwater levels to exceed the depth of the project's below grade levels. A 5-foot mat foundation would be constructed beneath the lowest finished floor levels, requiring 6 feet of excavation below the lowest finished floor level. The mat

foundation would be designed to withstand hydrostatic uplift pressure, and micropiles would be installed beneath the mat foundation as necessary to resist uplift forces. (Micropiles would be used if the hydrostatic uplift pressure acting on the base of the foundation is determined to be greater than the weight of the structure.) The perimeter basement walls would also be designed to withstand hydrostatic pressure. As required by the California Building Code, water proofing would be required if the groundwater level is found to be within 6 inches of the lowest planned finished floor level or higher. These design measures would protect the subterranean parking garage and the proposed multi-use hotel building above it from structural compromise due to high groundwater levels.

2.5 CONSTRUCTION

Construction is anticipated to start in spring 2017 and would end in fall 2019. It is estimated that the project site would be occupied and in operation by late 2019 or early 2020. Prior to the start of construction, the project site would be clearly defined with fencing and staking. Construction staging would take place within construction boundaries and would occur over the course of four phases: demolition, grading/site preparation, building construction, and architectural coating. During all phases, construction workers would park at the Pacific Design Center and/or adjacent public parking in the area and are expected to travel 20 miles to and from the site per day.

Construction Phases

The anticipated construction schedule is detailed in Table 2-4, and the estimated equipment and worker requirements for each phase are detailed below.

Table 2-4
Construction Schedule

Phase Name	Start Date	End Date	Number of Working Days
Subterranean Parking under West Hollywood Park & Connecting Tunnel Construction			
Grading / Site Preparation	4/1/2017	9/22/2017	125
Garage Construction	9/23/2017	1/23/2018	87
Backfill / Site Grading / Park Construction	1/24/2018	3/23/2018	43
Hotel Site			
Demolition	9/1/2017	10/19/2017	35
Grading / Site Preparation	10/20/2017	4/21/2018	131
Building Construction	4/22/2018	8/19/2019	346
Architectural Coating	8/20/2019	9/23/2019	25
Surface Paved Areas	9/24/2019	10/21/2019	20

Subterranean Parking under West Hollywood Park & Connecting Tunnel Construction

Construction of the parking structure at the city park is anticipated to start in spring 2017 and would take approximately 12 months to complete, ending in spring of 2018. Prior to the start of construction, the construction boundaries would be clearly defined with fencing and staking. The construction fence line is shown in Figure 2-2. This area would encompass approximately 1.2 acres of the 5.3-acre West Hollywood Park and would be closed to public access for the duration of construction at the park site. Access to the construction site would be from two gates located on Robertson Lane. Construction staging would take place within construction boundaries. Construction at the park site would occur over the course of three phases, which are detailed below.

Grading/Preparation. Site preparation would involve grading of the park site, removal of existing landscaping, and excavation of the subterranean parking garage. Excavation for the parking garage beneath West Hollywood Park (park site) would extend to a maximum depth of 47.5 feet below grade. During excavation, groundwater may be encountered, as the excavations would extend below the historical high groundwater level. In order to determine the likelihood of encountering groundwater during construction and in order to identify the groundwater control provisions that may be required, groundwater monitoring wells would be installed at the site prior to construction. Once groundwater levels have been determined through test pumping, observation, and monitoring, plans for dewatering, shoring, and excavation would be developed as necessary by a qualified dewatering consultant. Dewatering would allow adequate time for excavation and placement of lagging (if required) or shoring components in the sandier materials. Dewatering would also avoid difficulties during excavation and would allow for stable and dry subgrade conditions.

Site preparation is anticipated to involve up to 20 construction workers and would involve use of standard construction equipment such as 2 tractors, 3 loaders, and backhoes. The duration for this phase of construction is anticipated to be approximately 25 weeks (125 working days). As part of the grading and excavation processes, it is anticipated that approximately 46,800 cubic yards of material would be excavated and exported from the park site. The above amount of combined export (46,800 cubic yards) is anticipated to correspond to 23 truckloads per day[2] (given 125 days of construction, 8 hours of construction per day, and a capacity of 16 cubic yards/truck). The site preparation is thus anticipated to generate approximately 3 trucks per hour (given 8 hours of construction per day).

Garage Construction. Construction of the below grade parking garage is anticipated to involve up to 125 construction workers and is expected to include forklifts, tractors, loaders, backhoes,

[2] The term "truckload" equates to a roundtrip truck trip. For example, 23 truckloads would equate to 46 one-way truck trips.

welders, aerial lifts, skid steer loaders, and miscellaneous equipment. The dewatering process described above would likely continue during garage construction.

Construction of the parking structure access tunnel under Robertson Lane would also occur during this phase. Excavation for the tunnel would extend to a maximum depth of 47.5 feet below Robertson Boulevard. The top of the tunnel would be approximately 15 to 17 feet beneath Robertson Boulevard. During construction of the tunnel, two-way traffic would be maintained along Robertson Boulevard at all times. The portion of the tunnel on the eastern half of the street would be constructed first while the western half of the road remains in operation. The western portion of the tunnel would be completed once the eastern half of Robertson Boulevard is reopened. Parking along Robertson Boulevard for approximately 150 feet to the north and south of the tunnel construction area would be temporarily removed on the side of the street where tunnel construction is being completed. The duration for the Garage Construction phase is anticipated to be approximately 17.5 weeks (87 working days). This activity is anticipated to correspond to the use of a maximum of 75 truckloads per day. Assuming 8 hours of construction per day, this would correspond to roughly 9 truck trips per hour (including both haul trucks and vendor trucks).

Backfill / Site Grading / Park Construction. Backfill and site grading would involve grading of the project site and backfill over the top of the subterranean parking garage. Once the parking structure is complete, the tunnel and parking garage would be capped with approximately 9,300 cubic yards of soil that would be excavated from the adjacent hotel development site rather than utilizing imported soils. Backfill and site grading is anticipated to involve up to 20 construction workers and would involve use of standard construction equipment such as 2 tractors, 3 loaders, and backhoes. The duration for this phase of construction is anticipated to be approximately 9 weeks (43 working days). Upon completion of the backfill and grading phase, park amenities would be reinstalled by the applicant consistent with the Phase II Park Master Plan designs for the Robertson Gardens. As described in Section 2.4 above, the park site would include two pedestrian exit/entrance structures associated with the subterranean parking garage that would extend aboveground within the park site (see Figure 2-4). These pedestrian access points would consist of elevator/stairway structures that would extend approximately 10 feet above the park's finished grade. These elements of the park design were not previously analyzed under CEQA for the Phase II Park Master Plan and are therefore analyzed throughout this EIR for any potential environmental impacts. Aside from the pedestrian exit/entrance structures, the other elements constructed on the park site upon completion of the parking garage would be consistent with the Phase II Park Master Plan designs. These elements include pedestrian pathways, a public art installment, trees, and groundcover.

Multi-Use Hotel Building Site

Demolition. Demolition activities would involve demolishing two of the four existing commercial buildings and the three existing surface parking lots on the site (listed in Table 2-2) and exporting the demolished materials, asphalt, and asphalt concrete off site. Note that the Factory building would be dismantled, but not demolished. A portion would be relocated within the project site, and the remaining portions that are in good condition would be stored. Demolition activities are anticipated to involve 24 construction workers and would result in approximately 8,000 cubic yards of export. Removal of material would involve the use of standard construction equipment such as a loader and a backhoe. The duration for this phase of construction is anticipated to be approximately 7 weeks (35 working days). The above amount of export is anticipated to correspond to 14 truckloads per day (given 35 days of construction and a capacity of 16 cubic yards per truck).

Grading / Site Preparation. Site preparation would involve grading of the project site and excavation of the subterranean parking garage in preparation for building construction. Excavation for the parking garage beneath the project site would extend to a maximum depth of 47.5 feet below the grade level of Robertson Boulevard. Excavation of the parking garage is anticipated to involve dewatering of the site. This process is described above under the Grading/Site Preparation phase for the park site. Site preparation is anticipated to involve up to 20 construction workers and would involve use of standard construction equipment such as 2 tractors, 3 loaders, and backhoes. The duration for this phase of construction is anticipated to be approximately 26 weeks (131 working days). As part of the grading and excavation processes, it is anticipated that approximately 120,000 cubic yards of material would be excavated. Of this amount, 9,300 cubic yards of material would be used as fill on the adjacent park site to cap over the below grade parking structure, and the rest of the material (totaling 110,700 cubic yards) would be exported from the site. The above amount of combined export (110,700 cubic yards) is anticipated to correspond to 53 truckloads per day (given 131 days of construction, 8 hours of construction per day, and a capacity of 16 cubic yards/truck). The site preparation is thus anticipated to generate approximately 7 trucks per hour (given 8 hours of construction per day).

Building Construction. Construction of the hotel/commercial building is anticipated to involve up to 200 construction workers and is expected to include forklifts, tractors, loaders, backhoes, welders, aerial lifts, skid steer loaders, and miscellaneous equipment. The duration for this phase of construction is anticipated to be approximately 69 weeks (346 working days). This activity is anticipated to correspond to the use of a maximum of 75 truckloads per day. Assuming 8 hours of construction per day, this would correspond to roughly 9 truck trips per hour (including both haul trucks and vendor trucks).

Architectural Coating. The architectural coating activities for the hotel/commercial building involve application of paint or other finishing materials to the exterior of the building. This phase

is anticipated to involve up to 150 construction workers and could include approximately 75 vendor truckloads per day. The duration for this phase of construction is anticipated to be a minimum of 4 weeks (25 working days).

Surface Paved Areas. Paving of surface areas on the site is anticipated to take approximately 20 working days. This process would involve 15-daily worker trips and 2-pieces each of the following equipment: pavers, paving equipment, and rollers.

Environmental Requirements Contractors will reference *Partnership for Advancing Technology in Housing* and other current references for construction methods, materials, and mechanical equipment and utilize same where applicable. Additionally, the following best management practices and regulatory requirements would be implemented during and/or prior to construction:

Air Quality. The proposed project would implement the construction procedures required by the South Coast Air Quality Management District, including Rule 403, which sets forth dust control requirements.

Hazards and Hazardous Materials. Due to the age of existing on-site structures, there is the potential for asbestos-containing material (ACM) and lead-based paint (LBP) to be present on the project site. A preconstruction survey would be required to determine the presence of ACM and LBP. Any ACM and/or LBP found would be abated and removed prior to the start of demolition in accordance with the California Department of Toxic Substances Control requirements for LBP and the South Coast Air Quality Management District requirements for ACM. Per state law, the applicant must obtain proof of satisfaction of state and regional requirements prior to the start of demolition.

Noise. In accordance with the City's Noise Control Ordinance, construction activities would be limited to the hours of 8:00 a.m. and 7:00 p.m. on weekdays (Monday through Friday). Interior construction activities would be allowed to occur between 8:00 a.m. and 7:00 p.m. on Saturdays; however, outdoor construction would not be permitted to occur on Saturdays. No construction activity (either interior or exterior) would occur on Sundays or on federal holidays (City of West Hollywood Municipal Code Section 9.08.050). Construction activities would not be conducted outside the hours allowed under the City's Noise Control Ordinance unless an extended hours permit is obtained from the City. Additionally, businesses and residences immediately adjacent to the construction site would be notified prior to the start of construction (e.g., via flyers). The notices would include a telephone number for noise complaints. Construction equipment staging areas would be located as far as possible from residential uses. All mobile construction equipment would be equipped with properly operating mufflers or other noise reduction devices.

Public Services and Utilities. Recycling and reuse of building and construction materials would be conducted to the maximum extent feasible, including the on-site recycling and reuse of

concrete removed during demolition and salvaging of existing appliances and fixtures. Waste diversion accounting would be utilized. In accordance with City requirements, 80% of all demolition and construction materials would be recycled. Prior to issuance of the demolition permit, the applicant would submit to the City's Environmental Services Specialist a Construction and Demolition Solid Waste and Recycling Plan. Demolition and construction waste would be hauled away only by a hauler permitted to operate in the City, in accordance with City requirements. Prior to issuance of a Certificate of Occupancy, the applicant would be required to submit to the City's Environmental Services Division all recycling manifests from the disposal sites, recycling sites, and landfills that accepted the demolition, excavation, and/or general construction waste and recycling materials from the project.

Transportation / Traffic. A traffic control plan would be prepared for the proposed project that would identify anticipated days and times of construction and that would describe the traffic controls to be implemented during construction, such as flaggers, signs, lane restrictions, and safety cones.

Water Quality. In accordance with NPDES permit program requirements, as established in the Clean Water Act, a Storm Water Pollution Prevention Plan would be prepared by the applicant and would be approved by the City prior to issuance of demolition permits. The Storm Water Pollution Prevention Plan would specify best management practices consistent with the City's current Municipal NPDES Permit for the purposes of controlling wet weather erosion. Additionally, as required by the City, a Local Storm Water Pollution Prevention Plan (LSWPPP) would be prepared by the applicant and would be approved and filed with the City. An erosion control plan would also be submitted and approved by the City prior to the performance of any operation that would disturb or expose soil on the site.

In the event that dewatering of the project site and park site are required for excavation of the subterranean parking garage, a permit would be required from the Los Angeles Regional Water Quality Control Board (Los Angeles RWQCB) to allow for discharge of groundwater to the storm drain system during construction. The discharge of treated or untreated groundwater associated with construction or project dewatering to surface waters in coastal watersheds of Los Angeles County is regulated by the *Waste Discharge Requirements for Discharges of Groundwater from Construction and Project Dewatering to Surface Waters in Coastal Watersheds of Los Angeles and Ventura Counties* (Order No. R4-2013-0095, NPDES No. CAG994004), adopted by the Los Angeles RWQCB on June 6, 2013. This permit specifies the discharge prohibitions, receiving water limitations, monitoring and reporting program requirements, and general compliance determination criteria for said discharges. Each Permittee must submit a Notice of Intent to begin the application process. This permit requires initial groundwater analytical testing for compliance with the permit during any discharge, as well as continuous testing and verification of the suitability of the groundwater for continued discharge.

In the event that contamination is identified, the permit would include specific types of treatment of the groundwater for compliance with the discharge standards as necessary.

2.6 INTENDED USES OF THE EIR

An EIR is a public document used by a public agency to analyze the environmental effects of a project and to disclose possible ways to reduce or avoid significant environmental impacts, including alternatives to the proposed project. As an informational document, an EIR does not make recommendations for or against approving a project. The main purpose of an EIR is to inform public agency decision makers and the public about potential environmental impacts of the project (CEQA Guidelines Section 15121). This EIR will be used by the City, as the lead agency under CEQA, in making decisions with regard to the adoption of the proposed project described above and the related approvals described below.

2.7 PROJECT APPROVALS REQUIRED

The City is the lead agency for the proposed project pursuant to CEQA Guidelines Section 15367. The proposed project would require a number of permits and approvals from the City, listed as follows:

- Adoption of the Robertson Lane Specific Plan (RLSP)
- General Plan Amendment to add the RLSP to the West Hollywood General Plan 2035 and to change the project site's land use designation from CN2 and CC2 to Robertson RLSP
- Zoning Map Amendment (Zone Change) to change the zoning districts of the project site from CN2 and CC2 to RLSP zone for all properties within the project site
- Zoning Text Amendment to add the RLSP to the City's Zoning Ordinance
- Development Agreement
- Development Permit
- Conditional Use Permits to allow a hotel on the site and to allow a nightclub and bars on the site
- Minor Conditional Use Permits to allow the sale of alcoholic beverages in the restaurants and bars owned and operated by the hotel and in the independently owned restaurants and cafes on the project site
- Administrative Permit to allow outdoor dining at the project site
- Demolition Permit to allow the existing structure and surface parking lots to be demolished as part of the proposed project
- Vesting Tentative Tract Map

- Encroachment Permit for use of the public right-of-way along the site frontage during construction as well as permanent location of a subterranean parking structure underneath West Hollywood Park.

Approvals from other regulatory agencies may also be required and are listed as follows:

- State Water Resources Control Board – Applicant must submit a Notice of Intent to comply with the General Construction Activity NPDES Permit
- Los Angeles Regional Water Quality Control Board – Applicant must submit a Notice of Intent to discharge groundwater during construction and to comply with the General Permit
- Los Angeles County Fire Department – Plan approval
- Los Angeles County Sheriff's Department – Plan approval
- Utility providers – Utility connection permits

2.8 REFERENCES

14 C.C.R §§ 15000–15387 and Appendices A through L. Guidelines for Implementation of the California Environmental Quality Act, as amended.

City of West Hollywood Municipal Code.

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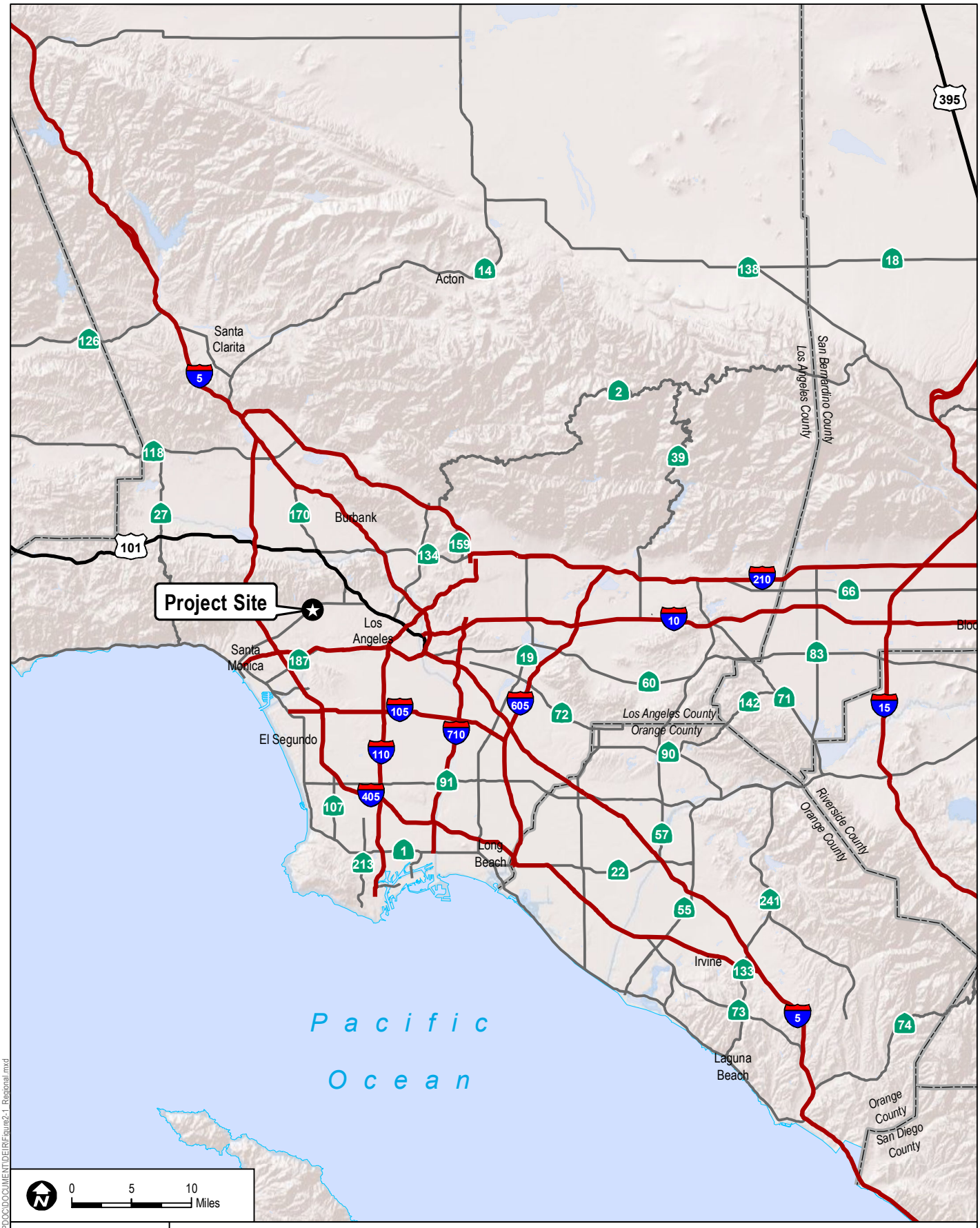

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8595

SOURCE: ESRI 2014

FIGURE 2-1
Regional Map

Robertson Lane Hotel Project

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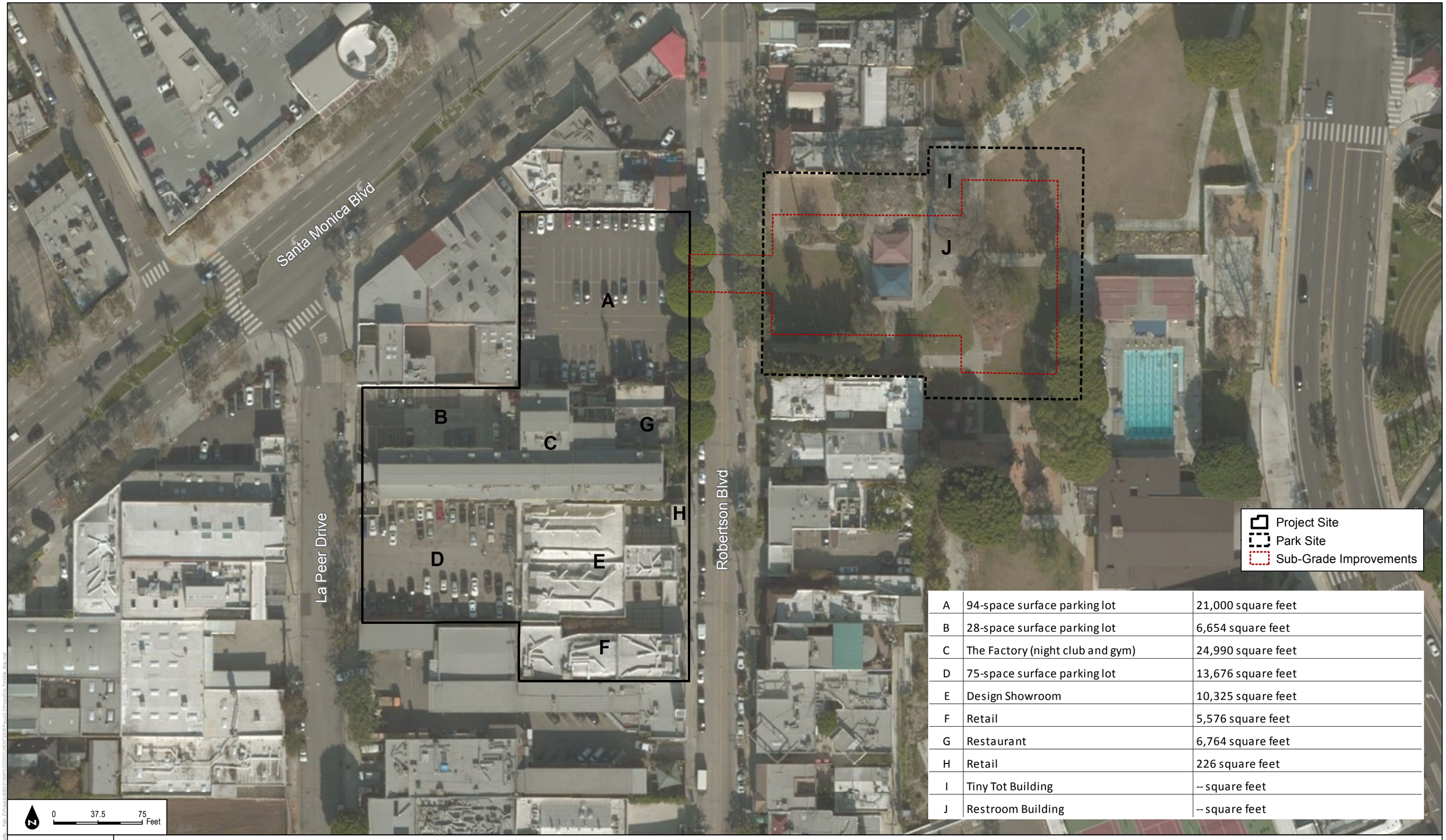

A	94-space surface parking lot	21,000 square feet
B	28-space surface parking lot	6,654 square feet
C	The Factory (night club and gym)	24,990 square feet
D	75-space surface parking lot	13,676 square feet
E	Design Showroom	10,325 square feet
F	Retail	5,576 square feet
G	Restaurant	6,764 square feet
H	Retail	226 square feet
I	Tiny Tot Building	-- square feet
J	Restroom Building	-- square feet

SOURCE: Bing Maps 2016

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Robertson Lane Hotel Project

FIGURE 2-2

Project Site and Park Site

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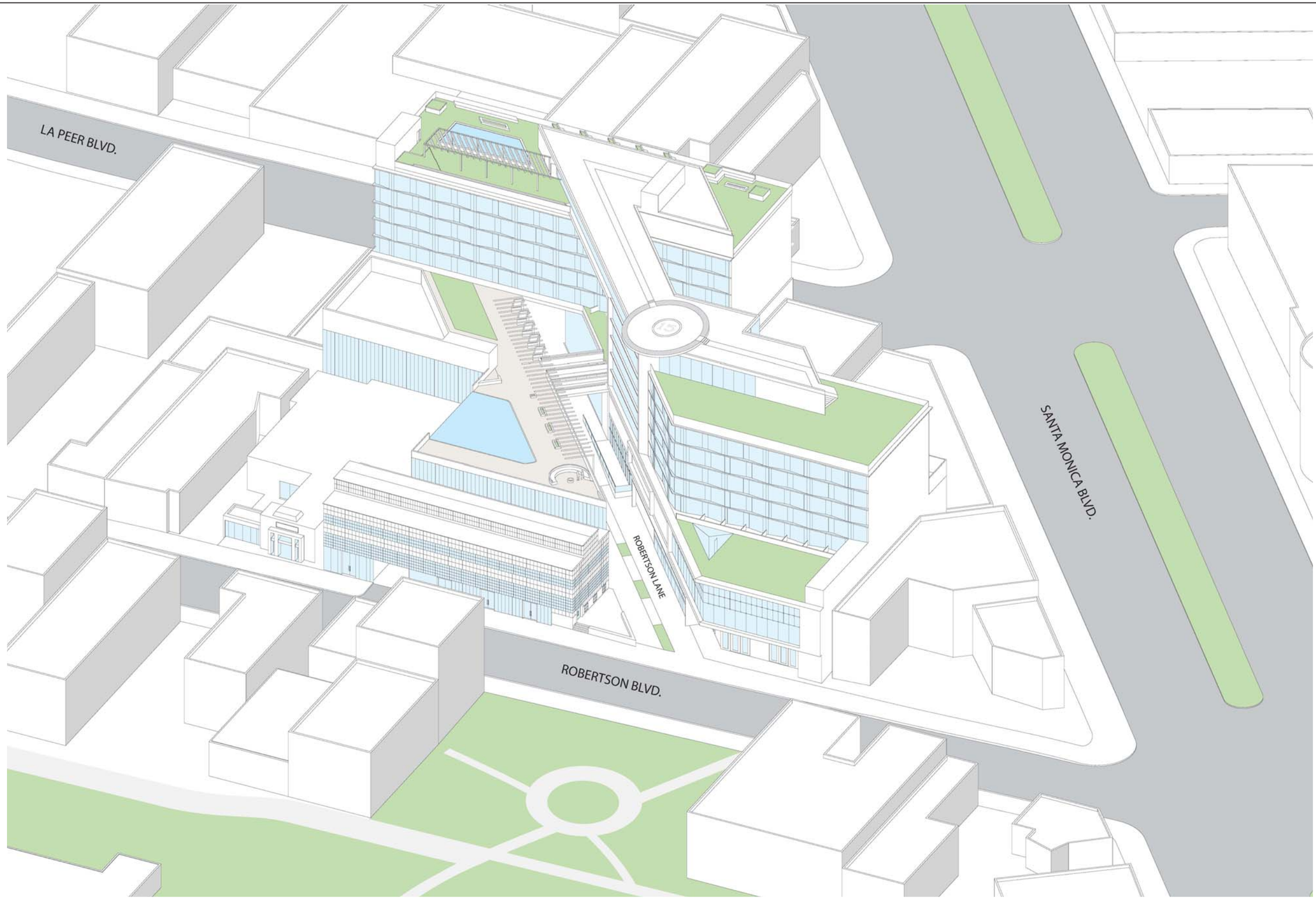

SOURCE: Hodgetts+Fung Design and Architecture 2016

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FIGURE 2-3
Conceptual Site Plan

Robertson Lane Hotel Project

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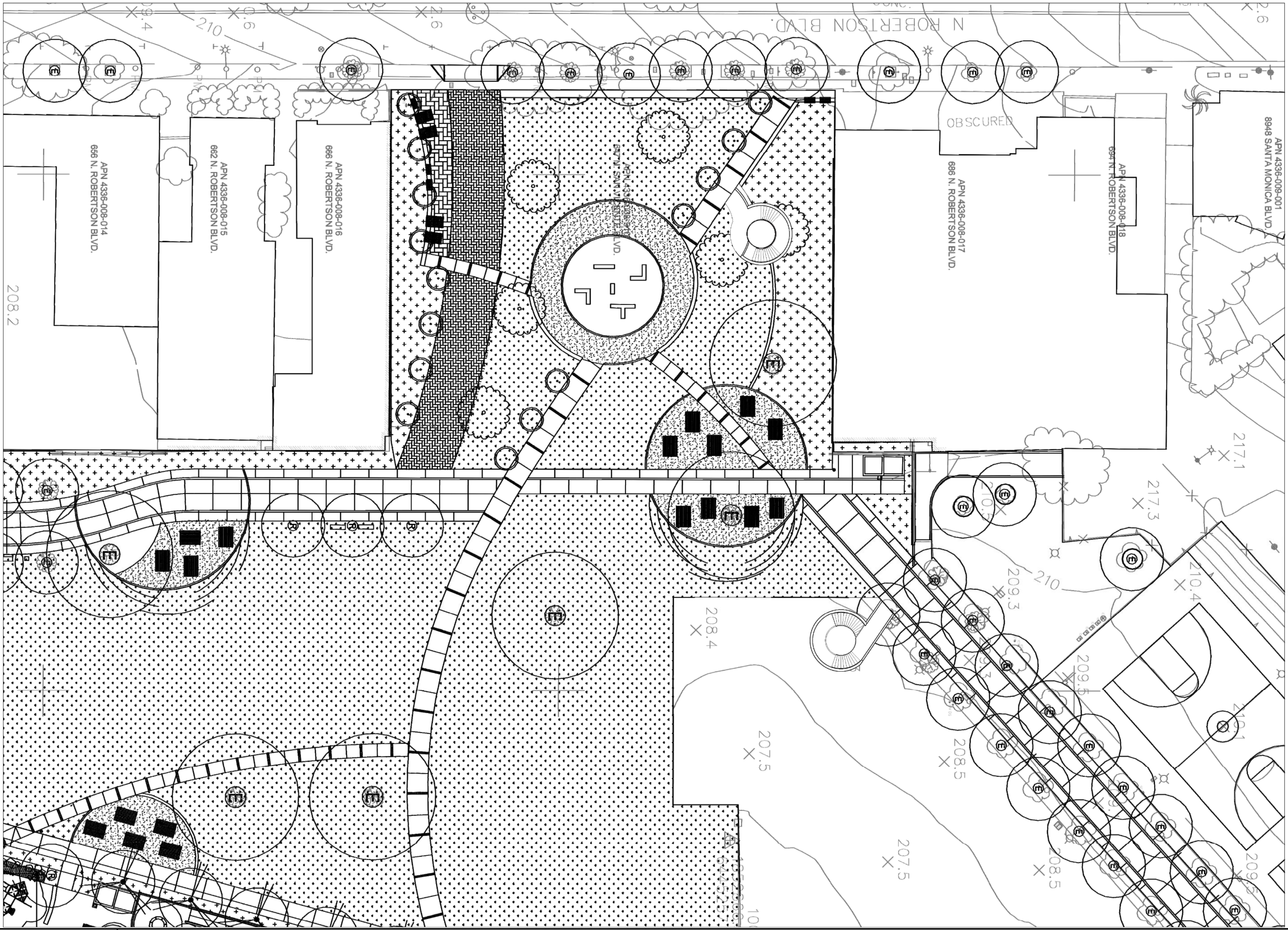

SOURCE: Hodgetts and Fung Design and Architecture, 2016

FIGURE 2-4

Conceptual Park Site Plan

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Robertson Lane Hotel Project

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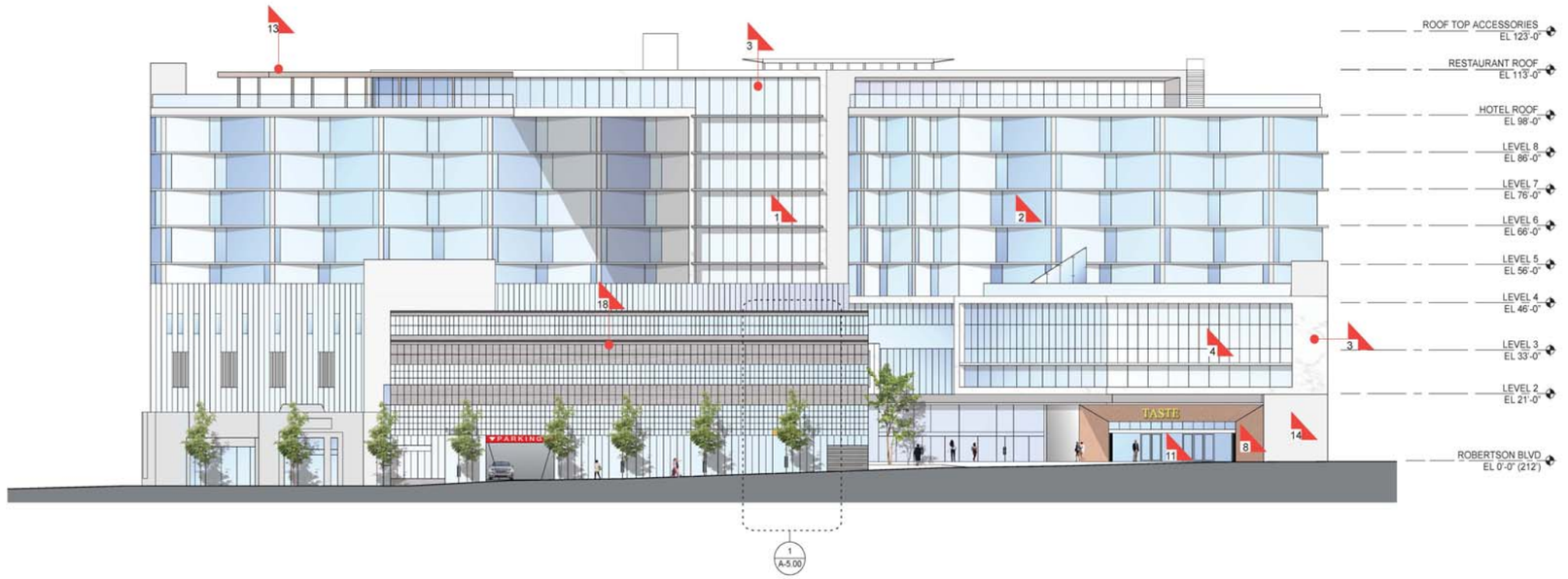
LA PEER ELEVATION



ROBERTSON BOULEVARD ELEVATION

SOURCE: Hodgetts+Fung Design and Architecture 2016

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FIGURE 2-5
East and West Elevations

Robertson Lane Hotel Project

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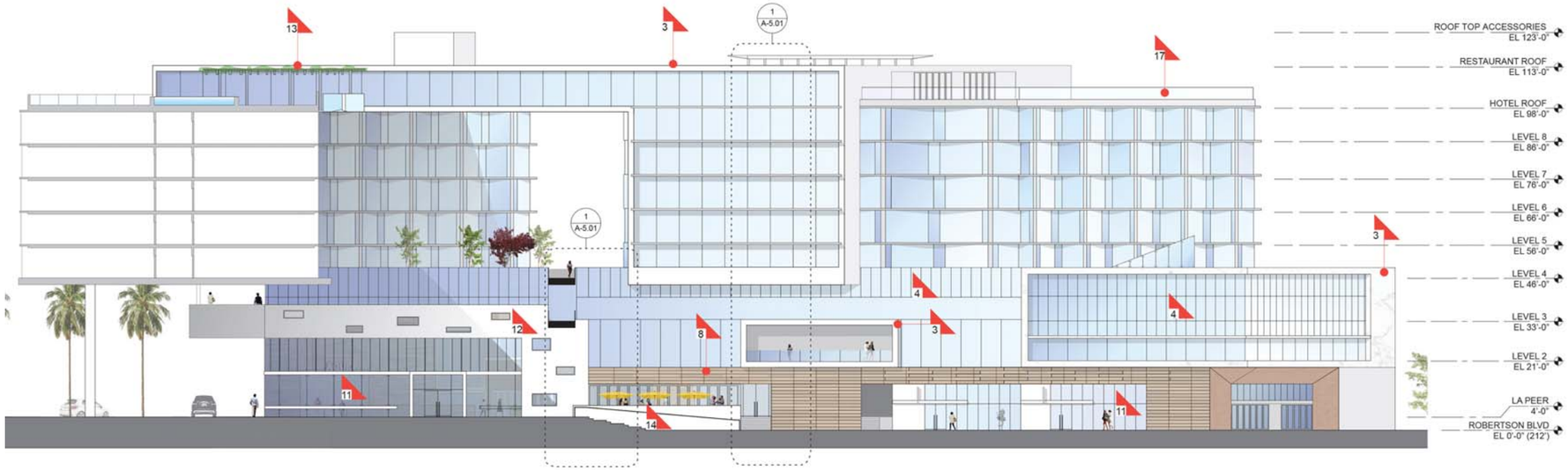
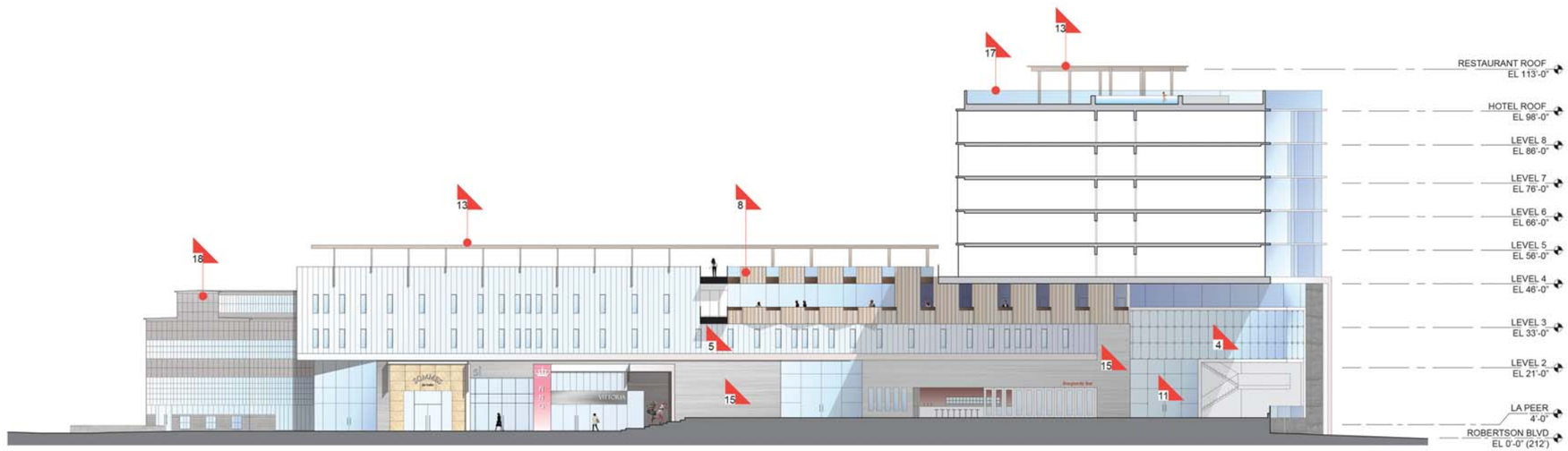


ROBERTSON LANE NORTH



ROBERTSON LANE SOUTH

SOURCE: Hodgetts+Fung Design and Architecture 2016

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FIGURE 2-6
Robertson Lane Elevations

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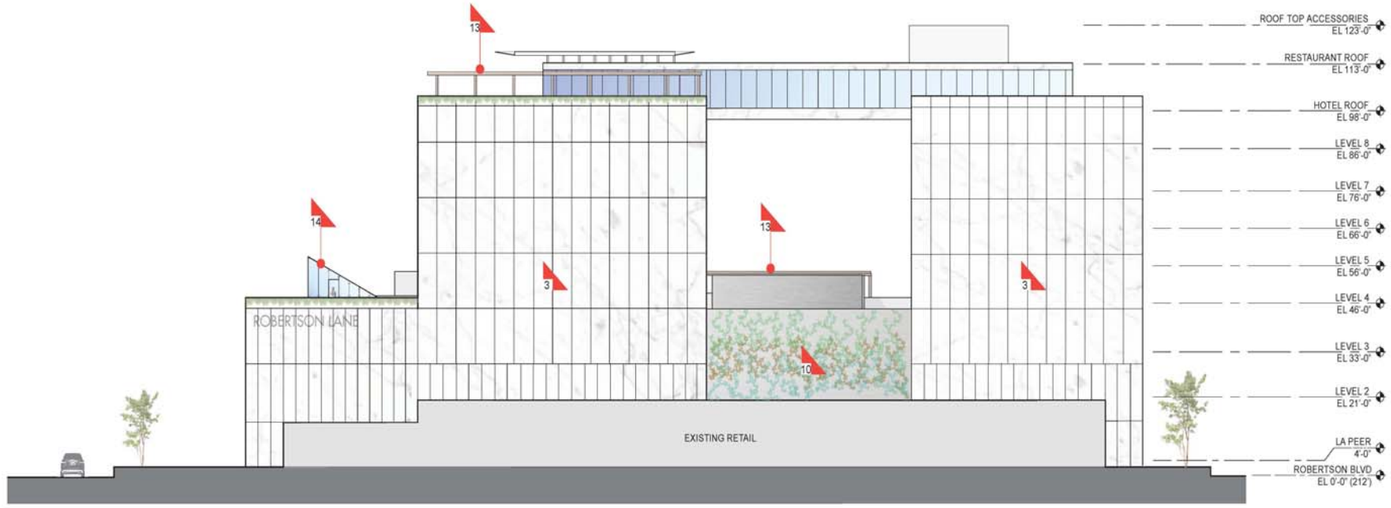
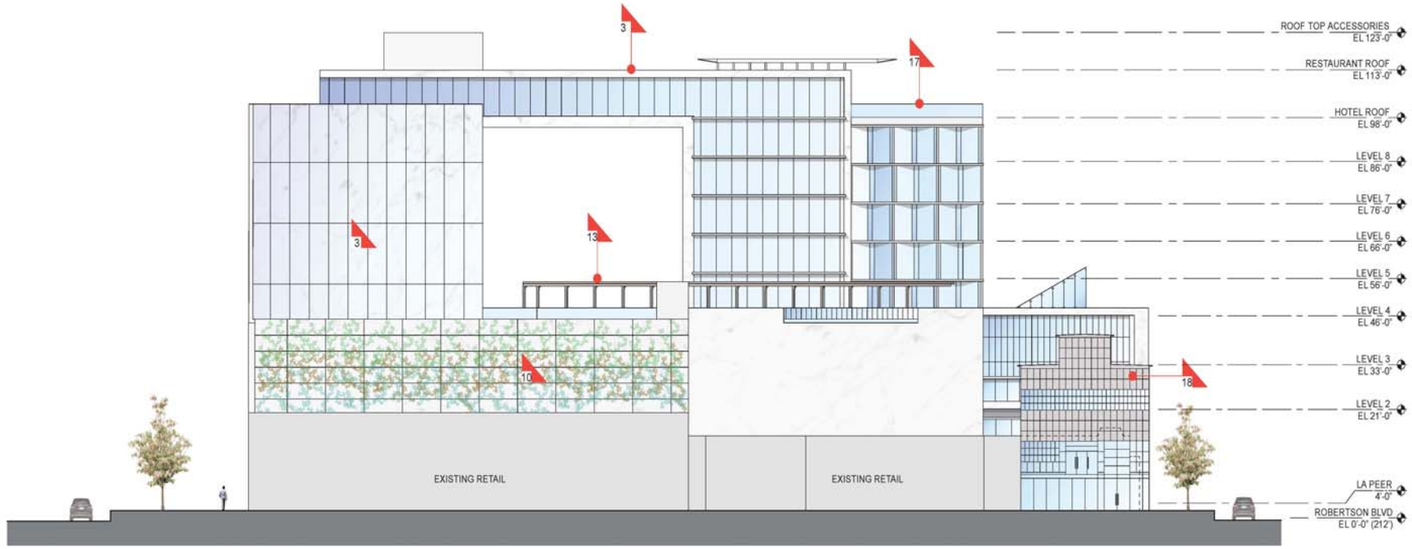


2 NORTH ELEVATION
1/16" = 1' - 0"



SOUTH ELEVATION

SOURCE: Hodgetts+Fung Design and Architecture 2016

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FIGURE 2-7
North and South Elevations

Robertson Lane Hotel Project

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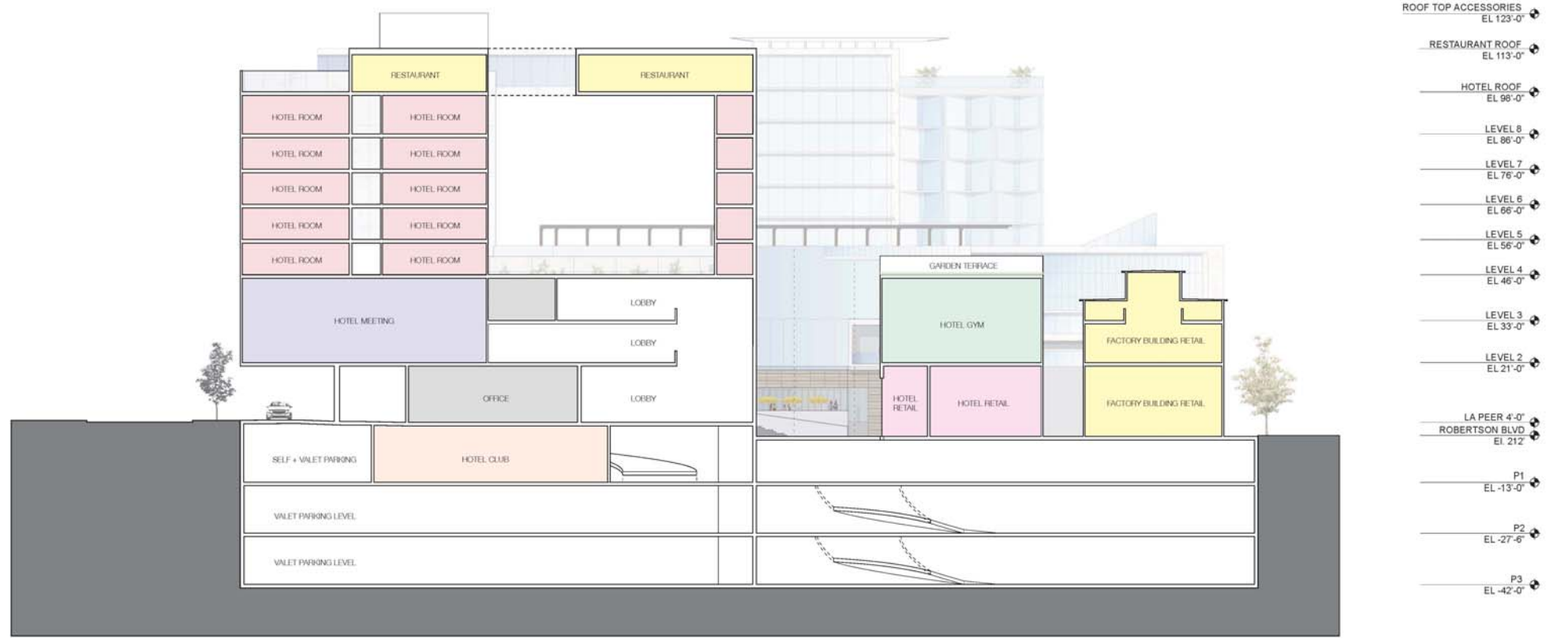
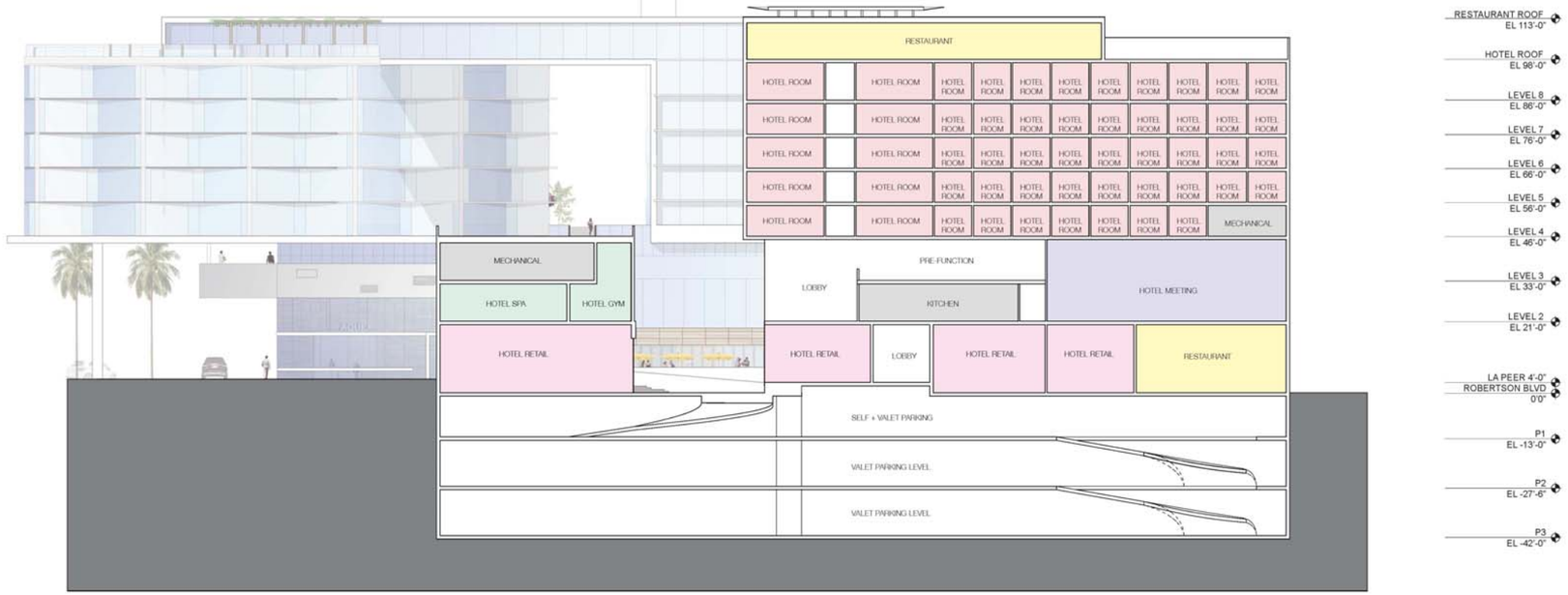


EAST - WEST BUILDING SECTION



NORTH - SOUTH BUILDING SECTION

SOURCE: Hodgetts+Fung Design and Architecture 2016

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FIGURE 2-8
Building Sections

Robertson Lane Hotel Project

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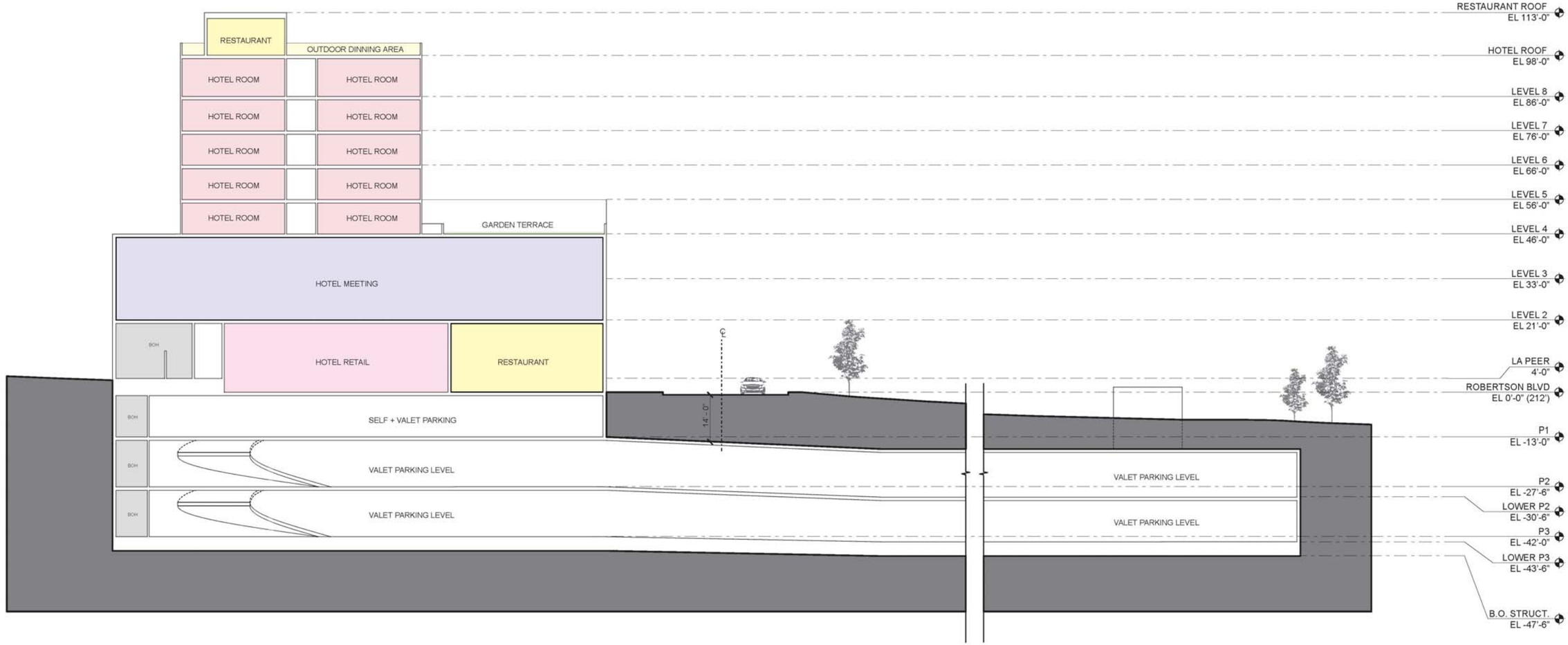

SOURCE: Hodgetts+Fung Design and Architecture 2016

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FIGURE 2-9
Building Sections including Park Site

Robertson Lane Hotel Project

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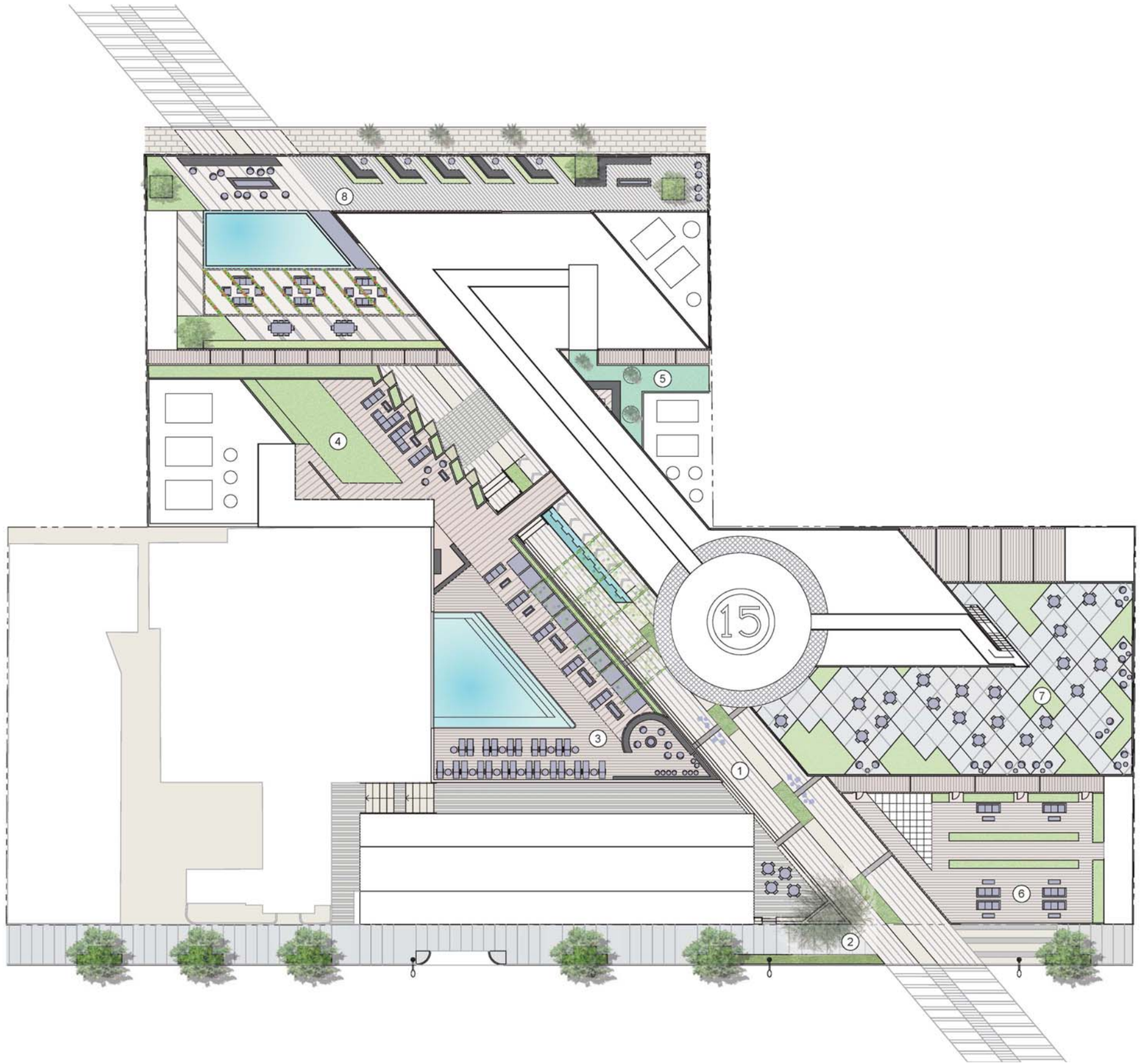
LANDSCAPE ZONE KEY

1. STREETSCAPE & LANE
2. EAST ENTRANCE
3. POOL DECK
4. LAWN TERRACE
5. BLUE GARDEN
6. GARDEN TERRACE
7. ROOF GARDEN
8. OLIVE TERRACE & FOUNTAIN COURT



SOURCE: Hodgetts+Fung Design and Architecture 2016

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FIGURE 2-10
Conceptual Landscaping Plan

Robertson Lane Hotel Project

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