

3.8 LAND USE AND PLANNING

This section describes the existing setting of the project site and vicinity, identifies associated regulatory requirements, and evaluates potential land use and planning-related impacts associated with construction and operation of the proposed project.

3.8.1 Environmental Setting

Existing Land Uses

As described in Table 2-3, the project site is fully developed with three commercial buildings, three surface parking lots, and several concrete courtyards and patios interspersed among the buildings. The West Hollywood General Plan identifies the project site as being located in the Melrose/Beverly District Commercial Sub-area, which is primarily developed with arts and design studios, offices, and related businesses. Robertson Boulevard, which the eastern side of the proposed project would front, is designated as a “Pedestrian Destination Street” in the General Plan. The project site is not currently located within a specific plan area.

The park site is fully developed primarily with a grassy area, a sand lot intended as an exercise area, a restroom facility, and a shaded tot lot. Construction on the park site would require the demolition of the restroom facility and the tiny tot building, which is adjacent to the restroom and located just outside of the area of sub-grade improvements for the park site. Both structures are one story in height and are currently in operation. Both structures would be replaced elsewhere in West Hollywood Park, pursuant to the Park Master Plan. The park site is zoned as PF (Public Facilities) and is identified as Public Facilities and Public Open Space in the West Hollywood General Plan. As with the project site, the park site is within the Melrose/Beverly District Commercial Sub-area. The park is currently undergoing a phased improvement process initiated and guided by the Park Master Plan. Construction of Phase II of the Park Master Plan is anticipated to begin in early 2017 and would include improvements at the park site.

Adjacent Land 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, Bossa Nova Brazilian Restaurant, and Hamburger Haven. Santa Monica Boulevard lies beyond these commercial uses, with commercial and residential development located north of Santa Monica Boulevard. Directly south of and adjacent to the project site are two single-story buildings occupied by Anawalt Lumber Company. South of Anawalt Lumber Company are a variety of commercial uses, 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 a new hotel development at 623 La Peer (currently under construction). 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 on the east side of Robertson Boulevard include Christian Louboutin, Kinara, and Ariana Rugs. Adjacent to West Hollywood Park 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 (PDC), which is a campus of design-oriented retail, commercial, office, and showroom-related uses.

3.8.2 Relevant Plan, Policies, and Ordinances

City of West Hollywood General Plan - Land Use and Urban Form Element

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. The Land Use and Urban Form element of the General Plan sets forth goals and policies to guide the City's urban form and land use patterns and to establish a vision for the built environment. Within the Land Use and Urban Form element, the City's commercial areas are divided into five sub-areas. The proposed project site is located within the Melrose/Beverly District. This district generally surrounds the PDC and is described in the General Plan as being "characterized by the contrasts between the small, closely-packed scale of the commercial buildings and streetscape along Melrose and Robertson and the monumental scale of the PDC and nearby Beverly Center and Cedars-Sinai Hospital" (City of West Hollywood 2011).

In Figure 3-3 of the Land Use and Urban Form element, Robertson Boulevard is designated as a Pedestrian Destination Street, and the segment of Robertson Boulevard extending from Melrose Avenue to Santa Monica Boulevard is part of a designated Park to Park Walking Route.

The General Plan also provides land use designations and specifies allowable uses and building intensities for each designation. The land use designations and locations set forth in the General Plan are consistent with the zoning districts found in the Zoning Ordinance. The proposed project site falls within Commercial Neighborhood 2 (CN2) and Community Commercial 2 (CC2) land use designations. The regulations for these zoning districts are summarized in Table 3.8-1.

West Hollywood Design District Streetscape Master Plan

The West Hollywood Design District Streetscape Master Plan (Streetscape Master Plan) area consists of the public right-of-way on the following streets within the City: Melrose Avenue,

Robertson Boulevard, Beverly Boulevard, and Almont Drive and La Peer Drive between Melrose Avenue and Santa Monica Boulevard. This area, now known as the West Hollywood Design District (Design District), is referred to as the Melrose/Beverly District in the General Plan and was formerly known as the Avenues District (City of West Hollywood 2014a).

The Streetscape Master Plan was adopted by City Council in summer 2013. The overall goal of the Streetscape Master Plan is to strengthen the economic vitality of the Design District by improving the pedestrian environment, adding bicycle infrastructure, public gathering spaces, and landscaping, while improving the overall aesthetics and utility of the streets. The Streetscape Master Plan includes design features to improve traffic safety while encouraging walking and cycling throughout the district.

During plan adoption, City Council requested that the design of public gathering spaces within the Design District be further developed. Developing designs for the following elements became Phase 2 of the Streetscape Master Plan process:

- Public Gathering Spaces (northeast corner of Beverly Boulevard and Robertson Boulevard; southeast corner of Melrose Avenue and Norwich)
- Flexible Festival Street (North Robertson Boulevard)
- Pedestrian Paseos (north of Melrose Avenue, between Almont Drive and Robertson Boulevard)

The conceptual designs for the public gathering spaces are contained in Appendix C of the Final Streetscape Master Plan.

City of West Hollywood Zoning Ordinance

The proposed project site is designated as CC2 and CN2 in the Zoning Ordinance. The portion of the site that fronts La Peer Drive is within the CC2 zone and the portion of the site that fronts Robertson Boulevard is within the CN2 zone, with the zoning boundary extending north-south through the approximate middle of the project site. Adjacent properties to the north and south of the site are also zoned CC2 and CN2. Across La Peer Drive are parcels zoned CC2. Across Robertson Boulevard are parcels zoned CN2, with the exception of West Hollywood Park, which is zoned Public Facilities (PF). Parcels on the north side of Santa Monica Boulevard and parcels adjacent to the north side of West Hollywood Park are zoned Community Commercial 1 (CC1).

The regulations set forth for zoning districts applicable to the project site are summarized in Table 3.8-1.

**Table 3.8-1
Applicable Zoning Regulations**

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. 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.	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.
Permitted Uses¹	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 Master Plan 2004

The West Hollywood Park Master Plan (Park Master Plan) 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 documents the physical existing conditions of the park and sets forth a preferred plan for park improvements, including a road map for execution of the plan over time (City of West Hollywood 2004). The Park Master Plan included two design and implementation phases. The Phase I Park Master Plan Implementation Project has been implemented and included a new 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 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.

3.8.3 Thresholds of Significance

The following thresholds of significance are based on Appendix G of the CEQA Guidelines. Based on these thresholds, implementation of the proposed project would have a significant adverse impact related to land use and planning if it would:

- a. Physically divide an established community
- b. 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
- c. Conflict with any applicable habitat conservation plan or natural community conservation plan

3.8.4 Methodology

Land use impacts are assessed based on the physical effects of a project related to land use compatibility of the project with surrounding land uses and consistency of the project with adopted plans and regulations. This section of the Draft EIR addresses potential environmental impacts related to compatibility of the project with the adjacent land uses. It also discusses how the project furthers adopted plans and regulations and analyzes its consistency with such plans and regulations. The following set of documents were used to evaluate the consistency of the project with adopted and plans and regulations, because they are the land use documents that are applicable to the project site:

- West Hollywood General Plan 2035 (adopted September 2011)
- West Hollywood Design District Streetscape Master Plan (adopted December 2014)
- West Hollywood Park Master Plan (adopted 2004)
- City of West Hollywood Zoning Ordinance

3.8.5 Impact Analysis

Threshold A: Would the project physically divide an established community?

The proposed project would result in demolition of two of the four existing commercial buildings and all surface parking lots on the project site and the construction of a new multi-use hotel

building and subterranean parking garage. The project would include the retention, rehabilitation and relocation of a portion of the Factory building within the project site. The proposed project would also include construction of subterranean parking beneath West Hollywood Park, across the street from the project site.

The project site is surrounded by commercial uses to the north, south, and west. Public facilities uses (West Hollywood Park, West Hollywood Library, community center) and commercial uses are located to the east of the project site. Because the project site is generally surrounded by existing commercial development and is currently developed with commercial and parking lot uses, a hotel/commercial building and subterranean parking garage on the project site would be consistent with surrounding uses. The nearest residential neighborhoods are located north of Santa Monica Boulevard, east of the PDC, south of Melrose Avenue, and west of Dohney Drive (in the City of Beverly Hills). The existing commercial uses and roadways surrounding the project site separate it from these established residential neighborhoods (City of West Hollywood 2011). As such, the proposed project would not divide or remove any established communities. In fact, the proposed project would incorporate a pedestrian paseo running through the center of the project site, which would allow pedestrian connectivity between Robertson Boulevard and La Peer Drive. Currently, the length of the city block between Santa Monica Boulevard and Melrose Avenue is approximately 1,000 feet along Robertson Boulevard and 800 feet along La Peer Drive. According to the Streetscape Master Plan, a walkable block length is 200 to 300 feet (City of West Hollywood 2014a). The pedestrian paseo that is proposed as part of the project would shorten the block length along Robertson Boulevard and La Peer Drive. As such, the proposed project would result in a beneficial effect relative to pedestrian connectivity.

The proposed multi-use hotel building would be taller than the existing commercial buildings on the site and adjacent to the site. However, while the proposed project would extend above adjacent structures and would represent a change in building height on the project site relative to existing uses, a building of 3 to 9 stories in height would not be inconsistent with other development in the vicinity. Extending the height of uses on the project site would not diminish the ability of people to traverse from one side of the project site to the other.

Regarding the park site, temporary construction at this site would not physically divide an existing community, as the site is currently used for recreational purposes. Pedestrians would be directed around the construction site. Upon completion of construction, two elevator/stairway structures would be present in this portion of the park. The height and footprint of these structures would be minor (smaller than the two existing buildings that are planned for demolition under the Phase II Park Master Plan Implementation Project) and would therefore not diminish the ability of people to traverse from one side of the park site to the other.

Furthermore, the proposed project would not involve features such as a highway, aboveground infrastructure, or an easement through an established neighborhood, which are features that are typically associated with dividing a neighborhood. For the reasons described above, impacts resulting from the proposed project would be **less than significant**.

Threshold B: Would the 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?

The proposed project would result in the development of a multi-use hotel building. The proposed project would also result in development of a subterranean parking garage located beneath the project site and beneath the western portion of West Hollywood Park.

Robertson Lane Specific Plan

The project site is within the CC2 (Commercial, Community 2) and CN2 (Commercial, Neighborhood 2) zoning districts. The Robertson Lane Specific Plan, which is proposed in association with the proposed project, would permit greater height, floor area, and density than what is currently allowed by the existing zoning. The Specific Plan would also allow for construction and operation of a hotel (hotels are prohibited within the CN2 zoning district). However, it is noted that the uses proposed for the project site are consistent with allowable uses and conditionally allowable uses within the CC2 zoning district. Table 3.8-2 shows the differences between allowable heights, densities, and uses under the proposed Robertson Lane Specific Plan and the allowable heights, densities, and uses under the project site's current zoning designations. If approved, the Robertson Lane Specific Plan would change the current land use and zoning designation for the project site through a General Plan Amendment and a Zone Change. The General Plan Amendment would add the Robertson Lane Specific Plan to the West Hollywood General Plan 2035 and would change the project site's land use designation from CN2 and CC2 to RLSP (Robertson Lane Specific Plan). The Zone Change would change the zoning districts of the project site from CN2 and CC2 to RLSP zone for all properties within the project site. The proposed project would be consistent with the standards contained in the Robertson Lane Specific Plan (see Chapter 2 and Appendix B for details on the Specific Plan).

The specific plan would apply only to the project site and would provide site-specific development standards. State law (Government Code Section 65450) authorizes cities to adopt specific plans for implementing their general plans in designated areas. Specific plans are intended to provide more finite specification of the types of uses to be permitted, development standards (setbacks, heights, landscape, architecture, etc.), and circulation and infrastructure improvements. In the City, specific plans have been used to further the goals of the General

Plan by allowing flexibility and enabling developers to increase buildable area and height above that permitted by zoning where appropriate, conditioned on analyses and mitigation of impacts and contribution of specific benefits to the City. Approval of a specific plan supplements relevant controls in the Municipal Code and General Plan by adding regulations specifically applicable to the site.

Table 3.8-2
Robertson Lane Specific Plan versus Existing Zoning

Specific Plan	Existing Zoning (CN2 and CC2 zones)
Hotel uses allowable	Hotel uses not allowed in CN2
Max building height of 52 feet along Robertson Boulevard	Max building height of 25 feet along Robertson Boulevard
Max building height of 125 along La Peer Drive (with rooftop accessories; as measured from Robertson Boulevard)	Max building height of 45 feet along La Peer Drive
Allowable FAR of 3.1:1	Allowable FAR of 1:1 (CN2) and 2:1 (CC2)

General Plan Consistency

Although the Robertson Lane Specific Plan would replace the existing General Plan designations and zoning designations of the proposed site, the proposed project would still be subject to General Plan policies. Table 3.8-3 outlines the applicable policies identified in the Land Use and Urban Design Element of the General Plan and the proposed project's consistency with each of these policies. The proposed project would be consistent with applicable goals and policies of the General Plan. For those General Plan goals and policies that do not specifically pertain to the proposed project, the project would not impede the City's ability to meet those goals and policies.

Table 3.8-3
General Plan Policy Consistency Analysis

Policy	Analysis
<i>Urban Form and Pattern</i>	
Goal LU-1: Maintain an urban form and land use pattern that enhances quality of life and meets the community's vision for its future.	Consistent. As described below, the proposed project is generally consistent with the urban form and land use pattern of the project area. The proposed project would enhance quality of life in the City through its pedestrian-oriented design, which includes streetscape improvements and a new pedestrian connection.
(LU-1.1) 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.	Consistent. The proposed multi-use hotel building would contain space for guestrooms, meeting rooms, retail stores, design showrooms, restaurants, and outdoor dining. The proposed project would expand the variety of uses available on the project site relative to existing conditions, thereby furthering the goal of providing a broad range of uses within the City.

**Table 3.8-3
General Plan Policy Consistency Analysis**

Policy	Analysis
(LU-1.2) Consider the scale of new development within its urban context to avoid abrupt changes in scale and massing.	Consistent. While the proposed project represents an increase in height of the buildings on the project site, the massing of the building would be varied to provide architectural interest and to reduce the visual effect of increased heights on the site. The building design incorporates stepbacks, architectural design features, and articulations so that the highest portions of the structure are set back from Robertson Boulevard, consistent with the smaller scale of Robertson Boulevard. Along La Peer Drive, the hotel porte cochere, entry court, and outdoor dining areas would break up the massing and provide architectural interest. The entrances to the pedestrian paseo on Robertson Boulevard and La Peer Drive would also break up the massing of the proposed structure and would add architectural elements to the building. Although the existing commercial buildings on the project site range in height from one to two stories, the height and massing envisioned for the proposed project would be compatible with existing contrasts in scale within the densely developed and urban environment of the Design District. Furthermore, area hotels including the London West Hollywood (10 stories) and the Sunset Marquis (14 stories), the Pacific Design Center (12 to 15 stories), and the Cedars Sinai Medical Center/Beverly Center, are intermixed among single- and multi-family residential neighborhoods and the resulting contrasts in scale and massing contributes to the existing visual character of West Hollywood. As such, while the proposed building would extend above the immediately adjacent structures and would represent a change in building height on the project site relative to existing uses, a building of four to nine stories in height would not be inconsistent with other development in the vicinity.
(LU-1.3) Encourage new development to enhance the pedestrian experience.	Consistent. The proposed project would enhance the pedestrian experience in several ways: (1) it would include a pedestrian paseo that traverses the project site, providing connectivity through the site to La Peer Drive on the west and to West Hollywood Park and other businesses along Robertson Boulevard on the east; (2) the pedestrian paseo and the street frontages of the proposed building would be lined with ground-floor retail and restaurant uses to create a pedestrian-oriented environment; (3) these retail and restaurant uses would incorporate transparent openings (clear windows or open doors) to further orient the site to pedestrians; (4) the project would widen the public sidewalk on Robertson, consistent with the Streetscape Master Plan, and incorporate landscaping and lighting in the public right-of-way to enhance the pedestrian experience along the street frontages of the project site; and, (5) the project would include installation of retractable bollards within Robertson Boulevard to enable a temporary pedestrian-only zone between the west and east side of Robertson Boulevard. The existing project site

**Table 3.8-3
General Plan Policy Consistency Analysis**

Policy	Analysis
	contains surface parking lots and several businesses that are not oriented toward the site's street frontages. The pedestrian-oriented elements of the proposed project would therefore enhance the pedestrian experience relative to existing conditions.
(LU-1.5) Encourage the retention and success of existing, and the incubation of new, commercial establishments that serve the needs of residents.	Consistent. The proposed project would create new pedestrian-oriented commercial space that would foster a variety of retail stores and restaurants.
(LU-1.8) Promote the establishment, retention, and expansion of businesses that provide employment for West Hollywood's residents and the surrounding region.	Consistent. The proposed project would expand job opportunities available at the project site for residents of the City and surrounding areas by including spaces for a variety of businesses at the site (retail stores, design showroom space, a boutique hotel, and restaurants).
(LU-1.10) Encourage new non-residential land uses that contribute to a strong and diversified local economy.	Consistent. The proposed project would include a variety of non-residential land uses (retail stores, design showrooms, a boutique hotel, and restaurants), which would equate to an increase in the overall commercial space available on the project site, as well as an increase in the variety of non-residential land uses on the project site. As such, the proposed project would help strengthen and diversify the local economy relative to existing conditions.
(LU-1.11) Prohibit new land uses that harm the physical health and well-being of the community.	Consistent. The proposed project would consist of a multi-use building that would include a hotel, retail stores, design showroom space, restaurants, and landscaping. These uses are not considered harmful to the physical health and well-being of the community.
(LU-1.14) Support the continuation of existing and new uses that enhance the social and health needs of residents.	Consistent. The proposed pedestrian paseo would enhance the walkability of the area and would provide a public gathering space. The proposed project would also include installation of retractable bollards within Robertson Boulevard to create a pedestrian-only zone between the businesses on the west and east side of Robertson Boulevard. This would create a temporary, intermittent public gathering space and would provide pedestrian-only space during festivals and special events that are held within the City, such as LGBT Pride and the Halloween carnival. Enhancing pedestrian connectivity, particularly on a site adjacent to West Hollywood Park, and providing for additional public gathering spaces would help cater to both social and health needs of residents.
(LU-1.13) Seek to reduce the demand for motorized transportation by supporting land use patterns that prioritize pedestrian, bicycle, and transit mobility options, and mixed use development.	Consistent. The proposed project would enhance the pedestrian experience, thereby encouraging walking in the area. Also, the proposed project would include subterranean parking that would provide an opportunity for visitors to the Design District to park once and then walk around the area. The proposed project would provide overnight accommodations within walking distance of a variety of key attractions, such as the PDC and the businesses and nightlife along Santa Monica Boulevard. Additionally, the proposed

**Table 3.8-3
General Plan Policy Consistency Analysis**

Policy	Analysis
	project would include bicycle parking and preferred parking for ride-sharing to enable visitors and employees to bike and carpool to the site. Other design features that would reduce traffic generation from the project are detailed in Section 2.4 of this EIR. The multi-use nature of the proposed project would enable and encourage guests of the hotel and visitors of the site to dine and shop on the site, rather than driving to multiple destinations for such services. Furthermore, because the site is within walking distance of the residential neighborhoods located south of Melrose Avenue and north of Santa Monica Boulevard, it would increase the number and types of retail stores and restaurants within walking distance of West Hollywood residents in these neighborhoods.
(LU-1.21) 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.	Consistent. The proposed project would include a boutique hotel, design showroom space, retail stores, and restaurants that would expand the commercial uses on the project site and would provide increased economic and fiscal benefits for the City.
<i>Urban Design</i>	
Goal LU-4: Provide for an urban environment oriented and scaled to the pedestrian.	Consistent. The proposed project would include a variety of pedestrian-oriented design elements, including a pedestrian paseo, a public gathering space, ground-floor retail and restaurant space with street frontages, and streetscape improvements that would enhance the pedestrian experience along the project site's street frontages.
(LU-4.1) Implement land use patterns that locate a wide range of destinations within a short walk of every West Hollywood resident in order to encourage walking as a desirable mode of transportation.	Consistent. The proposed project would increase the range of land uses on the project site. Additionally, the proposed pedestrian paseo, restaurants, design showroom space, and retail shops would collectively create a destination on the site for walking, shopping, and dining. Because the site is within walking distance of the residential neighborhoods located south of Melrose Avenue and north of Santa Monica Boulevard, it would increase the number and types of retail stores and restaurants within walking distance of West Hollywood residents in these neighborhoods.
(LU-4.2) Continue to improve the pedestrian environment through a coordinated approach to street tree planting, sidewalk maintenance and enhancement, pedestrian amenities, and a focus on human-scale frontage design for building renovations and new development projects.	Consistent. The proposed project would improve the pedestrian environment by incorporating a pedestrian paseo into the project design that would improve pedestrian connectivity between Robertson Boulevard and La Peer Drive. This pedestrian paseo would be fronted on both sides by shops and restaurants to provide for a pedestrian-oriented experience. Pedestrian amenities that would be incorporated into the pedestrian paseo and into the project site's street frontages would include landscaping, seating, public art, and lighting. See the analysis for LU-1.3 for more details on how the proposed project would enhance the pedestrian experience in the project vicinity.

**Table 3.8-3
General Plan Policy Consistency Analysis**

Policy	Analysis
(LU-4.3) Continue to implement parking strategies and standards that ensure parking areas do not dominate street frontages and are screened from public views whenever possible.	Consistent. The proposed project would include removal of the existing surface parking lots on the project site. Parking for the proposed project and for surrounding land uses would be constructed underground, thereby eliminating the parking area from the street frontages of the project site.
(LU-4.6) Require commercial development projects to provide for enhanced pedestrian activity in commercial areas through the following techniques:	Consistent. See analysis for parts (a) through (g) below.
a. Minimizing vehicle intrusions across the sidewalk.	Consistent. The proposed project would include minimal vehicle intrusions. One vehicle intrusion would be located along Robertson Boulevard and one would be located along La Peer Drive to provide access to the site. Minimizing vehicle intrusions enhances the walkability of the project site's street frontage across from West Hollywood Park and across from the pedestrian-scale businesses that are on the east side of Robertson Boulevard.
b. Locating the majority of a building's frontages in close proximity to the sidewalk edge.	Consistent. Consistent with this policy and with the design of the proposed project, the Robertson Lane Specific Plan does not require any minimum setbacks. As such, the building's frontages and outdoor dining areas would be located along the edge of the sidewalk in a manner conducive to pedestrian access.
c. Requiring that the first level of the building occupy a majority of the lot's frontage, with exceptions for vehicle access.	Consistent. The first level of the building would occupy the majority of the frontages along Robertson Boulevard, La Peer Drive, and the pedestrian paseo. Some outdoor dining may be located along the pedestrian paseo and the street frontages.
d. Allowing for the development of outdoor plazas and dining areas.	Consistent. The proposed pedestrian paseo would create a walkway that would have a function similar to a plaza, as it would provide a pedestrian-only zone for walking, shopping, eating, and gathering. Several outdoor dining areas would be located along the project site's street frontages and along the pedestrian paseo.
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.	Consistent. The retail shops and restaurants that would front the pedestrian paseo and the street would contain clear windows and open doors to create an attractive street frontage. The Robertson Lane Specific Plan would require clear, untinted glass to be installed at and near the street level to allow maximum visual interaction between the sidewalk areas and the interior of buildings. Mirrored, reflective glass or tinted glass would be prohibited from use, except as an architectural or decorative accent.
f. Requiring that ground floor uses be primarily pedestrian-oriented.	Consistent. The ground-floor uses of the project site would consist primarily of retail shops, restaurants, the hotel lobby, design showroom space, and outdoor dining. As described above, many of these uses would be visually and physically penetrable and would have street frontages and/or frontages along the pedestrian paseo.

**Table 3.8-3
General Plan Policy Consistency Analysis**

Policy	Analysis
g. Discouraging new surface parking lots.	Consistent. The proposed project would not include surface parking lots.
Goal LU-5: Encourage a high level of quality in architecture and site design in all construction and renovation of buildings.	Consistent. The proposed project would be constructed with architectural interest, quality building materials, and thoughtful site design. The multi-use hotel building would include a variety of architectural elements and would have varied massing and heights. The design would incorporate a restored portion of a historic-age structure, a pedestrian paseo, and landscaping, all of which would add visual interest to the project and would contribute to the quality of the design.
(LU-5.1) Continue to encourage diverse architectural styles that reflect the City's diversity and creativity.	Consistent. The Robertson Lane Specific Plan would require the Robertson Boulevard street frontage to be differentiated architecturally by recessed entries, display windows, offset surfaces, differentiated wall surfaces, offset planes, varied materials, awnings, and compatibility landscaping or other details. The Robertson Lane Specific Plan also would require parapet extensions of a façade to be incorporated and integrated into the design of the entire building on all facades and frontages, as opposed to being limited to street-front facades. The restored portion of the Factory Building would not be subject to these requirements. The proposed building would have varied massing and heights with well-articulated facades and would be constructed in a diverse architectural style.
(LU-5.3) Require that new development be designed to reflect the natural topography of the City.	Consistent. The project site is generally flat, with a 2% to 3% slope to the southeast, and is surrounded on all sides by generally flat areas. The proposed project would retain the flat topography of the project site.
(LU-5.4) 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.	Consistent. The proposed project would use quality building materials throughout, such as steel and engineered lumber, and would undergo design review by the City's Design Review Committee. The building materials for the proposed project are shown in Appendix B.
<i>Public Spaces and Streetscape</i>	
Goal LU-6: Create a network of pedestrian-oriented, human-scale and well-landscaped streets and civic spaces throughout the City.	Consistent. The proposed project would include streetscape improvements along the project site's street frontages and would replace street trees at a minimum of a 1:1 ratio. The project would introduce street-fronting retail and restaurant spaces to the project site, which would have transparent openings to further orient the site to pedestrians. The project would also involve development of a pedestrian paseo that would traverse the project site and would include removable bollards, creating the capability to form a temporary public gathering space along Robertson Boulevard. Each of these design elements would enhance the pedestrian-oriented nature of the project area.

**Table 3.8-3
General Plan Policy Consistency Analysis**

Policy	Analysis
(LU-6.1) Where appropriate, development projects should incorporate open spaces that are accessible to the public.	Consistent. The proposed project would include a pedestrian paseo traversing the project site, providing open space that would be open to the public.
(LU-7.1) Continue to enhance the network of green, pedestrian-friendly streets that connect parks and major destinations throughout the City in accordance with the City's Streetscape Master Plan.	Consistent. The proposed pedestrian paseo would serve as an extension to the existing pedestrian walkways within West Hollywood Park, providing pedestrian connectivity between the park, the proposed project, and the land uses on La Peer Drive. Additionally, the proposed pedestrian paseo would incorporate landscaping including planters and green walls.
(LU-7.3) Require development projects to install street trees consistent with the City's street tree specifications along public sidewalks adjacent to the project site, as sidewalk width permits, where such street trees do not currently exist or where replacement is needed.	Consistent. The Robertson Lane Specific Plan would require street trees and streetscape design along the project site's street frontages to be provided in compliance with the Streetscape Master Plan. The proposed project would replace street trees at a minimum of 1:1 ratio.
(LU-7.5) Promote the use of drought-tolerant and native plants throughout the City.	Consistent. The landscaping that would be incorporated into the proposed project would be drought tolerant. Some species would be native plants.
(LU-7.6) Encourage the use of permeable paving and reduce the use of impervious pavement.	Consistent. The proposed project would include rooftop gardens and planter boxes to reduce the amount of impermeable pavement on the site. The proposed project would represent a decrease in amount of impervious areas on the site relative to existing conditions due to the addition of landscaped areas. Furthermore, rooftop gardens, green walls, and planters would be sited to reduce surface water runoff.
(LU-7.7) Encourage green roofs.	Consistent. The proposed project would include several rooftop gardens.
<i>Commercial Sub-Areas – Melrose/Beverly District</i>	
Goal LU-11: Expand the Melrose/Beverly District as a national and international destination for high-end arts and design studios, offices, and related businesses.	Consistent: The proposed project would include design showroom spaces and retail spaces. It would also provide guestrooms and meeting rooms for visitors to the Design District, which would enable the Design District to better support meetings and events for design- and art-oriented businesses.
(LU-11.1) Encourage a variety of retail, creative office, commercial, and residential uses to support the vision for the area.	Consistent. Refer to analysis for parts (a) and (b) below.
a. Maintain and enhance the concentration of arts and design-related uses.	Consistent. The proposed project would include design showroom space, as well as spaces for retail shops.
b. Continue to allow a wide variety of uses including retail, galleries, boutiques, cafes, restaurants, creative office space, entertainment venues, bars, and nightclubs.	Consistent. The proposed project would incorporate spaces for a wide variety of commercial uses. It would include design showroom spaces, retail space, restaurant space, and a boutique hotel that would include a nightclub and meeting rooms.
(LU-11.3) 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.	Consistent. The proposed multi-use hotel building would be designed so that the maximum heights are setback from the Robertson Boulevard street frontages. The Robertson Lane Specific Plan further requires that the Robertson Boulevard

**Table 3.8-3
General Plan Policy Consistency Analysis**

Policy	Analysis
	street frontage be differentiated architecturally by recessed entries, display windows, offset surfaces, differentiated wall surfaces, offset planes, varied materials, and landscaping or other details (with the exception of the restored portion of the Factory Building). Additionally, the wholesale design showroom space would front Robertson Boulevard.
(LU-11.5) Require high quality and varied architecture of all new development in order to reflect the creative businesses and to showcase international design talent.	Consistent. As stated above, the Robertson Lane Specific Plan would require a variety of façade articulations along Robertson Boulevard, which would create architectural interest along the Robertson Boulevard frontage. The proposed project would also include stepbacks and design features along Robertson Boulevard. The Robertson Boulevard frontage would include a portion of the existing Factory building that would be retained on site. Partial retention of the Factory building would contribute to the architectural interest of the project, and reorientation of the Factory building along the Robertson Boulevard frontage would increase visibility of the Factory's unique architectural elements along Robertson Boulevard. Along La Peer Drive, the hotel porte cochere, entry court, and outdoor dining areas would break up the massing and provide architectural interest. The entrances to the pedestrian paseo on Robertson Boulevard and La Peer Drive would also break up the massing of the proposed structure and would add architectural elements to the building.
(LU-11.7) As feasible, maintain a beautiful and attractive pedestrian environment with wider sidewalks, benches, and street trees, and continue to enhance the pedestrian experience in the area by implementing the following building and public realm concepts:	Consistent. The proposed project would contribute to the pedestrian experience by incorporating a pedestrian paseo that traverses the project site. The paseo and the project site's street frontages would be lined with pedestrian-oriented businesses and would contain elements such as landscaping and lighting that would enhance the pedestrian experience. The project would also widen the public sidewalk along Robertson Boulevard.
a. Locate buildings on or near the sidewalk edge to create an attractive and interesting pedestrian environment.	Consistent. The Robertson Lane Specific Plan does not require any minimum setbacks. As such, with the exception of the driveways described above, the building's frontages and outdoor dining areas would be located along the edge of the sidewalk.
b. Support the overall experience of the streetscape through active and transparent ground floor frontages with main entries that face the street.	Consistent. The entries to the ground-floor retail and restaurant uses, as well as the entrance to the hotel, would face the street frontages and the pedestrian paseo frontages of the proposed project. Additionally, the Robertson Lane Specific Plan requires clear, untinted glass to be used at and near the street levels. This would ensure that the ground-floor uses would incorporate transparent frontages.
c. Pursue pedestrian connections and paseos to improve pedestrian flow throughout the Greater Melrose Triangle Area.	Consistent. The proposed project would create a mid-block pedestrian passage between Robertson Boulevard and La Peer Drive, enabling pedestrians to pass between these two streets.

**Table 3.8-3
General Plan Policy Consistency Analysis**

Policy	Analysis
d. Improve pedestrian connections to better integrate the PDC into the adjacent commercial neighborhood.	Consistent. The proposed project site is not located adjacent to the PDC. However, it would provide overnight accommodations within walking distance of the PDC and would also incorporate a pedestrian paseo that would be located across the street from walkways that traverse West Hollywood Park. These walkways in turn connect to the PDC, which is located across the street from the eastern side of West Hollywood Park.
e. Improve pedestrian connections between West Hollywood Park and the rest of the district.	Consistent. The eastern entrance to the proposed pedestrian paseo is located generally across the street from walkways that traverse West Hollywood Park. As such, pedestrians would be able to walk from West Hollywood Park through the proposed mid-block pedestrian paseo to La Peer Drive. Currently, pedestrian access to La Peer Drive is provided via Santa Monica Boulevard, which is located approximately 200 feet north of the proposed paseo.
(LU-11.9) 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.	Consistent. The proposed project would include a subterranean parking garage that would provide parking for both the project site itself and additional non-required public parking that can serve other land uses in the vicinity. The proposed subterranean parking garage would therefore increase the opportunities for visitors and employees to park once and then walk around the Design District.
(LU-11.11) As feasible, encourage public plazas as part of development projects.	Consistent. The proposed pedestrian paseo would create a walkway that would have a function similar to a plaza, as it would provide a pedestrian-only zone for walking, shopping, eating, and gathering.
<i>Signage</i>	
Goal LU-17: Ensure that on-site signs are an asset to the City.	Consistent: Any on-site signage at the project site would be implemented in accordance with a Comprehensive Sign Program, which would protect the project site from signs that would be inconsistent with the design of the proposed building in size, placement, location, and/or number. As such, the project would not contribute signs to the City that would degrade the City's visual attractiveness or overall design and image.
(LU-17.2) Rely on size, placement, location, and numeric limits for on-site signs that properly integrate into overall site development, avoiding undue proliferation of signage and preventing signs from dominating or overpowering buildings.	Consistent. The Robertson Lane Specific Plan would require the on-site signs to be designed in compliance with a Comprehensive Sign Program, consistent with Section 19.34.070 of the Zoning Ordinance. As stated in Section 19.34.070, the purpose of a Comprehensive Sign Program is to "integrate the design of the signs proposed for a development project with the design of the structures, into a unified architectural statement." As such, approval of a Comprehensive Sign Program for the project site would protect the project site from undue proliferation of signage and from signs that would be inconsistent with the design of the proposed building in size, placement, location, and/or number.

**Table 3.8-3
General Plan Policy Consistency Analysis**

Policy	Analysis
(LU-17.3) Allow imaginative signage that is a positive contribution to its surroundings through the use of Creative Sign Permits, and in the execution of Comprehensive Sign Programs.	Consistent. As described above, the Robertson Lane Specific Plan would require on-site signs to be designed in compliance with a Comprehensive Sign Program. Additionally, any Creative Sign that is proposed would need to obtain a Creative Sign Permit.
(LU-17.4) Encourage signage that is designed for pedestrians, especially where there is discretionary authority such as Creative Signs and Comprehensive Sign Programs.	Consistent. As described above, the on-site signage for the proposed project would be implemented in accordance with a Comprehensive Sign Program. Wayfinding signage for pedestrians will be incorporated into the paseo.

Source: City of West Hollywood 2011

Streetscape Master Plan Consistency

In addition to General Plan policies, the Streetscape Master Plan establishes conceptual streetscape improvement plans that apply specifically to the Design District, which is known as the Melrose/Beverly District in the General Plan.

As described in Section 3.8.2, the proposed project site is located along streets that are included in the Streetscape Master Plan. The following consistency analysis begins with the general goals for the Design District set forth in the introduction to the Streetscape Master Plan and then narrows to address goals and designs specific to Robertson Boulevard and La Peer Drive.

Purpose of the Streetscape Master Plan

The Streetscape Master Plan was designed to “improve the overall aesthetics and mobility of the commercial district known as the West Hollywood Design District” (Streetscape Master Plan, page 2). The proposed project would be consistent with this overall purpose, as it would improve mobility by creating mid-block pedestrian access between Robertson Boulevard and La Peer Drive. The proposed project would incrementally contribute to improving the aesthetics of the Design District by rehabilitating an underused site. This site is dominated by surface parking, and the proposed project would replace this surface parking with a multi-use development that has active street frontages and that features ground-floor retail and restaurant uses, outdoor dining, and wider sidewalks with improved hardscape, thereby creating a pedestrian-oriented design on the site.

Overall Goal of the Streetscape Master Plan

The overall goal of the Streetscape Master Plan is to “strengthen the economic vitality of the district by improving the pedestrian environment, adding bicycle infrastructure, public gathering spaces, and landscaping, while improving the overall aesthetics and utility of the streets”

(Streetscape Master Plan, page 2). The proposed project either furthers or does not conflict with these overall goals, as described below.

- **Economic Vitality.** The proposed project would strengthen the economic vitality of the project site by redeveloping and revitalizing an underutilized and economically underperforming site in the City. Occupancy taxes from the new hotel, sales from the new retail uses, and increased jobs available on the site are all factors that would further the goal of strengthening the economic vitality of the Design District. Additional public parking in excess of code requirements would contribute to vitality of other businesses in the vicinity by encouraging a park-once pedestrian district.
- **Pedestrian Environment.** The improvements to the pedestrian environment are described above and consist of ground-floor retail creating a pedestrian-friendly environment, a new mid-block pedestrian connection between Robertson Boulevard and La Peer Drive, and streetscape improvements including wider sidewalks and infrastructure for potential future closing of portions of Robertson Boulevard for special events (i.e., retractable bollards; see Design District Streetscape Master Plan, page 36).
- **Bicycle Infrastructure.** Bicycle parking would be provided on the ground floor of the project. A total of 62 spaces would be provided, consistent with Zoning Ordinance Section 19.28.150.
- **Public Gathering Spaces.** The proposed project includes installing retractable bollards in Robertson Boulevard near its intersection with Santa Monica Boulevard. Use of the bollards would create one of the three public gathering spaces identified in the Streetscape Master Plan (one at Beverly Boulevard/Robertson Boulevard, one at Melrose Avenue/Norwich Drive, and one at Robertson Boulevard north of Melrose Avenue).
- **Landscaping.** The proposed project would include landscaping in the public right-of-way on both the La Peer Drive and Robertson Boulevard frontages.
- **Overall Aesthetics.** As described above, the project would incrementally contribute to improving the aesthetics of the Design District by rehabilitating an underused site. The proposed project would incorporate landscaping and the building would have well-articulated facades and varied massing and would scaled for pedestrian use and the lower levels.

Scale of the Design District

Section 1.2 of the Streetscape Master Plan characterizes the existing scale of the Design District as follows: “The District is characterized by the contrasts between the small, closely packed scale of the commercial buildings and streetscape along Melrose and Robertson and the monumental scale of the PDC and nearby Beverly Center and Cedars-Sinai Hospital.” The Streetscape Master Plan also describes how the scale varies among the streets within the Design

District: “shops on Robertson Boulevard are the smallest in scale, not dissimilar from the scale of houses in the adjacent residential neighborhoods. Melrose Avenue buildings are a bit larger in scale than Robertson Boulevard and buildings on Beverly Boulevard are even larger. As a result, each street tends to accommodate a slightly different mix of uses” (Streetscape Master Plan, page 4). The proposed project would be consistent with the Streetscape Master Plan’s characterization of scale, as the proposed multi-use building would be scaled so that its Robertson Boulevard frontage is smaller in massing while its La Peer Drive frontage is larger in massing.

Positive Attributes of the Design District

The Avenues Working Group characterized the positive attributes of the Design District and what is missing from the area (Streetscape Master Plan, page 13). The proposed project either furthers or does not conflict with the six top attributes that are listed in the Streetscape Master Plan, as described below.

- **Scale.** One of the top attributes of the Design District, as characterized by the Avenues Working Group, is the small village-like scale of streets and buildings compared with other parts of West Hollywood and nearby Los Angeles. As described above, the massing of the proposed project is focused away from Robertson Boulevard, which is described in the Streetscape Master Plan as being smaller in scale.
- **Walkability.** The Avenues Working Group found that because of the scale and the fact that the Design District is a characterized by a network of streets rather than a single linear corridor, it is more walkable than other areas. The proposed project would further the walkability of the area by establishing a mid-block pedestrian connection between Robertson Boulevard and La Peer Drive.
- **Shopping.** The Avenues Working Group noted that “there is an impressive collection of fashion, design, and other creative businesses that is rare in an authentic urban setting.” The proposed project would further this positive attribute by significantly expanding the availability of space for a variety of eclectic stores, restaurants, and entertainment venues on the project site. The project site is currently underutilized, and the proposed project would lead to an increase in unique shopping opportunities at the site.
- **Businesses.** The Avenues Working Group noted that businesses are the heart of the district. As described above, the proposed project would expand the amount of space available at the project site for businesses and contribute to the availability of parking in the area for patrons of existing and proposed businesses. Introduction of the hotel use to this part of West Hollywood would also increase pedestrian foot traffic to local businesses including local retail, nightlife, restaurants, and design-related uses.

- **Residences.** The Avenues Working Group noted that the adjacent residential neighborhoods, while not within the Design District, are perceived as an essential part of the Design District. The proposed project would not remove, or occur adjacent to, a residential neighborhood. The nearest residential neighborhoods are located approximately 500 feet to the north (north of Santa Monica Boulevard) and approximately 650 feet to the south (south of Melrose Avenue). As such, the proposed project would not directly impact or otherwise alter the character of the nearby residential neighborhoods to the Design District.
- **Destination.** The Avenues Working Group noted that the Design District is a destination for local residents, visitors, and tourists. The proposed project would further this reputation by providing guestrooms for visitors to the area and by providing meeting space to increase the opportunities for West Hollywood groups, businesses, and residents to sponsor and host events and conferences in the City. Objectives of the proposed project include contributing 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.

Avenues Working Group Goals

One of two goals identified by the Avenues Working Group is to “strengthen the walkability and economic vitality of West Hollywood Design District by enhancing pedestrian connections and walkability, bicycle infrastructure, landscape and other streetscape elements, aesthetics and function of the streets, and vehicular access and parking for West Hollywood Design District.” The second of the goals is to “create a shared vision that reinforces West Hollywood Design District’s identity and that unifies the district” (Streetscape Master Plan, page 16). The proposed project either furthers or does not conflict with these overall goals, as described below.

- **Pedestrian Connections and Walkability.** The proposed project would involve adding a pedestrian connection between Robertson Boulevard and La Peer Drive, consistent with the location of one of the pedestrian connections specifically identified in the Streetscape Master Plan. This pedestrian connection would enhance the walkability of the Design District. The proposed project would also include a subterranean parking garage that would serve the proposed project as well as surrounding businesses. This subterranean garage would expand opportunities for visitors to park once and then walk to experience the district, thereby encouraging and enabling people to walk around the district once they arrive. The project also includes wider sidewalks and parkway areas along Robertson Boulevard, which would feature outdoor dining and further improve the pedestrian experience of the area.

- **Bicycle Infrastructure.** As described above, bicycle parking would be provided on the ground floor of the project. A total of 62 spaces would be provided, consistent with Zoning Ordinance Section 19.28.150.
- **Landscape and Other Streetscape Elements.** The proposed project would include landscaping in the public right-of-way on both the La Peer Drive and Robertson Boulevard frontages.
- **Aesthetics and Function of the Streets.** As described above, the proposed project would contribute to improving the aesthetics of the Design District by rehabilitating an underused site and by implementing landscaping and retail or restaurant frontages at the pedestrian level. The proposed project would increase traffic volumes along surrounding roadways and degrade intersection levels of service (see Section 3.11, Transportation and Traffic); however, the site improvements would improve walkability of the streets by adding a pedestrian connection between Robertson Boulevard and La Peer Drive.
- **Vehicular Access and Parking for West Hollywood Design District.** The proposed project includes a subterranean parking garage that would provide off-street parking in excess of current code requirements for the general public and for the businesses on the project site and in the immediate vicinity. The proposed project would include retractable bollards within Robertson Boulevard to enable a portion of the street to be closed for a pedestrian-only zone during events. Because of this design feature, vehicular access to the portion of Robertson Boulevard fronting the project site could be intermittently restricted for special events at the discretion of the City. However, this vehicular restriction would be consistent with the plans for public gathering spaces outlined in the Streetscape Master Plan and would not result in a permanent, ongoing restriction in vehicular access. No other portions of the proposed project would reduce vehicular access in the Design District.
- **Reinforcement of West Hollywood Design District's Identity.** The proposed project would incorporate space for design showrooms, a variety of stores, restaurants, and entertainment venues in a pedestrian-oriented, village-like setting. These types of land uses are consistent with the unique shopping and dining opportunities in the Design District. Furthermore, the proposed project would incorporate guestrooms and meeting rooms that would provide accommodations specific to the Design District, further solidifying the area as a distinct area with the City.
- **Unification of the Design District.** The proposed project would add a pedestrian connection within the Design District, incrementally increasing the ability of visitors to move through the district without driving. The land uses that would be incorporated into the proposed project would in part be consistent with the existing land uses in the Design District (i.e., the design showrooms, retail stores, and restaurants), thereby contributing to a unified sense of place and purpose throughout the district. However, the proposed

project would also introduce guestrooms and meeting rooms to the area to increase the availability of such spaces and to enable visitors to stay in the area and walk to their destinations. As stated above, this would further solidify the Design District as a distinct portion of West Hollywood by enabling visitors to stay overnight and/or to hold conferences within the district.

Improvements for Robertson Boulevard, La Peer Drive, and Almont Drive North of Melrose Avenue

The following improvements for Robertson Boulevard, La Peer Drive, and Almont Drive North of Melrose Avenue were established in the Streetscape Master Plan. The Streetscape Master Plan states that these improvements will enhance the three street segments' role as a pedestrian-oriented district (Streetscape Master Plan, page 36).

- **Add sharrow markings.** The proposed project would not preclude the City from adding sharrow marking along Robertson Boulevard or La Peer Drive.
- **Maintain parallel curbside parking on the east side of Robertson Boulevard and on one side (to be determined) of La Peer Drive and Almont Drive.** Under the proposed project, parallel curbside parking on the east side of Robertson Boulevard and on the west side of La Peer Drive would remain. Curbside parking along the project site's frontages would be removed.
- **Remove parking on the west side of Robertson Boulevard north of Melrose Avenue to accommodate 15-foot wide sidewalks, resulting in the loss of 23 existing curbside parking spaces and three loading spaces.** Under the proposed project, the parking on the project site's Robertson Boulevard frontage would be removed, and the sidewalks along the project site's Robertson Boulevard frontage would be a minimum of 15 feet, as required by the Robertson Lane Specific Plan (see Chapter 2.0 for details).
- **On La Peer Drive and Almont Drive, it may be possible to retain curbside parking on both sides of the street if improvements are made in conjunction with development projects. Instead of narrowing the roadways, which are currently 40 feet wide, to widen sidewalks to 15 feet, it may be possible to set development back 5 feet to achieve the same sidewalk width.** The proposed project would not have required setbacks. However, the proposed project would not preclude other developments from being set back by 5 feet along La Peer Drive and Almont Drive or from widening sidewalks.
- **Add new street lights and new street trees in tree wells 12 feet long by five feet wide or, where sidewalks are ten feet wide, four feet wide.** While the proposed project would involve removal of street trees, they would be replaced at a minimum of a 1:1

ratio. As required by the Robertson Lane Specific Plan, the street trees and streetscape design would be provided in compliance with the Streetscape Master Plan.

- **The potential to close one or more of these street segments to provide a pedestrian gathering place for events or on a regular basis should be explored.** The proposed project includes installation of retractable bollards near the intersection of Robertson Boulevard with Santa Monica Boulevard and slightly north of the project's Robertson Boulevard driveway. These bollards would enable the City to create a temporary pedestrian zone between the businesses on the east and west sides of Robertson Boulevard for various 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 improve the aesthetics of the pedestrian zone and to further distinguish this area from other portions Robertson Boulevard.

Typical Sidewalk on Robertson Boulevard North of Melrose Avenue

The Streetscape Master Plan provides the following description of a typical sidewalk on Robertson Boulevard north of Melrose Avenue: "Sidewalks will be 15 feet wide. Existing parkways and planted tree wells will be replaced by five-foot by 12-foot tree grates. On the west side of the street there will be no curbside parking; on the east side of the street there will be curbside parking. Adjacent to tree wells a one-foot wide paved 'convenience strip' that includes the 6-inch curb, will be provided. A portion of the walkway zone can be used for sidewalk dining, as long as a clear path of travel at least five feet wide is maintained" (Streetscape Master Plan, page 36). As stated above, the Robertson Lane Specific Plan would require a sidewalk of at least 15 feet in width along the project site's Robertson Boulevard frontage. The Robertson Lane Specific Plan would also require street trees and streetscape design to be provided in compliance with the Streetscape Master Plan. While the proposed project would involve removal of street trees, they would be replaced at a minimum of a 1:1 ratio. On the project site's Robertson Boulevard frontage, there would be no curbside parking. Outdoor dining would occur along portions of the project site's Robertson Boulevard frontage. As such, the streetscape design along the project site's Robertson Boulevard frontage would be generally consistent with design recommendations in the Streetscape Master Plan.

Proposed Improvements for Robertson Boulevard North of Melrose

The Streetscape Master Plan provides a list of eight specific improvements proposed for Robertson Boulevard north of Melrose Avenue. These are generally similar to the elements of the typical Robertson Boulevard sidewalk that are described above and are as follows: sharrow markings, parallel curbside parking on the east side of the street only, 15-foot-wide sidewalks, new sidewalk paving, shade trees of alternating species with irrigation, 5-foot by 12-foot tree wells with grates, new roadway lights, and new pedestrian-scale lighting. As stated above, the

Robertson Lane Specific Plan requires a sidewalk of at least 15 feet in width along the project site's Robertson Boulevard frontage and requires street trees and streetscape design to be provided in compliance with the Streetscape Master Plan. Additionally, parallel parking would not be allowed on the project site's street frontages. The Streetscape Master Plan states that lighting in this area will be "new modern roadway lighting with either low height sidewalk lights or, if not practical, pedestrian pole lights." If the proposed project includes street lighting, it would be consistent with these specifications. If the proposed project does not include street lighting, development of the project would not preclude the City from implementing the planned street lighting scheme within the Design District.

Appendix C – Gathering Places

When the City Council approved the Streetscape Master Plan on August 5, 2013, it directed City staff to develop the Master Plan-level design of the proposed public gathering places through Concept Design (10% Design) and include the resulting design concepts in the Final Master Plan. The three gathering places are Beverly Boulevard/Robertson Boulevard ("Beverly at Robertson"), Melrose Avenue/Norwich Drive ("Melrose at Norwich"), and Robertson Boulevard north of Melrose Avenue ("Robertson North"). As part of this process, City staff developed a concept and design characteristics for a pedestrian paseo network in the Design District to improve walkability. As described in Section 3.8.2, concept designs for the three gathering places and pedestrian paseo network were developed through a series of workshops with the Avenues Working Group, community members, businesses, and neighborhood groups.

Robertson North

As part of the proposed project, retractable bollards would be installed near the intersection of Robertson Boulevard with Santa Monica Boulevard and slightly north of the project's Robertson Boulevard driveway, enabling a portion of the Robertson North gathering space to be created.

Pedestrian Paseos

In addition to implementing the Robertson North gathering space, the proposed project would also implement one of the pedestrian paseos that are identified in Appendix C of the Streetscape Master Plan. Appendix C, page 10, identifies five potential pedestrian paseos and two existing pedestrian connections within the Design District. Appendix C provides the following reasoning for the need for new pedestrian paseos in the Design District: "The area bounded by Santa Monica Boulevard, Melrose Avenue and West Hollywood Park has the potential to become a vibrant pedestrian-oriented shopping and entertainment district, distinctly different from commercial corridors in West Hollywood. Because it is more compact than a corridor, it is potentially more walkable. However, it has one serious shortcoming: its blocks are long, so people cannot walk easily from one street to the next to circulate throughout the district.

Robertson Boulevard is 1,000 feet long, La Peer Drive 800 feet, and Almont Drive 500 feet. A walkable block length is 200 to 300 feet. However, because the area is undergoing change, there is an opportunity to turn this shortcoming into an asset by adding pedestrian paseos between the streets as part of future development projects.” The five potential pedestrian paseos shown in the Streetscape Master Plan would “allow pedestrians to circulate between the streets every 300 feet or so, rather than walking to Melrose Avenue or Santa Monica Boulevard and back on the next street. The paseos will also provide more space for pedestrian activity in the district to supplement public sidewalks.”

The proposed project would include a pedestrian paseo situated in one of the five locations identified in Appendix C. This pedestrian paseo would incrementally contribute to the overall vision for pedestrian paseos described above by shortening the walking distance between Robertson Boulevard and La Peer Drive and by providing more space for pedestrian activity.

The proposed pedestrian paseo would fit into the greater network of existing and proposed pedestrian paseos that is shown in Appendix C. The existing pedestrian walkways that traverse West Hollywood Park would generally connect with the eastern entrance to the proposed pedestrian paseo. In turn, the western entrance of the proposed pedestrian paseo would be located just north of the eastern entrance to a potential pedestrian paseo between La Peer Drive and Almont Drive.

Appendix C contains a list of six entry characteristics and six interior characteristics that should be incorporated into pedestrian paseos. The design of the proposed pedestrian paseo would be generally consistent with the entry and interior characteristics, as described below:

Entry Characteristics:

- **Welcoming – the entry is wider than the rest of the paseo and as deep as it is wide to create an activity node and draw people into the space.** The eastern entry to the proposed paseo would be flanked by outdoor dining areas, and the western entry would be flanked by an outdoor dining area to the south and by the hotel entry court to the north. These design elements would demarcate the entrances and would create a visual funnel to draw pedestrians into the paseo.
- **Inviting and engaging – well-illuminated by daylight and wall-mounted/overhead lighting at night with views of display windows, dining and other activities.** Both entrances to the pedestrian paseo would have access to natural light and would also be lit by nighttime lighting that would illuminate the walkway as well as the retail display windows, hotel porte cochere and entry court, and dining areas that would flank the paseo’s entrances.
- **Pedestrian-scale elements including signage, lighting, canopies, and umbrellas.** Both entrances would contain landscaping, lighting, and overhangs, as well as signs and outdoor dining associated with the ground-level retail stores and restaurants.

- **An extension of the sidewalk – the entry’s paving matches the sidewalk paving; inside it can match the project.** Paving patterns and lighting of the proposed paseo would be used to visually connect the sidewalk to the paseo. Wayfinding signage for pedestrians would also be incorporated into the paseo.
- **A clear connection to the next street – a wayfinding sign at the entry.** Both the eastern and western entrances to the paseo would be visible from the opposite entrances, ensuring that pedestrians will be able to observe the connection between Robertson Boulevard and La Peer Drive. Additionally, pedestrian wayfinding lighting and signage would be incorporated into the paseo.
- **Bicycle parking near the entry.** Bicycle parking would be provided on the ground floor of the project. The bicycle parking would be located off a corridor accessible from the Pedestrian Paseo. Wayfinding signage throughout the project would ensure ready access to this public amenity.

Interior Characteristics:

- **Human scale** – *an average of 25 to 30 feet wide to accommodate pedestrians and dining or other activities on both sides.* The proposed pedestrian paseo would be 30 feet wide.
- **Inviting and well-illuminated by daylight and by wall-mounted/overhead lighting at night.** The majority of the proposed pedestrian paseo would be open to the sky, enabling it to receive natural lighting during the day. Lighting would be provided along the paseo at night.
- **Active and engaging: lined with restaurants, retail and other active uses.** Both sides of the paseo would be lined with retail stores, outdoor dining, and restaurants that would be generally situated at the same elevation as the paseo.
- **Mostly transparent facades.** The Robertson Lane Specific Plan would require clear, untinted glass to be installed at and near the street level to allow maximum visual interaction between the sidewalk areas and the interior of buildings. Mirrored, reflective glass or tinted glass would be prohibited from use, except as an architectural or decorative accent.
- **Pedestrian-scale elements including signage, lighting, canopies, and umbrellas.** Pedestrian-scale elements including outdoor dining, landscaping, seating, public art, lighting, and decorative and informational displays related to Robertson Lane, would be incorporated into the paseo. Wayfinding signage for pedestrians would also be incorporated into the paseo.
- **An extension of the sidewalk – open to the sky and with a view of the street in at least one direction.** The proposed pedestrian paseo would be approximately 75% open to the sky. As described above, both the eastern and western entrances to the paseo would be visible from the opposite entrances, ensuring that pedestrians will be able to observe the connection between Robertson Boulevard and La Peer Drive.

West Hollywood Park Master Plan Consistency

The proposed construction of subterranean parking underneath a portion of West Hollywood Park (the “park site”) would not conflict with or interfere with the Park Master Plan. Construction of the subterranean parking garage would result in temporary closure of the park site. While this closure may be considered an inconvenience to recreationists, it would not impede implementation of the Park Master Plan, because it would be a temporary closure and because the park site would be restored in a manner consistent with the Phase II Park Master Plan designs. Upon completion of the subterranean garage, the Phase II Park Master Plan Implementation Project designs would be implemented on the park site. (These are shown in Figure 2-4 and are further detailed in Appendix B). The park site would appear identical to what was envisioned as part of the Phase II Park Master Plan Implementation Project, with the exception of the two aboveground pedestrian entrance/exit structures that would be installed within the park site to provide pedestrian access to the proposed subterranean parking. 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. One of the goals of the Park Master Plan is to maximize passive park open space, partially through the removal of community and recreation facilities (the library, aquatic facility, auditorium and basketball courts, restrooms, and tiny tot building) from the center of the park. Consistent with this overall goal, the Phase II Park Master Plan Implementation Project involves demolition of the existing restroom facility and tiny tot building, which are on and adjacent to the park site.

The proposed pedestrian access points would introduce new structures to the park site that were not envisioned in the Park Master Plan. However, these structures have been designed to integrate into the Phase II Park Master Plan design for the park site, both in terms of visual appearance and in terms of pedestrian circulation. The proposed pedestrian access points would be located adjacent to pathways identified in the Park Master Plan and would not interrupt any contiguous open space within West Hollywood Park. As such, the proposed project would not conflict with the intent of the Park Master Plan or with the implementation of Phase II of the Park Master Plan.

Zoning Ordinance Consistency

Adoption and implementation of the Specific Plan would permit greater height, floor area, and density at the project site relative to what is currently allowed. The Specific Plan sets forth the permitted land uses for the project site, the allowable floor area ratio, maximum building heights, setbacks, open space and landscaping requirements, parking requirements, and design specifications. The proposed project has been designed in accordance with these site-specific requirements (see Appendix B for the Specific Plan). Upon project approval, the Specific Plan

provisions would be incorporated into the City of West Hollywood Zoning Ordinance. As such, upon project approval, the proposed project would be consistent with the applicable section of the zoning ordinance.

In summary, for the reasons described above, the proposed project would be consistent with applicable land use policies upon project approval, and impacts resulting from the proposed project would therefore be **less than significant**.

Threshold C: Would the project conflict with any applicable habitat conservation plan or natural community conservation plan?

The City's general plan does not designate any areas of the City as being within a habitat conservation plan (City of West Hollywood 2011). Furthermore, the City is not within any of the regional conservation plans designated by the state (CDFW 2014). Therefore, implementation of the proposed project would not conflict with the provisions of an adopted habitat conservation plan; natural community conservation plan; or other approved local, regional, or state habitat plan, as none apply to the project area. **No impact** would occur as a result of the proposed project.

3.8.6 Mitigation Measures

Impacts would be less than significant. No mitigation measures are required.

3.8.7 Significance after Mitigation

Impacts would be less than significant.

3.8.8 References

CDFW (California Department of Fish and Wildlife). 2014. *California Regional Conservation Plans* [map]. March 2014. Accessed January 19, 2015.

City of West Hollywood. 2004. *West Hollywood Park Master Plan 2004*. Final Report. Accessed October 26, 2015. <http://www.weho.org/city-hall/city-departments-divisions/assistant-city-manager/innovation-and-strategic-initiatives/west-hollywood-park-master-plan-phase-ii>.

City of West Hollywood. 2011. *City of West Hollywood General Plan 2035*. Accessed June 23, 2015. <http://www.weho.org/city-hall/download-documents/-folder-155>.

City of West Hollywood. 2014a. *West Hollywood Design District Streetscape Master Plan*, Final. Adopted December 15, 2014.

City of West Hollywood. 2014b. *Streets + Public Space Plan – Phase 2 to the West Hollywood Design District Streetscape Master Plan*. 2014. Accessed June 23, 2015. <http://www.weho.org/home/showdocument?id=15679>.

City of West Hollywood. 2015. “West Hollywood Design District Streetscape Project.” Accessed June 23, 2015. <http://www.weho.org/city-hall/city-departments/community-development/long-range-and-mobility-planning/west-hollywood-design-district-streetscape-project>.

INTENTIONALLY LEFT BLANK