II. Project Description

II. Project Description

1. Introduction

8920 Sunset Boulevard, LLC (Applicant) proposes the development of the Arts Club West Hollywood Project (Project), located at 8920 West Sunset Boulevard and 1024–1036 North Hilldale Avenue (Project Site) in the City of West Hollywood (City). The Project Site is comprised of approximately 20,241 square feet and is generally bounded by Sunset Boulevard to the north, Hilldale Avenue to the west, residential development to the south, and commercial uses to the east. The Project Site is currently developed with an approximately 19,670-square-foot, two-story commercial building, with associated surface parking and two and a half levels of subterranean parking. The existing building is occupied by a retail store and café on the ground floor and office space and a gym/fitness center on the second floor. The Project would replace the existing uses with a new multi-use commercial building up to 141 feet in height above the northeastern corner of the site on Sunset Boulevard,[1] that would serve as the first U.S. West Coast location for the Arts Club, a private membership-based social club founded in London in 1863 for those interested in the arts, science, and literature. The proposed approximately 132,000-square-foot building would include publicly-accessible retail space, an art gallery, and creative offices, as well as a variety of uses for members and guests of the Arts Club, including restaurants, lounges, bars, screening rooms, a supper club, fitness/spa facilities, 15 guestrooms, and a rooftop deck with a swimming pool, changing rooms, a bar and dining space, and an emergency helipad. Parking for the proposed Project would be contained within an underground parking structure, which would include a partial subterranean level with valet service and reception lobbies and five additional subterranean levels of parking, which would collectively provide for a total of 354 parking spaces with ingress and egress occurring solely to and from Hilldale Avenue. The parking system would be automated through the use of autonomous guided vehicle technology, which would provide service for up to 349 parking spaces[2] and would transport vehicles to and from the valet reception for drop-off and pick-up. An overview of the proposed Project's

---

[1] *The building height varies due to the slope of the Project Site. However, the figure shown below represents the highest maximum above-grade building height along Sunset Boulevard. The building height rises to approximately 146 feet at the southeast corner of the Project Site.*

[2] *The remaining 5 spaces would not be automated and would be available on the partial subterranean level (Level B1) within the drop-off/pick-up area.*

location, its characteristics, objectives, and the discretionary approvals needed for approval is provided below.

2. Project Location and Surrounding Uses

a. Project Location

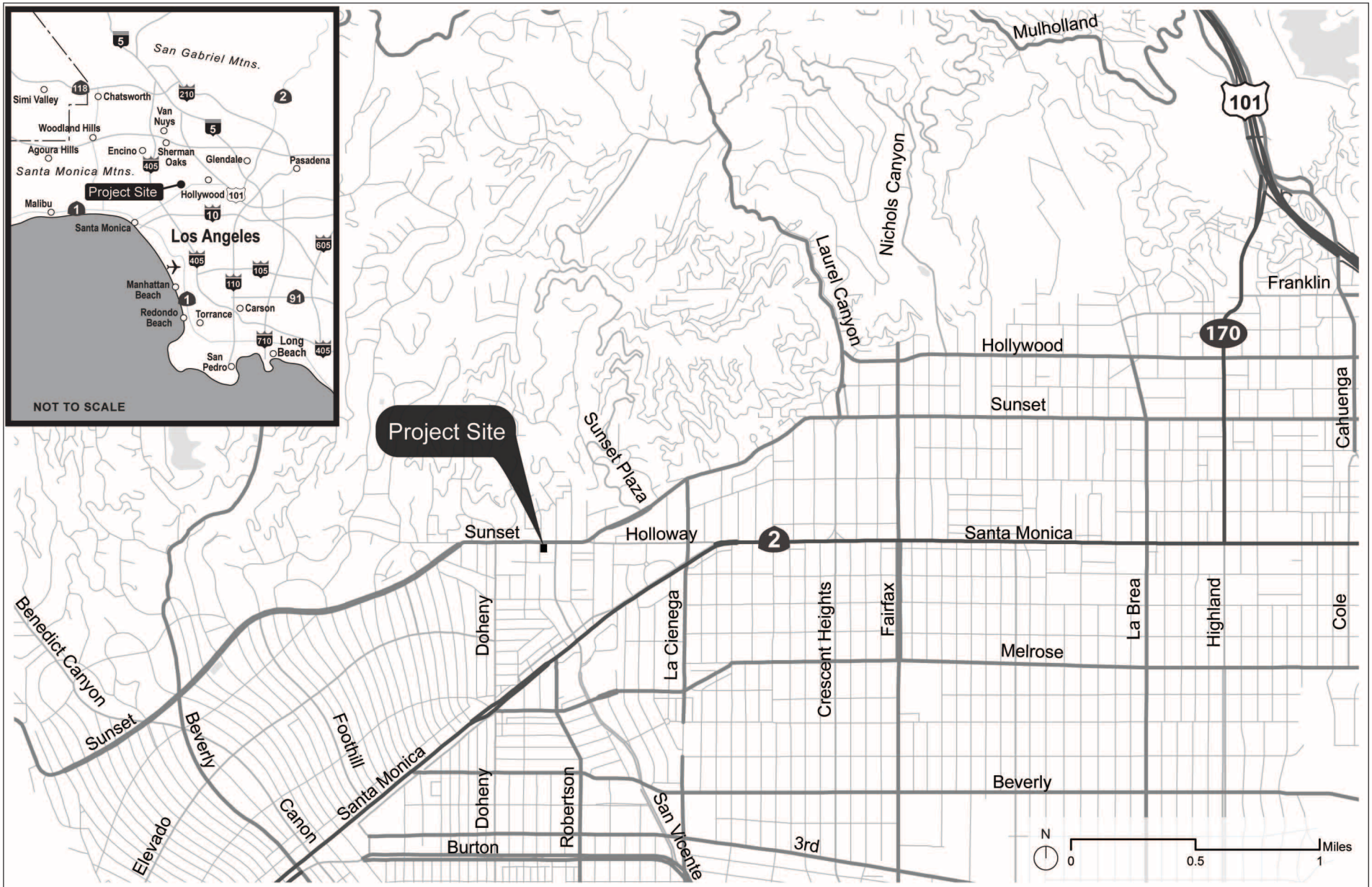
The Project Site is located at 8920 West Sunset Boulevard and 1024–1036 North Hilldale Avenue in the City of West Hollywood and is assigned Assessor's Parcel Number 4340-001-024. As shown in Figure II-1 on page II-3, the Project Site is situated in the northwestern portion of the City at the southeast corner of the intersection of Sunset Boulevard and Hilldale Avenue. An aerial view of the Project Site is provided in Figure II-2 on page II-4.

Regional access to the Project Site is provided from Interstate 10 (I-10 or Santa Monica Freeway) approximately 4.0 miles south of the Project Site, U.S. Route 101 (US-101 or Hollywood Freeway) approximately 4.0 miles northeast of the Project Site, and Interstate 405 (I-405 or San Diego Freeway) approximately 6.0 miles southwest of the Project Site. Major arterials that provide access to the Project Site include Sunset Boulevard, San Vicente Boulevard, and Santa Monica Boulevard.

The Project Site is well served by public transit with multiple public transportation opportunities located within the vicinity of the Project Site. The Los Angeles County Metropolitan Transportation Authority (Metro) provides bus transit service along Sunset Boulevard, San Vicente Boulevard, Santa Monica Boulevard, and Melrose Avenue. As identified in further detail in Section IV.J, Traffic, Access, and Parking, of this Draft EIR, the Project area is served by Metro Local Lines 2, 4, 10, 30, and 105, Metro Limited Lines 302 and 330, and Metro Rapid Bus Line 704. In particular, Metro Local Lines 2, 4, and 10, Metro Limited Line 302, and Metro Rapid Bus Line 704 provide a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods. In addition, the Project area is served by the West Hollywood CityLine, which provides a free, local fixed-route service. Two CityLine routes—Blue Route and Orange Route—travel north-south on San Vicente Boulevard in the vicinity of the Project Site. The nearest public transit stops from the Project Site are located approximately one block west and east at the intersections of Sunset Boulevard and Hammond Street (i.e., Metro 2/302 line) and Sunset Boulevard and San Vicente Boulevard (i.e., Metro 2/302, 30/330, and 105 lines; CityLine Blue and Orange routes), respectively.

b. Surrounding Uses

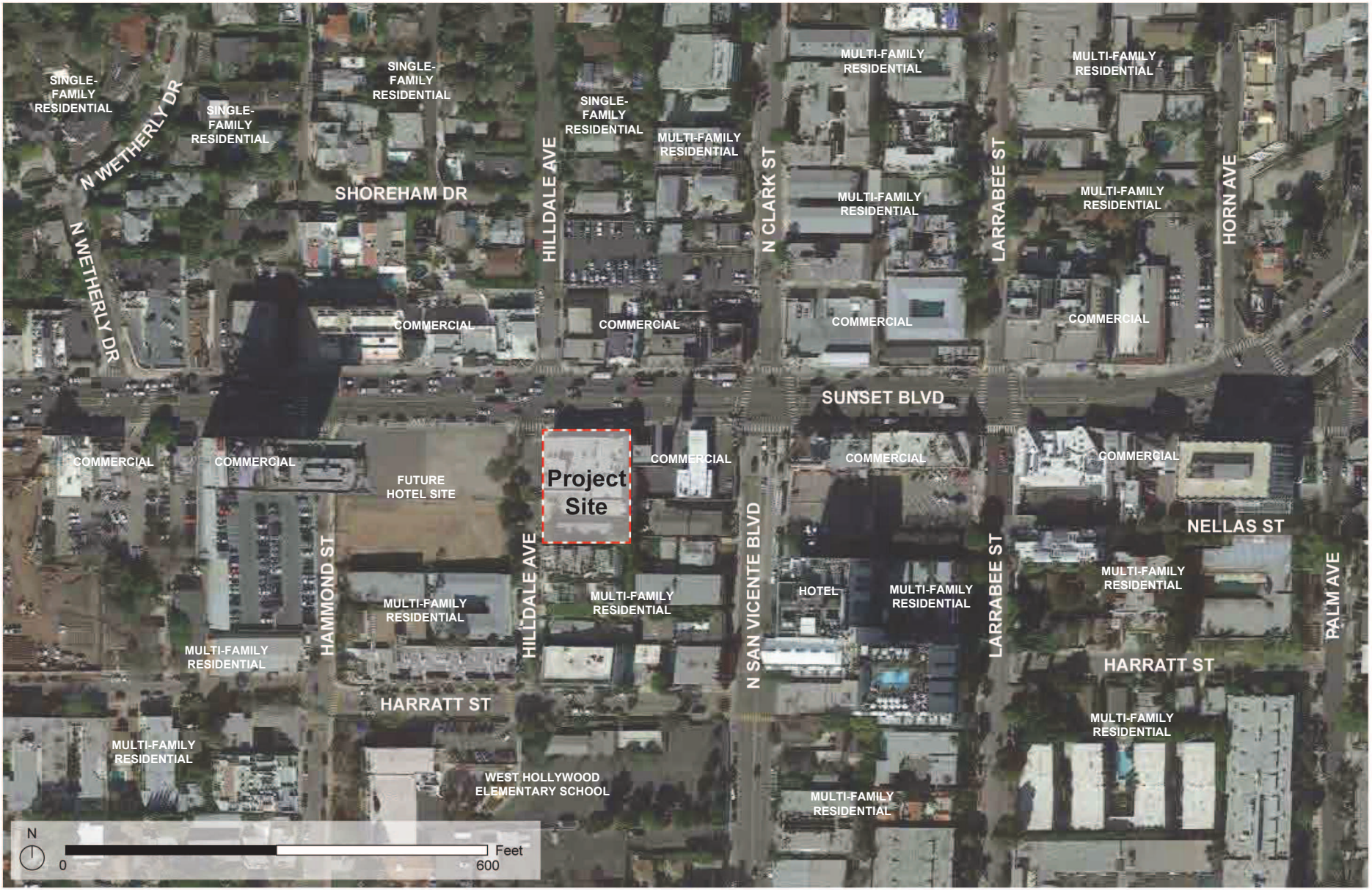
The Project Site is located in a highly urbanized area with a mix of residential and commercial uses, as shown in Figure II-2. The site is bordered by Sunset Boulevard to the



eyestone ENVIRONMENTAL

Figure II-1
Project Location Map

Source: Los Angeles County GIS, 2015.



eyestone ENVIRONMENTAL

Figure II-2
Aerial Photograph of the Project Vicinity

Source: Google Earth, 2016.

north, Hilldale Avenue to the west, commercial uses to the east, and multi-family residential uses to the south. Sunset Boulevard, including the area to the north of the Project Site, is comprised predominantly of commercial uses, including restaurants, hotels, night clubs, offices, and various retail uses. Further to the north are single-family residential uses. A vacant lot that is proposed to be developed as a hotel is located to the immediate west of Hilldale Avenue along Sunset Boulevard. Additionally, West Hollywood Elementary School is located one block south of the Project Site.

3. Existing Project Site Conditions

The Project Site is comprised of approximately 20,241 square feet and is currently developed with an approximately 19,670-square-foot, two-story commercial building with surface parking in the rear of the Project Site and with a parking structure consisting of one partial subterranean level and two additional subterranean levels of parking that are accessed from the Project Site's only driveway along Hilldale Avenue. The existing building is occupied by a retail store, café, and common area on the ground floor and office space, a gym/fitness center, and common area on the second floor.[3] A large monument sign is located directly outside the northwest corner of the existing building. Landscaping within the Project Site is limited to ornamental shrubs and small trees planted in concrete planter boxes along Sunset Boulevard and Hilldale Avenue. The proposed Project would remove a total of three small ornamental street trees along Sunset Boulevard and one Canary Island date palm along Hilldale Avenue.

4. Land Use and Zoning

The Project Site currently has two General Plan land use designations and zoning designations under the West Hollywood General Plan 2035 (General Plan) and the West Hollywood Municipal Code (WHMC): (i) Sunset Specific Plan (SSP) on the northern portion of the Project Site fronting Sunset Boulevard and extending approximately 100 feet south along Hilldale Avenue; and (ii) High Density Residential (R4B) with a Parking (PK) Overlay District on the southern portion of the Project Site, which spans approximately 60 feet from the southern boundary of the Project Site along Hilldale Avenue. The City's General Plan identifies five commercial sub-areas, which are mostly located along the City's main thoroughfares and serve the surrounding neighborhoods, as well as the region. The entire Project Site is located within the Sunset Boulevard Commercial Sub-area under the General Plan, which traces both sides of Sunset Boulevard along the southerly foothills of high intensity uses, including the Santa Monica Mountains and consists of entertainment,

[3] *Some of these recent uses, such as the gym/fitness center, have been vacated since the release of the Notice of Preparation (NOP) of this Draft EIR in April 2016.*

restaurant, shopping, and hospitality destinations that attract visitors from around the county and abroad.[4] While the southern portion of the Project Site is zoned for residential use, it is currently used for parking for the existing commercial building that would be demolished.

The SSP is a detailed plan that has been designed in response to the particular urban conditions of Sunset Boulevard and includes policies, standards, and guidelines that promote and preserve the unique qualities of Sunset Boulevard. It acts as a supplement to the City's General Plan and the WHMC. The SSP includes general policies written to apply to all of Sunset Boulevard. These policies relate to economic development, development requirements related to density and height, urban design, open space and streetscape, use mix, transportation, billboards and art advertising, cultural resources, and the City's urban arts program. In addition, the SSP has also identified eight geographic areas for which goals, objectives, requirements, and/or specific standards and guidelines have been developed. The Project Site is located within Geographic Area 7—San Vicente to Doheny, which extends westward from San Vicente Boulevard to Doheny Avenue; this geographic area is further divided into five sites—Sites 7-A through 7-E. The northern portion of the Project Site is located in Site 7-B but is not designated as a "Target Site" (i.e., a site that has been identified as suitable for increased density and/or height). Further details of the SSP in relation to the proposed Project are included in Section IV.G, Land Use, of this Draft EIR.

The northern 100 feet of the Project Site is currently zoned SSP, and the southern 60 feet of the Project Site is zoned Multi-Family High Density Residential (R4B) with a Parking Overlay (PK) per Section 19.14.070 of the West Hollywood Municipal Code (WHMC).

5. Project Objectives

Section 15124(b) of the California Environmental Quality Act (CEQA) Guidelines states that the project description shall contain "a statement of the objectives sought by the proposed project." Section 15124(b) of the CEQA Guidelines further states that "the statement of objectives should include the underlying purpose of the project." The underlying purpose of the proposed Project is to maximize the development potential on the Project Site through the development of a high quality commercial project that revitalizes the site and provides a variety of uses, including a private membership club with guestrooms, restaurants, bars, lounge and dining spaces, screening rooms, a supper club, and a rooftop pool, along with publicly-accessible retail space, an art gallery, and creative

[4] *City of West Hollywood, West Hollywood General Plan 2035, September 2011.*

office space. As set forth in the CEQA Guidelines, the proposed Project's specific objectives are provided below.

- Add to the diversity of visitor-serving uses available on the Sunset Strip.
- Provide a central location where creative and entrepreneurial patrons come together to meet, exchange ideas, dine, and participate in various cultural events.
- Develop a unique cultural use, which would contribute to the City's economy with an entertainment and creative arts-related venue that includes restaurants, bars, and hospitality uses.
- Enhance the pedestrian connections and activity along Sunset Boulevard through the development of an open and inviting building façade at the sidewalk level featuring a landscaped community plaza that engages the street and the neighborhood community.
- Maximize opportunities for a mix of retail, art gallery, creative offices, entertainment, hospitality, dining, bars, and guestrooms that would further the Sunset Specific Plan's goals to develop the area with a diversity of uses that support daytime and nighttime populations, along with goods and services for City residents.
- Contribute to and expand the diversity of iconic entertainment and cultural venues on the Sunset Strip.
- Support the community's vision of the Sunset Strip as a high-quality international entertainment destination.
- Add to the eclectic urban environment of the Sunset Strip by creating an iconic building design that enhances the Sunset Boulevard experience and its dynamic urban environment.
- Complement the diverse mix of architectural styles, building heights, and uses along Sunset Boulevard.
- Construct an energy-efficient and environmentally conscious building by incorporating sustainable elements of design, construction, and operation to achieve Leadership in Energy and Environmental Design (LEED) certification by the U.S. Green Building Council or satisfy equivalent green building standards.
- Provide significant new creative office space to enhance the City's supply of modern office environments that cater to and respond to the existing and future needs of businesses that will support the economic future and vitality of the City.

- Maximize the number of new permanent jobs generated by the addition of new creative offices, restaurant and retail space, arts gallery and entertainment uses, bars, guestrooms, and fitness and spa facilities, helping to secure a strong and continuous tax base and supply the region with greater employment options.

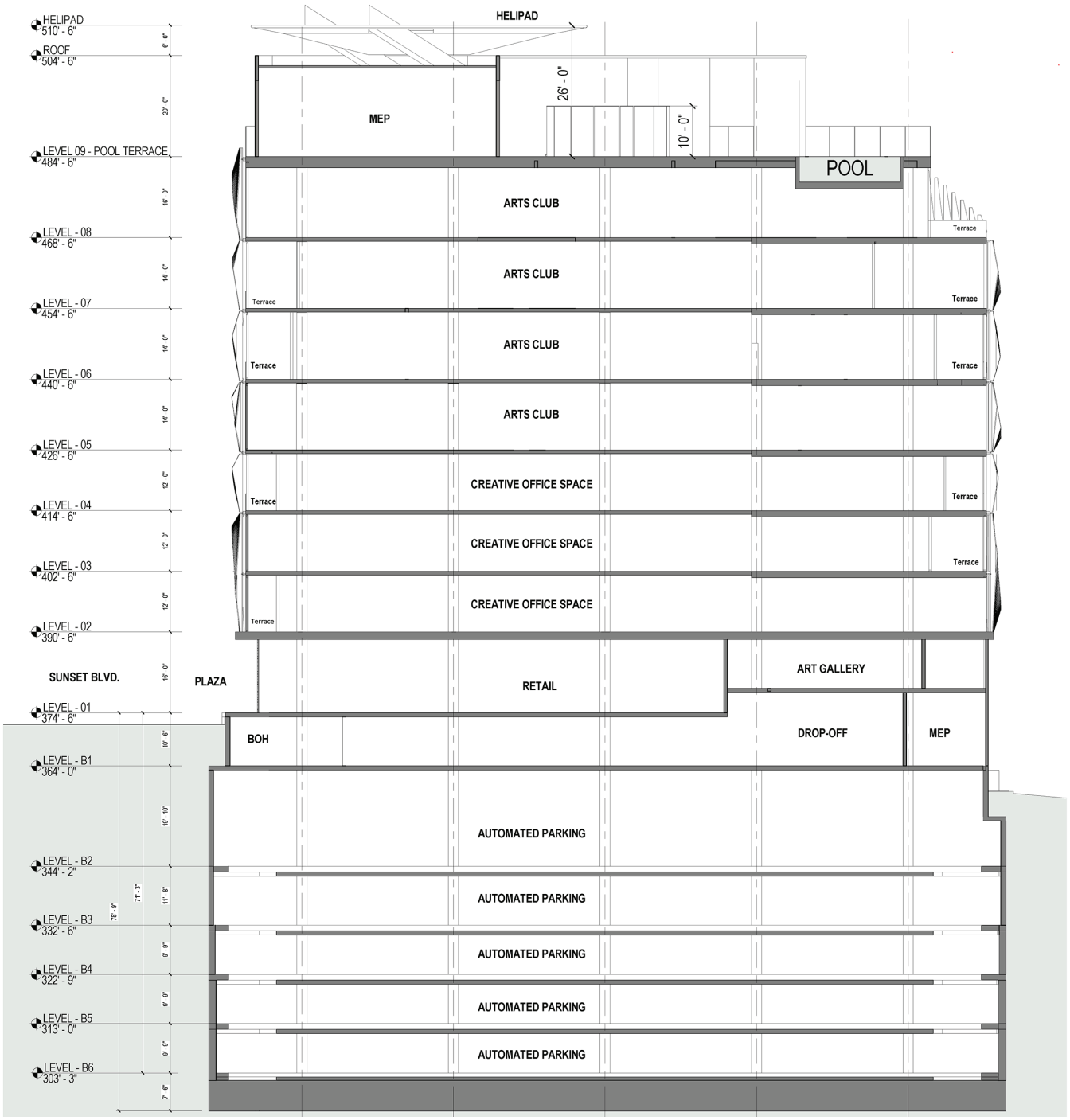
- Revitalize an under-utilized commercial property in the heart of the Sunset Strip.

6. Description of the Proposed Project

a. Project Overview

The Applicant proposes to develop an approximately 132,000-square-foot, multi-use building up to 141 feet in height above Sunset Boulevard on an approximately 20,241-square-foot site located at 8920 West Sunset Boulevard and 1024–1036 North Hilldale Avenue in the City of West Hollywood. The proposed Project would serve as the U.S. West Coast home of the Arts Club, a private membership club originally founded in London in 1863 for those interested in the arts, science, and literature. The Arts Club was a hub of the arts in 19th-century London and continues to serve as a social venue and meeting place to promote art, architecture, fashion, film, literature, music, performance, photography, science, theatre, and television/media. The Arts Club would contain a mix of commercial uses accessible to members and their guests, including restaurants, lounges, bars, 15 guestrooms, screening rooms, a supper club, fitness center/spa facilities, and a rooftop deck that would include a swimming pool, changing rooms, and a bar and dining space. In addition, the first four levels of the building would be open to the public and would include ground floor retail and an art gallery with creative office space located on Levels 2 through 4.

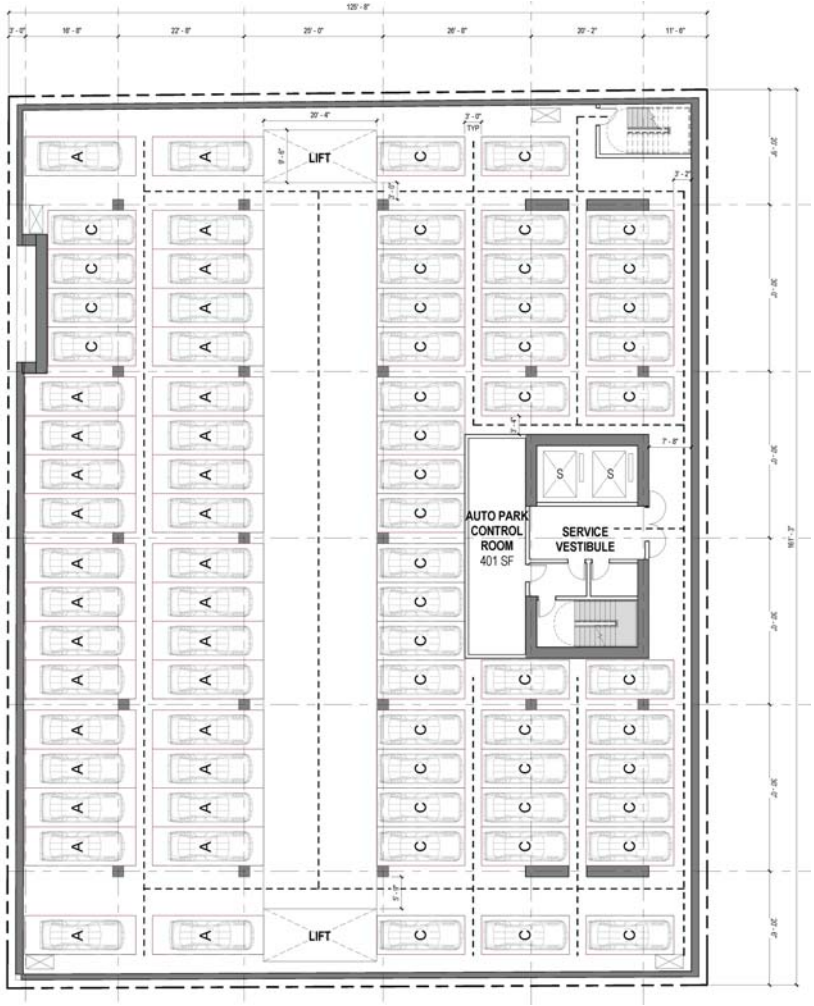
Site plans for the proposed Project are provided in Figure II-3 through Figure II-13 on pages II-9 to II-19. As shown therein, publicly-accessible commercial spaces would occupy Levels 1 through 4 of the new building, with retail uses and the art gallery on Level 1 (the ground floor level) and creative offices on Levels 2 through 4. The creative offices on Levels 2 through 4 would include open-air terraces on each level along all sides of the building. The members-only Arts Club would occupy Levels 5 through 9. Levels 5 through 8 would include restaurants, lounges and bars, private dining terraces on each level, screening rooms, a supper club, 15 guestrooms, and fitness center/spa facilities. The fitness center/spa on Level 5 would have an open-air dining terrace on the south side of the building and a view terrace on the northeast corner. The limited number of guestrooms would not function as a typical hotel use since they would only be accessible to members of the Arts Club and their invitees and guests; however, they would provide for room service and contain mini-bars within each room. Level 9 would include a pool, changing rooms, a sun deck, and a bar, which would rise approximately 115 feet above the northeastern corner of the Project Site along Sunset Boulevard. An exterior stairway on



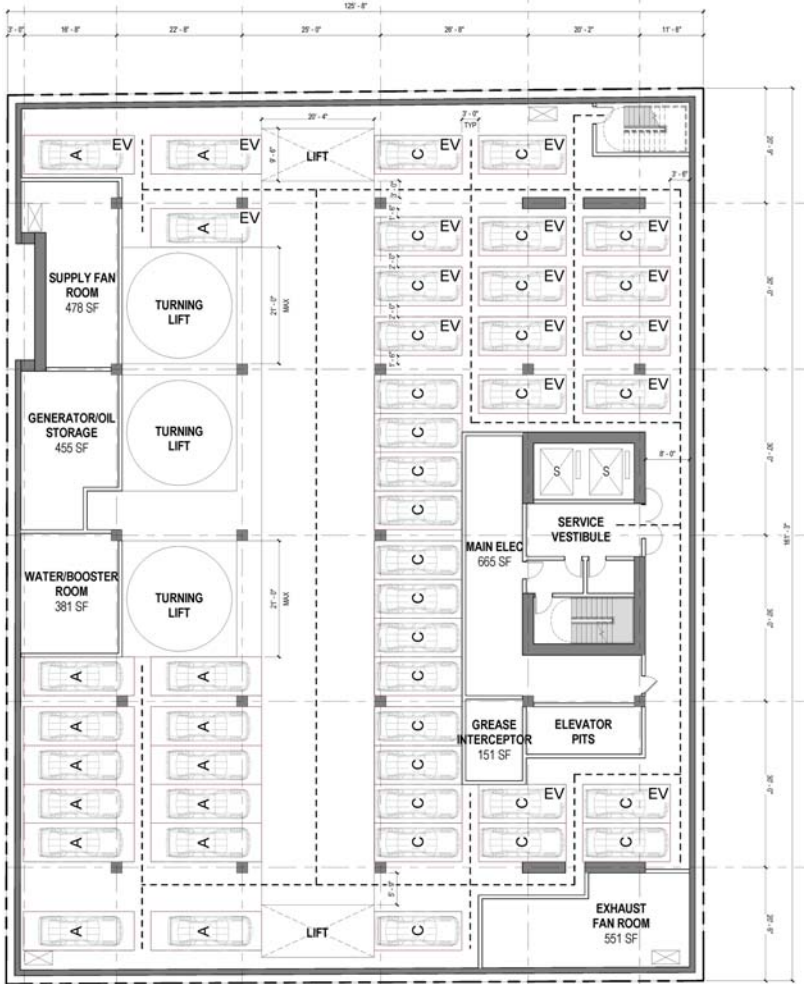
eyestone ENVIRONMENTAL

Figure II-3
Proposed Arts Club Building Section

Source: Gensler, 2017.



Parking Level (B3-B6)



Parking Level B2

eyestone ENVIRONMENTAL

Figure II-4
Example Parking Level (B3-B6) and Parking Level B2

Source: Gensler, 2017.

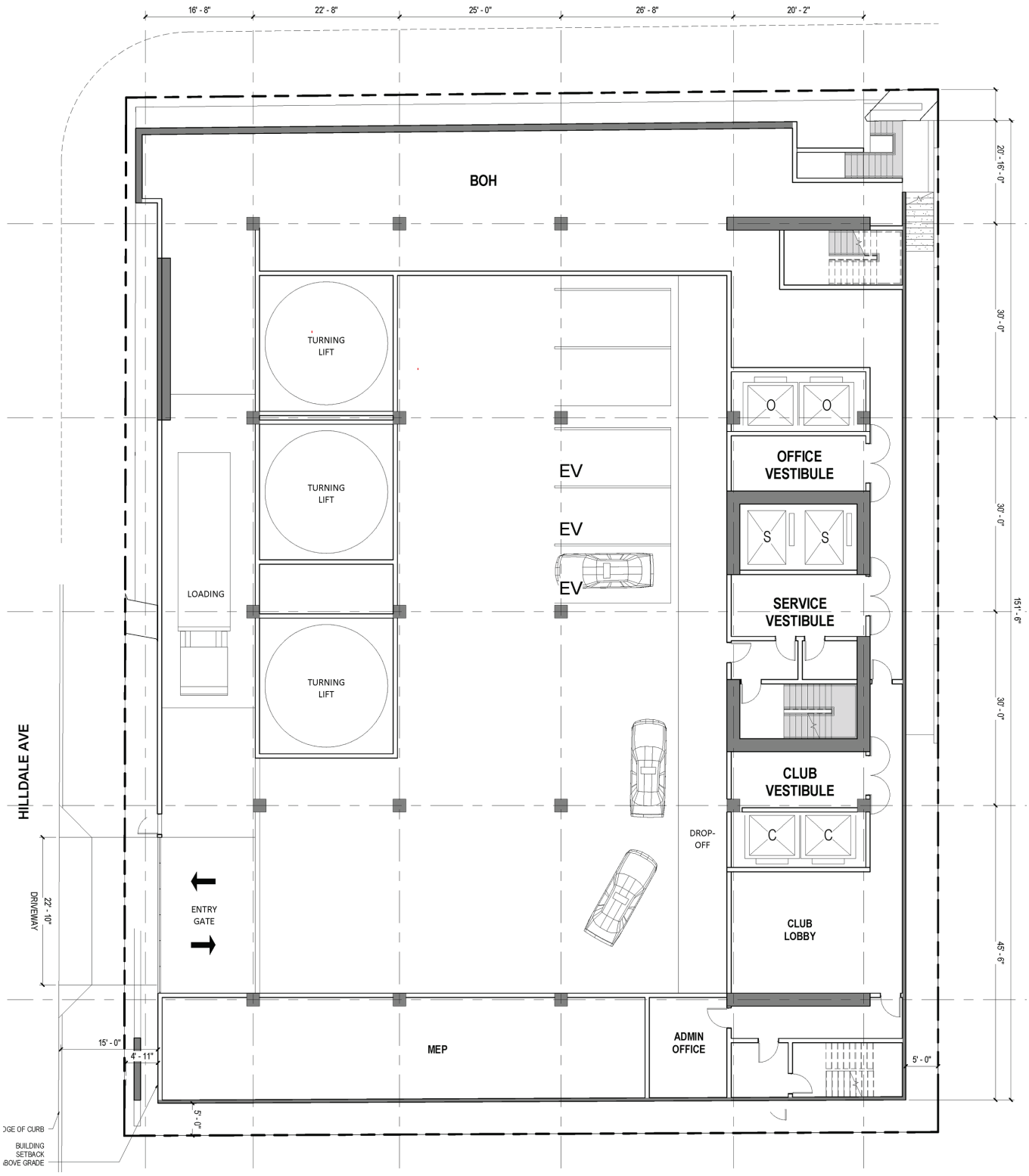
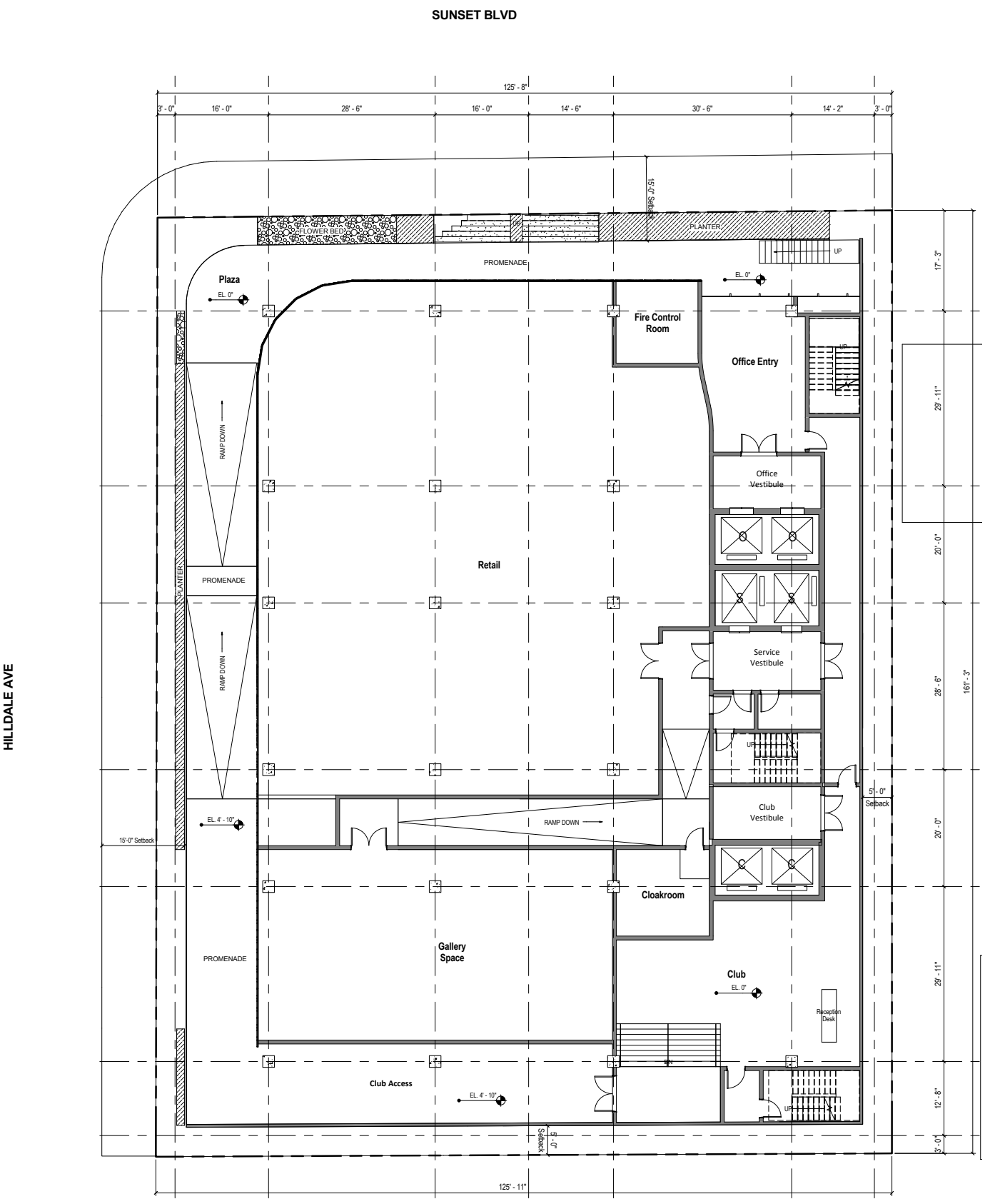


Figure II-5
Valet/Parking Level B1

Source: Gensler, 2017.



eyestone ENVIRONMENTAL

Figure II-6
Level 1 – Lobby/Retail

Source: Gensler, 2016.

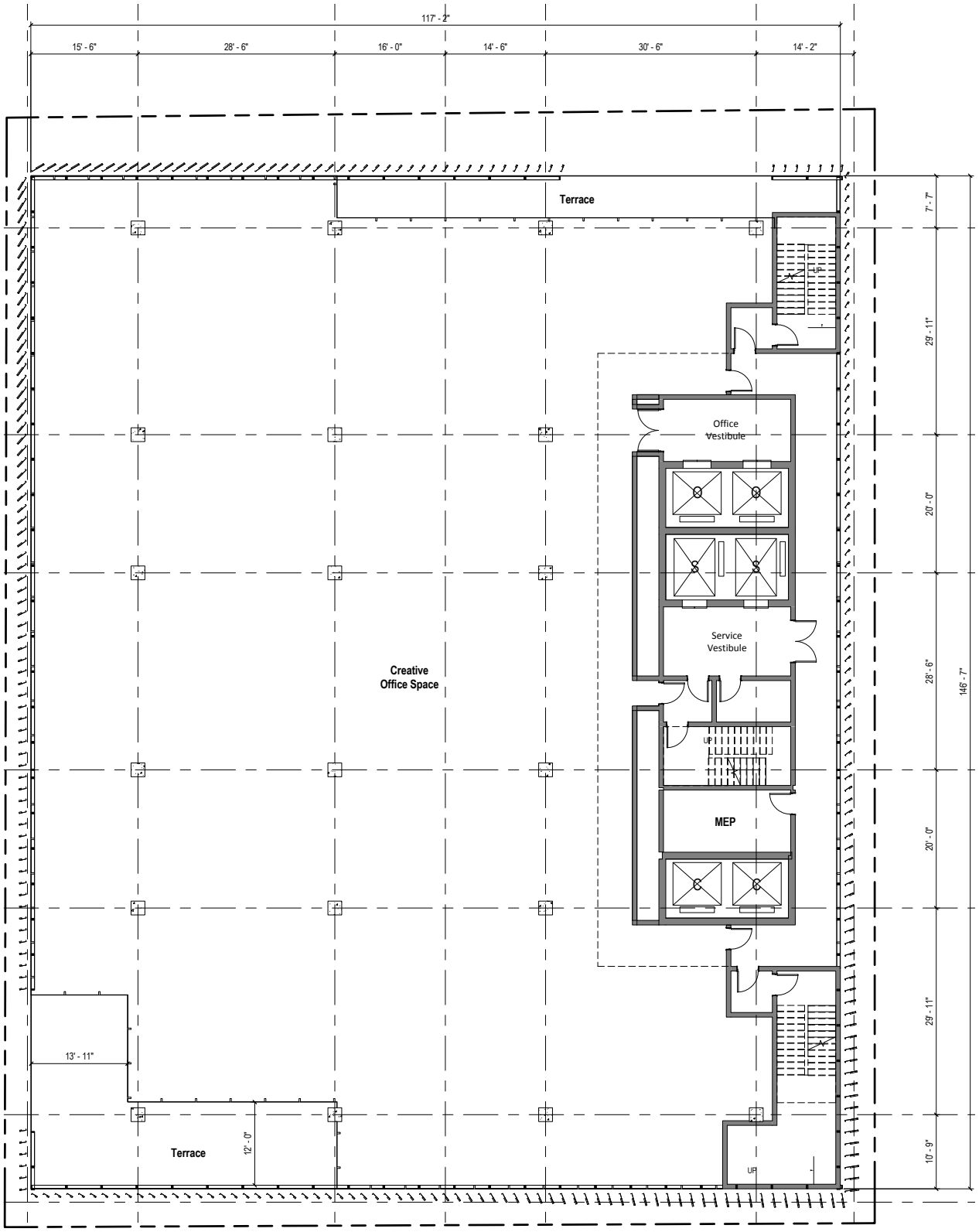
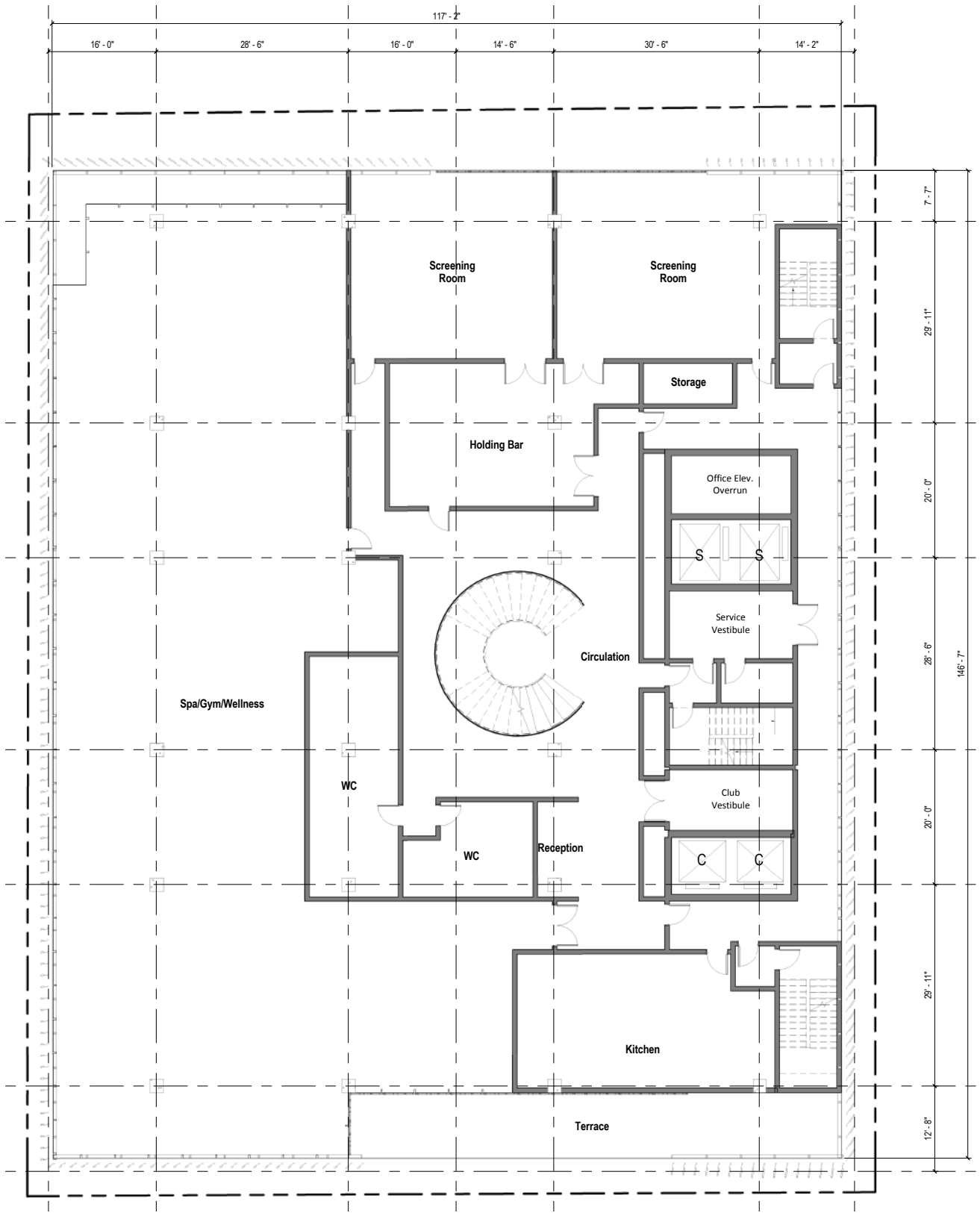


Figure II-7
Example Creative Office Level

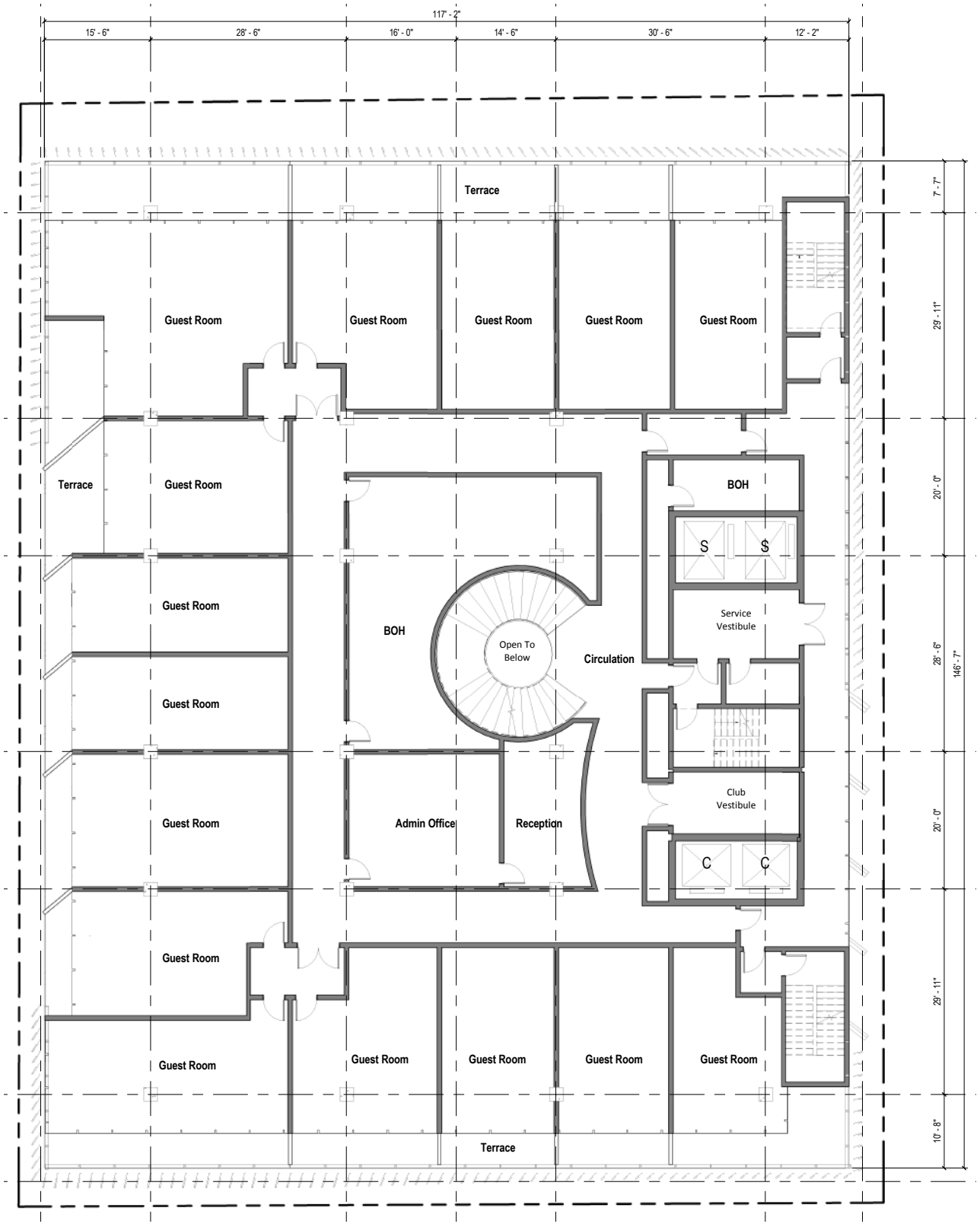
Source: Gensler, 2016.



eyestone ENVIRONMENTAL

Figure II-8
Level 5 – Arts Club

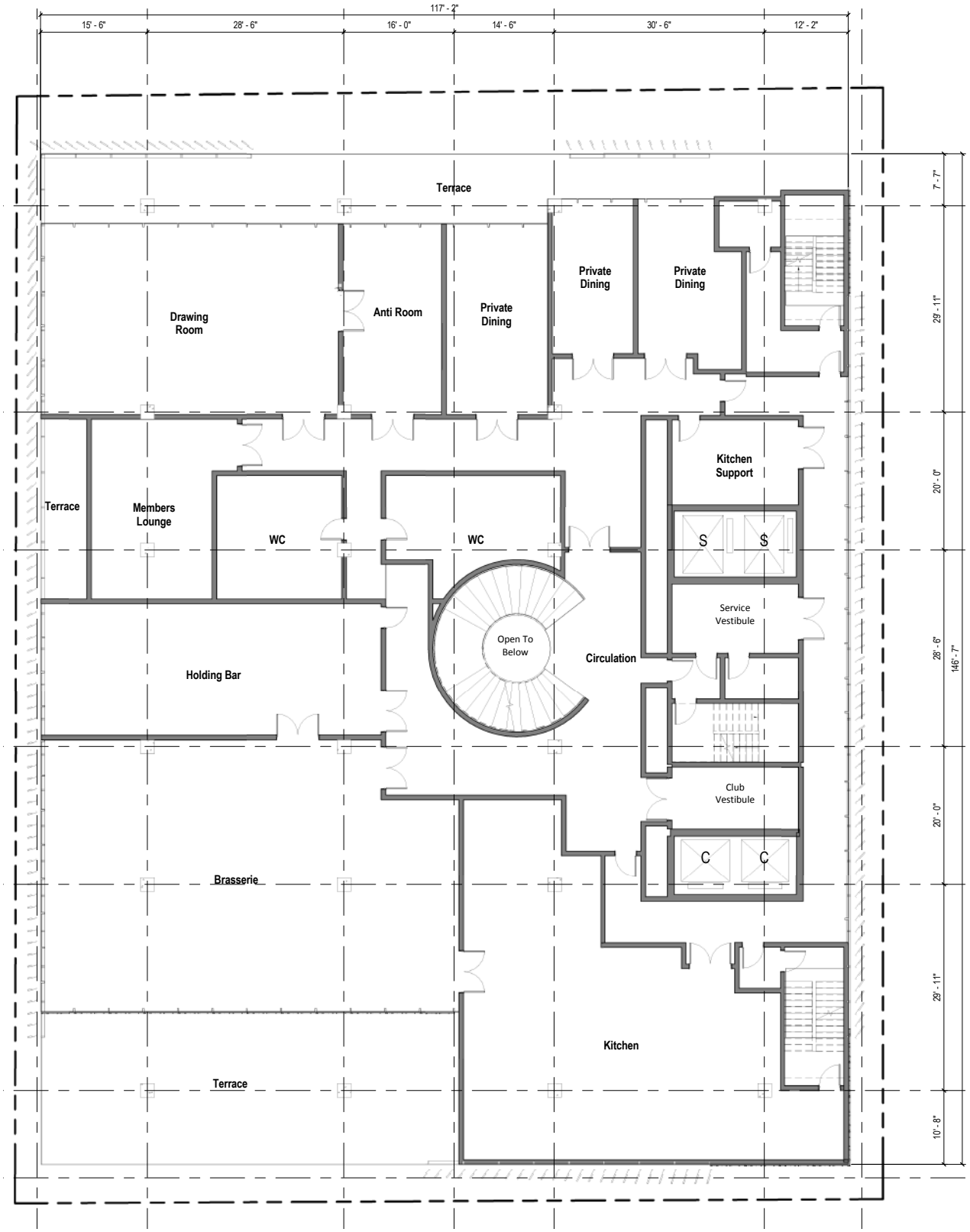
Source: Gensler, 2016.



eyestone ENVIRONMENTAL

Figure II-9
Level 6 – Arts Club

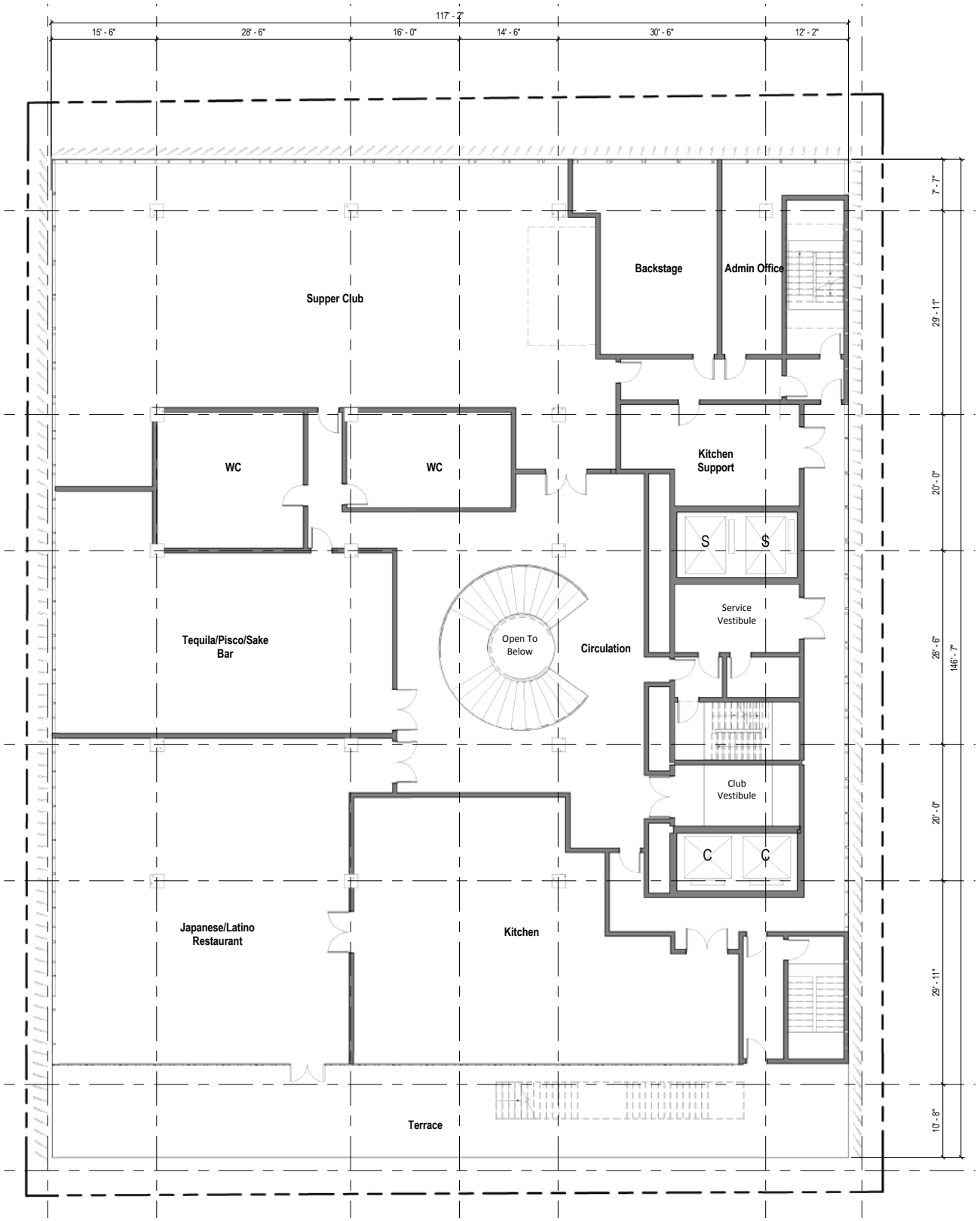
Source: Gensler, 2016.



eyestone ENVIRONMENTAL

Figure II-10
Level 7 – Arts Club

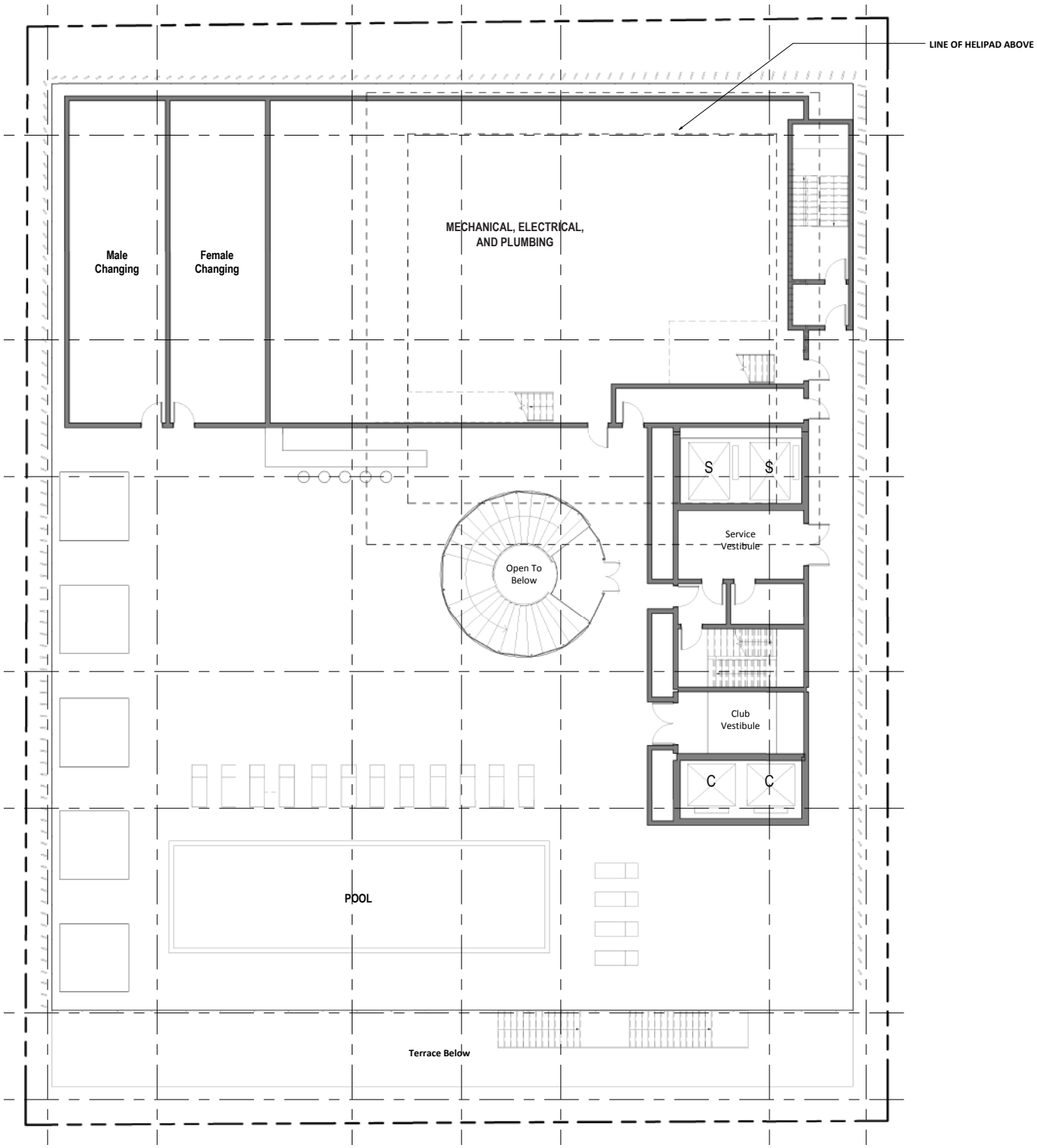
Source: Gensler, 2016.



eyestone ENVIRONMENTAL

Figure II-11
Level 8 – Arts Club

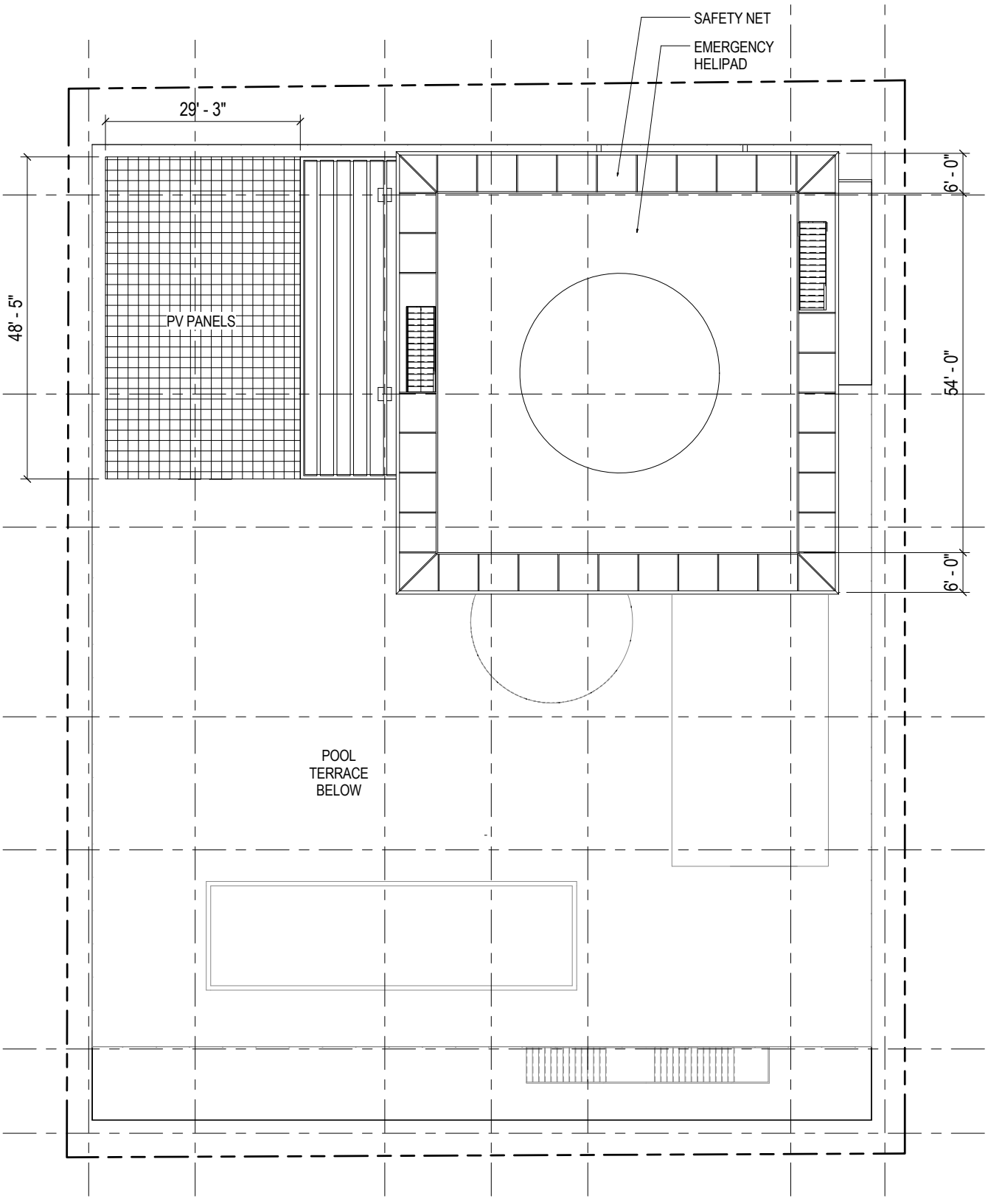
Source: Gensler, 2016.



eyestone ENVIRONMENTAL

Figure II-12
Level 9 – Pool Terrace/Garden

Source: Gensler, 2016.



eyestone ENVIRONMENTAL

Figure II-13
Emergency Helipad

Source: Gensler, 2016.

the southern side of the rooftop deck would allow for access to the restaurant, bar, and supper club located on Level 8.

In addition, the proposed building would include an emergency helipad at the northeastern corner of the Project Site, approximately 6 feet above the roof and approximately 141 feet above the northeastern corner of the Project Site along Sunset Boulevard. Parking for the proposed Project would be provided within five subterranean levels and one partial subterranean level, which would contain approximately 354 spaces, 349 of which would be served by a fully automated parking system accessible at the valet reception located on Level B1 (the partial subterranean parking level) with the remaining five spaces available on Level B1 to accommodate unconventional vehicle sizes and temporary parking.

A detailed breakdown of the proposed uses is provided in Table II-1 on page II-21. As shown therein, the proposed Project would include a total of approximately 131,418 square feet of development comprised of approximately 6,853 square feet of retail, 2,192 square feet of gallery space, 37,900 square feet of creative office space, and 30,795 square feet dedicated to the Arts Club, in addition to 53,678 square feet used for administrative, lobby, reception, storage, and other support areas. The proposed Project would also include 101,321 square feet of parking comprised within five subterranean levels, 10,170 square feet of drop-off, loading, and parking areas on Level B1, 3,409 square feet of covered walkways, and 12,679 square feet of terraces.

The proposed building would include a valet court and lobbies serving all uses in the building on a partial subterranean level (Level B1). The lowest point of the parking structure would be approximately 72 feet below Sunset Boulevard, measured from the northwestern corner of the Project Site. The roof of the proposed building would contain a pool terrace that would include changing rooms, elevator lobbies, a stairwell to the lower levels, mechanical space, and outdoor areas, including a pool and a bar and dining space. The emergency helipad would be located above the pool terrace and be 141 feet in height above the northeastern corner of Sunset Boulevard (the lowest adjacent grade along Sunset Boulevard).

To allow for Project construction, the existing approximately 19,670-square-foot commercial building and associated parking would be removed. The existing commercial building currently contains a retail store, café, and office uses along with a gym/ fitness center.

Table II-1
Summary of Proposed Floor Area

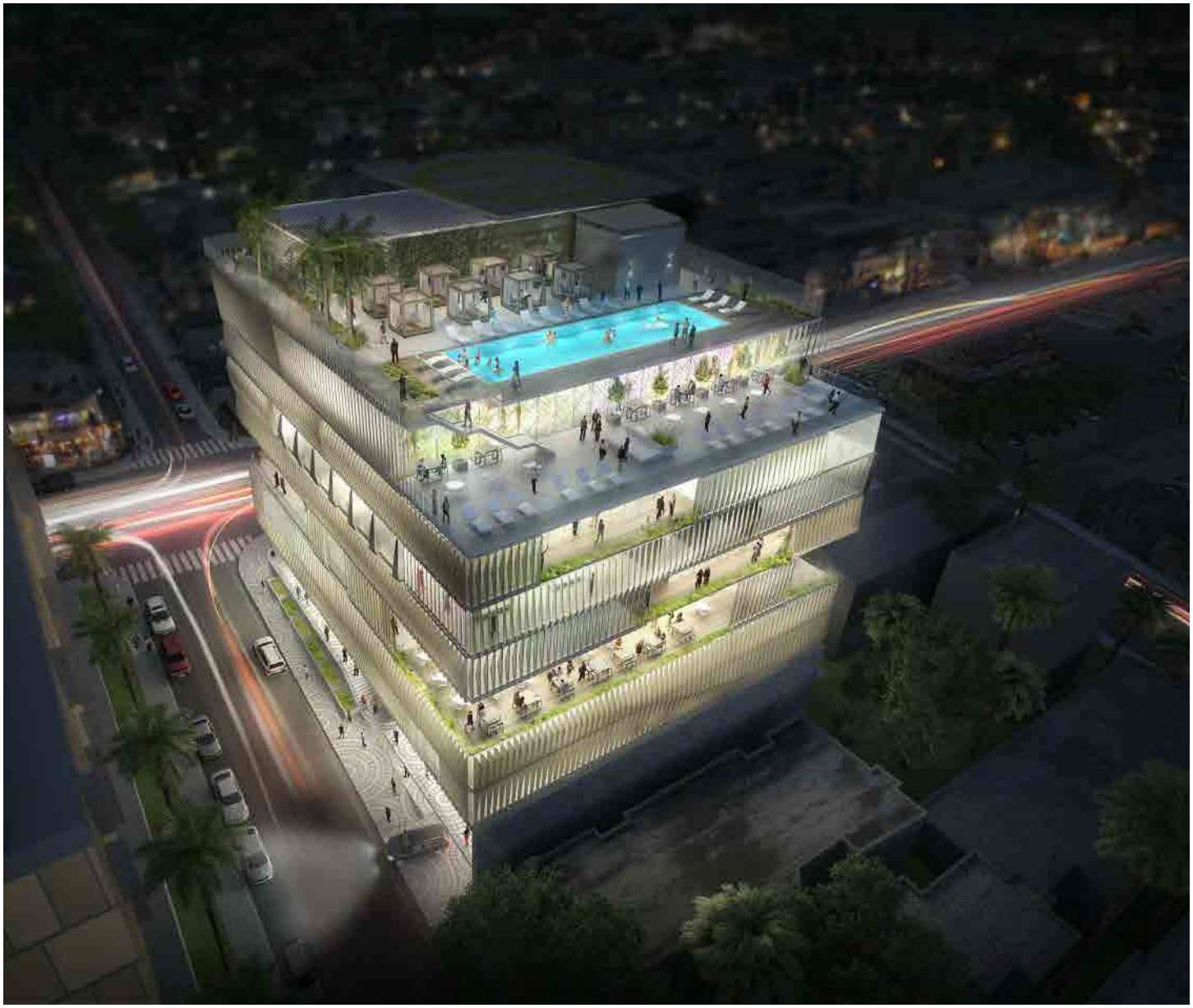
Level	Use	Approximate Floor Area
L1—Retail and Gallery	Retail	6,853 sf
	Art Gallery	2,192 sf
L2 to L4—Creative Office Space	Creative Office Space	37,900 sf
L5 to L9—Arts Club	Fitness Center/Spa	6,794 sf
	Screening Rooms	1,877 sf
	Guestrooms/Spa Treatment	7,918 sf
	Brasserie, Holding Bar, Lounge, Anteroom, Drawing Room	6,216 sf
	Supper Club	3,249 sf
	Restaurant	3,239 sf
	Bar	1,502 sf
L1 to L9—Support Areas	Support, Common Areas, Administrative, and Lobby Areas; Reception; Cloak Rooms; Backstage; Storage; and Other Areas	53,678 sf
Total Project Area		**131,418 sf**

sf = square feet
Source: Gensler, 2017.

b. Building Design

As shown in Figure II-14 on page II-22, the building façade would be comprised of vertical fins that would visually appear to undulate and rotate along the building's facade although fixed in position. This element of the design of the façade is intended to create subtle, wave-like impressions. The exterior design would be streamlined and made transparent, with aluminum perforated panels that would be individually water-jet cut using software to optimize the building skin. Complementing the streamlined exterior design, terraces and pockets of the façade would utilize decorative panels that reference vintage art deco styles of historic Hollywood.

The ground level of the building would incorporate a landscaped community plaza at the northwestern corner of the Project Site, near Sunset Boulevard and Hilldale Avenue. The upper levels of the building would include outdoor terraces along all sides of the building that would be visually interactive with the street. Valet services and parking would be fully enclosed, with access via Hilldale Avenue only so as not to detract from the pedestrian experience on Sunset Boulevard.



eyestone ENVIRONMENTAL

Figure II-14
Conceptual Rendering

Source: Gensler, 2016.

c. Site Access and Parking

Vehicular access for the proposed Project would be via a single driveway on Hilldale Avenue. A partial subterranean level would contain a valet court and building loading and drop-off area (Level B1). Parking within the proposed Project's five level underground parking structure would be provided through a fully-automated parking system. Vehicles would be dropped off with the valet service staff, who would transport cars to an automated car lift located on the partial subterranean level (Level B1) to be transferred and parked within one of the subterranean levels. The parking structure would provide for a total of approximately 354 spaces, 349 of which would be served by the automated parking system, and 21 of which would include electronic vehicle charging stations. The remaining 5 parking spaces would be on-site parking spaces located on the partial subterranean level (Level B1), which would accommodate unconventional vehicle sizes and temporary parking. In total, the five levels of underground parking would consist of approximately 101,321 square feet, and the partial subterranean level (Level B1) would consist of approximately 10,170 square feet of space for loading, drop offs, ramps, and parking spaces. No above-ground surface parking is proposed as part of the proposed Project. The Applicant is requesting approval of a reduction in the number of parking spaces based on a shared parking demand study for the proposed Project.

Pedestrian access to the building would be from Sunset Boulevard. Bicycle parking would be provided in compliance with the requirements of the WHMC. The nearest public transit stops are located approximately one block west and east at the intersections of Sunset Boulevard and Hammond Street (i.e., Metro 2/302 line) and Sunset Boulevard and San Vicente Boulevard (i.e., Metro 2/302, 30/330, and 105 lines; CityLine Blue and Orange routes).

d. FAR and Setbacks

Based on the Project Site's approximately 20,241-square foot lot area and the approximately 132,000-square-foot building proposed for the Project Site, the floor-to-area ratio (FAR) would be 6.5:1. Currently, the base FAR for the Project Site is 1.5:1. As discussed further below, the proposed Project includes a Specific Plan Amendment that would allow an FAR on the Project Site of 6.5:1.

Along the northern and western façades (Sunset Boulevard and Hilldale Avenue), the proposed building would be set back from the property line by 15 feet to create a ground-level promenade and a plaza area at the northwestern corner of the Project Site. Due to the rising grade elevation of Sunset Boulevard from east to west (i.e., lower to higher), Level 1 of the proposed building would be approximately 6 feet above the sidewalk at the northeastern corner of the Project Site and level with the sidewalk at the

northwestern corner of the Project Site at the plaza area. The proposed building would be set back 5 feet from the eastern and southern property lines.

e. Lighting and Signage

Proposed signage would include general ground-level wayfinding pedestrian signage, as permitted by the WHMC. Wayfinding signs would be located at subterranean parking level entrances, elevator lobby, and corridors.

Exterior lighting along the public areas would include pedestrian-scale fixtures and elements. Project lighting would incorporate low-level exterior lights adjacent to buildings and along pathways for security and wayfinding purposes. In addition, low-level lighting to accent signage, architectural features, and landscaping elements would be installed throughout the Project Site. Project lighting would be energy efficient. All on-site exterior lighting would be automatically controlled to illuminate only when necessary and would be shielded or directed toward areas to be illuminated, thereby limiting spillover onto nearby residential areas, particularly the multi-family residential uses immediately to the south of the Project Site.

f. Security Features

The proposed Project would include 24-hour daily on-site security personnel with operations based out of a central control room. The security system would be based on an Internet Protocol (IP) based surveillance system with cameras mounted throughout the Project Site. Laptops with access to some aspects of building security would be available to VIP/Dignitary security teams, as requested. One or more surveillance cameras would be mounted in the following locations:

- Building perimeter
- Drop-off area
- All building entrances
- Main lobbies (Arts Club, retail, gallery, and creative office)
- Elevators
- Points of sale
- Counting cash and safe deposit rooms

- Meeting rooms, private dining rooms, restaurants, bars, spa, fitness facilities, and screening rooms
- Employee sign-in areas
- Entrances and exits to parking areas
- Loading dock
- Roof access doors

Member and guest access would be controlled. Members and guests would enter on Level B1 and Level 1 through security access lobbies, where they would be required to check in with security personnel. Various points throughout the building would be access-controlled, including, but not limited to, the loading dock, elevator cabs, emergency exit doors, security room, storage, and other back-of-house areas, as well as the roof terrace.

g. Sustainability Features

The Applicant seeks to develop an energy efficient building that is comparable in terms of performance to industry benchmarks. Accordingly, the proposed Project has been designed and would be constructed to incorporate environmentally sustainable building features and construction protocols required by the West Hollywood Green Building Ordinance and the California Green Building Standards Code (CALGreen). These standards would reduce energy and water usage and waste, and thereby reduce associated greenhouse gas (GHG) emissions and help minimize the impact on natural resources and infrastructure. The proposed Project would achieve 90 points in the City's Green Points System, which exceeds the 60 points required for compliance, and would achieve Leadership in Energy and Environmental Design (LEED) Gold certification by the U.S. Green Building Council or satisfy equivalent green building standards.

The proposed Project is considering the following sustainability features in connection with its achievement of LEED Gold status. The specific features listed below, however, are merely representative of the measures that the proposed Project may ultimately implement and are not exclusive of other features the proposed Project may employ to achieve a LEED Gold certification equivalency.

- A building façade designed to reduce energy demands through utilization of (i) a vertical fin façade design, as well as high performance glazing on exposed aspects of the building, to reduce direct solar heating and artificial lighting needs, and (ii) reduced window-to-wall ratios to decrease conductive heat loss and gain.

- Exposed concrete finishes wherever possible to reduce temperature oscillations and the heating and cooling energy requirements of the building.

- Smaller spaces, such as perimeter cellular offices, meeting rooms and guestrooms would have the option of natural ventilation.

- Manually operable windows installed in connection with an automatic shut-off of the heating/ventilation/air conditioning (HVAC) supply to any room with open windows.

- Lighting fixtures that would exceed minimum prescriptive code requirements by approximately 15 percent or more, through the following features: (i) daylight dimming, (ii) vacancy sensing throughout the building, (iii) efficient task lighting in all office areas, and (iv) low lighting in lobby and club areas.

- Variant refrigerant flow (VRF) piping system to ensure that spaces are efficiently heated and cooled.

- Installation of a building energy management system (BEMS) to ensure lighting and mechanical system control with detailed energy use break-down, system performance, and error alerts. The BEMS would feature an optimized control system to turn heating and cooling systems down to minimum levels when spaces are unoccupied to ensure that no simultaneous heating and cooling occurs, as well as a heat recovery system to reduce ventilation heating and cooling loads.

- Occupancy-based ventilation controls.

- Radiant cooling and/or heating of selected spaces.

- Possible photovoltaic panels on portions of the roof deck.

In addition, the proposed Project is considering implementing a ground source geothermal heating/cooling system, which would serve to reduce the overall energy demand of the building as well as resulting GHG emissions. If implemented, such a system would consist of a closed loop cycle, using pipe loops that would pump cooling/heating water (or refrigerant) from the building through the piping system into the ground. Those fluids would exchange temperatures with the ground and/or groundwater and then pump cool/hot air back up into the building, as applicable, through the piping system to maintain proper temperature levels within the building without changing soil or groundwater temperatures over an extended period. The proposed geothermal system is a common form of delivering heating/cooling supply to a building and is subject to permitting requirements and regulation by the State Department of Water Resources (DWR).

With respect to water usage, the design flowrate of the proposed Project's fixtures would be more efficient than the CALGreen flowrate. Furthermore, the proposed Project would use paints with no volatile organic compounds (VOCs) on interior applications, low-VOC sealants and adhesives, and composite wood with no added urea formaldehyde for counters and cabinets. Finally, the proposed Project has targeted an energy performance of 15 percent better than the minimum standards of the California Energy Code.

In addition, based on the Project Site's proximity to various public transit facilities and the proposed Project's development program, the proposed Project is classified as an employment center project located in a designated transit priority area under Senate Bill 743 (SB 743). As noted in Section IV.J, Traffic, Access, and Parking, of this Draft EIR, as an infill development, the proposed Project would encourage transit usage and other multi-modal commuter options. Because of the Project Site's location near transit service, as well as development in the vicinity of the Project Site along the Sunset Boulevard corridor, the proposed Project will integrate proximity to mass transit, in-fill smart growth, and result in sustainable trip reduction.

7. Project Construction and Scheduling

Construction of the proposed Project would commence with demolition of the existing building structures, surface parking lot, and subterranean parking, followed by grading and excavation for the proposed Project's subterranean parking garage. Building foundations would then be laid, followed by building construction, paving/concrete installation, and landscape installation. Construction of the proposed Project is anticipated to occur in a single phase over 32 months, beginning in late 2017/early 2018 and ending in 2020. The estimated depths of excavation expected for the subterranean parking and building foundations would be approximately 79 feet below grade. It is estimated that up to approximately 48,000 cubic yards of export material (e.g., concrete and asphalt surfaces) and soil would be hauled from the Project Site during the demolition and excavation phase. This estimate also accounts for the installation of the geothermal system, which would require drilling up to 24 boreholes down to approximately 300 to 500 feet below grade.

Based on its location, the haul route to and from the Project Site is likely to use Sunset Boulevard, La Cienega Boulevard, and the I-10. It is anticipated that Hilldale Avenue would be needed for certain staging and delivery activities throughout the duration of construction. In addition, it is anticipated that the frontage along Sunset Boulevard may require temporary closures for limited periods during construction activities (e.g., concrete pours and delivery of heavy equipment and construction materials). If necessary, such activities could require the occasional temporary closure of up to one lane on Sunset Boulevard with the approval of an encroachment permit by the City Department of Public Works. The proposed Project's Construction Management Plan would provide greater

detail on the construction phasing and staging plans, which would be reviewed and approved by the City.

8. Discretionary Actions

The City is the lead agency for the proposed Project pursuant to CEQA Guidelines Section 15367 and has the principal responsibility for approving the proposed Project. Approvals required for development of the proposed Project may include, but are not limited to, the following:

- General Plan Amendment to change the General Plan Land Use designation on the southern portion of the Project Site from High Density Residential (R4B) to Sunset Specific Plan (SSP);

- Specific Plan Amendment to the Sunset Specific Plan to add the southern portion of the Project Site currently in High Density Residential (R4B) zone and Parking Overlay (PK) zone to the SSP Geographic Site 7-B, separate SSP Geographic Site 7-B into two geographic Sites "7-B East" and "7-B West," and establish development standards for SSP Geographic Site 7-B West for the proposed Project, which are Project-specific and include an allowable height of up to 141 feet above the northeast corner of the Project Site along Sunset Boulevard (which will include the height of the structure above the roof deck for the emergency helipad), and an increase in the allowable FAR from 1.5:1 to 6.5:1;

- Zone Map Amendment to change the zoning on the southern portion of the Project Site from High Density Residential (R4B) and Parking Overlay (PK) to Sunset Specific Plan (SSP) to allow the entire Project Site to be zoned as SSP, which would be necessary to maintain consistency with the proposed General Plan designation of SSP;

- Development Permit to allow for the development of a new project over 1,000 square feet with a request for a parking reduction based on a shared parking demand study;

- Demolition Permit to allow for the demolition of the existing approximately 19,670-square-foot, two-story commercial building in conjunction with the requested Development Permit and other entitlements;

- Major Conditional Use Permit for a Private Membership Club in the SSP zone with restaurants, bars, dining, supper club, outdoor dining terraces, screening rooms, fifteen guest rooms, spa/fitness facilities, and an outdoor pool;

- Minor Conditional Use Permit for alcohol sales and service for on-site consumption throughout the Arts Club including, without limitation, within the

proposed Project's restaurants, bars, private dining spaces, supper club, outdoor terraces, screening rooms, guest rooms, spa/fitness facilities, and pool deck;

- Administrative Permit for outdoor dining on the dining terraces and pool deck;
- Development Agreement; and
- Other discretionary and ministerial permits and approvals that will or may be required, including, but not limited to, temporary street closure permits, grading permits, excavation permits, foundation permits, and building permits.