
III. PROJECT DESCRIPTION

A. PROJECT APPLICANT

The Project Applicant for the Paseo Plaza Project is St. Andrews-Santa Monica, LLC, 3851 Overland Avenue, Suite B, 2nd Floor, Culver City, California 90232.

B. PROJECT LOCATION

The Paseo Plaza Project Site is located, within the Hollywood Community Plan area of the City of Los Angeles (see Section II, Environmental Setting, Figure II-1 and Figure II-2) and encompasses the following addresses: 5601 - 5667 Santa Monica, 5545 W. Virginia Avenue, and 5542 W. Virginia Avenue. The Project Site consists of three properties, or sites (“Project Site”). As shown on Figure III-1, Site I is bounded by Wilton Place on the west, Virginia Avenue on the north, St. Andrews Place on the east, and Santa Monica Boulevard on the south. Site II is located on the northeast corner of St. Andrews and Virginia Avenue, and Site III is located on the southeast corner of St. Andrews and Virginia Avenue. The Project Site is situated just west of and with easy access from the US 101 Freeway.

Site I of the Project Site is currently dual zoned C4-1VL (area fronting Santa Monica Boulevard) and R4 – 1VL (area fronting Virginia Avenue. Sites II and III are both zoned R4-1VL. The Project Site and the surrounding area are relatively flat. The surrounding area is developed with residential and commercial land uses.

C. PROJECT CHARACTERISTICS

As previously described, the Project Site consists of three properties (Sites I, II and III). Site I consists of 13 tax parcels that total approximately 212,669 square feet (4.9 acres). The Project Applicant currently does not own one of those parcels, the “Linoleum City Parcel” (approximately 20,020 square feet), located along Santa Monica Boulevard. The Project Applicant and the Linoleum City Parcel owner have been in negotiations for several months for parcel acquisition by the Project Applicant. At the time of publication of this Draft EIR, there is no certainty that Linoleum City will be acquired. In the event that Linoleum City can be acquired, the Project Applicant will move forward with the Proposed Project (as described below). If the Linoleum City parcel cannot be acquired, Alternative B (Mixed Use Alternative Site Plan, Without Linoleum City Parcel) will be replaced as the Proposed Project (as described in Section VI of this Draft EIR).

Project Overview

The Proposed Project would provide a pedestrian-friendly, mixed-use development with a variety of new housing and retail opportunities for the community. The Project Site is adjacent to and accessible by several bus lines and the Metro Red Line (approximately 1 mile from the Project Site at the Hollywood/Western station) and would offer significant public transportation opportunities and access for future residents, employees and patrons.

The Proposed Project would involve the development of a mixed-use development with approximately 437 residential units, and 377,900 square feet of commercial space (including, but not limited to, retail, restaurant and commercial office uses) on site. Total parking proposed would be 1,811 spaces in three below grade structures. The development would be provided on three sites as shown in Figure III-1, which presents the Proposed Plot Plan. Figure III-2 presents a conceptual Site Plan.

The Project Site currently has a total of 161,550 sq. ft. of retail development consisting of 7 buildings (including the Sears building), which is located on Site I. Site II and Site III are surface parking lots. Development of the Proposed Project would involve demolition on Site I of approximately 47,430 square feet of built space that includes 6 neighborhood retail buildings and ancillary structures to the 3-story (above grade) retail department store building (currently occupied by Sears). Of the 161,550 sq. ft. of existing retail space, the 3-story (above grade) department store building, totaling approximately 114,120 sq. ft.¹, would not be demolished and would be used as retail as part of the Proposed Project. As shown in Table III-1, new construction on Site I would total 263,780 sq. ft. and with the existing 3-story (above grade) department store building, retail/commercial space would total 377,900 sq. ft. Of the 377,900 sq. ft. of retail/commercial space, approximately 25,000 sq. ft. would be provided for restaurant space and up to approximately 50,000 sq. ft. devoted to office use.

¹ The existing 3-story (above grade) department store building currently occupied by Sears totals approximately 124,120 sq. ft. with ancillary structures. It is proposed that those ancillary structures, totaling approximately 10,000 sq. ft. would be demolished and the remaining structure would total approximately 114,120 sq.ft.

**Table III-1
Proposed Project Land Use Summary**

Use	Existing	Demolition	Existing After Demolition	New Construction	Net New Square Footage	Total (sf)
Site I						
Retail/Com.	161,550 sf	47,430 sf	114,120 sf	263,780 sf	216,350	377,900
Residential	0	0	0	375 units	397,870	397,870
				<i>Subtotal:</i>	614,220	775,770
Site II						
Residential	0	0	0	24 units	17,750	17,750
Site III						
Residential	0	0	0	38 units	32,470	32,470
				<i>Subtotal:</i>	50,220	50,220
				TOTAL		825,990
<i>Source: Continental Development Group, October 2005</i>						

Detailed Project characteristics of each site are presented below:

Site I

Site I consist of the largest property, approximately 4.9-acres, and would include all of the proposed 377,900 sq. ft. of the retail/commercial space and 375 residential (apartment) units (397,870 square feet of floor area). Site I features 95,570 sq. ft. of a below grade department store, 102,440 sq. ft. at-grade, and 65,770 sq. ft. above grade neighborhood serving retail uses. In addition to the new construction, the Project would include the existing 3-story (above grade) retail department store (currently occupied by Sears) comprising of 114,120 sq. ft. Figure III-3 presents an elevation of Site I along Santa Monica Boulevard and Figures III-4 presents elevations of the Proposed Project as viewed from Santa Monica Boulevard, Virginia Avenue, Wilton Place and St. Andrews Place. Figure III-5 presents sections of Site I demonstrating the height and placement of the uses. Figure III-6 is a photograph of a model of the Proposed Project.

As shown on Figure III-2, the plan includes a public pedestrian plaza opening onto Santa Monica Boulevard. The intent of the plaza is to provide an opportunity for the public to gather informally. Features of the plaza include a water fountain and a clock tower element serving as an architectural feature and an identification focal point of the development. A landscaped open space area along Virginia Avenue is provided and is connected to the Santa Monica Boulevard plaza by a landscaped pedestrian walkway, paseo. The roof-top of the existing 3-story (above grade) retail department store building would be converted to a landscaped open space area for use by residents and the general public for leisure activities (see Figure III-6).

The mixed-use complex would be between 2 and 8 stories above grade and would reach a maximum height of approximately 94 feet for the occupied space (up to approximately 113-feet, including 19 feet of unoccupied architectural features). The proposed retail uses would be located on two levels surrounding the pedestrian plaza and would also be located (on two levels) along Santa Monica Boulevard and seamlessly connect to the existing 3-story (above grade) retail department store building (see Figures III-3 and III-4, Santa Monica Boulevard elevation). The retail uses would also wrap around the Wilton Place and Santa Monica Boulevard corner up to the Proposed Project's Wilton Place driveway. In addition to the two levels of above grade retail, there would be one level below grade for large tenants and connecting to the basement level of the existing retail department store building currently occupied by Sears. Within the three levels of retail space, the Project would total 377,900 sq ft and include up to approximately 25,000 sq. ft. of restaurant (and/or food serving establishments) space and up to approximately 50,000 sq. ft. of office space for uses such as banks, small businesses (eg., neighborhood serving uses such as accountants, insurance companies, wellness centers, mortgage companies, brokerage companies, etc.).

The residential units would be located at varying levels throughout the Proposed Project, primarily setback above the 2 levels of above ground retail along Santa Monica Boulevard. The residential uses proposed above the retail are clustered around interior spaces that include amenities such as swimming pools, spas and landscaped open space areas. The residential units fronting along Virginia Avenue would be approximately 3 stories high and compliment the existing residential units across Virginia Avenue. The Virginia Avenue elevation includes a linear cluster of residential buildings, approximately 3 stories, and setback approximately 10 feet from the roadway, emulating the existing streetscape. These buildings would be separated by landscaped areas and walkways, which connect to the proposed paseo leading to the plaza (see Figure III-4, Virginia Avenue elevation).

Parking on Site I would be provided in a 3 level subterranean parking structure (below the one level of proposed below-grade department store and existing department store of Sears), which would include approximately 1,671 parking spaces for both the retail and residential uses (more parking details are provided below)(see Figure III-5).

The exterior of the complex would emulate a traditional Contemporary style, with its use of building components and other compositional elements and materials commensurate with this architectural style. The architectural style provides multi-faceted massing, roof forms, fenestration, and other architectural elements consistent with the architecture in the area. Open space on Site I would be a large component of the Project with 50,033 sq. ft., which is proposed to include common open space for use by all the residents at grade (or 1st story), at the 2nd story, and at the 4th story. In addition, there would be open space available to the public at the at grade plaza on Santa Monica Boulevard.

Figure III-1

Plot Plan

Figure III-2

Conceptual Site Plan

Figure III-3

Site I Elevation Santa Monica Boulevard

Figure III-4

Site I Elevations

Figure III-5

Site I Sections

Figure III-6

Project Model

Site II

Site II consists of a surface parking lot with 13 stalls and a modular trailer currently used by the “Hollywood Work Force”, a day labor center. The Project Applicant proposes a 4-story residential structure accommodating 24 residential apartment units with a maximum height of 45-feet. Parking would be provided in a below-grade parking garage with 54 stalls. The parking garage would be accessible from Virginia Avenue. Proposed open space totals approximately 3,790 sq. ft. on Site II. The architectural design is not yet finalized but would emulate the style of the existing, surrounding residential neighborhood.

Site III

Site III currently built with a surface parking lot that includes 52 stalls. A residential building with 38 apartment units is proposed on this site. The structure would have a maximum height of 45-feet in 4-stories. Parking would be provided with below-grade parking garage with 86 stalls. Open space totals approximately 5,610 sq. ft. The architectural design for the residential structure has not yet been finalized but would emulate the style of the existing surrounding residential neighborhood.

Parking

All the required parking would be provided in enclosed subterranean garages below each site. The project’s parking is based on the combination of multiple parking requirements. The proposed uses are subject to the parking requirements of the Los Angeles Municipal Code (L.A.M.C.) for retail and residential uses. A total of 1,282 spaces would be required by L.A.M.C. and the Applicant is proposing 1,811 spaces.

Residential Parking

The Proposed Project would include 844 residential parking spaces for Site I, 54 parking spaces for Site II, and 86 parking spaces for Site III for a total of 984 residential parking spaces (see Table III-2). The Project would include three levels of subterranean parking under Site I and two to three levels of subterranean parking below Site II and Site III. Vehicular entrance to/from the residential portion of the Project Site I would be from Virginia Avenue as well as from Project Site II and III.

Of the 984 parking spaces, 583 are required for Site I, 36 parking spaces are required for Site II, and 60 parking spaces are required for Site III, for a total of 679 required parking spaces for the residential portion of the Project. The Project Applicant proposes to provide a total of 984 parking spaces for the residential portion of the Project (for a total of 305 parking spaces over the required residential parking).

Retail Parking Uses

The L.A.M.C. (Section 12.21 A.4.(x)(3)) requires 2.0 parking spaces per 1,000 sq. ft. of retail or office space for the neighborhood retail/office, which would be provided. As presented in Table III-2, the project is required by Code to provide 528 spaces for the new proposed retail plus 75 spaces for the existing parking for Sears for a total of 603. The Project Applicant is proposing to provide the required 603 parking spaces for the retail portion of the Proposed Project. The Project Applicant proposes relocate 75 parking spaces for the existing 3-story (above grade) retail department store building currently occupied by Sears within the subterranean parking garage.

**Table III-2
Proposed Project Parking Requirements**

Use	Square foot/Density	Code No. Spaces Required	Parking Provided
Commercial	263,780 sq.ft.**	2 spaces per 1,000 sq.ft. 528 spaces (plus 75 existing spaces to remain on Site I to be relocated within the subterranean parking garage) 603 spaces	603 spaces*
Additional Non-required Parking	N/A	N/A	224 spaces
Residential		Per habitable room	
<i>Site I</i>	375 units	583 spaces	844 spaces
<i>Site II</i>	24 units	36spaces	54 spaces
<i>Site III</i>	38 units	60spaces	86 spaces
<i>Subtotal:</i>	<i>437 units</i>	<i>679 spaces</i>	<i>984 spaces</i>
TOTAL		1,282 spaces	1,811 spaces
* Includes 75 spaces for the existing 3-story (above grade) retail department store building currently occupied by Sears			
** New retail			

Parking Access

There are two points of vehicular access to and from the garage under Site I, one off Virginia Avenue for the residential units and the other off of Wilton Place for the retail uses. For Sites II and III, vehicular access would be from Virginia Avenue.

D. PROJECT OBJECTIVES

The objectives for the Paseo Plaza Project are:

- To create a pedestrian-friendly, mixed use development with a variety of housing and neighborhood serving retail opportunities for the community.
- To increase the supply of housing in the City of Los Angeles, Hollywood Community.
- To develop an integrated mixed use project that is in close proximity to jobs and public transportation.
- To redevelop an under-utilized property in an urban area.
- To enhance the visual aesthetics of the area through redevelopment and provision of landscaping and design in an urban area.
- To encourage and enhance pedestrian activity in the Project Area.
- To provide employment associated with construction and operation of the Proposed Project.
- To create a community town center for the Project Area.
- To create a safe neighborhood and public gathering place, policed by private security guards, where the community will feel secure in a family friendly environment in order to enhance the time spent shopping and engaging in leisure activities.
- To create various business incubation retail space to provide the opportunity for first time store operators to enter the market and sell their products.
- To reduce traffic within the immediate Project Site neighborhood by locating housing near stores, goods and services.
- To provide a mixed use development with a pedestrian plaza in the Project area for neighbors to meet and gather.

E. GOVERNMENTAL ACTIONS

The City of Los Angeles is the lead agency for the Proposed Project. This EIR is intended to serve as the environmental document for all discretionary and other actions associated with the development of the Proposed Project, including but not limited to the following:

- **VESTING TENTATIVE TRACT MAP PURSUANT TO L.A.M.C. SECTION 17.01** for the subdivision of the subject site to construct on Site I an 8-story, 375-unit multifamily development project and with a retail component consisting of approximately 377,900 square feet of neighborhood retail one level below ground, on the ground floor and on a 2nd story level, on Site II a 4-story, 24 unit multi-family development project, and on Site III a 4-story, 38 unit multi-family development project. The applicant also requests the north/south alley and the east/west alley on Site I to be vacated as part of this subdivision.
- **ZONE CHANGE FROM C4-1VL and R4-1VL TO RAS4-2D PURSUANT TO L.A.M.C. SECTION 12.32 F** to permit the construction on Site I of an 8 story, maximum height 113 foot, mixed-use building comprised of a total of 375 residential units, approximately 377,900 square feet of retail below ground, at grade, and on the second floor, with a total 1,671 parking spaces located in a subterranean garage.
- **HEIGHT DISTRICT CHANGE FROM HEIGHT DISTRICT -1VL TO HEIGHT DISTRICT -2D PURSUANT TO L.A.M.C. SECTION 12.32 F** to permit the construction on Site I of a proposed maximum 113-foot high, 8-story, mixed-use (retail and residential) building incidental to the requested Zone Change (see Height Diagram).
- **The Applicant requests the following Variances pursuant L.A.M.C. Section 12.27,**
 - a. **the Applicant requests a Variance from Section 12.11.5 A2 of the L.A.M.C.,** to permit the construction on Site I to allow commercial uses below and above the ground floor in a mixed use project.
 - b. **the Applicant requests a Variance from Section 17.15 C of the L.A.M.C.,** to permit construction on Site I, II, and III to commence (early start) for the Proposed Project in conjunction with an approval of Vesting Tentative Tract map and a Haul Route, prior to the recordation of a Final Map.
- **Pursuant to L.A.M.C. Section 12.28,** the Applicant requests a Zoning Administrator's Adjustment from **L.A.M.C. Section 12.11.5 C1** to permit a zero-foot front yard setback on Site I along the street frontage of Santa Monica Boulevard in lieu of the 5-foot required side yard in the RAS4 Zone.
- **Pursuant to L.A.M.C. Section 12.28,** the Applicant requests a Zoning Administrator's Adjustment from **L.A.M.C. Section 12.11.5 C2** to permit a zero-foot side yard setback on the ground floor and **second floor** used exclusively for commercial purposes on Site I along Wilton Place and St. Andrews Place in the RAS4 Zone.

- **Pursuant to Section 12.21 A 2 of the LAMC** to permit proposed retail and/or department store use below ground on Site I and the continued retail and/or department store use on the southeast corner of the site on Site I in the RAS4 Zone.
- **Pursuant to L.A.M.C. Section 16.05**, the Applicant requests that the decision-maker make the appropriate Site Plan Review findings.

Other Actions Sought:

- The Project Applicant does not own or have vacant possession of the entire Project Site (as described above and in Section II of this EIR). The remaining parcels may be purchased by the Applicant or acquired by governmental action.

Pursuant to various sections of the Los Angeles Municipal Code, the Applicant would request approvals and permits from the Building and Safety Department (and other municipal agencies) for project construction activities including, but not limited to the following: demolition, excavation, shoring, grading, foundation, haul route, building and tenant improvements. In addition, the Applicant would request from the City Planning Department (under a separate application) Conditional Use approval for the sale and service of alcoholic beverages in the ground floor and second floor retail, commercial, and/or restaurant spaces.

This EIR is intended to be the primary reference document in the formulation and implementation of a mitigation monitoring program for the Proposed Project. This Draft EIR is also intended to cover all federal, State, regional and/or local government discretionary approvals that may be required to develop the Proposed Project, whether or not they are explicitly listed above. Federal, State and regional agencies that may have jurisdiction over the Proposed Project include, but are not limited to:

- Regional Water Quality Control Board
- South Coast Air Quality Management District

There are no federal agencies with jurisdiction over the Proposed Project.