3.0 PROJECT DESCRIPTION

3.1 INTRODUCTION

The description of the 515 Broadway Mixed-Use Project (the "Project") presented in this section serves as the basis for the environmental analysis contained in this Environmental Impact Report (EIR). This section identifies the location, objectives, and characteristics of the Project, and the intended uses of this EIR, as required by Section 15124 of the State CEQA Guidelines.

3.1.1 Purpose of Project Description

The purpose of the Project Description in an EIR is to describe the project in a manner that is meaningful to the public, reviewing agencies, and decision makers. As described in Section 15124 of the California Environmental Quality Act (CEQA) Guidelines, a complete Project Description must contain the following information: (1) a precise location and the boundaries of the project, which is shown on a detailed map, along with a regional map of the location of the project; (2) a statement of the objectives sought by the project, which should include the underlying purpose of the project; (3) a general description of the project's technical, economic, and environmental characteristics; and (4) a statement briefly describing the intended uses of the EIR. This includes a list of the agencies that are expected to use the EIR in their decision making, a list of permits and other approvals required to implement the project, and a list of related environmental review and consultation requirements imposed by federal, state, or local laws, regulations, and policies. The State CEQA Guidelines state that an adequate Project Description need not be exhaustive, but it should provide the level of detail necessary for the evaluation and review of the potentially significant environmental effects of the project.

3.2 PROJECT LOCATION AND SITE CHARACTERISTICS

3.2.1 Project Site

As illustrated in **Figure 3.0-1**, **Regional Location and Project Vicinity**, the Project site is located within the City of Glendale (the "City"). The Project site is located approximately 1,800 feet east of the boundary between the Cities of Glendale and Los Angeles. Interstate 5 (I-5; Golden State Freeway), State Route (SR) 134 (Ventura Freeway), and SR 2 (Glendale Freeway) provide regional access to the Project site.

As illustrated in **Figure 3.0-2, Project Site and Surrounding Uses**, the Project site consists of nine contiguous parcels located north of Broadway and west of S. Pacific Avenue. The addresses are 515 W. Broadway and 104 N. Kenilworth Avenue. The Project site is bound on the south by W. Broadway, on the

west by N. Kenilworth Avenue, on the north by one-and-two story single and multi-family dwelling units, and on the east by S. Pacific Avenue.

3.2.2 Existing Development

The Project site is 1.78 acres (77,757 square feet) and is developed with a single-story retail store (Office Depot) and accompanying surface parking lot on W. Broadway and N. Kenilworth Avenue, and a 2-story apartment building containing approximately 10 residential units, and a small two-car garage facing N. Kenilworth Avenue. Neither of these buildings is identified as a historic resource.

3.2.3 Land Use and Zoning

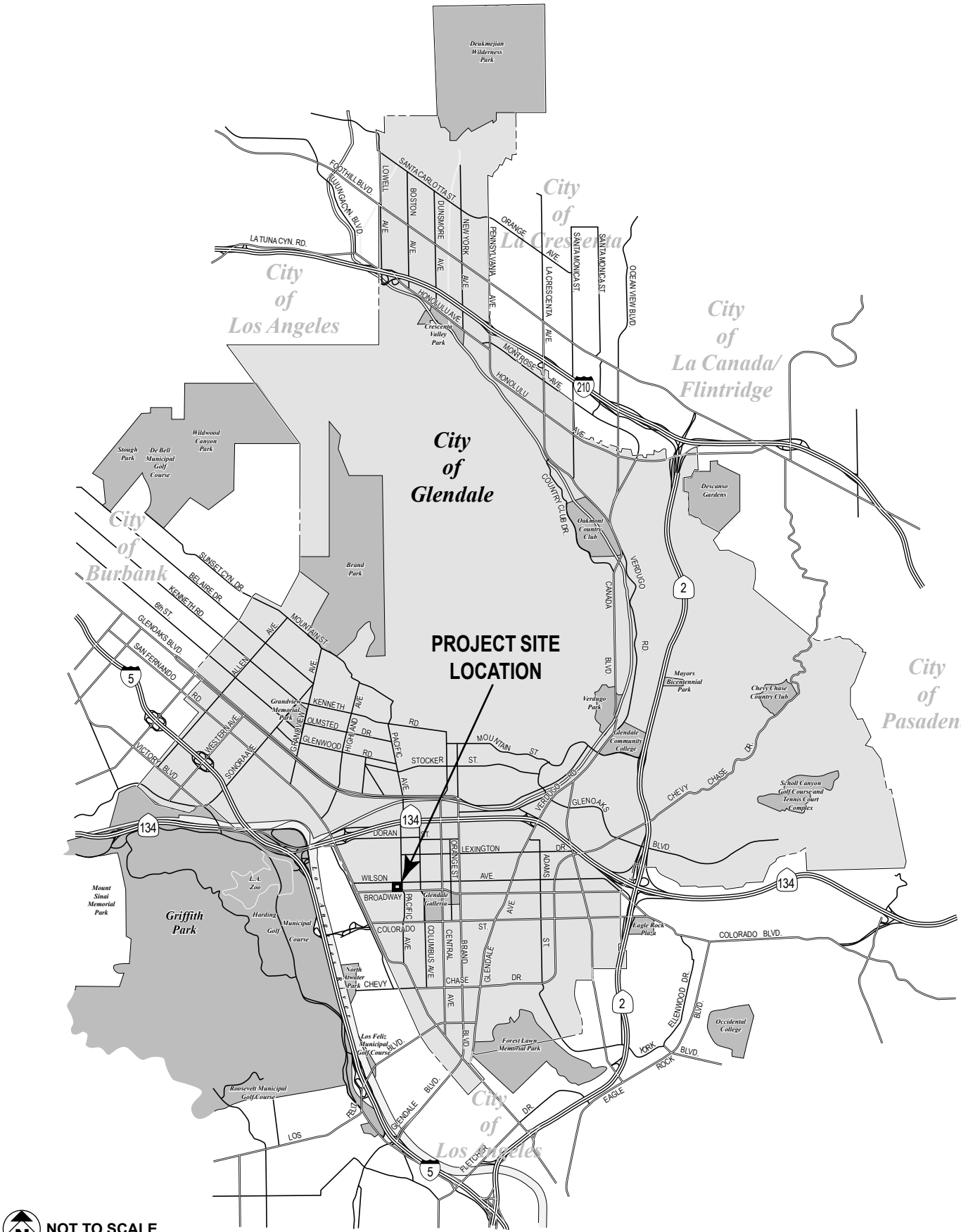
The site is designated as Mixed Use on the City of Glendale General Plan Land Use Map and Commercial/Residential Mixed-Use (SFMU) on the City's Zoning Map. The purpose of the SFMU zoning district is to provide an appropriate mix of commercial and residential activities in conformance with the City's General Plan. This district allows for a mix of residential and commercial, or just commercial, or just residential (stand-alone) land uses. The only exception to this provision applies to lots fronting San Fernando Road, Broadway, and Colorado Street, and requires that commercial uses be located along the street frontage.

The Project site is also located in the San Fernando Road Corridor Redevelopment Project Area. In 1992, the Glendale Redevelopment Agency[1] prepared and adopted the Redevelopment Plan for the San Fernando Road Corridor Redevelopment Project Area (the "Redevelopment Plan"). The Project site is located within the boundaries of the Redevelopment Project Area, which includes 750 acres generally located along the length of the San Fernando Road corridor in Glendale, as well as the portions of Broadway and Colorado Street that extend from San Fernando Road to downtown Glendale.

3.3 PROJECT OBJECTIVES

The CEQA Guidelines require an EIR to include a statement of the objectives of the Project that address its underlying purpose. American General Design (Applicant) is proposing to develop a 5-story, mixed-use building with 180 residential units and 18,200 square feet of commercial space. The development

1 The Glendale Redevelopment Agency was created in 1972 for the purpose of improving, upgrading, and revitalizing areas within the City that had become blighted because of deterioration, disuse, and unproductive economic conditions. It was a legal and separate public body, with separate powers and a separate budget from the City. ABx1 26 and AB 1484 (collectively, "The Redevelopment Dissolution Act") eliminated redevelopment agencies in California effective February 1, 2012. The City of Glendale elected to assume the power, duties, and obligations of the former Glendale Redevelopment Agency as the Glendale Successor Agency pursuant to the Redevelopment Dissolution Act.



SOURCE: Meridian Consultants, LLC - July 2014

FIGURE **3.0-1**

Meridian Consultants

Regional Location and Project Vicinity

065-002-14

SOURCE: Google Earth – 2014

FIGURE **3.0-2**

Meridian Consultants

Project Site and Surrounding Uses

065-002-14

- Provide a well-designed mixed-use project that is compatible and complementary with surrounding land uses.
- Provide housing opportunities in an urban setting in close proximity to employment opportunities, public facilities, goods, and services.
- Provide affordable housing within the City of Glendale.
- Design a project with architectural features and materials appropriate for the location of the site, the size of the building, and surrounding uses.
- Implement the Redevelopment Plan objectives, but without redevelopment agency assistance.
- Increase property tax revenues to the City of Glendale.
- Generate construction employment opportunities in the City and in the region.

3.4 PROJECT CHARACTERISTICS

The State CEQA Guidelines require an EIR to include a general description of the technical, economic, and environmental characteristics of a proposed Project.

3.4.1 Project Components

The 180 residential units would consist of 1173 one-bedroom units, 60 two-bedroom units, and 37 studio units. The first floor would have 4 residential units; 4 of the 7 studio units are designated as live/work units. Standard residential units would be located from the second through fifth floors. The 4 live/work units would be located on the ground floor on Kenilworth Avenue. The second through fifth floors would contain 46, 49, 43, and 38 residential units, respectively. The Project would designate 9 of the residential units as affordable housing units. The first floor on Broadway and S. Pacific Avenue would contain 18,200 square feet of commercial space to promote pedestrian activity. **Figure 3.0-3, Main Level Floor Plan; Figure 3.0-4, Second Level Floor Plan; Figure 3.0-5, Third Level Floor Plan; Figure 3.0-6, Fourth Level Floor Plan;** and **Figure 3.0-7, Fifth Level Floor Plan,** illustrate the general layout for each floor of the project, respectively.

Table 3.0-1, Proposed Development, provides a summary of the commercial uses and the number of studio, one-bedroom, and two-bedroom units proposed on the site, along with the parking for the Project.

Table 3.0-1
Proposed Development

Unit Type	Number/ Size of Units	First Floor	Second Floor	Third Floor	Fourth Floor	Fifth Floor
Commercial/Retail	18,200 sq. ft.	18,200 sq. ft.	–	–	–	–
One-bedroom units	113	4	31	31	28	23
Two-bedroom units	60	–	15	15	15	15
Studio units	7	-	–	3	–	–
Street-level parking	–	119	–	–	–	–
Subterranean parking	212	–	–	–	–	–

Note: sq. ft. = square feet.

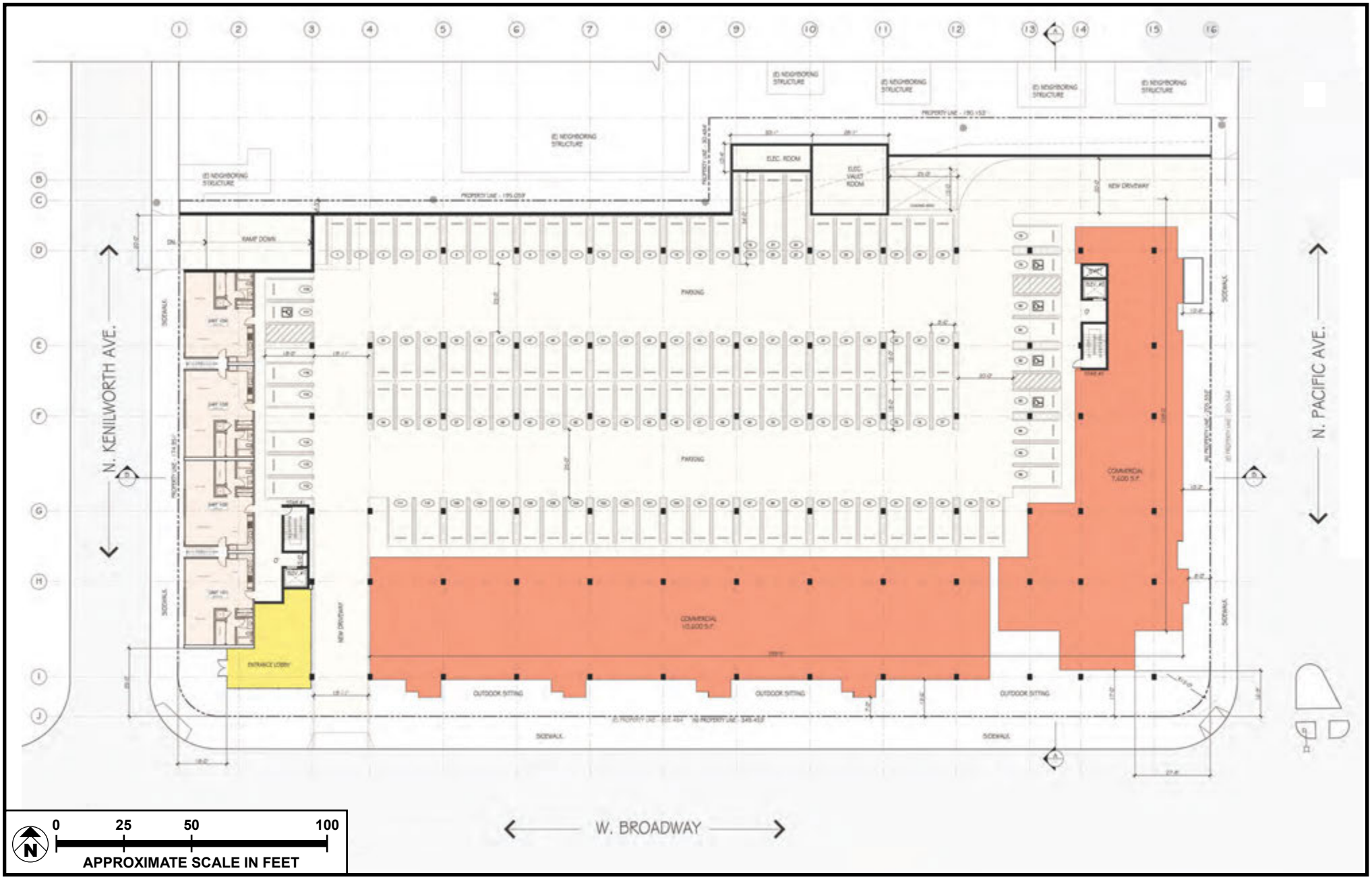
3.4.2 Architectural Design

The architectural design of the proposed building incorporates design features associated with the Modern style, including clearly delineated planes, volumes, and lines. **Figure 3.0-8, East and South Elevations**, and **Figure 3.0-9, West and North Elevations**, provide elevations of the proposed buildings. As shown in **Figure 3.0-8** and **Figure 3.0-9**, these elevations illustrate the primary building materials proposed for the exterior of the building, including stucco, concrete, wood, stone, plaster, and metal. Materials would be graffiti resistant, antireflective, and repaintable. The total height of the building would be approximately 65 feet.

The Project incorporates sustainable features to preserve energy while remaining consistent with the Modern-style design. The building includes shading devices where balconies are not practical, natural ventilation, and a roof design that shields sunlight from areas prone to absorbing heat. The design would comply with the Cal Green Code and would be LEED certifiable.

3.4.3 Landscaping

Development standards for the SFMU zone require 140 square feet of open space per residential unit, and a minimum of 10 percent of the lot area must be landscaped. **Figure 3.0-10, Overall Landscape Site Plan**, illustrates the conceptual landscape plan and displays the amenities of the Project on the ground level. The Project would designate 22,000 square feet of common open space that includes the courtyard, recreation room, and 3,200 square feet of publicly accessible open space at the street front. The central courtyard area would include two covered seating areas, one with a trellis and the other with a solid roof. The patios, balconies, and roof decks will provide a total of 17,600 square feet of private open space. A selection of canopy and groundcover plant materials (e.g., trees, shrubbery, flowers) would be located along Broadway and would be designed to adhere to the Glendale design



SOURCE: American General Design – 2014

FIGURE **3.0-3**

Meridian Consultants

Main Level Floor Plan

065-002-14

SOURCE: American General Design – 2014

FIGURE **3.0-4**

Meridian Consultants

Second Level Floor Plan

065-002-14

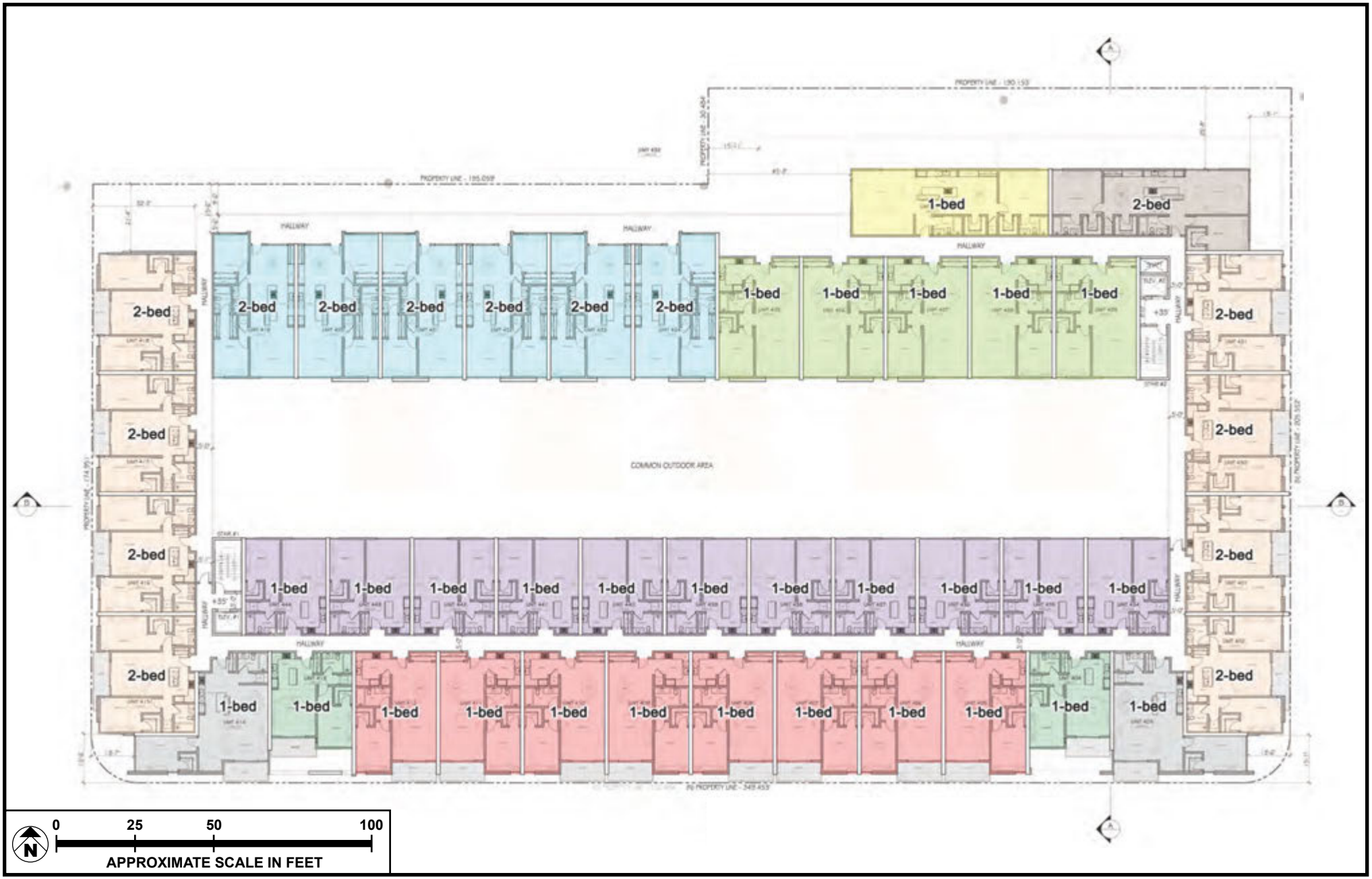
SOURCE: American General Design – 2014

FIGURE **3.0-5**

Meridian Consultants

Third Level Floor Plan

065-002-14



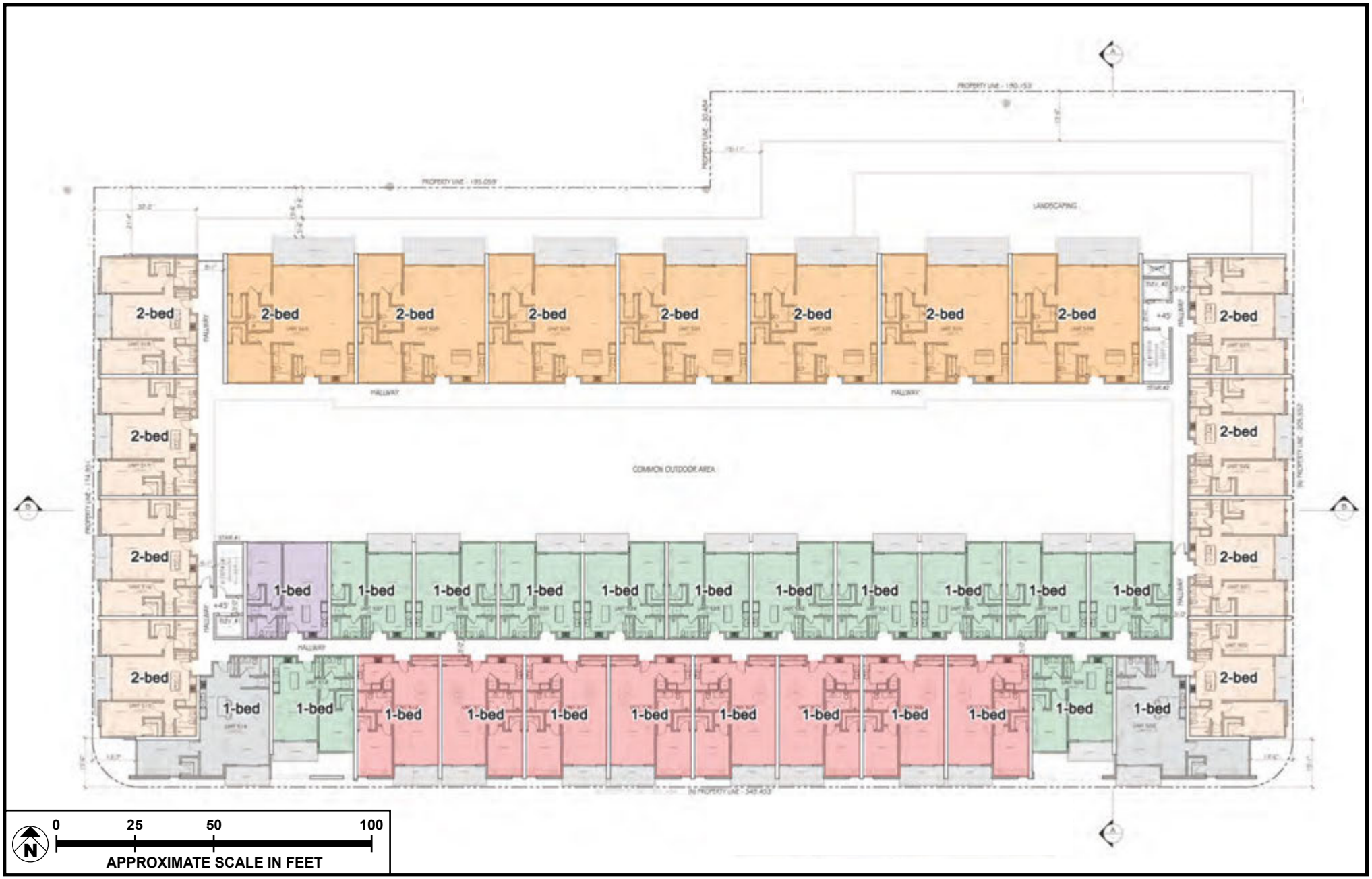
SOURCE: American General Design – 2014

FIGURE **3.0-6**

Meridian Consultants

Fourth Level Floor Plan

065-002-14



SOURCE: American General Design – 2014

FIGURE **3.0-7**

Meridian Consultants

Fifth Level Floor Plan

065-002-14

East Elevation

South Elevation

SOURCE: American General Design – 2014

FIGURE **3.0-8**

Meridian Consultants

East and South Elevations

065-002-14

West Elevation

North Elevation

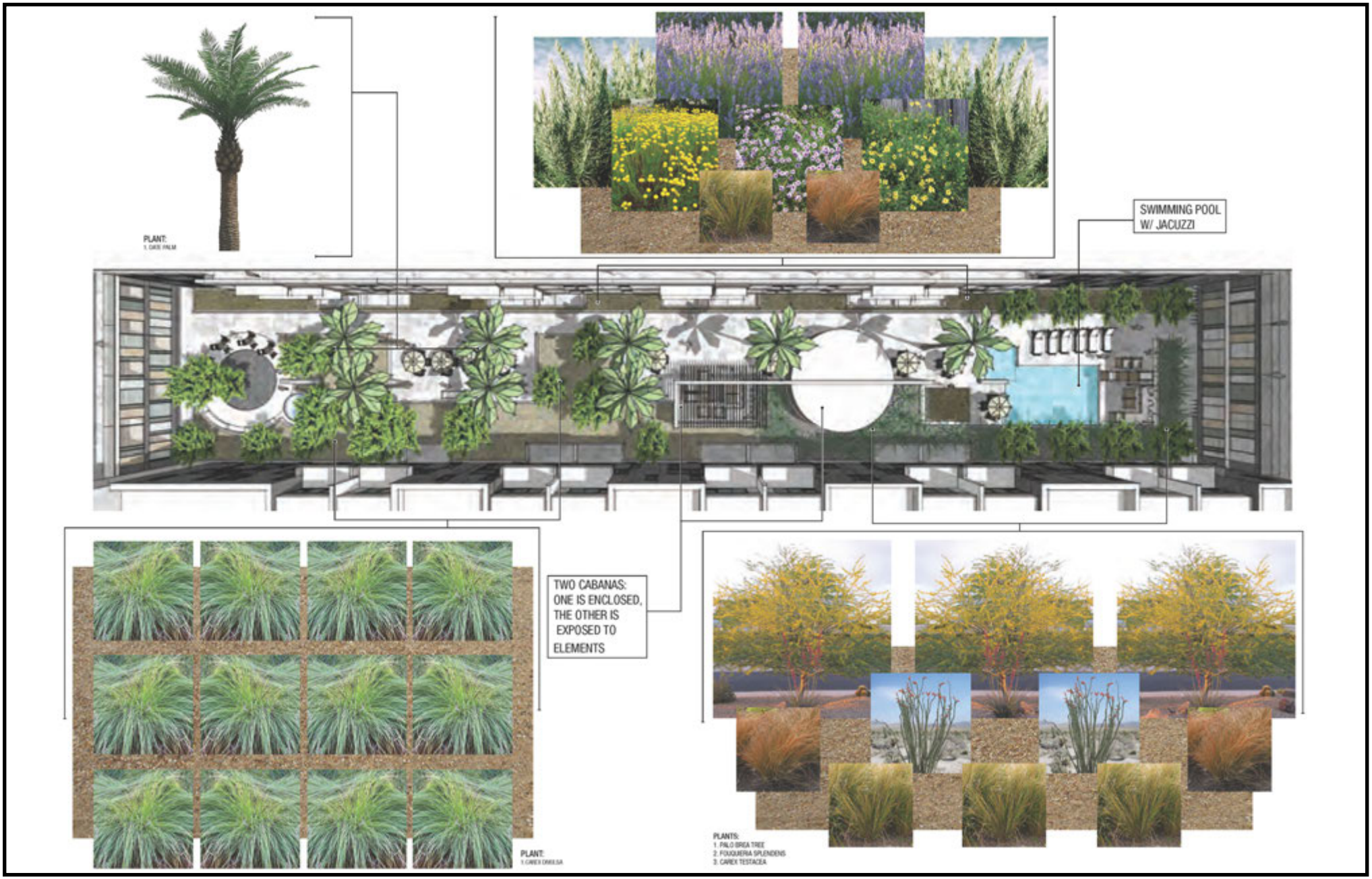
SOURCE: American General Design – 2014

FIGURE **3.0-9**

Meridian Consultants

West and North Elevations

065-002-14



SOURCE: American General Design – 2014

FIGURE **3.0-10**

Meridian Consultants

Overall Landscape Site Plan

065-002-14

guidelines while seeking to compliment adjacent development. An extensive number of trees would be provided along the entire perimeter to provide a more attractive view for tenants, visitors, and the surrounding community.

In general, the landscaping materials selected would create a distinct character for the Project site by resulting in a visual cohesiveness throughout the streetscape, internal open spaces, and courtyards. The landscaping plan also includes waterwise landscaping and irrigation design. Where feasible, the Project would include the use of local and sustainable materials.

3.4.4 Parking and Alternative Transportation

Parking

A total of 331 parking spaces would be located within a single-level subterranean parking garage and at grade. Specifically, 212 parking spaces would be located within the subterranean parking area reserved for residents; the remaining 119 parking spaces would be at grade. The subterranean parking garage would be accessible from Kenilworth Avenue, and at-grade parking would be accessible from W. Broadway and Pacific Avenue. One loading space is also proposed at the ground-floor level.

Alternative Transportation

The Project is located close to local shopping centers such as the Glendale Galleria and the Americana. Alternative transportation modes are available and in walking distance from the Project site. The MTA and the City of Glendale presently operate bus routes along Broadway and Pacific Avenue. All routes serving the Project connect to additional routes and stop at the Glendale Transportation Center (GTC), which provides access to the Greater Los Angeles metropolitan region via bus and commuter trains. The GTC also provides statewide access via Amtrak long-distance trains. The nearest GTC stop is located approximately 0.9 miles north from the Project site and is accessible via Pacific Avenue.

3.5 PROJECT CONSTRUCTION

Project construction is anticipated to last approximately 18 months and is expected to commence in or about April 2015. The Project would be constructed in three phases: (1) demolition, (2) site preparation/excavation, and (3) construction of the new building and site improvements.

3.5.1 Phase I: Demolition

This phase of construction would include the demolition and removal of the single-story retail building (Office Depot), the associated parking lot, and the apartment building and garage on the western edge of the property. Demolition would occur over a 1-month period, and approximately 11,720 cubic yards of demolition material would be generated.

A Construction Traffic Control Plan will be prepared and submitted to the City's Public Works Department for approval. The Construction Traffic Control Plan will include the following: details regarding potential lane and sidewalk closures, parking restrictions on streets, construction signage, Construction Parking Plan, and Haul Routes including construction hours.

3.5.2 Phase II: Site Preparation and Grading

The site preparation/grading phase would include the removal of existing fill materials over a 4- to 6-month period. Grading on the Project site would require excavation up to depths of 30 feet below the ground surface; it is anticipated that 32,344 cubic yards of earth material would be removed from the site. Material would be hauled via the same route to the same location as demolition debris. Heavy construction equipment would be located on site during site preparation/grading activities and would not travel to and from the Project site on a daily basis.

3.5.3 Phase III: Construction of New Building and Site Improvements

The third phase would include construction of the subterranean parking and above-grade building and all related site improvements. The use of material delivery trucks and other miscellaneous trucks is also anticipated during this phase of construction, which is expected to be completed in approximately 11 months.

A truck haul route program would be implemented during all phases of construction to minimize conflicts between haul trucks traveling to and from the Project site and through traffic on roadways adjacent to the Project. The program would specify and delineate the approved haul routes. Trucks would access the Project via Broadway and S. Pacific Avenue, I-5 via West Colorado Street, and SR 134 via Pacific Avenue.

Temporary street and sidewalk closures within and along the perimeter of the Project site may be required during building construction. To minimize potential conflicts between construction activity and through traffic, a construction traffic control plan would be developed prior to construction of the Project. The traffic control plan would identify all traffic control measures, signs, and delineators required to be implemented by the construction contractor for the duration of construction activity.

3.6 INTENDED USES OF THE EIR

The CEQA Guidelines require an EIR to include a brief statement describing the intended uses of the EIR, including a list of agencies expected to use the EIR in their decision making and the list of the permits and other approvals required to implement the Project. The EIR serves as an advisory document and is intended to provide guidance regarding discretionary actions associated with the Project. This Project EIR analyzes the environmental impacts of the Project. The City of Glendale will consider the information

in the EIR—including the public comments and staff responses to those comments—during the public hearing process. The final decision is made by the City Council, who may approve, conditionally approve, or deny the Project. No aspect of the proposed Project would be approved until after the Final EIR is certified.

This Draft EIR is circulated to responsible agencies, trustee agencies with resources affected by the Project, and interested agencies and individuals. The purposes of a public and agency review of a Draft EIR include sharing expertise, disclosing agency analyses, checking for accuracy, detecting omissions, discovering public concerns, and soliciting comments on mitigation measures and alternatives capable of avoiding or reducing the significant effects of the project while still attaining most of the basic objectives of the project.

3.6.1 Discretionary Actions

A series of approvals from the City of Glendale and other agencies would be necessary to implement the Project. Discretionary approvals may include, but are not limited to, the actions/permits described as follows.

Stage I/II Design Review

The City of Glendale Community Development Division has a multistage design review process for proposed projects. The Stage I Design Review was approved on July 8, 2014. The Stage II Design will be considered for approval after completion of the environmental analysis. The design of the Project would be subject to the *City of Glendale Comprehensive Design Guidelines* and to review and comment by the City's Principal Urban Planner. The City Council will have the ultimate approval authority over the Project's design.

Density Bonus

The SFMU zone designation permits by right a maximum of 4 stories (60 feet) and 87 dwelling units per acre (155 units for the Project site). While 155 residential units and a maximum height of 60 feet are permitted by right, 180 residential units are proposed with a building at a height of 5 stories (65 feet) and a floor to area (FAR) ratio of 3.81.

The Project includes the provision of affordable housing in accordance with the Glendale Municipal Code Chapter 30.36, Density Bonus Incentives, which allows for consideration of concessions to allow for an increase in the height/stories of the project to 65 feet/5 stories where 60 feet/4 stories are permitted. To qualify for this concession, the Applicant is proposing to provide 5 percent of the total units for very low income households (9 units). This incentive applies to all zones where residential developments of 5 or more dwelling units are proposed and where the applicant proposes density

beyond that permitted by the applicable zone. The incentives allowed by Chapter 30.36 include a reduction in site development standards or a modification of zoning code or architectural design requirements that exceed the minimum building standards, including but not limited to a reduction in setback and square footage requirements and in the number of parking spaces. An applicant seeking a density bonus, incentive, or concession is required to submit a Density Bonus Housing Plan identifying the allowed number of units, the number requested, and the amount of density bonus and the number and type of incentives or concessions requested.

State law indicates that a project is eligible for a 20 percent density bonus when at least 5 percent of the units are designated for very low income households or 10 percent of the units are designated for low-income households. The Project would provide 5 percent of the units for very low income households.

Density Bonus Housing Agreement

Approval of a Density Bonus Housing Agreement would be implemented and would outline the following: (1) restrict the rental or sale of the required percentage of dwelling units in the Project to persons or families of very low income households for affordable housing; (2) allow the applicant to enter into a density housing bonus agreement with the City that would be recorded as a restriction on any parcels on which the affordable units or density bonus units will be constructed; and (3) record the density bonus housing agreement prior to final or parcel map approval or, where the housing development does not include a map, prior to the issuance of a building permit for any structure in the housing development.