



# NOTICE OF PREPARATION OF ENVIRONMENTAL IMPACT REPORT AND PUBLIC SCOPING MEETING

August 28, 2018

**ENVIRONMENTAL CASE NO.:** ENV-2018-2116-EIR

**PROJECT NAME:** Hollywood Center Project

**PROJECT APPLICANT:** MCAF Vine LLC, 1750 North Vine LLC, 1749 North Vine Street LLC, 1770 Ivar LLC, 1733 North Argyle LLC, and 1720 North Vine LLC

**PROJECT ADDRESS:** 1720-1724, 1740-1768, 1745-1753, and 1770 North Vine Street; 1746-1764 North Ivar Avenue; 1733-1741 North Argyle Avenue, 6236, 6270, and 6334 West Yucca Street, Los Angeles, CA 90028. APNs: 5546-030-034, -004-020, -030-028, 030-032, -030-031, -030-033, -004-021, -004-032, -004-029, -004-006

**COMMUNITY PLAN AREA:** Hollywood

**COUNCIL DISTRICT:** 13 – O'Farrell

**PUBLIC COMMENT PERIOD:** August 28, 2018 – September 27, 2018

**SCOPING MEETING:** September 12, 2018, 6:00 p.m. - 8:00 p.m. See below for additional information.

The City of Los Angeles (City) intends to prepare an Environmental Impact Report (EIR) for the proposed Hollywood Center Project (Project). In accordance with Section 15082 of the California Environmental Quality Act (CEQA) Guidelines, the City has prepared this Notice of Preparation to provide the public, nearby residents and property owners, responsible agencies, and other interested parties with information regarding the Project and its potential environmental effects. The EIR will be prepared by outside consultants under the supervision of the City of Los Angeles, Department of City Planning.

The City requests your written comments as to the scope and contents of the EIR, including mitigation measures or project alternatives to reduce potential environmental impacts from the Project. Comments must be submitted in writing according to directions below. If you represent a public agency, the City seeks written comments as to the scope and content of the environmental information in the EIR that are germane to your agency's statutory responsibilities in connection with the Project. Your agency may need to use the EIR prepared by the City when considering your permit or other approval for the Project.

A Public Scoping Meeting will be held to receive input as to what environmental topics the EIR should study. No decisions about the Project are made at the Public Scoping Meeting. Additional project details, meeting information, and instructions for public comment submittal are listed below.

## PROJECT LOCATION AND EXISTING ON-SITE USES:

The Project Site is located within the Hollywood Community Plan Area of the City approximately five miles west of Downtown Los Angeles. The Project Site spans portions of two City blocks generally bounded by Yucca Street to the north, Argyle Street to the east, adjacent development and Hollywood Boulevard to the south, and Ivar Avenue to the west. The Project Site is comprised of the West Site and East Site which are bifurcated by Vine Street, which runs north/south between Yucca Street and Hollywood Boulevard.

The Project Site and vicinity are located within a part of the regional center of Hollywood, an area that is urbanized and generally built out. Land uses in the vicinity of the Project Site are comprised primarily of neighborhood-serving commercial, tourist and entertainment-related commercial uses, offices, hotels, and low-to high-density residential developments.

The Project Site is entirely developed and underutilized, except for the historic Capitol Records Complex. The northern part of the West Site contains an approximately 1,237 square-foot single-story building, that is currently leased by the American Musical and Dramatic Academy (AMDA) and used on a daily basis for sets and props. The remaining part of the West Site (approximately 78,512 square feet) contains a surface parking lot with a parking attendant kiosk. The East Site contains the Capitol Records Complex, which includes the 13-story Capitol Records Building and ancillary studio recording uses, as well as the two-story Gogerty Building, all of which total approximately 114,303 square feet of existing floor area.

The Project Site is not included on a list of hazardous materials sites compiled pursuant to California Code Section 65962.5.

(See attached Project Location Map).

#### **PROJECT DESCRIPTION:**

The development would be comprised of a new mixed-use development (Project) on an approximately 4.46-acre site (Project Site) in the Hollywood Community Plan (Community Plan) Area of the City of Los Angeles (City). The existing Capitol Records Complex, composed of the Capitol Records Building and the Gogerty Building, would be preserved; although portions of its supporting parking area along with some existing parking not adjacent to the Capitol Records Complex, would be reconfigured and relocated to the new East Site five-floor subterranean and grade-level parking garage. The remaining surface parking uses on the Project Site would be removed in order to develop a mix of land uses, including residential uses (market-rate and senior affordable housing units), commercial uses, parking, and associated landscape and open space amenities. Four new buildings are proposed, including a 35-story "West Building," a 46-story "East Building," and two 11-story senior buildings set aside for extremely-low and very-low income households (one building on each site). The Project would develop approximately 1,287,150 square feet of developed floor area, including 1,005 residential dwelling units (872 market-rate units and 133 senior affordable housing units) totaling approximately 1,256,974 square feet of residential floor area, approximately 30,176 square feet of commercial floor area (retail and restaurant uses), approximately 160,707 square feet of open space and amenities, 1,521 vehicle parking spaces, and 551 bicycle parking spaces. The Project would have a floor-area ratio (FAR) of 6.975:1 (up to 7:1), which includes the existing 114,303 square foot Capitol Records Complex (consisting of the 92,664 square-foot Capitol Records Building and 21,639 square-foot Gogerty Building), for a total buildable area of 1,401,453 square feet.

Under a proposed Hotel Option associated with the East Site, in lieu of the East Building Residential development described above, the Hotel Option would replace 104 of the market-rate units with a 220-room hotel such that the proposed Project would contain 220 hotel rooms and 319 market-rate residential housing units (there would be no change to the building height and massing for East Building). Under the Hotel Option, the senior housing building on the East Site would be reduced from 11 stories to 9 stories and would contain 48 affordable housing units. There would be no change to the West Site described above under the Hotel Option. Thus, under the Hotel Option, the Project would develop approximately 1,272,741 square feet of developed floor area, including 884 residential dwelling units (768 market-rate units and 116 senior affordable housing units) totaling approximately 1,112,287 square feet of residential floor area, a 220-room hotel totaling approximately 130,278 square feet of floor area, 30,176 square feet of other commercial floor area, 147,366 square feet of open space and amenities, 1,521 vehicle parking spaces, and 554 bicycle parking spaces. The Hotel Option would have a FAR of 6.903:1 (up to 7:1), which includes the existing Capitol Records Complex, for a total buildable area of 1,387,044 square feet.

Assuming the two sites are built one after another, construction of the Project would be completed over an approximately six-year period. Activities would be phased, beginning on the West Site as early as 2021 and

on the East Site in approximately 2024. Construction timing could vary for both sites and could potentially overlap on the West and East Sites, and the EIR will analyze the most conservative construction schedule.

**Existing Uses to be Removed**

Existing Uses	Sizes
AMDA-Leased Commercial Building	1,237 sf

**Proposed Uses under Residential Option**

Proposed Uses	Maximum Sizes
<b>Residential Land Uses</b>	
One-Bedroom	482 units
Two-Bedroom	391 units
Three-Bedroom	132 units
<b>Total Residential</b>	<b>1,005 units / 1,188,105 sf</b>
Residential Amenities and Lobbies	68,869 sf
<b>Commercial Land Uses</b>	
Restaurant/Retail	30,176 sf
<b>Open Space</b>	
<b>Total Open Space</b>	<b>160,707 sf</b>
<b>Total Developed Floor Area</b>	<b>1,287,150 sf</b>
<b>Existing Floor Area to Remain</b>	<b>114,303 sf</b>
<b>Total Floor Area on Project Site</b>	<b>1,401,453 sf</b>

**Proposed Uses under Hotel Option**

Proposed Uses	Maximum Sizes
<b>Residential Land Uses</b>	
One-Bedroom	411 units
Two-Bedroom	347 units
Three-Bedroom	126 units
<b>Total Residential</b>	<b>884 units / 1,053,554 sf</b>
Residential Amenities and Lobbies	58,733 sf
<b>Commercial Land Uses</b>	
Restaurant/Retail	30,176 sf
Hotel	220 rooms / 130,278 sf
<b>Total Commercial</b>	<b>160,454 sf</b>
<b>Open Space</b>	
<b>Total Open Space</b>	<b>147,366 sf</b>
<b>Total Developed Floor Area</b>	<b>1,272,741 sf</b>
<b>Existing Floor Area to Remain</b>	<b>114,303 sf</b>
<b>Total Floor Area on Project Site</b>	<b>1,387,044 sf</b>

## **REQUESTED ACTIONS:**

1. Pursuant to the Los Angeles Municipal Code (the "LAMC") Section 12.32-F, a Zone Change to C2-2-SN;
2. Pursuant to LAMC Section 12.32-F, a Height District Change for the Property to remove the D Limitation, which limits FAR;
3. Pursuant to LAMC Section 11.5.11(e) and subsequently California Government Code Section 65915(k) or the Applicable Housing Incentive Program, three incentives, concessions, reductions, or modifications of zoning code requirements to provide for affordable housing costs as follows:
  - A floor area bonus (35 percent from 6:1 FAR base) to allow additional floor area up to 7:1 FAR for a project eligible for up to 8.1:1 FAR;
  - A development modification for balcony floor area to exclude residential balconies and terraces from consideration as floor area, as defined by LAMC Section 12.03; and
  - A development modification to allow a greater number of smaller affordable units with less bedrooms and a different unit mix and unit type to accommodate Senior Affordable Housing Units in lieu of providing the requisite number of Restricted Affordable Units;
4. Pursuant to LAMC Section 12.24-W.1, a Master Conditional Use Permit for the sale or dispensing of alcoholic beverages for on-site and off-site consumption;
5. Pursuant to LAMC Section 12.24-W.19, a Conditional Use Permit for a unified development to allow floor area ratio averaging and residential density transfer between the East Site and the West Site;
6. Pursuant to LAMC Section 16.05, a Site Plan Review for a development that results in an increase of 50 or more dwelling units and/or guest rooms or generates more than 1,000 average daily trips;
7. Pursuant to LAMC Section 17.15, a Vesting Tentative Tract Map No. 82152 to merge (i) an alley to add 1,267 square feet to the Property and (ii) portions along the sidewalk of Yucca Street and both sides of Vine Street to add 5,114 square feet to the Property; associated haul route, and removal of 19 street trees; and
8. Pursuant to California Government Code Sections 65864-65869.5, a Development Agreement between the Applicant and the City of Los Angeles (anticipated to extend through 2040).

## **POTENTIAL ENVIRONMENTAL EFFECTS OF THE PROJECT:**

Based on an Initial Study, the proposed project could have potentially significant environmental impacts in the following topic areas, which will to be addressed in the EIR:

Aesthetics (Informational), Air Quality, Cultural Resources, Geology and Soils, Greenhouse Gas Emissions, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use and Planning, Noise, Population and Housing, Public Services (Fire, Police, Schools, Parks, Libraries), Recreation, Transportation and Traffic, Tribal Cultural Resources, and Utilities and Service Systems (Wastewater, Water Supply, Solid Waste).

**PUBLIC SCOPING MEETING:** A Public Scoping Meeting will be held in an open house format to share information regarding the Project and the environmental review process and to receive written public comments regarding the scope and content of the environmental analysis to be addressed in the EIR. City staff, environmental consultants, and project representatives will be available, but no formal presentation is scheduled. You may stop by at any time during the hours listed below to view materials, ask questions, and provide written comments. The City encourages all interested individuals and organizations to attend this meeting. Written comments may be submitted, but there will be no verbal comments or public testimony taken at the Public Scoping Meeting. No decisions about the Project will be made at the Public Scoping Meeting. A separate public hearing for Municipal Code entitlement requests, will be scheduled after the completion of the EIR. The date, time, and location of the Public Scoping Meeting are as follows:

**Date:** September 12, 2018  
**Time:** 6:00 p.m. – 8:00 p.m.  
**Location:** First Presbyterian Church of Hollywood  
Henrietta Mears Center  
1760 N. Gower Street, Los Angeles, CA 90028

**Free Parking is Available across La Baig Avenue to the east of the Church**

**FILE REVIEW AND COMMENTS:**

The enclosed materials reflect the scope of the Project. The environmental file is available for public review at the City of Los Angeles, Department of City Planning, 6262 Van Nuys Boulevard, Room 351, Van Nuys, CA 91401, during office hours Monday - Friday, 9:00 a.m. - 4:00 p.m. To review the file, please contact the Staff Planner listed below to schedule an appointment. A copy of this notice and the Initial Study prepared for the Project may be viewed with the environmental file or online at <http://planning.lacity.org> by clicking on the "Environmental Review" tab, then "Notice of Preparation & Public Scoping Meetings", and then clicking on the document links below the Project title.

The City will consider all written comments regarding the potential environmental impacts of the Project and issues to be addressed in the EIR. **Written comments must be submitted to this office by 4:00 p.m., September 27, 2018.** Written comments will also be accepted at the Public Scoping Meeting described above.


Please direct your comments to:

**Mail:** Elva Nuño-O'Donnell  
City of Los Angeles, Department of City Planning  
6262 Van Nuys Blvd., Room 351  
Van Nuys, CA 91401

**E-mail:** [elva.nuno-odonnell@lacity.org](mailto:elva.nuno-odonnell@lacity.org)

**ACCOMMODATIONS:** As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability. The Public Scoping Meeting facility and its parking are wheelchair accessible. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. Other services, such as translation between English and other languages, may also be provided upon written request submitted a minimum of seven (7) working days in advance to: [per.planning@lacity.org](mailto:per.planning@lacity.org). Be sure to identify the language you need English to be translated into, and indicate if the request is for oral or written translation services. If translation of a written document is requested, please include the document to be translated as an attachment to your email.

VINCENT P. BERTONI, AICP  
Director of Planning

  
Elva Nuño-O'Donnell  
Major Projects Section  
Department of City Planning  
(818) 374-5066

**Attachments:**

Project Location Map  
Conceptual Site Plan  
Conceptual Plot Plan, West Site  
Conceptual Plot Plan, East Site  
Building Sections, West Site  
Building Sections, East Site

*Puede obtener información en Español acerca de esta junta llamando al (818) 374-5066.*

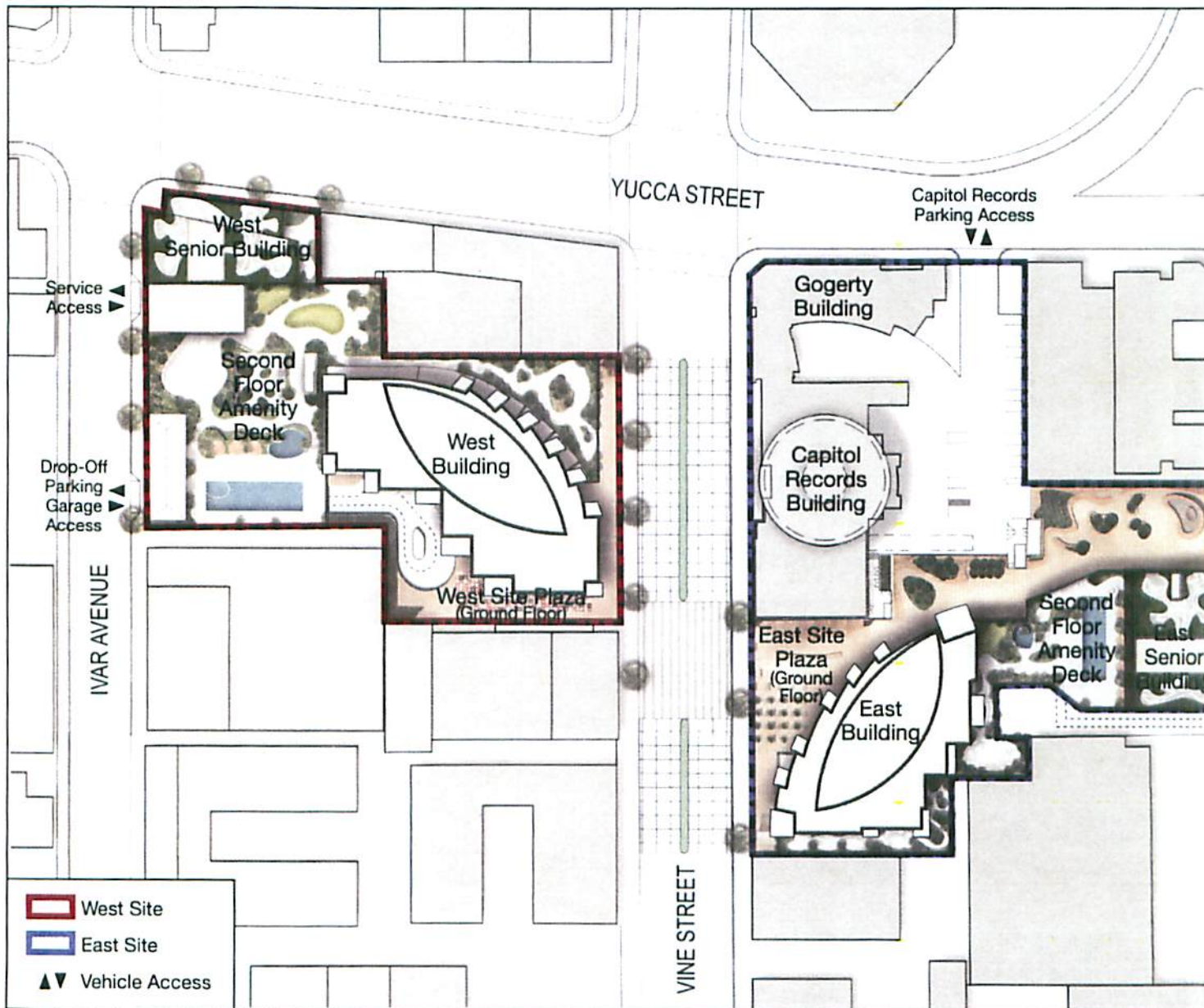


SOURCE: Google Earth, 2016

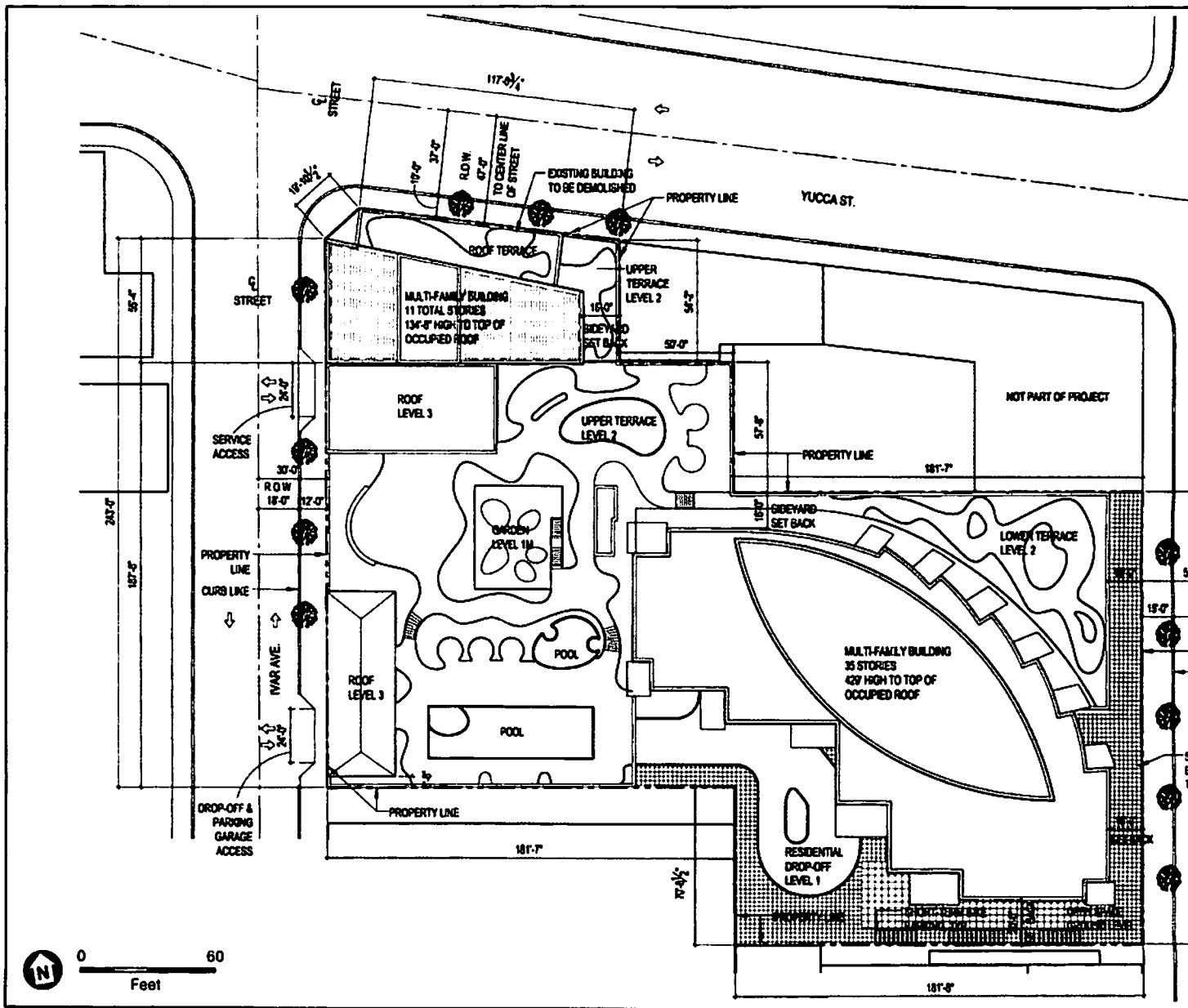
Hollywood Center Project



**Attachment 1**  
Project Location Map

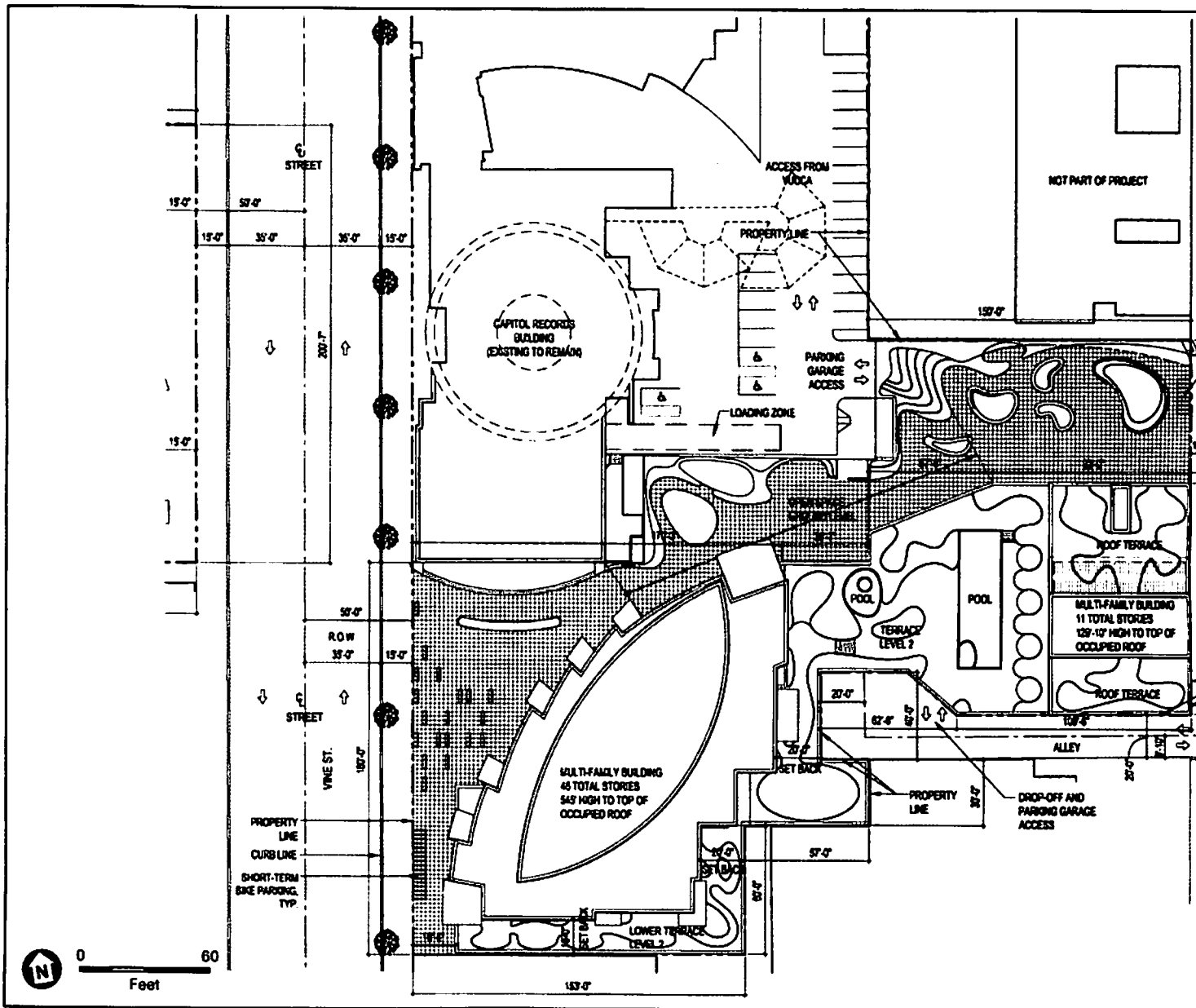


SOURCE: Handel Architects, 2018

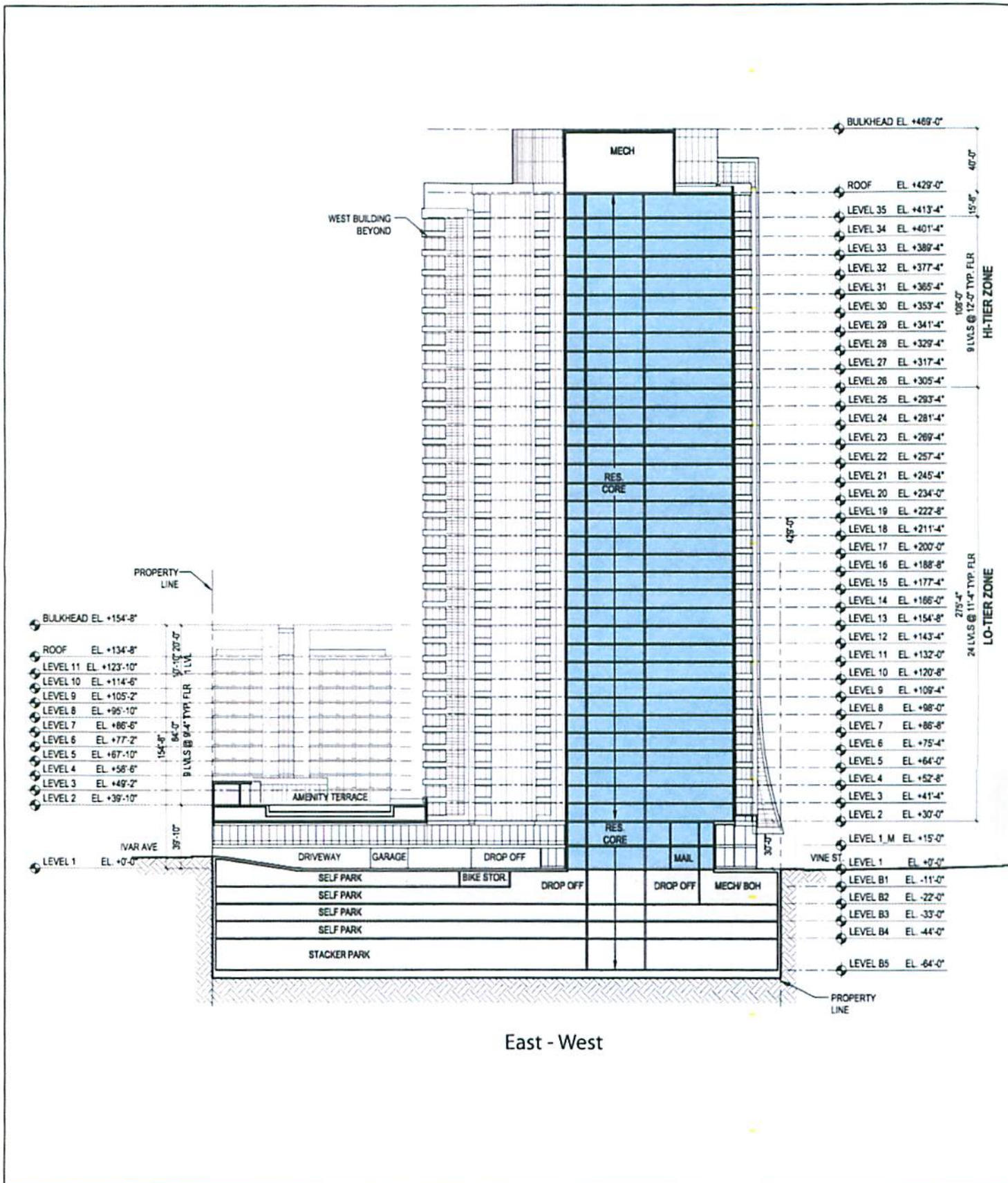


SOURCE: Handel Architects, 2018

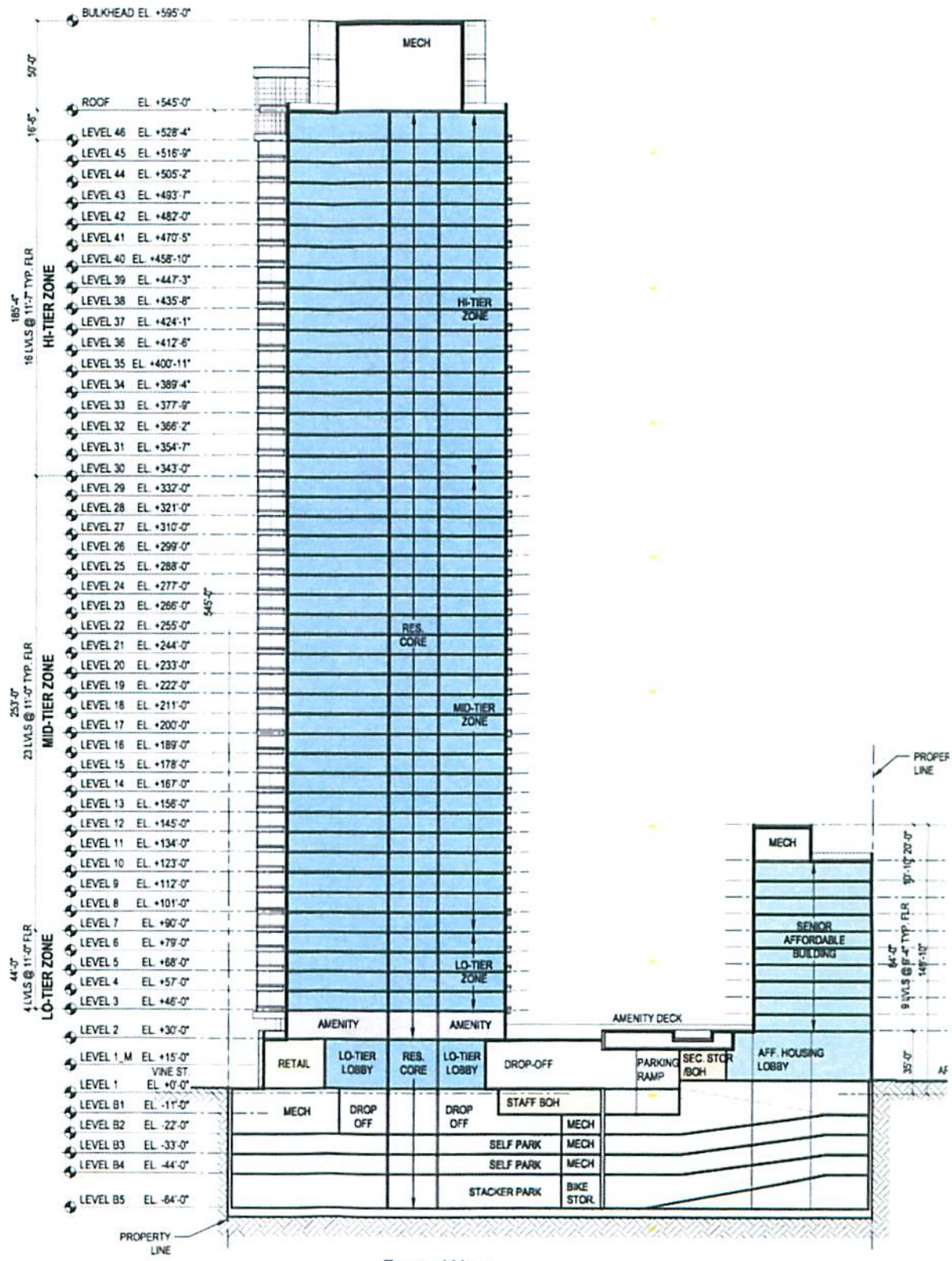




SOURCE: Handel Architects, 2018



SOURCE: Handel Architects, 2018



East - West

SOURCE: Handel Architects, 2018





SOURCE: ESRI, 2017