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December 11, 2014
NOTICE OF COMPLETION AND AVAILABILITY OF
DRAFT ENVIRONMENTAL IMPACT REPORT
CITY CASE NO. ENV-2013-522-EIR
STATE CLEARINGHOUSE NO. 2013101063

To: Owners of Property and Occupants and Other Interested Parties
Project Name: Hollywood Cherokee Project
Site Location: 1718 and 1722-1730 North Las Palmas Avenue; 1719-1719 ½
and 1727-1727 ½ Cherokee Avenue, Los Angeles, CA 90028
Community Plan Area: Hollywood
Council District: 13—Mitch O'Farrell
Comment Review Period: December 11, 2014—January 27, 2015

PROJECT DESCRIPTION: Hollywood Cherokee Apartments Venture, LLC, the Project Applicant, proposes to construct a six-story, 224-unit residential apartment/condominium building (the Project) on a 1.14-acre site in the Hollywood Community of the City of Los Angeles (the Project Site). The Project Site is specifically located within the City block bounded by North Las Palmas Avenue to the west, Yucca Street to the north, North Cherokee Avenue to the east, and Hollywood Boulevard to the south. The Project consists of approximately 169,531 square feet (sf) of new floor area and would replace an existing surface parking lot located approximately 175 feet north of Hollywood Boulevard between Cherokee Avenue and Las Palmas Avenue. The maximum building height would not exceed 71 feet above grade level, not including rooftop structures. The Project would have a total floor area ratio (FAR) of approximately 3.66:1, averaged across the Project Site, and an overall density of 196.5 dwelling units per acre. A four-level parking garage comprised of one street level and three subterranean levels would be located below the residential levels and would provide a total of 305 parking spaces. The Project would also include a residential lobby and leasing area, a community room, approximately 985 sf of ground-floor commercial space, a gym, a swimming pool and open space decks on the rooftop level, and landscaped courtyards.

PERMITS AND APPROVALS: The Project would require various approvals and may include, but would not be limited to, the following: Site Plan Review; Density Bonus and Parking Option 1 pursuant to Senate Bill (SB) 1818 (LAMC Section 12.22.A.25), with the following Development Incentives: On-menu incentive to permit the averaging of FAR, density, parking, open space and permitting vehicular access; On-menu incentive permitting additional FAR; Off-menu incentive permitting increased height; Two off-menu incentives permitting reduced setbacks; Vesting Tentative Tract Map; Determination regarding residential use in C (Commercial) zone per the

Hollywood Redevelopment Plan; and Other discretionary and ministerial permits and approvals that may be deemed necessary, including but not limited to, temporary street closure permits, grading permits, excavation permits, foundation permits, haul route permits, and building permits.

ANTICIPATED SIGNIFICANT ENVIRONMENTAL EFFECTS: Significant and unavoidable Project impacts have been identified with regard to construction noise and construction vibration. In addition, cumulative impacts could result with regard to construction noise, construction vibration and construction-related traffic.

Other issues addressed in the Draft Environmental Impact Report (EIR) include: aesthetics (visual quality, views, light/glare, and shading); air quality; greenhouse gas emissions; cultural resources; geology and soils; land use; noise; public services (police protection, fire protection, schools, libraries, parks and recreation); traffic, access, and parking; and utilities and service systems (water supply and wastewater). With implementation of mitigation measures, no significant and unavoidable Project or cumulative impacts associated with these environmental topics are expected.

DOCUMENT REVIEW AND COMMENT: If you wish to review a print copy of the Draft EIR or the documents referenced in the Draft EIR, you may do so by appointment, between the hours of 8:00 A.M. and 4:00 P.M., at the City of Los Angeles, Department of City Planning at 200 North Spring Street, Room 750, Los Angeles, CA 90012.

The Draft EIR is also available online at the Department of City Planning's website [<http://planning.lacity.org> (click on "Environmental" and then "Draft EIR")]. The Draft EIR can be purchased on CD-ROM for \$7.50 per copy. Contact Sergio Ibarra at **(213) 978-1333** to purchase a copy. The Draft EIR is also available on CD-ROM at the following libraries:

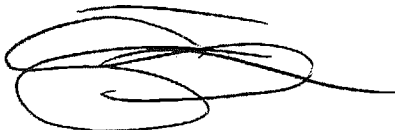
- 1) Central Library—630 West Fifth Street, Los Angeles, CA 90071
- 2) F.H. Goldwyn Hollywood Regional Library—1623 N. Ivar Ave., Hollywood, CA 90028
- 3) Will and Ariel Durant Branch Library—7140 Sunset Blvd., Hollywood, CA 90046

The review period for the Draft EIR begins on December 11, 2014, and ends on January 27, 2015. If you wish to submit comments regarding the Draft EIR, please reference the file number above and submit them in writing by 4:00 P.M. on **January 27, 2015**.

Please direct your comments to:

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Michael J. LoGrande
Director of Planning



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