



Alejandro Huerta <alejandro.huerta@lacity.org>

Crossroads - NOP.doc

1 message

Stephanie Eyestone-Jones <s.eyestone@eyestoneeir.com>

Fri, Oct 16, 2015 at 9:25 AM

To: Alejandro Huerta <alejandro.huerta@lacity.org>

Cc: Heidi Mekkelson <h.mekkelson@eyestoneeir.com>

Hi Alejandro – attached is the revised NOP. I just removed the Spanish text regarding accommodations as we will also prepare a Spanish version of the NOP. I will call you in a few minutes. Thanks.

Stephanie Eyestone-Jones

President



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INFORMATION
<http://planning.lacity.org>

October 22, 2015

**NOTICE OF PREPARATION OF AN
ENVIRONMENTAL IMPACT REPORT
AND PUBLIC SCOPING MEETING**

CASE NO.: ENV-2015-2026-EIR

PROJECT NAME: Crossroads Hollywood

PROJECT APPLICANT: CRE-HAR Crossroads SPV, LLC

PROJECT LOCATION/ADDRESS: 1540–1552 Highland Avenue; 6700–6760 Selma Avenue; 6663–6675 Selma Avenue; 1543–1553 McCadden Place; 1542–1546 McCadden Place; 1501–1573 Las Palmas Avenue; 1500–1570 Las Palmas Avenue; 1600–1608 Las Palmas Avenue; 6665–6713½ Sunset Boulevard, Los Angeles, California, 90028

COMMUNITY PLANNING AREA: Hollywood

COUNCIL DISTRICT: 13 - Mitch O'Farrell

DUE DATE FOR PUBLIC COMMENTS: 4:00 p.m., November 20, 2015

SCOPING MEETING: November 14, 2015. See more information below.

Pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15082, once the Lead Agency decides an Environmental Impact Report (EIR) is required for a project, a Notice of Preparation (NOP) describing the project and its potential environmental effects shall be prepared. You are being notified of the City of Los Angeles' intent, as Lead Agency, to prepare an EIR for this Project, which is located in an area of interest to you and/or the organization or agency you represent. This EIR will be prepared by outside consultants and submitted to the Department of City Planning, Environmental Analysis Section, for independent review and certification.

The Department of City Planning requests your comments as to the scope and content of the EIR. Comments must be submitted in writing pursuant to directions below. If you represent an agency, the City is seeking comments as to the scope and content of the environmental information in the document which is germane to your agency's statutory responsibilities in connection with the Proposed Project. Your agency will need to use the EIR prepared by our agency when considering your permit or other approval for the Project.

A Scoping Meeting will be held to receive input from the public as to what areas the EIR should study. No decisions about the Project are made at the Scoping Meeting. The project description, location, and the potential environmental effects identified thus far are set forth in this document. Also included below are the date, time, and location of the Scoping Meeting that will be held in order to solicit input regarding the content of the Draft EIR.

The Scoping Meeting is in an open house format. THIS IS NOT THE REQUIRED PUBLIC HEARING FOR MUNICIPAL CODE ENTITLEMENT REQUESTS which will be scheduled after the completion of the EIR. The environmental file is available for review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012. A copy of the Initial Study prepared for the Project is not attached but may be viewed online at <http://planning.lacity.org> by clicking on the “Environmental Review” tab, then “Notice of Preparation & Public Scoping Meetings”.

PROJECT LOCATION: The Project Site consists of 29 individual parcels across four City blocks and is generally bounded by Selma Avenue to the north; the Blessed Sacrament Catholic Church and School to the east; Sunset Boulevard to the south; and Highland Avenue to the west. The Project Site includes the Crossroads of the World complex (Crossroads of the World), which is a designated City Cultural-Historic Monument (Monument #134) and also appears on the National Register of Historic Places and the California Register of Historic Resources. Crossroads of the World includes low-density commercial and office uses. Other uses at the Project Site include two residential duplexes; three two-story, multi-family apartment buildings housing a total of 80 dwelling units; one- and two-story structures used for commercial office and retail uses; and surface parking lots. The surrounding area is urbanized and includes historic and modern low- to high-rise buildings occupied by neighborhood-serving commercial uses, tourist and entertainment-related uses, offices, hotels, educational institutions, and single-family and multi-family residences.

PROJECT DESCRIPTION: CRE-HAR Crossroads SPV, LLC, the Project Applicant, proposes to redevelop the Project Site with a cohesive, mixed-use development that blends the distinguishing character of Crossroads of the World with a collection of new buildings of modern design and creates an open-air pedestrian district with a mix of shopping, dining, and entertainment uses. The Project would retain, preserve, and rehabilitate Crossroads of the World and remove all other existing uses on the Project Site, including surface parking lots and approximately 86,947 square feet of existing floor area consisting of 84 residential units (including 80 multi-family dwelling units and two duplexes) and commercial/retail and office uses. The Project would integrate Crossroads of the World into a new, mixed-use development that would include eight new mixed-use buildings with residential, hotel, commercial/retail, office, entertainment, and restaurant uses. Upon build-out, the Project (including existing uses to be retained) would include approximately 1,432,000 square feet of floor area consisting of 950 residential units, 308 hotel rooms, approximately 95,000 square feet of office uses, and approximately 185,000 square feet of commercial/retail uses. The proposed floor area ratio (FAR) would be approximately 4.69:1 averaged across the Project Site. Building heights would range from 3 to 32 floors with a maximum building height of approximately 402 feet above grade.

REQUESTED PERMITS/APPROVALS: The City of Los Angeles has the principal responsibility for approving the Project. Approvals required for development of the Project may include, but are not limited to, the following:

- (1) Zone and Height District change from C4-2D and C4-2D-SN to C4-2 and C4-2-SN;

- (2) Site plan review;
- (3) Major Development Project Conditional Use Permit pursuant to LAMC Section 12.24.U.14;
- (4) Master Conditional Use Permit for the sale of alcoholic beverages and for live entertainment in connection with a total of 22 alcohol-related uses associated with the Project's proposed hotel and commercial uses;
- (5) Conditional Use Permit to permit floor area and density averaging in a unified development;
- (6) Zone variance to permit outdoor eating areas above the ground floor; and
- (7) 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, and building permits.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED: Aesthetics (Visual Quality/ Views and Light/Glare/Shading); 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; Traffic, Access, and Parking; and Utilities (Water, Wastewater, Solid Waste, and Energy).

PUBLIC SCOPING MEETING: A public scoping meeting in **an open house format** will be held to receive public comments regarding the scope and content of the environmental analysis to be included in the Draft EIR. City staff, environmental consultants and project representatives will be available, but no formal presentation is scheduled. You may stop by at any time between 1:00 P.M. and 3:00 P.M. to view materials, ask questions, and provide comments. The Department of City Planning encourages all interested individuals and organizations to attend this meeting. The location, date, and time of the public scoping meeting for this Project are as follows:

Date: Saturday, November 14, 2015

Time: 1:00 P.M. to 3:00 P.M.

Arrive any time between 1:00 P.M.—3:00 P.M. to speak one-on-one with City staff and Project consultants.

Location: Hollywood Constituent Center (Large Conference Room)
6501 Fountain Avenue
Los Angeles, CA 90028

The enclosed materials reflect the scope of the project (subject to change). The Department of City Planning welcomes and will consider all written comments regarding 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., November 20, 2015.** Written comments will also be accepted at the public scoping meeting described above.

Please direct your responses to:

Mail: Alejandro Huerta
Environmental Analysis Section
Department of City Planning
200 N. Spring Street, Room 750
Los Angeles, CA 90012

Fax: (213) 978-1343

Email: alejandro.huerta@lacity.org

ACCOMODATIONS: As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the bases of disability. The 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 request.

To ensure availability of services, please make your request no later than three working days (72 hours) prior to the scoping meeting by calling Darlene Navarrete at (213) 978-1332.

~~Como entidad cubierta bajo el Título II del Acto de los Americanos con Desabilidades, la Ciudad de Los Angeles no discrimina. La facilidad donde la junta se llevará a cabo y su estacionamiento son accesibles para sillas de ruedas. Traductores de Lengua de Muestra, dispositivos de oído, u otras ayudas auxiliares se pueden hacer disponibles si usted las pide en avance. Otros servicios, como traducción de Inglés a otros idiomas, también pueden hacerse disponibles si usted los pide en avance.~~

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~~Para asegurar la disponibilidad de éstos servicios, por favor haga su petición al mínimo de tres días (72 horas) antes de la reunión, llamando a Darlene Navarrete a (213) 978-1332.~~

Michael J. LoGrande
Director of City Planning

Alejandro Huerta
Planning Assistant, EIR Unit, Environmental Analysis Section

Enclosures:

Project Location Map
Conceptual Site Plan
500-foot Radius Map
Scoping Meeting Location Map