
II. PROJECT DESCRIPTION

A. PROJECT APPLICANT

The project applicant is the J.H. Snyder Company located at 5757 Wilshire Boulevard, Penthouse 20, in Los Angeles, CA 90036.

B. PROJECT LOCATION

The project site, a 3.7 acre vacant lot, is located at 959 North Seward Street in the Hollywood community within the City of Los Angeles and is generally bounded by Romaine Street to the north, Barton Avenue to the south, North Seward Street to the east, and a City of Los Angeles Bureau of Street Maintenance and the Hollywood Center Studio parking lot to the west (see Figure II-1, Regional and Project Vicinity Map and Figure II-2, Aerial Photograph). The project site encompasses the following addresses:

- 919, 933, 959 North Seward Street;
- 6624 Romaine Street; and
- 6555, 6547, 6545, 6541, 6537, 6533, 6525, 6529, 6521, 6517, 6515, 6505 Barton Street.

The project applicant owns leases or otherwise has access to all parcels that comprise the project site. No acquisition of property through eminent domain will be required to implement the Proposed Project.

Regional access to the project site is provided via the Hollywood Freeway (US-101). Major north-south streets serving the project site and surrounding area include Vine Street and Highland Avenue. Major east-west streets serving the project site and surrounding area include Santa Monica Boulevard and Melrose Avenue.

The project site is located within the Hollywood Community Plan Area and is designated for “Limited Manufacturing” land use. The project site is currently zoned as MR1-1 (MR1: Restricted Industrial Zone, 1: Height District 1). The main purpose of this zone is to preserve industrial land for industrial and accessory uses including, but not limited to: limited commercial and manufacturing uses, clinics, media products, limited machine shops, animal hospitals and/or kennels. Offices and restaurants are allowed in the MR1 zone to serve the industrial uses onsite or in the surrounding area. Among the purposes identified, the MR1 zone is intended “to provide for non-retail businesses which enhance the City’s employment base” per LAMC Section 12.17.5(A)(4).

Figure II-1, Regional and Project Vicinity Map

Figure II-2, Aerial Photograph

C. PROJECT CHARACTERISTICS

Existing On-Site Uses

The project site is approximately 3.7 acres and is comprised of multiple parcels located north of Barton Avenue and south of Romaine Street. The surrounding area is relatively flat and developed with single-family residential uses, industrial uses, office uses, and restaurant uses. The project site is located within the Hollywood Community Plan Area. The entire project site is zoned for “Restricted Industrial” as classified in the MR1-1 zone.

The project site was previously used as a film processing, editing, storage, and duplication facility. The project site is currently vacant and is surrounded by street trees.

Proposed Project

The Proposed 959 Seward Street Project would involve the construction of a 241,568 square foot entertainment campus including 237,568 square feet of office space and up to 4,000 square feet of employee commissary space and would provide valet surface parking and 737 parking spaces in an eight-level aboveground parking structure. The Proposed Project is designed to be an entertainment campus to cater primarily to entertainment-type users for offices, editing, and post-production. In addition, the Proposed Project would include approximately 6,650 square feet of signage along Romaine Street and Seward Street. As further described in the Discretionary Actions section of this chapter, the applicant is requesting a zone change to, among other things, add the supplemental use “Sign District” (SN) designation to the subject property’s zoning, in conjunction with the applicant’s proposal to annex the subject property into the existing Hollywood Signage Supplemental Use District, a southerly boundary of which is adjacent to the subject property on the north side of Romaine Street. The applicant is proposing to establish a sub-area within the Hollywood Signage Supplemental Use District to regulate signage on the subject property; the sub-area may contain exceptions or special regulations affecting signage on the subject property that are not otherwise applicable to other properties in the Hollywood Signage Supplemental Use District.

The project would be developed with three structures: “West Wing”, “East Wing”, and the parking structure. The amount of square footage per building level is shown in Table II-1, Project Development Summary.

**Table II-1
Project Development Summary**

Building type	West Wing	East Wing	Total
Office Use	133,689 sq.ft.	103,879 sq.ft.	237,568 sq.ft.
Commissary Use	0	4,000 sq.ft.	4,000 sq.ft.
Total	133,689 sq.ft.	107,879 sq.ft.	241,568 sq.ft.
<i>Source: J.H. Snyder Company, February 2008.</i>			

West Wing

The West Wing would be located along Barton Avenue, near the center of the street frontage. West Wing would be a five-story tiered building developed to a maximum height of 76 feet. The southern portion of the West Wing would be developed to a height of three stories, and the northern portion of the West Wing would be developed to a maximum five stories (see Figures II-3 through II-8). This structure would contain a lobby and office uses. Though the building footprint is limited to the southern portion of the site, the building's rooftop would extend east over the valet parking area and north to the parking structure to create a covered pedestrian walkway. Pedestrian access to the West Wing would be from Barton Avenue. As shown in Figures II-5 and II-8, the West Wing Roof would include a deck and a landscaped green roof.

East Wing

The East Wing would occupy the southeastern and northeastern portions of the project site. The East Wing would be a four-story building developed to a maximum height of 63'-9" feet. This structure would contain a lobby, a 4,000 square foot employee commissary, and office uses. The employee commissary is located in the northeastern portion of the project site on the ground floor level. An outdoor garden and patio are located adjacent to the employee commissary. Pedestrian access to the East Wing would be from North Seward Street. As shown in Figures II-5 and II-8, the East Wing Roof would include a deck and a landscaped green roof. The Proposed Project has been designed to be pedestrian-oriented with walkways providing connections between the structures. The proposed building edges would be set back from the surrounding roadways to provide landscaped public walkways along the site perimeter.

Leadership in Energy and Environmental Design

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. LEED promotes an approach to sustainable development in five key areas;

- Sustainable site development,

Figure II-3, Ground Floor Plan

Figure II-4, Second Level Floor Plan

Figure II-5, Third Level Floor Plan

Figure II-6, Fourth Level Floor Plan

Figure II-7, Fifth Level Floor Plan

Figure II-8, Roof Plan

- Water savings,
- Energy efficiency,
- Materials selection; and
- Indoor environmental quality.

LEED points can be accomplished through the efficient use of water, energy, and building materials through the application of practices that improve indoor environmental quality. The Proposed Project will promote LEED's green building design requirements by providing water saving features and energy efficient features on-site.

Parking and Access

Parking supply for the Proposed Project would exceed Los Angeles Municipal Code requirements. As discussed above, a total of up to 737 parking spaces would be provided in a structure containing eight above-grade levels (see Figures II-9 through II-10). Approximately 22 Valet and VIP parking spaces would be provided in a surface parking lot on the southern portion of the project site.

Access to the project site would be provided from Romaine Street at the northwestern corner of the site and from North Seward Street (see Figure II-9, Ground Level Parking Plan). Both access points would allow ingress and egress. Access to the parking structure and valet parking would be provided via the internal roadway proposed for the project. An equipment loading dock would be located adjacent to the ingress/egress on North Seward Street. LAMC requires 2 parking spaces per 1,000 square feet for the office building, which would be 237,568 square feet. Therefore, 476 parking spaces are required. The commissary would be 4,000 square feet, which LAMC requires 10 parking spaces per 1,000 square feet. Therefore, 40 parking spaces are required. The Project is required to provide a total of 516 parking spaces. The Project would provide 737 parking spaces, which are 194 parking spaces in excess of what is required by LAMC. Consistent with LAMC parking standards for proposed uses, in no event will the applicant provide less than the LAMC-minimum 516 parking spaces on-site.

Elevations

Building Sections are provided in Figure II-11. North, South, West and East Elevations are provided in Figures II-12 through II-15. As shown in the above figures, the Proposed Project is tiered with the shorter structures on the southern boundary and the taller structures on the northern boundary. Furthermore, the Proposed Project office buildings would be developed to a maximum height of five-stories and the parking structure would be developed to a maximum height of eight-stories.

Figure II-9, Ground Level Parking Plan

Figure II-10, Typical Upper Level Parking Plan

Figure II-11, Building Sections

Figure II-12, North Elevations

Figure II-13, South Elevations

Figure II-14, West Elevations

Figure II-15, East Elevations

Signage

Signage and a signage plan are incorporated as a part of the Proposed Project. The location of these signs is shown in Figure II-16, Proposed Signage Plan and Figure II-17, Signage Elevations. There would be a total of approximately 6,650 square feet of signage throughout the project site. The majority of the proposed signage, approximately 4,800 square feet, would be comprised of wall signs varying in size from 20” wide by 30” feet high to 60” feet wide and 20” feet high. The remainder of the signage would be made up of project identity signs, address signs, and major tenant identities. As further described in the Discretionary Actions section of this chapter, the applicant is requesting a zone change to, among other things, add the supplemental use “Sign District” (SN) designation to the subject property’s zoning, in conjunction with the applicant’s proposal to annex the subject property into the existing Hollywood Signage Supplemental Use District, a southerly boundary of which is adjacent to the subject property on the north side of Romaine Street. The applicant is proposing to establish a sub-area within the Hollywood Signage Supplemental Use District to regulate signage on the subject property; the sub-area may contain exceptions or special regulations affecting signage on the subject property that are not otherwise applicable to other properties in the Hollywood Signage Supplemental Use District.

Lighting

The project site would be illuminated with indoor and outdoor lighting. Security lighting would be provided along the perimeter of structures, parking areas, in stairwells, along walkways, and in open space areas. Lighting would also be provided to illuminate the outdoor employee commissary seating area and landscaped rooftop terraces. All lighting would either be shielded and focused on the project site or located completely indoors. Street lights would be provided at appropriate intervals along internal roadways.

Landscaping

As shown in Figure II-18, landscaping would consist of ornamental grasses, trees, and shrubs provided along the perimeter of the project site as well as along the perimeters of the proposed structures. Landscaped medians would also be provided between internal roadways and parking areas. All three structures would include landscaped rooftop terraces. The Proposed Project also contains landscaped courtyards in the center of the project site and adjacent to the proposed restaurant.

Conceptual Plan

As shown in Figures II-18 and II-19, the Proposed Project would be pedestrian friendly on-site with landscaped courtyards in the center of the project site and to the north adjacent to the proposed restaurant use.

Figure II-16, Proposed Signage Plan

Figure II-17, Signage Elevations

FIGURE II-18, LANDSCAPE PLAN

FIGURE II-19, CONCEPTUAL PLAN

Construction

Construction activities associated with the Proposed Project would be undertaken in two separate phases: site preparation and construction. The site preparation phase includes the excavation and grading of the project site, and preparation of the building foundation. Excavation will be required for the foundation and utilities. The building construction phase includes the construction of the proposed buildings, hooking up of the building to the utilities, laying irrigation for landscaping, and landscaping the project site. Construction of the Proposed Project is expected to take 24 months and would be completed in 2008.

D. PROJECT OBJECTIVES

The objectives of the Proposed 959 Seward Street Project are as follows:

- To utilize the currently vacant project site to provide commercial and office facilities to serve the local community.
- To provide a well-designed development that is compatible and complementary with surrounding land uses.
- To enhance pedestrian circulation in the area.
- To provide adequate parking facilities to serve the proposed development employees and visitors.
- To generate employment opportunities for the local area.
- To provide development that is financially viable.
- To provide a well-designed development that promotes Leadership in Energy and Environmental Design (LEED) green building design.

E. DISCRETIONARY ACTIONS

The Proposed Project would require approval of discretionary actions by the City of Los Angeles, which may include the following:

- Vesting Zone Change from – MR1-1 (Restricted Industrial Zone) to M1-1-SN (Limited Industrial-Sign District) per 12.32F & 12.32Q 3 (as) to authorize the development of approximately 241,094 square feet of entertainment business-related office uses (including conventional office, post-production and editing facilities) and an approximately 4,000-square foot employee commissary. This zone change request includes adding the supplemental use “Sign District” (SN) designation to the subject property’s zoning, in conjunction with the applicant’s proposal to annex the subject property into the existing Hollywood Signage Supplemental Use District, a southerly boundary of which is adjacent to the subject property on

the north side of Romaine Street. As part of this development application, the applicant is proposing to establish a sub-area within the Hollywood Signage Supplemental Use District to regulate signage on the subject property; the sub-area may contain exceptions or special regulations affecting signage on the subject property that are not otherwise applicable to other properties in the Hollywood Signage Supplemental Use District;

- Vesting Conditional Use Permit - for Major Development Project per LAMC 12.24.T.3 (b);
- Zone Variance – To authorize the installation of four (4) accessory 3-meter-diameter satellite and/or microwave communication transceiver antennas/dishes and four (4) accessory 5-meter-diameter satellite and/or microwave communication transceiver antennas/dishes on the roof of the proposed parking structure;
- Zone Variance – Permitting issuance of building permits for the proposed structures/improvements prior to recordation of the associated Final Parcel Map. Code Section from which relief is requested: 17.50 B 2; Code Section which authorizes relief: 12.27;
- Conditional Use Permit - Alcohol (CUB) per LAMC 12.24.W.1 to authorize the sale of alcoholic beverages for consumption on the premises incidental to the on-site restaurant's primary food-service function;
- Conditional Use Permit - Commercial Corner (CUZ) per LAMC 12.24.W.27 to authorize modifications to Commercial Corner development standards contained in LAMC 12.22 A (23);
- Site Plan Review - per LAMC 16.05 for an office project resulting in the development of more than 50,000 square feet of net floor area;
- Vesting Conditional Use Permit – To authorize floor area averaging for the 3-lot unified development per LAMC 12.24.W.19;
- Variance -on Barton Avenue to reduce the side yard from ten yards to five yards;
- Zoning Adjustment – per LAMC 12.28A for an increase of 9,704.50 square feet in project FAR; and
- Haul Route Permit.
- Other permits (as needed), ministerial or otherwise, may be necessary, as the City finds appropriate, in order to execute and implement the project. Such approvals may include, but are not limited to: engineering, landscaping, and signage in accordance with the City of Los Angeles Department of Building and Safety and the Community Redevelopment Agency; City of Los Angeles Department of Transportation permits for driveway/curb cuts; storm water discharge permit; issuance of permits from the City of Los Angeles Department of Building and Safety may include permit approvals for grading, approvals for foundations, retaining walls, and structural

improvements; vacation of existing City of Los Angeles Department of Public Works easements; installation and hook-up approvals for public utilities and related permits. Additional discretionary or ministerial action may include sewer and water hook-up permits from the City of Los Angeles Department of Water and Power and Bureau of Sanitation and City of Los Angeles Fire Department Site Plan Review.

This EIR serves as the environmental document under CEQA for all discretionary actions associated with the Proposed 959 Seward Street Project. This EIR is intended to be the primary reference document in the formulation and implementation of a mitigation monitoring program for the Proposed 959 Seward Street Project. This EIR is also intended to cover all State, regional and/or local government discretionary approvals that may be required in conjunction with the Proposed Project, whether or not they are explicitly listed. Federal, State and regional agencies that may have jurisdiction over specific activities associated with the Proposed Project include, but are not necessarily limited to:

- South Coast Air Quality Management District; and
- Regional Water Quality Control Board, Los Angeles Region.