

CITY OF LOS ANGELES
CALIFORNIA



ANTONIO R. VILLARAIGOSA
MAYOR

DEPARTMENT OF
CITY PLANNING
200 N. SPRING STREET, ROOM 750
LOS ANGELES, CA 90012-4801
—
CITY PLANNING COMMISSION
JANE ELLISON USHER
PRESIDENT
WILLIAM ROSCHEN
VICE-PRESIDENT
DIEGO CARDOSO
REGINA M. FREER
ROBIN R. HUGHES
SABRINA KAY
FR. SPENCER T. KEZIOS
CINDY MONTAÑEZ
MICHAEL K. WOO
—
GABRIELE WILLIAMS
COMMISSION EXECUTIVE ASSISTANT
(213) 978-1300

EXECUTIVE OFFICES
S. GAIL GOLDBERG, AICP
DIRECTOR
(213) 978-1271
EVA YUAN-MCDANIEL
DEPUTY DIRECTOR
(213) 978-1273
FAX: (213) 978-1275
INFORMATION
(213) 978-1270
www.planning.lacity.org

January 28, 2008

**NOTICE OF PREPARATION
ENVIRONMENTAL IMPACT REPORT**

EIR NO: ENV-2007-5750-EIR

PROJECT NAME: Hollywood Gower

PROJECT LOCATION/ADDRESS: 6100, 6104, and 6116 W. Hollywood Blvd. and 1633, 1645, 1647, and 1649 N. Gower St., Los Angeles, CA

COMMUNITY PLANNING AREA: Hollywood

COUNCIL DISTRICT: 13, Eric Garcetti

DUE DATE FOR PUBLIC COMMENTS: February 27, 2008

The City of Los Angeles, Department of City Planning will be the Lead Agency and will require the preparation of an environmental impact report ("EIR") for the project identified herein (the "Project"). The Department of City Planning requests your comments as to the scope and content of the EIR.

The Project Description, location, and the potential environmental effects are set forth below. The environmental file is available for review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012.

PROJECT DESCRIPTION: The Project site consists of 47,987.77 square feet of lot area that contains portions zoned C4-2D-SN and the remaining portions zoned C4-2D. The Project site is currently vacant, but is planned to be paved and resurfaced for a temporary surface parking lot use until commencement of construction of the proposed mixed-use development. The Applicant proposes the development of a new 20-story mixed-use building with approximately 192,140.55 square feet of total floor area, comprising 151 residential units and approximately 6,200 square feet of retail. This proposed project will include ground level retail, five levels of above-grade parking beginning on the ground floor, and 15 levels of residential tower above the parking. The proposed building will reach a maximum height of 258 feet above grade. The retail space will be located along Hollywood Boulevard, creating a commercial presence oriented to street level. Residential pedestrian access will be via a residential lobby located on the corner of Hollywood Boulevard and Gower Street. Vehicular access to the project will be provided from Gower Street for both retail use and the residential tenants and guests. Parking for a total of 296 cars will be provided.



A majority of the project site is currently zoned C4-2D-SN, and the remainder is currently zoned C4-2D. The existing "D" limitation in both zones restricts total Floor Area Ratio (FAR) on the subject site to 2:1 (per Ordinance No. 165,662, effective May 7, 1990). In order to allow for the proposed mixed-used development, the Applicant proposes to rezone the project site such that the current "D" limitation of a 2:1 maximum FAR would be removed and replaced with a "D" limitation allowing a maximum FAR of 4.5:1.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED: Aesthetics, Air Quality, Cultural Resources, Geology and Soils, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use, Noise, Population and Housing, Public Services, Traffic/Transportation, and Utilities and Service Systems.

The attached materials reflect the scope of the proposed project, which is located in an area of interest to you and/or the organization you represent. Included as attachments to this document are a site plan of the proposed project, a radius map showing all properties within 500 feet of the project site, and a vicinity map showing the location of the project site.

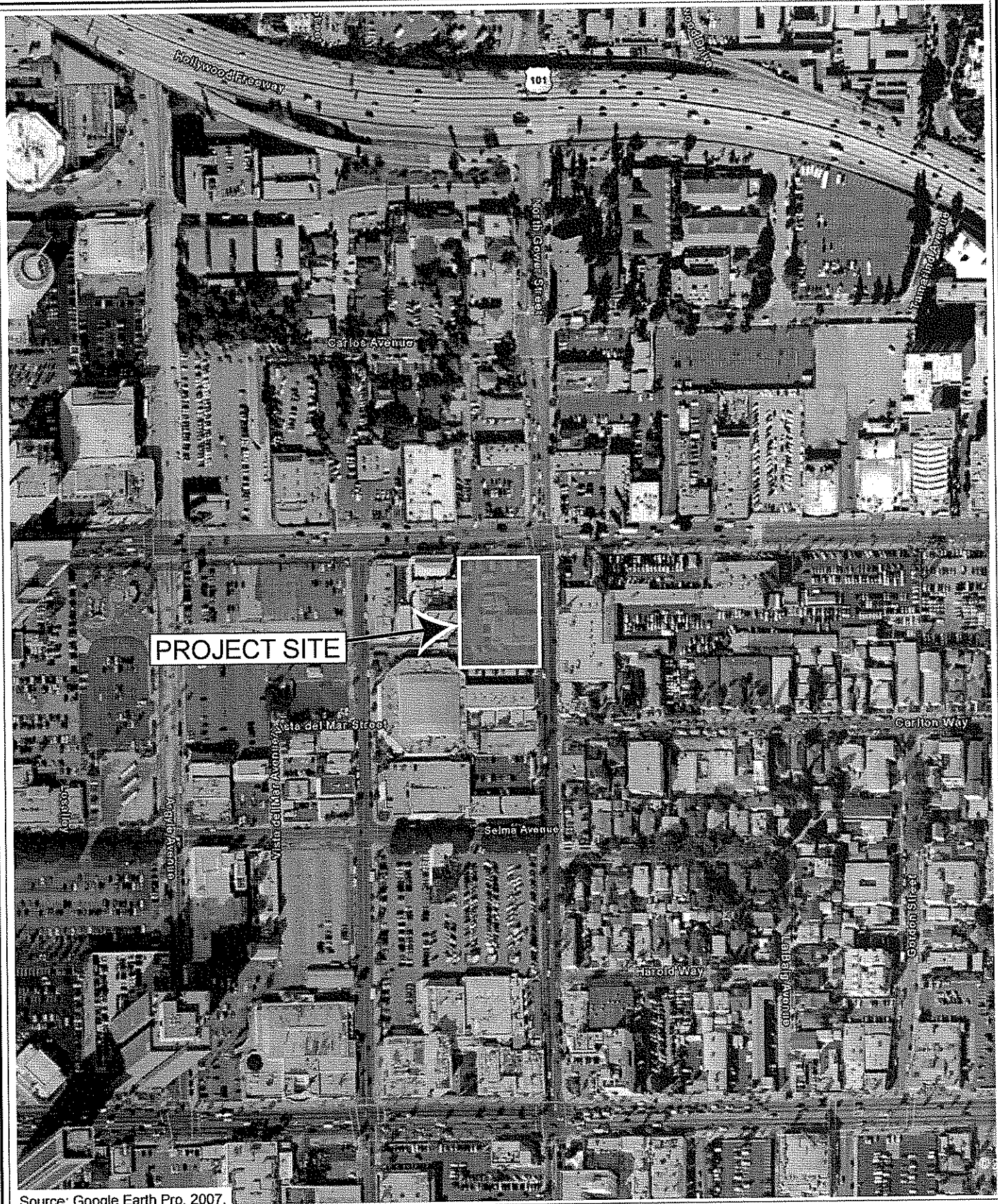
Please direct your comments to:

Adam Villani
Environmental Review section
Department of City Planning
200 N. Spring Street, Room 750
Los Angeles, CA 90012
(213) 978-1343 (fax)
Adam.Villani@lacity.org

S. Gail Goldberg, AICP
Director of Planning



Adam Villani
Environmental Review Coordinator



Source: Google Earth Pro, 2007.

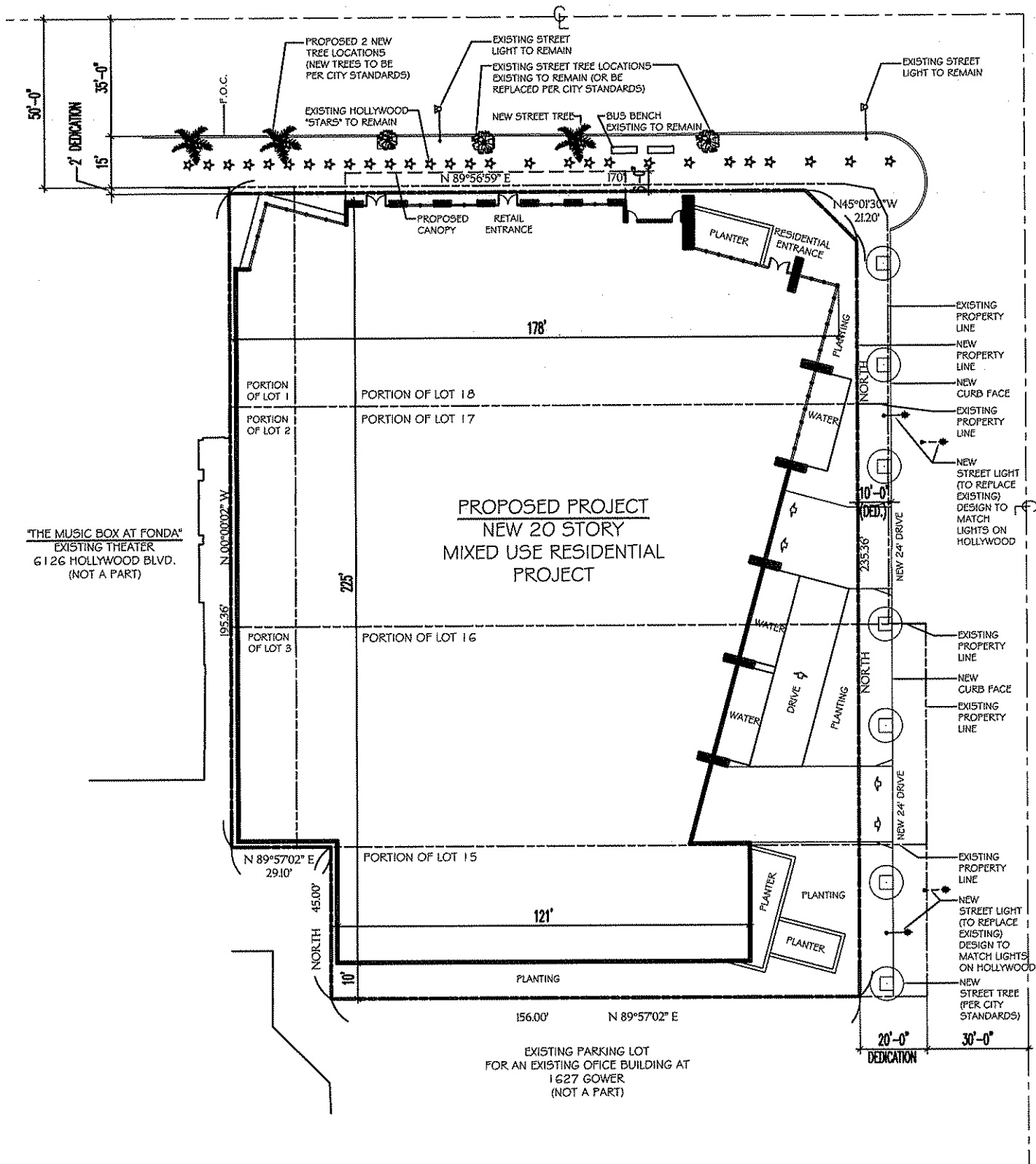


CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research



Figure 1
Project Vicinity Map

HOLLYWOOD BOULEVARD



Source: GMP Architects, December 5, 2007.

