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AND
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VAN NUYS, CA 91401

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INFORMATION
www.planning.lacity.org

November 6, 2014

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

CASE NO.: ENV-2014-2735-EIR

PROJECT NAME: Academy Square

PROJECT APPLICANT: KR Academy, LLC

PROJECT LOCATION/ADDRESS: 1335-1357 N. Vine Street; 1338-1352 N. Ivar Avenue; 6331-6355 Homewood Avenue; 6314-6372 De Longpre Avenue

COMMUNITY PLANNING AREA: Hollywood

COUNCIL DISTRICT: 13 – Mitch O’Farrell

DUE DATE FOR PUBLIC COMMENTS: December 5, 2014. See more information below.

SCOPING MEETING: November 20, 2014. See more information below.

Pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15082, after 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 Academy Square Project (the “Project”). Agencies will need to use the EIR prepared by our agency when considering your permit or other approval for the Project.

The purpose of the Scoping Meeting is to receive input from the public as to what potential environmental impacts and alternatives 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 the “Environmental” tab, then “Notice of Preparation & Public Scoping Meetings”.

PROJECT LOCATION: The Project site consists of one full city block comprising approximately 3.55 acres bounded by Vine Street to the east, De Longpre Avenue to the north, Ivar Avenue to the west, and Homewood Avenue to the south in Hollywood (see Figure 1, Regional Vicinity and Project Location). The Project Site is relatively flat and is developed with three single-story commercial buildings (approximately 42,763 square feet of floor area), a surface parking area, and a lawn area. The Project Site includes 12 legal lots from Tract 3499, comprising approximately 78,952 square feet (collectively the “Western Lots”) and 8 legal lots from the Colegrove Tract, comprising approximately 75,710 square feet (collectively the “Eastern Lots”), totaling approximately 154,662 square feet.

The land uses within the general vicinity of the Project Site are characterized by a mix of low- to high-intensity commercial, institutional, and residential uses, which vary widely in building style and time period of construction. The area surrounding the Project Site is relatively flat and is developed with commercial land uses, including high-rise office and hotels along Sunset Boulevard, restaurants, and parking structures. The Project Site is located to the south of several notable sites on Sunset Boulevard, such as the Cinerama Dome, Arclight Hollywood Cinemas, Los Angeles Film School, Hollywood Palladium, CNN, and Amoeba Music. The Academy of Motion Picture Arts and Sciences’ Pickford Center for Motion Picture Study is located to the south of the Project Site, across Homewood Avenue. A six-story parking structure is located directly north of the Project Site, across De Longpre Avenue. A single-story automotive repair business is located to the west of the Project Site, across Ivar Avenue. A variety of single-story commercial land uses are located to the east of the Project Site, across Vine Street.

PROJECT DESCRIPTION: The Project would involve the demolition of the existing buildings and construction of an approximately 498,599-square-foot¹ mixed-use project containing offices, residences, retail/restaurant space, a grocery store, and possible hotel rooms, with associated parking (see Figure 2, Conceptual Ground Floor Site Plan). The Project would include approximately 282,800 square feet of office, ground-floor retail/restaurant, and grocery store land uses in three four-story buildings. The Project would also include an approximately 215,799-square-foot 23-story residential tower containing up to 250 apartments, and possibly up to 100 hotel rooms, in lieu of up to 50 apartments. The

¹ Estimated proposed building area is net floor area.

residential portion of the Project would also include a gym, a pool, and public and private open space. The Project would include approximately 1,349 parking spaces.

REQUESTED ENTITLEMENTS: The Project Applicant is requesting ministerial and discretionary approvals as part of the Project, including without limitation: (1) Site Plan Review; (2) Vesting Tentative Tract Map; (3) Master Conditional Use Permit for alcohol sales; (4) Conditional Use Permit to allow floor area averaging in a unified development; (5) Conditional Use Permit to allow a hotel within 500 feet of an R zone; (6) haul route permit; (7) demolition, grading, excavation, and building permits; (8) tree removal permit; and (9) other permits, ministerial or discretionary, may be necessary in order to execute and implement the project. Such approvals may include, but are not limited to: landscaping approvals, exterior approvals, permits for driveway curb cuts, storm water discharge permits, and installation and hookup approvals for public utilities and related permits.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED: Aesthetics, Air Quality, Biological Resources, Cultural Resources, Geology and Soils, Greenhouse Gas Emissions, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use Planning, Noise, Population and Housing, Public Services, Recreation, Transportation/Traffic, and Utilities.

PUBLIC SCOPING MEETING: A public scoping meeting in **an open house format** will be held to receive public comment 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 attend at any time between 6:00 pm and 8:00 pm 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: **Thursday, November 20, 2014**

Time: **6:00 p.m. to 8:00 p.m.**

Arrive any time between 6:00 p.m. – 8:00 p.m. to speak one-on-one with City staff and Project consultants.

Location: Sunset Media Tower, 1st Floor
6255 Sunset Boulevard
Hollywood, CA 90028

No-cost validated parking will be provided in the building. The entrance to the parking garage is from Argyle Avenue, between Sunset Boulevard and Selma Avenue

The enclosed materials reflect the current 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 no later than 4 p.m. on December 5, 2014. Written comments will also be accepted at the public scoping meeting described above.

Please direct your responses to:

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

Fax: (213) 473-9983

Email: sarah.molina-pearson@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 basis 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](tel:2139781332).

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.

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](tel:2139781332).

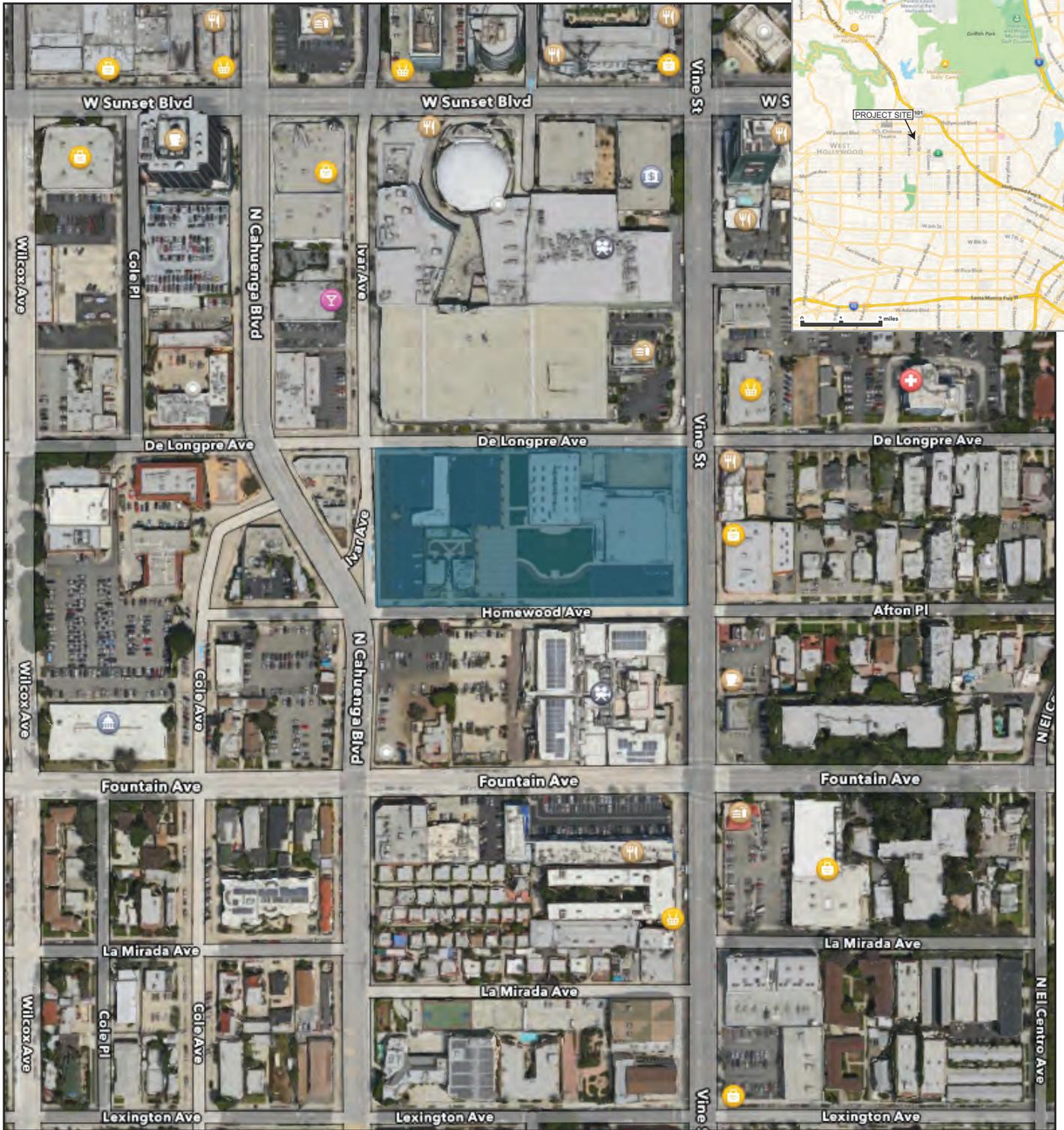
Michael J. LoGrande
Director of City Planning



Sarah Molina-Pearson
City Planning Associate, Environmental Analysis Section

Enclosures:

Regional Vicinity and Project Location Map
Conceptual Ground Floor Site Plan
Scoping Meeting Location Map
500-foot Radius Map

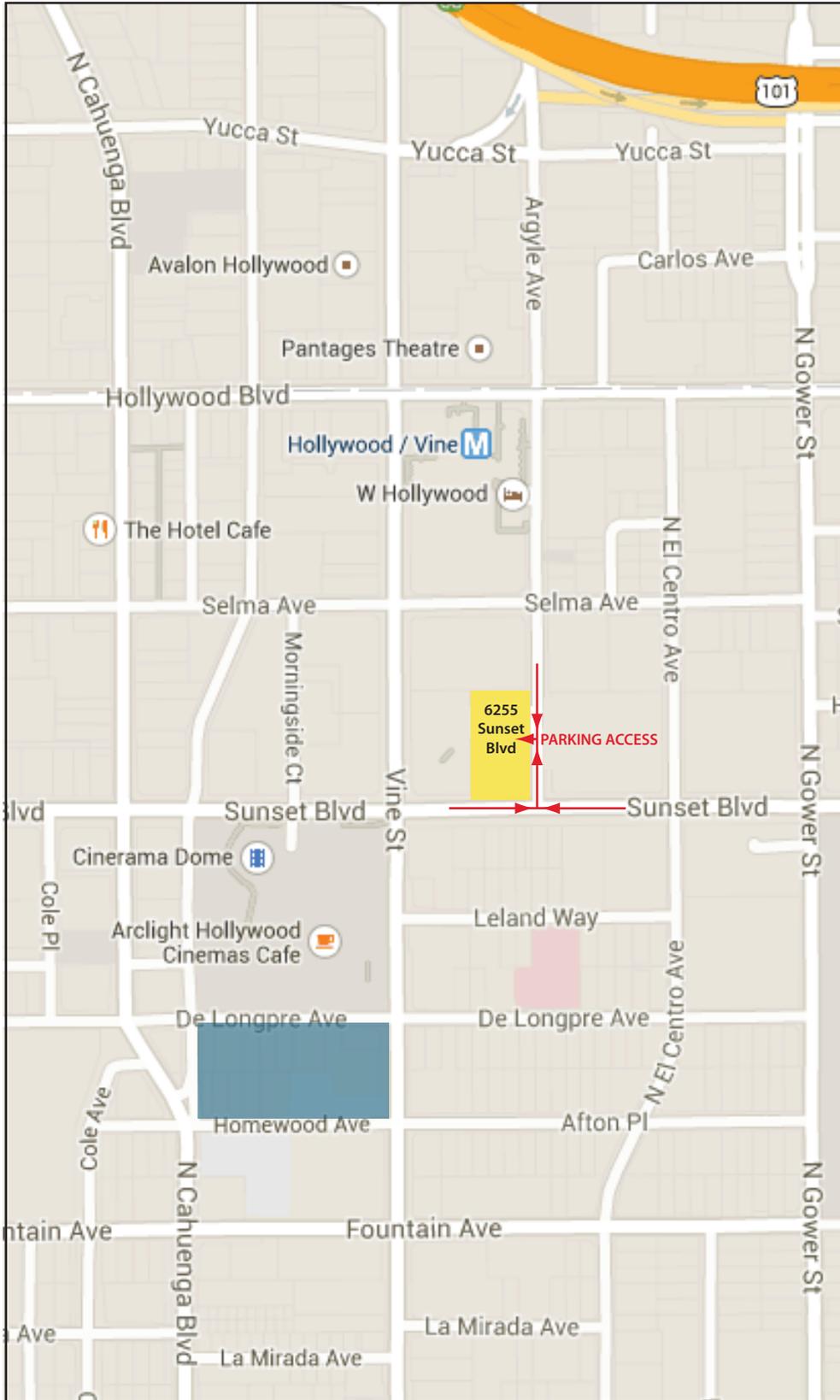


■ Project Site
 Source: Mac Maps, September 2014.





Source: Shimoda Design Group, October 2014.

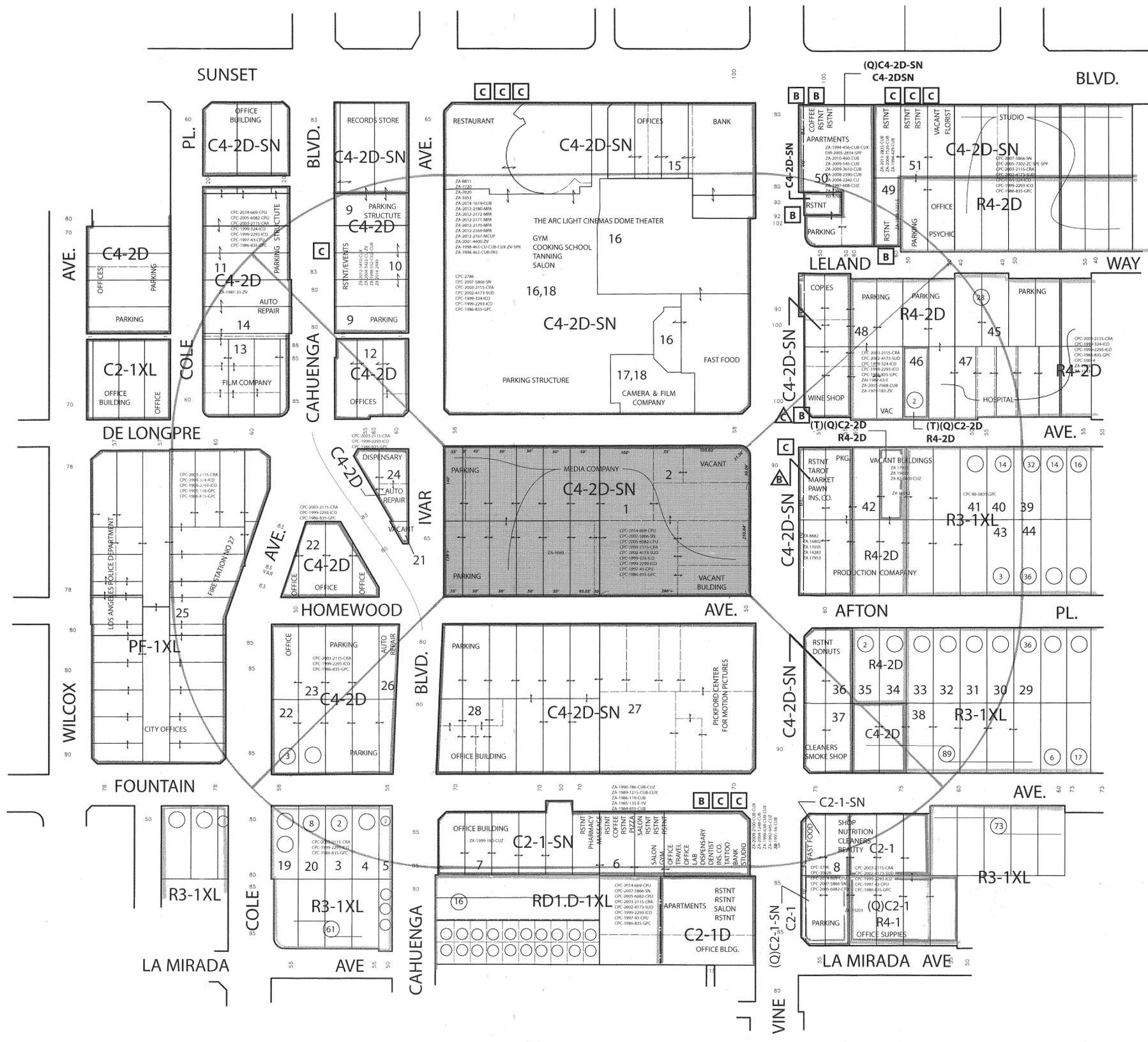


■ Scoping Meeting
■ Project Site

Source: Google Earth, October 2014.



Academy Square
Scoping Meeting Location



ALCOHOL LAND USE DATA SYMBOLS

	ON-SITE CONSUMPTION OF FULL LINE ALCOHOLIC BEVERAGES
	ON-SITE CONSUMPTION OF BEER AND/OR WINE
	OFF-SITE CONSUMPTION OF FULL LINE ALCOHOLIC BEVERAGES
	OFF-SITE CONSUMPTION OF BEER AND / OR WINE

500FT RADIUS MAP N.O.P / E.I.R

QMS Quality Mapping Service
 14549 Archwood St. Suite 301
 Van Nuys, California 91405
 Phone (818) 997-7949 - Fax (818) 997-0351
 qmapping@qesqms.com

THOMAS BROTHERS
 Page: 593 Grid: F-5

LEGAL
 "SEE APPLICATIONS"

CONTACT: ECO TIERRA CONSULTING

A.P.N.
 5546-016-
 (001-004,008,009,022-025,900)

CD: 13
CT: 1908.02
PA: 107-HOLLYWOOD
USES: FIELD

SITE
 ACADEMY SQUARE
 1335-1357 N.VINE ST.

CASE NO:

SCALE: 1"=100'

D.M.: 147A187,147A189
 144B185,144B189

PHONE: 818-356-9495

DATE: 10-14-14
Update:

NET AC: 3.60 %

QMS-14-351



DRAWN BY: