

DEPARTMENT OF

CITY PLANNING

200 N. SPRING STREET, ROOM 525  
LOS ANGELES, CA 90012-4801

AND  
6262 VAN NUYS BLVD., SUITE 351  
VAN NUYS, CA 91401

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

CITY OF LOS ANGELES

CALIFORNIA



ANTONIO R. VILLARAIGOSA  
MAYOR

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](http://www.planning.lacity.org)

October 5, 2007

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

**EA# NO.:** ENV 2007-3810-EIR

**PROJECT NAME:** Archstone Hollywood

**PROJECT LOCATION/ADDRESS:** 6911 and 6931 Santa Monica Boulevard, 1125 and 1155 Mansfield Avenue, and 1120, 1130 and 1150 Orange Drive, Los Angeles, CA 90038

**COMMUNITY PLANNING AREA:** Hollywood

**COUNCIL DISTRICT:** 4

**DUE DATE FOR PUBLIC COMMENTS:** November 5, 2007

**SCOPING MEETING:** October 18, 2007

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. A comprehensive project description and potential environmental effects are included below.

The project description, location, and the potential environmental effects are set forth below. Also included below are the date, time and location of the Public Scoping Meeting to be held in order to solicit input regarding the content of the Draft EIR.

A copy of the Initial Study prepared for the project is not attached, but is available for review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012.

**PROJECT LOCATION:** The project site is located in the Hollywood community of the City of Los Angeles at 6911 and 6931 Santa Monica Boulevard, 1125 and 1155 Mansfield Avenue, and 1120, 1130 and 1150 Orange Drive. The 4.15 (gross) acre site (4.00 acres after dedications) encompasses the block bounded by Lexington Avenue on the north, Mansfield Avenue on the east, Santa Monica Boulevard on the south, and Orange Drive on the west. The project site is located within the Hollywood Community Plan area and the Los Angeles State Enterprise Zone, but is not located within any Specific Plan area or the Hollywood Redevelopment Program area. The project site is currently divided into three zones. Along Santa Monica Boulevard, the site is zoned C2-

1D. The northern Mansfield frontage is zoned M1-1VL, and the northern Orange Drive frontage is zoned R3-1XL.

**PROJECT DESCRIPTION:**

The Project Applicant, Archstone-Smith, proposes the development of a new mixed-use project with 348 apartment units, approximately 40,654 square feet of creative office uses, approximately 7,825 square feet of restaurant uses, and approximately 7,276 square feet of retail uses. While the majority of the site will have a residential orientation, the project proposes to develop the office, retail, and restaurant along the Santa Monica Boulevard street frontage. More specifically, the residential component will be developed above covered at-grade and below-grade parking levels, and within four separate structures, while the office uses will be in a free-standing building, over one level of below-grade parking and ground floor retail, at the southeast corner of the project site. Restaurant uses will be located at the southwest corner of the project site, creating a commercially oriented street level presence along Santa Monica Boulevard, which serves as the primary frontage for the project.

Total development will include approximately 427,803 square feet of floor area [2.45:1 Floor Area Ratio (FAR)]. Access to the project will be provided from both Mansfield Avenue and Orange Drive. No access will be provided from either Lexington Avenue or Santa Monica Boulevard. Parking for a total of 983 cars will be provided. The maximum height of the project is proposed at 65 feet above grade for the residential buildings and 85 feet above grade for the office building.

The Project Applicant is requesting the following discretionary approvals from the City of Los Angeles as part of the project:

1. VESTING TENTATIVE TRACT MAP (VTT NO. 69385) PURSUANT TO L.A.M.C. SECTION 17.01 for a 2-lot subdivision for condominium purposes for the following:
  - a. A maximum of 348 residential condominium units and approximately 7,825 square feet of commercial space on Lot 1
  - b. A maximum of approximately 47,930 square feet of commercial space on Lot 2.
2. GENERAL PLAN AMENDMENT PURSUANT TO L.A.M.C. SECTION 12.32 E to revise the land use designation in the Hollywood Community Plan from Medium Residential, Highway Oriented Commercial, and Limited Manufacturing to General Commercial for the entire subject site.
3. ZONE CHANGE FROM R3-1XL, C2-1D, AND M1-1VL TO C2-2D PURSUANT TO L.A.M.C. SECTION 12.32 F to permit the construction of a 5-story mixed-use development comprised of a total of 348 residential units, approximately 55,755 square feet of commercial uses (including creative office, restaurant, and retail), and a total 983 parking spaces.
4. HEIGHT DISTRICT CHANGE FROM HEIGHT DISTRICT -1XL, 1D, and -1VL TO HEIGHT DISTRICT -2D PURSUANT TO L.A.M.C. SECTION 12.32 F to permit

the construction of a 5-story mixed-use development, incidental to the requested Zone Change, with a maximum height of 85 feet. The proposed "D" Limitation would limit the allowable Floor Area Ratio to 3:1 for the mixed-use development and would limit the allowable Floor Area Ratio of the commercial portion of the proposed mixed-use development to 1.5:1.

5. CONDITIONAL USE PERMIT (CUB) PURSUANT TO L.A.M.C. SECTION 12.24 W 1 to permit the following:
  - a. the sale and/or dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with one (of two) proposed 3,912.5 square foot bona fide restaurant located on the ground floor of the proposed mixed-use development, at the northeast corner of Santa Monica Boulevard and Orange Drive.
  - b. to permit the sale and/or dispensing of beer and wine or on-site consumption in conjunction with one (of two) proposed 3,912.5 square foot bona fide restaurant located on the ground floor of the proposed mixed-use development, at the northeast corner of Santa Monica Boulevard and Orange Drive.
6. PURSUANT TO L.A.M.C. SECTION 16.05, the Applicant requests that the decision-maker make the appropriate SITE PLAN REVIEW findings.
7. Pursuant to various sections of Los Angeles Municipal Code, the Applicant will request approvals and permits from the Building and Safety Department (and other municipal agencies) for project construction activities including, but not limited to the following: demolition, excavation, shoring, grading, foundation, haul route, building and tenant improvements.

**ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:** Aesthetics; Air Quality; Cultural Resources; Geology and Soils; Hazards and Hazardous Materials; Hydrology and Water Quality; Land Use and Planning; Noise; Population and Housing; Public Services; Transportation/Circulation; and Utilities.

**PUBLIC SCOPING MEETING DATE AND LOCATION:** The public scoping meeting will be held **on Wednesday, October 18, 2007, from 6:00 PM. to 8:00 PM** at the Hollywood Roosevelt Hotel.

The purpose of the Scoping Meeting is to solicit public comments regarding issues to be addressed in the EIR. The Scoping Meeting will provide information regarding the project and the anticipated scope of analyses to be contained in the EIR. No decisions about the project will be made at the Scoping Meeting. The Los Angeles Department of City Planning encourages all interested individuals and organizations to attend this meeting. The location, date and time of the meeting are as follows:

**Date:** October 18, 2007  
**Time:** 6:00 PM to 8:00 PM  
**Location:** Hollywood Roosevelt Hotel, Academy Room  
7000 Hollywood Boulevard  
Hollywood, CA 90028

Validated parking will be available. Attendees should enter the valet parking lot off North Orange Drive.

(Prior to the scoping meeting, the applicant will hold a key group/community advisory meeting for the project, at the same location from 4:00 PM to 6:00 PM. A separate notice will be sent by the applicant with details regarding the key group/community advisory meeting.)

The enclosed materials reflect the scope of the project, which is located in an area of interest to you and/or the organization you represent. An EIR will be prepared and submitted to the Department of City Planning. The Environmental Review Section of the Department of City Planning welcomes all input regarding the environmental impacts of the proposed project and the issues to be addressed in the EIR. All comments will be considered in the preparation of the EIR. **Written comments** must be submitted to this office by **November 5, 2007**. Written and verbal comments will also be accepted at the scoping meeting described above.

Please direct your written comments to:

Ms. Srimal Hewawitharana, Environmental Specialist II/Project Coordinator  
Environmental Review Section  
Department of City Planning  
200 N. Spring Street, Room 750  
Los Angeles, CA 90012

e-mail: [Srimal.Hewawitharana@lacity.org](mailto:Srimal.Hewawitharana@lacity.org)  
Phone #: (213) 978-1202

Gail Goldberg  
Director of Planning



Srimal P. Hewawitharana, Environmental Specialist II  
Environmental Review Section

enclosures