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November 16, 2016

**NOTICE OF PREPARATION
ENVIRONMENTAL IMPACT REPORT**

CASE NO.: ENV-2016-2849-EIR

PROJECT NAME: Hollywood & Gower

PROJECT APPLICANT: 6104 Hollywood, LLC

PROJECT LOCATION/ADDRESS: 6100-6116 W. Hollywood Blvd., 1633-1649 N.
Gower Street, Los Angeles, CA 90028

COMMUNITY PLANNING AREA: Hollywood

COUNCIL DISTRICT: 13 – Mitch O’Farrell

DUE DATE FOR PUBLIC COMMENTS: 4:00 p.m., December 15, 2016

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 the 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 Project. Your agency will need to use the EIR prepared by our agency when considering your permit or other approval for the Project.

The environmental file is available for review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012 during office hours Monday through Friday, 9:00 A.M. to 4:00 P.M. 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 Review” tab, then “Notice of Preparation & Public Scoping Meetings”.

PROJECT LOCATION: The Project is located at 6100-6116 W. Hollywood Blvd. and 1633-1649 N. Gower Street in the Hollywood community of the City of Los Angeles (the “Project Site”). The relatively flat Project Site is approximately 44,782 square feet, and is bounded by Hollywood Boulevard to the north, Gower Street to the east, the Henry Fonda/Music Box Theatre to the west, and commercial uses to the south (see attached Regional Vicinity and Project Location Map). The Project Site is currently developed with a paved parking lot. There are no trees or landscaping on the site. Several City of Los Angeles street trees are located outside of the property line along Hollywood Boulevard and Gower Street.

PROJECT DESCRIPTION: The Project would involve the demolition and removal of the existing paved surface parking lot and development of a mixed-use project containing approximately 220 apartment units, approximately 4,580 square feet of commercial retail/restaurant space, and associated parking facilities. The Project will include approximately 25,000 square feet of common open space, including a ground-level landscaped courtyard as well as extensive residential amenities consisting of a landscaped residential amenity deck at the 5th floor and a rooftop terrace. The Project would contain 23 above-grade stories, and have a maximum building height of approximately 262 feet. A minimum of 285 vehicular parking spaces will be provided in one subterranean level as well as four above-grade parking levels. Upon completion, the Project would contain approximately 198,720 square feet of floor area, for a total maximum floor area ratio (“FAR”) not to exceed 4.5:1.

REQUESTED ENTITLEMENTS/APPROVALS: The Project Applicant is requesting ministerial and discretionary approvals as part of the Project, including but not limited to:

- (1) **Vesting Zone and Height District Change** from C4-2D-SN/[T][Q]C4-2D-SN and C4-2D/[T][Q]C4-2D to [T][Q]C4-2D-SN and [T][Q]C4-2D, pursuant to LAMC Section 12.32 Q to allow for a maximum FAR of 4.5:1 in lieu of 2:1 (per Ordinance No. 165,662);
- (2) **Site Plan Review** pursuant to LAMC Section 16.05;
- (3) **Conditional Use Permit** pursuant to LAMC Section 12.24 W.1 for the sale and/or dispensing of a full line of alcoholic beverages in connection with a restaurant tenant to be located in the ground floor commercial space;
- (4) **Vesting Tentative Tract Map** pursuant to LAMC Section 17.15 to create one master ground lot comprising the entire site and multiple above and/or below grade airspace lots, to effectuate a proposed vacation merger along Gower Street, and to grant approval of a haul route;
- (5) **Zoning Administrator’s Adjustment** pursuant to LAMC Section 12.28 to allow zero-foot side and rear yards in lieu of 16-foot side yards and a 20-foot rear yard;
- (6) **Grading, excavation and building permits;** and ;

- (7) **Other ministerial or discretionary permits** 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, 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, Recreation, Transportation/Traffic, Utilities and Service Systems, and Energy.

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 by 4 p.m. on December 16, 2016.**

Please direct your responses to:

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

Fax: (213) 978-1343

Email: sergio.ibarra@lacity.org

Vincent P. Bertoni, AICP
Director of City Planning



Sergio Ibarra
City Planning Associate, EIR Unit, Environmental Analysis Section

Enclosures:

Regional Vicinity and Project Location Map
Project Site Plan
500-foot Radius Map