



NOTICE OF PREPARATION

OF ENVIRONMENTAL IMPACT REPORT AND PUBLIC SCOPING MEETING

August 23, 2017

REVISED AND RECIRCULATED NOTICE OF PREPARATION OF AN ENVIRONMENTAL IMPACT REPORT AND SCOPING MEETING

Note: A Notice of Preparation (NOP) was sent out for the Project on August 18, 2017. This is a revised NOP for the Project that is the subject of this notice. Due to a discrepancy regarding the Public Scoping Meeting date, this revised NOP for the Project is being sent to inform the public of the correct Public Scoping Meeting date. The Public Scoping Meeting will be held Tuesday, September 5, 2017. No changes to the Project have been made since distribution of the NOP on August 18, 2017.

CASE NO.: ENV-2016-3743-EIR

PROJECT NAME: Modera Argyle

PROJECT APPLICANT: MCRT Investments, LLC

PROJECT ADDRESS: 1546 N. Argyle Avenue and 6224 W. Selma Avenue, Los Angeles, CA 90028

COMMUNITY PLANNING AREA: Hollywood

COUNCIL DISTRICT: 13–O'Farrell

PUBLIC COMMENT PERIOD: August 18, 2017–September 18, 2017

SCOPING MEETING: September 5, 2017, 5:00 P.M.–7:00 P.M. See below for additional information.

The City of Los Angeles (City) intends to prepare an Environmental Impact Report (EIR) for the proposed Modera Argyle Project (Project). In accordance with Section 15082 of the California Environmental Quality Act (CEQA) Guidelines, the City has prepared this Notice of Preparation to provide the public, nearby residents and property owners, responsible agencies, and other interested parties with information regarding the Project and its potential environmental effects. The EIR will be prepared by outside consultants under the supervision of the City of Los Angeles, Department of City Planning.

The City requests your written comments on the scope and contents of the EIR, including mitigation measures or project alternatives to reduce potential environmental effects from the Project. Comments must be submitted in writing according to directions below. If you represent a public agency, the City seeks written comments as to the scope and content of the environmental information in the EIR that are germane to your agency's statutory responsibilities in connection with the Project. Your agency may need to use the EIR prepared by the City when considering your permit or other approval for the Project.

A Public Scoping Meeting will be held to receive input as to what environmental topics the EIR should study. No decisions about the Project are made at the Public Scoping Meeting. Additional Project details, meeting information, and instructions for public comment submittal are listed below.

PROJECT LOCATION AND EXISTING ON-SITE USES: The 1.1-acre Project Site is located in the Hollywood Community Plan Area and is bounded by Selma Avenue to the north, Argyle Avenue to the west, and existing commercial uses to the east and south. The Project Site is currently developed with six commercial buildings totaling approximately 61,816 square feet of floor area, as well as surface parking. The Project's existing uses are detailed in the table below.

Existing Uses

Existing Uses	Size
Warehouse	32,634 sf
Office	15,182 sf
Commercial (retail and print shop uses)	14,000 sf
Total	61,816 sf

sf = square feet

PROJECT DESCRIPTION: The Project would demolish the existing commercial buildings and construct a seven-story mixed-use building containing a ground-floor level with a mezzanine, six residential levels, and four subterranean parking levels. The Project would include 276 residential units, including 5 percent (13 units) for Very Low Income (VLI) households, and approximately 24,000 square feet of neighborhood-serving commercial retail and restaurant uses. Alternatively, an approximately 27,000 square-foot grocery store could be constructed in lieu of the proposed retail and restaurant uses. The proposed building would reach a maximum height of 85 feet. The Project would also provide a minimum of 364 vehicle parking spaces (or 370 vehicle parking spaces for the grocery store option) and 328 bicycle parking spaces. The Project's proposed uses are detailed in the table below.

Proposed Uses

Proposed Uses	Maximum Size
Commercial Land Uses	
Restaurant/Retail Option	24,000 sf
Grocery Store Option	27,000 sf
Residential Land Uses	
276 Residential Units (Restaurant/Retail Option)	237,159 sf
276 Residential Units (Grocery Store Option)	234,159 sf
Open Space	
Minimum Open Space	30,490 sf

sf = square feet

REQUESTED APPROVALS/PERMITS: The Project Applicant is requesting the following entitlements from the City of Los Angeles:

- (1) General Plan Amendment to the Hollywood Community Plan from Commercial Manufacturing to Regional Center Commercial.
- (2) Vesting Zone/Height District Change from [Q]C4-1VL-SN to (T)(Q)C4-2D-SN to remove the Project Site's existing Q condition prohibiting residential uses (per Ordinance No. 165,662), and to establish Height District No. 2 with a base FAR of 4.5:1.
- (3) Density Bonus Compliance Review for a total of 276 residential units (reflecting a 14 percent density bonus) with 5 percent of the Project Site's permitted base density (13 units) set aside as Very Low Income Household Units and utilizing Parking Option No. 1; an On-Menu Incentive to permit a 20 percent increase in the allowable FAR (from 4.5:1 to 5.4:1); and an Off-Menu Incentive to allow up to 46 percent of the Project's required open space to consist of interior common open space, in lieu of a maximum of 25 percent.

- (4) Master Conditional Use Permit (CUB) for the sales and/or dispensing of alcoholic beverages for three (3) on-site full line permits in connection with the Project's proposed restaurant uses; or one (1) off-site full line permit in connection with the Project's grocery store option.
- (5) Site Plan Review.
- (6) Vesting Tentative Tract Map to create one ground lot comprising the entire Project Site and multiple above and/or below grade airspace lots, to effectuate a proposed airspace vacation, to designate Argyle Avenue as the Project Site's front yard, to allow up to a 20 percent reduction in the Project's required rear yard, and to grant approval of a haul route.
- (7) Construction permits, including building, grading, excavation, foundation, and associated permits.
- (8) Other approvals and permits as needed and as may be required.

POTENTIAL ENVIRONMENTAL EFFECTS OF THE PROJECT: Based on the Initial Study, the Project could have potentially significant environmental impacts in the following topic areas, which will be addressed in the EIR: Air Quality, Cultural Resources, Greenhouse Gas Emissions, Land Use and Planning, Noise, Public Services (Fire Protection, Police Protection, Schools, Libraries, and Parks and Recreation), Transportation and Traffic, Tribal Cultural Resources, and Utilities and Service Systems (Water and Wastewater). The EIR will also consider impacts to energy conservation pursuant to Appendix F.

PUBLIC SCOPING MEETING: A Public Scoping Meeting will be held in **an open house format** to share information regarding the Project and the environmental review process and to receive written comments regarding the scope and content of the environmental analysis to be addressed in the EIR. City staff, environmental consultants, and Project representatives will be available, but no formal presentation is scheduled. You may stop by at any time between 5:00 P.M. and 7:00 P.M. to view materials, ask questions, and provide written comments. The City encourages all interested individuals and organizations to attend this meeting. Written comments may be submitted, but there will be no verbal comments or public testimony taken at the Scoping Meeting. No decisions about the Project will be made at the Scoping Meeting. A separate public hearing for Municipal Code entitlement requests will be scheduled after the completion of the EIR. The date, time, and location of the Public Scoping Meeting are as follows:

Date: ~~Monday~~ **Tuesday, September 5, 2017**
Time: **5:00 P.M.–7:00 P.M.**
Location: **Hollywood Neighborhood City Hall**
6501 Fountain Avenue
Los Angeles, CA 90028

Free parking is available behind Hollywood Neighborhood City Hall. The location is accessible from the Hollywood and Vine Metro Red Line Station and numerous bus routes including the DASH Hollywood Route with a stop at Fountain Avenue and Vine Street.

FILE REVIEW AND COMMENTS: The enclosed materials reflect the scope of the Project. The environmental file is available for public review at the City of Los Angeles, Department of City Planning, 200 N. Spring Street, Room 750, Los Angeles, CA 90012, during office hours Monday–Friday, 9:00 A.M.–4:00 P.M. A copy of this notice and the Initial Study prepared for the Project may be viewed with the environmental file or online at <http://planning.lacity.org> by clicking on the “Environmental Review” tab, then “Notice of Preparation & Public Scoping Meetings.”

The City will consider all written comments regarding the potential environmental effects of the Project and issues to be addressed in the EIR. **Written comments must be submitted by 4:00 P.M., September 18, 2017.** Written comments will also be accepted at the scoping meeting.

Please direct your comments to:

Mail: Kathleen King
City of Los Angeles, Department of City Planning
200 N. Spring Street, Room 750
Los Angeles, CA 90012
E-Mail: kathleen.king@lacity.org

ACCOMMODATIONS: 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 Public 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 written request submitted a minimum of seven (7) working days in advance to: per.planning@lacity.org. Be sure to identify the language you need English to be translated into, and indicate if the request is for oral or written translation services. If translation of a written document is requested, please include the document to be translated as an attachment to your email.

VINCENT P. BERTONI, AICP
Director of Planning

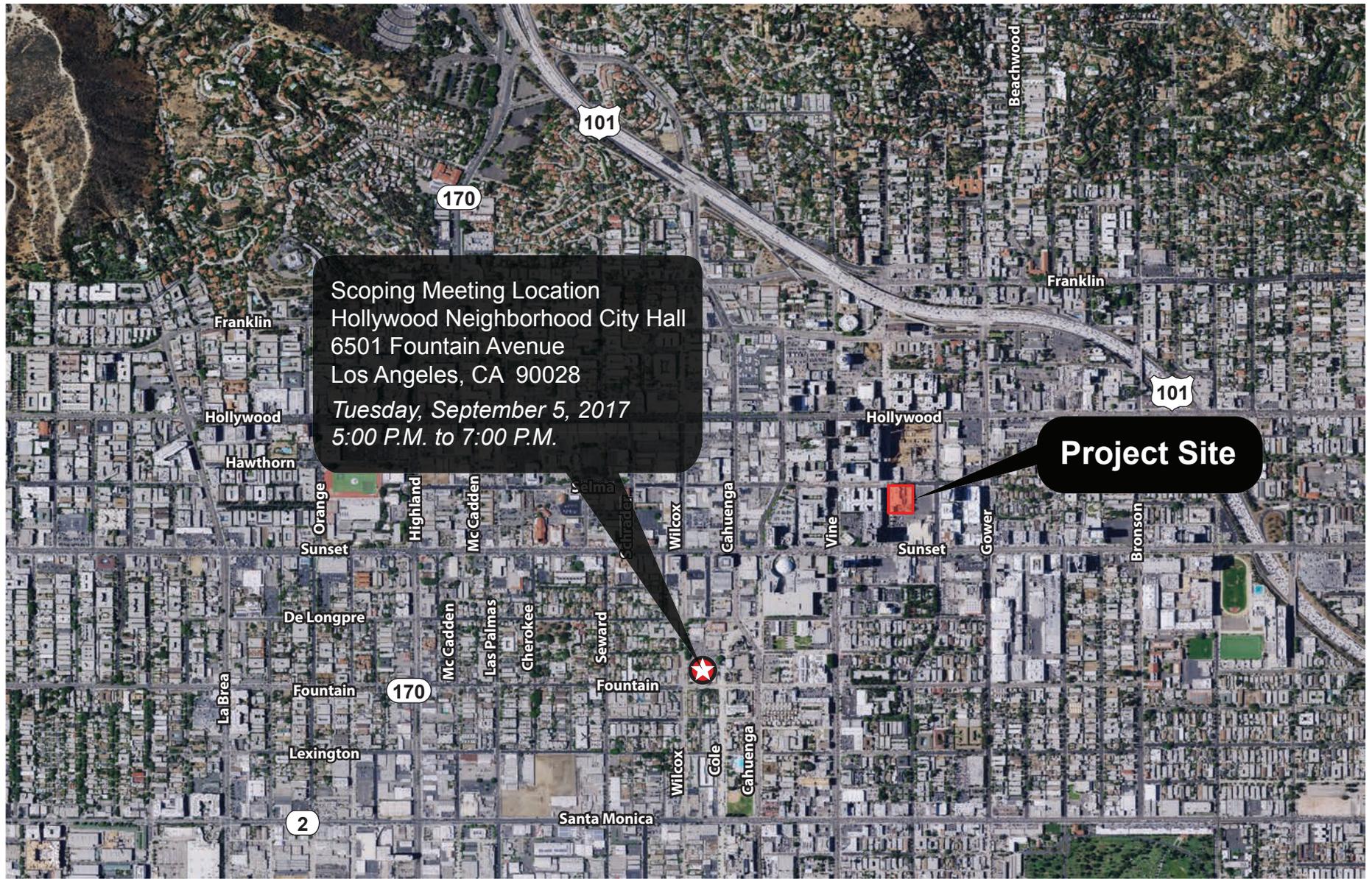


Kathleen King
Major Projects Section
Department of City Planning
(213) 978-1195

Attachments:

Scoping Meeting Location Map
Conceptual Site Plan

Puede obtener información en Español acerca de esta junta llamando al (213) 978-1195.



Scoping Meeting Location
Hollywood Neighborhood City Hall
6501 Fountain Avenue
Los Angeles, CA 90028
Tuesday, September 5, 2017
5:00 P.M. to 7:00 P.M.

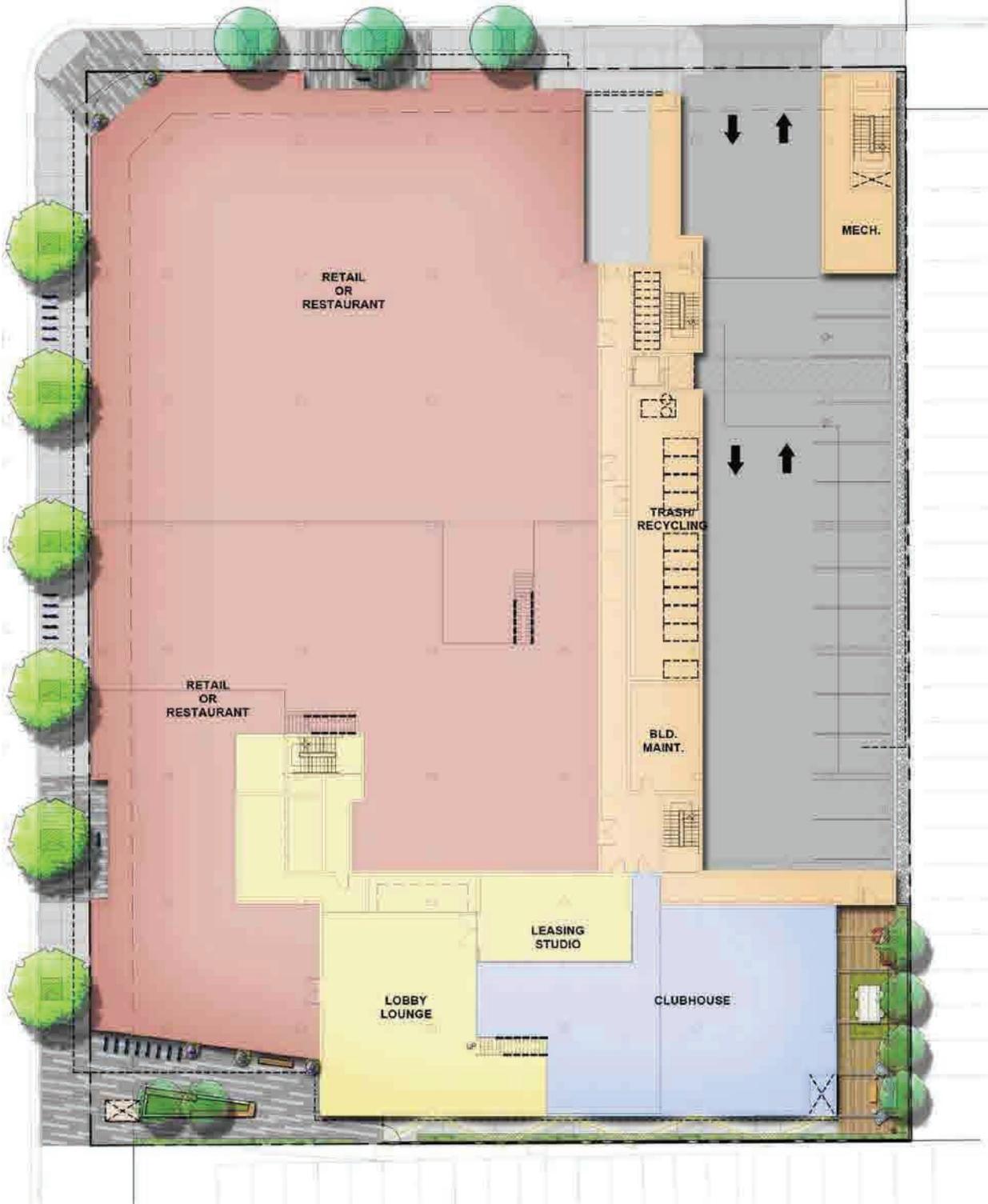
Project Site

Scoping Meeting Location Map

Source: Apple Maps, 2017.

SELMA AVENUE

ARGYLE AVENUE



Conceptual Site Plan – Ground Level