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May 26, 2017

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

CASE NO.: ENV-2016-3177-EIR

PROJECT NAME: Hollywood and Wilcox

PROJECT APPLICANT: 6436 Hollywood Blvd., LLC and 1624 Wilcox Ave., LP

PROJECT ADDRESS: 6430-6440 W. Hollywood Boulevard and N. 1624-1648 Wilcox
Avenue, Los Angeles, CA 90028

COMMUNITY PLANNING AREA: Hollywood

COUNCIL DISTRICT: 13—Mitch O'Farrell

DUE DATE FOR PUBLIC COMMENTS: 4:00 P.M. on June 26, 2017

SCOPING MEETING: Thursday June 8, 2017, 6:00 P.M. to 8:00 P.M.

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 intent of the City of Los Angeles, as Lead Agency, to prepare an EIR for the Hollywood and Wilcox project, which is located in an area of interest to you and/or the organization or agency you represent. The EIR will be prepared by outside consultants and submitted to the Department of City Planning, Major Projects 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 Project. Your agency will need to use the EIR prepared by our agency when considering your permit or other approval for the Project.

A Scoping Meeting will be held to receive input from the public as to what areas 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 for the Project is available for review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012, during regular office hours, Monday–Friday from 8:00 A.M.–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 on the “Environmental Review” tab, then “Notice of Preparation & Public Scoping Meetings.”

PROJECT LOCATION: The 1.4-acre Project Site is located at the southeast corner of Hollywood Boulevard and Wilcox Avenue in the Hollywood community of the City of Los Angeles. The Project Site is specifically bounded by Hollywood Boulevard to the north, commercial uses to the east, a three-story hotel to the south, and Wilcox Avenue to the west.

PROJECT DESCRIPTION: The Applicant proposes to develop a mixed-use project comprised of 260 multi-family residential units and approximately 17,800 square feet of retail and restaurant uses. The Project would retain and integrate the existing two-story, 9,000 square-foot Attie Building, located at the corner of Hollywood Boulevard and Wilcox Avenue. The balance of the existing improvements on the Project Site would be removed to provide for development of the Project. The Project includes the development of a mixed-use building up to 15 stories in height, restoration/rehabilitation of the Attie Building, and the addition of a one-story commercial building directly adjacent to the east of the Attie Building. The new development would be stepped back from Hollywood Boulevard and would transition from 45 feet along Hollywood Boulevard to 125 feet, and then to a maximum of 160 feet within the southern portion of the Project Site. Upon completion, the Project would include approximately 278,892 square feet of floor area, inclusive of the 9,000 square-foot Attie Building, for a FAR of 4.5:1. Retail uses would be located along Hollywood Boulevard, and retail and restaurant uses, together with residential amenities including a lobby area and lounge, would be located along Wilcox Avenue. Landscaped outdoor courtyards and terraces would be integrated throughout the Project Site.

Restoration/rehabilitation of the Attie Building would occur in accordance with the Secretary of Interior Standards for Historic Rehabilitation and would include retention/restoration of the existing on-site mural. Adjacent to the Attie Building, the new low-rise commercial building would replace an existing commercial building that is a non-contributing structure to the Hollywood Boulevard Commercial and Entertainment District.

Approximately 420 parking spaces would be provided within two subterranean and three on- and above-grade levels. The on and above-grade parking levels would be centrally located within the Project Site and would be screened from public view by the commercial uses along Hollywood Boulevard and by the commercial uses, residential amenities, and residential uses along Wilcox Avenue. The residential units would be located on levels 3 through 15 of the mixed-use building.

Project construction is anticipated to begin in March 2019, taking approximately 24 months with completion anticipated in March 2021. The excavation expected for the subterranean parking would be up to 40 feet below grade. It is estimated that approximately 58,000 cubic yards of export would be hauled from the Project Site during construction activities.

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

- Pursuant to LAMC Section 12.32-F, a Vesting Zone/Height District Change from C4-2D-SN/C4-2D to C4-2D-SN/C4-2D to modify the D Limitation to allow a Floor Area Ratio (FAR) of 4.5:1 in lieu of 2:1;
- Pursuant to LAMC Sections 12.24-T, and 12.24-W,19, a Vesting Conditional Use Permit to permit floor area ratio averaging in a Unified Development;
- Pursuant to LAMC Section 12.24-W,1, a Master Conditional Use Permit for alcohol for on-site and off-site consumption in Project restaurants and retail stores;
- Pursuant to LAMC Section 16.05, Site Plan Review;
- Pursuant to LAMC Section 17.15, a Vesting Tentative Tract Map (and haul route approval); and
- Other discretionary and ministerial permits and approvals that may be deemed necessary, including, but not limited to, temporary street closure permits, grading permits, excavation permits, foundation permits, street tree removal permits, and building permits.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED: Air Quality; Cultural Resources (historical, archaeological, and paleontological resources); Greenhouse Gas Emissions; Land Use and Planning; Noise; Public Services (fire protection, police protection, schools, parks/recreation, and libraries); Transportation/Traffic; Tribal Cultural Resources; and Utilities (water, wastewater, and energy). Other environmental areas addressed in the Initial Study and determined to result in no impacts, less than significant impacts, or less than significant impacts with mitigation measures imposed, will not be analyzed further in the EIR.

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 stop by at any time between 6:00 P.M. and 8:00 P.M. 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 June 8, 2017**

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: 6430 Hollywood Boulevard
Los Angeles, CA 90028

(free parking is available in a surface parking lot located at 1628 N. Wilcox Ave. - entrance is on the east side of Wilcox Ave. between Hollywood Blvd. and Selma Ave. – tell parking attendants you are there for the scoping meeting when you arrive)

The Department of City Planning welcomes all comments regarding the environmental impacts of the 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 4:00 p.m., June 26, 2017.** Written comments will also be accepted at the public scoping meeting described above.

Please direct your comments to:

William Lamborn, City Planning Associate
City of Los Angeles Department of City Planning
200 N. Spring Street, Room 750
Los Angeles, CA 90012
E-mail: william.lamborn@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 hearing 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 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.

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 entre inglés a otros lenguajes, pueden estar disponibles cuando se pide por escrito con un mínimo de siete (7) días hábiles avanzados, por correo electrónico: per.planning@lacity.org Este seguro de identificar el idioma que usted necesite. Por favor indique si necesita servicios de traducción oral o en escrito. Si es traducción de un documento escrito, por favor de incluir el documento que necesita ser traducido, como un adjunto al correo electrónico.

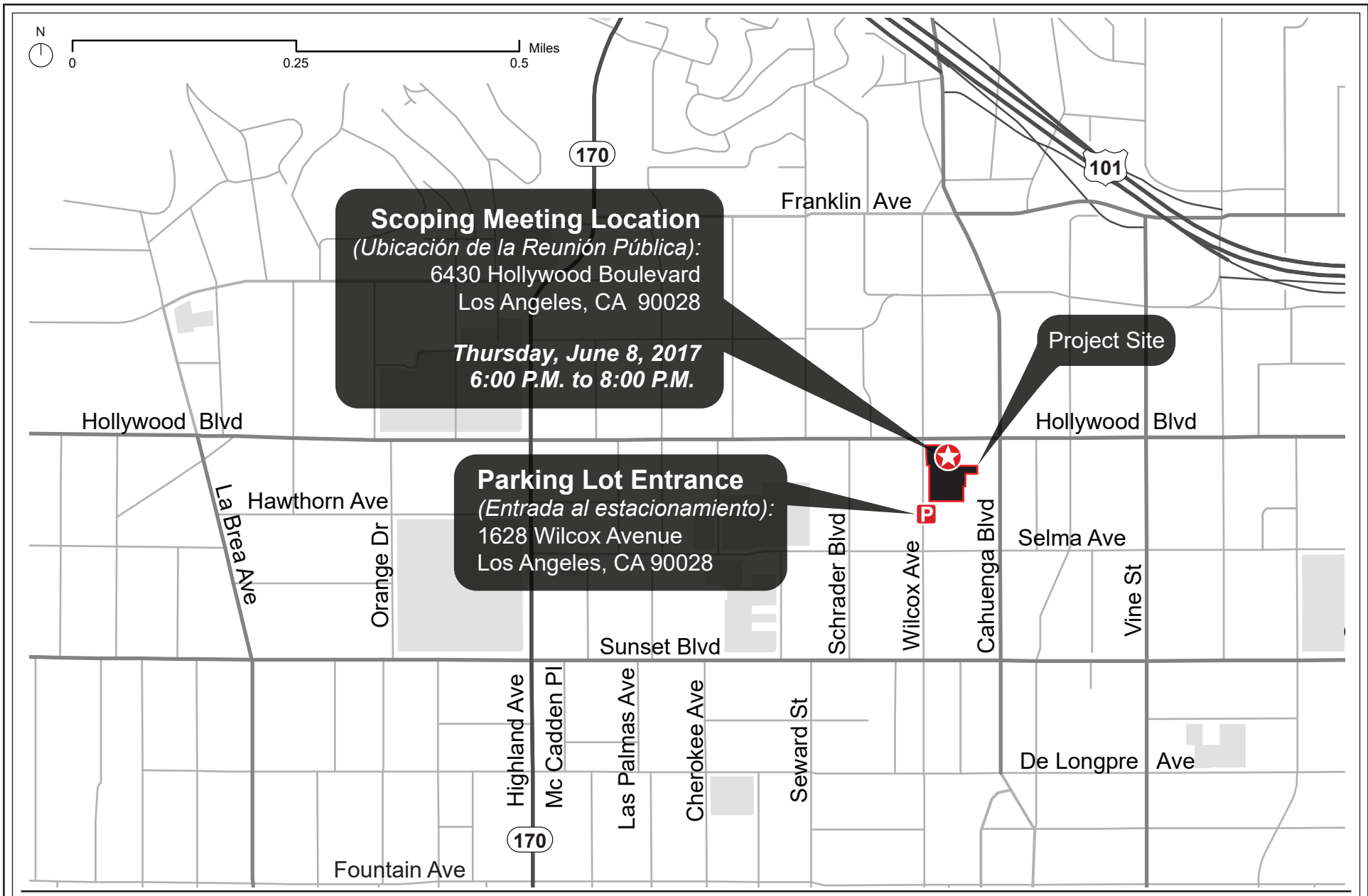
Vincent P. Bertoni, AICP
Director of Planning



William Lamborn
City Planning Associate
Major Projects and Environmental Analysis Section

Attachments:

Scoping Meeting Location Map
Project Location Map
Composite Site Plan
500-Foot Radius Map



Scoping Meeting Location Map
 Mapa de Ubicación de la Reunión Pública

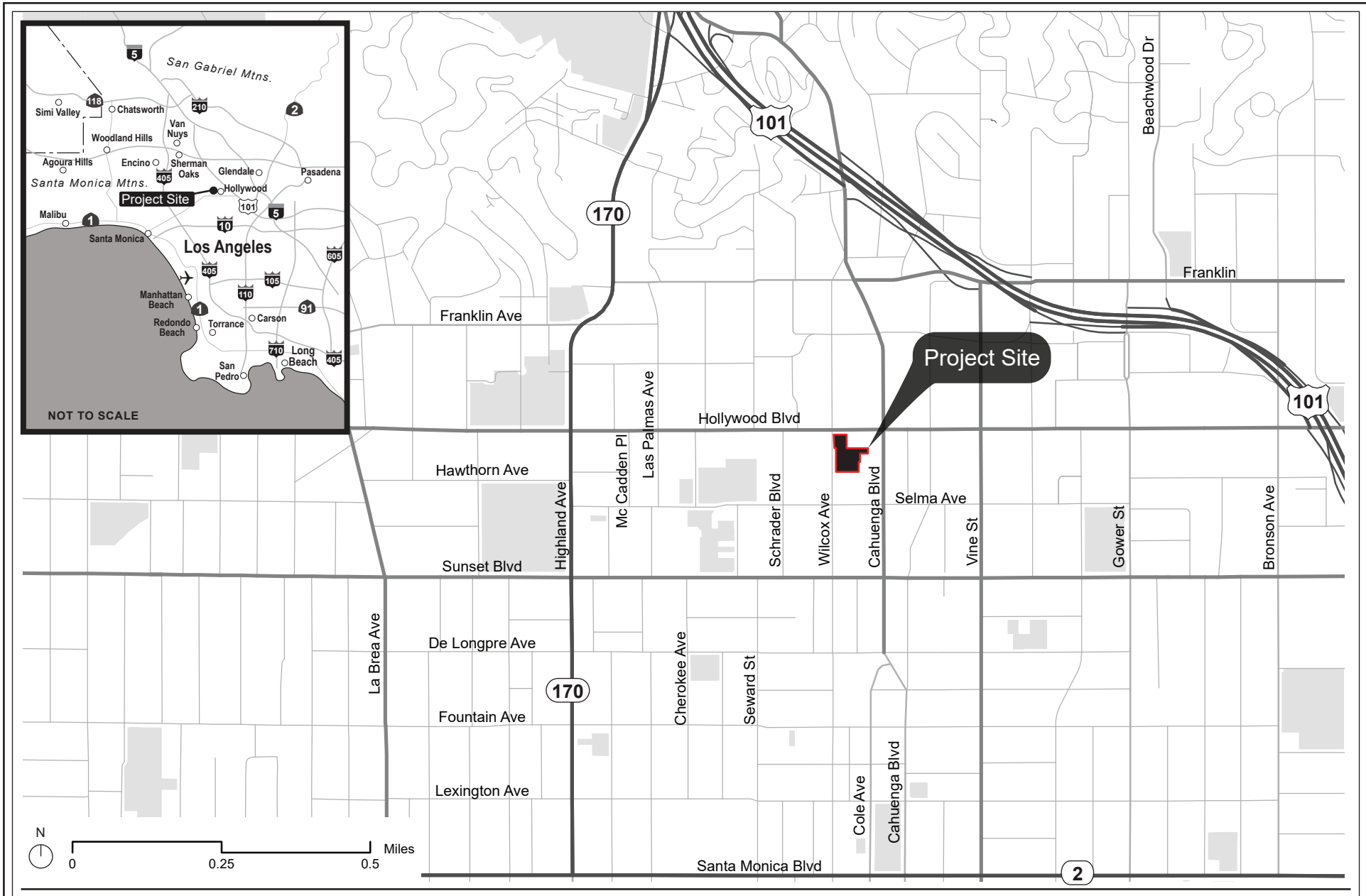


Figure A-1
Project Location Map

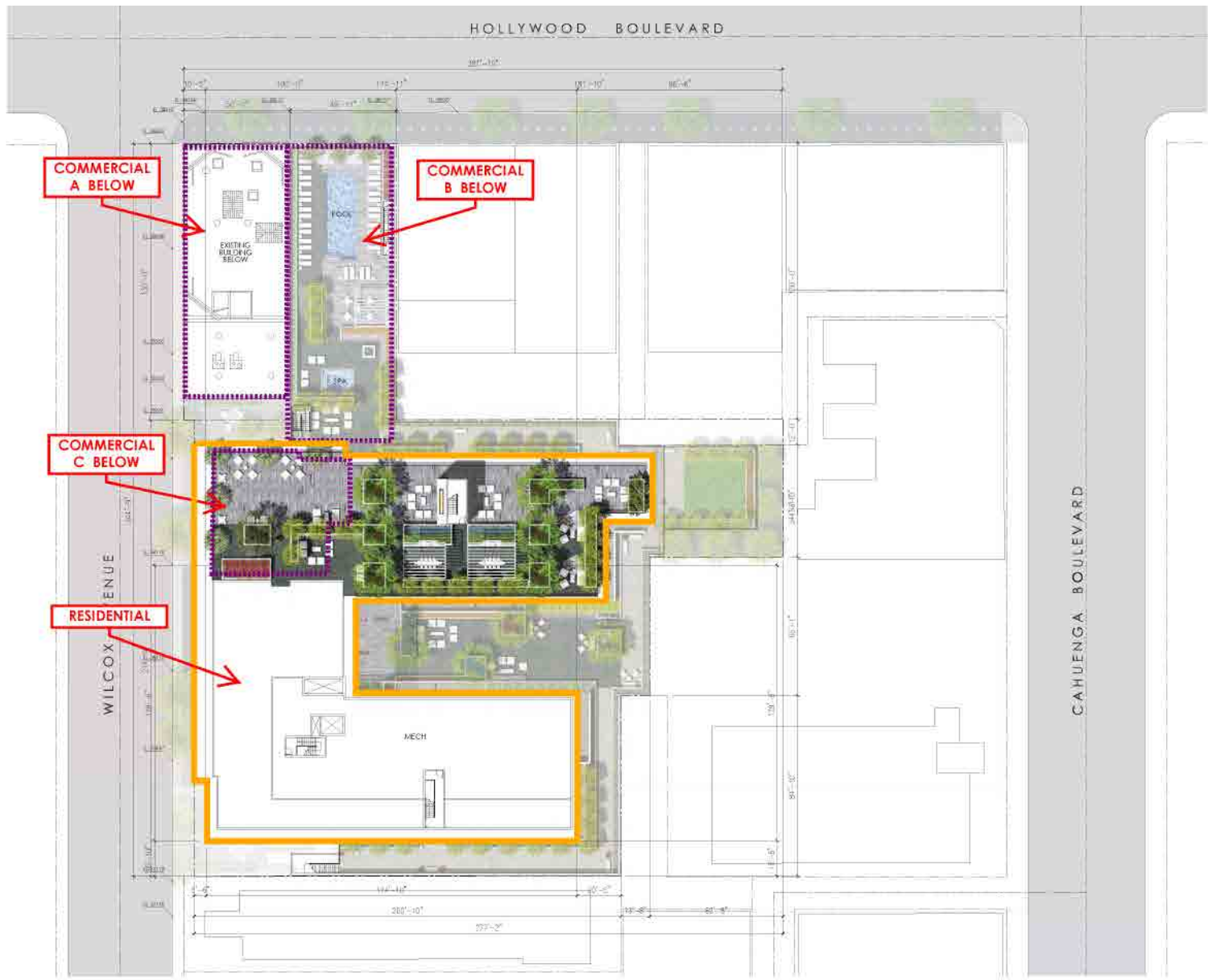


Figure A-3
Composite Site Plan

