



# Scoping Meeting

# WELCOME

PLEASE SIGN IN

# PROJECT DESCRIPTION

- Project location: 6430-6440 Hollywood Boulevard and 1624-1648 Wilcox Avenue (bound by Hollywood Boulevard on the north, Wilcox Avenue on the west, and commercial development to the south and east)
- Proposed uses: 260 multi-family residential dwelling units and approximately 17,800 square feet of community-serving retail and restaurant uses
- Mixed-use building up to 160 feet in height on 1.4-acre Project Site in Hollywood
- Project improvements comprise a total of 278,892 square feet of floor area
- The existing Attie Building, a contributing structure to the Hollywood Boulevard Commercial and Entertainment District, will be restored, rehabilitated, and integrated into the Project
- Project would replace an existing surface parking lot and non-historic buildings on-site



# TOPICS ANTICIPATED TO BE ANALYZED IN THE DRAFT EIR

- **Air Quality**
- **Cultural Resources**
  - Historic Resources
  - Archaeological Resources
  - Paleontological Resources
  - Tribal Cultural Resources
- **Greenhouse Gas Emissions**
- **Land Use and Planning**
- **Noise**
- **Population and Housing**
- **Public Services**
  - Fire Protection
  - Police Protection
  - Schools
  - Parks/Recreation
  - Libraries
- **Transportation/Traffic**
- **Utilities and Service Systems**
  - Water
  - Wastewater
  - Energy





# DISCRETIONARY ACTIONS REQUIRED FOR THE PROJECT

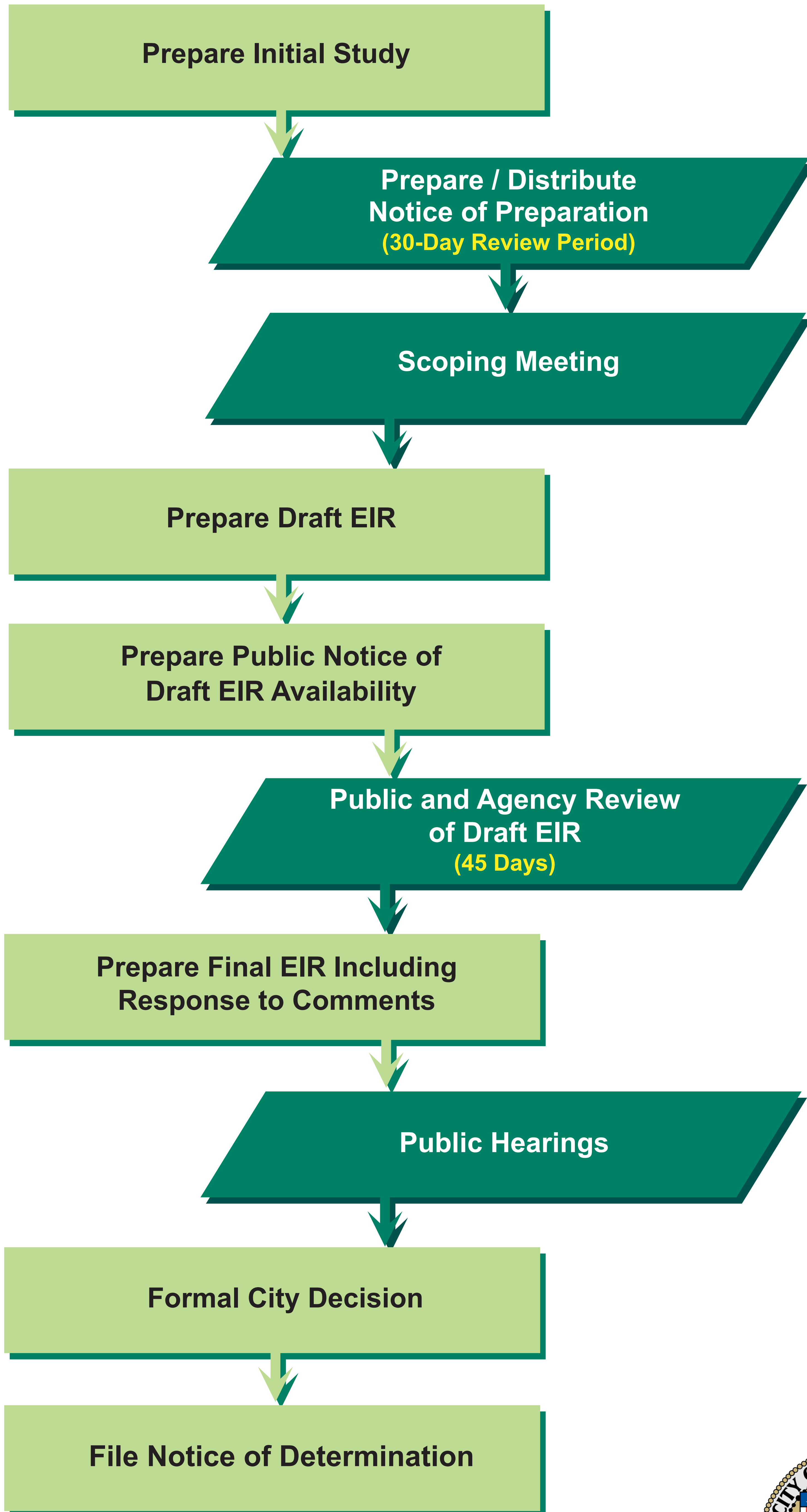
The City of Los Angeles has the principal responsibility for approving the Project. Approvals required for development of the Project may include, but are not limited to, the following:

- 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 allow floor area ratio averaging in a Unified Development;
- Pursuant to LAMC Section 12.24-W,1, a Master Conditional Use Permit to allow the sale of a full line of alcoholic beverages for on-site and off-site consumption within 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.



# GENERAL OVERVIEW OF CEQA EIR PROCESS

---

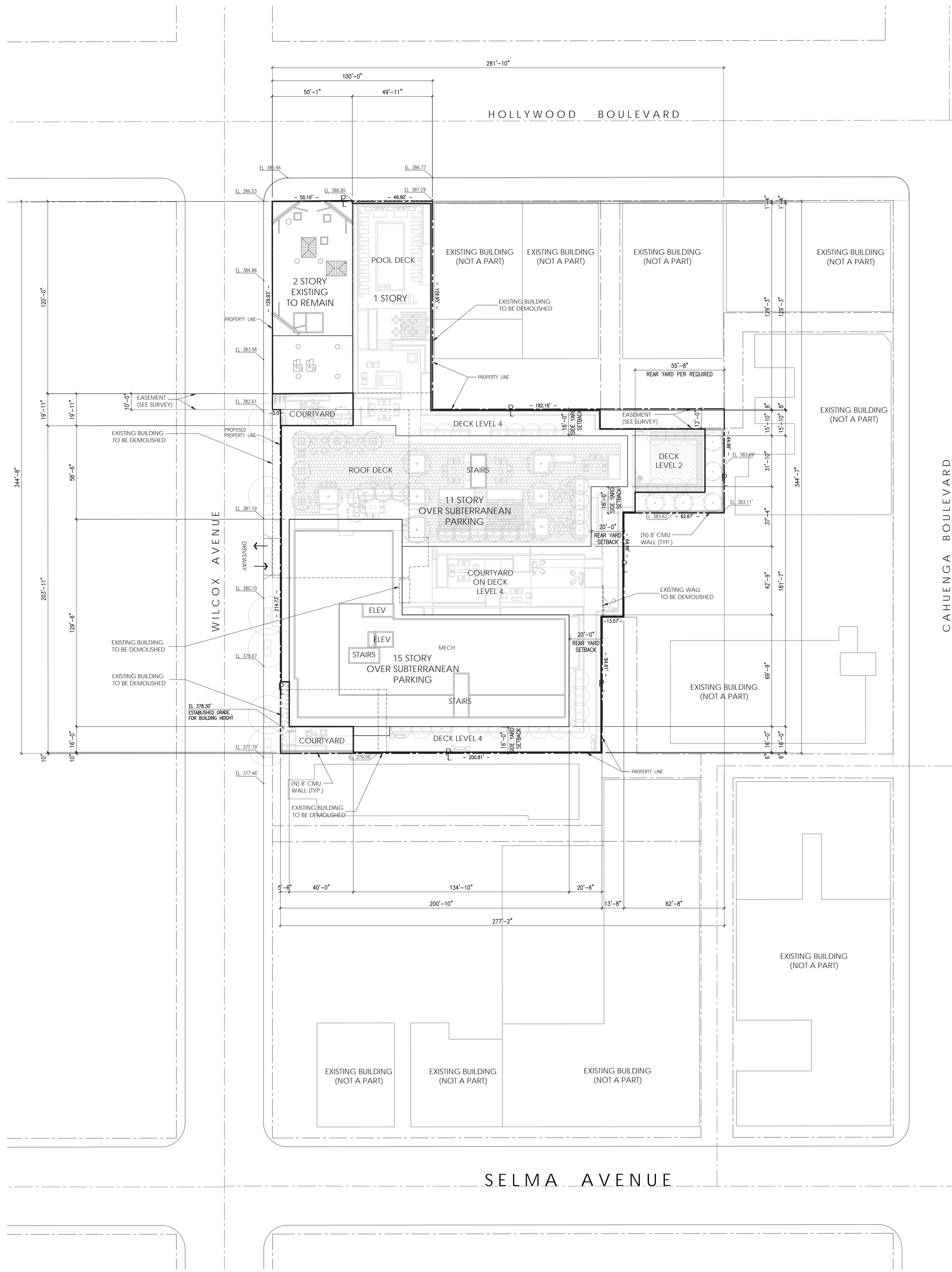


---

 = Opportunities for Public Input







SETBACKS / YARDS FOR THE RESIDENTIAL PORTION OF THE BUILDING:  
 FRONT 0'  
 SIDE 16'  
 REAR 20'

SETBACKS / YARDS FOR THE COMMERCIAL PORTION OF THE BUILDING:  
 FRONT 0'  
 SIDE 0'  
 REAR 0'

**PLOT PLAN**  
 SCALE 1"=30'

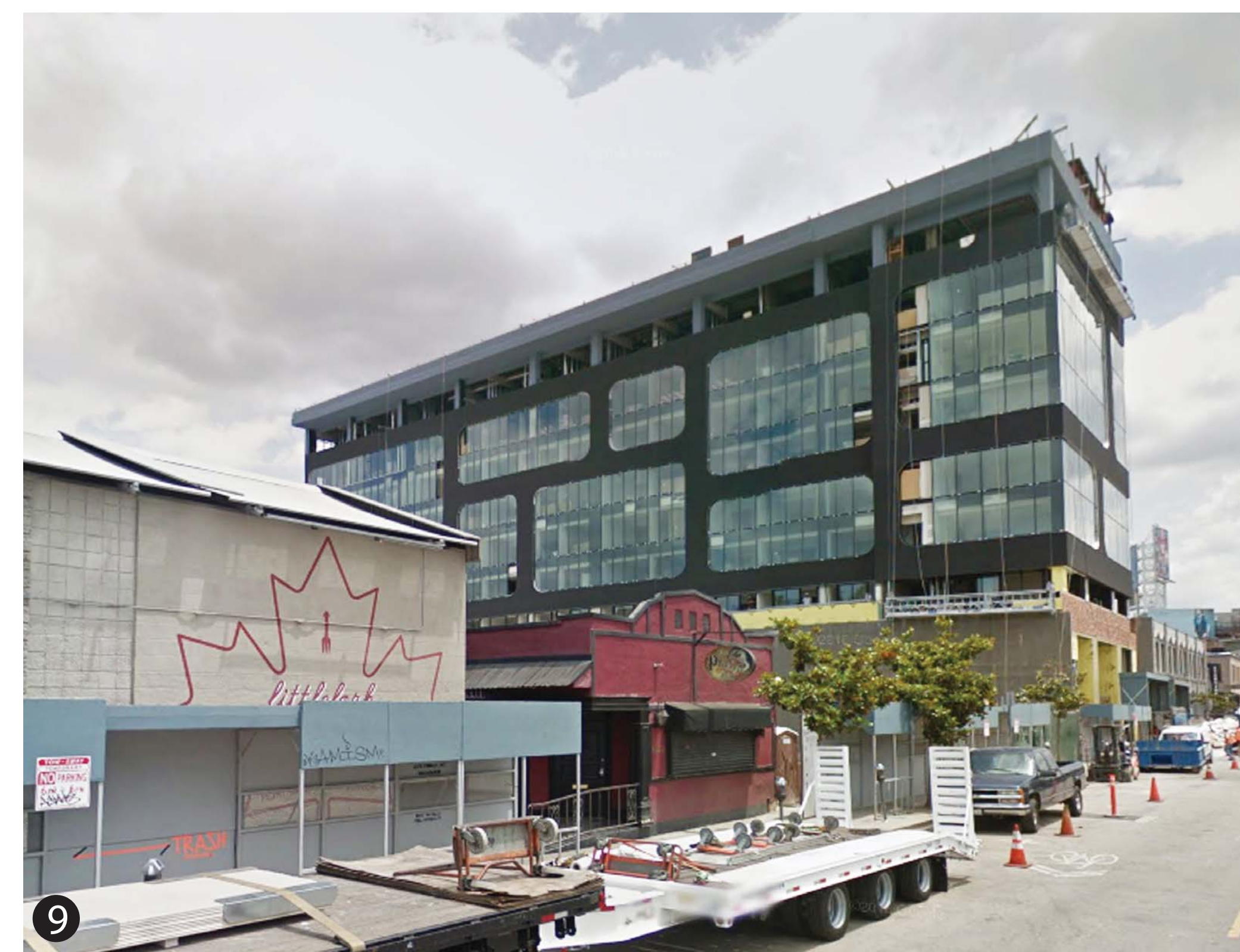
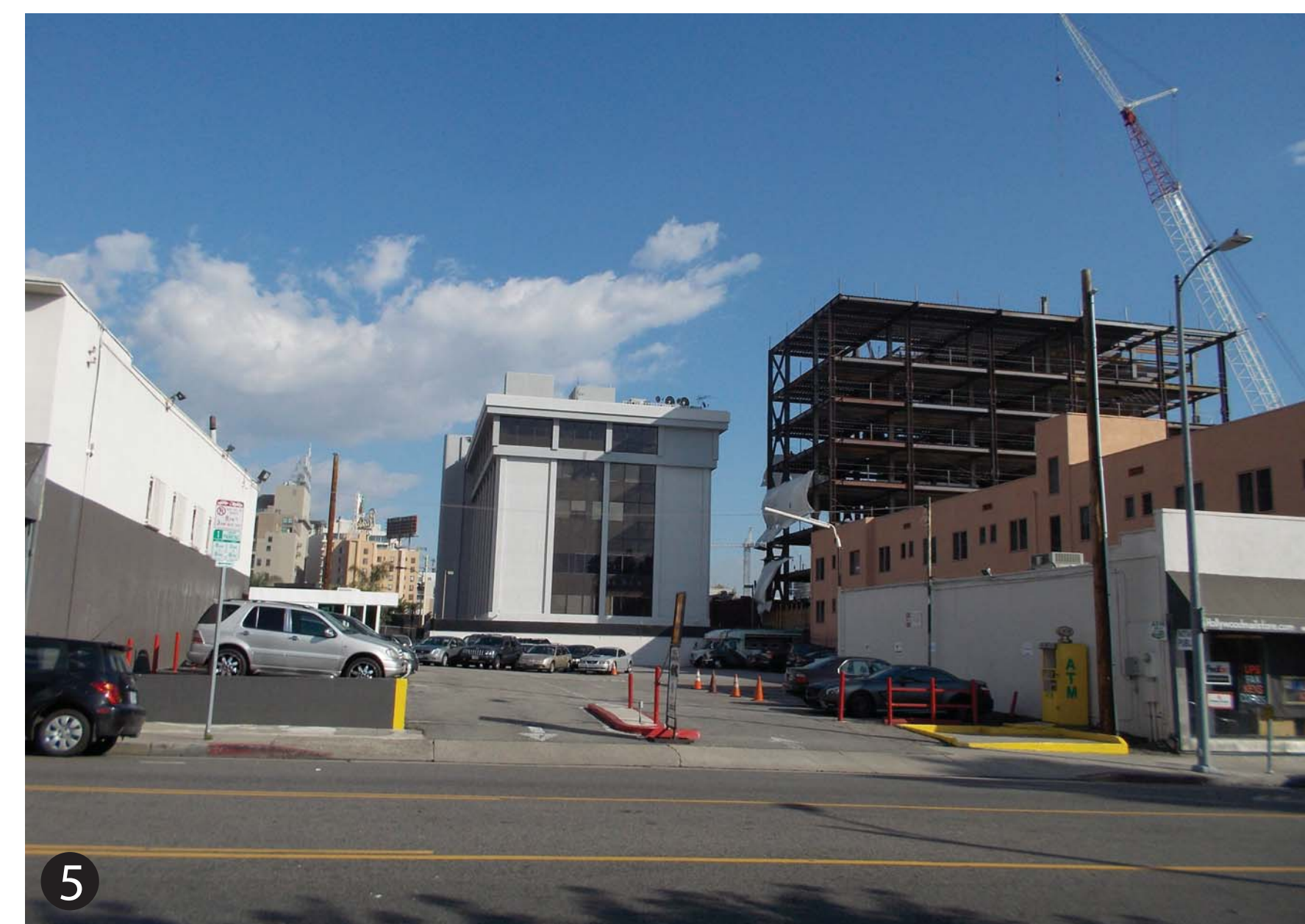
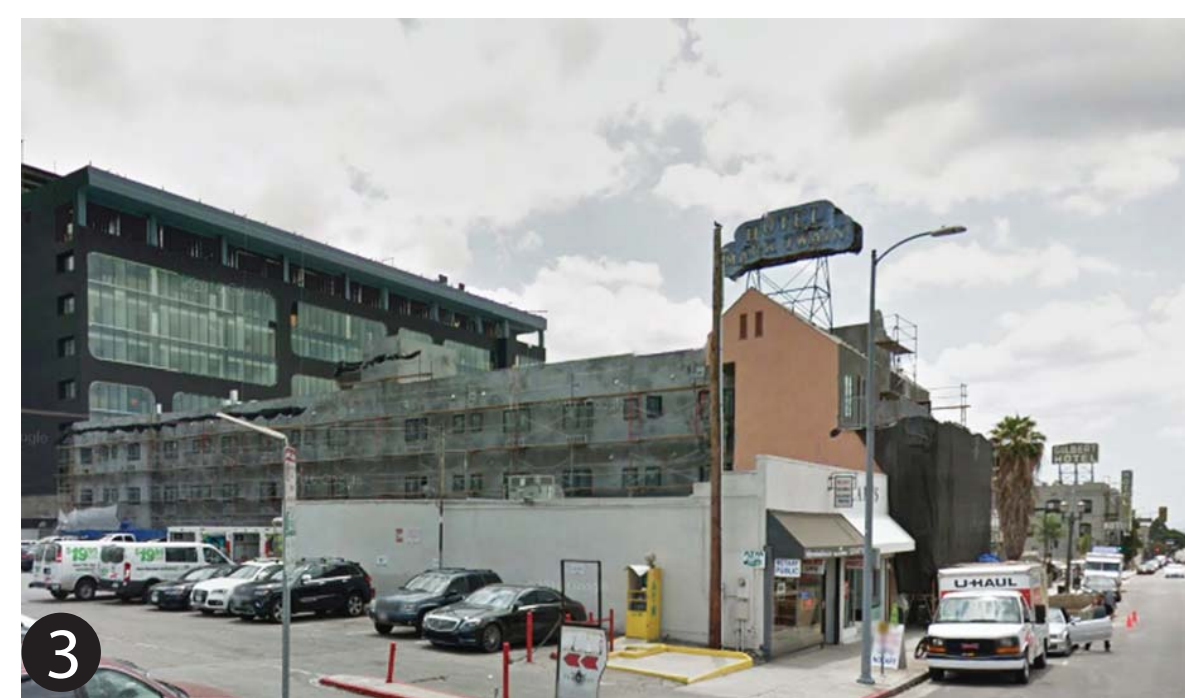
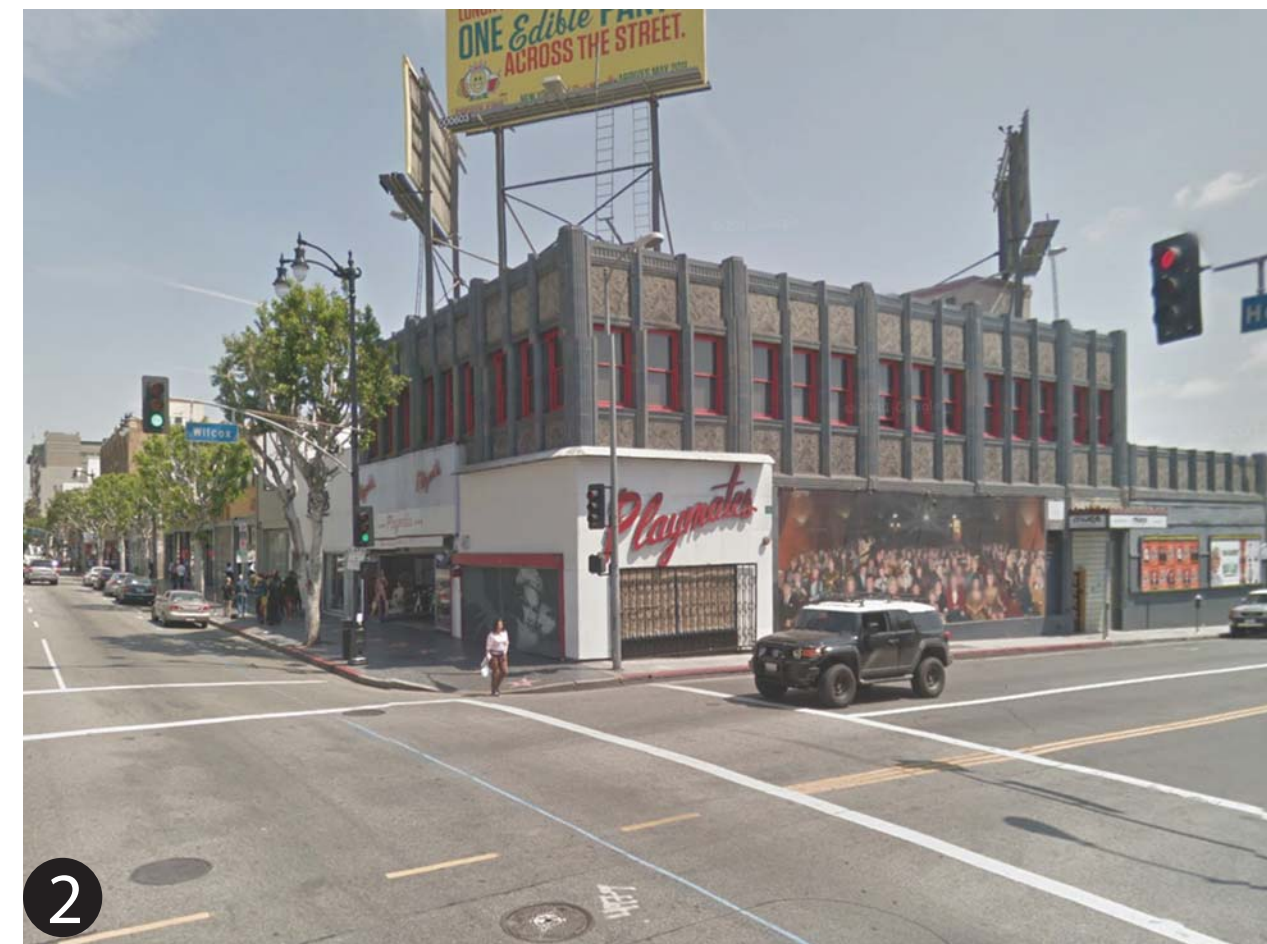
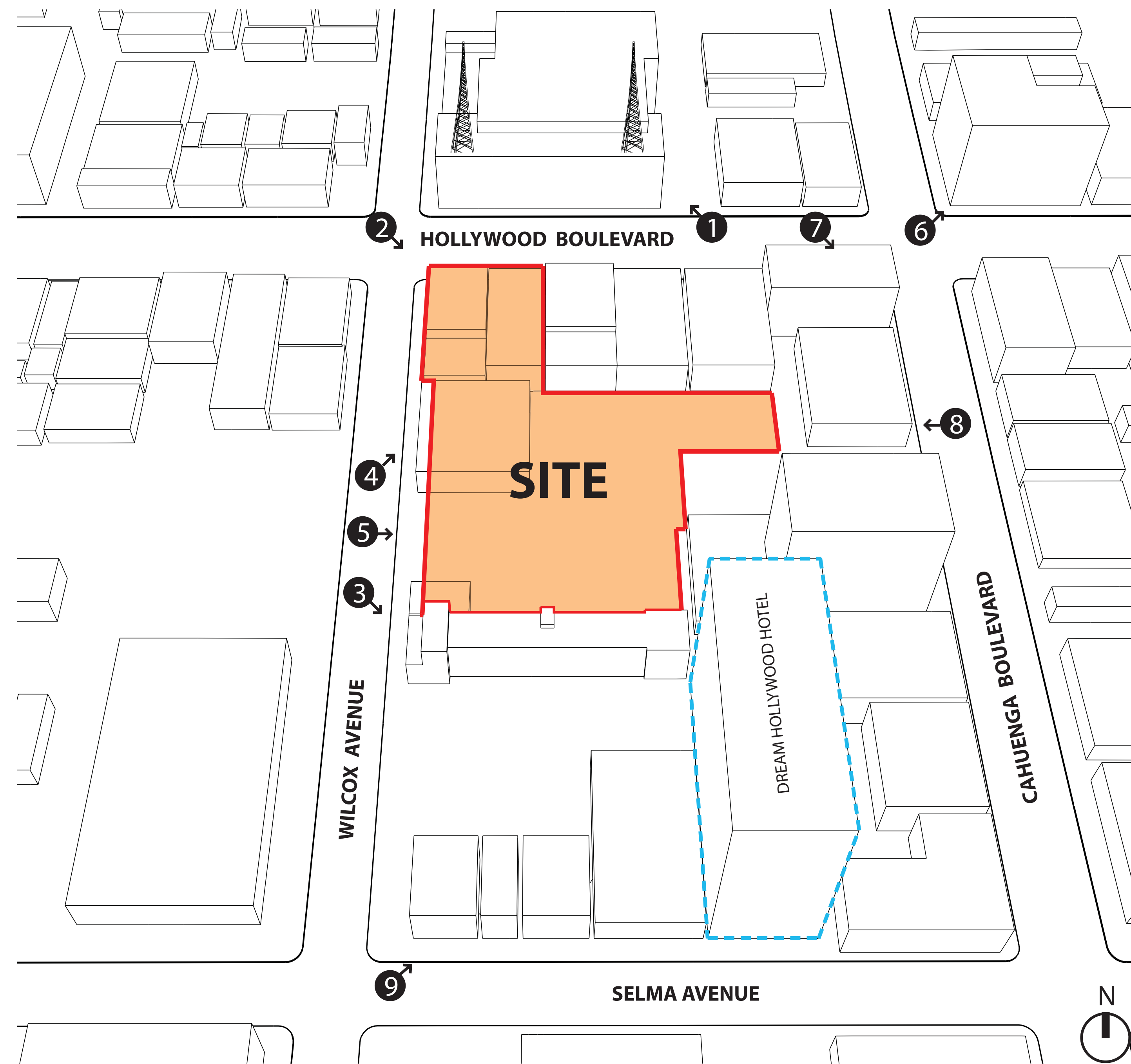
**PROJECT SUMMARY**

<b>ADDRESSES</b>	6430 - 6440 HOLLYWOOD BLVD, LOS ANGELES, 90028 1624 - 1648 WILCOX AVE, LOS ANGELES, 90028												
<b>COUNCIL DISTRICT</b>	CD-13												
<b>LOT SIZE</b>	61,976 SF												
<b>ZONE EXISTING</b>	C4-2D-SN / C4-2D												
<b>ZONE PROPOSED</b>	C4-2D-SN / C4-2D (AMENDED D LIMITATION TO ALLOW AN FAR OF 4.5:1)												
<b>ENTITLEMENTS REQUESTED</b>	<ul style="list-style-type: none"> <li>• SITE PLAN REVIEW</li> <li>• ZONE/HEIGHT DISTRICT CHANGE</li> <li>• CONDITIONAL USE PERMIT FOR ONSITE AND OFF-SITE CONSUMPTION OF ALCOHOL</li> <li>• VESTING CONDITIONAL USE PERMIT TO PERMIT FLOOR AREA RATIO AVERAGING IN A UNIFIED DEVELOPMENT</li> <li>• VESTING TENTATIVE TRACT MAP</li> <li>• HAUL ROUTE</li> </ul>												
<b>GENERAL PLAN LAND USE</b>	REGIONAL CENTER COMMERCIAL												
<b>DENSITY ALLOWED</b>	REGIONAL CENTER COMMERCIAL ALLOWS FOR R5 DENSITY = 61,976 SF / 200 SF = 309 DWELLING UNITS (309.88)												
<b>DENSITY PROPOSED</b>	<table border="0"> <tr> <td>RESIDENTIAL</td> <td><b>260</b> DWELLING UNITS (STUDIO, 1 BR, 2 BR &amp; 3 BR UNITS)</td> </tr> <tr> <td>COMMERCIAL</td> <td> <table border="0"> <tr> <td>EXISTING ATTIE BUILDING</td> <td>= 9,000 SF</td> </tr> <tr> <td>NEW ON HOLLYWOOD BLVD</td> <td>= 5,600 SF</td> </tr> <tr> <td>NEW ON WILCOX AVE</td> <td>= 3,200 SF</td> </tr> <tr> <td><b>TOTAL NEW PROPOSED COMMERCIAL</b></td> <td><b>= 17,800 SF</b></td> </tr> </table> </td> </tr> </table>	RESIDENTIAL	<b>260</b> DWELLING UNITS (STUDIO, 1 BR, 2 BR & 3 BR UNITS)	COMMERCIAL	<table border="0"> <tr> <td>EXISTING ATTIE BUILDING</td> <td>= 9,000 SF</td> </tr> <tr> <td>NEW ON HOLLYWOOD BLVD</td> <td>= 5,600 SF</td> </tr> <tr> <td>NEW ON WILCOX AVE</td> <td>= 3,200 SF</td> </tr> <tr> <td><b>TOTAL NEW PROPOSED COMMERCIAL</b></td> <td><b>= 17,800 SF</b></td> </tr> </table>	EXISTING ATTIE BUILDING	= 9,000 SF	NEW ON HOLLYWOOD BLVD	= 5,600 SF	NEW ON WILCOX AVE	= 3,200 SF	<b>TOTAL NEW PROPOSED COMMERCIAL</b>	<b>= 17,800 SF</b>
RESIDENTIAL	<b>260</b> DWELLING UNITS (STUDIO, 1 BR, 2 BR & 3 BR UNITS)												
COMMERCIAL	<table border="0"> <tr> <td>EXISTING ATTIE BUILDING</td> <td>= 9,000 SF</td> </tr> <tr> <td>NEW ON HOLLYWOOD BLVD</td> <td>= 5,600 SF</td> </tr> <tr> <td>NEW ON WILCOX AVE</td> <td>= 3,200 SF</td> </tr> <tr> <td><b>TOTAL NEW PROPOSED COMMERCIAL</b></td> <td><b>= 17,800 SF</b></td> </tr> </table>	EXISTING ATTIE BUILDING	= 9,000 SF	NEW ON HOLLYWOOD BLVD	= 5,600 SF	NEW ON WILCOX AVE	= 3,200 SF	<b>TOTAL NEW PROPOSED COMMERCIAL</b>	<b>= 17,800 SF</b>				
EXISTING ATTIE BUILDING	= 9,000 SF												
NEW ON HOLLYWOOD BLVD	= 5,600 SF												
NEW ON WILCOX AVE	= 3,200 SF												
<b>TOTAL NEW PROPOSED COMMERCIAL</b>	<b>= 17,800 SF</b>												
<b>PARKING REQUIRED (REQUIRED AND PROVIDED)</b>	<table border="0"> <tr> <td>RESIDENTIAL</td> <td>387 CARS</td> </tr> <tr> <td>COMMERCIAL</td> <td>33 CARS</td> </tr> </table>	RESIDENTIAL	387 CARS	COMMERCIAL	33 CARS								
RESIDENTIAL	387 CARS												
COMMERCIAL	33 CARS												
<b>BICYCLE PARKING (REQUIRED AND PROVIDED)</b>	<table border="0"> <tr> <td>RESIDENTIAL</td> <td>LONG TERM = 260 SPACES SHORT TERM = 26 SPACES</td> </tr> <tr> <td>COMMERCIAL</td> <td>LONG TERM = 9 SPACES SHORT TERM = 9 SPACES</td> </tr> </table>	RESIDENTIAL	LONG TERM = 260 SPACES SHORT TERM = 26 SPACES	COMMERCIAL	LONG TERM = 9 SPACES SHORT TERM = 9 SPACES								
RESIDENTIAL	LONG TERM = 260 SPACES SHORT TERM = 26 SPACES												
COMMERCIAL	LONG TERM = 9 SPACES SHORT TERM = 9 SPACES												



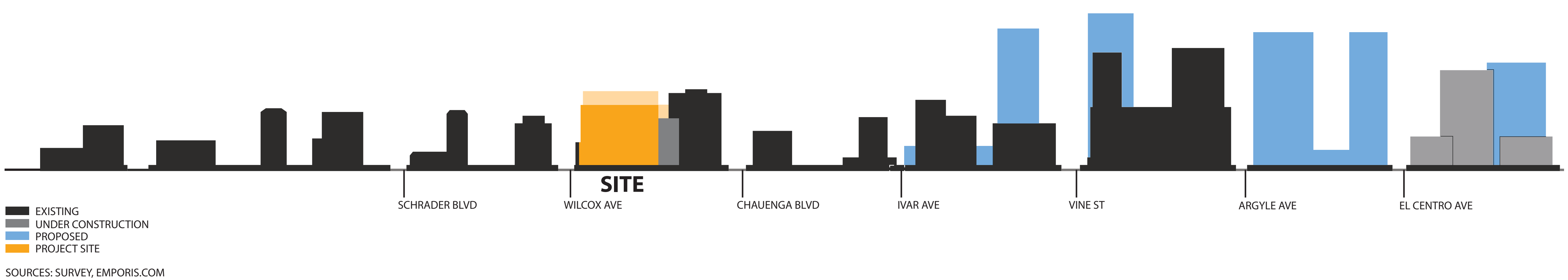
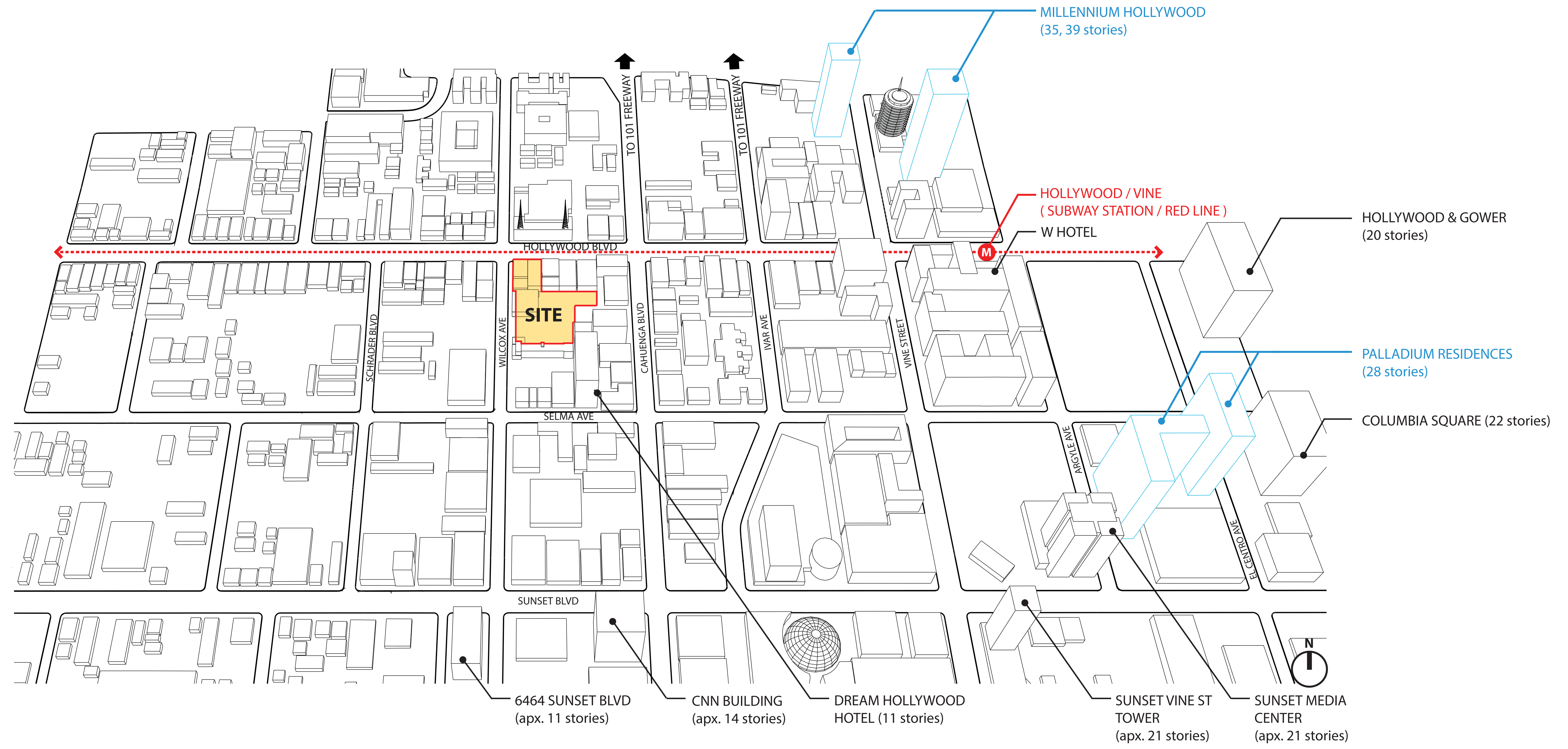


SITE CONTEXT





# SITE CONTEXT





# THE ATTIE BUILDING

The Attie building at 6436 Hollywood Blvd. was built in 1931. It is an excellent example of the Art Deco period commercial architecture that is often associated with the golden era of Hollywood.

Although the mural on Wilcox Avenue is not original to the building, it has become an icon of Hollywood.

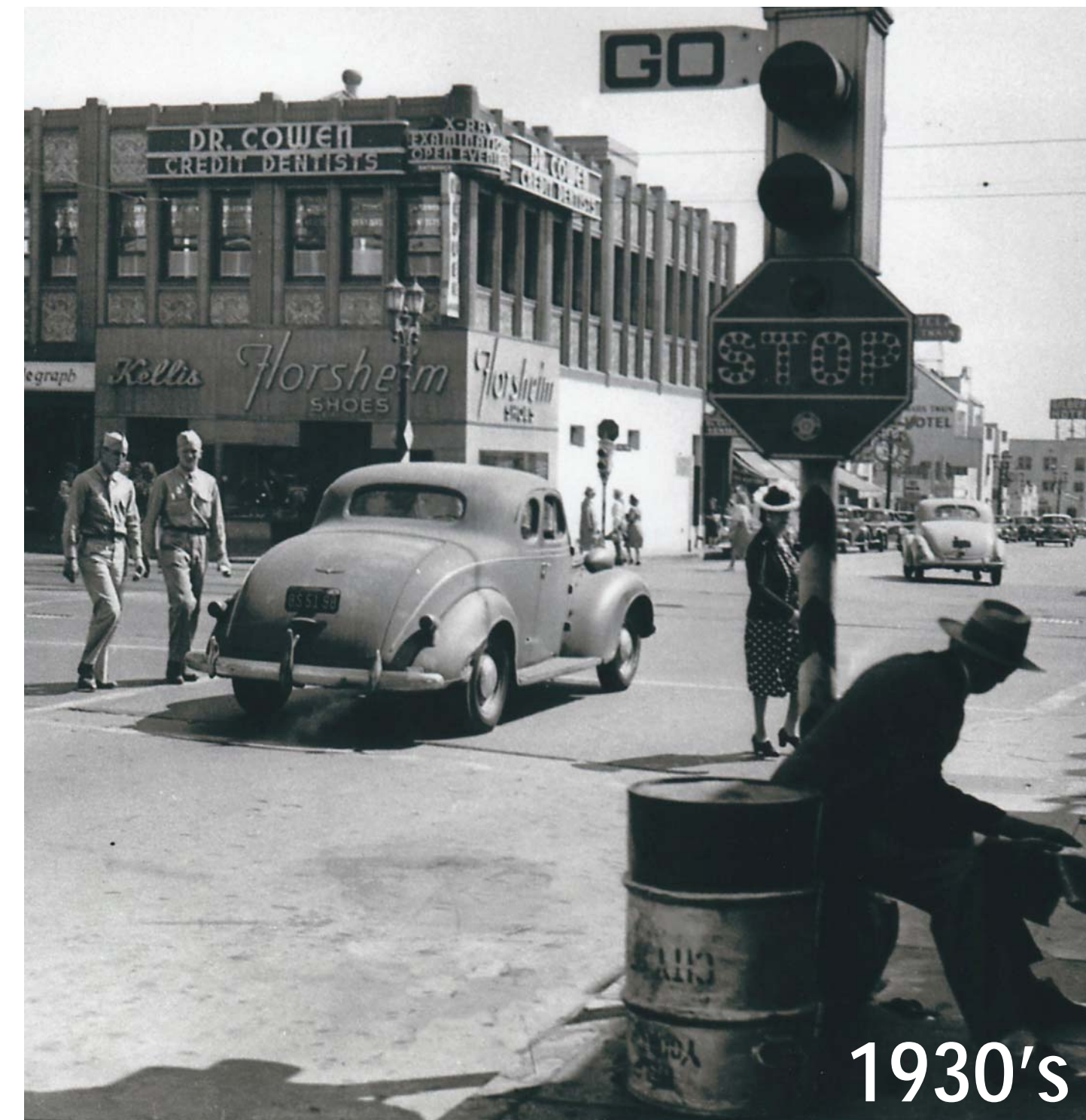


PHOTO ALONG HOLLYWOOD BLVD. EBAY | CIRCA LATE 30S

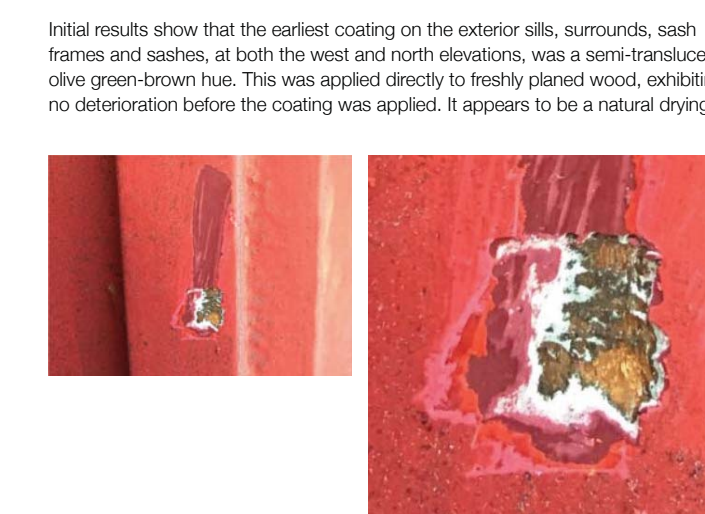
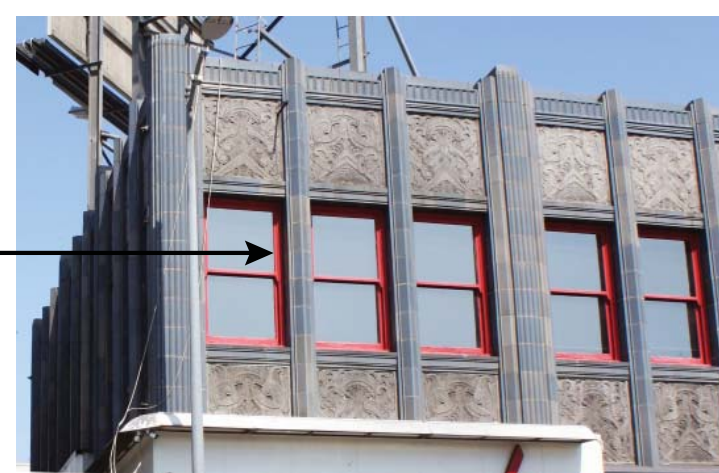


EBAY | CIRCA LATE 30S

## WINDOW FRAME COLOR COAT INVESTIGATION

### EXISTING

WINDOW FRAMES EXHIBIT A RED COAT



Initial results show that the earliest coating on the exterior sills, surrounds, sash frames and sashes, at both the west and north elevations, was a semi-transparent, olive green-brown hue. This was applied directly to heavily planed wood, exhibiting no deterioration before the coating was applied. It appears to be a natural drying oil or oil-seal blend. This is immediately followed by a granular-grey opaque color. Together, these two coating layers likely comprise the original finish: an oil-based sealing coat on untreated wood, followed by a thin, pigmented oil layer. The color is similar in hue to that of the glazed ceramic architectural terracotta comprising the facade cladding. There does not appear to be any aesthetic variation of hue or tone value between the various window components.

The next coating campaign, apparently applied after slight to moderate deterioration of the original, brought a stark departure from the original program. This is composed of a white primer base, followed by a coat, perhaps red-head oil paint. Five subsequent repainting were made, all various hues of red. The color prior to the current red-elastomeric coating was a cool pinkish-red, relatively closely matching the coldest of the red series. The current paint resembles the third, brighter and warmer red hue in the sequence. It appears that conscientious efforts have been made to match an historic paint color.

GCA Field Report 011116 - page 2 of 8

EXCERPT FROM GCA FIELD REPORT - PAINT COLOR IDENTIFICATION OF EXTERIOR WINDOWS

### PROPOSED

RESTORE THE WINDOW FRAMES TO THE EARLIER OLIVE GREEN-BROWN HUE AS SUGGESTED BY THE COLOR ANALYSIS REPORT



PHOTO ALONG HOLLYWOOD BLVD. GMPA | 2016

RETAIN BILLBOARDS

WINDOW FRAME COLOR TO BE RESTORED TO AN OLIVE GREEN-BROWN HUE

CLEAN TERRACOTTA AND STONE SPANDREL

REPAIR WINDOWS IF NECESSARY

MAINTAIN ORIGINAL CORNICE LINE

RETAIN MURAL

CONTINUE FLUTED CORNER PIER TO THE GROUND

REMOVE POSTERS



DEMOLISH AND REBUILD INTERIOR SPACE



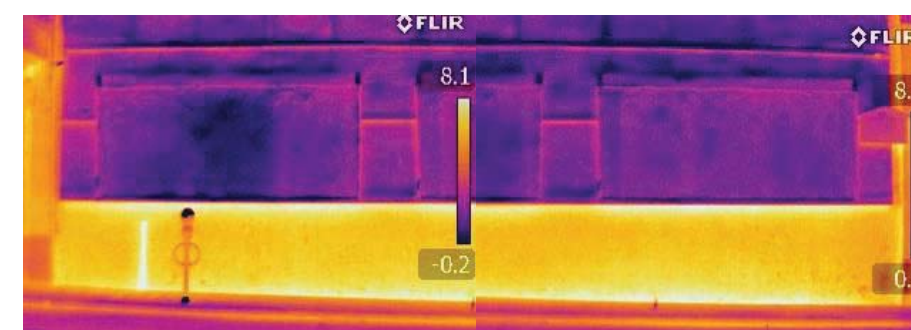
REPAIR / RESTORE ELEVATOR CAB

REPAIR / RESTORE CANOPY IF NECESSARY

REMOVE GLASS BLOCKS



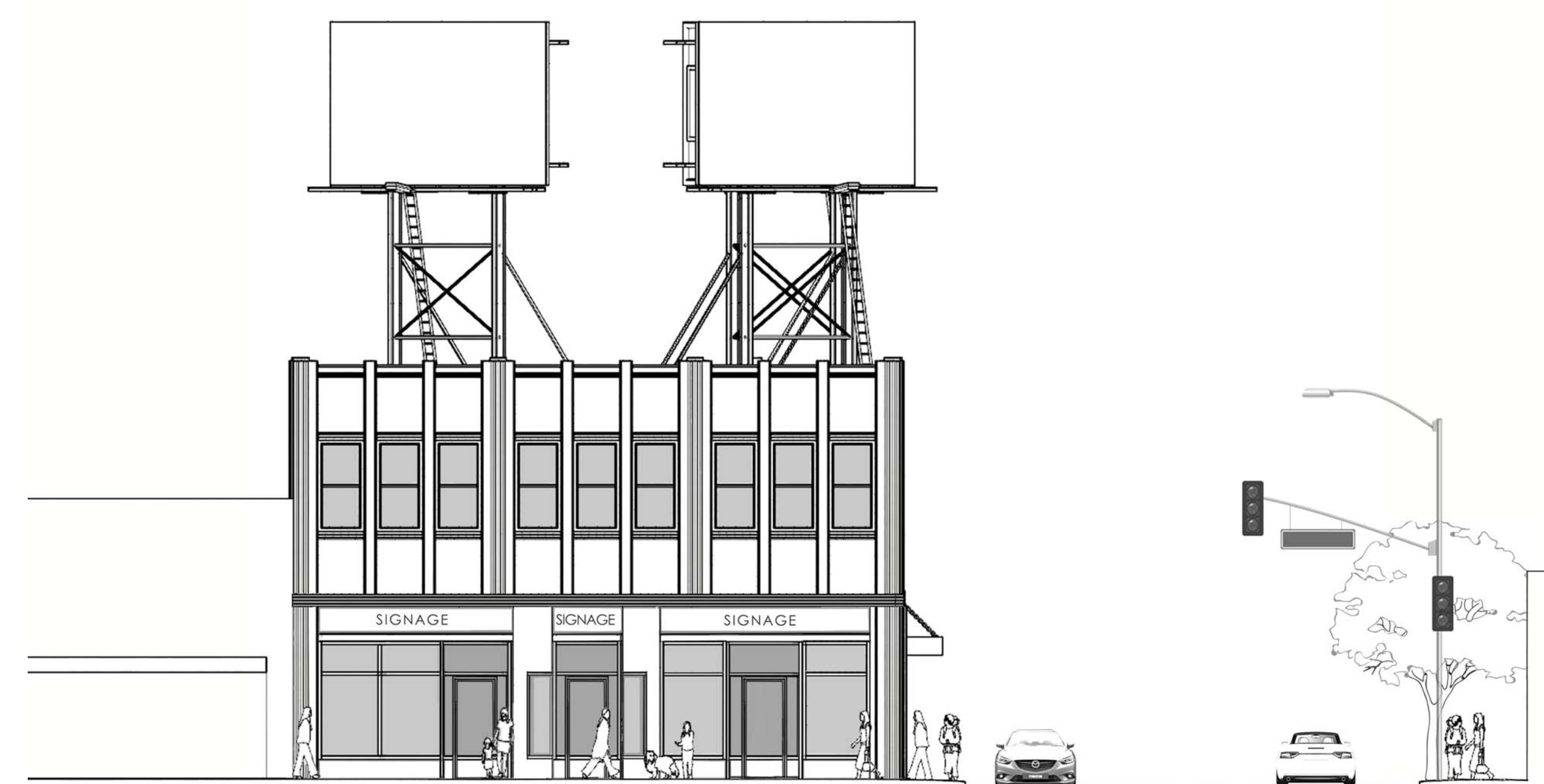
## NON-DESTRUCTIVE EVALUATION OF THE HISTORIC FAÇADE



ABOVE: INFRARED THERMAL IMAGE INDICATING UNIFORM CONSTRUCTION ACROSS ELEVATION, BELOW BILLBOARDS



INACCESSIBLE OVERHEAD STORAGE AREA IN PLAYMATES



ELEVATION ALONG HOLLYWOOD BLVD. AFTER PROPOSED RESTORATION / REHABILITATION



VIEW FROM HOLLYWOOD BLVD AND WILCOX AVE. LOOKING SOUTH AFTER PROPOSED RESTORATION / REHABILITATION





PROPOSED PROJECT WITH ATTIE BUILDING AFTER RESTORATION / REHABILITATION





VIEW FROM HOLLYWOOD BLVD AT THE INTERSECTION OF HOLLYWOOD BLVD AND N. CAHUENGA BLVD. (LOOKING WEST)



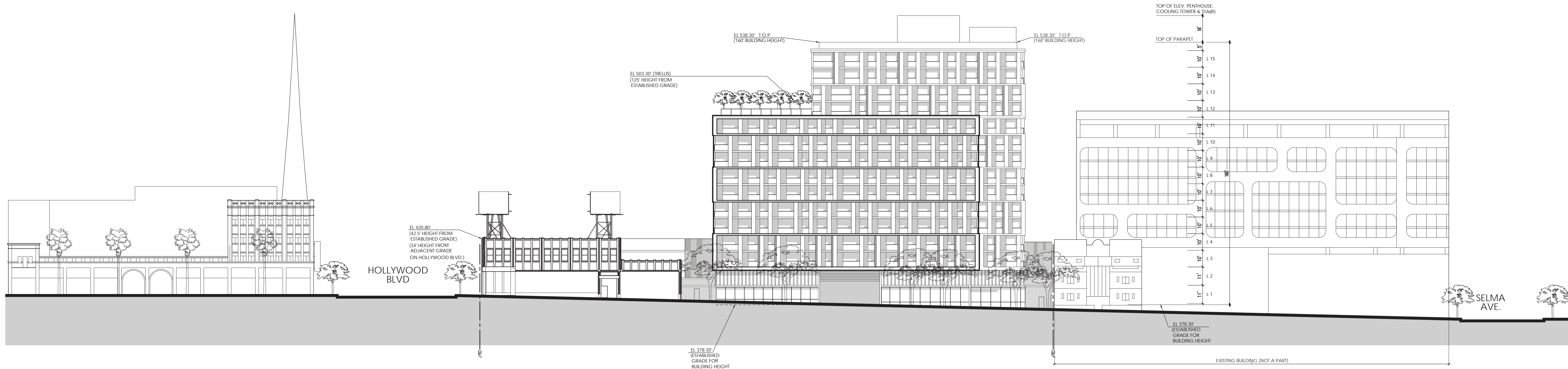
VIEW FROM WILCOX AVE. AT THE INTERSECTION OF WILCOX AVE. AND SELMA AVE. (LOOKING NORTH)



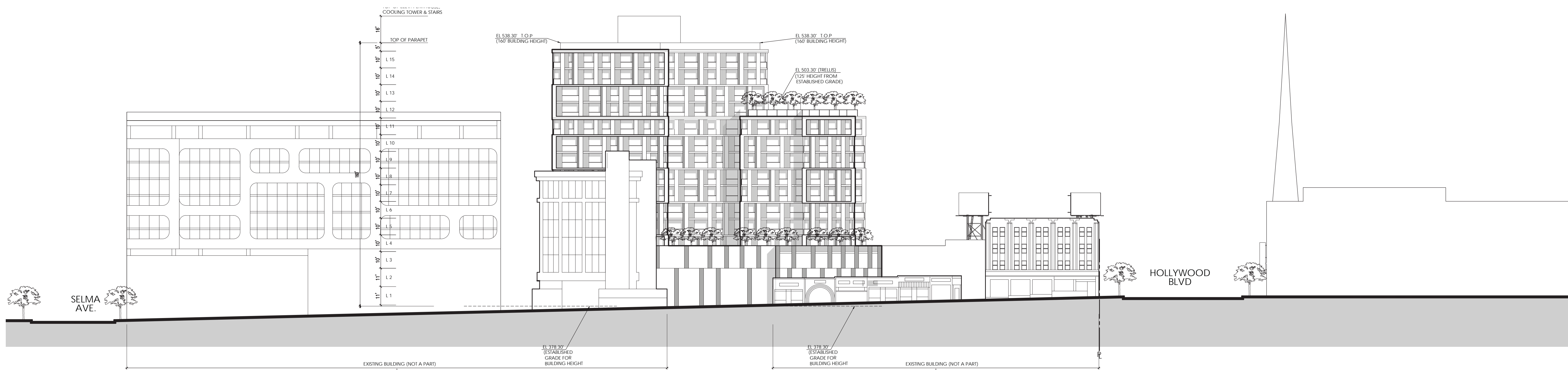


COMPOSITE  
SITE PLAN  
SCALE 1"=20'  
0 10' 20' 30'

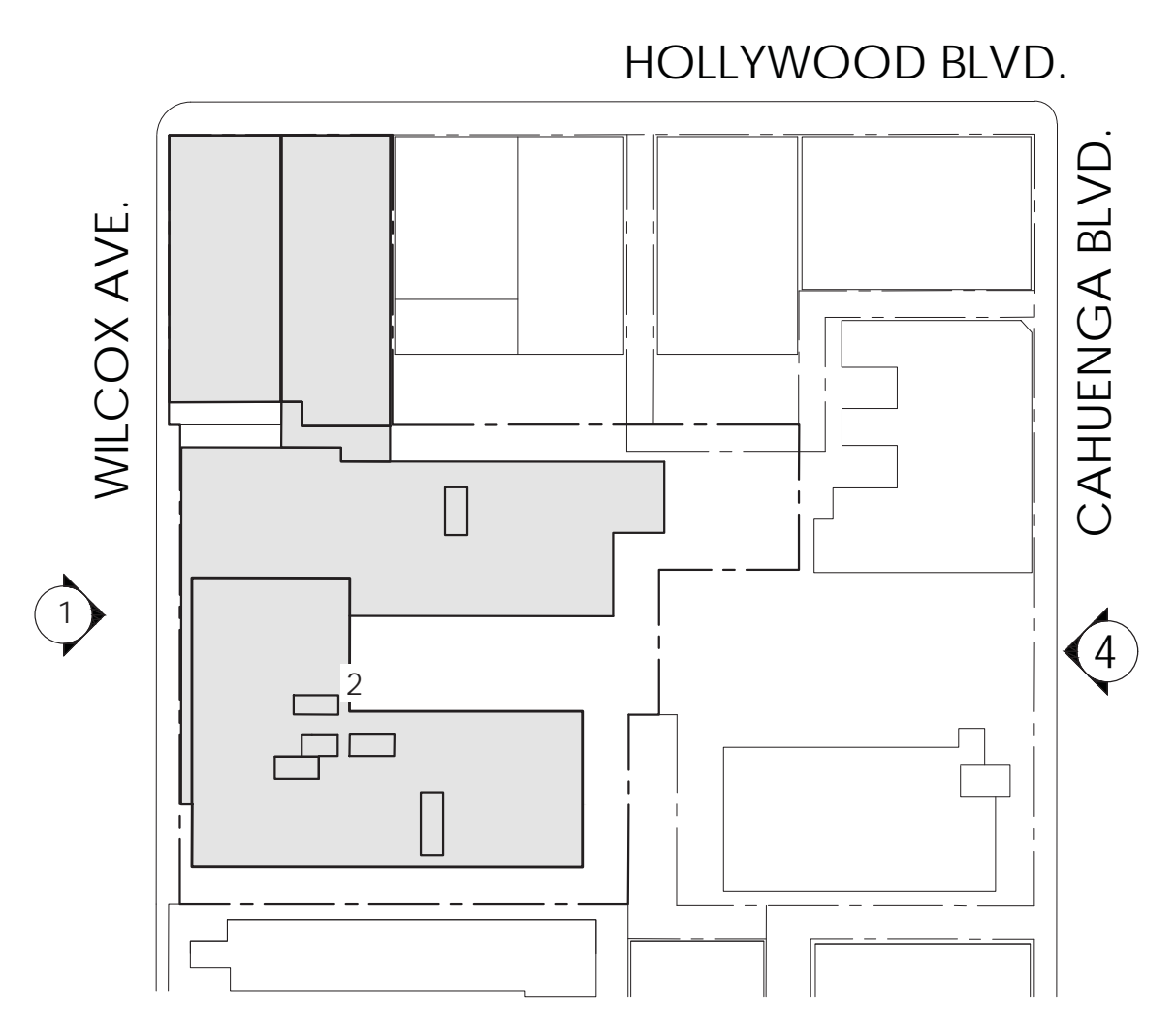




1 WEST ELEVATION (ALONG WILCOX AVE.)



2 EAST ELEVATION (ALONG CAHUENGA BLVD.)



KEYPLAN

