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June 28, 2017

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

CASE NO.: ENV-2017-1084-EIR

PROJECT NAME: 5420 Sunset

PROJECT APPLICANT: 5420 Sunset Boulevard LP, LLC

PROJECT ADDRESS: 5420-5450 West Sunset Boulevard, 1418-1440 North Western
Avenue, 1441 North Serrano Avenue, Los Angeles, CA 90027

COMMUNITY PLANNING AREA: Hollywood

COUNCIL DISTRICT: 13—O'Farrell

PUBLIC COMMENT PERIOD: June 28, 2017 – July 28, 2017

DUE DATE FOR PUBLIC COMMENTS: 4:00 P.M. on July 28, 2017

SCOPING MEETING: 6:00 p.m.–8:00 p.m., July 13, 2017. See more information below.

The City of Los Angeles (City) intends to prepare an Environmental Impact Report (EIR) for the proposed 5420 Sunset 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 describing the proposed project and its potential environmental effects. This 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 as to the scope and content of the EIR, including mitigations or project alternatives to reduce potential environmental impacts from the project. Comments must be submitted in writing according to directions below. If you represent an agency, the City is seeking written 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 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 also 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 6.75-acre Project Site is located at the southeast corner of Sunset Boulevard and Western Avenue in the Hollywood Community Plan area. The Project Site is bounded by Sunset Boulevard to the north; Serrano Avenue to the east; office uses and a parking structure to the south, and Western Avenue to the west. The Project would remove an existing grocery store, vacant commercial space, a fast-food restaurant, and associated surface parking areas within the Project Site.

PROJECT DESCRIPTION: The proposed mixed use development would consist of 735 multi-family residential units and approximately 95,820 square feet (sf) of neighborhood-serving commercial uses, including market/retail uses. The Project, which is zoned C2-1, Highway Oriented Commercial, would include four six-story buildings with a maximum height of 75 feet and be supported by 1,463 vehicle parking spaces and 386 bicycle parking spaces. In addition, the Project would provide approximately 79,955 sf of open space, including landscaped courtyards, a north-south pedestrian paseo, and a paved plaza along the northern side of the Project Site along Sunset Boulevard. The Project would include residential lobbies and leasing offices, pools, spas, and other recreational facilities. Overall, the Project would remove approximately 100,796 sf of existing floor area and construct approximately 845,868 sf of new floor area, resulting in an increase of 745,072 sf of net new floor area within the Project Site and an FAR of 2.88:1. The estimated depth of excavation expected for the two (2) levels of subterranean parking would be approximately 25 feet below grade.

The following table identifies the existing uses on-site, and indicates uses to be demolished with an asterisk (*):

Existing Uses	
<i>Commercial Land Uses</i>	
Retail	96,853 sf *
Restaurant (fast-food)	3,943 sf *
Total Commercial	100,796 sf *

The following table identifies the proposed uses for the Project:

Proposed Uses	
<i>Commercial Land Uses</i>	
Total Commercial (market/retail)	95,820 sf
<i>Residential Land Uses</i>	
	735 units
Total Residential	750,048 sf
<i>Open Space</i>	
Total Open Space	79,955 sf

REQUESTED PERMITS/APPROVALS: The entitlements being requested for the Project include, but may not be limited to, the following:

1. Project Permit Compliance Review for the Vermont-Western Transit Oriented District Specific Plan;
2. Site Plan Review;
3. Master Conditional Use Permit to allow the onsite and offsite sale of a full line of alcoholic beverages within the Project's proposed grocery market and retail areas;
4. 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, and building permits.

PROBABLE ENVIRONMENTAL EFFECTS OF THE PROJECT: Based on an Initial Study, the proposed project could have potentially significant environmental impacts in the following topic areas, which are to be addressed in the EIR: Air Quality; Cultural Resources; Greenhouse Gas Emissions; Land Use and Planning; Noise; Population/Housing; Public Services (fire protection, police protection, schools, parks, and libraries); Recreation; Transportation/Traffic; Tribal Cultural Resources; and Utilities and Service Systems (water, wastewater, and electricity and natural gas facilities).

PUBLIC SCOPING MEETING: A public scoping meeting in an **open house format** will be held to receive written public comments 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 written comments. The City of Los Angeles 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, July 13, 2017

Time: 6:00 P.M.–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: The Mayer Building
5500 Hollywood Boulevard, Suite 314
Los Angeles, CA 90028
(See attached map)

Free parking is available on-site. The location is accessible via the Metro Red Line Hollywood/Western Station and via Hollywood DASH bus line 207.

FILE REVIEW AND COMMENTS: The enclosed materials reflect the scope of the Project (subject to change). 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 this notice and 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."

The City of Los Angeles will consider all written comments regarding the potential environmental impacts of the Project and issues to be addressed in the EIR. **Written comments must be submitted to this office by 4:00 P.M., July 28, 2017.** Written comments also will be accepted at the public scoping meeting described above.

Please direct your comments to:

Mail: Jon Chang
City of Los Angeles, Department of City Planning
200 N. Spring Street, Room 750
Los Angeles, CA 90012
Fax: (213) 978-1343
E-mail: Jonathan.Chang@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 Scoping Meeting 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.

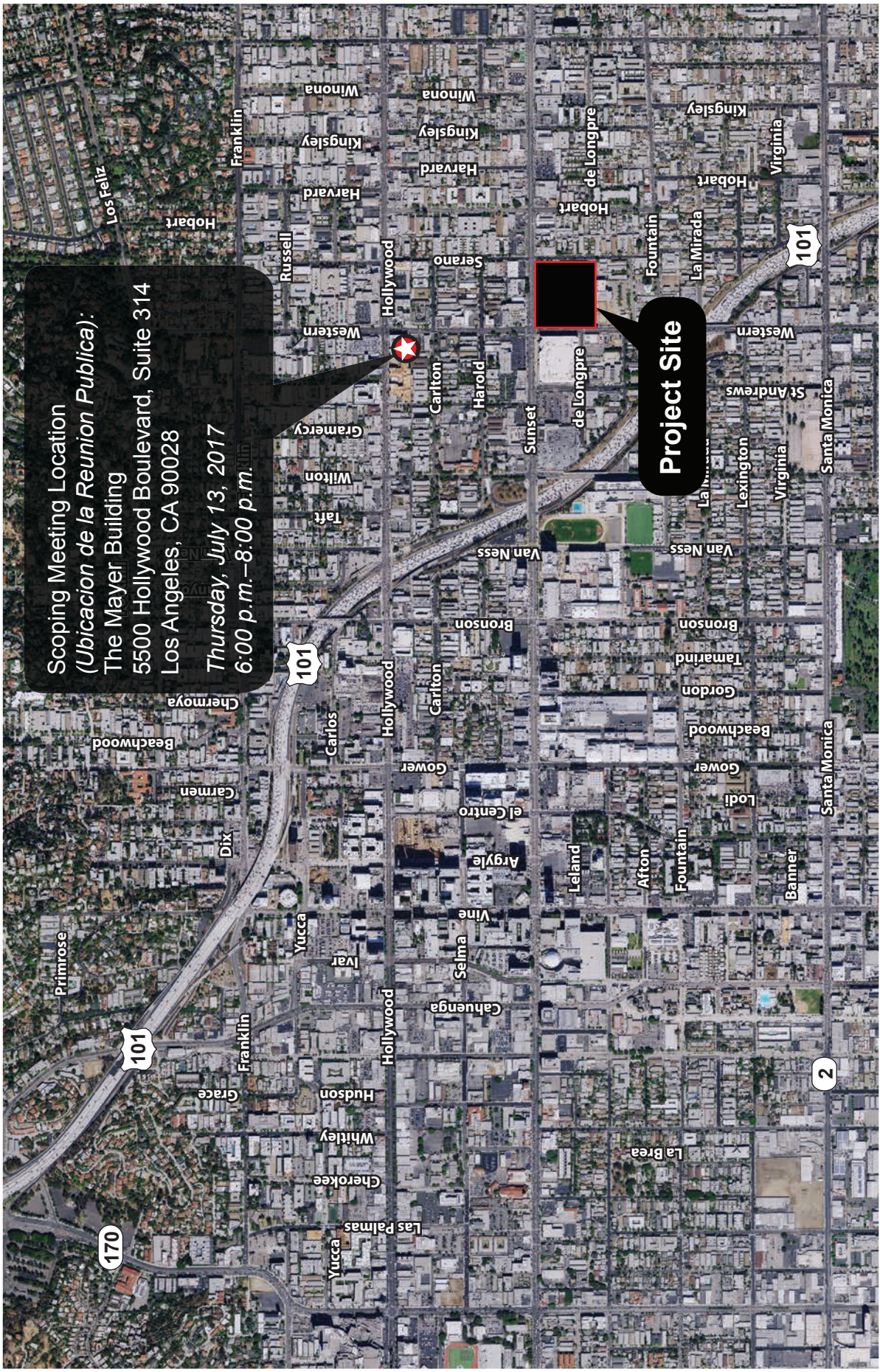
Como entidad cubierta bajo el Título II del Acto de los Americanos con Desabilidades, la Ciudad de Los Angeles no discrimina. La facilidad donde la junta se llevará a cabo y su estacionamiento son accesibles para sillas de ruedas. Traductores de Lengua de Muestra, dispositivos de oído, u otras ayudas auxiliares se pueden hacer disponibles si usted las pide en avance. Otros servicios, como traducción de Inglés a otros idiomas, también pueden hacerse disponibles si usted los pide en avance. Para asegurar la disponibilidad de éstos servicios, por favor haga su petición al mínimo de siete días antes de la reunión, a per.planning@lacity.org.

VINCENT P. BERTONI, AICP
Director of Planning



Jon Chang
Planning Assistant, Major Projects Section
Department of City Planning

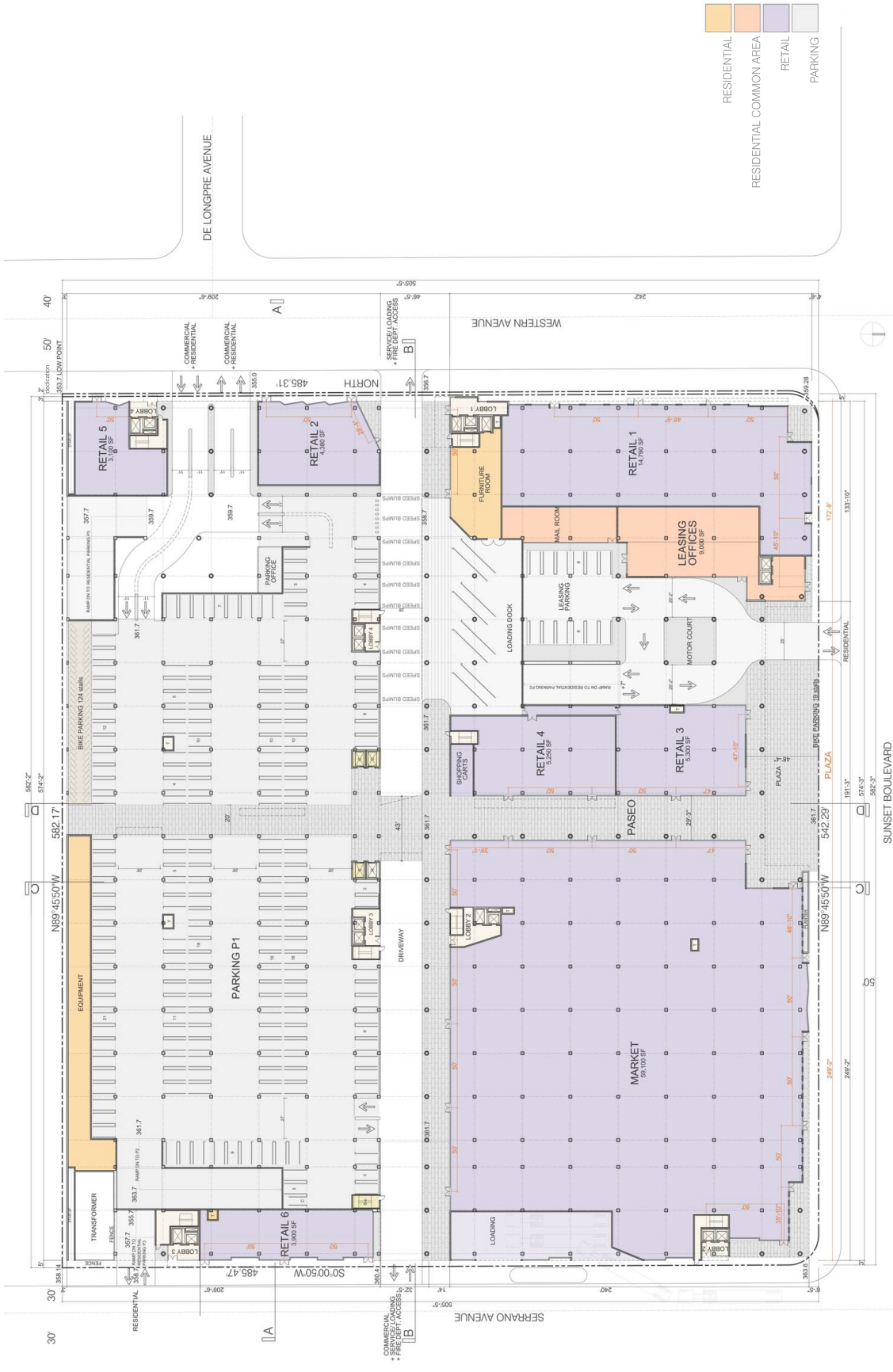
Attachments:
Project Location Map & Scoping Meeting Location
Conceptual Site Plan



Scoping Meeting Location
(Ubicacion de la Reunion Publica):
The Mayer Building
5500 Hollywood Boulevard, Suite 314
Los Angeles, CA 90028
Thursday, July 13, 2017
6:00 p.m. – 8:00 p.m.

Project Site

Scoping Meeting Location Map
Mapa de Ubicacion de la Reunion Publica



Conceptual Site Plan
Plano del Sitio Conceptual