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CITY PLANNING**

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**November 20, 2014**

**NOTICE OF PREPARATION AND NOTICE OF PUBLIC SCOPING MEETING**

**EAF NO.:** ENV-2014-2883-EIR

**PROJECT NAME:** 7107 Hollywood Boulevard Project

**PROJECT ADDRESS:** 7107-7129 Hollywood Boulevard, Los Angeles, CA, 90046

**COMMUNITY PLANNING AREA:** Hollywood Community Plan Area

**COUNCIL DISTRICT:** 4

**SCOPING MEETING DATE:** December 4, 2014

**DUE DATE FOR PUBLIC COMMENTS:** December 22, 2014

Pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15082, once a 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. The City of Los Angeles, Department of City Planning (Lead Agency) will require the preparation of an Environmental Impact Report for the 7107 Hollywood Boulevard Project (the Project). You are being notified of the City of Los Angeles' intent, as Lead Agency, to prepare an EIR for this project. This EIR will be prepared by outside consultants and submitted to the Department of City Planning, Environmental Analysis Section, for independent review.

The Department of City Planning requests your comments as to the scope and content of the EIR. The project description, location, and the potential environmental effects anticipated to be studied in the EIR are set forth below. Also included 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 will be comprised of an open house format. **The Scoping Meeting is not the required public hearing for municipal code entitlement requests which will be scheduled following the completion of the EIR.** No decisions about the Project will be made at the scoping meeting. A copy of the Initial Study prepared for the Project is available for public review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012, or may be viewed online at <http://planning.lacity.org> by clicking on the "Environmental" tab, then "Notice of Preparation & Public Scoping Meetings."

**PROJECT DESCRIPTION:** 7107 Leasing Delaware LLC, the Project Applicant, proposes to develop up to 410 multi-family residential units and approximately 10,000 square feet of community-serving retail and restaurant uses (the Project) on an approximately 2.0-acre site located at 7107-7129 Hollywood Boulevard (the Project Site) within the Hollywood Community of the City of Los Angeles. The Project Site is specifically located northwest of the intersection of Hollywood Boulevard and La Brea Avenue. Upon completion of the Project, the Project Site would include approximately 466,420 square feet of floor area within three new buildings that would range from 6 to 26 levels with a maximum building height of approximately 275 feet. In

addition, 940 parking spaces would be provided in four subterranean parking levels and up to three above grade parking levels. Numerous outdoor areas including private decks and courtyards and an expansive public plaza fronting Hollywood Boulevard and La Brea Avenue would also be provided as part of the Project. An existing approximately 19,890-square foot church and surface parking areas would be removed to provide for the proposed uses.

**REQUESTED ENTITLEMENTS:** The Project Applicant is requesting the following approvals from the City of Los Angeles:

- General Plan Amendment from “Medium Residential” to “Regional Center Commercial”;
- Amendment to the Hollywood Community Plan Land Use Map Footnote #9 to permit re-designation of the Site to “Regional Center Commercial” although it is outside the boundary of the Hollywood Redevelopment Project area;
- Zone Change from R3-1 to C4-2;
- Site Plan Review;
- Vesting Subdivision Map;
- Haul Route Approval;
- Conditional Use Permit for On-site and Off-site Alcohol; 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, and building permits.

**ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:** Aesthetics; Air Quality; Cultural Resources; Geology and Soils; Greenhouse Gas Emissions; Land Use; Noise; Public Services (Police Protection, Fire Protection, Schools, Libraries, and Parks and Recreation); Traffic, Access, and Parking; Utilities and Service Systems (Water and Wastewater); and Mandatory Findings of Significance.

**PUBLIC SCOPING MEETING:** The Scoping Meeting will be held on December 4, 2014, from 6:00 P.M. to 8:00 P.M. at the Temple Israel of Hollywood. The purpose of the Scoping Meeting is to solicit public comments regarding issues to be addressed in the Draft EIR. The Scoping Meeting will provide information regarding the Project and the anticipated scope of analyses to be contained in the Draft EIR, but no formal presentation is scheduled. The Department of City Planning encourages all interested individuals and organizations to attend this meeting. There will be no verbal comments or public testimony taken at this open house meeting. Written comments may be submitted at the Scoping Meeting. The location, date, and time of the public scoping meeting are as follows:

**Date:** December 4, 2014  
**Time:** 6:00 P.M.–8:00 P.M.  
**Location:** Temple Israel of Hollywood  
7300 Hollywood Boulevard  
Los Angeles, CA 90046

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 December 22, 2014. Written comments will also be accepted at the scoping meeting described above.

Please direct your comments to:

Luciralia Ibarra  
City of Los Angeles, Department of City Planning  
200 North Spring Street, City Hall Room 750  
Los Angeles, CA 90012  
Fax: (213) 978-1343  
E-mail: [luciralia.ibarra@lacity.org](mailto:luciralia.ibarra@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 meeting location 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 request.

To ensure availability of services, please make your request no later than three working days (72 hours) prior to the meeting by calling Darlene Navarrete at (213) 978-1332.

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 tres días (72 horas) antes de la reunión, llamando a Darlene Navarrete a (213) 978-1332.

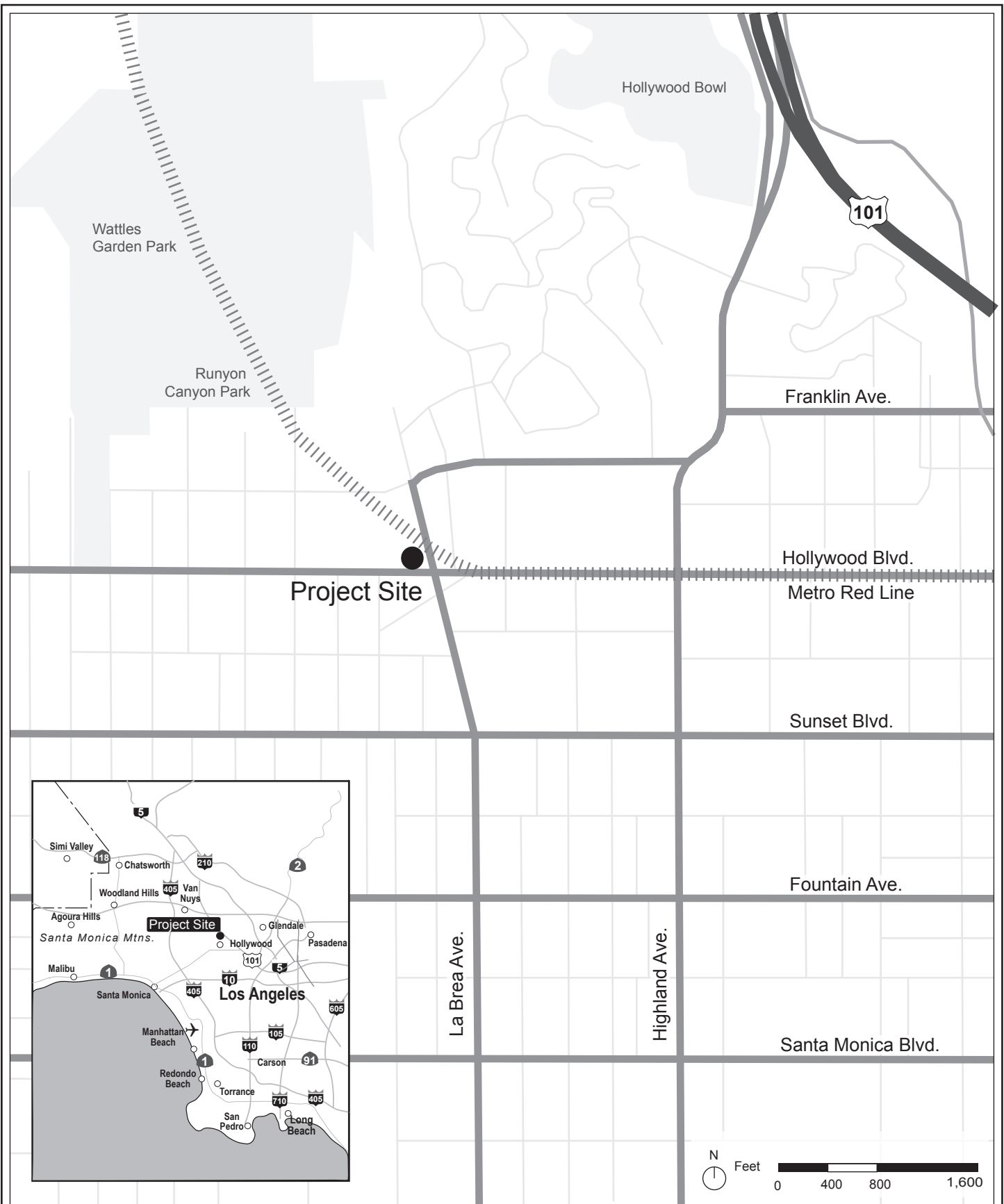
Michael LoGrande  
Director of Planning



Luciralia Ibarra  
Project Coordinator, Environmental Analysis Section

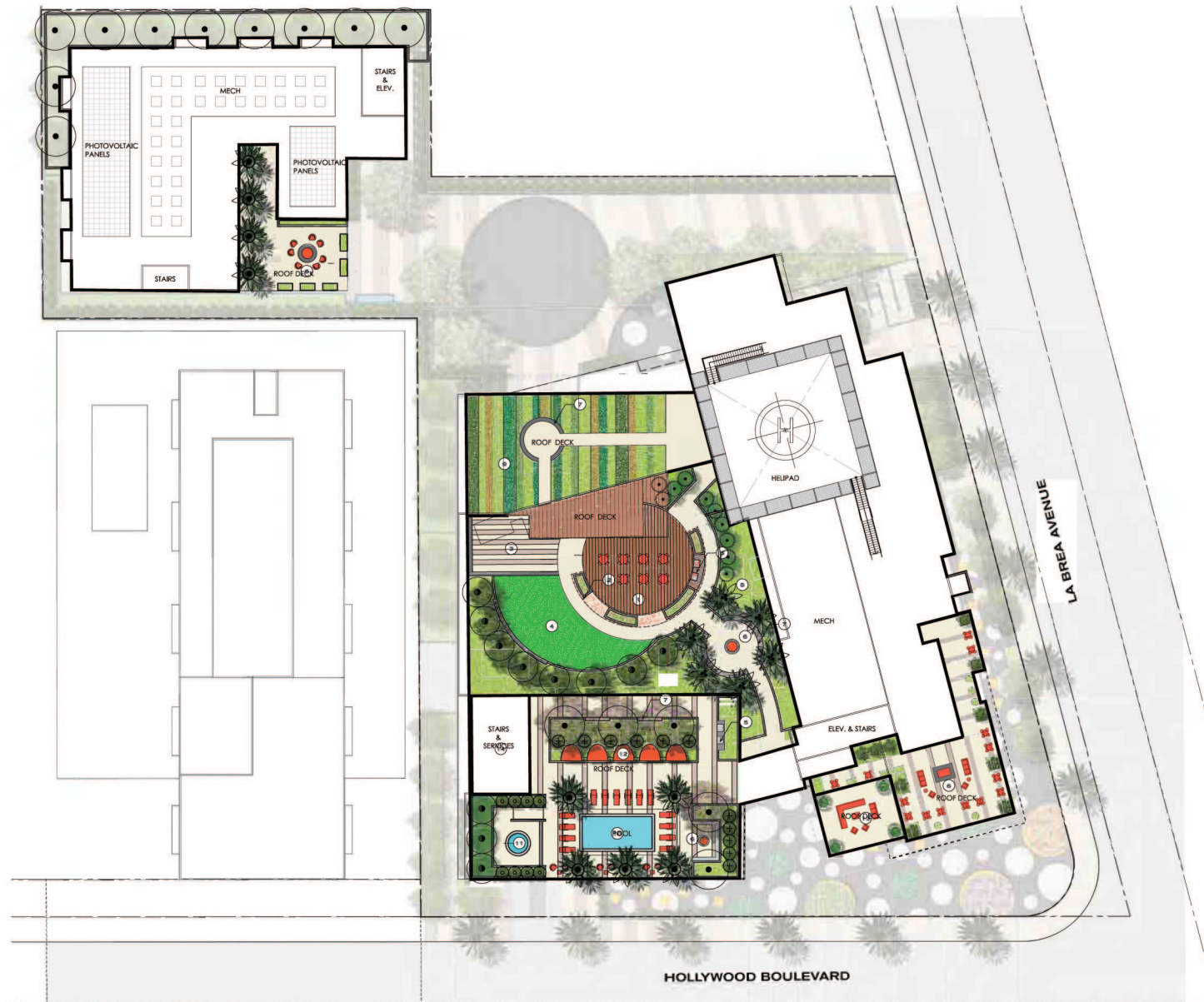
**Attachments:**

Project Location Map  
Conceptual Site Plan  
Conceptual Site Plan—Plan View  
500-foot Radius Map  
Scoping Meeting Location Map









**Figure 3**  
Conceptual Site Plan - Plan View



ALCOHOL LAND USE DATA SYMBOLS	
[C]	ON-SITE CONSUMPTION OF FULL LINE ALCOHOLIC BEVERAGES
[B]	ON-SITE CONSUMPTION OF BEER AND/OR WINE
[A]	OFF-SITE CONSUMPTION OF FULL LINE ALCOHOLIC BEVERAGES
[B]	OFF-SITE CONSUMPTION OF BEER AND / OR WINE

