



NOTICE OF PREPARATION OF ENVIRONMENTAL IMPACT REPORT AND PUBLIC SCOPING MEETING

November 5, 2021

Puede obtener información en Español sobre esta junta llamando al (213)-847-3686.

ENVIRONMENTAL CASE NO.:	ENV-2021-2232-EIR
PROJECT NAME:	Violet Street Creative Office Campus Project
PROJECT APPLICANT:	AI Violet, LLC and AI Violet B2, LLC
PROJECT ADDRESS:	2030, 2034, 2038, 2042, 2046, 2054, and 2060 East 7th Street; 715, 721, 725, 729, 733, 777, 801, 805, 809, 813, 817, 821, 825, 827, and 829 East Santa Fe Avenue; 2016, 2020, 2023, 2026, 2027, 2030, 2031, 2034, 2035, 2037, 2038, 2040; and 2043 East 7th Place and 2017, 2023, 2027, 2031, 2035, 2039, 2045, and 2051 Violet Street, Los Angeles, California 90021
COMMUNITY PLAN AREA:	Central City North
COUNCIL DISTRICT:	14—de León
PUBLIC COMMENT PERIOD:	November 5, 2021 – December 6, 2021
SCOPING MEETING:	November 18, 2021, 5:30 p.m. See below for additional information.

The City of Los Angeles (City) intends to prepare an Environmental Impact Report (EIR) for the proposed Violet Street Creative Office Campus 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 as to the scope and contents of the EIR, including mitigation measures or project alternatives to reduce potential environmental impacts 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 6.3-acre Project Site is comprised of four lots at 2030, 2034, 2038, 2042, 2046, 2054, and 2060 East 7th Street; 715, 721, 725, 729, 733, 777, 801, 805, 809, 813, 817, 821, 825, 827, and 829 East Santa Fe Avenue; 2016, 2020, 2023, 2026, 2027, 2030, 2031, 2034, 2035, 2037, 2038, 2040; and 2043 East 7th Place and 2017, 2023, 2027, 2031, 2035, 2039, 2045, and 2051 Violet Street, Los Angeles, California 90021 within the Central City North Community Plan area of Downtown Los Angeles. The Project Site is bounded by 7th Street to the north, Santa Fe Avenue to the east, Violet Street

to the south, and various public alleyways to the west. The site is partially bisected by 7th Place, which terminates within the Project Site and provides vehicular access to Mateo Street to the west. A public alleyway traverses the Project Site, running north/south between the terminus of 7th Place and Violet Street. **(See Attachment 1: Aerial Photograph of Project Site and Attachment 2: Vicinity and Lot Line Diagram).** The Project Site is currently developed with four buildings and a parking structure. Lot 1 is located at the southwest corner and is improved with 25,798 square feet of warehouse uses and 9,940 square feet of office uses, along with associated surface parking and truck loading areas. Lot 2 is located at the northwest corner and is developed with a five-story, 163,804-square-foot, parking garage with a rooftop level. Lot 3 is located at the northeastern portion of the Project Site along Santa Fe Avenue between 7th Street and Violet Street and is currently improved with a two- and five-story 244,795 square-foot office building currently occupied by Warner Music Group. Lot 4 is located at the southeast corner of the Project Site and is developed with a 21,880 square foot warehouse with one story and a mezzanine. The Project Site also includes an alley that connects the terminus of 7th Place to Violet Street, as well as portions of 7th Place.

PROJECT DESCRIPTION: The Project involves the demolition of the existing 25,798 square feet of warehouse uses, 9,940 square feet of office uses, and associated surface parking, all located on the southwest portion of the Project Site. The remainder of the Project Site is developed with the existing 244,795-square-foot Warner Music Group building (originally the Ford Factory building) and a five-story parking garage, which would be retained as part of the Project. The Project proposes a 13-story, approximately 450,599 square-foot building featuring 435,100 square feet of office uses, 15,499 square-feet of ground floor retail and/or restaurant uses, and 1,264 automobile parking spaces located in a seven-story parking garage, comprised of one at-grade, two above-grade, and four below-grade levels. While not required by Los Angeles Municipal Code, approximately 74,018 square feet of outdoor areas would be provided. Accordingly, the Project includes a Future Campus Expansion Phase which encompasses a potential expansion opportunity for additional office use to be developed within the Project Site at the corner of Violet Street and Santa Fe Avenue. Construction of the Future Campus Expansion Phase would require the demolition of an existing 21,880 square foot building containing office uses.

Summary of Floor Area

Land Use	Existing Floor Area	Existing Floor Area to Be Removed	Proposed Construction	Total Floor Area
Office (Project)	254,735 sf	-9,940 sf	435,100 sf	679,895* sf
Office (Future Campus Expansion Phase)	21,880 sf	-21,880 sf	211,201 sf	211,201 sf
Warehouse	25,798 sf	-25,798 sf	—	—
Retail/Restaurant	—	—	15,499 sf	15,499 sf
Total	302,413 sf	57,618 sf	661,800 sf	906,595 sf
sf = square feet *Includes the existing 244,795 sf Warner Music Group building to be retained.				

REQUESTED ACTIONS:

1. Pursuant to City Charter Section 555 and Section 11.5.6 of the LAMC, a General Plan Amendment to amend the Central City North Community Plan to re-designate Lot 1 from “Heavy Manufacturing” to “Regional Center Commercial;”
2. Pursuant to Section 12.32 F and 12.32 Q of the LAMC, a Vesting Zone and Height District Change from the M3-1-RIO Zone to the C2-2-RIO Zone for Lot 1 of the Project Site;

3. Pursuant to Section 12.24 U.14 of the LAMC, a Vesting Conditional Use for a Major Development Project resulting in the creation of greater than 100,000 square-feet of non-warehouse, nonresidential floor area in the C2 Zone within the Project Site;
4. Pursuant to Section 12.24 W.19 of the LAMC, a Vesting Conditional Use to allow Floor Area Ratio averaging across a Unified Development;
5. Pursuant to Section 12.27 of the LAMC, a Zone Variance from Section 12.21 C.6 (b) of the LAMC to permit a loading zone to be provided with vehicular access from a public street;
6. Pursuant to Sections 16.05 of the LAMC, Site Plan Review for a project resulting in more than 50,000 new square-feet of nonresidential floor area within the Project Site;
7. Pursuant to Sections 17.01, 17.10, 17.13, and 17.15 of the LAMC, a Vesting Tentative Tract Map to permit the merger and resubdivision of a portion of 7th Place, Violet Street, Santa Fe Avenue, and the abutting public alley to permit the creation of four ground lots; maintenance of the existing 30-foot width of the abutting half right-of-way of Violet Street, maintenance of the existing 40-foot width of the abutting half right-of-way of Santa Fe Avenue; maintenance of the existing 40-foot width of the abutting half right-of-way of 7th Street, maintenance of the existing 7.5-foot width of the abutting half right-of-way of the alley located at the westerly property line, and the export of greater than 144,000 cubic yards of materials;
8. Other discretionary and ministerial permits and approvals that are or may be required, including, but not limited to, temporary street closure permits, grading permits, excavation permits, haul route approval, street tree removal approval, foundation permits, and sign permits.

POTENTIAL 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 will be addressed in the EIR: Air Quality, Cultural Resources, Energy, Greenhouse Gas Emissions, Land Use and Planning, Noise, Public Services (Fire & Police), Transportation, Tribal Cultural Resources, and Utilities and Service Systems (Water, Electricity, and Natural Gas)

PUBLIC SCOPING MEETING: A Public Scoping Meeting will be held in an online format using GoToWebinar, to share information regarding the Project and the environmental review process. City staff, environmental consultants, and Project representatives will be available during this meeting which will begin with a presentation. After the Public Scoping Meeting has ended, a copy of the prerecorded presentation will be posted to the Department’s website at <https://planning.lacity.org/development-services/eir>. The City encourages all interested individuals and organizations to attend this meeting. Questions may be submitted via the “Questions” chat box in the control panel, but there will be no verbal comments or public testimony taken at the Public Scoping Meeting. A separate more detailed instructions page is included in this communication. No decisions about the Project will be made at the Public Scoping Meeting. A separate public hearing for Municipal Code entitlement requests, will be scheduled after the completion of the EIR. The date, time, and virtual location of the Public Scoping Meeting are as follows:

- Date:** November 18, 2021
- Time:** 5:30 p.m.
- Virtual Location:** Visit <https://attendee.gotowebinar.com/register/8393076249816181005> or www.joinwebinar.com and enter webinar ID **329-676-651** and your email address

FILE REVIEW AND COMMENTS:

The Department of City Planning recognizes the unprecedented nature of COVID-19 and, having been identified as an essential City service, continues to work and respond to all inquiries pertaining to our ongoing efforts to process entitlement applications. As a result of the Mayor's "Safer at Home" Order issued on March 19, 2020, means to access project-related materials in-person may be limited. To that end, the Department of City Planning will ensure that interested parties seeking information about the Project will have access. A copy of this notice and the Initial Study prepared for the Project may be viewed with the environmental file or online at <https://planning.lacity.org/development-services/eir>.

The environmental file is available for public review at the City of Los Angeles, Department of City Planning, 221 N. Figueroa Street, Suite 1350, Los Angeles, CA 90012, during office hours Monday–Friday, 9:00 A.M.–4:00 P.M. Please contact the Staff Planner listed below to schedule an appointment.

The City will consider all written comments regarding the potential environmental effects of the Project and issues to be addressed in the EIR. If you wish to submit comments, please reference the Environmental Case Number provided above, and submit them in writing by Monday, **December 6, 2021, no later than 4:00 P.M.**

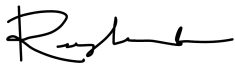
Please direct your comments to:

Mail: Rey Fukuda
City of Los Angeles, Department of City Planning
221 N. Figueroa Street, Room 1350
Los Angeles, CA 90012

E-mail: Rey.Fukuda@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 will be held virtually. 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.

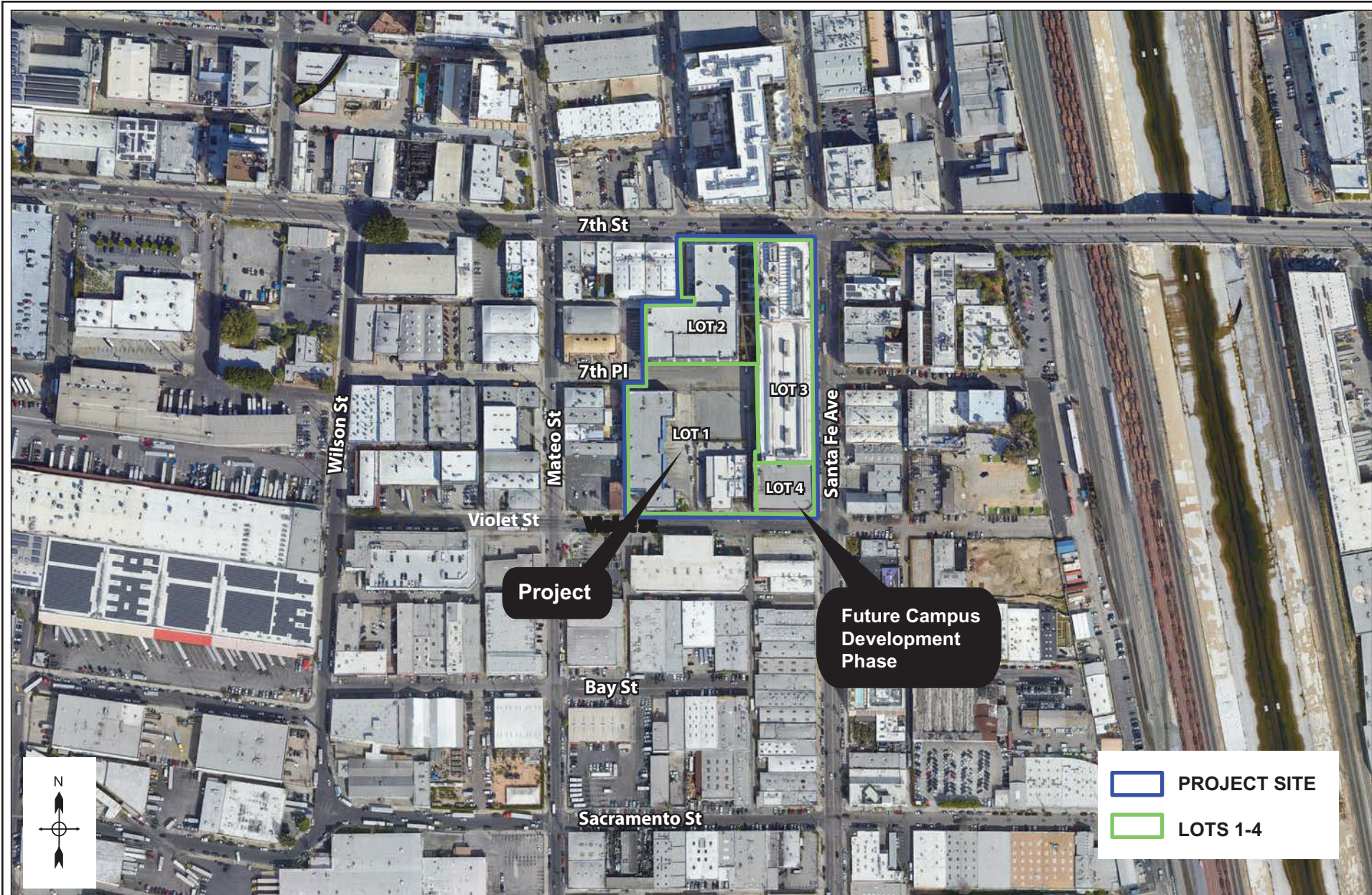
VINCENT P. BERTONI, AICP
Director of Planning



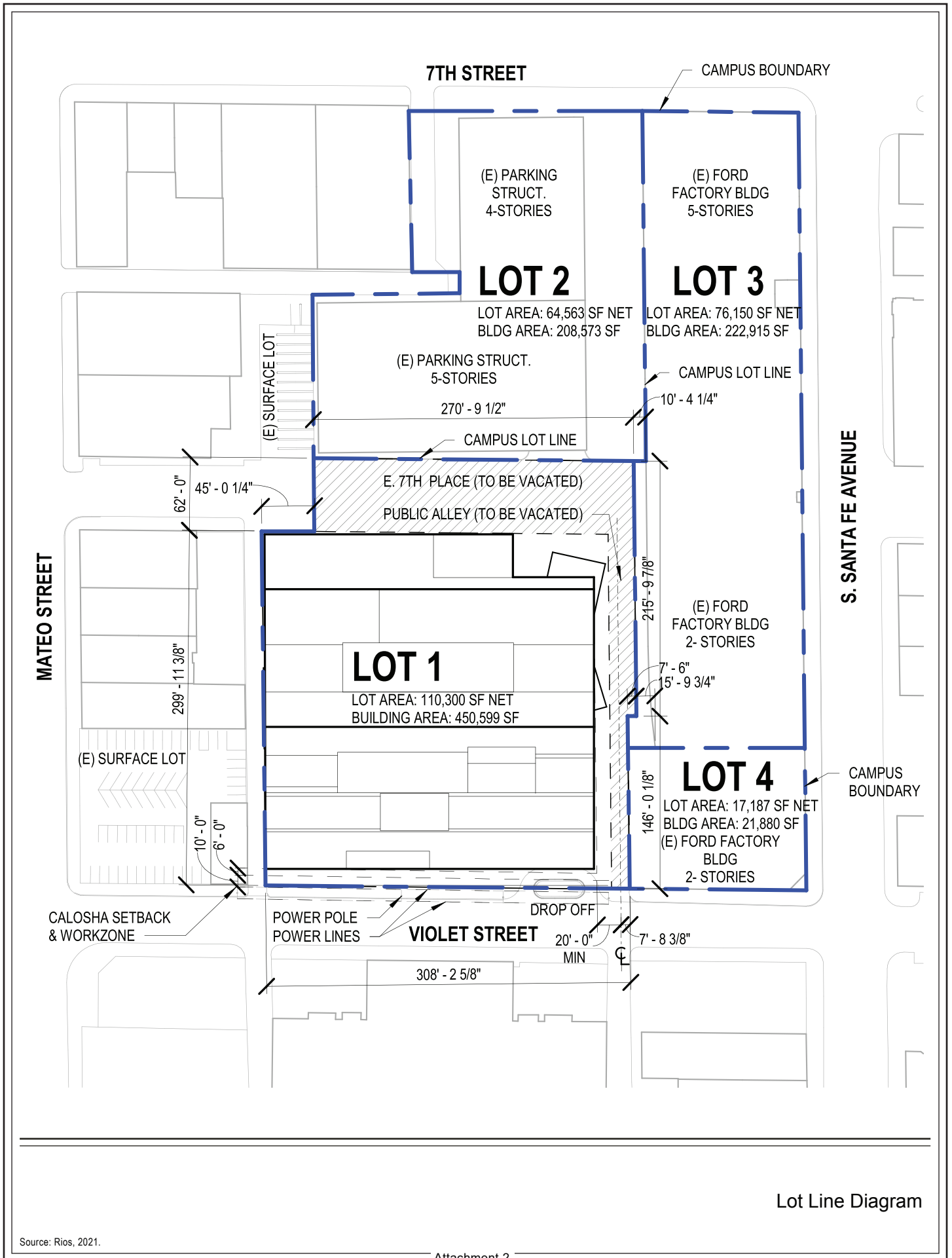
Rey Fukuda
Major Projects
Department of City Planning
213-847-3686

Attachments:

1. Aerial Photograph of Project Site and Vicinity
2. Conceptual Site Plan
3. GoToWebinar Instructions



Aerial Photograph of Project Site and Vicinity



Lot Line Diagram

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RE: GoToWebinar Instructions for the Violet Street Creative Office Campus Project Scoping Meeting - 2045 East Violet Street (ENV-2021-2232-EIR) (See NOP for full list of addresses)

How to participate in the Virtual Public Scoping Meeting

Thank you for participating in the Virtual Public Scoping Meeting. In this meeting you will learn more about The Violet Street Creative Office Campus Project (ENV-2021-2232-EIR) and have an opportunity to ask questions about the Project as well as provide input as to what environmental topics the Environmental Impact Report of the Project should study. For this Virtual Public Scoping Meeting we will be using GoToWebinar as our virtual platform. To participate you will need access to a computer/ tablet or smartphone. Please follow the instructions below to participate. For more detailed instructions please visit: <https://support.goto.com/webinar/how-to-join-attendees>.

- 1) Click the registration link [here](#) (also on Page 3 of the Notice of Preparation) to enter your contact information and receive a confirmation email with information about joining the webinar.
- 2) Join the meeting via your computer, tablet or smartphone. You may use the link in your confirmation email or go to joinwebinar.com and enter webinar ID **329-676-651** and your email address.
- 3) After registering, you will receive a confirmation email containing information about joining the webinar.
- 4) Listen to the presentation.
- 5) Ask Questions: Use the 'Questions' chat box in the control panel of GoToWebinar. Questions will be answered in the order received after the presentation has ended.
- 6) Submit Public Comment after the meeting to Department of City Planning staff through regular mail or e-mail at Rey.Fukuda@lacity.org. Please follow instructions on the Notice of Preparation.

Note: If you experience any technical difficulties during the meeting:

- Please type in the 'Questions' chat box,
- Click the hand raise button (if using a computer),
- Or contact us at Rey.Fukuda@lacity.org (non-urgent).