



NOTICE OF PREPARATION OF ENVIRONMENTAL IMPACT REPORT AND PUBLIC SCOPING MEETING

June 10, 2021

ENVIRONMENTAL CASE NO.:	ENV-2020-3739-EIR
PROJECT NAME:	Hollywood and Cahuenga Project
PROJECT APPLICANT:	Onni Group
PROJECT ADDRESS:	1708–1726 Cahuenga Boulevard and 6381–6385 Hollywood Boulevard, Los Angeles, California 90028
COMMUNITY PLAN AREA:	Hollywood
COUNCIL DISTRICT:	13—O’Farrell
PUBLIC COMMENT PERIOD:	June 10, 2021–July 12, 2021
SCOPING MEETING:	June 24, 2021, 5:30 P.M.–7:30 P.M. See below for additional information.

The City of Los Angeles (City) intends to prepare an Environmental Impact Report (EIR) for the proposed Hollywood and Cahuenga 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 effects 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, Public Scoping Meeting information, and instructions for public comment submittal are listed below.

PROJECT LOCATION AND EXISTING ON-SITE USES: The Project Site consists of property located at 1708–1726 Cahuenga Boulevard and 6381–6385 Hollywood Boulevard within the Hollywood Community Plan Area of the City of Los Angeles. **(See attached Project Location Map.)** The Project Site is currently developed with three buildings ranging from one to seven stories and surface parking areas. Existing buildings on the Project Site include the seven-story (109-foot-tall), 67,581-square-foot Security Pacific Bank Building (SPB) Building at 6381 Hollywood Boulevard, which is designated as a City Historic-Cultural Monument; a single-story (19-foot-tall), 9,300-square-foot restaurant located at 1716 Cahuenga Boulevard; and a three-story (31-foot-tall), 12,113-square-foot vacant building located at 1724 Cahuenga Boulevard.

PROJECT DESCRIPTION: The Project includes the development of 217,269 square feet of floor area consisting of approximately 210,769 square feet of office uses and 6,500 square feet of ground floor commercial (restaurant) space. The proposed uses would be located within a single, 14-story building with a maximum height of 213 feet. The Project would also provide approximately 9,872 square feet of open space and amenities. In accordance with the LAMC, the Project would provide a total of 858 vehicular parking spaces within eight subterranean levels, one ground floor parking level, and one above grade parking level. Two existing commercial buildings (an existing restaurant and a vacant building) totaling 21,413 square feet would be demolished to accommodate the Project. The SPB Building (which is on the Project Site, but not part of the Project) would remain on the Project Site and would continue to be used as office space. Upon completion, the Project would result in a net increase of 195,856 square feet of floor area within the Project Site with a total floor area, including the existing SPB Building to remain, of 284,850 square feet which results in a floor area ration (FAR) of 6:1 across the Project Site. Project construction is anticipated to be completed in Q4 2026.

The following tables identify the existing Project Site uses and proposed uses for the Project for environmental impact analysis purposes:

Existing Project Site Uses

Existing Uses	Floor Area (sf)
Existing Uses to be Removed	
Restaurant	9,300 sf
Vacant Building	12,113 sf
Existing Uses to Remain	
Office	67,581 sf

Summary of Proposed Floor Area

Proposed Uses	Floor Area (sf)
Land Use	
Office	210,769 sf
Commercial (restaurant)	6,500 sf
Total	217,269 sf

REQUESTED ACTIONS:

1. Pursuant to LAMC Section 12.32 Q, a Vesting Zone and Height District Change from C4-2D-SN and [Q]C4-2D-SN to (Q)C4-2-SN;
2. Pursuant to LAMC Section 12.24 T and 12.24 W.19, a Vesting Conditional Use Permit to permit FAR averaging in a Unified Development;
3. Pursuant to LAMC Section 12.24 W.1, Master Conditional Use Permit to allow for the sale of a full line of alcoholic beverages in conjunction with two potential restaurants;
4. Pursuant to LAMC Section 11.5.7 C, Project Permit Compliance Review for the Hollywood Signage Supplemental Use District;
5. Pursuant to LAMC Section 11.5.7 F, an Exception from Hollywood Signage Supplemental Use District to permit an open panel rooftop sign on the new building;

6. Pursuant to LAMC Section 11.5.14, Redevelopment Plan Compliance Review for the Hollywood Redevelopment Plan;
7. Pursuant to LAMC Section 16.05 C.1, Site Plan Review for more than 50,000 square feet of commercial uses;
8. Pursuant to 17.15, a Vesting Tentative Tract Map for the merger and resubdivision of the Project Site into two ground lots and for commercial condominium purposes, and pursuant to LAMC Section 17.13, approval of a haul route;
9. 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, building permits, and sign permits.

POTENTIAL ENVIRONMENTAL EFFECTS OF THE PROJECT: Based on the Initial Study, the Project could have potentially significant environmental impacts in the following topic areas, which will be addressed in the EIR: Air Quality, Cultural Resources, Energy, Geology and Soils, Greenhouse Gas Emissions, Land Use and Planning, Noise, Public Services (Fire Protection and Police Protection), Transportation, Tribal Cultural Resources, and Utilities and Service Systems (Water and Energy).

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 pre-recorded 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: June 24, 2021

Time: 5:30 P.M.–7:30 P.M.

Virtual Location: Visit www.joinwebinar.com and enter webinar ID **944-004-579** 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 [\[https://planning.lacity.org/development-services/eir\]](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 **July 12, 2021, no later than 4:00 P.M.**

Please direct your comments to:

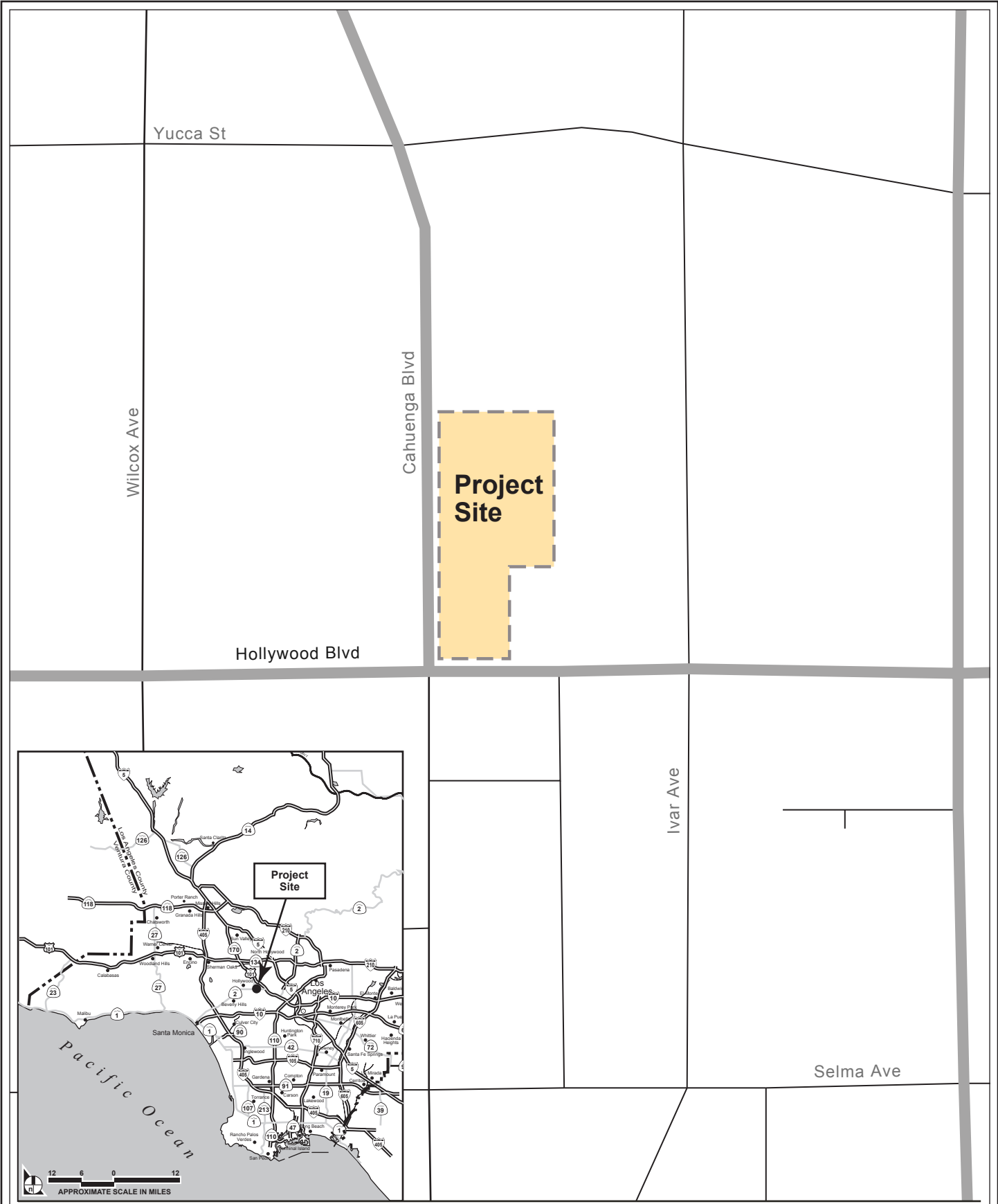
Mail: Jivar Afshar
City of Los Angeles, Department of City Planning
221 N. Figueroa Street, Suite 1350
Los Angeles, CA 90012
E-mail: jivar.afshar@lacity.org

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. 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

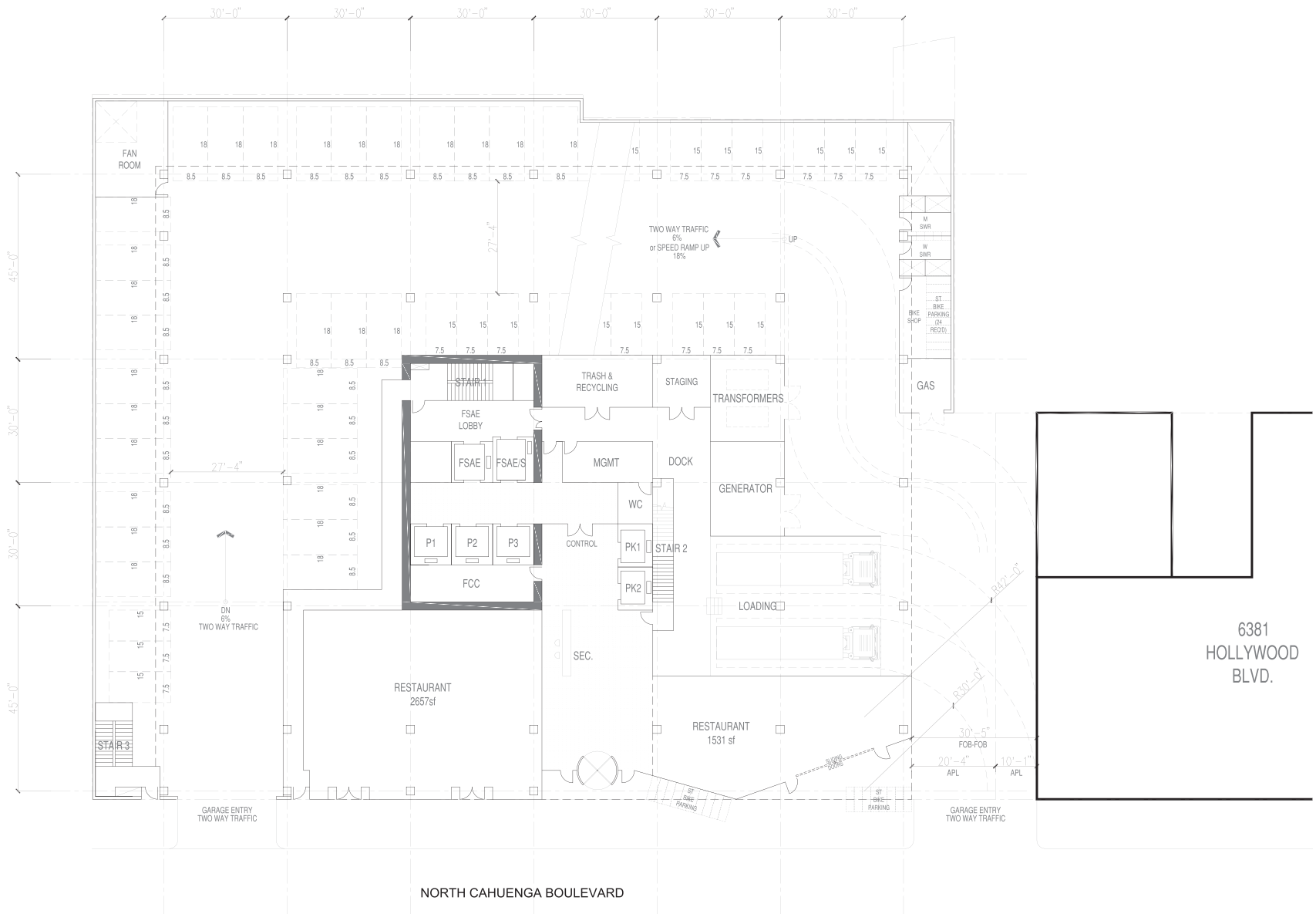

Jivar Afshar
Major Projects
Department of City Planning
(213) 847-3630

Attachments:
Project Location Map
Conceptual Site Plan
Conceptual Rendering
GoToWebinar Instructions



Project Location Map

Source: ArcGIS, 2020; Eyestone Environmental, 2020.



Conceptual Site Plan
Ground Floor



Conceptual Rendering

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**RE: GoToWebinar Instructions for The Hollywood Cahuenga Scoping Meeting -1708–1726
Cahuenga Boulevard and 6381–6385 Hollywood Boulevard (ENV-2020-3739-EIR)**

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 Albany Project (ENV-2020-3739-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 to enter your contact information and receive a confirmation email with information about joining the webinar.
- 2) Join the meeting via your computer or tablet. You may use the link in your confirmation email or go to **joinwebinar.com** and enter webinar ID **944-004-579** and your email address.
- 3) Listen to the presentation.
- 4) 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.
- 5) Submit Public Comment after the meeting to Department of City Planning staff through regular mail or e-mail. 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 jivar.afshar@lacity.org.