



NOTICE OF PREPARATION OF ENVIRONMENTAL IMPACT REPORT AND PUBLIC SCOPING MEETING

December 22, 2020

ENVIRONMENTAL CASE NO.:	ENV-2020-1239-EIR
PROJECT NAME:	1000 Seward Project
PROJECT APPLICANT:	39 South, LLC
PROJECT ADDRESS:	1000 and 1006 North Seward Street; 1003, 1007, and 1013 North Hudson Avenue; and 6565 West Romaine Street, Los Angeles, California 90038
COMMUNITY PLAN AREA:	Hollywood
COUNCIL DISTRICT:	13—O'Farrell
PUBLIC COMMENT PERIOD:	December 22, 2020 to January 22, 2021
SCOPING MEETING:	Thursday, January 7, 2021 at 5:30 P.M.

The City of Los Angeles (City) intends to prepare an Environmental Impact Report (EIR) for the proposed 1000 Seward 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 also will be held to receive input regarding the environmental topics to be addressed in the EIR. No decisions about the Project will be 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 0.78-acre Project Site is located at 1000 and 1006 Seward Street; 1003, 1007, and 1013 Hudson Avenue; and 6565 Romaine Street, within the Hollywood Community Plan area of the City. The Project Site is bounded by portions of a one-story brick building and an approximately 64-foot tall parking structure to the north, an above-grade parking structure to the west, industrial uses to the south, and multi-family residential buildings to the east. Regional access to the Project Site is provided by Santa Monica Boulevard, located approximately 0.12-mile north of the Project Site and the Hollywood Freeway (US-101) located approximately 1.5 miles east of the Project Site. Local access to the Project Site is provided by Hudson Avenue, Seward Street, and Romaine Street. **(See attached Project Location Map.)**

PROJECT DESCRIPTION:

The Project includes the development of a ten-story mixed use office building (with an additional rooftop level for mechanical equipment and tenant terrace) on a 0.78-acre site located in the Hollywood Community Plan area of the City. Specifically, the Project would include the development of new office, restaurant, and retail uses totaling 150,600 square feet in one of two development options. Under Option A, the Project would develop 136,200 square feet of office uses, 12,200 square feet of restaurant uses (of which 6,100 square feet may be used for an entertainment use), and 2,200 square feet of retail uses. Under Option B, the Project would develop 134,100 square feet of office uses, 14,300 square feet of restaurant uses (of which 6,100 square feet may be used for an entertainment use), and 2,200 square feet of retail uses. Under either option, the proposed uses would be located within a single ten-story building (with an additional rooftop level) with a maximum height of 133 feet to the top of the highest occupiable level and a maximum height of 155 feet to the top of the rooftop level. In accordance with the Los Angeles Municipal Code (LAMC), the Project would provide 310 vehicular parking spaces and 58 bicycle parking spaces (36 long-term and 22 short-term) within four subterranean parking levels, one at-grade level that would be enclosed with the exception of the entrance, and three fully-enclosed and mechanically ventilated above grade parking levels. An existing restaurant and studio and production space, totaling 2,551 square feet and 8,442 square feet, respectively, along with a surface parking lot would be demolished to accommodate the Project under Option A. An alternative building design is also proposed as Option B that would allow the 2,551 square-foot restaurant to remain. Upon completion of either option, the Project would result in 150,600 square feet of floor area within the Project Site with a floor area ratio (FAR) of 4.4:1.

Summary of Proposed Floor Area		
Land Use	Floor Area—Option A	Floor Area—Option B
Office	136,200 square feet	134,100 square feet
Restaurant ^b	12,200 square feet	14,300 square feet
Retail	2,200 square feet	2,200 square feet
Project Total	150,600 square feet	150,600 square feet
<hr/> <i>b. 6,100 square-feet may be used for entertainment uses.</i>		

REQUESTED ACTIONS:

1. Pursuant to LAMC Section 11.5.6, a General Plan Amendment to amend a portion of the Project Site designated by the Hollywood Community Plan as “Medium Residential” to a “Limited Manufacturing” land use designation to match the balance of the Project Site;
2. Pursuant to LAMC Sections 12.32-F and 12.32-Q, a Vesting Zone Change for the Project Site from “R3” and “MR1” to “M1” to allow for the office use across the entire Project Site;
3. Pursuant to LAMC Section 12.32-F, a Height District Change for the Project Site from Height District No. 1 to Height District No. 2 with a D Limitation to allow a 4.5:1 FAR;
4. Pursuant to LAMC Section 12.24-W.1, a Conditional Use Permit to allow the sale or dispensing of alcoholic beverages, including beer, wine, and a full-line of alcohol, for consumption on the premises or off-site of the premises in the M1 Zone (for up to three suites);

5. Pursuant to LAMC Section 12.24-U.14, a Conditional Use Permit for a Major Development Project for the construction of 100,000 square feet or more of non-residential or non-warehouse uses in the M1 zone;
6. Pursuant to LAMC Section 12.37, a Waiver of Dedication for the dedications and improvements along Seward Street and Romaine Street; and,
7. Pursuant to LAMC Section 16.05, a Site Plan Review for development that creates, or results in an increase of 50,000 gross square feet or more nonresidential floor area.
8. Other discretionary and ministerial permits and approvals that may be deemed necessary, including, but not limited to, temporary street closure permits, grading permits, haul route application, excavation permits, foundation permits, building permits, and sign permits.

POTENTIAL ENVIRONMENTAL EFFECTS OF THE PROJECT:

Based on an 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; Greenhouse Gas Emissions; Land Use and Planning; Noise; Public Services (Fire Protection, Police Protection, and Library Services); Transportation; Tribal Cultural Resources; and Utilities and Service Systems (Water Supply and Energy Infrastructure).

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 presentation will be posted to the Department of City Planning'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 completion of the EIR. The date, time, and virtual location of the Public Scoping Meeting are as follows:

Date: Thursday, January 7, 2021

Time: 5:30 P.M.

Virtual Location: Visit www.joinwebinar.com and enter webinar ID **805-296-747** 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 also may be available for public review, by appointment only, at the City of Los Angeles, Department of City Planning, 221 North 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 impacts of the Project and issues to be addressed in the EIR. If you wish to submit comments, please reference the Environmental Case No. above and submit them in writing by **Friday, January 22, 2021, no later than 4:00 P.M.** Written comments will also be accepted at the Public Scoping Meeting described above.

Please direct your comments to:

Mail: Bradley Furuya
City of Los Angeles, Department of City Planning
221 North Figueroa Street, Suite 1350
Los Angeles, CA 90012

E-Mail: bradley.furuya@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. Services such as translation between English and other languages may be provided upon written request submitted a minimum of seven (7) business days in advance to: bradley.furuya@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.

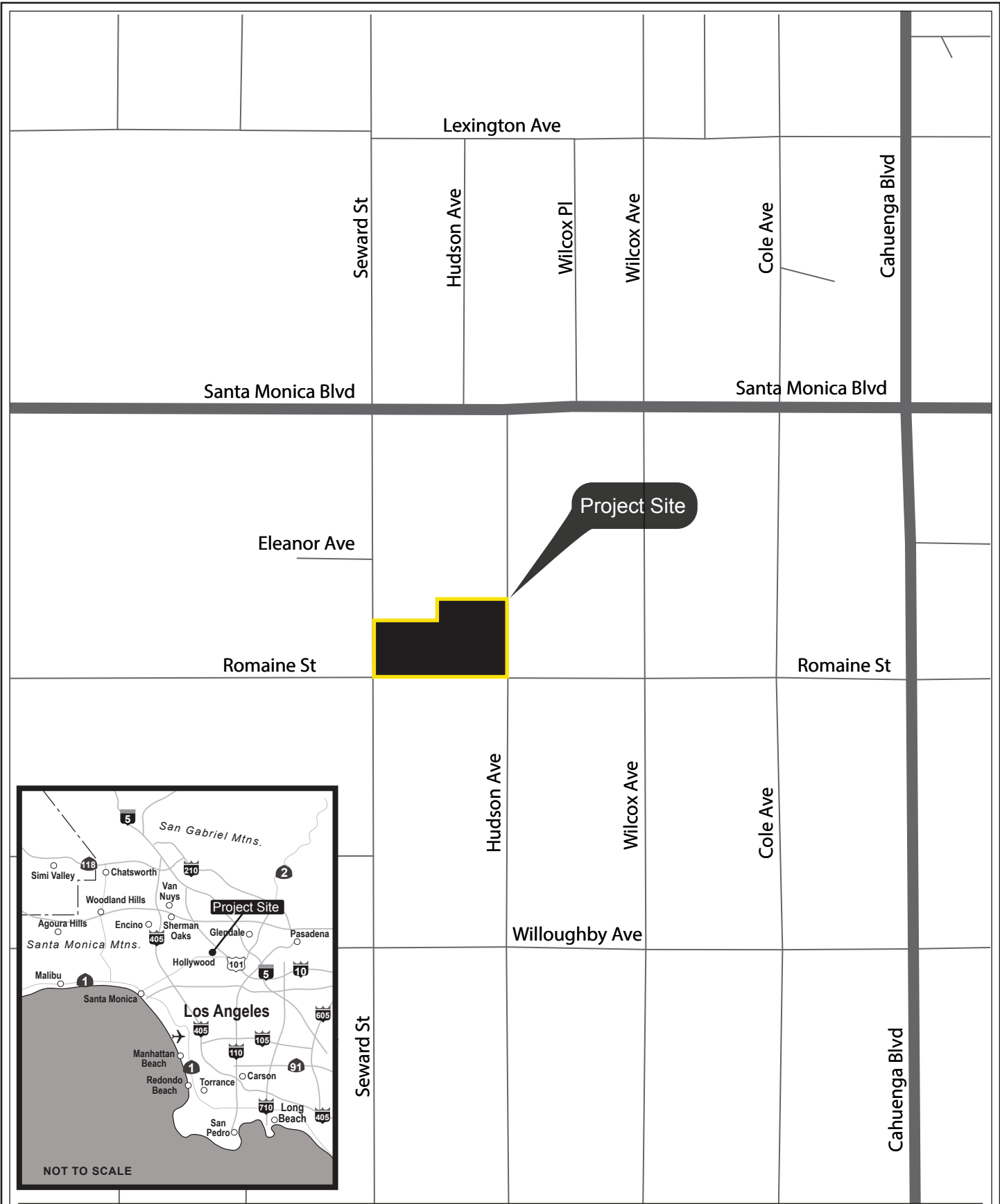
VINCENT P. BERTONI, AICP
Director of Planning



Bradley Furuya
Major Projects
Department of City Planning
(213) 847-3642

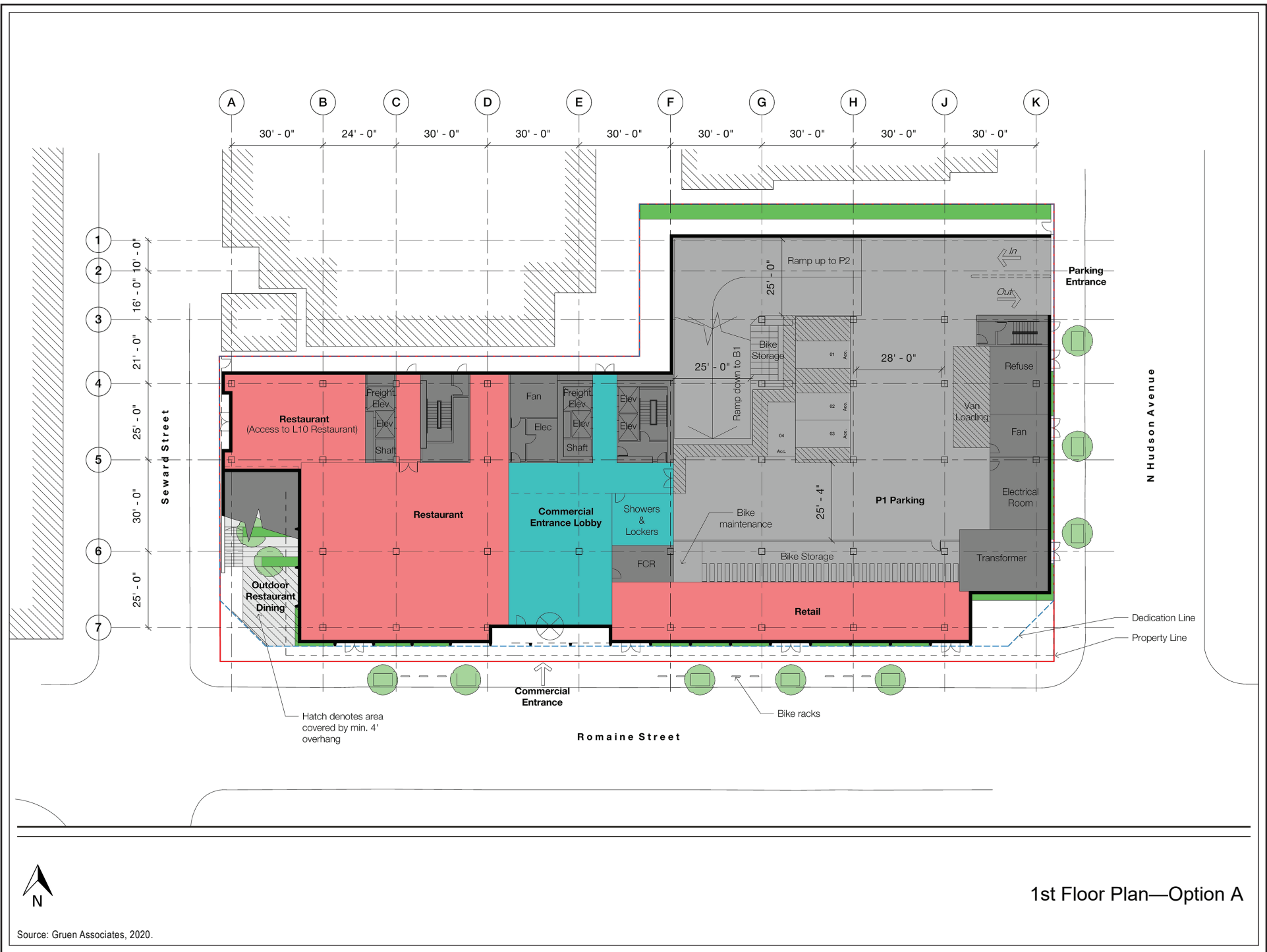
Attachments:

Project Location Map
1st Floor Plan—Option A
1st Floor Plan—Option B
GoToWebinar Instructions



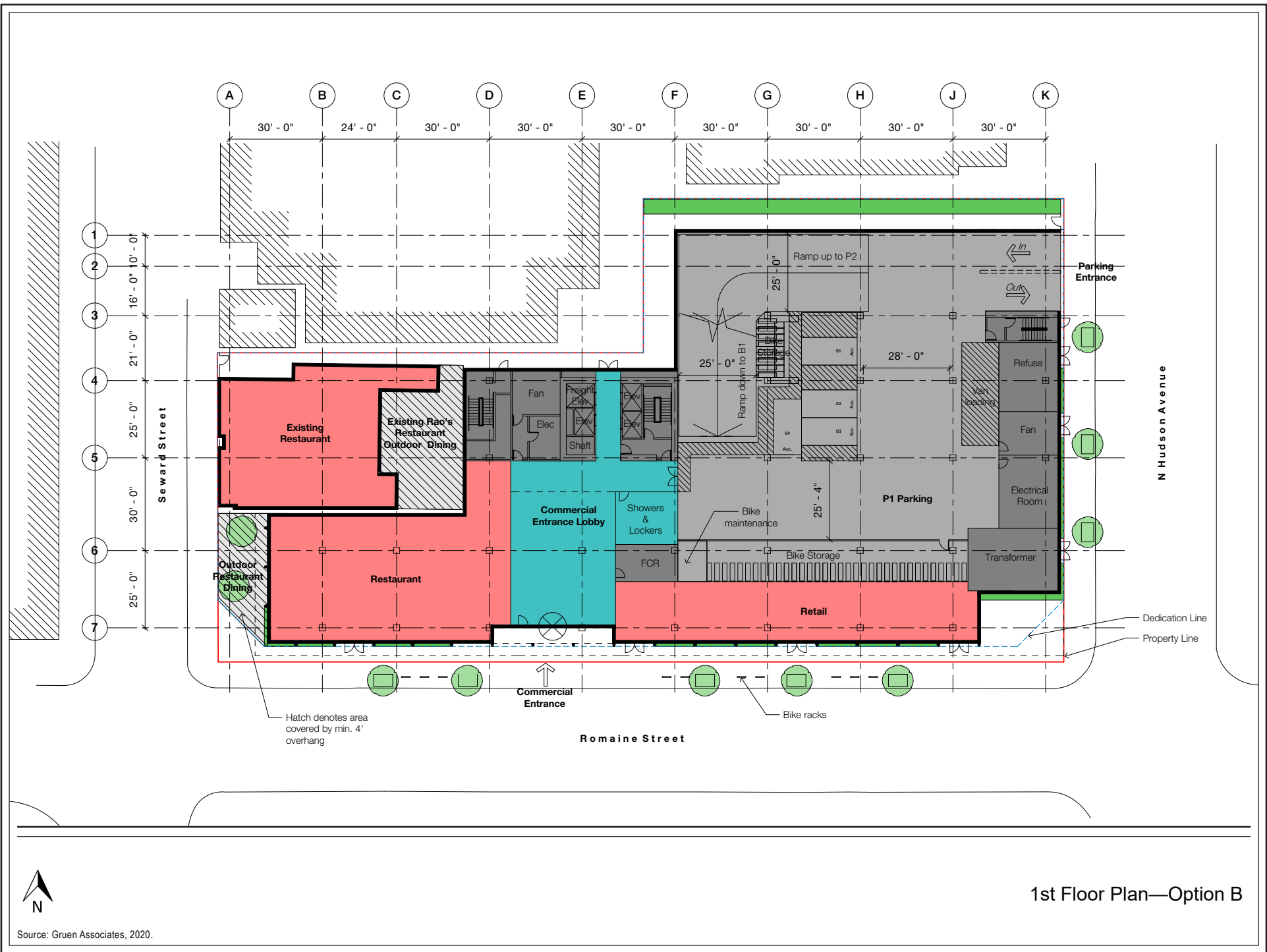
Project Location Map

Source: Los Angeles County GIS, 2015; Eyestone Environmental, 2020.



Source: Gruen Associates, 2020.

1st Floor Plan—Option A



1st Floor Plan—Option B

Source: Gruen Associates, 2020.

**DEPARTMENT OF
CITY PLANNING**

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RE: GoToWebinar Instructions for the 1000 Seward Project Scoping Meeting – 1000 and 1006 North Seward Street; 1003, 1007, and 1013 North Hudson Avenue; and 6565 West Romaine Street, Los Angeles, California 90038; Case No. ENV-2020-1239-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 1000 Seward Project (ENV-2020-1239-EIR) and have an opportunity to 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 or smartphone. Please follow the instructions below to participate. If more detailed instructions are needed please visit: <https://support.goto.com/webinar/how-to-join-attendees>.

- 1) Click the registration link [here](#) to enter 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 805-296-747.
- 3) Listen to the presentation.
- 4) Ask Questions: Use the 'Questions' chat box in the control panel of GoToWebinar.
- 5) Submit Public Comment after the meeting. Please follow instructions on the Notice of Preparation.

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

- Type in the 'Questions' chat box,
- Click the hand raise button (if using a computer),
- Or contact us at bradley.furuya@lacity.org.