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August 8, 2013

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

<b><u>CASE NO.:</u></b>	ENV-2013-1938-EIR
<b><u>PROJECT NAME:</u></b>	Palladium Residences
<b><u>PROJECT APPLICANT:</u></b>	CH Palladium, LLC
<b><u>PROJECT LOCATION/ADDRESS:</u></b>	6201 West Sunset Boulevard
<b><u>COMMUNITY PLANNING AREA:</u></b>	Hollywood Community Plan Area
<b><u>COUNCIL DISTRICT:</u></b>	13 – Mitch O'Farrell
<b><u>DUE DATE FOR PUBLIC COMMENTS:</u></b>	September 9, 2013
<b><u>SCOPING MEETING:</u></b>	August 29, 2013. See more information below.

The purpose of this Notice of Preparation (NOP) is to advise you that an Environmental Impact Report (EIR) is being prepared for the above cited Project, which is located in an area of interest to you and/or the organization or agency you represent. The NOP has been prepared by the City as the Lead Agency for preparation of the EIR. The NOP describes the Project and its potential environmental effects.

The Department of City Planning requests your comments as to the scope and content of the EIR. Comments must be submitted in writing pursuant to directions below. If you represent an agency, the City is seeking 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. Agencies will need to use the EIR when considering permits or other approval for the Project.

The purpose of the Scoping Meeting is to receive input from the public as to what environmental effects and alternatives the EIR should study. No decisions about the Project are made at the Scoping Meeting. The Project description, location, and the potential environmental effects identified thus far for evaluation in the EIR are set forth below. Also included below are the date, time, and location of the Scoping Meeting. **The Scoping Meeting is not the required public hearing for municipal code entitlement requests which will be scheduled after completion of the EIR.**

The environmental file is available for review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012.

### **PROJECT LOCATION:**

The Project Site is located at 6201 West Sunset Boulevard; and occupies part of the city block bounded by Sunset Boulevard on the south, Selma Avenue on the north, El Centro Avenue on the east, and Argyle Avenue on the west. The Project Site encompasses approximately 3.6 acres, and is currently occupied by the Palladium building in the southeast quadrant of the block and existing surface parking lots in the southwest and northeast quadrants. The existing buildings in the northwest portion of this block are not a part of the Project.

### **PROJECT DESCRIPTION:**

The Project would protect and enhance the historic Palladium while replacing the existing surface parking lots with two new buildings compatible with the Palladium's architecture. In addition to supporting the Palladium's continued operation as an entertainment and event venue, enhancements to the Palladium building would include additional repairs and interior restorations compatible with historic features, as well as a proposed requirement upon the applicant to apply for designation of the Palladium as a Historic-Cultural Monument under the City of Los Angeles Cultural Heritage Ordinance following issuance of building permits for the new development, which must be approved by the Office of Historic Resources, indicating that the new development is compatible with the Palladium. Key improvements to the Palladium to be agreed with its operator could include additional rehabilitation of the historic main lobby, replacement of main entry doors, and repairs to the ballroom, all of which would be consistent with the Secretary of Interior's Standards for Rehabilitation. The application for historic designation would be required by adding a condition to the Project Site's existing zoning.

New development would include two additional buildings that are consistent with the Project Site's current zoning and Community Plan's Land Use designations on the northeast and southwest portions of the Project Site. To provide flexibility for changing market forces, the Applicant is requesting review of two development options for the Project's two new buildings, which would be up to 28 stories and approximately 350 in height: Under Option 1, Residential Option, the two buildings would contain up to 731 residential units. Under Option 2, Residential/Hotel Option, the two buildings would contain up to 598 residential units and, in the southwest building fronting Argyle Avenue, up to 250 hotel rooms. Both options would include lobby space as well as approximately 22,000 square feet of amenities, with the hotel having banquet/meeting facilities and hotel-serving retail uses. In addition to an existing 13,000 square feet of ancillary retail in the Palladium, both options would include up to 14,000 square feet of new retail and/or restaurant space in a low-rise building component at the Sunset Boulevard/Argyle Avenue intersection and on the ground floor of the northeast building facing N. El Centro Avenue. The Project would provide recreational and open space facilities on the Project Site, including up to 16,000 square feet of publicly accessible, landscaped outdoor space in street level courtyards and pedestrian walkways. Other facilities for residents and hotel guests would include gym and spa facilities, an outdoor pool terrace, landscaped roof-top terraces; and private balconies. The total amount of recreation and open space area to be provided would meet if not exceed City open space requirements.

Up to approximately 1,900 parking spaces would be provided in a subterranean structure as well as above-grade structured parking along the northern edge of the Project Site. The Project would also include up to approximately 820 bicycle stalls to serve Project residents and Site visitors. Under both Options, the maximum developed floor area on the Project Site would be approximately 927,354

square feet, including the existing 63,354-square-foot Palladium. The Project would also study the potential to close the segment of N. El Centro Avenue between Sunset Boulevard and the Palladium's existing loading dock during non-peak hour traffic periods, on a part time or permanent basis, to create a gathering place for public activities.

**REQUESTED APPROVALS:**

It is anticipated that approvals required for the proposed Project would include, but may not be limited to, the following: Vesting Tentative Tract Map to create ground and air lots, including potential street vacation of El Centro Avenue and haul route approval; Site Plan Review; General Plan Amendment to amend Hollywood Community Plan Land Use Designation Map to add a footnote that reconfirms the Project Site as Regional Commercial and is consistent with the requested [Q] Condition in the zoning designation for the Project Site; Zone Change from [Q]C4-2D-SN to [Q]C4-2D-SN that would amend the Site's zoning conditions to confirm that the maximum floor area ratio is 6.0:1, and to require the Applicant to nominate the Palladium as a Historic-Cultural Monument in accordance with the City's Cultural Heritage Ordinance upon the issuance of a building permit for the Project, and confirmation of the existing C4-2D zoning and [Q] Conditions; Conditional Use Permits to allow the sale of alcoholic beverages for on-site and off-site consumption for the Project (recognizing that the existing Hollywood Palladium already has a deemed-approved Conditional Use Permit for alcohol); Conditional Use Permit to allow a hotel in the C4 zone within 500 feet of an R zone; Conditional Use Permit to allow Floor Area Averaging between the Project Site's two parcels; Zoning Administrator Interpretation to specify the front, rear, and side yards of the Project; Zoning Administrator Interpretation regarding parking stall dimensions under Municipal Code section 12.2.1-A.5(m) and mechanical parking lifts; Zoning Administrator Interpretation to allow rooftop outdoor dining; Demolition permits; Grading, excavation, foundation, and associated building permits; and Other permits and approvals as deemed necessary, including possible legislative approvals as required by the City to implement the Project.

**ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:** Aesthetics, Air Quality, Cultural Resources, Geology and Soils, Greenhouse Gas Emissions, Hazards and Hazardous Materials, Hydrology/Water Quality, Land Use and Planning, Noise, Population and Housing, Public Services (i.e., Police, Fire, Schools, Parks/Recreation and Libraries), Transportation/Traffic and Utilities (i.e. Water Service, Wastewater Service, Solid Waste, Electricity and Natural Gas).

**PUBLIC SCOPING MEETING:** A public Scoping Meeting will be held in an open house format to receive public comment 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 [5:30 pm and 8:00] pm to view materials, ask questions, and provide comments. The Department of City Planning 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:** August 29, 2013  
**Time:** 5:30 to 8:00 p.m. Arrive any time between these hours to speak one-on-one with City staff and Project consultants.  
**Location:** Hollywood Palladium  
6215 West Sunset Boulevard  
Los Angeles, CA 90028  
(See Attached Figure 1)

The enclosed materials reflect the scope of the Project (subject to change). The Environmental Review Section of the Department of City Planning welcomes and will consider all comments

regarding potential environmental impacts of the Project and issues to be addressed in the EIR. All comments will be considered in the preparation of the Draft EIR. **Written comments must be submitted to this office by September 9, 2013.** Written comments will also be accepted at the public scoping meeting described above.

Please direct your responses to:

**Mail:** Luciralia Ibarra  
Environmental Analysis Section  
Department of City Planning  
200 N. Spring Street, Room 750  
Los Angeles, California 90012  
**Fax:** (213) 978-1343 (fax)  
**Email:** luciralia.ibarra@lacity.org (e-mail)

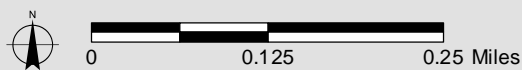
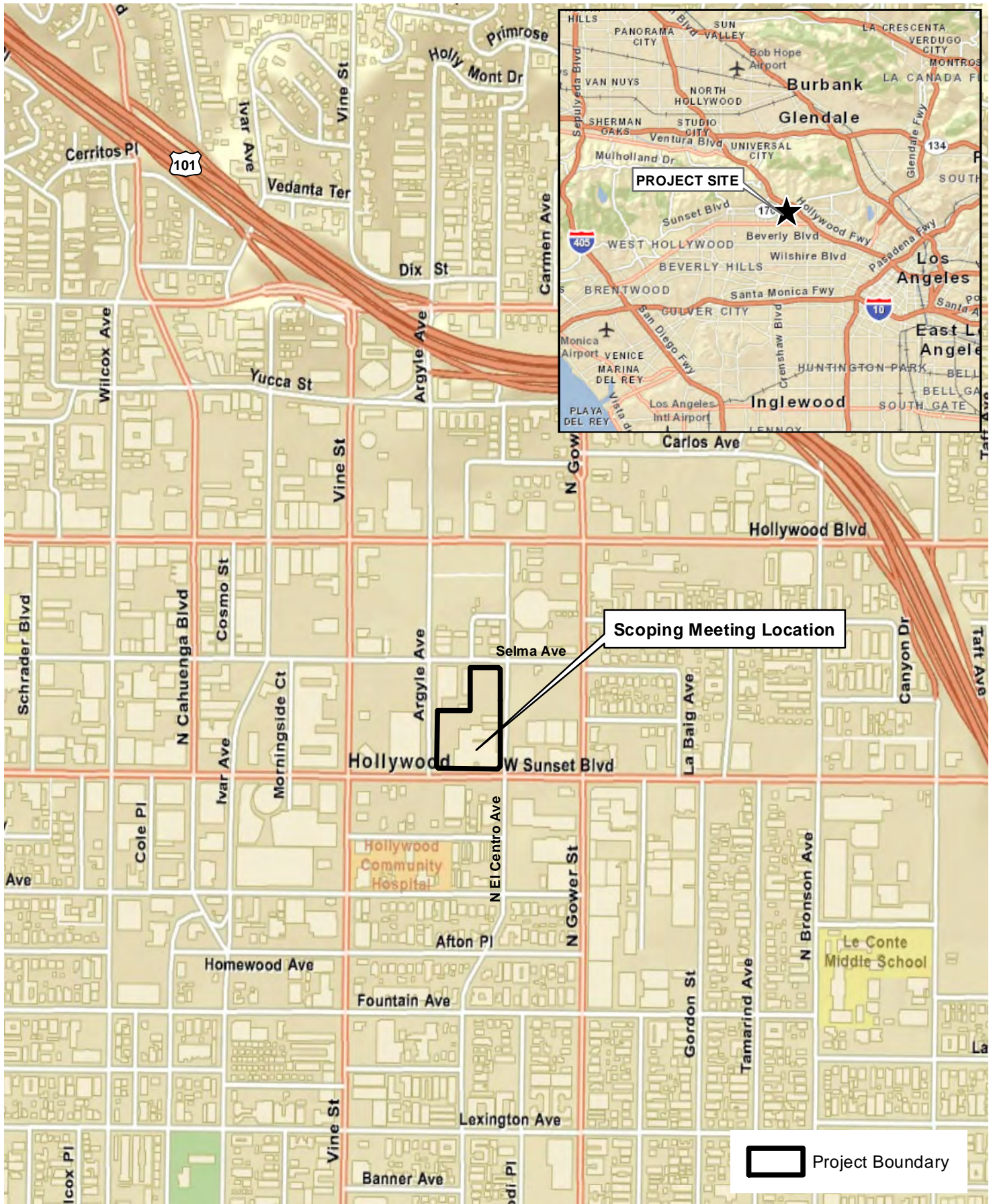
Michael J. LoGrande  
Director of Planning




Luciralia Ibarra  
Project Coordinator, Environmental Analysis Section

Enclosures:

Regional & Vicinity Map  
Aerial Photograph of Project Site & Vicinity  
Conceptual Site Plan  
Conceptual Building Rendering  
500-foot Radius Map



**Regional Location Map  
(Scoping Meeting Location)**

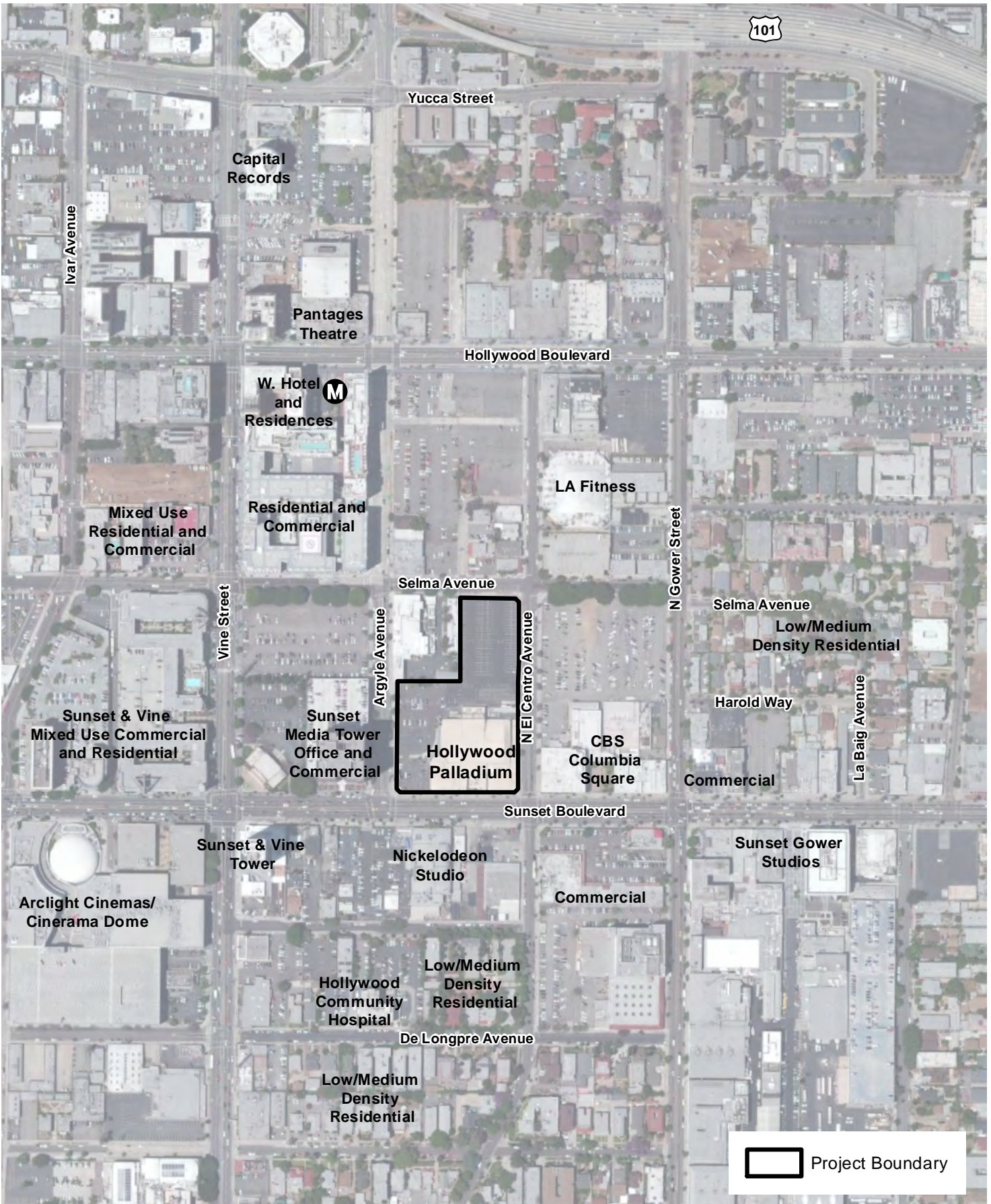
 Project Boundary


Palladium Residences

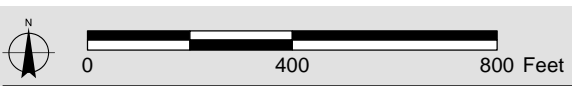
Source: ESRI Street Map, 2009; PCR Services Corporation, 2013.

FIGURE

**1**

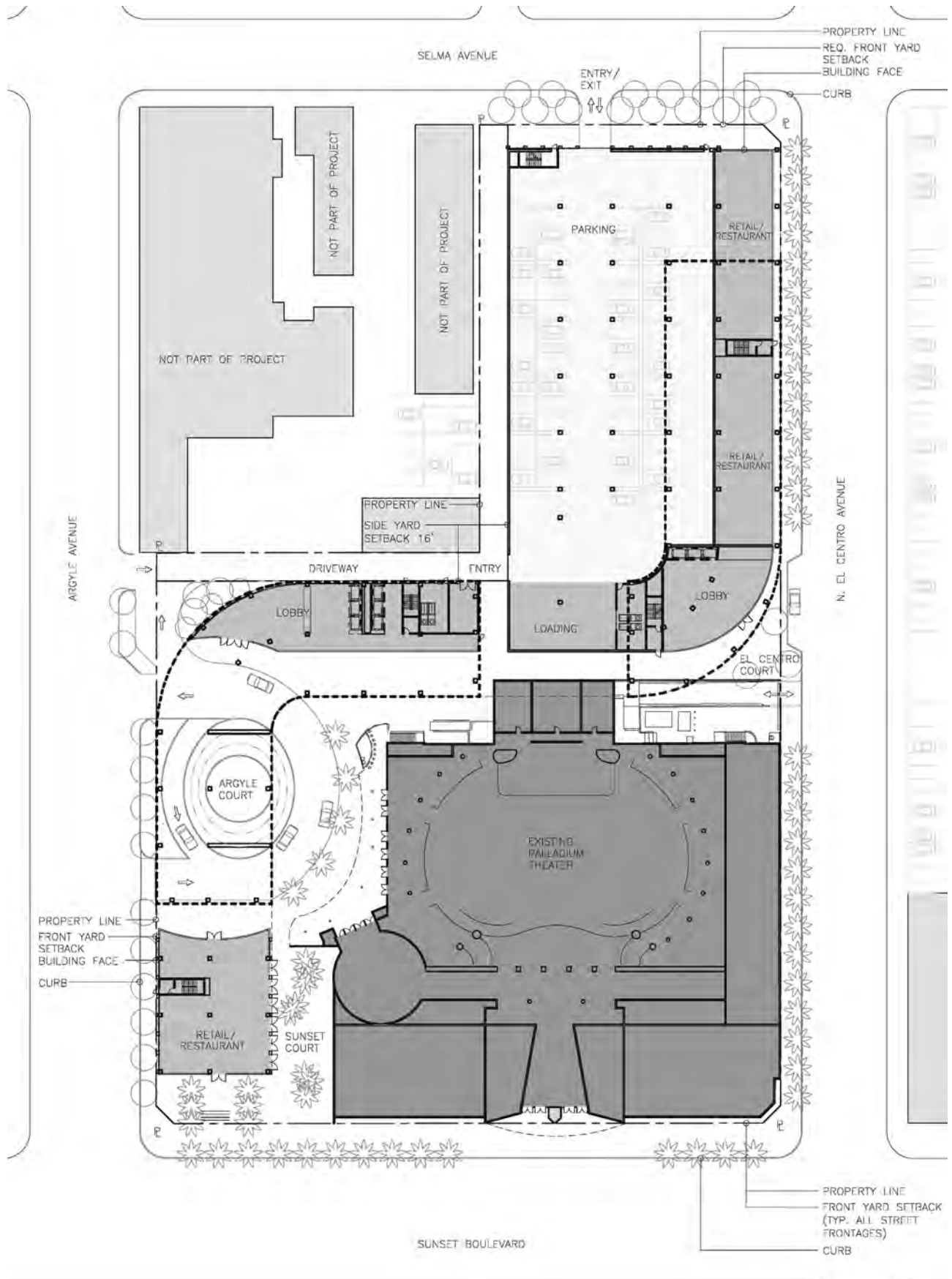


 Project Boundary



**Aerial Photograph with Surrounding Land Uses**

Palladium Residences  
Source: ESRI, 2010; PCR Services Corporation, 2013.



## Conceptual Site Plan

Palladium Residences

Source: Stanley Saitowitz | Natoma Architects, Inc., 2013.

FIGURE

**3**



## Conceptual Building Design - Bird's Eye View

Palladium Residences

Source: Stanley Saitowitz | Natoma Architects, Inc. and SWA, 2013.

FIGURE

4





### Radius Map

Palladium Residences

Source: GC Mapping Service, Inc., 2013.

FIGURE

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