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October 22, 2015

**NOTICE OF COMPLETION AND AVAILABILITY OF
DRAFT ENVIRONMENTAL IMPACT REPORT
CASE NO. ENV-2014-4288-EIR
STATE CLEARINGHOUSE NO. 2015011042**

TO: Owners of Property and Occupants and Other Interested Parties

PROJECT NAME: 5750 Hollywood Boulevard Project

PROJECT LOCATION: 5732–5766 Hollywood Boulevard, Los Angeles, CA 90028

COMMUNITY PLANNING AREA: Hollywood

COUNCIL DISTRICT: 13 – Mitch O’Farrell

COMMENT REVIEW PERIOD: October 22, 2015 – December 7, 2015

PROJECT DESCRIPTION: The 5750 Hollywood Boulevard Project (the Project) proposes a mixed-use development on 1.10 acres at 5732-5766 Hollywood Boulevard (the Project Site), in the Vermont/Western Transit Oriented District Specific Plan Area of the Hollywood Community Plan Area. The Project Site is currently developed with a vacant two-story commercial building constructed between 1927 and 1937 at the eastern end of the Project Site and a one-story building constructed in 1924 as an automobile showroom at the western end, and surface parking.

The Project would demolish the existing buildings and redevelop the Project Site with a seven-story, 86-foot building containing 161 residential dwellings including market-rate and affordable housing, 5 live/work units with ground-floor retail space on Hollywood Boulevard, studio, one-, and two-bedroom dwellings, lofts, and private open space and recreational amenities for the use of residents. The Project may be marketed as rental apartments or for-sale condominiums. Structured parking for 271 vehicle parking spaces and 96 bicycle spaces would be provided in two subterranean levels and one at-grade level. The Project proposes approximately 168,956 square feet of floor area and a floor-to area ratio (FAR) of 3.64:1.

For the provision of 14 units for Very Low Income households, a 35% density bonus is sought pursuant to LAMC 12.22.A.25(c), to permit development of 42 units in addition to the 119 base units, and two On-Menu Incentives: 1) a 35% floor area increase for a maximum FAR of 4.05:1 in lieu of the otherwise permitted maximum FAR of 3.0:1 (although the Project would only

realize an FAR of 3.46:1); and 2) an 11-foot building height increase over the 75 feet otherwise permitted.

The existing one-story building at 5766 Hollywood Boulevard was identified as a potential historic resource in the 1979 Historic Resources Survey conducted for the Hollywood Revitalization Plan. The 2010 Historic Resources Survey of the Hollywood Redevelopment Plan Update concluded that it was no longer eligible for listing on the National Register or California Register. Nonetheless, in recognition of the building's contribution to the pattern of development in Hollywood and East Hollywood, the Project proposes to salvage selected architectural features from the existing building for installation in the Project building.

PERMITS AND APPROVALS: The Project Applicant is requesting permits and approvals for the Project that would include, but may not be limited to, the following: Certification of the EIR; Site Plan Review; Project Permit Compliance with the Vermont/Western Transit Oriented District Specific Plan; Density Bonus Compliance pursuant to LAMC Section 12.22.A.25; On-Menu Incentive for FAR Ratio Increase pursuant to LAMC Section 12.22.A.25; On-Menu Incentive for Height Increase pursuant to LAMC Section 12.22.A.25; Vesting Tentative Tract Map; Demolition permits; Grading, excavation, foundation, and associated building permits; and other entitlements and approvals as deemed necessary, as required by the City.

ANTICIPATED SIGNIFICANT ENVIRONMENTAL EFFECTS: Based on the analysis contained in this Draft Environmental Impact Report (Draft EIR), implementation of the Project would result in significant and unavoidable construction impacts related to air quality (health risk from toxic air contaminants) and noise and vibration (human annoyance).

Other issues addressed in the Draft EIR include aesthetics, air quality, cultural (historic resources), greenhouse gas (GHG) emissions, land use and planning, and transportation and parking (construction, intersection service levels, regional transportation systems, public transit, access and circulation, parking). With implementation of mitigation measures, no other significant and unavoidable impacts are expected to occur as a result of construction or operation of the Project.

DOCUMENT REVIEW AND COMMENT: If you wish to review a print copy of the Draft EIR or the documents referenced in the Draft EIR, you may do so during office hours office hours (between 8:00 a.m. and 4:00 p.m.) at the City of Los Angeles, Department of City Planning, 200 North Spring Street, City Hall, Room 750, Los Angeles, CA, 90012. The Draft EIR is available online at the Department of City Planning's website at <http://cityplanning.lacity.org> by clicking on the "Environmental" tab, then "Draft EIR." Print and digital versions are also available at the following Library Branches:

- 1) Los Angeles Central Library, 630 West 5th Street, Los Angeles, CA 90071
- 2) Frances Howard Goldwyn – Hollywood Regional Library, 1623 North Ivar Avenue, Los Angeles, CA 90028
- 3) Will and Ariel Durant Branch Library, 7140 West Sunset Boulevard, Los Angeles, CA 90046
- 4) John C. Freemont Branch Library, 6121 Melrose Avenue, Los Angeles, CA 90038

The Draft EIR can also be purchased on CD-ROM for \$7.50 per copy. Contact Sarah Molina Pearson at (213) 473-9983 to purchase one.

The review period for the Draft EIR begins on October 22, 2015 and ends on December 7, 2015. If you wish to submit comments regarding the Draft EIR, please reference the case number above and submit in writing by December 7, 2015 no later than 4:00 P.M.

Please direct your comments to:

Mail: Sarah Molina Pearson
Environmental Analysis Section
Department of City Planning
200 N. Spring Street, Room 750
Los Angeles, California 90012
Fax: (213) 978-1343
Email: sarah.molina-pearson@lacity.org

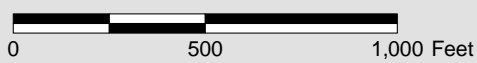
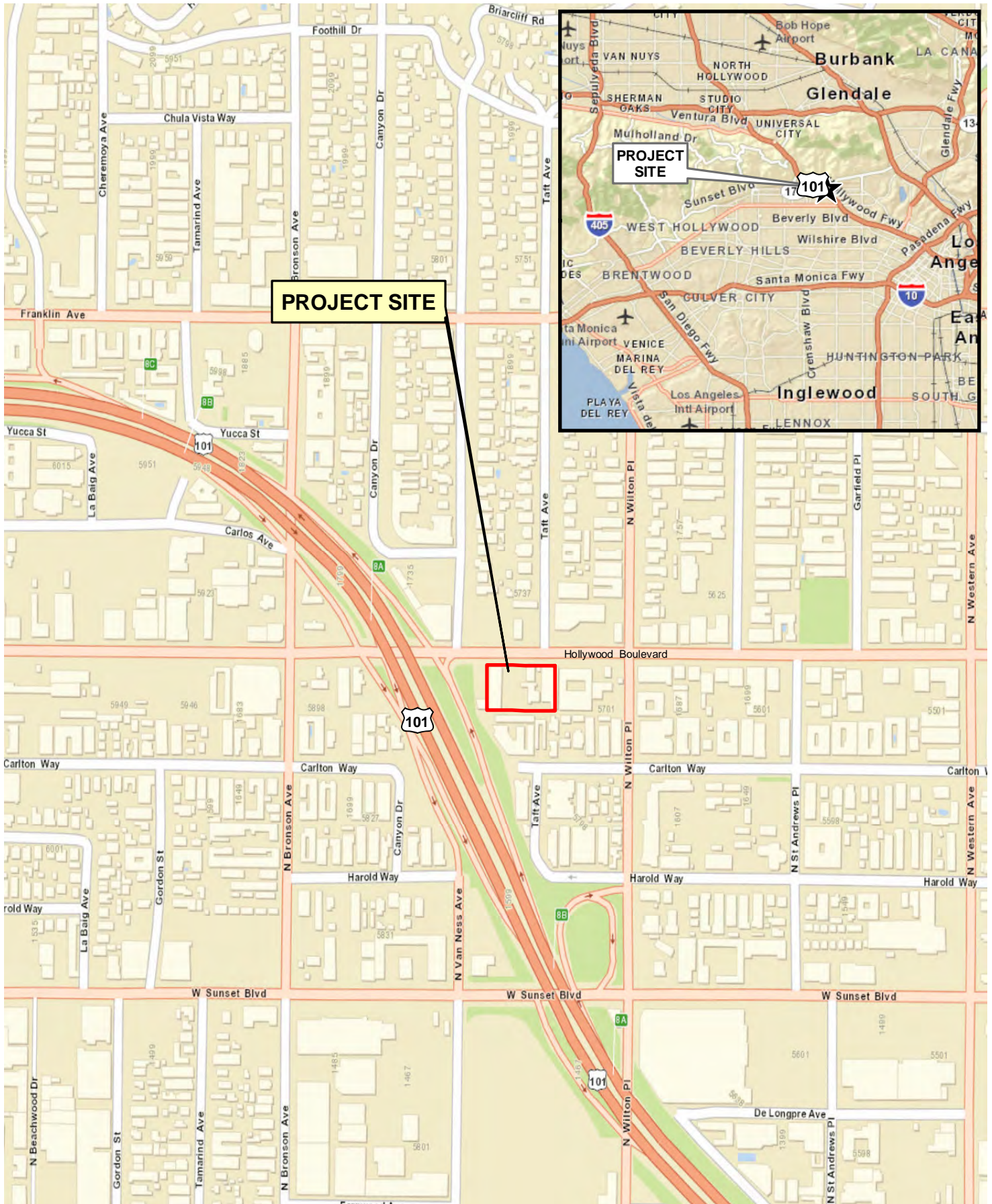
Michael J. Logrande
Director of Planning



Sarah Molina Pearson
City Planning Associate, Major Projects
Environmental Analysis Section

Enclosures

Figure 1: Regional and Vicinity Location Map
Figure 2: Aerial Photograph of Project Site and Vicinity
Figure 3: Conceptual Site Plan



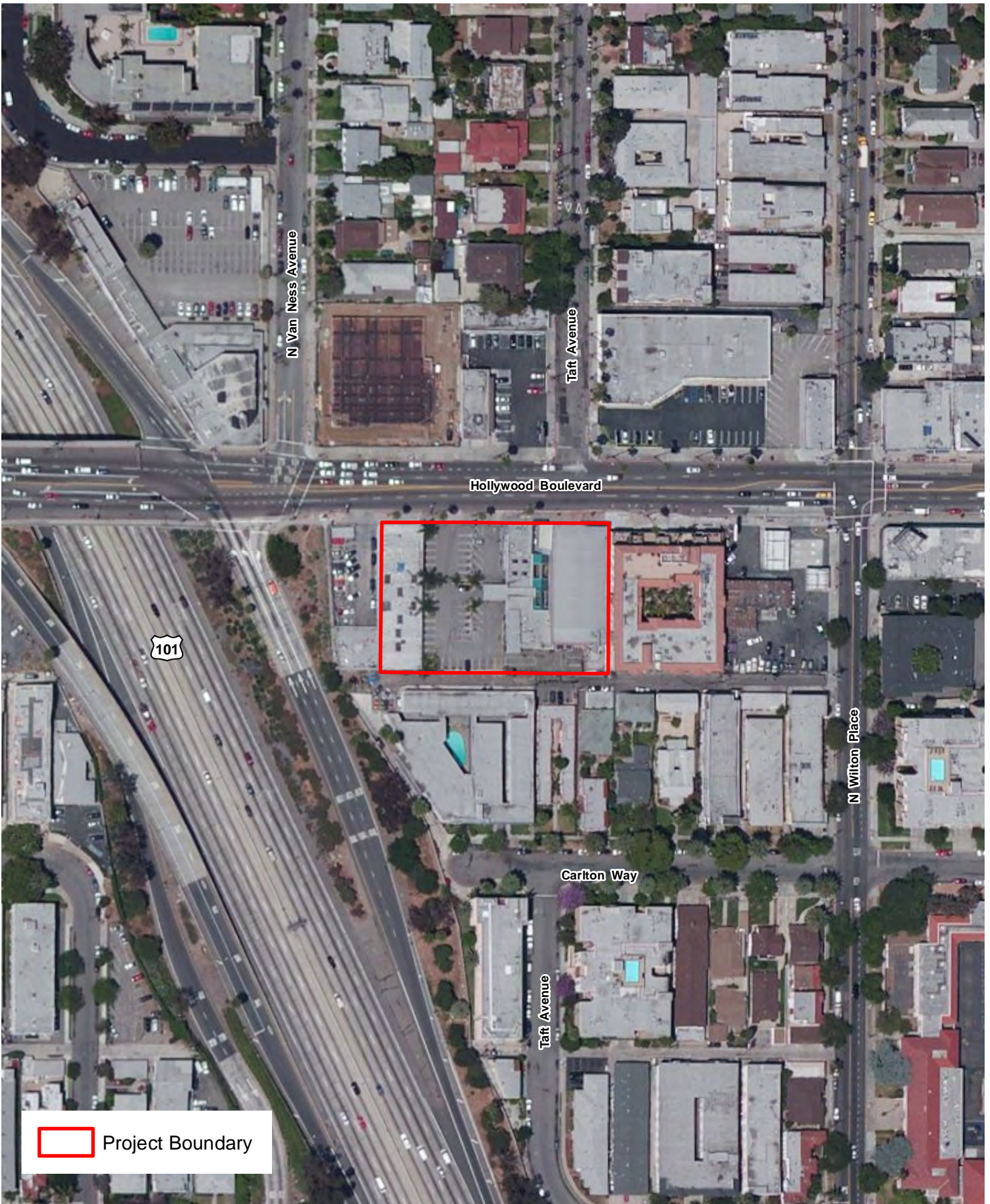
Regional and Vicinity Location Map


5750 Hollywood Boulevard Project

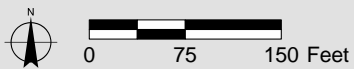
Source: ESRI Street Map, 2009; PCR Services Corporation, 2014.

FIGURE

1



 Project Boundary



Aerial Photograph of Project Site and Vicinity

5750 Hollywood Boulevard Project
Source: ESRI Street Map, 2009; PCR Services Corporation, 2014.

FIGURE

2

