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**March 31, 2015  
NOTICE OF COMPLETION AND AVAILABILITY OF  
FINAL ENVIRONMENTAL IMPACT REPORT  
CITY CASE NO. ENV-2013-1938-EIR  
STATE CLEARINGHOUSE NO. 2013081022**

**TO:** Owners of Property and Occupants and Other Interested Parties

**PROJECT NAME:** Palladium Residences

**APPLICANT:** CH Palladium, LLC

**SITE LOCATION:** 6201 West Sunset Blvd. and 6210 West Selma Ave.,  
Los Angeles, CA 90028

**COMMUNITY PLANNING AREA:** Hollywood

**COUNCIL DISTRICT:** 13 – Mitch O’Farrell

**CERTIFIED NEIGHBORHOOD COUNCIL:** Central Hollywood

**PROJECT DESCRIPTION:** CH Palladium, LLC (Applicant) proposes a mixed-use development on an approximately 3.6-acre (154,648 square-foot) parcel, bounded by Sunset Boulevard to the south, Argyle Avenue to the west, Selma Avenue to the north, and North El Centro Avenue to the east (Project Site or Site). The northwest corner of the block is under different ownership and is not a part of the Project Site. The Site is within the Hollywood Community Plan area of the City of Los Angeles. The Site is currently occupied by the Hollywood Palladium (Palladium), an entertainment and event venue, and an associated surface parking lot that wraps around the Palladium.

The Project would maintain and enhance the historic Palladium, and the Palladium would continue to be used as an event venue by its current operator (not the Applicant), which manages the Palladium under a long-term lease. The Project would add two new buildings to the Project Site, replacing the surface parking lots on the northeast and southwest portions of the Project Site. The Project may be constructed at one time, or in two phases with consecutive construction of the two buildings.

The Project includes two development options to provide flexibility for changing market conditions. Under Option 1, Residential, the Project would contain up to 731 residential units. Under Option 2, Residential/Hotel, the Project would provide up to 598 residential units and a 250 room hotel with related hotel facilities such as banquet and meeting area. Under both Options, the Project’s two new buildings would be up to 28 stories and approximately 350 feet in height, as defined by the Los Angeles Municipal Code, and would be constructed with the same structural configurations, including the same massing of above-ground and below-ground structures. Variations between the residential and hotel Options would be accommodated

through changes in the internal layout of space within the buildings. The Project buildings would be organized around three publicly accessible, landscaped courtyards with pathways linking the courtyards and the Project activities to the surrounding pedestrian milieu within the core of the Hollywood community.

Both Options would also include approximately 24,000 square feet of street level retail and restaurant uses, including activation of currently vacant retail space in the Palladium building along Sunset Boulevard. The Project would include recreation/spa facilities for residents, approximately 1,900 on-site parking spaces, and approximately 820 bicycle stalls. Parking would be located in a subterranean structure as well as in an above-grade structure along the northern edge of the Project Site. Additional landscaped open space would be provided for Project residents on the roof-tops of the parking structure along the northern Project edge and above the retail/restaurant structure at the southwest Project edge. Under both Options, based on a maximum floor area ratio (FAR) of 6.0:1 for the entire Project Site pursuant to the requested approvals, and a combined lot area of 154,648 square feet, the developed floor area on the Project Site would be approximately 927,354 square feet, including the existing 63,354 square-foot Palladium, not exceeding the 6.0:1 maximum FAR.

The Project Applicant also proposes, as a Q condition of the Project Site's Zone Change, to nominate the Palladium as a Historic-Cultural Monument under the City of Los Angeles Cultural Heritage Ordinance in connection with issuance of building permits for the new development. Preservation of the Palladium would also be provided for through a proposed Palladium Preservation and Enhancement Plan. This Plan is proposed to be developed in conjunction with the Palladium's operator and the Office of Historic Resources to improve the Palladium as an entertainment venue, support its continued operations, and retain the character-defining features of the building that contribute to its distinctive appearance and place in the Hollywood community. The Project also proposes a Historic Interpretive Exhibit to increase general public and patron awareness and appreciation of the history and significance of Hollywood, the Palladium, and the performers who have appeared at the Palladium over the past seven decades.

**PERMITS AND APPROVALS:** Project implementation would require the following discretionary entitlements and related approvals: General Plan Amendment to designate the Selma Avenue Area as Regional Center Commercial consistent with the Sunset Boulevard Area designation and the designation of surrounding properties; Zone Change and Height District Change to designate the entire site [Q]C4-2D-SN; Conditional Use Permit to allow the sale of a full line of alcoholic beverages for on-site consumption at the Project's proposed restaurant/dining uses, indoor and rooftop lounges, and hotel uses, including in-room hotel mini-bars, hotel restaurant/bar, and hotel meeting rooms (recognizing that the existing Hollywood Palladium already has a deemed-approved Conditional Use Permit for alcohol), and for off-site consumption within the Project's ground floor retail at a potential gourmet food or boutique wine store; 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 and Residential Density Transfer between the Project Site's two parcels; Zoning Administrator Interpretation to specify the front, rear, and side yards of the Project; Zoning Administrator Interpretation to permit automated parking; Vesting Tentative Tract Map to create ground and air lots, and haul route approval; Site Plan Review; finding of Project consistency with the Hollywood Redevelopment Plan as well as any necessary consideration by the authorized successor agency to the Community Redevelopment Agency; 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.

**DOCUMENT REVIEW:** If you wish to review a print copy of the Final EIR or the documents referenced in the Final EIR, you may do so during 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 Final EIR is available online at the Department of City Planning's website at <http://cityplanning.lacity.org> by clicking on the "Environmental" tab, then "Final EIR." Print and digital versions are also available at the following Library Branches:

- 1) Los Angeles Central Library, 630 West Fifth 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 Final EIR can also be purchased on CD-ROM for \$7.50 per copy. Contact Luciralia Ibarra at (213) 978-1378 to purchase copies.

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