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VAN NUYS, CA 91401

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October 16, 2008

**NOTICE OF PREPARATION  
ENVIRONMENTAL IMPACT REPORT  
AND NOTICE OF PUBLIC SCOPING MEETING**

**EAF NO.:** ENV-2008-524-EAF

**PROJECT NAME:** 4900 Hollywood Boulevard

**PROJECT LOCATION/ADDRESS:**

4900, 4904, 4906, 4908 and 4918 – 4926 Hollywood Boulevard

1642 – 1644, 1648, and 1650 North Kenmore Avenue

1631 – 1633 and 1635 - 1641 North Edgemont Street

**COMMUNITY PLANNING AREA:** Hollywood

**COUNCIL DISTRICT:** 13

**DUE DATE FOR PUBLIC COMMENTS:** November 17, 2008

**SCOPING MEETING:** October 28, 2008

OCT 20 2008

The City of Los Angeles, Department of City Planning, will be the Lead Agency and will require the preparation of an Environmental Impact Report (EIR) for the project identified herein (the “proposed project”). The Department of City Planning requests your comments as to the scope and content of the EIR.

The project description, location, and the potential environmental effects are set forth below. The environmental file is available for review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012.

**PROJECT DESCRIPTION:**

The 4900 Hollywood Project (“Proposed Project”) is located in the Hollywood Community Plan area of the City of Los Angeles (see Figure 1). The Proposed Project is a mixed-use project occupying approximately 300,892 square feet of floor area. The project site is

approximately 1.53 acres and is bounded by Hollywood Boulevard to the north, N. Kenmore Avenue to the west, and N. Edgemont Street to the east (see Figure 2).

The development of the Proposed Project would involve the demolition of all existing structures located on the project site, and the construction of a mixed-use development, consisting of approximately 172 residential units (including 164 condominiums and eight two-story townhouses), a 150-key extended stay hotel to service nearby hospitals and medical facilities, approximately 27,000 square feet of commercial uses, and approximately 34,400 square feet of open space. The Proposed Project also includes a total of 472 parking spaces in a multi-level parking structure with one ground level, two above-ground levels, and three subterranean levels of parking (see Figure 2 through Figure 12).

### ***Condominium Tower***

The condominium tower would achieve a height of 217 feet (to the top of the helipad) and consist of 164 residential units located on levels three through 18 of the 18-story tower with commercial uses occupying the ground floor. The condominium units would include a mix of one and two bedroom units ranging from approximately 675 to 1,600 square feet. Level two of the condominium tower would include solely parking spaces and space open to the commercial space located on the ground floor. Level three of the condominium tower would contain several residential units and the upper-most level of parking while level four would also contain several residential units as well as the residential courtyard. Levels five through 18 of the condominium tower would only contain residential units. The resident-only pool would be located on the 4<sup>th</sup> level in the court yard.

### ***Townhouses***

The townhouse building would consist of eight two-story townhouses situated around the residential pool on the 4<sup>th</sup> level. All eight of the townhouses would be two bedroom units ranging in size from approximately 1,600 square feet to 1,405 square feet.

### ***Hotel Tower***

The hotel tower would achieve a height of 173 feet (to the top of the helipad) and consist of 150 extended stay-type guest rooms and common areas located in a 15-story tower. Guest rooms would occupy levels three through 15 of the tower, with each level consisting of approximately 15 guest rooms, and the hotel lobby and offices would occupy the ground and second floor. Level four of the hotel tower would include the guest courtyard with pool. The hotel and common areas would consist of approximately 71,595 square feet of floor area including the lobby, registration desk, hotel office, laundry areas, and a restaurant.

### ***Parking and Access***

The Proposed Project would include a multi-level parking structure with one ground level, two above-ground levels, and three subterranean levels of parking containing a total of approximately 472 off-street parking spaces. Commercial, residential, and guest parking would be provided on the above ground levels 2 and 3, ground level 1 and subterranean Level A. Residential parking would be provided on subterranean Levels B and C of the parking garage.

Ingress and egress for the residential parking would be located on Kenmore Avenue at the southern end of the project site while ingress and egress to the commercial parking would be located on Edgemont Street, also at the southern end of the project site. The Proposed Project would also include approximately 107 bicycle parking spaces to be located in the ingress/egress driveway on Edgemont Street as well as in several bicycle racks outside of the proposed structure along Hollywood Boulevard.

### ***Open Space and Landscaping***

The Proposed Project would include approximately 22,575 square feet of active and passive recreation space and approximately 8,600 square feet of private open space. There would also be approximately 3,225 square feet of ground-level plazas along Hollywood Boulevard. Landscaping will be provided along the project site perimeter, roof decks, resident courtyard, and the hotel's common open spaces. In total, the Proposed Project would include approximately 34,400 square feet of open and recreation space.

Open space available to the residents includes a resident-only pool and courtyard located on level four, private backyard patios included in some of the residences, a roof garden/deck, and a fitness club.

Open space available to the hotel guests includes a pool and courtyard on level four. Additionally, amenities/recreation areas for hotel guests would be provided on levels five and ten of the hotel tower.

### **Requested Land Use Entitlements**

The project applicant is requesting the following discretionary approvals as part of the Proposed Project:

- **General Plan Amendment:** Mixed-Use Boulevard to Regional Center Commercial to allow a greater intensity of development for the Proposed Project;
- **Specific Plan Amendments** to permit (i) an FAR of approximately 4.5:1; and, (ii) a maximum building height of 199 feet to the roof of the condominium tower (217 feet top

of the helipad) and 155 feet to the roof of the hotel (173 feet top of helipad) in lieu of the 50 foot height limit.

- Specific Plan Exceptions to permit 172 residential dwelling units in lieu of the 83 residential dwelling units otherwise allowed in the "Sub area B – Mixed-Use Boulevard" designation;
- **Conditional Use Permit** for a hotel use within 500 feet of residential uses;
- **Site Plan Review**
- **Project Permit Compliance** determination;
- **Removal of Building Line Incident to Subdivision;**
- **Vesting Tentative Tract Map;** and.
- Other federal, state, or local and ministerial approvals as may be necessary.

**ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:**

Aesthetics, Air Quality, Biological Resources, Cultural Resources, Geology and Soils, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use and Planning, Noise, Population and Housing, Public Services, Traffic and Parking, and Utilities and Service Systems. All other sections have been found to be less than significant and will be addressed in the Impacts Found To Be Less Than Significant Section of the EIR.

The enclosed materials reflect the scope of the Proposed Project (subject to change) which is located in an area of interest to you and/or the organization you represent. An Environmental Impact Report (EIR) will be prepared and submitted to the Department of City Planning, Environmental Review Section.

**PUBLIC SCOPING MEETING:**

A public scoping meeting and information open house will be held to receive public comments regarding the appropriate scope and content of the environmental information to be included in the Draft Environmental Impact Report. The location, date and time of the public scoping meeting for this project are as follows:

**Date:** Tuesday, October 28, 2008  
**Time:** 6:30 p.m. to 8:30p.m.  
**Location:** Barnsdall Gallery Theatre  
4800 Hollywood Blvd.  
Hollywood, CA 90027

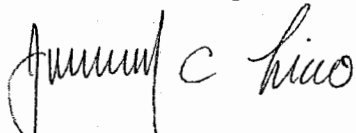
A map indicating the location of the public scoping meeting has also been enclosed for your use.

Public testimony and written comments are encouraged and will be considered in the preparation of the Draft EIR. **Written comments** must be submitted by **November 17, 2008**.

Please direct your comments to:

Srimal Hewawitharana, Project Coordinator, or  
Jimmy C. Liao, City Planner/EIR Unit Head  
Room 750, City Hall  
Department of City Planning  
200 North Spring Street  
Los Angeles, California 90012  
213-978-1343 (fax)  
[Srimal.Hewawitharana@lacity.org](mailto:Srimal.Hewawitharana@lacity.org)  
[Jimmy.Liao@lacity.org](mailto:Jimmy.Liao@lacity.org)

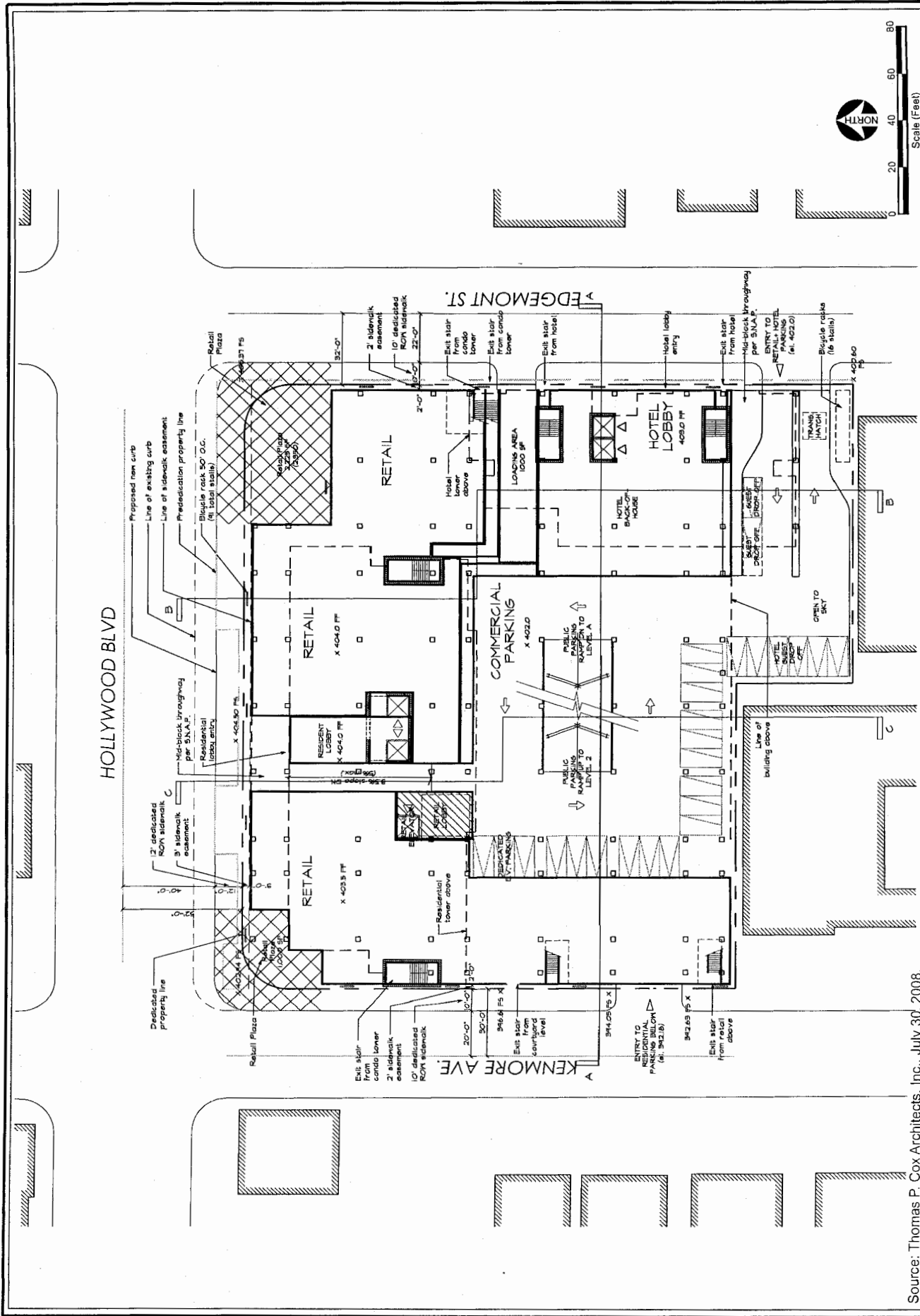
S. Gail Goldberg, AICP  
Director of Planning

A handwritten signature in black ink that reads "Jimmy C. Liao". The signature is written in a cursive style with a large initial "J" and "C".

Jimmy C. Liao  
City Planner/EIR Unit Head  
Environmental Review Section

Enclosures



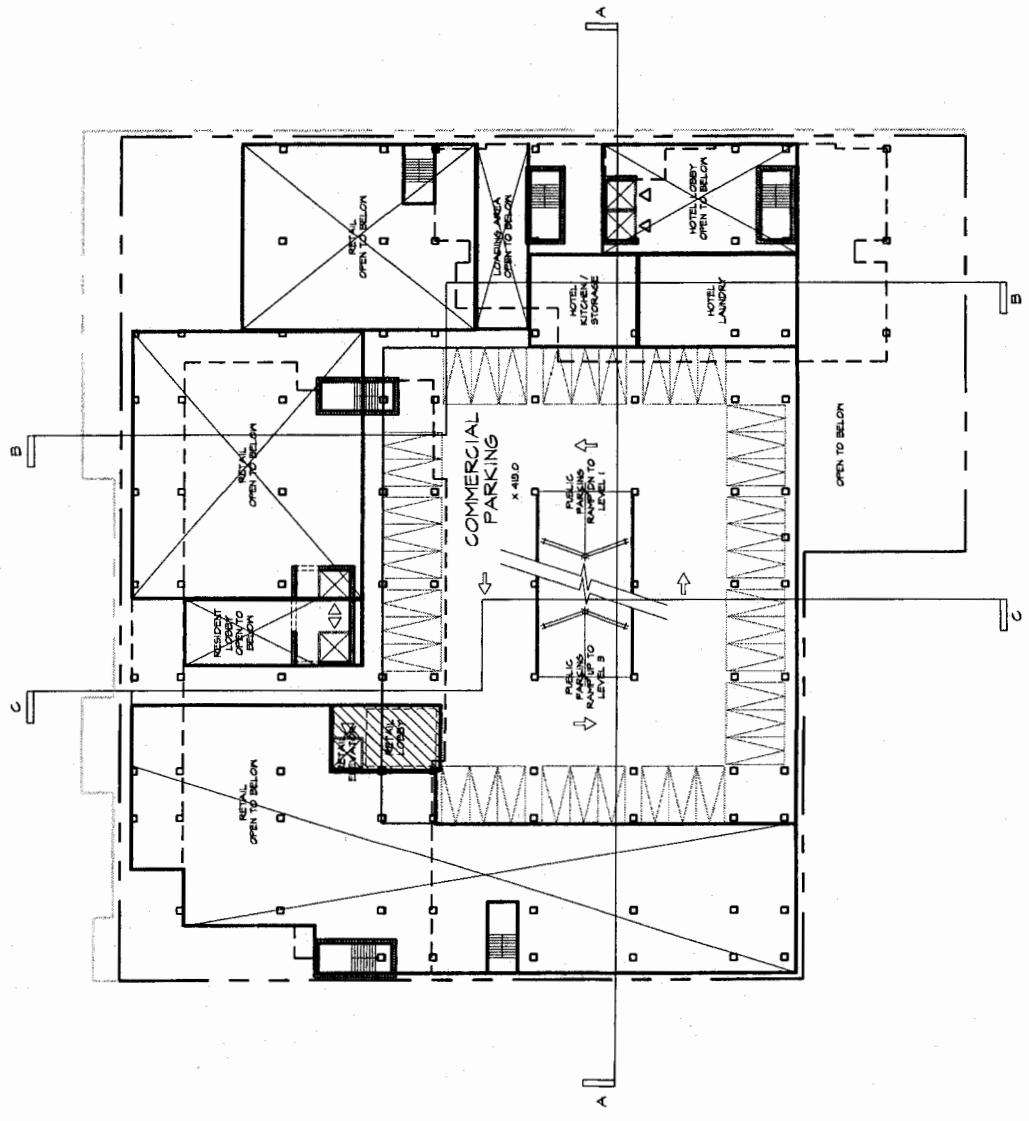


Source: Thomas P. Cox Architects, Inc., July 30, 2008.

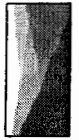
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Figure 2  
Ground Floor Plan



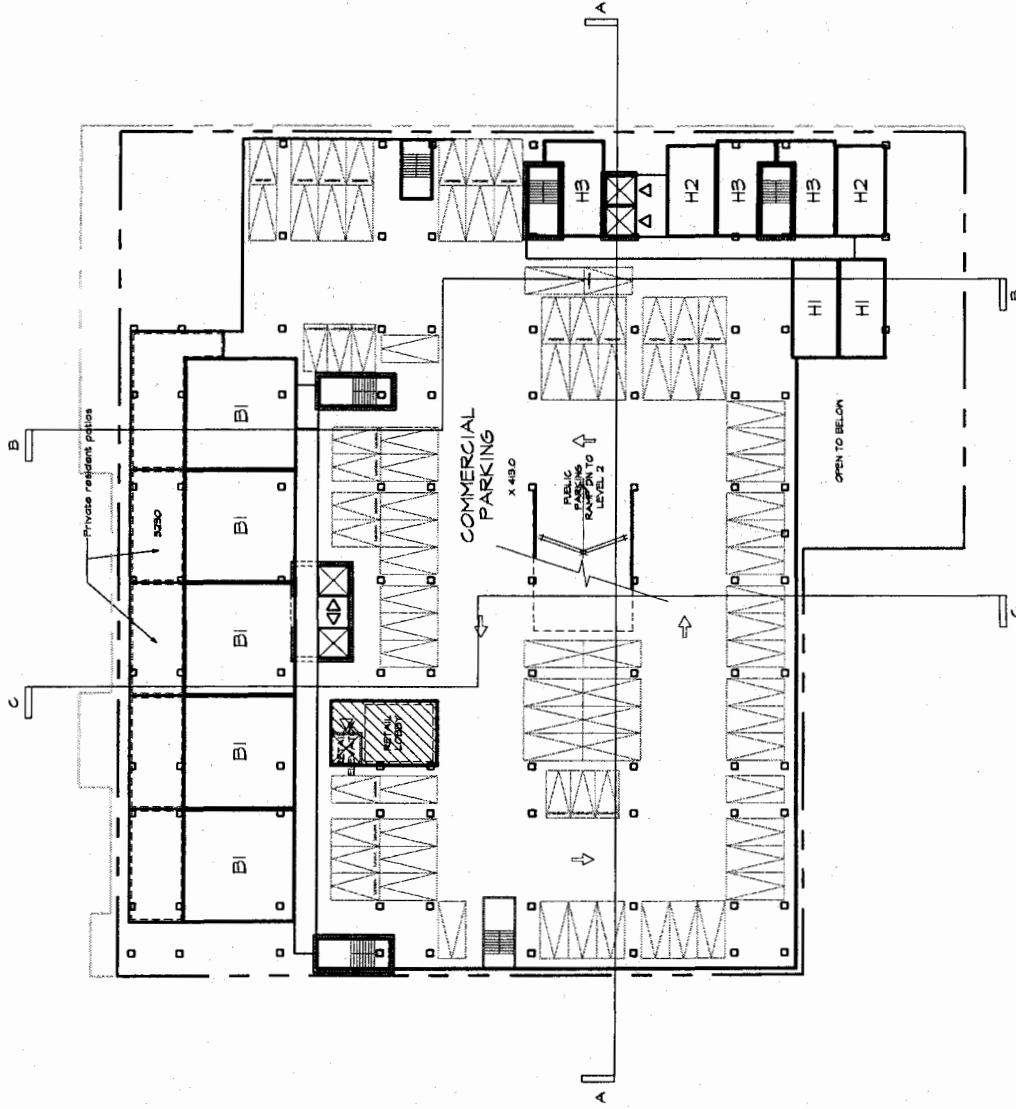
Source: Thomas P. Cox Architects, June 13, 2008.



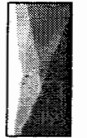
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**Figure 3**  
**Level 2 Floor Plan**



Source: Thomas P. Cox Architects, June 13, 2008.

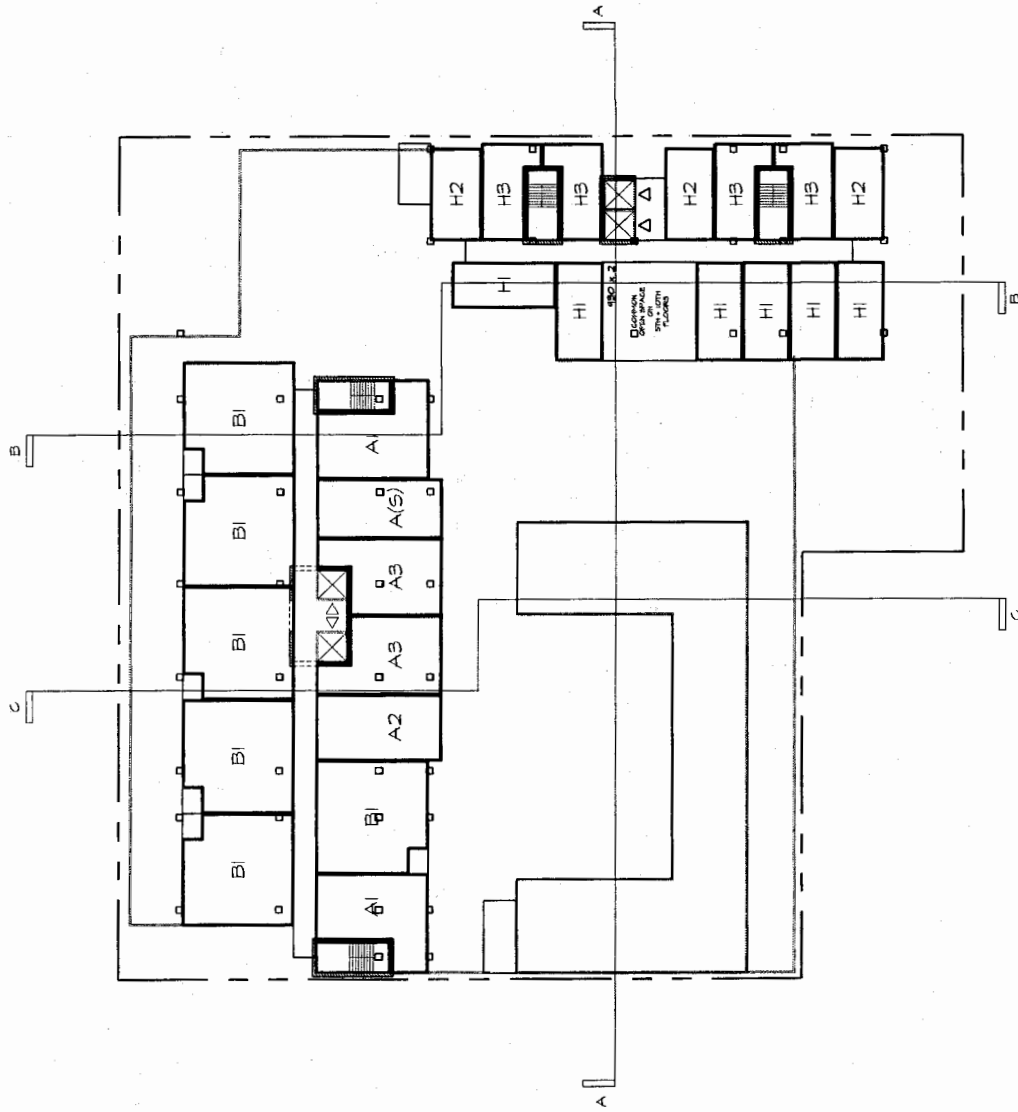


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**Figure 4**  
**Level 3 Floor Plan**





Source: Thomas P. Cox Architects, June 13, 2008.



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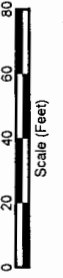
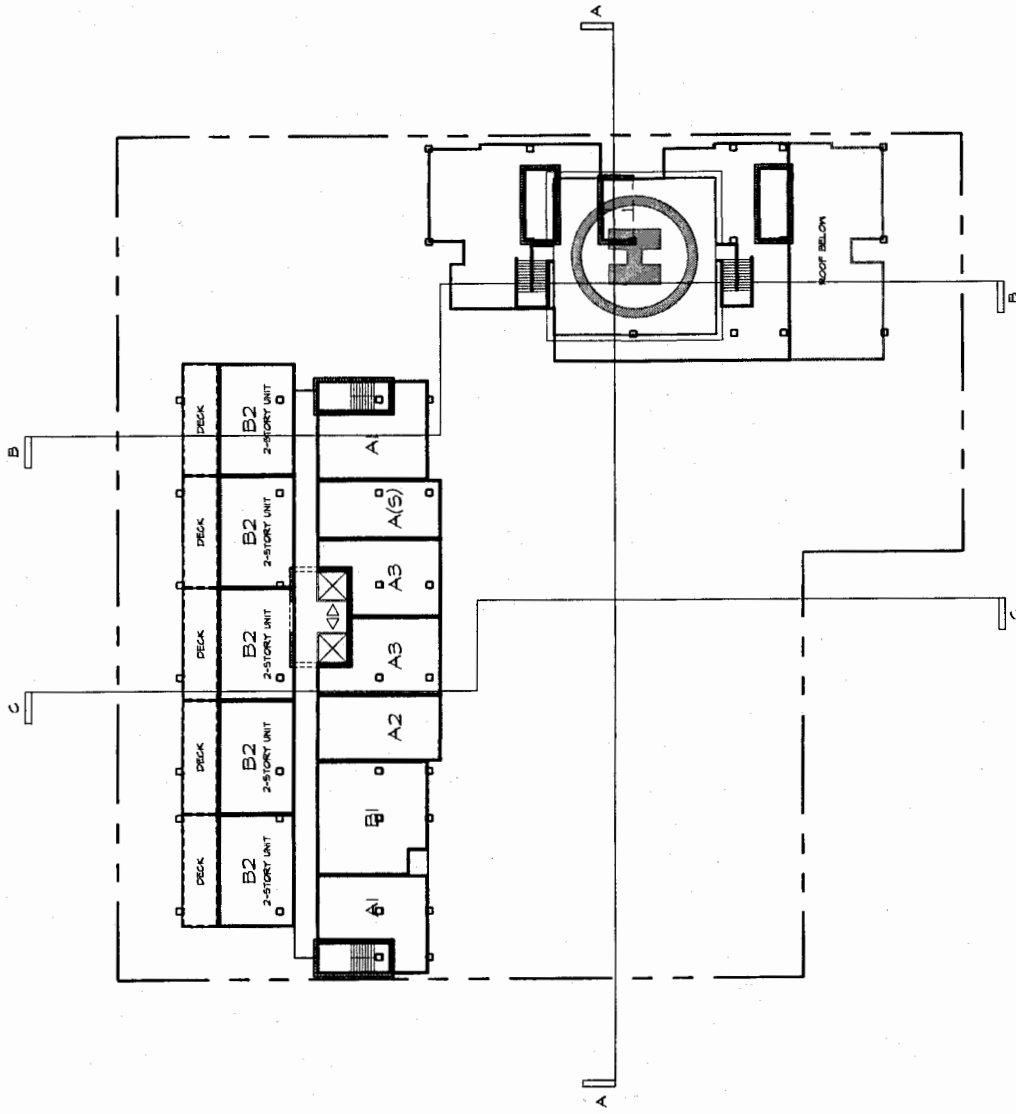


Figure 6  
Typical Tower Plan Levels 5-12





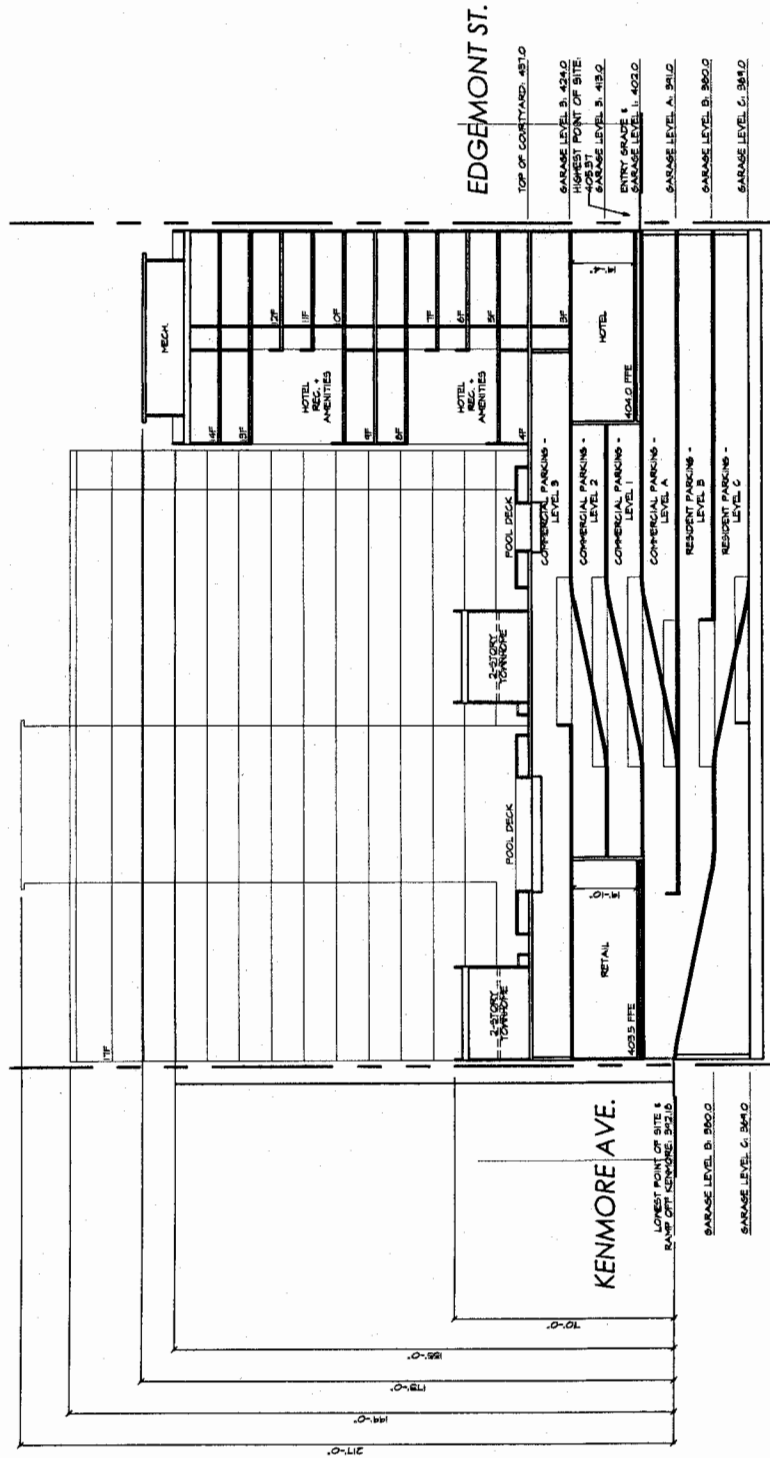
Source: Thomas P. Cox Architects, June 13, 2008.



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**Figure 8**  
 Upper Residential Plan Levels 15-17



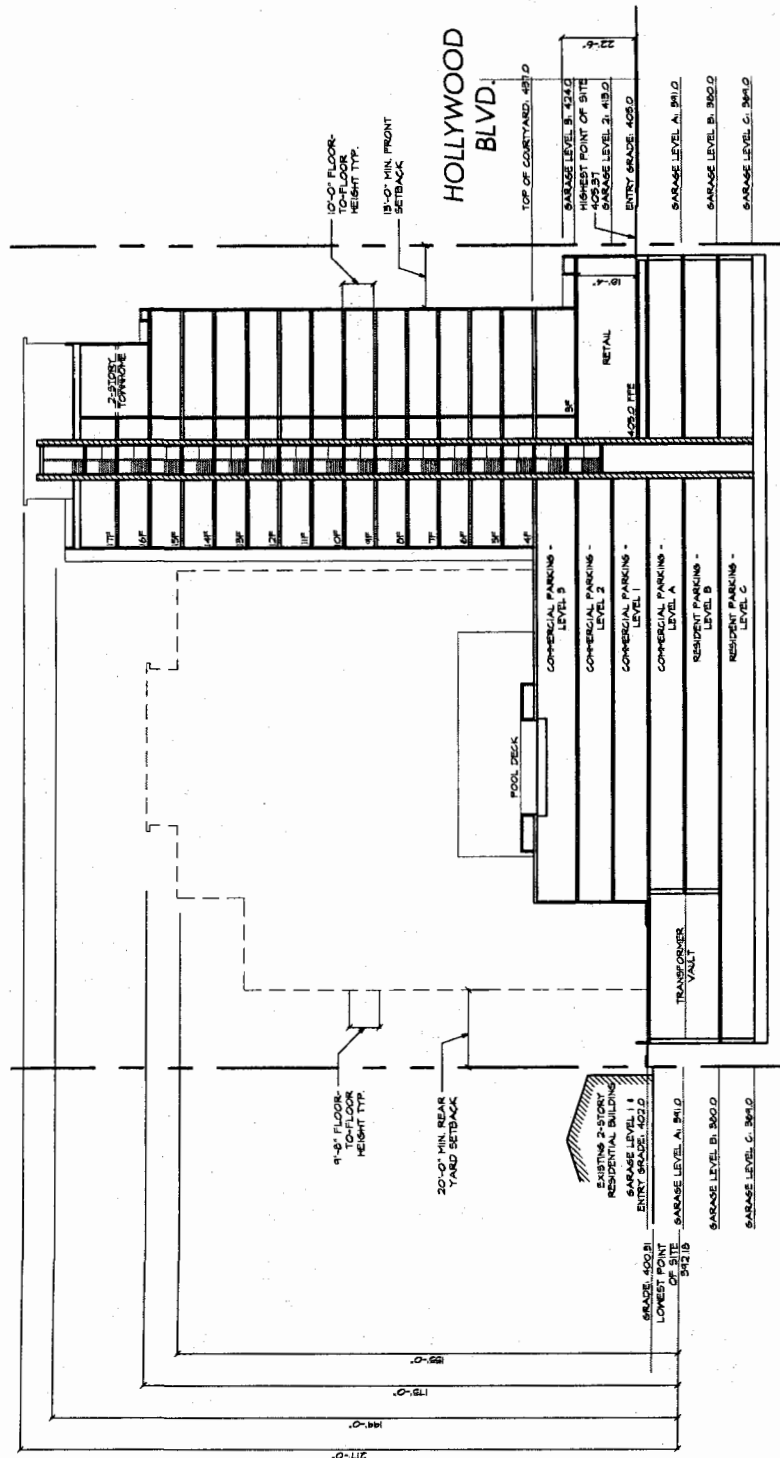
Source: Thomas P. Cox Architects, June 13, 2008.



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**Figure 9**  
 Section Fronting Hollywood Boulevard



Source: Thomas P. Cox Architects, June 13, 2008.

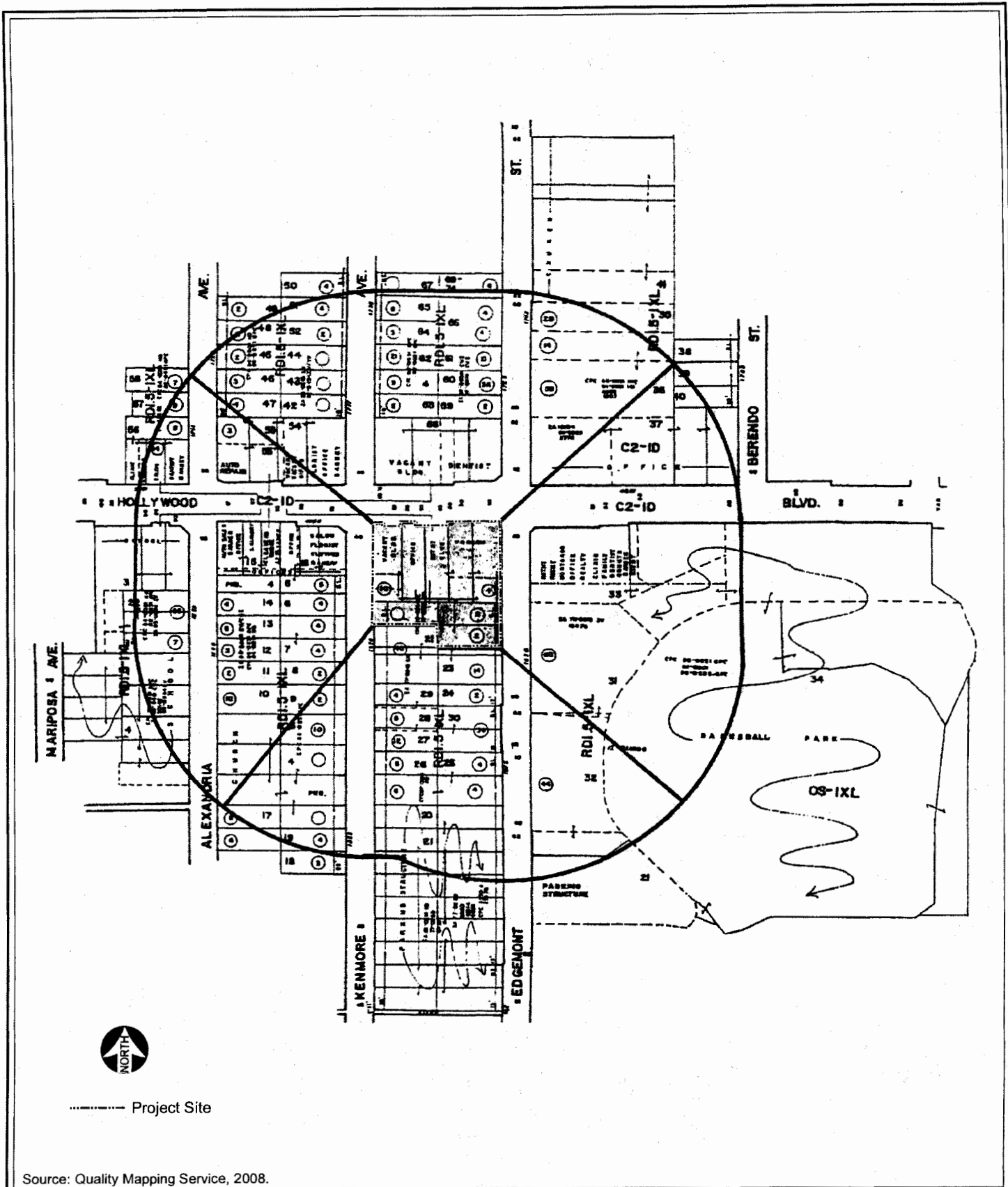


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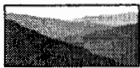


**Figure 10**  
 Section Fronting Kenmore Avenue



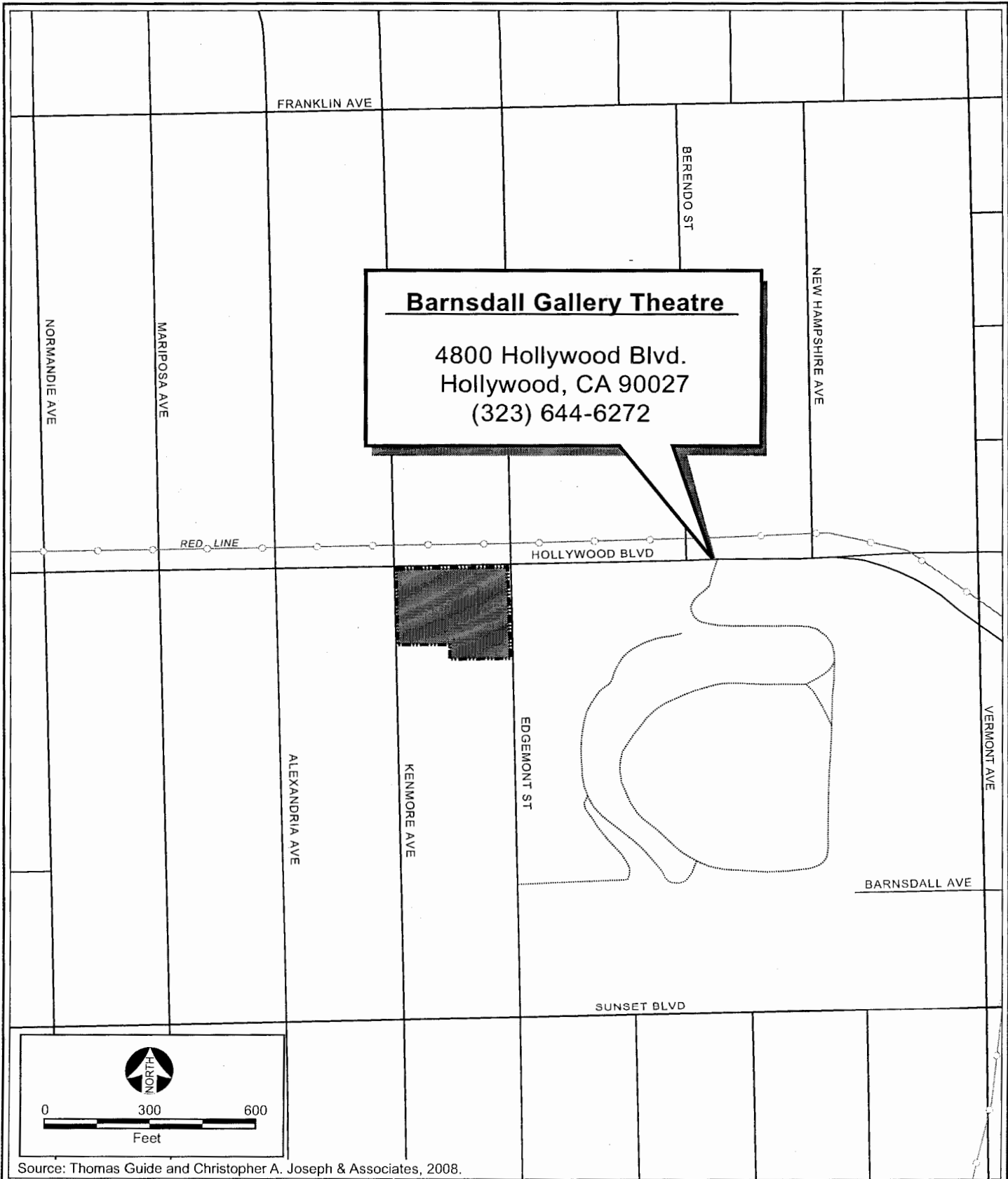


Source: Quality Mapping Service, 2008.



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Figure 12  
 Radius Map



Source: Thomas Guide and Christopher A. Joseph & Associates, 2008.



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Project Vicinity Map