

## **III. Environmental Setting**

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## **A. Overview of Environmental Setting**

This section of the Draft EIR provides an overview of the existing regional and local setting in which the Project Site is located, and a brief description of the existing conditions at the Project Site. Detailed environmental setting information is provided in each of the environmental issue analyses found in Section IV, Environmental Impact Analysis, of this Draft EIR. In addition, Section II, Project Description, of this Draft EIR, provides additional information regarding existing conditions at the Project Site.

### **1. Project Location and Environmental Setting**

The Project Site is located at 1520–1542 North Cahuenga Boulevard, 1523–1549 North Ivar Avenue, and 6350 West Selma Avenue in the Hollywood Community Plan area of the City of Los Angeles (City). The Project Site is bounded by Selma Avenue to the north, Ivar Avenue to the east, existing commercial development to the south, and Cahuenga Boulevard to the west. Primary regional access to the Project Site is provided by the Hollywood Freeway (US-101), located approximately 0.70 mile east (and approximately 0.5 mile north) of the Project Site. Major arterials providing regional access to the Project vicinity include Cahuenga Boulevard to the west, Sunset Boulevard to the south, and Hollywood Boulevard to the north. The Project Site is served by public transit, including the Los Angeles County Metropolitan Transit Authority (Metro) B rail line, which has a station located less than 0.25 mile northeast of the Project Site (the Hollywood/Vine station); Metro bus lines 2, 210, and 302; and Los Angeles Department of Transportation (LADOT) Downtown Area Shuttle (DASH) Hollywood, Hollywood/Wilshire, and Beachwood Canyon lines.

#### **a. On-Site Conditions**

The Project Site is currently occupied in part by a surface parking area containing approximately 84 parking spaces located within the northeast portion of the Project Site (Development Area), which would be redeveloped with the proposed Project. The remainder of the Project Site is occupied by six one- and two-story structures that contain approximately 33,828 square feet of commercial (retail, restaurant, and service uses) floor area located generally within the southern and western portions of the Project Site. Approximately 4,000 square feet of the existing commercial floor area has been vacant since at least 2018, but is anticipated to be occupied by high-turnover restaurant uses in the future. Vehicular access to the Project Site is currently available via a two-way

driveway on Selma Avenue for the existing surface parking area. Pedestrian access to the existing commercial uses is provided along Ivar Avenue, Cahuenga Boulevard, and Selma Avenue.

The Project Site contains minimal ornamental landscaping and hardscape features. Street trees and trees within the Development Area consist of various non-native species, including two olive trees located within the existing surface parking area, and two magnolia trees located within the public right-of-way along Selma Avenue.<sup>1</sup> These trees are not subject to the City of Los Angeles Protected Tree and Shrub Relocation and Replacement Ordinance.<sup>2</sup>

## b. Surrounding Uses

The Project Site is within the urbanized Hollywood Community Plan area. The Hollywood Community Plan area is characterized by a mix of uses within a range of building types, including low-rise to high-rise buildings with commercial/retail uses (including tourist and entertainment-related uses), offices, hotels, educational institutions, and single-family and multi-family residences. High-density, mid- to high-rise commercial, office, and multi-family residential uses are located along Vine Street, Cahuenga Boulevard, Hollywood Boulevard, and Sunset Boulevard, generally transitioning to lower density multi- and single-family neighborhoods to the north of the Hollywood Freeway. Land uses immediately surrounding the Project Site include commercial and retail uses surrounding the Project Site on all sides, with the Los Angeles Film School located to the southeast across Ivar Avenue and a multi-family apartment building located to the northeast across Ivar Avenue and Selma Avenue.

## 2. Land Use Plans

City land use plans applicable to the Project Site include the following: the City of Los Angeles General Plan and Framework Element; the Hollywood Community Plan (Community Plan); the Hollywood Redevelopment Plan; the Mobility Plan 2035; and the Citywide Design Guidelines. Regional plans that are applicable to the Project Site include the Southern California Association of Governments' Regional Transportation Plan/

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<sup>1</sup> Carlberg Associates, *City of Los Angeles Tree Inventory Report, October 2021 (See Appendix M of this Draft EIR)*.

<sup>2</sup> *The City of Los Angeles Protected Tree and Shrub Ordinance (Ordinance No. 177,404, as amended by Ordinance No. 186,873, updated February 4, 2021) applies to Oak, Southern California Black Walnut, Western Sycamore, and California Bay tree species as well as Mexican Elderberry and Toyon shrub species that are native to Southern California, and excludes trees or shrubs grown or held for sale by a licensed nursery or trees planted or grown as part of a tree planting program.*

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## Sustainable Communities Strategy and the South Coast Air Quality Management District's 2016 Air Quality Management Plan.

The Project Site is designated for Regional Center Commercial land uses by the Community Plan. The Project Site is zoned C4-2D (Commercial, Height District 2 with D Limitation) for the northeastern portion of the Project Site, which contains the majority of the Development Area, and C4-2D-SN (Commercial, Height District 2 with D Limitation, Sign District) for the southern and western portions of the Project Site, which includes the existing commercial uses to remain. The C4 zone permits a wide array of land uses including commercial, office, multi-family residential, retail, and hotel uses. The Height District 2 designation, in conjunction with the C4 Zone, does not impose a maximum building height limitation but does impose a maximum floor area ratio (FAR) of 6:1. However, the "D" limitation of the Project Site's zoning limits the total floor area contained in all buildings to a maximum FAR of 3:1 (per Ordinance No. 165,660, adopted in 1990). The "SN" designation indicates that the southern and western portions of the Project Site are located within the Hollywood Signage Supplemental Use District (HSSUD), where signage is subject to special regulations designed to enhance the distinctive aesthetic of the HSSUD, and to eliminate blight created by poorly placed, badly designed signs throughout Hollywood.

The Project Site is also located within the boundaries of the Hollywood Redevelopment Plan, which establishes a base FAR limit of 4.5:1 for all development with a Regional Center land use designation. Furthermore, the Project Site is also located within a Tier 3 Transit Oriented Communities (TOC) area, and is therefore eligible for density and FAR increases, as well as other development incentives provided that requisite amounts of affordable housing are provided. The Project Site is also located within a Transit Priority Area (TPA) pursuant to Senate Bill (SB) 743.<sup>3</sup> In addition, the Project Site is located within the former Los Angeles State Enterprise Zone, the Los Angeles Promise Zone, and the Hollywood Entertainment District Business Improvement District.

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<sup>3</sup> *TPAs are defined as areas within 0.5 mile of an existing or planned major transit stop. Major transit stops are defined as an existing rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods. The Project Site is located within 1,000 feet of the Metro B Line Hollywood and Vine subway station, which qualifies as a major transit stop.*

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#### **B. Related Projects**

The California Environmental Quality Act (CEQA) Guidelines (Section 15130(a)) require that an Environmental Impact Report (EIR) consider the cumulative impacts of a project when the project's incremental effect is "cumulatively considerable." As set forth in Section 15065(a)(3) of the CEQA Guidelines, "cumulatively considerable" means that the incremental effects of an individual project are significant when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects. In accordance with CEQA Guidelines Section 15130(a)(3), a project's contribution is less than cumulatively considerable if the project is required to implement or fund its fair share of a mitigation measure or measures designed to alleviate the cumulative impact. In addition, the lead agency is required to identify facts and analysis supporting its conclusion that the contribution will be rendered less than cumulatively considerable.

CEQA Guidelines Section 15130(b) further provides that the discussion of cumulative impacts reflect "the severity of the impacts and their likelihood of occurrence, but the discussion need not provide as great of detail as is provided for the effects attributable to the project alone." Rather, the discussion is to "be guided by the standards of practicality and reasonableness, and should focus on the cumulative impact to which the identified other projects contribute."

CEQA Guidelines Section 15130(b) states that one of the following two elements is necessary to provide an adequate discussion of significant cumulative impacts:

- (A) A list of past, present, and probable future projects producing related or cumulative impacts including, if necessary, those projects outside the control of the agency; or
- (B) A summary of projections contained in an adopted local, regional or statewide plan, or related planning document, that describes or evaluates conditions contributing to the cumulative effect. Such plans may include: a general plan, regional transportation plan, or plans for the reduction of greenhouse gas emissions. A summary of projections may also be contained in an adopted or certified prior environmental document for such a plan. Such projections may be supplemented with additional information such as a regional modeling program. Any such document shall be referenced and made available to the public at a location specified by the lead agency.

Cumulative study areas are defined based on an analysis of the geographical scope relevant to each particular environmental issue. Therefore, the cumulative study area for each individual environmental impact issue may vary. For example, a cumulative parks and recreation impact generally may only affect parks and recreation facilities within the vicinity of the project site (e.g., within two miles), while a cumulative air quality impact may affect the entire South Coast Air Basin. The specific boundaries and the projected growth within those boundaries for the cumulative study area of each environmental issue are identified in the applicable environmental issue section in Section IV, Environmental Impact Analysis, of this Draft EIR.

A list of proposed development projects in the vicinity of the Project Site that could affect conditions in the Project area (e.g., by adding traffic volumes to study area intersections and/or generating population increases) was prepared based on information obtained primarily from the City of Los Angeles Department of Transportation and the City of Los Angeles Department of City Planning. A total of 46 potential related development projects have been identified within the vicinity of the Project Site for inclusion in the cumulative impact analysis for this Draft EIR. These related projects are in varying stages of the approval/entitlement/development process and reflect the diverse range of land uses in the vicinity of the Project Site, including apartments, condominiums, restaurants, hotels, office, and retail uses, as well as mixed-use developments incorporating some or all of these elements. All of the related development projects are located within the Hollywood Community Plan area. An update to the Hollywood Community Plan is currently underway, which proposes updates to land use policies and maps.<sup>4</sup> Any potential projected growth associated with the Hollywood Community Plan Update would be captured in the ambient growth rate and in the 46 related development projects identified herein.

The related projects are listed in Table III-1 on page III-6, which identifies the location of each related project along with the types of land uses. The locations of Related Project Nos. 1 through 46 are shown in Figure III-1 on page III-9. It is noted that some of the related projects may not be built out by 2025 (i.e., the Project buildout year), may never be built, or may be approved and built at reduced densities. To provide a conservative forecast, the future baseline forecast assumes that Related Project Nos. 1 through 46 are fully built out by 2025, unless otherwise noted.

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<sup>4</sup> *The Community Plan update remains a draft and preliminary concepts included therein are subject to change. For purposes of this Draft EIR, the analysis is limited to the designations and policies under the currently adopted Hollywood Community Plan.*

**Table III-1  
Related Projects**

<b>No.<sup>a</sup></b>	<b>Project Name/Address</b>	<b>Description</b>	<b>Unit/Area</b>
1 <sup>b</sup>	Cahuenga Boulevard Hotel 1525 N. Cahuenga Blvd.	Hotel	64 rm
		Rooftop Restaurant/ Lounge	700 sf
		Restaurant	3,300 sf
2	Ivar Gardens Hotel 6409 W. Sunset Blvd.	Hotel	275 rm
		Retail	1,900 sf
3	6400 Sunset Mixed-Use 6400 Sunset Blvd.	Apartments	232 du
		Restaurant	7,000 sf
4	6630 West Sunset Boulevard 6630 W. Sunset Blvd.	Apartments	40 du
5 <sup>b</sup>	Selma–Wilcox Hotel 6421 W. Selma Ave.	Hotel	114 rm
		Restaurant	1,993 sf
6 <sup>b</sup>	Thompson Hotel 1541 N. Wilcox Ave.	Hotel	200 rm
		Restaurant	9,000 sf
7 <sup>b</sup>	Tommie Hotel 6516 W. Selma Ave.	Hotel	212 rm
		Bar/Lounge	3,855 sf
		Rooftop Bar/Event Space	8,500 sf
8 <sup>b</sup>	Godfrey Hotel 1400 N. Cahuenga Blvd.	Hotel	220 rm
		Restaurant	2,723 sf
		Bar	1,440 sf
9	Hotel & Restaurant 6381 W. Hollywood Blvd.	Hotel	80 rm
		Restaurant	15,290 sf
10	Schrader Hotel Mixed-Use 1600 N. Schrader Blvd.	Hotel	168 rm
		Restaurant	5,979 sf
11	CD 13 Schrader Temp Bridge Housing Shelter 1533 Schrader Blvd.	Shelter	70 beds
12	Modera Argyle Mixed-Use 1546 N. Argyle Ave.	Apartments	276 du
		Retail	9,000 sf
		Restaurant	15,000 sf
13	Hudson Building 6523 W. Hollywood Blvd.	Restaurant	10,402 sf
		Office	4,074 sf
		Storage	890 sf
14	Wilcox Hotel 1717 N. Wilcox Ave.	Hotel	133 rm
		Retail	3,580 sf
15	Palladium Residences 6201 W. Sunset Blvd.	Apartments	731 du
		Retail/Restaurant	24,000 sf
16	Onni Group Mixed-Use Development 1360 N. Vine St.	Office	463,521 sf
		Rehabilitated Uses	8,988 sf
		Restaurant	11,914 sf
17	1723 Wilcox 1723 N. Wilcox Ave.	Hotel	81 rm
		Restaurant	2,236 sf
18	Pantages Theater Office 6225 W. Hollywood Blvd.	Office	210,000 sf

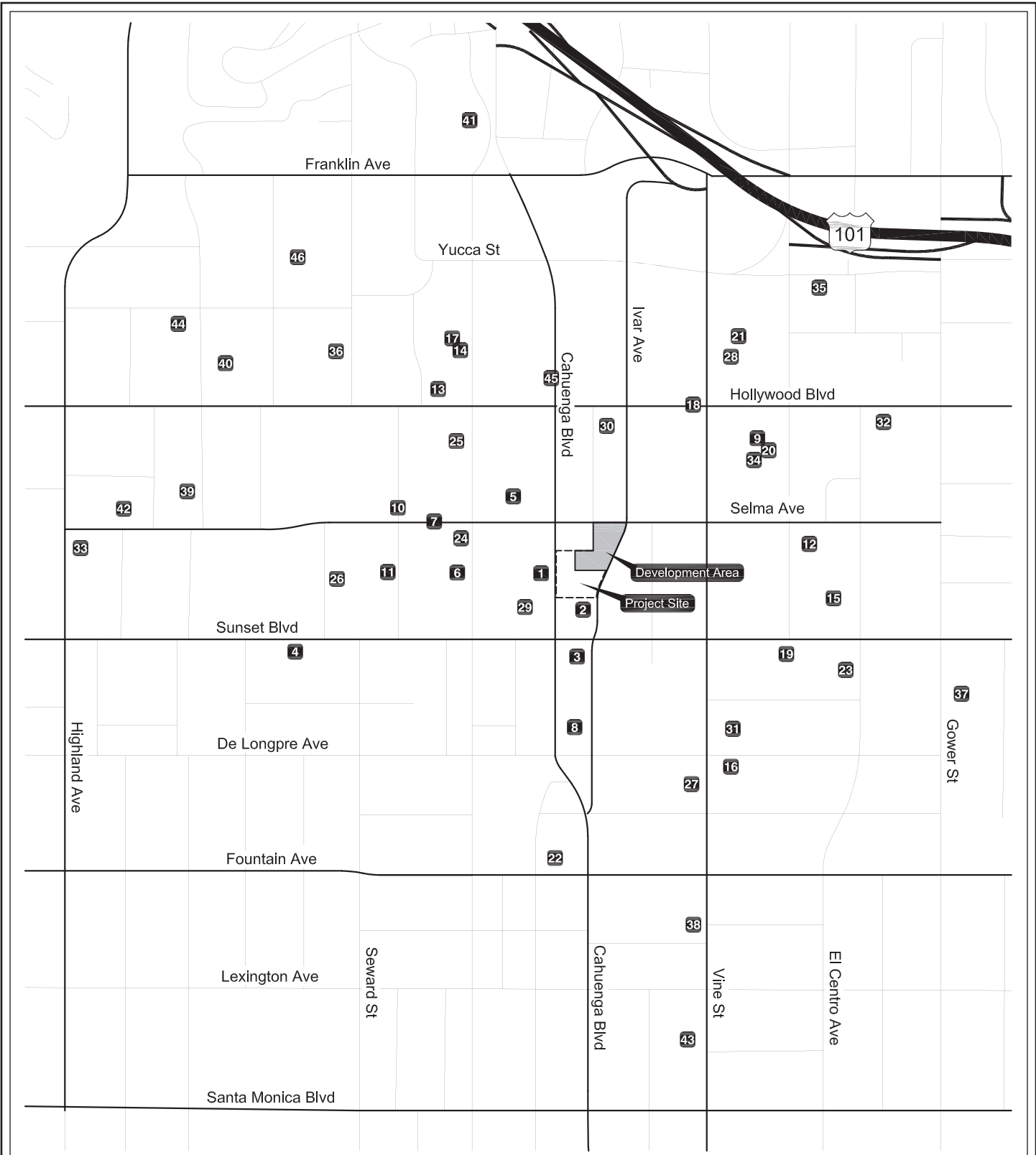
**Table III-1 (Continued)  
Related Projects**

<b>No.<sup>a</sup></b>	<b>Project Name/Address</b>	<b>Description</b>	<b>Unit/Area</b>
19 <sup>b</sup>	6250 Sunset Mixed-Use (Old Nickelodeon Site) 6250 W. Sunset Blvd.	Apartments	200 du
		Retail	4,700 sf
20	Hollywood & Wilcox 6430–6440 W. Hollywood Blvd.	Apartments	260 du
		Office	3,580 sf
		Retail	11,020 sf
		Restaurant	3,200 sf
21	Hollywood Center Mixed-Use (Formerly Millennium) 1720 N. Vine St.	Apartments	872 du
		Affordable Senior Housing	133 du
		Retail	30,176 sf
22 <sup>b</sup>	Mixed-Use 1310 N. Cole Ave.	Apartments	369 du
		Office	2,570 sf
23	6200 West Sunset Boulevard 6200 W. Sunset Blvd.	Apartments	270 du
		Restaurant	1,750 sf
		Pharmacy	2,300 sf
		Retail	8,070 sf
24	Citizen News 1545 N. Wilcox Ave.	Flexible Event Space	16,100 sf
		Restaurant	14,800 sf
25	1637 North Wilcox Mixed-Use 1637 N. Wilcox Ave.	Apartments	93 du
		Affordable Housing	61 du
		Commercial	6,586 sf
26	Mixed-Use 1524–1538 N. Cassil Pl.	Apartments	200 du
		Restaurant	1,400 sf
27 <sup>b</sup>	Academy Square 1341 Vine St.	Office	285,719 sf
		Apartments	200 du
		Restaurant	16,135 sf
28	citizenM Hotel 1718 Vine St.	Hotel	240 rm
		Restaurant	5,373 sf
29	6445 Sunset 6445 Sunset Blvd.	Hotel	175 rm
		Restaurant	12,500 sf
30	6360 Hollywood 6360 Hollywood Blvd.	Hotel	90 rm
		Restaurant	11,000 sf
31	1400 Vine 1400 Vine St.	Residential	179 du
		Affordable Housing	19 du
		Restaurant	16,000 sf
32	6140 Hollywood 6140 Hollywood Blvd.	Hotel	102 rm
		Condominium	27 du
		Restaurant	11,460 sf
33	Hollywood Crossroads 1540–1552 Highland Ave.	Residential	950 du
		Hotel	308 rm
		Office	95,000 sf
		Commercial/Retail	185,000 sf
34	Hollywood Gower Mixed-Use 6100 W. Hollywood Blvd.	Apartments	220 du
		Restaurant	3,270 sf



**Table III-1 (Continued)  
Related Projects**

<b>No.<sup>a</sup></b>	<b>Project Name/Address</b>	<b>Description</b>	<b>Unit/Area</b>
35	Mixed-Use 6220 W. Yucca St.	Hotel	210 rm
		Apartments	136 du
		Retail	3,450 sf
		Restaurant	9,120 sf
36	1719 Whitley Hotel 1719 N. Whitley Ave.	Hotel	156 rm
37	Sunset Gower Studios 1438 N. Gower St.	Sound Stage	169,400 sf
		Production Support	52,800 sf
		Office	852,830 sf
		Restaurant	6,516 sf
38	1235 Vine Street Project 1235 Vine St.	Office	109,190 sf
		Restaurant	7,960 sf
39	Apartments 1601 N. Las Palmas Ave.	Apartments	202 du
40	Las Palmas Residential (Hollywood Cherokee) 1718 N. Las Palmas Ave.	Residential	224 du
		Retail	985 sf
41	Hotel 1921 Wilcox Ave.	Hotel	122 rm
		Restaurant	4,225 sf
42	6753 Selma Mixed-Use 6753 Selma Ave.	Apartments	51 du
		Retail	438 sf
43	Hotel 1133 N. Vine St.	Hotel	112 rm
		Café	661 sf
44	Apartments 1749 Las Palmas Ave.	Apartments	70 du
		Retail	3,117 sf
45	1708 Cahuenga 1708 N. Cahuenga Blvd.	Office/Commercial	217,269 sf
46	Residential 1818 N. Cherokee Ave.	Apartments	65 du
		Affordable Housing	21 du
<p><i>du = dwelling units</i>  <i>rm = rooms</i>  <i>sf = square feet</i></p> <p><sup>a</sup> <i>Related project information provided by LADOT (November 18, 2020), Department of City Planning, and recent studies in the area.</i></p> <p><sup>b</sup> <i>Although construction of the related project may be partially or entirely complete, the project was not fully occupied at the time when traffic counts were conducted. Therefore, the related project was considered and listed to provide a more conservative analysis.</i></p> <p><i>Source: Gibson Transportation Consulting, Inc., 2021.</i></p>			



**LEGEND**

Project Site
  # Related Project

47 \*The Study Area is fully contained within the Hollywood Community Plan, which is in the process of being updated



**Figure III-1**  
Related Project Location Map