

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 consists of 10 contiguous lots at 1420, 1424, 1426, 1428, 1432, 1432 ½, 1434, 1436, 1438, 1440, 1450, 1452, and 1454 North Wilcox Avenue; 6450, 6460, and 6462 West Sunset Boulevard; 1413, 1417, 1419, 1425, 1427, 1433, 1435, 1439, 1441, 1443, 1445, and 1447 North Cole Place; and, 6503 De Longpre Avenue, Los Angeles, California 90028 in the Hollywood Community Plan Area of the City. The Project Site is bounded by Sunset Boulevard to the north, Cole Place to the east, De Longpre Avenue to the south, and Wilcox Avenue to the west.

a. On-Site Conditions

The Project Site is currently developed with three buildings and surface parking. The existing buildings on the Project Site comprise approximately 26,261 square feet of floor area consisting of a one-story, 16,932-square-foot commercial building along Sunset Boulevard and Wilcox Street/Cole Place, a one-story, 4,446-square-foot commercial building along Wilcox Street, and a two-story, 4,883-square-foot commercial building along Cole Place and De Longpre Avenue. Vehicular access to the parking areas of the Project Site is provided via curb cuts and driveways located on Wilcox Avenue and Cole Place. Pedestrian access to the Project Site is provided via sidewalks located along the perimeter of the Project Site. The Project Site is relatively flat with limited ornamental landscaping.

b. Surrounding Uses

The Project Site is within a vibrant commercial area in the Hollywood Community Plan area. The area surrounding the Project Site is developed primarily with a mix of low- to high-intensity residential, commercial, and mid-rise office buildings, which vary

widely in building style and period of construction. Land uses near the Project Site include a variety of commercial uses within one- and two-story buildings north of the Project Site, across Sunset Boulevard; the Rise Hollywood mixed-use development, the Los Angeles Police Department Hollywood Station, and Los Angeles Fire Department Station 27 south of the Project Site; the 14-story CNN building east of the Project Site; and an 11-story office building located west of the Project Site. The uses surrounding the Project Site are designated as Regional Center Commercial, Limited Commercial, Low Medium II Residential, and Public Facilities, and have varying zoning designations, including C4-2, C4-2D-SN, C1-1VL, and RD1.5-1XL.

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 Mobility Plan 2035; the Hollywood Community Plan;¹ the Hollywood Redevelopment Area; the Citywide Design Guidelines; and the City of Los Angeles Walkability Checklist Guidance for Entitlement Review. Regional plans that are applicable to the Project Site include: the Southern California Association of Governments' Regional Transportation Plan/Sustainable Communities Strategy (2020-2045 RTP/SCS) and the South Coast Air Quality Management District's Air Quality Management Plan (2016 AQMP).

The Project Site has a Regional Center Commercial General Plan Land Use designation with the corresponding zones of C4-2D-SN (Commercial Zone, Height District 2 with Development Limitation, Hollywood Signage Supplemental Use District), C4-2D (Commercial Zone, Height District 2 with Development Limitation), and C2-1XL (Commercial Zone, Height District 1XL). The C2 and C4 zones allow for a wide variety of land uses, including retail stores, offices, restaurants, theaters, hotels, broadcasting studios, parking buildings, parks, and playgrounds. Height District 2 allows a 6:1 FAR in the Project Site's C4-Zoned portions with no height or story limit. The Project Site is subject to a D Limitation, which limits these portions of the Project Site to a 2:1 FAR.² The D Limitation does not impose any height limits on these portions of the Project Site. Height District 1XL allows a 1.5:1 FAR in the Project Site's C2-zoned portions with a 30-foot and two-story height limit.

¹ *The Los Angeles Department of City Planning is currently preparing the Hollywood Community Plan Update (<https://planning.lacity.org/plans-policies/community-plan-update/hollywood-community-plan-update>). For purposes of this Draft EIR, the analysis is limited to the land use designations under the currently adopted Hollywood Community Plan.*

² *Ordinance No. 165,661, adopted by the Los Angeles City Council on May 7, 1990.*

The Project Site is also located within a Transit Priority Area, the Hollywood Redevelopment Plan Area, the Los Angeles State Enterprise Zone, the Hollywood Entertainment District, the Hollywood Signage Supplemental Use District, and within a Tier 3 Transit Oriented Communities (TOC) area.

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B. Related Projects

California Environmental Quality Act (CEQA) Guidelines Section 15130 requires that an EIR consider the environmental effects of a proposed project individually, as well as cumulatively. As defined in CEQA Guidelines Section 15355, cumulative impacts refer to two or more individual effects, which, when considered together, are considerable or which compound or increase other environmental impacts.

As set forth in CEQA Guidelines Section 15130, the determination of cumulative impacts is generally a two-step process. The first step is to determine whether or not the combined effects from the proposed project and related projects, as identified below, would result in a potentially significant cumulative impact. If the answer is no, then the EIR only briefly needs to indicate why the cumulative impact is not significant and is not discussed in further detail in the EIR. If the answer is yes, then the analysis proceeds to the second step, which is to determine whether the proposed project's incremental effects are cumulatively considerable. CEQA Guidelines Section 15065(a)(3) defines "cumulatively considerable" to mean 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 analyses 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 complying with one of the following two protocols 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 schools impact may only affect the schools serving the project site, 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 within an approximately 0.5-mile radius of the Project Site that could affect conditions in the Project Site vicinity 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 55 potential related development projects have been identified in the vicinity of the Project Site for inclusion in the cumulative impact analysis for this EIR. These related projects are in varying stages of the approval/entitlement/development process and consist of a variety of land uses reflecting the diverse range of land uses in the vicinity of the Project Site. The related projects comprise a variety of uses, including apartments, condominiums, restaurants, hotels, office, and retail uses, as well as mixed-use developments incorporating some or all of these elements.

The related projects are listed in Table III-1 on page III-7, which identifies the location of each related project along with the types of land uses. The locations of Related Project Nos. 1 through 55 are shown in Figure III-1 on page III-11. It is noted that some of the related projects may not be built out by 2026 (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 55 are fully built out by 2026.

It should also be noted that the Department of City Planning is currently updating the Hollywood Community Plan. The most recent draft of the City's Hollywood Community Plan Update was released for public review in February 2021 and was recommended for approval by the City Planning Commission in March 2021, but it has not yet been presented to the City Council's Planning Land Use and Management Committee and/or the City Council. The Community Plan Update proposes updates land use policies and maps that would primarily increase commercial and residential development potential in and near the Regional Center Commercial portion of the community and along selected corridors in the Community Plan Area. Corresponding decreases in development potential would be primarily focused on low- to medium-scale multi-family residential neighborhoods to conserve existing density and intensity of those neighborhoods.

The Community Plan Update, once adopted, will be a long-range plan designed to accommodate growth in Hollywood until 2040. Only the initial period of any such projected growth would overlap with the Project's future baseline forecast, as the Project is to be completed in 2026, well before the Community Plan Update's horizon year. Moreover, many of the related projects identified below could also be built out by the Project's projected build out year of 2026. Accordingly, it can be assumed that the projected growth reflected by the list of related projects, which itself is a conservative assumption as discussed above, would account for any overlapping growth that may be assumed by the Community Plan Update upon its adoption.

**Table III-1
Related Projects**

No.	Project Name	Description	Unit/Area
1	6225 W. Hollywood Blvd.	Office	214,000 sf
2	6360 W. Hollywood Blvd.	Other	90 rm
		Other	11,000 sf
3	6523 W. Hollywood Blvd.	Office	4,074 sf
		Other	10,402 sf
4	1313 N. Vine St.	Other	44,000 sf
		Other	35,231 sf
5	1610 N. Highland Ave.	Apartments	248 du
		Retail	12,785 sf
6	6201 W. Sunset Blvd.	Apartments	731 du
		Other	5,000 sf
		Retail	8,000 sf
		Other	1,000 sf
		Retail	13,000 sf
		Other	1,000 sf
7	6230 W. Sunset Blvd.	Apartments	200 du
		Office	13,510 sf
		Other	13,471 sf
		Other	N/A
		Retail	4,700 sf
8	1525 N. Cahuenga Blvd.	Other	64 rm
		Office	1,500 sf
		Other	700 sf
9	1718 N. Las Palmas Ave.	Apartments	195 du
		Condominiums	29 du
		Retail	985 sf
10	1310 N. Cole Ave.	Apartments	375 du
		Other	2,500 sf
11	6611 W. Hollywood Blvd.	Other	167 rm
		Other	10,545 sf
		Other	5,375 sf
		Other	3,980 sf
		Other	1,634 sf
12	6445 W. Sunset Blvd.	Hotel	175 rm
		Restaurant	11,400 sf
13	6409 W. Sunset Blvd.	Other	275 rm
		Retail	1,900 sf
14	1717 N. Wilcox Ave.	Other	140 rm
		Retail	3,500 sf
15	6831 W. Hawthorn Ave.	Apartments	140 du
		Other	1,207 sf

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

No.	Project Name	Description	Unit/Area
16	1749 N. Las Palmas Ave.	Apartments	71 du
17	6701 W. Sunset Blvd.	Mixed Use	N/A
18	6200 W. Sunset Blvd.	Apartments	270 du
		Other	2,500 sf
		Other	N/A
		Other	2,500 sf
19	6332 W. De Longpre Ave.	Apartments	200 du
		Office	298,171 sf
		Restaurant	11,935 sf
		Restaurant	4,200 du
20	6516 W. Selma Ave.	Other	212 du
		Other	2,308 sf
		Other	5,305 sf
		Other	5,843 sf
21	1600 N. Schrader Blvd.	Other	198 rm
		Other	2,379 sf
		Other	3,600 sf
22	6421 W. Selma Ave.	Other	114 du
		Other	5,041 sf
		Other	1,809 sf
23	1601 N. Las Palmas Ave.	Apartments	202 du
		Commercial	14,200 sf
24	1360 N. Vine St.	Office	463,521 sf
		Restaurant	20,902 sf
25	1541 N. Wilcox Ave.	Other	190 rm
		Other	8,500 sf
		Other	1,382 sf
26	1400 N. Cahuenga Blvd.	Other	220 rm
		Other	2,723 sf
		Other	1,440 sf
27	6436 W. Hollywood Blvd.	Apartments	260 du
		Retail	14,220 sf
		Office	3,580 sf
28	6400 W. Sunset Blvd.	Apartments	200 du
		Other	4,037 sf
		Other	3,000 sf
29	1546 N. Argyle Ave.	Apartments	276 du
		Retail	9,000 sf
		Other	15,000 sf
		Other	27,000 sf

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

No.	Project Name	Description	Unit/Area
30	1533 N. Schrader Blvd.	Other	70 du
31	1545 N. Wilcox Ave.	Retail	14,800 sf
		Office	16,100 sf
32	1637 N. Wilcox Ave.	Apartments	154 du
		Other	6,586 sf
33	6753 W. Selma Ave.	Apartments	51 du
		Retail	438 sf
34	1524 N. Cassil Pl.	Apartments	138 du
		Other	62 rm
		Other	1,400 sf
35	1720 N. Vine St.	Apartments	872 du
		Other	133 du
		Other	4,530 sf
		Other	25,650 sf
		Other	350 per
36	1723 N. Wilcox Av.	Other	81 rm
		Other	N/A
37	1400 N. Vine St.	Apartments	179 du
		Apartments	19 du
		Retail	16,000 sf
38	1818 N. Cherokee Ave.	Apartments	65 du
		Apartments	21 du
39	1235 Vine St.	Office	117,000 sf
		Retail	7,800 sf
40	1708–1732 N. Cahuenga Blvd.	Office	210,500 sf
		Restaurant	6,500 sf
41	1612 N. McCadden Pl.	Retail	37,000 sf
		Micro-Units	69 du
42	6517–6533 Lexington Ave.	Single-Family Homes	18 du
43	1400 N. Highland Ave.	Apartments	49 du
		Retail	800 sf
44	6100 W. Hollywood Blvd.	Apartments	209 du
		Apartments	11 du
		Other	3,270 sf
45	6630 W. Sunset Blvd.	Apartments	40 du
		Retail	3,474 sf
46	6350 Selma Ave.	Apartments	290 du
		Commercial	6,576 sf
47	6140 Hollywood Blvd.	Hotel	102 rm
		Condominiums	27 du
		Restaurant	11,500 sf

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

No.	Project Name	Description	Unit/Area
48	1718 Vine St.	Hotel	216 rm
49	1719 N. Whitley Ave.	Hotel	156 rm
50	6677 Santa Monica Blvd.	Apartments	695 du
		Other	4,000 sf
		Other	5,500 sf
		Retail	15,400 sf
51	1118 N. McCadden	Office	17,040 sf
		Other	29,650 sf
		Other	100 du
		Other	92 du
52	6050 W. Sunset Blvd.	Office	859,350 sf
		Other	52,800 sf
		Other	169,400 sf
53	6220 W. Yucca St.	Apartments	210 du
		Other	136 rm
		Retail	12,570 sf
54	1149 N. Gower St.	Apartments	169 du
55	1233 N. Highland Ave.	Apartments	72 du
		Commercial	12,160 sf
<p><i>sf = square feet</i> <i>rm = rooms</i> <i>du = dwelling units</i></p> <p><i>Source: Fehr and Peers, 2020, based on data provided by City of Los Angeles Department of Transportation and the City of Los Angeles Department of City Planning.</i></p>			

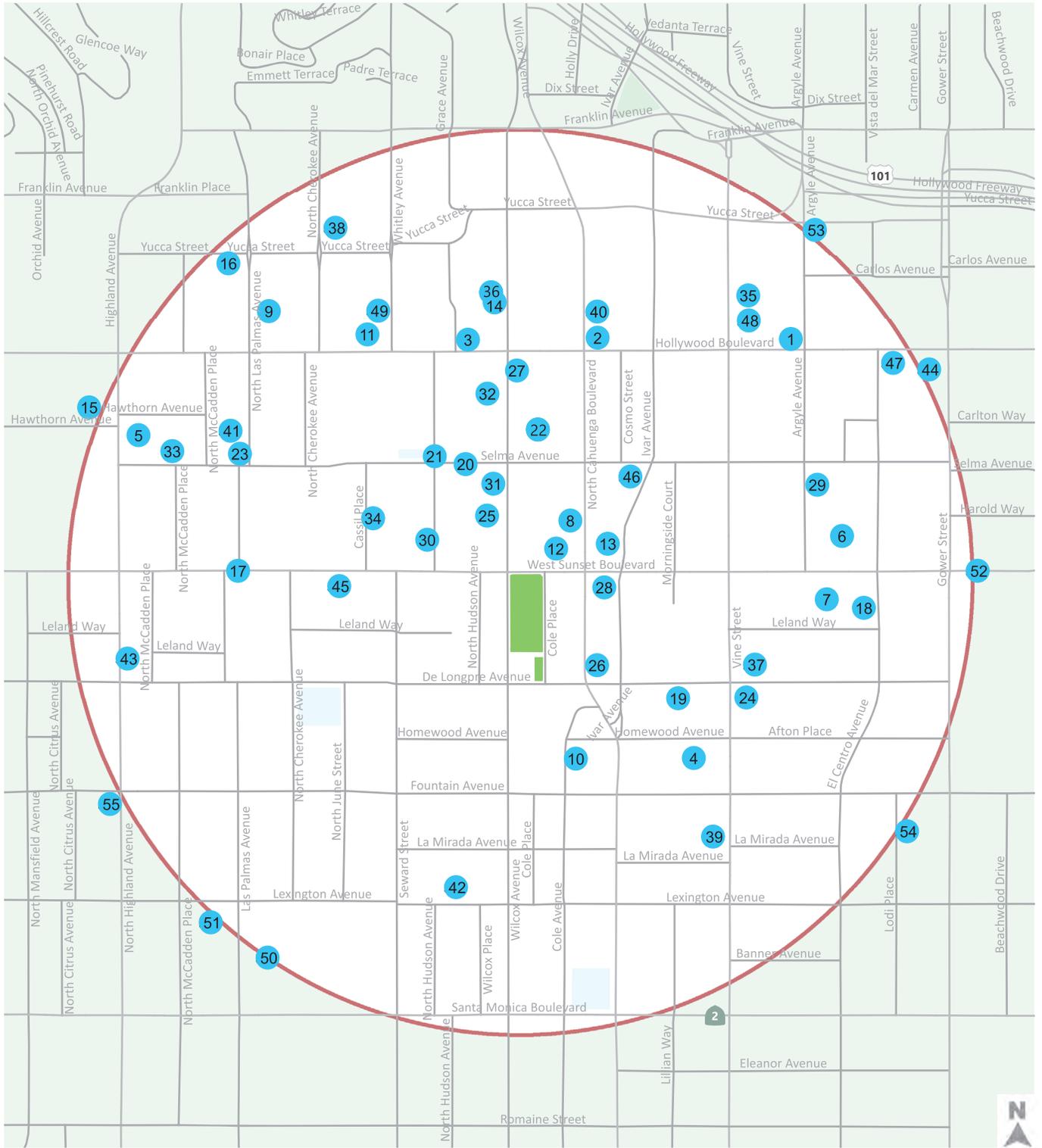


Figure III-1
Location of Related Projects