

I. Executive Summary

I. Executive Summary

In accordance with California Environmental Quality Act (CEQA) Guidelines Section 15123, this section of this Draft Environmental Impact Report (EIR) contains a brief summary of the 1000 Seward Project (Project) and its potential environmental effects. More detailed information regarding the Project and its potential environmental effects is provided in the following sections of this Draft EIR. Also included in this section is an overview of the purpose and focus of this Draft EIR, a description of the organization of this Draft EIR, a general description of the Project and proposed entitlements, a general description of areas of controversy, a description of the public review process for this Draft EIR, and a summary of the alternatives to the Project evaluated in this Draft EIR including identification of the Environmentally Superior Alternative.

1. Purpose of this Draft EIR

As described in CEQA Guidelines Sections 15123(a) and 15362, an EIR is an informational document that will inform public agency decision-makers and the public of the significant environmental effects of a project, identify possible ways to minimize any significant effects, and describe reasonable project alternatives. Therefore, the purpose of this Draft EIR is to focus the discussion on the Project's potential environmental effects that the City of Los Angeles (City), as the Lead Agency, has determined to be, or potentially may be significant. In addition, feasible mitigation measures are recommended, when applicable, that could reduce or avoid the Project's significant environmental impacts.

This Draft EIR serves as the environmental document for all actions associated with the Project. This EIR is a "Project EIR" as defined by CEQA Guidelines Section 15161. Furthermore, this Draft EIR complies with CEQA Guidelines Section 15064, which discusses determining the significance of the environmental effects caused by a project.

2. Draft EIR Focus and Effects Found Not to Be Significant

In accordance with CEQA Guidelines Section 15128, an EIR shall contain a brief statement indicating reasons that various possible significant effects of a project were determined not to be significant and not discussed in detail in the Draft EIR. An Initial Study was prepared for the Project and a Notice of Preparation (NOP) was distributed for

public comment to the State Clearinghouse, Governor's Office of Planning and Research (OPR), responsible agencies, and other interested parties on December 22, 2020, for a 30-day review period. The Initial Study, NOP, and NOP comment letters are included in Appendix A of this Draft EIR. The Initial Study provides a detailed discussion of the potential environmental impact areas and the reasons that each environmental area is or is not analyzed further in this Draft EIR.

The City determined through the Initial Study that the Project would not have the potential to cause significant impacts related to: aesthetics; agriculture and forestry resources; air quality (odors); biological resources; cultural resources (archaeological resources and human remains); geology and soils; hazards and hazardous materials; hydrology and water quality; land use and planning (physical division of an establishment community); mineral resources; noise (airport and airstrip noise); population and housing; public services (schools and parks); recreation; transportation (geometric design features and emergency access); and utilities and service systems (wastewater, stormwater, telecommunications facilities, and solid waste). Therefore, these areas were not analyzed further in this Draft EIR.

The City determined through the Initial Study the potential for significant impacts in the following environmental issue areas:

- Air Quality
- Cultural Resources (historical resources)
- Energy
- Greenhouse Gas Emissions
- Land Use and Planning
- Noise
- Public Services (fire protection and police protection)¹
- Transportation
- Tribal Cultural Resources

¹ *The Initial Study also identified a potentially significant impact with respect to libraries. However, as a commercial development, the Project would not have a direct impact on libraries and impacts would be less than significant. Refer to Section VI, Other CEQA Considerations, of this Draft EIR for details.*

- Utilities and Service Systems (water supply/infrastructure, and energy infrastructure)

3. Draft EIR Organization

This Draft EIR is comprised of the following sections:

- I. **Executive Summary.** This section describes the purpose of this Draft EIR, Draft EIR focus and effects found not to be significant, Draft EIR organization, Project summary, areas of controversy and issues to be resolved, public review process, a summary of environmental impacts and mitigation measures, and a summary of alternatives.
- II. **Project Description.** This section describes the Project location, existing conditions, Project objectives, and characteristics of the Project.
- III. **Environmental Setting.** This section contains a description of the existing physical and built environment and a list of related Projects anticipated to be built in the vicinity of the Project Site.
- IV. **Environmental Impact Analysis.** This section contains the environmental setting, Project and cumulative impact analyses, project design features, mitigation measures (where necessary), and conclusions regarding the level of significance after mitigation (where necessary) for each of the following environmental issues: air quality; cultural resources (historical resources); energy; greenhouse gas emissions; land use and planning; noise; public services (fire and police protection); transportation; tribal cultural resources; and utilities and service systems (water supply and infrastructure and energy infrastructure).
- V. **Alternatives.** This section provides an analysis of a reasonable range of alternatives to the Project including: No Project/No Build Alternative; Hollywood Community Plan Update Compliant Alternative—Alternative 2; and Zoning Compliant Alternative Use Alternative—Alternative 3.
- VI. **Other CEQA Considerations.** This section provides a discussion of significant unavoidable impacts that would result from the Project and the reasons why the Project is being proposed notwithstanding the significant unavoidable impacts. An analysis of the significant irreversible changes in the environment and potential secondary effects that would result from the Project is also presented here. This section also analyzes potential growth-inducing impacts of the Project and potential secondary effects caused by the implementation of the mitigation measures for the Project. Lastly, a summary

of the possible effects of the Project that were determined not to be significant within the Initial Study is provided.

VII. References. This section lists the references and sources used in the preparation of this Draft EIR.

VIII. Acronyms and Abbreviations. This section provides a list of acronyms and abbreviations used in this Draft EIR.

IX. List of Preparers. This section lists the persons, public agencies, and organizations that were consulted or contributed to the preparation of this Draft EIR.

This Draft EIR includes the environmental analysis prepared for the Project and appendices as follows:

- Appendix A Initial Study, NOP, and NOP Comment Letters
 - Appendix A.1 Initial Study
 - Appendix A.2 Notice of Preparation
 - Appendix A.3 NOP Comment Letters and Scoping Meeting Comments
- Appendix B Air Quality and Greenhouse Gas Emissions
 - Appendix B.1 Air Quality and Greenhouse Gas Emissions Methodology
 - Appendix B.2 Air Quality Worksheet and Modeling Output Files
 - Appendix B.3 Greenhouse Gas Worksheets and Modeling Output Files
- Appendix C Historic Resources Technical Report
- Appendix D Energy Calculations
- Appendix E Energy Utility Report
- Appendix F Land Use Tables
- Appendix G Noise Calculation Worksheets
- Appendix H Los Angeles Fire Department Letter
- Appendix I Los Angeles Police Department Letter
- Appendix J Transportation Study

- Appendix K LADOT’s Assessment Letter for the Transportation Study
- Appendix L TCR Report
- Appendix M Water Utility Report
- Appendix N Transportation Analysis of Project Alternatives

4. Thresholds of Significance

In 2006, the City published the L.A. CEQA Thresholds Guide (Thresholds Guide) as a guidance document for preparing CEQA analyses for projects within the City. The Thresholds Guide includes two sets of criteria to evaluate project impacts: screening criteria, which provide direction in determining the appropriate environmental document required for a project; and significance thresholds, which assist in determining whether a project’s impacts generally would be significant under normal circumstances and would therefore require mitigation. Although intended as a voluntary tool, the Thresholds Guide offers a consistent set of evaluation criteria applicable to most discretionary projects in the City, and the Los Angeles Department of City Planning (DCP) has typically used both the screening criteria and significance thresholds as the basis for project analyses in its CEQA documents. However, the Thresholds Guide clearly indicates the Lead Agency—in this case, the City—retains the authority to determine significance thresholds on a case-by-case basis, dependent upon unique environments, evolving regulatory requirements, and the nature of each project. In addition, the Thresholds Guide states it is not intended as a substitute for the use of independent judgment to determine significance or the evaluation of the evidence in the record. Moreover, it states “[b]ecause evaluation practices continue to evolve due to changing regulations, scientific methods, and court decisions, the project evaluator and lead City agency should always use the best information and evaluation methods available, including those from sources other than the Thresholds Guide.”²

In light of an evolving regulatory environment, recent case law, new topics such as greenhouse gas emissions and tribal cultural resources that are now addressed in Appendix G of the State CEQA Guidelines (Appendix G), and the age of the Thresholds Guide, the DCP has begun to update its CEQA guidance. At this point in time, the DCP has chosen to rely on the Appendix G questions as thresholds of significance. As noted above, the City has discretion in choosing appropriate significance thresholds. Therefore, throughout this Draft EIR, the thresholds contained in Appendix G are used. The factors and considerations set forth in the Thresholds Guide are utilized where appropriate to assist in answering the Appendix G threshold questions.

² *City of Los Angeles, L.A. CEQA Thresholds Guide, 2006, p. 3.*

In January 2018, OPR proposed comprehensive updates to the CEQA Guidelines which revised thresholds for aesthetics, air quality, cultural resources, geology and soils, hydrology and water quality, land use and planning, noise, population and housing, transportation, and utilities and service systems. The update also added energy and wildfire questions to Appendix G. The updated CEQA Guidelines became effective on December 28, 2018, and are reflected throughout this Draft EIR.

5. Existing Project Site Conditions

The Project Site is currently developed with two one-story buildings totaling 10,993 square feet, comprised of a 2,551 square foot restaurant and 8,442 square foot studio and production space, along with surface parking areas. Vehicular access to the Project Site is provided via driveways along Romaine Street and Hudson Avenue. Pedestrian access to the Project Site is located along Seward Street and Romaine Street in the form of concrete sidewalks. Existing landscaping within the Project Site includes one tree and other landscaping within small planted areas. There are no City right-of-way trees adjacent to the Project Site.

The Project Site is located within the planning boundary of the Hollywood Community Plan³ area. Under the Hollywood Community Plan, the Project Site has a General Plan land use designation of Limited Manufacturing and Medium Residential and is zoned MR1-1 (Restricted Industrial, Height District 1) and R3-1 (Multiple Dwelling, Height District 1). Pursuant to the LAMC, the MR1 Zone permits CM (commercial manufacturing) uses, including limited commercial and manufacturing, clinics, media production, limited machine shops, animal hospitals, and kennels. The R3 Zone permits R2 (two-family dwellings) uses, including apartment houses, multiple dwellings, and child care (20 children maximum) uses. The Height District 1 designation, in conjunction with the R3 Zone has a height limit of 45 feet and an FAR of 3:1. Meanwhile, the Height District 1 designation for the MR1 Zone permits an FAR of 1.5:1, but does not impose a maximum building height limit.

³ *The City is currently in the process of updating the Hollywood Community Plan. The most recent draft was released in February 2021 and is available at <https://planning.lacity.org/plans-policies/community-plan-update/hollywood-community-plan-update#the-plan>. The City Planning Commission recommended approval of the draft Plan on March 18, 2021, the Department of City Planning released the letter of determination on August 18, 2021, and the draft plan is currently awaiting consideration by the City's Planning and Land Use Management committee.*

The Project Site is also located within the boundaries of the Los Angeles State Enterprise Zone and Revised Hollywood Community Plan Injunction.⁴

6. Description of the Proposed Project

a. Project Overview

The Project proposes to develop new office, restaurant, and retail uses totaling 150,600 square feet. The Project would demolish both existing buildings on the Project Site and develop 136,200 square feet of office uses, 12,200 square feet of restaurant uses (of which 6,100 square feet may be used for an entertainment use), and 2,200 square feet of retail uses. The proposed uses would be located within a single ten story building (with an additional rooftop level for mechanical equipment and an outdoor entertainment/tenant terrace) with a maximum height of 133 feet to the top of the highest occupiable level and a maximum height of 155 feet to the top of the mechanical equipment level. The Project would result in 150,600 square feet of floor area within the Project Site with a FAR of 4.4:1. In accordance with the LAMC, the Project would provide 310 vehicular parking spaces and 58 bicycle parking spaces (36 long-term and 22-short term) within four subterranean levels, one at-grade level, and three fully enclosed and mechanically ventilated above grade parking levels.

The proposed building's ground floor would include the retail and restaurant uses including an outdoor dining area, a lobby for the office use, and parking, as well as an electrical room, transformer, fan, and trash room. Above the ground level, Levels 2 and 3 would include additional parking and additional office uses. Levels 4 through 9 would include office uses and several outdoor terraces and Level 10 would feature restaurant/hospitality/entertainment uses, office uses, and an outdoor dining terrace. The roof would house the building's mechanical equipment as well as an outdoor tenant terrace.

The Project would require a General Plan Amendment to the Hollywood Community Plan to change the land use designation for a portion of the Project Site from Medium Residential to Limited Manufacturing to match the balance of the Project Site; a Vesting Zone Change from R3 and MR1 to M1 to allow for the office use across the entire Project

⁴ As of April 2, 2014, the 2012 Hollywood Community Plan Update and its associated zoning ordinance (Ordinance No. 182,173) have been rescinded. Per City Zoning Information (ZI) File No. 2433, the Department of Building and Safety shall not issue any permit unless the project receives a Hollywood Community Plan Update Injunction REVISED Clearance from the DCP confirming that the project conforms to the General Plan Land Use designation, including street classifications, and the zoning regulations in place prior to June 19, 2012, i.e., the 1988 Hollywood Community Plan and corresponding zoning ordinances.

Site; and a Height District Change from Height District No. 1 to Height District No. 2 with a D Limitation to allow a 4.5:1 FAR. As noted above, the Project would result in 150,600 square feet of floor area within the Project Site with a FAR of 4.4:1.

b. Design and Architecture

Materials used for the Project feature metal panels with projecting fins, glazed guard rails, metal profiles, and precast concrete elements. The building's massing is comprised of three distinct volumes. Each volume is intended to respond to the height and scale of the surrounding buildings. The lower volume is set back from Seward Street at the southwest corner of the Project Site, creating a public plaza in front of the building. The plaza is enhanced by a new tiered auditorium stair, incorporating a seating area and planting. A distinct and legible entrance to the commercial office lobby is also located on Romaine Street. The middle volume is set back from both the properties to the north, as well as Hudson Avenue, to respect the adjacent building scale and sightlines from the neighboring properties. This middle volume projects over the public plaza to form a high-level canopy and employs a unique diagonal pattern of metal bars that suggest the structural solidity of a truss and further sets it apart from the bottom and top boxes. The upper volume is set back further from Romaine Street and Hudson Avenue to form a crown to the building. This uppermost volume is the smallest of the "stacked boxes" with portions of its lid open to the sky to convey a quality of lightness. Its purposeful misalignment with the two lower volumes creates a dynamic architectural composition. Furthermore, large, planted terraces will be provided at multiple levels of the building adding visual interest and further breaking down the scale of the entire building. Each of the "stacked boxes" are clad with a distinctive pattern of metal components that provide texture but also break up the expanses of glass.

c. Open Space and Landscaping

While no open space is required, the Project would incorporate open space throughout the Project Site. Tenant terraces would be located on Levels 2, 4, 5, 8, 9, and the roof and would feature lounge seating and landscaping. Meanwhile Level 10 would include a restaurant/entertainment terrace. Additional common open space would be provided on the first floor of the building and would include walkways, outdoor dining seating, new trees, and raised planters. The Project would provide approximately 33,100 square feet of open space (500 square feet of which would be a publicly accessible ground floor plaza). One non protected tree and the existing landscaping would be removed from the Project Site. There are no existing City right-of-way trees adjacent to the Project Site.

New trees would be provided along the building perimeter, including eight new street trees along Romaine Street and Hudson Avenue, and landscaping would be provided on the tenant terraces.

d. Access, Public Transit, and Parking

Vehicular access to the Project Site would be provided via a two-way driveway along Hudson Avenue that would provide access to the building's ground-level, above-grade and subterranean parking. Primary pedestrian access to the building's commercial lobby would be provided along Romaine Street. Secondary pedestrian access would be available along Seward Street, including access to the Level 10 restaurant.

Public transit service in the vicinity of the Project Site is currently provided by multiple local and regional bus lines provided by the Los Angeles County Metropolitan Transit Authority (Metro) and the Los Angeles Department of Transportation (LADOT). Specifically, transit options in the vicinity of the Project Site include the Hollywood/Vine station of the Metro B (Red) Line located approximately 1 mile northeast of the Project Site and Metro bus line 4 located approximately 0.2 mile northeast of the Project Site and DASH Hollywood located approximately 0.4 mile north of the Project Site. In addition, Metro bus lines 210 and 224 also operate within 0.5 mile of the Project Site with bus stops located at Vine Street & Santa Monica Boulevard and Highland Avenue & Santa Monica Boulevard, respectively.

Based on LAMC requirements under Section 12.21 and Enterprise Zone/ Employment and Economic Incentive Program Area for the proposed land uses, the Project would be required to provide 310 vehicle parking spaces. The Project provides 310 vehicle parking spaces within four subterranean levels, which would extend to a maximum depth of 45 feet, one at-grade level that would be enclosed with the exception of the entrance, and in three fully enclosed and mechanically ventilated above grade parking levels. The Project would also comply with City requirements for providing electric vehicle charging capabilities and electric vehicle charging stations within the proposed parking area.

e. Lighting and Signage

Exterior lighting along the public areas would include pedestrian-scale (i.e., lower to the ground, spaced closer together) lighting fixtures. Exterior lighting would incorporate low-lumen exterior lights on the building and along pathways for security and wayfinding purposes. In addition, low-level lighting to accent signage, architectural features, and landscaping elements would be incorporated throughout the site. Project lighting would be designed to minimize light trespass from the Project Site and would comply with all LAMC requirements. All new street and pedestrian lighting within the public right-of-way would comply with applicable City regulations and would require approval from the Bureau of Street Lighting in order to maintain appropriate and safe lighting levels on sidewalks and roadways while minimizing light and glare on adjacent properties.

Proposed signage would be designed to be aesthetically compatible with the architecture of the Project and with the requirements of the LAMC. Proposed signage would include mounted Project identity signage, building and commercial tenant signage, and general ground-level and wayfinding pedestrian signage. Wayfinding signs would be located at parking garage entrances, elevator lobbies, and vestibules. No off-site advertising is proposed as part of the Project.

f. Sustainability Features

The Project has been designed and would be constructed to incorporate environmentally sustainable building features and construction protocols required by the Los Angeles Green Building Code and CALGreen. These standards would reduce energy and water usage and waste and, thereby, reduce associated greenhouse gas emissions and help minimize the impact on natural resources and infrastructure. The sustainability features to be incorporated into the Project would include, but would not be limited to the following: electric vehicle charging stations; material recycling stations; highly efficient HVAC systems; energy-efficient wall insulation and glazing units; WaterSense-labeled plumbing fixtures and weather-based controller and drip irrigation systems to promote a reduction of indoor and outdoor water use; Energy Star-labeled appliances; and water-efficient landscape design (i.e., grouping plants according to their water needs, use of native and low-water plants, etc.). In addition, the Project would also set aside an area as required by Title 24 for potential installation of solar panels at a later date.

g. Project Construction and Scheduling

Project approval is anticipated in 2022, with construction to begin thereafter, with completion by 2025. Construction of the Project would commence with demolition of the existing structures and surface parking. This phase would be followed by grading and excavation for the subterranean parking. Building foundations would then be laid, followed by building construction, paving/concrete installation, and landscape installation. It is estimated that approximately 54,111 cubic yards of export material (e.g., concrete and asphalt surfaces) and soil would be hauled from the Project Site during the demolition and excavation phase.

k. Requested Permits and Approvals

The list below includes the anticipated approvals and permits required for the Project. This Draft EIR analyzes the impacts associated with the Project and provides environmental review sufficient for all necessary entitlements, permits, approvals, and public agency actions associated with the Project. The discretionary entitlements, permits, and approvals requested for the Project include, but are not necessarily limited to, the following:

- Pursuant to LAMC Section 11.5.6, a General Plan Amendment to amend a portion of the Project Site designated by the Hollywood Community Plan as “Medium Residential” land use designation to a “Limited Manufacturing” land use designation to match the balance of the Project Site.
- Pursuant to LAMC Sections 12.32-F and 12.32-Q, a Vesting Zone Change for the Project Site from “R3” and “MR1” to “M1” to allow for the office use across the entire Project Site, including the imposition of a T Classification to provide relief from the Project’s dedication and improvement requirements along Seward Street and Romaine Street.
- Pursuant to LAMC Section 12.32-F, a Height District Change for the Project Site from Height District No. 1 to Height District No. 2 with a D Limitation to allow a 4.5:1 FAR.
- Pursuant to LAMC Section 12.24-W.1, a Conditional Use Permit to allow the sale or dispensing for consideration of alcoholic beverages, including beer, wine, and a full-line of alcohol, for consumption on the premises or off-site of the premises in the M1 Zone (for up to three suites).
- Pursuant to LAMC Section 16.05, a Site Plan Review for development that creates, or results in an increase of 50,000 gross square feet or more nonresidential floor area.
- Other discretionary and ministerial permits and approvals that may be deemed necessary, including, but not limited to, temporary street closure permits, grading permits, haul route application, excavation permits, foundation permits, and building permits, and sign permits.

7. Areas of Controversy

Potential areas of controversy and issues to be resolved by the City’s decision-makers may include those environmental issue areas where the potential for a significant and unavoidable impact has been identified. In addition, issues raised during the public scoping meeting and NOP comment period include air quality, greenhouse gas emissions, energy, noise, transportation, and wastewater. All of these issues were evaluated in this Draft EIR or the Initial Study prepared for the Project and included as Appendix A.1 of this Draft EIR. Based on the analyses provided in Section IV, Environmental Impact Analysis, of this Draft EIR, implementation of the Project would result in significant impacts that cannot be feasibly mitigated with respect to on- and off-site construction noise; on-site construction vibration (building damage and human annoyance); and off-site construction vibration (human annoyance). Furthermore, as evaluated in Section IV, Environmental Impact Analysis, the Project would also result in significant and unavoidable impacts related to cumulative off-site construction vibration (human annoyance).

8. Public Review Process

The City prepared an Initial Study and circulated an NOP for public comment to the State Clearinghouse, OPR, responsible agencies, and other interested parties on December 22, 2020, for a 30-day review period. The City also carried out a virtual public scoping meeting for the Project on January 7, 2021. The Initial Study, NOP, NOP comment letters, and scoping meeting comments are included in Appendix A.3 of this Draft EIR.

This Draft EIR is being circulated for a 45-day public comment period. Following the public comment period, a Final EIR will be prepared that will include responses to the comments raised regarding this Draft EIR.

9. Summary of Environmental Impacts

Table I-1 on pages I-13 summarizes the environmental impacts of the Project evaluated in this Draft EIR. Based on the analyses provided in Section IV, Environmental Impact Analysis, of this Draft EIR, implementation of the Project would result in significant impacts that cannot be feasibly mitigated with respect to on- and off-site construction noise; on-site construction vibration (building damage and human annoyance); and off-site construction vibration (human annoyance). Furthermore, as evaluated in Section IV, Environmental Impact Analysis, the Project would also result in significant and unavoidable impacts related to cumulative off-site construction vibration (human annoyance).

**Table I-1
Summary of Impacts Under the Project**

Environmental Topic	Project Impact Determination
A. AIR QUALITY	
<i>Regional and Localized Emissions</i>	
<i>Construction</i>	Less Than Significant
<i>Operation</i>	Less Than Significant
<i>Toxic Air Contaminants</i>	
<i>Construction</i>	Less Than Significant
<i>Operation</i>	Less Than Significant
B. CULTURAL RESOURCES	
<i>Historic Resources</i>	Less Than Significant with Mitigation ^a
C. ENERGY	
<i>Wasteful, Inefficient, or Unnecessary Consumption of Energy Resources</i>	
<i>Construction</i>	Less Than Significant
<i>Operation</i>	Less Than Significant
<i>Conflict with Plans for Renewable Energy or Energy Efficiency</i>	Less Than Significant
D. GREENHOUSE GAS EMISSIONS	
<i>GHG Emissions</i>	Less Than Significant
<i>Conflict with GHG Reduction Plans/Policies/Regulations</i>	Less Than Significant
E. LAND USE AND PLANNING	
<i>Conflict with Land Use Plans</i>	Less Than Significant
F. NOISE	
<i>Construction</i>	
<i>On-Site Noise</i>	Significant and Unavoidable
<i>Off-Site Noise</i>	Significant and Unavoidable
<i>On-Site Vibration (Building Damage)</i>	Significant and Unavoidable
<i>On-Site Vibration (Human Annoyance)</i>	Significant and Unavoidable
<i>Off-Site Vibration (Building Damage)</i>	Less Than Significant
<i>Off-Site Vibration (Human Annoyance)</i>	Significant and Unavoidable^a
<i>Operation</i>	
<i>On-Site Noise</i>	Less Than Significant
<i>Off-Site Noise</i>	Less Than Significant
<i>Vibration</i>	Less Than Significant
G. PUBLIC SERVICES	
<i>Fire Protection</i>	
<i>Construction</i>	Less Than Significant
<i>Operation</i>	Less Than Significant
<i>Police Protection</i>	

Table I-1 (Continued)
Summary of Impacts Under the Project

Environmental Topic	Project Impact Determination
<i>Construction</i>	Less Than Significant
<i>Operation</i>	Less Than Significant
H. TRANSPORTATION	
<i>Conflict with Transportation Plans</i>	Less Than Significant
<i>Vehicle Miles Traveled</i>	Less Than Significant
I. TRIBAL CULTURAL RESOURCES	
<i>Tribal Cultural Resources</i>	Less Than Significant
J. UTILITIES AND SERVICE SYSTEMS	
<i>Water Supply and Infrastructure</i>	
<i>Construction</i>	Less Than Significant
<i>Operation</i>	Less Than Significant
<i>Energy Infrastructure</i>	
<i>Construction</i>	Less Than Significant
<i>Operation</i>	Less Than Significant
<hr/> <p>^a Both Project-level and cumulative impacts. Source: Eystone Environmental, 2022.</p>	

10. Project Design Features

a. Air Quality

Project Design Feature AIR-PDF-1: Where power poles are available, electricity from power poles and/or solar powered generators rather than temporary diesel or gasoline generators will be used during construction.

b. Greenhouse Gas Emissions

Project Design Feature GHG-PDF-1: The design of the new buildings will incorporate the following sustainability features:

- Incorporate energy-saving technologies and components to reduce the Project's electrical use profile. Examples of these components include the use of light-emitting diode (LED) and other efficient lighting technology, energy saving lighting control systems such as light- and motion-detection controls (where applicable), and energy

efficient heating, ventilation, and air conditioning (HVAC) equipment.

- HVAC mechanical systems and building lighting will be controlled with timing systems to prevent accidental or inappropriate conditioning or lighting of unoccupied space.
- Demand control ventilation will be utilized in HVAC systems, and refrigerants in HVAC equipment will have low GHG emission rates. In particular, the HVAC system will be designed to optimize exterior and interior air-flow to ensure healthy indoor air quality.

c. Noise

Project Design Feature NOI-PDF-1: Power construction equipment (including combustion engines), fixed or mobile, will be equipped with state-of-the-art noise shielding and muffling devices (consistent with manufacturers' standards). All equipment will be properly maintained to assure that no additional noise, due to worn or improperly maintained parts, would be generated.

Project Design Feature NOI-PDF-2: Project construction will not include the use of driven (impact) pile systems.

Project Design Feature NOI-PDF-3: All loading areas will be acoustically screened from off-site noise-sensitive receptors.

Project Design Feature NOI-PDF-4: Outdoor amplified sound systems, if any, will be designed so as not to exceed the maximum noise level of 70 dBA (L_{eq-1hr}) at a distance of 15 feet from the amplified speaker sound systems at Level 4, 75 dBA (L_{eq-1hr}) at a distance of 15 feet from the amplified speaker sound systems at Level 1, Level 2, Level 5, Level 8, Level 9, and Level 10 terraces, and 80 dBA (L_{eq-1hr}) at a distance of 25 feet from the amplified speaker sound systems at Roof level terrace. A qualified noise consultant will provide written documentation that the design of the system complies with this maximum noise level.

Project Design Feature NOI-PDF-5: The hours of operation for use of the outdoor terrace at Level 4 will be from 7:00 A.M. to 10:00 P.M.

d. Police Protection

Project Design Feature POL-PDF-1: During construction, the Applicant will implement temporary security measures including security fencing, lighting, and locked entry.

Project Design Feature POL-PDF-2: The Project will include a camera system and keycard entry for the building and parking areas.

Project Design Feature POL-PDF-3: The Project will provide proper lighting of the building and walkways to provide for pedestrian orientation and clearly identify a secure route between parking areas and points of entry into the building.

Project Design Feature POL-PDF-4: The Project will provide sufficient lighting of parking areas to maximize visibility and reduce areas of concealment.

Project Design Feature POL-PDF-5: The Project will design entrances to, and exits from the building, open spaces around the building, and pedestrian walkways to be open and in view of surrounding sites.

Project Design Feature POL-PDF-6: Upon completion of construction of the Project and prior to the issuance of a certificate of occupancy, the Applicant will submit a diagram of the Project Site to the LAPD's Hollywood Division Commanding Officer that includes access routes and any additional information that might facilitate police response.

e. Transportation

Project Design Feature TR-PDF-1: The Project shall prepare a TDM program. The City of Los Angeles requires that the TDM plan be prepared during construction, with the final TDM plan approved by LADOT prior to the City's issuance of the certificate of occupancy for the Project. Implementation of the TDM plan occurs after building occupancy.

The following TDM elements will be included in the Project:

- Reduced Parking Supply to provide less parking than required by the LAMC, without consideration of additional parking reduction mechanisms (i.e., Bicycle Parking Ordinance or Enterprise Zone areas, etc.);
- Parking Cash-Out: offer employees the opportunity to "cash-out" the monthly value of their currently free or subsidized parking space;
- Promotions & Marketing to educate and inform travelers about site-specific transportation options and the effects of travel choices;
- Include secure bike parking and showers to support safe and comfortable bicycle travel by providing end-of-trip amenities;
- Pedestrian network improvements within the Project Site and connecting to off-site pedestrian facilities to encourage walking.

Project Design Feature TR-PDF-2: Prior to the start of construction, a Construction Traffic Management Plan shall be prepared and submitted to LADOT for review and approval. The Construction Traffic Management Plan will include a Worksite Traffic Control Plan, which will facilitate traffic and pedestrian movement, and minimize the potential conflicts between construction activities, street traffic,

bicyclists, and pedestrians. Furthermore, the Construction Traffic Management Plan and Worksite Traffic Control Plan will include, but not be limited to, the following measures:

- As parking lane and/or sidewalk closures are anticipated, worksite traffic control plan(s), approved by the City of Los Angeles, will be implemented to route vehicular traffic, bicyclists, and pedestrians around any such closures;
- Ensure that access will remain unobstructed for land uses in proximity to the Project Site during construction;
- Parking for construction workers will be provided either on-site or at off-site, off-street locations. Parking shall be prohibited on streets in the vicinity of the Project Site; and
- Coordinate with the City and emergency service providers to ensure adequate access is maintained to the Project Site and neighboring businesses and residences.

f. Utilities and Service Systems—Water Supply and Infrastructure

Project Design Feature WAT-PDF-1: The Project design will incorporate the following water conservation features to support water conservation in addition to those measures required by the City’s current codes and ordinances:

- High Efficiency Toilets with a flush volume of 1.0 gallon per flush.
- High-Efficiency Energy Star-rated commercial dishwashers.
- Domestic Water Heating System located in close proximity of point(s) of use.
- Individual metering and billing for water use for every commercial unit.
- Drip/Subsurface Irrigation (Micro-Irrigation)
- Proper Hydro-Zoning/Zoned Irrigation (groups plants with similar water requirements together).
- Drought-Tolerant Plants.

11. Mitigation Measures

a. Cultural

Mitigation Measure CUL-MM-1: The Project shall include a shoring plan prepared by a qualified structural engineer to ensure the protection of the

Seward Film Vaults during construction from damage due to underground excavation and general construction procedures and to reduce the possibility of settlement due to the removal of adjacent soil. The qualified structural engineer shall hold a valid license to practice structural engineering in the State of California and have demonstrated experience specific to rehabilitating historic buildings and applying the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings to such projects. The lead agency shall determine qualification prior to any work being performed. The qualified structural engineer shall submit the shoring plan to the City, establishing baseline conditions to be monitored during construction, prior to issuance of any building permit for the Project.

b. Noise

Mitigation Measure NOI-MM-1: Prior to start of construction activities, a temporary and impermeable sound barrier shall be erected at the following locations, prior to the start of earth moving activities. At plan check, building plans shall include documentation prepared by a noise consultant verifying compliance with this measure.

- Along the northern property line of the Project Site between the construction area and the residential use to the north (receptor location R1). The temporary sound barrier shall be designed to provide a minimum 15-dBA noise reduction at the ground level of receptor location R1.
- Along the eastern property line of the Project Site between the construction area and the residential use east of the Project Site (receptor location R2). The temporary sound barrier shall be designed to provide a minimum 15-dBA noise reduction at the ground level of receptor location R2.
- Along the southern property line of the Project Site between the construction area and the residential uses south of the Project Site (receptor location R3). The temporary sound barrier shall be designed to provide a minimum 15-dBA noise reduction at the ground level of receptor location R3.

Mitigation Measure NOI-MM-2: Prior to start of construction, the Applicant shall retain the services of a structural engineer to visit the Seward Film Vaults building adjacent to the Project Site to the north to inspect and document (video and/or photographic) the apparent physical condition of the building. In addition, the structural engineer shall establish baseline structural conditions of the building and prepare a shoring design.

Prior to construction, the Applicant shall retain the services of a qualified acoustical engineer to review proposed construction

equipment and develop and implement a vibration monitoring program capable of recording and documenting the construction-related ground vibration levels at the Seward Film Vaults building during demolition, shoring and excavation phase, as follows:

- a) The vibration monitoring system shall measure (in vertical and horizontal directions) and continuously store the peak particle velocity (PPV) in inch/second. The system shall also be programmed for two preset velocity levels: a warning level of 0.10 inch/second (PPV) and a regulatory level of 0.12 inch/second (PPV). The system shall also provide real-time alert when the vibration levels exceed the two preset levels.
- b) The vibration monitoring program shall be submitted to the Department of Building and Safety, prior to initiating any construction activities.
- c) In the event the warning level 0.10 inch/second (PPV) is triggered, the contractor shall identify the source of vibration generation and provide feasible steps to reduce the vibration level, including but not limited to staggering concurrent activities (if doing so would not pose a safety risk to personnel or damage risk to buildings) and utilizing lower vibratory techniques.
- d) In the event the regulatory level 0.12 inch/second (PPV) is triggered (i.e., exceeded), the contractor shall halt the construction activities in the vicinity of the building and visually inspect the building for any damage. Results of the inspection must be logged. The contractor shall identify the source of vibration generation and provide feasible steps to reduce the vibration level. Construction activities may then restart once the vibration level is re-measured and below the warning level.

12. Summary of Alternatives

This Draft EIR examined three alternatives to the Project in detail, which include the No Project/No Build Alternative, Hollywood Community Plan Update Compliant Alternative—Alternative 2; and Zoning Compliant Alternative Use Alternative—Alternative 3. A general description of these alternatives is provided below. Refer to Section V, Alternatives, of this Draft EIR for a more detailed description of these alternatives, a comparative analysis of the impacts of these alternatives with those of the Project, and a description of the alternatives considered but rejected as infeasible.

a. Alternative 1: No Project/No Build Alternative

In accordance with the CEQA Guidelines, the No Project Alternative for a development project on an identifiable property consists of the circumstance under which

the project does not proceed. CEQA Guidelines Section 15126.6(e)(3)(B) states in part that, “in certain instances, the No Project Alternative means ‘no build’ wherein the existing environmental setting is maintained.” Accordingly, for purposes of this analysis, Alternative 1, the No Project/No Build Alternative, assumes that the Project would not be approved and no new development would occur within the Project Site. Thus, the physical conditions of the Project Site would generally remain as they are today. Specifically, the existing uses at the Project Site (i.e., 8,442 square feet of media/production space, 2,551 square feet of restaurant space, and a surface parking lot) would remain on the Project Site, and no new construction would occur.

b. Alternative 2: Hollywood Community Plan Update Compliant Alternative

Under this Alternative, development of the Project Site would be in accordance with the Hollywood Community Plan Update’s proposed Limited Industrial land use designation of the western half of the Project Site, which would be applied to the entire Project Site. Specifically, this alternative would replace the 10,993 square feet of existing development on the Project Site with 102,450 square feet of new land uses, including 92,200 square feet of media office, 8,700 square feet of ground-floor restaurant, and 1,550 square feet of ground-floor retail. As with the Project, this development would be accommodated in a single building up to 105 feet in height (inclusive of an un-occupied mechanical equipment level), which is less than the Project’s maximum height of 155 feet to the top of the mechanical equipment level. This alternative would also include 210 vehicle parking spaces and 40 bicycle parking spaces within three subterranean levels, one at-grade level, and in two fully enclosed and mechanically ventilated above grade parking levels, compared to 310 vehicle parking spaces and 58 bicycle parking spaces within four subterranean levels, one at-grade level, and in three fully enclosed and mechanically ventilated above grade parking levels with the Project. Alternative 2 would provide 23,494 square feet of open space with similar amenities to the Project, compared to 34,550 square feet of open space under the Project. Upon completion, Alternative 2 would result in an FAR of 3:1 compared to 4.4:1 with the Project.

Until the Hollywood Community Plan Update is adopted, to allow for this development, Alternative 2 would require a General Plan Amendment (GPA) to change the existing Medium Residential land use designation of the eastern half of the Project Site to Limited Industrial, and a Zone Change to change the existing R3 and MR1-1⁵ zoning of the

⁵ *The MR1-1 zone has a maximum FAR of 1.5:1 and permits CM (commercial manufacturing) uses, including limited commercial and manufacturing, clinics, media production, limited machine shops, animal hospitals, and kennels. The Height District 1 designation in conjunction with the MR1-1 zone does not impose a maximum building height limit, but does impose a maximum FAR).*

Project Site to [Q]M1-2D.⁶ While this alternative would include a GPA and Zone Change like the Project, it would more closely reflect the current Hollywood Community Plan's permitted FAR and height.

c. Alternative 3: Existing Zoning Compliant Alternative Use Alternative

Under this Alternative, development of the Project Site would be in accordance with the existing zoning of the western half Project Site, which would be applied to the entire Project Site. Specifically, this alternative would replace the 10,993 square feet of existing development on the Project Site with 51,225 square feet of new media production use, with no restaurant or retail uses. As with the Project, this development would be accommodated in a single building up to 30 feet in height (including an unoccupied mechanical equipment level), compared to 155 feet with the Project. This alternative would also include 105 vehicle parking and 15 bicycle parking spaces within two levels of subterranean parking compared to 310 vehicle parking spaces and 58 bicycle parking spaces within four subterranean levels, one at-grade level, and in three fully enclosed and mechanically ventilated above grade parking levels with the Project. Based on the proposed use and commercial zoning, no open space would be provided compared to 34,550 square feet with the Project. However, Alternative 3 would still include new landscaping similar to the Project. Upon completion, Alternative 3 would result in an FAR of 1.5:1 compared to 4.4:1 with the Project.

To allow for this development, Alternative 3 would include a GPA to change the existing Medium Residential land use designation of the eastern half of the Project Site to Limited Manufacturing, and a Zone Change to change the existing R3 zoning of the eastern half of the Project Site to MR1-1⁷ similar to the existing zoning in the western portion of the site.

⁶ The [Q]M1-2D zone has a maximum FAR of 3:1 and permits commercial services, retail sales, rentals, limited manufacturing and assembly, office, etc. (residential, some institutions, and schools are prohibited). The Q condition prohibits residential uses and requires that retail/restaurant uses be limited to the ground floor and that individual premises not exceed 20,000 square feet. The Height District 2 designation in conjunction with the [Q]M1-2D zone does not impose a maximum building height limit (e.g., the height limit is restricted by the FAR).

⁷ The MR1-1 zone has a maximum FAR of 1.5:1 and permits CM (commercial manufacturing) uses, including limited commercial and manufacturing, clinics, media production, limited machine shops, animal hospitals, and kennels. The Height District 1 designation in conjunction with the MR1-1 zone does not impose a maximum building height limit but is restricted by the FAR.

d. Environmentally Superior Alternative

CEQA Guidelines Section 15126.6(e)(2) indicates that an analysis of alternatives to a project shall identify an Environmentally Superior Alternative among the alternatives evaluated in an EIR. The CEQA Guidelines also state that should it be determined that the No Project Alternative is the Environmentally Superior Alternative, the EIR shall identify another Environmentally Superior Alternative among the remaining alternatives.

With respect to identifying an Environmentally Superior Alternative among those analyzed in this Draft EIR, the range of feasible alternatives includes No Project/No Build Alternative—Alternative 1; Hollywood Community Plan Update Compliant Alternative—Alternative 2; and Zoning Compliant Alternative Use Alternative—Alternative 3. Table V-1 beginning on page V-6 of Section V, Alternatives, provides a comparative summary of the environmental impacts anticipated under each alternative with the environmental impacts associated with the Project. A more detailed description of the potential impacts associated with each alternative is provided above. Pursuant to CEQA Guidelines Section 15126.6(c), the analysis below addresses the ability of the alternatives to “avoid or substantially lessen one or more of the significant effects” of the Project.

Of the alternatives analyzed in this Draft EIR, Alternative 1, the No Project/No Build Alternative would avoid all of the Project’s significant environmental impacts, including the Project’s significant and unavoidable impacts related to on-site and off-site construction noise; on-site construction vibration (building damage); and on- and off-site construction vibration (human annoyance). However, the No Project/No Build Alternative would not meet any of the Project objectives or achieve the Project’s underlying purpose of providing an infill commercial development for growing retail, hospitality, entertainment, and technology companies looking to locate businesses within the Hollywood community.

In accordance with the CEQA Guidelines requirement to identify an Environmentally Superior Alternative other than the No Project Alternative (Alternative 1—No Project/No Build Alternative), a comparative evaluation of the remaining alternatives indicates that that Alternative 3, the Existing Zoning Compliant Alternative Use Alternative, would be the Environmental Superior Alternative.

Under Alternative 3, 51,225 square feet of media production uses would be developed at the Project Site instead of the 150,600 square feet of office, retail and restaurant uses proposed under the Project. Alternative 3 would not avoid any of the significant unavoidable impacts of the Project (i.e., on-site and off-site construction noise; on-site construction vibration [building damage]; and on- and off-site construction vibration [human annoyance]). Alternative 3 would also not avoid the Project’s significant unavoidable cumulative impact with respect to off-site construction vibration [human annoyance]). However, Alternative 3 would reduce these impacts as a result of the

reduced amount of development and associated construction activities, operational activities, and construction and operational vehicle trips under this alternative. Furthermore, Alternative 3 would reduce the majority of the Project's less than significant impacts and impacts that would be less than significant with mitigation.⁸

Alternative 3 would be the Environmentally Superior Alternative and would meet the underlying purpose of the Project which is to provide an infill commercial development for growing retail, hospitality, entertainment, and technology companies looking to locate businesses within the Hollywood community. Regarding the Project objectives, Alternative 3 would fully meet the following Project objective:

- Provide a sustainable building design that allows for the use of energy-efficient technology, thereby reducing the overall reliance on energy for lighting and cooling.

Alternative 3 would also meet the following Project objectives, although to a lesser extent than the Project:

- To support the Hollywood Community Plan's Objective 1 to further the development of Hollywood as a major center of population, employment, retail services, and entertainment and create a dynamic and economically viable project with sufficient office square footage and density to facilitate a healthy job-housing balance in the Hollywood area.
- Promote local, regional, and State land use and mobility objectives and reduce vehicle miles traveled (VMT) through infill development and providing jobs in proximity to transit and transportation infrastructure to encourage pedestrian activity.
- To support the Hollywood Community Plan's Objective 4(a) to promote economic well-being and public convenience through allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards and activate the Hollywood area with commercial opportunities serving local employees, generate local tax revenue, and provide jobs for residents in support of local business.
- Support the growth of the City's economic base by creating a significant number of construction and permanent jobs.

⁸ *While Alternatives 2 and 3 would result in the same number of impacts that would be less, similar to, and greater than the Project, the overall impacts of Alternative 3 would be less than those of Alternative 2 as a result of the reduced amount of development under Alternative 3. Hence, Alternative 3 would be less impactful than Alternative 2.*

Lastly, Alternative 3 would not meet the following Project objective because no retail and restaurant uses are proposed:

- To create a pedestrian-friendly project by creating a street-level identity for the Project Site and improving the pedestrian experience through the introduction of retail and restaurant uses on the ground level.

Although Alternative 3 would be the Environmentally Superior Alternative, as stated above, it would meet most of the Project's objectives to a lesser extent than the Project and would not meet the objective related to creating a pedestrian-friendly project at all. Specifically, because only 51,225 square feet of new uses would be provided compared to 150,600 square feet with the Project, Alternative 3 would not further Hollywood's development as a major employment center to the same extent; would not provide as many jobs near transit; would not provide as many commercial opportunities serving local employees and generating local tax revenue; and would not create the same number of construction and permanent jobs as the Project. Furthermore, no ground-level retail or restaurant uses which would enhance the pedestrian experience are proposed.