



# NOTICE OF PREPARATION OF ENVIRONMENTAL IMPACT REPORT

**April 21, 2021**

<b>ENVIRONMENTAL CASE NO.:</b>	ENV-2018-2955-EIR
<b>PROJECT NAME:</b>	1201 Grand Project
<b>PROJECT APPLICANT:</b>	Eco Tower, LLC
<b>PROJECT ADDRESS:</b>	1201-1215 S. Grand Avenue and 410 W. 12 <sup>th</sup> Street, Los Angeles, California 90015
<b>COMMUNITY PLAN AREA:</b>	Central City
<b>COUNCIL DISTRICT:</b>	14 – de León
<b>PUBLIC COMMENT PERIOD</b>	April 21, 2021 to May 21, 2021

The City of Los Angeles (City) intends to prepare an Environmental Impact Report (EIR) for the proposed 1201 Grand Project (Project). In accordance with Section 15082 of the California Environmental Quality Act (CEQA) Guidelines, the City has prepared this Notice of Preparation to provide the public, nearby residents and property owners, responsible agencies, and other interested parties with information regarding the Project and its potential environmental effects. The EIR will be prepared by outside consultants under the supervision of the City of Los Angeles, Department of City Planning.

The City requests your written comments as to the scope and contents of the EIR, including mitigation measures or project alternatives to reduce potential environmental impacts from the Project. Comments must be submitted in writing according to directions below. If you represent a public agency, the City seeks written comments as to the scope and content of the environmental information in the EIR that are germane to your agency's statutory responsibilities in connection with the Project. Your agency may need to use the EIR prepared by the City when considering your permit or other approval for the Project.

#### **PROJECT LOCATION AND EXISTING ON-SITE USES:**

The Project Site is located at 1201-1215 S. Grand Avenue and 410 W. 12<sup>th</sup> Street in the Central City Community Plan area of the City of Los Angeles (City). The Site is bounded by Grand Avenue on the east, 12<sup>th</sup> Street on the north, and an alley on the west. Existing on-site uses include an approximately 44,769 square-foot office building (of which approximately 8,000 square feet is occupied) and an adjacent surface parking lot. (See attached Project Location Map.)

#### **PROJECT DESCRIPTION:**

The Project consists of the removal of an existing three-story office building, the "Felix Chevrolet Building", identified as a potentially eligible historic resource, and surface parking lot, for the construction of a new 40-story high-rise mixed-use building with up to 312 residential units (approximately 323,529 square feet of residential floor area), approximately 7,100 square feet of retail/restaurant uses, a ground-floor public plaza, residential open space amenities, and three subterranean and six podium levels above the ground floor of parking, on a 25,433 square foot lot. The Project would excavate to a maximum depth of 40 feet below the existing ground surface, and result in the export of approximately 48,000 cubic yards of soil. All vehicular access would be provided via two driveways along an adjacent north-south alley located mid-block between Hope Street and Grand Avenue, on the west side of the Project Site. The Project would have a maximum

height of up to 461 feet, and the proposed floor area ratio (FAR) would be approximately 13:1. The Project's total floor area would be approximately 330,629 square feet. Table 1 identifies the existing uses on the Project Site and Table 2 identifies the proposed uses for the Project. (See attached Site Plan.)

**Table 1: Existing Project Site Uses**

Existing Uses	Floor Area (sf)
<b>Existing Uses to be Removed</b>	
Office	44,769 sf*
<i>*While the existing building is 44,769 square feet, only 8,000 square feet of the building is currently occupied.</i>	

**Table 2: Proposed Uses**

Proposed Uses	Floor Area (sf)
<b>Commercial Land Uses</b>	
Retail/Restaurant	7,100 sf
<b>Total Commercial</b>	<b>7,100 sf</b>
<b>Residential Land Uses</b>	
Residential Units	312 units
<b>Total Residential</b>	<b>323,529 sf</b>
<b>Total Project Floor Area</b>	<b>330,629 sf</b>
<b>Residential Open Space</b>	
<b>Total Residential Open Space</b>	<b>32,837 sf</b>

**REQUESTED ACTIONS:**

1. Transfer of Floor Area (TFAR) pursuant to Los Angeles Municipal Code (LAMC) Section 14.5.6, a transfer of greater than 50,000 square feet of floor area, to allow for the transfer of up to 178,031 square feet of floor area, from the City of Los Angeles Convention Center (Donor Site), located at 1201 South Figueroa Street, to the Project Site (Receiver Site), thereby permitting a maximum of 330,629 square feet or a 13:1 FAR in lieu of the otherwise permitted 6:1 FAR;
2. Site Plan Review (SPR) pursuant to LAMC Section 16.05 for the addition of 50 or more residential units;
3. Director's Decision pursuant to LAMC Section 12.21 G.3 for an up to 10% reduction in the total required open space;
4. Vesting Tentative Tract Map (VTT) pursuant to LAMC Sections 17.06 and 17.15 for a merger and resubdivision of two lots into one master ground lot and 10 air space lots;
5. Haul route for approximately 48,000 cubic yards of export; and
6. Other discretionary and ministerial permits and approvals that may be deemed necessary, including, but not limited to, temporary street closure permits, grading permits, excavation permits, foundation permits, building permits, and sign permits.

**POTENTIAL ENVIRONMENTAL EFFECTS OF THE PROJECT:**

Based on an Initial Study, the Project could have potentially significant environmental impacts in the following topic areas, which will be addressed in the EIR: Cultural Resources and Noise.

**FILE REVIEW AND COMMENTS:**

The Department of City Planning recognizes the unprecedented nature of COVID-19 and, having been identified as an essential City service, continues to work and respond to all inquiries pertaining to our ongoing efforts to process entitlement applications. As a result of the Mayor’s “Safer at Home” Order issued on March 19, 2020, means to access Project-related materials in-person may be limited. To that end, the Department of City Planning will ensure that interested parties seeking information about the Project will have access. A copy of this notice and the Initial Study prepared for the Project may be viewed with the environmental file or online at <https://planning4LA.com/development-services/eir/1201-Grand-project>.

The environmental file also may be available for public review, by appointment only, at the City of Los Angeles, Department of City Planning, 221 North Figueroa Street, Suite 1350, Los Angeles, CA 90012, during office hours Monday - Friday, 9:00 a.m. - 4:00 p.m. Please contact the Staff Planner listed below to schedule an appointment.

The City will consider all written comments regarding the potential environmental impacts of the Project and issues to be addressed in the EIR. If you wish to submit comments, please reference the Environmental Case No. above, and submit them in writing by **May 21, 2021, no later than 4:00 p.m.**

Please direct your comments to:

**Mail:** Jason McCrea  
City of Los Angeles, Department of City Planning  
221 N. Figueroa Street, Room 1350  
Los Angeles, CA 90012

**Email:** [Jason.McCrea@lacity.org](mailto:Jason.McCrea@lacity.org)

**ACCOMMODATIONS:** As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability. Other services, such as translation between English and other languages, may also be provided upon written request submitted a minimum of seven (7) working days in advance to: [Jason.McCrea@lacity.org](mailto:Jason.McCrea@lacity.org). Be sure to identify the language you need English to be translated into, and indicate if the request is for oral or written translation services. If translation of a written document is requested, please include the document to be translated as an attachment to your email.

VINCENT P. BERTONI, AICP  
Director of Planning



Jason McCrea  
Major Projects Section  
Department of City Planning  
(213) 847-3672

**Attachments:**  
Project Location Map  
Site Plan