

III. Environmental Setting

III. Environmental Setting

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 generally bounded by Hollywood Boulevard to the north, Bronson Avenue to the east, Carlton Way to the south, and Gower Street to the west. The Project Site encompasses the following addresses: 5950, 5960, 5962, 6000, 6004, 6010, 6016, 6020, 6024, 6024½, 6030, 6038, 6044, and 6048 West Hollywood Boulevard (Hollywood Lot) and 6037 West Carlton Way (Carlton Lot) within the Hollywood Community Plan Area of the City. The Project Site is located approximately 12 miles east of the Pacific Ocean. Regional access to the Project Site is provided by Hollywood Boulevard located just north of the Project Site, Sunset Boulevard located south of the Project Site, and US-101, which is approximately 730 feet from the Project Site. Local access to the Project Site is provided by several local streets and avenues, including Gower Street and Bronson Avenue.

a. On-Site Conditions

The Project Site is currently occupied primarily by an automotive dealership for Toyota that includes a showroom, parts storage structure, auto repair facility with five service bays, and surface parking. The existing structures total 31,833 square feet. Vehicular access to the Project Site is currently available via driveways along Hollywood Boulevard. Pedestrian access to the Hollywood Lot is currently provided along Hollywood Boulevard and Gower Street, and pedestrian access to the Carlton Lot is currently provided along Carlton Way.

Landscaping within the Project Site includes ornamental trees and landscaping. A total of 33 trees were identified within and surrounding the Project Site, including 15 on-site trees and 18 street trees. Street trees and trees within the Project Site consist of various non-native species, including one Chinese pistache, two pink trumpet trees, three Canary Island pine trees, three Indian laurel fig trees, three saucer magnolia trees, four southern

magnolia trees, seven Mexican fan palm trees, and 10 evergreen pear trees. None of the on-site or off-site trees are considered to be protected by the City of Los Angeles Protected Tree and Shrubs Ordinance No. 186,873.^{1,26p}

b. Surrounding Uses

The area surrounding the Project Site is highly urbanized and includes a mix of low- to mid-rise buildings containing a variety of commercial and residential uses. The surrounding properties are generally zoned for C4 commercial use or R4 multiple dwelling residential use, consistent with the zoning of the Project Site.

To the north of the Project Site, across Hollywood Boulevard, are several commercial uses in one- and two-story structures. Specifically, at the northeast corner of Hollywood Boulevard and Gower Street is a two-story strip mall that includes several restaurants/fast food places, convenience store, personal care, and other uses. To the east of the commercial strip mall across Hollywood Boulevard from the Project Site are a two-story office building with surface parking that contains a social services group and nurse practitioner, among other uses; a one-story building that contains a recording studio; a two-story night club; two large surface parking lots; another nightclub, Florentine Gardens LA; and a Salvation Army facility. To the immediate east of the Hollywood Lot are a surface parking lot; a hostel with dorm rooms and activities; and a two-story building with commercial uses and a storage facility. To the west of the Hollywood Lot are one- and two-story commercial structures, including a recording studio uses, and surface parking. The Carlton Way Pocket Park is located southeast of the Hollywood Lot.

South of the Hollywood Lot—and to the east of the Carlton Lot—are various primarily multi-family apartment buildings; to the west of the Carlton Lot are a multi-family apartment building, the Shir Hashirim Montessori School, and a two-story office building and associated surface parking. Multi-family apartment buildings are also located across the Carlton Lot on the south side of Carlton Way.^{6pA} wide range of iconic entertainment, cultural, and employment locations are within a 0.5-mile radius of the Project Site. These include the Hollywood Walk of Fame (approximately 225 feet to the west of the Project Site), the Fonda

¹ Carlberg Associates, *Hollywood Toyota—6000 Hollywood Boulevard, Los Angeles, California 9028—City of Los Angeles Tree Report, May 24, 2022. The Tree Inventory Report is included as Appendix IS-1 of the Initial Study, which is included in Appendix A of this Draft EIR.*

² Pursuant to the Ordinance No. 186,873 and as defined in LAMC Section 17.02, a protected tree or shrub includes any of the following Southern California indigenous tree species, which measure four inches or more in cumulative diameter, four and one-half feet above the ground level at the base of the tree, or any of the following Southern California indigenous shrub species, which measure four inches or more in cumulative diameter, four and one-half feet above the ground level at the base of the shrub: Oak tree; Southern California Black Walnut tree; Western Sycamore tree; California Bay tree; Mexican Elderberry shrub; and Toyon shrub.

Theater (approximately 350 feet to the west of the Project Site), Amoeba Music (approximately 0.25 miles to the west of the Project Site), the Capitol Records Building (approximately 0.4 miles northwest of the Project Site). Netflix and the Sunset Bronson Studios are similarly close (approximately 0.25 miles southeast of the Project Site).

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; Mobility Plan 2035; the Hollywood Community Plan;³ the Hollywood Redevelopment Plan; and the Citywide Urban Design Guidelines. Regional plans that are applicable to the Project Site include the Southern California Association of Governments' (SCAG) 2020–2045 Regional Transportation Plan/Sustainable Communities Strategy (2020–2045 RTP/SCS) and the South Coast Air Quality Management District's (SCAQMD) Air Quality Management Plan (AQMP).

The Project Site is located within the Hollywood Community Plan area. The Hollywood Lot has a General Plan land use designation of Highway Oriented Commercial and is zoned C4-1-SN (Commercial zone, Height District 1, Hollywood Signage Supplemental Use District). Pursuant to the LAMC, the C4 Zone permits a wide array of land uses including commercial, office, residential, retail, and hotel uses. Height District 1, in conjunction with the C4 Zone, typically does not impose a maximum building height limitation and permits a maximum FAR of 1.5:1. The SN designation indicates that these parcels are located within the Hollywood Signage Supplemental Use District (HSSUD) and subject to its provisions and regulations.^{6p}The Carlton Lot has a General Plan land use designation of High Medium Residential and is zoned [Q]R4-1VL (Qualified Conditions, Multiple Dwelling zone, Height District 1 Very Limited). Pursuant to the LAMC, the R4 Zone permits any use permitted in the R3 Multiple Dwelling Zone (which includes various multi-family residential uses), churches, childcare facilities or nursery schools, schools, museums or libraries, accessory uses and home occupations, retirement hotels, and accessory buildings. Height District 1 Very Limited imposes a maximum building height of 45 feet and three stories and a maximum FAR of 3:1. The Q Condition on the Project Site limits residential density to one dwelling unit per 600 square feet of lot area. (Ordinance No. 165,662.)

The Project Site is also located within the boundaries of the Hollywood Redevelopment Plan, which designates the Hollywood Lot for Highway Oriented Commercial land uses and the Carlton Lot for High Medium Residential land uses. The Hollywood Redevelopment Plan establishes a FAR limit of 3:1 for all development within both land use designations. The Project Site is also identified as being located in a Transit Priority Area

³ On May 3, 2023, the Los Angeles City Council adopted the Hollywood Community Plan Update. Following adoption of the updated Hollywood Community Plan, the implementing ordinances will be reviewed and finalized by the City Attorney.

(TPA), as defined by Senate Bill (SB) 743 and City Zoning Information File (ZI) 2452.⁴ The Project Site is located within the Los Angeles County Metropolitan Transportation Authority (Metro) Right-of-Way (ZI-1117).

⁴ *SB 743 established new rules for evaluating aesthetic and parking impacts under CEQA for certain types of projects. Specifically, Public Resources Code Section 21099(d) states: "Aesthetic and parking impacts of a residential, mixed-use residential, or employment center on an infill site within a transit priority area (TPA) shall not be considered significant impacts on the environment." TPAs are areas within 0.5 mile of a major transit stop that are existing or planned. Thus, in accordance with SB 743 and the City's Zoning Information (ZI) No. 2452, the Project's aesthetic and parking impacts are not considered significant as a matter of law.*

III. Environmental Setting

B. Related Projects

The California Environmental Quality Act (CEQA) Guidelines Section 15130 requires that an Environmental Impact Report (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 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 land use impact generally may only affect the compatibility of uses within the vicinity of 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 (e.g., by generating construction noise and/or generating population increases) was prepared based on information obtained primarily from LADOT and the City Planning Department. Based on consultation with LADOT, a total of 15 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, 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-9 of this Draft EIR, which identifies the location of each related project along with the types of land uses proposed. The locations of Related project Nos. 1 through 15 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 2029, (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 15 are fully built out by 2029.

It should also be noted that the Department of City Planning recently updated the Hollywood Community Plan. In May 2023, the City Council approved the Hollywood Community Plan Update. The Hollywood Community Plan Update proposes updates to land use policies and maps that would primarily increase the commercial and residential

development potential in and near the Regional Center Commercial portion of the Community Plan area 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. At the time of this document, the Hollywood Community Plan Update is not in effect yet.

The Hollywood Community Plan Update is 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 anticipated to be completed in 2029, 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 2029. 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 Hollywood Community Plan Update.

Additionally, as described in Section II, Project Description, of this Draft EIR, the City proposes two access and circulation improvement projects along Hollywood Boulevard, including adjacent to the Project Site. These two projects are considered as related projects in this Draft EIR.

In August 2023, the Los Angeles Department of Transportation (LADOT) launched the Hollywood Boulevard Safety and Mobility Project to improve traffic safety and accessibility on Hollywood Boulevard between Gower Street and the intersection of Sunset Boulevard and Fountain Avenue. At the same time, Council District 13 and the Bureau of Engineering are leading a separate but related effort to implement protected bike lanes and other streetscape improvements on Hollywood Boulevard between La Brea Avenue and Gower Street, which was announced as the Access to Hollywood Project in March 2024.

The latest conceptual design of the Hollywood Boulevard Safety and Mobility Project is to install a protected bike lane in each direction on Hollywood Boulevard between Gower Street and the intersection of Sunset Boulevard and Fountain Avenue. The Hollywood Boulevard Safety and Mobility Project also proposes to reduce the number of travel lanes from two to one in each direction along the majority of Hollywood Boulevard, except for the stretch between Bronson Avenue and Van Ness Avenue, where two lanes will be retained in each direction. The transition from two lanes to one will begin west of Bronson Avenue and merge into one lane in each direction in front of the Project Site. Phase I of the Hollywood Boulevard Safety and Mobility Project was implemented in July 2024, which included installation of a protected bike lane in each direction, maintained two travel lanes in the westbound direction, converted the eastbound direction to one travel lane, and installed on-street parking.

The Access to Hollywood Project is a revision to the Hollywood Walk of Fame Master Plan. Phase I of this project, announced as the Metro Active Transportation Program Quick-Build, involves the continuation of the protected bike lane from Gower Street west to Orange Drive. It will also introduce a bus lane and expand sidewalks in some areas. This improvement project will provide one travel lane and one bus lane in each direction with a center two-way left-turn lane and protected bicycle lanes on Hollywood Boulevard between Gower Street and Orange Drive. In some segments, there will be a joint bus and bike lane.

**Table III-1
Related Projects^a**

No.	Project Location	Land Use	Size
1	6400 Sunset Boulevard	Apartments	200 du
		Commercial	7,000 sf
2	6350 Selma Avenue	Apartments	260 du
		Commercial	6,790 sf
3	6050 Sunset Boulevard	Office	560,692 sf
		Production Support	28,250 sf
		Soundstages	30,000 sf
		Mill Space	7,000 sf
4	6061 Sunset Boulevard	Office	489,863 sf
		Restaurant/Event Space	19,915 sf
		Screening Room	14,256 sf
5	1360 Vine Street	Residential (Residential Option)	429 du
		Grocery Store (Residential Option)	55,000 sf
		Retail (Residential Option)	5,000
		Reuse of bungalows (Residential Option)	8,988 sf
		Office (Office Option)	463,521 sf
		Restaurant (Office Option)	11,914 sf
		Reuse of bungalows (Office Option)	8,988 sf
6	6407 Sunset Boulevard	Hotel	275 rm
		Retail	1,900 sf
7	6100 Hollywood Boulevard	Apartments	220 du
		Retail	3,270 sf
8	1546 Argyle Avenue	Apartments	276 du
		Retail (Option 1)	24,000 sf
		Retail (Option 2)	27,000 sf
9	6220 Yucca St	Apartments	269 du
		Retail	7,760 sf
10	1720 Vine Street	Apartments	1,005 du
		Retail	30,000 sf
		Other	350 per
11	6360 Hollywood Boulevard	Hotel	57 rm
12	1400 Vine Street	Apartments	198 du
		Retail	16,000 sf
13	6007 West Sunset Boulevard	Apartments	109 du
		Other	14,657 sf

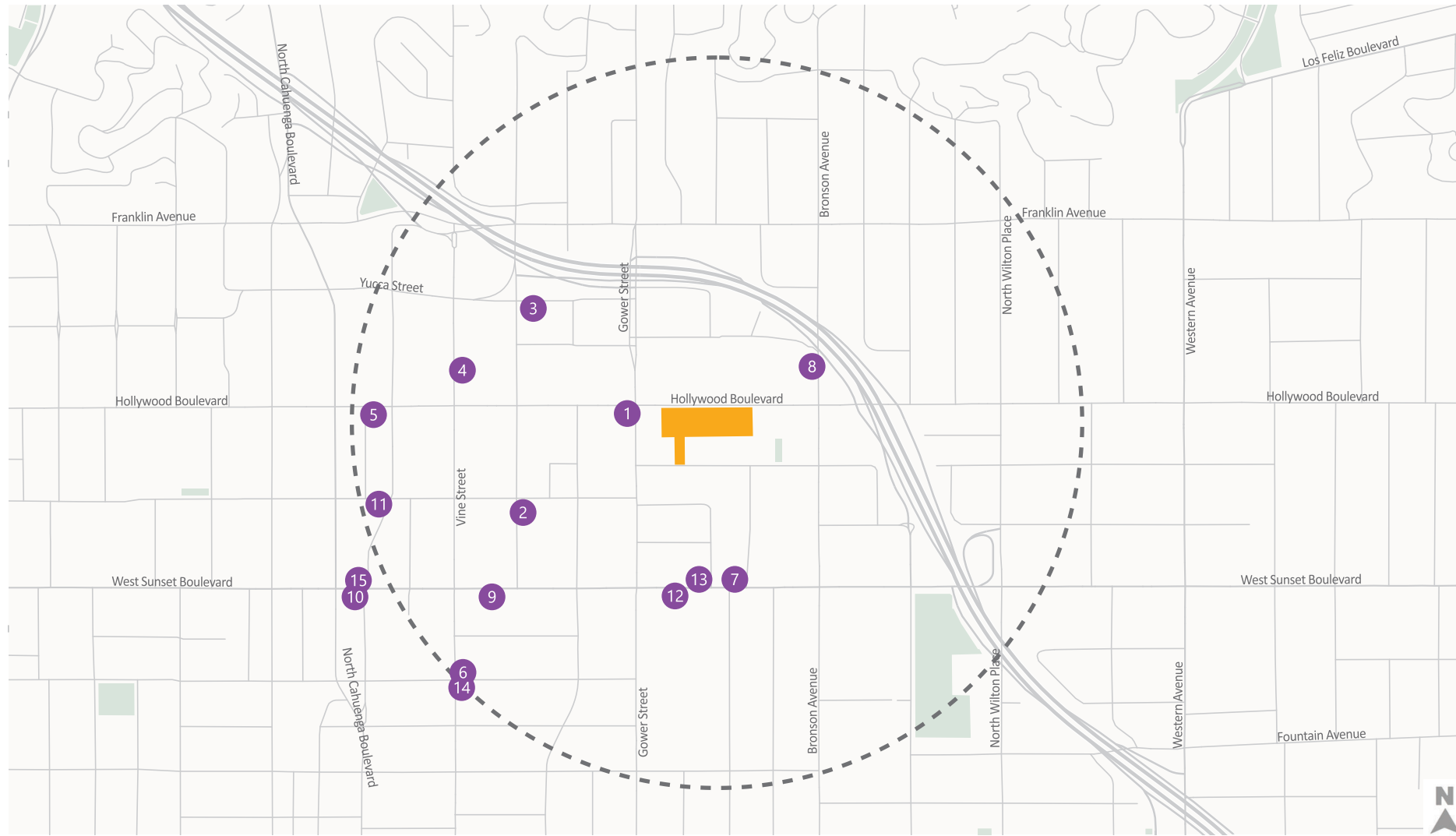
**Table III-1
Related Projects^a
(Continued)**

No.	Project Location	Land Use	Size
14	1725 North Bronson Avenue	Apartments	129 du
15	6266 West Sunset Boulevard	Apartments	153 du
		Retail	13,026 sf

sf = square feet
du = dwelling units
per = persons
rm = rooms

^a *Related projects based on data from Los Angeles Department of Transportation and Department of City Planning as of June 2023.*

Source: Fehr + Peers, June 2023, and Eyestone Environmental, June 2023.



Half Mile Buffer
 Project Site
 Related Projects

Figure III-1
Related Projects Location Map