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 regarding each of the environmental topics evaluated in this Draft EIR is provided in each of the environmental issue analyses found in Section IV (Environmental Impact Analysis) of this Draft EIR. In addition, Section II, Project Description, of this Draft EIR, provides additional information regarding existing conditions at the Project Site.

1. Project Location and Environmental Setting

The Project Site is located in the Hollywood Community Plan area of the City of Los Angeles, and is approximately 4.9 miles northwest of downtown Los Angeles and approximately 12.5 miles northeast of the Pacific Ocean. Primary regional access is provided by the Hollywood Freeway (US-101), which runs north-south approximately 0.3 mile west of the Project Site. The Project Site is specifically bounded by Sunset Boulevard to the north; Serrano Avenue to the east; the former site of Deluxe Laboratories, a motion picture film processing laboratory, currently being redeveloped as a mixed use project, to the south; and Western Avenue to the west. Major arterials providing regional access to the Project Site vicinity include Sunset Boulevard and Western Avenue. The Project Site is located in a Transit Priority Area (TPA) as defined by Senate Bill (SB) 743 and City Zoning Information File (ZI) 2452.¹ Transit stops in the area include the Metro B (Red) Line Hollywood and Western Station, located approximately 0.25 mile north of the Project Site, and a bus stop located at the northwest corner of the Project Site on Sunset Boulevard.

a. On-Site Conditions

The Project Site is currently occupied by a one-story grocery store with below-grade parking, vacant commercial space, and a one-story fast-food restaurant that together comprise approximately 100,796 square feet and associated surface parking areas. Pole signs are located along Sunset Boulevard to identify the grocery store and the fast-food

¹ The City's Zone Information and Map Access System (ZIMAS) confirms the Project Site's location within a Transit Priority Area, as defined in the City's Zoning Information File No. 2452.

restaurant. Existing landscaping within the Project Site includes trees and bushes located throughout the surface parking areas. Several street trees are also located adjacent to the Project Site along Sunset Boulevard, Serrano Avenue, and Western Avenue.

b. Surrounding Uses

The Project Site is located in a urbanized area that includes a mixture of low- and mid-rise buildings occupied primarily by commercial and residential uses. Specific uses surrounding the Project Site include a small retail center, the Upright Citizens Brigade Theatre, a 25-room inn, and a five-story multi-family residential building with retail to the north on Sunset Boulevard; retail and residential uses to the east on Serrano Avenue; the former site of Deluxe Laboratories, a motion picture film processing laboratory, to the south; and recently constructed Target store to the west on Western Avenue. In the vicinity of the Project Site, the major arterials such as Sunset Boulevard are generally developed with more dense residential and commercial development, while lower density mixed-use and residential areas are located along the adjacent collector streets, including Serrano Avenue.

2. Land Use Plans

City land use plans applicable to the Project Site include the following: the City of Los Angeles General Plan and Framework Element; the Mobility Plan 2035; the 2010 Bicycle Plan; and the Hollywood Community Plan (Community Plan). Regional plans that are applicable to the Project Site include: the Southern California Association of Governments' 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS); and the South Coast Air Quality Management District's 2016 Air Quality Management Plan.

The Project Site is zoned by the Los Angeles Municipal Code (LAMC) as C2-1 (Commercial, Height District 1). The C2 zone permits a wide array of land uses, including retail stores, restaurants, amusement enterprises, auditoriums, studios, schools, and hospitals, as well as any land use permitted in the C1.5 (Limited Commercial) zone. The C1.5 zone allows for single-family, two-family, or apartment house uses permitted in the R4 (Multiple Dwelling) zone, and any land use permitted in the C1 zone. The C1 zone allows for uses permitted in the CR (Limited Commercial) zone with some exceptions and any residential use permitted in the R4 (Multiple Dwelling) zone. Permitted uses in the CR zone include banks, clubs, hotels, churches, schools, business and professional colleges, childcare, and parking areas. Under the C2 zone, there are no front, side, or rear yard requirements, except for residential buildings, which shall conform to the requirements of the R4 zone. Height District 1 within the C2 zone normally imposes no height limitation and permits a maximum FAR of 1.5:1.

The Project Site is also within the boundaries of the Hollywood Redevelopment Project Area and the Vermont/Western Transit Oriented District Specific Plan Station Neighborhood Area Plan (Specific Plan), a 2.2-square-mile, transit-oriented district within the Hollywood and Wilshire Communities of Los Angeles. The Project Site is specifically located in Subarea C, Community Center, of the Specific Plan area, which allows maximum building heights of 75 feet to the top of the roof/parapet and a maximum FAR of 3:1 for mixed-use projects. As set forth in the Specific Plan, when the Specific Plan differs from the LAMC, as is the case with the Project Site, the provisions of the Specific Plan shall prevail and supersede the applicable provisions of the LAMC, including permitted uses, floor area, height, building setbacks, and other applicable development regulations. Section 15130 of the California Environmental Quality Act (CEQA) Guidelines requires that an Environmental Impact Report (EIR) consider the environmental effects of a proposed project individually, as well as cumulatively. As defined in Section 15355 of the CEQA Guidelines, 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 a 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 a 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 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 in the vicinity of the Project Site (i.e., 2 miles) that could affect conditions in the Project area (e.g., by adding traffic volumes to study area intersections and/or generating population increases) was prepared based on information obtained primarily from the City of Los Angeles Department of Transportation, the City of Los Angeles Department of City Planning, and the City of West Hollywood Community Development Department. A total of 100 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.

In addition, the most recent draft of the City's Hollywood Community Plan Update was released for public review in February 2021 and approved by the City Planning Commission in March 2021, but it has not yet been approved by the City Council. The Community Plan Update proposes updates to 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 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 100 are shown in Figure III-1 on page III-16. 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 100 are fully built out by 2026, unless otherwise noted. In addition, the Community Plan Update, is also included in the forecast. The Community Plan Update, once adopted, will be a longrange 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 2026, well before the Community Plan Update's horizon year. Moreover, 2026 is a similar projected buildout year as many of the related projects identified below. 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 ^a	Address	Description	Size
1.	Paseo Plaza Mixed-Use	5651 W. Santa Monica Blvd.	Condominiums	375 du
			Retail	377,900 sf
2.	BLVD 6200 Mixed-Use	6200 W. Hollywood Blvd.	Live Work Units	28 units
			Apartments	1,014 du
			Retail (Phase 1 Complete)	175,000 sf
3.	Sunset Bronson Studios	5800 W. Sunset Blvd.	Office	404,799 sf
4.	Yucca Street Condos	6230 W. Yucca St.	Apartments	114 du
			Commercial	2,697 sf
5.	Hollywood 959	959 N. Seward St.	Office	241,568 sf
6.	Archstone Hollywood Mixed-Use Project	Hollywood Mixed-Use 6901–6911 W. Santa Monica Blvd.	Apartments	231 du
			High-Turnover Restaurant	5,000 sf
			General Retail	10,000 sf
7.	Mixed-Use	5245 W. Santa Monica Blvd.	Apartments	49 du
			Retail	32,272 sf
8.	Selma Hotel	6417 W. Selma Ave.	Hotel	180 rm
			Restaurant	12,840 sf
9.	Hollywood Production Center	1149 N. Gower St.	Apartments	57 du
10.	Hollywood Gower Mixed-Use	6100 W. Hollywood Blvd.	Apartments	220 du
			Restaurant	3,270 sf
11.	Pantages Theater Office	6225 W. Hollywood Blvd.	Office	210,000 sf
12.	Selma & Vine Office Project	1601 N. Vine St.	Office	100,386 sf
			Commercial	2,012 sf
13.	Argyle Hotel Project	1800 N. Argyle Ave.	Hotel	225 rm
14.	Seward Street Office Project	956 N. Seward St.	Office	126,980 sf
15.	Hotel & Restaurant Project	ct 6381 W. Hollywood Blvd.	Hotel	80 rm
	-		Restaurant	15,290 sf

No.	Project ^a	Address	Description	Size
16.	Television Center (TVC Expansion)	enter (TVC Expansion) 6300 W. Romaine St.	Office	114,725 sf
			Gym	40,927 sf
			Dance Studio	38,072 sf
17.	Western Galleria Market	100 N. Western Ave.	Apartments	187 du
			Retail (Including Grocery Store)	76,500 sf
18.	Hollywood Center Studios Office	6601 W. Romaine St.	Office	106,125 sf
19. ^b	Selma Community Housing	1603 N. Cherokee Ave.	Affordable Apartments	66 du
20.	Hudson Building	6523 W. Hollywood Blvd.	Restaurant	10,402 sf
	_		Office	4,074 sf
			Storage	890 sf
21.	Target Retail Shopping Center Project	Shopping Center 5520 W. Sunset Blvd.	Discount Store	163,862 sf
			Shopping Center	30,887 sf
22.	Residential	712 N. Wilcox Ave.	Apartments	103 du
23.	Mixed-Use	1600–1610 N. Highland Ave.	Apartments	248 du
			Retail	12,785 sf
24.	Hollywood Center Development	1740 N. Vine St.	Apartments	492 du
			Hotel	200 rm
			Office	100,000 sf
			Fitness Club	35,000 sf
			Retail	15,000 sf
			Restaurant	34,000 sf
25.	Paramount Pictures	5555 W. Melrose Ave.	Production Office	635,500 sf
			Office	638,100 sf
			Retail	89,200 sf
			Stage	21,000 sf
			Support Uses	1,900 sf

No.	Project ^a	Address	Description	Size
26.	Apartments	1411 N. Highland Ave.	Apartments	76 du
			Commercial	2,500 sf
27.	Apartment Project	1824 N. Highland Ave.	Apartments	118 du
28.	Hotel	1133 N. Vine St.	Hotel	112 rm
			Café	661 sf
29.	The Lexington Mixed-Use	6677 W. Santa Monica Blvd.	Apartments	695 du
			Commercial	24,900 sf
30. ^b	Columbia Square Mixed-Use	6121 W. Sunset Blvd.	Apartments	200 du
			Office	422,610 sf
			Retail/Restaurant	41,300 sf
			Hotel	125 rm
31.	Mixed-Use (High Line West)	5550 W. Hollywood Blvd.	Apartments	280 du
			Retail	12,030 sf
32.	Hotel-Restaurant	1629 N. Griffith Park Blvd.	Hotel	25 rm
			Restaurant	3,374 sf
			Bar/Lounge	633 sf
33.	Las Palmas Residential (Hollywood	1718 N. Las Palmas Ave.	Residential	224 du
	Cherokee)		Retail	985 sf
34. ^b	Sunset & Vine Mixed-Use	1538 N. Vine St.	Apartments	306 du
			Retail	68,000 sf
35.	Condos & Retail	5663 Melrose Ave.	Condominiums	96 du
			Retail	3,350 sf
36.	6250 Sunset (Nickelodeon)	ckelodeon) 6250 W. Sunset Blvd.	Apartments	200 du
			Retail	4,700 sf

No.	Project ^a	Address	Description	Size
37.	Hollywood Central Park	d Central Park Hollywood Freeway (US-101)	Park	625,086 sf
			Amphitheater	500 seat
			Inn	5 rm
			Community Center	30,000 sf
			Banquet Space	15,000 sf
			Commercial	29,000 sf
			Low-Income Apartments	15 du
38.	Mixed-Use	5901 Sunset Blvd.	Office	274,000 sf
			Supermarket	26,000 sf
39.	John Anson Ford Theater	2580 Cahuenga Blvd. E.	Net New Theater Seats	311 seats
			Restaurant	5,400 sf
			Office	30 emp
40.	1717 Bronson Avenue	1717 N. Bronson Ave.	Apartments	89 du
41.	Sunset + Wilcox	1541 N. Wilcox Ave.	Hotel	200 rm
			Restaurant	9,000 sf
42.	Mixed-Use	1350 N. Western Ave.	Apartments	200 du
			Guest Rooms	4 rm
			Retail/Restaurant	5,500 sf
43.	Palladium Residences	6201 W. Sunset Blvd.	Apartments (37 affordable)	731 du
			Retail and Restaurant Uses	24,000 sf
44.	5600 West Hollywood Boulevard	5600 W. Hollywood Blvd.	Apartments	33 du
			Commercial	1,289 sf
45.	5750 Hollywood	ood 5750 Hollywood Blvd.	Apartments	161 du
			Commercial	4,747 sf
46.	2014 Residential	707 N. Cole Ave.	Apartments	84 du
47.	Cahuenga Boulevard Hotel	1525 N. Cahuenga Blvd.	Hotel	64 rm
			Rooftop Restaurant/Lounge	700 sf
			Restaurant	3,300 sf

No.	Projecta	Address	Description	Size
48.	Academy Square	idemy Square 1341 Vine St.	Office	285,719 sf
			Apartments	200 du
			Restaurant	16,135 sf
49.	Hotel	1921 Wilcox Ave.	Hotel	122 rm
			Restaurant	4,225 sf
50.	Mixed-Use	901 N. Vine St.	Apartments	70 du
			Commercial	3,000 sf
51.	Apartments	525 N. Wilton Pl	Apartments	88 du
52.	Hardware Store	4905 W. Hollywood Blvd.	Retail	36,600 sf
53.	Mixed-Use	1233 N. Highland Ave.	Apartments	72 du
			Commercial	12,160 sf
54.	Mixed-Use	1310 N. Cole Ave.	Apartments	369 du
			Office	2,570 sf
55.	Restaurants	135 N. Western Ave.	Restaurant Addition to 7,838 sf Existing Restaurant	4,066 sf
56.	City Lights Mixed-Use	ts Mixed-Use 1515 N. Hillhurst Ave.	Apartments	202 du
			Retail	5.35 ksf
			Restaurant	5.05 ksf
			Coffee/Donut	3.025 ksf
57.	Hotel & Retail	4110 W. 3rd St.	Hotel	171 rm
			Retail	2,800 sf
58. ^b	TAO Restaurant	6421 W. Selma Ave.	Replace Auto Body Shop with Quality Restaurant	17,607 sf
59.	Hollywood Crossroads	1540–1552 Highland Ave.	Residential Units	950 du
			Hotel	308 rm
			Office	95,000 sf
			Commercial Retail Uses	185,000 sf
60.	Wilcox Hotel	1717 N. Wilcox Ave.	Hotel	133 rm
			Retail	3,580 sf

No.	Project ^a	Address	Description	Size
61.	Apartments	5460 W. Fountain Ave.	Apartments	75 du
62.	Mixed-Use	6220 W. Yucca St.	Hotel	210 rm
			Apartments	136 du
			Restaurant	6,980 sf
63.	SunWest Project (Mixed-Use)	5525 W. Sunset Blvd.	Apartments	293 du
			Commercial	33,980 sf
64.	Hollywood De Longpre Apartments	5632 De Longpre Ave.	Apartments	185 du
65.	Ivar Gardens Hotel	6409 W. Sunset Blvd.	Hotel	275 rm
			Retail	1,900 sf
66.	Selma Hotel	el 6516 W. Selma Ave.	Hotel	212 rm
			Bar/Lounge	3,855 sf
			Rooftop Bar/Event Space	8,500 sf
67.	Mixed-Use	1657 N. Western Ave.	Apartments	91 du
			Retail	15,300 sf
68.	McCadden Campus (LGBT)	1118 N. McCadden Pl	Housing	45 du
			Social Service Support Facility	50,325 sf
			Office	17,040 sf
			Commercial Retail or Restaurant	1,885 sf
			Temporary Housing	100 beds
69.	4900 Hollywood Mixed-Use	4900 W. Hollywood Blvd.	Apartments	150 du
			Retail	13,813 sf
70.	citizenM Hotel	1718 Vine St.	Hotel	216 rm
			Restaurant	4,354 sf
71.	Apartments	1749 Las Palmas Ave.	Apartments	70 du
			Retail	3,117 sf
72.	Mixed-Use	1868 N. Western Ave.	Apartments	96 du
			Retail	5,546 sf

No.	Project ^a	Address	Description	Size
73.	6400 Sunset Mixed-Use	6400 Sunset Blvd.	Apartments	232 du
			Restaurant	7,000 sf
74.	AMCAL—Meridian Apartments	241 N. Vermont Ave.	Apartments	100 du
			Retail	4,134 sf
75.	4121 Santa Monica Shopping Center	4121 W. Santa Monica Blvd.	Shopping Center	14,322 sf
76.	6200 W Sunset Boulevard	6200 W. Sunset Blvd.	Apartments	270 du
			Quality Restaurant	1,750 sf
			Pharmacy	2,300 sf
			Retail	8,070 sf
77.	747 N Western Avenue	747 N. Western Ave.	Apartments	44 du
			Retail	7,700 sf
78.	6630 W Sunset Boulevard	6630 W. Sunset Blvd.	Apartments	40 du
79.	Sunset-Junction	4000–4301 Sunset Blvd.	Apartments	297 du
			Commercial	25,877 sf
80.	Hollywood & Wilcox	6430–6440 W. Hollywood Blvd.	Apartments	260 du
			Office	3,580 sf
			Retail	11,020 sf
			Restaurant	3,200 sf
81.	Mixed-Use	4914 W. Melrose Ave.	Live/Work Units	45 du
			Retail	3,760 sf
82.	Hospital Seismic Retrofit	1300 N. Vermont Ave.	Replace Existing Hospital and Ancillary Uses with Office	30,933 sf
83.	Postpartum Extended Care & Retail	257 S. Mariposa Ave.	Apartments	112 du
			Commercial	4,630 sf
84.	Onni Group Mixed-Use Development	1360 N. Vine St.	Condominiums	429 du
			Grocery	55,000 sf
			Retail	5,000 sf
			Restaurant	8,988 sf

No.	Project ^a	Address	Description	Size
85.	1600 Schrader	ader 1600 Schrader Blvd.	Hotel	168 rm
			Restaurant	5,979 sf
86.	Mixed-Use	5939 W. Sunset Blvd.	Apartments	299 du
			Office	38,440 sf
			restaurant	5,064 sf
			Retail	3,739 sf
87.	Melrose & Beachwood	5570 W. Melrose Ave.	Apartments	52 du
			Commercial	5,500 sf
88.	Modera Argyle	1546 N. Argyle Ave.	Apartments	276 du
			Retail	9,000 sf
			Restaurant	15,000 sf
89.	Montecito Senior Housing	6650 W. Franklin Ave.	Senior Apartments	68 du
90.	Godfrey Hotel	1400 N. Cahuenga Blvd.	Hotel	221 rm
			Restaurant	3,000 sf
91.	6140 Hollywood	6140 Hollywood Blvd.	Hotel	102 rm
			Condominiums	27 du
			Restaurant	11,460 sf
92.	Selma–Wilcox Hotel	6421 W. Selma Ave.	Hotel	114 rm
			Restaurant	1,993 sf
93.	Apartments	1601 N. Las Palmas Ave.	Apartments	86 du
94.	Mixed-Use	600 N. Vermont Ave.	Apartments	80 du
			Retail	14,780 sf
95.	1723 N Wilcox Residential	1723 N. Wilcox Ave.	Apartments	68 du
			Retail	3,700 sf
96.	Select @ Los Feliz (Mixed-Use)	z (Mixed-Use) 4850 W. Hollywood Blvd.	Apartments	101 du
	, , , ,		Restaurant	10,000 sf
97.	1719 Whitley Hotel	1719 N. Whitley Ave.	Hotel	156 rm

No.	Project ^a	Address	Description	Size
98.	Kaiser Hospital Redevelopment	1317–1345 N. Vermont/1328 N. New Hampshire/4760 Sunset/1505 N. Edgemont/1526 N. Edgemont/ 1517 N. Vermont/1424–1430 N. Alexandria	Hospital Expansion	211,992 sf
99.	1276 North Western Avenue	1276 N. Western Ave.	Apartments	75 du
100.	NBC Universal Evolution Plan 100 Universal City Plaza	ersal Evolution Plan 100 Universal City Plaza	Studio	307,949 sf
			Studio Office	647,320 sf
			Office	495,406 sf
			Entertainment Area	337,895 sf
			Entertainment Retail	39,216 sf
			Hotel	900,000 sf

ac = acres

du = dwelling units

emp = employees

ksf = *thousand square feet*

rm = rooms

sf = square feet

^a Related project list based on information provided by LADOT, Department of City Planning, and recent studies at the time of the NOP (July 2017).

^b Although construction of the related project may be partially complete/entirely complete, the project was not fully occupied at the time of the NOP or when traffic counts were conducted. Therefore, the related project was considered and listed to provide a more conservative analysis.

Source: Gibson Transportation, 2017.

