

NOTICE OF PREPARATION

Date: November 1, 2019

To: Public Agencies and Other Interested Parties (refer to attached Distribution List)

From: City of Burbank
Community Development Department
Planning Division
150 North Third Street
Burbank, California 91502

**Subject: Notice of Preparation of a Draft Environmental Impact Report for the
2500 N. Hollywood Way – Dual Brand Hotel Project**

The City of Burbank will be the Lead Agency and will prepare an Environmental Impact Report (EIR) for the 2500 N. Hollywood Way – Dual Brand Hotel Project ("Project") which proposes to construct a dual brand hotel and detached parking structure on a portion of the 11.76-acre site generally bounded by Thornton Avenue, Hollywood Way, and Avon Street in the City of Burbank, California. The City requests input from your agency as to the scope and content of the environmental information that is germane to your agency's statutory responsibilities in connection with the proposed Project. Your agency will need to use the EIR prepared by our agency when considering your permit or other approval for the Project.

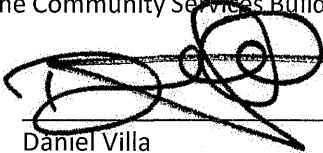
The NOP has been transmitted to the California Governor's Office of Planning and Research and to responsible and trustee agencies. The City has determined that an EIR is required for this Project. Therefore, as allowed under CEQA Guidelines Section 15063(a), the City has not prepared an Initial Study and will instead begin work directly on the EIR, as allowed under CEQA Guidelines Section 15081. The EIR will focus on the potentially significant and significant effects of the Project and will document the reasons for concluding that other effects will be less than significant. The Project description and location are described in the attached materials.

Due to the time limits mandated by State law, your response must be sent at the earliest possible time, **but no later than 30 days beginning November 4, 2019 and ending the close of business on December 4, 2019**. Please send your response to the City of Burbank, Community Development Department, Planning Division, Attention: Daniel Villa, 150 North Third Street, Burbank, California 91502. You may also email your response to dvilla@burbankca.gov. Please provide the name of a contact person at your agency.

A joint Community Meeting and EIR Scoping Meeting will be held on **November 20, 2019 at 6:00 pm** in the Community Room (Room 104) on the first floor of the Community Services Building at 150 North Third Street in Burbank.

Date: 11/01/19

Signature: _____


Daniel Villa
Title: Senior Planner
Telephone: (818) 238-5250



PROJECT INFORMATION PACKET

INTRODUCTION

Pursuant to CEQA Guidelines Section 15082, the City of Burbank has distributed this Notice of Preparation/Project Information Packet for the 2500 N. Hollywood Way – Dual Brand Hotel Project. The sections that follow provide an overview of the Project's background and context, identifies the Project's location both regionally and locally, and describes the Project to be evaluated through a Project EIR, which will be prepared in accordance with CEQA Guidelines Section 15161.

PROJECT LOCATION AND SETTING

PROJECT LOCATION

The 2500 N. Hollywood Way – Dual Brand Hotel Project (herein referred to as 2500 N. Hollywood Way or the Project) site is located in the northwest portion of the City of Burbank (City), approximately 12 miles north of downtown Los Angeles within Los Angeles County (County); refer to [Exhibit 1, Regional Vicinity](#). The Project site encompasses approximately 11.76 acres (APN 2464-004-015) generally bounded by Thornton Avenue, Hollywood Way, and Avon Street; refer to [Exhibit 2, Project Location](#).

PROJECT SETTING

Existing Conditions

Access to the site occurs from three driveways, one at Thornton Avenue, one at Hollywood Way, and one at Avon Street.

The Project site is currently developed with a Marriott Hotel, Convention Center, and 758 surface parking spaces. The existing Marriott Hotel and Convention Center is comprised of 488 hotel rooms, 5,200 square feet of restaurant space, and 46,500 square feet of meeting/banquet and convention space. Approximately four times per year, the Marriott Hotel hosts larger events on the property, resulting in the expansion of the Convention Center area using event tents that are placed on the surface parking lot. The largest event (a media event that occurs annually) utilizes an event tent that is approximately 19,000 square feet. Sufficient parking capacity is provided for these events through the implementation of parking management plans, and/or the securing of off-site parking during the days of each event.

An office building and associated surface parking are located at the southeast corner of Thornton Avenue and Hollywood Way (2550 N. Hollywood Way), immediately adjacent to the Project site; refer to [Exhibit 2](#). This property is not a part of the proposed Project. A reciprocal parking and access agreement exists between the Project site and this property.



GENERAL PLAN AND ZONING

General Plan Land Use

According to *Burbank2035 General Plan* (Burbank2035) Exhibit LU-1, Land Use Diagram, the Project site is designated Regional Commercial (Maximum 1.25 Floor Area Ratio, 58 units per acre with discretionary approval). The Regional Commercial land use designation provides for regional employment and shopping destinations that serve both Burbank residents and residents of surrounding cities. These regional centers provide a variety of employment opportunities and services that address regional needs for retail, service, dining, entertainment, and conventions. The centers also play a key role in supporting the media industry and other sectors of the local economy.

Zoning

The City of Burbank Zone Map (last amended October 20, 2012) identifies the zoning for the Project site as PD 89-1, Planned Development. According to Burbank Municipal Code (BMC) Section 10-1-19119, the PD Zone allows for an alternate process to accommodate unique developments for residential, commercial, professional, or other similar activities, including combinations of uses and modified development standards that would create a desirable, functional, and community environment under controlled conditions of a development plan.

Land uses surrounding the 2500 N. Hollywood Way site are as follows:

- North: The Project site is bounded by the adjacent office use and Thornton Avenue to the north. North of Thornton Avenue is primarily surface parking (V.S.P. Parking and Hollywood Burbank Airport Economy Parking Lot C). V.S.P. Parking offices and Midway Car Rental are located at the northeast corner of Thornton Avenue and Hollywood Way. Northwest of the Project site (west of Hollywood Way) is the Hollywood Burbank Airport.
- East: To the east of the Project site is the northeastern portion of the Media Studios Campus. Media Studios is a commercial office campus comprised primarily of office uses with various onsite support amenities.
- South: To the south of the Project site is the southwestern portion of the Media Studios Campus and the extension of Avon Street. An undeveloped property is located immediately south of Avon Street, bounded by Avon Street, Empire Avenue, and Hollywood Way. The Hollywood Burbank Airport Regional Intermodal Transportation Center (RITC) is located west of Hollywood Way, southwest of the Project site. Southern California Regional Rail Authority (SCRRA) railway is located south of Empire Avenue.
- West: To the west of the northern portion of the Project site is the adjacent office building and Hollywood Way. West of Hollywood Way is a shopping center with a variety of restaurant uses.



PROJECT CHARACTERISTICS

The Project proposes development of a dual brand hotel (250,925 square feet) and detached parking structure (191,802 square feet) on a portion of the site currently used for surface parking; refer to [Exhibit 3, Proposed Site Plan](#). No changes to the existing Marriott Hotel and Convention Center are proposed and these uses would remain in operation during construction and upon Project completion. The larger events that occur approximately four times per year on the property would continue to occur under the proposed condition, and sufficient parking for these events would continue to be provided through the implementation of parking management plans, and/or the securing of off-site parking during the days of each event. Additionally, the existing reciprocal access agreement with the adjacent parcel would remain in effect.

The proposed seven-story dual brand hotel would consist of two hotel uses with a total of 420 hotel rooms. The hotel would include a restaurant, lounge, meeting rooms, and lobby on the ground level with approximately 5,260 square feet identified for two future restaurant/café tenants. Back of house operations for the hotel would also be located on the ground level. The 420 hotel rooms would be distributed between levels two through seven. The fitness room would be located on the sixth floor and the pool and roof terrace would be located on the seventh floor.

The roof top amenity deck would be centrally located with direct access from both hotel brands. The pool area would include lounge seating and cabanas. A serving counter, view seating, and lounge seating would be provided within the roof top terrace. Concrete roof pavers, accent decking, plants and trees would be distributed throughout the pool and terrace.

An event terrace, three covered terraces, and a lobby terrace would be distributed throughout the ground floor. The event terrace would be centrally located between the hotel brands and provide an open space plaza area for special events. Seat walls would be provided adjacent to the space. The covered terraces would be located adjacent to Thornton Avenue and outside of the café spaces. All the terraces would include enhanced concrete paving and lounge seating. Café seating and potted plants would also be provided within the terraces located adjacent to the cafés. A fire/water feature and banquette would be provided within the space adjacent to the event terrace. The lobby terrace would also include lounge seating.

A plaza area would be provided immediately adjacent to the existing Convention Center. The plaza would have enhanced concrete paving, accent trees, and shade trees with benches. A speed table with decorative pavers with tree grids and benches on either side, would connect the Convention Center plaza and the proposed hotel.

Landscaping

Landscaping adjacent to the access driveway from Hollywood Way, adjacent to the Marriott Hotel, and between the Marriott Hotel and Convention Center is proposed to remain. Existing landscaping within the remainder of the Project site is proposed to be removed and new landscaping would be provided throughout the site.



Parking and Access

The proposed dual brand hotel and parking structure would replace a portion of the onsite surface parking. Upon completion, vehicular access to the Project site would continue to occur from the existing driveway on Hollywood Way, and along Thornton Avenue. However, the existing driveway on Thornton Avenue would be removed and replaced with a new driveway that provides one ingress and one egress lane. The driveway would extend south through the site connecting with the east-west driveway that extends from Hollywood Way. A new (second) driveway would also be provided from Thornton Avenue. The driveway would extend south from Thornton Avenue along the Project site's western boundary with the abutting property. This driveway would also connect with the east-west driveway that extends from Hollywood Way. Within the Project site, the east-west driveway would provide access to the entry drive and porte cochere drop-off area where hotel patrons can access the lobby.

A bus and vehicular drop off area would be provided along the Hollywood Way access drive between the existing Convention Center and the proposed hotel. Bicycle racks would be provided in the covered terrace area of the hotel, adjacent to the connection with the Convention Center plaza.

A total of 1,185 parking spaces would be provided on the Project site to serve the existing Marriott Hotel and Convention Center and the proposed dual brand hotel and associated amenities. A 3 1/2-story detached parking structure would be provided in the eastern portion of the Project site. The parking structure would provide 917 parking spaces (of which 314 will be vertically stacked parking, provided through a parking lift system). An additional 268 spaces would be provided within surface parking located adjacent to the proposed parking structure, along the proposed driveway leading to the proposed porte-cochere drop-off area, east and south of the existing Convention Center, and adjacent to the existing hotel and restaurant.

Drainage

The Project would install a new storm drain that would extend southeast and east from the existing storm drain in the east-west driveway to south of the proposed parking structure. The storm drain would convey flows to the regional storm drain system.

To comply with the City's Low Impact Development (LID) standards, the Project would implement biofiltration planters throughout the Project site.

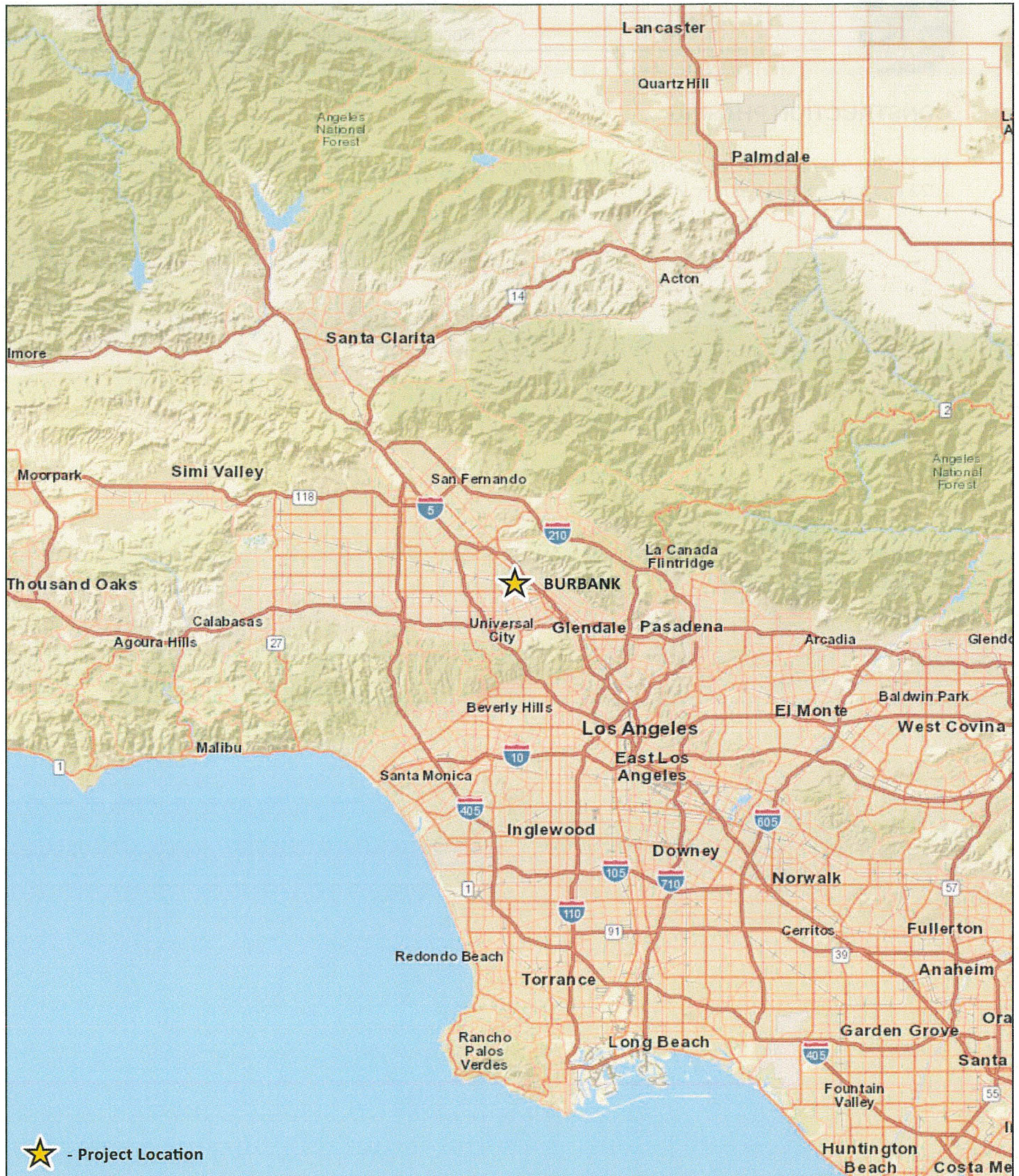
Utilities

Utility lines are currently located within Thornton Avenue and the Project site. The Project would be responsible for installing new utility lines within the Project site to connect with the existing lines. Water, irrigation water, and fire water lines and gas and electricity would be installed and extend from the northern portion of the Project site to connect with existing lines in Thornton Avenue. Sewer lines would be constructed within the Project driveways and connect with the existing sewer line north of the Marriott Hotel.



CONSTRUCTION PHASING

The Project is proposed to be constructed in a single phase, with construction anticipated to begin in June 2022 and be completed in June 2025.



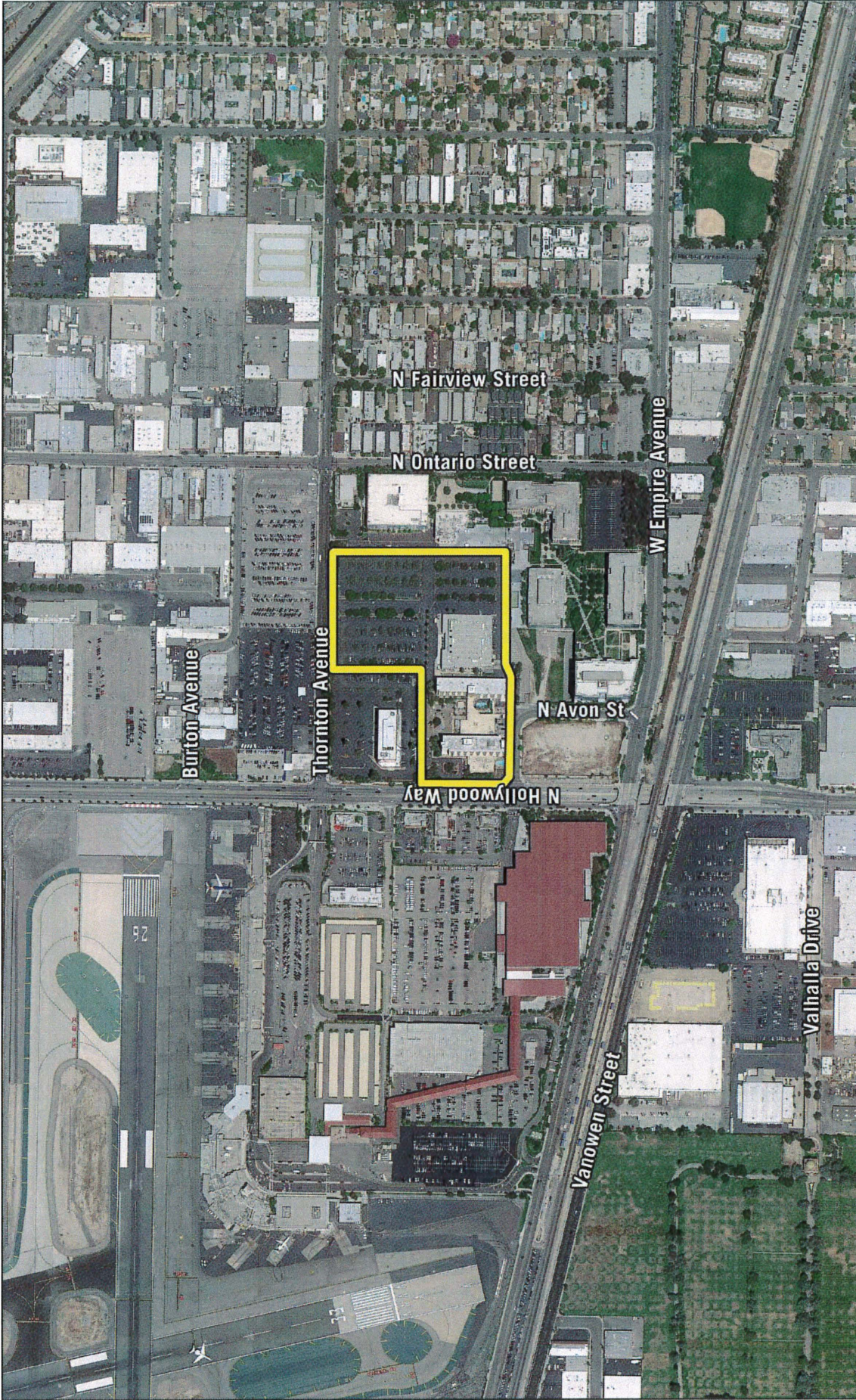
Source: ESRI 2019.



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2500 N. HOLLYWOOD WAY - DUAL BRAND HOTEL

Regional Vicinity

EXHIBIT 1



Source: Google Earth, 2019.

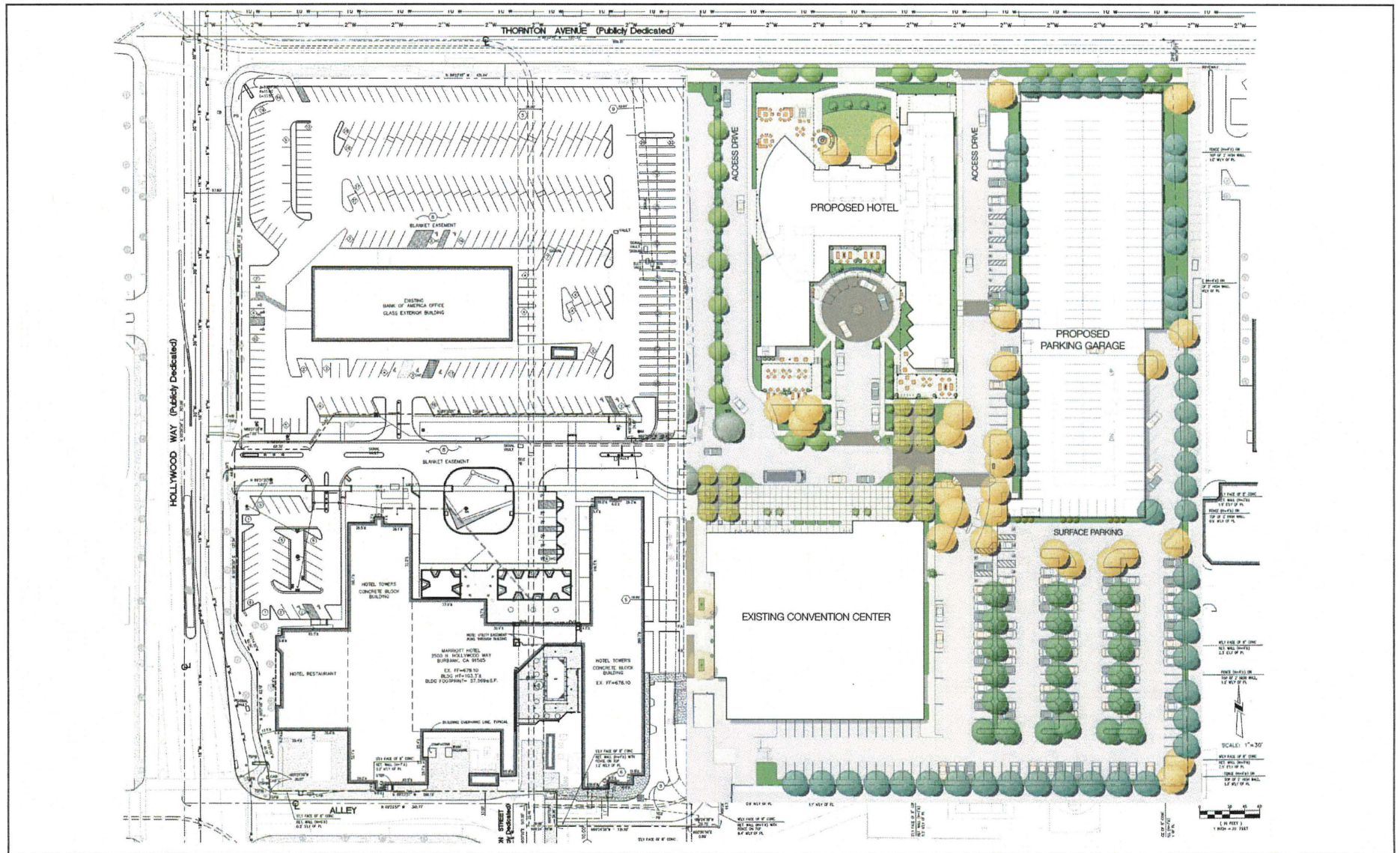
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Project Location

EXHIBIT 2

CONSULTING





Source: PFVS Architects and AWH Partners; June 27, 2019.

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Proposed Site Plan

EXHIBIT 3