



NOTICE OF PREPARATION OF ENVIRONMENTAL IMPACT REPORT

November 20, 2020

Puede obtener información en Español llamando al (213)-847-3656.

ENVIRONMENTAL CASE NO.:	ENV-2019-5591-EIR
PROJECT NAME:	Artisan Hollywood
PROJECT APPLICANT:	Artisan Realty Advisors
PROJECT ADDRESS:	1520–1542 North Cahuenga Boulevard, 1523–1549 North Ivar Avenue, and 6350 West Selma Avenue, Hollywood, California 90028
COMMUNITY PLAN AREA:	Hollywood
COUNCIL DISTRICT:	13—Mitch O’Farrell
PUBLIC COMMENT PERIOD:	November 20, 2020 – December 21, 2020

The City of Los Angeles (City) intends to prepare an Environmental Impact Report (EIR) for the proposed Artisan Hollywood 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 an approximately 1.55-acre site located at 1520–1542 North Cahuenga Boulevard, 1523–1549 North Ivar Avenue, and 6350 West Selma Avenue (Project Site) in the Hollywood Community Plan Area of the City of Los Angeles (City). The site is currently improved with six existing commercial buildings that have a floor area of approximately 33,828 square feet as well as existing surface parking.

(See attached Project Location Map)

PROJECT DESCRIPTION:

The Project would retain the six existing commercial buildings and would replace the surface parking within the Project Site with a 25-story (286 feet maximum height) building that would include two levels of above ground parking and four subterranean parking levels. The building would provide 270 residential dwelling units (including 27 units restricted for Extremely Low Income households) and 6,790 square feet of commercial space to be occupied by a retail or restaurant tenant. The Project would also include approximately 30,918 square feet of open space. When including the existing buildings to be retained, the Project would result in up to 300,996 square feet of floor area with a maximum floor area ratio (FAR) of up to 4.5:1.

Existing Uses

Existing Uses	Floor Area (sf)
<i>Commercial Land Uses</i>	
Retail/Restaurant	33,828 sf
Total Commercial	33,828 sf
sf = square feet	

Proposed Uses

Proposed Uses	Floor Area (sf)
<i>Commercial Land Uses</i>	
Retail/Restaurant (to remain)	33,828 sf
Retail/Restaurant	6,790 sf
Total Commercial	40,618 sf
<i>Residential Land Uses</i>	
Studio	92 units
1-bedroom	93 units
2-bedroom	75 units
3-bedroom	10 units
Total Units	270 units
Total Residential	260,378 sf
Total	300,996 sf
sf = square feet	

REQUESTED ACTIONS:

1. Pursuant to the Transit Oriented Communities (TOC) Guidelines and the Los Angeles Municipal Code (LAMC), the Applicant requests base incentives to allow an increase in FAR of 50 percent or to 3.75:1, whichever is greater, to permit a 50-percent increase in FAR from 3:1 to 4.5:1, and a base parking incentive to allow reductions in residential and commercial parking requirements.
2. Pursuant to the TOC Guidelines and the LAMC, the Applicant requests an additional incentive to reduce the side yards to 5 feet, based on RAS3 zone yard setback requirements.
3. Pursuant to the LAMC, the Applicant requests a Zoning Administrator's Adjustment to further reduce the side yards to zero feet at the second above-grade level of the Project.
4. Pursuant to the LAMC, the Applicant requests a Variance to permit Code-required parking for the existing Project Site buildings to be temporarily located off-site via lease in lieu of a covenant during Project construction activities.
5. Pursuant to the LAMC, the approval of Site Plan Review findings.
6. Pursuant to the LAMC, a Vesting Tentative Tract Map to merge the Project Site into a single ground lot and to allow the future creation of commercial condominium units, a determination of the Project Site's yards, and approval of a haul route.
7. In addition to the specific discretionary actions listed above, other discretionary and ministerial permits and approvals may be deemed necessary or will be required, including, but not limited to, temporary street closure permits, street tree removal permits, grading permits, excavation permits, foundation permits, and building permits.

POTENTIAL ENVIRONMENTAL EFFECTS OF THE PROJECT:

Based on an Initial Study, the proposed project could have potentially significant environmental impacts in the following topic areas, which will be addressed in the EIR:

Air Quality, Cultural Resources, Energy, Geology and Soils [Paleontological Resources], Greenhouse Gas Emissions, Land Use and Planning, Noise, Public Services [Fire Protection, Police Protection, Parks, and Libraries], Recreation, Transportation, Tribal Cultural Resources, and Utilities and Service Systems [Water Supply and Infrastructure and Energy Infrastructure].

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/>.

The environmental file is available for public review, by appointment only, at the City of Los Angeles, Department of City Planning, 221 N. Figueroa Street, Suite 1350, Los Angeles, CA 90012, during office hours Monday - Friday, 9:00 a.m. - 4:00 p.m. To review the file, 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 **December 21, 2020, no later than 4:30 p.m.**

Please direct your comments to:

Mail: Cesar Moreno
City of Los Angeles, Department of City Planning
221 N. Figueroa Street, Room 1350
Los Angeles, CA 90012

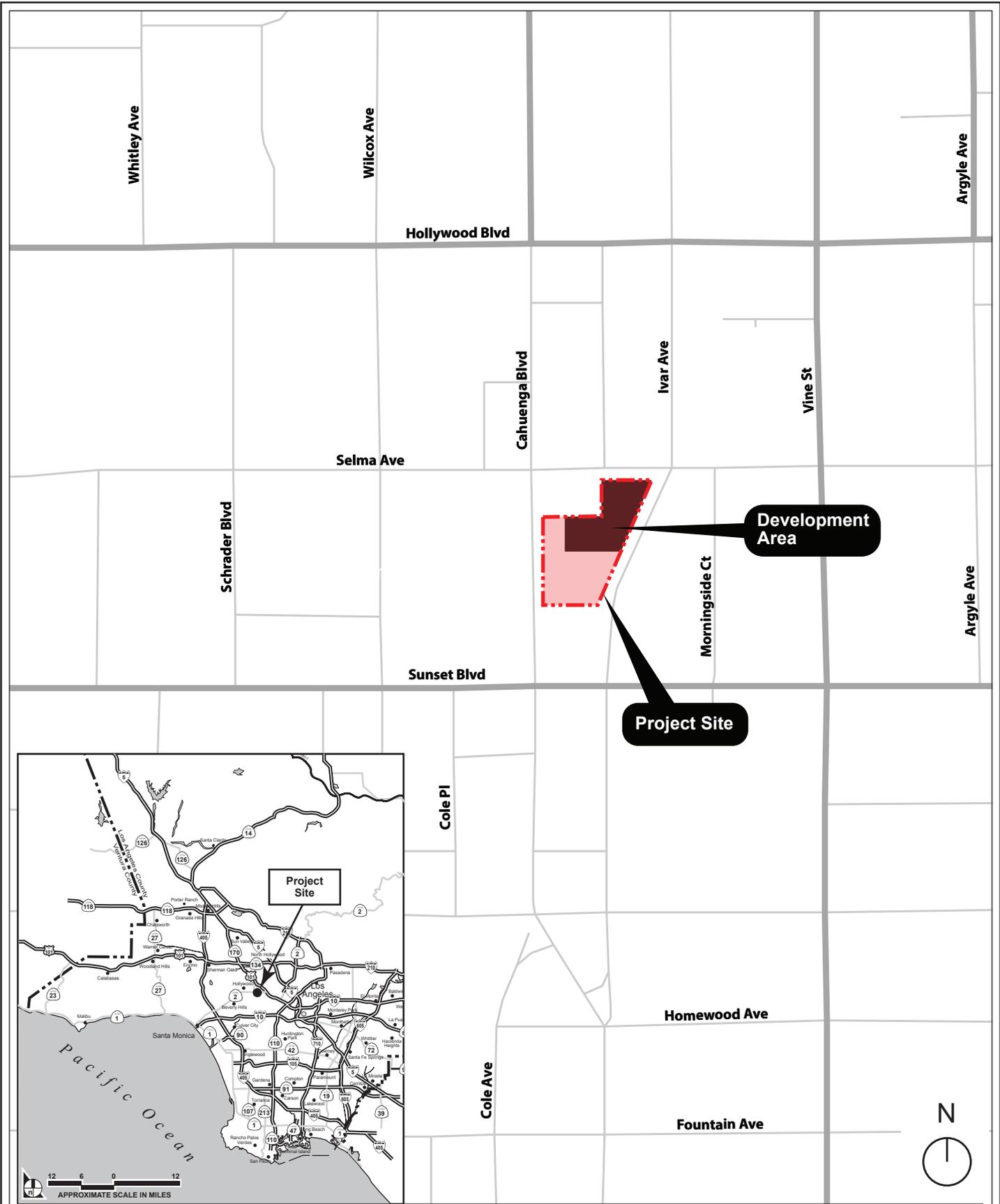
Email: cesar.moreno@lacity.org

VINCENT P. BERTONI, AICP
Director of Planning

Cesar Moreno

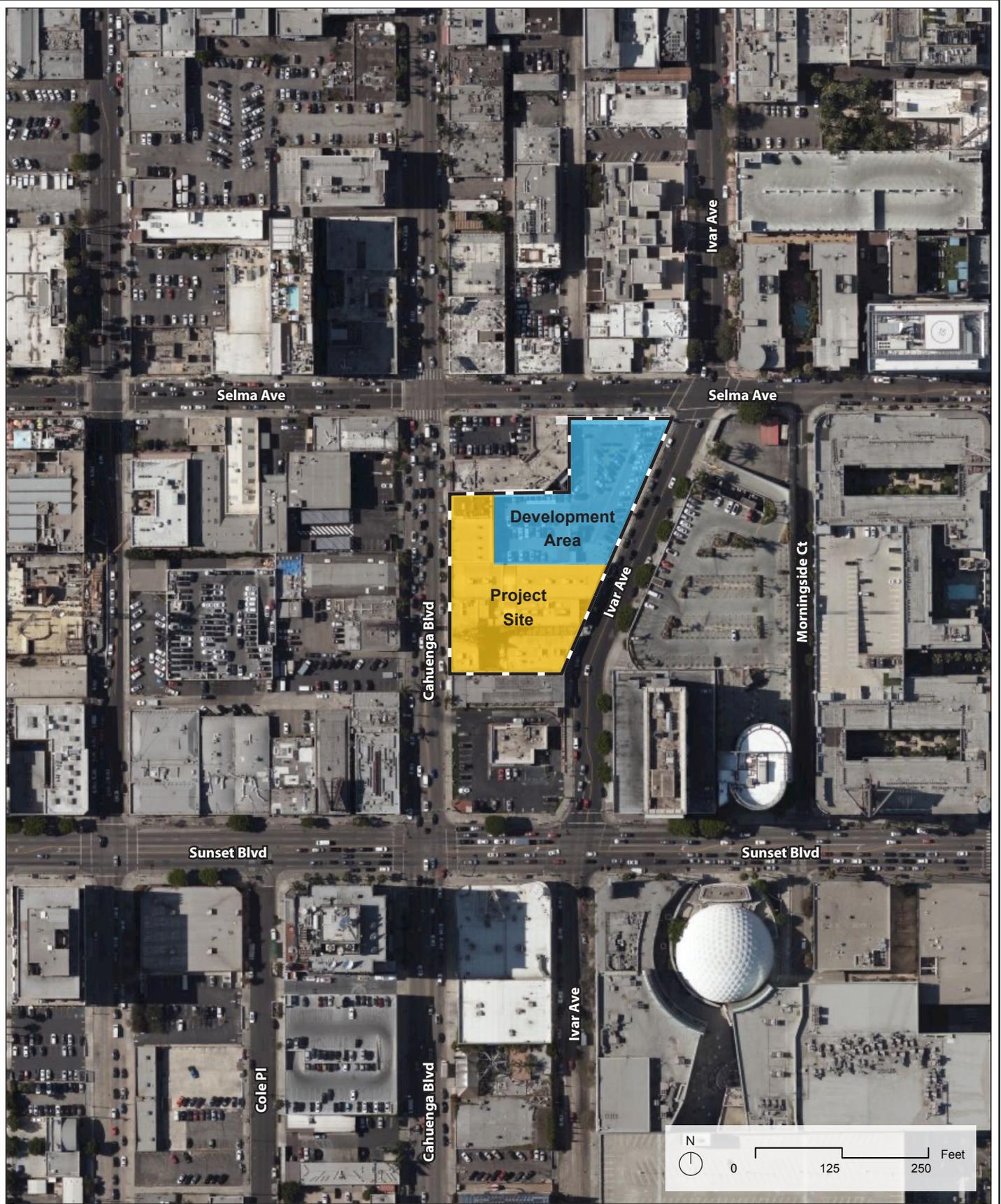
Cesar Moreno
Major Projects Section
Department of City Planning
213-847-3656

Attachments:
Project Location Map
Aerial Photograph of the Project Vicinity
Conceptual Site Plan



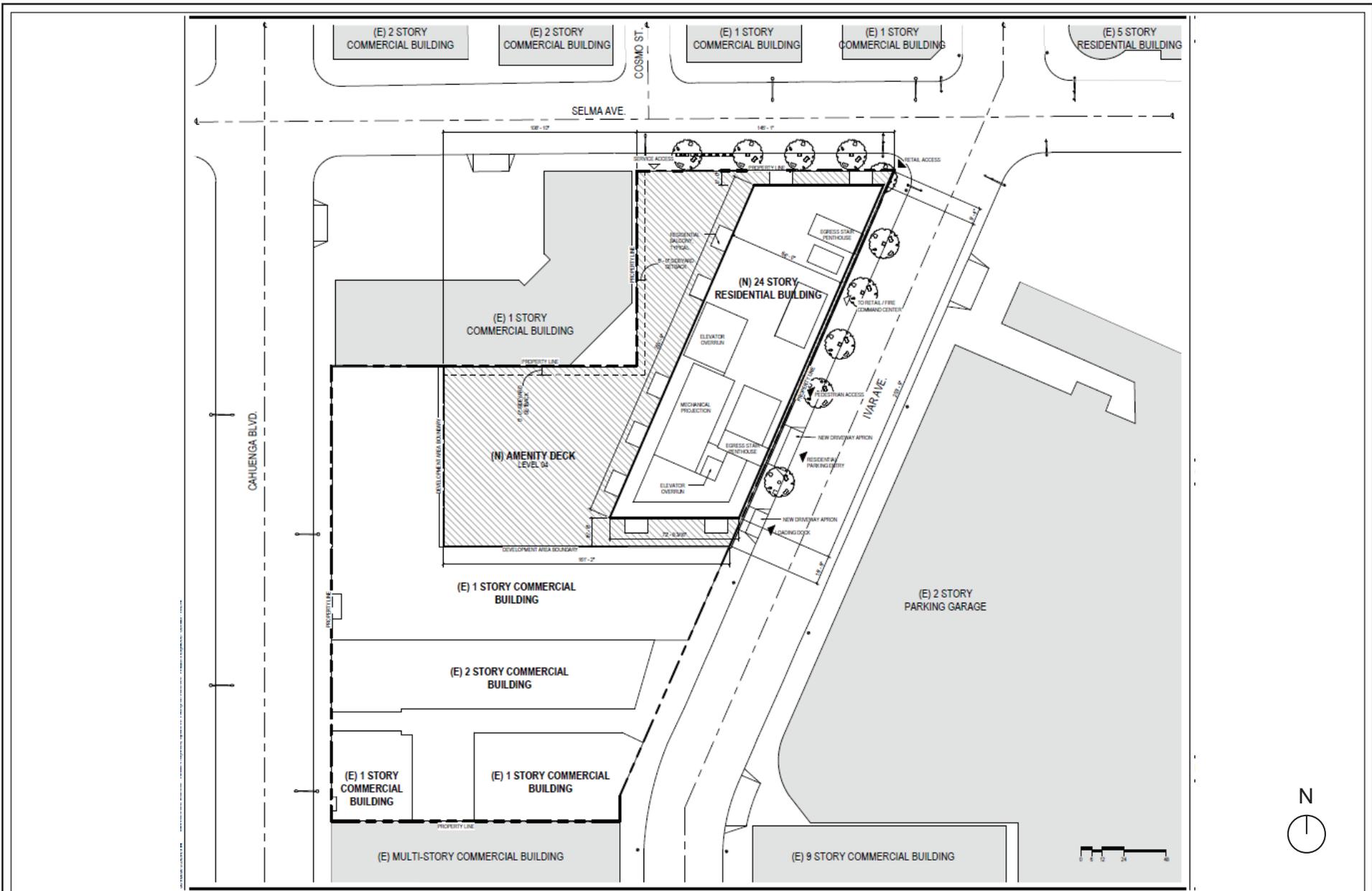
Project Location Map

Source: ArcGIS, 2020; Eystone Environmental, 2020.



Aerial Photograph of the Project Vicinity

Source: Apple Maps, 2020; Eyestone Environmental, 2020.



Conceptual Site Plan