

II. Project Description

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1. Introduction

The Sunset + Wilcox Project (Project) is a new commercial development containing office and restaurant uses proposed on an approximately 73,903-square-foot (1.70-acre)¹ site comprised of 10 contiguous lots along North Wilcox Avenue, West Sunset Boulevard, North Cole Place, and De Longpre Avenue (Project Site) in the Hollywood Community Plan Area of the City of Los Angeles (City). The Project Site is currently occupied with approximately 26,261 square feet of office and retail uses and associated surface parking. The Project includes the development of a 15-story commercial building with a total floor area of 443,418 square feet consisting of 431,032 square feet of office space and 12,386 square feet of ground floor restaurant space.² However, as detailed below in Section 4.a, Project Overview, for conservative environmental analysis purposes, this Draft EIR assumes the outdoor eating area adjacent to the ground floor restaurant space would count as floor area, resulting in a total floor area of 445,218 square feet, including 431,032 square feet of office space and 14,186 square feet of restaurant space. The Project also includes a Los Angeles Department of Water and Power (LADWP) equipment area that would include electrical distribution equipment and emergency generators within the Cole Place and De Longpre Avenue portion of the Project Site (De Longpre Lot). Specifically, on the north side of the De Longpre Lot an approximately 18-foot-tall, 3,550-square-foot enclosure would be constructed to house new electrical equipment, building life safety generator, tenant back-up generators, and switchgear with adjacent exterior LADWP transformer yard surrounded by a protective 8-foot high fence with landscaped enhancements. The area proposed for this use would not constitute floor area as defined by Los Angeles Municipal Code (LAMC) Section 12.03. As part of the Project, the existing office and retail uses and associated surface parking would be demolished. Upon completion, the Project would result in a floor area ratio (FAR) of 6:1.

¹ The Project includes a 2,275-square-foot merger of the public right-of-way along a portion of Wilcox Avenue. The Project Site includes the site area prior to the merger (71,628 square feet) plus the 2,275-square-foot merger.

² Pursuant to Los Angeles Municipal Code Section 12.21.1 A.5, outdoor eating areas of ground floor restaurants do not count towards FAR.

2. Environmental Setting

a. Project Location

The Project Site consists of 10 contiguous lots at 1440, 1420, 1424, 1426, 1428, 1432, 1432 ½, 1434, 1436, 1438, 1450, 1452, and 1454 North Wilcox Avenue; 6450, 6460, and 6462 West Sunset Boulevard; 1413, 1417, 1419, 1425, 1427, 1433, 1435, 1439, 1441, 1443, 1445, and 1447 North Cole Place; and, 6503 De Longpre Avenue, Los Angeles, California 90028 in the Hollywood Community Plan Area of the City. As shown in Figure II-1 and Figure II-2 on pages II-3 and II-4, the Project Site is bounded by Sunset Boulevard to the north, Cole Place to the east, De Longpre Avenue to the south, and Wilcox Avenue to the west.

Regional access to the Project Site is provided by the US-101, located less than 1 mile from the Project Site. Local access to the Project Site is provided by several local streets and avenues, including Sunset Boulevard and Wilcox Avenue. The Project Site is also well served by a variety of public transit options, including local and regional bus lines, subway stations, and regional rail service. In particular, the Project Site is located 0.4 mile from the Los Angeles County Metropolitan Transportation Authority (Metro) B Line Hollywood/Vine Station and immediately adjacent to the Metro 2 Local Line on Sunset Boulevard.

b. Existing Uses

(1) Existing Project Site Conditions

As shown in Figure II-3 on page II-5, the Project Site is currently developed with three buildings and surface parking. The existing buildings on the Project Site comprise approximately 26,261 square feet of floor area consisting of a one-story, 16,932-square-foot commercial building along Sunset Boulevard and Wilcox Street/Cole Place, a one-story, 4,446-square-foot commercial office building along Wilcox Street, and a two-story, 4,883-square-foot commercial office building along Cole Place and De Longpre Avenue. As shown in Figure II-3, the existing buildings on the Project Site are each separated by surface parking across the Project Site with the largest of the buildings located along Sunset Boulevard. The building along Sunset Boulevard includes a surface parking area to the rear of the building, separating it from the one-story commercial building along Wilcox Street. There is additional surface parking surrounding the one-story commercial building along Wilcox Avenue, which separates it from the two-story commercial building along Cole Place and De Longpre Avenue. Given the varying sizes of the buildings and separation of the buildings across the Project Site, the existing conditions of the Project Site reflect a disjointed set of buildings surrounded by various surface parking areas. Vehicular access to the parking areas of the Project Site is provided via curb cuts and driveways located on Wilcox Avenue and Cole Place. Pedestrian access to the Project Site is provided via sidewalks

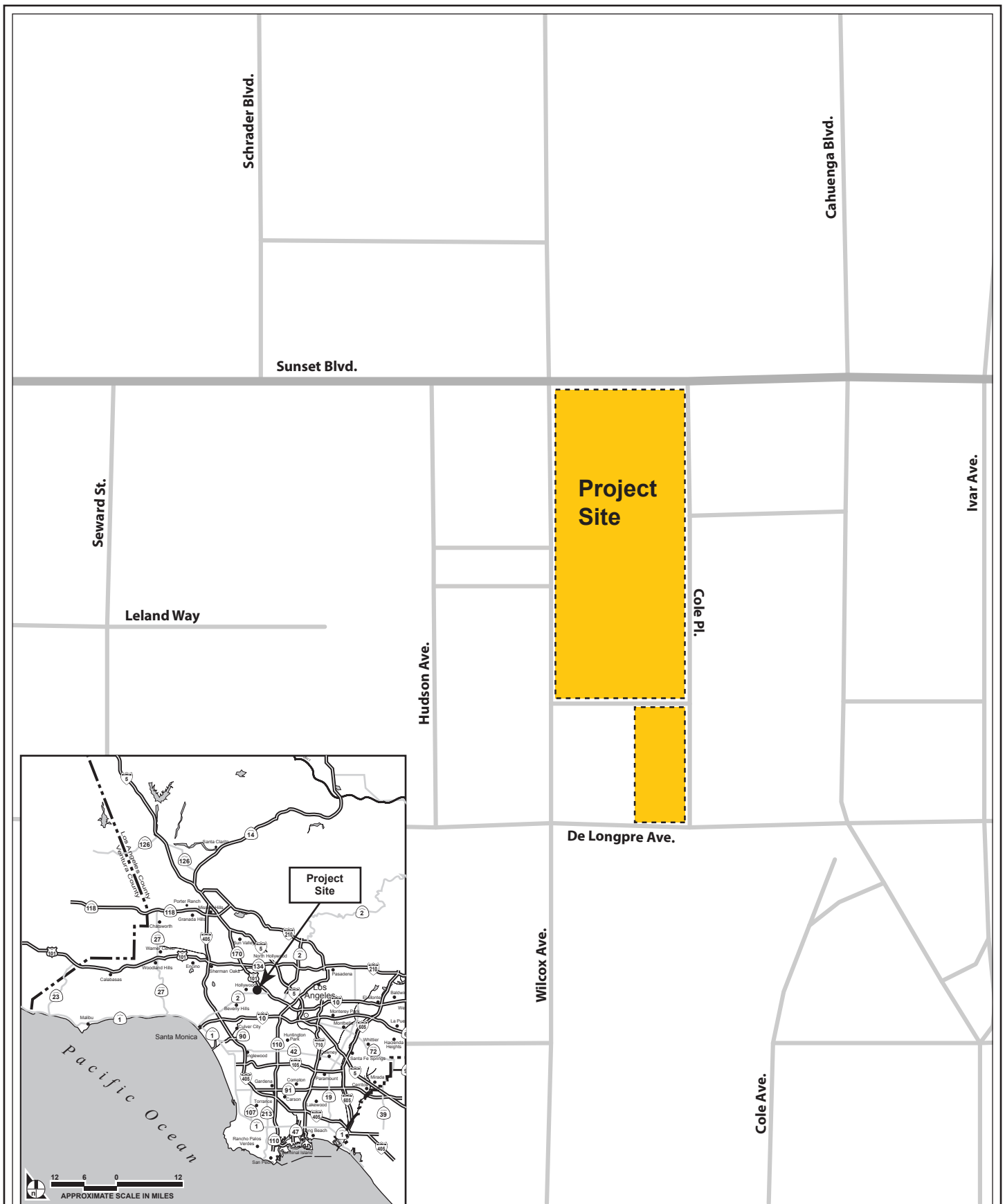


Figure II-1
Project Location

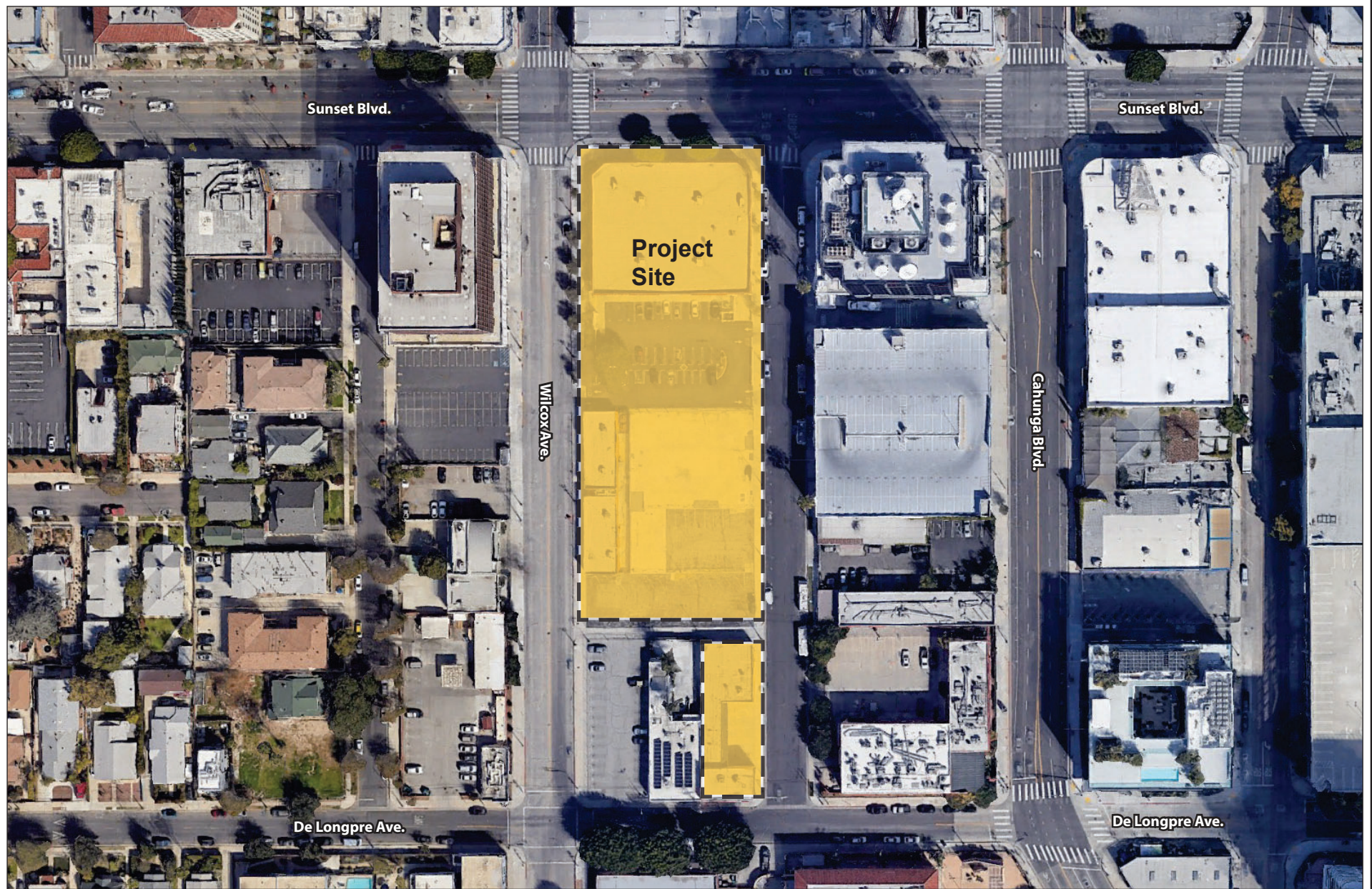


Figure II-2
Aerial Photograph of the Project Vicinity

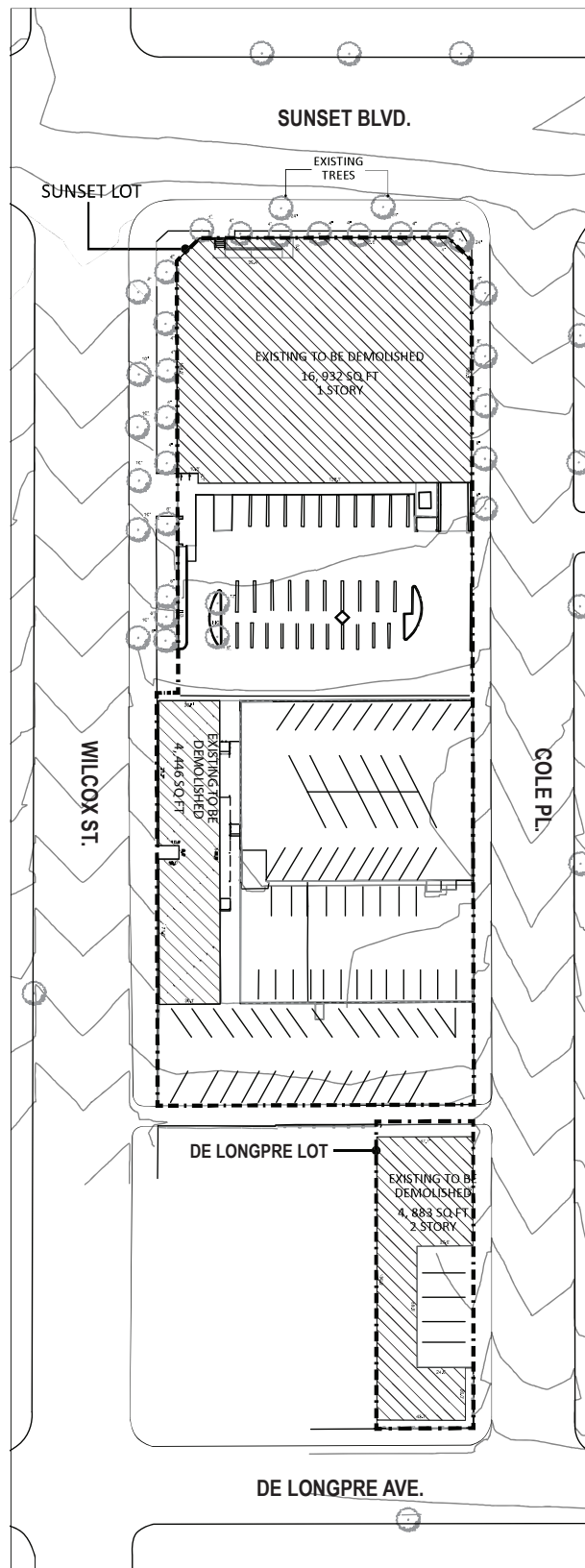


Figure II-3
Existing Site Plan

located along the perimeter of the Project Site. The Project Site is relatively flat with limited ornamental landscaping.

(2) Land Use and Zoning

The Project Site is located within the Hollywood Community Plan³ area. The Project Site has a Regional Center Commercial General Plan Land Use designation with the corresponding zones of C4-2D-SN (Commercial Zone, Height District 2 with Development Limitation, Hollywood Signage Supplemental Use District), C4-2D (Commercial Zone, Height District 2 with Development Limitation), and C2-1XL (Commercial Zone, Height District 1XL). As further demonstrated in Figure IV.E-2 in Section IV.E, Land Use and Planning, of this Draft EIR, the northern portion of the Project Site, primarily along Sunset Boulevard, is zoned C4-2D-SN, the center portion of the Project Site between Wilcox Avenue and Cole Place is zoned C4-2D, and the southern portion of the Project Site along Cole Place and De Longpre Avenue is zoned C2-1XL. The C2 and C4 zones allow for a wide variety of land uses, including retail stores, offices, restaurants, theaters, hotels, broadcasting studios, parking buildings, parks, and playgrounds. Height District 2 allows a 6:1 FAR in the Project Site's C4-Zoned portions with no height or story limit. However, the Project Site is subject to a D Limitation, which limits these portions of the Project Site to a 2:1 FAR.⁴ The D Limitation does not impose any height limits on these portions of the Project Site. Height District 1XL allows a 1.5:1 FAR in the Project Site's C2-zoned portions with a 30-foot and two-story height limit.

The Project Site is also located within a Transit Priority Area (TPA), the Hollywood Redevelopment Plan Area, the Los Angeles State Enterprise Zone, the Hollywood Entertainment District, the Hollywood Signage Supplemental Use District, and within a Tier 3 Transit Oriented Communities (TOC) area.

c. Surrounding Land Uses

The Project Site is within a developed commercial area in the Hollywood Community Plan area. As shown in Figure II-2 on page II-4, the area surrounding the Project Site is developed primarily with a mix of low- to high-intensity residential, commercial, and mid-rise office buildings, which vary widely in building style and period of construction. Land uses adjacent to the Project Site include a variety of commercial uses within one- and two-story

³ The Los Angeles Department of City Planning is currently preparing the Hollywood Community Plan Update (<https://planning.lacity.org/plans-policies/community-plan-update/hollywood-community-plan-update>). For purposes of this Draft EIR, the analysis is limited to the land use designations under the currently adopted Hollywood Community Plan.

⁴ Ordinance No. 165,661, adopted by the Los Angeles City Council on May 7, 1990.

buildings north of the Project Site, across Sunset Boulevard; the Rise Hollywood mixed-use development, which includes 369 multi-family residential units, the Los Angeles Police Department Hollywood Station, and Los Angeles Fire Department Station 27 south of the Project Site; the 14-story CNN building east of the Project Site; and an 11-story office building located west of the Project Site. The uses surrounding the Project Site are designated as Regional Center Commercial, Limited Commercial, Low Medium II Residential, and Public Facilities, and have varying zoning designations, including C4-2, C4-2D-SN, C2-1XL, C1-1VL, and RD1.5-1XL.

3. Project Objectives

California Environmental Quality Act (CEQA) Guidelines Section 15124(b) states that the project description shall contain “a statement of the objectives sought by the proposed project.” CEQA Guidelines Section 15124(b) further states that “the statement of objectives should include the underlying purpose of the project.” The underlying purpose of the Project is to revitalize the underutilized infill Project Site by developing an integrated high-density commercial development that would generate new economic opportunities for the Hollywood area. The Project’s specific objectives are as follows:

- To support the Hollywood Community Plan’s Objective 1 to further the development of Hollywood as a major center of population, employment, retail services, and entertainment.
- To support the Hollywood Community Plan’s Objective 4(a) to promote economic well-being and public convenience through allocating and distributing commercial lands for office, retail, service, and residential uses in quantities and patterns based on accepted planning principles and standards.
- Maximize the value of the underutilized site through replacement of existing low intensity commercial uses with a modern structure and a mix of uses consistent with anticipated market demands.
- Provide office space with large open floor plates, high ceilings, and a combination of indoor and outdoor spaces to meet the demand for creative work spaces that encourage collaboration and productivity.
- Locate employment opportunities and residential opportunities near one another along a major transit corridor within a high activity area to promote sustainability and reduce vehicle miles traveled, with associated reductions in air quality and greenhouse gas emissions to create a dynamic and economically viable commercial project with sufficient density to facilitate a healthy jobs-housing balance in the Hollywood area.

- To create a pedestrian-friendly project by creating a street-level identity for the Project Site and improving the pedestrian experience through the introduction of commercial uses on the ground level.
- Revitalize the Project Site by creating a commercial project with proximity to existing and future transit lines, employment opportunities, housing, shops, and restaurants while incorporating the principles of smart growth and environmental sustainability by capitalizing on the Project Site's location within an employment hub, proximity to transit and walkable streets, and the presence of existing infrastructure needed to service the proposed uses, while incorporating sustainable design components that emphasize resource conservation and efficiency.

4. Description of the Project

a. Project Overview

As shown in Figure II-4 on page II-9, the Project includes the construction of a 15-story, 275-foot tall⁵ commercial building with a total floor area, as defined by the LAMC, of 443,418 square feet consisting of 431,032 square feet of office space and 12,386 square feet of ground floor restaurant space. However, approximately 1,800 square feet of outdoor covered patio area adjacent to the ground floor restaurant space along Sunset Boulevard would not count towards the Project's total floor area pursuant to LAMC Sections 12.03 and 12.21.1 A.5. Nevertheless, to provide a conservative environmental analysis, this Draft EIR assumes this aforementioned outdoor dining area counts towards the floor area, resulting in a total floor area of 445,218 square feet, including 431,032 square feet of office space and 14,186 square feet of restaurant space.

The Project also includes a LADWP equipment area that would include electrical distribution equipment and emergency generators within the De Longpre Lot. Specifically, on the north side of the De Longpre Lot an approximately 18-foot-tall, 3,550-square-foot enclosure would be constructed to house electrical equipment, building life safety generator, tenant back-up generators, and switchgear with adjacent exterior LADWP transformer yard surrounded by a protective 8-foot high fence with landscaped enhancements. Emergency generators would be provided below grade. The area proposed for the LADWP equipment area would not constitute floor area as defined by LAMC Section 12.03. The Project would also include 1,291 vehicular parking spaces and a total of 61,449 square feet of private open space.

⁵ The building would measure 271 feet to the top of the parapet and 275 feet to the top of the mechanical and penthouse projections.

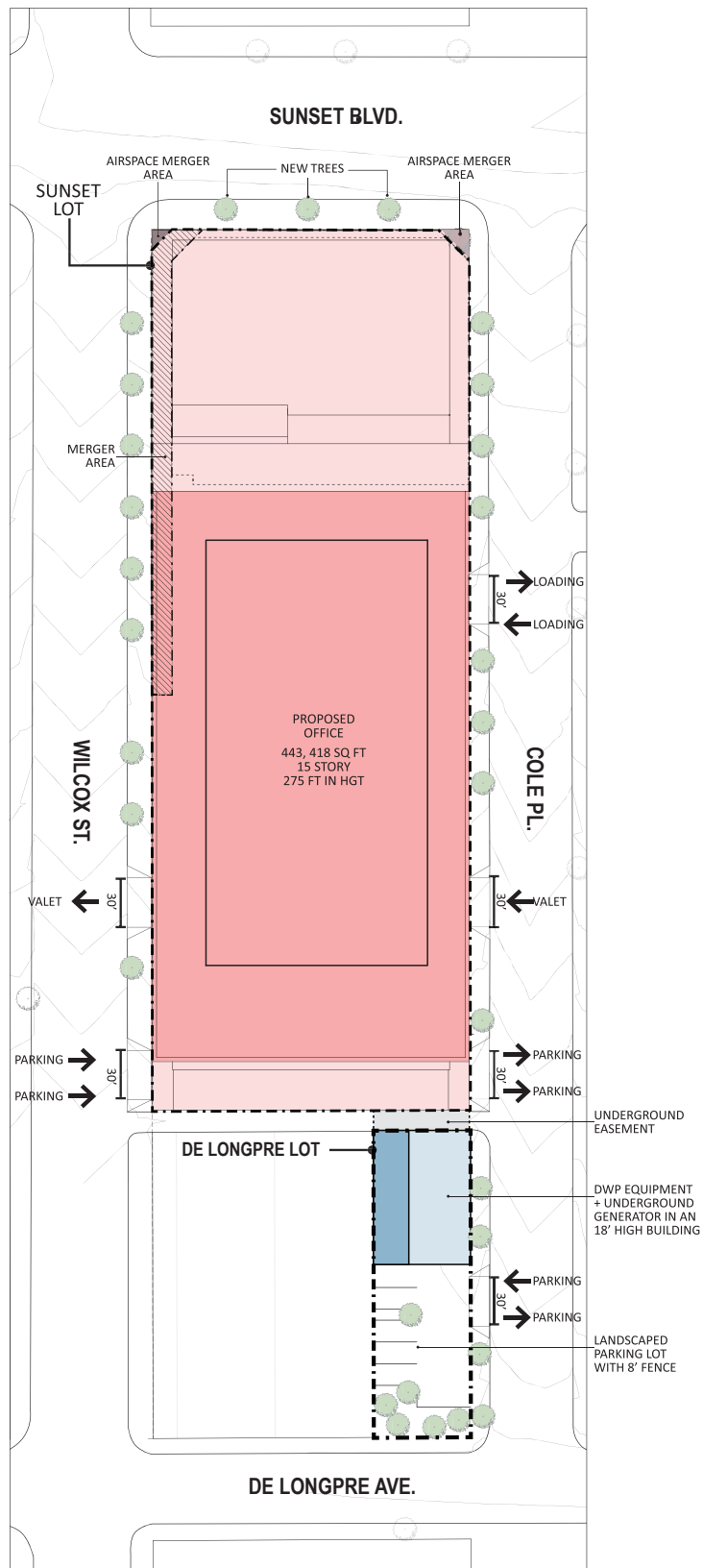


Figure II-4
Conceptual Site Plan

As part of the Project, the existing office and retail uses comprising 26,261 square feet and associated surface parking would be removed. Upon completion, the Project would result in a net increase in floor area of 418,957 square feet under a conservative analysis, and a FAR of 6:1 per the LAMC.

b. Design and Architecture

As illustrated in Figure II-5 on page II-11, the proposed commercial building would incorporate design elements consistent with other surrounding buildings in Hollywood and would feature a contemporary glass façade with various repeating rectangle forms, creating a distinctive character. The building would be designed with landscaped private terraces throughout. To enhance pedestrian activity, the ground floor of the building would include restaurant spaces along the Sunset Boulevard frontage. Also included within the ground floor would be office space, a lobby, ground floor parking, and a loading dock. Above the ground floor would be a podium composed of two above-grade parking levels as well as two floors of office space. The two above-grade parking levels would be fully-enclosed and mechanically ventilated. The podium would be wrapped in a distinctive, softly luminous material and wood screens, reducing the visibility of the parked cars from the street. The levels above the parking podium would include office spaces and would be designed with partially landscaped terraced levels. As shown in Figure II-5 and in Figure II-6 on page II-12, the massing of the building would shift south beginning at level six where 22,020 square feet of landscaped open space surrounding the office space would be provided. The Project would also include a penthouse office suite on level 14 and the mechanical roof on level 15, which would both be treated as a distinctive design element and may include the use of timber.

Also included in the Project is a LADWP equipment area across the alley within the De Longpre Lot. Specifically, on the north side of the De Longpre Lot an approximately 18-foot-tall, 3,550-square-foot enclosure would be constructed to house electrical equipment, building life safety generator, tenant back-up generators, and switchgear with adjacent exterior LADWP transformer yard. The LADWP equipment area would be surrounded by a protective 8-foot-high fence with landscaped enhancements.

c. Open Space and Landscaping

The Project would include several open space areas consisting of private landscaped outdoor terraces on levels 4 through 14. The Project would provide 61,449 square feet of private open space, of which 12,290 square feet would be landscaped and 49,159 square feet would be hardscape. As shown in Figure II-7 on page II-13, the primary open space area of the Project would be a large, 22,020-square-foot landscaped deck located on the sixth level of the commercial building. Although open space is not required for the Project because there are no residential uses proposed, 32,077 square feet of the provided open space would comply with LAMC's definition of private open space.



Figure II-5
Conceptual Rendering Looking Southeast



Figure II-6
Conceptual Rendering Looking Northeast

FLOOR PLAN DIAGRAM CAMPUS COMMONS LEVEL 06

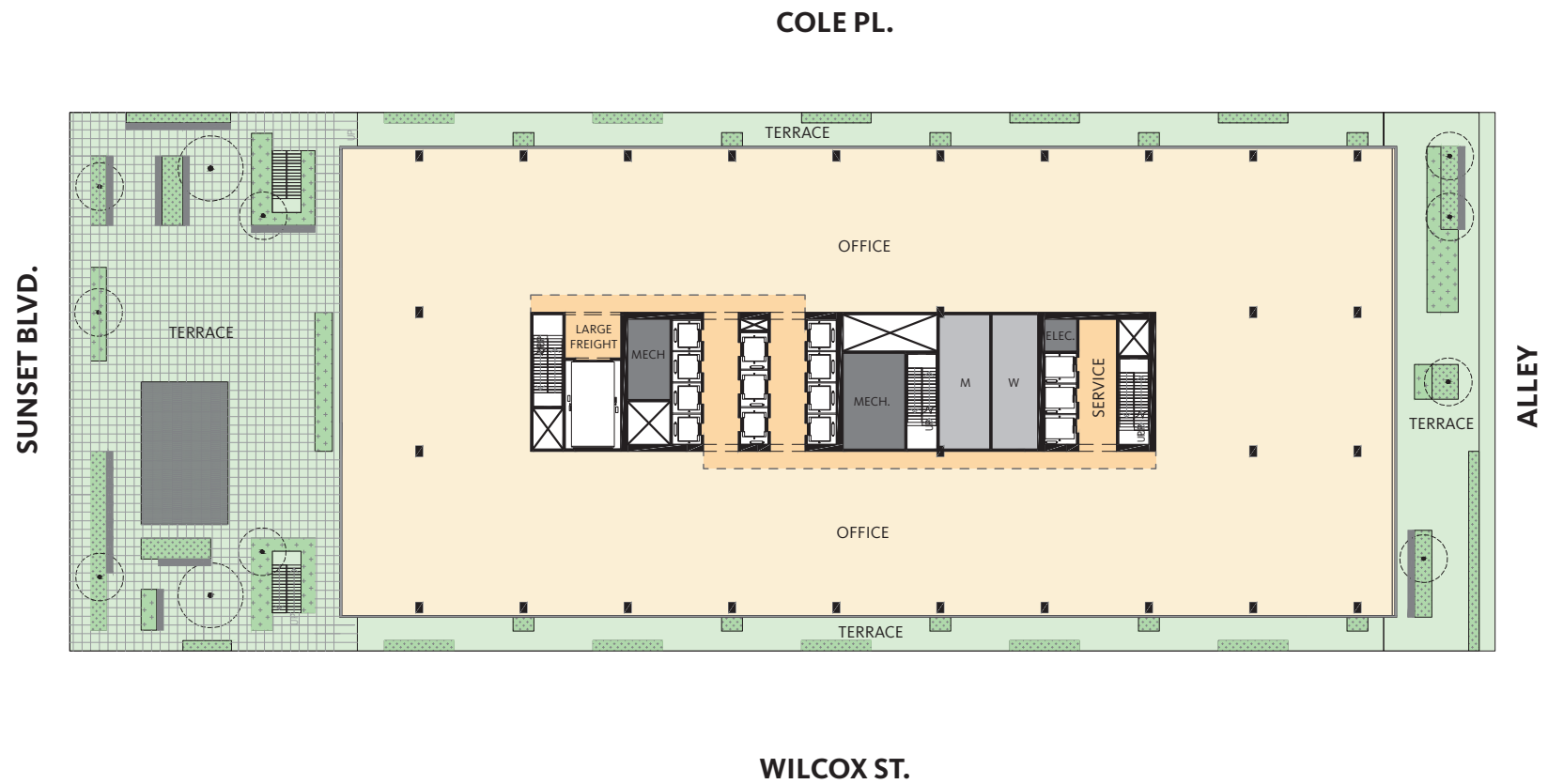


Figure II-7
Conceptual Landscape/Open Space Plan

Based on the Tree Report included in Appendix A of this Draft EIR, the Project would not involve the removal of any trees considered protected under the City of Los Angeles Native Tree Protection Ordinance either within the Project Site or in the adjacent right-of-way (street trees).⁶ To allow for development of the Project, four existing onsite trees (consisting of one Chinese elm tree and three crape myrtle trees) and 12 street trees in the adjacent right-of-way (consisting of 10 lemon bottlebrush trees and 2 Indian laurel fig trees) would be removed. Pursuant to the requirements of the City of Los Angeles Urban Forestry Division, the onsite trees to be removed would be replaced at a 1:1 ratio, and the street trees to be removed would be replaced at a 2:1 basis. Replacement trees would include native, drought-tolerant tree species. Overall, the Project would include 30 trees, including 24 new streets trees.

d. Access, Parking, and Public Transit

As illustrated in the proposed circulation diagram provided in Figure II-8 on page II-15, vehicular access to the Project Site would be provided via proposed driveways along Wilcox Avenue and Cole Place. A one-way valet driveway into the Project Site would be located along Cole Place with a corresponding exit driveway located on Wilcox Avenue. This drop-off and pick-up area would include a waiting area for both patrons and tenants utilizing the valet service to be provided on-site. A second one-way driveway into the Project Site would be located further south on Wilcox Avenue for both patrons and tenants to drive in and park, with a corresponding exit driveway along Cole Place. Valets would be able to move cars from the valet drop-off to the parking garage and back from the parking garage to the valet pick-up while remaining on-site. The Project also includes a loading zone for loading and trash operations with a tertiary driveway located further north along Cole Place. A fourth driveway is proposed along Cole Place for the surface parking lot outside of the LADWP equipment area. An on-street passenger loading zone for rideshare services is proposed along the east curb of Wilcox Avenue adjacent to the Project Site. The Project Site would be accessible for pedestrians through pedestrian points of entry along Sunset Boulevard and Wilcox Avenue, with bicycle access provided from Cole Place and Wilcox Avenue.

The Project would include 1,291 vehicular parking spaces. Parking for the commercial building would be provided within three subterranean levels, at-grade, and within a small parking mezzanine and two full floor fully-enclosed, mechanically ventilated above-grade

⁶ Native species of oak (*Quercus* sp., except scrub oak [*Q. dumosa*]), Southern California black walnut (*Juglans californica*), California bay laurel (*Umbellularia californica*) and western sycamore (*Platanus racemosa*) trees at least 4 inches in diameter (cumulative for multi-trunked trees) at 4.5 feet above the ground level at the base of the tree or diameter-at-breast height (DBH) are protected in the City under Ordinance No. 177,404, which became effective April 23, 2006. On December 11, 2020, the City adopted Ordinance No. 186,873, extending protection status to include two native shrub species, the Mexican Elderberry (*Sambucus mexicana*) and toyon (*Heteromeles arbutifolia*) shrubs.

parking levels. Five vehicular parking spaces would be provided within a small surface parking area adjacent to the LADWP equipment area. The Project Applicant is required to record a covenant against the property to provide thirty-five (35) vehicular parking spaces at the Project Site for off-site uses. These spaces, which are already included in the 1,291 total vehicular parking spaces, would be unreserved. In accordance with LAMC requirements, the Project would also provide 141 bicycle parking spaces, including 92 long-term spaces and 49 short-term spaces in a bicycle parking facility within the first floor of the parking garage. The Project would also include other amenities for bicyclists such as showers and a repair facility near the bicycle parking facility. In addition, the Project would comply with City and State requirements for providing electric vehicle charging capabilities and electric vehicle charging stations within the parking areas. The Project Site is conveniently accessible by various transit options, including the Metro B Line Hollywood/Vine Station located 0.4 mile northeast of the Project Site. Local and regional bus lines are also in close proximity to the Project Site with frequent stops and service to various locations throughout the City.⁷

e. Lighting and Signage

Project lighting would include architecturally-integrated low-level exterior lights on the buildings and along pathways for security and wayfinding purposes. In addition, low-level lighting to accent signage, architectural features, and landscaping elements would be incorporated throughout the Project Site. Project lighting would be designed to minimize light trespass from the Project Site and minimize sky-glow to allow for night sky views. All exterior lighting would be dimmable and automatically controlled via occupancy sensors and photo sensors to allow for the appropriate control of nighttime lighting. Interior lighting would be dimmable and controlled to meet all prevailing code requirements, which includes the use of occupancy sensors, multi-scene presets, and timeclock events.

All exterior and interior lighting would meet the requirements of the California Energy Commission Building Energy Efficiency Standards—Title 24, version 2016 and the National Electrical Code (NEC). Any new street and/or pedestrian lighting within the public right-of-way would comply with all applicable City regulations and would be approved by the Bureau of Street Lighting, as required, in order to maintain appropriate and safe lighting levels on both sidewalks and roadways while minimizing light and glare on adjacent properties.

The Project would include retail and building identification signage that would be aesthetically compatible with the proposed architecture of the Project Site. Proposed signage

⁷ The Project Site is located within a TPA, as that term is defined in PRC Section 21099(a)(7) as it is located within one-half mile of the Los Angeles County Metropolitan Transportation Authority (Metro) Hollywood and Vine Station and bus routes including the Metro 2 Local Line. Further, the City's Zoning Information (ZI) and Map Access System (ZIMAS) confirms that the Project Site is within a TPA, as defined in ZI No. 2452.

would include general street level tenant/site identification and visitor directional signage as permitted by the LAMC. All proposed on-site and off-site signage, including one digital (non-animated) wall sign along the Sunset Boulevard frontage, would fit within the permitted area per each sign type, the combined area of all signs, and the permitted sign location pursuant to the LAMC and the Hollywood Signage Supplemental Use District, as applicable.

f. FAR, Density, and Setbacks

As discussed above, the Project Site is designated as Regional Center Commercial and zoned C4-2D-SN (Commercial Zone, Height District 2 with Development Limitation, Hollywood Signage Supplemental Use District), C4-2D (Commercial Zone, Height District 2 with Development Limitation), and C2-1XL (Commercial Zone, Height District 1XL). Height District 2 allows a 6:1 FAR in the Project Site's C4 zoned portions with no height limit. However, the Project Site is subject to D Limitations, which limits the Project Site to a 2:1 FAR. The D Limitation does not impose any height limits on these portions of the Project Site. Height District 1XL allows a 1.5:1 FAR in the Project Site's C2-zoned portions with a 30-foot and two-story height limit. The Project includes a total floor area of 443,418 square feet with a FAR of 6:1; however, as previously discussed above, this Draft EIR assumes a total floor area of 445,218 square feet for conservative purposes. In order to permit a FAR of 6:1, the Project has requested a Height District Change from Height 1XL and 2D to Height District 2.

According to LAMC Sections 12.14 and 12.16, there is no setback requirement for the front, side, or rear yards for buildings used exclusively for commercial purposes. While the Project Site does not have front, side, or rear yards, the Project would incorporate transitions from the sidewalk to the ground floor uses and building entryways along Sunset Boulevard and Wilcox Street through the use of landscaped areas and canopies.

g. Sustainability Features

The Project would be designed and constructed to incorporate environmentally sustainable building features equivalent to a Gold certification under the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED®) Rating System for new construction, and environmentally sustainable building features and construction protocols required by the Los Angeles Green Building Code and CALGreen Code. These standards would reduce energy and water usage and waste and, thereby, reduce associated greenhouse gas emissions and help minimize the impact on natural resources and infrastructure. The Project would incorporate sustainability features for alternative, low-carbon modes of transportation, such as a protected bicycle storage facility and electric vehicle charging infrastructure. The Project would also incorporate water conservation features through low-water use plant selections and ultra-low flow indoor water fixtures. Additionally, as previously mentioned, the Project would include exterior and interior lighting

that would meet the requirements of the California Energy Commission Building Energy Efficiency Standards—Title 24, version 2016 and the National Electrical Code.

As part of its sustainability efforts, the Project Applicant would voluntarily pursue certification of the Project as an Environmental Leadership Development Project (ELDP) pursuant to the Jobs and Economic Improvement through Environmental Leadership Act of 2021 (SB 7). SB 7, codified in Public Resources Code Sections 21178 through 21189.3, is intended to encourage California's economic recovery by providing a streamlined process for judicial review for development projects that qualify as an ELDP. In order to be certified as an ELDP, the Governor of California must determine that the Project would result in a minimum investment of \$100 million, would create high-wage jobs, and would not result in net additional greenhouse gas (GHG) emissions, as determined by the California Air Resources Board. Further, mixed-use projects must be located on an infill site, be designed to achieve LEED Gold certification, be consistent with the relevant regional sustainable communities strategy, and exceed the transportation efficiency for comparable projects by at least 15 percent. The Project is currently undergoing the ELDP application and certification process, which will ensure compliance with these requirements.

h. Anticipated Construction Schedule

Construction of the Project would commence with demolition of the existing buildings and surface parking areas. This phase would be followed by grading and excavation for the subterranean parking. Excavation depth would extend to a maximum of 52 feet below ground surface. Building foundations would then be laid, followed by building construction, paving/concrete installation, and landscape installation. Project construction is anticipated to commence in 2023 and be completed in 2026. It is estimated that approximately 93,000 cubic yards of export would be hauled from the Project Site.

5. Requested Permits and Approvals

The list below includes the anticipated requests for approval of the Project. This Environmental Impact Report analyzes the potential environmental impacts associated with the Project and provides environmental review sufficient for all necessary entitlements and public agency actions associated with the Project. The discretionary entitlements, reviews, permits and approvals required to implement the Project include, but are not necessarily limited to, the following:

- Pursuant to LAMC Section 12.32-F, a Height District Change for the Project Site to change the Project Site's Height Districts No. 1XL and No. 2D to No. 2;

- Pursuant to LAMC Sections 12.24-W.1 a Main Conditional Use Permit for the sale and dispensing of alcoholic beverages for on-site and off-site consumption for up to three restaurants;
- Pursuant to LAMC Section 16.05, a Site Plan Review for a development that results in an increase of 50,000 square feet or more of non-residential floor area or generates more than 1,000 average daily trips;
- Pursuant to LAMC Section 17.15 and 17.03, a Vesting Tentative Tract Map No. 83088 merge and re-subdivide the Project Site to create two ground lots and 12 airspace lots, merge a 2,275 square-foot portion of Wilcox Avenue into the Project Site, and request to remove the 5-foot dedication along the entire alley abutting the lot with APN 5546-014-014 and remove a 5-foot dedication along the alley abutting the lot with APN 5546-014-017; and
- Other discretionary and ministerial permits and approvals that are or may be required, including, but not limited to, temporary street closure permits, grading permits, excavation permits, haul route approval, street tree removal approval, foundation permits, and sign permits.