II. Project Description

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A. Project Summary

The 1000 Seward Project (Project) includes the development of a ten story-mixed use office building on a 34,152 square-foot (0.78-acre) site located at 1000 and 1006 Seward Street; 1003, 1007, and 1013 Hudson Avenue; and 6565 Romaine Street (Project Site) in the Hollywood Community Plan area of the City of Los Angeles (City). The Project would include the development of new office, restaurant, and retail uses totaling 150,600 square feet. Specifically, the Project would develop 136,200 square feet of office uses, 12,200 square feet of restaurant uses (of which 6,100 square feet may be used for an entertainment use on the tenth floor), and 2,200 square feet of retail uses. The proposed uses would be located within a single ten-story building (with an additional rooftop level for mechanical equipment and an outdoor tenant terrace) with a maximum height of 133 feet to the top of the highest occupiable level and a maximum height of 155 feet to the top of the mechanical equipment level. In accordance with the Los Angeles Municipal Code (LAMC), the Project would provide 310 vehicular parking spaces and 58 bicycle parking spaces (36 long-term and 22 short-term) within four subterranean parking levels, one at-grade level, and three fully enclosed and mechanically ventilated above grade parking levels.

An existing restaurant and studio and production space, totaling 2,551 square feet and 8,442 square feet, respectively, along with a surface parking lot would be demolished to accommodate the Project. Upon completion, the Project would result in 150,600 square feet of floor area within the Project Site with a floor area ratio (FAR) of 4.4:1.[1]

[1] *The Initial Study prepared for the Project included as Appendix A of this Draft EIR assumed that the Project would be developed under one of two development options (Option A or Option B). Since publication of the Initial Study, the Applicant has notified the City that it will proceed with the development option described in the Initial Study as "Option A." Therefore, this Draft EIR does not include a discussion or analysis of Option B because it is no longer being pursued.*

B. Environmental Setting

1. Project Location

As shown in Figure II-1 on page II-3, the Project Site is located at 1000 and 1006 Seward Street; 1003, 1007, and 1013 Hudson Avenue; and 6565 Romaine Street, within the Hollywood Community Plan area of the City, approximately 11 miles east of the Pacific Ocean. Primary regional access is provided by Santa Monica Boulevard, located approximately 0.12 mile north of the Project Site and the Hollywood Freeway (US-101) located approximately 1.5 miles east of the Project Site. Local access to the Project Site is provided by Hudson Avenue, Seward Street, and Romaine Street. The 34,152 square-foot (approximately 0.78-acre) Project Site is bounded by an approximately 64-foot tall parking structure and multi-family residential buildings to the north, a 76-foot tall office building and an above-grade parking structure to the west, industrial uses to the south, and multi-family residential buildings to the east.

2. Existing Uses

a. Existing Project Site Conditions

Figure II-2 on page II-4 provides an aerial view of the Project Site. The Project Site is currently developed with two one-story buildings totaling 10,993 square feet, comprised of a 2,551 square-foot restaurant and 8,442 square-foot studio and production space, along with surface parking areas. Vehicular access to the Project Site is provided via driveways along Romaine Street and Hudson Avenue. Pedestrian access to the Project Site is located along Seward Street and Romaine Street in the form of concrete sidewalks. Existing landscaping within the Project Site includes one tree and other landscaping within small planted areas. There are no City right-of-way trees adjacent to the Project Site.

b. Land Use and Zoning

The Project Site is located within the City's Hollywood Community Plan[2] area. The Project Site has a General Plan land use designation of Limited Manufacturing and Medium Residential and is zoned MR1-1 (Restricted Industrial, Height District 1) and R3-1 (Multiple Dwelling, Height District 1). Pursuant to the LAMC, the MR1 Zone permits CM (commercial

[2] *The City is currently in the process of updating the Hollywood Community Plan. The most recent draft was released in February 2021 and is available at https://planning.lacity.org/plans-policies/community-plan-update/hollywood-community-plan-update#the-plan. The City Planning Commission recommended approval of the draft Plan on March 18, 2021, the Department of City Planning released the letter of determination on August 18, 2021, and the draft plan is currently awaiting consideration by the City's Planning and Land Use Management committee.*

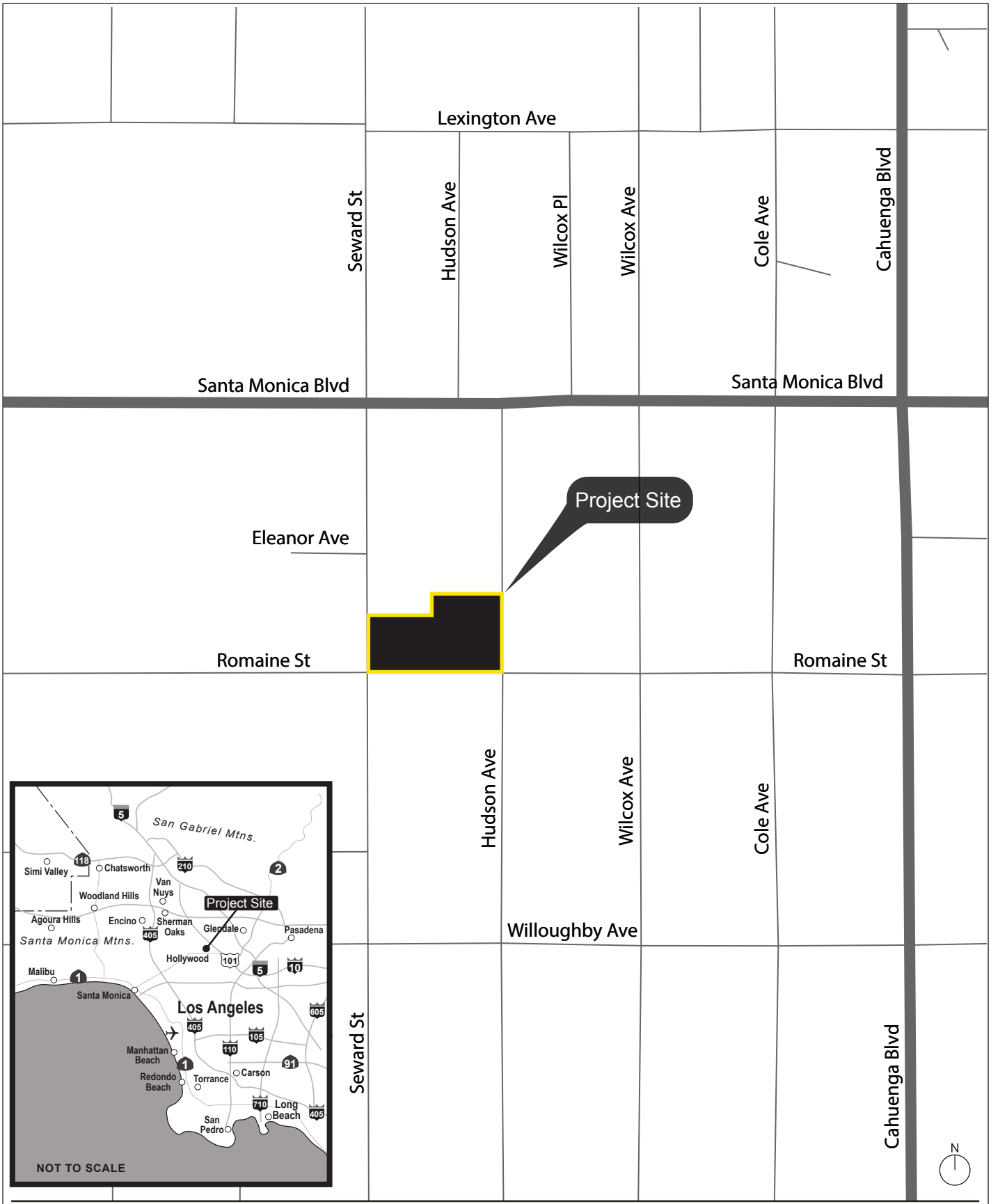

Figure II-1
Project Location Map

Source: Los Angeles County GIS, 2015; Eyestone Environmental, 2020.

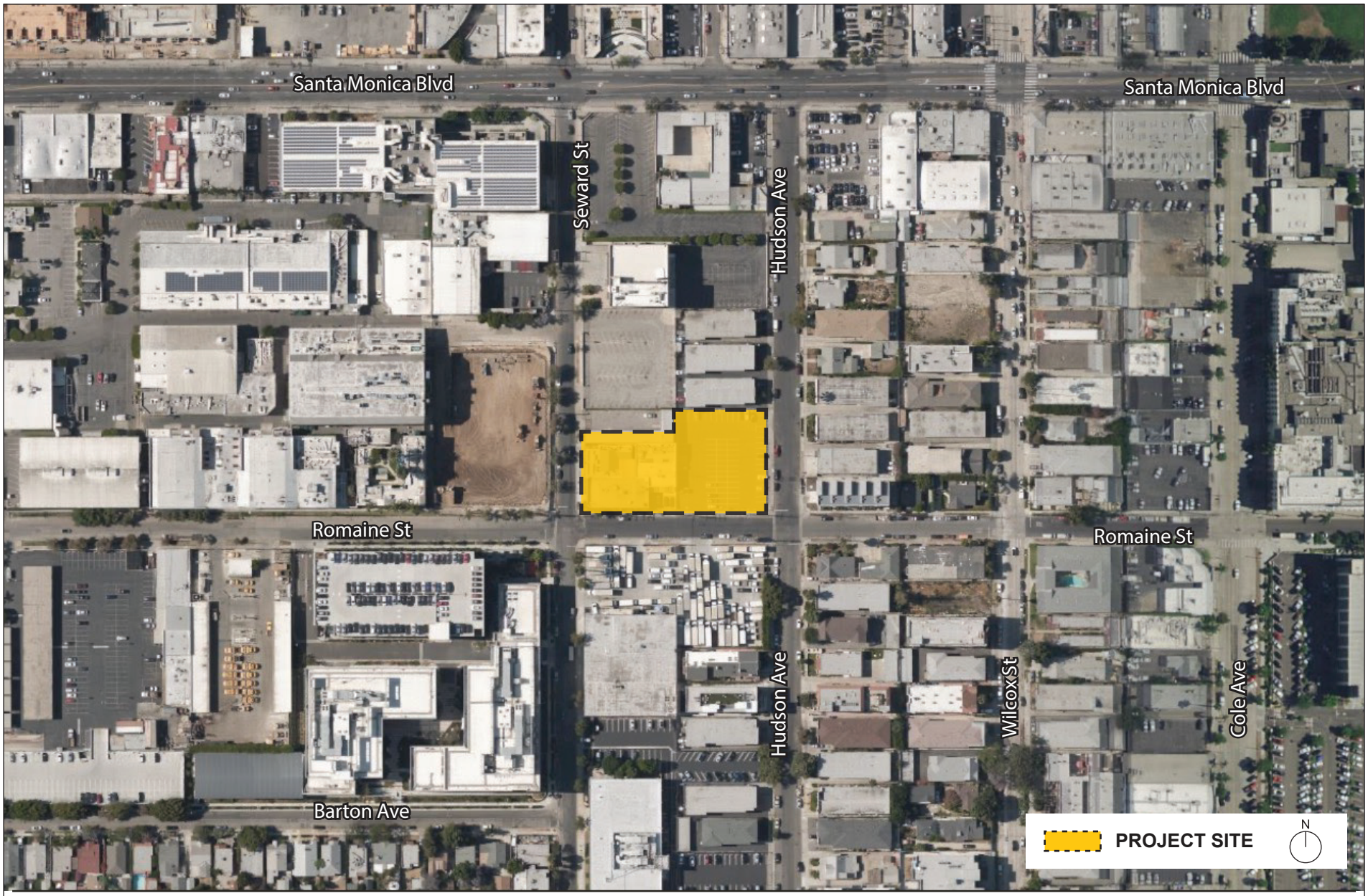

Figure II-2
Aerial of the Project Vicinity

Source: Apple Maps, 2017; Eyestone Environmental, 2018.

manufacturing) uses, including limited commercial and manufacturing, clinics, media production, limited machine shops, animal hospitals, and kennels. The R3 Zone permits R2 (two-family dwellings) uses, including apartment houses, multiple dwellings, and child care (20 children maximum) uses. The Height District 1 designation, in conjunction with the R3 Zone has a height limit of 45 feet and an FAR of 3:1. The Height District 1 designation for the MR1 Zone permits an FAR of 1.5:1, but does not impose a maximum building height limit. The Project Site is also located within the boundaries of the Los Angeles State Enterprise Zone and Revised Hollywood Community Plan Injunction.[3]

3. Surrounding Land Uses

The Project Site is located in a highly urbanized area at the southern edge of the Hollywood Community Plan area. As shown in Figure II-2 on page II-4, the Project vicinity is developed with a mix of industrial, commercial, and residential uses. Land uses located adjacent to the Project Site include an approximately 64-foot tall parking structure and multi-family residential buildings to the north; a 76-foot tall office building and an above-grade parking structure to the west; a 76-foot tall office/commercial building and industrial uses to the south; and multi-family residential buildings to the east. The uses surrounding the Project Site have a land use designation of Medium Residential or Limited Manufacturing and are zoned R3-1 (Multiple Dwelling, Height District 1), MR1-1 (Restricted Industrial, Height District 1), MR1-1-SN (Restricted Manufacturing, Height District 1, Sign District), (T)(Q)M1-1-SN (Tentative Zone Classification, Qualified Classification, Limited Manufacturing, Height District 1, Sign District).

C. 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 provide an infill commercial development for growing retail, hospitality, entertainment, and technology companies looking to locate businesses within the Hollywood community. The Project's specific objectives are as follows:

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[3] *As of April 2, 2014, the 2012 Hollywood Community Plan Update (HPCU) and its associated zoning ordinance (Ordinance No. 182,173) have been rescinded. Per City Zoning Information (ZI) File No. 2433, the Department of Building and Safety shall not issue any permit unless the project receives an HCPU Injunction REVISED Clearance from the Department of City Planning confirming that the project conforms to the General Plan Land Use designation, including street classifications, and the zoning regulations in place prior to June 19, 2012, i.e., the 1988 Hollywood Community Plan and corresponding zoning ordinances.*

- 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 and create a dynamic and economically viable project with sufficient office square footage and density to facilitate a healthy job-housing balance in the Hollywood area.

- 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 retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards and activate the Hollywood area with commercial opportunities serving local employees, generate local tax revenue, and provide jobs for residents in support of local business.

- 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 retail and restaurant uses on the ground level.

- Provide a sustainable building design that allows for the use of energy-efficient technology, thereby reducing the overall reliance on energy for lighting and cooling.

- Promote local, regional, and State land use and mobility objectives and reduce vehicle miles traveled (VMT) through infill development and providing jobs in proximity to transit and transportation infrastructure to encourage pedestrian activity.

- Support the growth of the City's economic base by creating a significant number of construction and permanent jobs.

D. Description of the Project

1. Project Overview

The Project proposes to develop new office, restaurant, and retail uses totaling 150,600 square feet. As shown in Table II-1 on page II-7, the Project would demolish both existing buildings on the Project Site and develop 136,200 square feet of office uses, 12,200 square feet of restaurant uses (of which 6,100 square feet may be used for an entertainment use), and 2,200 square feet of retail uses. The proposed uses would be located within a single ten story building (with an additional rooftop level for mechanical equipment and an outdoor entertainment/tenant terrace) with a maximum height of 133 feet to the top of the highest occupiable level and a maximum height of 155 feet to the top of the mechanical equipment level. The Project would result in 150,600 square feet of floor area within the Project Site with a FAR of 4.4:1. In accordance with the LAMC, the Project would provide 310 vehicular parking spaces and 58 bicycle parking spaces (36 long-term and 22 short-term) within four subterranean levels, one at-grade level, and three fully enclosed and mechanically ventilated above grade parking levels.

Table II-1
Summary of Proposed Floor Area[a]

Land Use	Floor Area
Office	136,200 sf
Restaurant[b]	12,200 sf
Retail	2,200 sf
Project Total	**150,600 sf**

sf = square feet

[a] *Square footage is calculated pursuant to the LAMC definition of floor area for the purpose of calculating FAR. In accordance with LAMC Section 12.03, floor area is defined as "[t]he area in square feet confined within the exterior walls of a building, but not including the area of the following: exterior walls, stairways, shafts, rooms housing building-operating equipment or machinery, parking areas with associated driveways and ramps, space for the landing and storage of helicopters, and basement storage areas."*

[b] *6,100 square feet may be used for entertainment uses.*

Source: Hawkins Brown, 2020.

As shown in Figure II-3 on page II-8, the proposed building's ground floor would include the retail and restaurant uses including an outdoor dining area, a lobby for the office use, and parking, as well as an electrical room, transformer, fan, and trash room. Above the ground level, Levels 2 and 3 would include additional parking and additional office uses. Levels 4 through 9 would include office uses and several outdoor terraces and Level 10 would feature restaurant/hospitality/entertainment uses,office uses, and an outdoor dining terrace. The roof would house the building's mechanical equipment as well as an outdoor entertainment/tenant terrace .

The Project would require a General Plan Amendment to the Hollywood Community Plan to change the land use designation for a portion of the Site from Medium Residential to Limited Manufacturing to match the balance of the Project Site; a Vesting Zone Change from R3 and MR1 to M1 to allow for the office use across the entire Project Site; and a Height District Change from Height District No. 1 to Height District No. 2 with a D Limitation to allow a 4.5:1 FAR. As noted above, the Project would result in 150,600 square feet of floor area within the Project Site with a FAR of 4.4:1.

2. Design and Architecture

Materials used for the Project feature metal panels with projecting fins, glazed guard rails, metal profiles, and precast concrete elements. The building's massing is comprised of three distinct volumes. Each volume is intended to respond to the height and scale of the surrounding buildings. The lower volume is set back from Seward Street at the southwest

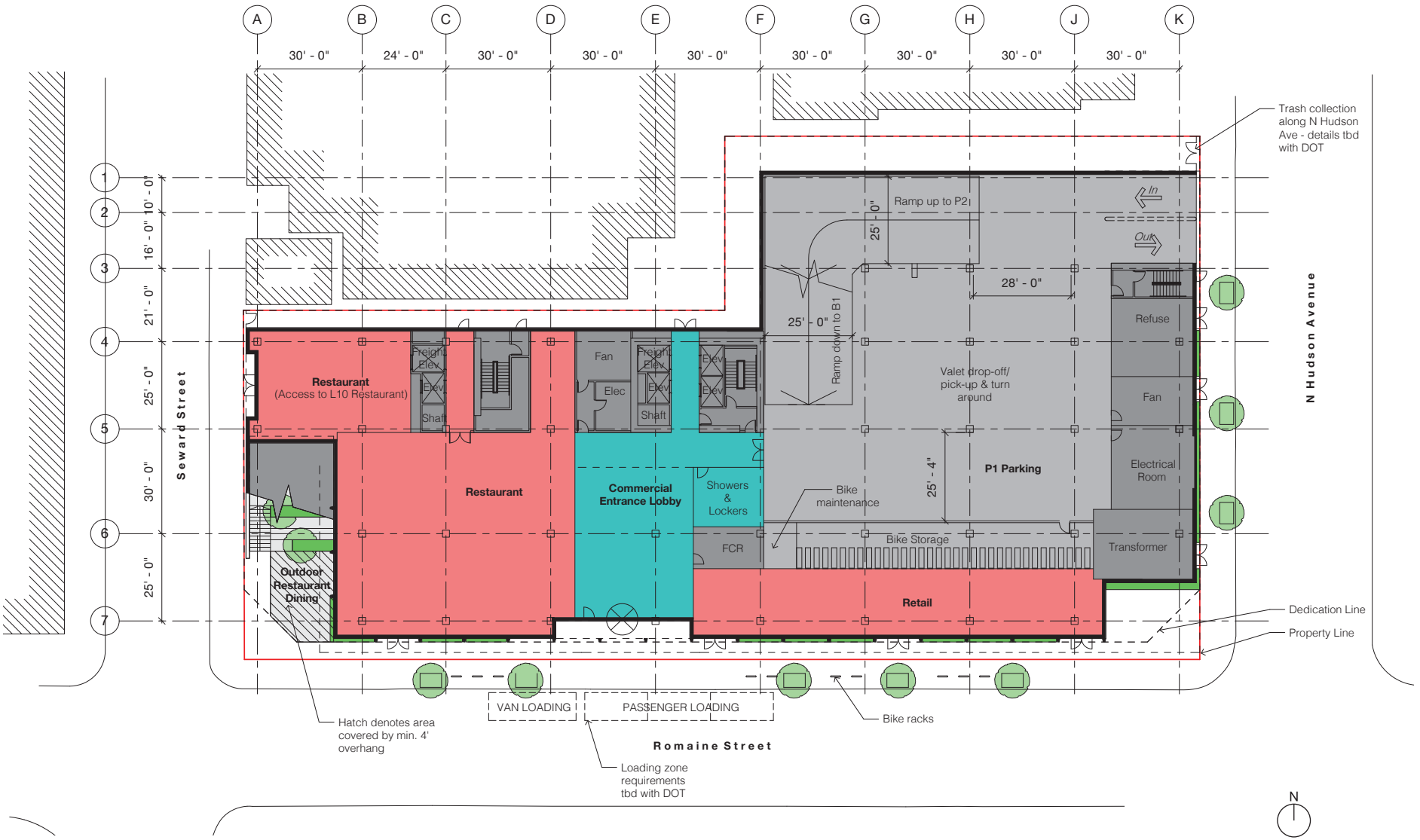

Figure II-3
1st Floor Plan

Source: Gruen Associates, 2020.

corner of the Project Site, creating a public plaza in front of the building. The plaza is enhanced by a new tiered auditorium stair, incorporating a seating area and planting. A distinct and legible entrance to the commercial office lobby is also located on Romaine Street. The middle volume is set back from both the properties to the north, as well as Hudson Avenue, to respect the adjacent building scale and sightlines from the neighboring properties. This middle volume projects over the public plaza to form a high-level canopy and employs a unique diagonal pattern of metal bars that suggest the structural solidity of a truss and further sets it apart from the bottom and top boxes. The upper volume is set back further from Romaine Street and Hudson Avenue to form a crown to the building. This uppermost volume is the smallest of the "stacked boxes" with portions of its lid open to the sky to convey a quality of lightness. Its purposeful misalignment with the two lower volumes creates a dynamic architectural composition. Furthermore, large planted terraces will be provided at multiple levels of the building adding visual interest and further breaking down the scale of the entire building. Each of the "stacked boxes" are clad with a distinctive pattern of metal components that provide texture but also break up the expanses of glass. A conceptual rendering is provided in Figure II-4 on page II-10.

3. Open Space and Landscaping

While no open space is required, the Project would incorporate open space throughout the Project Site. Tenant terraces would be located on Levels 2, 4, 5, 8, 9, and the roof and would feature lounge seating and landscaping. Meanwhile Level 10 would include a restaurant/entertainment terrace. Additional common open space would be provided on the first floor of the building and would include walkways, outdoor dining seating, new trees, and raised planters. The Project would provide approximately 33,100 square feet of open space (500 square feet of which would be a publicly accessible ground floor plaza). One non-protected tree and the existing landscaping would be removed from the Project Site. There are no existing City right-of-way trees adjacent to the Project Site. New trees would be provided along the building perimeter, including eight new street trees along Romaine Street and Hudson Avenue, and landscaping would be provided on the tenant terraces.

4. Access, Public Transit, and Parking

Vehicular access to the Project Site would be provided via a two-way driveway along Hudson Avenue that would provide access to the building's ground-level, above-grade and subterranean parking. Primary pedestrian access to the building's commercial lobby would be provided along Romaine Street. Secondary pedestrian access would be available along Seward Street, including access to the Level 10 restaurant.

The Project would provide 58 bicycle parking spaces (36 long-term and 22 short-term). These parking spaces would be located within the ground level parking area.

Figure II-4
Conceptual Rendering

Source: Gruen Associates, 2020.

Public transit service in the vicinity of the Project Site is currently provided by multiple local and regional bus lines provided by the Los Angeles County Metropolitan Transit Authority (Metro) and the Los Angeles Department of Transportation (LADOT). Specifically, transit options in the vicinity of the Project Site include the Hollywood/Vine station of the Metro B Line (Red) located approximately 1 mile northeast of the Project Site and Metro bus line 4 located approximately 0.2 mile northeast of the Project Site and DASH Hollywood located approximately 0.4 mile north of the Project Site. In addition, Metro bus lines 210 and 224 also operate within 0.5 mile of the Project Site with bus stops located at Vine Street & Santa Monica Boulevard and Highland Avenue & Santa Monica Boulevard, respectively.

Based on LAMC requirements under Section 12.21 and Enterprise Zone/Employment and Economic Incentive Program Area for the proposed land uses, the Project would be required to provide 310 vehicle parking spaces. The Project provides 310 vehicle parking spaces within four subterranean levels, which would extend to a maximum depth of 45 feet, one at-grade level that would be enclosed with the exception of the entrance, and in three fully enclosed and mechanically ventilated above grade parking levels. The Project would also comply with City requirements for providing electric vehicle charging capabilities and electric vehicle charging stations within the proposed parking area.

5. Lighting and Signage

Exterior lighting along the public areas would include pedestrian-scale (i.e., lower to the ground, spaced closer together) lighting fixtures. Exterior lighting would incorporate low-lumen exterior lights on the building 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 site. Project lighting would be designed to minimize light trespass from the Project Site and would comply with all LAMC requirements. All new street and pedestrian lighting within the public right-of-way would comply with applicable City regulations and would require approval from the Bureau of Street Lighting in order to maintain appropriate and safe lighting levels on sidewalks and roadways while minimizing light and glare on adjacent properties.

Proposed signage would be designed to be aesthetically compatible with the architecture of the Project and with the requirements of the LAMC. Proposed signage would include mounted Project identity signage, building and commercial tenant signage, and general ground-level and wayfinding pedestrian signage. Wayfinding signs would be located at parking garage entrances, elevator lobbies, and vestibules. No off-site advertising is proposed as part of the Project.

6. Sustainability Features

The Project has been designed and would be constructed to incorporate environmentally sustainable building features and construction protocols required by the Los Angeles Green Building Code and CALGreen. 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 sustainability features to be incorporated into the Project would include, but would not be limited to the following: electric vehicle charging stations; material recycling stations; highly efficient HVAC systems; energy-efficient wall insulation and glazing units; WaterSense-labeled plumbing fixtures and weather-based controller and drip irrigation systems to promote a reduction of indoor and outdoor water use; Energy Star–labeled appliances; and water-efficient landscape design (i.e., grouping plants according to their water needs, use of native and low-water plants, etc.). In addition, the Project would also set aside an area as required by Title 24 for potential installation of solar panels at a later date.

7. Anticipated Construction Schedule

Project approval is anticipated in 2022, with construction to begin thereafter, with completion by 2025. Construction of the Project would commence with demolition of the existing structures and surface parking. This phase would be followed by grading and excavation for the subterranean parking. Building foundations would then be laid, followed by building construction, paving/concrete installation, and landscape installation. It is estimated that approximately 54,111 cubic yards of export material (e.g., concrete and asphalt surfaces) and soil would be hauled from the Project Site during the demolition and excavation phase.

E. Requested Permits and Approvals

The list below includes the anticipated requests for approval of the Project. The Environmental Impact Report will analyze impacts associated with the Project and will provide 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 11.5.6, a General Plan Amendment to amend a portion of the Project Site designated by the Hollywood Community Plan as “Medium Residential” land use designation to a “Limited Manufacturing” land use designation to match the balance of the Project Site;

- Pursuant to LAMC Sections 12.32-F and 12.32-Q, a Vesting Zone Change for the Project Site from “R3” and “MR1” to “M1” to allow for the office use across the

entire Project Site, including the imposition of a T Classification to provide relief from the Project's dedication and improvement requirements along Seward Street and Romaine Street;

- Pursuant to LAMC Section 12.32-F, a Height District Change for the Project Site from Height District No. 1 to Height District No. 2 with a D Limitation to allow a 4.5:1 FAR;

- Pursuant to LAMC Section 12.24-W.1, a Conditional Use Permit to allow the sale or dispensing for consideration of alcoholic beverages, including beer, wine, and a full-line of alcohol, for consumption on the premises or off-site of the premises in the M1 Zone (for up to three suites);

- Pursuant to LAMC Section 16.05, a Site Plan Review for development that creates, or results in an increase of 50,000 gross square feet or more nonresidential floor area; and,

- Other discretionary and ministerial permits and approvals that may be deemed necessary, including, but not limited to, temporary street closure permits, grading permits, haul route application, excavation permits, foundation permits, and building permits, and sign permits.