

2.0 PROJECT DESCRIPTION

A. INTRODUCTION

The Homewood Foundation, a supporting organization of the Academy Foundation, the charitable arm of the Academy of Motion Picture Arts and Sciences (“Academy”), is the applicant (“Applicant”) for the proposed Academy Museum of Motion Pictures (“Museum” or “Project”), and the City of Los Angeles is the Lead Agency. The Project would be developed on a portion of the Los Angeles County Museum of Art Campus (“LACMA Campus”) in the City of Los Angeles (“City”). The Project would involve rehabilitation and adaptive reuse of the historically significant May Company Wilshire department store building (“May Company Building”), and construction of a new wing (“New Wing”), including an at-grade piazza (“Piazza”). Located at the northeast corner of Wilshire Boulevard and Fairfax Avenue, on Miracle Mile in the Wilshire Community Plan Area of the City, the proposed Museum would mark the western edge of Wilshire Boulevard’s Museum Row (“Museum Row”). The Museum would be dedicated to films and filmmaking and would include permanent and changing exhibition space; three theaters with a combined seating capacity of up to approximately 1,350 persons; banquet and conference space with a maximum occupancy of approximately 1,200 persons; an approximately 4,000-square-foot café (“Museum Café”) with seating for up to approximately 150 persons; an approximately 5,000-square-foot store (“Museum Store”); and ancillary spaces including administrative offices, educational spaces, exhibit preparation, a conservation laboratory, and maintenance and receiving areas. Parking would be provided through joint use of existing LACMA parking facilities and existing off-site parking facilities in the immediate vicinity.

The Academy has secured a long-term lease from Museum Associates, the non-profit entity that administers LACMA, for the approximately 2.2-acre Project Site (“Project Site”) within the LACMA Campus.¹ The Project Site is currently developed with the original May Company building, constructed in 1939 (“Original Building”), and the 1946 building addition (“1946 Addition”) constructed on the north side of the Original Building.² The May Company Building was acquired by LACMA in 1994 and partially renovated for reuse. Portions of the building have been used by LACMA since 1998 to house offices, storage, temporary exhibitions and exhibit preparation, education programs, and special events. The May Company Building is currently used by LACMA for art storage and to temporarily house some Academy staff during renovation of the Academy’s existing Beverly Hills headquarters.

The parcel containing the Project Site is designated as Regional Center Commercial in the City’s Wilshire Community Plan and is zoned for commercial use ([Q]C2-2-CDO). The Project would require a zone change to remove the existing [Q] conditions related to prior entitlements on the parcel that are no longer relevant, but would otherwise be consistent with the existing Community Plan land use and zoning designations. In addition, the Project would require various land use approvals as described in Section G, below.

¹ The Project also includes a proposed sign district (“Sign District”) that would encompass the Project Site and a 0.8-acre area immediately north of the Project Site for a total area of 3 acres.

² Project Floor Area numbers used throughout this section are calculated in accordance with Los Angeles Municipal Code (“Municipal Code”) Section 12.03, which excludes basement storage, vertical circulation, and rooms housing mechanical equipment.

The design concept would retain important historic features of the Original Building, including rehabilitation of its primary façades and seismic reinforcement, while retrofitting the building interior to accommodate Museum uses. Also, the wall of the Original Building fifth floor tea room (“Tearoom”) facing Wilshire Boulevard would be removed and a new wall would be constructed southward, retaining similar height and detailing such that it would not appear noticeably different from off-site view points where it is currently visible. The New Wing would be constructed at the north side of the Original Building and would be approximately 42,300 square feet; the 1946 Addition would be demolished above grade to allow construction of the New Wing. The New Wing would include a Museum entrance; a spherical structure (“Sphere”) housing a state-of-the-art theater with seating for up to 1,000 persons (“Main Theater”); an approximately 10,000-square-foot enclosed view deck (“View Deck”) within the Sphere that would provide panoramic views to visitors and be used for receptions, special events and occasional exhibits; and pedestrian bridges linking the Sphere to the Original Building; and the Piazza. Total developed floor area (“Floor Area”) on the Project Site at buildout would be up to approximately 208,000 square feet.³ The Academy has retained Renzo Piano Building Workshop and Studio Pali Fekete Architects to design the Project.

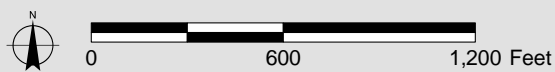
B. PROJECT LOCATION AND SURROUNDING USES

As shown in **Figure 2-1, Regional and Project Vicinity Map**, the Project Site is located at the western edge of the LACMA Campus. LACMA serves as the anchor and western edge of Museum Row, a stretch of Wilshire Boulevard between Fairfax Avenue and La Brea Avenue that houses five museums including LACMA, George C. Page Museum at the Rancho La Brea Tar Pits (“Page Museum/La Brea Tar Pits”), the Petersen Automotive Museum, the A+D Architecture and Design Museum, and the Craft and Folk Art Museum. The majority of Museum Row is located within the City-designated Miracle Mile Community Design Overlay District (“Miracle Mile CDO”), which encompasses commercially-zoned properties, including the Project Site, within the area generally bounded by Sixth Street on the north, Eighth Street on the south, Sycamore Avenue on the east, and Fairfax Avenue on the west. A prominent cultural and business center established during the early development of Wilshire Boulevard, Miracle Mile is centrally located between Downtown Los Angeles and the Westside, within the City’s Wilshire Community Plan Area.

Vehicular access to the LACMA Campus is provided via Wilshire Boulevard, Fairfax Avenue, and Sixth Street; the latter provides access to the underground 519-space Pritzker parking garage (“Pritzker Garage”) that serves LACMA. Access to LACMA’s 263-space Spaulding surface lot (“Spaulding Lot”) is provided at Spaulding Avenue, south of the intersection of Wilshire Boulevard and Spaulding Avenue. Regional access is provided by the Santa Monica freeway (I-10) and Hollywood freeway (US 101).

As shown in **Figure 2-2, Aerial Photograph of Project Site and Vicinity**, the LACMA Campus is comprised of LACMA West (“LACMA West”) and LACMA East (“LACMA East”) generally west and east of the vacated Ogden Drive. LACMA West encompasses approximately 8 acres and includes the Project Site as well as the Broad Contemporary Art Museum, Resnick Exhibition Pavilion, and Resnick North Lawn. LACMA East is located within the approximately 23-acre Hancock Park, along with the Page Museum/La Brea Tar Pits, on land

³ *The Proposed Development Program has been refined since the Notice of Preparation for the EIR was released; however, the basic characteristics and components of the Project have not changed. Overall, the Project size has decreased from 229,000 square feet to 208,000 square feet.*

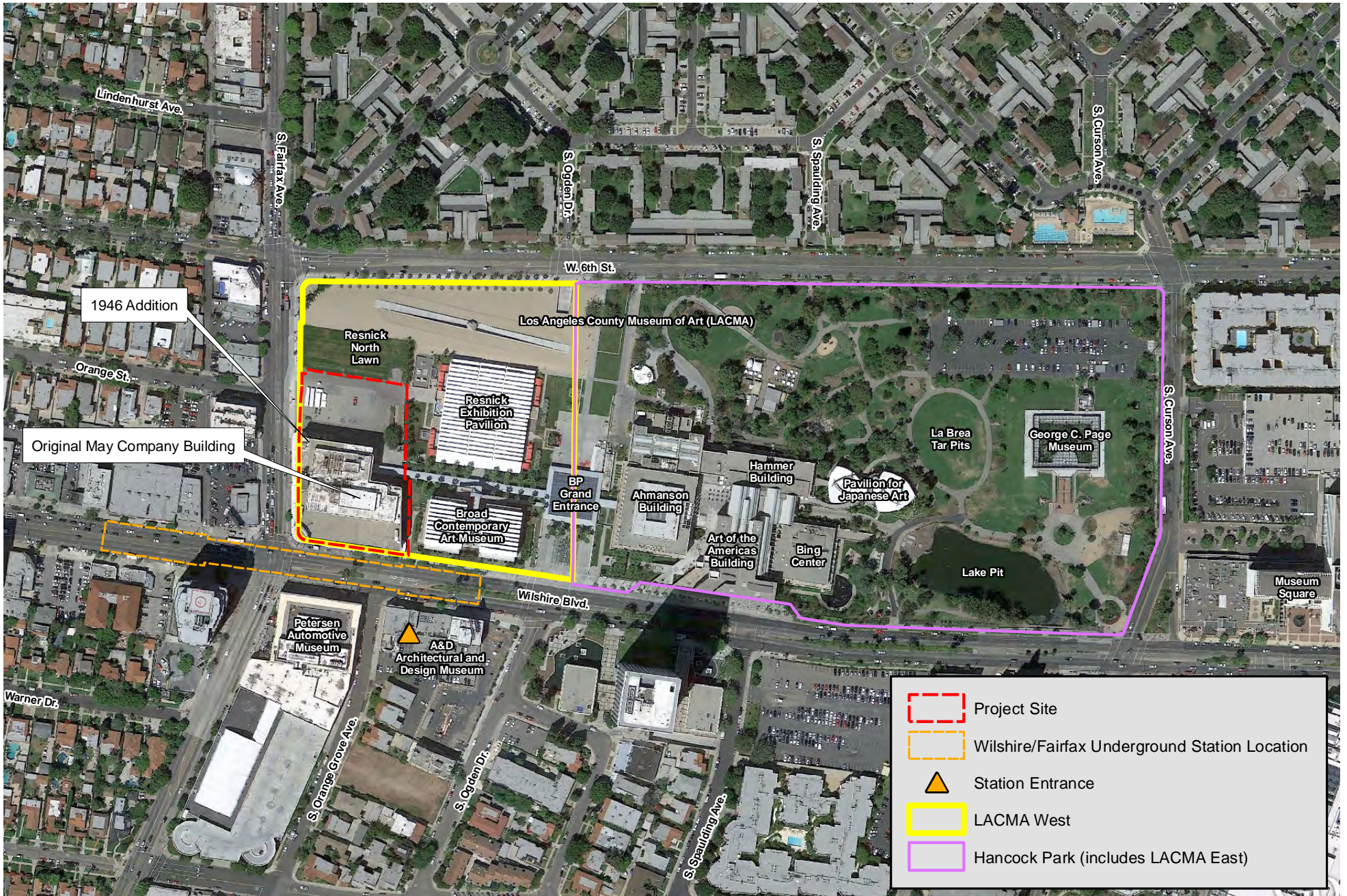


Regional and Project Vicinity Map

Academy Museum of Motion Pictures Project
 Source: ESRI Street Map, 2009; PCR Services Corporation, 2013.

FIGURE

2-1



Aerial Photograph of Project Site and Vicinity

FIGURE

2-2

Academy Museum of Motion Pictures Project
 Source: Google (Aerial), 2013; PCR Services Corporation, 2014.

owned by the County of Los Angeles (“County”). LACMA East includes five buildings: the Ahmanson, Hammer, Art of the Americas, Bing Center, and the Pavilion for Japanese Art.

Specifically, the Project Site is bordered on the north by the Resnick North Lawn, which contains the “Levitated Mass” outdoor installation; on the northeast by the Resnick Exhibition Pavilion; and on the east by the Broad Contemporary Art Museum, and stairs to the Pritzker Garage. The Project Site fronts directly onto Wilshire Boulevard on the south and Fairfax Avenue on the west. Pedestrian access is available from the surrounding streets as well as from the LACMA Campus via the BP Grand Entrance and Dwight M. Kendall Concourse.

Surrounding off-site land uses include the 160-acre Park La Brea residential neighborhood to the north across Sixth Street; a mix of museums, galleries, cultural institutions, and commercial business along Wilshire Boulevard to the south including the Petersen Automotive Museum and A+D Architecture and Design Museum; commercial uses to the west across Fairfax Avenue; and commercial office and retail uses to the east across Curson Avenue. As depicted on Figure 2-2, the Wilshire/Fairfax Station for the Metro Los Angeles Westside Subway Extension Project (“Metro Westside Subway Extension”) will be located beneath the intersection of Wilshire Boulevard and Fairfax Avenue. As also indicated on Figure 2-2, the Wilshire/Fairfax Station entrance will be located on the southeast corner of Wilshire Boulevard and Orange Grove Avenue. Section I of the Metro Westside Subway Extension, which includes the Wilshire/Fairfax Station, is anticipated to be operational in 2023. The construction staging area for the Wilshire/Fairfax Station would be located on the south side of Wilshire Boulevard between Orange Grove Avenue and Ogden Drive and will require relocation of the A+D Architecture and Design Museum at that location.

C. PROJECT BACKGROUND AND EXISTING CONDITIONS

1. The Academy of Motion Picture Arts and Sciences

The Academy was founded in 1927 by a group of 36 representatives of the filmmaking community, including Louis B. Mayer, Douglas Fairbanks Sr., Harold Lloyd, Mary Pickford, and Cecil B. DeMille, and is today an honorary membership organization of over 6,000 motion picture professionals dedicated to the advancement of the arts and sciences of motion pictures.⁴ Although perhaps best known for its annual Oscars® telecast, the Academy conducts a broad range of education, outreach, preservation and archiving, and research activities. The Academy is a certified California nonprofit institution and is administered by a Board of Governors which represents the Academy’s various branches and is responsible for corporate management, control, and general policies.

The Academy’s permanent headquarters are at 8949 Wilshire Boulevard in Beverly Hills and house Academy executive offices and Academy departments including membership, communications, awards coordination, theater operations, and other functions; the Grand Lobby exhibit gallery; a small screening room; and the larger Samuel Goldwyn Theater, which accommodates public programming, member screenings, movie

⁴ *Academy of Motion Picture Arts and Sciences, History and Organization of the Academy*, <http://www.oscars.org/academy/history-organization/index.html>. Accessed March 2013.

premieres, and other activities. The Academy's headquarters, including related offices, departments, and facilities, will remain at this location.⁵

The Academy also operates the Fairbanks Center for Motion Picture Study ("Fairbanks Center") in the historically significant 1927 Water Treatment No. 1 Plant building in Beverly Hills. The Fairbanks Center is home to the Margaret Herrick Library of film-related materials. In 1991, the Academy completed adaptive reuse and expansion of Water Treatment No. 1 to develop the library as well as film archive holdings. In 2002, the need for additional space to house the growing collections led to relocation of the film archives to new quarters, the Pickford Center for Motion Picture Study ("Pickford Center"), on Vine Street in Hollywood. The Pickford Center also houses the Academy's Science and Technology Council, other departments, and the 286-seat Linwood Dunn Theater, which accommodates special programs such as film festivals, movie premieres, and other cultural programs and member events. The Academy also operates a theater in New York known as the Academy Theater at Lighthouse International.

In the mid-2000s, the Academy purchased land around the intersection of Vine Street and Homewood Avenue in Hollywood, adjacent to its existing Pickford Center, with the intent to develop a museum. With the onset of the challenging economic climate, the Academy placed its plans for a museum at that location on hold and ultimately sold the property in 2013. The current Project supersedes plans for development of the Hollywood property with a museum and fulfills the Academy's long-held vision for creating a major movie museum in the heart of the City. The Academy's intent with the current Project is to develop and operate a world-class Museum at the May Company Building on the LACMA Campus that is dedicated to the past, present, and future of films and filmmaking. The Academy's mission for the Museum is to "Celebrate and explore how motion pictures have reflected and shaped world culture, and help us all to better understand what the movies have meant—and continue to mean—in our lives."

2. Existing Uses

a. Land Use and Zoning Designations

The City's Wilshire Community Plan designates the Project Site as Regional Center Commercial and it is zoned for commercial uses ([Q]C2-2-CDO). Within the [Q]C2-2-CDO designation, C2 denotes a commercial zone designation allowing, among other uses, not-for-profit museums, motion picture theaters, auditoria of up to 3,000 seats, cafés, cafeterias, restaurants and offices; -2 represents Height District 2, which corresponds to a 6:1 Floor-to-Area Ratio ("FAR"), unlimited maximum building height, and no property line building setbacks in C2 zones; and CDO indicates that the Project Site is located in the Miracle Mile CDO, which sets forth a number of design and rehabilitation standards for buildings in the CDO to ensure architectural compatibility.

The [Q] designation refers to development conditions approved in 1993, together with a zone change and General Plan amendment, for the parcel bounded by Wilshire Boulevard, Fairfax Avenue, Sixth Street, and the now-vacated Ogden Drive (referred to as Parcel "D" in City documents related to its rezoning), in conjunction with planned development that included more than a million square feet of commercial office, hotel, retail, and restaurant uses, but was never realized.

⁵ As previously indicated, the May Company Building is currently being used to temporarily house some Academy staff during renovation of the Academy's Beverly Hills headquarters.

The [Q] conditions limited the FAR on the parcel to 3:1, established a 15-story and 200-foot building height limit within 100 feet of Fairfax Avenue and a 23-story and 315-foot building height limit on the remainder of the parcel, defined minimum building setbacks and landscape buffers from surrounding streets, required construction of a childcare center to serve the proposed office towers, and imposed numerous other development standards specific to this plan.⁶ The [Q] conditions have been clarified and modified over the years to reflect changing circumstances and dramatically altered development plans for the parcel following its acquisition by LACMA in 1994, including the 2006 vacation of Ogden Drive and LACMA's multi-phased Expansion Project (aka Transformation) to construct the Broad Contemporary Art Museum, BP Grand Entrance, Dwight M. Kendall Concourse, and Pritzker Garage (Phase I, completed in 2008), followed by the Resnick Exhibition Pavilion, installation of "Levitated Mass," garden and open space rehabilitation, and reconfiguration of the BP Grand Entrance (Phase II, completed 2010-2012).⁷ Located entirely within Parcel "D" and the former Ogden Drive right-of-way, these collectively represented a much smaller project than that proposed in 1993. For further discussion of the entitlement history of Parcel "D" and the Project Site, see Section 4.G, Land Use, of this Draft EIR.

b. Site Improvements

The Project Site is currently developed with an approximately 265,900-square-foot, five-level building designed by architects Albert C. Martin and S. A. Marx and originally constructed as the May Company Wilshire department store. After the department store's closure in the early 1990s, the building was acquired by LACMA, and now is used by LACMA for art storage and to temporarily house some Academy staff during renovation of the Academy's existing Beverly Hills headquarters.

The May Company Building was constructed in two phases. As shown on Figure 16 of Appendix F-3, Historical Resources Assessment Report, in this Draft EIR, the Original Building, constructed as the first phase, is a five-level, 183,500-square-foot Streamline Moderne building built in 1939. It is known for its distinctive cylindrical gold tower ("Corner Tower") facing the intersection of Wilshire Boulevard and Fairfax Avenue. As depicted on Figure 24 of Appendix F-3, the second phase involved the five-level, approximately 82,400-square-foot 1946 Addition built at the rear of the Original Building. The fifth or top level of the Original Building is set back from Wilshire Boulevard behind an open-air terrace enclosed by a seven-foot-high parapet wall.

The remainder of the Project Site is developed with a loading dock, service driveways, and a gravel area north of the May Company Building, historically used for access and parking, and pedestrian walkways that provide access from Pritzker Garage and LACMA.

The May Company Building was determined eligible for listing on the National Register of Historic Places ("National Register") in 1983, although the determination only made reference to the Original Building. As a result of this determination, the property was also listed on the California Register of Historical Resources ("California Register"). The Original Building was subsequently designated by the City as Historic-Cultural Monument No. 566 on September 30, 1992. The designation action adopted by the City Council ("City Monument Designation") contained the following specific stipulations: the Original Building must be

⁶ "Q" conditions established pursuant to Ordinance 168,993.

⁷ Pursuant to the 1994 Zoning Administrator's Interpretation ZA-94-0086(ZAI) and the 2006 Clarification of "Q" Conditions DIR 2006-0311-CLQ.

preserved; it may be adapted to accommodate new uses; exterior modification of the Original Building's Wilshire façade, Fairfax façade, and Orange Grove Avenue (East) façade must conform to the Secretary of the Interior's Standards for Rehabilitation ("Standards"); the Standards need not apply to interior alterations or the rear (North) façade of the Original Building to allow the greatest flexibility for adaptively reusing the historic building; and the 1946 Addition may be removed.⁸

D. STATEMENT OF PROJECT OBJECTIVES

The underlying purpose and primary objective of the Project is to create an economically viable and sustainable world class museum that reflects the importance of the motion picture industry by showcasing Academy collections, and providing film screenings and premieres in a state-of-the-art theater competitive with other Los Angeles venues in size and amenities. As further required by the State *CEQA Guidelines*, the specific objectives sought by the Applicant for the Project are provided below.

1. Design a world-class Museum to showcase the past, present and future of the motion picture industry

- Create an iconic Museum that reflects the importance of the motion picture industry.
- Create a Main Theater that accommodates the most advanced technological capabilities in film, to accommodate film screenings in a variety of formats.
- Create a Main Theater of appropriate size and design to host film premieres and cultural movie screenings and accommodate Academy Member and public movie screenings, including for families.
- Provide significant Museum space to house a portion of the Academy's existing collections and future acquisitions for public viewing, including educational, administrative, and support amenities such as a Museum Café and Museum Store.
- Create indoor and outdoor event spaces that take advantage of the mild local climate and panoramic City views, including a Museum Café and Piazza open to the community and Museum visitors.

2. Rehabilitate the Original Building and preserve its historic significance

- Preserve and adaptively reuse the Original Building on the former May Company location to retain the status of the Original Building as a City Historic-Cultural Monument and as a California Register-listed and National Register-eligible resource.
- Preserve and rehabilitate the Original Building to enhance its prominence as an iconic historic building at a gateway to Museum Row.
- Develop the New Wing with a design that is compatible with, but architecturally distinct from, the Original Building in terms of shape, size, height, and massing.
- Restore the three historically significant façades in a manner that conforms to the Secretary of the Interior's Standards for Rehabilitation.

⁸ *City of Los Angeles, Adopted Stipulations for the May Company Historic Cultural Monument Designation, September 1992, included in Appendix F-3, Historical Resources Assessment Report, Appendix F, Records Search Results, of this Draft EIR.*

- Create a compatible infill wall at the north end of the Original Building.
- Adapt the Tearoom for continued use as a dining room of an appropriate size.

3. Operate the Museum in a manner that provides opportunities for a range of visitors while meeting Academy administrative and programming needs

- Provide a venue unique to Los Angeles that dynamically conveys how movies are made and highlights the role of movies in popular culture.
- Develop an underutilized site that accommodates a variety of Museum and entertainment-related spaces and uses, including Museum exhibitions, theaters, cultural and educational programs, special events, a Museum Café, Museum Store, and outdoor Piazza.
- Establish operational hours that accommodate use by schoolchildren, residents, and tourists.
- Create a robust K-12 educational program that brings Los Angeles Unified School District and other public and private school students into the Museum campus for workshops and other activities tied to curricular standards.
- Ensure collocation of movie premieres and associated receptions to avoid the need for guests to drive or move to a second venue.
- Host cultural programming open to the public, as the Academy currently does at its other facilities.
- Accommodate Academy Museum staff offices on-site.

4. Create an economically viable and sustainable Museum

- Expand Los Angeles's interpretation and presentation of its cultural heritage with respect to the entertainment industry.
- Provide for revenue-generating events that support sustainable Museum operations, including but not limited to lease events such as movie premieres, film festivals, and occasional late night screenings, in a variety of locations on the Museum campus.
- Create special event and banquet space, including a Museum Café open to the public and Museum visitors, to complement use of the Main Theater and encourage use of the Museum.
- Enhance the Miracle Mile District and Museum Row's western gateway, to increase patronage and enhance local tourism.
- Provide signage that will inform and attract visitors and provide appropriate recognition of Museum and Museum event sponsors.
- Create a Main Theater to host film premieres that is competitive with other venues in Los Angeles in size and amenities.
- Reduce construction costs and environmental effects through preservation and rehabilitation of the Original Building and shared use of existing parking facilities.

5. Locate the Museum on a site uniquely suited for museum uses and accessible to residents and tourists

- Centrally locate the Museum in Los Angeles.
- Create a gathering place with significant cultural, educational, entertainment, and social opportunities for the local community.
- Synergistically build upon existing related venues on Museum Row, including the LACMA Campus, Page Museum/La Brea Tar Pits, and Petersen Automotive Museum as well as other museums, galleries, and cultural institutions.
- Enhance and expand Museum Row, adding to the diversity of visitor opportunities in the Project area.
- Locate the Museum to take maximum advantage of mass transit infrastructure, including the planned Metro Westside Subway Extension and Wilshire/Fairfax Station.
- Conserve resources and avoid environmental impacts by taking advantage of existing parking supply in the vicinity.
- Implement a Parking and Traffic Management Plan to avoid the need for new infrastructure and reduce impacts on surrounding streets and neighborhoods.
- Design the overall Project in a manner consistent with smart growth and urban design principles.
- Encourage bicycle use through the provision of high-quality bicycle amenities and facilities.

6. Reinforce connections to the surrounding neighborhood

- Create an iconic Museum that takes advantage of the LACMA Campus, a unique location that is already dedicated to the arts and to educational, aesthetic, intellectual, and cultural experiences for a wide array of audiences.
- Create an inviting, safe pedestrian environment, including strengthening the Original Building's Wilshire Boulevard frontage and enlivening the western end of the LACMA Campus.
- Provide a Piazza that will enliven the Fairfax Avenue street frontage and facilitate pedestrian access to the Project Site and the broader LACMA Campus from the neighborhoods west of Fairfax Avenue.

E. DESCRIPTION OF PROPOSED PROJECT

1. Project Characteristics

The Academy proposes to rehabilitate and adaptively reuse the Original Building and construct a New Wing. As allowed by the City Monument Designation, the 1946 Addition would be demolished to create the site of the New Wing on the north side of the Original Building. The Project would incorporate sustainable elements of design, construction and operation to support Leadership in Energy and Environmental Design ("LEED®") Silver Certification or its equivalent. The total Floor Area of the completed Museum would be up to approximately 208,000 square feet.

a. Original Building

The proposed rehabilitation work on the Original Building is intended to ensure that it would retain its significance as a historic resource. As required by the City Historic-Cultural Landmark designation, the Project would rehabilitate the Wilshire façade, Fairfax façade, and East façade of the Original Building in accordance with the Standards. These façades are clad in black Southern California granite and Texas shell limestone (“Cladding”); the Corner Tower is clad in gold leaf and glass mosaic tile (“Tile”). The existing historic storefronts, including bulkheads and window assemblies, would be rehabilitated. Existing window mullions and frames on upper floors would be rehabilitated and painted. To provide appropriate climate control for Museum uses, transparent barriers between the windows and the interior spaces would be constructed.

All Original Building doors along Fairfax Avenue and Wilshire Boulevard would be retained; however, the non-original doors on Fairfax Avenue and those to the east on Wilshire Boulevard would be replaced with glass to match the primary Wilshire entrance in the center of the Wilshire elevation. To reinstate the strong relationship between the Original Building and Wilshire Boulevard, the historic “front doors” would once again be used for visitor access. A more recent replacement door on Wilshire would be removed and a new door matching the original door would be installed. The curvilinear northwest corner of the Original Building that was removed by the 1946 Addition would be reconstructed. Cladding and mosaic Tile in need of repair or replacement would be rehabilitated in conformance with Standards. Other work on the exterior of the Original Building would include removal of up to four of 16 windows on the East façade to allow for installation of fresh air intake and exhaust vents. In addition, the south wall of the Tearoom would be removed and a new wall would be constructed southward one structural bay (approximately 20 feet) to accommodate a special event dining room (“Special Event Dining Room”) and related space, as further described below, and would be in filled with similar glazing and doors. The new south wall would be approximately the same height as the existing south wall, would have a similar exterior finish, parapet and cornice, and would relocate the Streamline Moderne pipe railing from the Penthouse roofline to the new south wall, so that the massing, set back and Streamline Moderne style of the Tearoom and Penthouse roofline would not appear substantially changed from areas of the public right of way where it is visible. The joint where the new construction would meet the original would be distinguished by a simple wall reveal.

Circulation elements, including, escalators, elevators and potentially stairs, would be accommodated within the Original Building in the area along the North façade where the 1946 Addition would be removed. On the exterior in this area between the reconstructed northwest corner and the retained northeast corner of the Original Building, a wall that is predominately windows with bands of painted concrete between the windows, would be constructed that would allow natural light and views into the Museum interior while also accommodating the Museum entrance off the Piazza. The new wall would be in the same location as the original North façade of the Original Building, a portion of which remains to the east of the 1946 Addition, and would be similar in materials and finish to the original wall that was removed to allow for the 1946 Addition. At the fifth floor level, the original ribbon windows and parapet, which remain partially intact east of the 1946 Addition, would be reconstructed. The color, finish, materials and design of the new concrete-and-glass wall in the area between the reconstructed northwest corner and the retained northeast corner would be subtly differentiated from the Original Building, and a joint, offset or reveal would mark the juncture between historic fabric and the new wall so that the design intent and architectural features of the Original Building would remain predominant. While the North façade would not be a complete reconstruction of the original North façade, the Project would protect historic materials, features and spatial relationships that characterize the property and the new north facing wall would be in keeping with the

Original Building's North façade and would be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity and significance of the property while allowing for the new use.

A key component of the rehabilitation is to ensure the waterproofing and soundness of the connection of the Cladding and Tile, which is important for long-term preservation of these materials and to ensure appropriate indoor climate control for the Museum. The current Cladding and Tile include damaged, broken or missing pieces. As further described below under Section F, Project Design Features, the Project includes development and implementation of a materials conservation and preservation plan ("Materials Conservation and Preservation Plan" or "Preservation Plan") with a Materials Conservation component that would govern the treatment of the Cladding, Tile, and other original exterior materials of the Original Building in compliance with the Standards.

Project plans for the Original Building would involve seismic reinforcement; disabled access improvements in accordance with any historic preservation regulations; modification of mechanical rooftop structures; replacement of existing mechanical, electrical, and plumbing systems; installation of a methane monitoring system; and utility upgrades or replacement as necessary.

The City Monument Designation provides for the greatest flexibility for adaptive reuse of the interior of the Original Building. Therefore, renovation of the interior for Museum use would be consistent with Monument status. The exhibit space would be located in the Original Building and the permanent and changing exhibits would be the single largest Museum component. Exhibits are anticipated to encompass film history, an Oscars® gallery, interactive displays, and other multi-media formats that document films, filmmaking, and the audience experience over time. Additionally, space would be provided for changing exhibits and programs.

The Original Building would be accessed through the former department store entrance on Wilshire Boulevard and through an entrance on the north off the Piazza. It would contain both temporary and permanent exhibition space, an educational center that would support educational programming focused on the arts and sciences of moviemaking, visitor orientation services, a ticketing office, docent facilities, the Museum Café, and the Museum Store. The ticketing office, visitor orientation services, Museum Café, and Museum Store would all be located near the Museum's entrance from the Piazza. The Museum Café would have seating for up to approximately 150 and would include outdoor seating on the Piazza. Public restrooms and other service facilities would be located throughout the Original Building.

A mezzanine level within the Original Building that has been closed off in recent years would be reopened and would contain a lobby that would connect to and serve the Main Theater located within the Sphere. The second level would contain exhibit space, a small theater with up to 75 seats, and green rooms that would be used by individuals hosting events within the Museum, and by special guests attending screenings, lectures, symposia and other events.

The third level of the Original Building would contain exhibit space. The fourth level would contain exhibit space, Academy administration, curatorial, and public program offices, and the Founders' Room, to be used for special events.

The Tearoom on the fifth, or top, level of the Original Building would be expanded to contain a Special Event Dining Room and a rooftop terrace (“Rooftop Terrace”) overlooking Wilshire Boulevard with a combined maximum occupancy of approximately 1,200 persons, along with space for catering and other support services. The north wall of the Tearoom would also be opened up to provide access from this level to the View Deck within the Sphere. The Special Event Dining Room and Rooftop Terrace are anticipated to accommodate meetings, conferences, and receptions.

The basement (which would also include the 1946 Addition basement area) would be renovated to house an education center, conservation areas, exhibit production space, support services, some public services such as bag check, building service and mechanical equipment, storage for the Museum Café and Museum Store, basement storage, and a small theater with a maximum of 275 seats.

b. New Wing and Piazza

The New Wing would include the Sphere which would be constructed predominantly of glass and structural steel, at the north side of the Original Building. The Sphere would house the Main Theater with a large screen, stage, orchestra pit, seating for up to 1,000 persons, a lighting dimmer room and audio control room, and a projection booth. There would be a View Deck atop the Main Theater, which would provide visitors with panoramic views across the Los Angeles basin, including views of the Hollywood Hills. The View Deck would also be used for receptions and special events and may be periodically leased out by the Academy. The Sphere would be elevated a minimum of 12 feet above grade to accommodate the Museum entrance and a Piazza linking the Museum’s New Wing entrance with LACMA’s Dwight M. Kendall Concourse to the east and accommodating street-level pedestrian access from Fairfax Avenue to the west. The Sphere would be linked to the Original Building by pedestrian bridges.

The Sphere would be up to approximately 165 feet in width and up to approximately 130 feet in height above adjacent grade. In comparison, the roof parapet of the Original Building is 87 feet above adjacent grade, and the heights of the fifth level, the mechanical room atop the fifth level, and the ventilation stack along Fairfax Avenue are 94 feet, 111 feet, and 117 feet above adjacent grade, respectively.

As called for by the Standards, the Sphere would be of a compatible, contemporary design that would complement but remain visually distinct from the Original Building. The Sphere design reflects a contemporary architectural style, as the Original Building epitomizes trends in commercial architecture of the late 1930s. The Sphere would also be in keeping with the varied collection of buildings that currently comprise the LACMA Campus. The Sphere’s shape and the planned use of a variety of façade treatments, including glass and metal, are intended to reduce its perceived mass and visual impact. The Sphere would also step back from, and reveal, the Original Building’s reconstructed northwest corner. Likewise, the Sphere would step back from the northeast corner of the Original Building. These Project characteristics would ensure the Original Building remains visually predominant along the Wilshire Boulevard and Fairfax Avenue corridors.

The New Wing would include a Museum entrance off the Piazza. Visitors would be directed to the lobby inside the entrance and the ticketing desk and would then enter exhibit spaces or other public areas.

The New Wing would also include the outdoor Piazza which would be constructed to the north of the Original Building and the Museum’s northern entrance, including areas beneath and surrounding the Sphere.

The Piazza would replace the existing service driveway and gravel area north of the Original Building. The Piazza is normally intended to provide public access to the Museum and LACMA Campus during the day, and would provide Museum Café and other seating; it would also accommodate Museum and Academy programs and special events held during the day or evening.

The Project Site Plan is depicted on **Figure 2-3, Proposed Site Plan**. The north-south section of the Project Site that illustrates the Sphere and Original Building is shown on **Figure 2-4, North-South Section: Project Site along Fairfax Avenue**. The relationship between the Project Site and adjacent LACMA Campus is illustrated on **Figure 2-5, East-West Section: Project Site and LACMA Campus**. A rendering of the New Wing from the Fairfax Avenue vantage point is shown on **Figure 2-6, Museum Entrance and New Wing**. An overview of the Project Site and LACMA Campus is shown on **Figure 2-7, Bird's Eye View of the Project Site and LACMA Campus**. **Table 2-1, Proposed Development Program**, summarizes Museum facilities and associated Floor Area.

Table 2-1

Proposed Development Program

Proposed Program Components	Original Building Floor Area (square feet) ^a	New Wing Floor Area (square feet)	Total
Exhibit Areas, Collections and Exhibit Support	84,000	0	84,000
Theater and Theater Support	13,200	32,000	45,200
Museum Store	5,000	0	5,000
Museum Café	4,000	0	4,000
Lobby and Visitor Services, Administration, Restrooms	37,000	0	37,000
Event/Function Space	19,300	10,300	29,600
Kitchen/Catering	3,200	0	3,200
TOTAL	165,700	42,300	208,000

^a The Proposed Development Program has been refined since the Notice of Preparation for the EIR was released, however, the basic characteristics and components of the Project have not changed. Overall, the Project size has decreased from 229,000 sf to 208,000 sf. The various Proposed Development Program Components have been modified accordingly and some of the categories were combined where appropriate.

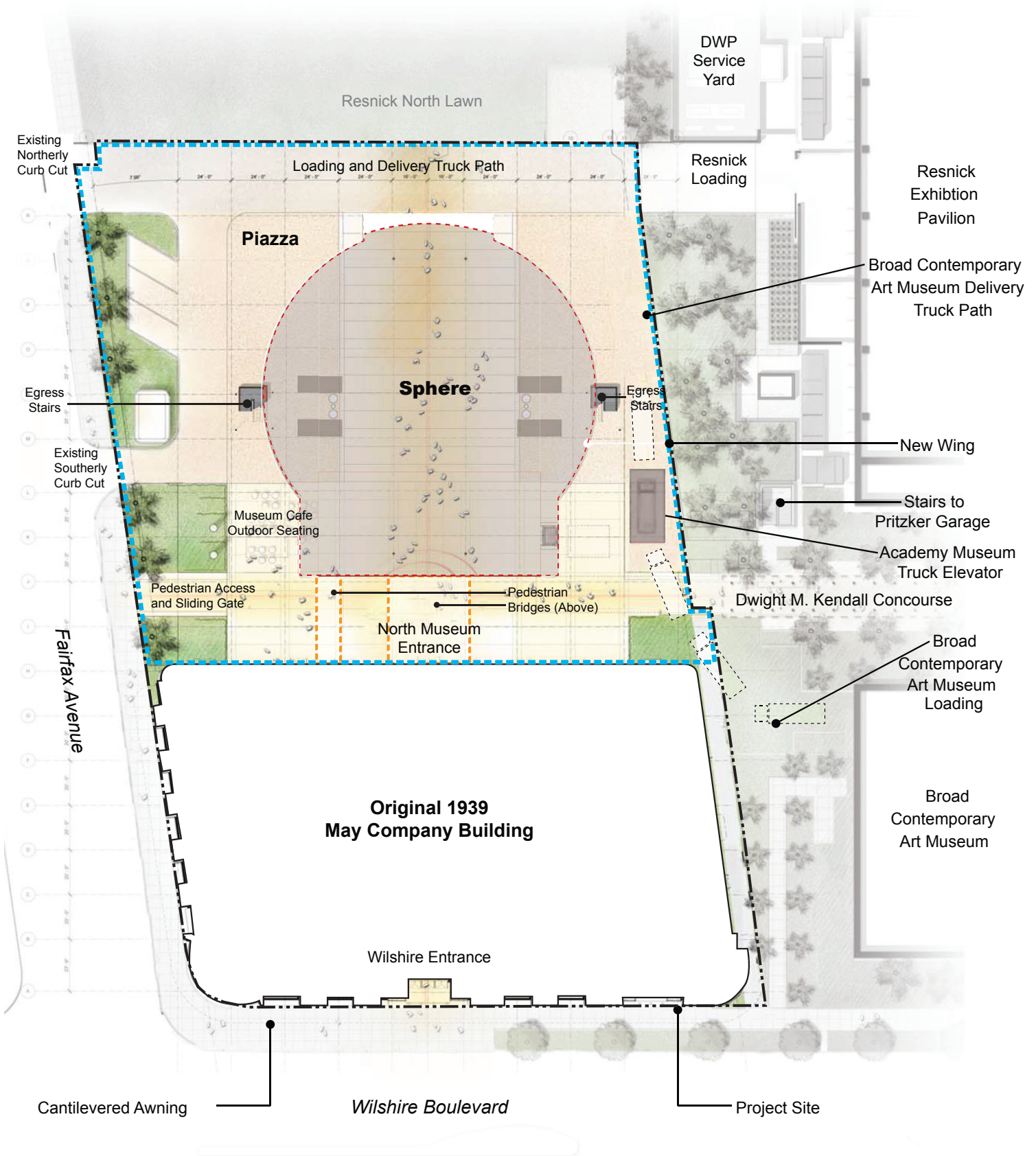
^b Calculated in accordance with Municipal Code Section 12.03 which excludes basement storage, vertical circulation, and rooms housing mechanical equipment.

Source: Academy of Motion Picture Arts and Sciences, June 2014.

2. Museum Operations and Academy Programming

a. Museum Operations

The Academy's archives currently encompass approximately 165,000 films and videos, 10 million photographs, 50,000 original film posters, 80,000 screenplays and 20,000 production and costume



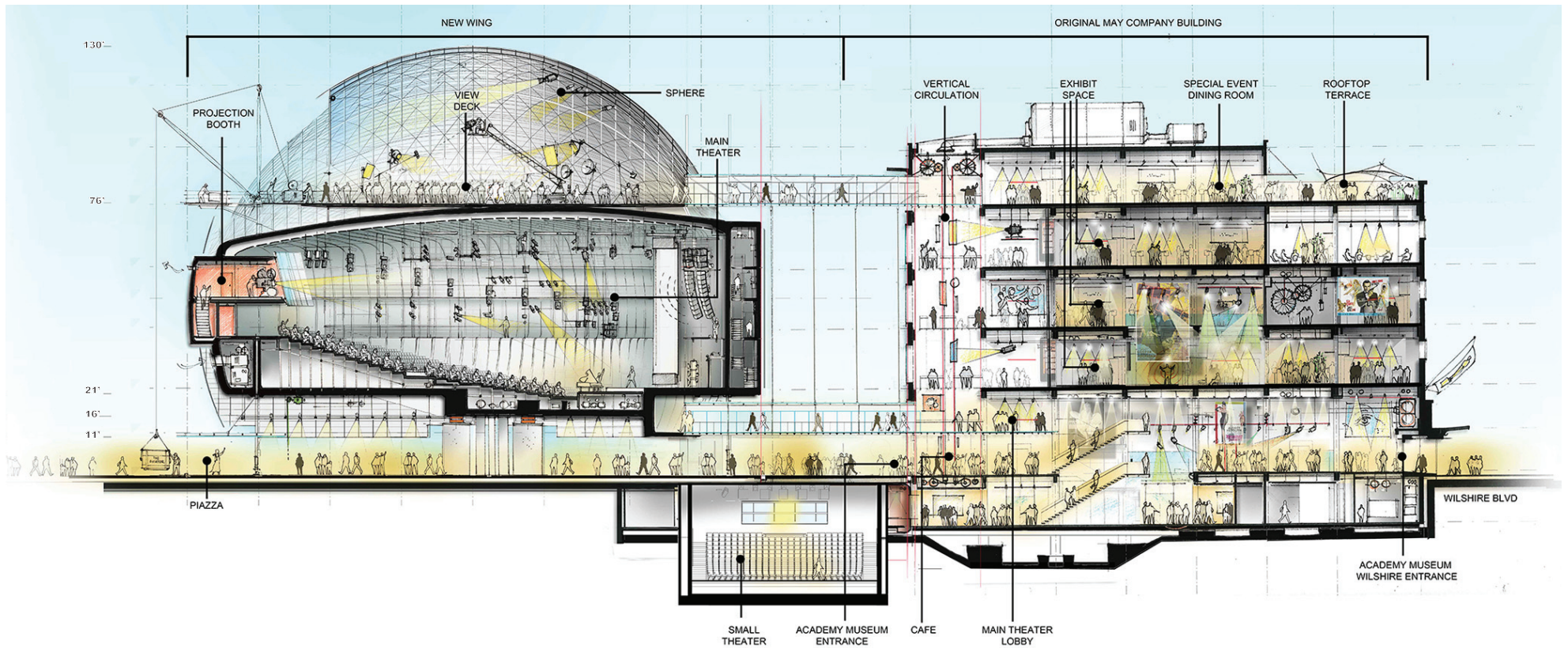
Proposed Site Plan

Academy Museum of Motion Pictures Project

Source: Renzo Piano Building Workshop and Studio Pali Fekete Architects, 2014.

FIGURE

2-3



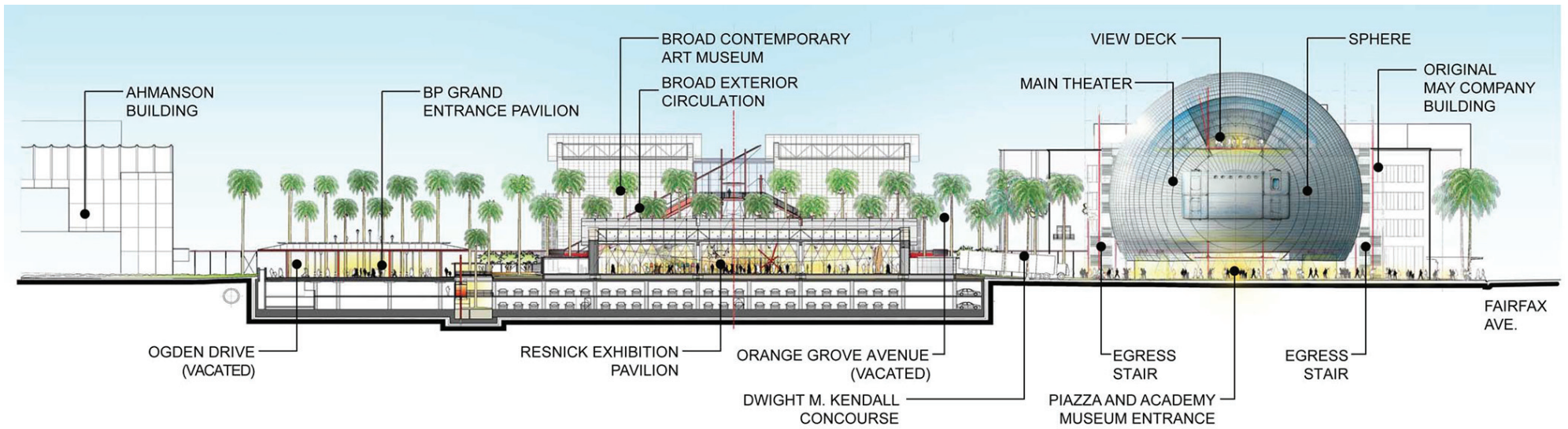
North-South Section: Project Site along Fairfax Avenue

Academy Museum of Motion Pictures Project

Source: Renzo Piano Building Workshop and Studio Pali Fekete Architects, 2014.

FIGURE

2-4



East-West Section: Project Site and LACMA Campus

Academy Museum of Motion Pictures Project

Source: Renzo Piano Building Workshop and Studio Pali Fekete Architects, 2014.

FIGURE

2-5



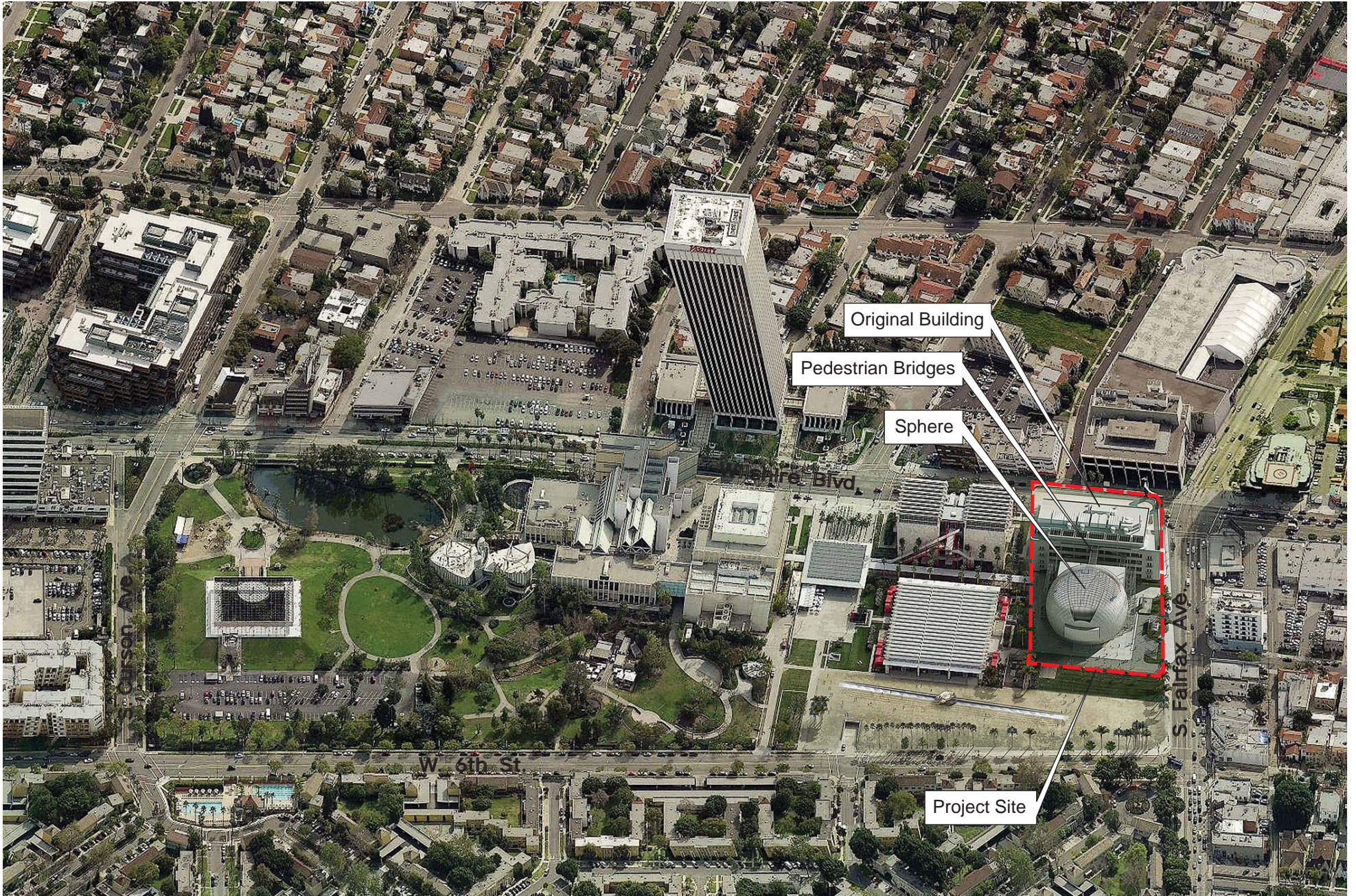
Museum Entrance and New Wing

Academy Museum of Motion Pictures Project

Source: Renzo Piano Building Workshop and Studio Pali Fekete Architects, 2014.

FIGURE

2-6



Bird's Eye View of the Project Site and LACMA Campus

Academy Museum of Motion Pictures Project

Source: Renzo Piano Building Workshop, Studio Pali Fekete Architects, 2014.

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design drawings, as well as equipment, props and costumes, scripts, letters and other artifacts.⁹ The Museum's exhibitions and programs would draw upon these unique holdings to illustrate film's impact on American culture and on cultures worldwide. Museum operations would include permanent and changing exhibitions; film clinics, classes, and lectures; indoor and outdoor educational programs; joint school programs; receptions and sit-down dinners; and administrative functions. Museum operations would also include theater programming ("Theater Programming"), as further described below.

Normal Museum hours of operation for public visitation would be 9:00 A.M. to 6:00 P.M., seven days a week; two late-night closings per week (including Fridays) are proposed and would be no later than 8:00 P.M. during the fall, winter, and spring, and no later than 10:00 P.M. during the summer. The Museum would be closed two days per year, Christmas Day and New Year's Day. The Museum's anticipated design day attendance ("Design Day Attendance"), defined as the average of the top 10 percent of attendance days annually (generally holidays and weekends), would be approximately 5,000 visitors.

Regular Museum operations are expected to require approximately 135 permanent full-time administration and office staff, as well as support staff including security, custodial, Museum Café, and Museum Store employees, and docents. The Museum would be staffed with 24-hour security personnel patrolling the Project Site perimeter and Museum, including entry and exit points. Additional security would be provided in the form of closed-circuit televisions, keycard-controlled access to restricted areas, and intruder alarms.

b. Theater Programming

The three theaters would be used in support of Museum operations as well as independently for film screenings and other special events. During Theater Programming events in the Main Theater, pre- and post-event function spaces including the Special Event Dining Room, Rooftop Terrace, and View Deck, would not operate simultaneously as separate entities, but as pre- and post-event function space to accompany theater programs. The Academy and LACMA would coordinate programming to avoid simultaneous large events pursuant to an Event Coordination Plan, as specified in the proposed Parking and Traffic Management Plan (see Section F, Project Design Features, below for further discussion).

(1) Cultural and Educational Programs

The three theaters would be used for cultural and educational programs ("Cultural and Educational Programs") in conjunction with daily Museum operations, during which times they would generally be publicly accessible to Museum visitors. Such programs may include, but may not be limited to, films to accompany permanent and changing exhibitions, classes, film festivals, and spoken word programs. In addition, the Academy may regularly hold matinee and evening movie screenings for the general public, on weekdays or weekends. The Academy may also lease out the theaters for third-party use for these purposes. Attendance at these programs is anticipated to range from 200 to 1,350 attendees.

Weekday and weekend matinees for the general public would typically have a 2:00 P.M. start time. The majority of evening screenings would take place after regular Museum operating hours and on days when the Museum is closed in the evenings. Evening screenings for the general public during the week and on

⁹ *Academy Museum of Motion Pictures, Collection, Highlights from the Academy Collection*, <http://www.oscars.org/academymuseum/index.html>. Accessed June 2014.

weekends, including lease events, would typically have a 7:30 P.M. start time and would end by 12:30 A.M., with campus vacation by 1:00 A.M. Occasional midnight screenings are proposed and would conclude with campus vacation completed by 3:00 A.M.

(2) Member Screenings

Although Academy member screenings (“Member Screenings”) are currently conducted at the Academy’s Goldwyn and Linwood Dunn theaters, demand for such events exceeds the availability and capacity of those theaters. Accordingly, some Member Screenings may be hosted in the theaters on the Project Site. These events would be limited to Academy membership, with attendance anticipated to range from 200 to 1,350 attendees.

Member Screenings, including pre-event arrival, may overlap with Museum operations in the early evenings on weekdays and weekends. However, it is expected that the majority of Member Screenings would happen outside normal Museum hours of operation, in order to allow members to circulate within the Museum. For this reason, Museum hours may periodically be curtailed early to accommodate such events. Member Screenings may require additional support staff including security personnel, caterers, and other vendors.

(3) Premiere Screenings

The Academy proposes to lease out the Main Theater and possibly the two smaller theaters for premiere screenings (“Premiere Screenings”) and other special events. These would be ticketed, invitation-only events for up to 1,350 attendees. Such events could be accompanied by a pre-event or post-event reception or seated dinner service for up to 1,000 attendees, to be held on-site within the ground-level Museum lobby and exhibit space, Special Event Dining Room, Rooftop Terrace, or the View Deck within the Sphere. Premiere Screenings may require up to approximately 200 additional support staff including security personnel, caterers, and Academy event planning and public relations staff, and custodians; lease events may require other support staff or vendors.

Approximately two Premiere Screenings or special events per week are anticipated throughout the year; Premiere Screenings would typically take place Monday, Tuesday, or Wednesday. As with Member Screenings, the majority of Premiere Screenings or special lease events would take place outside of normal Museum hours of operation, and Museum hours may be curtailed early to accommodate such events. Premiere Screenings and special lease events would typically have a 7:30 P.M. start time and end by 12:30 A.M., with campus vacation by 1:00 A.M.

c. Outdoor Programming

The Project would include outdoor programming (“Outdoor Programming”), including Museum and Academy events. Outdoor Museum Programming may include, but would not be limited to, exhibitions, hands-on student activities, and lectures. Outdoor Academy Programming may include outdoor screenings, concerts, exhibits, or other events during May through October. Outdoor Programming events would take place on the Rooftop Terrace or on the Piazza. The Rooftop Terrace would accommodate up to 800 persons; outdoor events on the Piazza would normally accommodate up to 1,350 attendees, with occasional events with up to 2,500 attendees. The use of amplified sound in conjunction with all Outdoor Programming would conclude by 10:00 P.M. and Outdoor Programming without amplified sound would conclude by 12:30 A.M., with campus vacation completed by 1:00 A.M.

3. Access, Circulation, and Parking

a. Vehicular Access and Circulation

Vehicular access to LACMA's Pritzker Garage and Spaulding Lot parking facilities, which would be shared with the Museum, would be maintained. The Pritzker Garage is accessed via the existing signalized intersection at Sixth Street and LACMA Way. The driveway entrance forms the south leg of this signalized intersection, providing direct access into the Pritzker Garage. The Spaulding Lot is accessed via an existing driveway on Spaulding Avenue, south of Wilshire Boulevard.

Primary visitor vehicular access would be provided via the Pritzker Garage. For special event and Theater Programming (e.g., Premiere or Member Screenings), accommodations for supplemental valet or visitor pick-up/drop-off would be provided north of the Museum within a designated on-site area accessed from Fairfax Avenue, with ingress to be provided via the existing southerly curb cut and egress via the existing northerly curb cut that will continue to provide access for loading and delivery trucks. Specific measures to address circulation and access during certain special events would be set forth in a parking and traffic management plan ("Parking and Traffic Management Plan") subject to City review and approval (see Section F, Project Design Features, below for further discussion). Access to existing LACMA loading dock areas would be maintained from Fairfax Avenue and would also serve the Museum loading dock area. Improvements to the off-site Los Angeles Department of Water and Power transformer yard just west of the Resnick Exhibition Pavilion would also be undertaken as part of the Project.

For further discussion of vehicular access and circulation during Project construction and operation, see Section 4.J, Transportation and Parking, of this Draft EIR.

b. Pedestrian Access and Circulation

The Museum would be accessed through entrances in the New Wing and the Original Building. The New Wing entrance would be at grade through the Piazza just south of the elevated Sphere. This entrance to the New Wing would accommodate visitors from the adjacent neighborhoods to the north and west as well as visitors approaching from the Pritzker Garage and the Dwight M. Kendall Concourse east of the Museum. Access to the Museum's New Wing entrance for neighborhoods to the north would be via existing pedestrian access points to the LACMA Campus or Hancock Park along Sixth Street, with access for neighborhoods to the west through these same points or a new dedicated pedestrian entrance and walkway off of Fairfax Avenue near the northwest corner of the Original Building. The former department store entrance on Wilshire Boulevard would serve as the Original Building Museum entrance and would provide access from the south, to accommodate pedestrians approaching from the Spaulding Lot, as well as from adjacent parking facilities and other destinations along Wilshire Boulevard.

c. Bicycle Access and Circulation

Visitors arriving by bicycle would have similar access opportunities as pedestrian visitors. The Project would provide at least approximately 88 bicycle parking spaces plus associated facilities on the Project Site or in close proximity within the LACMA Campus or potentially adjacent areas, which would meet or exceed requirements set forth in the City's Bicycle Parking Ordinance¹⁰ and satisfy LEED® requirements. Additional

¹⁰ LAMC 12.21 A16(a)(2)],

bicycle parking and bicycle-friendly amenities would be provided at a rate that would meet or exceed requirements of the Bicycle Parking Ordinance.

d. Public Transit Access

The Project is located in an area well served by public transportation; Metro provides Local and Rapid service along the Fairfax Avenue and Wilshire Boulevard corridors. The Los Angeles Department of Transportation DASH provides local circulator service on Fairfax Avenue with connections to West Hollywood and the surrounding areas. The corner of Wilshire Boulevard and Fairfax Avenue serves as a transfer point for Metro Lines 20, 217, 720, and 780 with connection to the DASH Fairfax line. Transit stops in the northbound and westbound directions stops are located immediately adjacent to the Project Site along the Fairfax Avenue and Wilshire frontages; the eastbound and southbound stops are located directly across the street.

Two future transit projects would serve to enhance transit access to the Project. The Wilshire Bus Rapid Transit Project will provide a peak hour bus-only lane along Wilshire Boulevard, supplementing the existing bus service on this street. The Metro Westside Subway Extension anticipates placement of the Wilshire/Fairfax Station beneath the intersection of Wilshire Boulevard and Fairfax Avenue, south of the Project Site, with a station portal located on the southeast corner of Wilshire Boulevard and Orange Grove Avenue. Service to this future station is anticipated to commence in 2023.

e. Parking

Parking to accommodate Museum operations and cultural programs, member screenings, and premiere screenings would be provided through shared use of existing LACMA facilities, which include the Pritzker Garage and Spaulding Lot. In addition to the existing parking facilities, there is the potential for use of other off-site parking facilities in the immediate vicinity, especially in connection with Museum special events. Bus staging, loading, and circulation are planned to be accommodated in a similar manner as the LACMA Campus, and may include use of the existing designated pick-up/drop-off area along the north side of Wilshire Boulevard between Spaulding Avenue and Ogden Drive, among other suitable areas. It is anticipated that there would be coordination by LACMA and the Academy regarding scheduling of special events. For further discussion of Project parking, see Section F, Project Design Features, below, and Section 4.J, Transportation and Parking, of this Draft EIR.

4. Open Space and Landscaping, Lighting, and Signage

a. Open Space and Landscaping

The Piazza would serve as publicly accessible open space on the Project Site and would provide access to the Museum, Main Theater, and LACMA Campus from Fairfax Avenue and neighborhoods to the north and west. Landscaping provided as part of the Project would include ornamental plantings on the Piazza and installation of new or replacement street trees along the Project Site's Wilshire Boulevard and Fairfax Avenue frontages. Landscaping would comply with applicable Municipal Code requirements and would be consistent with Wilshire Community Plan and Miracle Mile CDO policies. For further discussion of planned open space and landscaping, see Section 4.A.1, Aesthetics and Views, of this Draft EIR.

b. Lighting and Signage

The Project would introduce new exterior light sources including architectural and façade lighting on the Original Building and Sphere; lighting of the Piazza to the north of the Original Building (including the area beneath the elevated Sphere), including lighting for Outdoor Programming and special events held in the evening; rehabilitation of the original lighting concept for the Corner Tower and the cove lighting within the Original Building's cantilevered awning that extends over the Wilshire Boulevard and Fairfax Avenue sidewalks; lighting of the display windows that wrap around the Original Building's ground floor; and illuminated signage. The exterior of the Sphere would include uplighting within the Piazza. Lighting of the Piazza may be supplemented with landscape lighting to highlight plantings or architectural feature. Lighting infrastructure would be installed within the Piazza to provide power for evening events.

Pursuant to the provisions of Chapter I, Article 3, Section 13.11 of the Municipal Code, the Project would establish a sign district ("Sign District") that would encompass the Project Site and 0.8 acre of the Resnick North Lawn, immediately north of the Project Site for a total area of 3 acres. The Sign District boundary is shown on **Figure 2-8, Proposed Sign District Boundary**.

The purposes and objectives of the Sign District are to:

- Support and enhance the land uses and urban design objectives in the Wilshire Community Plan;
- Provide unique and vibrant signage that will inform and attract visitors regarding the Museum's content and offerings, as well as provide appropriate recognition of the Museum and Museum exhibition and event sponsors;
- Ensure the quality of the Museum appearance;
- Ensure that signs are responsive to and integrated with the aesthetic character of the structures on which they are located, including reuse of the storefront windows on the Original Building, and are positioned in a manner that is compatible both architecturally and relative to the other signage on-site;
- Encourage creative, well-designed signs that contribute in a positive way to the visual environment of Museum Row, the Miracle Mile District and the Wilshire Community Plan area in a manner that accentuates the architectural characteristics of the Project;
- Ensure that signs are consistent with the identity established by the Original Building, the New Wing, Museum Row and the Miracle Mile District, integrated and compatible in scale with the aesthetic character of the structures on which they are located, while maintaining compatibility and sensitivity to surrounding uses; and
- Coordinate the location and display of signs so as to enhance the pedestrian realm and minimize potential traffic hazards and protect public safety.

As conceptually proposed, the Project may include banner signs installed on the upper wall area of the Original Building and on the Sphere. Digital displays may be located in the Original Building storefront window displays and along the south façade of the Sphere. Canopy signs may be placed on the canopy (i.e., cantilevered awning) fronting Wilshire Boulevard and Fairfax Avenue. Projected image signs are proposed for occasional use in association with special events, and would be permitted on portions of the Original Building. Flag pole signs would be permitted on each of the eight existing flag poles on the Original Building.

Identification signs may be located throughout the Sign District, including an Oscar statuette proposed at the Corner Tower of the Original Building. Signs would be integrated into the aesthetic character of the Original Building and New Wing and are intended to be compatible in scale with other signs on-site, enhance the pedestrian environment, and contribute positively to the identities of Museum Row and the Miracle Mile. Signage would be dedicated to the advertising of Museum exhibits, events, programs, and where applicable, recognition of Museum event and program sponsors.

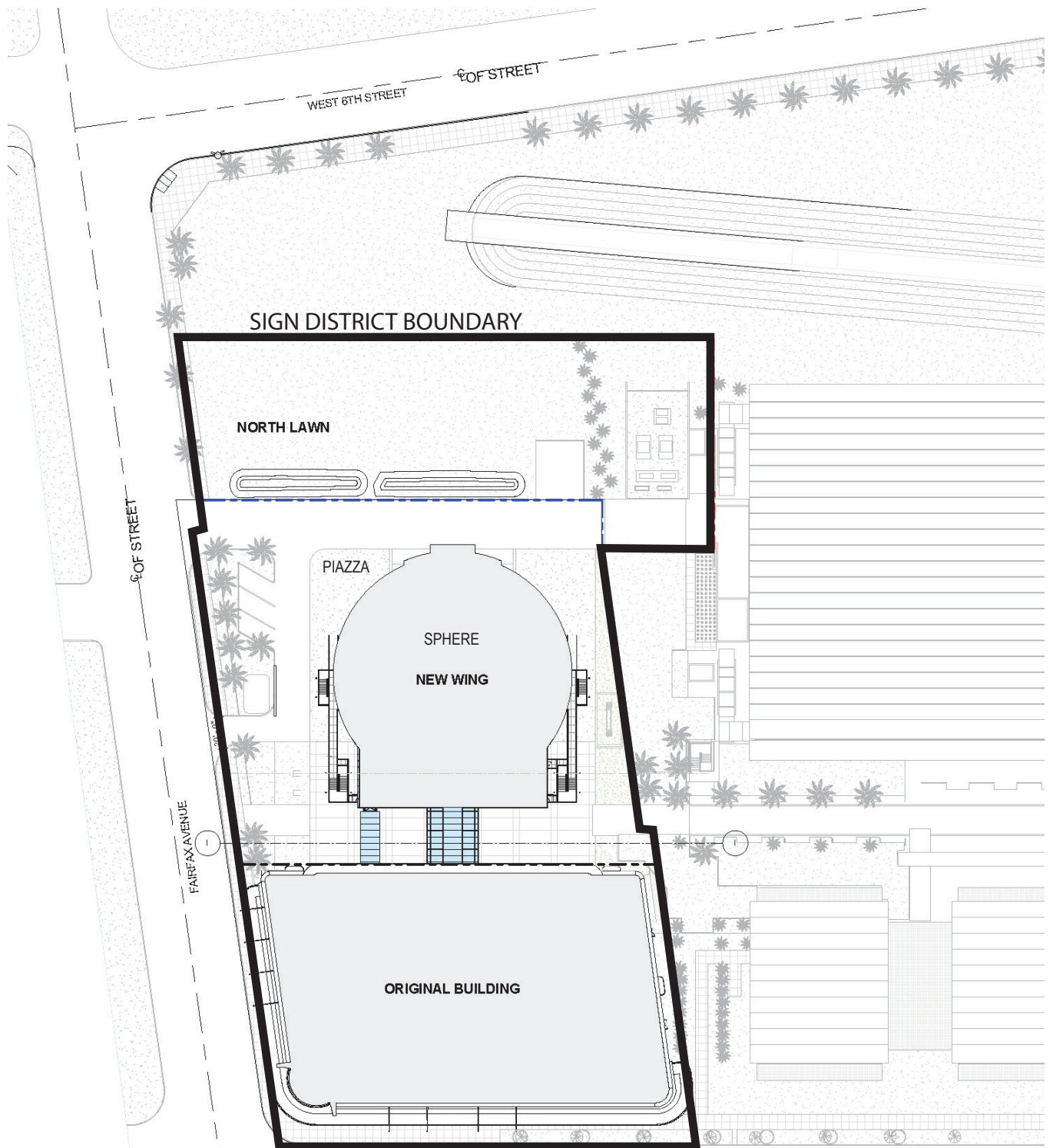
For further discussion of Project signage, see Sections 4.A.1, Aesthetics and Views, and 4.A.2, Light and Glare, of this Draft EIR.

5. Construction Schedule and Staging

The Project would entail an approximately 30-month construction period. Anticipated construction phases include interior abatement of hazardous materials and demolition of the 1946 Addition; soft demolition and abatement of hazardous materials within the Original Building; upgrades and renovation of the Original Building interior and restoration of the exterior; Project Site clearing, grading and excavation; construction of the New Wing including the Sphere and Piazza; Original Building interior finishing/exhibit space preparation; and outdoor hardscape and landscaping. Construction is anticipated to commence pending Project approval in late 2014 and would be completed in time for a 2017 Museum opening. Construction hours would normally occur in accordance with Municipal Code requirements, which prohibit construction between the hours of 9:00 P.M. and 7:00 A.M. Monday through Friday, 6:00 P.M. and 8:00 A.M. on Saturday, and at any time on Sunday. Some activities may require after-hours construction and approval would be sought from the Police Commission as authorized under the Municipal Code.

No construction worker, haul truck, or delivery truck parking would be allowed in the public right-of-way in the vicinity of the Project Site, including nearby residential neighborhoods. Parking for construction workers would be provided on the Project Site and in existing LACMA parking facilities, with potential use of other secured off-site parking facilities in the immediate vicinity. No worker transport to the Project Site would be required. The simultaneous staging of construction equipment and materials would be accommodated on the Project Site and just to the north of the Project Site in a construction staging area planned on a portion of the Resnick North Lawn. The Project Site would be fenced during construction for security purposes with gate-controlled access. Any dewatering and filtration of groundwater discharge would be accommodated on-site in compliance with applicable stormwater management requirements. Excavated soil would require export due to the potential for contamination with naturally-occurring oil and tar.

Temporary lane closures for the curb lanes along Fairfax Avenue (north of the existing building to Sixth Street), Wilshire Boulevard, and Sixth Street (between Fairfax Avenue and the entrance to Pritzker Garage) may be necessary for new utility connections, "B Permit" street work, and in special, limited circumstances, for offloading and mobile crane placement. Some sidewalk closures and/or the temporary installation of pedestrian sidewalk canopies would also be necessary. Project construction activities would be coordinated with LACMA operations to ensure LACMA access to its existing loading docks is maintained as required. A comprehensive construction traffic management plan would be prepared for consideration by the City for approval prior to commencement of any construction activity, as discussed in Section F, Project Design Features, below.



- ORIGINAL BUILDING**
 - ORIGINAL BUILDING STOREFRONT
 - CANOPY
 - ORIGINAL BUILDING UPPER WALL
 - WILSHIRE/FAIRFAX CORNER
- NEW WING**
 - SPHERE AND PIAZZA
- NORTH LAWN**



Proposed Sign District Boundary

Academy Museum of Motion Pictures Project
 Source: Renzo Piano Building Workshop, June 2014.

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Two bus stops are located along Fairfax Avenue, just north of Wilshire Boulevard and just south of Sixth Street. Project construction may necessitate temporary relocation of these bus stops as may be determined necessary through consultation with the appropriate transit authority.

F. PROJECT DESIGN FEATURES

The Applicant proposes to implement a number of Project Design Features to reduce potential environmental impacts of the Project. The Project Design Features would be included in the Mitigation Monitoring and Reporting Program required in association with certification of the EIR. Several key Project Design Features are discussed below. These and other proposed Project Design Features are summarized in **Table 2-2, Summary of Project Design Features**, and are discussed in detail in the technical sections indicated in the table. The Project Design Features were taken into account in the analysis of potential Project impacts.

1. Materials Conservation and Preservation Plan; Construction Period Vibration Monitoring Plan

A primary objective of the Project is ensuring the Original Building would retain its significance as a historic resource. Accordingly, a Materials Conservation and Preservation Plan, to be carried out by a qualified materials conservator to be retained by the Applicant, is proposed to ensure conformance with applicable Standards during rehabilitation of the Original Building. The Preservation Plan would serve as a primary planning document for decision-making about preservation, rehabilitation, restoration, or reconstruction treatments. The Preservation Plan would include architectural recordation to document existing conditions prior to the commencement of Project construction. The architectural recordation would provide important source material for any repair or restoration of the building that may be undertaken in the future and the architectural recordation report would be archivally produced and deposited in a publically accessible library or museum.

The Preservation Plan would include a materials conservation and treatment program for the exterior Cladding and Tile which would include conditions investigations, testing, research, and repairs by a team of qualified historic architects and conservators, to assist in compliance with the requirement that treatment of the primary façades of the Original Building conform to the Standards. Over the long-term, the Preservation Plan would guide changes made to primary façades of the Original Building and would provide information for maintenance procedures.

The Preservation Plan would require that a qualified preservation consultant review final construction plans, provide guidance and oversight for preservation treatment, and conduct periodic monitoring during demolition and construction to protect and preserve character-defining features to be retained under the Project. The consultant would identify items from demolition of the 1946 Addition and rehabilitation of the Original Building appropriate for salvage, if any, and develop a salvage program for preservation of artifacts.

The Preservation Plan would also develop a publically accessible interpretive program on the history and architecture of the May Company Building to make the cultural history available to the public.

Table 2-2

Summary of Project Design Features

Draft EIR Section & Environmental Topic	Project Design Feature #	Project Design Feature Summary
4.A.1 Light & Glare	PDF-LIGHT-1	Operational Lighting. Defines operational lighting features to be incorporated into the Project, addressing the maximum permitted illumination levels for the Original Building interior, façade, and canopy, the Piazza, and defines operational restrictions to limit glare.
	PDF-LIGHT-2	Special Event Lighting. Limits the orientation and bearing of high-intensity lighting (i.e., search lights) to avoid outward projection from Project Site.
	PDF-LIGHT-3	Illuminated Signage. Establishes maximum signage-related luminance and illuminance levels and requires implementation of an Illumination Testing and Compliance Protocol immediately prior to initial signage operation and Museum operation and 12 months after issuance of the Certificate of Occupancy, to limit off-site spill light and glare and ensure compliance with the City's CEQA threshold and the Municipal Code.
4.B Air Quality	PDF-AQ-1	Green Building Measures. Specifies measures and performance standards to meet or exceed applicable requirements of the State of California Green Building Standards Code, City of Los Angeles Green Building Code, and achieve U.S. Green Building Council LEED® Silver Certification or its equivalent.
	PDF-AQ-2	Piazza Electrical Infrastructure. Requires installation of wiring and outlets in the Piazza to support amplified sound and other electricity-powered Academy and vendor needs as required for outdoor events, to limit the use of on-site diesel generators to back-up and emergency purposes.
4.C.3 Historical Resources	PDF-HIST-1	Materials Conservation and Preservation Plan. To be carried out by a qualified materials conservator to ensure conformance with applicable Standards during rehabilitation of the Original Building. Would serve as a primary planning document for decision-making about preservation, rehabilitation, restoration, or reconstruction treatments.
4.E Hazardous Materials	PDF-HAZ-1	Health and Safety Plan. Addresses the protection of public and worker health and safety, in compliance with Occupational Health and Safety ("OSHA") Safety and Health Standards and Cal/OSHA standards regarding subsurface gases (methane and Hydrogen sulfide).

Table 2-2 (Continued)

Summary of Project Design Features

Draft EIR Section & Environmental Topic	Project Design Feature #	Project Design Feature Summary
4.F Hydrology and Water Quality	PDF-HAZ-2	Soil Management Plan. Requires sampling, testing, treatment, and disposal of contaminated soils in accordance with applicable regulatory requirements.
	PDF-HAZ-3	Gas Mitigation and Monitoring System. Requires installation and maintenance of passive and active systems to ensure subsurface gases do not pose a significant health or safety risk.
	PDF-HAZ-4	Operations and Maintenance Plan (O&M). Defines standard procedures and protocols for routine and long-term operation and maintenance of the Gas Mitigation and Monitoring System, for the life of the Project.
	PDF-HAZ-5	Emergency Plan. As required by the Methane Code, requires development of an emergency plan for implementation in response to gas detection.
	PDF-WQ-1	Construction Dewatering Discharge Analysis and Treatment. Requires monitoring and treatment as required of dissolved gases, hydrocarbons, and volatile organic compounds in groundwater extracted during construction dewatering.
4.H Noise	PDF-WQ-2	Nitrate Control. Requires voluntary reduction in use of nitrates through landscape plant selection and landscape maintenance practices, to reduce potential for pollutant loads in stormwater runoff.
	PDF-NOISE-1	Rooftop Terrace, Outdoor Sound Amplification Limits. Limits outdoor sound amplification limits for events taking place on the Rooftop Terrace within the Original Building and requires calibration of sound systems by Academy sound engineers/technicians.
	PDF-NOISE-2	Piazza Outdoor Sound Amplification Limits. Limits outdoor sound amplification limits for events taking place on the Piazza, and requires calibration of sound systems by Academy sound engineers/technicians.
	PDF-NOISE-3	Amplified Sound Curfew. Imposes a 10:00 p.m. curfew for amplified sound on the Project Site.
PDF-NOISE-4	Construction Period Vibration Monitoring Plan. Requires monitoring by a qualified preservation consultant of vibration impacts on Original Building during demolition and excavation activities within 50 feet and during placement of piles for the foundation of the Sphere. Authorizes halting or adjusting construction activities to minimize damage.	

Table 2-2 (Continued)

Summary of Project Design Features

Draft EIR Section & Environmental Topic	Project Design Feature #	Project Design Feature Summary
4.J Transportation and Parking	PDF-TRAF-1	Construction Traffic Management Plan. Requires development and implementation, subject to City approval, of a comprehensive plan addressing street closure information, detour plans, haul routes, and staging plans to reduce impacts on the surrounding community.
	PDF-TRAF-2	Parking and Traffic Management Plan. To be implemented during Museum operations and Theater Special Events to manage Project operation-related circulation and access, accommodate parking demand in appropriate facilities, and minimize parking impacts on surrounding neighborhoods. To be developed and implemented by the Academy as needed, depending on the nature and size of specific events.
	PDF-TRAF-3	Transit Connection Enhancements. Integrates existing bus and future rail transit facilities through the creation of a pedestrian-friendly environment with established and clear pedestrian networks, intersections, and signage.

Source: PCR Services Corporation, 2014

In addition to the Preservation Plan, as a precaution to avoid or minimize potential construction vibration damage to Original Building materials such as Cladding and mosaic Tile, a Construction Period Vibration Monitoring Plan would be implemented. The Construction Period Vibration Monitoring Plan would authorize a qualified preservation consultant to halt or adjust construction to avoid or minimize damage to the Original Building, and, in the event of damage, it would require that repair be undertaken in consultation with a qualified preservation consultant in conformance with the Preservation Plan.

2. Parking and Traffic Management Plan

A Parking and Traffic Management Plan is proposed to be implemented during Museum operations and Theater Special Events, on weekdays and weekends, to effectively manage Project operation-related circulation and access, accommodate parking demand in appropriate facilities, and minimize parking impacts on the surrounding neighborhoods. Subject to City approval, the Parking and Traffic Management Plan would be developed and implemented by the Academy as needed, depending on the nature and size of specific events, and may include encouragement of alternative travel options; coordinated directional signage; identification of bus staging, loading, and parking locations; designated employee parking; and the use of parking attendants, flagmen, valets, etc. as needed; development of an Event Coordination Plan with LACMA; and other measures. Periodic review of parking and traffic management strategies would be undertaken to determine effectiveness for future similar events. The Parking and Traffic Management Plan

would also include Transportation Demand Management strategies by promoting carpooling and non-auto travel in order to reduce parking demand and vehicular traffic on the surrounding street system.

3. Gas Mitigation and Monitoring System

The Los Angeles Basin has a history of petroleum production, and significant oil exploration and extraction has occurred in the Project area. The Project Site is located in a City-designated Methane Zone, reflecting the presence of naturally-occurring methane and hydrogen sulfide gases associated with subsurface oil and gas fields in the Project vicinity. Accordingly, a gas mitigation and monitoring system (“Gas Mitigation and Monitoring System”) would be installed and maintained as part of the Project in compliance with applicable Methane Seepage Regulations of the Municipal Code (“Methane Code”), to ensure subsurface gases do not pose a significant health or safety risk. Design and construction of the Gas Mitigation and Monitoring System would be subject to review and approval by the City’s Department of Building and Safety, Fire Department, and Bureau of Sanitation, Watershed Protection Division, and would meet requirements set forth in the Methane Code and by the Fire Department’s Bureau of Fire Prevention and Public Safety. The Gas Mitigation and Monitoring System would be integrated into the architectural and landscape designs for the Project and would comprise a combination of passive systems (such as impervious membranes and vent systems) and active systems (such as gas detections systems, mechanical ventilation, and an alarm system).

4. Noise

Several Project Design Features are proposed that would limit Project-generated noise and vibration. Outdoor sound amplification limits would be set for events taking place on the Rooftop Terrace within the Original Building and the Piazza. The Project Design Features also require calibration of sound systems by Academy sound engineers/technicians and placement of speakers to direct sound toward the interior of the Project Site and away from off-site land uses. Moreover, a Project Design Feature imposes a 10:00 P.M. curfew for amplified sound on the Project Site.

G. ANTICIPATED PROJECT APPROVALS

Discretionary entitlements, reviews and approvals required for implementation of the Project would include, but would not necessarily be limited to, the following:

- Zone change to remove the existing [Q] conditions related to prior entitlements on the Project Site;
- Cultural Heritage Commission approval of permits for work on the Original Building, which is designated as City Historic-Cultural Monument No. 566;
- A Design Overlay Plan Approval for compliance with the Miracle Mile CDO and a Director’s Determination of Consistency with the Miracle Mile CDO and such other approvals or actions as may be required;
- Master Conditional Use Permit to allow for the on-site sale and consumption of alcoholic beverages;
- Variance for outdoor dining, as may be required;
- Variance to permit alternative locations for code required bicycle spaces;
- Construction permits, including building permits, grading, excavation, foundation, and associated permits;

- Haul route permit, as may be required;
- Academy Museum of Motion Pictures Sign Supplemental Use District for the Project Site to allow the proposed signage program;
- Site Plan Review for construction of the new Museum floor area;
- Special Permission for Reduction of Off-Street Parking to allow a 10 percent reduction in the required number of parking spaces for an institutional use located within 1,500 feet from the planned Metro Westside Subway Extension, Wilshire/Fairfax Station entrance;
- A Zoning Administrator's Interpretation for the following: that the provisions for Reduction of Off-Street Parking also apply to institutional (museum) and auditorium (theater) uses; that the provisions of the Historical Exemption allow for a reduction in retained parking for demolition of the 1946 Addition:
- Police Commission approval for extended construction hours, as may be required;
- Certification of an Environmental Impact Report; and
- Other approvals as needed and as may be required.