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**January 9, 2015**

**NOTICE OF EXTENSION**

THIS IS TO SERVE NOTICE THAT THE FINAL DAY OF THE COMMENT PERIOD FOR DRAFT EIR CASE NO. ENV-2012-3063-EIR (SCH NO. 2013031057), HAS BEEN EXTENDED FROM JANUARY 15, 2015 TO **JANUARY 30, 2015**.

**TO:** Owners of Property and Occupants and Other Interested Parties

**PROJECT NAME:** Martin Expo Town Center

**SITE LOCATION:** 1201 W. Olympic Blvd.

Los Angeles, CA 90064

**COMMUNITY PLANNING AREA:** West Los Angeles

**COUNCIL DISTRICT:** 11 – Mike Bonin

**COMMENT REVIEW PERIOD:** November 20, 2014 – **January 30, 2015**

**PROJECT DESCRIPTION:**

The Project proposes removal of all existing structures, and constructing a total of 807,200 square feet of new development (approximately 707,801 net new square feet after removal of 99,399 square feet of existing buildings). The Project would also create 26 lots (airspace lots). The maximum height of any building in the project would be 160 feet. With a net lot area of 206,563 square feet, the proposed 807,200 square feet of floor area would create an FAR of 3.91:1.

The Site contains the Martin Cadillac dealership, which consists of surface parking, a service building with rooftop parking, and a dealership/office building. The buildings total approximately 99,399 square feet and the dealership provides approximately 611 parking spaces, most of which are occupied by for-sale vehicles. The buildings were built in approximately 1975 and are approximately 39 years old. The buildings are a mix of 1- and 2-story brick buildings. The 2-story portion functions as the main office and showroom and is located at the prominent corner of Olympic Boulevard and Bundy Drive.

The Project is seeking land use equivalency (LUEP) and design flexibility programs (based on equivalent environmental impacts) with a base plan (Conceptual Plan) of 516 residential condominium units (540,200 gross square feet), 67,000 square feet of retail floor area, 200,000 square feet of creative office floor area, and associated subterranean parking. The proposed uses may also include an auto showroom for the dealership. The maximum density allowed at the Project Site under the proposed zoning is 516 units. The Conceptual Plan proposes 516 units, with an average unit size of 834 square feet, for a net residential area of 430,570 square feet.

The Project, as described, is a Conceptual Plan that has been formulated as an illustration of how the Project may be configured, including the uses, locations, massing, and orientation of buildings on the Project Site. The Conceptual Plan illustrates how the Project Site may be developed, although the specific location, number, and orientation of the proposed buildings would be subject to future market conditions. The proposed Design Flexibility Program allows the analysis to consider other development programs. Thus, the Conceptual Plan is not the only development scenario that would be possible, provided that certain criteria are satisfied.

The Project would include an LUEP to allow development flexibility of the Project's land uses and floor areas, so the Project could, if necessary, respond to the changing market demands of the Southern California economy. However at no time shall the project exceed 807,200 square feet of new development, or 516 residential units, as illustrated in the conceptual plan and the LUEP.

#### **PERMITS AND APPROVALS:**

1. The Applicant is requesting a General Plan Amendment to the West Los Angeles Community Plan to land use designation of the site from Light Industrial to General Commercial. The Applicant is also requesting an amendment to Footnote No. 1 of the West Los Angeles Community Plan to add an additional exception for Height District No. 1 to permit Height District No. 2. The proposed additional exception to Footnote No. 1 would read as follows:
  - a. Height District No. 1. except for height District No. 2 at the following locations: Property on Tract P M 4059, Lot C, Map Reference BK 103-51/52.
2. Zone Change (and Height District Change) from M2-1 to C2-2D (Sec. 12.32 Q)) with a D limitation of 3.91:1 FAR. (Sec. 12.32)
3. Conditional Use Permit for Major Development Project. (Sec 12.24 U.14)
4. Vesting Tentative Tract Map No. 72298 for the creation of airspace lots, including residential condominium units. (Sec. 17.01)
5. Haul route approval. (Sec. 17.13)
6. Conditional Use Permit for Wireless Telecommunications Facilities. (Sec. 12.21 A.20 and 12.24 W.49)
7. Master Conditional Use Permit for off-site (grocery store, wine store) and on-site (restaurants) sales and consumption of alcoholic beverages. (Sec. 12.24 W.1)
8. Conditional Use Permit for Live Entertainment—dancing (Sec. 12.24 W.18)
9. Site Plan Review. (Sec. 16.05)
10. Zone variance to allow outdoor sales (including kiosks) in the C2 zone. (Sec. 14.14 A (b)(3))
11. Zone variance to allow outdoor dining in locations other than the ground floor in the C2 zone. (Sec.14.14 A (b)(3))
12. Zoning Administrator's Determination for 10 percent reduction in commercial parking (Sec. 12.24 Y)

13. A Development Agreement for a term of up to 15 years.

**ANTICIPATED SIGNIFICANT ENVIRONMENTAL EFFECTS:** Based on the analysis contained in this Draft EIR, implementation of the Project would result in significant and unavoidable impacts to operational regional emissions, construction noise and vibration, construction-related traffic impacts; and operational and cumulative traffic impacts. Other issues addressed in the Draft EIR include aesthetics; air quality; cultural resources (archeological and paleontological resources, historical resources); geology and soils; greenhouse gas emissions; hazards and hazardous materials; hydrology and water quality; land use and planning; noise; population, housing and employment, public services (fire protection and emergency medical services, police protection, schools, libraries, parks and recreation); transportation and circulation; and utilities (water supply, wastewater, solid waste disposal, electricity consumption, natural gas consumption). With implementation of mitigation measures, no other significant and unavoidable impacts are expected to occur as a result of construction or operation of the Project.

**DOCUMENT REVIEW AND COMMENT:** If you wish to review a print copy of the Draft EIR or the documents referenced in the Draft EIR, you may do so during office hours (between 8:00 A.M. and 4:00 P.M.) at the City of Los Angeles, Department of City Planning, 200 North Spring Street, City Hall, Room 750, Los Angeles, CA, 90012. The Draft EIR is available online at the Department of City Planning’s website at <http://cityplanning.lacity.org> by clicking on the “Environmental” tab, then “Draft EIR.” Print and digital versions are also available at the following Library Branches:

- 1) Los Angeles Central Library, 630 West Fifth Street, Los Angeles, CA 90071
- 2) West Los Angeles Regional Library, 11360 Santa Monica Boulevard, Los Angeles, CA 90025
- 3) Mar Vista Branch Library, 12006 Venice Boulevard, Los Angeles, CA 90066
- 4) Palms-Rancho Park Branch Library, 2920 Overland Avenue, Los Angeles, CA 90064
- 5) Westwood Branch Library, 1246 Glendon Avenue, Los Angeles, CA 90024

The Draft EIR can also be purchased on CD-ROM for \$7.50 per copy. Contact Sergio Ibarra at (213) 978-1333 to purchase copies.

The review period for the Draft EIR begins on November 20, 2014 and ends on January 30, 2015. If you wish to submit comments regarding the Draft EIR, please reference the file number above and submit in writing by January 30, 2015 no later than 4:00 P.M.

Please direct your comments to:

**Mail:** Sergio Ibarra  
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 Department of City Planning  
 200 N. Spring Street, Room 750  
 Los Angeles, California 90012

**Email:** [sergio.ibarra@lacity.org](mailto:sergio.ibarra@lacity.org)

Michael J. LoGrande  
 Director of Planning



Sergio Ibarra  
 Project Coordinator, Environmental Analysis Section