

DEPARTMENT OF
CITY PLANNING
200 N. SPRING STREET, ROOM 525
LOS ANGELES, CA 90012-4801
AND
6262 VAN NUYS BLVD., SUITE 351
VAN NUYS, CA 91401

CITY PLANNING COMMISSION

WILLIAM ROSCHEN
PRESIDENT
REGINA M. FREER
VICE-PRESIDENT
SEAN O. BURTON
DIEGO CARDOSO
ROBIN R. HUGHES
FR. SPENCER T. KEZIOS
RICARDO LARA
CINDY MONTAÑEZ
MICHAEL K. WOO
JAMES WILLIAMS
COMMISSION EXECUTIVE ASSISTANT
(213) 978-1300

CITY OF LOS ANGELES
CALIFORNIA



ANTONIO R. VILLARAIGOSA
MAYOR

EXECUTIVE OFFICES

S. GAIL GOLDBERG, AICP
DIRECTOR
(213) 978-1271
VINCENT P. BERTONI, AICP
DEPUTY DIRECTOR
(213) 978-1272
JOHN M. DUGAN, AICP
DEPUTY DIRECTOR
(213) 978-1274
EVA YUAN-MCDANIEL
DEPUTY DIRECTOR
(213) 978-1273
FAX: (213) 978-1275
INFORMATION
(213) 978-1270
www.planning.lacity.org

February 5, 2009

NOTICE OF PREPARATION
ENVIRONMENTAL IMPACT REPORT

EAF NO.: ENV-2008-4960-EIR
PROJECT NAME: Wilshire Promenade
PROJECT ADDRESS: 2920 Wilshire Boulevard, Los Angeles, CA 90005
COMMUNITY PLAN AREA: Wilshire Community Plan Area
COUNCIL DISTRICT: 10 (Herb J. Wesson, Jr.)
COMMENT DUE DATE: March 6, 2009

The City of Los Angeles, Department of City Planning, will be the Lead Agency under the California Environmental Quality (CEQA) for the preparation of an environmental impact report ("EIR") for the Wilshire Promenade project identified herein (the "Proposed Project"). The Department of City Planning requests your comments as to the scope and content of the EIR. The Project location, Project description, and the potential environmental effects are set forth below. A copy of the Initial Study prepared for the project is not attached, but is available for review at the Department of City Planning, 200 North Spring Street, Room 750, City Hall, Los Angeles, California, 90012.

PROJECT LOCATION:

The Proposed Project is situated on approximately three (3) acres of land at the southwest corner of the intersection of Wilshire Boulevard and Hoover Street in the Wilshire Community Plan Area of the City of Los Angeles. The Project site is approximately two miles northwest of Downtown Los Angeles. The Project site is rectangular in shape. The boundaries of the Project site are as follows: Wilshire Boulevard to the north, Hoover Street to the east, Sunset Place to the south, and a commercial building to the west.

The Project site is located in a highly urbanized area and may be accessed via several regional freeways and local surface streets. The Project site is located approximately 1.1 miles south of the Hollywood Freeway (US-101), 1.9 miles west of the Harbor Freeway (SR 110), and 1.7 miles north of the Santa Monica Freeway (I-10). The Project site is locally accessible via Wilshire Boulevard to the north, Hoover Street to the east, Sunset Place to the south. Additional nearby major arterials contributing to site access include 3rd Street to the north, Rampart Boulevard to the east, Olympic Boulevard to the south, and Vermont Avenue to the west.

The Project site is located within the jurisdiction of the Wilshire Community Plan, the Wilshire Center/Koreatown Redevelopment Plan, and the Adaptive Reuse Incentive Areas Specific Plan. The Project site is also located just inside the eastern border of a region described in the Framework Element of the General Plan as the Wilshire Center Regional Commercial Center. This Regional Commercial Center is approximately 100 acres in size and is generally characterized by a dense concentration of high rise office buildings, large hotels, regional shopping center complexes, churches, entertainment centers, and both high- and low-rise multiple-family residences. To the north of the Project site, across Wilshire Boulevard, is Lafayette Park. This public park contains several recreational playing fields and courts, jungle gyms, and picnicking areas. Lafayette Park also includes the small area east of the Project site across Hoover Street. This portion of the park includes two public tennis courts.

The Project site is designated for Regional Center Commercial land uses in the Community Plan and has a corresponding zoning of C4-2 in the Los Angeles Municipal Code. The C4-2 zone allows for most retail and commercial uses.

PROJECT DESCRIPTION:

The Proposed Project would demolish the existing one-story structures, billboards, and surface auto storage, and construct a four-level shopping center and a five-level parking structure with up to 522 parking spaces. The Proposed Project would average 68 feet in height.

The Proposed Project would consist of a shopping center containing 156,000 square feet of gross leasable area of retail uses, which may include a market, retail uses, restaurants, spa and other retail uses. The market and other retail uses would occupy the street level of the building, accessible from Wilshire Boulevard. The second level of the Proposed Project would contain other retail uses and a two-level spa. The third level of the Proposed Project would contain restaurant and other retail uses, and the second floor of the spa. The fourth level of the Project would contain retail and restaurant uses. Circulation on the first and second levels of the Proposed Project would be provided by interior, enclosed walkways. Exterior, open walkways would provide access throughout the third and fourth levels.

Parking for the shopping center would be provided in the associated parking structure and in accordance with City requirements. Vehicular access to the Project site would occur primarily

via Wilshire Boulevard, Hoover Street, and Sunset Place. The parking structure would be accessed from an internal driveway, accessible via Wilshire Boulevard or from Sunset Place. Delivery vehicles could also access the Project site from the same access points.

The design of the Proposed Project would be a modern interpretation of an urbanized shopping center and would be designed to provide a pedestrian-friendly shopping and dining experience.

The Proposed Project would utilize a variety of materials and design elements throughout the Project to reflect the diverse building styles in the Wilshire Center community. Within the Proposed Project, landscaping elements would include trees and planters on the upper levels to provide a pleasant atmosphere for shopping and dining. Landscaping and open space improvements would also be completed along all three street frontages.

The Project Applicant is requesting the following discretionary approvals from the City of Los Angeles as part of the proposed Project:

- Site Plan Review Findings for a Major Development Project within the Los Angeles State Enterprise Zone pursuant to LAMC Section 12.244.14(c)(2);
- Zoning Administrator Approval of a Conditional Use Permit for On- and Off-Site Sale of Alcoholic Beverages;
- Approval of a Signage District;
- Zone variance to permit a fitness room incidental to a day spa use;
- Zoning Administrator interpretation;
- Demolition, grading, foundation, and building permits;
- Haul route(s) approval, as necessary; and
- Any additional actions as may be determined necessary.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED

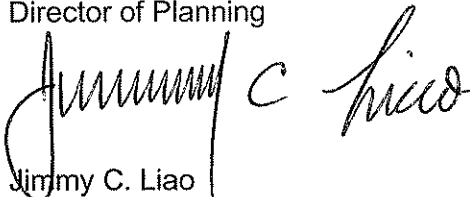
The attached Initial Study identifies the potential environmental issues pertaining to Aesthetics, Air Quality; Land Use and Planning; Noise and Transportation/ Circulation.

The Proposed Project is located in an area of interest to you and/or the organization you represent. As discussed above, an EIR will be prepared. The Department of City Planning welcomes all comments regarding the environmental impacts of the Proposed Project and the issues to be addressed in the EIR. All comments will be considered in the preparation of the EIR. **Written comments** must be submitted to this office by **March 6, 2009**.

Please direct your comments to:

Jimmy C. Liao
City Planner, EIR Unit
Environmental Review Section
200 N. Spring Street, Room 750, City Hall
Los Angeles, CA 90012
213-978-1331 (phone)
213-978-1343 (Fax)
Jimmy.Liao@lacity.org

S. Gail Goldberg, AICP
Director of Planning

A handwritten signature in black ink that reads "Jimmy C. Liao". The signature is written in a cursive style with a large, stylized "J" and "L".

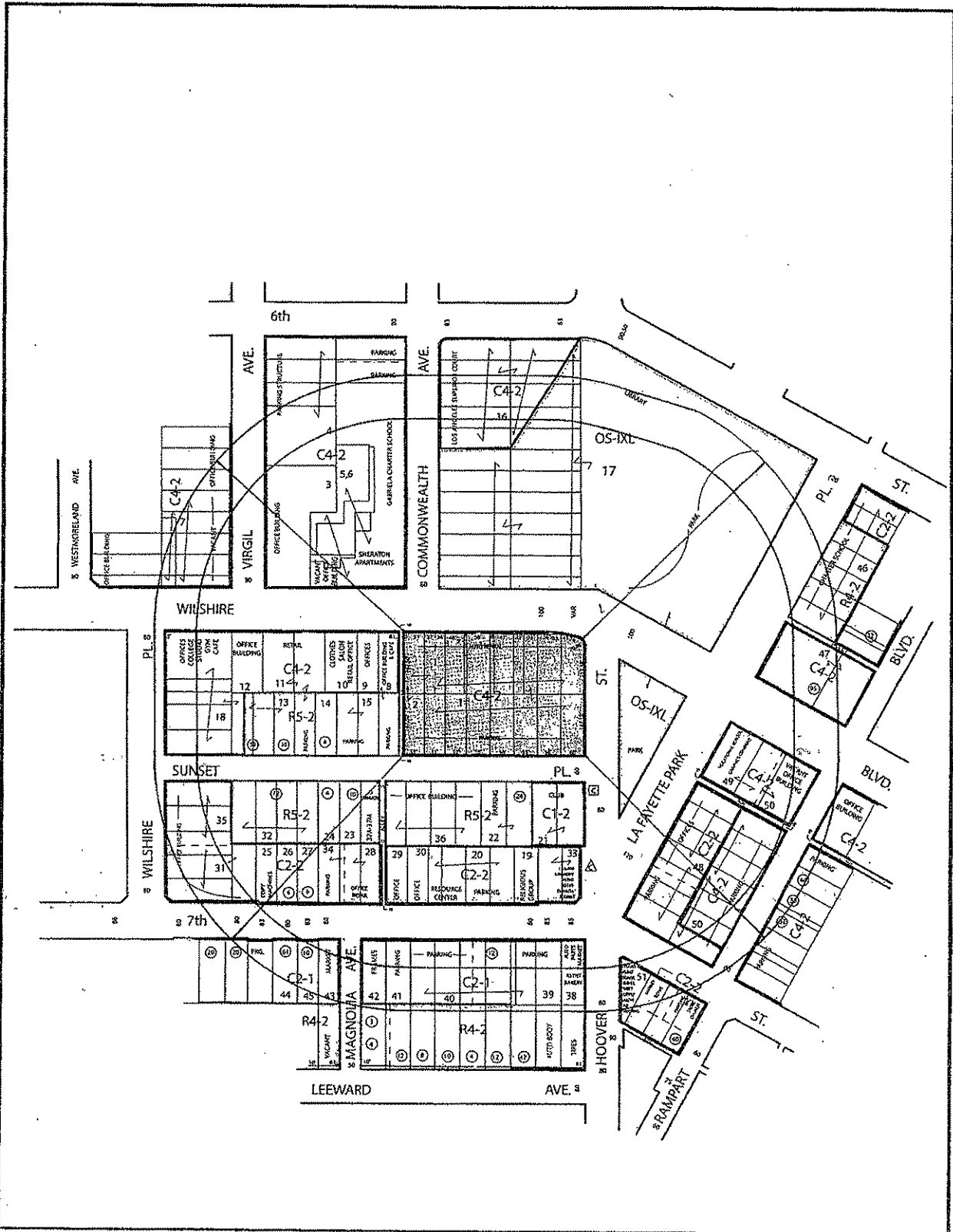
Jimmy C. Liao
City Planner, EIR Unit
Environmental Review Section

cc:

Councilmember, 10th District
County of Los Angeles, Regional Planning, Environmental Section
Los Angeles Department of Transportation
Southern California Association of Governments
South Coast Air Quality Management District
Property Owners and Residents Within 500-foot Radius of Proposed Project Site

Enclosures

Project Location Map
500-foot Radius Map
Floor Plans



CONDITIONAL USE - CUB


Quality Mapping Service
 14549 Archwood St. Suite 301
 Van Nuys, California 91405
 Phone (818) 997-7949 - Fax (818) 997-0351
 qmsmapping@qmsqms.com

DRAWN BY:

THOMAS BROTHERS

Page: 634 Grid: 02

LEGAL

LOT: 1-8, 23-30

TRACT: SUNSET PARK TRACT
M.B. 6-09

CONTACT: VTN WEST, INC.

CD: 10

CT: 2122.04

PA: WILSHIRE

USES FIELD:

CASE NO:

SCALE 1" = 100'

D.M.: 133-6A201

PHONE: 818.779.8740

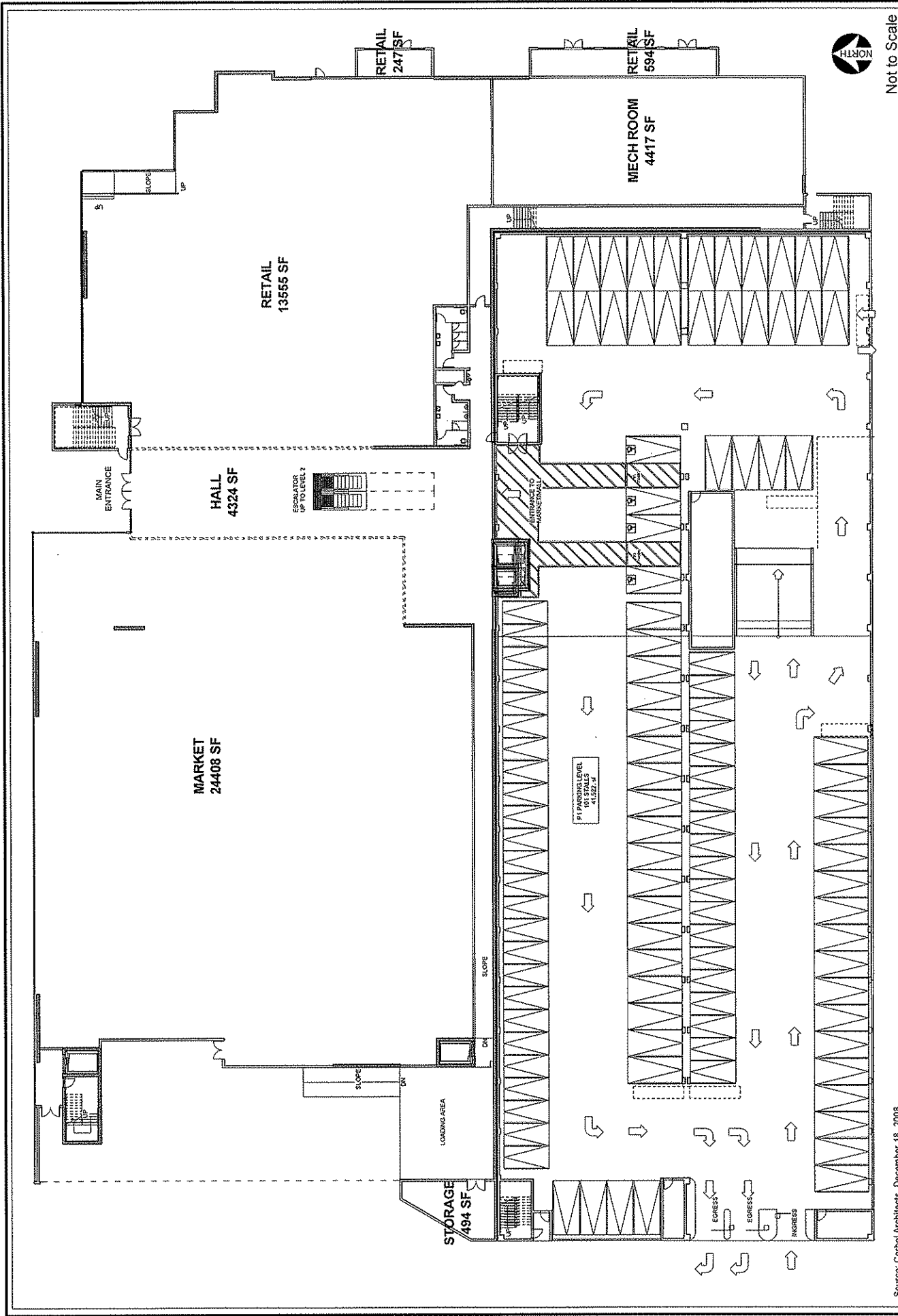
DATE: 06-27-08

Update: 12-01-08

RETAQ 2.50 %

QMS:06-215-A

NORTH

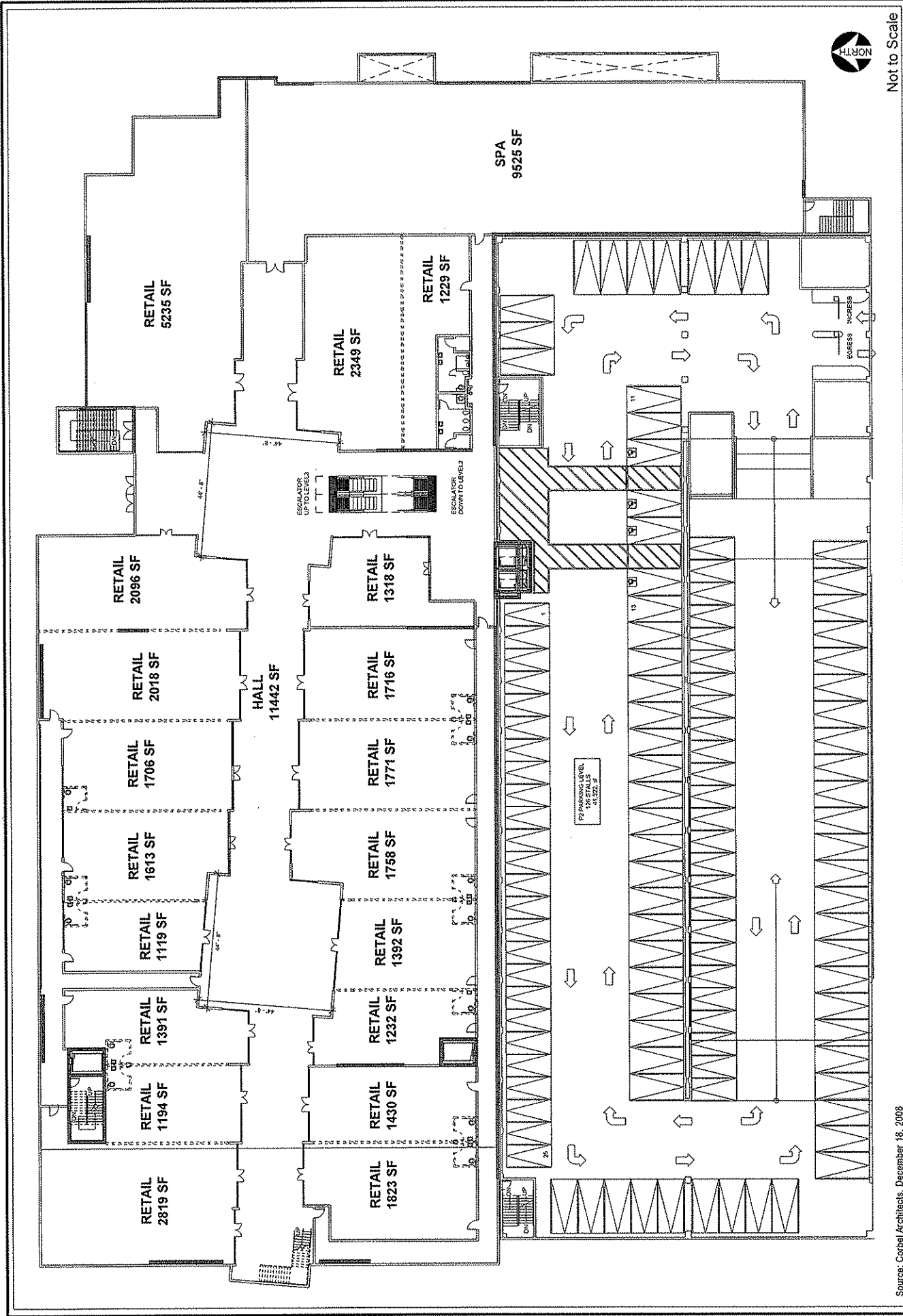


Not to Scale

Source: Corbel Architects, December 18, 2008



Level One Floor Plan and Parking Plan

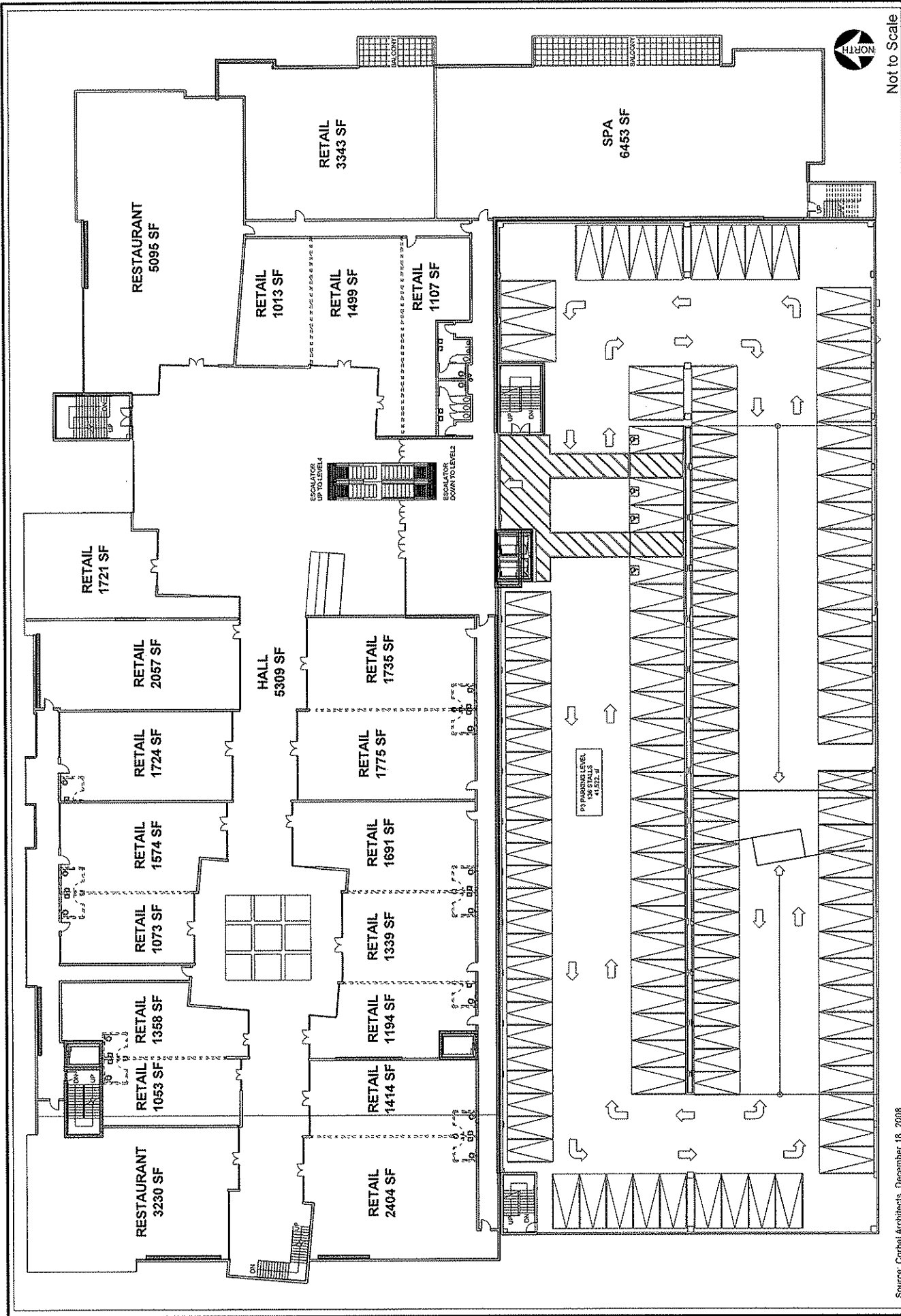


Not to Scale

Source: Corbel Architects, December 18, 2008



Level Two Floor Plan and Parking Plan

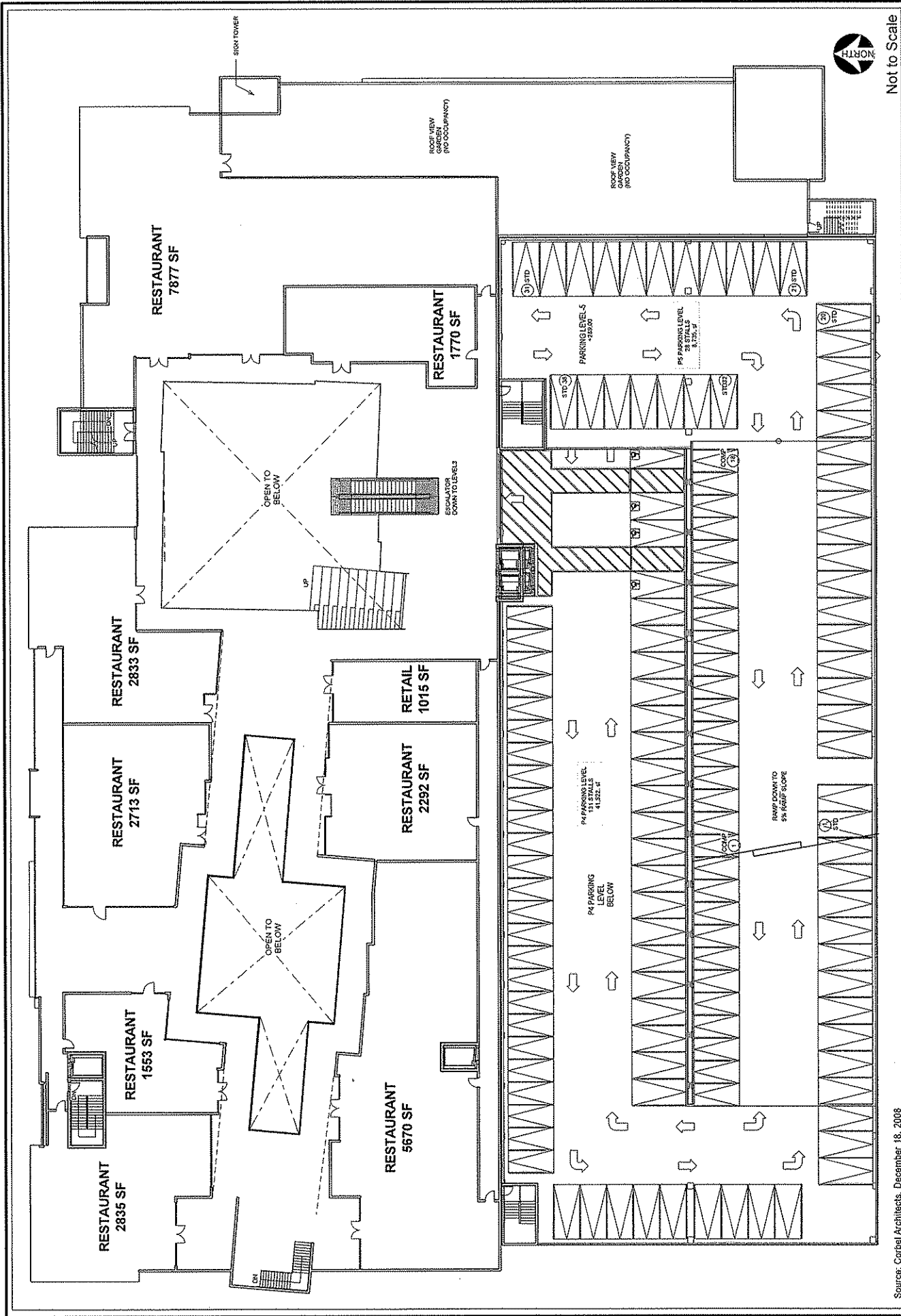


Not to Scale

Level Three Floor Plan and Parking Plan

Source: Carbel Architects, December 18, 2008





Not to Scale

Source: Corbel Architects, December 18, 2008



Level Four Floor Plan and Parking Plan