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January 20, 2010

NOTICE OF PREPARATION
ENVIRONMENTAL IMPACT REPORT

CASE NO.: ENV-2009-2656-EIR

PROJECT NAME: Beverly & Fairfax Mixed-Use Project

**PROJECT LOCATION/ADDRESS: 7901 and 7909 Beverly Boulevard,
Los Angeles, CA 90048**

COMMUNITY PLANNING AREA: Wilshire

COUNCIL DISTRICT: 5

DUE DATE FOR PUBLIC COMMENTS: February 19, 2010

The City of Los Angeles, Department of City Planning, will be the Lead Agency and will require the preparation of an environmental impact report (EIR) for the proposed Project identified herein (the "Project"). The Department of City Planning requests your comments regarding the scope and content of the EIR. The Project description, location, 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, Los Angeles, CA 90012.

PROJECT DESCRIPTION: The Proposed Project includes the removal of the Beverly-Fairfax building (with the exception of the street-facing elevations). The Project Site would be developed with a six-story mixed-use building, which would contain 71 residential condominium units over 3 commercial condominium units (approximately 11,454 square feet of commercial/retail land uses, which could include a maximum of 5,000 square feet of restaurant use). The residential condominium units would include: 4 single units, 42 1-bedroom units, 4 1-bedroom-plus-study units, and 21 2-bedroom units. Four levels of subterranean parking are proposed, providing a total of 224 parking spaces. Vehicular access would be provided via a single driveway on Fairfax Avenue, at the northeast corner of the Project Site.

The Project Applicant is requesting the following discretionary approvals to allow for development of the Project: 1) Vesting Tentative Tract Map pursuant to LAMC Section 17.00; 2) Vesting Zone Change from the existing C2-1VL Zone to RAS4-1D Zone pursuant to LAMC Section 12.32F; 3) Height District Change from Height District -1VL to Height District -1D pursuant to LAMC Section 12.32F; 4) Zoning Administrator's Adjustment pursuant to LAMC

Section 12.28; 5) Zoning Administrator's Adjustment pursuant to LAMC Section 12.28; 6) Shared Parking Approval pursuant to LAMC Section 12.24; and 7) Site Plan Review pursuant to LAMC section 16.05.

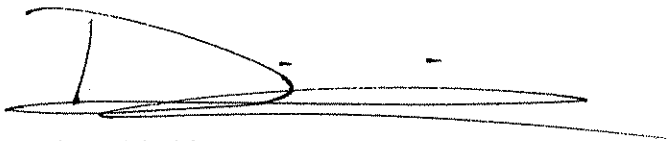
PROJECT LOCATION: The Project Site is located at 7901 and 7909 Beverly Boulevard, at the northwest corner of the intersection of Beverly Boulevard and Fairfax Avenue, and encompasses Assessor Parcel Number (APN) 5527-03-6020. The site is directly bound by a parking lot to the north, Beverly Boulevard to the south, Fairfax Avenue to the east, and an alleyway to the west. Regional access to the Project area is provided via US 101 (Hollywood Freeway) to the east, Interstate 10 (Santa Monica Freeway) to the south, State Route 2 (Santa Monica Boulevard) to the north and west, and Interstate 405 (San Diego Freeway) to the west. The Project Site is currently developed with a building that houses an 800-seat, three-screen movie theater and 10,729 square feet of ground-floor retail uses.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED: Aesthetics, Air Quality (including climate change), Cultural Resources, Geology & Soils, Hazards & Hazardous Materials, Hydrology and Water Quality, Land Use & Planning, Noise, Population & Housing, Public Services, Recreation, Transportation/Traffic, Utilities/Service Systems, and Mandatory Findings of Significance.

Public testimony and written comments are encouraged and will be considered in the preparation of the Draft EIR. Written comments must be submitted to this office by February 19, 2010. Please direct your comments to the following:

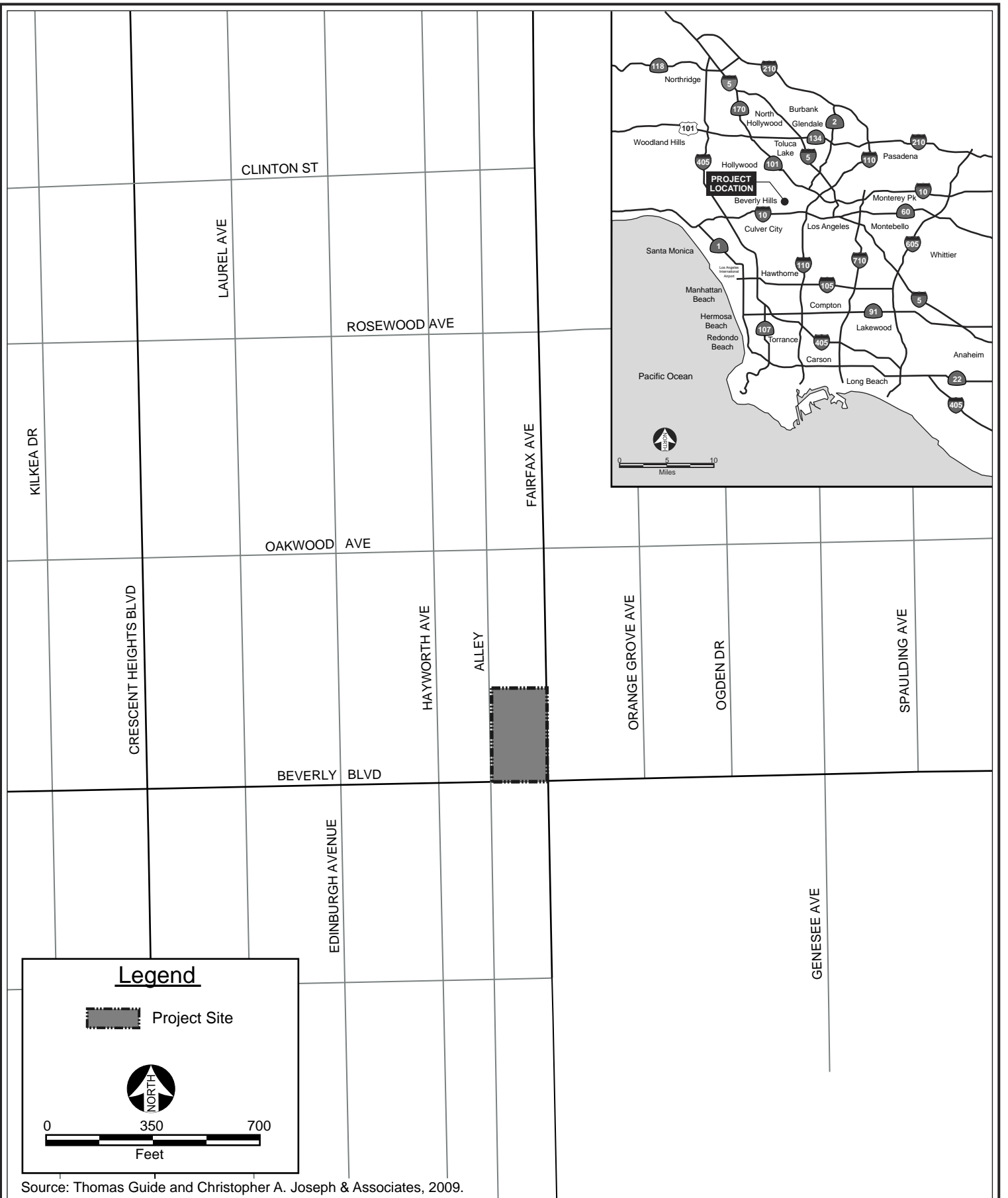
Diana Kitching, Project Coordinator
Department of City Planning, Environmental Review Section
200 N. Spring Street, Room 750
Los Angeles, CA 90012
Fax: (213) 978-1343
E-Mail: Diana.Kitching@lacity.org

S. Gail Goldberg, AICP
Director of Planning





Diana Kitching
Project Coordinator
Environmental Review Section

Enclosures



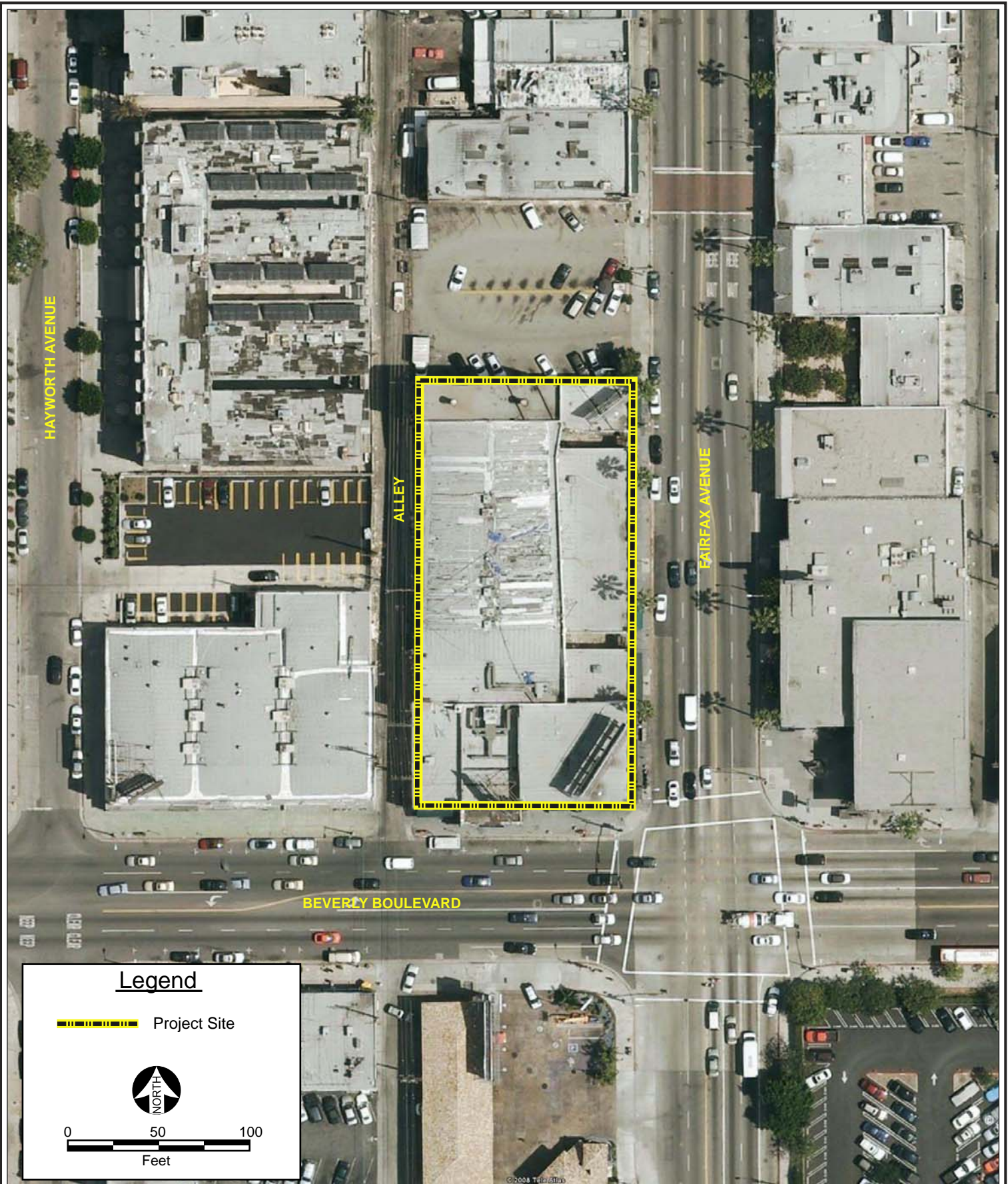
Legend

 Project Site

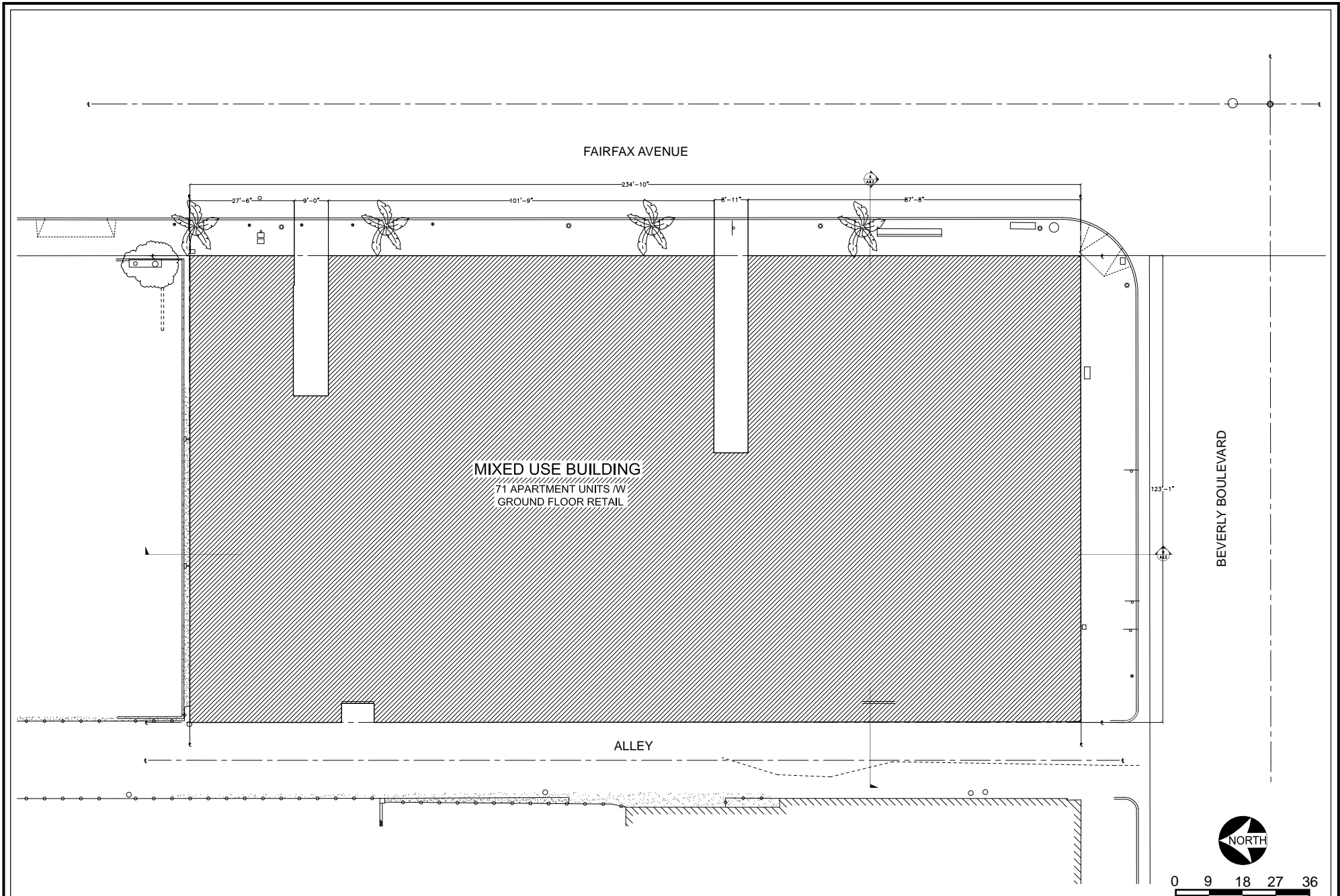
 NORTH

0 350 700
Feet

Source: Thomas Guide and Christopher A. Joseph & Associates, 2009.



Source: Google Earth Pro and Christopher A. Joseph & Associates, 2009.

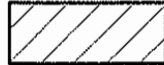


Source: Howard Laks Architects, 04/02/09.



LEGAL: LOTS 335-338, TRACT NO. 6790.

VESTING TENTATIVE TRACT MAP NO. 71061
VESTING ZONE CHANGE
HEIGHT DISTRICT CHANGE
ZONING ADMINISTRATORS ADJUSTMENT
ZONING ADMINISTRATORS DETERMINATION FOR SHARED PARKING
SITE PLAN REVIEW

 C2-1VL TO RAS4-1D

C.D. 5
 C.T. 1945.00
 P.A. WILSHIRE



Source: GC Mapping Service, Inc, 09/01/2009.