October 13, 2011

NOTICE OF PREPARATION AND NOTICE OF PUBLIC SCOPING MEETING

EAF NO.: ENV-2011-2460-EIR
PROJECT NAME: Paramount Pictures Master Plan
PROJECT ADDRESS: 5555 Melrose Avenue, Hollywood, CA 90038
COMMUNITY PLANNING AREA: Hollywood and Wilshire
COUNCIL DISTRICT: 13 and 4
SCOPING MEETING DATE: October 27, 2011
DUE DATE FOR PUBLIC COMMENTS: November 14, 2011

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 project identified herein (the "Project"). The Department of City Planning requests your comments as to the scope and content of the EIR. The Project description, location, and the potential environmental effects anticipated to be studied in the EIR are set forth below. Also included below are the date, time, and location of the Scoping Meeting that will be held in order to solicit input regarding the content of the Draft EIR. The Scoping Meeting will be comprised of an open house format. No decisions about the Project will be made at the scoping meeting. A copy of the Initial Study prepared for the Project is not attached but is available for public review during normal office hours at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012. Office hours are Mon-Fri, 8:00 am – 4:00 pm.

PROJECT DESCRIPTION: Paramount Pictures Corporation (the "Project Applicant"), is proposing the Paramount Pictures Master Plan that consists of improvements to its Paramount Studios property (the "Project Site"). The Project Site is comprised of the main studio property of approximately 56 acres (the "Main Lot") and six surrounding properties of approximately 6 acres (the "Ancillary Lots"), as shown on the attached Project Location Map. The Project Site is currently developed with a varied mix of entertainment production uses within low- and mid-rise buildings with a range of sizes and building types, totaling approximately 1,848,700 square feet.

The Project involves the redevelopment of portions of the Project Site with approximately 1,385,700 square feet of net new studio-related uses, as well as parking facilities and landscaped areas. As part of the Project, approximately 536,600 square feet of existing floor area would be removed and approximately 1,922,300 square feet of new floor area would be developed. Within the Main Lot, building heights would generally range from up to 60 feet to up to 75 feet, with taller buildings of up to 135 feet permitted within the more central portion of the Main Lot. In addition, one 275-foot building and one 135-foot building would be permitted within the
southern portion of the Main Lot, and one 105-foot tall building would be permitted within the northern portion of the Main Lot. Floorplates of these three buildings would be limited to a maximum of 30,000 square feet each. Within the Ancillary Lots, maximum building heights would be 45 feet with the exception of the portion of the Lemon Grove Lot along Van Ness Avenue, which would be 55 feet consistent with the height of the existing structure. The proposed improvements would be implemented through a Specific Plan that would guide development within the Project Site through the year 2038.

New structured parking would be provided that may be integrated with the office, production office, stages, support, and retail uses. The Project would remove approximately 1,380 parking spaces and construct approximately 5,325 new above- and below-grade parking spaces. When accounting for existing parking spaces to remain, the Project would result in a total parking supply of approximately 7,525 spaces. Landscaping and pedestrian walkways would also be integrated within the Project Site.

The Project would provide two new vehicular access points to the Main Lot, with other existing gates maintained and enhanced. One new gate would be located at Gower Street across from Camerford Avenue and would serve as an extension of the on-site Marathon Street. The other would be located on Melrose Avenue east of Plymouth Avenue and would provide access to subterranean parking along the southern perimeter of the Main Lot.

**ANTICIPATED DISCRETIONARY ACTIONS:** The Project Applicant is requesting the following approvals from the City of Los Angeles: General Plan Amendment to change the land use designations on the Ancillary Lots to General Commercial; Approval of the Paramount Pictures Specific Plan; Zone Change to reflect the proposed Paramount Pictures Specific Plan zone; Tract Map, including subdivision of lots and vacation of an alley within the South Bronson Lot, as well as associated haul route approval and a potential street vacation; Code Amendment to amend LAMC Section 12.04 to reflect the proposed Specific Plan; Development Agreement to allow for development consistent with the Specific Plan zone through the 2038 buildout year; signage regulations pursuant to the Paramount Pictures Specific Plan or a Supplemental Use District; demolition, grading, excavation, and building permits; and any additional actions as may be deemed necessary.

**ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:** Aesthetics; Air Quality; Cultural Resources; Geology/Soils; Greenhouse Gas Emissions; Hazards and Hazardous Materials; Hydrology/Water Quality; Land Use/Planning; Noise; Population/Housing/Employment; Public Services (Fire Protection, Police Protection, Schools, Parks, and Libraries); Recreation; Transportation/Traffic; Utilities/Service Systems (Water Supply, Wastewater, Solid Waste, and Energy); and Mandatory Findings of Significance.

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1 *Due to pending changes in City plans, policies, and regulations, an alternative change in General Plan designation may be requested as follows - Main Lot: Regional Center/Regional Commercial. Ancillary Lots: Regional Center/Regional Commercial.*
PUBLIC SCOPING MEETING DATE AND LOCATION: The Scoping Meeting will be held on October 27, 2011 from 6:00 P.M. to 8:00 P.M. at the First Presbyterian Church of Hollywood. The purpose of the Scoping Meeting is to solicit public comments regarding issues to be addressed in the Draft EIR. The Scoping Meeting will provide information regarding the Project and the anticipated scope of analyses to be contained in the Draft EIR. The Department of City Planning encourages all interested individuals and organizations to attend this meeting. There will be no verbal comments or public testimony taken at this open house meeting. Written comments may be submitted at the Scoping Meeting.

Date: October 27, 2011  
Time: 6:00 P.M. to 8:00 P.M.  
Location: First Presbyterian Church of Hollywood  
6054 Yucca Street  
Hollywood, CA 90028

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. **Written comments** must be submitted to this office by **5:00 pm November 14, 2011**. Written comments will also be accepted at the scoping meeting described above.

Please direct your comments to:

Adam Villani  
Environmental Review Coordinator, EIR Unit  
City of Los Angeles Department of City Planning  
200 North Spring Street, Room 750  
Los Angeles, CA 90012  
Fax: (213) 978-1343  
E-mail: adam.villani@lacity.org

Michael LoGrande  
Director of Planning

Adam Villani  
Environmental Review Coordinator

Attachments: Project Location Map, Conceptual Site Plan, 500-ft Radius Map and Scoping Meeting Location Map
 Paramount Pictures Master Plan

**SCOPING MEETING LOCATION MAP**

**Date:** October 27, 2011  
**Time:** 6:00 P.M. to 8:00 P.M.  
**Location:** First Presbyterian Church of Hollywood  
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Source: Google Maps, 2011.