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March 20, 2013

NOTICE OF PREPARATION OF AN ENVIRONMENTAL IMPACT REPORT AND PUBLIC SCOPING MEETING

CASE NO.: ENV-2012-3063-EIR
PROJECT NAME: Martin Expo Town Center Project
PROJECT LOCATION/ADDRESS: 12101 West Olympic Boulevard, Los Angeles, CA 90064
COMMUNITY PLAN AREA: West Los Angeles
COUNCIL DISTRICT: 11, Bill Rosendahl
DUE DATE FOR PUBLIC COMMENTS: **April 19, 2013**

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 are set forth below. The environmental file is available for review during business hours (8:00 AM-4:00 PM) at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012.

PROJECT DESCRIPTION: The Project Site is 4.76 acres (207,162 square feet) and is located at the northwest corner of Olympic Boulevard and Bundy Drive, in the West Los Angeles Community Plan Area of the City of Los Angeles (see Figure 1 for a regional map of the Project location and Figure 2 for an aerial map). The Project Site includes an approximately 99,399-square-foot auto dealership. The breakdown of existing uses is provided in Table 1, below. Current access is from Bundy Drive and Olympic Boulevard.

Table 1
Existing Uses

Use	Size (sf)
Showroom/New Car Delivery	17,659
Parts Department	7,803
Service Department	61,980
Service Reception	6,194
General Office	4,628
Customer Convenience	1,135
Total Building	**99,399**
Table by CAJA Environmental Services, October 2012.	

The Project proposes removal of all existing structures, and a total of 807,200 square feet of new development (approximately 707,801 net new square feet), with a proposed floor-area-ratio (FAR) of 3.90:1. The Project is seeking flexible land use entitlements with a base plan of 516 dwelling 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 auto dealership. The 516 dwelling units would include 78 studio units, 206 1-bedroom units, 207 2-bedroom units, and 25 3-bedroom units. See Figure 3 for the proposed site plan.

The Project will include a Land Use Equivalency Program (LUEP) to allow development flexibility of the Project's land uses and floor areas. The LUEP will define a framework within which a mix of land uses could be modified within the development envelope defined by the approved entitlements without resulting in any new significant impacts. Therefore, the Site Plan, included as Figure 3, represents a "concept plan," but the timing and nature of actual development would be subject to the allowances and limitations set forth by the LUEP.

REQUESTED PERMITS/APPROVALS: 1) General Plan Amendment from Light Industrial to General Commercial; 2) Zone Change from M2-1 to C2-2D; 3) Replacement of existing signage with new signage in accordance with City Code; 4) Installation of signage; 5) Vesting Tentative Tract Map for the creation of airspace lots, including residential condominium units; 6) Waiver of the Advisory Agency Policy regarding off-street parking for residential condominium units; 7) Haul route approval; 8) Conditional Use Permit for Wireless Telecommunications Facility; 9) Conditional Use Permit for Major Development Project; 10) Conditional Use Permit for Off-site (grocery store, wine store) and On-site (restaurants) sales and consumption of alcoholic beverages; 11) Site Plan Review; 12) Green Building; 13) Zone Variance to allow outdoor sales (including kiosks) in the C2 zone; 14) Zone Variance to allow outdoor dining in locations other than the ground floor in the C2 zone; and 15) Compliance with the West Los Angeles Transportation and Improvement Mitigation Specific Plan. In addition, the Applicant will be seeking a reduction in required parking spaces based on the development mix, hours of operation, and proximity to the planned Expo station.

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

PUBLIC SCOPING MEETING: The location, date, and time of the public scoping meeting are as follows:

Date: April 3, 2013
Time: 6:00 PM – 8:00 PM
Location: The Olympic Collection
11301 West Olympic Boulevard #204
Los Angeles, CA 90064
(see attached Figure 4 for scoping meeting location information)

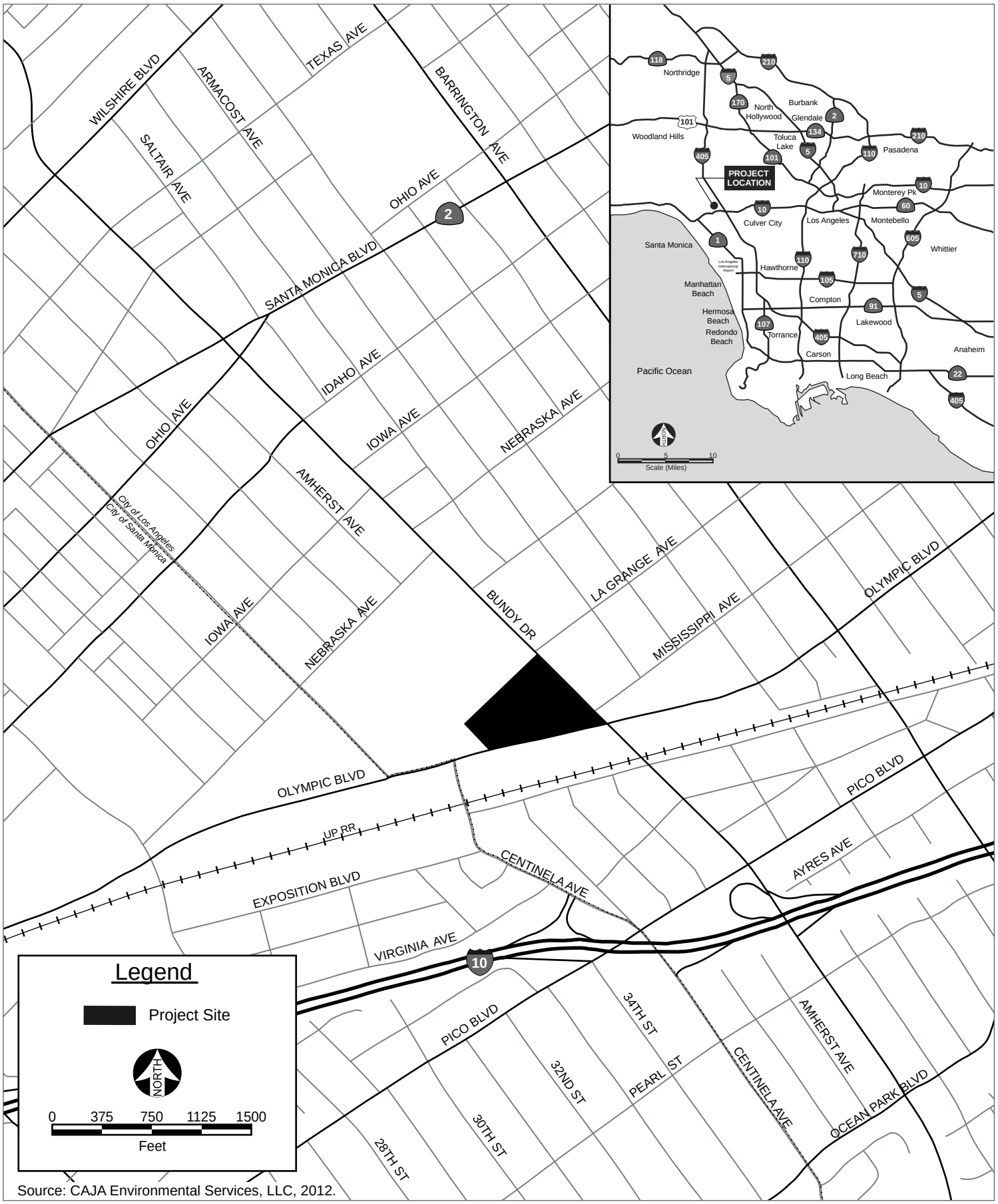
The enclosed materials reflect the scope of the Project, which is located in an area of interest to you and/or the organization you represent. The Department of City Planning welcomes all comments regarding potential environmental impacts of the Project. All comments will be considered in preparation of the EIR. **Written comments** must be submitted to this office by **4:00 PM on April 19, 2013**.

Please direct your comments to:

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

Michael J. LoGrande, Director of Planning

Diana Kitching, Planning Assistant



Source: CAJA Environmental Services, LLC, 2012.

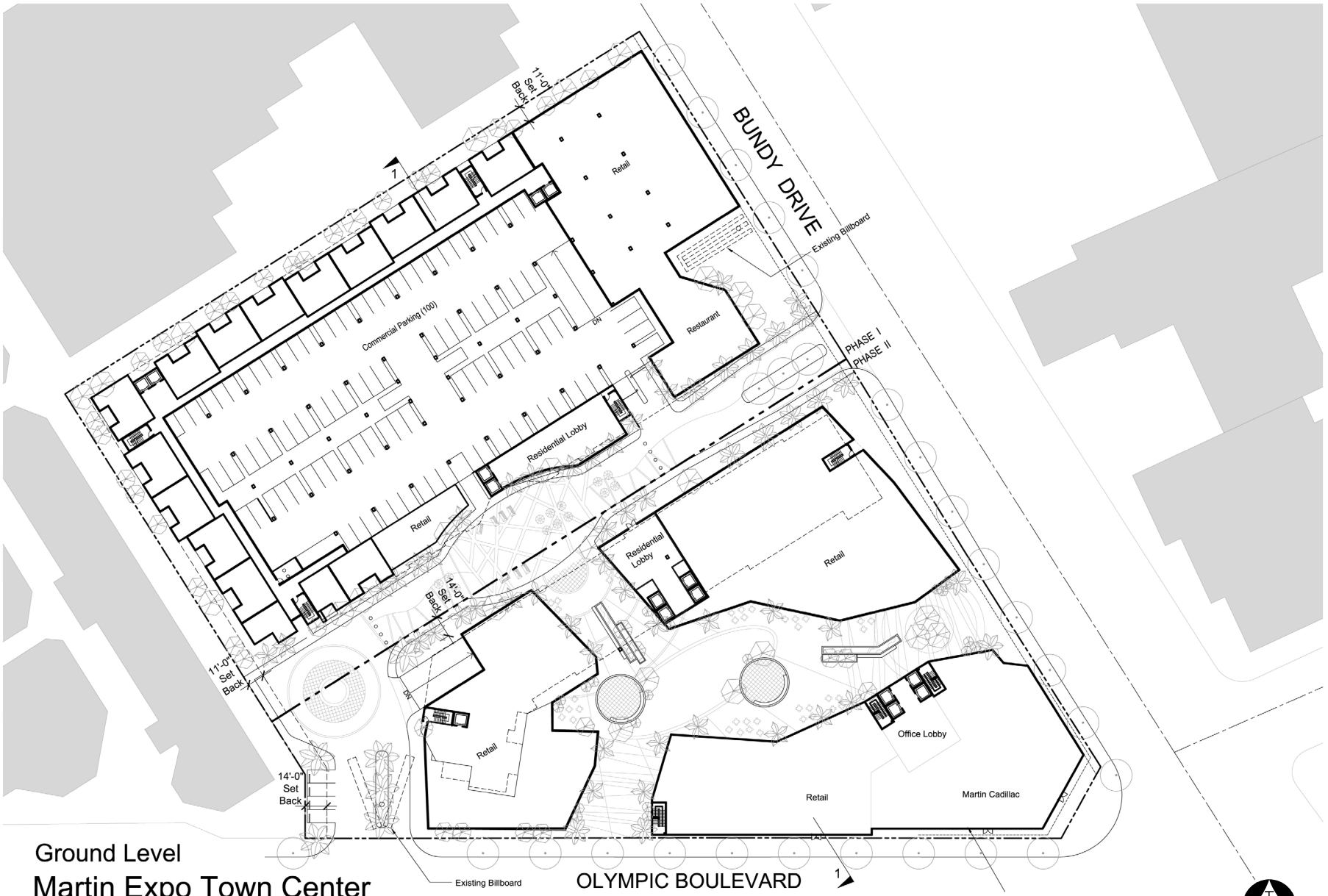
CAJA Environmental Services, LLC

Figure 1
Regional and Project Vicinity Map

Source: Bing Aerial and CAJA Environmental Services, LLC, 2012.

CAJA Environmental Services, LLC

Figure 2
Aerial Map



Ground Level

Martin Expo Town Center

12101 West Olympic Boulevard
Los Angeles, California 90025

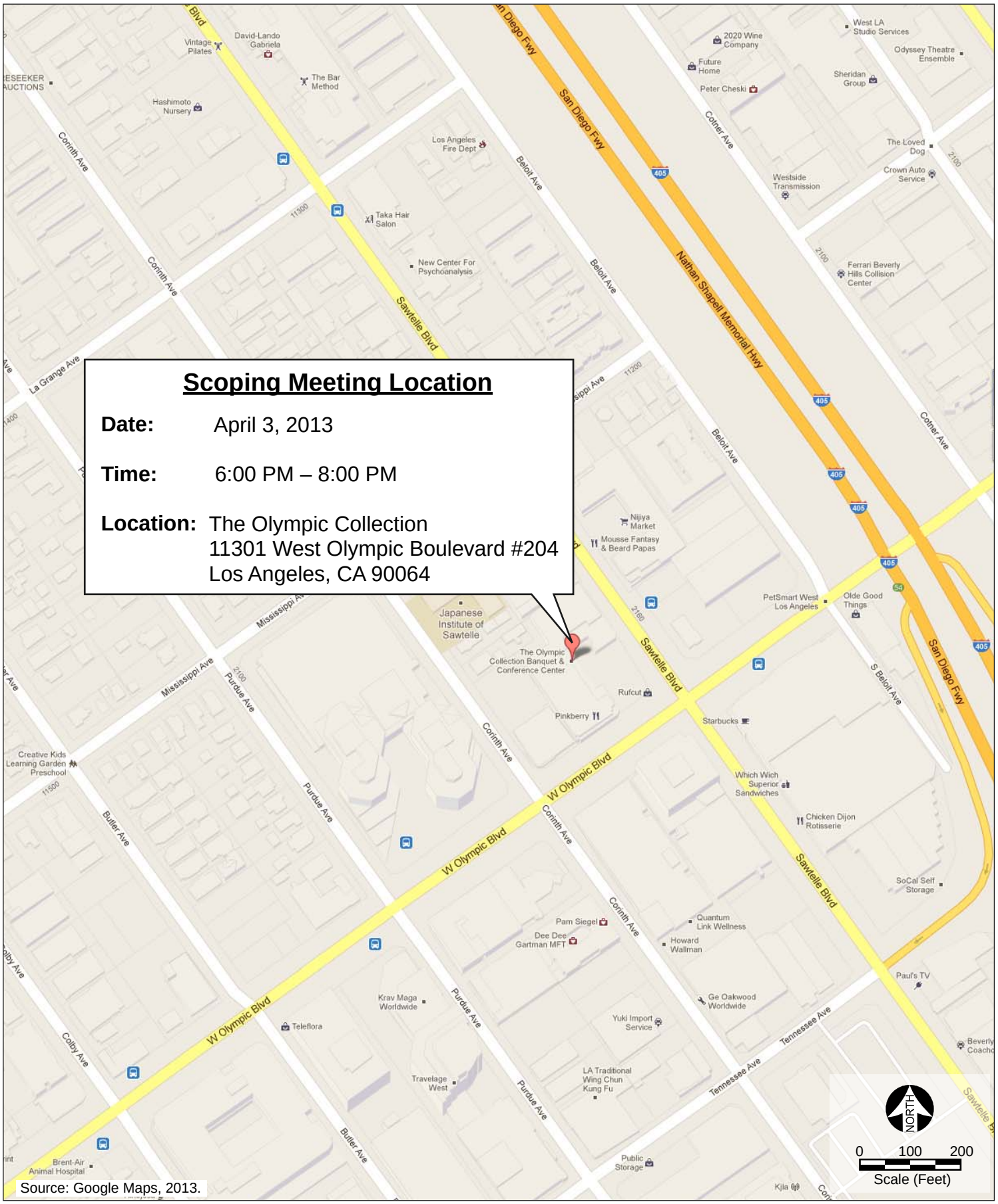
The Simmons Group Inc

Note: The Project will include a Land Use Equivalency Program (LUEP) to allow development flexibility of the Project's land uses and floor areas so that the Project could, if necessary, respond to the changing needs of the Southern California economy. The LUEP will define a framework within which the proposed mix of land uses could be modified within the development envelope defined by the approved entitlements without resulting in any new significant impacts. Therefore, the Site Plan depicted herein represents a "base plan, " but the timing and nature of actual development would respond to market conditions and be subject to the allowances and limitations set forth by the LUEP.

Source: CAJA Environmental Services, LLC, 2012.

CAJA Environmental Services, LLC

Figure 3
Site Plan



Source: Google Maps, 2013.

CAJA Environmental Services, LLC

Figure 4
Scoping Meeting Location