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May 30, 2013

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

**CASE NO.:** ENV-2013-1531-EIR  
**PROJECT NAME:** Academy Museum of Motion Pictures Project  
**PROJECT APPLICANT:** Homewood Foundation  
**PROJECT LOCATION/ADDRESS:** 6067 Wilshire Boulevard  
**COMMUNITY PLANNING AREA:** Wilshire Community Plan Area  
**COUNCIL DISTRICT:** 4 – Tom LaBonge  
**DUE DATE FOR PUBLIC COMMENTS:** July 1, 2013  
**SCOPING MEETING:** June 13, 2013. See more information below.

Pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15082, once a Lead Agency decides an Environmental Impact Report (EIR) is required for a project, a Notice of Preparation (NOP) describing the project and its potential environmental effects shall be prepared. You are being notified of the City of Los Angeles' intent, as Lead Agency, to prepare an EIR for this Project, which is located in an area of interest to you and/or the organization or agency you represent. This EIR will be prepared by outside consultants and submitted to the Department of City Planning, Environmental Analysis Section, for independent review and certification.

The Department of City Planning requests your comments as to the scope and content of the EIR. Comments must be submitted in writing pursuant to directions below. If you represent an agency, the City is seeking comments as to the scope and content of the environmental information in the document which is germane to your agency's statutory responsibilities in connection with the Project. Your agency will need to use the EIR prepared by our agency when considering your permit or other approval for the Project.

The purpose of the Scoping Meeting is to receive input from the public as to what environmental effects and alternatives the EIR should study. No decisions about the Project are made at the Scoping Meeting. The Project description, location, and the potential environmental effects identified thus far for evaluation in the EIR are set forth below. Also included below are the date, time, and location of the Scoping Meeting. **The Scoping Meeting is not the required public hearing for municipal code entitlement requests which will be scheduled after completion of the EIR.**

The environmental file is available for review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012.

**PROJECT LOCATION:** The Project would be located within the 20-acre Los Angeles County Museum of Art ("LACMA") campus on an approximately 2.2-acre site at 6067 Wilshire Boulevard at the northeast corner of Wilshire Boulevard and Fairfax Avenue within the Wilshire Community Plan Area of the City of Los Angeles.

The Project Site is currently developed with a five-story building originally constructed as the May Company department store ("May Company Building") and later acquired by LACMA and designated as LACMA West. The remainder of the Project Site is developed with a loading dock and pedestrian walkways. The driveways and gravel lot north of the May Company Building, historically used for access and parking, may become part of the Project Site.

Within the LACMA Campus, the Project Site is bounded by a primarily open space grass area to the north, and by the Broad Contemporary Art Museum and Resnick Pavilion to the east. The Project Site is bounded to the south across Wilshire Boulevard by a mix of museums, galleries, cultural institutions, and commercial businesses; and, to the west across Fairfax Avenue by commercial and residential uses.

**PROJECT DESCRIPTION:** The proposed Project involves development of a Museum that would include rehabilitation and adaptive reuse of the historically significant 1939 May Company Wilshire department store building and construction of a new wing which would require demolition of a building addition constructed in 1946. The Project would mark the western edge of Wilshire Boulevard's Museum Row, and would be dedicated to films and filmmaking with permanent and changing exhibition space; theaters with a combined seating capacity of up to 1,350; banquet and conference space with a maximum occupancy of 1,200; a café with seating for up to 150 patrons; an approximately 5,000-square-foot Museum store; and ancillary spaces including administrative offices, educational spaces, open collections storage, exhibit preparation, a conservation laboratory, and maintenance and receiving areas. Parking would be provided through joint use of existing LACMA parking facilities and existing off-site parking facilities in the immediate vicinity. Construction is anticipated to commence following Project approval in 2014 with completion estimated in 2017.

**REQUESTED APPROVALS:** The Project Applicant is requesting approvals for the Project that would include, but may not be limited to, the following: Zone Change to remove or modify the existing [Q] conditions related to prior entitlements on the Project Site, including modification of parking requirements; Cultural Heritage Commission approval of permits for work on the Original Building, which is designated as City Historic-Cultural Monument No. 566; a Director's Determination of Consistency with the Community Design Overlay and such other approvals or actions as may be required; parking approvals for reduced parking, shared parking, or variances, as may be required; a Master Conditional Use Permit for Alcohol Consumption; approvals for outdoor dining, as may be required; construction permits, including building, grading, excavation, foundation, and associated permits; haul route permit, as may be required; approvals for the Project sign program, as may be required; transactional agreements with the County of Los Angeles, as may be required; subdivision or lot line adjustment, as may be required; Police Commission approval for extended construction hours, as may be required; certification of an EIR; and, other approvals as needed.

**ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:** Aesthetics, Air Quality, Cultural Resources, Geology and Soils, Greenhouse Gases, Hazards and Hazardous Materials, Hydrology/Water Quality, Land Use and Planning, Noise, Public Services (i.e., Police and Fire), and Transportation/Traffic.

**PUBLIC SCOPING MEETING:** A public Scoping Meeting will be held in an open house format to receive public comment regarding the scope and content of the environmental analysis to be included in the Draft EIR. City staff, environmental consultants, and Project representatives will be available, but no formal presentation is scheduled. You may stop by at any time between 5:30 pm and 8:00 pm to view materials, ask questions, and provide comments. The Department of City Planning encourages all interested individuals and organizations to attend this meeting. The location, date and time of the public scoping meeting for this Project are as follows:

**Date:** Thursday, June 13, 2013  
**Time:** 5:30 to 8:00 p.m. Arrive any time between these hours to speak one-on-one with City staff and Project consultants.  
**Location:** May Company Building  
6067 Wilshire Boulevard, 5<sup>th</sup> Floor  
Los Angeles, CA 90036

The enclosed materials reflect the scope of the Project (subject to change). The Environmental Review Section of the Department of City Planning welcomes and will consider all comments regarding potential environmental impacts of the Project and issues to be addressed in the EIR. All comments will be considered in the preparation of the Draft EIR. **Written comments must be submitted to this office by 5 p.m. on July 1, 2013.** Written comments will also be accepted at the public scoping meeting described above.

Please direct your responses to:

**Mail:** Luciralia Ibarra  
Environmental Analysis Section  
Department of City Planning  
200 N. Spring Street, Room 750  
Los Angeles, California 90012  
**Fax:** (213) 978-1343 (fax)  
**Email:** luciralia.ibarra@lacity.org (e-mail)

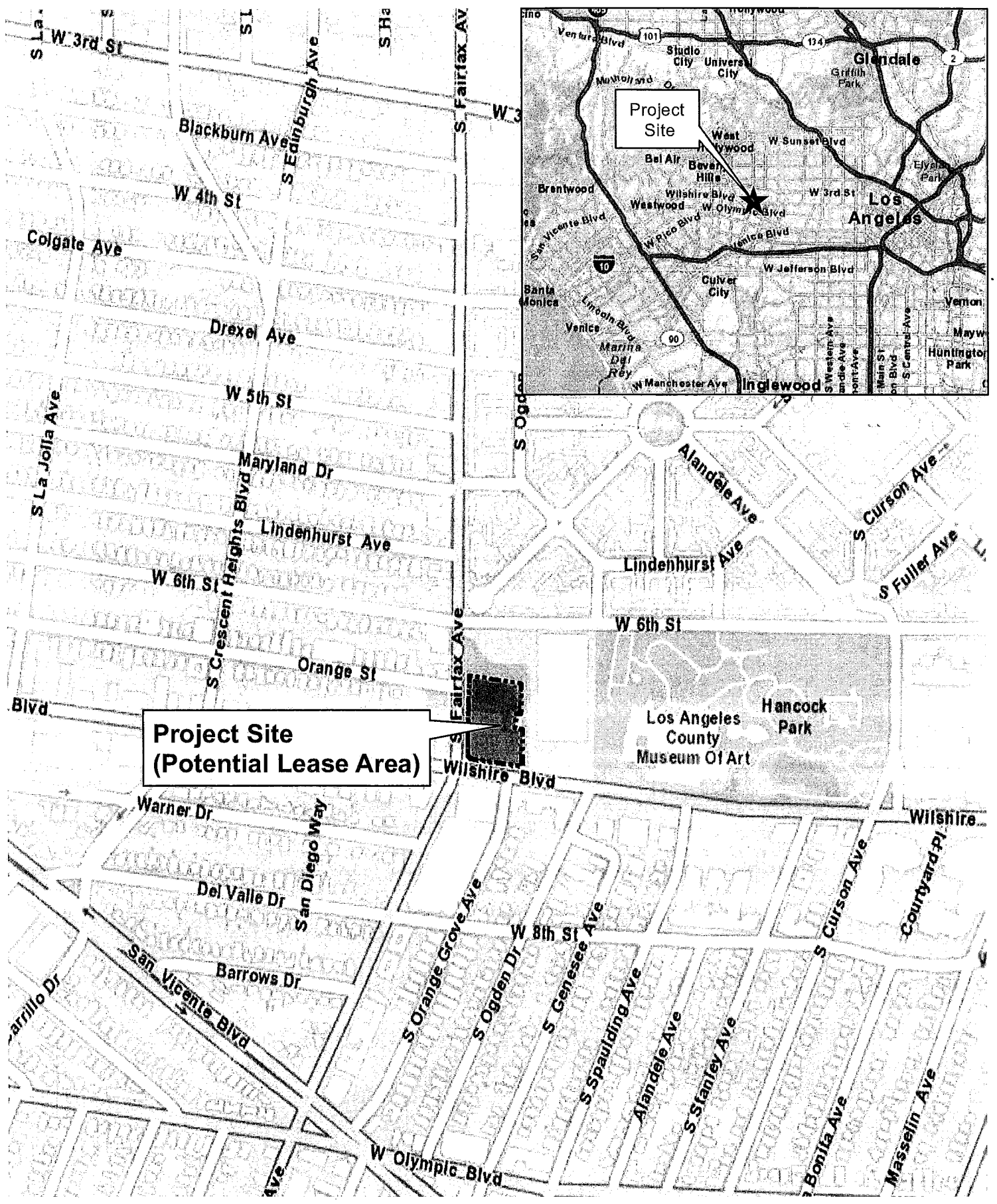
Michael J. Logrande  
Director of Planning



Luciralia Ibarra  
Project Coordinator, Environmental Analysis Section

Enclosures:

Regional & Vicinity Map  
Aerial Photograph of Project Site & Vicinity  
Proposed Site Plan  
Museum Entrance & New Wing  
500-foot Radius Map



**Project Site  
(Potential Lease Area)**



**Regional and Vicinity Map**

Academy Museum of Motion Pictures Project  
Source: ESRI Street Map, 2009; PCR Services Corporation, 2013.



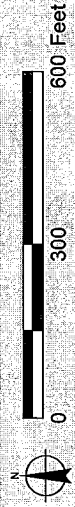
**Aerial Photograph of Project Site and Vicinity**

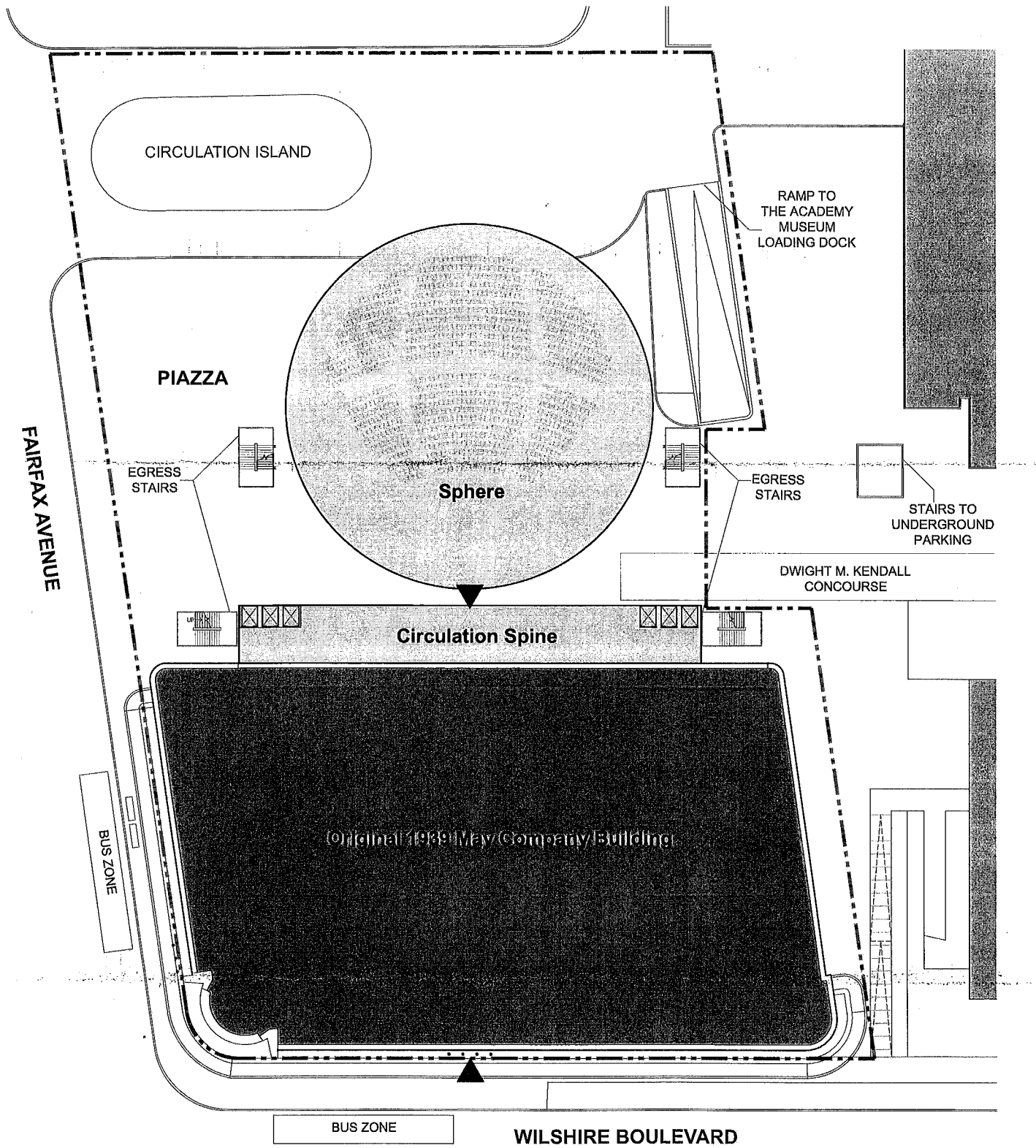
FIGURE

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Academy Museum of Motion Pictures Project  
 Source: Google (Aerial), 2013; PCR Services Corporation, 2013.

Project Site  
 (Potential Lease Area)





**LEGEND**

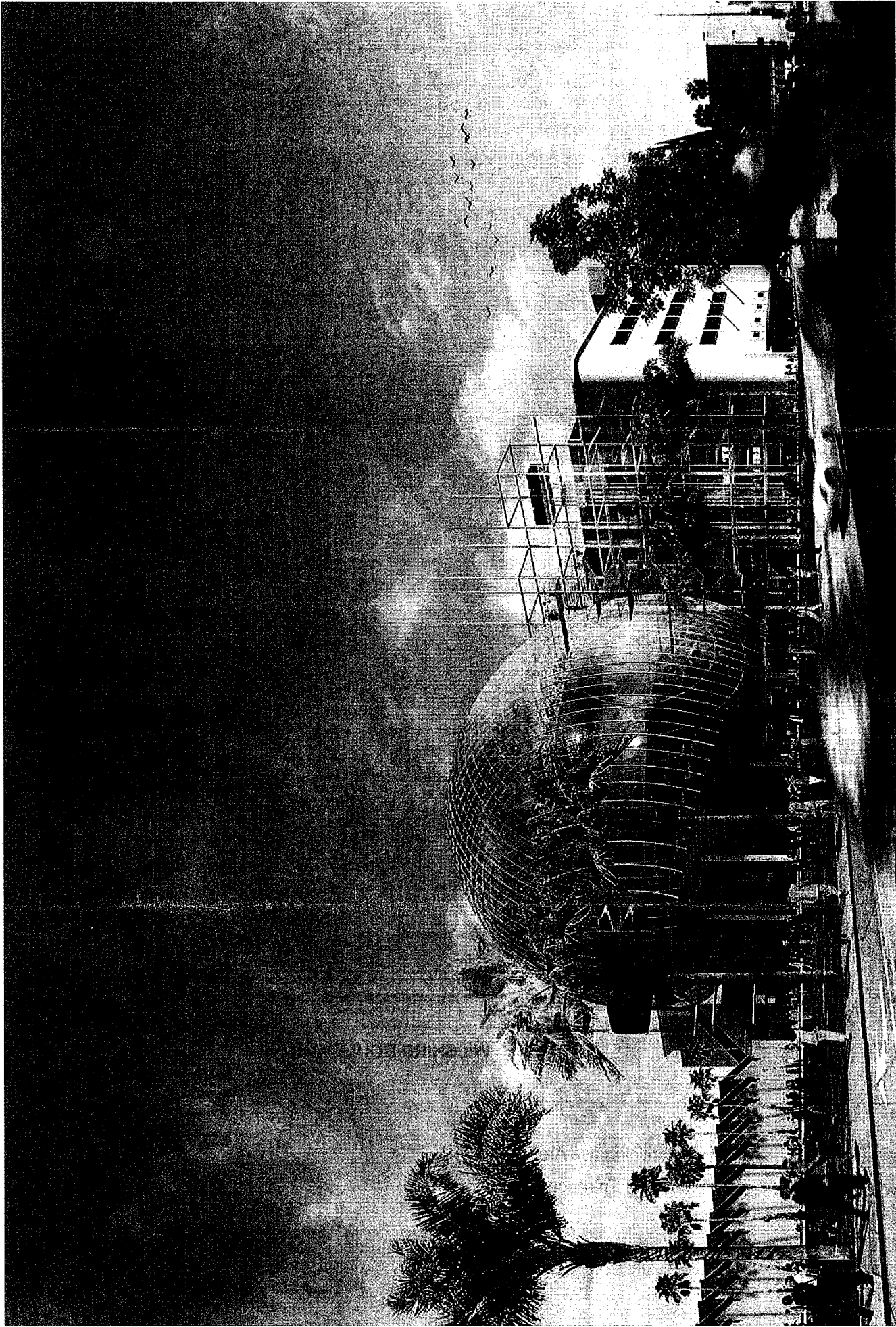
 Original Building	 Potential Lease Area
 New Wing	 Museum Entrance



**Proposed Site Plan**

Academy Museum of Motion Pictures Project  
 Source: Studio Pall Fekete Architects, May 2013

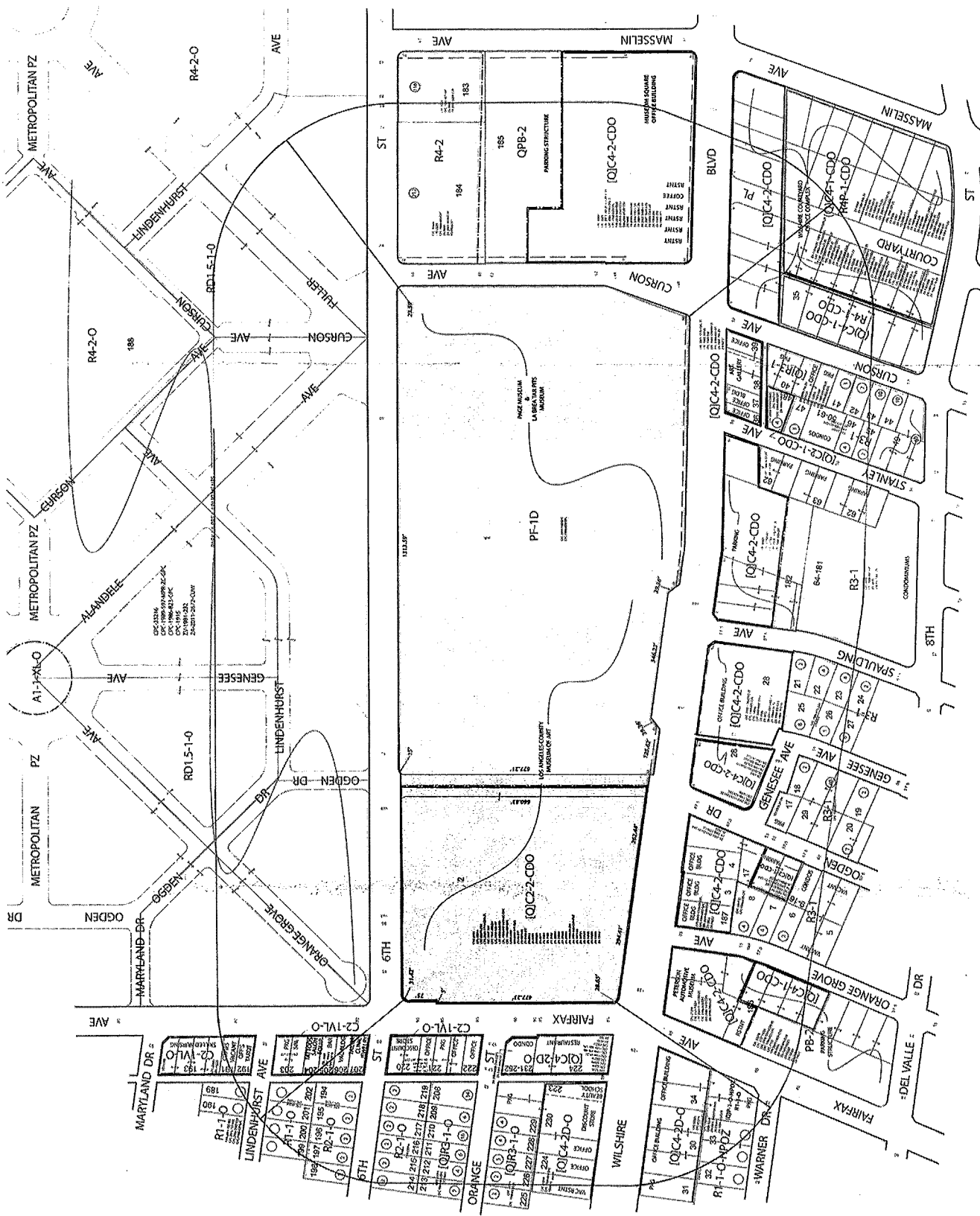
FIGURE  
**3**



### Museum Entrance and New Wing

Academy Museum of Motion Pictures Project  
Source: Studio Pali Fekete Architects, May 2013.





500-Foot Radius Map

Academy Museum of Motion Pictures Project  
Source: Quality Mapping Service, 2013.

