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CITY PLANNING
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LOS ANGELES, CA 90012-4801
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June 11, 2007

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**NOTICE OF PREPARATION
ENVIRONMENTAL IMPACT REPORT
And
NOTICE OF PUBLIC SCOPING MEETING**

CASE NO.: ENV-2005-6164-EIR

PROJECT NAME: La Brea Gateway

PROJECT LOCATION/ADDRESS: 915 North La Brea Avenue

COMMUNITY PLANNING AREA: Hollywood

COUNCIL DISTRICT: 5

DUE DATE FOR PUBLIC COMMENTS: July 11, 2007

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 at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012.

PROJECT DESCRIPTION: General Plan Amendment (from Limited Manufacturing to General Commercial), Zone Change (from MR1 to RAS4), Tentative Tract Map, Site Plan Review, Variance/Conditional Use Permit for off-site alcohol sales and onsite consumption for periodic wine tasting (for specialty grocery), and Variance for on-site signage for retail uses to permit the construction and operation of a mixed-use development consisting of 219 apartment units and approximately 40,000 square feet of ground level retail space, along with 551 parking spaces on six parcels totaling 2.27 acres of land. The Project site is currently developed with approximately 56,673 square feet of television studio-related industrial uses.

The retail component is proposed as single level specialty grocery store space totaling approximately 35,000 square feet along with 5,000 square feet of commercial mezzanine area. The residential units –totaling approximately 168,650 square feet of building space – would be provided in 6 two-level live/work units entered from Willoughby on the ground level and the remaining residential units in four levels above the retail and parking elements. The building would have a maximum height of 75 feet as measured above the existing low point of the property. Vehicular access would be provided from La Brea Avenue, Willoughby Avenue, and an existing alley.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED: Land Use, Aesthetics (urban design and visual qualities, shade/shadow, and light and glare), Transportation/Traffic, Air Quality, Noise, Geology and Soils, Hydrology and Water Quality, Hazards and Hazardous Materials, Public Services, and Utilities/Service Systems.

PUBLIC SCOPING MEETING DATE AND LOCATION: The public scoping meeting will be held on **Thursday, June 28, 2007 from 6:45 p.m. to 8:45 p.m. at the Renaissance Hollywood Hotel, 1755 N. Highland Ave., Hollywood, CA 90028.** 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.

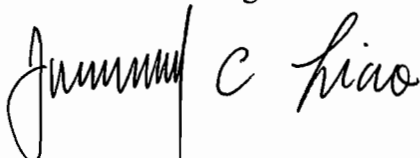
Date: Thursday, June 28, 2007
Time: 6:45 p.m. to 8:45 p.m.
Location: Renaissance Hollywood Hotel
1755 N. Highland Ave.
Hollywood, CA 90028
(323) 856-1200

The Project Description reflects the scope of the Project, which is located in an area of interest to you and/or the organization/agency you represent. The Environmental Review Section of the Department of City Planning welcomes all comments regarding potential environmental impacts of the proposed project. All **written comments** must be submitted to this office by **July 11, 2007**. Written comments will also be accepted at the public scoping meeting described above.

Please direct your responses to:

Srimal Hewawitharana, Project Coordinator
Department of City Planning
Environmental Review Section
200 N. Spring Street, Room 750
Los Angeles, CA 90012
(213) 978-1343 (fax)
Srimal.Hewawitharana@lacity.org (e-mail)

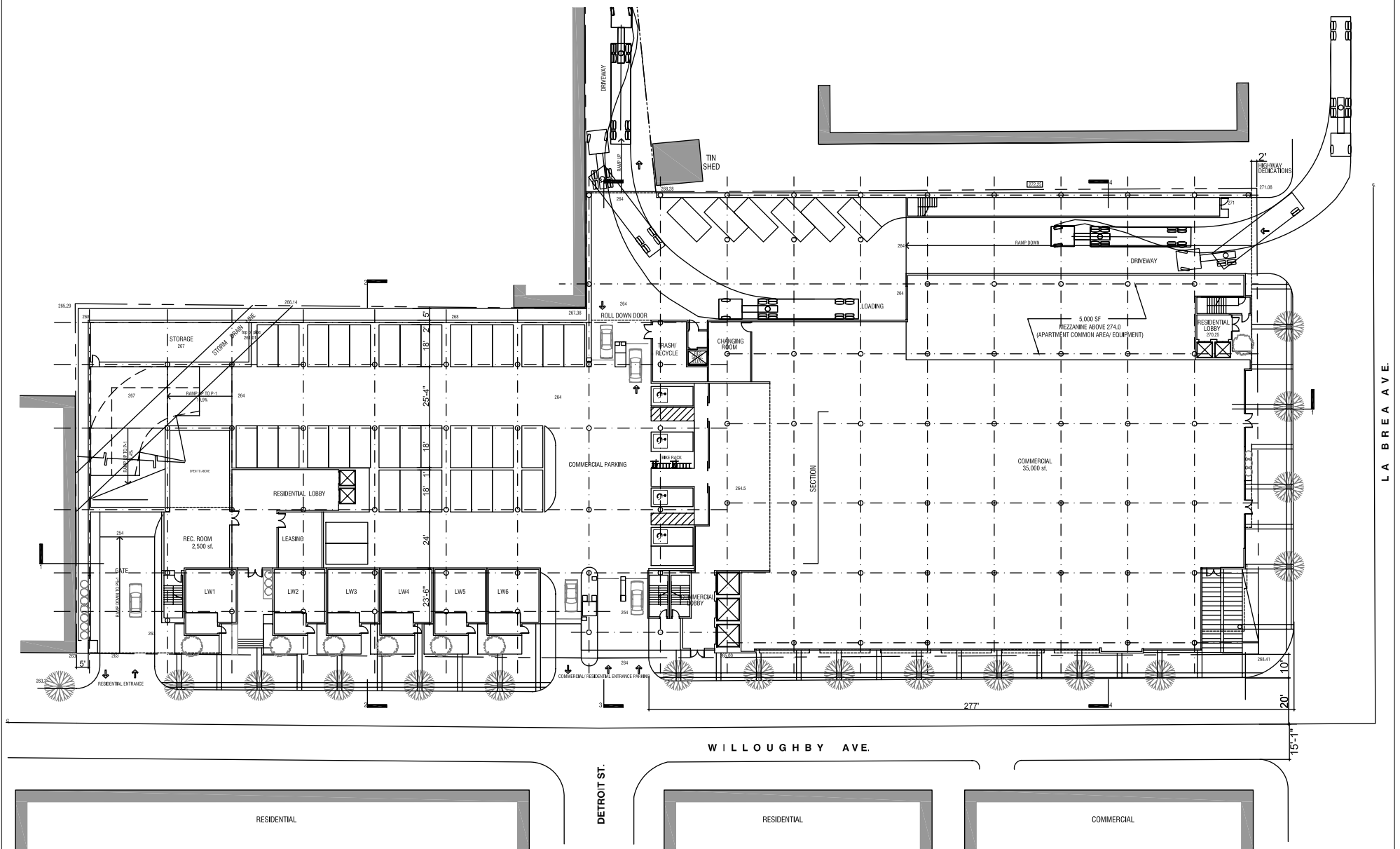
S. Gail Goldberg, AICP
Director of Planning



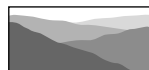
Jimmy C. Liao
City Planner, EIR Unit
Environmental Review Section

Enclosures





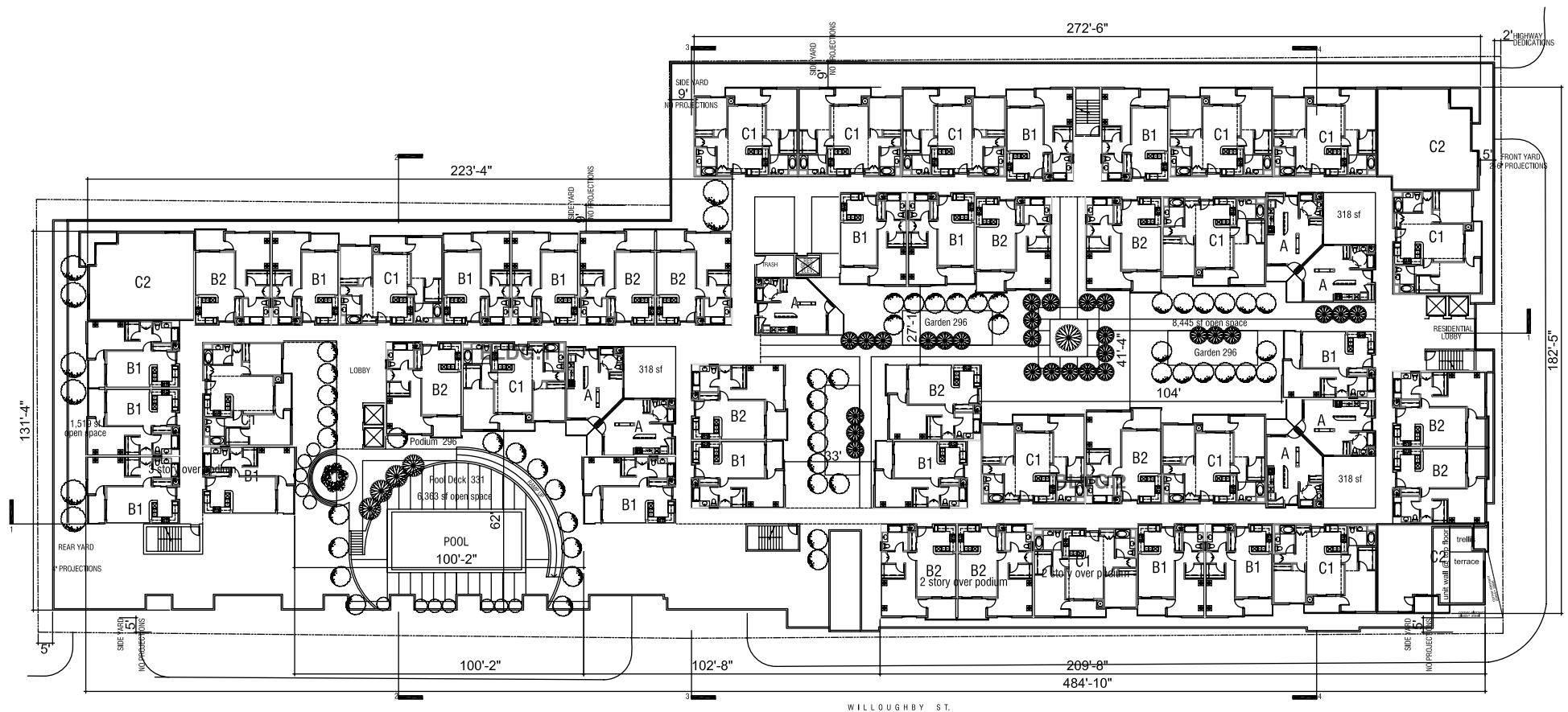
Source: Van Tilburg, Banvard & Soderbergh, AIA, April 24, 2007



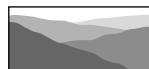
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Figure III-1
Proposed Site Plan/Basement/First Floor Plan



Source: Van Tilburg, Banvard & Soderbergh, AIA, April 24, 2007



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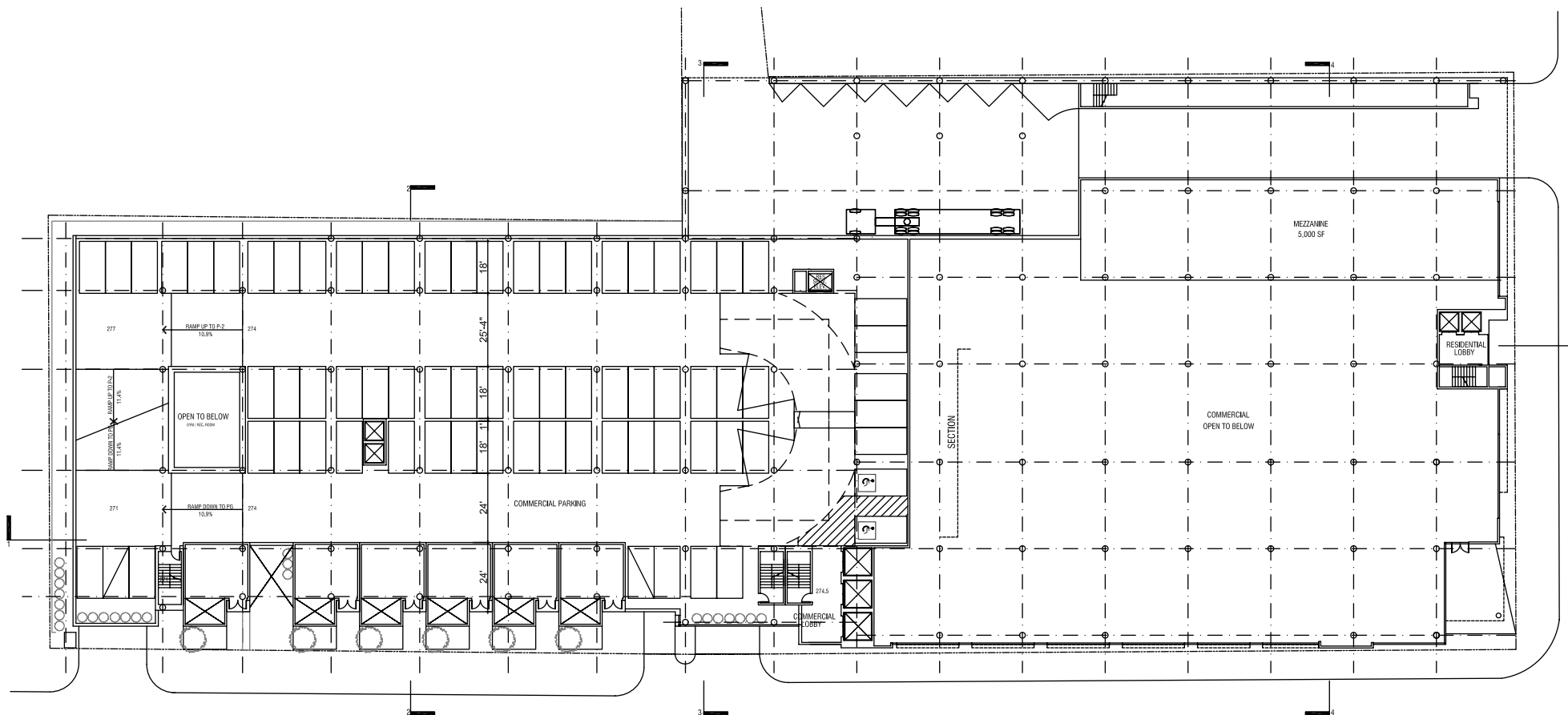


Figure III-4
Podium/Typical Floor Plan

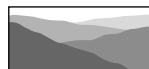


Figure III-6
Site Development Cross-Sections

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Site Development Cross-Sections



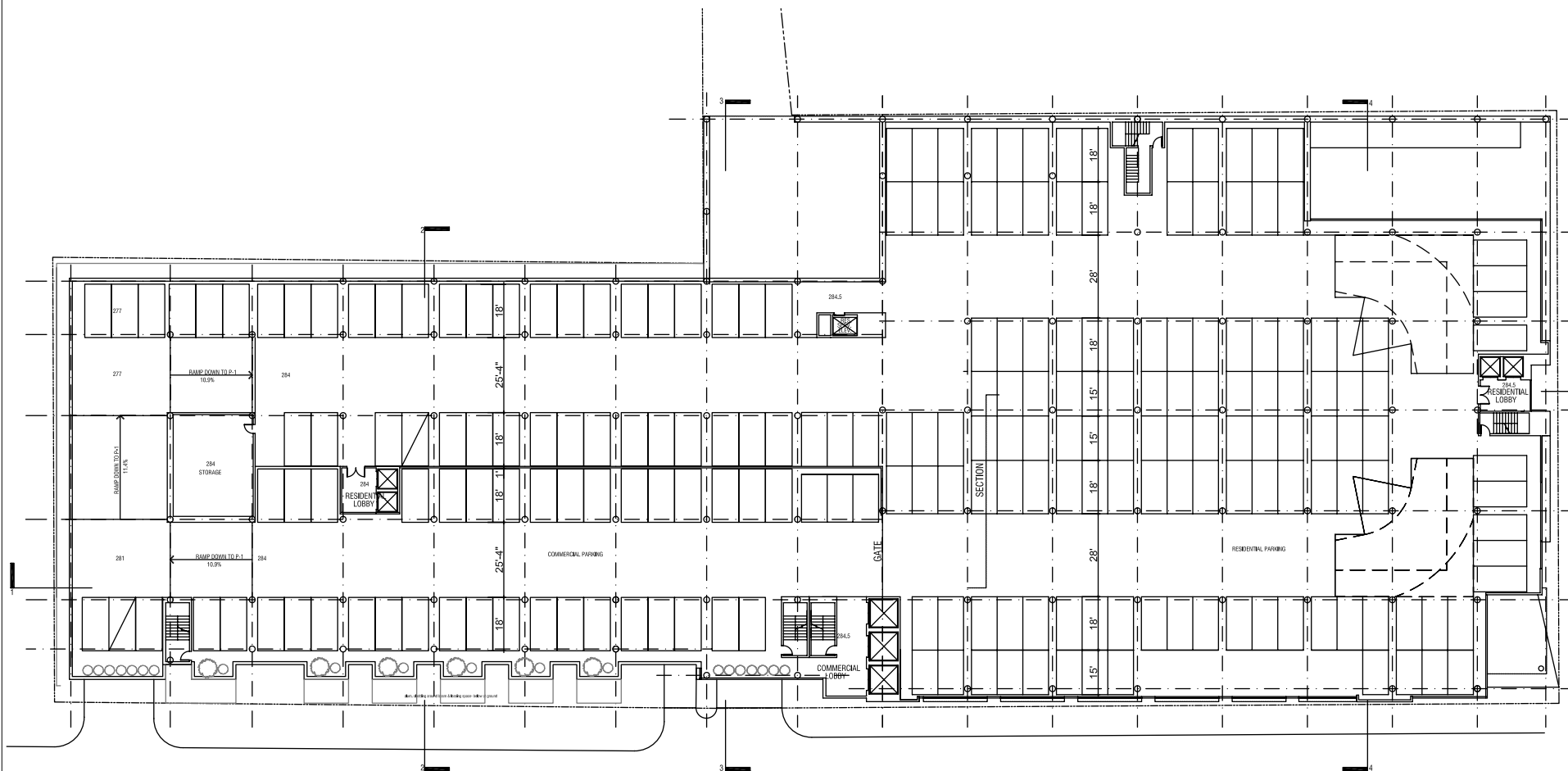
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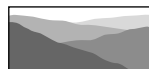
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Figure III-2
Commercial Parking Plan - Level P-1



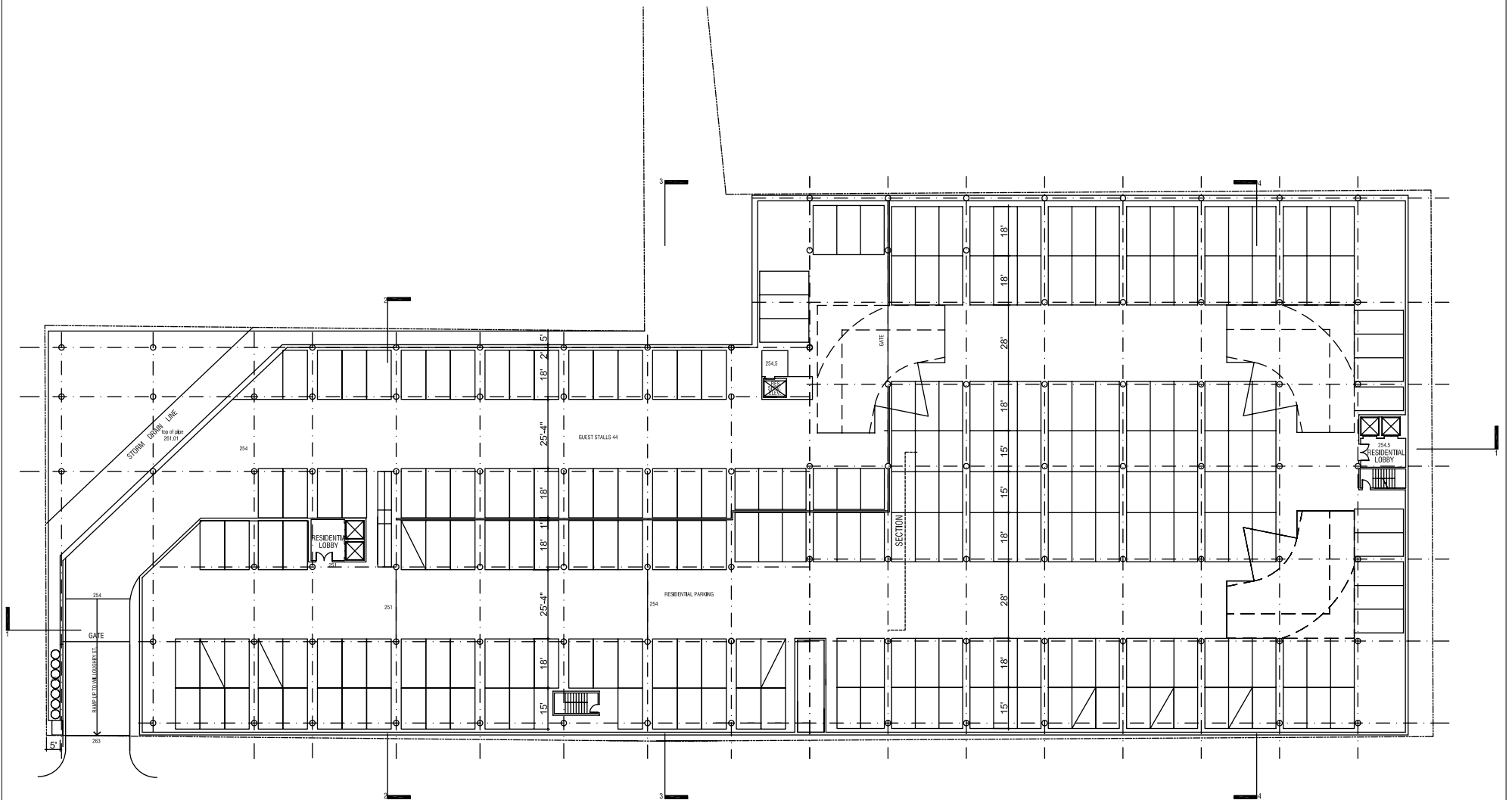
Source: Van Tilburg, Banvard & Soderbergh, AIA, April 24, 2007



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Figure III-3
Commercial/Residential Parking Plan - Level P-2



Source: Van Tilburg, Banvard & Soderbergh, AIA, April 24, 2007



Figure III-5
 Subterranean Residential Parking