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CITY PLANNING  
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LOS ANGELES, CA 90012-4801  
AND  
6262 VAN NUYS BLVD., SUITE 351  
VAN NUYS, CA 91401

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March 17, 2011

**NOTICE OF PREPARATION AND NOTICE OF PUBLIC SCOPING MEETING**

**EAF NO.:** ENV 2011-0585-EIR

**PROJECT NAME:** Convention Center Modernization and Farmers Field Project

**PROJECT LOCATION/ADDRESS:** The Project Site is generally bounded by Chick Hearn Court on the north, Figueroa Street on the east, Venice Boulevard on the south, and the 110 Harbor Freeway on the west, in the downtown Los Angeles area

**COMMUNITY PLANNING AREA:** Central City

**COUNCIL DISTRICT:** 9

**DUE DATE FOR PUBLIC COMMENTS:** April 18, 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 purpose of the Scoping Meeting is to receive input from the public as to what areas the EIR should study. No decisions about the project are made at the scoping meeting. The Project description, location, and the potential environmental effects 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 is in an open house format. **THIS IS NOT THE REQUIRED PUBLIC HEARING FOR MUNICIPAL CODE ENTITLEMENT REQUESTS, which will be scheduled after preparation of the EIR.** A copy of the Initial Study prepared for the Project is not attached but is available for public review at the Department of City Planning, 200 North Spring Street, Room 601, Los Angeles, CA 90012.

**PROJECT DESCRIPTION:** The Project Applicants, the City of Los Angeles and L.A. Event Center, LLC, proposes the expansion and modernization of the Los Angeles Convention Center and the development of Farmers Field which combined consist of 1,750,000 million square feet of net new gross floor area. The Project involves the following three major components: (1) the West Hall would be demolished and replaced with a new hall built in part over Pico Boulevard so as to be contiguous with the South Hall (the "Replacement Hall"); (2) Farmers Field, a new multi-use event center, that can be configured with 72,000 seats expandable to 76,250 seats for spectator events or as 169,650 square feet of useable exhibition space and 56,000 square feet of useable meeting room space for a combined total of 225,650 square feet of useable floor area, would be constructed on the former West Hall site; (3) and two parking structures would be constructed to replace the existing Bond Street surface parking lot and the Lot C (formerly Cherry Street) Garage to provide approximately 1,290 net additional parking spaces on the west side of LA LIVE Way to support the new development. With the implementation of the Project,

the Project Site would function as a unified center for convention, sports and entertainment uses.

The Project Applicants are seeking the following discretionary approvals from the City of Los Angeles as part of the proposed Project: approval of transactional agreements with respect to financing and development of the Replacement Hall and for the right to privately construct and operate Farmers Field, adoption of a Specific Plan to regulate development within the Project Site; General Plan Amendment to establish a Specific Plan land use designation for the Project Site; Vesting Zone Change or Zone Change to effectuate the new Specific Plan; Development Agreement; approval of signage pursuant to the new Specific Plan or Supplemental Use District; a Haul Route Permit; Creation/vacation of air space parcels over Pico Boulevard and LA LIVE Way; Cultural Affairs Commission approval of the design of the Replacement Hall and Farmers Field; bond financing for the Replacement Hall and any additional actions that may be determined necessary.

**PROJECT LOCATION:** The Project Site is comprised of approximately 68 acres located in the Downtown area of the City of Los Angeles. The Project Site includes all of the existing Los Angeles Convention Center property (Convention Center), STAPLES Center, as well as the Bond Street Parking Lot and the Lot C Garage (formerly the Cherry Street Parking Garage). The Project Site is generally bounded by the following major roadways: the I-110 Harbor Freeway to the west; Chick Hearn Court to the north; Figueroa Street to the east; and Venice Boulevard to the south.

**ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:** Aesthetics; Air Quality; Cultural Resources; Geology and Soils; Greenhouse Gas Emissions; Hazards and Hazardous Materials; Hydrology and Water Quality; Land Use and Planning; Noise; Public Services; Recreation; Transportation/Traffic/Parking/Pedestrian Circulation; Utilities/Service Systems; and Mandatory Findings of Significance.

**PUBLIC SCOPING MEETING DATE AND LOCATION:** The public scoping meeting will be held on March 30, 2011 from 4:00 p.m. to 8:00 p.m. at the Los Angeles Convention Center. 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.

**Date:** March 30, 2011

**Time:** 4:00 p.m. to 8:00 p.m.

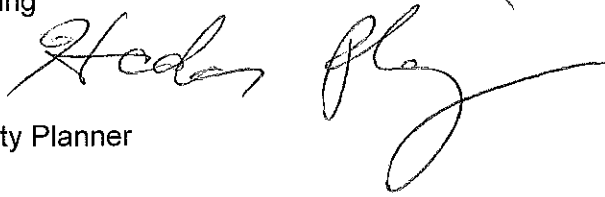
**Location:** Los Angeles Convention Center  
West Hall  
Meeting Room 501ABC  
1201 South Figueroa Street  
Los Angeles, CA 90015

An Environmental Impact Report (EIR) will be prepared and submitted to the Department of City Planning. 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. All comments will be considered in the preparation of the EIR. **Written comments** must be submitted to this office by April 18, 2011. Written comments will also be accepted at the scoping meeting described above.

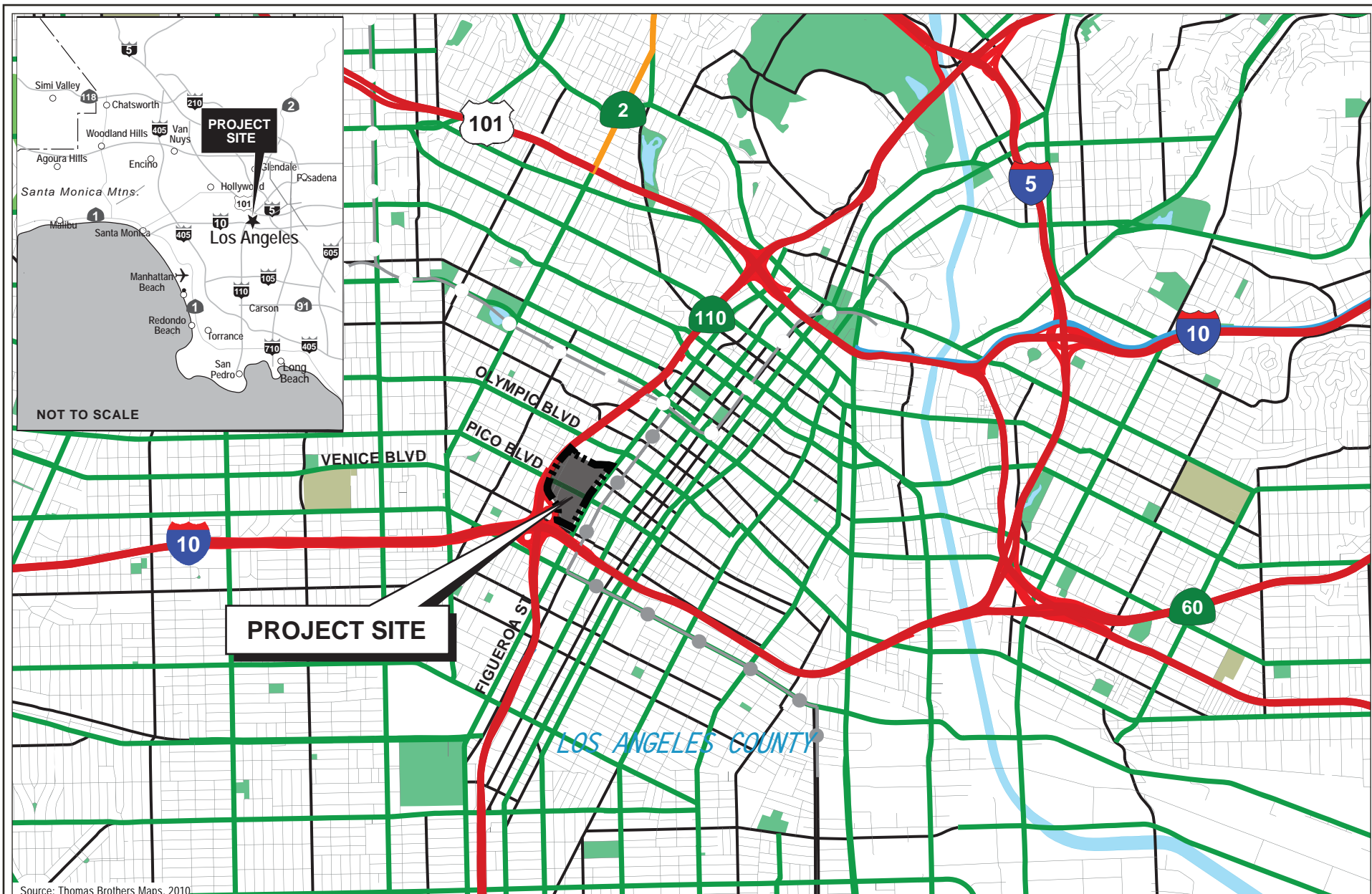
Please direct your comments to:

Hadar Plafkin, City Planner  
Department of City Planning  
200 N. Spring Street, Room 750  
Los Angeles, CA 90012  
Fax: (213) 978-1343  
Hadar.Plafkin@lacity.org

Michael J. Lo Grande  
Director of Planning

Handwritten signatures of Hadar Plafkin and Michael J. Lo Grande. The signature of Hadar Plafkin is on the left, and the signature of Michael J. Lo Grande is on the right.

Hadar Plafkin, City Planner  
Project Manager



Source: Thomas Brothers Maps, 2010.



## LEGEND



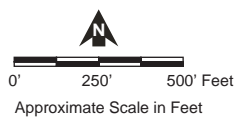
Project Site Boundary



Source: Google Earth Pro 2011.



**matrix**  
environmental



**Figure 2**  
Aerial View of Project Site





## NOTICE OF PREPARATION-500 FT RADIUS MAP



Quality Mapping Service

14549 Archwood St. Suite 301  
Van Nuys, California 91405  
Phone (818) 997-7849 - Fax (818) 997-0351  
qmapping@qesqms.com

DRAWN BY:

THOMAS BROTHERS

Page: 634 Grid: D-5

LEGAL

LOT: SEE APPLICATIONS

TRACT:

CONTACT: ARMBRUSTER & GOLDSMITH

CD: 9

CT: 2077.10

PA: 110-CENTRAL CITY

USES: FIELD

CASE NO:

SCALE: 1"=200'

124.5A203, 124.5A205, 124.5A207  
D.M., 126A203, 125A207, 126A207  
127.5A203, 127.5A205, 127.5A207  
129A203, 129A205, 129A207

PHONE: 310-254-9052

DATE: 03-02-11

Update:

NORTH

QMS:11-0334