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INFORMATION
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July 18, 2016

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

CASE NO.: ENV-2016-1892-EIR

PROJECT NAME: The Fig

PROJECT APPLICANT: Spectrum Group Real Estate

PROJECT ADDRESS: 3900–3972 S. Figueroa Street, 3901–3969 S. Flower Street, 450 W. 39th Street, Los Angeles, CA 90037

COMMUNITY PLANNING AREA: Southeast Los Angeles

COUNCIL DISTRICT: 9—Curren D. Price, Jr.

DUE DATE FOR PUBLIC COMMENTS: 4:00 P.M., August 18, 2016

SCOPING MEETING: 6:00 P.M.–8:00 P.M., August 10, 2016. See below for additional information.

Pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15082, once the 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.

A Scoping Meeting will be held 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 identified thus far are set forth in this document.

PROJECT LOCATION: The Project Site is located at the 3900 block of Figueroa Street bounded by 39th Street to north, Flower Drive to the east, commercial retail uses to the south, and Figueroa Street to the west.

PROJECT DESCRIPTION: The Project Applicant proposes to demolish eight existing multi-family residential buildings and surface parking areas in order to develop a mixed-use Project on an approximately 4.4-acre site (Project Site) located adjacent to Exposition Park and near the University of Southern California's (USC) University Park Campus in the City of Los Angeles. The Project is comprised of three components: a Hotel Component, a Student Housing Component, and a Mixed-Income Housing Component. The Hotel Component would include a high-rise building with 21 above-ground levels, 298 rooms, approximately 15,335 square feet of retail and restaurant uses, approximately 13,553 square feet of shared guest and public amenities, and approximately 7,203 square feet of public meeting spaces. The Student Housing Component would include a seven-story building with 222 student housing units and approximately 32,991 square feet of community-serving retail and restaurant uses. The Mixed-Income Housing Component would include a seven-story building with 186 dwelling units (82 of which would be restricted to households earning no more than 80 percent of the Area Median Income), approximately 20,364 square feet of creative office space, and approximately 7,000 square feet of retail and restaurant uses. The Project would also construct a nine-story above-ground parking structure to provide parking for all three components. Upon completion, the Project would result in approximately 624,167 square feet of new floor area and a total maximum floor area ratio (FAR) of 3.25:1, with a commercial FAR of 0.50:1.

REQUESTED PERMITS/APPROVALS: The Project Applicant is requesting the following approvals from the City of Los Angeles:

- Vesting Zone and Height District Change from C2-1L to (T)(Q)C2-2D pursuant to LAMC Section 12.32 Q to facilitate:
 - An increase in FAR from 1.5:1 to 3.25:1 FAR across the Project Site, in conformance with Community Plan Footnote No. 14;
 - An increase in height from six stories/75 feet to: (1) seven stories/81 feet for the Student Housing Component and Mixed-Income Housing Component; (2) 21 stories/226 feet for the Hotel Component; and (3) nine stories/116 feet for the parking structure;
- Vesting Tentative Tract Map pursuant to LAMC Section 17.15 to create one ground lot comprising the entire site and multiple above and/or below grade airspace lots, and to vacate a portion of the existing right of way along Flower Drive;
- Site Plan Review pursuant to LAMC Section 16.05;
- Zoning Administrator's Determination pursuant to LAMC Section 12.24 X.22 to waive transitional height requirements imposed by LAMC Section 12.21.1 A.10 by virtue of the OS zone being located within 100-199 feet of the Project Site in order to permit the Project's buildings to exceed 61 feet in height;
- Conditional Use Permit pursuant to LAMC Section 12.24 W.24 to allow a hotel within 500 feet of a residential zone;
- Master Conditional Use Permit pursuant to LAMC Section 12.24 W.1 for the sale and/or dispensing of alcoholic beverages for a maximum of six (6) on-site full line permits, within the hotel and restaurant spaces, including outdoor and rooftop dining areas of the Project;

- Approvals as may be required under the Exposition/University Park Redevelopment Plan;
- Approval of the demolition, alteration, or removal of a historic building by the Los Angeles Department of Building and Safety pursuant to LAMC Section 91.106.4.5;
- Haul route approval, as may be required; and
- Other discretionary and ministerial permits and approvals, that may be deemed necessary, including but not limited to temporary street closure permits, grading permits, excavation permits, foundation permits, and building permits.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED: Aesthetics (Visual Quality, Views, Light/Glare, and Shading); Air Quality; Cultural Resources, Geology and Soils; Greenhouse Gas Emissions; Hazards and Hazardous Materials; Land Use and Planning; Noise; Public Services (Fire Protection, Police Protection, Schools, Libraries, and Parks and Recreation); Transportation/Traffic; and Utilities (Water, Wastewater, Solid Waste, and Energy).

PUBLIC SCOPING MEETING: The Public Scoping Meeting in **an open house format** will be held to receive public comments regarding the scope and content of the environmental analysis to be addressed in the Draft Environmental Impact Report. City staff, environmental consultants, and project representatives will be available, but no formal presentation is scheduled. You may stop by at any time between 6:00 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. Written comments may be submitted at the Scoping Meeting. There will be no verbal comments or public testimony taken at the Scoping Meeting. No decisions about the Project will be made at the Scoping Meeting. The location, date, and time of the public scoping meeting are as follows:

Date: August 10, 2016
Time: 6:00 P.M.–8:00 P.M.
Location: Radisson Mid-City Hotel, Victory Room
 3540 S. Figueroa Street
 Los Angeles, CA 90007

Free parking is available on-site to Scoping Meeting attendees. Parking is accessed from Figueroa Street. Inform the Radisson Hotel parking attendant of the Scoping Meeting to receive a parking permit. Park only on the first two levels of the parking structure behind the hotel in spots labeled “Radisson Guest.”

FILE REVIEW AND COMMENTS: The enclosed materials reflect the scope of the project. The environmental file is available for public review at the Department of City Planning, 6262 Van Nuys Blvd, Room 351, Van Nuys, CA 91401, during office hours Monday–Friday, 9:00 A.M.–4:00 P.M. A copy of the Initial Study prepared for the Project is not attached but may be viewed with the environmental file or online at <http://planning.lacity.org> by clicking on the “Environmental Review” tab, then “Notice of Preparation & Public Scoping Meetings.”

The Department of City Planning welcomes and will consider all comments regarding the potential environmental impacts of the Project and issues to be addressed in the EIR. **Written comments must be submitted to this office by 4:00 pm, August 18, 2016.** Written comments will also be accepted at the scoping meeting described above.

Please direct your comments to:

Mail: Milena Zasadzien
Department of City Planning
6262 Van Nuys Blvd., Room 351
Van Nuys, CA 91401

E-mail: milena.zasadzien@lacity.org

Telephone: 818-374-5054

ACCOMMODATIONS: As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability. The scoping meeting location and its parking are wheelchair accessible.

Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. Other services, such as translation between English and other languages, may also be provided upon request. To ensure availability of services, please make your request no later than seven days prior to the meeting by calling Darlene Navarette at 213-978-1332.

Como entidad cubierta bajo el Título II del Acto de los Americanos con Desabilidades, la Ciudad de Los Angeles no discrimina. La facilidad donde la junta se llevará a cabo y su estacionamiento son accesibles para sillas de ruedas.

Traductores de Lengua de Muestra, dispositivos de oído, u otras ayudas auxiliares se pueden hacer disponibles si usted las pide en avance. Otros servicios, como traducción de Inglés a otros idiomas, también pueden hacerse disponibles si usted los pide en avance. Para asegurar la disponibilidad de éstos servicios, por favor haga su petición al mínimo de siete días antes de la reunión, llamando a Darlene Navarette a 213-978-1332.

VINCENT P. BERTONI, AICP
Director of Planning



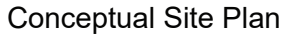
Milena Zasadzien
City Planner, Major Projects

Attachments:

Project Location Map
Conceptual Site Plan
500-Foot Radius Map
Scoping Meeting Location Map



Project Location Map







Meeting Location:
Radisson Mid-City Hotel
3540 South Figueroa Street
Los Angeles, CA 90007

**PROJECT
SITE**

Scoping Meeting Map