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CALIFORNIA



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March 30, 2007

NOTICE OF PREPARATION
AND
NOTICE OF PUBLIC SCOPING MEETING

EIR NO.: ENV-2006-9653-EIR

PROJECT NAME: The Lexington Project

PROJECT ADDRESS: 6677 W. Santa Monica Blvd., Los Angeles, CA 90038

COMMUNITY PLAN AREA: Hollywood

COUNCIL DISTRICT: 4

COMMENT DUE DATE: April 30, 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 Department of City Planning requests your comments as to the scope and content of the EIR. The Project Description and potential environmental effects are included 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. A copy of the Initial Study prepared for the project is not attached, but is available for review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012.

PROJECT DESCRIPTION: The proposed project is a mixed use residential and retail development within the Hollywood community of the City of Los Angeles. The approximately 5.9 acre Project site is generally bounded by Lexington Avenue to the north, Santa Monica Boulevard to the south, Seward Street further to the east, and Las Palmas Avenue to the west. The proposed Project would include the development of approximately 787 residential units with approximately 22,200 square feet of community-serving retail/restaurant uses. The residential uses would be located within six buildings ranging from five to eight stories in height and would include open space and recreational amenities. The community-serving retail/restaurant uses would be located on the ground level along the Santa Monica Boulevard frontage. Additionally, a three level parking facility, providing 1,660 spaces within two subterranean levels and one

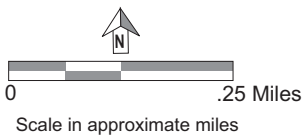
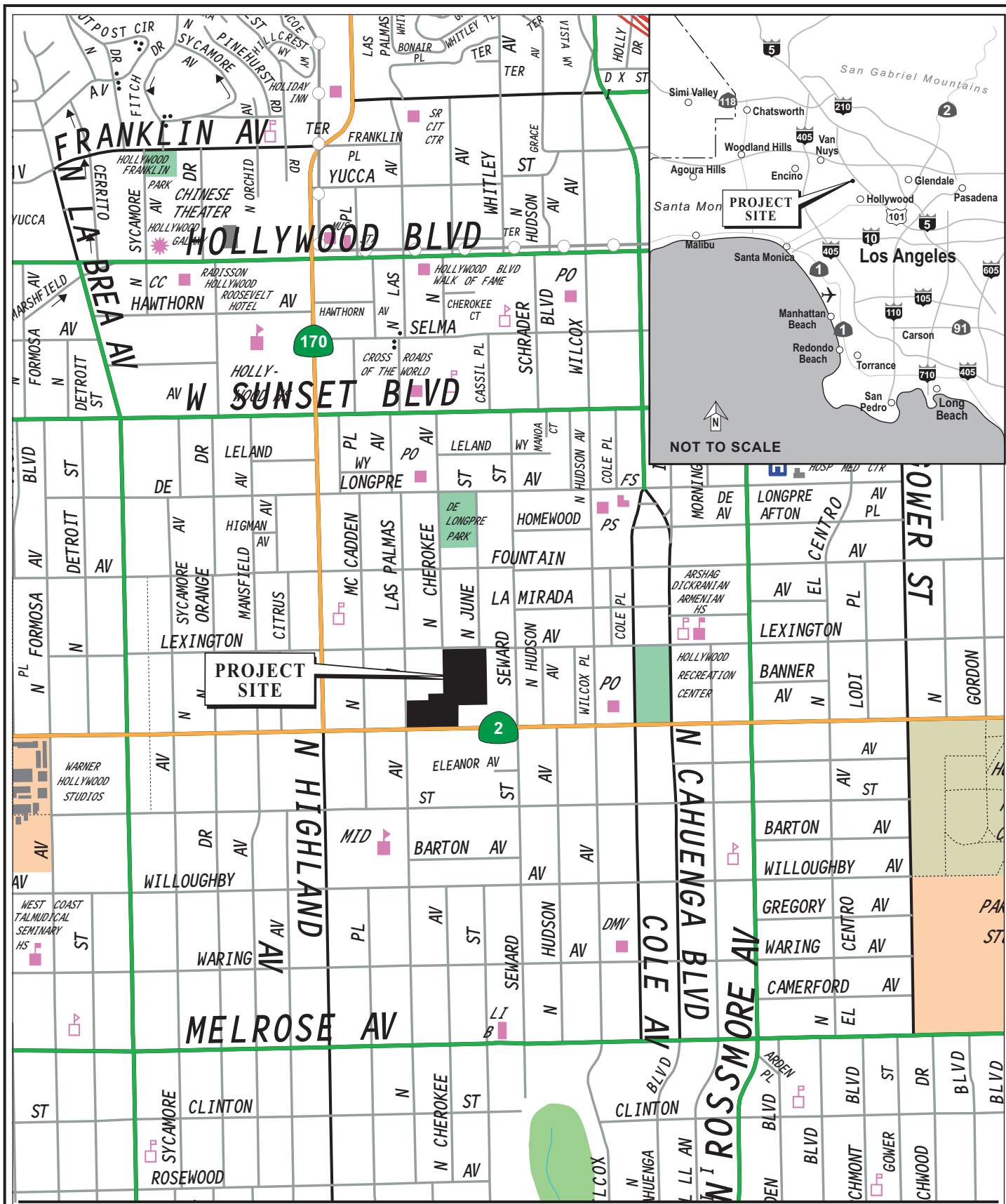


Figure 1
Regional and Project Vicinity Map

Source: PCR Services Corporation, 2006

ground level, would be located below the residential and community-serving retail/restaurant uses. To accommodate the proposed Project, existing structures on the site would be removed.

Construction of the Project would occur in two phases over a four-year period, beginning in 2009 and ending in late 2013. To provide for the Project, approximately 280,000 cubic yards of grading would occur, the majority of which would be expected to be exported.

The Project may require various approvals including, but not limited to, a Vesting Tentative Tract Map, Conditional Use Permit for limited sale and on-site consumption of alcoholic beverages, General Plan Amendment to change the site designation from Limited Industrial to General Commercial, Zone Change to C2-2D-SN from [Q] M1-1VL-SN, Project Permit Compliance or other necessary approvals pursuant to the requirements of the Hollywood Supplemental Signage Use District, relief from the Advisory Agency's parking policy, demolition grading, excavation, foundation, and associated building permits, Haul Route Approval, Certification of an Environmental Impact Report, and any additional actions as may be deemed necessary.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED: Aesthetics, Air Quality, Cultural Resources, Geology and Soils, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use and Planning, Noise, Public Services (i.e., Police, Fire, Schools, Parks and Libraries), Recreation, Transportation and Traffic, and Utilities and Service Systems (i.e., Solid Waste and Water Supply).

PUBLIC SCOPING MEETING DATE AND LOCATION: The public scoping meeting will be held on Wednesday, April 18, 2007 from 6 P.M. to 8 P.M. at Hollywood United Methodist Church. 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: Wednesday, April 18, 2007

Time: 6 P.M. to 8 P.M.

**Location: Hollywood United Methodist Church, Grant Hall
6817 Franklin Avenue
Los Angeles, CA 90028**

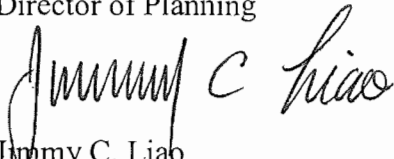
The enclosed materials reflect the scope of the proposed Project, which is located in an area of interest to you and/or the organization you represent. The Environmental Review Section of the Department of City Planning welcomes all comments regarding potential environmental impacts of the proposed Project.

All comments will be considered in the preparation of the EIR. **Written comments** must be submitted to this office by **April 30, 2007**. Written comments will also be accepted at the public scoping meeting described above.

Please direct your responses to:

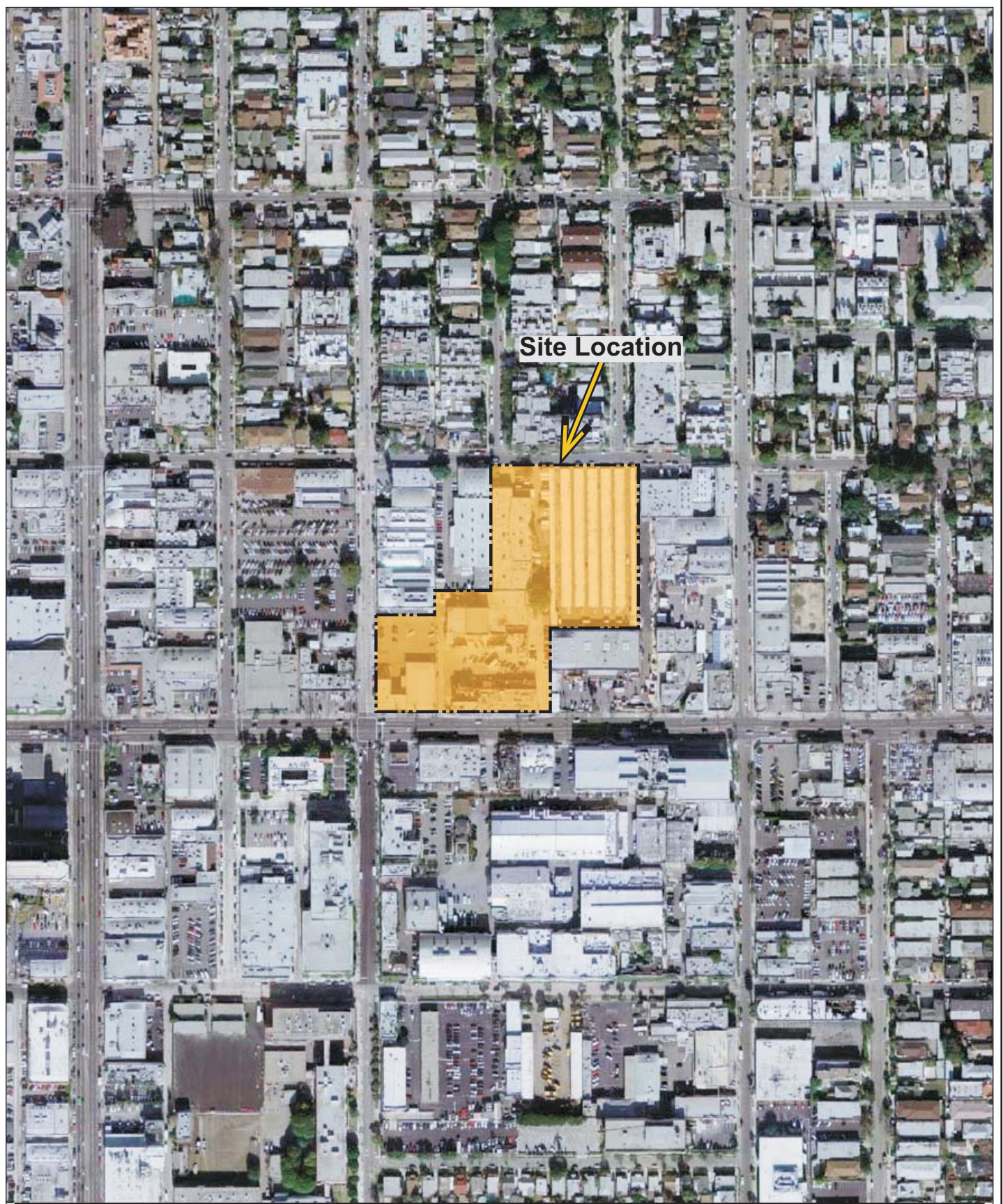
Jimmy C. Liao, City Planner/Project Coordinator
Environmental Review Section
Department of City Planning
200 N. Spring Street, Room 750
Los Angeles, CA 90012
(213) 978-1343 (fax)
Jimmy.Liao@lacity.org (E-Mail)

S. Gail Goldberg, AICP
Director of Planning

A handwritten signature in black ink that reads "Jimmy C. Liao". The signature is written in a cursive, flowing style.

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

Enclosures

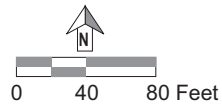


Site Location



Figure 2
Aerial View

Source: Google Earth Pro, 2006

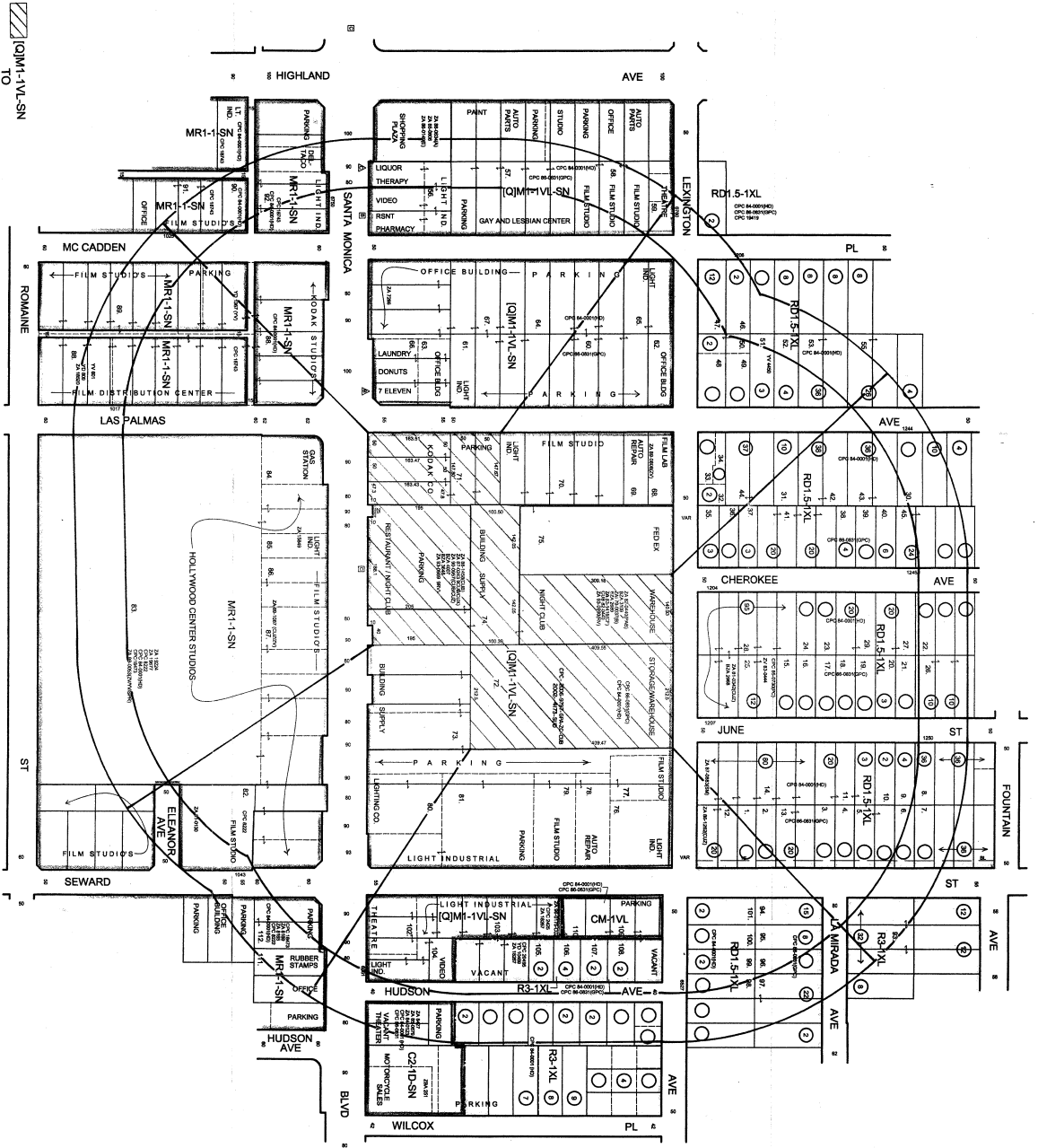


Source: D.S. Ventures, 2006.

Figure 3
Conceptual Site Plan

LEGAL: LOTS 8-12, BLK. A, STRONG AND DICKSON'S HOLLYWOOD HIGH SCHOOL TRACT (M.B. 7.79) AND LOTS 4-6, TRACT NO. 1382 AND PORTION OF LOT 28, TONNER & GARBUTT'S SUBDIVISION OF THE S.W. LITTLE TRACT (M.R. 19.30) AND LOT A, P.M. 2707.

IQIM1-1VLSN
C2-2D-SN



LEGEND:
 □ ON-SITE CONSUMPTION OF FULL LINE ALCOHOLIC BEVERAGES
 ○ ON-SITE CONSUMPTION OF BEER AND OR WINE
 △ OFF-SITE CONSUMPTION OF FULL LINE ALCOHOLIC BEVERAGES
 ◇ OFF-SITE CONSUMPTION OF BEER AND OR WINE

C.D. 4
 C.T. 1919
 P.A. HOLLYWOOD

PRINTED: 03-15-07

GC MAPPING SERVICE

711 MISSION STREET, SUITED
 SOUTH PASADENA, CA. 91030
 (626) 441-1080

**TENTATIVE TRACT NO. 67577
 PERIODIC COMPREHENSIVE GENERAL PLAN
 AMENDMENT AND ZONE CHANGE PROCESS-"BATCHING"
 HEIGHT DISTRICT CHANGE
 CONDITIONAL USE - AB**

5.84 NET AC.

CASE NO. 09-04-2666-
 DATE: 11/11/06
 SCALE: 1" = 100'
 USES FIELD
 D.M. 144 B 185
 T.B. PAGE: 383 GRID: E-5