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September 3, 2009

**NOTICE OF COMPLETION AND AVAILABILITY OF
FINAL ENVIRONMENTAL IMPACT REPORT**

EAF NO.: ENV-2007-819-EIR
STATE CLEARINGHOUSE NO.: 2007041112
PROJECT NAME: Columbia Square Project
PROJECT LOCATION: 6121 Sunset Boulevard, Los Angeles 90028
COMMUNITY PLAN AREA: Hollywood
COUNCIL DISTRICT: 13 (Eric Garcetti)

The Final Environmental Impact Report (EIR) has been prepared for the Columbia Square Project as described below:

PROJECT DESCRIPTION: PPD Gower I, LLC proposes the Columbia Square Project, which would provide a vertically integrated mix of uses that will assist in promoting Hollywood as a center of population, employment, retail services, and entertainment. The project as initially proposed and analyzed in the Draft EIR would provide 400 residential units, a 125-room hotel, approximately 380,000 square feet of office space, and approximately 41,300 square feet of retail and restaurant/bar uses (including restaurant/bar use in the hotel) on a 4.68-acre site. Included within these project uses is approximately 105,510 square feet of existing building area (91,110 square feet for office and 14,400 square feet for retail/restaurant/bar) that would be retained and rehabilitated from the existing 136,233-square-foot Columbia Square complex. The majority of the residential units would be located in the 40-story residential tower sited in the northwest corner of the project site. The tower would reach a building height of approximately 447 feet with other elements such as the helipad extending to 487 feet and architectural features extending to 512 feet. The majority of office uses would be located in the 14-story high-rise building located in the southeast portion of the project site along Gower Street. This building would be approximately 204 feet tall with other elements such as the helipad extending to 224 feet and architectural features extending to approximately 260 feet. In addition, a substantial part of the project would include landscaped courtyards and pathways and other open space features connecting the various proposed uses. Amenities such as recreation rooms, swimming pools, and landscaped recreational areas would also be provided for residents and guests. The project would also include a multi-level parking facility (including three subterranean levels) with approximately 2,004 parking spaces.

The project as initially proposed and analyzed in the Draft EIR would require various approvals and may include, but may not be limited to, the following: Community Redevelopment Agency Board Approval to develop a floor area ratio (FAR) up to 5.42:1; Community Redevelopment Agency Board approval of an Owner Participation Agreement (OPA) to permit development in excess of a 4.5:1 FAR; City Council approval of a development agreement; General Plan Amendment to amend the existing Hollywood Community Plan land use designation for the site from "Commercial Manufacturing" Industrial to the "Regional Center" Commercial land use designation and to permit a floor area ratio of 5.42:1; Vesting Zone Change from [Q]C4-1VL-SN to C4-2-SN Zone; Height District Change to permit Height District Number 2, in lieu of Height District 1VL; Vesting Conditional Use Permit (CUP) to permit motion picture and television studios and related incidental uses in a C4 Zone, a hotel within 500 feet of an R Zone, live entertainment/patron dancing, and on- and off-site sales and consumption of a full line of alcoholic beverages; Site Plan Review; City Planning Commission approval to allow a Phased Development that will be constructed in consecutive or overlapping phases over a 10-year period; Zoning Administrators Interpretation for the outdoor eating area not on the ground floor; Vesting Tentative Tract Map; demolition, grading, excavation, foundation, and associated building permits; Haul Route Approval; Encroachment Permit to encroach approximately 5 feet underneath Gower Street to construct a portion of the parking structure; signage approvals pursuant to the guidelines and policies of the Hollywood Signage Supplemental Use District; certification of an Environmental Impact Report and adoption of a Mitigation Monitoring and Reporting Program; coverage under the National Pollution Discharge Elimination System (NPDES) Permit by the Los Angeles Regional Water Quality Control Board; issuance of all required ministerial permits necessary to implement the project by the City of Los Angeles; and, any additional actions as may be deemed necessary.

In response to public input and community outreach that occurred during the preparation of the Draft EIR, the Applicant recognized that the community is concerned about height and traffic. Accordingly, the Applicant has announced its preference for Alternative 6, which was thoroughly described and analyzed in Section V, Alternatives, of the Draft EIR. Alternative 6 would result in a reduction in overall development within the site when compared with the project. Specifically, this Alternative would reduce the project's proposed residential uses from 400 units to 200 units and increase office uses from 380,000 to 442,610 square feet. The residential tower for this Alternative would be reduced in height to approximately 28 stories and 315 feet to the top of the highest habitable floor (exclusive of architectural features which would extend to approximately 335 feet), representing a 177-foot reduction in building height when compared with the project. The residential units would be located in the northern portion of the site but located on the Gower Street side. New office uses would be located in a 17-story building located in the southeast portion of the project site along Gower Street that would be approximately 246 feet from the street to the top of the highest habitable floor and approximately 260 feet to the top of the architectural features (same as the project). Similar to the project, this Alternative would also result in new development of a 125-room hotel and approximately 41,300 square feet of retail, bar and restaurant floor area. Approximately 105,510 square feet of the existing 136,233 square foot CBS Complex located along Sunset Boulevard would be retained and renovated to meet the Secretary of Interior Standards for office, retail and potential studio uses. Upon completion, implementation of this Alternative (including rehabilitation of some of the existing uses) would

result in an overall total of 875,410 square feet of on-site uses representing a 4.3:1 floor area ratio (FAR). Approvals required for this Alternative would be similar to the project, except approvals for developing a FAR in excess of 4.5:1 would not be required.

REVIEW LOCATIONS: If you wish to review a copy of the Final Environmental Impact Report (Final EIR) or the documents referenced in the Final EIR, you may do so at the City of Los Angeles, Department of City Planning at 200 North Spring Street, Room 750, Los Angeles. Copies of the Final EIR are also at the following Library Branches:

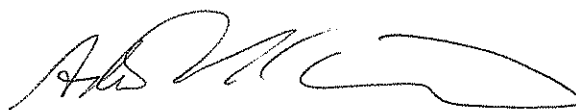
- 1) Central Library - 630 West 5th Street, Los Angeles, California 90071
- 2) Los Feliz Library – 1874 Hillhurst Avenue, Los Angeles, California 90027
- 3) Will and Ariel Durant Branch Library - 7140 Sunset Boulevard, Los Angeles, California 90046
- 4) Frances Howard Goldwyn - Hollywood Regional Library - 1623 North Ivar Avenue, Los Angeles, California 90028

The Final EIR is also available online at the Department of City Planning's website [www.lacity.org/PLN (click on "Environmental" and then "Final Environmental Impact Reports")]. The Final EIRs can be purchased on cd-rom for \$7.50 per copy. Contact **Adam Villani** at **(213) 978-1472** to purchase one.

PUBLIC HEARING: The joint Hearing Examiner/Advisory Agency public hearing for the project will be held on September 16, 2009 at 10:00 A.M. at the following address:

Los Angeles City Hall
200 North Spring Street, Room 1020
Los Angeles, California 90012

S. Gail Goldberg
Director of Planning



Adam Villani
Planning Assistant
Environmental Review Section