



City of El Segundo

PLANNING AND BUILDING SAFETY DEPARTMENT

El Segundo, CA 90245
(310) 524-2344
FAX (310) 322-4167
www.elsegundo.org

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

DATE: December 8, 2017

TO: Responsible Agencies, Trustee Agencies, and Interested Parties

LEAD AGENCY: City of El Segundo
Contact: Ethan Edwards, AICP, Contract Planner
Planning and Building Safety Department
Planning Division
350 Main Street
El Segundo, California 90245

SUBJECT: Notice of Preparation of a Draft Environmental Impact Report for the Beach Cities Media Campus Project (Project)

The City of El Segundo (City) will be the Lead Agency pursuant to the California Environmental Quality Act (CEQA) for the above referenced Project. CEQA Guidelines Section 15082 provides that, 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. Consistent with the requirements of CEQA, the City has released this NOP and seeks comments regarding any specific concerns related to the potential environmental effects of the Project. Information gathered during the NOP comment period will be used to shape and the focus future analysis of environmental impacts. If you are a public agency, the City is interested in your agency's view as to the scope and content of the Draft EIR's environmental information pertaining to your agency's statutory responsibilities related to the Project. For interested individuals, we would like to be informed of environmental topics of interest to you regarding the Project.

The Project, its location, and its potential environmental effects are described below. The City welcomes public input during the NOP review period. Due to the time limits mandated by the CEQA Guidelines, your response must be sent **not later than 30 days after your receipt of this notice**. In the event that no response or request for additional time is received by the end of the review period, the City may presume that you have no response. Please send your comments to:

Ethan Edwards, AICP, Contract Planner
City of El Segundo
Planning and Building Safety Department
Planning Division
350 Main Street
El Segundo, California 90245
EEdwards@elsegundo.org

To allow for mailing, receipt, and 30-day review of this NOP, the comment period will close on **January 6, 2018**.

NOTICE OF SCOPING MEETING:

Pursuant to CEQA Guidelines Section 15082(c) (Notice of Preparation and Determination of Scope of EIR), the City will conduct a scoping meeting for the purpose of soliciting comments of adjacent cities, responsible agencies, trustee agencies, and interested parties requesting notice as to the appropriate scope and content of the Draft EIR.

The scoping meeting will be held on **December 18, 2017 from 5:00 p.m. until 7:00 p.m., in the City Council Chambers, 350 Main Street, El Segundo, California 90245.**

Sincerely,

A handwritten signature in black ink, appearing to read "Ethan T. Edwards", is written over a horizontal line.

Ethan Edwards, AICP, Contract Planner
310-542-2380
EEdwards@elsegundo.org

12/8/2017

Date

Attachments

PROJECT DESCRIPTION

PROJECT TITLE: Beach Cities Media Campus

PROJECT APPLICANT: Rosecrans-Sepulveda Partners 4, LLC ("RSP4")

PROJECT LOCATION:

The City of El Segundo ("City") is in the South Bay region of Los Angeles County, approximately 20 miles southwest of downtown Los Angeles. The Beach Cities Media Campus ("Project") includes approximately 6.39 acres, and is located at 2021 Rosecrans Avenue in the City of El Segundo (the "Project Site"). The Project Site was previously developed with an air gas manufacturing plant owned and operated by Air Products Chemicals. All previous improvements on the Project Site have been demolished. The Project Site is bounded by a vacant lot to the north; a parking structure, surface parking lots, and commercial uses to the east; Rosecrans Avenue, the Kinecta Credit Union building and parking lot is located directly south of the Project Site to the south; and a surface parking lot and commercial uses to the west. Similar to the properties located to the north, and west the Project Site is also designated and zoned Commercial Center (C-4). The used located to the east of the Project Site are designated and zoned Urban Mixed-Use South (MU-S). See Figure 1, Vicinity Map.

PROJECT DESCRIPTION:

RSP4 desires to change both the General Plan land use designation and zoning of the Property from Commercial Center to Urban Mixed Use South (MU-S) and develop the Property with the uses allowed by, and at the development standards set forth in, the MU-S zone rather than the Commercial Center zoning standards. The primary differences in the development standards are the Urban Mixed Use South allows greater height (175 feet vs. 65 feet), greater density (1.3 FAR vs. .275 FAR) and minor differences in setbacks. The maximum allowable buildable square footage under the Urban Mixed Use South zoning would be 361,844. Additionally, there is a greater variety of uses allowed in the Urban Mixed Use South zoning.

The development concept for the property will likely consist of a mix of commercial uses aimed at promoting economic development within the City of El Segundo in addition to completing development of the Rosecrans Avenue corridor. Additionally, RSP 4 seeks a Development Agreement for 20 years.

RSP4 desires to process a site plan for the entire Property concurrent with the change in General Plan designation and zoning. The proposed development would be for a 313,000 square foot Beach Cities Media Campus, which would include office, retail, studio and production facilities. If the Beach Cities Media Campus does not come to fruition, RSP4 would be entitled to build another development that met the requirements of the MU-S zone.

The Beach Cities Media Campus Project includes the development of an approximately five-story, 240,000 square foot office building, a one-story, 66,000 square foot studio and production facilities building, and 7,000 square feet of retail uses in two, one-story structures. The Project would also include a private event plaza, and private roof decks. The Project would be a fully secure campus. The studio and production facilities would operate 24 hours a day, seven days a week. Two separate Site Plan configurations are being proposed for the Beach Cities Media Campus Project. Under either scenario, development may also include a bridge between the proposed office building on the southeast corner and an existing office building to the east, as shown in Figures 2A and 2B, Site Plans.

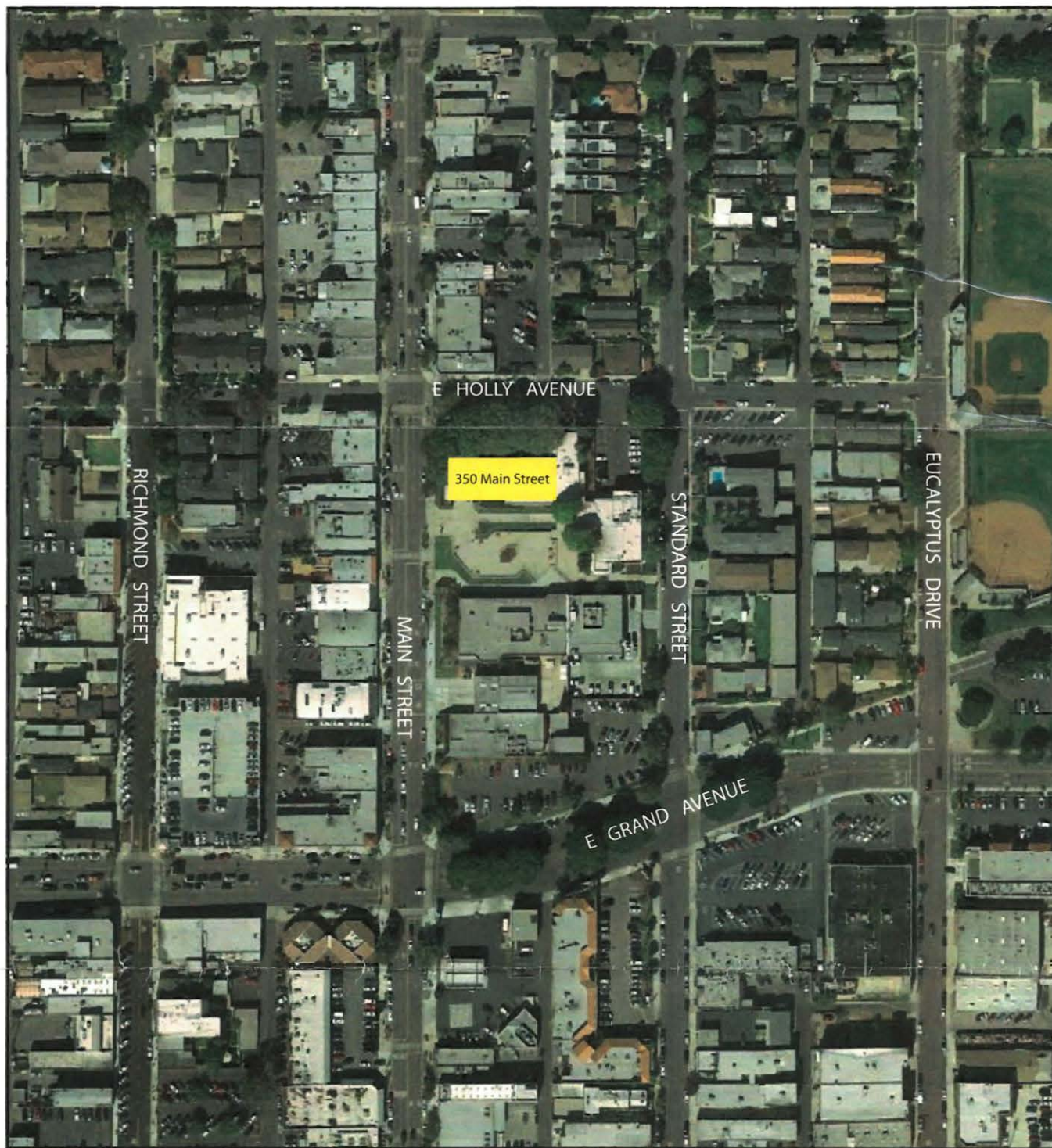
REQUESTED PERMITS/APPROVALS: The Project Applicant is requesting the following approvals from the City of El Segundo:

- Certification of an Environmental Impact Report for the Project,
- Amend the Land Use Element of the City's General Plan to change the land use designation of the Project Site from Commercial Center to Urban Mixed Use-South;

- Amend the City's zoning map to change the zoning of the Project Site from C-4 to Urban Mixed Use-South;
- Development Agreement to detail the Project parameters, standards and conditions that will govern development of the Project Site;
- Haul route approval (if required);
- Site Plan Review; and
- Other permits, ministerial or discretionary, that may be necessary in order to execute and implement the Project.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:

Air Quality, Cultural Resources, Geology and Soils, Greenhouse Gas Emissions, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use and Planning, Noise, Population and Housing, Public Services, Transportation/Traffic, Tribal Cultural Resources, and Utilities and Service Systems.



Public Hearing: City Council Chambers, 350 Main Street, El Segundo, California 90245

Source: Google Earth, November 2017.

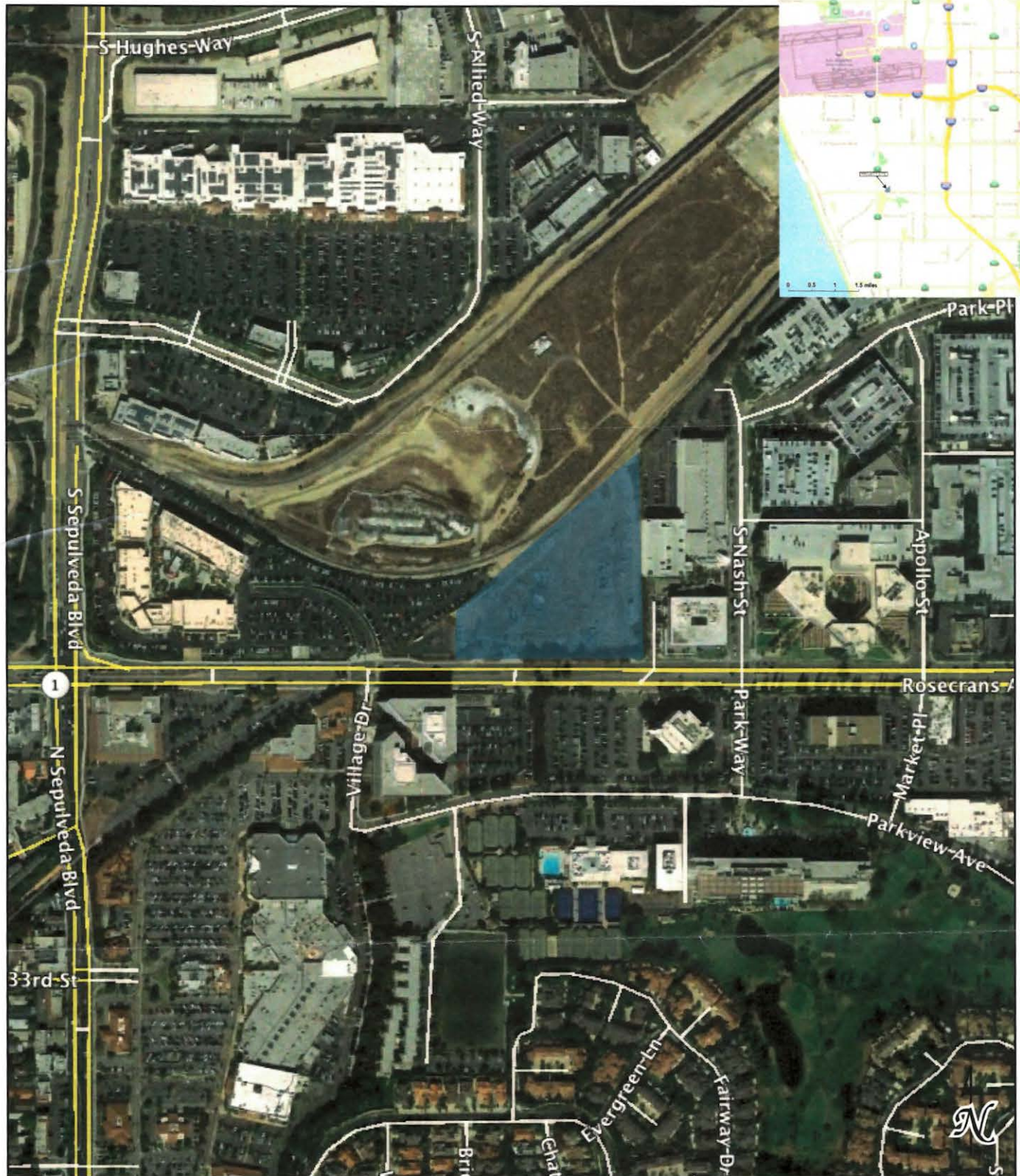


Site Plan / Rosecrans Elevation

- ## Development Concept 2
- n / Rosecrans Elevation
- ully Secure Campus
clusive VIP Entrance / Drop-Off
ivate Event Plaza
ivate Roof Decks
n-Site Amenities
icated Parking /
ervice Access
nificant Signage
opportunities
-
- The site plan illustrates the proposed development along Rosecrans Avenue and Nash Street. Key features include:
- PARKING:** 980 SPACES / 7 LEVELS, 65'-0"
 - RETAIL / CAFE:** 7,000 GSF
 - STUDIO BUILDING:** 66,000 GSF / 1 LEVEL, 45'-0"
 - OFFICE:** 240,000 GSF / 5 LEVELS, EXECUTIVE PARKING BELOW 120 SPACES, 88'-0"
 - EXISTING ARCLIGHT THEATER**
 - EXISTING OFFICE OVER RETAIL**
 - EXISTING PEDESTRIAN PLAZA**
 - EXISTING PARKING**
 - GATES:** GATE 1, GATE 2, GATE 3
 - Signage locations:** 1, 2, 3, 4, 5, 6, 7
 - Dimensions:** 14'-0", 65'-0", 88'-0", 45'-0"
 - Streets:** ROSECRANS AVENUE, NASH STREET
 - Orientation:** North arrow pointing towards the top right.



Figure 2B
Site Plan



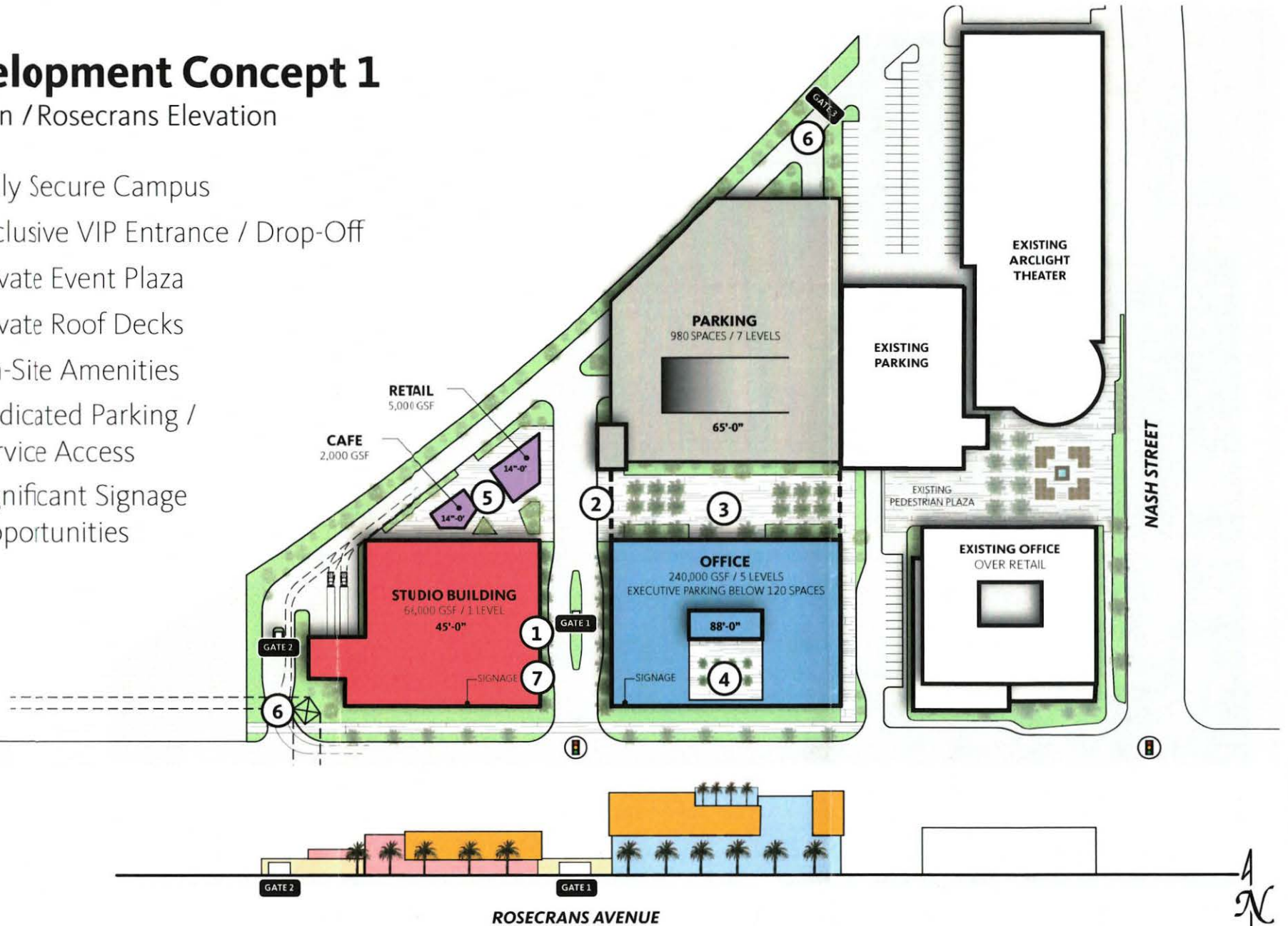
 Project Site
Source: Google Earth, November 2017.

0 601
Scale (Feet)

Development Concept 1

Site Plan / Rosecrans Elevation

- ① Fully Secure Campus
- ② Exclusive VIP Entrance / Drop-Off
- ③ Private Event Plaza
- ④ Private Roof Decks
- ⑤ On-Site Amenities
- ⑥ Dedicated Parking / Service Access
- ⑦ Significant Signage Opportunities



Source: Stephen Gensler, November 2017.