

#3

June 23, 2015

To: City Council Planning and Land Use Committee

From: Beverly Wilshire Homes Association  
(Represented by Richard Platkin, BWAHA Board Member)  
6400 W. 5<sup>th</sup> Street, Los Angeles, CA 90048-4710

Re: CPC-2014-3119-ZC-SN-CDO-MCUP-ZV-ZAI-SPR

Date: 6/23/15

Submitted in PLUM Committee

Council File No: 15-0721

Item No.: 3

Deputy: Comm from Public

The Beverly Wilshire Homes Association supports the Appeal of the 14 Discretionary Actions requested by the Academy of Motion Picture Arts Museum for the following reasons:

**First reason - this project is incorrectly identified as a museum.** The museum facilities only occupy one-third of the building, and the remainder is devoted to large public events. It should more accurately be labeled as an event center with space devoted to museum functions.

**Second reason - the traffic and parking congestion related to these events create the unmitigatable transportation impacts noted in the DEIR:**

- *Severe traffic congestion along most major transportation corridors and intersections, with many streets functioning in excess of full capacity.*
- *Overflow of traffic from congested commercial corridors negatively impacts the quality of life in residential neighborhoods.*
- *Insufficient off-street parking areas and structures, resulting in spillover parking from commercial areas into adjacent residential areas.*
- *Due to the existing level of traffic congestion, the impact of new large projects on traffic circulation will continue to be a major concern in the community.*

It is our view, however, that the DEIR actually underestimates these transportation impacts for five reasons:

1) The Purple Line portal at the intersection of Wilshire and Fairfax will not have any related local transportation facilities. The expanded subway will be fully operational in 2023, one block from the proposed project, but does not have any facilities for Kiss 'n Ride, Park 'n Ride, transit stops, bicycle parking and access, and pedestrian access. As a result, it will generate enormous automobile, bus, pedestrian, and bicycle congestion in the immediate proximity to the Academy Project, and then radiating out in all directions.

2) The DEIR fails to note many related projects in close proximity to the proposed project. These include the large Shalhevet K-12 private school one block to the south, which is now undergoing major reconstruction. It also includes two new high-rise projects ready to break ground to the immediate west, at Wilshire and Crescent Heights and Wilshire and LaJolla, as well as a density-bonus mid-rise residential project to the immediate north, at Fairfax and 5<sup>th</sup> Street.

3) The DEIR fails to adequately consider enormous traffic generators impacting the Academy site. These include The Grove, the Farmers Market, Park LaBrea, and the Third Street and Melrose commercial corridors, all to the north of the project. Furthermore, the Cedar-Sinai Hospital complex, the Beverly Center, the Beverly Connection, and Pacific Design Center are all in close proximity to the intersection of LaCienega and Third, northwest of the May Company site. They all add to the traffic volume of the greater Miracle Mile area.

4) Many new mid-rise residential projects have recently been constructed on Wilshire Boulevard in the Miracle Mile. They now have high vacancy rates, but when the subway is operational, these buildings will quickly fill up. Furthermore, to the west of the project site, there are many vacant sites on Wilshire Boulevard between Fairfax and San Vicente. These, too, will be developed as high-rise and mid-rise mixed use projects, and they will contribute to the traffic congestion of this immediate area.

5) In addition, all of these projects will significantly contribute to cut through traffic on north-south streets west of Fairfax Avenue: Crescent Heights, LaJolla, Sweetzer, and Orlando. As confirmed but underestimated by the DEIR, these local streets are already seriously congested, and this situation will be made significantly worse with the combination of the Academy project with the many related projects identified above.

**Third reason - the Beverly Wilshire Homes Association does not find the Statement of Overriding Considerations to be credible.** Nearly all of this statement presents the project as a museum, not as an event center serving the film industry. Second, nearly all of the reasons presented for the Statement of Overriding Consideration are based on conjecture that the project will be an enormous economic and cultural catalyst for Los Angeles as a whole and the Miracle Mile corridor in specific. But, the monitoring program, even if it is implemented and followed, will not evaluate any of these claims. If the monitoring program were revised to assess these claims, there is no turning back if, as we predict, the claims in the Statement of Overriding Considerations turn out to be widely exaggerated or totally bogus. At that point, all of the discretionary actions and building permits will have been granted and the facility constructed.

This means there are no consequences when the Statement of Overriding Considerations turns out to be nothing more than claims that cannot be substantiated

**Fourth reason - there are also no consequences for the mitigation and monitoring program.** What happens if it is not fully adhered to? What happens if it reveals that the mitigation programs do not work? The answer is that nothing happens since they are mere promises, without any mechanism to revoke approvals and permits, much less remove a building that should not have been approved, permitted, and constructed.

#3

Natural History Museum  
of Los Angeles County

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**Cynthia Wornham**  
Vice President,  
Marketing and  
Communications



May 14, 2015

Debbie Peters  
Manager, Community Relations & Visitor Services  
Academy of Motion Pictures Arts and Sciences  
5900 Wilshire Blvd., 3<sup>rd</sup> Floor  
Los Angeles, CA 90036

Re: Los Angeles City Planning Commission Academy Museum Hearing on May 14, 2015

Dear Ms. Peters,

On behalf of the Los Angeles County Museum of Natural History Foundation, I am writing to support the Academy's proposal for development of your new museum along Miracle Mile's Museum Row. As you know, the La Brea Tar Pits and Page Museum are unique treasures, attracting both visitors from around the world and local families and school groups. The addition of the Academy Museum, as envisioned in the plans being considered by the City of Los Angeles, will reinforce and expand on Museum Row's importance as a world class destination and presents numerous opportunities for programmatic and other community-serving synergies.

Of course, we are particularly sensitive to the potential that the project will require paleontological mitigation and are confident that we will be able to work with the Academy to assure that the construction protects and preserves any fossil or other sensitive material that may be encountered. Similarly, within the parameters of the EIR, we look forward to collaborating on the details of efforts to best manage the traffic, parking and other impacts on our visitors and our neighbors during construction and during operation of the new museum.

We are confident that the benefits of the new museum to the city and the neighborhood are substantial and will garner the support of local residents.

Sincerely,

A handwritten signature in black ink that reads "Cynthia Wornham". The signature is fluid and cursive, with a long horizontal line extending to the right.

Cynthia Wornham  
Vice President, Marketing and Communications

Natural History Museum of Los Angeles County

Page Museum at the La Brea Tar Pits