



**NOTICE OF INTENT TO ADOPT
A MITIGATED NEGATIVE DECLARATION
FOR THE SANTA MONICA PLACE CINEMAS PROJECT**

The City of Santa Monica (the City) has prepared an Initial Study and Mitigated Negative Declaration for the Santa Monica Place Cinemas Project (the Proposed Project). In compliance with State CEQA Guidelines Section 15072, the City has prepared this Notice of Intent to inform responsible agencies and other interested parties about the City's intent to adopt a Mitigated Negative Declaration for the Santa Monica Place Cinemas Project. The Mitigated Negative Declaration tiers with the City's Santa Monica Place Remodel Project Final Initial Study/Mitigated Negative Declaration, approved by the City of Santa Monica in September 2007, as well as the Santa Monica Civic Center Specific Plan EIR, certified by the City Council on June 28, 2005, pursuant to State CEQA Guidelines Section 15152 and 15168.

PROJECT APPLICANT: Macerich Santa Monica, LLC

PROJECT LOCATION: 315 Colorado Avenue, 3rd Level of the Bloomingdale's Building at Santa Monica Place mall

PROJECT DESCRIPTION: The Proposed Project would convert the entitled, but vacant approximately 50,000 sf of retail space on the 3rd Level of the Bloomingdale's Building within Santa Monica Place mall into a multi-screen cinema with up to 16 movie theaters and a seating capacity of up to 1,500 seats. The Proposed Project may also include a lounge area and/or outdoor terrace area for ticket holders. Renovations would be limited to the 3rd Level of the existing Bloomingdale's Building, which would be increased in height by 36 feet to a height of approximately 84 feet above existing grade

AVAILABILITY OF ENVIRONMENTAL DOCUMENTATION: The draft Initial Study/Mitigated Negative Declaration may be reviewed online at <http://www.smgov.net/Departments/PCD/Plans-Projects/> or in person at the following locations:

City Planning Division public counter
Room 111
1685 Main Street, Santa Monica, CA

Santa Monica Library
Main Branch
601 Santa Monica Blvd., Santa Monica, CA

Office of the City Clerk
Room 102
1685 Main Street, Santa Monica, CA

Santa Monica Library
Ocean Park Branch
2601 Main Street, Santa Monica, CA

REVIEW PERIOD: As the project is not regionally significant, the comment period for the Mitigated Negative Declaration is 20 days as required by CEQA Guidelines Section 15105. The comment period will commence on **February 14, 2014** and end on **March 6, 2014**. The City of Santa Monica welcomes agency and public comments on the document during this period. Any comments on the Negative Declaration must be received within the public review period, **in writing, by 5:30 p.m. on March 6, 2014** and addressed to:

Laura Beck, Associate Planner
City of Santa Monica
1685 Main Street, Room 212
Santa Monica, CA 90401
Phone: 310 458 8341
E-mail: laura.beck@smgov.net

ESPAÑOL: Se trata de un aviso de la intención de la Ciudad para adoptar una declaración negativa para un proyecto de cine propuesto, que pueda ser de su interés. Para más información, llame a Carmen Guitierrez, al numero (310) 458-8341.

Amanda Schachter
Planning Division Manager

Date