

CITY OF LOS ANGELES  
CALIFORNIA



DEPARTMENT OF CITY PLANNING

NOTICE OF PUBLIC HEARING

To Owners: ☐ Within a 100-Foot Radius  
☒ Within a 500-Foot Radius  
☐ Abutting a Proposed Development Site

And Occupants: ☐ Within a 100-Foot Radius  
☒ Within a 500-Foot Radius  
And: ☒ Others

This notice is sent to you because you own property or live near a site for which an application, as described below, has been filed with the Department of City Planning. All interested persons are invited to attend the public hearing at which you may listen, ask questions, or present testimony regarding the project.

**Hearing By:** Hearing Officer for City Planning Commission

**Date:** October 2, 2015

**Time:** 10:00 a.m.

**Place:** City Hall 10th Floor, Room 1020  
200 North Spring Street  
Los Angeles, CA 90012

**Hearing Officer:** Blake Lamb

**Phone No.:** 213-978-1167

**E-mail:** Blake.Lamb@lacity.org

**Case No.:** CPC-2015-74-GPA-SP-CUB-SPP-SPR

**CEQA No.:** ENV-2008-1421-EIR & Addendum (SCH 2010121011)

**Council No.:** 13 – O'Farrell

**Plan Area:** Hollywood

**Specific Plan:** Vermont/Western Transit Oriented District Specific Plan / Station Neighborhood Area Plan (SNAP)

**Certified NC:** Hollywood Studio District  
**GPLU:** Highway Oriented  
**Zone:** C2-1

**Applicant:** Target Corporation / John Dewes

**Representative:** Doug Couper, Greenberg Farrow

**PROJECT LOCATION:** 5500, 5510, 5516, 5520, 5526, 5542, and 5544, West Sunset Boulevard; 1417, 1431, 1433, 1435, 1437, 1439, and 1441 North Western Avenue; 1414 St. Andrews Place; 5505 and 5525 West De Longpre Avenue, legally described as Lemona Tract, Block BLK1, Lot FR; as shown in the attached map.

**PROPOSED PROJECT:** Demolition of a 59,561 square-foot single-story commercial structure, an electrical substation, and a surface parking lot. Construction of a 194,749-square-foot, multi-tenant commercial structure, approximately 74 feet and four inches high, that includes a 163,862 square-foot retail store (Target), and 30,887 square feet of other smaller retail and food uses. The

project would also include 458 at grade and above-ground parking spaces. The proposed project is located on a 168,869-square-foot lot classified in the C2-1 zone and also located within Subarea C of the Vermont/Western Transit Oriented District Specific Plan/Station Neighborhood Area Plan (SNAP).

**REQUESTED ACTION:**

1. Pursuant to the California Environmental Quality Act (CEQA), **Find** that this project was assessed in the Target at Sunset and Western EIR No. ENV-2008-1421-EIR, SCH No. 2010121011 certified on April 3, 2013. As provided in addendum dated September 2015, **Find**, in the independent judgment of the decision maker, that pursuant to CEQA Guidelines Section 15162, based on the whole of the administrative record, no subsequent or supplemental EIR or negative declaration is required for approval of the project.
2. Pursuant to 11.5.6 of the Municipal Code, a City initiated **General Plan Amendment** to the Hollywood Community Plan and the Mobility Element of the City's General Plan for the re-designation of
  - a. Sunset Boulevard between St. Andrews Place and Western Avenue from a Avenue 1 (previously a Major Highway – Class II) to a Modified Major Highway – Class II.
  - b. Western Avenue between Sunset Boulevard and DeLongpre Avenue from a Modified Avenue I (previously a Major Highway – Class II) to a Modified Major Highway – Class II.
3. Pursuant to 11.5.7. G of the Municipal Code, a **Specific Plan Amendment** to the Vermont/Western Transit Oriented District Specific Plan / Station Neighborhood Area Plan (SNAP), Ordinance 173,749, to establish Land Use Regulations, Development Standards, and Design Guidelines for a new Subarea F, Large Scale Highway Oriented Commercial designation.
4. Pursuant to 11.5.7 G of the Municipal Code, a **Specific Plan Amendment** to the SNAP, Ordinance 173,749, to change the Subarea Designation of the subject property, from Subarea C to Subarea F.
5. Pursuant to Section 12.24.W.1 of the Municipal Code, a **Conditional Use Permit** to allow for the sale of beer and wine for off-site consumption in the C2 zone.
6. Pursuant to Section 11.5.7 of the Municipal Code, a **Specific Plan Project Permit Compliance** with the SNAP, Ordinance 173,749.
7. Pursuant to Section 16.05 of the Municipal Code, a **Site Plan Review** for a project which results in an increase of 50,000 square feet or more of non-residential floor area and an increase of over 1,000 average daily trips.

The purpose of the hearing is to obtain testimony from affected and/or interested persons regarding this project. The environmental document will be among the matters considered at the hearing. The decision maker will consider all the testimony presented at the hearing, written communication received prior to or at the hearing, and the merits of the project as it relates to existing environmental and land use regulations. After the hearing, the Hearing Officer will prepare a report, including a recommendation, which will be considered by the City Planning Commission at a later date.

**EXHAUSTION OF ADMINISTRATIVE REMEDIES:** If you challenge a City action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence on these matters delivered to the Department before the action on this matter will become a part of the administrative record. Note: This may not be the last hearing on this matter.

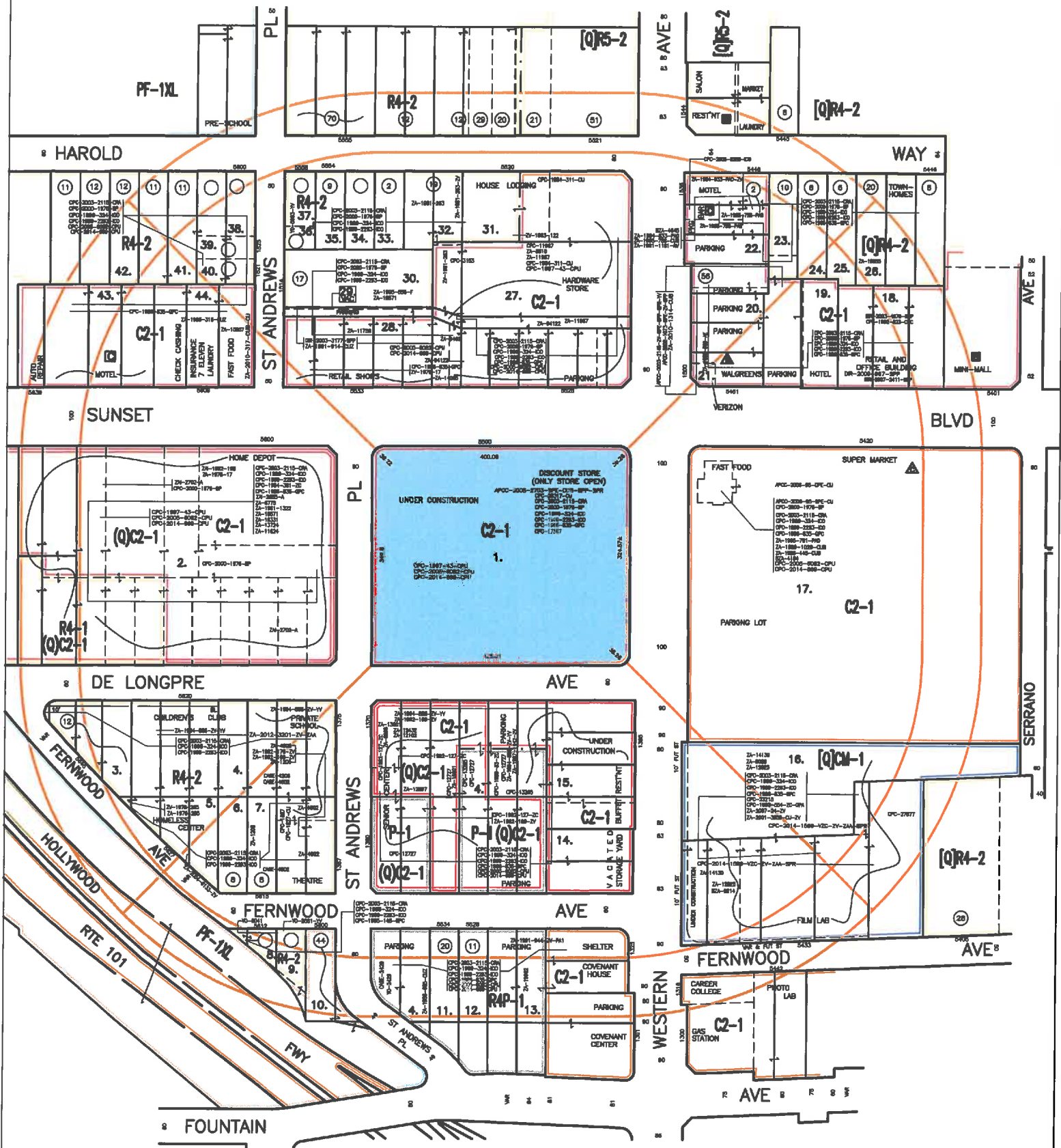
**ADVICE TO PUBLIC:** The exact time this report will be considered during the meeting is uncertain since there may be several other items on the agenda. Written communications may be mailed to the Los Angeles Department of City Planning, 200 N. Spring Street, Room 621, Los Angeles, CA 90012 (Attention: Blake Lamb).

**REVIEW OF FILE:** CPC-2015-74-GPA-SP-CUB-SPP-SPR including the application and the environmental assessment are available for public inspection at the Department of City Planning, 200 N. Spring Street, Room 621, Los Angeles, CA 90012 between the hours of 8:30 a.m. and 4:30 p.m., Monday through Friday. Please call the Hearing Officer indicated at the top of this notice several days in advance to assure that the file will be available. The files are not available for review on the day of the hearing.

**ACCOMMODATIONS:** As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability. The hearing facility and its parking are wheelchair accessible. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. *Como entidad cubierta bajo el Título II del Acto de los Americanos con Desabilidades, la Ciudad de Los Angeles no discrimina. La facilidad donde la junta se llevará a cabo y su estacionamiento son accesibles para sillas de ruedas. Traductores de Lengua de Muestra, dispositivos de oído, u otras ayudas auxiliares se pueden hacer disponibles si usted las pide en avance.*

Other services, such as translation between English and other languages, may also be provided upon request. *Otros servicios, como traducción de Inglés a otros idiomas, también pueden hacerse disponibles si usted los pide en avance.*

To ensure availability of services, please make your request no later than three working days (72 hours) prior to the hearing by calling the staff person referenced in this notice. *Para asegurar la disponibilidad de éstos servicios, por favor haga su petición al mínimo de tres días (72 horas) antes de la reunión, llamando a la persona del personal mencionada en este aviso.*



# 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

LEGAL: FR LOT, BLOCK 1, LEMONA TRACT, M.B. 5-131

NEW T.B.  
PAGE 593  
GRID H-5, H-4  
  
C.D. 13-O'FARRELL  
C.T. 1909.01  
P.A. HOLLYWOOD

## General Plan Amendment

**GreenbergFarrow**

19000 MacArthur Blvd., Suite 250  
Irvine, CA 92612  
T: 949 296 0450 F: 949 296 0437

CASE NO:

DATE: 7-15-15

DRAWN BY:

SCALE: 1"=100'

USES: FIELD

CONTACT: GREENBERG FARROW

PERSON: DOUG COUPER

PHONE NO: 949-296-0450

NET ACRES

= 3.78 Acres

