



CITY OF LOS ANGELES
DEPARTMENT OF CITY PLANNING
City Hall 200 North Spring Street Los Angeles CA 90012
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: ☐ Interested Parties/Others

This notice is sent to you because you own property or are an occupant residing near a site for which an application was filed with the Department of City Planning. All interested persons are invited to attend the public hearing where you may listen, ask questions, and/or present testimony regarding the project. The environmental document will be among the matters considered at the hearing. The hearing officer or decision-maker may consider all the testimony presented at the hearing, written communications received prior to or at the hearing, and the merits of the project as it relates to existing environmental and land use regulations. **Please note that your attendance at the hearing is optional.**

Project Site: 777 SOUTH ALAMEDA STREET

Case No.: ZA-2015-4211-MCUP-CUX-ZV,
ZA-2017-3096-MPA, ZA-2017-3097-MPA,
ZA-2017-3098-MPA, ZA-2017-3099-MPA,
ZA-2017-3100-MPA, ZA-2017-3101-MPA

CEQA No.: ENV-2015-4212-CE

Hearing Held By: Office of Zoning Administration

Date: October 10, 2017

Time 9:00 a.m.

Place: Los Angeles City Hall
200 N. Spring St., Room 1020
Los Angeles, CA 90012
(Please use the 201 N. Main Street
entrance)

Staff Contact: Michael Sin, City Planning Associate
200 North Spring Street, Room 621
Los Angeles, CA 90012
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(213) 978-1345

Council No: 14 – Huizar

Related Cases: AA-2016-3387-PMLA

Plan Area Central City

Zone: M2-2D

Plan Overlay: None

Land Use: Light Manufacturing

Applicant: Atlas Square Owner, LLC

Representative: Noel Fleming, Jerry Neuman,
and Andrew Brady; Liner LLP

PROPOSED PROJECT: The proposed project (“Project”) consists of on- and off-site sale and consumption of full line of alcohol at 24 establishments, including restaurants, breweries, bars, retail, indoor and outdoor markets, and event spaces, on a 1,364,807-square-foot site. The outdoor market is approximately 31,400 square feet, including 16,400 square feet of even area and 15,000 square feet of bar area, and proposes to operate between 9 a.m. to 7 p.m. on Sundays. The other 23 establishments are located within six (6) existing structures containing approximately 1,653,280 square feet of floor area with retail stores, offices, restaurants, gym, multi-purpose event spaces, and a market. The 23 establishments proposes to operate between 7 a.m. to 2 a.m. A total of six (6) establishments will have live entertainment, of which (5) establishments will have public dancing. The Project will utilize an existing parking structure, surface parking lot, and below-grade parking to provide a total of 3,915 parking spaces. No new construction or expansion of existing structures is proposed.

REQUESTED ACTION(S):

1. The Zoning Administrator shall consider an Exemption from CEQA pursuant to CEQA Guidelines, Section 15300 et seq., and City CEQA Guidelines, Art. III, Sec. 1, Class 1, Category 22, and that there is no substantial evidence demonstrating that an exception to a categorical exemption pursuant to CEQA Guidelines, Section 15300.2 applies.
2. Pursuant to Los Angeles Municipal Code (LAMC) Sections 12.24 W.1, a Master Conditional Use to permit the sale and dispensing of alcoholic beverages for 24 establishments as listed below. Live entertainment is proposed

within a total of six (6) establishments: Building 1 #150, Building 2 #100, Building 1 #138, Building 2 roof event space, Building 3 #100, and outdoor market.

- a. On-site consumption of a full line of alcoholic beverages for 16 restaurants;
 - b. On-site consumption of a full line of alcoholic beverages and sale for off-site consumption of beer and wine for two (2) restaurants;
 - c. On-site consumption of a full line of alcoholic beverages in one (1) restaurant/rooftop event space and one (1) restaurant/event space;
 - d. On-site consumption of a full line of alcoholic beverages, sale for off-site consumption of beer and wine, on-site specialty beer production, and wholesale off-site sale of beer in one (1) restaurant with an attached brewery;
 - e. Sale for off-site consumption of a full line of alcoholic beverages and on-site instructional wine tasting in one (1) wine store;
 - f. Sale for off-site consumption of beer and wine in one (1) market; and
 - g. On-site and sale for off-site consumption of beer and wine in one (1) public market.
3. Pursuant to LAMC Section 12.24 W.18, a Conditional Use to permit patron dancing in conjunction with the sale and dispensing of alcoholic beverages within five (5) establishments: Building 1 #150, Building 2 #100, Building 1 #138, Building 2 roof event space, and Building 3 #100.
4. Pursuant to LAMC Section 12.24 M:

Case No. ZA-2017-3096-MPA – Approval of Plans to allow the sale and dispensing of beer and wine for on- and off-site consumption in conjunction with a weekly public outdoor market (“Smorgasburg LA”), occupying 16,400 square feet of event area and 15,000 square feet of bar area for a total of 31,400 square feet, in the area west of Produce B-1 and Produce B-2. The public market would have alcohol restricted to four (4) specified areas and have up to 944 seats (368 seats in a special event area and 576 seats in the bar area) with proposed hours of operation from 9 a.m. to 7 p.m. on Sundays. Live entertainment is proposed within the establishment.

Case No. ZA-2017-3097-MPA – Approval of Plans to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with a restaurant (“Rappahannock Oyster Bar” in Produce B1 #154) consisting of 2,205 square feet of indoor area and 580 square feet of outdoor area with 124 indoor and 76 outdoor seats with proposed hours of operation from 7 a.m. to 2 a.m. daily. No live entertainment or public dancing is proposed.

Case No. ZA-2017-3098-MPA – Approval of Plans to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with a restaurant and coffee shop (“Paramount Coffee” in Produce B2 #100) consisting of 2,987 square feet of indoor area and 576 square feet of outdoor area with 168 indoor and 69 outdoor seats and proposed hours of operation from 7 a.m. to 2 a.m. daily. No live entertainment or public dancing is proposed.

Case No. ZA-2017-3099-MPA – Approval of Plans to allow the sale and dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with a 972-square-foot restaurant (“Hayato” in Produce B2 #126) with 27 indoor seats and proposed hours of operation from 7 a.m. to 2 a.m. daily. No live entertainment or public dancing is proposed.

Case No. ZA-2017-3100-MPA – Approval of Plans to allow the sale and dispensing of a full line of alcoholic beverages for on- and off-site consumption and on-site instructional tasting in conjunction with a retail and spirits shop (“Flask & Field” in Building 2 #180) consisting of 1,215 square feet of indoor area and 622 square feet of outdoor area with 12 interior and 50 outdoor seats and proposed hours of operation from 7 a.m. to 2 a.m. daily. No live entertainment or public dancing is proposed.

Case No. ZA-2017-3101-MPA – Approval of Plans to allow the sale and dispensing of alcohol as follows in conjunction with a trattoria, pizzeria, and market (“Tartine” in Building 3 #160) and a restaurant and brewery (Building 3 #100) with hours of operation from 7 a.m. to 2 a.m. daily.

- a. A full line of alcoholic beverages for on-site consumption and the sale of beer and wine for off-site consumption in conjunction with a restaurant/trattoria (“Tartine” in Building 3 #160) consisting of 3,514 square feet of indoor area and 3,050 square feet of outdoor area with 268 interior and 264 outdoor seats. No live entertainment or public dancing is proposed within the establishment.

- b. A full line of alcoholic beverages for on-site consumption and the sale of beer and wine for off-site consumption in conjunction with a restaurant/pizzeria, and the sale of a full line of alcoholic beverages for off-site consumption in conjunction with a market ("Tartine" in Building 3 #160). The restaurant/pizzeria will consist of 3,618 square feet of indoor area and 1,487 square feet of outdoor area with 276 interior and 148 outdoor seats. The market will consist of 3,317 square feet of indoor area and 778 square feet of outdoor area with 84 outdoor seats. The trattoria, pizzeria, and market share 2,639 square feet of basement area. No live entertainment or public dancing is proposed within the establishment.
 - c. A full line of alcoholic beverages for on-site consumption, the sale of beer and wine for off-site consumption, on-site specialty beer production, and wholesale off-site sale of beer in conjunction with a restaurant and brewery (Building 3 #100) consisting of 11,957 square feet of indoor area, 3,480 square feet of outdoor area, and 12,125 square feet of basement with 588 interior and 332 outdoor seats. Live entertainment and public dancing are proposed within the establishment.
5. Pursuant to LAMC Section 12.27, a Zone Variance to allow outdoor eating areas above the ground floor in the M2-2D Zone.

Puede obtener información en Español acerca de esta junta llamando al (213) 978-1300
GENERAL INFORMATION

FILE REVIEW - The complete file is available for public inspection between the hours of 8:30 a.m. to 4:00 p.m., Monday through Friday. Please call or email the staff identified on the front page, at least three (3) days in advance to assure that the files will be available. **Files are not available for review the day of the hearing.**

AGENDAS AND REPORTS- Commission agendas are posted for public review in the Main Street lobby of City Hall East, 200 N. Main Street, Los Angeles, California. Commission Agendas and Hearing Schedules are accessible online at planning.lacity.org. If this matter is before a Commission, please note that a Recommendation Report will be available on-line seven (7) days prior to the hearing and will be accessible at planning.lacity.org, by selecting "Commissions & Hearings". Recommendation Reports are hyperlinked to the case numbers on the agendas. **Please note that Recommendation Reports are not prepared for Hearing Officer or Zoning Administrator hearings.**

TESTIMONY AND CORRESPONDENCE - Your attendance is optional; oral testimony can only be given at the public hearing and may be limited due to time constraints. Written testimony or evidentiary documentation may be submitted prior to the hearing. Decision-makers such as Associate Zoning Administrators or Commissions function in a quasi-judicial capacity and therefore, cannot be contacted directly. Any materials submitted to the Department or Commission become City property and will not be returned. This includes any correspondence or exhibits used as part of your testimony.

REQUIREMENTS FOR SUBMISSION OF MATERIALS - Written testimony may be submitted via email, in person or by U.S. mail to the staff identified on the front of this page. Correspondence should be presented on letter size (8 ½ " x 11") or legal size (8 ½ " x 14") paper. All oversized exhibits must be folded to fit into a legal-sized folder. Plans (i.e. site plans, floor plans, grading plans) must be presented on paper size not smaller than ledger size (11" x 17"). The case number must be written on all communications, plans and exhibits. **To the extent possible, please also submit all materials electronically (flash drive, CD or via email).**

Regular Submissions

- Matters before Commissions: Written materials not limited as to volume must be received ten **(10) days** prior to the hearing date. Provide an **original** plus **twelve (12) copies** of all correspondence or exhibits. You may submit written testimony to the Commission Office directly at **200 North Spring Street, Room 532, Los Angeles, CA 90012** in attention to the Commission Secretariat.
- Matters before an Associate Zoning Administrator (AZA) or Hearing Officer: Written materials not limited as to volume must be received no later than **five (5) days** prior to the hearing date. Provide an **original** plus **(3) copies**, and follow the size guidelines above.

Rebuttal Submissions - All written materials in response to a Recommendation Report and/or additional comments must be submitted no later than **48 hours** before the hearing date. Submissions, including exhibits, shall not exceed ten (10) pages.

Day of Hearing Submissions - Submissions less than 48 hours prior to, and including the day of the hearing, must not exceed two (2) written pages, including exhibits. Photographs do not count toward the page limitation. Notwithstanding, the Associate Zoning Administrator or Hearing Officer may deviate from this requirement at their discretion.

Non-Complying Submissions - Submissions that do not comply with these rules will be stamped "*File Copy. Non-complying Submission*". Non-complying submissions will be placed into the official case file, but they will not be delivered to, or considered by the Commission, Associate Zoning Administrator or Hearing Officer. Notwithstanding, the Associate Zoning Administrator or Hearing Officer may deviate from this requirement at their discretion.

EXHAUSTION OF ADMINISTRATIVE REMEDIES AND JUDICIAL REVIEW - If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing agenzized here, or in written correspondence on these matters delivered to this agency at or prior to the public hearing. If you seek judicial review of any decision of the City pursuant to California Code of Civil Procedure Section 1094.5, the petition for writ of mandate pursuant to that section must be filed no later than the 90th day following the date on which the City's decision became final pursuant to California Code of Civil Procedure Section 1094.6. There may be other time limits which also affect your ability to seek judicial review.

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. Other services, such as translation between English and other languages, may also be provided upon written request submitted a minimum of seven (7) working days in advance to: per.planning@lacity.org. Be sure to identify the language you need English to be translated into, and indicate if the request is for oral or written translation services. If translation of a written document is requested, please include the document to be translated as an attachment to your email.