

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  
**And:** ☒ Within a 500-Foot Radius  
☒ Others

This notice is sent to you because you own property or are an occupant residing 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:** Deputy Advisory Agency  
**Date:** Wednesday, December 7, 2016  
**Time:** 1:00 p.m.  
**Place:** Los Angeles City Hall  
200 N. Spring Street, Room 1020  
Los Angeles, CA 90012

**Staff Contact:** Jenna Monterrosa  
**Phone No.:** (213) 978-1377  
**Email:** Jenna.monterrosa@lacity.org

**Case Nos.:** VTT-74117  
ZA-2016-1413-VCU-CUB-DB-SPR  
**CEQA No.:** ENV-2016-1414-MND  
**Incidental Cases:** N/A  
**Related Cases:** N/A  
**Council No.:** 10 – Wesson  
**Plan Area:** Wilshire  
**Specific Plan:** N/A  
**Certified NC:** Wilshire Center – Koreatown  
**GPLU:** Regional Center Commercial  
**Zones:** C4-2 and R5-2  
**Applicant:** Marc Annotti, VHDG Koreatown, LLC  
**Representative:** Joel B. Miller, Psomas

**PROJECT LOCATION:** 3240 Wilshire Boulevard and 656-698 S. New Hampshire Boulevard

**PROPOSED PROJECT:** The request is for a Vesting Tentative Tract Map for the merger and re-subdivision of 14 lots into two lots, a Vesting Conditional Use, Conditional Use for alcohol, Density Bonus with on-menu incentives, and Site Plan Review. The requested actions will allow for the construction, use, and maintenance of a new 7-story mixed-use building containing 190 apartment units and 2,270 square feet of ground floor commercial area, a 35-story mixed-use tower containing 355 apartment units and 2,832 square feet of ground floor commercial area, and the conversion of the 5-story, historic I. Magnin department store into a 160-unit hotel.

**REQUESTED ACTION:** The Deputy Advisory Agency will consider:

1. Pursuant to Sections 21082.1(c)(3) and 21081.6 of the California Public Resources Code and Section 15097 of the CEQA Guidelines of the California Public Resources

Code, adoption of a Mitigated Negative Declaration (ENV-2016-1414-MND) and Mitigation Monitoring Program for the subject use.

2. Pursuant to the Los Angeles Municipal Code Section (LAMC) 17.03, Vesting Tentative Tract Map No. 74117 for a two-lot subdivision with a request for a haul route approval and to designate New Hampshire Avenue as the front yard of each lot;
3. Pursuant to LAMC Section 12.24-T and 12.24-W.15, a Vesting Conditional Use to permit a mixed use development in the R5 Zone in a redevelopment area;
4. Pursuant to LAMC Sections 12.24-T and 12.24-W, a Vesting Conditional Use to permit a hotel in the C4 Zones if within 500 feet of any R Zone;
5. Pursuant to LAMC Section 12.24-W.1, a Conditional Use to permit the on-site and off-site sales of a full line of alcohol;
6. Pursuant to LAMC 12.22-A.25, a Density Bonus Review to permit the following two on-menu incentives for a project totaling 545 dwelling units, reserving 54 units for Very Low Income household occupancy for a period of 55 years:
  - a. Floor Area Ratio. An increase of up to 35% of permitted floor area for a project which is eligible for a 35% density bonus; and
  - b. Averaging of Floor Area Ratio, Density, Parking or Open Space, and permitting Vehicular Access. The averaging of floor area and density on two or more contiguous lots and permitting vehicular access from a less restrictive zones to a more restrictive zone, where a project will set aside a minimum of 11% units for Very Low Income households; and
7. Pursuant to LAMC Section 16.05, the approval of Site Plan Review for a project creating 50 or more residential dwelling units.

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.

**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 City Planning Department, Expedited Processing Section, 200 N. Spring Street, Room 763, Los Angeles, CA 90012 (attention: Jenna Monterrosa).

**REVIEW OF FILE:** Case file VTT-74117-CN and ZA-2016-1413-VCU-CUB-DB-SPR, including the applications and environmental assessment, are available for public inspection at this location between the hours of 8:00 a.m. to 4:30 p.m., Monday through Friday. Please call Jenna Monterrosa at (213) 978-1377 several days in advance to assure that the files will be available. The files are not available for review 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.*

**\*Puede obtener información en Español acerca de esta junta llamando al (213) 482-7073\***