



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:** 12019-12023 South Central Avenue (12007-12017 South Central Avenue)

**Case No.:** ZA-2018-5816-CUB  
**CEQA No.:** ENV-2018-5817-CE  
**Hearing Held By:** Associate Zoning Administrator  
**Date:** Tuesday, February 26, 2019  
**Time:** 9:30 a.m.  
**Place:**  
Los Angeles City Hall  
200 North Spring Street, Room 1020  
Los Angeles, CA 90012  
(Please use the 201 N. Main Street entrance)  
**Staff Contact:** Courtney Shum, City Planner  
200 North Spring Street, Room 763  
Los Angeles, CA, 90012  
courtney.shum@lacity.org  
(213) 978-1916

**Council No:** 15 – Buscaino  
**Related Cases:** N/A  
**Plan Area:** Southeast Los Angeles  
**Zone:** C2-1VL  
**Plan Overlay:** South Los Angeles Alcohol Sales Specific Plan  
Southeast Los Angeles Community Plan Implementation Overlay District  
**Land Use:** General Commercial  
**Applicant:** Simon Choi, Global Beer, Inc.  
**Representative:** Alex Woo, Genesis consulting, Inc.

**PROPOSED PROJECT:**

The proposed project involves the sale and dispensing of a full line of alcoholic beverages for off-site consumption in conjunction with a 2,400 square-foot neighborhood market/liquor store (Vercher's Liquor) with hours of operation from 7:00 a.m. to 1:00 a.m. Sunday through Thursday and 7:00 a.m. to 2:00 a.m. on Fridays and Saturdays.

**REQUESTED ACTION(S):**

1. Determine based on the whole of the administrative record, the Project is exempt from CEQA pursuant to State CEQA Guidelines, Section 15305 (Class 5), and there is no substantial evidence demonstrating that an exception to a categorical exemption pursuant to CEQA Guidelines, Section 15300.2 applies; and
2. Pursuant to Los Angeles Municipal Code Section 12.24-W,1, a Conditional Use Permit to allow the sale and dispensing of a full line of alcoholic beverages for off-site consumption in conjunction with a market/liquor store in the C2-1VL 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.**

**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, or at the hearing. Decision-makers such as Associate Zoning Administrators function in a quasi-judicial capacity and therefore, cannot be contacted directly. Any materials submitted to the Department 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 materials may be submitted prior to the hearing via email, in person or by U.S. mail to the staff identified on the front of this page or to the decision-maker or hearing officer at the public hearing. **An original plus three (3) copies must be submitted prior to, or at the hearing. To the extent possible, please also submit all materials electronically (flash drive, CD or via email).** Materials must 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.

**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 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](mailto: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.