



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:** **3131 South Hoover Street**  
(3023-3203 South Hoover Street, 1032-1034 West 30<sup>th</sup> St & 3096 South McClintock Avenue)

**Case No.:** ZA-2017-398-CUB  
**CEQA No.:** ENV-2017-399-CE  
**Hearing Held By:** Associate Zoning Administrator

**Date:** **Wednesday, May 24, 2017**

**Time** **11:30 AM**

**Place:**  
Los Angeles City Hall  
200 North Spring Street, Room 1020  
Los Angeles, CA 90012  
(Please use the Main Street entrance)

**Staff Contact:** Courtney Shum, City Planning Associate  
200 North Spring Street, Room 763  
Los Angeles, CA 90012  
courtney.shum@lacity.org  
(213) 978-1916

**Council No:** 9 – Price, Jr.

**Related Cases:** N/A

**Plan Area** South Los Angeles

**Zone:** USC-3

**Plan Overlay:** South Los Angeles Alcohol Sales  
Specific Plan & University of  
Southern California Specific Plan

**Land Use:** Community Commercial

**Applicant:** Target Corporation

**Representative:** Beth Aboulafia,  
Hinman & Carmichael LLP

**PROPOSED PROJECT:**

The project involves the sale and dispensing of a full line of alcoholic beverages for off-site consumption in conjunction with a 23,013 square-foot retail and grocery store currently under construction with hours of operation from 7:00 AM to midnight, daily.

**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 and City CEQA Guidelines, Class 5, Category 23, 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 to allow the sale of a full line of alcohol for off-site consumption in conjunction with a 23,013 square-foot retail and grocery store in the USC-3 Zone.

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

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## 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](http://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](http://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](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.