

# CERTIFICATE OF POSTING FOR PUBLIC HEARING

CASE NO. CPC-2022-8609-ZC-HD-SPE-SPP-CU-SPR

This certifies that I/WE have posted the **NOTICE OF PUBLIC HEARING** sign for (Project Description):

**to consider the following:**

Mitigated Negative Declaration (MND), No. ENV-2022-8611-MND, pursuant to California Environmental Quality Act (CEQA) Guidelines, Sections 15162 and 15164, and related Environmental findings; report from the Los Angeles City Planning Commission (LACPC), and appeal filed by West Valley Alliance for Optimal Living (Representative: Jamie T. Hall, Channel Law Group, LLP) from the LACPC's determination in: 1) approving pursuant to the Los Angeles Municipal Code (LAMC) Section 11.5.7 F, Specific Plan Exceptions from the Ventura/Cahuenga Boulevard Corridor Specific Plan (Ordinance No. 166560) in conjunction with the development of a self-storage building to permit: Self-storage site (Parcel A): a) 112,204 square feet of floor area in lieu of 40,024 square feet permitted for a 3.7:1 Floor Area Ratio (FAR) in lieu of a 1.25:1 FAR permitted in Section 6.B.1.a; b) 80 feet four inches in height in lieu of 45 feet as permitted in the Specific Plan Section 7.E 1.e.3; and c) Zero feet landscape buffer in lieu of 10 feet along Clarendon Street and six feet 11 inches in lieu of 10 feet along Alhama Drive as required in Specific Plan Section 7.D 1.b; Hotel Site (Parcel B): a) Zero feet landscape buffer in lieu of 10 feet along Alhama Drive and four feet landscape buffer in lieu of 10 feet along Ventura Boulevard as required in Specific Plan Section 7.D 1.b; and b) 95 parking spaces in lieu of 134 parking spaces as permitted in the Specific Plan Section 7.F.1.d; 2) approving, pursuant to LAMC Section 11.5.7 C, and Section 9 of the Ventura/Cahuenga Boulevard Corridor Specific Plan, a Specific Plan Project Permit Compliance Review to permit the construction of a self-storage facility with an associated office space and the relocation of a swimming pool at an existing hotel; 3) approving, pursuant to LAMC Section 12.24 W.50, a Conditional Use to allow for the development of a storage building for household goods within 500 feet of a residential use; 4) approving, pursuant to LAMC Section 12.24 S, a Conditional Use to allow up to 20 percent parking reduction for the storage building, otherwise required by LAMC; and 5) approving, pursuant to LAMC Section 16.05, a Site Plan Review for a development of a project resulting in a net increase of 50,000 square feet of nonresidential floor area; for the minor improvements to an existing hotel on the site, including the configuration of hotel parking areas, demolition of the existing hotel swimming pool, and construction, use, and maintenance of a new pool and ancillary structures to the eastern portion of the hotel project site and a six-story, 112,204-square foot self-storage facility, including approximately 111,173 square feet of self-storage for household goods with an 804-square foot associated office and support space, with loading areas, and surface parking, the self-storage building will be a maximum of 80 feet four inches, as measured from grade to the top of the roof structure with a maximum FAR of 3.7:1, the project includes 95 vehicle parking spaces for the hotel site and 29 parking spaces for the self-storage building site to be provided in surface parking lots located on the project site, additionally, the project includes 16 short-term bicycle parking spaces and 16 long-term bicycle parking spaces; for the property located at 21101 West Ventura Boulevard, subject to Conditions of Approval.

located at (Project Address): 21101 West Ventura Boulevard

for the Public Hearing/Meeting scheduled on: Tuesday, March 25, 2025 at approximately 2:00 P.M.

I hereby certify under the penalty of perjury that I posted the above-mentioned **NOTICE OF PUBLIC HEARING** on the February 24th day of 2025.

*Sara Moughton*

Applicant (Print) Representative

*[Signature]*

Signature

Date

2/24/25

**Robert Castro, LAMS**

Representative/Posting Agent (Print)

*Robert Castro*

Signature

*The processing of your case will not be completed until this form is returned, along with the required photographs verifying the posting to the case file for your project to the project case file. For current mailing addresses, contact the assigned project planner for the case.*

*Regardless of who posts the site, it is always the responsibility of the Applicant to assure that the notice is firmly attached, legible, posted for public view from the property street frontage, and remains in that condition throughout the entire posting period.*



Any Questions? Contact:  
 STAFF Adrineh Melkonian  
 TELEPHONE (213) 978-1301

# PUBLIC NOTICE

HOLLY L. WOLCOTT  
CITY CLERK  
 PETTY F. SANTOS  
EXECUTIVE OFFICER

City of Los Angeles  
CALIFORNIA



KAREN BASS  
MAYOR

OFFICE OF THE  
CITY CLERK

Council and Public Services Division  
200 North Spring Street, Room 395  
Los Angeles, CA 90012  
General Information: (213) 978-1133  
Fax: (213) 978-1079

PATRICE Y. LATTIMORE  
DIVISION MANAGER  
[clerk@cityofla.org](mailto:clerk@cityofla.org)

Applicant: Mike Gallen, Johnson Development Associates, Inc  
 Representative: Sara Houghton, ThreeSixty  
 Case No. CPC-2022-8609-ZC-HD-SPE-SPP-CU-SPR  
 Related Case: AA-2022-8610-PMLA

The audio for this meeting is broadcast live on the internet at: <https://clerk.lacity.org/calendar>. The live audio can also be heard at: (213) 621-CITY (Metro), (818) 904-9450 (Valley), (310) 471-CITY (Westside) and (310) 547-CITY (San Pedro Area). If the live audio is unavailable via one of these channels, members of the public should try one of the other channels.

Requests for reasonable modification or accommodation from individuals with disabilities, consistent with the Americans with Disabilities Act can be made by contacting the City Clerk's Office at (213) 978-1133. For Telecommunication Relay Services for the hearing impaired, please visit this site for information: <https://www.fcc.gov/consumers/guide/telecommunications-relay-services-trs>

If you are unable to appear at this meeting, you may submit your comments in writing. Written comments may be addressed to the City Clerk, Room 395, City Hall, 200 North Spring Street, Los Angeles, CA 90012, or submitted through the Public Comment Portal: [www.LACouncilFile.com](http://www.LACouncilFile.com)

In addition, you may view the contents of Council file Nos. 24-1609 by visiting: [www.lacouncilfile.com](http://www.lacouncilfile.com)

Please be advised that the Planning and Land Use Management Committee reserves the right to continue this matter to a later date, subject to any time limit constraints.

For inquiries about the project, contact City Planning staff:  
 Adrineh Melkonian (213) 978-1301 [adrineh.melkonian@lacity.org](mailto:adrineh.melkonian@lacity.org)

For inquiries about the meeting, contact City Clerk staff:  
 Candy Rosales (213) 978-1078 [clerk.plumcommittee@lacity.org](mailto:clerk.plumcommittee@lacity.org)

Candy Rosales  
Deputy City Clerk, Planning and Land Use Management Committee

**Note:** If you challenge this proposed 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 delivered to the City Clerk at, or prior to, the public hearing. Any written correspondence delivered to the City Clerk before the City Council's final action on a matter will become a part of the administrative record. The time in which you may seek judicial review of any final action by the City Council is limited by California Code of Civil Procedure Section 1094.5 which provides that an action pursuant to Code of Civil Procedure Section 1094.5 challenging a City Council's action must be filed no later than the 90th day following the date on which the Council action becomes final.

February 28, 2025

ENV-2022-8611-MND  
Council District 3

**NOTICE TO APPELLANT(S), APPLICANT(S), OWNER(S), NEIGHBORHOOD COUNCIL, OPERATOR(S), OCCUPANT(S), AND INTERESTED PARTIES WITHIN A 500-FOOT RADIUS**

You are hereby notified that the Planning and Land Use Management (PLUM) Committee of the Los Angeles City Council will hold a public hearing in-person on **Tuesday, March 25, 2025** at approximately **2:00 P.M.**, or soon thereafter, in the John Ferraro Council Chamber, Room 340, City Hall, 200 North Spring Street, Los Angeles, CA 90012 (entrance on Main Street), to consider the following: Mitigated Negative Declaration (MND), No. ENV-2022-8611-MND, pursuant to California Environmental Quality Act (CEQA) Guidelines, Sections 15162 and 15164, and related Environmental findings, report from the Los Angeles City Planning Commission (LACPC), and appeal filed by West Valley Alliance for Optimal Living (Representative: Jamie T. Hall, Channel Law Group, LLP) from the LACPC's determination in: 1) approving pursuant to the Los Angeles Municipal Code (LAMC) Section 11.5.7 F, Specific Plan Exceptions from the Ventura/Cahuenga Boulevard Corridor Specific Plan (Ordinance No. 186560) in conjunction with the development of a self-storage building to permit: Self-storage site (Parcel A); a) 112,204 square feet of floor area in lieu of 40,024 square feet permitted for a 3.7:1 Floor Area Ratio (FAR) in lieu of a 1.25:1 FAR permitted in Section 6.B.1.a; b) 80 feet four inches in height in lieu of 45 feet as permitted in the Specific Plan Section 7.E.1.e.3; and c) Zero feet landscape buffer in lieu of 10 feet along Clarendon Street and six feet 11 inches in lieu of 10 feet along Alhambra Drive as required in Specific Plan Section 7.D.1.b; Hotel Site (Parcel B); a) Zero feet landscape buffer in lieu of 10 feet along Alhambra Drive and four feet landscape buffer in lieu of 10 feet along Ventura Boulevard as required in Specific Plan Section 7.D.1.b; and b) 95 parking spaces in lieu of 134 parking spaces as permitted in the Specific Plan Section 7.F.1.d. 2) approving, pursuant to LAMC Section 11.5.7 G, and Section 6 of the Ventura/Cahuenga Boulevard Corridor Specific Plan, a Specific Plan Project Permit Compliance Review to permit the construction of a self-storage facility with an associated office space and the relocation of a swimming pool at an existing hotel; 3) approving, pursuant to LAMC Section 12.24 W.50, a Conditional Use to allow for the development of a storage building for household goods within 500 feet of a residential use; 4) approving, pursuant to LAMC Section 12.24 S, a Conditional Use to allow up to 20 percent parking reduction for the storage building, otherwise required by LAMC; and 5) approving, pursuant to LAMC Section 16.05, a Site Plan Review for a development of a project resulting in a net increase of 50,000 square feet of non-residential floor area; for the minor improvements to an existing hotel on the site, including the configuration of hotel parking areas, demolition of the existing hotel swimming pool, and construction, use, and maintenance of a new pool and ancillary structures to the eastern portion of the hotel project site and a six-story, 112,204-square foot self-storage facility, including approximately 111,773 square feet of self-storage for household goods with an 804-square foot associated office and support space, with loading areas, and surface parking, the self-storage building will be a maximum of 80 feet four inches, as measured from grade to the top of the roof structure with a maximum FAR of 3.7:1, the project includes 95 vehicle parking spaces for the hotel site and 29 parking spaces for the self-storage building site to be provided in surface parking lots located on the project site; additionally, the project includes 16 short-term bicycle parking spaces and 16 long-term bicycle parking spaces; for the property located at 21101 West Ventura Boulevard, subject to Conditions of Approval.

AN EQUAL OPPORTUNITY EMPLOYER

AN EQUAL OPPORTUNITY EMPLOYER

JWX310  
SUSAN OAKS

02/24/2025

# Los Angeles Times

latimes.com

\$3.66 DESIGNATED AREAS HIGHER © 2025

MONDAY, FEBRUARY 24, 2025



A LOS ANGELES city sanitation worker walks past bits of pulverized fire debris to take a water sample at Topanga Beach last week.

## Switch in alert systems raises scrutiny

County officials had comparatively less training on software before twin infernos hit region, data show.

By REBECCA ELLIS

Genasys, a leading provider of emergency alert software, had a tempting pitch for California counties looking for a seamless way to send evacuation orders with a click of a button.

Lured by a better price and shinier features, Riverside, Inyo and Monterey counties made the switch to Genasys after spending about a year testing, debugging and training staff on the software.

Los Angeles County, on the other hand, waited just three weeks before deploying Genasys in early December, according to metadata from archived alerts. One month later, the system was put to the ultimate test as devastating wildfires

## So what's in that fire sediment washing up on L.A. shorelines?

HOLLY L. WOLCOTT  
CITY CLERK

PETTY F. SANTOS  
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February 28, 2025

ENV-2022-8611-MND  
Council District 3

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02/24/2025



TRADER  
JOE'S

PRIVATE PROPERTY  
NO PARKING  
ACTION TOWING  
618-407-0447

PUBLIC  
NOTICE



02/24/2025

COURTYARD  
BY MARRIOTT

PUBLIC  
NOTICE

NO  
TRESPASSING

02/24/2025



PUBLIC NOTICE

01

02/24/2025