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May 20, 2022

CPC-2021-4280-GPA-ZC-BL  
ENV-2021-4281-ND  
Council District 13

**NOTICE TO APPLICANT(S) AND INTERESTED PARTIES**

You are hereby notified that the Planning and Land Use Management (PLUM) Committee of the Los Angeles City Council will hold a public hearing **telephonically** on **Tuesday, May 31, 2022**, at approximately **2:00 P.M.**, or soon thereafter, to consider the following: Negative Declaration, No. ENV-2021-4281-ND, and related California Environmental Quality Act (CEQA) findings pursuant to CEQA Guidelines, Section 15074(b); reports from the Los Angeles City Planning Commission and Mayor, and Resolution for a General Plan Amendment to amend the Hollywood Community Plan to re-designate the subject parcels from Medium Residential to Commercial Manufacturing land uses, pursuant to Section 11.5.6 of the Los Angeles Municipal Code (LAMC); draft Ordinance effectuating a Zone Change from R3-1 to (T)(Q)CM-1, pursuant to LAMC Section 12.32, subject to the (T) Tentative Classification and (Q) Qualified Classification as set forth in the attached exhibit of said Ordinance; and, consideration of a Building Line Removal to remove a 15-foot Building Line along the westerly side of Lillian Way, established under Ordinance No. 109119; for a project involving the removal of an existing surface parking lot, and the construction, use, and maintenance of a new, three-story, 56 feet in height commercial office building with a floor area of 30,385 square feet, equating to a Floor Area Ratio of approximately 1.5:1, the proposed development will have two subterranean parking levels and ground level parking that will contain a total of 83 vehicular parking stalls, the project will provide a total of nine bicycle parking stalls, including three short-term, and six long-term parking stalls, will provide approximately 3,658 square feet of open space, including a 2,346 square-foot roof deck; for the property located at 711-723 North Lillian Way, subject to Modified Conditions of Approval.

Applicant: Robert Herscu, 711 Lillian LLC, Herscu 711 LLC, 717 Lillian LLC, Herscu Lillian LLC, 720 Cahuenga LLC, & Cahuenga Herscu LLC

Representative: Gary Benjamin, Alchemy Planning + Land Use

Pursuant to Assembly Bill 361, and due to concerns over COVID-19, this Los Angeles City Council committee meeting will take all public comment by teleconference.

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.

Members of the public who would like to offer public comment on the items listed on the agenda should call 1 669 254 5252 and use Meeting ID No. 161 644 6631 and then press #. Press # again when prompted for participant ID. Once admitted into the meeting, press \*9 to request to speak.

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/guides/telecommunications-relay-services-trs>.

If you are unable to telephone-in 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.LACouncilComment.com](http://www.LACouncilComment.com).

In addition, you may view the contents of Council file No. **22-0412** by visiting: <http://www.lacouncilfile.com>

Please be advised that the PLUM 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:**

Trevor Martin

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**For inquiries about the meeting, contact City Clerk staff:**

Candy Rosales

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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 1094.6 which provides that an action pursuant to Code of Civil Procedure Section 1094.5 challenging the Council's action must be filed no later than the 90th day following the date on which the Council action becomes final.