



**LINER**LLP

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# NOEL HYUN

## LAND USE & DEVELOPMENT

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### BIOGRAPHY

Noel Hyun is an associate in Liner's Real Estate & Land Use Group. Her practice focuses on land use and environmental matters, including representing property owners, developers, investors, and REITs in complex land use entitlement and real estate development projects. With a focus on urban infill, mixed-use development, Noel acts as a project strategist, project manager, and project advocate while spotting potential land mines, charting new courses, and shepherding projects through a variety of administrative, discretionary, quasi-judicial and legislative City processes. In addition to her expertise in zoning, planning, and land use, Noel has substantial experience with City and State regulations related to assisted living and other eldercare facilities, alcoholic beverage control, and outdoor advertising and signage.

With over a decade of experience advising and lobbying before Los Angeles City officials, Noel understands the public decision making process, assists clients in cutting through red tape, and acts as a project representative before neighborhood and community organizations. Given the importance of community outreach and public affairs in the entitlement process, Noel uses her experience and relationships as a former neighborhood council leader to forge partnerships, win community support and counsel clients on outreach, media, and other strategies which all impact the land use approval process. Noel has been noted for her creative approach to client problems, and the result is often a win-win-win approach for the client, the City, and the community.

In addition to her client representation, Noel is an engaged civic leader with unique insight into public affairs pertinent to client representation. Problem solving and government advocacy lie at the root of her volunteer work through which she furthers the idea of a "Third Los Angeles" - a city in need of modern, post-suburban approaches to tough land use and policy issues.

Early in her career, Noel clerked for the Los Angeles City

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Attorney and was a political aide and land use advisor to Los Angeles elected officials including current Mayor Eric Garcetti.

## EDUCATION

University of Southern California (J.D.)

University of Southern California (B.A.)

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## NEWS

- August 31, 2017: 4 Ways Smart Cars Are Disrupting CRE – For The Better  
*Bisnow*
  - August 15, 2017: Woodland Hills Village Plaza is getting an updated look, new tenants – and a new name  
*Los Angeles Daily News*
  - August 7, 2017: 4 Reasons Developers Should Work With A Local Land Use Attorney And Project Advocate  
*Bisnow*
  - June 22, 2017: Central City Association Expands Board; Adjusts Advocacy Priorities  
*Los Angeles Business Journal*
  - June 1, 2017: Vineyards at Porter Ranch Breaks Ground
  - April 19, 2017: L.A. stiffens rules for replacing rent-controlled units  
*Los Angeles Times*
  - June 23, 2016: Liner LLP Secures Los Angeles City Planning Commission Approval
  - February 26, 2016: Trouble Homing In on Landlords?  
*Los Angeles Business Journal*
  - November 18, 2015: 4 Ways LA's Quake Retrofit Funding Impasse May Resolve  
*Law360*
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## COMMUNITY

- Board Member, Central City Association (CCA)
- Vice Chair, West Hollywood Community Housing

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Corporation

- Board Member, Metro Charter Elementary School
- Board Member, USC Asian Pacific Alumni Association
- Board Member, USC Alumni Real Estate Council (Chair 2016-17)
- Member, City of Los Angeles Zoning Advisory Committee (ZAC)
- Member, Urban Land Institute (ULI)