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- **“Secondary Submissions”**: Submissions received after the Initial Submission deadline up to 48-hours prior to the Commission meeting are contained in this file and bookmarked by the case number.
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If you have any questions, please contact the Commission Office at (213) 978-1300.

DAY OF HEARING SUBMISSIONS



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)1 message

Barbara Eich <beich@pacbell.net>
Reply-To: Barbara Eich <beich@pacbell.net>
To: apccentral@lacity.org

Tue, May 11, 2021 at 11:34 AM

There are many reasons to oppose issuing a liquor license to this site. Most importantly, it is next to an elementary school and also borders residential areas.

Also, within one block of [7445 Sunset Blvd.](#) are numerous restaurants where alcohol is served. In fact, the number of active licenses for on-site sales within the census tract is above the number allocated by ABC guidelines.

Since three restaurants surrounding a food court will share the alcoholic beverage permit, and patrons will be able to consume alcoholic beverages outdoors in the food court, how will the school, the children, and residents be insulated from the noise? What about security?

As a resident of this area, I am deeply concerned and hope that a liquor license will be denied.

Barbara Eich



7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

Bonnie Matchinga <bmatchinga@roadrunner.com>

Tue, May 11, 2021 at 3:32 PM

To: apccentral@lacity.org

Cc: Lesley O'Toole <lesleyotoole@gmail.com>

To Whom It May Concern:

We strongly oppose the construction of this project which generates many negative impacts to the surrounding neighborhood and also requires the demolition of a historic Hollywood building. Please carefully review the concerns listed below and exercise your best professional judgement in denying this project going forward. As you can see, there are many unresolved issues, and it is clear that the negative aspects of this project far outweigh its purported benefits.

- #1 - Guidelines from Alcoholic Beverage Control indicate extra care and caution must be used when a site requesting a permit to serve alcoholic beverages is located next to sensitive uses. This site is located next to two sensitive uses – Gardner Street Elementary, and residences. There is no buffer at all between the project site and the school. Only a narrow side street separates the site and the apartments and residences on the northwest corner of Sunset and Gardner and along Gardner street.
- #2 - The project site is not within the Hollywood Commercial Corridor. These corner sites in our area are zoned as neighborhood commercial. This area is not tourist-facing and does not serve visitors to the Hollywood core, it is intended to serve neighbors.
- #3 - The letter of determination acknowledges **“The number of active licenses for on-site sales within the census tract is above the number allocated by ABC guidelines.”** As residents, we know the neighborhood is already well-served with restaurants and with places to get an alcoholic beverage. Within one block of the site are Cheebo, Sunset Grill, Aroma, Electric Owl, El Compadre, and the former Pikey serving full lines of alcohol, and Toi and Sunset Thai serving beer and wine. Tacos Neza, Bohemia Tea and Coffee, Lifehouse Tonics and Elixirs, and Blackwood Coffee Bar also provide dining options. Each of these has been a considerate neighbor and we have relationships with the current operators all of them. Residents and workers in the area do not need additional alcohol service. Since there are already an excessive number of active licenses, the site adjoins two sensitive use areas, and we are not within the commercial core, but a residential neighborhood, there should be no rush to issue this CUP before all these issues are resolved.
- #4 - The applicant has not presented a business plan or final building plans at a neighborhood council meeting in order for neighbors to assess potential negative impacts and to request mitigations as part of the approval process. This might be appropriate in a denser commercial neighborhood, where the potential negative impacts will not affect elementary schools and residences and the narrow and fragile side streets. This abbreviated and truncated process is not appropriate for this site.
- #5 - From the limited plans that have been submitted, we are unable to determine how the project will function. Therefore, the school and immediate neighbors have not had an opportunity to study possible negative impacts and to request mitigations that might be needed to protect the sensitive use areas such as Gardner Elementary and the neighbors across the street that border the site with no alleys or other buffer protection.
- #6 - Three separate venues selling alcohol are excessive for the size and capacity of the site. In this building, alcoholic beverages do not need to be consumed within the restaurants' leased space, but can be consumed anywhere on the site, including an open "food court," contributing to noise and security concerns. Gardner Street Elementary is next door, and children are present until 6:00 PM. Residents live very close by and will be impacted by noise from the food court as well as from the rooftop parking lot.
- #7 - We are concerned about the way the three separate restaurants will share an alcoholic beverage permit and space around the food court. How will noise be contained and mitigated? How will the elementary school be protected from the noise of the food court, the rooftop parking, and

delivery trucks? How will the neighbors across the street likewise be insulated from the noise? How will security be provided?

- #8 - We are concerned about impacts to the safety of students and families walking to the school along Gardner. The building's driveway will be on the sidewalk used by students walking to Gardner Elementary. How will the operator assure the safety of students and families using the Gardner Street sidewalk at the driveway?
- #9 - How will ingress and egress to the proposed rooftop parking operate? How will the operating hours and the use of the rooftop parking be enforced so that customers and employees do not circle the streets looking for parking, endangering the safety of students and families on their way to and from Gardner Street Elementary next door?
- #10 - At no time can Gardner Street be blocked. It is the route for the engines from Gardner Street Fire Station 41 to reach Hollywood Boulevard and the canyons. We do not see any traffic plan in the application that would ensure the roadway is clear of ride-share drop-offs, delivery staging, etc. at all times. ANY obstruction on this narrow side street will destroy the efficiency of the current route.
- #11 - How will the operator direct customer, employee, and delivery traffic away from the school and its crosswalks?
- #12 - Where will delivery trucks for food, beverages, beer, linens, liquor, etc. load and unload? Where is the designated delivery area, and delivery hours? How will specified hours and delivery area be enforced? How will residents be protected from the noise?
- #13 - Where will the drop-off sites be specified for Uber and Lyft patrons? Will this be on Sunset, or on Gardner Street?
- #14 - [Sunset Boulevard](#) prohibits parking or stopping during peak hours of 7-9 AM and 4-7 PM. How will these restrictions impact the ingress and egress and access to the site of customers, employees, ride share, delivery vehicles?
- #15 - We are concerned about impacts to security in the neighborhood, and about customers using neighborhood streets for parking especially if the parking lots charge a fee, or have mandatory valet service. We do not see requirements that customers and employees use the rooftop parking lots. We do not have enough street parking for the size of these proposed businesses, and we do not want additional vehicles on the very narrow side streets on which Gardner Elementary is located.
- #16 - Finally, we are concerned about impacts to the school and to the residents across the street on Gardner of excessive light and noise from the rooftop parking lots, or from other lights and noise from the operation of the business.

Thank you for taking the time to review these many unanswered concerns and for opposing the 7445 W. Sunset Blvd. project

Sincerely,

Bonnie & Jim McKenzie

Spaulding Square

December 7, 2017

HOLLYWOOD HERITAGE, INC.
P.O. Box 2586
Hollywood, CA 90078

Fernando Tovar
Associate Zoning Administrator Los Angeles City Planning
City of Los Angeles fernando.tovar@lacity.org

**Re: 7445 Sunset Boulevard (Gelson's Market) Project Case No. ZA-2016-0950 (CU)(CUB)(SPR)
CEQA No. ENV-2016-951-MND**

Hollywood Heritage, an historic preservation organization devoted to preserving and protecting Hollywood's built environment, is sending this letter on behalf of our members, particularly those in the adjacent neighborhood, regarding the proposed development at 7445 Sunset Boulevard (the **Gelson's Market Project**). The Gelson's Market Project is covered by **Planning Case No. ZA-2016-0950** and **CEQA No. ENV-2016-951-MND**. It received a positive Letter of Determination from the City of Los Angeles on August 30, 2017. We believe the appeal is valid and that the City should conduct further analysis.

From its inception, Hollywood Heritage has had a number of concerns related to the proposed project's impact on the historic built environment surrounding the project site. This site is one of the last remnants in the city of a major historic transportation feature—the Pacific Electric line. This letter outlines each of these concerns in detail. We hope that the points raised contribute to an ongoing discussion regarding the proposal's appropriateness.

Concern 1: The proposed project is adjacent to two Historic Preservation Ordinance Zones (HPOZs)

The proposed project site is located less than half a block southeast of the Sunset Square HPOZ and less than two blocks northeast of the Spaulding Square HPOZ. Both of these HPOZs are neighborhoods comprised of one-story single-family homes, many of which antedate 1925. The Gelson's Market Project proposal made no mention of its proximity to the Sunset Square HPOZ—a low-density, family-oriented neighborhood from original Hollywood—or its potential impact on both HPOZs' historic contexts. The history of both historic neighborhoods is intrinsically tied to Gardner Junction. The Pacific Electric route was instrumental in their development, as it provided convenient transportation to the rest of the city and downtown Hollywood.

Concern 2: The proposed project is located at the historic Gardner Junction

The proposed project site lies directly on Gardner Junction, a significant component of the historic Pacific Electric Red Car Trolley line through Hollywood. Gardner Junction, where Sunset Boulevard and N Gardner Street meet, was one of the major points along the Red Car Trolley line's diagonal journey southwest from Hollywood and Highland down to Fairfax and Santa Monica (the latter known as Crescent Junction). In fact, one of the character-defining features of the Spaulding Square HPOZ is the continued orientation of some of its structures along this diagonal trolley route. SurveyLA has developed a context for understanding the significance of Pacific Electric and related suburban growth. Further analysis is needed to assess the role of Gardner Junction and Pacific Electric in Hollywood. See *attached photographs for context of this historic landscape feature*.

A major intersection along this historic route, the immediate vicinity of Gardner Junction retains significant and character-defining physical features associated with its significance. As a first example, the project site itself is where the Railway Realty and Investment Company of Los Angeles relocated in 1914. The original structures occupying this site may be the only intact references to Hollywood's portion of the Red Car Trolley network, which shaped the growth of the Los Angeles region over the first half of the 20th century. These buildings, while altered, have served the neighborhood for decades. The pattern in which they are situated on the block preserves their context and historic feeling. The Gardner Junction site is pivotal to the understanding of the entire community (school, adjacent apartments, residential neighborhoods, and commercial on Sunset Boulevard).

As a second example, the sidewalk extension for Gardner Junction's original "Tot Tunnel" (a pedestrian underpass) also remains adjacent to the proposed project site. This sidewalk extension is a clear reference to Gardner Junction's historic significance as an intersection along the trolley line. It also provides needed space for pedestrians in the area, which the Gelson's Market Project would unquestionably reduce.

Concern 3: The proposed project ignores the successful adaptive reuse of other structures around historic Gardner Junction

Many of the buildings lying along the western portion of Sunset Boulevard are still original one- and two-story structures, reused to fit evolving needs but still preserving the historic context of the built environment. Current uses on the proposed project site are themselves examples of adaptive reuse, having housed a number of small businesses over the previous decades. Adaptive reuse of original structures is not just economically and environmentally sensible; it helps preserve the historic context of Gardner Junction. The proposed project would eliminate all character-defining features at 7445 Sunset Boulevard (including significant street and right of way patterns). In addition, its design in no way integrates well with surrounding original structures, violating the Secretary of the Interior Standards for infill development in historic neighborhoods.

Concern 4: The proposed project does not comply with the "D" limitations currently imposed on the site parcel

The project site parcel has a zone of “C4-1D”. The “D” limitation limits Floor Area Ratio (FAR) to 1:1. It also stipulates that new development of the site should have lower height, density, *and*

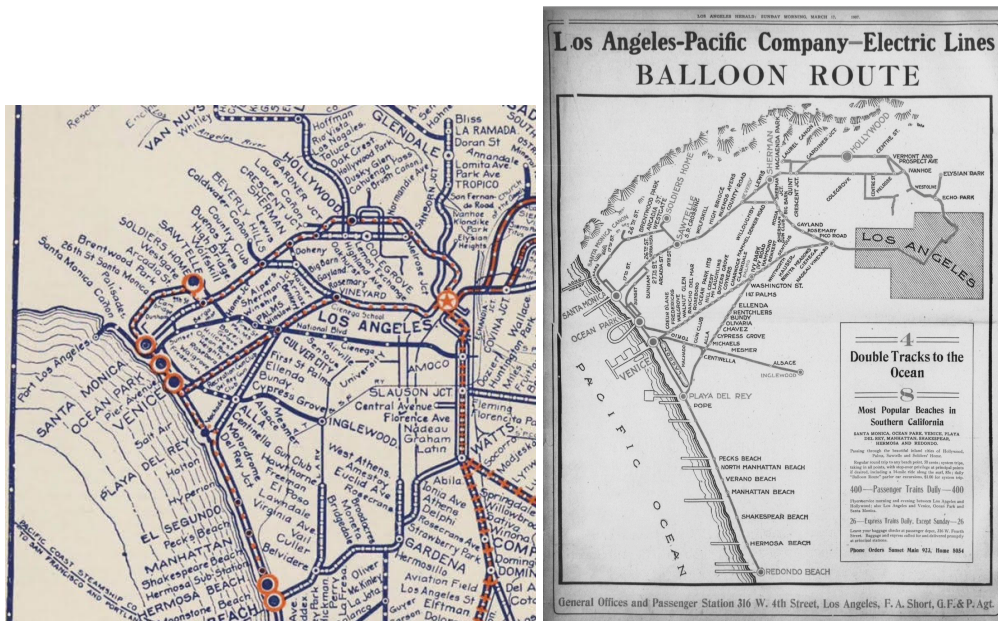
intensity. These “D” limitations serve to protect residential neighborhoods from the impact of commercial or other large-scale development. The proposed project does not comply with the existing “D” limitations for the site parcel—especially intensity of use—and thereby negatively affects the surrounding residential neighborhoods.

Conclusion

Hollywood Heritage strongly believes the above facts warrant a more robust environmental review of the proposed project. The use of a Mitigated Negative Declaration (MND) to assess this proposed project’s environmental impact violates CEQA. Hollywood Heritage therefore requests an Environmental Impact Report (EIR) so that the proposed project’s impact on the surrounding built environment’s historic context is clear.

Please let us know if you require any additional information and how we may assist the City of Los Angeles in this matter.

Sincerely, Richard Adkins, President, Hollywood Heritage, Inc.



Pacific Electric map from ca. 1940, with Gardner Junction stop visible in top portion, sitting along the “Balloon Route”

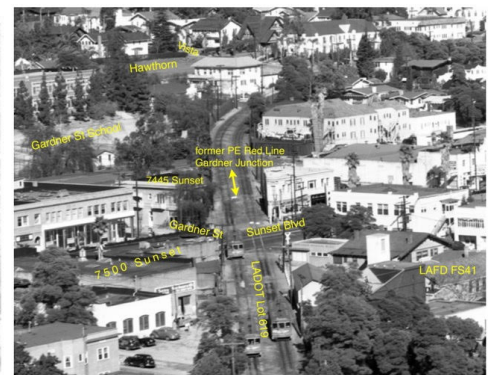
Pacific Electric map from 1907, with Gardner Junction stop (spelled “GARDINER JCT”) visible in top portion—the map clearly shows Gardner Junction at the start of the diagonal



1923—view of Gardner Junction looking north, with diagonal trolley tracks visible in top-right section of the photograph



1924—view of Gardner Junction, the Elementary School, and trolley line



1950s—view of trolley line going through Gardner Junction, with some landmarks labeled



Planning APC Central <apccentral@lacity.org>

Re ZA-2019-6319-CUB

1 message

Donald Wasson <donaIdwasson@gmail.com>
To: apccentral@lacity.org

Tue, May 11, 2021 at 3:02 PM

Thank you for the opportunity to enter information about this proposed project and CUB. We question the zoning administrator's decision that the project is exempt from CEQA assessment "based on the whole record." Our neighborhood has been quite clear about the dangers and specific issues.

Clearly, the Class 5 CEQA exemptions DO NOT APPLY HERE.

1. "The project site is environmentally sensitive as defined by the project's location. A project that is ordinarily insignificant in its impact on the environment may in a particularly sensitive environment be significant."

We continue to assert that an elementary school directly next to and adjoining the site, as well as residences directly across a narrow street, are sensitive uses. THE SCHOOL IS ENVIRONMENTALLY SENSITIVE. Children are present all day on the playground next to the school, sharing the street and the sidewalk with the project traffic and driveway, and their safety will be at considerable danger from this project.

Gardner is a narrow street. We cannot remove the parking lane because school staff and families use it throughout the day for additional parking - the school lot cannot accommodate all the staff, and for drop off and pickup throughout the day and into the evening for programs and events. The street does not have room for two cars to pass. The entrance gate for school drop off and pick up directly adjoins the proposed project site. This is where students and families walk and where cars park to pick up students.

Anyone familiar with the location would know that a CEQA assessment absolutely must be required to protect the safety of our school families.

Donald Wasson
[7561 Hawthorn Ave, 90046](#)



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. ((ZA-2019-6319-CUB))

1 message

EOClark <elisabeth.clark24@gmail.com>
To: apccentral@lacity.org

Tue, May 11, 2021 at 12:18 AM

To the APCCentral members:

I am writing to inform you of my opposition to the plan to give permission to destroy this historic building and its "anchor" as an important business building appropriate to our neighborhood. This building has housed many different services over the nearly forty years I have lived in the Sunset Square area.

Our community embraces the importance of the Gardner Street Elementary School that stretches North behind 7445 Sunset. This school provides students with a safe place to learn from kindergarten through sixth grade. The proposed four-story building with up to three liquor licenses will loom over the playground. The increase in traffic and pollution will endanger students aged five to twelve. That is totally unacceptable.

The application for this enormous structure claims that our area--not a tourist attraction like Hollywood and Highland area--needs more restaurants and services. We have more than enough restaurants already stretching from The Griddle, Tacos and an Indian Restaurant West of Fairfax and Pace Joint, Toi, Sunset Thai, a Ramen place, Chipotle, Cheebo East of Fairfax to name a few off the top of my head. No one needs to go hungry. And the Sunset Grill has been a well-known burger restaurant for decades. Finally the delightful, delicious Moun of Tunis is located within the building and has developed a devoted following for decades.

I urge you to reject this proposal for destruction of 7445 and its planned building with liquor licenses. Our area has adequate venues where liquor is sold. Among them are Almor wine and liquor, a 7=11, and Ralph's.

Thank you for considering my concerns and opposition as well as those of other residents.
Elisabeth O. Clark, Ph.D., Psy.D.

Virus-free. www.avast.com



Planning APC Central <apccentral@lacity.org>

LIQUOR LICENSE - 7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

steele@filmray.com <steele@filmray.com>
To: apccentral@lacity.org

Tue, May 11, 2021 at 11:11 AM

To Whom It May Concern

I am a resident of Spaulding Square and I oppose the liquor license being contemplated at [7445 SUNSET Blvd.](#), for the following reasons:

1. The letter of determination acknowledges **“The number of active licenses for on-site sales within the census tract is above the number allocated by ABC guidelines.”** As residents, we know the neighborhood is already well-served with restaurants and with places to get an alcoholic beverage. Within one block of the site are Cheebo, Sunset Grill, Aroma, Electric Owl, El Compadre, and the former Pikey serving full lines of alcohol, and Toi and Sunset Thai serving beer and wine. Tacos Neza, Bohemia Tea and Coffee, Lifehouse Tonics and Elixirs, and Blackwood Coffee Bar also provide dining options. Each of these has been a considerate neighbor and we have relationships with the operators all of them. Residents and workers in the area do not need additional alcohol service. Since there are already an excessive number of active licenses, and the site adjoins two sensitive use areas, and we are not within the commercial core, but a residential neighborhood, there should be no rush to issue this CUP before issues are resolved.
2. The applicant has not presented a business plan or final building plans at a neighborhood council meeting in order for neighbors to assess potential negative impacts and request mitigations as part of the approval process. This might be appropriate in a denser commercial neighborhood, where the potential negative impacts will not affect elementary schools and residences and small, fragile side streets. This truncated process is not appropriate for this site.
3. From the plans that have been submitted, we are unable to determine how the project will function. Therefore, the school and immediate neighbors have not had an opportunity to study possible negative impacts and to request mitigations that might be needed to protect the sensitive use areas - Gardner Elementary and the neighbors across the street - that border the site with no alleys or other protection.

Thank you

James Steele

Resident [Spaulding Square](#)[1444 North orange Grove Ave](#)[LA CA 90046](#)



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

Nathalie Samanon <natsam@ca.rr.com>
To: apccentral@lacity.org

Tue, May 11, 2021 at 3:40 PM

Hi,

This project is in its scale not appropriate for a residential neighborhood with a school right in the middle of it.

I just don't understand why the project, not having been reviewed by anybody, is already being granted a provisional liquor license. Why? What is so urgent? There are already enough liquor licenses on that block. We don't need any more and especially not near a school. We don't either need the streets to be packed by more cars trying to park, or trucks loading and unloading, on Gardner and blocking the fire truck route (Gardner) to go over the hill. These commercial projects should stay out of residential neighborhoods.

I oppose this project, its liquor license and its location.

Jim Steele

Resident of Spaulding Square



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

Julia Rask <jmraskpost@gmail.com>
To: apccentral@lacity.org
Cc: Julia Rask <jmraskpost@gmail.com>

Tue, May 11, 2021 at 11:24 AM

To Whom It May Concern:

I am absolutely opposed to a liquor license being granted to the [7445 West Sunset Blvd site](#). I have lived in Spaulding Square (just blocks from the site) for 25 years and been a home owner in the neighborhood since 1999! There are NUMEROUS restaurants with liquor licenses and we have many over the counter liquor stores on Sunset Blvd. THIS NEIGHBORHOOD DOES NOT NEED MORE LIQUOR LICENSES! We already have trouble with unruly drunks coming out of the bars late at night. We have even had to intervene when young women have been picked up at these bars/restaurants brought blocks away for nefarious activity (in front of our homes) when they are drunk and when we hear screaming, the NEIGHBORS have had to go out and rescue victims and call the police! WE DO NOT NEED MORE LIQUOR LICENSES in the area! Especially when the venue back up to an elementary school!

Gardner Elementary school is next door and there is no insulation from or restriction between the site and the school, only a narrow alley.

I would not want my child at a school where they would be in such close proximity. Also, what about the residential area surrounding and the neighbors? The residents who have spent years here investing in their properties and investing in the area are NEVER HEARD when building projects and liquor licenses are involved. Our protests fall on DEAF EARS!

We have been fighting these liquors licenses for years and the building projects and our concerns are not heard. Where is the business plan so that we residents/educators can see the negative impact this project will have? Students are present at Gardner Elementary until 6 pm (sometimes later for special family events) and THREE venues selling liquor where it does NOT have to be consumed with in the confines of the restaurant and being able to consume alcohol in the "food court" is unacceptable for both the school and the noise level for neighbors. There will be incidents between school children and adults consuming too much alcohol in the area.

We have had a glut of building all up and down the Sunset corridor and with it has come NUMEROUS LIQUOR LICENSES...we certainly DO NOT need more added to our neighborhood where an Elementary school backs up to the venue's bars and open liquored food court.

This Liquor License request is a recipe for disaster with an elementary school and neighborhood so close. It would be a welcome change that our neighborhood's concerns be heard and addressed by the REJECTION OF THE LIQUOR LICENSE for [7445 West Sunset Blvd](#).

Sincerely,

Julia Rask
Julia "Jules" Rask
cell: 213-880-1600
jmraskpost@gmail.com



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

LC <frelapub@yahoo.com>

Mon, May 10, 2021 at 7:55 PM

To: "apccentral@lacity.org" <apccentral@lacity.org>

Please consider that the Sunset corridor including Sunset Square and Spaulding Square is a residential area.

We are constantly having to fight extreme development.

Granting a full line liquor license to [7445 Sunset Blvd.](#) for three future businesses at the site, these to be determined well down the line - after this beautiful historic building has been torn down is completely irresponsible.

Please reconsider this decision.

Thank you,

Lara Cody Curci
[1533 N. Orange Grove Ave.](#)
[Sunset Square](#)



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

Larry Boring <larrydaleb1@gmail.com>
To: apccentral@lacity.org

Tue, May 11, 2021 at 1:47 PM

This site does not need another liquor licence. It's too close to Gardner Elementary School just behind and allows too much traffic in this HPOZ neighborhood. Please don't do more to destroy it.

Larry Boring
[1428 N Orange Grove. Ave.](#)
[LA, Ca. 90046](#)



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)1 message

Mark Pellington <ironhoss@pacbell.net>

Sun, May 9, 2021 at 4:14 PM

To: apccentral@lacity.org

Cc: Cheryl Holland <hollandc@me.com>

Hello sirs

As a resident of Sunset Square I cannot strongly oppose enough the proposed liquor license building on the same block as Gardner school.

Obviously this is a bad idea community wise, on all levels.

It will be noisy . We need to protect the integrity of this hood and that historic building.

Best

Mark Pellington
[1600 north orange grove ave](#)
[La 90046](#)

Work-
Mark Pellington
Prolific Content/Pellington Films
[7421 Beverly Blvd.](#)
Suite 5
[LA, CA 90036](#)
[C 323-533-4611](#)
mrpfilms@me.com
Site:markpellington.com



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

Michael Moran <glockjock44cal@gmail.com>
To: apccentral@lacity.org

Tue, May 11, 2021 at 1:36 PM

As a nearly fifty year resident of Spaulding Square, I wish to register my objection to this project. I believe not enough consideration has been given to what looks on paper to be a bad fit for this area.

This is not something the neighborhood is badly in need of. This isn't Hollywood Boulevard. We are not a destination that exists for the sole purpose of feeding and entertaining people.

Not nearly enough consideration has been given to what happens when you have a large number of people standing around doing nothing except drink. Please don't let that happen here. A liquor license can be a dangerous thing in the wrong hands.

Please give this a lot of thought. Ask questions that need to be asked and demand answers. Who will take responsibility if things get out of hand? If trouble starts, can the operators guarantee they will keep it out of our neighborhood and away from our homes? Are you, as a decision maker, willing to step up and take responsibility?

Thank you

Michael Moran



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

Lesley O'Toole <lesleyotoole@gmail.com>

Tue, May 11, 2021 at 11:09 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, jonathan.hershey@lacity.org, kevin.golden@lacity.org

Commissioner DelGado and Honorable Central Area Planning Commissioners,

As a very concerned neighbor within walking distance of this site, and on behalf of the Spaulding Square Neighborhood Assoc., I support the appeal on the CUB for 7445 W. Sunset Blvd., ZA-2019-6319-CUB.

This proposed application will have significant adverse effects to the sensitive uses of the thriving public elementary school immediately next to it, Gardner Street Elementary, and the myriad residents across Gardner Street.

Because of the obvious safety concerns presented, the granting of this license puts the lives of children and families in clear and present danger - both residents and members of the school community. Why then is a CEQA report not required?

There is also an inadequate description of the project, not to mention no building at the present time. This proposed operator, meanwhile, has not presented a stellar record of operations that would prove his suitability. This proof must be shared with the neighborhood.

None of the operators is from the neighborhood, incidentally, and one is even from out of state. They have no knowledge of, nor any apparent interest in the needs of our tight-knit residential community of renters, small businesses, and single family homes. Not one of this neighborhood's needs is served by the granting of this license, which will create only hazards and nuisance, not to mention a greatly reduced quality of life for residents, small business owners, school students, and their families.

Further, the 92-car parking garage should HAVE NO ENTRANCE ON GARDNER STREET. The parking structure entrance and exit must be on Sunset and must be fully gated and closed to the public after closing time.

There must be no loading on Gardner Street, where the activity would be a hazard to families using sidewalks and streets for Gardner Street Elementary. All loading must be from Sunset Blvd.

Trash collection must be from Sunset Blvd.

In order to help mitigate nuisance and negative impacts from the parking structure, the upper level must be covered to prevent impacts from noise and lights. All lights and glare must be fully shielded at all times. There must be acoustic shielding to protect neighbors from noises of car doors slamming, squealing tires, alarms, etc. Parking structure lights must not remain on at night.

Finally, there must be no off-premises sale of liquor.

I respectfully ask that you make the correct, sane decision and grant this appeal.

Lesley O'Toole-Roque
for Spaulding Square Neighborhood Assoc.

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Lesley O'Toole
Writer. Editor. Manager. Producer.
Los Angeles
323 397 6319 | IG: lesleyotooleinla

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Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

Nathalie Samanon <nathalie.samanon@gmail.com>
To: apccentral@lacity.org

Tue, May 11, 2021 at 3:30 PM

Hello,

I'm really opposed to this project and the grant of a liquor license right next to Gardner Elementary.

We just don't need additional restaurant and liquor licenses above what we already have available in the neighborhood. This project will compromise safety of the students and their family walking to and from the school with too much traffic as well. this is a residential neighborhood. Where will patrons park when we cant park on sunset during rush hours. This is too big of a project for a residential neighborhood but most of all inappropriate next to a school.

Nathalie samanon

North Orange Grove

Spaulding Square



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

pamelabothwell@gmail.com <pamelabothwell@gmail.com>
To: apccentral@lacity.org

Sun, May 9, 2021 at 1:24 PM

I am a resident of Sunset Square, one door north of Sunset Boulevard. I am writing to OPPOSE the grant of liquor licenses to the above-referenced property.

- The location is a few feet from Gardner Street Elementary, a Title 1 LAUSD elementary school serving many of our wider district's children - a substantial number of whom are living below the poverty line, and the grant of liquor licenses poses a serious threat to the children who attend.
- While the applicant claims the project it anticipates with the grant of the liquor licenses will bring "much needed services" to the area, this is patently untrue. Within one block of the location (corner of Gardner and Sunset) are at least seven establishments offering food and drink (Cheebo, Sunset Grill, Toi, Sunset Thai, El Compadre, Aroma, Electric Owl, and other businesses selling coffee, elixirs, and tacos).
- We understand that the planned development for the corner includes two floors of above-ground parking, which would pose a serious health threat to the children at the adjacent elementary school.

Altogether, this plan is a bad idea and we urge you to overturn the liquor licenses.

Thank you,

Pamela Bothwell

[1522 N. Fairfax Ave.](#)

[Los Angeles](#), 9046



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

Rob Scot McConnell <rmcconne@usc.edu>
To: "apccentral@lacity.org" <apccentral@lacity.org>

Sun, May 9, 2021 at 5:10 PM

We are against granting any liquor licenses to the owner of this property, adjacent to a Title 1 school.

Rob McConnell MD

Maria de Castro MD

[1616 N Orange Grove Ave \(Sunset Square\)](#)

[LA 90046](#)



7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

Robert Jacobsen <gerrit1960@yahoo.com>
 Reply-To: Robert Jacobsen <gerrit1960@yahoo.com>
 To: "apccentral@lacity.org" <apccentral@lacity.org>

Tue, May 11, 2021 at 3:42 PM

I live three *doors* up from Gardner Elementary School on Vista Street. I have lived here for 20 years. I am completely familiar with the traffic situation when the grade school is in session. This street, Hawthorne Street and Gardner become completely congested with vehicles in the morning and in the afternoon when parents are dropping off and picking up their children. The situation that currently exists requires extreme caution when driving to avoid children and parents. There is no capacity to add additional vehicle trips into this situation without endangering lives.

The project (7445 W. Sunset Blvd) has a traffic study which indicates 5000 vehicle trips per day. This alone is reckless and dangerous. It would be unthinkable to approve even one liquor license for this project adjacent to a grade school. No liquor license is worth the price of someone's life. **You must vote no on this proposal.**

Robert Jacobsen

Here are another 10 good reasons to vote NO:

- #1 Guidelines from Alcoholic Beverage Control indicate extra care and caution must be used when a site requesting a permit to serve alcoholic beverages is located next to sensitive uses. Here, the site is next to two sensitive uses – Gardner Street Elementary, and residences. As you saw, there is no insulation at all between the site and the school. Only narrow side street separates the site and the apartments and residences on the northwest corner of Sunset and Gardner and along Gardner street.
- #2 The project site is not within the Hollywood commercial corridor. These corner sites in our area are zoned as neighborhood commercial. This area is not tourist-facing and does not serve visitors to the Hollywood core. It is for neighbors.
- #3 The letter of determination acknowledges **“The number of active licenses for on-site sales within the census tract is above the number allocated by ABC guidelines.”** As residents, we know the neighborhood is already well-served with restaurants and with places to get an alcoholic beverage. Within one block of the site are Cheebo, Sunset Grill, Aroma, Electric Owl, El Compadre, and the former Pikey serving full lines of alcohol, and Toi and Sunset Thai serving beer and wine. Tacos Neza, Bohemia Tea and Coffee, Lifehouse Tonics and Elixirs, and Blackwood Coffee Bar also provide dining options. Each of these has been a considerate neighbor and we have relationships with the operators all of them. Residents and workers in the area do not need additional alcohol service. Since there are already an excessive number of active licenses, and the site adjoins two sensitive use areas, and we are not within the commercial core, but a residential neighborhood, there should be no rush to issue this CUP before issues are resolved.
- #4 The applicant has not presented a business plan or final building plans at a neighborhood council meeting in order for neighbors to assess potential negative impacts and request mitigations as part of the approval process. This might be appropriate in a denser

commercial neighborhood, where the potential negative impacts will not affect elementary schools and residences and small, fragile side streets. This truncated process is not appropriate for this site.

- #5 From the plans that have been submitted, we are unable to determine how the project will function. Therefore, the school and immediate neighbors have not had an opportunity to study possible negative impacts and to request mitigations that might be needed to protect the sensitive use areas - Gardner Elementary and the neighbors across the street - that border the site with no alleys or other protection.
- #6 Three separate venues selling alcohol is excessive for the size and capacity of the site. In this building, alcoholic beverages do not need to be consumed within the restaurants' leased space, but can be consumed anywhere on the site, including an open "food court," contributing to noise and security concerns. Gardner Street Elementary is next door, and children are present until 6:00 PM. Residents live very close by and will be impacted by noise from the food court as well as from the rooftop parking lot.
- #7 We are concerned about the way the three separate restaurants will share an alcoholic beverage permit and space around the food court. How will noise be contained and mitigated? How will the elementary school be protected from the noise of the food court, the rooftop parking, and delivery trucks? How will the neighbors across the street likewise be insulated from the noise? How will security be provided?
- #8 We are concerned about impacts to the safety of students and families walking to the school along Gardner. The building's driveway will be on the sidewalk used by students walking to Gardner Elementary. How will the operator assure the safety of students and families using the Gardner Street sidewalk at the driveway?
- #9 How will ingress and egress to the proposed rooftop parking operate? How will the operating hours and the use of the rooftop parking be enforced so that customers and employees do not circle the streets looking for parking, endangering the safety of students and families on their way to and from Gardner Street Elementary next door?
- #10 At no time can Gardner Street be blocked. It is the route for the engines from Gardner Street Fire Station 41 to reach Hollywood Boulevard and the canyons. We do not see any traffic plan in the application that would ensure the roadway is clear of ride-share drop-offs, delivery staging, etc. at all times. ANY obstruction on this narrow side street will devastate the route.



Planning APC Central <apccentral@lacity.org>

7445 W sunset Blve.

1 message

Robin Smalley <robinsmalley@gmail.com>
To: apccentral@lacity.org

Mon, May 10, 2021 at 8:29 PM

Dear all,

I have been a tenant at 7445 W Sunset since 2009 and have also lived in the neighborhood for the past 31 years. I have been proud to be supporting this historic property by renting out the 2nd story for my non-profit organization which works with pregnant women and new mothers living with HIV throughout sub-Saharan Africa.

Although it has been a pleasure to work in the building, the major drawback has been the constant accidents at the corner of Sunset/Gardner, where consistently there are screeching cars, crashing accidents, and the resulting traffic congestion...a clear safety hazard. This while parents and children are walking to and from school. Not to mention that the fire dept trucks consistently use the street for their life-saving work and it is clear that intersection is pivotal to the health and welfare of the neighborhood. As someone whose office window overlooks that intersection, I can tell you that it is horrifying and I can't begin to imagine the implications of increasing the traffic on this street not meant for more than two lanes of fluid movement.

As a resident in the neighborhood, I can assure you that contrary to the developer's assertions, the last thing we need is a massive mess of more restaurants and bars. We have many restaurants within walking distance that already have trouble keeping afloat, we have bars, we have markets. If the developer wanted to convert the charming, historic, existing structure into something similar to Electric Owl across the street, I believe it would be fully supported and subsidized by the neighborhood. But as it is proposed, it will be an eyesore, out of scale to what is appropriate, and those of us who love the neighborhood will resist it.

Thank you for listening to our voices.

Best regards,
Robin Smalley



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

Scott Messer <scott.m.messer@gmail.com>
To: apccentral@lacity.org

Tue, May 11, 2021 at 11:47 AM

Hello,

I would like to ask that the liquor licence be withdrawn from this project.

It is not necessary to grant liquor licences in advance of the project like this, especially when the project:

- 1) Places a local school in jeopardy and lacks mitigation plans.
- 2) Is outsized for its location and placement (ie in a quiet neighborhood)
- 3) Is already in a zone where liquor licences are prevalent

This is not a tourist area of Sunset Blvd, it is not the entertainment area, and it is not core Hollywood. It is a local neighborhood adjacent to a school and fire department, both of which must be considered when evaluating mitigation plans.

Look, I love a good drink with dinner and I appreciate wanting to bring business into our neighborhood, but I cannot fathom how a liquor licence can be granted so early in this process.

When the developers are ready to address all of the mitigation plans and concerns in front of the neighborhood councils, and be liable for any breaches of those plans, then we should consider the granting of a liquor licence.

Thank You,

Scott Messer
[1338 N. Ogden Dr](#)
[Los Angeles, CA 90046](#)



Planning APC Central <apccentral@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)1 message

Stephen Steelman <stephensteelman@gmail.com>

Tue, May 11, 2021 at 10:57 AM

To: apccentral@lacity.org

To Whom It May Concern-

I'm a stakeholder in nearby Spaulding Square, and I'm concerned regarding this new liquor license right next to gardner elementary. there are SO many ways / places to get liquor in this area...i really don't think we need one more right next to a school.

thanks!

Stephen Steelman
310.801.2438

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Etta Armstrong <etta.armstrong@lacity.org>

7445 W. Sunset Blvd. (ZA-2019-6319-CUB)

1 message

Lesley O'Toole <lesleyotoole@gmail.com>

Tue, May 11, 2021 at 11:09 AM

To: apccentral@lacity.org

Cc: etta.armstrong@lacity.org, jonathan.hershey@lacity.org, kevin.golden@lacity.org

Commissioner DelGado and Honorable Central Area Planning Commissioners,

As a very concerned neighbor within walking distance of this site, and on behalf of the Spaulding Square Neighborhood Assoc., I support the appeal on the CUB for 7445 W. Sunset Blvd., ZA-2019-6319-CUB.

This proposed application will have significant adverse effects to the sensitive uses of the thriving public elementary school immediately next to it, Gardner Street Elementary, and the myriad residents across Gardner Street.

Because of the obvious safety concerns presented, the granting of this license puts the lives of children and families in clear and present danger - both residents and members of the school community. Why then is a CEQA report not required?

There is also an inadequate description of the project, not to mention no building at the present time. This proposed operator, meanwhile, has not presented a stellar record of operations that would prove his suitability. This proof must be shared with the neighborhood.

None of the operators is from the neighborhood, incidentally, and one is even from out of state. They have no knowledge of, nor any apparent interest in the needs of our tight-knit residential community of renters, small businesses, and single family homes. Not one of this neighborhood's needs is served by the granting of this license, which will create only hazards and nuisance, not to mention a greatly reduced quality of life for residents, small business owners, school students, and their families.

Further, the 92-car parking garage should HAVE NO ENTRANCE ON GARDNER STREET. The parking structure entrance and exit must be on Sunset and must be fully gated and closed to the public after closing time.

There must be no loading on Gardner Street, where the activity would be a hazard to families using sidewalks and streets for Gardner Street Elementary. All loading must be from Sunset Blvd.

Trash collection must be from Sunset Blvd.

In order to help mitigate nuisance and negative impacts from the parking structure, the upper level must be covered to prevent impacts from noise and lights. All lights and glare must be fully shielded at all times. There must be acoustic shielding to protect neighbors from noises of car doors slamming, squealing tires, alarms, etc. Parking structure lights must not remain on at night.

Finally, there must be no off-premises sale of liquor.

I respectfully ask that you make the correct, sane decision and grant this appeal.

Lesley O'Toole-Roque
for Spaulding Square Neighborhood Assoc.

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Lesley O'Toole
Writer. Editor. Manager. Producer.
Los Angeles
323 397 6319 | IG: lesleyotooleinla

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To: Central Area Planning Commission
Attention: Commissioner Oliver DelGado
200 North Spring Street
Los Angeles, CA 90012

May 10, 2021

RE: 7445 West Sunset Boulevard (CASE NO. ZA-2019-6319-CUB)

Dear Commissioner DelGado and Honorable Central Area Planning Commissioners,

On behalf of Council District 4, we would like to share our thoughts on the application for a conditional use to permit the sale and dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with a proposed restaurant at 7445 West Sunset Boulevard (Case No. ZA-2019-6319-CUB). We are aware that there has been a high level of engagement among various stakeholders tracking this case. We spoke with planning staff, residents, and the applicant's representative to better understand the context and history of this request.

It is the Council Office's understanding that the owner has proposed this site to be the future location of a two-story shopping center and parking structure, and that this has been presented as a by-right project by the applicant in a C4-1D zone to the Planning Department and Department of Building and Safety (DBS) staff. There are currently no other entitlement requests that have been made for this site. The Zoning Administrator shared that a Conditional Use Permit can be issued prior to a complete development proposal being shared, given that any future proposal conforms to the zoning including the requirements of the LAMC pertaining to Mini Shopping Centers and Commercial Corner development regulations. The Zoning Administrator stated that the applicant submitted initial building plans to DBS (Exhibit "A" shared in the Letter of Decision), and while the applicant was waiting for them to be reviewed, they moved forward to proceed with the conditional use permit for alcohol sales. DBS will review initial plans to determine if the project is in need of additional entitlements, and whether it needs to go back to the Planning Department for further approvals. If granted, the applicant has three years to effectuate the conditional use permit for the sale and dispensing of alcoholic beverages for on-site consumption, after which it will expire if it is not acted on by the applicant.

We recognize that the Zoning Administrator tried to tailor conditions to ensure that the proposed restaurant in a commercial environment, "will be developed and operated in the manner proposed, and compatibly with the surrounding community." It is unclear if any additional entitlements will be requested or what they will be. For this reason, a conditional use to permit the continued sale and dispensing of a full line of alcoholic beverages may be a bit premature.

We are mindful of substantive concerns raised by neighbors, including the Hollywood Hills West Neighborhood Council, the appellant, and stakeholders affiliated with Gardner Street Elementary School (an abutting neighbor) regarding traffic impacts, noise issues, hours of operation, pedestrian safety, saturation of similar uses near sensitive areas (i.e. within 1000 foot radius of a residential area and an elementary school), and multiple operations selling alcohol separately under one license among others. Further, while we understand that the physical development for this location is not part of this determination, we would also like to ensure that the most robust efforts are carried out to minimize negative impacts to the school from any future redevelopment of this site.

The Central Area Planning Commission is the ultimate decision maker in this case. Through your deliberative process we hope you will strongly consider the concerns raised by our constituents as elevated in this letter. Ultimately, we hope any future project at this site results in a win-win situation for everyone involved and an end product that is creative, contextualized, and cohesive.

Respectfully,

Mashael Majid
Planning Director
Council District 4