



**California Department of Alcoholic Beverage Control
For the County of LOS ANGELES - (Retail Licenses)
and Census Tract = 1810**

Report as of 8/24/2015

	License Number	Status	License Type	Orig. Iss. Date	Expir Date	Primary Owner and Premises Addr.	Business Name	Mailing Address	Geo Code
1)	373071	ACTIVE	41	4/17/2001	3/31/2016	CHAN, POSEY 1801 COLORADO BLVD LOS ANGELES, CA 90041 Census Tract: 1810.00	PANANG RESTAURANT	529 VINE ST GLENDALE, CA 91204	1933
2)	412010	ACTIVE	20	7/22/2004	6/30/2016	CHEVRON STATIONS INC 7368 N FIGUEROA ST LOS ANGELES, CA 90041 Census Tract: 1810.00	CHEVRON 98119	PO BOX 2292, BUSINESS LICENSE & PERMIT BREA, CA 92822-2292	1933
3)	415099	SUREND	21	9/20/2004	8/31/2015	KIM, MOON SOOK 1605 COLORADO BLVD LOS ANGELES, CA 90041 Census Tract: 1810.00	BERVERAGE SHOP LIQUOR THE	901 S FLOWER ST, STE 511 LOS ANGELES, CA 90015	1933
4)	419709	ACTIVE	41	3/10/2005	2/29/2016	RAKSANUH, CHALERMKIAT 2617 COLORADO BLVD LOS ANGELES, CA 90041 Census Tract: 1810.00	THAI SPIRIT		1933
5)	425012	SUREND	41	7/7/2005	6/30/2015	KIM, DAE WOO 1661 COLORADO BLVD LOS ANGELES, CA 90041- 1435 Census Tract: 1810.00	LE PETIT BEAUJOLAIS		1933
6)	450006	ACTIVE	41	4/25/2007	3/31/2016	OINKSTER LLC 2005 COLORADO BLVD LOS ANGELES, CA 90041- 1238 Census Tract: 1810.00	OINKSTER THE		1933
7)	479422	ACTIVE	21	9/2/2009	8/31/2015	GARFIELD BEACH CVS LLC 1030 COLORADO BLVD LOS ANGELES, CA 90041- 2502 Census Tract: 1810.00	CVS PHARMACY 9784	1 CVS DR, MAIL DROP 23062A WOONSOCKET, RI 02895- 6146	1933
8)	536412	ACTIVE	47	5/23/2014 12:54:28 PM	4/30/2016	PARRINO RESTAURANT GROUP LLC 1833 COLORADO BLVD LOS ANGELES, CA 90041- 1339 Census Tract: 1810.00		659 WOODBURY RD ALTADENA, CA 91001-5309	1933
9)	540603	ACTIVE	41	4/29/2014 3:17:45 PM	3/31/2016	EAGLE ROCK BREWERY PUBLIC HOUSES, LLC 1627 COLORADO BLVD LOS ANGELES, CA 90041 Census Tract: 1810.00	EAGLE ROCK BREWERY PUBLIC HOUSE		1933
10)	554378	ACTIVE	42	3/13/2015 2:13:39 PM	10/31/2015	WHITEHOUSEENTERPRISES LLC 2305 W COLORADO BLVD LOS ANGELES, CA 90041- 1144 Census Tract: 1810.00	COLORADO WINE COMPANY	715 S ELWOOD AVE GLENDDORA, CA 91740-6368	1933

--- End of Report ---

For a definition of codes, view our [glossary](#).



License Query System - Map Query

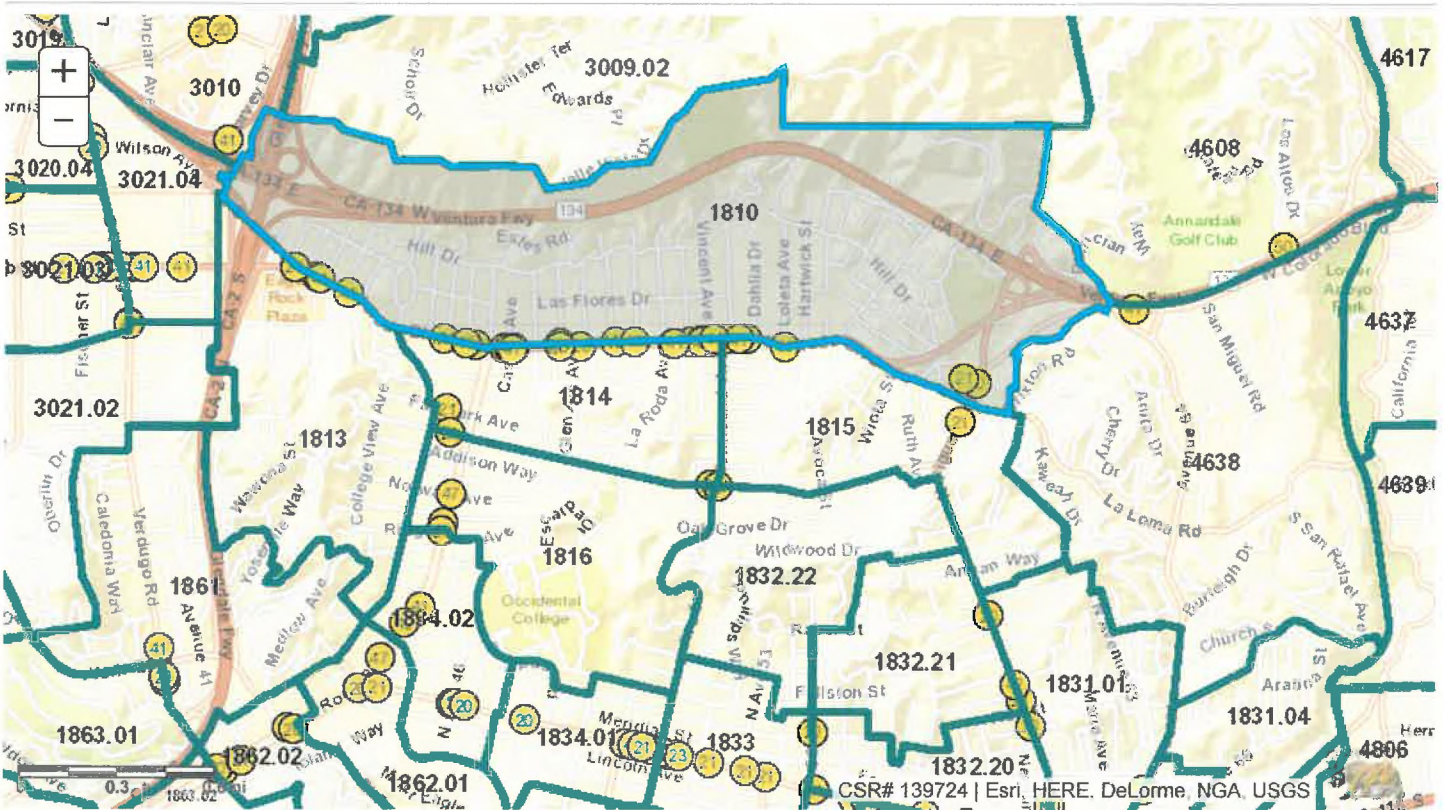
Search for a specific

License Number:

Or, locate a general area by entering:

Premises Address:

Census Tract: City:



Licenses on the map display the [license type](#) that is currently issued for it. In the event there is more than one [license type](#) issued, the code MU is displayed.



Executive Summary

Craft Beer Cellar is an upscale, hip, and high-end beer boutique selling up to 1,200 different kinds of craft beers that are carefully selected from around the world. Our space will include a tasting room where patrons can sample rotating, logically sorted craft beer flights on-site, as well as an expansive retail selection of interesting and unique beers.

Our passion for craft beer really pushed us in the direction of opening up a craft beer boutique in Eagle Rock. We have seen the emergence of the craft beer movement in Eagle Rock with locations like 5 Line Tavern, The Oinkster, Eagle Rock Brewery, and The Hermosilo. With the love that Eagle Rock residents have shown for craft beer there is a need for a retail store that specializes in craft beer that holds over 1,200 options from over 300 breweries. There is no venue in Eagle Rock that has created a hybrid space of retail craft beer and tasting room. The few who have opened similar concepts/hybrids have had an emphasis on wine and wine tasting. We want to bring a whole different shopping experience and bring a connection between people who are passionate about beer and the clients.

Eagle Rock is made up of limitless creative energy and unstoppable trendiness that emanate from the walls of its specialty clothing stores, unique markets, antique craft shops, and hip restaurants. Eagle Rock is really known for its eclectic charm and artsy culture, so it makes perfect sense for us to be looked at as a positive addition to the Eagle Rock community as the gallery of beer. Our plan is to keep our store pretty raw so that the beer is the pop of color and art; it would be the artwork that we highlight. The beer that would be carried in our store is also hand crafted by local and international brewers which also lends hand to the appreciation of hand crafted artwork in the community.

Craft Beer Cellar is looking to become the community hub, a neighborhood gathering point where we can provide the community with an informal public gathering place that is inclusive and local. As community members of Eagle Rock, Los Angeles it is important for us to not only stay in alignment with the prestige, hip-vibe, and love that we personally feel about the neighborhood, but to also unify the community with a location that's friendly and welcoming to the locals.



Company Description

Craft Beer Cellar was founded in 2010 by ex-restaurateurs Kate Baker and Suzanne Schalow on a desire to create a beer store that they would want to shop at, passion for the industry, and a commitment for changing the world of beer.

With twelve locations on the East Coast (Massachusetts, New York, and Florida), Craft Beer Cellar Los Angeles will be the first of two West Coast stores.

Gabriel Paredes and Corissa Hernandez are franchisees of Craft Beer Cellar. Gabriel Paredes for the last 17 years has worked for and owned companies which entail marketing, managing teams, sales, and most importantly customer service. Corissa Hernandez began her career working as a Jr. High School teacher. She holds a Master's Degree from UCLA and has worked as a Financial Planner for the last 7 years and has served on the boards of multiple local non-profit organizations. Her number one attribute to her success is her people skills and customer service. They are both currently residents of the Arts District (soon to be residents of Eagle Rock) and are passionate about adding a positive value to their local community, and they have a huge passion for craft beer. Their focus is on awesome beer with flavor, not those beers whose ingredients are intended to lighten color or lessen quality.

We are interested in amazing beer from small breweries, and all that entails. Much of what we plan to do, every single day, is work hard to make sure we can keep the beer lines to our store full, but also research the latest and greatest brews, how to get them in our clients hands, what's available in different markets throughout the US distribution network, who owns what, when certain beers are available, and what's extremely limited or highly sought after. In addition to beer a percentage of our space will be devoted to other craft beverages, including cider, wine, sake, and artisanal sodas. Food will also always be available. Food choices will emphasize pairings with different kinds of beers.

The only things as important as the beer in our stores are the educational and customer service pieces. We pride ourselves on staying hip and on the cutting edge of "the know" with what is and what will be, in terms of brews. We are Cicerone Certified (beer guides) and have studied and researched every single beer that will come in to our store. We are passionate about providing education about the different style of beers, how they are made, and a history of their respective region. We have both undergone a strict review process through CBC to be approved as a franchisees, and we also received a tremendous amount of training through the Cicerone Certification program and through Craft Beer Cellar, which includes training to not sell beer to a minor or serve beer to an intoxicated person. All future employees of Craft Beer Cellar will be required to become Cicerone Licensed, undergo the same training that we received, along with participating in the LAPD-sponsored STARS program for further training.

Having a shop that celebrates beer is important because it gives the respect to these traditions and also the hard work that the brewers do to make this beer. Brewing is an art form; like making wine, bread, or cheese. It's a very traditional craft; you can really get an idea of the brew



master's passion for the beer when you taste their beer. Our target customer is always looking for something different and that's the fun of our beer boutique we carry hundreds and hundreds of different styles and everyone does it a little differently. Craft Beer Cellar brings with it an element of retail and a gathering point for individuals who are looking to enjoy a good beer, with good people, in an upscale and hip environment.



The Space

Craft Bêer Cellar is looking to occupy a 1,800 sq. ft. – 2,500 sq. ft. location. Our space will bring wood and metal together to give it the chic, hip, and modern yet vintage feel while still maintaining the warmth of a community feel. We will create this environment by providing bench-style community seating with an “art wall” where we will showcase artwork from the local artists, along with providing board games, books, light background music that allows people to participate in friendly casual conversations, provide a space for an occasional business meeting, bring out of town guests, and enjoy a good craft beer without breaking the bank. Our staff will be comprised of Cicerone Certified, knowledgeable, but above all, friendly individuals that contribute to our community ambiance.

Space

- 70% of the space will be dedicated to retail
- 30% of the space will be dedicated to tasting room/community seating area

CRAFT
BEER
CELLAR







Market Analysis

Los Angeles has a high concentration of our target audience. Los Angeles has a population of about 52,400 residents with a daytime work population of 500,000+ people. The median household income in LA is \$98,700 and the median age being 34 years old.

There is no venue in the Eagle Rock, Los Angeles that has created a hybrid space of retail craft beer and tasting room. The few who have opened similar concepts/hybrids have had an emphasis on wine and wine tasting. As mentioned earlier, our staff will all be Cicerone Licensed, have a passion, love and appreciation for craft beer that will spill over to our clients and to those who have never experienced craft beer. We plan to host frequent informative events, a number which include professional brewers and industry insiders who contribute their knowledge to boost guests' understanding of craft beer and the brewing industry without letting things get too jargon-laden or stuffy. Our tasting room would provide a space for our clients to come in and unwind with a good brew while chatting with a friend, playing board games, reading a book, try a new beer and/or take advantage of one of our education events. The retail end will provide opportunities for those that simply want to pick up a bottle of their favorite craft beer and enjoy at home.

There are successful businesses, with similar demographics as Eagle Rock Los Angeles, already in existence with a similar concept throughout California like Sunset Beer Company in Echo Park, Bottles & Corks in Santa Monica, Bottlecraft in San Diego, The City Beer Store in San Francisco, but nothing like this in Eagle Rock.



The Industry

Craft brewers are defined by the Brewer's Association (Boulder, CO) as those that are small (produces six million barrels or fewer per year), independent (less than 25% of the brewery is itself owned or controlled by an alcoholic beverage industry member who themselves is not a craft brewer), and traditional (having an all-malt flagship or has at least 50 percent of its volume from all malt beers or in beers that use adjuncts to **enhance** the flavor of the beer, not to cut costs or lessen flavor).

Since craft beer is a term used in relation to the American craft beer movement, and includes only about 6 percent of all beer consumed in the US, Craft Beer Cellar works with a slightly larger number to include some international breweries. The beer in our stores will always make up the bottom 20 percent of all beer consumed in the world. Is international beer really "craft"? Not sure what the answer is, but one thing we can tell you for certain: in the past two years, we have started to see small, artisanal breweries pop up in almost every country in the world. As craft beer grows, that bottom 20 percent may shift and change, and include smaller breweries. We are committed to selling ONLY craft beers (not the budweisers, millers, coors, coronas, cheap beer, etc. etc.). We look forward to evaluating that bottom group, learning about the breweries it contains, to view and understand this growth, and to continue to represent and sell amazing beer.



Contact

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July 29, 2015

Gabriel Paredes (A)
CBC Eagle Rock, Inc.
1351-1353 West Colorado Boulevard
Los Angeles, CA 90041

Artak Dovlatyan (O)
Specialized Properties, LLC
213 North Orange Street
Glendale, CA 91203

Veronica Becerra (R)
Rabuild Commercial Services, LLC
417 B West Foothill Boulevard
Glendora, CA 91741

CASE NO. ZA 2014-3909(CUB)
CONDITIONAL USE
1351-1353 West Colorado Boulevard
Northeast Los Angeles Planning Area
Zone : [Q]C4-2D
D.M. : 162A227
C.D. : 14
CEQA : ENV-2014-3910-EAF
Legal Description: FR Lot 1 and Lot 2;
Myers and Kullis Valley View Tract

Pursuant to Los Angeles Municipal Code Section 12.24-W, 1, I and 12.24W, 27 hereby
APPROVE:

a Conditional Use Permit to allow the sale of beer and wine for off-site and on-site consumption in conjunction with a proposed store, bar and outdoor patio in the [Q]C4-2D Zone, with hours of operation from 10:00 a.m. to 11:00 p.m. Sunday through Wednesday, and 10:00 a.m. to 12:00 a.m. Thursday through Saturday.

Upon the following additional terms and conditions:

1. All other use, height and area regulations of the Municipal Code and all other applicable government/regulatory agencies shall be strictly complied with in the development and use of the property, except as such regulations are herein specifically varied or required.
2. The use and development of the property shall be in substantial conformance with the plot plan and floor plan submitted with the application and marked Exhibit "A", except as may be revised as a result of this action.

3. The authorized use shall be conducted at all times with due regard for the character of the surrounding district, and the right is reserved to the Zoning Administrator to impose additional corrective Conditions, if, in the Administrator's opinion, such Conditions are proven necessary for the protection of persons in the neighborhood or occupants of adjacent property.
4. All graffiti on the site shall be removed or painted over to match the color of the surface to which it is applied within 24 hours of its occurrence.
5. A copy of the first page of this grant and all Conditions and/or any subsequent appeal of this grant and its resultant Conditions and/or letters of clarification shall be printed on the building plans submitted to the Condition Compliance Unit and the Department of Building and Safety for purposes of having a building permit issued at any time during the term of this grant.
6. **Indemnification.** The applicant shall defend, indemnify and hold harmless the City, its agents, officers, or employees from any claim, action or proceedings against the City or its agents, officers, or employees relating to or to attack, set aside, void or annul this approval which action is brought within the applicable limitation period. The City shall promptly notify the applicant of any claim, action, or proceeding and the City shall cooperate fully in the defense. If the City fails to promptly notify the applicant of any claim action or proceeding, or if the City fails to cooperate fully in the defense, the applicant shall not thereafter be responsible to defend, indemnify, or hold harmless the City.
7. Authorized herein is the sale of beer and wine for off-site consumption in conjunction with a proposed 1,333 square-foot specialty craft beer store and for on-site consumption, in conjunction with a 612 square-foot bar with approximately 20 interior seats and an 370 square-foot outdoor patio with 12 seats, subject to the following limitations:
 - a. The number of seats shall not exceed the maximum allowable occupancy as determined by the Department of Building and Safety.
 - b. Hours of operation are 10:00 a.m. to 11:00 p.m. Sunday through Wednesday and 10:00 a.m. to 12:00 a.m. Thursday through Saturday.
 - c. **Prior to the effectuation of this grant**, a building permit shall be obtained from the Department of Building and Safety to change the use of the existing commercial building into retail and bar (no kitchen) with an outdoor patio. The Department of City Planning shall review and approve the construction set of plans to ensure compliance with these conditions. The applicant shall provide a copy of the permit and final approved plans to the CCU for inclusion in the case file.
8. The authorization granted herein for the sale of a full line of alcoholic beverages for on-site consumption is for a period of **seven (7) years** from the effective date of this grant. Thereafter, this authorization shall become null and void and a new

authorization will be required to continue the sale of alcohol. The applicant is advised that he/she should allow appropriate time for a new entitlement application to be processed and the application should be approved prior to the expiration date of this grant in order to continue the sale of alcoholic beverages at the restaurant.

9. Should there be a change in the ownership of the property/the store and/or the business operator, the property owner and the business owner/operator shall provide the prospective new property owner and the business owner/operator with a copy of the conditions of this action prior to the legal acquisition of the property and/or the business. Evidence that a copy of this determination including the conditions required herewith has been provided to the prospective owner/operator, shall be submitted to the Condition Compliance Unit (CCU) in a letter from the new operator indicating the date that the new operator/management began and attesting to the receipt of this approval and its conditions. The new operator shall submit this letter to the CCU within 30-days of the beginning day of his/her new operation of the establishment.
10. **Prior to the beginning of operations**, the applicant shall notify the Condition Compliance Unit when operations are scheduled to begin via email or U.S. Mail and shall submit a copy of the Certificate of Occupancy for the Case File. The notification shall be submitted to planning.ccu@lacity.org, with the subject: "**ZA-2014-3909-CUB/Operation Notification**". The applicant shall also submit (attached or mailed) evidence of compliance with any conditions which require compliance prior to the beginning of operations as stated by these conditions.
11. **Prior to the beginning of operations**, a camera surveillance system shall be installed and maintained to monitor interior and exterior areas of the premises. Recorded tapes/images shall be maintained for a minimum period of two (2) weeks. The tapes shall be furnished to the Los Angeles Police Department upon request. The applicant shall provide evidence of the surveillance system to the Condition Compliance Unit by submitting an invoice/receipt from the installer or purchase, photographs of the cameras installed, the central monitoring screen and a schematic plan cross-referencing the camera locations. The plan will be maintained in the CCU and be made be available to the Police Department and the Department of Building and Safety for the purpose of verification or inspections.
12. **Prior to the beginning of operations**, the applicant shall establish a "Designated Driver Program" which shall include, but not be limited to, signs/cards notifying patrons of the program. The signs/cards shall be visible to the customer and posted or printed in prominent locations or areas. These may include signs/cards on each table, at the entrance, at the host station, in the waiting area, at the bars, or on the bathrooms, or a statement in the menus. A copy or sample of the sigs/cards shall be submitted to the CCU to be maintained in the Case File.

13. **Prior to the beginning day of operations**, the manager of the facility shall be made aware of the conditions and shall inform his/her employees of the same. A statement with the signature, printed name, position and date signed by the manager and his/her employees shall be provided to the Condition Compliance Unit. The statement shall state,

We, the undersigned, have read and understood the conditions of approval to allow the sale beer and wine for off-site and on-site consumption, in conjunction with a specialty store and bar, known as the Craft Beet Cellar, and agree to abide and comply with said conditions.

A copy of the conditions of this letter of determination shall be retained on the premises at all times and produced upon request by the Police Department, the Department of Building and Safety or the State Department of Alcoholic Beverage Control.

14. **Prior to the beginning of operations**, 24-hour "hot line" shall be provided for complaints or concerns from the community regarding the operation. The 24-hour phone number shall be posted at all entries, visible to pedestrians

The applicant shall maintain a log of all calls, detailing: (1) date complaint received; (2) nature of complaint, and (3) manner in which the complaint was resolved. This log shall be made available to law enforcement personnel upon request and presented as part of the application if and when a new application to continue the operation is submitted to the Department. Complaints shall be responded to within twenty four hours. The applicant shall provide photographs of the sign postings and a copy of the log to the Condition Compliance Unit for inclusion in the Case File.

15. Within the **first six months of the beginning of operations** at this establishment, all employees involved with the sale of beer and wine shall enroll in the Los Angeles Police Department "Standardized Training for Alcohol Retailers" (STAR). Upon completion of such training, the applicant shall request the Police Department to issue a letter identifying which employees completed the training. The applicant shall transmit a copy of the letter referencing Case No. ZA 2014-3909-CUB, from the Police Department to the Condition Compliance Unit as evidence of compliance. In the event there is a change in the licensee, within one year of such change, this training program shall be required for all new staff.
16. **Prior to the effectuation of this grant**, a covenant acknowledging and agreeing to comply with all the terms and conditions established herein shall be recorded in the County Recorder's Office. The agreement (standard master covenant and agreement form CP 6770) shall run with the land and shall be binding on any subsequent owners, heirs or assigns. The agreement with the conditions attached must be submitted to the Development Services Center for approval before being recorded. After recordation, a certified copy bearing the Recorder's

- number and date shall be provided to the Condition Compliance Unit for attachment to the subject case file.
17. An age verification device shall be used where a product, including attendance into an beer tasting class, requires a minimum age for purchase. A purchase receipt and photographic evidence of the device for this establishment shall be submitted to the CCU **prior to the effectuation of the grant.**
 18. Any exterior work including signage and outdoor seating must comply with the Colorado Boulevard Specific Plan. The project shall be reviewed by the Neighborhood Projects Section responsible for the Colorado Boulevard Specific Plan and approved on the building permit required for the change of use or any subsequent permit for exterior alterations to the tenant space. A copy of the Clearance Summary Worksheet for said permit shall be submitted to the CCU for inclusion in the case file, **prior to the effectuation of the grant.**
 19. Adequate lighting shall be installed in all areas of the business in conformance with the Los Angeles Municipal Code. The lighting shall be such that it renders all objects and persons clearly visible within and around the exterior of the establishment. Photographic evidence of the light fixtures, indicating the locations and types of sign fixtures, shall be submitted to the CCU, **prior to the beginning of operations.**
 20. Amplified ambience music, to compliment the beer tasting and shopping experience, shall be limited to background music at a low volume such that it is not audible beyond the premises. Entertainment which requires the use or construction of a stage is not allowed. Independent, professional or amateur disc jockeys are not allowed.
 21. There shall be no Adult Entertainment of any type pursuant to LAMC Section 12.70.
 22. Coin operated game machines, pool tables or similar game activities or equipment shall not be permitted.
 23. Loitering is prohibited on or around these premises or the area under the control of the applicant. "No Loitering or Public Drinking" signs shall be posted in and outside of the subject facility. Signs shall be in English and in the predominant language of the facility's clientele.
 24. The applicant shall be responsible for maintaining the area adjacent to the premises.
 25. The Zoning Administrator reserves the right to require that the new owner or operator file a Plan Approval application, if it is determined that the new operation is not in substantial conformance with the approved floor plan, or has changed in mode or character from the original approval or If at any time during the period of validity of this grant, should documented evidence be submitted showing a

continued violation(s) of any condition(s) of this grant resulting in a disruption or interference with the peaceful enjoyment of the adjoining and neighboring properties. The application, in association with the appropriate fees, shall be submitted to the Department of City Planning, Condition Compliance Unit within 30 days of the date of legal acquisition by the new owner or operator. The purpose of the plan approval will be to review the operation of the premise and establish conditions applicable to the use as conducted by the new owner or operator, consistent with the intent of the Conditions of this grant. Upon this review, the Zoning Administrator may modify, add or delete conditions, and if warranted, reserves the right to conduct this public hearing for nuisance abatement/revocation purposes.

26. **MVIP – Monitoring, Verification and Inspection Program.** At any time, before, during, or after operating hours, a City inspector may conduct a site visit to assess compliance with, or violations of, any of the conditions of this grant. Observations and results of said inspection will be documented and used to rate the operator according to the level of compliance. If a violation exists, the owner/operator will be notified of the deficiency or violation and will be required to correct or eliminate the deficiency or violation. Multiple or continued documented violations or Orders to Comply issued by the Department of Building and Safety which are not addressed within the time prescribed therein, may result in denial of future requests to renew or extend this grant.

OBSERVANCE OF CONDITIONS -TIME LIMIT- LAPSE OF PRIVILEGES

All terms and conditions of the approval shall be fulfilled before the use may be established. The instant authorization is further conditional upon the privileges being utilized within three years after the effective date of approval and, if such privileges are not utilized or substantial physical construction work is not begun within said time and carried on diligently to completion, the authorization shall terminate and become void.

TRANSFERABILITY

This authorization runs with the land. In the event the property is to be sold, leased, rented or occupied by any person or corporation other than yourself, it is incumbent upon you to advise them regarding the conditions of this grant.

VIOLATIONS OF THESE CONDITIONS, A MISDEMEANOR

Section 12.29 of the Los Angeles Municipal Code provides:

"A variance, conditional use, adjustment, public benefit or other quasi-judicial approval, or any conditional approval granted by the Director, pursuant to the authority of this chapter shall become effective upon utilization of any portion of the privilege, and the owner and applicant shall immediately comply with its Conditions. The violation of any valid Condition imposed by the Director, Zoning Administrator, Area Planning Commission, City Planning Commission or City Council in connection with the granting

of any action taken pursuant to the authority of this chapter, shall constitute a violation of this chapter and shall be subject to the same penalties as any other violation of this Code."

Every violation of this determination is punishable as a misdemeanor and shall be punishable by a fine of not more than \$2,500 or by imprisonment in the county jail for a period of not more than six months, or by both such fine and imprisonment.

APPEAL PERIOD- EFFECTIVE DATE

The applicant's attention is called to the fact that this grant is not a permit or license and that any permits and licenses required by law must be obtained from the proper public agency. Furthermore, if any Condition of this grant is violated or if the same be not complied with, then the applicant or his successor in interest may be prosecuted for violating these Conditions the same as for any violation of the requirements contained in the Municipal Code. The Zoning Administrator's determination in this matter will become effective after **AUGUST 13, 2015**, unless an appeal therefrom is filed with the City Planning Department. It is strongly advised that appeals be filed early during the appeal period and in person so that imperfections/incompleteness may be corrected before the appeal period expires. Any appeal must be filed on the prescribed forms, accompanied by the required fee, a copy of the Zoning Administrator's action, and received and receipted at a public office of the Department of City Planning on or before the above date or the appeal will not be accepted. Forms are available on-line at <http://planning.lacity.org>. Public offices are located at:

Figueroa Plaza
201 North Figueroa Street, 4th Floor
Los Angeles, CA 90012
(213) 482-7077

Marvin Braude San Fernando Valley
Constituent Service Center
6262 Van Nuys Boulevard, Rm. 251
Van Nuys, CA 91401
(818) 374-5050

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.

NOTICE

The applicant is further advised that all subsequent contact with this office regarding this determination must be with the planning staff assigned to this case. This would include clarification, verification of condition compliance and plans or building permit applications, etc.

FINDINGS OF FACT

After thorough consideration of the statements contained in the application, the plans submitted therewith, as well as knowledge of the property and surrounding district, I find

that the requirements for authorizing a conditional use permit under the provisions of Section 12.24-W have been established by the following facts:

BACKGROUND

The subject site is an irregular shaped corner lot, comprised of lots 1 and 2 in the Meyers and Kullis Valley View Tract and measures approximately 9,594 square-feet. The subject lot is in the [Q]C4-2D Zone with a Neighborhood Commercial land use designation at the Southeast corner of Eagle Vista Drive and Colorado Boulevard, located in the Northeast Los Angeles Community Plan Area and within the Colorado Boulevard Specific Plan. The subject site is subject to the Qualified Conditions and Development Limitations of Ordinance No. 174665-SA1357, Ordinance No. 174171-SA1357, Ordinance No. 173606-SA1355, and Ordinance No. 165351-SA636. The site subject is subject to the Commercial Corner development regulations.

The property is developed with a single-story, 3,128 square-foot, commercial/retail building and has 14 striped parking stalls. On September 25, 2014, the Department of Building and Safety issued a Certificate of Occupancy for a change of use from an auto body shop to retail and office. On January 23, 2015, a permit was issued to change the use of a portion of the building from office to retail. The hours of operation have been limited to 7:00 a.m. to 9:00 p.m. in conformance with the Colorado Boulevard Specific Plan.

The proposed project entails a 2,315 square-foot specialty craft beer store/bar. The retail area will occupy 1,333 square-feet, the bar/tasting area will occupy 612 square-feet and the outdoor patio will occupy 370 square feet. The proposed venue, "Craft Beer Cellar" is an upscale, hip, and high-end beer boutique selling up to 1,200 different kinds of craft beers that are carefully selected from around the world. The space will include a tasting room where patrons can sample sorted craft beer flights on-site, as well as an expansive retail selection of interesting and unique beers. Currently, there is no venue in Eagle Rock that has created a hybrid space of retail craft beer and tasting room. The few who have opened similar concepts/hybrids have had an emphasis on wine and wine tasting, whereas the proposed venue will specialize in beer only.

Eagle Rock is made up of creative and unique specialty clothing stores, markets, antique craft shops, and hip restaurants. Eagle Rock is known for its eclectic charm and artsy culture, which makes it perfect location for the proposed beer "gallery"/tasting bar. The Applicants propose to carry hand crafted beer by local and international brewers and become the community hub and an informal public gathering place that is inclusive and local.

Colorado Boulevard is a Major Class II Highway and a Scenic Highway. Colorado Boulevard has two lanes in each direction.

Surrounding properties include neighborhood commercial uses and residential uses. The properties directly to the north of the project site are zoned RD1.5-1 and are developed with low to medium density multi-family residential buildings. The property abutting the property site directly to the north is a vacant single family dwelling. The

properties to the east are zoned [Q]C4-2D and are improved with one and two-story multi-family residential buildings. The properties to the west are zoned [Q]C4-2D and are improved with offices, two-story multi-family buildings, and a private school, Eagle Rock Montessori School. The properties to the south across Colorado Boulevard are designated as neighborhood commercial in the [Q]C4-2D zone, and are improved with a medical office, and various retail uses.

Colorado Boulevard, is designated Major Highway Class II dedicated to a variable width of 100 to 120 feet and improved with curb, gutter and sidewalk.

Two Metro Local bus stops are located on Colorado Boulevard serving Lines 81 and 84 to Eagle Rock Boulevard and Plaza, and Lines 180 and 181 to Hollywood.

Previous cases, affidavits, permits and orders on the subject property:

Building Permit – Building Permit No. 14016-10000-22071 – On January 23, 2015, the Department of Building and Safety issued a Building Permit that permitted a change of use from off to retail. The change of use would entail just an irregular portion of the building. Hours of operation are from 7 a.m. to 9 p.m.

Certificate of Occupancy Building Permit No. 13016-10000-07470 - On September 25, 2014, the Department of Building and Safety issued a Certificate of Occupancy that permitted a change of use from an auto body shop use for the entire building to one retail space and two office spaces. The building permit also permitted the interior and exterior remodeling of the existing building.

Previous cases on the surrounding properties:

1496 West Colorado Boulevard

Case No. ZA-2009-1711(CUB) – On January 21, 2010, the Zoning Administrator approved a Conditional Use to permit the sale and dispensing of beer and wine for on-site consumption in conjunction with an existing restaurant.

Public Hearing

The public hearing was held on June 23, 2015 in City Hall, 200 N. Spring Street, Room 501 in Los Angeles. The Applicants Gabriel Paredes, his wife Corissa Hernandez and their representative, Veronica Becerra were present. Other members of the public in attendance Kara Ganley, Stephanie Camberos, Christopher Hernandez and Cristina Hernandez

Staff made a brief Power Point presentation, describing the project, its location within the Colorado Boulevard Specific Plan and Northeast Los Angeles Community Plan, land use designation and uses around and near the site. She showed the site plan and the floor plan for the proposed retail, bar/tasting area and outdoor patio. She presented several photographs of the building and its surrounding area. A copy of the 8-slide presentation is included in the case file.

Ms. Becerra addressed the Hearing Officer and introduced the Applicants, Gabriel Paredes and Carissa Hernandez. She stated that the applicant seeks approval for a Conditional Use Permit for off-site sales for craft beers and wine from around the world, with a Type 20 ABC license in a 1,333 square-foot retail space, and on-site sale of beer and wine requiring a Type 42 ABC license for assembly (congregating) in a 612 square-foot tasting room and 370 square-foot of enclosed patio area located all within a vacant retail space. A total of 20 seats indoors and 12 seats in the patio. The Applicant is interested in attracting customers to congregate, taste and buy the beers offered at this venue. Unlike BevMo, where the customer stands and tastes the wine, this would be a sit-down bar offering an educational craft beer tasting experience. She stated that there are 14 parking spaces on the lot for the building, and that parking due to the change of use would be provided to the satisfaction of the Department of Building and Safety. She stated that the applicant has met from the Eaglerock Neighborhood Council which is in support of the project as indicated by their January 17, 2015 vote. She stated that on June 4, 2015, the Applicant met with Officer Fernando Carrasco, of the Los Angeles Police Department and was advised that recommended conditions had been submitted to the Planning Department. The applicant corrected staff regarding the requested hours of operations of 10:00 a.m. to 11:00 p.m. Sunday through Wednesday, but 10:00 a.m. to 12:00 a.m. Thursday through Saturday.

Mr. Paredes addressed the Hearing Officer. He stated that this project has been planned for over three years and he and his wife have done a lot of research. Mr. Paredes grew up in Eagle Rock and is happy to have returned with his wife to his community. He stated that everyone in the community has shown a lot of excitement and support for the project. He stated that they will respect the community and want to make this a unique experience for people to learn about craft beer and redefine it from its general misconception. He stated that beer is very artisanal, and is a culture and a passion they want to share with their community.

Ms. Carissa Hernandez stated that she wants to make this an educational beer experience, to give us exposure to the culture and art of creating a beer.

The hearing officer inquired about how the use is being designated by the Department of Building and Safety and advised the Representative to insure that the plans and the permit do not label the establishment as a "restaurant" because there are no kitchen or cooking facilities. The tasting room may be a stand-alone bar, but persons over 21 will have access directly from the retail area.

Other members of the public spoke in support. Christopher Hernandez, the younger brother of Carissa Hernandez spoke about her exemplary work ethics and community commitment. Christina Hernandez, a business license inspector with 37 years of service and Ms. Hernandez' mother, spoke support attesting to the Applicants' responsible business practice. Stephanie Camberos, stated that she was an intern at their former business, was hired and allowed to collaborate at fundraising for East LA Area inner city and after school programs and an annual toy drive. She stated that Ms. Hernandez has taught her the importance of being a staple in the community and that the Applicants will only continue to give back to their community.

The Hearing Officer reviewed the recommendations from the Los Angeles Police Department to which the Applicants agreed.

CORRESPONDENCE

- Letter dated June 4, 2015, from Jeffrey Bert, Captain, Commanding Officer, Northeast Area with recommended conditions of approval.
- Letter dated June 4, 2015, from David Greene, President, Eagle Rock Neighborhood Council, in support of the project

CONDITIONS IDENTIFIED FOR CONSIDERATION BY THE STATE DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL RELATIVE TO THE SALE AND DISTRIBUTION OF ALCOHOLIC BEVERAGES

In approving the instant grant, the Zoning Administrator has not imposed Conditions specific to the sale or distribution of alcoholic beverages, even if such Conditions have been volunteered or negotiated by the applicant, in that the Office of Zoning Administration has no direct authority to regulate or enforce Conditions assigned to alcohol sales or distribution.

The Zoning Administrator has identified a set of Conditions related to alcohol sales and distribution for further consideration by the State of California Department of Alcoholic Beverage Control (ABC). In identifying these conditions, the Office of Zoning Administration acknowledges the ABC as the responsible agency for establishing and enforcing Conditions specific to alcohol sales and distribution. The Conditions identified below are based on testimony and/or other evidence established in the administrative record, and provide the ABC an opportunity to address the specific conduct of alcohol sales and distribution in association with the Conditional Use granted herein by the Zoning Administrator.

- No person under 21 years of age shall sell or serve alcoholic beverages.
- There shall be no "happy hour" during which time beverages or foods are sold at discounted prices.
- Petitioner(s) shall not have a cover charge for admission. There shall not be a requirement to purchase a minimum number of drinks.
- Sales and delivery of alcoholic beverages to consumers shall be made from behind a counter where an employee will obtain the product. No self-service of alcoholic beverages by patrons will be permitted. A waitress or waiter shall conduct all alcoholic beverage service.

BASIS FOR CONDITIONAL USE PERMITS

A particular type of development is subject to the conditional use process because it has been determined that such use of property should not be permitted by right in a particular zone. All uses requiring a conditional use permit from the Zoning Administrator are located within Section 12.24-W of the Los Angeles Municipal Code. In order for the sale of beer and wine for off-site and on-site consumption to be authorized, certain designated findings have to be made. In these cases, there are additional findings in lieu of the standard findings for most other conditional use categories.

MANDATED FINDINGS

- 1. That the project will enhance the built environment in the surrounding neighborhood or will perform a function or provide a service that is essential or beneficial to the community, city, or region.**

The project is located on an irregular shaped corner lot, that measures approximately 9,594 square-feet. The subject lot is in the [Q]C4-2D Zone with a Neighborhood Commercial land use designation at the Southeast corner of Eagle Vista Drive and Colorado Boulevard, located in the Northeast Los Angeles Community Plan Area, also known as Eagle Rock. The property is within the Colorado Boulevard Specific Plan area and the East Los Angeles Enterprise Zone. The subject site is subject to the Qualified Conditions and Development Limitations of Ordinance No. 174665-SA1357, Ordinance No. 174171-SA1357, Ordinance No. 173606-SA1355, and Ordinance No. 165351-SA636. The site subject is subject to the Commercial Corner development regulations.

The proposed project entails the on-site and off-site sales of beer and wine in conjunction with a 2,315 square-foot specialty craft beer store/bar. The retail area will occupy 1,333 square-feet, the bar/tasting area will occupy 612 square-feet and the patio will occupy 370 square feet. The proposed venue, "Craft Beer Cellar" is an upscale, hip, and high-end beer boutique selling up to 1,200 different kinds of craft beers that are carefully selected from around the world. The space will include a tasting room where patrons can sample sorted craft beer flights on-site, as well as an expansive retail selection of interesting and unique beers. Currently, there is no venue in Eagle Rock that has created a hybrid space of retail craft beer and tasting room. The few who have opened similar concepts/hybrids have had an emphasis on wine and wine tasting, whereas the proposed venue will specialize in beer only.

The proposed hours of operation are 10:00 a.m. to 11:00 p.m. Sunday through Wednesday and 10:00 a.m. to Midnight Thursday through Saturday. On June 10, 2015 the City Council adopted Ordinance No. 183602 which deletes the limitations on the hours of operation of the Colorado Boulevard Specific Plan under Council File No.CF14-0936 which became effective on July 25, 2015.

Many efforts are being made to inject life into this area of West Colorado Boulevard and give it a walk-able effect to achieve the lifestyle desired by the resident and commercial boosters. A priority in the Northeast Los Angeles Community Plan area is the invigoration of well-suited commercial activity, in

order to increase local employment opportunities, provide better access to goods and services for residents and business operators, and strengthen the focus of community identity that tends to be centered where local commerce thrives.

The subject grant in conjunction with the imposition of a number of conditions addressing operational issues will safeguard public welfare and enhance public convenience. As such, the project will enhance the surrounding neighborhood and perform a function that is essential to the community, as indicated by the Eagle Rock Neighborhood Council's letter of support. The subject structure is already developed and the project is in harmony with other businesses in the neighborhood. The success of the area depends on lively streets for the enjoyment of the residents, as well as the safety of the residents and patrons.

2. **That the project's location, size, height, operations and other significant features will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare, and safety.**

The proposed project entails a 2,315 square-foot specialty craft beer store/bar. The retail area will occupy an existing space which is currently vacant on Colorado Boulevard. The project consists of a 1,333 square-foot retail area, a 612 square-foot bar/tasting area and an 370 square feet outdoor patio. The proposed venue, "Craft Beer Cellar" is an upscale, hip, and high-end beer boutique selling up to 1,200 different kinds of craft beers that are carefully selected from around the world. The space will include a tasting room where patrons can sample sorted craft beer, as well as an expansive retail selection of interesting and unique beers. Currently, there is no venue in Eagle Rock that has created a hybrid space of retail craft beer and tasting room. The few who have opened similar concepts/hybrids have had an emphasis on wine and wine tasting, whereas the proposed venue will specialize in beer only. The proposed hours of operation are 10:00 a.m. to 11:00 p.m. Sunday through Wednesday and 10:00 a.m. to Midnight Thursday through Saturday.

The project does not entail visible demolition and the physical structure of the building will remain unchanged with no change to the height or floor area. Additionally, the building is situated in along Colorado Boulevard, a commercial corridor characterized by commercial retail uses along the boulevard with residential properties behind the commercial uses. As conditioned, any exterior work such as signage and outdoor seating areas must comply with the Colorado Boulevard Specific Plan. Hours of operation are no longer limited by the Colorado Boulevard Specific Plan.

The grant authorized herein incorporates a number of conditions which will ensure the use is compatible with other uses in the vicinity and will not be disruptive to the surrounding community. Included are conditions recommended by the Los Angeles Police Department. The location of the craft beer store is proper in relation to the adjacent uses as it is located on a major commercial boulevard, and the site is zoned for commercial uses. The craft beer store will

operate in a previously vacant retail space, which will help to revitalize the block and create pedestrian activity in an area designated for such use.

The conditions imposed by this grant insure that potential negative impacts commonly associated with bars are be mitigated, such as a Designated Drive Program, controlled ambience music, responsible management to discourage loitering and maintaining the area free of litter. The grant requires that all employees read and become familiar with these conditions and also undergo STAR training through the Los Angeles Police Department. In addition, the conditions require that a surveillance system be installed and maintained to discourage criminal activity in and around the site.

3. That the project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any applicable specific plan.

The North East Community Plan Map designates the property for Neighborhood Commercial land uses with corresponding zones of C1, C1.5, C4, and P and Height District No. 1. There are eleven elements that make up the General Plan. Each of these elements establishes policies that provide for the regulatory environment in managing the city and addressing environmental concerns and problems.

The majority of the policies derived from these Elements are in the form of code requirements of Los Angeles Municipal Code. Except for those entitlement described herein, the project does not propose to deviate from any of the requirements of the Los Angeles Municipal Code. The property is within the Colorado Boulevard Specific Plan. Approval of the conditional use advances the objectives of the community plan by adding to the economic vitality of the area. The proposed craft beer store is consistent with the following Northeast Los Angeles Community Plan commercial objectives and policies:

Objective 2-1: To conserve and strengthen potentially viable commercial areas in order to stimulate and revitalize existing businesses and create opportunities for appropriate new commercial development.

Policy 2-1 .I: Consolidate commercial areas through appropriate planning and zoning actions to strengthen the economic base and expand market opportunities. The property is located the Colorado Boulevard Specific Plan which encourages pedestrian oriented commercial development. The retail use is allowed by-right in the zone.

One of the highest priorities for the Northeast Los Angeles Community Plan area is the invigoration of well-suited commercial activity; in order to increase local employment opportunities, provide better access to goods and services for residents and business operators. The proposed project will further the objectives of the community plans.

ADDITIONAL FINDINGS

- 4. The proposed use will not adversely affect the welfare of the pertinent community.**

The proposed use is a 2,315 square-foot specialty craft beer store/bar. The retail area will occupy an existing space which is currently vacant. The project consists of a 1,333 square-foot retail area, a 612 square-foot bar/tasting area and an 370 square feet outdoor patio. The proposed venue, "Craft Beer Cellar" is an upscale, hip, and high-end beer boutique selling up to 1,200 different kinds of craft beers that are carefully selected from around the world. The space will include a tasting room where patrons can sample sorted craft beer, as well as an expansive retail selection of interesting and unique beers. Currently, there is no venue in Eagle Rock that has created a hybrid space of retail craft beer and tasting room. The proposed hours of operation are 10:00 a.m. to 11:00 p.m. Sunday through Wednesday and 10:00 a.m. to Midnight Thursday through Saturday.

The grant mitigates the potential negative impacts commonly associated with a "bar" use. In addition, the Los Angeles Police Department and the Eagle Rock Neighborhood Council have both weighed in, and offered support of the proposed use, which includes the off-site and on-site sales of beer and wine. The grant requires surveillance, adequate lighting, responsible management to avoid loitering, drunk driving, liter around the premises and loud noise. Management will have a 24-hour complaint line to insure concerns or complaints from the community are addressed swiftly. Finally, all personnel will be required to read and observe these conditions and enroll in STAR Training with LAPD.

As conditioned, the project will enhance the economic welfare of the community by generating sales tax, providing amenities for the business population, local residents and individuals visiting the new and improved revitalized Colorado Boulevard while insuring the welfare of the community. The success of the area depends on lively streets for the enjoyment of the residents, as well as the safety of the residents and patrons.

- 5. The granting of the application will not result in an undue concentration of premises for the sale or dispensing for consideration of alcoholic beverages, including beer and wine, in the area of the City involved, giving consideration to applicable State laws and to the California Department of Alcoholic Beverage Control's guidelines for undue concentration; and also giving consideration to the number and proximity of these establishments within a 1,000-foot radius of the site, the crime rate in the area (especially those crimes involving public drunkenness, the illegal sale or use of narcotics, drugs or alcohol, disturbing the peace and disorderly conduct), and whether revocation or nuisance proceedings have been initiated for any use in the area.**

According to the California State Department of Alcoholic Beverage Control licensing criteria, 5 on-site and 3 for off-site consumption licenses are allocated

to the subject Census Tract 1810.00. Currently there are 10 total licenses in this census tract, with 7 on-site licenses and 3 off-site licenses. The applicant is proposing to add an off-site and an on-site license to this census tract.

Although the concentration of active ABC licenses are a little higher than what has been allocated by ABC within the Census Tract, there are no active alcoholic beverage licenses within 1,000 feet of the subject site. ABC has the discretion to approve an application if there is evidence that normal operations will not be contrary to public welfare and will not interfere with the quiet enjoyment of property by residents.

According to statistics provided by the Los Angeles Police Department, which has jurisdiction over the subject property, within Crime Reporting District No. 1109, a total of 116 crimes were reported in 2014, compared to the citywide average of 163 crimes and the high crime reporting district average of 196 crimes for the same period.

In 2014, there were 7 Narcotics, 1 Liquor Law, and 18 Public Drunkenness, 0 Disturbing the Peace, 0 Disorderly Conduct, and 3 DWI related arrests. These numbers do not reflect the total number of arrests in the subject reporting district over the accountable year. Arrests for this calendar year may reflect crimes reported in previous years.

The rate numbers are lower than those rates identified for the city. Nonetheless, conditions have been incorporated into this action which will help to safeguard the community and provide for a responsible operation. The requirement for the term grant will further insure that oversight is maintained. On June 4, 2015, a site tour of the location was conducted, by Vice Sergeant F. Carrasco of the Northeast Area VICE Unit. Captain Jeffrey Bert, Commanding Officer of Northeast Area, Los Angeles Police Department submitted conditions of approval and is not opposed to the approval of the granting. These conditions have been incorporated as part of this determination and should diminish vice-related problems that may develop at the proposed business.

The granting of the application will not result in an undue concentration of the sale or dispensing or consideration of alcoholic beverages in the area involved, giving consideration to applicable California Department of Alcoholic Beverage Controls guidelines for undue concentration and also considering the number and proximity of establishments within one thousand foot radius.

6. **The proposed use will not detrimentally affect nearby residentially zoned communities in the area of the City involved, after giving consideration to the distance of the proposed use from residential buildings, churches, schools, hospitals, public playgrounds and other similar uses, and other establishments dispensing, for sale or other consideration, alcoholic beverages, including beer and wine.**

The following sensitive uses are located within 1,000 feet of the project site:

- Single and multi-family residences
- Eagle Rock Baptist Church, 1499 Colorado Boulevard
- Celerity Troika Charter School, 1495 Colorado Boulevard

The area surrounding the subject site currently includes many commercial and residential uses. This grant has placed numerous conditions on the request has not authorized uses of the property which might create potential nuisances. Such imposition of conditions, such as requiring staff to participate in LAPD's STAR training , will make the use a more compatible and accountable neighbor to the surrounding uses than would otherwise be the case.

The project will be in keeping with the zoning and all existing uses adjacent to the development. This project will contribute to a neighborhood and will serve the neighboring resident and the local employees as well as visitors to the Eagle Rock District. The subject site is located in an area of Los Angeles that has undergone revitalization of the vacant store fronts adding to the walkability of a community.

FINDINGS – Commercial Corner Regulations

- 7. Based on data provided by the Department of Transportation or a licensed traffic engineer, ingress to, egress from and associated parking on of the automotive use will not constitute a traffic hazard or cause significant traffic congestion or disruption of vehicular circulation on adjacent streets.**

The proposed 12:00 a.m. closing time will not cause or constitute a traffic hazard or cause significant traffic congestion or disruption of vehicular circulation on adjacent streets as this is well beyond any peak traffic hour. The proposed project will occupy a space in an existing building which has been approved for a retail use. Furthermore, the added "sit-down" bar area, is very small and would not increase the number of automobiles to a point where it would have a significant impact on traffic congestion or hazards or circulation.

- 8. Project approval will not create or add to a detrimental concentration of Mini-Shopping Centers or Commercial Corner Developments in the vicinity of the proposed project.**

The proposed project only seeks an approval for on-site and off-site sales of a beer and wine in conjunction with an existing retail space, a new 612 square-foot tasting bar within an existing building subject to the Commercial Corner regulations. The instant request does not add to a detrimental concentration of commercial corner developments. There will be no added floor area as a result of this grant.

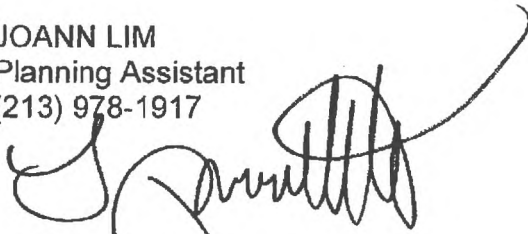
ADDITIONAL MANDATORY FINDINGS

9. The National Flood Insurance Program rate maps, which are a part of the Flood Hazard Management Specific Plan adopted by the City Council by Ordinance No. 172,081, have been reviewed and it has been determined that this project is not located in a flood zone.

10. On May 21, 2015, the Department of City Planning issued Mitigated Negative Declaration No. ENV 2014-3910-MND for the proposed project. On the basis of the whole of the record before the lead agency, including any comments received, the lead agency finds that with imposition of the mitigation measures described in the MND, there is no substantial evidence that the proposed project will have a significant effect on the environment. I hereby adopt that action. This Mitigated Negative Declaration reflects the lead agency's independent judgment and analysis. The records upon which this decision is based are with the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012.

Inquiries regarding this matter should be directed to Joann Lim, Planning Staff for the Office of Zoning Administration.

JOANN LIM
Planning Assistant
(213) 978-1917



LINN K. WYATT
Chief Zoning Administrator

cc: Councilman Jose Huizar, 14th Council District
Adjacent Property Owners

The Beer Cellar
Revised February 16, 2015

Applicant
Gabriel Paredes
1351-1353 W. Colorado Blvd.,
Representative
Veronica Becerra, and Rabuild Commercial LLC
417 B. West Foothill Blvd., #157, Glendora, CA 91741
213 272-4784
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Conditional Use for Alcohol LAMC 12.24-W-1

2. Findings

a. General Conditional Use:

- i. **That the project will enhance the built environment in the surrounding neighborhood or will perform a function or provide a service that is essential or beneficial to the community, city, or region.**

The project site is located in the Northeast Los Angeles Community Plan area, also known as Eagle Rock, The Colorado Boulevard Specific Plan Area, Zoned [Q] C4-2D, East Los Angeles State Enterprise Zone adjacency.

The site is an improved 3,128 sq. ft. single story commercial and retail use building, currently vacant. The subject property was previously occupied by an auto body repair shop and remodeled to include a change of use to allow commercial and retail sales.

The applicant is seeking to obtain a conditional use permit to allow Off Site Sales of craft beers and wine from around the world requiring a Type 20 Alcohol Beverage License, AND an On Site Sale of Beer and Wine requiring a Type 42 Alcohol Beverage License for tasting (assembly) within a 2,315 sq. ft. retail space and tasting (assembly) area. Tasting area is approximately 612 square feet and 370 square feet of enclosed patio area located within the 2,315 store, with twenty (20) interior seats and twelve (12) exterior patio seats. Total seats 32.

Many efforts are being made to inject life into this area of West Colorado Blvd. and give it a walk-able effect to achieve the desired lifestyle desired by the resident and commercial boosters.

The community boosters are currently in the process of working with the planning department, community planners and the City Council to amend the current Specific Plan operating hours which are currently limited to 7:00 am to 9:00 pm. Daily. The community is addressing the need to become a more community friendly environment. Subject to the anticipated change in the Specific Plan the operator requests to operate for business as follows:

Sunday thru Wednesday: 10:00 a.m. to 11:00 p.m.
Thursday thru Saturday: 10:00 a.m. to 11:00 p.m..

The success of the area depends on lively streets for the enjoyment of the residents, as well as the safety of the residents and patrons. Many efforts are being made by the city to inject family friendly nightlife into the area and give it a walk able effect to achieve a sense of community, security and the desired lifestyle by the resident and commercial boosters.

Colorado Boulevard, adjoining the subject property is designated Major Highway Class II dedicated to a variable width of 100 to 120 feet and improved with curb, gutter and sidewalk.

Two Metro Local bus stops are located on Colorado Boulevard serving Lines 81 and 84 to Eagle Rock Boulevard and Plaza, and Lines 180 and 181 to Hollywood.

- ii **That the project's location, size, height, operations and other significant features will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare, and safety.**

The location of the craft beer store and tasting facility is proper in relation to the adjacent uses as it is located on a major commercial boulevard, and the site is zoned for commercial uses. The craft beer store will operate in a previously vacant retail space, which

will help to revitalize the block and create pedestrian activity in an area designated for such use.

The project site is located in the Northeast Los Angeles Community Plan area, also known as Eagle Rock, The Colorado Boulevard Specific Plan Area, Zoned [Q] C4-2D. Also within the East Los Angeles Enterprise Zone adjacency.

The site is improved with a single story commercial and retail use building in which the subject retail craft beer service will be located.

The area is fully improved with streets, sidewalks, utilities and other infrastructure. The location is in keeping with the adjacent uses and developments in the surrounding area.

iii That the project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any applicable specific plan.

There are eleven elements that make up the General Plan. Each of these elements establishes policies that provide for the regulatory environment in managing the city and addressing environmental concerns and problems.

The majority of the policies derived from these Elements are in the form of code requirements of Los Angeles Municipal Code. Except for those entitlement described herein, the project does not propose to deviate from any of the requirements of the Los Angeles Municipal Code. The Land Use Element of the General Plan divides the City into 35 Community Plan Areas. The Northeast Los Angeles Community Plan designates the property for Neighborhood Commercial land uses with corresponding zones of C1, C1.5, C4, and P and Height District No. 1. The property is within the Colorado Boulevard Specific Plan. Approval of the conditional use advances the objectives of the Zone by adding to the economic vitality of the area. The proposed craft beer store is consistent with the following Northeast Los Angeles Community Plan commercial objectives and policies:

Objective 2-1: To conserve and strengthen potentially viable commercial areas in order to stimulate and revitalize existing businesses and create opportunities for appropriate new commercial development.

Policy 2-1 .I: Consolidate commercial areas through appropriate planning and zoning actions to strengthen the economic base and expand market opportunities. The property is located the Colorado Boulevard Specific Plan which encourages pedestrian oriented commercial development. The retail use is allowed by-right in the zone.

Additional findings:

i. Explain how the proposed use will not adversely affect the welfare of the pertinent community.

The North East Community Plan Map designates the property designates the property for Neighborhood Commercial land uses with corresponding zones of C1, C1.5, C4, and P and Height District No. 1. The property is within the Colorado Boulevard Specific Plan. Approval of the conditional use advances the objectives of the Zone by adding to the economic vitality of the area. The proposed craft beer store is consistent with the following Northeast Los Angeles Community Plan commercial objectives and policies:

The approval of the CUB will enhance the economic welfare of the community by generating sales tax, providing amenities for the business population, local residents and individuals accessing the site visiting the revitalized Colorado Blvd.

The success of the area depends on lively streets for the enjoyment of the residents, as well as the safety of the residents and patrons. The development of amenities for the residents and work force in the area is vital.

ii. Explain how the approval of the application will not result in or contribute to an undue concentration of such establishments.

The continued growth and success of the area depends on the continued development of establishments including unique

artisan retail sites, to serve the communities and residents surrounding the venue.

The granting of the application will not result in an undue concentration of the sale or dispensing or consideration of alcoholic beverages in the area involved, giving consideration to applicable California Department of Alcoholic Beverage Controls guidelines for undue concentration and also considering the number and proximity of establishments within one thousand foot radius. See Census Tract 1810.00

iii. Explain how the approval of the application will not detrimentally affect nearby residential zones or uses.

The project will be in keeping with the zoning and all existing uses adjacent to the development. This project will contribute to a neighborhood and will serve the neighboring resident and the local employees as well as visitors to the Eagle Rock District. The subject site is located in an area of Los Angeles that has undergone revitalization of the vacant store-fronts adding to the walkability of a community.

3. QUESTIONS REGARDING THE PHYSICAL DEVELOPMENT OF THE SITE

- a. What is the total square footage of the building or center the establishment is located in? 3,128 Sq. Ft.
- b. What is the total square footage of the space the establishment will occupy? 2,315 sq. ft. of which 612 sq. ft will be used for interior tasting room and 320 exterior patio.
- c. What is the total occupancy load of the space as determined by the Fire Department?
- d. What is the total number of seats that will be provided indoors? 20
Outdoors? 12
- e. If there is an outdoor area, will there be an option to consume alcohol outdoors? Yes, an enclosed patio with 12 seats where tasting will be allowed.

- f. If there is an outdoor area, is it on private property or the public right of way, or both? Private Property
 - i. If an outdoor area is on the public right of way, has a revocable permit been obtained? Does not apply
- g. Are you adding floor area? No If yes, how much is enclosed?
Outdoors? None

h. Parking

- i. How many parking spaces are available on the site? There are 14 surface parking spaces that are shared. This property is located in the ZI-2129 East Los Angeles State Enterprise Zone. Parking will be provided according the requirements of the Los Angeles Municipal Code and to the satisfaction of the Department of Building and Safety.
- ii Are they shared or designated for the subject use? Shared
- iii If you are adding floor area, what is the parking requirement as determined by the Department of Building and Safety? N/A
- iv. Have any arrangements been made to provide parking off site?
No
 - 1. If yes, is the parking secured via a private lease or a covenant/affidavit approved by the Department of Building and Safety? N/A

Note: Required parking must be secured via a covenant pursuant to LAMC 12.26 E 5. A private lease is only permitted by a Zone Variance

- 2. Please provide a map showing the location of the off site parking and the distance, in feet, for pedestrian travel between the parking area the use it is to serve.
- 3. Will valet service be available? No Will the service be for a charge?

- i. Is the site within 1,000 feet of any schools (public, private or nursery schools), churches or parks? Yes

Eagle Rock Baptist Church and School,
1495 W. Colorado Blvd.,

Eagle Rock Montessori School
1439 W. Colorado Blvd.

- j. For massage Parlors and sexual encounter establishments, is the site within 1,000 feet of any other Adult Entertainment Businesses as defined by LAMC 12.70 B17? N/A

4. QUESTIONS REGARDING THE OPERATION OF THE ESTABLISHMENT

- a. What are the proposed hours of operation and which days of the week will the establishment be open?

	M	Tu	W	Th	F	Sa	Su
Proposed Hours of Operation	10:00 am - 11:00pm	10:00 am - 11:00pm	10:00 am - 11:00pm	10:00 am - 11:00	10:00 am - 2,315	10:00 am - 11:00pm	10:00 am - 11:00
Proposed Hours of Alcohol Sale	10:00 am - 11:00pm	10:00 am - 11:00pm	10:00 am - 11:00pm	10:00 am - 11:00pm	10:00 am - 11:00pm	10:00 am - 11:00pm	10:00 am - 11:00

- b. Will there be entertainment such as a piano bar, dancing, live entertainment, movies, karaoke, video game machines, etc...? Please specify: No

Note: An establishment that allows for dancing needs a conditional use pursuant to 12.24 W.18.

- c. Will there be minimum age requirements for entry? No If yes, what is the minimum age requirement and how will it be enforced?

- d. Will there be any accessory retail uses on the site? Yes What will be sold? Gift items, custom and specialty glasses and plates, artisan products to pair with specialty beers.

e. Security

- i. How many employees will you have on the site at any given time? 8 to 15

- v. Will security guards be provided on site? No, however there will be security cameras on site.
 - 1. If yes, how many and when – Does not apply

- vi. Has LAPD issued any citations or violations? No. If yes please provide copies.

f. Alcohol

- i. Will there be beer and wine only, or a full-line of alcoholic beverages available? Beer and Wine for Off Site and On Site consumption within a designated tasting assembly area.

- ii. Will “fortified” Wine (greater than 16% alcohol) be sold? No

- iii. Will alcohol be consumed on any adjacent property under the control of the applicant? No

- vii. Will there be signs visible from the exterior that advertise the availability of alcohol? No

No. Applicant will strictly adhere to state guidelines governing the advertisement of the availability of alcoholic beverages.

viii. Food

- 1. Will there be a kitchen on the site?

No

2. Will alcohol be sold without a food order? Yes
3. Will the sale of alcohol exceed the sale of food items on a quarterly basis? Yes
4. Provide a copy of the menu if food is to be served. Only gourmet cheese and packaged items available to be purchased.

ix. On-Site

1. Will a bar or cocktail lounge be maintained incidental to a restaurant? No restaurant on site. 612 sq. ft. interior plus 320 sq. ft. patio area for tasting and assembly.
 - a. If yes, the floor plans must show the details of the cocktail lounge and the separation between the dining and lounge facilities.
2. Will off site sales of alcohol be provided accessory to an site sales (Take Out) yes
 - a. If yes, a request for off site sales of alcohol is required as well.
3. Will discounted alcoholic drinks (Happy Hour) be offered at any time? No

x. Off Site

1. Will cups, glasses or other containers be sold which might be used for the consumption of alcohol on the premises? No
2. Will beer or wine coolers be sold in single cans, or will wine be sold in containers less than 1 liter (750 ml)? yes

- xi. Contact the CA Department of Alcoholic Beverage Control (ABC) regarding its requirements <http://www.abc.ca.gov/>.

- a. Is this application a request for on site or off site sales of alcoholic beverages? Yes, in conjunction with craft beer tasting room
- i. If yes, is the establishment a bona-fide eating place (restaurant) or hotel/motel? No
1. If no, contact the CA Department of Alcoholic Beverage Control (ABC) to determine whether the proposed site is located in an area whereby:
 - a. Issuance of a license to serve alcohol on site or off site would tend to create a law enforcement problem, or
 - b. If issuance would result in, or add to an undue concentration of licenses.
- B. If ABC has determined that an eligible use in in an area of high crime or undue concentration of licenses, the City council will need to made the finding that the issuance of the license is required for Public Convenience or necessity.

LOS ANGELES POLICE DEPARTMENT

CHARLIE BECK
Chief of Police



ERIC GARCETTI
Mayor

P. O. Box 30158
Los Angeles, Calif. 90030
Telephone: (323) 344-5739
TDD: (877) 275-5273
Ref#: 4.4

June 4, 2015

RECEIVED
CITY OF LOS ANGELES

JUN 04 2015

CITY PLANNING DEPT
CONDITION COMPLIANCE UNIT

Office of Zoning Administration
200 North Spring Street, 7th floor
Los Angeles, California 90012

The Northeast Area Vice Unit received a **Master Land Use Permit Application**, File Number ZA 2014-3909-(CUB), for the establishment located at 1351 W. Colorado Boulevard, Los Angeles, California 90041. The applicant, Gabriel Paredes (DBA: Craft Beer Cellar), is requesting the a beer and wine license (Type ~~42~~²⁹ & 42 License) to accommodate 18 interior and 12 exterior seats for an on-sale General Eating Place, (restaurant / bar) with a proposed square footage of 2242 sq. ft. The proposed hours of operation for the restaurant are 10:00 A.M. to 11:00 P.M., Sunday through Thursday and 10:00 A.M. to Midnight Friday and Saturday. The patio hours will be the same.

The licensee's business is located in Reporting District 1109. This investigation determined that there were no calls for service or crimes reported for the past year.

Planning Deputy Kevin Ocubillo, of Councilmember Huizar's Office and the Historic Highland Park Neighborhood Council support this venue.

On June 4, 2015, a site tour of the location was conducted, by Vice Sgt. F. Carrasco of the Northeast Area Vice Unit.

It was determined with the approval of Captain Jeffrey Bert, Commanding Officer of Northeast Area, that the Los Angeles Police Department will be unopposed this project.

However, acting in the best interest of the public, the Department recommends the following operating conditions be imposed, which should diminish vice-related problems that may develop at the proposed business.

1. There shall be no live entertainment of any type, including but not limited to, live music, disc jockey, karaoke, topless dancing, nude dancing or male dancers;
2. Any music, sound or noise emitted that is under the control of the petitioner(s) shall not exceed decibel levels that are stated in Noise Abatement Laws and Zoning Administrative Authority Section, 12.24 x 2 (b) (LAMC);
3. Food service shall be available at all times during operating hours;
4. No pool or billiard tables may be maintained on the premises;

5. No karaoke shall be allowed at the location;
6. No coin-operated games or video machines permitted upon the premises at any time;
7. No person under 21 years of age shall sell or serve alcoholic beverages;
8. The petitioner(s) shall be responsible for maintaining the immediate area adjacent to the premises over which they have control litter free;

9. No alcoholic beverage shall be consumed on any property adjacent to the licensed premises under the control of the licensees;
10. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the Petitioner(s) shall be removed or painted over within 24 hours of being applied;
11. There shall be no 'happy hours' during which time beverages or foods are sold at discounted prices;
12. Petitioner(s) shall not have a cover charge for admission. There shall not be a requirement to purchase a minimum number of drinks;
13. Sales and delivery of alcoholic beverages to customers shall be made from behind a counter where an employee will obtain the product. No self-service of alcoholic beverages by patrons will be permitted. A waitress or waiter shall conduct all alcoholic beverage service;
14. Petitioners shall regularly police the area under their control in an effort to prevent the loitering of persons about the premises;
15. Within six-months of the effective date of this determination, all personnel acting in the capacity of a manager and employees shall attend a Standardized Training for Alcohol Retailers (STAR) session sponsored by the Los Angeles Police Department. Upon completion of the training, the applicant shall provide evidence to the Zoning Administrator that such training was provided. Training shall be repeated on an annual basis;
16. The conditions of this grant shall be retained on the premises at all times and be immediately produced upon request of any LAPD officer or ABC investigator. The restaurant manager and all employees of the restaurant shall be knowledgeable of the conditions herein;
17. Any future operator or owner for this site must file a new Plan Approval Application to allow the City of Los Angeles to review the "mode and character" of the usage;

18. Petitioners shall regularly police the area under their control in an effort to prevent the loitering of persons about the premises;
19. The conditions of this grant shall be retained on the premises at all times and be immediately produced upon request of any LAPD officer or ABC investigator. The restaurant manager and all employees of the restaurant shall be knowledgeable of the conditions herein;
20. Any future operator or owner for this site must file a new Plan Approval Application to allow the City of Los Angeles to review the "mode and character" of the usage;
21. The property owner/operator shall keep a log of complaints received, the date and time received and the disposition of the response;
22. Further, if documented evidence is submitted showing continued violation(s) of any of the following: Conditional Use Business (CUB) Condition(s) of Approval, undue disruption of or interference with the peaceful enjoyment of adjacent neighboring properties, and/or alcohol-related enforcement actions from other public jurisdictions, the Zoning Administrator reserves the discretion to hold a public hearing. Such public hearings, held in conjunction with the Plan Approval and payment of associated fees, shall be publicly noticed for the purpose of conducting a public review of the Petitioner's compliance with and the effectiveness of the CUB Conditions for Approval and related enforcement actions. The Petitioner shall, prior to the public hearing, submit detailed documentation as to how compliance with each condition of the grant and related enforcement action has or will be attained.

If you have any further questions regarding this matter, please contact Sergeant Fernando Carrasco, Officer-in-Charge, Northeast Area Vice, at (323) 344-5739.

Very truly yours,

CHARLIE BECK
Chief of Police

A handwritten signature in black ink, appearing to read 'JEFFREY BERT', is written over the printed name and title of the signatory.

JEFFREY BERT, Captain
Commanding Officer
Northeast Area

**EAGLE ROCK
NEIGHBORHOOD COUNCIL**

Executive Committee

DAVID GREENE, President
JOHN GOLDFARB, Vice-President
ASHLEY ATKINSON, Treasurer
SARAH GARBER, Secretary
MATT HARRINGTON, Communications &
Government Relations
MICHAEL NOGUEIRA, Past President

**CITY OF
LOS ANGELES
CALIFORNIA**



ERIC GARCETTI
MAYOR



P.O. Box 41652
Los Angeles, CA 90041

WWW.ERNC.LA
INFO@ERNC.LA

**ERNC RESOLUTION
ZA-2014-3909 CUB**

January 17, 2015

Department of City Planning
200 North Spring Street
Los Angeles, CA 90012
(via email)

To whom it may concern,

We declare that on January 6, 2015, a Brown Act noticed public meeting was held by the Eagle Rock Neighborhood Council (ERNC) at which a quorum was present, and the following motion was passed unanimously:

In case # ZA-2014-3909 CUB, the ERNC recommends that the Planning Department approve the applicant's request to allow the sale of craft beer and wine only for on-site tasting and off-site sales, in conjunction with a 2,242 sq. foot retail store (Craft Beer Cellar).

The ERNC requires all CUB applicants to send out a 500-foot notice to residents surrounding their business, alerting them to the ERNC meeting(s) where their application will be discussed. The ERNC's decisions are based largely on the public input we receive at these meetings.

Respectfully,

A handwritten signature in black ink, appearing to read "David Greene".

David Greene
President, Eagle Rock Neighborhood Council

cc:

Kevin.Ocubillo@lacity.org
vbcommercial@verizon.net

December 16, 2014

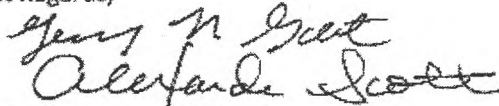
City of Los Angeles
Planning Department

Re: Craft Beer Celiar Eagle Rock

Dear Planning Department,

We have had the pleasure of living in the same community with the owners of Craft Beer Cellar Eagle Rock, Corissa Hernandez and Gabriel Paredes. Corissa and Gabriel are respectful, conscientious and a wonderful addition to our neighborhood. They have been active participants in our community and it has been a joy to get to know them. Unfortunately we are unable to attend the neighborhood council meeting this Thursday due to work commitments, but we would like to offer our full support of the licensing and permitting of their Craft Beer Cellar. We have no doubt that it will be a wonderful addition to our neighborhood and we look forward to supporting their business.

Best Regards,

A handwritten signature in cursive script, appearing to read "Gregory N. Scott" and "Alexandra Scott" on two lines.

Dr. & Mrs. Gregory Scott



December 15, 2014

To Whom it May Concern:

My name is Stephanie Camberos. I am writing this letter in support of Craft Beer Cellar Eagle Rock owned by Corissa Hernandez Gabriel Paredes.

I have been employed by Corissa Hernandez and Gabriel Paredes since June 2007. I am currently employed as an Executive Administrative Assistant for their current business Legacy Full Circle Financial and Insurance Services. I started my career with Mrs. Hernandez as an aspiring business woman while currently still attending college. Corissa trained me and inspired me to push my knowledge within the company and created a learning environment that continues to help me thrive in my career today. She constantly strives to bring the best out in people and make them feel comfortable. I started with the company as a part-time employee and still received the best training and attention to the areas in which I needed to grow in and excel. It meant a lot to me that she understood my needs as a student as well as an employee. She would sit with me and work out my class schedules along with my employment hours. This was quite astounding considering she had no need to exemplify such particular care to my college schedule. But indeed she did, once I graduated she hired me on as a full-time employee and has continued to be a mentor. Together Corissa and Gabriel make sure the needs and requests of their employees are always communicated and both work very hard to maintain a calm, comfortable and united environment within the entire company. We are treated like family, which in essence trickles down and is made evident in our customer service execution.

As a company, many times employees will bring an idea to the table for review and Gabriel and Corissa are always open to hear our ideas and more than anything allow us to execute them with help from their Leadership. I will never forget when many employees opted to start annual toy drives for children within the inner city. We presented the idea to Corissa and Gabriel and not only did they support our idea but helped launch it by connecting us with individuals and other organizations that would ensure the success of the Toy Drive. They also purchased more than half of the toys for the drive. That year we were able to help over 250 families with gifts for their children. This Leadership style and hands-on behavior is only a glimpse as to how they operate as a team and work to ensure that every party wins.

I have no doubt as a current employee that their passion, desire and determination will grant them another successful business. They will become a staple within the Eagle Rock community and their leadership will continue to live on as they spread their work ethic to all those they employ. I fully support Craft Beer Cellar Eagle Rock.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephanie Camberos". The signature is fluid and cursive, with a long horizontal line extending to the right.

Stephanie Camberos

800 S. Barranca Ave., Suite 550, Covina, CA 91723



HACIENDA LA PUENTE UNIFIED SCHOOL DISTRICT

CYNTHIA PARILLAN-COLPER, Superintendent

Members of the Board
ANTHONY DUARTE, President
PENNY BRADINI, Vice President
JOSEPH CHIANG, Ph.D., Clerk
JAY F. CHEN, Member
GINO KWOK, Esq., Member

December 16, 2014

To: Whom it May Concern:

I am pleased to provide this letter of support and join the residents and patrons within the immediate surrounding area in supporting the opening of a new establishment in Eagle Rock, CA.

As a Governing Board Member for the Hacienda La Puente Unified School District, I fully support a small, owner-operated, community-oriented business that operates a clean, responsible, and professional business that will bring life to the east end of Colorado Blvd for residents to enjoy.

Moreover, I strongly support a business that offers the community the opportunity to not only enjoy a large variety of craft artisanal beers but to also participate in the many educational offerings provided by Craft Beer Cellar Eagle Rock to learn about the history, art, and appreciation of craft beer. Please do not hesitate to contact me at (626) 939-0808 if you have any questions about my support for this project.

Respectfully yours,

A handwritten signature in black ink that reads "Anthony Duarte". The signature is fluid and cursive, with a long horizontal stroke at the end.

Anthony Duarte
President
Hacienda La Puente Unified School District

December 15, 2014

To Whom It May Concern:

I am writing this letter in support of Corissa Hernandez and Gabriel Paredes opening a local Craft Beer Shop and Tasting Room. Currently, I live in Anaheim where we have recently updated our zoning laws to allow more craft beer locations for the community. We have found that when the right owners are connected to this type of business, it becomes a place for the community to engage each other and creates a sense of connectedness. My friends own one location in Anaheim which has proven to be a positive addition to downtown Anaheim and their business is supported by local officials and the community. I mention this because I am aware of the advantages and disadvantages of allowing this type of business into a community. More importantly, I know the owners of businesses selling beer or liquor must be of high moral character or the externalities of said business will have a negative impact. For this reason, I highly support Corissa Hernandez and Gabriel Paredes in their effort to obtain a liquor license to open a craft beer shop within your city.

I have known Corissa Hernandez for over a decade. She has been a client of mine, I have become a client of hers, and she is one of my most trusted friends. In business, Corissa is focused, targeted on success, and has a foundation built around fiduciary ethics. She operates on that plane as an individual and as an owner, accepting nothing less from those that she employs. As a private citizen, Corissa holds herself accountable for uplifting those around her by providing opportunities when there may be an absence of hope. Corissa seeks out challenges, a true problem solver that motivates by example. There are countless examples I can give, my most personal is that her modeled spirit and energy led me to leave my position in upper management to become a teacher. Corissa makes a person, and has made me, want to give more through donations, time, and accomplishments.

Years ago, I met Gabriel Paredes. He is a man with presence who makes you instantly feel at ease. Gabriel honestly cares about people which is evidenced by the way he gets to know them. In business, he is a by the books person that will not sacrifice his morals to make a dollar. As a business partner to Corissa, Gabriel has magnified what true leadership is by modeling personal and business ethics as a team.

I support Corissa Hernandez and Gabriel Paredes in this new business venture because someone will get the opportunity in your city. Your choice of ownership will have a huge impact on the culture and attractiveness of your community. I whole heartedly know that Corissa and Gabriel are the best choice! Please contact me directly for more specific information or if you have any further questions.

Sincerely,



Billie Joe M. Wright

214 South Indiana Street, Anaheim, CA 92805

Contact information: 818-625-3152 | mwrightmrd@gmail.com



Southern California Permanente Medical Group

December 12, 2014

City of Los Angeles
Planning Department

To Whom It May Concern:

My name is Dr. Kimberly Willard and I am a pediatrician at Kaiser Permanente. I am writing on behalf of Corissa Hernandez and Gabriel Paredes in support of their new business Craft Beer Celler Eagle Rock. I feel that this will be an excellent addition to the Eagle Rock Community.

I met Corissa in 1992 when we attended the same middle school together. For as long as I can remember, she has consistently demonstrated leadership skills, responsibility, and community involvement. Her passion for wanting to help others to create a positive change kept her focused as a high achiever throughout her academic career. Her ability to multi-task and delegate allowed her the opportunity to not only excel in school but to also maintain an active role in the community. She has volunteered countless hours of fundraising and organizing toy drives for organizations and youth in Los Angeles. When it comes to looking out for the best interest of her family, friends and community Corissa gives 110% of her effort.

I know that with their upcoming business Corissa and Gabe have only the best intentions to add value to the local community and to the City of Los Angeles as a whole. I wholeheartedly support their request to the planning department for their future business at 1351-1353 Colorado Blvd.

Sincerely,

A handwritten signature in black ink, appearing to read "Kimberly Willard", written over a horizontal line.

Kimberly Willard, MD

December 18, 2014

To Eagle Rock Neighborhood Council,

My name is Laura Oviedo and I am writing this letter as a recommendation for the opening of Craft Beer Cellar. My family and I have been in Eagle Rock since 1991. My younger brother and I along with 9 of my nieces and nephews have and some still attend Eagle Rock High School while my other niece and nephew attend Eagle Rock Elementary. We all love and care for Eagle Rock.

When Gabriel and Corissa informed me of their decision to open up a craft beer location in Eagle Rock my family was very excited for the opportunity this gives to Eagle Rock residents and business owners. I have known Gabriel since 1991 when we started Eagle Rock High School together and Corissa since 2009 when we ventured into business together in financial services along with Gabriel Paredes. They have both been great people to work with.

I understand some residents in Eagle Rock may have a concern about another "bar" opening up but what I feel they are overlooking is that unlike most bars, Craft Beer Cellar's goal is to educate consumers about the artistry and creativity that comes with developing craft beers. This approach and the ambience they are striving to create will bring about a sophisticated environment in which both "younger" and "older" residents of Eagle Rock can feel comfortable in. The local restaurants will also benefit since either before or after visiting Craft Beer Cellar, many of the customers will want to have dinner at a local eatery.

On a personal note, my brothers, sisters, parents and I feel more comfortable knowing that my nieces and nephews, those who are of drinking age, can walk to Craft Beer Cellar instead of driving to another community or city. We also feel comfortable knowing that Gabriel, having lived most of his life in the Highland Park/Eagle Rock neighborhood, wants nothing but to bring a positive addition to Eagle Rock.

Sincerely,


Laura Oviedo

Co-Founder/Owner

EFIS Financial and Insurance Services

323-394-6030



Full Circle Financial & Insurance Services

December 10, 2011

LIC.# 0G47846

To whom it may concern,

This letter will serve as a reference and recommendation for Gabriel and Corissa Paredes. We have known both Gabriel and Corissa for over 7 years. Our relationship has been one of business and friendship. In business they have always operated in an honest, professional, and ethical manner. They have always had a philosophy of recognizing those who have assisted them in achieving their business goals. They are very charitable with their business partners, employees, and community. This has been displayed not only monetarily, but also in the donation of their time participating in several community events such as Inner City Struggle, Be the Match, and Christmas toy drives to name a few.

Our friendship with them is considered by us to resemble a family relationship. They are one the few friends that we can trust whole heartedly. Their character speaks volumes displaying integrity, honesty, dependability, responsibly, and respectfulness. It is our opinion that in whichever association you have with Gabriel and Corissa it will be only be enhanced by their qualities. If you have any further questions don't hesitate to contact us at the phone numbers listed below.

Sincerely,

Joel Ruiz — (626)826-6622

Suesean Ruiz — (562)972-3536

800 S. Barranca Ave., Suite 550, Covina, CA 91723

December 12, 2014

To Eagle Rock Neighborhood Council:

I am writing in support of Craft Beer Cellar Eagle Rock, my name is Enrique Castellon and I am the owner of RicRoks Tattoo Shop in Highland Park. I've known Gabriel since childhood and I've always known him to be a very family-oriented, hard-working, honest person. Growing up on the border of Highland Park and Eagle Rock Gabe, just like myself, has a very strong connection to North East LA as a whole, especially Eagle Rock and Highland Park. For years Gabriel and I have had conversations about becoming business owners in our own city, the city we grew up in and contributing in a positive manner and serving as positive role models to the youth in our community. Gabriel has strong roots in both Highland Park and Eagle Rock and I know that him and his wife Corissa will operate in a professional and respectable manner to continue to uphold the positive reputation they have as members of the community, role models, and business owners.

Sincerely,



Enrique Castellon



December 13, 2014


To Whom It May Concern:

I am writing in support of Corissa Hernandez and Gabriel Paredes regarding their upcoming business Craft Beer Cellar Eagle Rock. My name is Susan Montaño, I am an administrator in the Los Angeles Unified School District and long-time friend of Corissa Hernandez.

I have known Corissa for many years, we both interned for the UCLA Labor Center and later pursued our Master's Degrees in Education at UCLA. For a long time Corissa and I shared similar paths in wanting to become school leaders to create change in inner-city schools for educational equity. However, seven years ago she decided to follow her passion for financial services in providing financial education and outreach to lower and middle-income families that are often overlooked by many of the larger financial firms. Corissa and her husband Gabriel are visionaries, with a strong work ethic, which has led to their success with their current financial services operation. I have no doubt that their professionalism will be evident in their day to day activities and relations with the community. I know that they will both apply the same level of dedication, commitment, and vision to Craft Beer Cellar Eagle Rock.

Their business will be a valuable contribution to the Eagle Rock community and they have my full support. Any questions or further information needed, please feel free to contact me at 323 788-7369.

Sincerely,


Susan Montaño
Categorical Programs Advisor
Los Angeles Unified School District

December 13, 2014

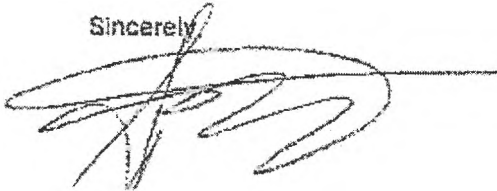
To Whom It May Concern:

This letter is in regards to Craft Beer Cellar Eagle Rock and it's owner-operators Gabriel Paredes and Corissa Hernandez. I am in full support of their request to open a craft beer bottle shop and tasting room.

My name is Sandra Pak and I met Corissa while we were both teaching in the Los Angeles Unified School District. My experience working with Corissa has always been positive, she is a hard-working, dedicated, passionate, and driven individual; she was always willing to go the extra mile for her students and the community. The faculty and staff were saddened when Corissa decided to pursue her financial planning career with her spouse Gabriel Paredes. Gabe and Corissa, along with their vision and ambition, built a very successful financial services company and it is no surprise to me that they are now seeking their next project. I can assure anyone who is reading this that this power couple will operate in a professional and responsible community-oriented manner.

The community of Eagle Rock will highly benefit from having a humble and hard-working couple like Corissa and Gabe be part of the local business community.

Sincerely

A handwritten signature in black ink, appearing to be 'Sandra Pak', written over a horizontal line. The signature is stylized and cursive.

Sandra Pak

December 12, 2014

To Whom It May Concern:

My name is Rigoberto Garcia, I am the Director of Health Education at the Venice Family Center and a good friend of Corissa. I am writing in support of Craft Beer Celiar Eagle Rock owned and operated by Corissa Hernandez and Gabriel Paredes.

Corissa and I have been friends for over 20 years and have more of a family relationship. We met in high school as members of the marching band her passion for music, art, and community involvement is what immediately drew us together. From a young age Corissa has demonstrated leadership skills, integrity, and high morals. She not only excelled academically but was and continues to be heavily involved in the community. Currently her husband and her own a successful financial services company that has not only helped many middle-income families understand money, but has also organized many toy drives and fundraising efforts to generate funds for local community organizations. I am confident that they will both approach this new business venture with the same integrity, respect, passion, and strong work ethic as they have in their previous projects and will bring positive value to the Eagle Rock community.

Corissa and Gabe are already proud residents of Eagle Rock and I know that they will bring this pride in to their business and will greatly contribute to the overall community. I support my friends in their request to the planning department.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rigoberto Garcia', with a stylized flourish at the end.

Rigoberto Garcia

Director of Health Education

Venice Family Clinic

December 14, 2014

City of Los Angeles
Planning Department

Re: Craft Beer Cellar Eagle Rock

Dear Planning Department,

The owners and operators of Craft Beer Cellar Eagle Rock, Corissa Hernandez and Gabriel Paredes, have proven to be active participants in the community. We are looking forward to having this business in our neighborhood. We support our neighbors in their request to the planning department.

Sincerely,



Christian Laurson

and


Brittney Kajolasi

December 14, 2014

City of Los Angeles
Planning Department

Re: Craft Beer Cellar Eagle Rock

Dear Planning Department,

The owners and operators of Craft Beer Cellar Eagle Rock, Corissa Hernandez and Gabriel Paredes, have proven to be active participants in the community. We are looking forward to having this business in our neighborhood. We support our neighbors in their request to the planning department.

Sincerely,

Yours truly
Alfred Scott

December 14, 2014

City of Los Angeles
Planning Department

Re: Craft Beer Cellar Eagle Rock

Dear Planning Department,

The owners and operators of Craft Beer Cellar Eagle Rock, Corissa Hernandez and Gabriel Paredes, have proven to be active participants in the community. We are looking forward to having this business in our neighborhood. We support our neighbors in their request to the planning department.

Sincerely,



Stephanie Wages

December 14, 2014

City of Los Angeles
Planning Department

Re: Craft Beer Cellar Eagle Rock

Dear Planning Department,

The owners and operators of Craft Beer Cellar Eagle Rock, Corissa Hernandez and Gabriel Paredes, have proven to be active participants in the community. We are looking forward to having this business in our neighborhood. We support our neighbors in their request to the planning department.

Sincerely,

Kirk Pilling


1351 N. Colorado Blvd.



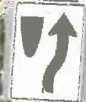
1351-1353 W. COLORADO



Eagle Vista

Eagle Vista

DISCOVER THE POWER OF 5





WEST VIEW

NORTH VIEW



EAST VIEW



Mt Helena

DISCOVER THE POWER OF 5

000385



Vista
100 W. Dr



COPY

OF

ADJACENT LIST

6 5690 005 010 TO 013
DE LARA UTE H
1777 LINDA VISTA AVE
PASADENA CA 91103

20 5690 006 009
CADAQAS HERBERT J
4448 EAGLE ROCK BLVD #D
LOS ANGELES CA 90041

28 5690 006 029
EAGLE ROCK LOFTS LLC
655 MARINERS ISLAND BLVD #302
SAN MATEO CA 94404

32 5690 006 034
ORTIZ LEONARDO C & MARIA C
1400 COLORADO BLVD
LOS ANGELES CA 90041

70 5691 004 035
AGUINALDO RON A
4623 EAGLE ROCK BLVD
LOS ANGELES CA 90041

71 5691 004 036
RICKARDS ELSA Z
2344 N OAKLAND AVE #202
PASADENA CA 91101

73 5691 004 040
S & L ACQUISITIONS LLC
5532 N FIGUEROA ST #220
LOS ANGELES CA 90042

96 5691 012 001 TO 003
SPECIALIZED PROPERTIES LLC
213 N ORANGE ST #A
GLENDALE CA 91203

100 5691 012 011
PEREZ RUDOLPH B
2344 N HOBART BLVD
LOS ANGELES CA 90027

116 5691 012 037
ANGELLAMATTHEW LLC
2712 BARRY AVE
LOS ANGELES CA 90064

DIRECTOR OF PLANNING
CITY OF GLENDALE
633 E BROADWAY
GLENDALE CA 91206

DIRECTOR OF PLANNING
CITY OF PASADENA
100 N GARFIELD
PASADENA CA 91109

DIRECTOR OF PLANNING
CITY OF MONTEREY PARK
320 W NEWMARK
MONTEREY PARK CA 90640

DIRECTOR OF PLANNING
CITY OF ALHAMBRA
111 S FIRST ST
ALHAMBRA CA 91801

DIRECTOR OF PLANNING
CITY OF SOUTH PASADENA
1414 MISSION ST
SO PASADENA CA 91030

LA UNIFIED SCHOOL DISTRICT
PO BOX 3307
LOS ANGELES CA 90051

CALTRANS
STATE OF CALIFORNIA
PROPERTY DEVELOPMENT BRANCH #D
100 S MAIN ST
LOS ANGELES CA 90012

DEPARTMENT OF BUILDING & SAFETY
201 N FIGUEROA ST RM 1050
LOS ANGELES CA 90012

CITY OF LA DEPT OF TRANSPORTATION
100 S MAIN ST 10TH FL
LOS ANGELES CA 90012

LOS ANGELES UNIFIED SCHOOL DIST
333 S BEAUDRY AVE
LOS ANGELES CA 90017

DEPARTMENT OF NEIGHBORHOOD
EMPOWERMENT
200 N SPRING ST SUITE 2005
LOS ANGELES CA 90012

EAGLE ROCK NEIGHBORHOOD
COUNCIL
PO BOX 41652
LOS ANGELES CA 90041

COUNCIL DISTRICT 14
ATTN: JOSE HUIZAR
200 N SPRING ST RM 465
LOS ANGELES CA 90012

OWNER
SPECIALIZED PROPERTIES LLC
ATTN: ARTAC DOVLATYAN
213 N ORANGE ST #A
GLENDALE CA 91203

REPRESENTATIVE
RABUILD COMMERCIAL LLC
ATTN: VERONICA BECERRA
417-B W FOOTHILL BLVD PMB-157
GLENDDORA CA 91741

APPLICANT
GABRIEL PAREDES
903 N GRAND AVE
COVINA CA 91724

GC MAPPING SERVICE INC PP
ATTN: GILBERT CASTRO
3055 W VALLEY BLVD
ALHAMBRA CA 91803

GC MAPPING SERVICE INC PP
ATTN: GILBERT CASTRO
5005 LA CALANDRIA WAY
LOS ANGELES CA 90032



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VICINITY MAP

SITE : 1351-1353 W. COLORADO BLVD.

GC MAPPING SERVICE, INC.

3055 WEST VALLEY BOULEVARD
ALHAMBRA CA 91803

(626) 441-1080, FAX (626) 441-8850

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