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**Via Email Only:** [Clerk.PCN@LACity.Org](mailto:Clerk.PCN@LACity.Org)

City Council  
c/o City Clerk's Office  
City of Los Angeles  
200 N. Spring Street, Rm. 360  
Los Angeles, CA 90012

**RE: Amazon Retail LLC / 22001 Ventura Blvd, Woodland Hills CA 91364 / Case  
No. ZA-2021-9299-CUB  
Application for Determination of Public Convenience or Necessity Pursuant to  
Business and Professions Code Section 23958.4 for Type 21 Alcoholic Beverage  
Control ("ABC") License**

Dear Honorable City Council:

My office represents the Applicant for the Determination of Public Convenience or Necessity. Amazon Retail LLC respectfully requests that the City of Los Angeles issue a Determination of Public Convenience or Necessity for the sale of a full line of alcoholic beverages for off-site consumption in conjunction with a 4,893 square foot market, located at the above-mentioned address. Please note that we are concurrently filing the formal application for a Determination of Public Convenience or Necessity (Caldera bill) while emailing this letter and its supporting documents. Please be so kind as to put all of this together with the application we are filing today.

The Applicant has already obtained its Conditional Use Permit Beverage (CUB), issued February 15, 2022, approving the request to allow the sale of a full line of alcoholic beverages of off-site consumption, in conjunction with a proposed grocery market. A copy of the ZA's Letter of Determination is enclosed herein for ease of reference. Thus, there has been a great deal of support for this grocery market to sell a full line of alcoholic beverages for off-site consumption, and the project has been fully vetted.

Prior to seeking this Conditional Use Permit, the Applicant conducted extensive outreach within the community. The Applicant met with the Woodland Hills Warner Center Neighborhood Council. The Woodland Hills Warner Center Neighborhood Council expressed its support for the CUB.

The Topanga Canyon Division of the Los Angeles Police Department was also asked to consider this application. The LAPD issued its supportive letter of non-opposition.

## **Project Description**

As described in the Letter of Determination CUB issued for this site, the proposed Amazon Retail LLC market is located on the northwest corner of Ventura Boulevard and Topanga Canyon Road. The subject site has a Regional Center Commercial land use designation within a “2” height district. The subject property is located in the C4-1VLD Zone. The site is also located within the Ventura Cahuenga Corridor Specific Plan Area and the Canoga Park – Winnetka – Woodland Hills – West Hills Community Plan Area. A market use is permitted as a matter of right under the Los Angeles Municipal Code. As set forth in the CUB Letter of Determination, the proposed market use with off-sale alcohol sales will substantially conform with the purpose, intent, and provisions of the General Plan, the applicable community plan, and the specific plan.

Amazon Retail LLC will offer a wide variety of products, including deli goods, dairy and cheese products, and a small selection of household goods and personal care items. The market will boost the local economy with increased tax revenues and will meet the small market and prepared food needs of the surrounding community. The market will meet the needs of the community and ensure that local customers have convenient access to their neighborhood store as needed, including a small amount of beer, wine, and distilled spirits.

The subject property is located within Census Tract 1374.01, which current has three (3) Active Off-Site ABC License. The California Department of ABC allocates two (2) Off-Site ABC Licenses within Census Tract 1374.01. Fortunately, this premises is not in a crime reporting district that is “high crime” by statutory definition. Such concentration is not undue concentration in an urban, developed commercial area such as the site of this store. This project is located in an area with both commercial and residential zones, which only strengthens the need for a local market with a diverse mix of products.

The sale of a full line of alcoholic beverages is incidental to the products and services offered by this store, but is a vital aspect of this use, which will serve the public convenience or necessity through its offering of a variety of products to the local community.

The proposed store will be compatible with the surrounding properties and uses. This project and the operational characteristic of a market is consistent with the pattern of commercial uses in the immediate vicinity and will not be detrimental to the properties in the immediate vicinity as the store will operate with due regard for the adjacent uses.

As such, the proposed store’s location, size, height, operations and other significant features will be compatible with, and will not adversely affect or further degrade, adjacent properties and the surrounding neighborhood.

**The Public Convenience or Necessity Will be Served by the Issuance of a Type 21 ABC License at this Location**

Amazon Retail LLC will provide unique opportunities not otherwise available in this geographic area. This market will help meet public convenience or necessity demand for both food products and a small selection of household goods and personal care items, including a full line of interesting and desired alcoholic beverages that are unavailable at other stores.

While the legal standard is public convenience *or* necessity, this location actually meets both public convenience *and* necessity. The success of this store depends upon its ability to provide a wide range of goods and services that customers have come to expect from retailers, including alcoholic beverages, along with everyday household food and supplies. The request for the sale of off-site alcoholic beverages for this store represents a relatively small, albeit very important, portion of the overall store sales; and, it is crucial to the overall product offering to ensure returning customers, the viability of the store, and in providing the convenience and necessities to the community.

This store will include an amount of alcohol as appropriate and compatible with existing uses and will not have an adverse impact on these uses or any nearby residential uses. The proposed use is, therefore, not an unusual offering in this urban, commercial retail area. Further, the store is beneficial with respect to the general welfare because it will increase the economic viability of the community in which it is located. The addition of this store, with the off-site sale of alcoholic beverages, will improve the surrounding commercial retail uses, attract local residents, and serve the convenience or necessities of this community.

**Conclusion**

As set forth above, there is good basis for, and it is respectfully requested that the City of Los Angeles City Council make a finding with respect to the California Business and Professions Code section 23958 and 23958.4 that the issuance of a Type 21 Alcoholic Beverage Control license for the off-site sale of alcoholic beverages will serve the Public Convenience or Necessity of this community.

Thank you for your consideration.

Very truly yours,

SOLOMON SALTSMAN & JAMIESON

*Stephen Jamieson/jb*

STEPHEN JAMIESON

Licensed in California, Wisconsin, and Michigan

cc: Client (via email only)  
Councilmember Bob Blumenfield (via email only)