

# BALBOA COVE GROUP, L.P.

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May 13, 2026

City of Los Angeles  
Office of the City Clerk  
Council and Public Services Division  
200 North Spring Street, Room 395  
Los Angeles, CA 90012

**USPS and email: [clerk.pcn@lacity.org](mailto:clerk.pcn@lacity.org)**

**Re: Council File No. 26-0511 Support for Public Convenience or Necessity Finding**

Whole Foods Market, 3443 South Sepulveda Boulevard

Dear City Clerk and Honorable Council Members:

Please let this letter serve as **strong support** in favor of the application requesting that the Los Angeles City Council make a finding of Public Convenience or Necessity for the sale of alcoholic beverages for off-site consumption by Whole Foods Market located at 3443 South Sepulveda Boulevard.

Whole Foods Market is a credible and reputable business that serves the community by providing access to high quality food and grocery products in a safe, secure and well-managed retail environment. Whole Foods has proved themselves a leading example of responsible retailing of alcohol, with active surveillance securing the product until purchase that ensures proper selling and security on site ensures the alcohol will be consumed off site. Approval of this application would enhance the store's ability to meet customer demand and provide a broader selection of goods that are consistent with the needs of the surrounding neighborhood.

We believe the approval of this application would serve the public interest and benefit local residents by improving convenience, supporting a trusted neighborhood business, and contributing positively to the economic vitality of the area.

As owners of the subject parcel and members of the neighboring business community, we are enthusiastic about this proposed development and its potential to support continued growth and investment within the city.

Thank you for your time and consideration.

Respectfully,

[Stephanie Ferrer](#)

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