

**MASTER LAND USE PERMIT APPLICATION**  
**LOS ANGELES CITY PLANNING DEPARTMENT**

Planning Staff Use Only			
ENV No. <u>-2009-4022-EAF</u>	Existing Zone <u>C2-1</u>	District Map <u>147-B197</u>	
APC <u>Central</u>	Community Plan <u>Hollywood</u>	Council District <u>13</u>	
Census Tract <u>1913.00</u>	APN <u>5542014009</u>	Staff Approval*	Date
<b>ZA 2009 4021-CUB</b>			
* Approval for Filing by Community Planning or Division of Land Staff, When Applicable			
CASE NO. _____			

APPLICATION TYPE Conditional Use (CUB), Zone Variance (ZV)  
(zone change, variance, conditional use, tract/parcel map, specific plan exception, etc.)

**1. PROJECT LOCATION AND SIZE**

Street Address of Project 4628 W. Hollywood Blvd., Los Angeles, CA Zip Code 90027  
 Legal Description: Lot 11 Block None Tract TR 2646  
 Lot Dimensions 50 ft. x 134 ft. Lot Area (sq. ft.) 6,749.9 sq. ft. Total Project Size (sq. ft.) 1,100 sq. ft.

**2. PROJECT DESCRIPTION**

Describe what is to be done: Pursuant to the Los Angeles Municipal Code, section 12.24 W1, the applicant is requesting a Conditional Use to permit a Department of Alcoholic Beverage Control [Type 42] license for the on-site sales and dispensing of beer and wine, in conjunction with a proposed 1,100 sq. ft. Wine Bar/Lounge with 47 total seats, having permitted hours of operations 11am to 2am, daily.

Present Use: retail Proposed Use: wine bar/lounge

Plan Check No. (if available) \_\_\_\_\_ Date Filed: \_\_\_\_\_

Check all that apply:

<input type="checkbox"/> New Construction	<input type="checkbox"/> Change of Use	<input type="checkbox"/> Alterations	<input type="checkbox"/> Demolition
<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Industrial	<input type="checkbox"/> Residential	<input type="checkbox"/> LEED Silver

Additions to the building:  Rear  Front  Height  Side Yard

No. of residential units: Existing N/A To be demolished N/A Adding N/A Total N/A

**3. ACTION(S) REQUESTED**

Describe the requested entitlement which either authorizes actions OR grants a variance:

Code Section from which relief is requested: 12.24; W 1 Code Section which authorizes relief: 12.24 W,1

\*\*\* PLEASE SEE ATTACHMENT-1 \*\*\*

Code Section from which relief is requested: \_\_\_\_\_ Code Section which authorizes relief: \_\_\_\_\_

Code Section from which relief is requested: \_\_\_\_\_ Code Section which authorizes relief: \_\_\_\_\_

List related or pending case numbers relating to this site:

CPC-2000-1976-SP, CPC-1986-831-GPC, CPC-1984-1-HD, ORD-173964, ORD-173963, ORD-173749, ORD-164695, ORD-161116-SA18B, AFF-9631

For information regarding the Public Hearing date, or the name & phone no. of the Zoning Investigator assigned to this case call (213) 978-1318

**4. OWNER/APPLICANT INFORMATION**

Applicant's name Dustin Lancaster Company Covell Wine Bar  
 Address: 3790 1/4 Los Feliz Blvd. Telephone: (323) 252-3809 Fax: ( )  
Los Angeles, CA Zip: 90026 E-mail: TheDustinLancaster@gmail

Property owner's name (if different from applicant) Khwannapa Noochla-or  
 Address: 2082 Vine Street Telephone: (323) 513-5251 Fax: ( )  
Los Angeles, CA Zip: 90028 E-mail: WilliamHeinzmann@yahoo.

Contact person for project information Elizabeth Peterson Company Elizabeth Peterson Group, Inc.  
 Address: 1850 Industrial Street #606 Telephone: (213) 674-2686 Fax: (213) 674-2689  
Los Angeles, CA Zip: 90021 E-mail: elizabeth@epgla.com

**5. APPLICANT'S AFFIDAVIT**

Under penalty of perjury the following declarations are made:

- a. The undersigned is the owner or lessee if entire site is leased, or authorized agent of the owner with power of attorney or officers of a corporation (submit proof). (NOTE: for zone changes lessee may not sign).
- b. The information presented is true and correct to the best of my knowledge.

Signature: L ALA

Print: KHWANNAPA K NOOCHLA-OR

**ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of LOS ANGELES

On DEC 9 2009 before me, DENNIS SAE YUN LEE  
 (Insert Name of Notary Public and Title)

personally appeared KHWANNAPA KATT NOOCHLA OR, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf on which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[Signature] (Seal)  
 Signature



**6. ADDITIONAL INFORMATION/FINDINGS**

In order for the City to render a determination on your application, additional information may be required. Consult the appropriate Special Instructions handout. Provide on attached sheet(s) this additional information using the handout as a guide.

NOTE: All applicants are eligible to request a one time, one-year only freeze on fees charged by various City departments in connection with your project. It is advisable only when this application is deemed complete or upon payment of Building and Safety plan check fees. Please ask staff for details or an application.

Planning Staff Use Only		
Base Fee <u>\$ 4979.00</u>	Reviewed and Accepted by <u>[Signature]</u>	Date <u>12-16-09</u>
Receipt No. <u>216</u>	Deemed Complete by <u>[Signature]</u>	Date

# ZA 2009 4021

Conditional Use Permit Application  
ATTACHMENT - 1  
4628 Hollywood Blvd. "Covell"

**Representative:**  
Elizabeth Peterson  
Elizabeth Peterson Group, Inc.  
1850 Industrial St., Suite 606  
Los Angeles, CA 90021  
T: 213-674-2686  
F: 213-674-2689  
epgroup@pacbell.net

**Applicant:**  
Dustin Lancaster "Covell"  
4628 Hollywood Blvd.  
Los Angeles, CA 90028  
T: 323-252-3809  
[thedustinlancaster@gmail.com](mailto:thedustinlancaster@gmail.com)

## REQUEST:

Pursuant to the Los Angeles Municipal Code, § 12.24 W1, the applicant is requesting a Conditional Use to permit the operation of a proposed wine bar/lounge, having a Department of Alcoholic Beverage Control [Type 42] On-Sale Beer and Wine License, in conjunction with a 1,100 sq. ft. wine bar/lounge, having a total of 47 seats, and hours of operation from 11:00 am – 2:00 am, daily.

## BACKGROUND:

### Subject Property:

The subject property occupies a rectangle shaped parcel of land on the south side of Hollywood Boulevard near the intersection of Vermont Ave. The parcel is zoned C2-1 with a frontage of 50 feet along Hollywood Boulevard which is developed with various commercial usages, including restaurants, retail uses.

Surrounding properties to the north of the subject site across Hollywood Blvd. are zoned C2-1 and is developed with retail stores and Goodwill thrift store

Surrounding properties to the south of the subject site are zoned R4 and developed with various apartments and housing units.

Adjacent properties to the east of the subject site are zoned C2-1 and developed with a mix of commercial / office and retail uses.

Adjacent properties to the west of the subject site are zoned C2-1 and developed with commercial / office and retail uses.

**CASE NUMBERS**

CPC-2000-1976-SP  
CPC-1986-831-GPC  
CPC-1984-1-HD  
ORD-173964  
ORD-173963  
ORD-173749  
ORD-164695  
ORD-161116-SA18B  
AFF-9631

**ADDITIONAL FINDINGS:**

- a. **Describe briefly how the proposed project will be proper in relation to adjacent uses or the development of the community.**

The request for a wine bar/lounge is fitting with the nature of development in the area and will serve a growing population that seeks a variety of services and establishments complimentary to existing commercial and restaurant usages. Patrons coming to the proposed "Covell" will have easy access to this wine bar as this area is home to many restaurants and stores within this neighborhood commercial area, all of which depend heavily on complimentary uses operating within walking distance such as existing entertainment venues, art galleries, and retail stores. The proposed wine bar/lounge will help to meet this demand and round out the provided services in the area, in addition to providing a safe and nearby destination for residents of the immediate neighborhood.

The requested entitlement for the subject property will contribute towards the continued revitalization of the area and will enhance the development of the community by warranting the occupancy of the space and area in general. Thus, the proposed entitlement for the existing restaurant will be in proper relation to the adjacent uses and the development of the community.

- b. **Why does applicant believe the location of the project will be desirable to the public convenience and welfare?**

The proposed wine bar/lounge will serve the needs of local business people, shoppers and residents alike. Surrounding shops and restaurants are attracting more persons to the area and consequently generating an expanded local work force, thereby increasing the day and night time population. This population seeks a diversity of services, many of which this proposed facility will provide. The wine bar/lounge will positively contribute to the demands of the growing population.

- c. **Describe how the proposed project will not be detrimental to the character of development in the immediate neighborhood and will be in harmony with the various elements and objectives of the General Plan.**

This wine bar/lounge, in various ways, beneficially enhances its surrounding neighborhood by providing an inviting and hospitable locale for receptive patrons. The project is in harmony with the goals and the intents of the "Highway Commercial" General Plan goals adopted for this geographical area.

***GOAL 3H***

*Lower-intensity highway-oriented and local commercial nodes that accommodate commercial needs outside centers and districts.*

***Objective 3.12***

*Generally, maintain the uses, density, and character of existing low-intensity commercial districts whose functions serve surrounding neighborhoods and/or are precluded from intensification due to their physical characteristics.*

***Policies***

*Uses and Density*

- 0.1 *Accommodate the development of uses in areas designated as "General Commercial" in the community plans in accordance with Tables 3-1 and 3-7. The range and densities/intensities of uses permitted in any area shall be identified in the community plans. (P1, P19)*

- d. **Will the approval of the Conditional Use at this location adversely affect the economic welfare of the community? Why?**

No. The sales and service of beer and wine will not be detrimental to the character of the immediate area and will have a positive impact on the economic welfare of the community. The approval of this conditional use will contribute positively to the ongoing efforts of revitalization to this part of Hollywood Blvd. while improving the economic welfare within the surrounding community by providing new jobs as well as increased tax revenues. Thus, the approval of this conditional use permit will not only continue to uphold the economic well being

of this community, but it will act as a catalyst for further economic progress in the area.

The approval of the conditional use at this location will enhance the economic welfare of the community since it will ensure occupancy and maintenance of an already built out building space while at the same time providing new jobs for East Hollywood neighborhood.

- e. **Will the approval of the Conditional Use result in or contribute to an undue concentration of such establishments? Why?**

No, the approval of the conditional use will not result in or contribute to an undue concentration of such establishments. Currently there are no other Type 42 beer and wine licenses within 1,000 of the proposed wine bar/lounge and no Type 48 public premise licenses within 1,000 feet. A majority of the parcels within the circulating area have been designated for residential usage and the subject site is in proper relation to adjacent uses and the development of the community. The serving of beer and wine at the wine bar/lounge will provide an enhanced destination fitting with the surplus of food and entertainment venues in the area.

- f. **Will the approval of the Conditional Use detrimentally affect nearby residentially zoned properties? Why?**

The use is complimentary to like businesses in this area, which have not and will not be materially detrimental to the character of the development in the immediate neighborhood. With the conditions and limitations imposed by the Zoning Administration if approved, as well as Applicant Volunteer Conditions, the usage of this Wine bar/lounge will not detrimentally affect nearby residential-zoned properties.

- g. **What are the proposed hours of operation and which days of the week will the establishment be open? What are the proposed hours of alcohol sales?**

Proposed Hours of Operations Are: 11:00 am– 2:00 am, daily.

- h. **What is the occupancy load as determined by the Fire Department (number of patrons)? What is the proposed seating in all areas?**

The occupancy load has yet to be determined by the Los Angeles Fire Department.

The proposed seating in all areas totals 47 seats.

- i. **Is parking available on the site? If so, how many spaces? If spaces are not available on the site, have arrangements been made for off-site parking by lease or covenant? Where? How many off-site spaces?**

There is parking available on the site. 5 spaces are provided on the site, and 2 spaces are required for the proposed wine bar lounge as the subject property is located in a Los Angeles State Enterprise Zone.

- j. **Is there to be entertainment such as a piano, bar, jukebox, dancing, live entertainment, movies, etc.? (Specify?) (On-site only)**

No live entertainment is being requested.

- k. **Is a full line of alcoholic beverages to be served or just beer and wine?**

The applicant is requesting a Department of Alcoholic Beverage Control [Type 42] license for the on-site sales and consumption of beer and wine in a public premise.

- l. **Will cups, glasses or other similar containers be sold which might be used for the consumption of liquor on the premises? (Off-site only)**

All alcoholic beverages will be consumed on premises.

- m. **If a cocktail lounge is to be maintained incidental to a restaurant, the required floor plans must show details of the cocktail lounge and the separation between the dining and lounge facilities. (On-site only).**

This is a Wine bar/lounge only.

- n. **Has the owner or lessee of the subject property been suspended from the sale of alcoholic beverages on the subject property or fined by the Alcoholic Beverage Control Department (ABC) in the last 365 days and if so, for what reasons?**

No.

- o. **Will video game machines be available for use on the subject property and if so, how many such machines will be in use?**

No, video game machines will not be available for use on the subject property.

- p. Will you have signs visible on the outside, which advertise the availability of alcohol?**

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

- q. Will alcohol be sold without a food order? Will there be a kitchen on the site as defined in the Los Angeles Municipal Code.**

Alcohol will be sold without a food order and no kitchen will exist on the site.

- r. Will beer or wine coolers be sold in single cans or will be sold in containers less than 1 liter (750 ml).**

Yes, applicant is requesting a [Type 42] license for on-site sale and consumption of beer and wine and will adhere to all Department of Alcoholic Beverage Control Board regulations concerning such license.

- s. Will "fortified" wine (greater than 16% alcohol) be sold?**

Yes, applicant is requesting a [Type 42] license for on-site sale and consumption of beer and wine and will adhere to all Department of Alcoholic Beverage Control Board regulations concerning such license.

- t. Will off-site sales of alcohol as a secondary use to on-site sales occur (i.e., take out)?**

No, there will be no off-site sales of alcohol.

- u. Will discount alcoholic drinks or a "Happy Hour" be offered at any time?**

Yes, and operated under the rules and regulations of a Department of Alcoholic Beverage Control [Type 42] license.

- v. Will security guards be provided and if so, when and how many?**

Applicant will provide security in consultation with and per site-specific recommendations from the Department of Alcoholic Beverage Control and Police Department.

- w. Will alcohol be allowed to be consumed on any adjacent property under the control of the applicant?**

No.

- x. **Will the gross sale of alcohol exceed the gross sale of food items on a quarterly basis?**

Yes.

- y. **Provide a copy of the proposed menu if food is to be served.**

There is no menu for the proposed wine bar/lounge.

- z. **How many employees will you have on the site at any given time?**

There will be 2-5 employees on site at any given time.

- aa. **What security measures will be taken including:**

1) Posting of Rules and Regulations on the premises.

Applicant will post rules and regulations on the premise in consultation with and per site-specific recommendations from the Department of Alcoholic Beverage Control and Los Angeles Police Department.

2) To prevent such problems as gambling, loitering, theft, vandalism, and truancy.

The applicant will post rules and regulations which prohibit the following gambling, loitering, theft, vandalism and truancy. The applicant will also comply with all applicable standards requested by the Department of Alcoholic Beverage Control, Los Angeles Police Department, and the Department of Zoning Administration.

3) Will security guards be provided and if so, when and how many?

Applicant will provide security in consultation with and per site-specific recommendations from the Department of Alcoholic Beverage Control and Police Department.

4) Other measures.

The applicant will adhere to the requests of the Los Angeles Police Department as well as the Department of Alcohol and Beverage Control.

- bb. **Will there be minimum age requirements for patrons? If so, how will this be enforced?**

Yes, the applicant is requesting a [Type 42] license with no one under the age of 21 years being served.

- cc. **Are there any schools (public or private and including nursery schools) churches or parks within 1,000 ft. of your proposed business?**

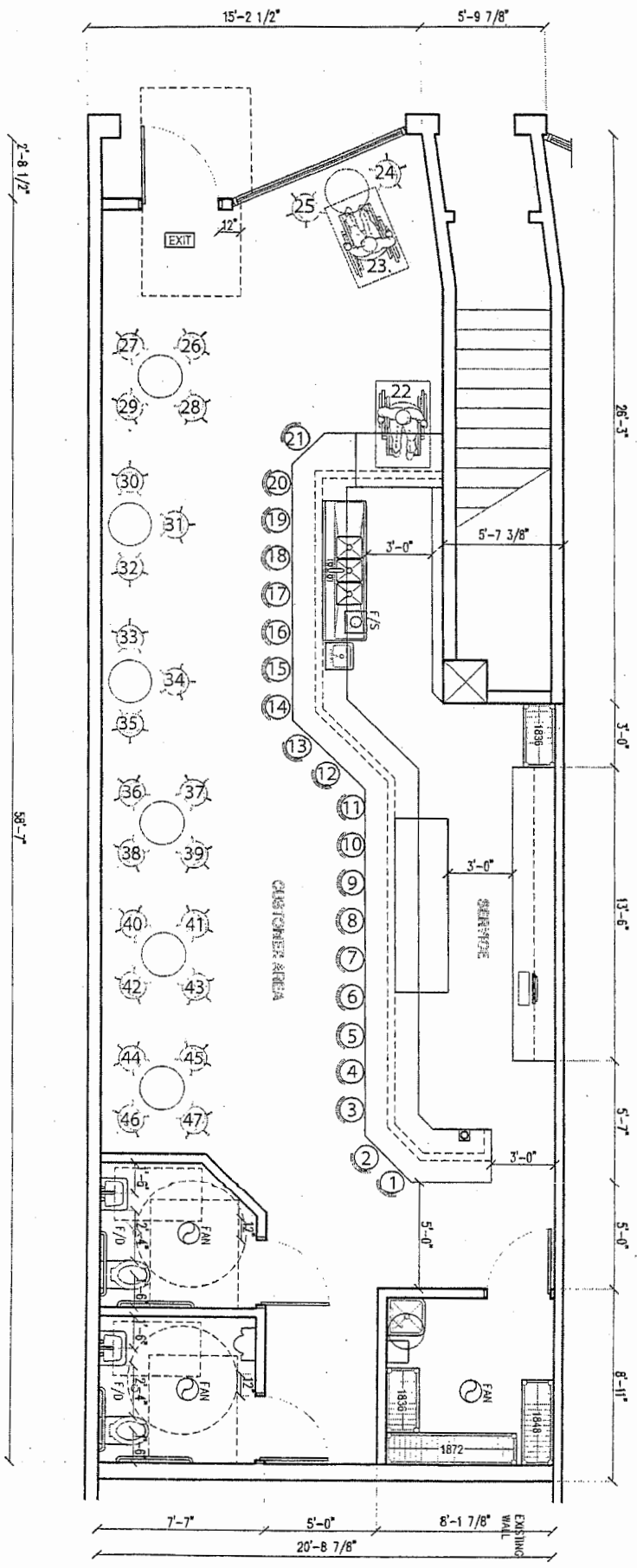
Mt. Hollywood Congregational Church & Preschool	4607 Prospect Ave.
Kaiser Permanente Medical Center	4747 Hollywood Blvd.
Barnsdall Park	4800 Hollywood Blvd.
Hollywood Presbyterian Medical Center	1300 N. Vermont Ave.
Joe Belasco Cosmetology School	1670 N. Hillhurst Ave.
Los Feliz Elementary School	1740 N. New Hampshire Ave

- dd. **For massage parlor or sexual encounter establishment applicants: are there any other adult entertainment businesses within 1,000 feet of your proposed establishment (i.e., adult arcade, adult bookstore, adult cabaret, adult motel, adult motion picture theater, adult theater)?**

N/A

- ee. **For off-site sales, where will the alcohol be stored and displayed (indicate on floor plan).**

N/A.



Assessor Parcel No. (APN) 5542014009

**COVELL**

4628 Hollywood Blvd  
Los Angeles, Ca 90027

Service Area = 500 Square Feet

Total Square Footage = 1100 Square Feet

Total Seats - 47

PIN Number-147B197-481

Lot Area (Calculated) - 6,749.9 (sq ft)

Thomas Brothers Grid PAGE 594 - GRID A4

Assessor Parcel No. (APN) 5542014009

Tract TR 2646

Map Reference - M B 32-39

Block-None

Lot-11

Arb (Lot Cut Reference) None

Map Sheet 147B197

GGPNC OFFICERS

**PRESIDENT**  
Charley Mims

**VICE-PRESIDENTS**

Bruce Carroll  
Administration

Rosemary DeMonte  
Outreach

**SECRETARY**  
Kathryn Louyse

**TREASURER**  
David Uebersax

**CITY OF LOS ANGELES**



**GREATER GRIFFITH  
PARK  
NEIGHBORHOOD  
COUNCIL**

**GREATER GRIFFITH PARK  
NEIGHBORHOOD COUNCIL**

Certified Council #35

**PO Box 27003**

**Los Angeles, CA 90027**

**Message Line**

**323-908-6054**

**GGPNC@GGPNC.org**

[www.GGPNC.org](http://www.GGPNC.org)

February 17, 2010

Ms. Maya Zaitzevsky  
Associate Zoning Administrator  
Office of Zoning Administration  
Room 721  
City Hall  
200 North Spring  
Los Angeles, California 90012

ZA 2009-4021 (CUB)  
4628 Hollywood Blvd  
Hearing: February 24, 2010

Dear Ms. Zaitzevsky:

Although this property is in the area of the East Hollywood Neighborhood Council it is directly across Hollywood Boulevard from our area. Given the absence of on-site parking the change in use of this site can significantly affect our stakeholders located to the north, particularly the residents of Rodney Drive.

In deference to our neighboring neighborhood council, which we understand has not objected to the change in use, we have no objection provided:

1. There is a guaranteed minimum of 16 parking spaces from opening until 6 p.m. and 30 parking spaces from 6 p.m. until closing. This may be either self parking or valet which is provided with no charge or nominal charge to patrons. The guarantee should be for the entire period of the conditional use permit. Such parking should be within 150 feet if self parking and within 300 feet if valet parking. We understand from the applicant that he has procured such parking

for the next 12 months. Thus any determination allowing the sale of alcoholic beverages at this location should be conditioned on the extension of this parking or the obtaining of alternative parking to be shown in a plan approval with notice to our neighborhood council.

2. The establishment will have available to its patrons at all times a selection of foods, not requiring a full kitchen however.

3. The hours of operation shall not extend beyond midnight Sunday through Thursday or 2 a.m. Fridays and Saturdays. We believe this is necessary as inevitably some patrons will park on the street in residential areas, and the noise from patrons returning to their cars should not be at hours later than midnight on work days.

Very truly yours,

Charley Mims, President



By Kenneth E. Owen  
Chair, Planning, Zoning and Historic Preservation Committee

Cc: Kathryn Louyse, Secretary  
Katherine Hennigan, CD13  
Douglas Mensman CD4  
Alfredo A. Hernandez, EHNC  
Dustin Lancaster