

Venice Neighborhood  
Council  
Post Office Box 550  
Venice, CALIFORNIA 90294



**Land Use and  
Planning Committee**

Staff Report to Board of Officers  
--- 5/2/2007 ---



**Case Number:** ZA 2007-628

**Address of Project:** 255 S. Main Street

**Size of Parcel:** 535' x 120 (73,433.2 SF)

**Size of Dwelling or Project:** 4908 SF (existing retail store)

**Venice Subarea:** North Venice

**Permit Application Date:**

**Applicant:** Longs Drug Store

**Address:** 225 S. Main Street

**Representative:** The McCarty Company, LLC

**Contact Information:** Emiko Isa, 213 614-0960

**Date(s) heard by Advisory**

**Agency Division of Land:**

**Date(s) heard by LUPC:** 4/25 and 5/2/2007

**WLA Area Planning**

**Commission Dates: (if known)**

**Community Planning Bureau**

**Dates: (if known)**

**LUPC Motion to Recommend that the VNC Board of Officers (language from minutes)**

That LUPC recommend that the VNC Board of Officers approve the application of Long's Drugs subject to the conditions as proposed by Long's Drugs. (see attached)

**Vote:** 7-1-0 Motion passed

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**REPORT**

**Project Description:** Conditional Use Permit for a full-line of alcohol sales (off-site) in conjunction with the operation, use, and maintenance of an existing 4,908 square foot Long's Drugs Store at 255 S Main Street (corner of Main and Rose) Census Tract: 2734.00

**Project Description by Applicant on submitted LUPC Project Form Stating**  
Same as above

**Requested Action by Venice Neighborhood Council:** Approve

**Section of Venice Coastal Zone Specific Plan and/or the Los Angeles Municipal Code governing this particular site:** Conditional Use

**Summary of Arguments Against this Project/Issue:** To many other liquor stores in the area.

**Summary of Arguments For this Project/Issue:** Responsible applicant is agreeing to all the wishes of the community and LUPC Board.

**Summary of Public Comment:** Concerns about the size and type of alcohol sold. The very small containers tend to be sold to non-community members

and taken out to the beach where they then get drunk. People living in the community would buy larger containers.

**Summary of Findings by LUPC:** A inquiry to the Alcohol and Beverage Control (ABC) turned out to be very informative when all the department heads met with several LUPC and community members for a tour of the Venice. We visited sever of the known trouble spots where alcohol is sold. Prior to the tour, Jim Murez obtained a list of all the ABC licenses in the Venice area. He converted the street addresses into latitude and longitude coordinates through an application he wrote using Google's Mapping System. Once coded he plotted all the outlets onto a map and listed by distance the number of stores within 1000 feet, 1500 feet and one mile. Jim also re-tallied the data using the radius based on Census Tracts within the area (this is the State formula, however because the location is at the edge of Los Angeles and the edge of five census tracks, it was important to look past just the one track the State would consider in this case). The purpose of all this was to not only graphically see the locations but to determine if the State would consider another outlet an over intensification. In all cases the results were the same, to many outlets already exist. (The map that was presented and discussed at the LUPC hearing is attached.)

In response to some community concerns, Murez obtained a copy of the Conditional Use Permit for Davy Jones Liquor Store. It is the closes existing ABC license. In the late 1980 and early 1990, this location was a MAJOR problem area in the North Beach community. The ABC case had a very large turn out and many people voiced their concerns. As a result the CUP was very tightly controlled.

In the first LUPC hearing for this case, Murez suggested the Davy Jones CUP was a good starting point for Longs. The applicant made a strong case that they are not a liquor store but rather a Drug Store that also offers a limited amount of alcohol. They pointed out that they are a billion dollar company that is traded on the New York Exchange. They had basically no problems with the conditions of Davy Jones with only a couple of exceptions. As the applicant and the LUPC Board started to review each condition, Murez suggested delaying the hearing for a week so the applicant and he could refine the conditions and bring them back to the board once they were tuned for Longs application.

The second hearing on 5/2 revisited the original Davy Jones conditions and the revised conditions that were tweaked for Longs. In summary, the operating ours were shortened to meet Longs requirements. The location within the store where

these controlled products would be offered was noted and shown on the floor plans. Small containers and single containers of beer would not be sold along with some types of wines. And a review of the permit will take place in 12 months. The complete list of conditions LUPC and the Applicant agreed to is attached.

Finely, at the suggestion of LUPC Board member, Longs has agreed to work with and co-sponsor with the VNC a beach clean up day.

The applicant and their representatives seem like good civic minded people that want to fit into the community for the long hall.

**Author of Report:** Jim Murez, **Date:** 5/10/2007