

**PROJECT NUMBER**

PRJ2024-003918-(5)

HEARING DATE

June 16, 2026

REQUESTED ENTITLEMENT

Conditional Use Permit ("CUP") No. RPPL2024005752

PROJECT SUMMARY

OWNER / APPLICANT

Cleveland Investment, LLC / Sherrie Olson

MAP/EXHIBIT DATE

October 8, 2024

PROJECT OVERVIEW

A request for a CUP to authorize the sale of a full line of alcoholic beverages (beer, wine, and distilled spirits [ABC Type 21 License]) in a new specialty 1,530-square-foot market, located in one suite of an existing one-story 3,250-square-foot commercial building constructed in the 1940s. There will be a 10-percent limit on shelf space devoted to alcoholic beverages. Store hours will be from 10:00 a.m. to 10:00 p.m., coterminous with hours of alcohol sales. Fresh produce and grains will be made available for purchase in accordance with the Los Angeles County ("County") Code (Section 22.140.030.E (Operating Regulations for Uses Subject to Conditional Use Permit)). There are five vehicle parking spaces at the rear of the structure. The market is in the process of obtaining a business license.

LOCATION

3744 E. Colorado Boulevard, East Pasadena-East San Gabriel

ACCESS

Colorado Boulevard and alley at rear

ASSESSORS PARCEL NUMBER

5755-030-009

SITE AREA

0.11 acre (5,000 square feet)

GENERAL PLAN / LOCAL PLANCounty 2035 General Plan ("General Plan")¹**ZONED DISTRICT**

East Pasadena

PLANNING AREA

West San Gabriel Valley

LAND USE DESIGNATION

MU (Mixed Use)

ZONE

MXD (Mixed Use Development)

PROPOSED UNITS

NA

MAX DENSITY/UNITS

NA

COMMUNITY STANDARDS DISTRICT

East Pasadena – East San Gabriel

ENVIRONMENTAL DETERMINATION (CEQA)

Class 1 Categorical Exemption – Existing Facilities

KEY ISSUES

¹ West San Gabriel Valley Area Plan (WSGVAP) was adopted on March 11, 2025 and pursuant to Section 22.246.020 (Applicability of Zone Changes and Ordinance Amendments, this CUP application, deemed complete on March 29, 2024, is subject to the zoning and regulations that were applicable to the applicable to the Project prior to the adoption of the WSGVAP.

- Consistency with the General Plan
 - Satisfaction of the following portions of Title 22 of the County Code:
 - Section 22.158.050 (CUP Findings and Decision)
 - Section 22.140.030 (Alcoholic Beverage Sales)
 - Section 22.26.030.B.3.a (Principal Uses)
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CASE PLANNER:

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