

SUPPLEMENTAL
REPORT TO THE REGIONAL PLANNING COMMISSION

DATE ISSUED: November 12, 2024
HEARING DATE: November 13, 2024 AGENDA ITEM: 5
PROJECT NUMBER: PRJ2023-003928-(5)
PERMIT NUMBER: Conditional Use Permit ("CUP") RPPL20230005794
SUPERVISORIAL DISTRICT: 5
PROJECT LOCATION: 1900 Allen Avenue, Altadena
OWNER: 1900 Allen Avenue, LLC
APPLICANT: Prime Pizza
CASE PLANNER: Anthony M. Curzi, Regional Planner
acurzi@planning.lacounty.gov

Agenda Item 5 is a CUP for the sale of beer and wine for on- and off-site consumption at an existing restaurant in the C-2 (Neighborhood Business) Zone pursuant to Los Angeles County Code Section 22.20.030 (Land Use Regulations for Zones C-H, C-1, C-2, C-3, C-M, C-MJ, and C-R).

The case was heard by the Hearing Officer on July 23, 2024. The Hearing Officer referred the case to the Regional Planning Commission. Staff has received additional correspondence from the public regarding the CUP, both in favor and in opposition. The correspondence is attached hereto. A telephone voicemail was also received expressing opposition to the Project based on traffic, excessive parking, noise, and the presence of the presently unauthorized outdoor dining area.

Report
Reviewed By: *Michele R. Bush*
Michele R. Bush, Supervising Regional Planner

Report
Approved By: *Susan M. Tae*
Susan M. Tae, AICP, Assistant Administrator

Granting liquor license for Prime Pizza, Altadena, CA

From: Tom Malcolm (tommalcolm21@yahoo.com)

To: comment@planning.lacounty.gov

Date: Tuesday, November 12, 2024 at 09:10 AM PST

I have serious concerns regarding the approval of a liquor license to Prime Pizza in Northeast Altadena, CA. I have lived in the immediate neighborhood of Prime Pizza's location for over nine years. Over this time, I have witnessed several vehicle-accidents at the intersection of New York Drive and Allen Avenue. During the last year alone, I witnessed five serious accidents at this intersection. I've been told by others in my neighborhood that many other accidents have occurred that I didn't witness (I find it rather curious that I cannot obtain an accident report from the LA County Sheriff's Office with regards to the intersection of Allen Avenue and New York Drive). For Prime Pizza to be granted a liquor license at this location will only increase the likelihood of more accidents. The consumption of alcohol and driving do not mix. Therefore, I do not support liquor being served at Prime Pizza.

Sincerely,

Tom Mahony
2075 Minoru Drive
Altadena, CA 91001



Deny the Permit for Alcohol Sale at Prime Pizza in Altadena

Why this petition matters



Started by [Savannah V](#)

We, the undersigned residents of Altadena, California, firmly oppose the application for a Permit to allow for the sale of alcoholic beverages (beer and wine – ABC Type 41 License) at the existing pizzeria (Prime Pizza located at 1900 Allen Ave, Altadena, CA 91001) for on- and off-site consumption. We believe that the presence of alcoholic beverages (beer and wine – ABC Type 41 License) will undermine the safety and integrity of our neighborhood. It is crucial that we uphold these standards to ensure a safe and harmonious environment for all residents.

By signing this petition, we express our collective concern and request that the application for a Permit to allow for the sale of alcoholic beverages (beer and wine – ABC Type 41 License) at the existing pizzeria (Prime Pizza located at 1900 Allen Ave, Altadena, CA 91001) be denied.

Jan Cate

catejh99@gmail.com

MILTON HALL

milthall@stcglotal.net

Daniel RUSIN

Dan Rusin

Mary Rusin

MR

trustingod93@gmail.com

Edwina Myberg

edwina.myberg@gmail.com

Loretta Whittingham

LORETTA whittingham@ATT.NET

Oliver

Alexander Murray
alexandertodd@fizzio.com

Todd Furr

Todd@fizzio.com

Name	E-Mail
Gloria López	gloria2966@gmail.com
Louis Talamantez	LTDEZIGNS@YAHOO.COM
Luis Hernández	All Saints Church Pasadena Church
Leah Nelson	All Saints Pasadena leahwell@gmail.com
Deuse Fugha	All Saints Pasadena Fugha@gmail.com
Allison Palma	Pasadena, CA allisonpalma428@yahoo.com
Kim Jackson	whereiskimmie@aol.com
Tom Mahony	tommalcolm21@yahoo.com

Name

E-mail

Jerry Craig

jerrytcraig@gmail.com

Christina Walton

iwent2hawaii2@yahoo.com

Camryn Howe

2104E-

Camie Takmanjt

DOMIS 22220
gmail.com

Linda Spach-Korepta

linsk2010.lsk@gmail.com

Anna M. Davalos - annadavalos@gmail.com

David Prather davidprather2017@gmail.com

Greg Domesin@gmail.com

Name

E-Mail

JENNIFER F. LEWIS

JENNIFER.LEWIS@ATT.NET

ALBERT MEYMARIAN

ALMEYMARIAN@GMAIL.COM

From: [DRP Public Comment](#)
To: [Anthony Curzi](#); [Michele Bush](#)
Cc: [Elida Luna](#)
Subject: FW: comment for 11/13/2024 meeting, Agenda item 5 - Prime Pizza
Date: Tuesday, November 12, 2024 7:28:21 AM

FYI

RAFAEL ANDRADE

SENIOR TYPIST-CLERK, Operations & Major Projects (OMP)

Office: (213) 974-6409 • Direct: (213) 974-6557

Email: randrade@planning.lacounty.gov

From: Hal S.Barron <barron@g.hmc.edu>
Sent: Tuesday, November 12, 2024 7:13 AM
To: DRP Public Comment <comment@planning.lacounty.gov>
Subject: comment for 11/13/2024 meeting, Agenda item 5 - Prime Pizza

CAUTION: External Email. Proceed Responsibly.

Agenda item 5
Harold Barron
barron@g.hmc.edu
6265907015

Not the applicant

To the Planning Commission:

I would like to voice my objection to the proposal to allow Prime Pizza to serve beer and wine and, especially, to extend its hours of service on Friday and Saturday nights to 11pm. Prime Pizza is located at the intersection of four separate roadways that meet at the traffic light at New York Drive and Allen Avenue. Given their small and oddly shaped parking lot, it is not uncommon for its patrons to park throughout the neighborhood and to make U-turns on Allen Avenue as they leave. Likewise, the left turn out of the parking lot onto Allen Avenue southbound is very near that traffic light. My concern is that extending their hours to 11pm on the weekend coupled with the likely tipsiness of their patrons at that hour will exacerbate the traffic problems at that intersection and nearby it. I live on Sonoma Drive, two blocks north of that intersection, off of Allen Avenue, and I often have to watch out for this as I am coming home.

Harold Barron

Harold S. Barron
barron@g.hmc.edu
1827 Sonoma Dr.
Altadena, CA 91001
(626) 590-7015 (c)

From: [DRP Public Comment](#)
To: [Anthony Curzi](#); [Michele Bush](#)
Cc: [Elida Luna](#)
Subject: FW: Granting liquor license for Prime Pizza, Altadena, CA
Date: Tuesday, November 12, 2024 9:11:50 AM

FYI

RAFAEL ANDRADE

SENIOR TYPIST-CLERK, Operations & Major Projects (OMP)

Office: (213) 974-6409 • Direct: (213) 974-6557

Email: randrade@planning.lacounty.gov

From: Tom Malcolm <tommalcolm21@yahoo.com>
Sent: Tuesday, November 12, 2024 9:10 AM
To: DRP Public Comment <comment@planning.lacounty.gov>
Subject: Granting liquor license for Prime Pizza, Altadena, CA

CAUTION: External Email. Proceed Responsibly.

I have serious concerns regarding the approval of a liquor license to Prime Pizza in Northeast Altadena, CA. I have lived in the immediate neighborhood of Prime Pizza's location for over nine years. Over this time, I have witnessed several vehicle-accidents at the intersection of New York Drive and Allen Avenue. During the last year alone, I witnessed five serious accidents at this intersection. I've been told by others in my neighborhood that many other accidents have occurred that I didn't witness (I find it rather curious that I cannot obtain an accident report from the LA County Sheriff's Office with regards to the intersection of Allen Avenue and New York Drive). For Prime Pizza to be granted a liquor license at this location will only increase the likelihood of more accidents. The consumption of alcohol and driving do not mix. Therefore, I do not support liquor being served at Prime Pizza.

Sincerely,

Tom Mahony
2075 Minoru Drive
Altadena, CA 91001

From: [DRP Public Comment](#)
To: [Anthony Curzi](#); [Michele Bush](#)
Cc: [Elida Luna](#)
Subject: FW: Issuance of an On-Site Beer and Wine Liquor License for Prime Pizza
Date: Tuesday, November 12, 2024 7:12:10 AM

FYI

RAFAEL ANDRADE

SENIOR TYPIST-CLERK, Operations & Major Projects (OMP)

Office: (213) 974-6409 • Direct: (213) 974-6557

Email: randrade@planning.lacounty.gov

From: whereiskimmie <whereiskimmie@aol.com>
Sent: Monday, November 11, 2024 10:59 PM
To: DRP Public Comment <comment@planning.lacounty.gov>
Subject: Issuance of an On-Site Beer and Wine Liquor License for Prime Pizza

CAUTION: External Email. Proceed Responsibly.

Meeting Date: November 13, 2024

Agenda Item #5

PROJECT NO. PRJ2023-003928-(5)

CONDITIONAL USE PERMIT NO. RPPL2023005794

KIM JACKSON, not the applicant

whereiskimmie@aol.com

(626) 644-0691

Good morning,

This email is being submitted in opposition to a liquor license being granted to Prime Pizza, located at 1900 Allen Ave. Altadena, California 91001. I am a resident at 2002 Minoru Drive, which is located not far from the corner of New York Drive and Allen intersection. It is a small street that exits the driveway and parking lot of Prime Pizza Restaurant. I have resided on this street for more than 30 years. This is a narrow residential street not made for busy in-and-outgoing traffic and congestive parking. Having lived on this street many years, I have witnessed the tragic loss of a 7 year old little girl, being hit and killed in front of my house by an oncoming car driving too fast. I have also witnessed a vehicle being hit and totally destroyed while parked in front of my home by a drunk driver. These incidents happened several years ago, but my concern is possibly having to witness these types of horrible vehicle accidents again..and more frequently, with alcohol being served at Prime Pizza on the weekends. An outdoor restaurant / sports bar that serves beer and wine on Friday and Saturday night, is just not a good fit for a quiet, walkable, residential

street and neighborhood such as ours. Our narrow street has allowed pedestrians to walk and jog without feeling unsafe for years. It is the reason why many young families like to move into this neighborhood. Most of the vehicles driving on our street are owned by local residents. They are pedestrians walking their dogs and mothers pushing their baby strollers after dark. The driveway of Prime Pizza exits onto Minoru Drive, where pedestrians are walking, jogging etc. This driveway is very busy during business hours with cars entering and exiting the parking lot onto our residential street for several hours. After dark, street lighting is limited and visibility becomes more difficult. We have already experienced tragedy due to careless and inebriated drivers. Adding the consumption of alcoholic beverages will increase the chances of another tragic incident occurring. It will encourage alcohol consumption on and off of the premises of the restaurant. It will certainly change the feeling of safety we've held for many years as pedestrians on our street. The sale and consumption of alcoholic beverages at Prime Pizza, will directly affect the safety of pedestrians on our street, putting them at risk of being struck by incoming and outgoing vehicles, powered by irresponsible drivers who are inebriated or slightly inebriated from alcohol consumption at Prime Pizza. It is not a matter of, "if it will happen" but a matter of, "when it will happen. Unfortunately, we cannot depend on all patrons of Prime Pizza, who consume alcoholic beverages to drive responsibly on our street...not even when drinking beer and wine.

Thank you for your consideration regarding this matter.

Kim Jackson, resident.

From: [DRP Public Comment](#)
To: [Anthony Curzi](#); [Michele Bush](#)
Cc: [Elida Luna](#)
Subject: FW: Issuance of an On-Site Beer and Wine Liquor License for Prime Pizza
Date: Tuesday, November 12, 2024 7:10:33 AM

FYI

RAFAEL ANDRADE

SENIOR TYPIST-CLERK, Operations & Major Projects (OMP)

Office: (213) 974-6409 • Direct: (213) 974-6557

Email: randrade@planning.lacounty.gov

From: whereiskimmie <whereiskimmie@aol.com>
Sent: Monday, November 11, 2024 12:25 PM
To: DRP Public Comment <comment@planning.lacounty.gov>
Subject: Issuance of an On-Site Beer and Wine Liquor License for Prime Pizza

CAUTION: External Email. Proceed Responsibly.

Meeting Date: November 13, 2024

Agenda Item #5

PROJECT NO. PRJ2023-003928-(5)

CONDITIONAL USE PERMIT NO. RPPL2023005794

VICTOR AND BETTE TALBERT, not the applicant

talbertbette@gmail.com

(626) 340-5167

Good morning,

This email is written in support of the Ms. Peggy Simonian Protest, in opposition to a liquor license being granted to Prime Pizza, 1900 Allen Ave. Altadena, California, 91001. We are the Talbert Family, located at 2002 Minoru Drive, Altadena. Our home is just down the street from the corner of New York Drive.

I especially want to emphasize that this is a residential street which was quiet with a lot of pedestrian traffic. People run/walk on this street throughout the day and evening hours, some of whom are pushing young children in strollers, and are walking their dogs. We are concerned that with the addition of serving wine and beer at this location, that the traffic, parking and noise issue will only increase dramatically due to drawing a

different dynamic of alcohol consuming patrons. We reiterate, this is a very narrow residential street. Parking on both sides of the street will certainly increase congestion. Already, patrons are using private driveways to turn their car around on this narrow street, and thus undoubtedly, increases the danger for pedestrian use of our street. We had hoped this business would be primarily for takeout, and would not become a street no longer where we can feel safe as pedestrians. Sadly, we cannot depend on all patrons of this business who consume alcoholic beverages to drive responsibly on our street... not even when drinking beer and wine.

Thank you in advance for your careful consideration of our protest against this matter.

Victor and Bette Talbert

From: [DRP Public Comment](#)
To: [Anthony Curzi](#); [Michele Bush](#)
Cc: [Rafael Andrade](#)
Subject: FW: Prime Pizza - liquor license application
Date: Monday, November 11, 2024 9:33:32 PM

FYI

ELIDA LUNA (she/her/hers)

COMMISSION SECRETARY, Operations & Major Projects (OMP)

Direct: (213) 974-6409

Email: eluna@planning.lacounty.gov

From: Chris Gower <christopher.gower@gmail.com>
Sent: Saturday, November 9, 2024 9:03 PM
To: DRP Public Comment <comment@planning.lacounty.gov>
Subject: Fwd: Prime Pizza - liquor license application

CAUTION: External Email. Proceed Responsibly.

The following is the note I sent to doug.colliflower@altadenatowncouncil.org in January 2024 to support Prime Pizza's liquor license application. Resending per the reminder in my mailbox today

Hi Doug,

I live on 2011 Minoru Dr, Altadena, CA 91001, so just up from Prime Pizza and understand they are in the process of applying for their application to sell beer and wine.

I just wanted to add a note of support to their application. They have been a fantastic addition to the neighborhood since opening - from the coffee, to the great pizza and respectful and responsible manner they have opened and carried out their business.

Please let me know if there are any other ways I can support their application - otherwise, consider this my/my family's ringing endorsement.

thank you,

Chris Gower
+1 6466399229
2011 Minoru Dr, Altadena, CA 91001

chrisgower.co

From: [DRP Public Comment](#)
To: [Anthony Curzi](#); [Michele Bush](#)
Cc: [Rafael Andrade](#)
Subject: FW: public comment, Nov. 13 meeting, agenda item #5
Date: Monday, November 11, 2024 9:36:15 PM

FYI

ELIDA LUNA (she/her/hers)

COMMISSION SECRETARY, Operations & Major Projects (OMP)

Direct: (213) 974-6409

Email: eluna@planning.lacounty.gov

From: Susan Auerbach <sauerbach2063@sbcglobal.net>
Sent: Monday, November 11, 2024 7:39 PM
To: DRP Public Comment <comment@planning.lacounty.gov>
Subject: public comment, Nov. 13 meeting, agenda item #5

CAUTION: External Email. Proceed Responsibly.

To: LA Co. Regional Planning Commission
From: Susan Auerbach, 1931 New York Dr., Altadena sauerbach2063@sbcglobal.net 626-483-9345 NOT THE APPLICANT
Re: Agenda item #5: Project No. PRJ2023-003928-(5)

I live half a block west of Prime Pizza, which is applying for beer and wine license. The restaurant has already negatively impacted our residential neighborhood most nights of the week with increased traffic, parking, and noise beyond that of any other business in the area in the 14 years we have lived here. The restaurant's parking lot is small and chaotic. My formerly totally quiet side street, "little" New York Drive (just north of and parallel to New York Drive) is now parked up on both sides 3-4 nights a week, leaving a narrow passage for 1 car. It's become more dangerous to try to enter or exit "Little" New York Drive because customer traffic is now coming or going from 4 directions (including the restaurant parking lot)—this is an additional intersection, just west of the Allen/New York 4-way intersection, that many drivers do not know how to approach. My concern is that wine and beer for sale will increase traffic, noise (from rowdier patrons) and the risk of accidents at this unusual and dangerous intersection if people are driving buzzed, not to mention increasing the chance of litter along "little" New York Dr. where many people park.

The small commercial strip near Allen and New York has always been quiet and modest, including the beloved bakery that was previously in the Prime Pizza location for more than 30 years. That business closed at 3pm, meaning there was never any issue with night-time noise, traffic or parking. The bright lights, noise, crowds and cars of the pizza place really change the character of the neighborhood and I don't want to see anything (like beer and wine) that will increase that.

If you decide to grant Prime Pizza the license, please ensure that the business and the County will take steps to mitigate traffic hazards and parking problems at the dangerous "little" New York

intersection.

Thank you.



Virus-free. www.avast.com

From: [DRP Public Comment](#)
To: [Anthony Curzi](#); [Michele Bush](#)
Cc: [Elida Luna](#)
Subject: FW: RE; PROJECT NO. PRJ2023-003928-(5) Location: 1900 Allen Ave, Altadena Conditional Use Permit
Date: Tuesday, November 12, 2024 7:11:39 AM
Attachments: [hearing letter Nov 13 2024.docx](#)

FYI

RAFAEL ANDRADE

SENIOR TYPIST-CLERK, Operations & Major Projects (OMP)

Office: (213) 974-6409 • Direct: (213) 974-6557

Email: randrade@planning.lacounty.gov

From: Peggy Simonian <peggy.simonian@yahoo.com>
Sent: Monday, November 11, 2024 10:51 PM
To: DRP Public Comment <comment@planning.lacounty.gov>
Cc: peggy.simonian@yahoo.com
Subject: RE; PROJECT NO. PRJ2023-003928-(5) Location: 1900 Allen Ave, Altadena Conditional Use Permit

CAUTION: External Email. Proceed Responsibly.

Hearing date: Nov 13, 2024 - PRIME PIZZA

Project No. PRJ2023-003928-(5) Conditional Use Permit No. RPPL2023005794 Planner: Anthony M. Curzi Applicant: Prime Pizza 1900 North Allen Avenue West San Gabriel Valley Planning Area

Please submit the attached email into public comment for the Regional Planning Commission hearing.

I am an opponent of the above project.

Thank you.

I live on Minoru Drive, 3 houses down from Prime Pizza location. I am also a business owner of 3 pubs located in the Pasadena/Sierra Madre area, that offer beer and wine as well as full liquor. I have operated my business for almost 30 years now and am well versed with both sides of this situation.

As a resident in this community, I have seen this location change from being a Bakery, to a Coffee Shop and now a Pizza place. Hours of operation for the bakery and coffee shop ended at around 3pm. But with Prime Pizza moving in it has attracted a lot of attention and hours of operation are till 11pm. In my opinion this is late based on the fact that it is located in a highly residential area. Altadena City Council made little to no effort in listening to what the neighbors who lived in close proximity to this location had to say. At the City Council hearing they had already made their minds up. It was pretty much a waste of time.

The **change in use and hours of operation** for this location has definitely had an impact on the residents who live within close proximity :

1. Increase in traffic – depending on the time of the day/evening. High number of cars trying to get in and out of Minoru Drive. Sometimes a cluster! Curious to know if a traffic survey has been conducted at the intersection of

Allen/New York Drive?

2. Inadequate parking provided by the business – forcing cars to park on Minoru Drive and Little New York Drive. At times we cannot park in front of our houses. Cars parked on both sides of the street. Cars frequently doing u-turns on Minoru Drive. Prime Pizza lacks adequate parking for its customers.

3. Outdoor dining only available: Big outdoor TV with volume showing sports. **Beer + Pizza+ sports = Sports Bar.**

4. Introduction of Beer and Wine:-

- Noise levels can get pretty high at times. Will increase with alcohol sales – due to diners sitting on outdoor patio drinking & talking
- More traffic
- More congestion
- Cars will be parked for much longer
- More nuisance with customers littering our streets currently with Pizza boxes and soon to be beer bottles

5. A residents' kitchen window is less than 10-12 ft away (the width of a driveway)

Many neighbors who live right next door to Prime Pizza are elderly and are unable to voice their concerns. They cannot attend the hearing or do zoom calls. Zak offered to put a wall up between the restaurant and a tenant's window, but she said no because she didn't want her view blocked. But she has to endure the noise and the increase in people sitting and dining outside, as well as standing in line outside her window.

6. Alcohol license till 11pm? This is too late. This business is located in a highly residential area. We enjoy the quiet nights and peaceful living when at home. It is disruptive and intrusive to all the neighbors who live in close proximity! We didn't choose to live next to a bar!

A business owner's focus is to increase sales in anyway possible. Offering Happy Hour will only attract more of the same intrusion, more traffic, more disturbance to us residents. Causing difficulty getting in and out of our street during the afternoon hours as well as evening hours. Zak states that alcohol is only 1% of his sales – really? Why bother with this hearing for 1% in sales? **Prime Pizza has other locations that do not offer alcohol – why cant this location be one of those?**

Why is it fair that us residents must endure this intrusion and congestion? This was a quiet neighborhood. That's why we all choose to live here. With the introduction of alcohol I can only see things getting much worse. I strongly oppose alcohol being served at this location. This is a highly residential area, and it will definitely have a negative impact on those who currently enjoy living here.

Peggy Simonian

Resident on Minoru Drive, Altadena

Peggy.simonian@yahoo.com

(626) 399 2677

November 11, 2024

From: [DRP Public Comment](#)
To: [Anthony Curzi](#); [Michele Bush](#)
Cc: [Rafael Andrade](#)
Subject: FW: RPC Nov 13, 2024 Mtg - Agenda #5
Date: Monday, November 11, 2024 9:35:42 PM

FYI

ELIDA LUNA (she/her/hers)

COMMISSION SECRETARY, Operations & Major Projects (OMP)

Direct: (213) 974-6409

Email: eluna@planning.lacounty.gov

From: Sandra Crawford <sandra.c535@gmail.com>
Sent: Monday, November 11, 2024 7:22 PM
To: DRP Public Comment <comment@planning.lacounty.gov>
Subject: RPC Nov 13, 2024 Mtg - Agenda #5

CAUTION: External Email. Proceed Responsibly.

From: Sandra Crawford, non-applicant
626-824-9721, Sandra.c535@gmail.com

Project No. PRJ2023-003928-(5),

Conditional Use Permit No. RPPL2023005794

November 13, 2024 Meeting, Item #5

Applicant: Prime Pizza

Dear Regional Planning Commission

Thank you for allowing me the opportunity to express my concerns about Prime Pizza's liquor license at their Altadena location. As a resident living within the 500-foot radius of the location me and my neighbors have endured increased traffic and noise in our once quiet neighborhood. As a successful pizzeria, nine parking spots is not enough on-site parking for the robust pizzeria. With one of the parking places used for the trash bins an orange cone discourages patrons from parking in the space, cars spill onto the residential streets. By the number of cars, they must serve hundreds of customers each day. Which means hundreds of extra cars are driving and parking in our neighborhood and causing additional traffic issues at the intersection of New York Dr and Allen Ave. every day!

I'm equally concerned because co-owner Zac Fishman said he wants to establish Prime Pizza Altadena as a place for people to have pizza, drink beer and watch a Dodger game. As a resident living on Minoru Dr., I find this troubling. Prime Pizza is permitted as a take-out restaurant and has ten tables on an unauthorized outdoor patio where patrons eat. So, with the addition of beer and wine it will have all the makings of an outdoor Sports Bar; beer, food, and

a TV. Allowing Prime Pizza to serve alcohol will increase the number of patrons coming to and staying longer which will increase the negative affects the neighborhood is already forced to endure. We have reached the limit of what we can handle. We don't want more noise, traffic, parking issues, trash, and smokers in our neighborhood!

I'm also concerned with the hours requested to sell beer and wine. Prime Pizza's posted hours are Sunday – Thursday 11:00am – 9:00pm and Friday – Saturday 11:00am – 10:00pm and are requesting to sell beer and wine until 11:00 pm on Friday and Saturday to correspond with the restaurant's business hours. I would like to know why there is a discrepancy in their hours and why the need to sell alcohol for 1-hour after closing?

Zac Fishman may argue that selling beer and wine is part of his business model, but there are two other Prime Pizza locations in Los Angeles that do not have an alcohol license. So even though it may be a part of the business model it does not define the success of Prime Pizza. The neighborhood has adapted to the changes forced upon them by Prime Pizza, but there is no way to mitigate the circumstances that alcohol sales may add in interfering with the safety of the children attending schools nearby, Firehouse Preschool across the street and the Stratford School, a private preschool through middle school a mere half block or 10 houses away (Approx 600 Feet north) which is open from 7:00am – 6:00pm, uses both Allen Ave and Minoru Dr to drop-off and pick-up students, the noise generated by patio diners drinking and cheering for the favorite sports team, frustrated drivers honking their cars horn as customers navigate a difficult intersection or get annoyed with others trying to find parking because the parking lot is inadequate, congested streets or the individuals who loiter at Prime Pizza and on the corner smoking cigarettes.

Unless you live here, I realize it may be difficult for the Regional Planning Commission to understand how the quality of life has changed for the residents since Prime Pizza has opened - and I hope you will appreciate that by expressing my opposition to Prime Pizza's liquor license I am trying to maintain and support a peaceful living environment. Which I hope you want for the neighborhood too – and will deny the license. But I realize this may not be possible. So, I ask that if you do grant the license, please consider restricting all beer and wine sales to 9:00pm or earlier every day of the week. Thank you for your time.

Sandra Crawford

Sandra Crawford, non-applicant
626-824-9721, Sandra.c535@gmail.com

Pictures I have taken that I would like to share with the RPC. Thank you







SPEED LIMIT
35







From: [David J. Hidalgo](#)
To: [Anthony Curzi](#)
Subject: PRJ2023-003928-(5) & RPPL2023005794 - Prime Pizza Altadena / DBA Fish Starr LLC: As a follow up for the next hearing date November 13, 2024:
Date: Monday, November 11, 2024 3:25:33 PM

CAUTION: External Email. Proceed Responsibly.

Anthony M. Curzi, LA County Planning, Regional Planning Assistant II:

Los Angeles County Regional Planning

Commission (Pam O'Connor Chair; David W. Louie, Vice Chair; Yolanda Duarte-White, Commissioner; Elvin W. Moon, Commissioner; Michael R. Hastings, Commissioner)

As a follow up for the next hearing date November 13, 2024:

I do still have the same concerns that I presented in my correspondence below and from the last hearing that occurred in August 2024:

1. The current business (note that its original prior business was NOT a restaurant since I lived here since 2001) operations are contributing to the already highly frequented area, and this is limiting the availability of residents' street parking adjacent to their homes, including my own. I'm curious to know; how did this Business Classification jump from Bakery to prior Coffee Shop and now to full Restaurant?

2. Since 2001, this existing retail location was previously a take-out only Bakery (Patticakes), and there was no indoor dining seating. However, during the 2020 COVID-19 pandemic, Patticakes (Coffee Shop / selling sandwiches) added outdoor dining tables and chairs within the limited parking lot area. (I recall their hours of operation were from 7:30 am to 5:00 pm Monday thru Saturday and closed on Sunday).

3. Currently the Outdoor Dining area has a wall mounted 'Big Screen TV'. Will this entertainment element require LA County Planning Approval, as well as a Building Permit?

4. I do not understand how a Pizza Restaurant would be allowed to provide outdoor seating for 53 seats – this will indeed increase the noise, traffic, and thus change the fabric of the adjacent neighborhood negatively. (Outdoor Dining contradicts "Preserving existing residential neighborhoods").

5. Was a Parking Study provided to confirm that the existing parking stall count can support this new occupancy use with the maximum number of dining seats; as well as a Traffic Study to understand the impact this will have to the adjacent Residential Area?

6. Has Planning Staff visited this property during the weekday and weekends to review and note the parking lot and vehicle movements?

7. Exterior Seasonal / Decorative Lighting: is there a Code Condition to Limit the amount of Exterior Seasonal / Decorative Lighting, such as requiring the Tenant to submit for Plan Check for approval or prohibiting the use of flashing lights, etc?

In closing, I would like for the Planning Commission to consider for the Hours of Operation specifically for the 'Outdoor Dining Area' to be open up to 9:00pm every day of the week.

Thank you,

DAVID J. HIDALGO

Residence:

1920 New York Drive

Altadena, CA 91001

C: 626-255-6066

From: David J. Hidalgo <davidjhidalgo5@gmail.com>

Date: Monday, July 22, 2024 at 9:56 PM

To: acurzi@planning.lacounty.gov <acurzi@planning.lacounty.gov>

Subject: PRJ2023-003928-(5) & RPPL2023005794 - Prime Pizza Altadena / DBA Fish Starr LLC

Anthony M. Curzi,

LA County Planning

Regional Planning Assistant II

Regarding Prime Pizza Altadena, I would like to express my concerns:

1. My residence is less than 200 yards from the premises.
2. The current business operations are contributing to the already highly trafficked area and is limiting the availability of residents' street parking adjacent to their homes, including my

own.

3. Since 2001, this existing retail location was previously a take-out only Bakery (Patticakes), and there was no indoor seating. However, during the 2020 COVID-19 pandemic, Patticakes added outdoor dining tables & chairs within the limited parking lot area.

4. Question: Was a Parking Study provided to confirm that the existing parking stall count can support this new occupancy use with the maximum number of dining seats; as well as a Traffic Study to understand the impact this will have to the adjacent Residential Area?

5. Has the planning staff visited this property during the weekday and weekends to note the parking movement?

Sincerely,

David J. Hidalgo