



Patrice Lattimore <patrice.lattimore@lacity.org>

Council File Index Number 10-1740 - Approve Ralphs Fresh Fare in Sherman Oaks

Jill Arthur <jilla223@mac.com>

Fri, Dec 3, 2010 at 3:43 PM

To: patrice.lattimore@lacity.org

Cc: info@myralphsshermanoaks.com

Dear City of Los Angeles Planning and Land Use Committee Members:
Council File Index Number 1-1740

Please approve the proposed Ralphs Fresh Fare in Sherman Oaks. Clearly, all the neighborhood folks who shop at Ralphs are in favor of having the new and improved market in their neighborhood.

Thank you for your attention to this matter.

Jill Arthur
12332 Rye St
Studio City CA 91604



Patrice Lattimore <patrice.lattimore@lacity.org>

Council File Index Number 10-1740-Approve Ralphs Fresh Fare in Sherman Oaks

Jan Dresner <jan.dresner@gmail.com>

Fri, Dec 3, 2010 at 4:16 PM

To: patrice.lattimore@lacity.org

Cc: info@myralphsshermanoaks.com

Dear City of Los Angeles Planning and Land Use Committee Members: Council File Index Number 1-1740

I would like to have a new Fresh Fare store in Sherman Oaks. This area could use a newer, better store. Plus Ralphs pays good wages and benefits so the employees of the store can in turn afford to spend their wages in the neighborhood. It is a good deal all around.

I urge you to favorably consider Ralphs application.

P.S. In argument to those who say that it will make too much traffic, etc. I disagree. There have been several other, much less desirable projects in the neighborhood which are more detrimental to the quality of life.

I think Ralphs Fresh Fare is well thought out and that Ralphs has done a very good job addressing these concerns.

Thank you. Janet Dresner



Patrice Lattimore <patrice.lattimore@lacity.org>

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john nuzzi <nuzzij@yahoo.com>

Fri, Dec 3, 2010 at 4:52 PM

Reply-To: john nuzzi <nuzzij@yahoo.com>

To: "patrice.lattimore@lacity.org" <patrice.lattimore@lacity.org>

as a long time resident of sherman oaks, i am very excited about the prospect of shopping at a new RALPH'S FRESH FARE. we have limited options in our immediate neighborhood and the current RALPHS is not a pleasant experience. this new complex will bring great value to our area. please approve this renovation!

thank you

john nuzzi

3523 beverly ridge drive
sherman oaks, ca 91423



Patrice Lattimore <patrice.lattimore@lacity.org>

info@myralphsshermanoaks.com

Guy Violas <Guy@guyviolas.com>

Fri, Dec 3, 2010 at 4:54 PM

To: patrice.lattimore@lacity.org

Ralph's,

I would like to thank you for wanting to invest tens of millions of dollars into my neighborhood. The increase in jobs you are proposing will be a blessing to many families. The increase in tax revenue the City will create will hopefully help the City be a better, safer place to live. The values of the houses and apartment buildings will increase due to the improvements you're willing to make in the neighborhood. I can say this with authority, having SOLD hundreds of homes in my 23 year Real Estate Career in Sherman Oaks.

My family spends approximately \$1,000 per month in property taxes to live in Sherman Oaks. We deserve much better services than we are currently receiving.

Please do not waiver to the one or two bad apples in the group. That is to be expected. People by nature do not like change. It's a fear based behavior.

Being from the East Coast and currently owning a property walking distance to Wegman's grocery store, I know what it's like to shop in a start of the art store grocery.

I look so forward to shopping at the NEW RALPHS.

Thank you!

guy violas

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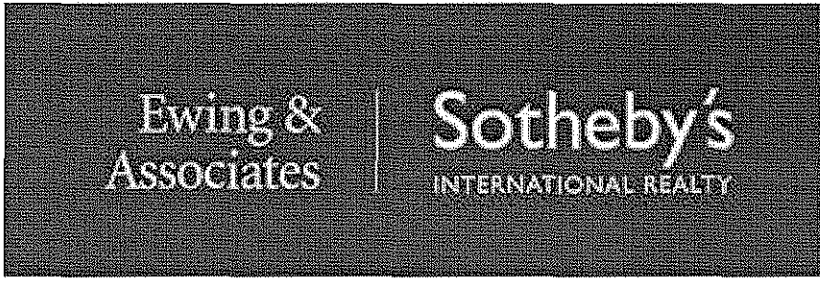
818.516.0011

guy@guyviolas.com

dre # 00986793

13501 Ventura Blvd

Sherman Oaks, Ca 91423





Patrice Lattimore <patrice.lattimore@lacity.org>

In support of Ralph's in Sherman Oaks

Donna Shontell <donnashontell@gmail.com>

Fri, Dec 3, 2010 at 5:04 PM

To: patrice.lattimore@lacity.org

Cc: info@myralphsshermanoaks.com

Hello Patrice,

I live at 3914 Davana Road, Sherman Oaks, CA 91423 and fully support the proposed Ralph's Sherman Oaks Fresh Fare. It will be a great addition to the neighborhood, improve our community, and be a very much needed face lift. I've talked to several neighbor's about this project, mostly because I'm amazed that some people don't support it. What I've found out from some of my neighbors, is, they don't frequent this Ralph's because it's so outdated, small, hard to find parking, etc. They too support a new Ralph's!

Please support the betterment of our community, and pass the Ralph's Fresh Fare Sherman Oaks!

Thank you,
Donna Shontell



Patrice Lattimore <patrice.lattimore@lacity.org>

Council File Index Number 10-1740 - Approve Ralphs Fresh Fare in Sherman Oaks

David Glasgal <david@7ate9.com>

Fri, Dec 3, 2010 at 6:05 PM

To: "patrice.lattimore@lacity.org" <patrice.lattimore@lacity.org>

Cc: "info@myralphsshermanoaks.com" <info@myralphsshermanoaks.com>

Dear City of Los Angeles Planning and Land Use Committee Members:
Council File Index Number 1-1740

Thank you for taking the time to review my note. I am a resident of Sherman Oaks and want a new and improved Ralphs at the intersection of Hazeltine and Ventura Blvd. This is why:

- I want more choices of food and other goods to purchase*
- I want a nicer looking neighborhood grocery store*
- I want more parking*
- I want to raise the profile of commercial development in the area to improve property values*
- I want more jobs in Sherman oaks*
- I like the people who work there and value their service, thus I want them to have a very nice store.*

I would very much like to see this improvement happen and am willing to suffer the minor inconveniences due to any construction during that time period. Thank you very much.

Sincerely,

Sherman Oaks Resident and Ralphs shopper

*David Glasgal
4310 Ventura Canyon Ave
apt 22
Sherman Oaks, CA 91423*



Patrice Lattimore <patrice.lattimore@lacity.org>

Ralphs

Courtney Feldman <courtney_feldman@yahoo.com>

Fri, Dec 3, 2010 at 8:04 PM

To: patrice.lattimore@lacity.org

Cc: info@myralphsshermanoaks.com

After shopping in Tarzana today and driving home to Sherman Oaks I realized just how much we need this new Ralphs. The Tarzana area has a new giant Whole Foods, a Bevmo, a new Pavillions coming and a new large Trader Joes and we have not had a new store of any kind for a long time in Sherman Oaks. Please approve Ralphs new facility. It will be a much needed boost to our community.

Thank you.

Courtney & Jack Feldman

4169 Sunnyslope Ave.

Sherman Oaks CA 91423



Patrice Lattimore <patrice.lattimore@lacity.org>

Council File Index Number 10-1740 - Approve Ralphs Fresh Fare in Sherman Oaks

Scott@scottrealestateadvisory.com <Scott@scottrealestateadvisory.com>

Sun, Dec 5, 2010 at 1:56 PM

To: "patrice.lattimore@lacity.org" <patrice.lattimore@lacity.org>

Cc: "info@myralphsshermanoaks.com" <info@myralphsshermanoaks.com>

Dear City of Los Angeles Planning and Land Use Committee Members:
Council File Index Number 1-1740

Please approve this Ralph's store. The current store is tired, functionally obsolete and does not contain the space to offer fresh made food that appeals to today's on-the-go health conscious life styles.

I shop at this store frequently.

Scott

Scott Ouellette

4150 Beck Avenue

Studio City, CA 91604



Patrice Lattimore <patrice.lattimore@lacity.org>

Council File Index Number 10-1740 - Approve Ralphs Fresh Fare in Sherman Oaks

Don Spector <donspect@gmail.com>

Sun, Dec 5, 2010 at 8:47 PM

To: patrice.lattimore@lacity.org

Cc: info@myralphsshermanoaks.com

We deserve a fresher Ralph's in that location. While I would very much appreciate a bigger and better Ralph's there, it would change my wife's mind completely. She doesn't like the limited selection and will only shop at Gelson's which is more out of the way for her and more expensive for me.

A new Ralph would be a great improvement in the neighborhood

Donald Spector
13534 Valley Vista Blvd.
Sherman Oaks



Patrice Lattimore <patrice.lattimore@lacity.org>

(no subject)

Naomi Feldman <nomizf@earthlink.net>

Sun, Dec 5, 2010 at 9:51 PM

To: patrice.lattimore@lacity.org

I am writing you in support of the re-modeling of the Ralph's store in Sherman Oaks. I shop at the store and I must admit it is old, small, and totally second-rate when compared to the newer Ralph's in many locations in Los Angeles. The improved Ralphs will only enhance the neighborhood. There is no conceivable reason that this improved store will do anything but make Sherman Oaks a more desirable shopping destination. All of my friends and family would like to see this remodeling start as soon as possible.

Yours truly,
Naomi Feldman
nomizf@earthlink.net
