

BTC

BETTER TECHNOLOGY CORPORATION

201 N. Los Angeles St., Ste. 13A
Los Angeles, CA 90012
(213) 617-9600
Fax (213) 617-9643

14540 Sylvan St., Ste. A
Van Nuys, CA 91411
(818) 779-8866
Fax (818) 779-8870

MAILING AFFIDAVIT

City Planning Commission
Case No. _____

Deputy Advisory Agency
Tentative Tract No. _____

CF No. CF-11-1734

Parcel Map No. _____

Zoning Administrator
Case No. _____

Private Street No. _____

Coastal Permit
Case No. _____

Area Planning Commission
Central, Harbor, SV, ELA, SLA, WLA, NV
Case No. _____

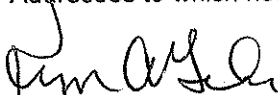
Design Review Board
Case No. _____

SITE ADDRESS: 939 and 969 NORTH LA BREA AVENUE

I, KIM GEAR certify that I am an employee of BTC, a contractor of the City of Los Angeles, Department of City Planning, State of California, and I did, on the 21st day of OCTOBER, 2011, mail, postage prepaid, to the applicant and all parties required by the Municipal Code, as detailed on the official ownership list, a notice of hearing, a true copy of which is attached.

- 500-foot radius
- Abutting the subject site
- Owners and Occupants
- Tenant Notice
- 100-foot coastal notice
- State Coastal Commission
- Adjacent City (ies)
- Applicant and Representative (where indicated)
- city Newspaper Notice
- LA Unified School District, LA County Regional Planning
- Caltrans
- Council's Own Initiative
- Metropolitan Transit Authority
- Certified Neighborhood Council (dept. of Neighborhood Empowerment)
- Council Office and Council District Office
- city Homeowners Associations
- Other LA CITY - DW P
- Appellant

There is a regular daily communication and service by mail between the City of Los Angeles and each of the Addresses to which notices were mailed.



BTC Hearing Notice Mailing Clerk

CITY OF LOS ANGELES
CALIFORNIA

JUNE LAGMAY
City Clerk

Office of the
CITY CLERK

HOLLY L. WOLCOTT
Executive Officer



Council and Public Services
Room 395, City Hall
Los Angeles, CA 90012
General information - (213) 978-1133
Fax: (213) 978-1040
www.cityclerk.lacity.org

ANTONIO R. VILLARAIGOSA
MAYOR

When making inquiries relative to
this matter, please refer to the
Council File No.
11-1734

ZA 2011-0103-ZV-1A-2A
CD 5

October 21, 2011

NOTICE TO PROPERTY OWNERS/OCCUPANTS WITHIN A 500-FOOT RADIUS

You are hereby notified that the Planning and Land Use Management (PLUM) Committee of the Los Angeles City Council will hold a public hearing on **Tuesday, November 15, 2011**, at approximately **2:30 p.m.** or soon thereafter in the Board of Public Works Edward R. Roybal Hearing Room 350, City Hall, 200 North Spring Street, Los Angeles, CA 90012, to consider a Categorical Exemption and related California Environmental Quality Act findings and appeals filed by Jim McQuiston and Lucille Saunders on behalf of the La Brea Willoughby Coalition from the entire decision of the Central Los Angeles Area Planning Commission in overturning the Zoning Administrator's denial of a Variance to permit the operation of a 10,087 square foot retail mattress store otherwise not permitted in the MR1-1 Zone, for property at 939 and 969 North La Brea Avenue, subject to Conditions of Approval.

Applicant: Bradley Parker, VP Bank of America, Trustee for Brinkman Family Trust
Representative: Andrew Fogg, Cox, Castle and Nicholson, LLP

The full Los Angeles City Council will also consider this matter on **Tuesday, November 29, 2011**, at approximately **10:00 a.m.** or soon thereafter in the John Ferraro Council Chamber, Room 340, City Hall.

If you are unable to appear at these meetings, you may submit your comments in writing. Written comments may be addressed to the City Clerk, Room 395, City Hall, 200 North Spring Street, Los Angeles, CA 90012. In addition, you may wish to view the contents of Council file No. **11-1734** by visiting: <http://cityclerk.lacity.org/lacityclerkconnect/>.

Please be advised that both the PLUM Committee and City Council reserve the right to continue this matter to a later date, subject to any time limit constraints.

Sharon Gin, Legislative Assistant
Planning and Land Use Management Committee
(213) 978-1074

Note: If you challenge this proposed action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City Clerk at, or prior to, the public hearing. Any written correspondence delivered to the City Clerk before the City Council's final action on a matter will become a part of the administrative record. The time in which you may seek judicial review of any final action by the City Council is limited by California Code of Civil Procedure Section 1094.6 which provides that an action pursuant to Code of Civil Procedure Section 1094.5 challenging the Council's action must be filed no later than the 90th day following the date on which the Council action becomes final.

11-1734_itr_plum_10-21-11

An Equal Employment Opportunity - Affirmative Action Employer

1	BANK OF AMERICA PO BOX 999 SANTA BARBARA CA 93102-0999	2	933 N LA BREA LLC 15060 VENTURA BLVD #300 SHERMAN OAKS CA 91403-2426	3	M. DAVID & SUSAN KRAYANEK TERI SALLWASSER 16401 NW 2ND AVE #201 MIAMI FL 33169-6036
4	GOLDSTEIN ROBERT B & TRUST 5737 KANAN RD #552 AGOURA HILLS CA 91301-1601	5	+5525-005-001&5532-10-49 MOLE RICHARDSON CO 937 N SYCAMORE AVE LOS ANGELES CA 90038-2305	6	GATEWAY LLC LA BREA MA T NORENBORG 100 WILSHIRE BLVD #1845 SANTA MONICA CA 90401-3605
7	MARTIN B. MCNAIR 411 WESTERN DR RICHMOND CA 94801-3740	8	JACK & J. & P. GUMBINER 722 WESTHOLME AVE LOS ANGELES CA 90024-3316	9	LLC LA BREA 7122 BEVERLY BLVD #A LOS ANGELES CA 90036-2572
10	GARY A. MINZER 1015 N MANSFIELD AVE LOS ANGELES CA 90038-2313	11	LENDING GROUP LLC STUDIO CIM GROUP INC 6922 HOLLYWOOD BLVD LOS ANGELES CA 90028-6117	12	VOLKALE PROPERTIES LLC 970 PALM AVE #109 LOS ANGELES CA 90069-4044
13	7209 WILLOUGHBY LLC 7250 BEVERLY BLVD #101 LOS ANGELES CA 90036-2560	14	L A CITY DEPT OF WATER & POWER REAL EST BUS GROUP-JUNE PO BOX 51111 LOS ANGELES CA 90051-5700	15	SOUTHERN CALIF GAS CO 800 N BRAND BLVD #840 GLENDALE CA 91203-1245
16	WEST HOLLYWOOD CLPF ING CLARION PARTNERS 1001 4TH AVE #3040 SEATTLE WA 98154-1119	17	JAMES B. IRSFELD 4954 MAMMOTH AVE SHERMAN OAKS CA 91423-1320	18	JARD CO INC 17408 CHATSWORTH ST #100 GRANADA HILLS CA 91344-5744
19	TRANSMIX CORP 2601 SATURN ST #200 BREA CA 92821-6702	20	TRANSMIX CORP 5950 CANOGA AVE #200 WOODLAND HILLS CA 91367-5036	21	1025 N SYCAMORE LLC 1017 N SYCAMORE AVE LOS ANGELES CA 90038
22	BMB INVESTMENT CORP 8600 MELROSE AVE LOS ANGELES CA 90069-5011	23	WARREN K. & ANNA M. PARKER 937 N SYCAMORE AVE LOS ANGELES CA 90038-2305	24	ANNA M. & DENNIS PARKER PARKER 937 N SYCAMORE AVE LOS ANGELES CA 90038-2305
25	MICHAEL HARRIS 948 N SYCAMORE AVE LOS ANGELES CA 90038-2306	26	BULBOW ESTEFAN & FAMILY 2083 CUTLER ST SIMI VALLEY CA 93065-4920	27	GOLDSMITH HILDA P & TRUST 852 N DETROIT ST LOS ANGELES CA 90046-7644

28

7158 WILLOUGHBY LLC
MA T NORENBERG
100 WILSHIRE BLVD #1845
SANTA MONICA CA 90401-3605

29

RYAN G. BAKER
865 S FIGUEROA ST #10TH
LOS ANGELES CA 90017-2543

999

JPL ZONING SERVICES #6711
6257 VAN NUYS BLVD., #101
VAN NUYS CA 91401

999

BANK OF AMERICA N.A., US TRUST
BRADLEY PARKER
333 S HOPE ST., 19TH FLR
LOS ANGELES CA 90071

ZA 2011 103

1
OCCUPANT
969 N LA BREA AV
WEST HOLLYWOODCA 90038-2321

2
OCCUPANT
933 N LA BREA AV 100
WEST HOLLYWOODCA 90038-2342

2
OCCUPANT
933 N LA BREA AV 101
WEST HOLLYWOODCA 90038-2342

2
OCCUPANT
933 N LA BREA AV 200
WEST HOLLYWOODCA 90038-2342

2
OCCUPANT
933 N LA BREA AV 300
WEST HOLLYWOODCA 90038-2342

2
OCCUPANT
933 N LA BREA AV 400
WEST HOLLYWOODCA 90038-2342

2
OCCUPANT
937 N LA BREA AV
WEST HOLLYWOODCA 90038-2342

3
OCCUPANT
979 N LA BREA AV
WEST HOLLYWOODCA 90038-2321

4
OCCUPANT
999 N LA BREA AV
WEST HOLLYWOODCA 90038-2321

5
OCCUPANT
852 N LA BREA AV
LOS ANGELES CA 90038-3341

5
OCCUPANT
932 N LA BREA AV A
WEST HOLLYWOODCA 90038-2322

5
OCCUPANT
932 N LA BREA AV B
WEST HOLLYWOODCA 90038-2322

5
OCCUPANT
932 N LA BREA AV C
WEST HOLLYWOODCA 90038-2322

5
OCCUPANT
932 N LA BREA AV D
WEST HOLLYWOODCA 90038-2322

5
OCCUPANT
932 N LA BREA AV E
WEST HOLLYWOODCA 90038-2322

5
OCCUPANT
943 N SYCAMORE AV
LOS ANGELES CA 90038

5
OCCUPANT
926 N LA BREA AV
WEST HOLLYWOODCA 90038

5
OCCUPANT
925 N LA BREA AV
WEST HOLLYWOODCA 90038-2321

6
OCCUPANT
7165 WILLOUGHBY AV
LOS ANGELES CA 90046-6711

6
OCCUPANT
915 N LA BREA AV
WEST HOLLYWOODCA 90038-2321

7
OCCUPANT
7175 WILLOUGHBY AV
LOS ANGELES CA 90046-6711

8
OCCUPANT
916 N FORMOSA AV
LOS ANGELES CA 90046-6702

8
OCCUPANT
920 N FORMOSA AV
LOS ANGELES CA 90046-6702

8
OCCUPANT
920 N FORMOSA AV A
LOS ANGELES CA 90046-6702

8
OCCUPANT
922 N FORMOSA AV
LOS ANGELES CA 90046-6702

8
OCCUPANT
922 1/2 N FORMOSA AV
LOS ANGELES CA 90046-6702

8
OCCUPANT
924 N FORMOSA AV
LOS ANGELES CA 90046-6702

9
OCCUPANT
936 N FORMOSA AV
LOS ANGELES CA 90046-6702

10
OCCUPANT
7130 ROMAINE ST
WEST HOLLYWOODCA 90046

10
OCCUPANT
7132 ROMAINE ST
WEST HOLLYWOODCA 90046

10
OCCUPANT
7134 ROMAINE ST
WEST HOLLYWOODCA 90046

10
OCCUPANT
7136 ROMAINE ST
WEST HOLLYWOODCA 90046

11
OCCUPANT
950 N FORMOSA AV
LOS ANGELES CA 90046

11
OCCUPANT
1041 N FORMOSA AV
WEST HOLLYWOODCA 90046-6703

12
OCCUPANT
7201 WILLOUGHBY AV
LOS ANGELES CA 90046-6713

12
OCCUPANT
901 FORMOSA AVE
LOS ANGELES CA 90046-6713

12
OCCUPANT
901 1/2 FORMOSA AVE
LOS ANGELES CA 90046-6713

12
OCCUPANT
903 FORMOSA AVE
LOS ANGELES CA 90046-6713

12
OCCUPANT
903 1/2 FORMOSA AVE
LOS ANGELES CA 90046-6713

12
OCCUPANT
903 3/4 FORMOSA AVE
LOS ANGELES CA 90046-6713

12
OCCUPANT
905 FORMOSA AVE
LOS ANGELES CA 90046-6713

12
OCCUPANT
907 FORMOSA AVE
LOS ANGELES CA 90046-6713

12
OCCUPANT
909 FORMOSA AVE
LOS ANGELES CA 90046-6713

12
OCCUPANT
911 FORMOSA AVE
LOS ANGELES CA 90046-6713

13
OCCUPANT
7209 WILLOUGHBY AV 1
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 2
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 3
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 4
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 5
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 6
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 7
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 8
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 9
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 10
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 11
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 12
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 14
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 15
LOS ANGELES CA 90046-6750

13
OCCUPANT
7209 WILLOUGHBY AV 16
LOS ANGELES CA 90046-6750

15
OCCUPANT
7171 ROMAINE ST
WEST HOLLYWOODCA 90046

16
OCCUPANT
7100 SANTA MONICA BL101
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL110
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL117
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL120
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL125
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL130
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL135
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL140
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL145
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL150
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL151
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL153
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL158
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL165
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL180
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL185
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL201
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL205
WEST HOLLYWOODCA 90048

16
OCCUPANT
7100 SANTA MONICA BL210
WEST HOLLYWOODCA 90048

16
OCCUPANT
7156 SANTA MONICA BL
WEST HOLLYWOODCA 90048

17
OCCUPANT
1040 N LA BREA AV
WEST HOLLYWOODCA 90038-2346

18
OCCUPANT
1026 N LA BREA AV
WEST HOLLYWOODCA 90038-2324

20
OCCUPANT
1011 N SYCAMORE AV
LOS ANGELES CA 90038

20
OCCUPANT
1000 N LA BREA AV
WEST HOLLYWOODCA 90038-2324

21
OCCUPANT
1025 N SYCAMORE AV
WEST HOLLYWOODCA 90038-2324

23
OCCUPANT
904 N LA BREA AV
WEST HOLLYWOODCA 90038

23
OCCUPANT
900 N LA BREA AV
WEST HOLLYWOODCA 90038

24
OCCUPANT
915 N SYCAMORE AV
WEST HOLLYWOODCA 90038

25
OCCUPANT
947 N ORANGE DR
LOS ANGELES CA 90038

25
OCCUPANT
948 N ORANGE DR
LOS ANGELES CA 90038

26
OCCUPANT
859 N LA BREA AV
LOS ANGELES CA 90038-3323

27
OCCUPANT
7118 WILLOUGHBY AV 1
LOS ANGELES CA 90046-6747

27
OCCUPANT
7118 WILLOUGHBY AV 2
LOS ANGELES CA 90046-6747

27
OCCUPANT
7118 WILLOUGHBY AV 3
LOS ANGELES CA 90046-6747

27
OCCUPANT
7118 WILLOUGHBY AV 4
LOS ANGELES CA 90046-6747

27
OCCUPANT
7120 WILLOUGHBY AV
LOS ANGELES CA 90046-6747

27
OCCUPANT
858 DETROIT ST
LOS ANGELES CA 90046-6747

28
OCCUPANT
859 N DETROIT ST
LOS ANGELES CA 90046-7607

28
OCCUPANT
861 N DETROIT ST
LOS ANGELES CA 90046-7607

28
OCCUPANT
7158 WILLOUGHBY AVE
LOS ANGELES CA 90046-7607

29
OCCUPANT
7164 WILLOUGHBY AV
LOS ANGELES CA 90046-6720

C.D. 5
VALLEY FIELD OFFICE
15760 VENTURA BLVD # 1020
ENCINO CA 91436

C.D. 5
WEST LOS ANGELES FIELD OFFICE
822 S ROBERTSON BL # 102
LOS ANGELES CA 90035

C.D. 5
COUNCILPERSON PAUL KORETZ
200 N SPRING ST RM 440
LOS ANGELES CA 90012

CENTRAL HOLLYWOOD CC
1306 N MCCADDEN PL
HOLLYWOOD CA 90028

ZA 2011 103

CANDY MYAO

Determination Letter
ZA-2011-0102-ZV-1A
Mailing Date: 9/19/2011

Council District 5
City Hall, Room 440
Mail Stop 208

Applicant
Bradley Parker
515 S. Flower Street, Suite 2800
Los Angeles, CA 90071

Representative
Andrew Fogg, Cox, Castle & Nicholson,
2049 Century Park East, 28th Floor
Los Angeles, CA 90067

Bradley Parker
Bank of America, N.A. US Trust
333 S. Hope Street, 19th Floor
Los Angeles, CA 90071

Robert B. Lamishaw
JPL Zoning Services, Inc.
6263 Van Nuys Blvd.
Van Nuys, CA 91401

Bank Of America
P.O. Box 999
Santa Barbara, CA 93102

933 N. La Brea LLC
15060 Ventura Blvd., #300
Sherman Oaks, CA 91403

M. David & Susan Krayanek
Teri Sallwasser
16401 NW 2nd Avenue, #201
Miami, FL 33169

Gateway LLC LA Brea
MA T Norenberg
100 Wilshire Blvd, #1845
Santa Monica, CA 90401

West Hollywood CLPF
ING Clarion Partners
1001 4th Avenue, #3040
Seattle, WA 98154

BMB Investment Corp.
8600 Melrose Avenue
Los Angeles, CA 90069

JPL Zoning Services #6711
6257 Van Nuys Blvd, #101
Van Nuys, CA 91401

Doug Kays
841 Muskingum Avenue
Pacific Palisades, CA 90272

Neal Golub
1840 Century Park East, #700
Los Angeles, CA 90067

Lucille Saunders
LA Brea Willoughby Coalition
843 N. Detroit Street
Los Angeles, CA 90046

Jeannie Ponnikaran
220 De La Rosa Road.
Goleta, CA 93117

Larry Miller
Sit n' Sleep
No Address Provided

Jeff Jacobberger
5516 Edgewood Place #1
Los Angeles, CA 90079

Paul Brinkman Jr.
2815 Park Place
Laguna Beach, CA 92651

Jim McQuiston
6212 Yucca Street
Los Angeles, CA 90028

Doug Haines
P.O. Box 93596
Los Angeles, CA 90093

Alisa Karian
320 N. Larchmont
Los Angeles, CA 90004

Maria Brinkman
197 Paradise Road
Santa Barbara, CA 93105

Neal Golub
1840 Century Park East, Suite 700
Los Angeles, CA 90067

Linda Clarke
City Hall, Room 763
Mail Stop 395

GIS-Fae Tskamoto
City Hall, Room 825
Mail Stop 395

Maya Zaitzevsky
Zoning Administrator
City Hall, Room 763
Mail Stop 395

Sheldred Alexander
CEA I
Sheldred.alexander@lacity.org

Engineering
Quyen.phan@lacity.org