



Rita Moreno &lt;rita.moreno@lacity.org&gt;

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## Fwd: Bergins - Letter w/ Reports

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**Luciralia Ibarra** <luciralia.ibarra@lacity.org>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Sherilyn Correa <sherilyn.correa@lacity.org>

Sun, May 19, 2019 at 5:46 PM

Hi Rita,  
Just sharing this with you in the event they forgot to send it your way.  
-Luci

----- Forwarded message -----

From: **Tina Choi** <tchoi@tca.cc>  
Date: Fri, May 17, 2019 at 1:56 PM  
Subject: Bergins - Letter w/ Reports  
To: Jordan Beroukhim <jordan.beroukhim@lacity.org>, Luci Ibarra <luciralia.ibarra@lacity.org>, Gerald Gubatan <gerald.gubatan@lacity.org>  
Cc: Adam Englander <adam@ekapr.com>

Hi all, pls see the attached report.

The nexus of contributing to the culture of LA as a drinking and "imbibing" establishment sets a dangerous precedent as we all discussed,

Further, Bergins is NOT the 2<sup>nd</sup> oldest liquor license in the City. This keeps being repeated by Planning Staff, but ABC State license records show otherwise, It's not even in the top 20 licenses granted.

Pictures of Cary Grant going to Bergins was the Original Bergins on Wilshire , which was demolished for another dev project. The one in question at [840 south Fairfax](#) is the second Bergin's location , with no nexus to anyone who has political, social, or cultural significance. Including Cary Grant.

The owner is working with the Bergin Family and are willing to work with the City to separate out/ preserve certain aspects of the building if there is sentimental attachment, however, the push by OHR staff and Cultural Heritage Commission to designate the entire building ( mostly rebuilt from Home Depot and Loew's materials) AND the surface Parking lot as a monument, is not good public policy, infact, sets a dangerous precedent. The building has been rebuilt over the years, with many replacement components being purchased from Home Depot, Loews, etc, Even the OHR staff and commission agree, there is no architectural significance.

As we all discussed, this location is not conducive to a restaurant operation, it has been struggling through 3 different chefs/ operators in the last 5 years, with closure in the last year. Around this location- are numerous highrises and new mixed / use developments. And restaurant patrons flock to 3<sup>rd</sup>, Beverly, La Brea , La Cienega and other locations that have over the years, become catalytic areas for restaurant/ hospitality.

Continuing a bar operation in this area would also not be allowed per current code/ CUP as There is a Jewish High School immediately next door to this location/site.

This location abuts CD 10 and CD 5, so having this site vacant and abandoned waiting for a miraculous restaurant use, would impact other council districts as well

There are other best uses for the site, which would deliver needs that the City really needs. Doing a TOC 3 on this site would deliver 51 residential units with about 5 very low units. OR, the adjacent High School has been interested in expanding their campus. Either way, both uses are ideal to current priorities in the City versus setting a precedent to nominate bars/ businesses as "monuments" with cultural significance to bring to the City, when the most compelling nexus is that of liquor consumption

This potentially sets a precedence for example, in the year 2020 of a bar owner claiming that his or her business should be designated a monument because of a track record of serving celebrities like Britney spears and having celebrities and members of the public imbibe in their bars over the years. Which would in essence prohibit any other use for the said property such as affordable housing, offices, etc. even if the property owner wanted to develop an alternative. In essence, locking in the bar use in perpetuity.

Thanks, and pls call with any questions.

Tina 310-210-6249

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**Luciralia Ibarra**

*Chief Deputy - Planning and Land Use Policy*  
Councilmember Marqueece Harris-Dawson



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 **Council File No. 19-0293 - Letter from Property Owner - 840 S. Fairfax.pdf**  
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