



# APPLICATION FOR DETERMINATION OF PUBLIC CONVENIENCE OR NECESSITY (PCN)

PURSUANT TO CALIFORNIA BUSINESS AND PROFESSIONS CODE SECTIONS 23958 AND 23858.4

There is no Filing Fee for this application

## INSTRUCTIONS

ALL APPLICATIONS MUST INCLUDE THE FOLLOWING ITEMS:

1. COMPLETE THE FORM BELOW
2. ATTACH THE FOLLOWING:
  - A. COPY OF THE CUB APPLICATION PACKAGE SUBMITTED TO THE DEPARTMENT OF CITY PLANNING
  - B. LETTER OF DETERMINATION APPROVING A CONDITIONAL USE PERMIT FOR ALCOHOL SALES
  - C. MAILING LIST OF ABUTTING PROPERTY OWNERS
    - MUST INCLUDE IN LIST – APPLICANT, REPRESENTATIVE, AND PROPERTY OWNER, IF APPLICABLE
    - MUST USE EXCEL TEMPLATE PROVIDED

[Click here to download the Excel Template](#)

SUBMIT THE COMPLETED PCN APPLICATION VIE EMAIL TO:  
OFFICE OF THE CITY CLERK, CITY OF LOS ANGELES  
[CLERK.PCN@LACITY.ORG](mailto:CLERK.PCN@LACITY.ORG)

ALL FIELDS ARE REQUIRED – COMPLETE ALL ITEMS BELOW OR USE “N/A”

PROJECT NAME	Gelsons Market
PROJECT ADDRESS	12121 W. Olympic Blvd., #5, Los Angeles, CA 90064
COUNCIL DISTRICT	CD 11

## APPLICANT

Check if the Property Owner is the same as the Applicant

NAME	Mark Motsenbocker, Gelsons Market
ADDRESS	13833 Freeway Dr., Santa Fe Springs, CA 91331
PHONE	310-638-2842
EMAIL	mmotsenbocker@gelsons.com

## PROPERTY OWNER

NAME	Philena Investment Holdings, LLC
ADDRESS	444 South Flower St, Unit 2100, Los Angeles, CA 90071
PHONE	213-624-3229

## REPRESENTATIVE

Check if the Representative is the same as the Applicant

NAME	Brett Engstrom - LiquorLicense.com
ADDRESS	2222 Damon St., Los Angeles, CA 90021
PHONE	626-993-7350
EMAIL	brett@liquorlicense.com

TYPE OF BUSINESS	Supermarket
CITY PLANNING CASE NO.	ZA 2023-1077-MPA
TYPE OF ALCOHOL SALES (Select one option)	Both On-Site and Off-Site

## AGENT, CA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

CONTACT INFORMATION REQUIRED. APPLICATION MAY BE REJECTED IF CONTACT INFORMATION IS NOT PROVIDED.

NAME	James Quintana
EMAIL	James.Quintana@abc.ca.gov

Note: Attachment maximum size is 25 MB