



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

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

PROJECT NAME	Gelsons Market
PROJECT ADDRESS	12121 W. Olympic Blvd., 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