

APPLICATION TO THE ZONING ADMINISTRATOR FOR CONDITIONAL USE  
EXCEPTION FOR ON-SITE BEER AND WINE CONSUMPTION

APPLICANT: **Ponte Milvio, Inc.**

PROPERTY: **712 Lincoln Blvd.  
Venice, CA 90291**

REFERENCE: **Conditional Use Exception to allow on-site sale of beer and  
wine for on-site consumption in conjunction with the operation  
of a new full-service Restaurant.**

**REQUEST**

Ponte Milvio, Inc. ("Applicant") requests a Conditional Use Exception Approval in connection with 712 Lincoln Blvd., Venice, CA. The new full-service restaurant is located within the Los Angeles Transportation Corridor, the Venice Community Plan and adjacent to the Venice Coastal Specific Plan area. The restaurant will be housed in a 1,625 sq.ft. space, located on an approximately 3,000 sq. ft. lot. There is seating for 48 patrons. Proposed hours of operation are 8:00am to 12:00 Midnight daily. The closing time of the restaurant is pre-determined by the Conditional Use Exception requirements per L.A.M.C. Code Section 12.24X2. The 8:00am opening time will allow the restaurant the flexibility to eventually offer a breakfast service should it become economically feasible. Proposed hours of alcohol service are the same as hours of operation.

ADDITIONAL INFORMATION/FINDINGS: Please answer the following questions on the form or on additional sheets.

In order to grant your request the following findings/questions must be addressed by the Zoning Administrator. Please try to explain as best as possible how your request conforms to following requirements:

**a. *Describe briefly how the proposed project will be proper in relation to adjacent uses or the development of the community.***

The use itself is wholly proper in relation to the adjacent commercial uses. The area is zoned [Q]C2-1, and designated General Commercial under the General Plan Land Use classifications. The proposed restaurant use is consistent with the Venice Community Plan, and as such, is in proper relation with adjacent uses and development of the community. The alcohol service is consistent and compatible with the community and only seeks to provide the same level of amenities as is normal and expected in other restaurants by providing a selection of beer and wine for its patrons. The restaurant contributes to the area by offering an additional dining option to those working and living in the area. The proposed restaurant, in conjunction with other commercial uses will help to continue this area's status as a destination point for both residents and tourists to the area. As the location is currently a vacant building, the approval of this project will

discourage the spread of blight and encourage development, which will have a positive effect on adjacent uses.

Based on the foregoing, permitting the sale of beer and wine for on-site consumption at this location will be proper in relation to adjacent uses of the development in the community.

**b. *Why does the applicant believe the location of the project will be desirable to the public convenience and welfare.***

The addition of beer and wine to this proposed restaurant will add an enhanced dining option to the area, and build upon the commercial, entertainment and retail character of the area. It will provide increased opportunities for quality dining and help further the goals of the Venice Community Plan. The concentration of commercial uses within the area will reduce the need for local employees and residents to travel to other areas for dining choices and will provide a destination point for visitors.

The availability of beer and wine will greatly enhance the atmosphere and attractiveness of the restaurant to patrons while not detracting from patron safety. The sale of beer and wine is expected in sit-down restaurants of similar quality and would be expected by its patrons. The restaurant will work to provide a safe environment where the sale of beer and wine will be closely monitored and controlled to prevent abuse. The area is served by the Los Angeles Police Department, and the presence of police officers in addition to the conscientious service of the restaurant's employees will ensure that the restaurant will be a safe environment. The establishment will cater to residents and employees in the local area and the inclusion of beer and wine will allow the restaurant to provide a more complete dining option to its patrons and allow the restaurant to compete more favorably with other establishments in the area.

Based on the foregoing, permitting the sale of beer and wine for on-site consumption at this location will serve public convenience and welfare.

**c. *Describe how the proposed project will not be detrimental to the character of development in the immediate neighborhood and will be in harmony with the various element and objectives of the General Plan.***

The location for this restaurant is zoned [Q]C2-1 and designated General Commercial under the General Plan Land Use; therefore the location is wholly proper for such a commercial use. The restaurant will be located within an existing commercial building that previously housed a furniture retail store. There will not be extensive exterior changes, thereby not causing unnecessary intrusions on nearby residents. The restaurant intends to cater to local residents, employees and those visiting the area. The service of beer and wine in conjunction with the restaurant will not be materially detrimental to the use, enjoyment or character of development in the immediate neighborhood. The proposed restaurant will compliment surrounding uses as an area of commercial activity, with a variety of other retail, restaurant and entertainment uses. It will serve the large

number of local residents and daily visitors, and will not adversely affect the immediate community because of increased crime, noise, or public disturbance. The Project benefits those uses through attracting additional local and tourist interest in the area and by providing a quality dining experience to complement other existing establishments in the area. Further, the Project will be operated in such a manner so as to avoid impacting nearby residential uses, and any such concerns regarding the operation of the restaurant will be addressed and rectified immediately.

The subject property is zoned for commercial uses and the restaurant is allowed by right. The conditional use authorization for the sale of beer and wine is allowed with the approval of the Zoning Administrator subject to their findings of the proposed use. The required findings can be established and supported by the information offered within this application.

Based on the foregoing, permitting the sale of beer and wine for on-site consumption at this location will be in harmony with the various elements and objectives of the General Plan, and will not be materially detrimental to the character of development in the immediate neighborhood.

**d. *Will the approval of the conditional use at this location adversely affect the economic welfare of the community? Why?***

The approval of on-site consumption of beer and wine will not adversely affect the economic welfare of the community. Rather, the Project will positively benefit the economic welfare of the community and surrounding area by serving the needs of those already working and residing in the vicinity of the restaurant. This in turn will create additional economic opportunity for adjacent and neighboring retail and entertainment facilities. Further, the Project will contribute to the viability of Venice as a self-supportive region with all necessary commercial uses. It will also positively benefit the City through generation of additional sales tax revenue, business licensing and other fees, and by providing additional short-term and long-term employment opportunities for area residents.

**e. *Will the approval of the conditional use result in or contribute to an undue concentration of such establishments? Why?***

No. While there are other alcohol serving establishments in the vicinity, the nature of the area supports a concentration of licenses. The proposed restaurant is along a commercial corridor that is meant to offer a variety of services to those numerous nearby residents. This is a densely populated section of the city and is therefore able to support various establishments. There are other restaurants providing a variety of opportunities for dining, and some have been authorized to sell and serve alcoholic beverages. The approval of this application will be consistent with that ideal and simply allow this restaurant to compete fairly with those establishments currently operating in the area.

**f. *Will the approval of the conditional use detrimentally affect nearby residentially zoned properties? Why?***

No, the approval of the conditional use will not detrimentally affect nearby residentially zoned properties. The restaurant will be located in an existing commercial building. The restaurant will operate in a responsible manner, as a true neighborhood restaurant that will cater to those same nearby residents. The restaurant owners and applicants currently operate another restaurant, Piccolo Cipriani, located at 5 Dudley Ave., Venice. The restaurant has been in operation for some time, in coexistence with nearby residences. The same professional operating style will be utilized in this restaurant as well. Ultimately, the restaurant will be operated in a responsible and professional manner, with sensitivity to any possible detriment to those residential properties that might be affected.

Therefore, the grant of this Conditional Use Exception to allow the on-site consumption of beer and wine in the restaurant will not detrimentally affect the quiet enjoyment of nearby properties.

**g. *What are the proposed hours of operation and which days of the week will the establishment be open? What are the proposed hours of alcohol sales?***

Proposed hours of operation are 8:00am to 12:00 Midnight daily. The closing time of the restaurant is pre-determined by the Conditional Use Exception requirements per L.A.M.C. Code Section 12.24X2. The 8:00am opening time will allow the restaurant the flexibility to eventually offer a breakfast service should it become economically feasible. Proposed hours of alcohol service are the same as hours of operation.

**h. *What is the occupancy load as determined by the Fire Department (number of patrons)? What is the proposed seating in all areas?***

There is seating for 48 patrons.

**i. *Is parking available on the site? (If so, how many spaces?) If spaces are not made available on the site, have arrangements been made for off-site parking by lease or covenant? Where? How many off-site spaces?***

The commercial building housing the restaurant consumes a majority of the parcel where it is located, therefore there is no available area to offer on-site parking. Applicant has secured off-site parking via covenant on the lot directly adjacent to the restaurant. The off-site area has eight parking spaces.

**j. *Is there to be entertainment such as a piano bar, jukebox, dancing, live entertainment, movies, etc.? (Specify?) (On-site only)***

The restaurant will have background music during most hours of operation. Although not currently planned, the applicant may wish to place some televisions for the viewing pleasure of its patrons.

**k. *Is a full line of alcoholic beverages to be offered or just beer and wine?***

The proposed restaurant will offer beer and wine only to its patrons.

**l. *Will cups, glasses or similar containers be sold which might be used for the consumption of alcoholic beverages on the premises?***

Containers will not be sold.

**m. *If a cocktail lounge is to be maintained incidental to a restaurant, the required floor plans must show details of the cocktail lounge and the separation between the dining and lounge facilities (On-site only)***

There will be no cocktail lounge.

**n. *Has the owner or lessee of the subject property been suspended from the sale of alcoholic beverages on the subject property or fined by the Alcoholic Beverage Control Department (ABC) in the last 365 days and if so, for what reasons?***

No.

**o. *Will game machines be available for use on the subject property and if so, how many machines will be in use?***

There will be no game machines available for use on-site.

**p. *Will you have signs visible on the outside, which advertise the availability of alcohol?***

The restaurant will strictly adhere to state and city guidelines governing the advertisement of the availability of alcoholic beverages. Applicant would like the ability to advertise a particular beverage, but does so at the discretion of the Zoning Administrator.

**q. *Will alcohol be sold without a food order. Will there be a kitchen on site as defined in the Los Angeles Municipal Code?***

Alcohol may be sold without a food order. However the main function of the operation is a full service restaurant. There will be a full kitchen on-site as defined in the Los Angeles Municipal Code.

**r. *Will beer or wine coolers be sold in single cans or wine be sold in containers less than 1 liter (750 ml)?***

Beer or wine coolers may be sold in amounts less than 1 liter.

s. ***Will fortified wine (greater than 16% alcohol) be sold?***

Fortified wine greater than 16% will not be sold.

t. ***Will off-site sales of alcohol as a secondary use to on-site sales occur (i.e. takeout)?***

The proposed restaurant is pursuing a Type #41 ABC License. This type of license is for beer and wine for on-site consumption, which allows beer and wine sales "to-go." The applicant would like to retain this ability, but does so at the discretion of the Zoning Administrator.

u. ***Will discount drinks or a "Happy Hour" be offered at any time?***

The applicant would like to ability to offer a happy hour to its patrons that live, work and are visiting the area. However, the applicant does so at the discretion of the Zoning Administrator

v. ***Will security guards be provided and if so, when and how many?***

The restaurant location is adequately served by the Los Angeles Police Department. As it is only 1,625 sq.ft. full-service restaurant, private security should not be necessary for a project of this size and nature

w. ***Will alcohol be allowed to be consumed on any adjacent property under the control of the applicant?***

No, alcohol will not be allowed to be consumed on any adjacent property under the control of the applicant.

x. ***Will the gross sale of alcohol exceed the gross sale of food items on a quarterly basis?***

No. The project is utilizing a Type# 41 ABC License, which requires that less than 50% of receipts be from the sale of alcohol.

y. ***Provide a copy of the proposed menu if food is to be served.***

A proposed menu is being formulated and will be forwarded upon completion.

z. ***How many employees will you have on the site at any given time?***

There will approximately 2-8 employees in the restaurant at any given time. The number of employees on-site will be determined by multiple factors such as hours, volume of

traffic, etc.

**aa. *What security measures will be taken including:***

**(1) *Posting of rules and Regulations on the premises.***

Applicant will comply with all applicable standards requested by the Department of Alcoholic Beverage Control, Police Department and the Department of Zoning Administration.

**(2) *To prevent such problems as gambling, loitering, theft, vandalism and truancy.***

Applicant will comply with all applicable standards requested by the Department of Alcoholic Beverage Control, Police Department and the Department of Zoning Administration. The applicant will make a conscious effort to avoid and rectify any possible problems.

**(3) *Will security guards be provided and if so, when and how many?***

No. The project is only approximately 1,625 sq.ft., and there should not be a need for on-site security guards.

**(4) *Other measures***

The premises will be locked when not in operation.

**bb. *Will there be a minimum age requirement for patrons? If so, how will this be enforced?***

This project will be utilizing a Type 41 license from the ABC, which is for a restaurant. No age restriction for entrance to the premises is required. However, any patron wishing to purchase and consume and alcoholic beverage will be required to produce valid identification proving they are at least 21 years or older.

**cc. *Are there any schools (public or private and including nursery school) churches or parks within 1,000 feet of your proposed business? Where?***

There are two sensitive uses within 1,000 feet of the proposed business:

Broadway Elementary School  
1015 Lincoln Blvd.  
Venice, CA 90291

Las Dorados Children Center  
804 Broadway  
Venice, CA 90291

**dd. For massage parlor or sexual encounter establishment applicants: Are there any other adult entertainment businesses within 1000 feet of your proposed establishment (i.e. adult Arcade, adult bookstore, adult cabaret, adult motel, adult motion picture theater, adult theater)?**

N/A.