



To: Honorable City Council
From: John Moreno, City Manager
By: John King, AICP, Interim Planning Director
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Date: October 22, 2024

SUBJECT: APPROVING A REQUEST BY MR. J'S BAR FOR A CITY COUNCIL PERMIT FOR LIVE ENTERTAINMENT AT 7824 ALONDRA BOULEVARD

BACKGROUND

This application is a request by Mr. J's Bar for a City Council Permit for live entertainment (karaoke, DJ, live band) at 7824 Alondra Boulevard in the C-3 (General Commercial) zone. The property is located at the southwest corner of Alondra Boulevard and Colorado Avenue. The 7,500 square foot site is developed with a 1,680 square foot standalone building facing Alondra Boulevard. Construction of a 1,312 square foot addition to the building is underway. The applicant purchased the bar in 2022.

On November 2, 2022, the Planning Commission approved Conditional Use Permit (CUP) No. 921, a request to upgrade from a bar with the sales of beer for onsite consumption to a bar with the sales of beer, wine, and distilled spirits for onsite consumption. The business is licensed by the California Department of Alcoholic Beverage Control (ABC) for "Type 48" sales of beer, wine, and distilled spirits. The purpose of the hearing was to consider the additional sales of full-service liquor, establish new conditions to comply with City regulations, and bring this legal nonconforming business into conformance with zoning regulations.

To enhance the existing structure on the subject site, the Planning Commission required an exterior building façade remodel in compliance with the Central Business District Architectural Guidelines (as stipulated under Section 12.24.050 of the Paramount Municipal Code) as part of the conditions of approval of CUP No. 921. Approval of the proposed addition and the building façade remodel was required prior to the sale of wine and distilled spirits.

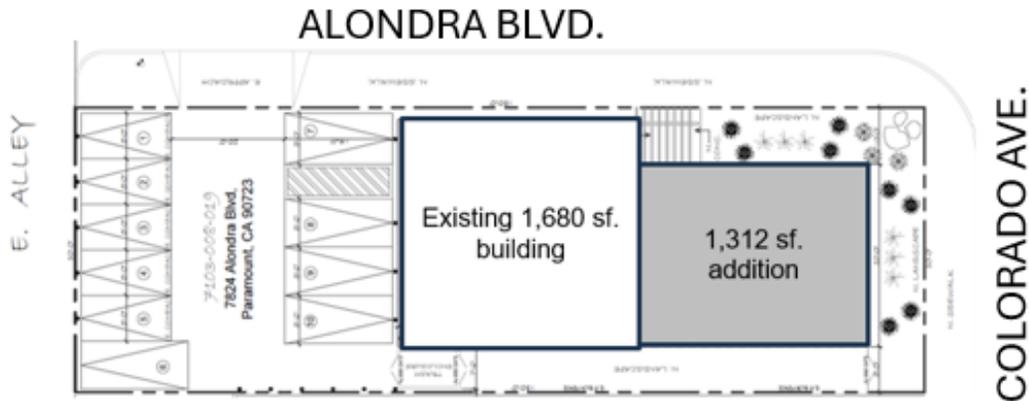
In March 2023, the Development Review Board approved Development Review Application (DRA) No. 23:004, a remodel to the exterior of the existing 1,680 square foot building and construct a 1,312 square foot addition. When complete, the gross floor area of the bar will be 2,992 square feet. The proposed addition area will consist of a billiard floor area, walk-in cooler, two restrooms, liquor storage area, and an office. An interior remodel of the existing 1,680 square foot bar includes a new wraparound bar counter with prep area, new seating arrangement, and counter space for alcohol. The 33 indoor customer seats will remain the same.

Other Paramount establishments with active live entertainment permits approved by the City Council are summarized in the chart below:

BUSINESS	ADDRESS	DAYS/HOURS	TYPE OF ENTERTAINMENT	DATE APPROVED
Bldv Cocktails	8400 Alondra Blvd.	Fridays and Sundays, 7:00 p.m. to 2:00 a.m.	Karaoke	7/7/2015
Casa Adelita Restaurant	8063 Alondra Blvd.	Thursday to Sunday, 7:00 p.m. to 10:00 p.m.	Karaoke	7/6/2010
Mariscos Mi Lindo Sinaloa	7610 Rosecrans Ave.	Saturdays and Tuesdays, 6:00 p.m. to 11:00 p.m.	Karaoke	12/1/2015
Cate's Corner	8400 Alondra Blvd.	Saturdays, 4:00 p.m. to 9:00 p.m. and Mondays 2:00 p.m. to 9:00 p.m.	Karaoke	9/6/2022

Plans

Below is the site plan of the property at 7824 Alondra Boulevard. The addition under construction is shaded.



Public Outreach

In July 2024, Planning Department staff along with the owner of the business conducted a neighborhood survey at the properties south of Alondra Boulevard between Colorado Avenue and Vermont Avenue. The purpose of the survey was to gather feedback to assess resident interest about proposed live entertainment, gauge preferences, and understand any concerns about noise, crowd management or potential disruptions. 17 surveys were distributed in the vicinity and were conducted door-to-door. For those households unavailable to take the survey, a copy inviting response, including a link to an online survey, was left.

The Planning Department conducted additional outreach on September 12 to the remaining properties that did not submit a survey, including three properties located on the west side of Vermont Avenue that were not previously surveyed. A Spanish version of the survey was also included as part of this outreach.

In summary, 7 of 20 households completed a survey. Two respondents were opposed to the proposed live entertainment permit. One respondent did not oppose the application provided the City maintains stringent monitoring of noise and neighborhood concerns. The remaining four respondents voiced either full or moderate support.

DISCUSSION

Law Enforcement Review

As required by the Municipal Code, the Public Safety Department and the Los Angeles County Sheriff's Department have reviewed the application, and they have several recommendations that the business shall adhere prior to the issuance of this permit.

A security camera system that includes comprehensive views of the interior, exterior, and parking area shall be installed on the premises will be reviewed by the Public Safety Department. Other recommended conditions of approval will prevent music and singing from disturbing neighboring tenants or property owners. Loitering in the parking lot will be expressly prohibited, and all doors will be required to remain closed during the hours of operation except for the entering and exiting of customers and employees.

Initial Recommendation

Based on public feedback and the unknown level of business upon opening, staff recommends introducing live entertainment on two specific days of week (Friday and Saturday) to start. This measured approach will allow monitoring of any potential impacts to the surrounding neighborhood. If no complaints have been received and the business is in good standing, staff will then recommend expanding the live entertainment to additional days at a six-month City Council review. It is recommended as a condition to ensure long-term compliance of the conditions of approval and safeguard the surrounding businesses and neighborhood.

FISCAL IMPACT

None.

VISION, MISSION, VALUES, AND STRATEGIC OUTCOMES

The City's Vision, Mission, and Values set the standard for the organization, establish priorities, uniformity, and guidelines; and provide the framework for policy decisionmaking. Strategic Outcomes were implemented to provide a pathway to achieving the City's Vision. This item aligns with Strategic Outcome No. 1: Safe Community - Provide a safe place to live, work, and visit; and No. 3: Economic Health - Support a healthy, sustainable economy reflecting community values.

RECOMMENDED ACTION

Read by title only and adopt Resolution No. 24:038, subject to the conditions of approval in the resolution.