



# 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	Howe Mart
PROJECT ADDRESS	8501 Pershing Drive, Playa del Rey, CA 90293
COUNCIL DISTRICT	11 - Park

## APPLICANT

☐

Check if the Property Owner is the same as the Applicant

NAME	Gagandeep Singh - Howe Mart Liquor Inc.
ADDRESS	8501 Pershing Drive, Playa del Rey, CA 90293
PHONE	661-204-8840
EMAIL	gagandeepbrar1991@gmail.com

## PROPERTY OWNER

NAME	Frank Bardi - Pershing Center Group, LLC
ADDRESS	1721 Steward Street, Santa Monica, CA 90404
PHONE	310-488-8016

## REPRESENTATIVE

☐

Check if the Representative is the same as the Applicant

NAME	Louie Cano - Cano Liquor License Consulting
ADDRESS	21515 Hawthorne Blvd, Ste 200, Torrance, CA 90503
PHONE	424-271-2953
EMAIL	louie@canollc.com

TYPE OF BUSINESS	Market
CITY PLANNING CASE NO.	ZA-2024-7046-CUB
TYPE OF ALCOHOL SALES (Select one option)	Off-Site

## AGENT, CA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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

NAME	Jonica Hughley
EMAIL	Jonica.Hughley@abc.ca.gov

Note: Attachment maximum size is 25 MB