



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	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