

January 30, 2025

City Clerk's Office
City of Los Angeles.
200 N. Spring St., Rm 360
Los Angeles, CA 90012

Re: PCN Request
3300 W. Slauson Ave.

Dear Ms Vargas:

We are submitting a PCN request for a grocery store "Vallarta Supermarket" to be located at 3300 W. Slauson Ave., Los Angeles, CA 90043. The location had previously operated as a "Ralphs Grocery Store" prior to Vallarta Supermarket taking possession. Ralphs Grocery Store was granted a CUB to allow the sale of a full line of alcohol for off-site consumption in conjunction with the operation of a supermarket. That case number is ZA 2020-2766 CUB. Since the CUB was granted to the previous operator (Ralphs Supermarket), the current application and business name (Zixta Enterprises, Inc. - Vallarta Supermarket) are not named in the CUB. The current representative (Brett Engstrom - Engstrom Planning) is not named in the LOD either, but will be the representative on the current PCN request.

Regarding the address of the operation. The City of LA Planning Department requests that all addresses on a given parcel be included on any application, even though the business will only utilize one of the addresses. In this case, the previous operation Ralphs Grocery Store and the new operation Vallarta Supermarket use the address 3300 W. Slauson Ave.

Please let us know if we can answer any questions or provide additional information. Thank you.

Sincerely,

Brett Engstrom
Engstrom Planning
engstromplanning@gmail.com
(626) 993-7350