

Marcos Lopez Jr.

From: Jillian Terrio [REDACTED] >
Sent: Monday, June 3, 2019 8:52 AM
To: Marcos Lopez Jr.
Cc: alvin@hiloliquor.com; chris@hiloliquor.com
Subject: Hi-Lo Liquor Market

Happy Monday Marcos,

I hope this message finds you well - I was reaching out on behalf of Hi-Lo Liquor Market. As a member of the Long Beach community, I strongly support the efforts behind bringing a second location of Hi-Lo Liquor Market to the area. It would be a great use of the space and drawn in a sophisticated crowd. The Culver City location is thriving and looking to expand into the niche area of Long Beach.

I hope that you keep these thoughts in mind when determining Hi-Lo Liquor Market's approval to launch their second location in our beloved community.

Thank you for your time.

[REDACTED]
-Jillian Terrio

Marcos Lopez Jr.

From: Toliver Morris <toliver@wmcre.com>
Sent: Wednesday, May 22, 2019 3:15 PM
To: Marcos Lopez Jr.
Cc: catherine morris
Subject: Long Beach - Hi-Lo Liquor Market

Hi Marcos,

Toliver Morris here. I know that you've been working with the guys at Hi-Lo to prep for the upcoming CUP approval, and just wanted to voice my support for this use.

Catherine and I have been impressed with this group and their use, from when we first saw the write-up in Sunset Magazine on their store in Culver City, and have continued to be impressed with their professionalism, the quality they offer and the community engagement they bring to the table. I've spoken with Council member Pearce, the Mayor's office, DLBA, and numerous local residents, and can convey that we've received unanimous support and approval for Hi-Lo's use.

If you have any questions, please don't hesitate to contact me.

Thank you,

Toliver

Toliver Morris | [562.552.8874](tel:562.552.8874)
William Morris Commercial, Inc. | wmcre.com
P3 Office Lofts | Co-Work Space | p3lofts.com
120 E 3rd St, Suite 100, Long Beach, CA 90802
BRE: 01143250 | [Disclosure Agreement](#)



**DOWNTOWN
LONG BEACH
ALLIANCE**

June 6, 2019

Long Beach Planning Commission
Civic Center Plaza
333 West Ocean Blvd.
Long Beach, CA 90802

Re: Support for Hi-Lo Use Permit and Type 21, Type 42 and Type 86 ABC Licenses

Dear Members of the Long Beach Planning Commission:

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and enter into the public record our support of the Conditional Use Permit (CUP) application for Hi-Lo Liquor Market for the site located at The Current 707 E. Ocean Ave., scheduled for the Planning Commission meeting on June 6, 2019. Specifically, the DLBA supports the approval for both the ABC Type 21 off-sale license and Type 42 on-sale license to serve beer and wine on premise.

The DLBA is a non-profit organization that represents more than 1,600 businesses and 4,000 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. As one of the leading voices for the Downtown community, we want to express our support for Hi-Lo Liquor Market and urge the Planning Commission to approve the CUP as it aligns with DLBA's Vision 2020: Strategic plan to attract quality retail options for our Downtown residents.

Hi-Lo Liquor Market is a refresh on the classic neighborhood corner store. They offer a wide, curated selection of craft beer, wine, and spirits, and provides convenient grocery options that are sorely needed in this area. Currently, no other local market offers this range of selection and expertise in the Downtown area, and we believe that Hi-Lo is willing and capable of filling this market gap, offering a true compliment to the neighborhood.

The quality of life and safety of our Downtown community is of paramount importance to the DLBA, the City, and our Downtown stakeholders. Hi-Lo Liquor Market is well-aware of the public impact surrounding businesses with off-sale ABC licensing, and as recommended by the City's Staff Report will take the necessary steps to mitigate such impacts. Moreover, as noted by the staff report, the Long Beach Police Department has offered no objections to the approval of the CUP.

Shaping Downtown Long Beach as an arts & culture destination has long been one of the guiding principles in attracting new business and development. With a focus on regional food and drink, as well as a dedication to tailored neighborhood service, Hi-Lo Liquor exemplifies the character of businesses we would like to see operating in Downtown.

We appreciate the opportunity to share our support for Hi-Lo Liquor Market, and we encourage the Planning Commission to support this proposed investment in our growing and diverse Downtown.

Thank you for your consideration.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Kraig Kojian', with a stylized flourish at the end.

Kraig Kojian
President & CEO

cc: Mayor Robert Garcia
City Councilmember Jeannie Pearce, 2nd District
DLBA Board of Directors
Linda Tatum, Director of Development Services, City of Long Beach
Chris Harris, Founder, Hi-Lo Liquor Market
Talmadge Lowe, Founder, Hi-Lo Liquor market

May 30, 2019

To: Long Beach City Planning Commission

Re: Support for Hi-Lo Use Permit and Type 21 and Type 41 ABC Licenses

To the Long Beach Planning Commission:

This letter is being provided in support of the Conditional Use Permit application for Hi-Lo Liquor Market for the site at 707 E. Ocean Avenue Unit A. I cannot be present at the hearing on June 6, 2019 but would like to express my full support for the use permit approval for Hi-Lo specifically, for both the Type 21 off-sale license, and their subsequent Type 42 on-sale license to serve beer and wine on premise.

I understand their operations to be of the highest standards and can see that they bring not only a wide, highly curated selection of beer and wine and spirits, but offer convenient market and grocery options that are sorely needed in this location. There is nothing with this range of selection and expertise locally, and so it offers a true compliment to the neighborhood.

I look forward to being a customer and getting to know the staff and learning about the vibrancy their community tastings bring to the area.

Please feel free to contact me if you need any additional information or verification.

Sincerely,

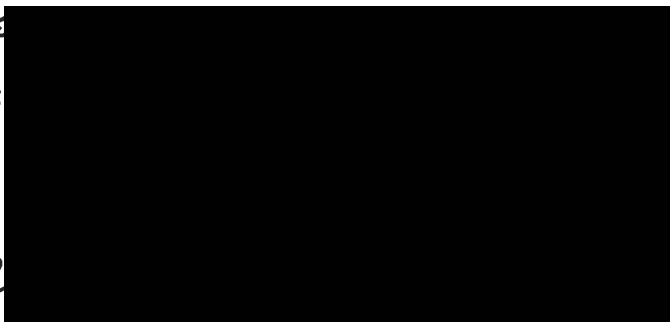


Phone: &

Address:

Email:

Carl



May 30, 2019

To: Long Beach City Planning Commission

Re: Support for Hi-Lo Use Permit and Type 21 and Type 41 ABC Licenses

To the Long Beach Planning Commission:

This letter is being provided in support of the Conditional Use Permit application for Hi-Lo Liquor Market for the site at 707 E. Ocean Avenue Unit A. I cannot be present at the hearing on June 6, 2019 but would like to express my full support for the use permit approval for Hi-Lo specifically, for both the Type 21 off-sale license, and their subsequent Type 42 on-sale license to serve beer and wine on premise.

I understand their operations to be of the highest standards and can see that they bring not only a wide, highly curated selection of beer and wine and spirits, but offer convenient market and grocery options that are sorely needed in this location. There is nothing with this range of selection and expertise locally, and so it offers a true compliment to the neighborhood.

I look forward to being a customer and getting to know the staff and learning about the vibrancy their community tastings bring to the area.

Please feel free to contact me if you need any additional information or verification.

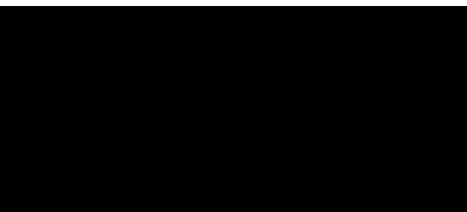
Sincerely,

A handwritten signature in black ink, appearing to be "Anthony M.", with a long horizontal line extending to the right.

Phone: 7

Address

Email: A



May 30, 2019

To: Long Beach City Planning Commission

Re: Support for Hi-Lo Use Permit and Type 21 and Type 41 ABC Licenses

To the Long Beach Planning Commission:

This letter is being provided in support of the Conditional Use Permit application for Hi-Lo Liquor Market for the site at 707 E. Ocean Avenue Unit A. I cannot be present at the hearing on June 6, 2019, but would like to express my full support for the use permit approval for Hi-Lo specifically, for both the Type 21 off-sale license, and their subsequent Type 42 on-sale license to serve beer and wine on premise.

I understand their operations to be of the highest standards and can see that they bring not only a wide, highly curated selection of beer and wine and spirits, but offer convenient market and grocery options that are sorely needed in this location. There is nothing with this range of selection and expertise locally, and so it offers a true compliment to the neighborhood.

I look forward to being a customer and getting to know the staff and learning about the vibrancy their community tastings bring to the area.

Please feel free to contact me if you need any additional information or verification.

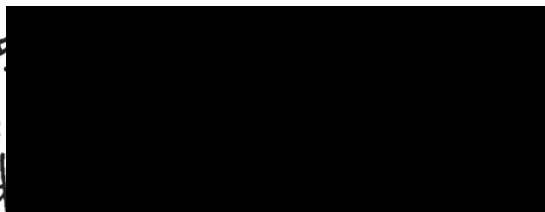
Sincerely,

DeWitt

Phone:

Address:

Email:



90814

May 30, 2019

To: Long Beach City Planning Commission

Re: Support for Hi-Lo Use Permit and Type 21 and Type 41 ABC Licenses

To the Long Beach Planning Commission:

This letter is being provided in support of the Conditional Use Permit application for Hi-Lo Liquor Market for the site at 707 E. Ocean Avenue Unit A. I cannot be present at the hearing on June 6, 2019 but would like to express my full support for the use permit approval for Hi-Lo specifically, for both the Type 21 off-sale license, and their subsequent Type 42 on-sale license to serve beer and wine on premise.

I understand their operations to be of the highest standards and can see that they bring not only a wide, highly curated selection of beer and wine and spirits, but offer convenient market and grocery options that are sorely needed in this location. There is nothing with this range of selection and expertise locally, and so it offers a true compliment to the neighborhood.

I look forward to being a customer and getting to know the staff and learning about the vibrancy their community tastings bring to the area.

Please feel free to contact me if you need any additional information or verification.

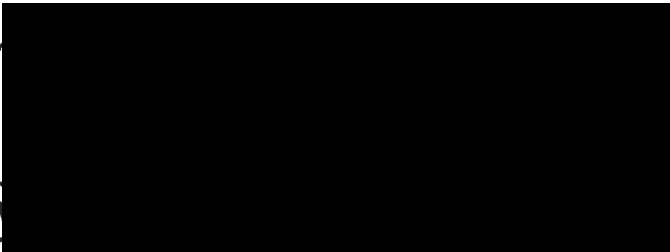
Sincerely,



Phone:

Address:

Email:



h, CA 90814

May 30, 2019

To: Long Beach City Planning Commission

Re: Support for Hi-Lo Use Permit and Type 21 and Type 41 ABC Licenses

To the Long Beach Planning Commission:

This letter is being provided in support of the Conditional Use Permit application for Hi-Lo Liquor Market for the site at 707 E. Ocean Avenue Unit A. I cannot be present at the hearing on June 6, 2019 but would like to express my full support for the use permit approval for Hi-Lo specifically, for both the Type 21 off-sale license, and their subsequent Type 42 on-sale license to serve beer and wine on premise.

I understand their operations to be of the highest standards and can see that they bring not only a wide, highly curated selection of beer and wine and spirits, but offer convenient market and grocery options that are sorely needed in this location. There is nothing with this range of selection and expertise locally, and so it offers a true compliment to the neighborhood.

I look forward to being a customer and getting to know the staff and learning about the vibrancy their community tastings bring to the area.

Please feel free to contact me if you need any additional information or verification.

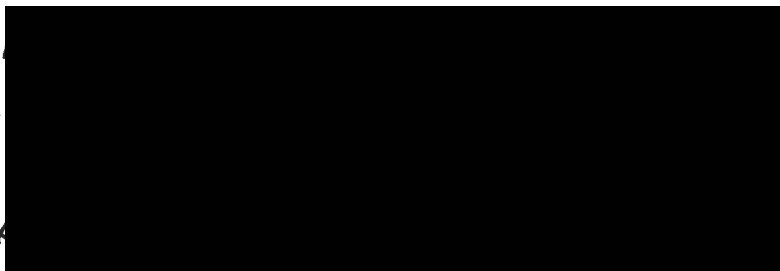
Sincerely,

 Kasey Schoen

Phone:

Address:

Email:



ch CA 90814

May 30, 2019

To: Long Beach City Planning Commission

Re: Support for Hi-Lo Use Permit and Type 21 and Type 41 ABC Licenses

To the Long Beach Planning Commission:

This letter is being provided in support of the Conditional Use Permit application for Hi-Lo Liquor Market for the site at 707 E. Ocean Avenue Unit A. I cannot be present at the hearing on June 6, 2019 but would like to express my full support for the use permit approval for Hi-Lo specifically, for both the Type 21 off-sale license, and their subsequent Type 42 on-sale license to serve beer and wine on premise.

I understand their operations to be of the highest standards and can see that they bring not only a wide, highly curated selection of beer and wine and spirits, but offer convenient market and grocery options that are sorely needed in this location. There is nothing with this range of selection and expertise locally, and so it offers a true compliment to the neighborhood.

I look forward to being a customer and getting to know the staff and learning about the vibrancy their community tastings bring to the area.

Please feel free to contact me if you need any additional information or verification.

Sincerely,

Jennifer Aicenis

Phone: [REDACTED]

Address: [REDACTED]

Email: A [REDACTED]

Long Beach CA 90802

May 30, 2019

To: Long Beach City Planning Commission

Re: Support for Hi-Lo Use Permit and Type 21 and Type 41 ABC Licenses

To the Long Beach Planning Commission:

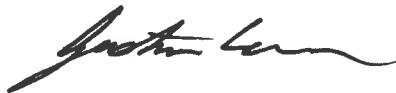
This letter is being provided in support of the Conditional Use Permit application for Hi-Lo Liquor Market for the site at 707 E. Ocean Avenue Unit A. I cannot be present at the hearing on June 6, 2019 but would like to express my full support for the use permit approval for Hi-Lo specifically, for both the Type 21 off-sale license, and their subsequent Type 42 on-sale license to serve beer and wine on premise.

I understand their operations to be of the highest standards and can see that they bring not only a wide, highly curated selection of beer and wine and spirits, but offer convenient market and grocery options that are sorely needed in this location. There is nothing with this range of selection and expertise locally, and so it offers a true compliment to the neighborhood.

I look forward to being a customer and getting to know the staff and learning about the vibrancy their community tastings bring to the area.

Please feel free to contact me if you need any additional information or verification.

Sincerely,



Phone:

Address:

Email: ju

May 30, 2019

To: Long Beach City Planning Commission

Re: Support for Hi-Lo Use Permit and Type 21 and Type 41 ABC Licenses

To the Long Beach Planning Commission:

This letter is being provided in support of the Conditional Use Permit application for Hi-Lo Liquor Market for the site at 707 E. Ocean Avenue Unit A. I cannot be present at the hearing on June 6, 2019 but would like to express my full support for the use permit approval for Hi-Lo specifically, for both the Type 21 off-sale license, and their subsequent Type 42 on-sale license to serve beer and wine on premise.

I understand their operations to be of the highest standards and can see that they bring not only a wide, highly curated selection of beer and wine and spirits, but offer convenient market and grocery options that are sorely needed in this location. There is nothing with this range of selection and expertise locally, and so it offers a true compliment to the neighborhood.

I look forward to being a customer and getting to know the staff and learning about the vibrancy their community tastings bring to the area.

Please feel free to contact me if you need any additional information or verification.

Sincerely,

A handwritten signature in black ink, appearing to be 'D. J. [unclear]', written over a solid black rectangular redaction box.

Phone:

Address:

Email:

A large solid black rectangular redaction box covering the contact information for the sender.

May 30, 2019

To: Long Beach City Planning Commission

Re: Support for Hi-Lo Use Permit and Type 21 and Type 41 ABC Licenses

To the Long Beach Planning Commission:

This letter is being provided in support of the Conditional Use Permit application for Hi-Lo Liquor Market for the site at 707 E. Ocean Avenue Unit A. I cannot be present at the hearing on June 6, 2019 but would like to express my full support for the use permit approval for Hi-Lo specifically, for both the Type 21 off-sale license, and their subsequent Type 42 on-sale license to serve beer and wine on premise.

I understand their operations to be of the highest standards and can see that they bring not only a wide, highly curated selection of beer and wine and spirits, but offer convenient market and grocery options that are sorely needed in this location. There is nothing with this range of selection and expertise locally, and so it offers a true compliment to the neighborhood.

I look forward to being a customer and getting to know the staff and learning about the vibrancy their community tastings bring to the area.

Please feel free to contact me if you need any additional information or verification.

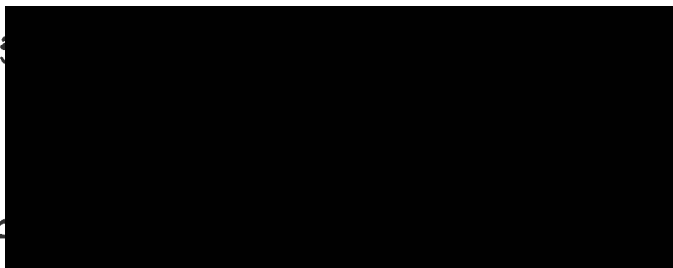
Sincerely,

A handwritten signature in black ink, appearing to be 'RB' with a flourish.

Phone: [REDACTED]

Address: [REDACTED]

Email: [REDACTED]



ach

om

May 30, 2019

To: Long Beach City Planning Commission

Re: Support for Hi-Lo Use Permit and Type 21 and Type 41 ABC Licenses

To the Long Beach Planning Commission:

This letter is being provided in support of the Conditional Use Permit application for Hi-Lo Liquor Market for the site at 707 E. Ocean Avenue Unit A. I cannot be present at the hearing on June 6, 2019 but would like to express my full support for the use permit approval for Hi-Lo specifically, for both the Type 21 off-sale license, and their subsequent Type 42 on-sale license to serve beer and wine on premise.

I understand their operations to be of the highest standards and can see that they bring not only a wide, highly curated selection of beer and wine and spirits, but offer convenient market and grocery options that are sorely needed in this location. There is nothing with this range of selection and expertise locally, and so it offers a true compliment to the neighborhood.

I look forward to being a customer and getting to know the staff and learning about the vibrancy their community tastings bring to the area.

Please feel free to contact me if you need any additional information or verification.

Sincerely,



Phone: [REDACTED]

Address: [REDACTED]

Email: [REDACTED]

CA 90802

June 4, 2019

To: Long Beach City Planning Commission

Re: Support for Hi-Lo Use Permit and Type 21 and Type 41 ABC Licenses

To the Long Beach Planning Commission:

This letter is being provided in support of the Conditional Use Permit application for Hi-Lo Liquor Market for the site at 707 E. Ocean Avenue Unit A. I cannot be present at the hearing on June 6, 2019, but would like to express my full support for the use permit approval for Hi-Lo specifically, for both the Type 21 off-sale license, and their subsequent Type 42 on-sale license to serve beer and wine on premise.

I understand their operations to be of the highest standards, and can see that they bring not only a wide, highly curated selection of beer and wine and spirits, but offer convenient market and grocery options that are sorely needed in this location. There is nothing with this range of selection and expertise locally, and so it offers a true compliment to the neighborhood.

I look forward to being a customer and getting to know the staff, and learning about the vibrancy their community tastings bring to the area.

Please feel free to contact me if you need any additional information or verification.

Sincerely,



MARIAH HOFFMAN

Phone:

Email:

Address:

707 BEACH 90802