

CITY OF LOS ANGELES

CALIFORNIA



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DOWNTOWN LOS ANGELES NEIGHBORHOOD COUNCIL

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March 11, 2009

Los Angeles Department of City Planning
Office of Zoning Administration, 6th Floor
200 North Spring Street
Los Angeles, California 90012

RE: **Planning Case #:** ZA-2008-0562-CU
Project Address: 720 S. Broadway – Proposed Pawn Shop/Broker
Applicant: Guadalajara Jewelry Mart

Dear Zoning Administrator:

At our regularly held public meeting on March 10, 2009, the Board of Directors of the Downtown Los Angeles Neighborhood Council (“DLANC”) voted to oppose the above-mentioned request for a Conditional Use Permit (CUP) to allow a pawn shop/broker at the existing Guadalajara Jewelry Mart located at 720 South Broadway, pursuant to the motion passed on February 25, 2009, by DLANC’s Planning & Land Use Committee.

The applicant presented the request for a pawn broker operation to DLANC’s Planning & Land Use Committee on February 25, 2009. In deciding to oppose the request, DLANC considered the information provided by the applicant, and input from the Los Angeles Police Department, and other stakeholders in the project’s vicinity. A major consideration was the Bringing Back Broadway initiative, the public-private partnership to revitalize Broadway and its historic theaters, including the creation of new nightlife uses in the district. In DLANC’s view, the addition of a new pawn shop/broker on Broadway is not consistent with the significant investments being made by the City and other property owners to restore Broadway as a family-friendly entertainment and mixed-use district.

Please provide a copy of the decision letter to DLANC at the address listed above. Thank you.

Very truly yours,

J. Russell Brown
DLANC President

CC: Jessica Wethington McLean/Edel Vizcarra (Council District 14)
Sgt. Douglas Humphrey (Los Angeles Police Department)
Stan Szeto