



a PowerPoint presentation. Mr. Cervantes stated Manatt, Phelps & Phillips, LLP, on behalf of American Multi-Cinema, Inc., submitted a request for Planning Commission consideration of Conditional Use Permit No. 322, to establish alcoholic beverage sales in conjunction with an existing indoor motion picture theater at 15296 Rosecrans Avenue, within the General Commercial (C-4) Zoning District.

Mr. Cervantes stated that the Conditional Use Permit process allows the City to conduct a special review of certain uses that due to their nature, intensity, size or location have the potential to be non-compatible and/or affect existing surrounding uses. The CUP process allows for the imposition of development and use conditions to ensure the use is compatible with existing uses and to address any potential impacts that may result from the proposed use.

Mr. Cervantes mentioned that the type of license being request with Department of Alcoholic Beverages Control, or ABC, is a Type 47 Liquor License, On-Sale General for a Bona Fide Public Eating Place.

Mr. Cervantes stated that the theatre is located within the La Mirada Theatre Center, which is a 35 acre site comprised of 9 separate parcels. He added that the Center is within the C-4 Zoning district which allows for an array of commercial uses. He also stated that the center currently has the following businesses Chuck E. Cheese, Panera Bread, Shabuya Buffet, Starbucks Coffee, Albertsons grocery store, and various other commercial, personal, and office uses.

Mr. Cervantes mention that the commercial center can be accessed from La Mirada Blvd, Rosecrans Avenue, and Adelfa Drive.

Mr. Cervantes stated that the theatre is located on the east end of the shopping center and that vehicles traveling within the center can navigate the site's internal drive aisles to access the theater.

Mr. Cervantes mentioned that the commercial site is surrounded by single family homes, including Planned Unit Development along the south side of the center.

Mr. Cervantes stated that the theater has continually operated as an indoor motion picture house since its construction in 1992. He added that permit records show that there have been no major renovations to the facility since its construction. He also stated that AMC acquired the theater at the end of 2015 and that in order to improve patron's movie watching experience, they are planning a comprehensive renovation of the theater's interior.

Mr. Cervantes mentioned that in order to offer the amenities that have become popular in other theaters, AMC plans to overhaul the theaters seating, lobby, and restrooms. He also mentioned that everything that is visible to a customer will be overhauled. The

biggest improvement will be the updating of the traditional stadium seating to lounge-type seating which will reduce the current seating capacity of 1,491 seats to 665 seats, less than ½ of the current capacity. He added that the corridors, concession areas and restrooms will also be updated with new modern fixtures, and updated lighting.

Mr. Cervantes reviewed the floor plan showing that the overall lobby footprint, concession area, support rooms, restrooms and box office area will remain in the same locations, but will be remodeled. Mr. Cervantes added that the primary lobby area change will be the addition of a bar area called "McGuffins". He also mention that if the request is granted, customers who purchase a movie ticket will be able to buy alcoholic beverages from the McGuffins area, or choose to have drinks delivered to them in their seats. He added that the drinks will include beer, wine, and general cocktails. He also stated that as part as the Conditions of Approval, and as part of AMC normal standards of operation, alcoholic beverages will be served in distinctive cups and that alcoholic drinks will also be limited to no more than 3 ounces of spirits with under 100 proof. Mr. Cervantes added that in addition to traditional drinks, AMC will also incorporate special and movie-themed drinks, as well as an array of hot food items, concessions, and snacks. He added that food and concession items will not be made available from the McGuffins bar area.

Mr. Cervantes reviewed and explained various conditions of approval recommended by staff including the following: limitation on alcohol sales areas; alcohol sales hours limits; identification requirements; beverage containers types and sizes restrictions; security guard and monitor requirements; surveillance systems requirements; food/concessions minimum sales; and landscaping improvements.

Mr. Cervantes also reviewed the required finding for approval of the proposed Conditional Use Permit and mentioned that upon review and consideration of the application, staff determined that the proposed Project is categorically exempt from the revisions of the California Environmental Quality Act.

Mr. Cervantes concluded by recommending that the Planning Commission conduct a public hearing, adopt the Categorical Exemption, and adopt Resolution No. P-01-18 approving Conditional Use Permit No. 322 to allow for the sale and consumption of alcoholic beverages in conjunction with an existing indoor motion picture theater, and determine the request serves a public convenience or necessity, at 15296 Rosecrans Avenue, within the General Commercial (C-4) Zoning District.

Chairman Olsen opened the public hearing and asked if anyone wished to speak in support of the matter.

Frank Lewis, Adult Beverage Program for AMC Theatre Representative, provided a handout and gave a presentation on the evolution of the movie theatre industry, moviegoer statistics, AMC's Adult Beverage Program and theatre operations. Mr. Lewis

also thanked staff, and made himself available for questions.

Joe Sarasy, Manager of the City of Industry AMC, addressed the commission and expressed his support for the project. He gave a brief summary of his experiences with the Adult Beverage Program. He also mentioned that he was available for any questions.

Cesar Justo, Manager of the City of La Mirada AMC, addressed the commission and expressed his support for the project. Mr. Justo gave a brief summary of his experiences with Adult Beverage Program at the Norwalk, California location. He also mentioned that he was available for any questions.

Jennifer Chao, Manager of the City of Fullerton AMC, addressed the commission and expressed her support for the project. Ms. Chao gave a brief summary of her experiences with Adult Beverage Program at the Fullerton, California location. She also mentioned that she was available for any questions.

Chairman Olsen asked if anyone wished to speak in opposition to the item.

No member of the public spoke.

Chairman Olsen closed the public hearing and opened the item for discussion

Commissioner Soto expressed that he welcomes the project and is happy to see AMC come to the City of La Mirada. Commissioner Soto also mentioned that he has been to other locations and has enjoyed going to AMC with the Adult Beverage Program. Mr. Soto also asked if the Sheriff Department seen the plan and what is there comments on the ABC license to exceed the limits.

Mr. Cervantes responded and stated that our Sheriff Department also serves the City of Norwalk, California, that they have had experience with Norwalk AMC that serves alcohol and that they have not had any issues. In regard to the number of ABC Licenses exceeding the recommended number, Mr. Cervantes explained that the maximum number of licenses recommended is based on the Census Tract data and that there are provisions that allow for the issuance of additional on-sale licenses when it can be demonstrated that a public convenience or necessity would be served by the issuance of additional licenses.

Commissioner Soto inquired about the origins of the name McGuffins.

Mr. Frank Lewis responded and explained that the name was derived from a movie term for an object that helps to advance the plot of a movie.

Vice Chairman Anderson expressed that the theatre is do for an upgraded. He also

asked why condition of approval number seven limits patrons to no more than two alcoholic beverages in any one transaction versus a one drink limit per transaction.

Mr. Lewis responded and stated that the two drinks per person per transaction is a State of California condition for Type 47 License and that's the one they adopted to use. Mr. Lewis added that when locations serving two drinks per transaction are compared to locations serving one drink per transaction, there is no increase in negative activity. Mr. Lewis added that the two drink limit allows patrons to enjoy to beverages without having to order or bet up to purchase a second drink in the middle of the movie.

Commissioner Saenz asked for clarification on how the monitor will work.

Mr. Cervantes responded and stated that one facility monitor will be present every day for the first six months. He added that the facility monitor's purpose shall be to patrol and monitor the facility, including theatre auditoriums and hallways, for illicit alcohol consumption.

Mr. Lewis also mentioned that all employees are trained for notifying intoxication and that the facility monitor has the ability to request the identification of suspected underage drinkers. He also mentioned that concerned citizens can report any suspicion of underage drinkers. He further stated that the facility monitor will conduct a visual inspection and monitor the activity of each theatre auditorium no less than once in every 30 minutes.

Commissioner Saenz stated that he had concerns with under-age drinking and asked how that is monitored within the theatre.

Mr. Lewis responded and stated that theatre staff would be trained to look for signs of intoxication and underage drinking and that the theatre would be checked on a regular basis during a movie.

Commissioner Saenz asked how the theatre is expected to become more busy if the seating is being reduced.

Mr. Lewis responded and stated that the remodeled theatre with reduce seating will attract more people with less seating than the current less attractive theatre with more seating.

Commissioner Chung asked if a patron would be allowed to order a shot of liquor.

Mr. Cervantes responded and stated that patrons would be allowed to purchase liquor on the rocks, but not shots.

Chairman Olsen expressed a proposal to change the hours for the sale of alcohol to

5:00 p.m. instead of 10:30 a.m. He stated his main concern was being an alcohol free environment for the matinee movies for under age children.

Commissioner Saenz stated that he was also concerned about the hours, but that since other theatre have the same time at 10:30 a.m. through 12:30 a.m. that he didn't see the need to change. He also ask if they actual start sale of alcoholic at 10:30 a.m.

Mr. Lewis responded and stated that the bar area does not typically open before noon and that it usually closes by 12:30 a.m. or an hours before close of business, whichever occurs first. He also added that since theatre are no longer the place to be for teens, parents do not drop them off at the movies as frequently as they previously accustomed.

Commissioner Soto stated that he does not have the same concern.

Commissioner Anderson stated that 12 p.m. is fine.

Commissioner Saenz stated that he is fine also.

Chairman Olsen requested a motion.

---

**Commissioner Saenz moved and Vice Chairman Anderson seconded to adopt the Categorical Exemption; and adopt Resolution P-01-18 approving Conditional Use Permit No. 322 to allow for the sale and consumption of alcoholic beverages in conjunction with an existing indoor motion picture theater, and determine the request serves a public convenience or necessity, at 15296 Rosecrans Avenue, within the General Commercial (C-4) Zoning District.**

**MOTION CARRIED BY THE FOLLOWING ROLL CALL VOTE:**

**AYES: Chairman Olsen, Vice Chairman Anderson, Commissioner Chung  
Commissioner Saenz, Commissioner Soto**  
**NOES: None**  
**ABSENT: None**  
**ABSTAIN: None**

**PUBLIC COMMENT PERIOD**

There were no public comments.

**COMMISSION ANNOUNCEMENTS**

Commissioner Olsen welcomed Commissioner Soto to the Planning Commission.

Commissioner Soto expressed that he was glad to be on the Planning Commission and looking forward to the upcoming meetings.

Vice Chairman Anderson, Commissioner Saenz, and Commissioner Chung all welcomed Commissioner Soto to the Planning Commission

### STAFF ANNOUNCEMENTS

City Planner Gabriel Bautista welcomed Commissioner Soto to the Planning Commission.

Mr. Bautista reminded the Commission about the Ethics Training that will take place on Monday, March 5, 2018 from 6:00 p.m. – 8:00 p.m. He also mentioned that they will be having dinner at 5:30 p.m. before the training.

Mr. Bautista briefly reviewed the provided handout regarding the Spring Beautification Program and their need for volunteer judges.

Mr. Bautista also reminded the Commissioners to submit their 700 Form/Statement of Economic Interest to the City Clerk by March 15, 2018.

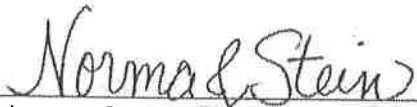
Mr. Bautista thanked City Attorney Isra Shah for attending.

Mr. Bautista mentioned to the Commissioners that staff will have a CUP on the agenda for March 15, 2018 meeting.


### ADJOURNMENT

There being no further business to come before the Commission, the Planning Commission adjourned the meeting at 7:41 p.m. to the next regular meeting to be held on Thursday, March 15, 2018.

Submitted:

  
\_\_\_\_\_  
Norma Stein, Secretary

Attest:

  
\_\_\_\_\_  
Lee Olsen, Chairman