

## Varsh, Tess

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**From:** F. Truong [REDACTED]  
**Sent:** Thursday, May 20, 2021 8:08 AM  
**To:** Driver, Jennifer  
**Subject:** Concerning Conditional Use Permit #6818/1827 Villa Street Pasadena/Linda Rosa Market

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To Whom it May Concern,

I have been a regular customer at Linda Rosa Market for the past 20 months since discovering it in our business neighborhood (Our business is located near Hill and Locust St. My introduction to the market was when I was conducting an informal occupational art/therapy workshop weekly in a nearby park to disadvantaged adults. I often would stop by for items that I would use for the weekly class. At that time I got to know the small business owners. I was impressed with how they were committed to their customers as if they were their own family. In fact they would bring their own high school and college age children along to the store to help as they were giving them some In "hands on" experience in commerce and they would be working on their homework there. I found these dedicated, yet struggling small business owners to be a wonderful addition to our community of Pasadena because of their consideration of their neighbors, commitment to customer satisfaction, and controlling the sales of their alcohol for their existing customers. I will give you 4 examples:

1. A few of the adults that would regularly be at my workshop had alcohol problems. My point was to always refer them and encourage them to enroll in rehab problems. I went down the street to talk to the business owners who were quite approachable and discuss any of these people coming their to buy alcohol for intoxication. The business owners whipped out a pack of papers with faces on them of persons arrested for public intoxication in the area and was adamant that she would never sell to these people or people that entered the store in any intoxicated state. I recognized one face as one of the regular attendees to my workshop. I was quite pleased, and realized this woman, Suki had a very nurturing heart who valued people and social responsibility over sales. This is the kind of small business owner that should have a liquor license.
2. I suggested, to owner "why not add more Indian cuisine to their take-out deli, as they themselves hailed from India. (I myself am a huge fan of Indian cuisine.) They were hesitant, I believe, because it had historically been a Mexican market for 60 years. However after about 18 months they added a whole section of Indian cuisine products and goods which I believe other people were happy to now have a place to shop for a very good quality of Indian food. They are also planning on adding it to the take out serving in their deli.
3. During the Covid Crisis, where one could not find toilet paper, sanitizer, in many stores, this business owner traveled far and got up early to ensure that her customers had the needed supplies to deal with the Corona Virus crisis. One day I had traveled to 4 stores to get one of the above and was near frustrated tears until I happened to go to the market for some Carne Asada. There were her shelves stocked because of the sacrifice and commitment she made for her customers.
4. The store is regularly stocked with any item a neighbor would need in a hurry. Their stock and supply is carefully and considerately thought out, so that when I go there, I can pretty much get most of what I need. It is a wonderful small

business supporting the neighborhoods needs and others who come from other places to frequent this historic market for their good quality meat.

For this reason I believe these responsible business owners should be offered a conditional use permit for the below reasons:

1. When one buys Mexican products for an event, one may want to make a Margueritas and a stronger liquor may be needed. for that popular Mexican Drink. I would prefer to buy it at a market because it has a more wholesome atmosphere and is convenient for one stop shopping, rather than going over to a liquor store.
2. There are also mixed drinks that go along with Indian Cuisine. I know of no other store offering these specialty Indian Liquors- made with Indian malts that are sold in the vicinity that one may want to buy when they purchase Indian cuisine ingredients. This would also allow those in the community who prefer Indian food and Indian spirits to purchase this at this location.

3. To address the "police calls"

- That community seems to have a very active neighborhood watch with sometimes "nuisance calls" being made to the police department by "nuisance over reporting neighbors" One cannot contribute calls to actual crimes committed. Sometimes a neighborhood has a few discriminatory neighbors who do not like another businesses owned by a minority or foreign heritage in their neighborhood or like seeing an influx of customers from a different cultural background or social class in their neighborhood different than what they were used to. Unfortunately neighborhood watch (a good program of which I myself was once a neighborhood block captain) has sometimes been misused in this way.

-Any calls that go into the police station for public disturbance, public intoxication in the vicinity, loitering seem to be more attributed to the fact that there are other facilities and situation contributing to that which should not be assumed that Linda Rosa Market would contribute to:

- a. a liquor store on Allen that I am aware for a fact has sold regularly to intoxicated and alcoholic customers (public drunkenness calls) as some of those people I did outreach to regularly went to buy liquor there when I knew they were already inebriated.

- an unoccupied business property on the north west corner of Allen and Villa which this can give opportunity "to congregate", (loitering calls)

- a deep offstreet parking lot used by 3 businesses (one which is Linda Rosa) at that location where it appears people after work like to visit with each other after a work day. ( neighbors calls about nuisances)

I am asking for a re-consideration of the denial because I feel Pasadena needs to support it's small business owners more so they do not have to leave the city. I feel upgrading the license will bring them more customers, more sales tax to Pasadena, and with increased revenue allow them to prosper and hire more employees.

Thank you so much for giving me a listening ear.

Faithanne Truong



## Varsh, Tess

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**From:** Jillian Forney [REDACTED]  
**Sent:** Wednesday, May 19, 2021 8:54 PM  
**To:** Driver, Jennifer  
**Subject:** Linda Rosa Market

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Dear Jennifer,

We love Linda Rosa Market, we have lived in Pasadena for many years and about 12 years just down the street from our favorite Goto Market. Suki and her family are wonderful kind people. During this pandemic they remained open and had food and supplied for local people, when most places were sold out. They are a great part of our local community and the more business they can attract the better especially for a small family owned place. Their little Carniceria is a local spot in our little community, we love to support them, if they had more business they could then hire more people and our local community would benefit. These are hard times and if they were able to obtain their liquor license it would no doubt boost their business and in a ripple affect benefit our community. More local small businesses family owned are far and few these days, and we love our local market with smiling faces and kind greetings and amazing meats. We support our local store and want them to stay around so anything we can do to help to keep Linda Rose in business and Suki and her family and our community thriving I'm all for it. We go a few times a week and they have made it a very pleasant local spot. WE Fully Support them as part of our community.

Sincerely,

Jillian Forney