



April 19, 2013

Mayor Bill Bogaard and Pasadena City Council
100 North Garfield Avenue
Pasadena, CA 91109
EMAIL

RE: Support for call up of New York Deli CUP application

Dear Mayor Bogaard,

The Pasadena Chamber of Commerce strongly supports the CUP application for New York Deli to extend their operating hours to 2am, offer dancing and music, and sell beer and wine offsite. We urge the Pasadena City Council to support Mr. Bryant's request to have their application reconsidered by the Board of Zoning Appeals.

New York Deli is an important business for our local economy and Old Pasadena. They offer an excellent product in an authentic setting. They are also competing in an aggressive marketplace and deserve a level playing field with their competitors.

New York Deli is applying for an offsite beer and wine license so it can operate in the manner unique to its counterparts in Manhattan and Brooklyn and elsewhere. What is fondly known as the "beer wall" is a fixture at delicatessens throughout New York and a welcome convenience for deli patrons.

New York Deli would also like to compete evenly with other businesses in Old Pasadena that are open and offer alcohol sales until 2am. It is only fair that this business have the same opportunities for profit that its neighbors enjoy.

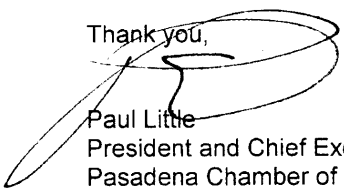
New York Deli would also like to be able to offer the restaurant for private parties and celebrations. To do that, they need to be allowed music and dancing. Again, this would put New York Deli in an equitable competitive environment with its neighbors.

I am personally acquainted with Leo Temory and the staff at New York Deli. They operate the business in a responsible manner and, I am confident, will continue to do so once the CUP modifications are approved.

The Pasadena Chamber of Commerce encourages reconsideration of the CUP modifications for New York Deli at 25 North Raymond Avenue in Old Pasadena.

Please include this letter of support in the record on behalf of Mr. Bryant's call up request and New York Deli's application to modify its Conditional Use Permit.

Thank you,



Paul Little
President and Chief Executive Officer
Pasadena Chamber of Commerce

CC: M. Jomsky, M. Beck, P. Sanchez, Leo Temory