

# LOS ANGELES POLICE COMMISSION

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100 WEST FIRST STREET, SUITE 134  
LOS ANGELES, CA 90012-4112

(213) 236-1400 PHONE  
(213) 236-1410 FAX  
(213) 236-1440 TDD

May 7, 2015

Law Offices of  
Roger Jon Diamond  
2115 Main Street  
Santa Monica, California 90405-2215

PPRP No. 15-0029

Re: Adult Café Entertainment/Shows Permit Application No. 142587 for 11343 Penrose, Inc.  
DBA: La Vida Gentlemen's Club – Ms. Cindy Chavira

Dear Mr. Diamond:

Please allow this to confirm that your request for a hearing, dated April 29, 2015, regarding the intent to deny the above-referenced permit application was received on May 6, 2015. Your client was previously notified, by way of correspondence dated April 17, 2015, that the Police Permit Review Panel would consider the recommendation of the Commission Investigation Division (CID) to deny the permit on May 20, 2015. This was not to be a "hearing date," as this office has been informed that CID will request that the Panel refer this matter to a hearing examiner.

However, in light of your representation, in a separate letter dated April 29, 2015, that you are unable to appear before the Panel on May 20, 2015, this matter will now be scheduled for the Panel meeting of June 3, 2015. While it will be on the Panel's agenda for consideration, the hearing itself will not occur on that date. When the hearing date is determined, you will be notified.

Your request for a hearing also contains a request for documents, specifically "Los Angeles Municipal Code Section 103" and "police reports."

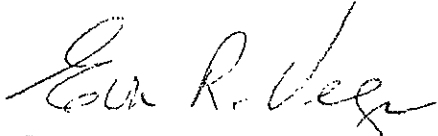
Please note the original reasons for CID's recommendation to deny your client's permit application, contained in this office's correspondence dated April 17, 2015, have been amended (see attached). All documents provided to this office by CID regarding those reasons, including any police reports, are also enclosed. Regarding your request for "Los Angeles Municipal Code Section 103," please be advised that the entire LAMC is available online through the City's website at <http://www.lacity.org/> by clicking on the "City Government" tab and then selecting "Charter, Rules and Codes" to access the Municipal Code. It is also available at your local law library.

Law Offices of  
Roger Jon Diamond  
Page 2

If you have any questions, please contact me at (213) 236-1422.

Very truly yours,

POLICE PERMIT REVIEW PANEL

A handwritten signature in black ink, appearing to read "Eva R. Vega". The signature is fluid and cursive, with the first name "Eva" being the most prominent.

EVA R. VEGA, Senior Management Analyst II

Attachments



Form: City of Los Angeles, Board of Police Commissioners, Application for Police Commission Permit

LOS ANGELES POLICE COMMISSION-POLICE PERMITS  
100 W. FIRST ST., #147  
LOS ANGELES, CA 90012 (213) 996-1210

Type of Permit: Cafe Entertainment ← Fill out Type of Permit  
Adult

Main Account \_\_\_\_\_ Location, Check Digit \_\_\_\_\_

Account Number: 2768 499 00019 p719

Type of APR: New Police Commission Number: \_\_\_\_\_

Police Area: 110 - Hollywood Council Dist: \_\_\_\_\_

Fingerprints: Y N Fee: \_\_\_\_\_

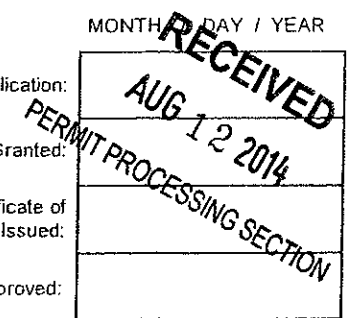
MONTH \_\_\_\_\_ DAY \_\_\_\_\_ YEAR \_\_\_\_\_

Date Of Application: AUG 12 2014

Date Granted: \_\_\_\_\_

Certificate of Occupancy Issued: \_\_\_\_\_

Zoning Approved: \_\_\_\_\_



ABOVE FOR OFFICE USE ONLY

CD6 - Nery Martinez

Please type or print legibly

**A**  
APPLICANT INFORMATION

Legal Name of Applicant: 11343 Penrose Inc.

Name and title of person submitting application: Cindy Chavira

Type of Business Entity:  Sole Proprietor  Corporation  Partnership  Other \_\_\_\_\_

Business Name (Doing Business As): La Vida Gentlemen's Club

Business Address: 11343 Penrose Street City & State: Sun Valley, CA Zip: 91352

Business Mailing Address (Where All Notices Will Be Mailed): 11343 Penrose Street City & State: Sun Valley, CA Zip: 91352

**B**  
NATURE OF BUSINESS

Please Indicate "Yes" or "No" to the following questions, and place your initials in the box provided

1. Do the owners, managers, employees, or entertainers of this business provide sexually oriented materials, products, services or merchandise as defined by the Los Angeles Municipal Code Section 103.01?

Please write Yes or No in the box provided

Yes Initials: CC

2. Do the owners, managers, employees, entertainers or patrons of this business permit or engage in specified sexual activities at the business as defined by the Los Angeles Municipal Code Section 103.01?

Please write Yes or No in the box provided

Yes Initials: CC

3. Does this business possess or is it in the process of obtaining an Alcohol Beverage Control (ABC) License?

Please write Yes or No in the box provided

NO Initials: CC  
8/12/14

ALL CORPORATE OFFICERS, GENERAL PARTNERS, AND OTHER PERSON(S) WITH GREATER THAN 5% FINANCIAL INTEREST IN BUSINESS MUST COMPLETE SECTIONS C&D.

THIS APPLICATION IS NOT COMPLETE UNTIL ALL QUESTIONS ARE ANSWERED, ALL INITIALS, AND SIGNATURES ARE OBTAINED, AND ALL DOCUMENTS REQUIRED ON GEN. FORM 195-I (REV 2-11) ARE SUBMITTED

**CITY ATTORNEY DISCLOSURE STATEMENT**

55

OFFICERS - FORM TO BE COMPLETED ON ALL FELONY AND MISDEMEANOR ARRESTEES  
 DETECTIVES - FORM TO BE FILED WITH CITY ATTORNEY ONLY  
 Answer all questions to the best of your personal knowledge.

Type of Report Arrest	Booking No. RFC #C37177	DR No.
--------------------------	----------------------------	--------

1. Reports: To your knowledge, what reports (except personnel investigations) were prepared in relation to this investigation?  
 Arrest     Crime     Property     PCD     Follow-up     Vehicle (CHP 180)     CHP 555  
 DMV-DS367    Other: \_\_\_\_\_

2. The following items exist:    **Photographs** (include C#) \_\_\_\_\_  
**Video tape** (including DICV and digital imaging) \_\_\_\_\_  
**Audio tape** (including officer's personal tape)     YES     NO    Other: \_\_\_\_\_

3. Has there been or is there a pending Use of Force investigation?     YES     NO  
 If YES, provide the name and serial number of supervisor conducting investigation.

**Name** \_\_\_\_\_ **Serial No.** \_\_\_\_\_

4. List the NAME, ADDRESS, PHONE NUMBER and DATE OF BIRTH of all CIVILIAN WITNESSES not named in any report(s), whether interviewed or not.

Name	Address	Phone No.	DOB

5. List the NAME, SERIAL NUMBER, ASSIGNMENT and ROLE of all OFFICERS not named in the report(s) who were percipient witnesses or otherwise involved in this incident:

Officer Name	Serial No.	Assignment	Officer's Role

6. List the NAME, SERIAL NUMBER, DEPARTMENT/AGENCY and UNIT NUMBER of all FIRE DEPARTMENT and EMERGENCY MEDICAL PERSONNEL who responded to this incident, but were not named in any report(s):

Name	Serial No.	Department/ Agency	Unit No.

7. List any SUSPECT(S) STATEMENT(S) not included in any report(s):
- \_\_\_\_\_
- \_\_\_\_\_

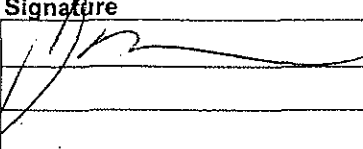
8. List any CIVILIAN WITNESS(ES) STATEMENT(S) not included in any report(s):
- \_\_\_\_\_
- \_\_\_\_\_

9. Are there any RETAINED OFFICER NOTES or DIAGRAMS not included in any report(s)?     YES     NO  
 If YES, identify:

Officer Name	Serial No.	Assignment	Item

10. List any known facts not included in any report(s) that might be considered as favorable to the defense or damaging to the prosecution, or which might negatively reflect on the credibility of any prosecution witness:
- \_\_\_\_\_
- \_\_\_\_\_

All of the answers to the above questions are true to the best of my personal knowledge.

Signature	Serial No.	Div. of Assignment	Role in Arrest	Date
	39883	FTHL	A/O	10/18/14

## TANZI COLE - La Vida Gentlemans Club

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**From:** [REDACTED]  
**To:** <N5012@lapd.lacity.org>  
**Date:** 5/14/2015 11:06 AM  
**Subject:** La Vida Gentlemans Club

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From:  
Cindy Sower  
Sun Valley Equipment Rentals  
8903 Lankershim Blvd  
Sun Valley, CA 91352  
818-767-0977

Dear Police Permit Review Panel

I am writing to you today to respectfully ask that you not approve the permit for the LA VIDA GENTLEMENS CLUB.

I have grown up in the community, raised my family in this community and I work every day to better my community. I have my family business that is located in what is referred to as the Lankershim Corridor. We have worked very hard to bring the prostitution and human trafficking under control.

Every day I report the who what where when to Vice. Every day I report the new encampments of homeless that appear, Every night I report the illegal restaurants that pop up. ...

and every day I am faced with that horrible sign at the Intersection of Vineland/Sunland/San Fernando Road advertising the Gentlemens club. It is the biggest sign I have ever saw on top of a building across from Sun Valley Park. Every night I am faced with that same sign because it is illuminated with lights. Advertising Sex. Why is this ok? Across from a Park with Children. Families traveling this road every day exposing more children to this sign and in case you miss it you can make a turn on San Fernando Road and run right into the club itself.

Sun Valley does not need another business of this type. They leave this club and then they can go right on up to the Lankershim Corridor after getting al jazzed up looking for girls to fulfil their fantasies this club arouses. I work to clean this up, and then business like this are allowed to come in the area.

I beg of you to please think of our community, our children, our families. We do not need this type of business in our town we are all working so hard to clean up and make better.

I will see you Wednesday to speak with you in person.

Thank You, Cindy Sower

PS

I am a current Board Member on SVANC (Sun Valley Area Neighborhood Council) and A Current CPAB (Community Police Advisory Board) Member as well as a Mom and a Business owner In Sun Valley.

**From:** christi ausherman- [REDACTED]  
**To:** <N5012@lapd.lacity.org>  
**CC:** <caesar.f.huerta@lacity.org>  
**Date:** 5/14/2015 10:11 PM  
**Subject:** La Vida "gentleman's club"

I understand that the permanent permit is being considered. I would like to voice my concern over this business.

There are too many kids in this area being exposed to their high signs. Do our kids really need to be exposed to this.

Christi Ausherman  
[REDACTED]  
[REDACTED]

*Handwritten notes:*  
1000-2015-001  
5/14/15

Vertical line of dots on the right edge of the page.

**TANZI COLE - No permit for La Vida**

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**From:** Debbie Sponsler [REDACTED]  
**To:** <n5012@lapd.lacity.org>, <caesar.f.huerta@lacity.org>  
**Date:** 5/14/2015 2:25 PM  
**Subject:** No permit for La Vida

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To Whom it may Concern:

I am writing in response to the permit application of the gentleman's club listed below. I am adamantly against this! As a mom, it goes against everything I have raised my boys to act like and believe in.

**La Vida Gentlemans Club**  
**11343 Penrose**  
**Sun Valley, CA 91352**

This club is the one with the giant signs all over our city. The one on Sunland/Vineland/San Fernando Road over the building with flood lights next to Sun Valley Park is the most obnoxious one that our families and children get to look at day or night as they pass that intersection. This is not family friendly.

Please do NOT grant them a permit.  
I am so about concerned for our future generation as it is. We do not need this.

Sincerely,

Debbie Sponsler  
[REDACTED]

=

**TANZI COLE - La Vida Gentlemans Club**

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**From:** Irene Sumida <[REDACTED]>  
**To:** <N5012@lapd.lacity.org>  
**Date:** 5/14/2015 5:29 PM  
**Subject:** La Vida Gentlemans Club

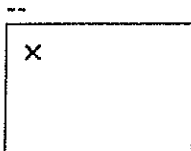
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To the LAPD Police Permit Review Board:

I am a resident of Mission Hills and the Executive Director of five charter schools in the San Fernando Valley. Two of the schools will open in August and will be located just down the street from **La Vida Gentlemans Club**. I am writing to urge you **NOT** to approve the application for the entity which will be located in close proximity to our two new elementary schools: Fenton Charter Leadership Academy and Fenton STEM Academy.

I have been an educator for over 44 years, and I know how important a safe, secure, healthy environment is to ensure the success of our students. My own adult children enjoyed such an environment, and that is exactly what I strive to establish for all students enrolled in the Fenton Charter Public Schools. Please assist us by ensuring our schools are not impacted by an establishment that is a total contradiction to the goals and vision of our schools.

Thank you for your assistance.



**Irene Sumida, Executive Director**  
**Fenton Charter Public Schools**  
**11828 Gain Street**  
**Lake View Terrace, CA 91342**  
**(818) 896-0293**  
**(818) 899-4764 - Fax**

**TANZI COLE - Community Concern- Gentlemen's Club**

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**From:** Tom Konjoyan <tomk@villagechristian.org>  
**To:** <N5012@lapd.lacity.org>  
**Date:** 5/14/2015 4:58 PM  
**Subject:** Community Concern- Gentlemen's Club

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**Hi Nancy, I am the Head of Village Christian School in Sun Valley. I would like to ask the Commission to not grant a permanent permit for the:**

**La Vida Gentlemans Club  
11343 Penrose  
Sun Valley, CA 91352**

We have over 1000 students from K-12 who drive to Sun Valley each day for our school. We would like our community to be supportive of a healthy and moral upbringing of these young boys and girls. We feel that the signage for La Vida is not supportive of a healthy environment for kids. While the activities of the Club are indoors, their signs and marketing are very public for all to see.

While we are on the subject, I am also requesting that the commission not allow the pink Topless Maids van/billboard to park on Sheldon and Laurel Canyon each day and night. It is an adult Billboard on wheels and seems to be permanently parked on the streets of Sun Valley.

Thank you!

Tom Konjoyan  
Head of Schools  
818-767-8382



VILLAGE CHRISTIAN SCHOOLS  
8040 VILLAGE AVENUE • SUN VALLEY, CA 91352  
WWW.VILLAGECRISTIAN.ORG

*College-bound from kindergarten • Christ-centered for life*

<http://www.villagechristian.org>

**TANZI COLE - La Vida Gentleman's Club**

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**From:** Jennifer Miller <jmiller@fentoncharter.net>  
**To:** <N5012@lapd.lacity.org>  
**Date:** 5/16/2015 12:10 AM  
**Subject:** La Vida Gentleman's Club  
**Attachments:** La Vida Gentleman's Club Letter.pdf

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To Whom it May Concern,

Please see the attached document regarding permit approval for La Vida Gentleman's Club. I can be reached via email or at [818-679-6209](tel:818-679-6209) for further questions or information.

Thank you,  
Jennifer Miller

--  
Jennifer Miller, M.Ed.  
Director  
Fenton STEM Academy  
*Elementary Center for Science, Technology, Engineering, and Mathematics*  
8926 Sunland Blvd.  
Sun Valley, CA 91352

*“Great things never came from comfort zones.”*



# The Fenton Academies

8926 Sunland Blvd. Sun Valley, CA 91352  
(818) 896-7482

*Building Great Students!*

Irene Sumida, Executive Director

Lee Melo  
Director of Fenton Charter Leadership Academy

Jennifer Miller  
Director of Fenton STEM Academy

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May 15, 2015

To Whom It May Concern,

The Fenton STEM Academy: Elementary Center for Science, Technology, Engineering, and Math is writing this letter to oppose the permanent license considered for approval for La Vida Gentleman's Club located at 11343 Penrose, Sun Valley, CA 91352.

This business is in close proximity to our elementary school, which services students in grades Kindergarten through Fifth grade. The Fenton STEM Academy implements a rigorous instructional program with specific focus on Science, Technology, Engineering, and Mathematics. We pride ourselves on employing staff with the highest level of professionalism and dedication to educating our youth. We have an active parent community, which would highly oppose this type of establishment located so closely to our school.

One of the key elements of Fenton STEM Academy's success is our ability to engage our community and meet the social emotional needs of our children. Abraham Maslow's hierarchy of needs suggest physiological and safety needs must be met before higher-level needs are satisfied. This community faces many challenges that impair the physiological and safety needs of our children. The proposed location of the Gentleman's Club will deeply distress our ability to meet the needs of our children. As a result, many of our families may choose an alternative for their child/children's education, which would negatively impact our financial stability to operate a successful school.

The students, parents, and employees of the Fenton STEM Academy: Elementary Center for Science, Technology, Engineering, and Math model the highest standards for student achievement, positive self-esteem, pro-social values, and respect for cultural diversity. We feel having this business within such close proximity to our school contradicts our school mission and therefore strongly encourage you to not approve a permanent license for La Vida Gentleman's Club.

Sincerely,

Jennifer Miller  
Director

**TANZI COLE - LA VIDA GENTLEMEN'S CLUB**

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**From:** Vicki Burch <[REDACTED]>  
**To:** <N5012@LAPD.LACITY.ORG>  
**Date:** 5/19/2015 6:18 AM  
**Subject:** LA VIDA GENTLEMEN'S CLUB  
**CC:** "Caesar F. Huerta" <caesar.f.huerta@lacity.org>

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To: L.A.P.D. Police Permit Review Board

Re: La Vida Gentleman's Club  
11343 Penrose Street  
Sun Valley, Ca 91352

Dear Board Members,

It is my understanding that the La Vida Gentleman's Club is currently operating under a temporary permit and that they are applying to this Board for a permanent permit.

As Co-Chair of the L.A.P.D. Foothill Division Community-Police Advisory Board (C-PAB) and a 45 year resident of Sun Valley, I beg you, please to rescind their current temporary permit and deny a permanent permit.

The Human Trafficking sub-committee of the C-PAB has been working closely with Foothill Vice for the last two years to eradicate the prostitution problem existing very close to the location of this establishment. We ARE making headway - very slowly but very surely. Sun Valley has no need for this type of business which only encourages human trafficking and serves to defeat all efforts to enhance the quality of life in our area.

Thank you for your attention to this request.

# LOS ANGELES POLICE COMMISSION

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100 WEST FIRST STREET, SUITE 134  
LOS ANGELES, CA 90012-4112

(213) 236-1400 PHONE  
(213) 236-1410 FAX  
(213) 236-1440 TDD

April 17, 2015

Ms. Cindy Chavira  
1143 Penrose Street  
Sun Valley, California 91352

PPRP No. 15-0029  
PC NO. 142587

RE: 11343 PENROSE INC., DBA: LA VIDA GENTLEMENS CLUB

Dear Ms. Chavira:

You are hereby notified that the Police Permit Review Panel will consider Commission Investigation Division's recommendation to **DENY** your application for the Café Entertainment/Show Permit on:

Wednesday, May 20, 2015 at 2:30 p.m.  
Board of Police Commissioners Hearing Room  
100 West 1st Street, Los Angeles, CA 90012

Commission Investigation Division provided the following reason[s] for their recommendation:

## REASON 1

On or about September 20, 2014, officers of Foothill Area Vice conducted an undercover Alcohol and Beverage Control (ABC) and prostitution investigation at La Vida Gentlemen's Club, 11343 Penrose Street, Sun Valley, CA. The undercover (UC) officer purchased a lap dance from one of the entertainers employed at La Vida Gentlemen's Club using the synonym "Linda". During the lap dance, the entertainer took the UC officers hands and placed them on her breasts, a violation of LAMC §103.102.1(g) (*no operator, entertainer, employee, agent, or manager of the business shall knowingly permit any patron to intentionally caress or fondle the clothed or unclothed breasts or genitals of any operator, entertainer, employee, agent, or manger of the business, or knowingly permit any operator, entertainer, employee or agent to intentionally caress or fondle the unclothed breasts or genitals of any patron*). She also performed an act of masturbation during the dance, a violation of LAMC §103.102.1(p) (*no permittee shall knowingly allow or permit any act of sexual intercourse, sodomy, oral copulation, or masturbation to be committed on the premises, or knowingly permit or allow the premises to be used as a place in which solicitations for sexual intercourse, sodomy, oral copulation, or masturbation openly occur*), and Penal Code (PC) §647(a) (*prostitution*).

**REASON 2**

On or about October 4, 2014, officers of Foothill Area Vice conducted an undercover ABC and prostitution investigation at La Vida Gentlemen's Club, 11343 Penrose Street, Sun Valley, CA. The UC officer observed a dancer onstage performing an act of masturbation, a violation of §647(a) PC (*prostitution*), and §103.102.1(p) LAMC (*no permittee shall knowingly allow or permit any act of sexual intercourse, sodomy, oral copulation, or masturbation to be committed on the premises, or knowingly permit or allow the premises to be used as a place in which solicitations for sexual intercourse, sodomy, oral copulation, or masturbation openly occur*).

**REASON 3**

On or about October 4, 2014, officers of Foothill Area Vice conducted an undercover ABC and prostitution investigation at La Vida Gentlemen's Club, 11343 Penrose Street, Sun Valley, CA. The UC officer purchased a lap dance from an entertainer/employee and during the dance, the entertainer using the pseudonym, "Janelle" performed an act of masturbation in violation of §647(a) PC (*prostitution*), and §103.102.1(p) LAMC (*no permittee shall knowingly allow or permit any act of sexual intercourse, sodomy, oral copulation, or masturbation to be committed on the premises, or knowingly permit or allow the premises to be used as a place in which solicitations for sexual intercourse, sodomy, oral copulation, or masturbation openly occur*).

**REASON 4**

On or about October 4, 2014, officers of Foothill Area Vice, with the assistance of officers from the Detective Support and Vice Division, conducted an investigation at La Vida Gentlemen's Club, 11343 Penrose Street, Sun Valley, CA. During this investigation UC officers were able to purchase alcoholic beverages from La Vida employees in violation of §23300 of the Business and Professions Code (B&P) (*no person shall exercise the privilege or perform any act which a licensee may exercise or perform under the authority of a license unless the person is authorized to do so by a license issued pursuant to this division*). The UC officer was also able to purchase single cigarettes in violation of §308.2(a) PC (*every person who sells one or more cigarettes, other than in a sealed and properly labeled package*).

If you would like a hearing on this matter, you may file a written request within ten (10) days of the date of this notice or, if personally served, the date upon which personal service was provided. The request for a hearing must be in writing, signed by you or on your behalf, and state your mailing address. It need not be verified or follow any particular form. Failure to file such a request for a hearing shall constitute a waiver of your right to a hearing. The Panel, in its discretion, may nevertheless grant a hearing.

Ms.Cindy Chavira

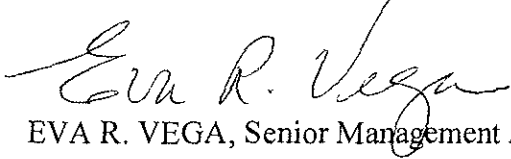
PC NO. 142587

Page 3

If you need an interpreter or have any questions regarding this notice, please contact me at (213) 236-1400.

Very truly yours,

POLICE PERMIT REVIEW PANEL

A handwritten signature in cursive script that reads "Eva R. Vega". The signature is written in black ink and is positioned above the printed name.

EVA R. VEGA, Senior Management Analyst II

c: Commanding Officer, Commission Investigation Division

Attachments