

October 2, 2024

Mr. Nicholas Maricich
Director of Community Development
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069

RE: October 8th Director's Hearing – Support for 639 N. La Peer Drive/Sushi Samba

Dear Mr. Maricich,

On behalf of our entire team at SUSHISAMBA Group, I write to share our excitement at the opportunity to bring our global restaurant brand to the City of West Hollywood at 639 N. La Peer Drive.

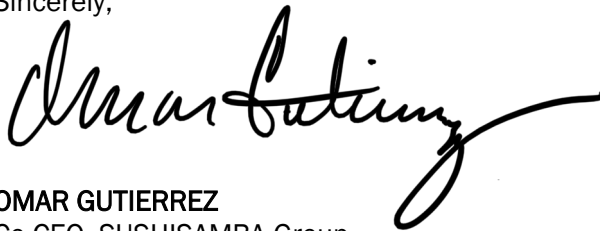
We appreciate your consideration of our application to expand our planned outdoor dining area (via Administrative Permit Amendment APA24-0017), as we seek to deliver a highly discoverable experience in cuisine, music and design for West Hollywood patrons.

Sushi Samba is a multi-sensory dining experience that combines innovative food, creative beverages and a renowned energy and spirit that is beloved – and recognized – around the world. Operating for over 20 years with restaurants in London, Las Vegas, Singapore, Dubai and Doha, Sushi Samba uniquely blends Japanese, Brazilian and Peruvian cuisine, music and design.

Fueled by entrepreneurial spirit and passion, our incoming West Hollywood restaurant will set new trends in the industry and celebrate Sushi Samba's signature energy and culinary flair. We are thrilled to contribute to the world-famous Melrose/Beverly District and join West Hollywood's exciting mix of entertainment and dining venues envisioned in the City's General Plan.

Sushi Samba is making a meaningful investment in our West Hollywood location, and we look forward to a long and productive relationship working with our City partners. We urge you to approve the application and conditions set forth in Draft Resolution CD 24-280 on October 8, 2024.

Sincerely,



OMAR GUTIERREZ
Co-CEO, SUSHISAMBA Group
omar@sushisamba.com