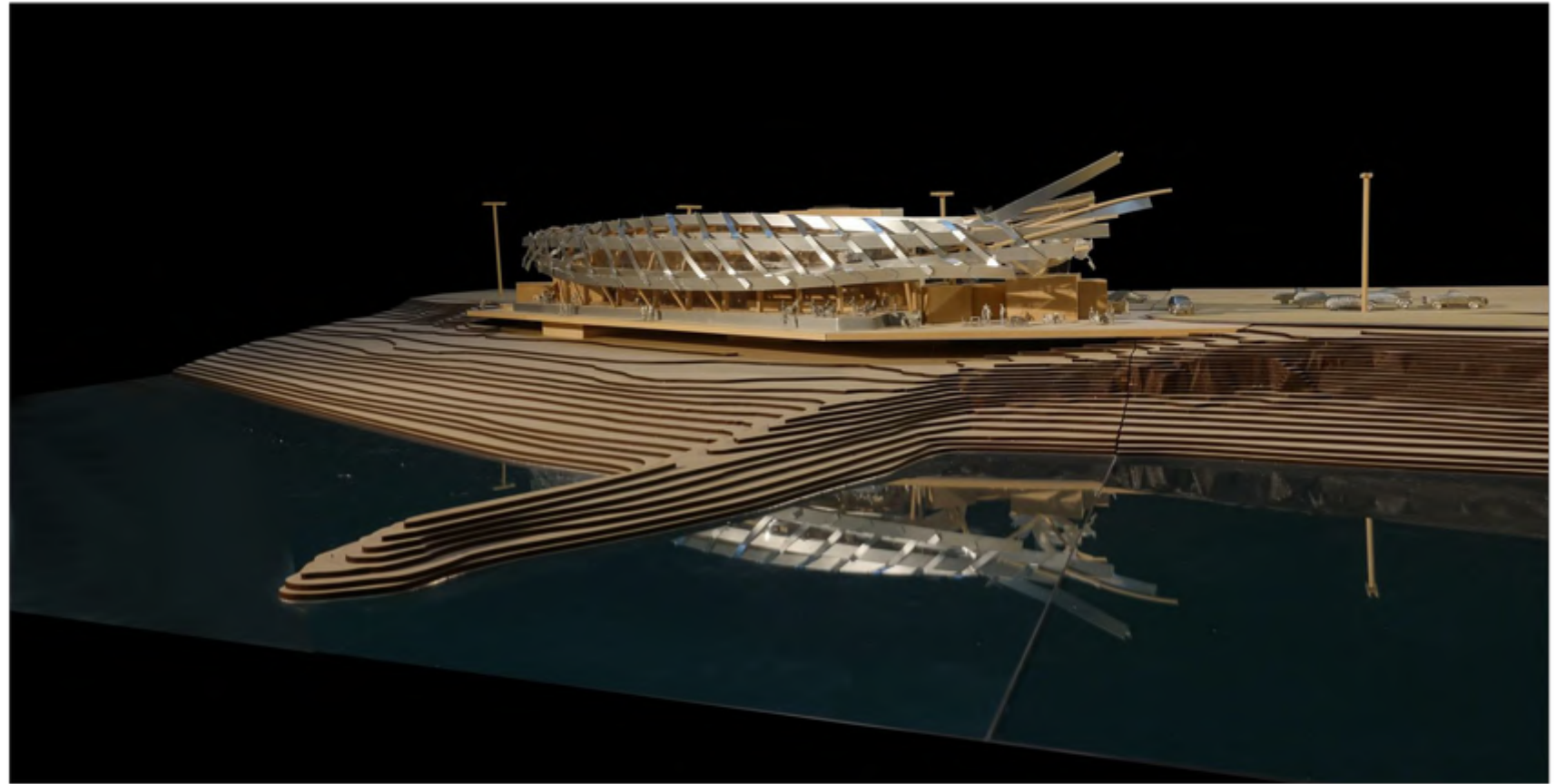


PPCC Meeting

10/30/25

Project
Presentation

PCH Beach Associates LLC
Tom Tellefsen,
Managing Member



17300 PACIFIC COAST HIGHWAY

PACIFIC PALISADES CALIFORNIA 90272
ASSESSORS PARCEL NUMBER: 4,5,6,7
ZONING: OS-1XL

GEHRY PARTNERS, LLP
DESIGN ARCHITECT

DESIGN DEVELOPMENT 50%

Planned Routing Changes with Opening of Wolfgang Puck site – late 2027/early 2028

- BBB9 Existing
- BBB9 Extended to PCH/Sunset
- M134
- M602 (New bi-directional routing via Sunset)
- M602 Discontinued (Temescal Cyn Rd)



10/16/2025

Gladstones vs RFP Response Design vs.Current Project Design Comparisons

Restaurant

	Gladstones (Current)	County RFP Approval	Current Project Design
Total Restaurant Seating	707	560	450
VARIANCE		-147	-257
Restaurant Footprint	Gladstones (Current)	County RFP Approval	Current Project Design
Buidling Area	12,091 sq. ft.	17,860 sq. ft.	9,601 Sq. Ft.
Restaurant Patio/Deck	7,900 sq. ft.		1,850 sq. ft.
Total Foot Print	19,991 sq. ft.	17,860 sq. ft.	11,501 sq. ft.
VARIANCE		-2,131	-8,490
Restaurant Total Size	Gladstones (Current)	County RFP Approval	Current Project Design
1st Floor	19,991 sq. ft.	17,860 sq. ft.	11,501 sq. ft.
2nd Floor	0	0	5,741 sq. ft.
Total Restaurant Size	19,991 sq. ft.	17,860 sq. ft.	17,242 sq. ft.
VARIANCE		-2,131	-2,749

Public Deck

	Gladstones (current)	County RFP Approval	Current Project Design
Separate Food & Beverage Outlet	No	Yes	Yes
Separate Public Seating	0	100	100
Public Deck Restrooms	2	2	2
Size of Deck Seating Area	3,300 Square Feet	2,700 Square Feet	2,700 Square Feet

Parking Lot

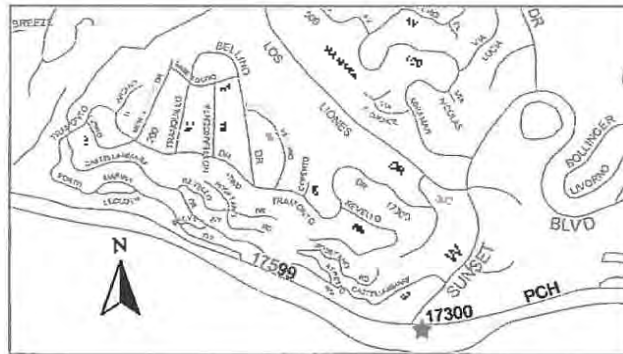
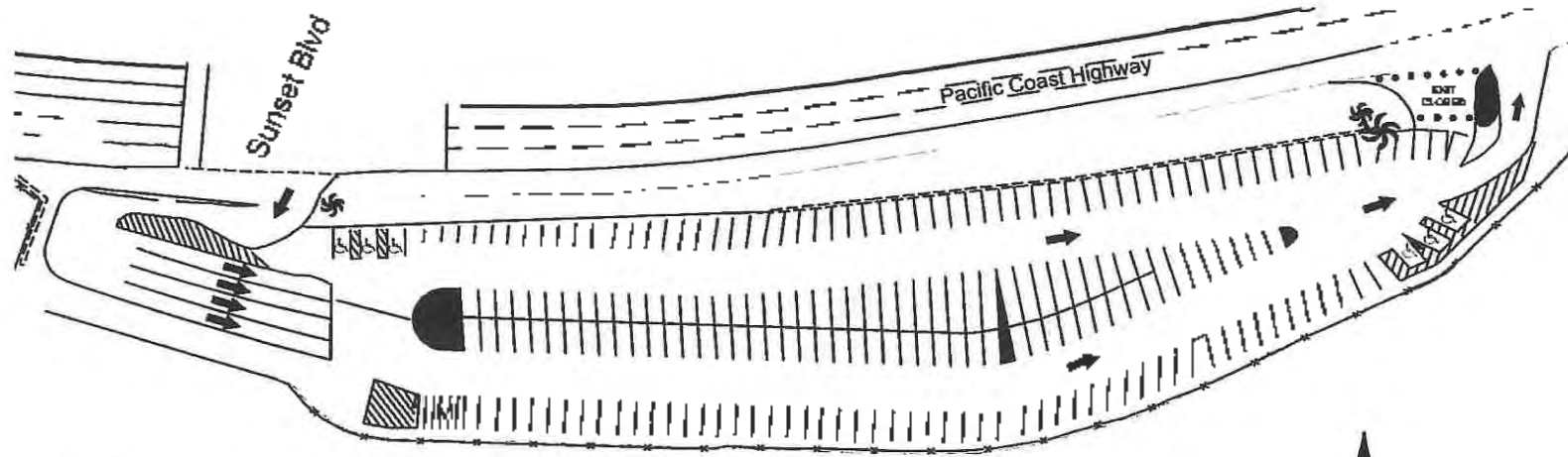
	Gladstones (Current)	County RFP Approval	Current Project Design
Total Striped Parking Spaces	212	179	141
Restaurant Seats / Parking Space	3.33	3.13	3.19
Electric Vehicle Spaces	No	Yes (35)	Yes (35)
Onsite Bus Dropoff/Pickup/Turnaround	No	Yes	Yes
Separate Valet Dropoff/Pickup	No	Yes	Yes
Self Parking without Parking Attendent	No	Yes	Yes
Self Parking Fee	Same as County Lot	Same as County Lot	Same as County Lot

Coastal Path

	Gladstones (Current)	County RFP Approval	Current Project Design
Length	790 ft.	1,160 ft.	1,160 ft.
Width	4 ft.	8 ft.	10 ft.
Restaurant Frontage Public Path	No	Yes	Yes
Benches	No	No	Yes

WILL ROGERS STATE BEACH PARKING LOT #4* (Gladstone's R

*Not operated by Los Angeles County



DEPARTMENT OF
REGIONAL PLANNING APPROVED

REGULAR SPACES	
DISABLED	6
MOTORCYCLE (M)	5
TOTAL	212

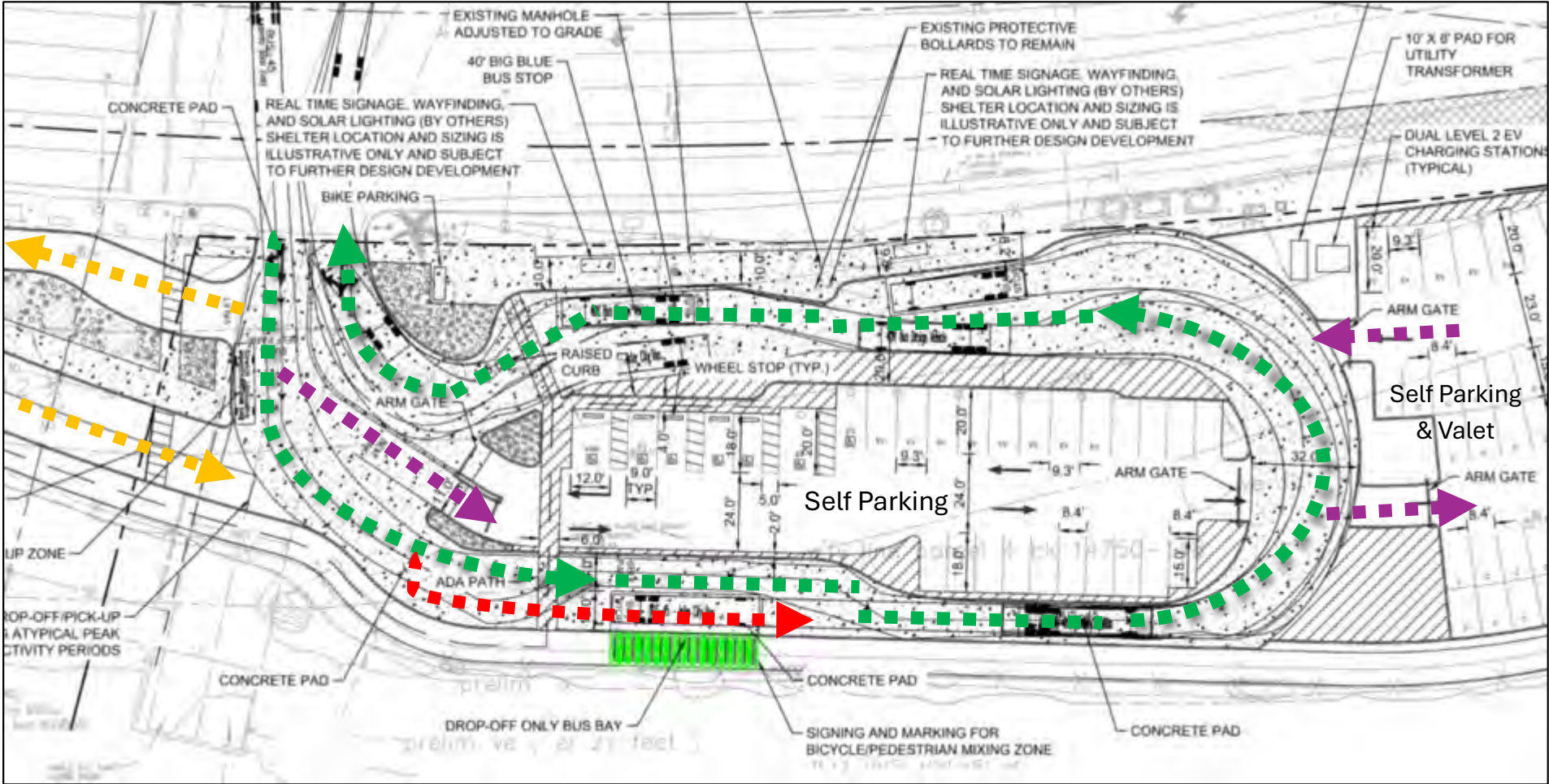
L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS

Revised 01 / 2005 by CLS

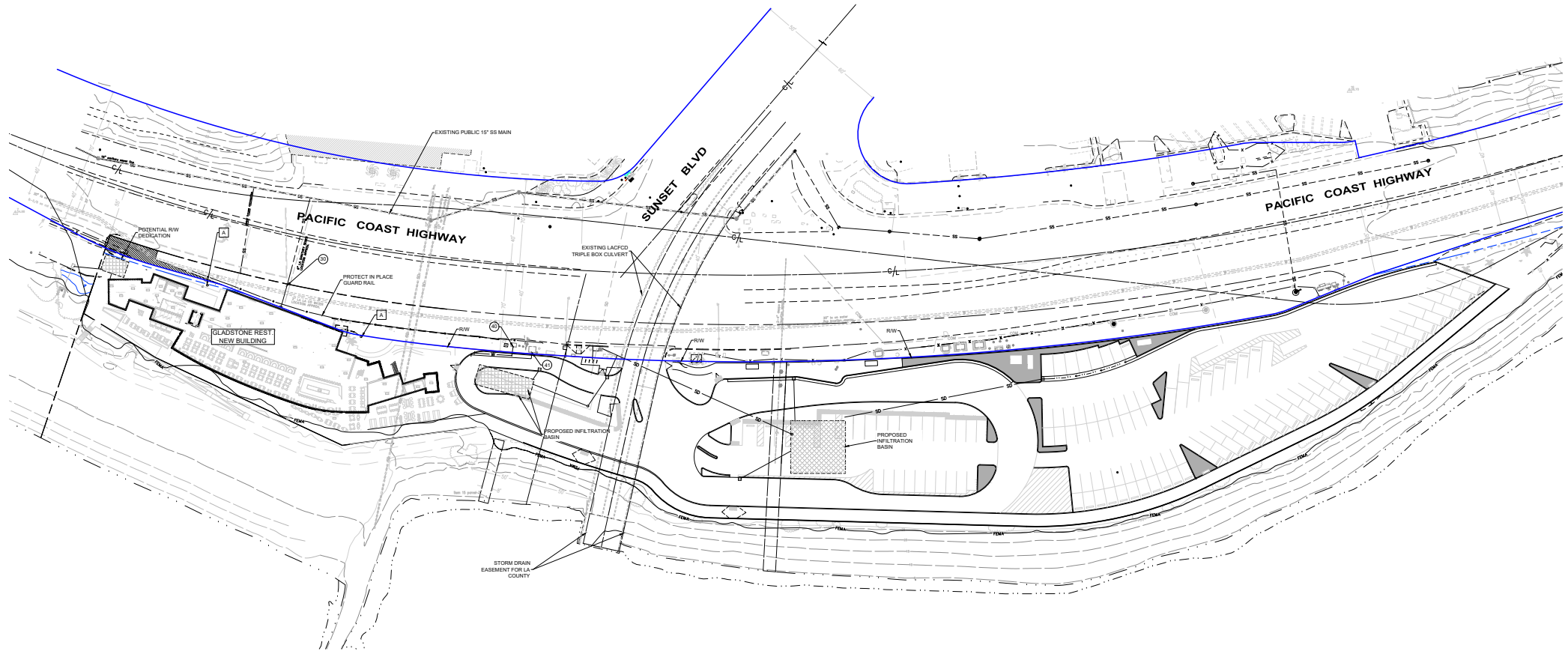
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Map not to scale.

EXHIBIT 8—VEHICLE AND BUS LANE DEMARCATION



SHARED VEHICLE/BUS LANE	
SELF PARK LANE	
BUS LANE	
VALET LANE	



— CALTRANS RIGHT OF WAY

LEGEND	
— SS —	SANITARY SEWERHOUSE CONNECTION
— W —	WATER LINE
— FW —	FIREWATER LINE
— SD —	STORM DRAIN

NOTES

- (1) PROPOSED STORM DRAIN CONNECTION TO EXISTING STREET CATCH BASIN
- (2) PROPOSED SANITARY SEWER TO JOIN EXISTING 8" HOUSE CONNECTION
- (3) PROPOSED WATER LINE TO CONNECT TO EXISTING SERVICE
- (4) PROPOSED FIRE WATER LINE TO CONNECT TO EXISTING SERVICE
- [A] RELOCATED POWER POLE PER LADWP



PLAN
SCALE: 1" = 30'



17300 Pacific Coast H'way
Proposed Site Plan
Exhibit for Caltrans

PSOMAS

DATE: 10-22-25 REVISED ON:
JOB No: 1PCH020100

SHEET 1 OF 1
PCH-02

**Introducing a Collaboration of
Two
Internationally Revered Individuals
Creating an Awe Inspiring
Culinary Destination
in a
Scenic Beach Setting**





The world's first
**Frank Gehry-designed,
Wolfgang Puck-operated**
fine dining restaurant, cocktail
bar and public deck

Located on the iconic
Will Rogers State Beach
at Pacific Coast Highway
& Sunset Boulevard

PCH Beach Associates LLC
Tom Tellefsen, Managing Member
(310) 463-4435
trtellefsen@gmail.com

VISION

Wolfgang Puck
and
Frank Gehry
have joined forces to
deliver extraordinary
dining and toasting
memories
in a spectacular beach
setting
with an engaging ambiance
within an
architectural landmark
taking full advantage of the
incredible ocean views.

The Project is scheduled
to start construction by
mid 2026 and
commence operations
in early 2028



SITE

Gladstones Restaurant (to be demolished when construction starts)

17300 Pacific Coast Highway at Sunset Boulevard, Pacific Palisades, CA 90272

Will Rogers State Beach

The Project to be built on the existing landmark Gladstones site will become the latest Wolfgang Puck signature dining establishment housed within an internationally acclaimed Frank Gehry designed structure



SETTING

The Project will transform the historic Gladstones setting into a world-class coastal destination - A beachfront restaurant concept brought to life by two global icons.

Cuisine by Wolfgang Puck & Architecture by Frank Gehry, a reimagined and elevated dining experience set against the alluring Pacific Ocean shoreline

The result will be a breathtaking masterpiece that becomes that special place for locals to gather, a required stop for Los Angeles visitors and a distinctive outing for regional residents .



ENTRY SEQUENCE



The sense of arrival will begin upon entering the site from PCH
and the experience continuing seamlessly until departure

BUILDING DESIGN

COASTAL ENTRY: INTEGRATING LANDSCAPE AND ACCESS



The Project presents Wolfgang Puck and Frank Gehry with the canvas to create and exhibit their respective talents and genius on a grand scale.

The beach and Pacific Ocean will be readily visible from every vantage point, the “Queen’s Necklace” on magnificent evening display

MISSION STATEMENT

Wolfgang Puck's goal for this Will Rogers State Beach location is to build a strong waterfront destination that brings originality and authenticity to the art of cuisine and delivers culinary excellence in a casual family friendly environment.





Wolfgang and Frank will take full advantage of the unmatched site and positioning with architecture and interior decor that is bold, modern, vibrant and dynamic, firmly making a statement but exuding a sense of place.

The resulting surroundings will be warm, welcoming and comfortable, the view breathtaking, inspiring and memorable

Lighting, furniture, artwork, tabletop and music will all play integral roles in the overall atmosphere of the dining areas, bars and lounge spaces.

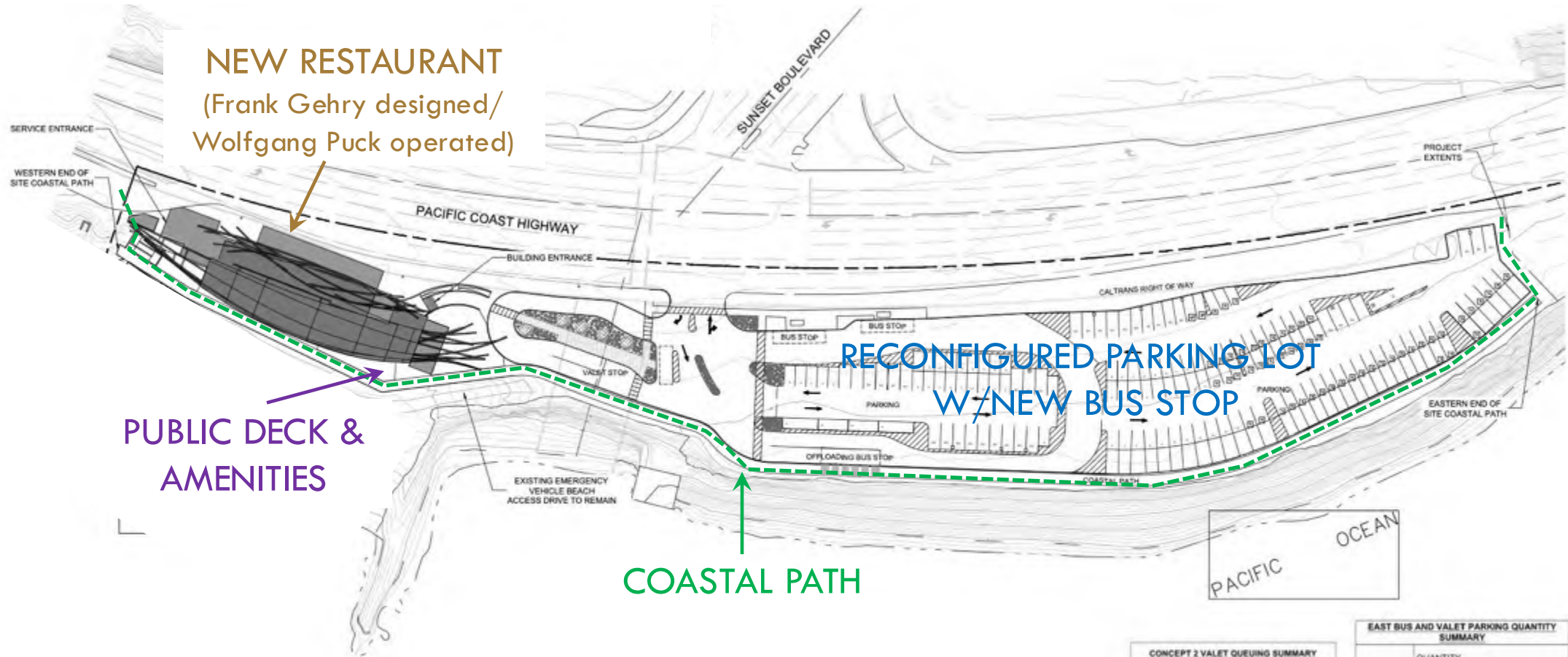
The Project will offer a range of cuisine experiences Including a casual dining Public Deck with its own food and beverage outlet, rest rooms and retail shop oriented toward the beach and located distinctly separate from the fine dining restaurant and bar



The Project will become the perfect spot to watch the spectacular California sunsets while sharing a handcrafted cocktail, gourmet or casual meal or just a beach outing



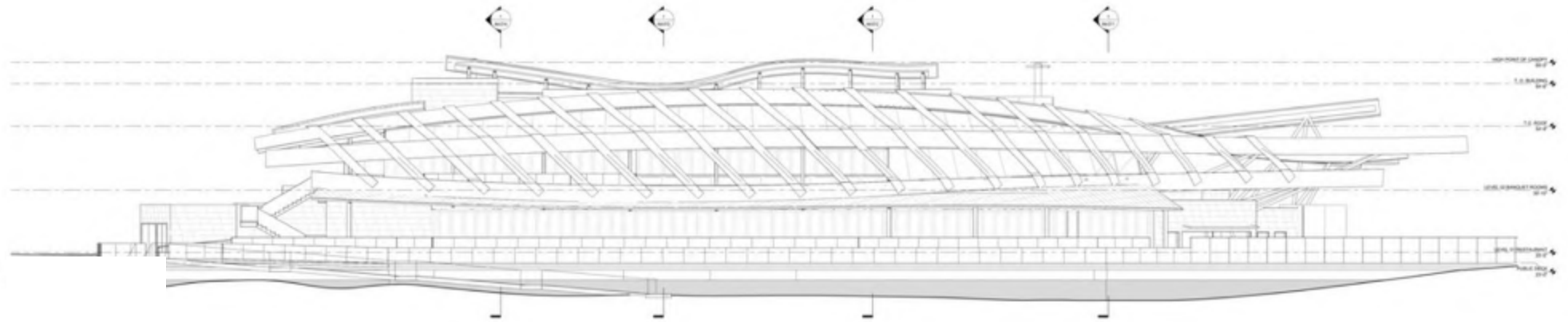
SITE PLAN



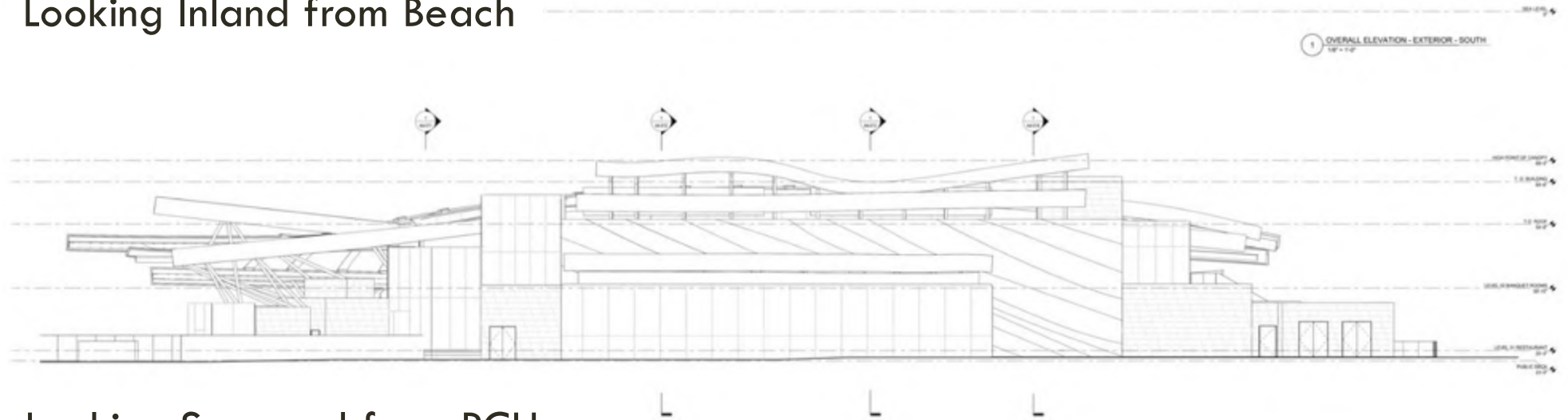
CONCEPT 2 VALET QUEUING SUMMARY	
	QUANTITY
LENGTH OF QUEUING	320 LF
RATIO	1 PASSENGER VEHICLE / 20 LF
TOTAL QUEUE CAPACITY	16 VEHICLES

EAST BUS AND VALET PARKING QUANTITY SUMMARY	
	QUANTITY
EXISTING TOTAL PROVIDED	209 STALLS - TOTAL 0 STALLS - COMPACT 4 STALLS - ACCESSIBLE 205 STALLS - STANDARD
TOTAL PROPOSED PROVIDED	179 STALLS TOTAL 107 STALLS - COMPACT (VALET) 37 STALLS - STANDARD (VALET) 35 STALLS - EV (35 REQUIRED)

ELEVATIONS



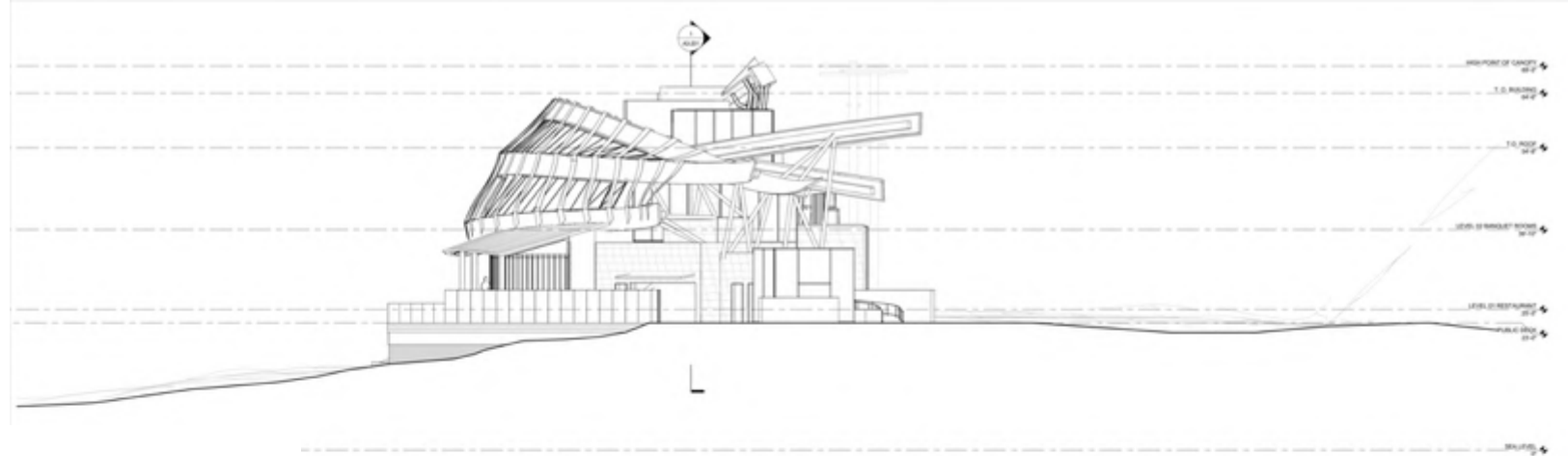
Looking Inland from Beach



Looking Seaward from PCH

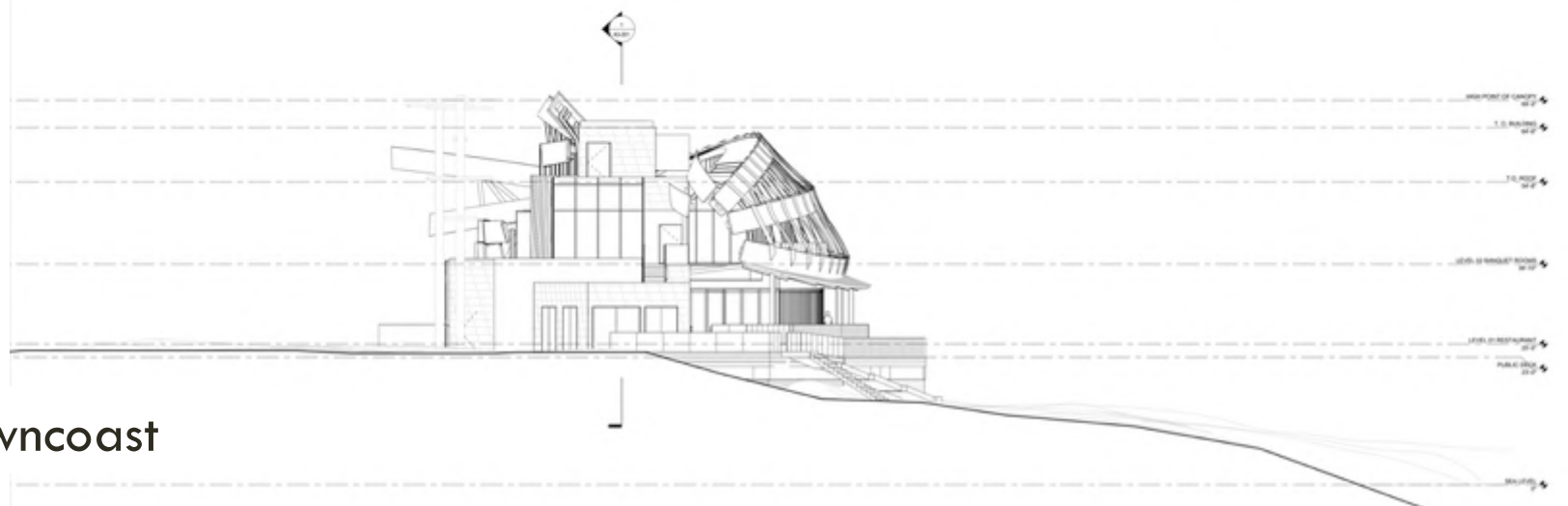
ELEVATIONS

Looking Upcoast



1 OVERALL ELEVATION - EXTERIOR - EAST
1/8" = 1'-0"

Looking Downcoast



Thank You

