

**November 29, 2001**

**Honorable Chairman and Members of the  
Hermosa Beach Planning Commission**

**Regular Meeting of  
December 5, 2001**

**SUBJECT:** CONDITIONAL USE PERMIT 01-6

**LOCATION:** 1300 THE STRAND

**APPLICANT:** BEACH HOUSE INN – PACIFIC BEACH HOUSE LLC  
700 EMERSON STREET  
PALO ALTO, CA 94301

**REQUEST:** TO ALLOW ON-SALE ALCOHOL IN THE GUEST ROOMS (MINI-BARS) AND IN THE BANQUET ROOMS IN CONJUNCTION WITH EVENTS FOR HOTEL GUESTS

**Recommendation**

Approve the request subject to the conditions as contained in the attached resolution.

**Background**

**ZONING:** C-2, Restricted Commercial

**GENERAL PLAN:** General Commercial

**ENVIRONMENTAL DETERMINATION:** Categorically Exempt

The Beach House Inn contains 96 guest rooms, and has 3 meeting/banquet rooms.

**Analysis**

The Beach House Inn was originally approved in 1997. Phase One was completed in June, 1998 and Phase Two was completed in July, 2001. The project has been successfully operated as a first class hotel for three years.

The applicant proposes to provide mini-bars in the guest rooms, and to serve alcohol in conjunction with events in the other meeting/banquet rooms which they currently cater with food and non-alcoholic beverages. Also, the hotel may provide a daily “happy hour” in one of the meeting room for hotel guests only. The on-sale alcohol requires a Conditional Use Permit from the City, and a license from the State Alcoholic Beverage Control Department (ABC). The State ABC has a special license (type 70, restricted service lodging) for hotels like the Beach House which do not have a restaurant/bar on the premises, which limits authorization for alcohol sales to guest rooms in sealed containers, and in meeting rooms for hotel guests only. The applicant indicates that the meeting room on the first floor in Phase I

(at the terminus of 14<sup>th</sup> Street next the Strand) would be their potential “happy hour” location, making drinks available only during a limited time period in the late afternoon/early evening. This is the same location where breakfast and coffee is served in the mornings.

The on-sale alcohol within the rooms is for the convenience of hotel guests. The service in the banquet rooms is for special events and conferences, and for a daily “happy hour” for hotel guests and will not be available to the general public. To prevent the availability of alcohol to the general public, drinks will be provided either complimentary to those who demonstrate they are guests with a room key, or charged to a room. This method of limiting access to hotel guests only is also a regulation of the ABC permit.

Since the proposed on-sale alcohol is for guests only, it is providing a convenience for hotel guests, and will not change or intensify the approved use of the premises as a hotel.

CONCUR:

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Ken Robertson  
Associate Planner

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Sol Blumenfeld, Director  
Community Development Department

Attachments

1. Resolution

cup1300