

January 8, 2007

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

**Regular Meeting of
January 16, 2007**

CONTINUED FROM THE NOVEMBER 21 AND DECEMBER 6, 2006 HEARINGS

SUBJECT: REVOCATION/MODIFICATION HEARING FOR CONDITIONAL USE PERMIT 01-1
FOR ON-SALE ALCOHOL, LIVE ENTERTAINMENT AND OUTSIDE DINING FOR
SAFFIRE /POINTE 705, 705 PIER AVENUE , HERMOSA BEACH

Recommendation:

Direct staff as deemed appropriate.

Project History & Background:

- April 9, 1985, City Council Resolution 85-4820 approves Marie Callendars for general alcohol sales and outdoor dining in conjunction with a restaurant and allows operating hours until 2:00 a.m.
- April 5, 1994, Planning Commission Resolution 94-10, amends original CUP for Descanso Gardens allowing live entertainment with a maximum of 3 musicians using non-amplified music in lounge/waiting area secondary.
- June 7, 1994, Planning Commission Resolution approves an amendment to above project to allow outdoor waiting area and live entertainment with acoustical study only and not as a main attraction.
- March 18, 1997, Planning Commission Resolution 97-26 approves a modification to floor plan to include an additional bar for a total of three, two stages and a dance floor. Changes in floor plan, no material changes to conditions.
- May 5, 2001, Planning Commission resolution 01-18 allows outside dining in area previously approved only for outdoor waiting area. Conditions only address outdoor uses (no outdoor music, maintain existing planted areas, add decorative railings). No changes to operating conditions from Resolution No. 97-26.

▪ ZONING:	SPA 8 - Specific Plan Area
▪ GENERAL PLAN:	Commercial Corridor
▪ EXISTING FLOOR AREA:	8,900 Square Feet
▪ PARKING PROVIDED:	432 Total ; 164 Lower Level
▪ ENVIRONMENTAL DETERMINATION:	Categorically Exempt

The review of the Saffire/705 CUP was originally referred to Community Development from the Police Department in connection with an ABC license transfer. ABC had requested comment on the operation of the business and the Police Department responded by collecting incidence reports and reviewing them with Community Development and the business owners. Based upon the high volume and the nature of call outs to the business, the Police Department recommended the matter be reviewed by the Planning Commission and did not recommend approval of the license transfer at ABC. The matter was originally considered by Commission in November 2006 and twice continued to January 16, 2007. At the December 6, 2006 hearing, the owner submitted a request to continue the matter in order to allow newly retained legal counsel to prepare for the hearing. The hearing was continued but Commission also took testimony from those requesting to provide it.

Saffire/ 705 is located within the Plaza Hermosa Shopping Center. The business has had several changes in ownership from a Marie Callendars restaurant to the current tenant, Saffire/705.

Saffire/ 705 has recently been sold and is to be called Club 705. Over the last several months the Police and Fire Departments have responded to complaints involving fights, public intoxication, underage serving and over crowding in violation of the building, fire, and penal codes. The business owner has received written notice of the subject hearing and provided correspondence describing the proposed operation of the facility as evidence that current problems will not continue. The owner also disputes the Police Department response record.

Analysis:

Section 17.70.010 of the Zone Code provides that the Planning Commission may modify or revoke a CUP under any the following grounds:

- A. That the approval was obtained by fraud;
- B. That the use for which such approval is granted is not being exercised;
- C. That the use for which such approval was granted has ceased to exist or has been suspended for one year or more;
- D. That the permit or variance granted is being, or recently has been, exercised contrary to the terms or conditions of such approval, or in violation of any statute, ordinance, law or regulation;
- E. That the use for which the approval was granted was so exercised as to be detrimental to the public health or safety, or so as to constitute a nuisance.

The Conditional Use Permit, (Resolution 01-18 and Resolution No. 97-26), contains conditions that allow the Police Chief to determine if a continuing police problem exists and to authorize presence of a police approved doorman and or security personnel to eliminate security problems and to submit a report to the Community Development Department thereby automatically initiating review of the Conditional Use Permit by the Planning Commission.

The Police Chief has not suggested the presence of additional doorman or security personnel, but has recommended that the Commission consider modifying the current CUP due to the large number of Police and Fire Department calls to the property. The call history includes excessive over-crowding, loitering around the building frontage and parking area, battery, fights and assaults and public intoxication. The call history during the first six months of 2006 is summarized as follows:

Summary of Violations

Call Out	Action	CUP 01-18 and 97-26 Violation	Other Code Violations	No. Calls	2006 Call Outs
1. Over Crowding	FD Response	Cond, Nos. 12, 13 (Res. 01-1)	Fire Code	1	6/10
2. Noise Violation	PD Response	Cond. No. 3, (Res. 97-26)	HBMC	8	2/2, 2/6,2/19,3/16,5/11, 6/10, 6/18, 7/7
3. Loitering	PD Response	Cond. No. 1 (Res. 97-26)	Penal Code	3	3/25, 6/18,7/7,
4. Assaults	PD Response	Cond. No. 1 (Res. 97-26)	ABC Penal Code	7	3/19, 3/25,4/8,5/14, 6/11,7/1, 7/9
5. Serving Underage	PD Response	Cond. No.1 (Res. 97-26)	Penal Code ABC, HBMC	2	3/03,7/15
6. Public Intoxication	PD Response	Cond. No. 1 (Res. 97-26)	HBMC, ABC	3	7/1,5/14,2/19

P.C. Resolution 01-18 (Condition No 12) requires that the applicant submit a detailed seating and occupant load plan prepared by a licensed design professional for approval by the Community Development Department and any changes to the interior layout of the business that alters the primary function of the business as a restaurant shall be subject to review and approval by the Planning Commission.

P.C. Resolution 97-26 (Condition No. 2) provides that "the primary emphasis of the business shall be maintained as a restaurant. Live entertainment shall be secondary and shall not be a separate or main attraction or show or promoted as such.

The business has been advertised as a lounge, disco and venue for special events, which is inconsistent with this condition of the CUP and the police department reports that the business has regularly removed tables and chairs to accommodate the special events and dancing in violation of the above condition. (Attachment No. 2)

P.C. Resolution 97-26 (Condition No. 13) provides that the operation of the business shall comply with all applicable requirements of the Municipal Code.

P.C. Resolution 97-26 (Condition No. 8) provides that "the business shall provide adequate staffing, management and supervisory techniques to prevent loitering, unruliness and boisterous activities of patrons outside the business and parking area.

Police Department response calls indicate that the business is not providing adequate supervision since patrons were reported by the Police Department to be unruly and boisterous and allowed to loiter around the building frontage and parking area. Thus the business has not utilized management and supervisory techniques to prevent unruly behavior.

P.C. Resolution 97-26 provides that live entertainment shall be limited to three musicians/performers using non-amplified instruments such as a piano, guitar, violin, etc.. If entertainment is to include amplified live entertainment and or more musicians, an acoustical study shall be prepared by an acoustical expert, including proposed sound dampening features to baffle and direct sound away from the entrance/exit and window areas to ensure compliance with the noise ordinance.

- a. The Acoustical study shall be based on a worst-case scenario or on a sound level that will not be exceeded at any given time.
- b. Management shall be responsible for the music/entertainment volume levels.
- c. During the performance of any amplified live entertainment, the exterior doors and windows shall remain closed.

The business has provided amplified live entertainment but has never supplied an acoustical study to comply with the CUP and consequently has not installed sound dampening features in compliance with the study or the City's noise ordinance.

P.C. Resolution 94-17, Section II, Condition No. 1 provides that the establishment shall not adversely affect the welfare of the residents and/or commercial establishments nearby.

The Police Department records indicate that surrounding neighbors at the mobile home park (531 Pier Avenue) have complained about be awakened due to excessive noise and unruly and boisterous behavior.

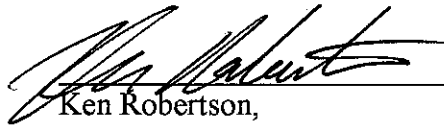
Conclusions:


From the above it can be concluded that the business has not been operating in accordance with the conditions of Resolution Nos. 01-18 and No. 97-26 and that the Commission has authority to revoke the CUP or modify the operating conditions. The business has demonstrated a clear pattern of non-compliance with many of the CUP conditions of approval. Pursuant to Chapter 17.70 the Planning Commission may revoke or modify a conditional use permit to prevent a nuisance to the community or when the business is not operating in a manner consistent with its original approval. Over the last year, the business has created a nuisance and the new owner has focused on bar/lounge activity which is inconsistent with the original approval of the business as a restaurant. (Please see current business promotional material -- Attachment No. 2). Thus the Commission may consider modifying the current CUP to ensure the use does not create a nuisance and transition further from a restaurant to a lounge. If the Commission determines that the CUP should be modified it may adopt the attached resolution providing new restrictions on business operations as summarized below:

Proposed revisions and additions to CUP:

- **The Conditional Use Permit applies exclusively to on-sale alcohol in conjunction with a restaurant and no live entertainment. Any intensification of use involving live entertainment, such as providing a disc jockey or other forms of amplified music for customer dancing, any type of live entertainment (i.e. live music whether acoustic or amplified, comedy acts, or any other type of performances) or extended hours of operation beyond what is specified requires amending this Conditional Use Permit. In the event the City establishes an entertainment permit program, the owner must apply and receive the permit in order to offer any kind of live entertainment.**
- **If the Conditional Use Permit is amended to provide dancing, live music, or other live entertainment an acoustical analysis shall be conducted to verify compliance with the noise ordinance, demonstrating that the noise will not be audible from any adjacent residential use. Mitigation measures to attenuate noise may include sound baffles, double glazing and other methods specified in the acoustical study. The scope of the acoustical study shall be approved by the Community Development Director.**
- **The hours of operation for all operations of the restaurant, including the lounge area, shall be limited to between 7:00 A.M. and 12:00 Midnight.**
- **The parking area and exterior access at the north west side of the restaurant shall be used for egress to the restaurant only with appropriate signage restricting use to access only and appropriate lighting and security. No outdoor use other than access to the facility is permitted.**
- **The business shall not operate in a manner as to have and adverse effect on or interfere with the comfortable enjoyment of neighboring residential and commercial property.**
- **The business is prohibited from using "outside promoters" to advertise the use to obtain customers. Promoters as used herein are described as "an individual or organization who uses the facilities of another owner to organize, oversee, or otherwise promote entertainment that is not part of the primary business use.**

- Noise emanating from the property shall be within the limitations prescribed by the City's noise ordinance and shall not be plainly audible from any residence, and shall not create a nuisance to surrounding residential neighborhoods, and/or commercial establishments.
- The restaurant shall not require any cover charge or fee for general entry into the restaurant or appurtenant areas, nor advertise as a club or lounge.
- The restaurant shall be subject to annual review by the Planning Commission to verify conformance with the Conditions of Approval.
- The restaurant shall submit a detailed seating and occupant load plan, prepared by a licensed design professional for approval by the Community Development and Fire Departments. An approved occupant load sign must be posted in the business as directed by the Fire Department prior to operating the business under the CUP as amended.
- The Fire Department shall maintain a record of the posted allowable occupant load for the business and regularly check the business for occupant load compliance. The Fire Chief may determine that there is a repeat pattern of occupant load violations and then shall submit a report to the Planning Commission which will automatically initiate a review of this Conditional Use Permit by the Planning Commission.
- Any significant changes to the interior layout, which alter the primary function of the business as a restaurant, (i.e. increasing floor area for bar seating, adding a dance floor or removing furniture for dancing shall be subject to review and approval by the Planning Commission and require amendment to this Conditional Use Permit.


 Ken Robertson,
 Senior Planner


 Sol Blumenfeld, Director
 Community Development


 Greg Savelli
 Chief of Police

Attachments

1. Correspondence
2. Business advertising and promotions
3. Planning Commission Resolutions 01-18 and 97-26
4. Police Report History
5. Fire Department Report
6. Proposed Resolution

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January 9, 2007

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RECEIVED

JAN 09 2007

COMMUNITY DEV. DEPT.

Via Hand Delivery

Hermosa Beach Planning Commission
1315 Valley Drive
Hermosa Beach, CA 90254

Re: Saffire/Pointe 705 Club
705 Pier Avenue

Gentlemen:

This letter is being sent in regard to the upcoming Planning Commission hearing, scheduled for January 16, 2007, which concerns potential modifications to Maximoore, Inc.'s conditions of approval regarding the conditional use permit, in order to address any lingering concerns the Planning Commission may have.

As you know, my client, Maximoore, Inc. intends to partner with Mr. Steven Seagal in establishing a premier sushi bar and restaurant. Maximoore will strive to create a sushi bar and restaurant of which the City of Hermosa Beach can be proud. Maximoore's plans are to develop a destination location that will serve to attract the type of excellent clientele which the City of Hermosa Beach desires. My client is also seeking to change the negative image that exists in the minds of Hermosa Beach residents regarding Pointe 705 which is affected by the negative attitude toward the Pier Plaza.

According to the figures supplied by the Hermosa Beach Police Department in the report attached to the the Planning Commission Report, the majority of Saffire/Pointe 705's violations (8 total) were noise related with the last recorded noise violations noted on July 7, 2006. The Summary of Violations reflect the call outs (a police department term used to indicate calls made and responded to) from February 2006 to July 2006.

In specific regard to these noise violations, according to The City of Hermosa Municipal Code-Health and Safety, Chapter 8.24, Section 8.24.030. Prohibited Noises-General Standard, it is provided in pertinent part that:

"No person shall make, or cause to suffer to be made upon any public property, public right-of-way or private property, any unnecessary and unreasonable noises, sounds or

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vibrations which are physically annoying to reasonable persons of ordinary sensitivity or which are so harsh or so prolonged or unnatural or unusual in their use, time or place as to cause or contribute to the unnecessary and unreasonable discomfort of any persons within the neighborhood from which said noises emanate or which interfere with the peace and comfort of residents or their guest, or the operators or customers in places of business in the vicinity, or which my detrimentally or adversely affect such residents or places of business.”

8.24.040, Specific Prohibited Noises, Section I. Commercial establishments adjacent to residential property, provides in pertinent part:

“Notwithstanding any provision to this code to the contrary, continuous, repeated or sustained noise from the premises of any commercial establishment which is adjacent to one or more residential dwelling units, including any outdoor area part of or under the control of the establishment, between the hours of 10:00 p.m. and 8:00 a.m. that is plainly audible from the residential units property line.”

It is to be pointed out that a violation of the provisions of this chapter constitute a mere infraction.

According to Xavier Flamenco, the manager of Saffire, the majority of the noise complaints came from the trailer park which is across the street and caddy-corner to the establishment. According to information and belief, the majority of these complaints were generated by Karen Bruns, who resides in the trailer park and is a person with whom City Hall and the Planning Commission should have more than a passing familiarity.

It should also be pointed out that when the recent acoustic study, commissioned by the new owner, was conducted, the engineer who conducted same used a decibel meter to detect if any noises coming from the club could be heard by the trailer park residents. The signals from the decibel meter proved to be so small as to render them essentially undetectable from anywhere outside the club. In fact, one of the noise complaints was made on a day when Saffire was not even open. Accordingly, it appears that the majority of the past noise complaints were about noise emanating from the parking lot and surrounding environs. Otherwise, it does not appear that Saffire was in violation of any ordinance concerning the noise levels inside the premises.

It should be taken into consideration that the new owner, Maximoore, Inc., is making an unprecedented and costly effort to ensure that no further noise violations will occur that might disturb any residential unit in the area as follows:

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According to the Business Summary for Saffire/Pointe 705 Pier Avenue, submitted by the new owner, the business has been operating under a temporary license since June 28, 2006, when the operations were taken over by Maximoore, Inc.

In specific regard to the noise incident of 7/7/06; according to Mr. Flamenco, the manager, (and the police history), this was due to a crowd that had gathered on the side walk in front of the business. Mr. Flamenco stated that his security personnel has been instructed that no one should be allowed to loiter in front of the parking area or on the sidewalk in front of the business but, since this incident took place only 9 days after Maximoore had taken over, there had not been adequate time to hire and train additional security personnel in order to ensure that this situation could have been avoided.

Further, while there was the one police call out because of excessive noise on 7/7/06, since Maximoore took over, there have been no more call outs for noise violations since that time. One of the reasons for this is that in July of 2006, when Maximoore took over the operation of the business, it increased the number of security guards from about five guards when Mr. Miller owned the business to now having 12-15 guards per shift on a regular night (also, as noted in the aforementioned Business Summary) More guards are to be hired if there is going to be a special event. Further, since Chief of Police Savelli had expressed to the new owner and Mr. Flamenco that one of the major issues the police department had with Saffire was the noise emanating from the parking lot, as part of their training, the security guards are given specific instructions and orders that they are to clear the sidewalks in front of the business and adjacent parking areas of anyone who might be loitering there or otherwise creating a disturbance. The guards are also required to remain on duty after the business has been closed for a reasonable length of time to ensure that the patrons are gotten outside as quicky and quietly as possible and to check to see if the parking area and sidewalks are clear. They are also instructed to tell people that they are to be quite because the parking lot echos and there are residents nearby. In addition to its increased security personnel, Maximoore has also engaged a parking lot attendant to ensure that there will be no unseemly noise emanating from that area, either before the business is closed or afterwards. Therefore, it is posited that, in light of the precautions (and expense) the new owner has gone to in order to ensure that Saffire will not be in violation of any noise ordinance, the Planning Commission should take note of the fact that any noise violations, including the sidewalk in front and the parking area are now a thing of the past.

It appears that of some concern to the Planning Commission are the violations which concern overcrowding (one violation on 6/10) and assaults (seven violations, but with only two incidents occurring on 7/9 and 7/15, after Maximoore had taken over the business). According to the police document submitted by Sargent Heard, which purports to outline the police department's ongoing concerns about Saffire, on July 9, two men reported that they were assaulted by two employees of the business. Sargent Heard then states only that the case is

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currently under investigation. The Planning Commission should be advised the statements made by Sargent Heard are not entirely accurate concerning this event.

In fact, according to manager Xavier Flamenco, the complainant was an underage and intoxicated individual who had to be removed from the premises a total of three times that evening. Each time, prior to being removed by the security guards, he would hold onto the doorframes and refuse to leave. He also took a swing at one employee and punched the owner. Finally, he went off with two other individuals who apparently were friends. Mr. Flamenco has no idea who the other person is that claims he was assaulted, but speculates it could have been one of the persons with whom the intoxicated individual left. Additionally, the police who arrived in response to the report were advised of the situation and left without citing anyone employed by Saffire.

Also, in the aforementioned document engendered by Sargent Heard, it was stated that: "On July 1, 2006, officers were dispatched to a report of a kidnapping (sic) at the business. The involved party was reported to be an employee who was involved in an altercation with a female companion. Both were reported to be under the influence of alcohol. A report was not filed. At this time there is no investigation. Officers contacted a subject in front of the business and subsequently arrested him for public intoxication."

Actually, said employee was a female contract worker who had only worked at Saffire on one occasion. Her girlfriend had apparently left with another individual. Since the contract worker was too intoxicated to drive herself home, she called the police. Additionally, the additional statement by Sgt. Heard that "Officers contacted a subject in front of the business and subsequently arrested him for public intoxication" does not seem to relate to the reported kidnaping, inasmuch as it refers to a "him" without more, does not state whether the person was arrested while walking past the business or had emerged from the business or otherwise, or identify what connection he made have had with the incident, although it appears that Sargent Heard is indicating that there is a connection. Given the above, it is proposed that this cannot be considered to be evidence of any wrongdoing on Saffire's part.

The one incident report on June 10, 2006, of overcrowding at Saffire also should be examined carefully. It has already been pointed out that this was before the new owner took control. And, in regard to the rescue call, it was initiated by Saffire's employees, not a customer as stated by Sgt. Heard. When the Fire Department arrived in response to Saffire's call, it was observed that the premises were overcrowded. According to Mr. Flamenco, while the overcrowding was partially because two parties had been accidentally booked for the same evening, prior to the time the Fire Department arrived he and the other employees had become aware that the premises were overcrowded and were in the process of making people leave. However, unbeknownst to Mr. Flamenco, a promoter who had helped to organize the event was

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letting people (as many as twenty people at a time) in the back door as Mr. Flamenco and his personnel were making people leave. It was not until a fire department paramedic observed the behavior of the promoter and told Mr. Flamenco of same, that this person was stopped. It is to be noted that Saffire was only over its allowed occupancy capacity by 78 persons. Further, it is also to be noted that Mr. Flamenco's citations regarding the matter were dropped by the prosecutor due to these extenuating circumstances.

Other than the above outlined incidents, it must be reiterated that since the new owner has taken over Saffire, there have been no police or fire department calls out with the exception of an incident that occurred in either late October or early November of 2006, when a promoter and Mr. Flamenco, the manager, got into a dispute. The promoter called the police (only after Mr. Flamenco threatened to call them). When the police came, they took the promoter outside and placed him in handcuffs. They then asked Mr. Flamenco if he wanted to prefer charges. When he said no, they released the individual. As can be seen, this call out incident was clearly not either Mr. Flamenco or Saffire's fault.

There was also an incident in January 2007 (New Years's Eve) where there was a fight in the parking lot across the street in the skate park, but Saffire was totally uninvolved.

It also should be noted that Mr. Flamenco arranged a meeting in September of 2006, with the Chief of Police, Greg Savalli, the Senior Planner, Ken Robertson and Sargent Lance Heard (as aforementioned, the individual who submitted the Police Report History of Saffire's violations attached to the Planning Commission Report) to address any concerns that might be lingering regarding the operations of Saffire. During the course this meeting Mr. Flamenco stated to Chief Savelli that Saffire had really cleaned up its act; the Chief acknowledged this point, making the observation that it had been quite a while since the police had been called to the business.

While the Planning Commission Report, under the section titled "Analysis," notes the Police Chief has not suggested the presence of additional doorman or security personnel but has recommended that the Commission modifying the current CUP due to the large number of Police Department calls to the property, this is no longer the case.

As the Planning Commissioner must be aware, the proposed Resolutions by staff concerning modifications to the conditions of approval regarding the conditional use permit (CUP), if adopted, could well spell the death knell for a business that is proposing to bring an elegant upscale restaurant and lounge business to Hermosa that is sorely needed. In particular, Section 3, proposed Resolution No. 4, which proposes to limit the restaurant, including the lounge/bar areas, operating hours to between 7:00 a.m. and 12:00 midnight, if adopted, will probably kill the final sale. This will leave Hermosa Beach with another vacant restaurant

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inasmuch as the former owner is insolvent and it will be difficult, if not impossible, to find any purchaser who would be willing to buy the business with this restriction in place.

Also, the Planning Commission should take note that the staff proposal, in Section 2, takes note of the fact that the repeated patterns of disturbances and other violations was determined to be the result of poor management, etc. Inasmuch as the former owner is no longer involved in the operations of the business and the new owner, Maximoore, Inc., has made considerable strides in reorganizing management, upgrading and expanding staffing, and implementing new supervisory techniques, as pointed out above, (all of which appear to be the main matters of concern to the staff suggesting the modifications) these factors should be taken into serious consideration before adopting any of the proposed modifications wholesale.

As indicated, Maximoore seeks to create an environment where mature patrons can enjoy a fine dining experience in a relaxed atmosphere, where they can enjoy excellent wines and spirits in a safe, non-intimidating environment. The new Seagal establishment is exactly the type of restaurant that the citizens of Hermosa Beach are hoping for, a restaurant which will eliminate the unruly drunkenness that currently prevails in this city on Friday and Saturday nights.

As the Planning Commission knows well and which I believe is an unwritten policy at the present time, our community desires a new culture in its restaurant establishments. But, Maximoore needs to be profitable to survive. The Commission is well aware that the survival of restaurants is tenuous at best. We see restaurants fail every month. The Seagal establishment must create a place where people want to come and spend their money. It is crucial to the survival of the restaurant that it be able to provide its patrons with an evening out that does not have to end prematurely. The business model and plan requires that the Seagal establishment retain its current CUP provisions, including hours of operation.

The Seagal customers will enjoy themselves responsibly in the safe, relaxing environment. Maximoore does not want to have to arbitrarily cut short their evening, especially considering the fact that they will have made a significant financial investment to go out for an evening to a fine restaurant. If the hours are shortened, the Seagal establishment will be unable to compete with fine dining restaurants in other beach cities, most of which are open until 2:00 a.m.

The City of Hermosa Beach needs to attract the type of businesses and patrons which will change the culture of the City, especially on Friday and Saturday nights on both upper Pier and Pier Plaza.

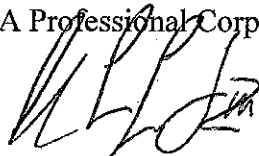
Should you have any questions concerning any of the above, please do not hesitate to contact me at once.

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Thank you for your consideration concerning these matters.

Yours very truly,

BAKER, BURTON & LUNDY,
A Professional Corporation



ALBROW L. LUNDY, III

ALL:sr

Saffire Nightclub & Lounge

705 Pier Ave. (Cross Street: Pacific Coast Highway)
Hermosa Beach, CA 90254 [View Map](#)
(310) 372-9705
[Editorial Description](#)

Large South Bay club with three rooms, DJ, dancing, food and entertainment. Music includes hip hop, house, retro and reggae.

[Read More](#) | [User Reviews \(4\)](#)

Saffire Nightclub & Lounge User Reviews

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What users are saying

- Romantic: no
- Good dancing: yes
- Good social scene: yes
- Good happy hour: no

[Write a review](#) and share your thoughts with other users.

Sweet Decor

Posted by [reina_latina143](#) on 11/21/2006

So I decided to check out this restaurant/club for my birthday. I didn't want a pier bar so I went with this place and it was a bit lonely. The food was good and very cheap but the club was not crackin at all. It has potential but there needed to have been a better crowd. maybe it was just the night I went but it was empty. The music was pretty good and the place has really nice decor. The drinks are average price and the bartenders were nice.

- Pros: Cheap Food, Nice Decor, Nice Bartenders
- Cons: Lonely Club, Older Crowd
- Overall user rating: Average

Great night club

Posted by [kedaface](#) on 06/08/2006

I loved the different rooms...the drinks and food were great...YOU CAN GO OUT TO AN UPSCALE RESTAURANT AND CLUBBING IN THE SAME PLACE....SAVE GAS

- Pros: GOOD DRINKS
- Cons: POSSIBLE DUI, ONLY IF YOU LIKE THE APPLE MARTINIS...LOL
- Overall user rating: Highly Recommended

Beautiful Club in the South Bay

Posted by [tiffanysclee](#) on 11/05/2005

Saffire is an awesome place for dancing in the South Bay. It is spacious, beautifully decorated and lots of beautiful people. We went there for their Halloween party and it was great fun. Don't count this place out if its not on the pier...Saffire is much better than some places that have a small and smelly place.

- Pros: Big, decor, lots of bars
- Cons: not on pier
- Overall user rating: Recommended

a bit cheesy

Posted by [jayy178](#) on 08/18/2005

this place is nice if you want to dress down and be comfortable with your buds, but from the website it is quite misleading. It "appears" to be a chiq club/lounge but when I got there, crowd was quite dressed-down and the decor was a bit cheesy...

- Pros: drinks cheaper
- Cons: coo casual, cheesy setting

- Overall user rating: Average



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Bar/Club Info

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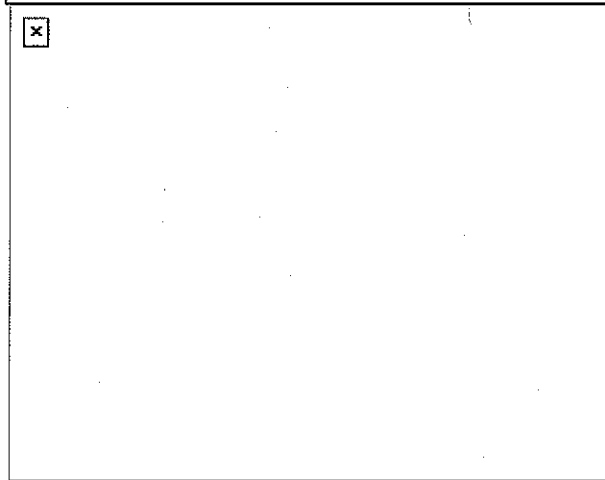
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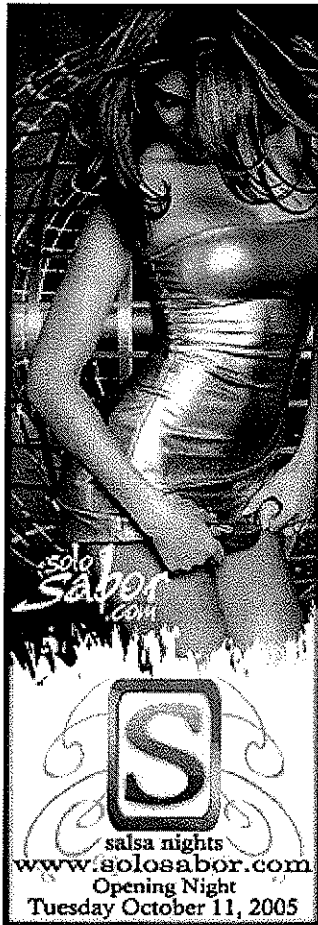
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FACTS

Address: 705 Pier Ave.
Hermosa Beach, 90254 > map it
(310) 372-9705

Cross Street: Ardmore Ave.

Neighborhood: South Bay & Long Beach

Type: Hip-Hop & R&B

Hours: Daily 11pm-2am



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LOWDOWN

Hermosa Beach's largest club brings bling to the South Bay.

Owner Dan Miller transformed the 9,000-square-foot space formerly known as 705 into a pulsating three-room club that could rival some of Hollywood hottest spots. (The line to get in snakes around the block on weekends.) Diverse crowds flock from neighboring cities in their best threads—a strict dress code is enforced, even though the beach is just five blocks away. The Asian-influenced Ruby Room draws in fans of electronica and house, and old-school jams rock the dimly lit room adjacent, but the main attraction is the Saffire Room, a sea of blues, crisp whites, silver accents and pulsing hip-hop beats. White mod-ish leather couches separated by silver beaded curtains create private cabanas for pro athletes and wealthy beach bums. The owner's private booth is perched directly across from the DJ booth, which overlooks the elevated dance floor, but the VIP booth in back is the place to be seen. The crowd is hot, but the cocktail servers—in deep blue skin-tight dresses—might be hotter.—Sarah Spada

- Tip: The club hits capacity most nights, so arrive before 11pm to make sure to get in.
- Get nightlife updates delivered to your mailbox once a month by [subscribing to Plus One](#), LA.com's free nightlife newsletter.

FEATURES

- Cost: Cover varies on weekends
- Atmosphere: Trendy
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P.C. RESOLUTION 07-

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF HERMOSA BEACH, CALIFORNIA, MODIFYING A CONDITIONAL USE PERMIT FOR ON-SALE GENERAL ALCOHOL, IN CONJUNCTION WITH AN EXISTING RESTAURANT AND REVOKING THE APPROVALS FOR LIVE ENTERTAINMENT AND OUTDOOR DINING, AT 705 PIER AVENUE, KNOWN AS "CLUB 705" AND "SAFFIRE"

Section 1. The Planning Commission conducted a duly noticed public hearing to consider the revocation or modification of Conditional Use Permit, approved March 18, 1997 (P.C. Resolution 97-26), and amended May 5, 2001 to allow outside dining (P.C. Resolution 01-18), pursuant to Section 17.70.010 of the Zoning Ordinance on December 6, 2006 and January 11, 2007, at which testimony and evidence, both written and oral, was presented to and considered by the Planning Commission.

Section 2. Based on evidence received at the public hearing, the Planning Commission makes the following findings:

1. The Hermosa Beach Chief of Police reported major disturbances due to unruly behavior of the patrons and inadequate management of the existing restaurant, including overcrowding, repeated noise violations, loitering, assaults, serving alcohol to underage customers, and public intoxications.

2. This repeated pattern of disturbances and other violations was determined to be the result of poor management, staffing, and supervisory techniques as required by the Conditional Use Permit, and as required of any responsible operation of an establishment serving general alcohol under the license granted by the State Department of Alcohol Beverage Control. This behavior adversely affected the public welfare and the welfare of surrounding commercial establishments and caused excessive noise creating a nuisance, which also inconsistent with the requirements of the Conditional Use Permit.

3. The area approved for outdoor dining use, approved in May 2001, has not been used for that purpose in several years.

4. Based on the above evidence provided by the Police Department the permit has been exercised contrary to the terms and conditions of the permit, in violation of the Municipal Code, and the portion for outside dining has ceased to exist.

Section 3. Based on the foregoing, and pursuant to Section 17.70.010 of the Zoning Ordinance, the Planning Commission hereby revokes the Conditional Use Permit for live entertainment and outdoor dining and modifies the **Conditions of Approval**, which supersedes the conditions contained in P.C. Resolutions 97-26, and 01-18:

- 1. The continued use of the restaurant shall be substantially consistent with plans submitted and approved by the Planning Commission on May 15, 2001, with the exclusion of the outdoor dining area. Minor modifications to any of the plans shall be reviewed and may be approved by the Community Development Director.**

- 1 **2. The Conditional Use Permit applies exclusively to on-sale alcohol in conjunction with a**
2 **restaurant and no live entertainment. Any intensification of use involving live entertainment,**
3 **such as providing a disc jockey or other forms of amplified music for customer dancing, any**
4 **type of live entertainment (i.e. live music whether acoustic or amplified, comedy acts, or any**
5 **other type of performances) or extended hours of operation beyond what is specified requires**
6 **amending this Conditional Use Permit. In the event the City establishes an entertainment**
7 **permit program, the owner must apply and receive the permit in order to offer any kind of live**
8 **entertainment.**
- 9 **3. If the Conditional Use Permit is amended to provide dancing, live music, or other live**
10 **entertainment an acoustical analysis shall be conducted to verify compliance with the noise**
11 **ordinance, demonstrating that noise will not be audible from any adjacent residential use or**
12 **from the adjacent street. Mitigation measures to attenuate noise may include sound baffles,**
13 **double-glazing and other methods specified in the acoustical study. The Community**
14 **Development Director shall approve the scope of the acoustical study. Any sound attenuation**
15 **recommendations provided in the acoustical study must be completed and approved by the**
16 **Community Development Department prior to offering live entertainment and failure to**
17 **implement any of said recommendations will automatically initiate a review of this Conditional**
18 **Use Permit by the Planning Commission.**
- 19 **4. The hours of operation for all operations of the restaurant, including the lounge/bar areas, shall**
20 **be limited to between 7:00 A.M. and 12:00 Midnight.**
- 21 **5. The parking area and exterior access at the North West side of the restaurant shall be used for**
22 **egress to the restaurant only with appropriate signage restricting use to access only and**
23 **appropriate lighting and security. No outdoor use in the north parking area other than access**
24 **to the facility is permitted.**
- 25 **6. The business shall not operate in a manner as to have and adverse effect on or interfere with the**
26 **comfortable enjoyment of neighboring residential and commercial property.**
- 27 **7. The business is prohibited from using "outside promoters" to advertise the use to obtain**
28 **customers. Promoters as used herein are described as "an individual or organization who uses**
29 **the facilities of another owner to organize, oversee, or otherwise promote entertainment that is**
30 **not part of the primary business use.**
- 31 **8. Noise emanating from the property shall be within the limitations prescribed by the City's noise**
32 **ordinance and shall not be plainly audible from any residence, and shall not create a nuisance**
33 **to surrounding residential neighborhoods, and/or commercial establishments.**
- 34 **9. The restaurant shall not require any cover charge or fee for general entry into the restaurant or**
35 **appurtenant areas.**
- 36 **10. The restaurant shall be subject to annual review by the Planning Commission to verify**
37 **conformance with the Conditions of Approval.**
- 38 **11. The restaurant shall discontinue operations until a detailed seating and occupant load plan,**
39 **prepared by a licensed design professional, has been submitted and approved by the**

