

May 3, 2007

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

**Regular Meeting of  
May 15, 2007**

(CONTINUED FROM OCTOBER 17, 2006)

SUBJECT:       CONDITIONAL USE PERMIT AMENDMENT 06-7  
                  PARKING PLAN 06-3

APPLICANT:    THE SHORE  
                  1320 HERMOSA AVENUE  
                  HERMOSA BEACH, CA 90254

REQUESTS:     CONDITIONAL USE PERMIT AMENDMENT FOR A 170 SQUARE FOOT  
                  EXPANSION AND INTERIOR ALTERATIONS AT AN EXISTING  
                  RESTAURANT WITH ON-SALE ALCOHOL AND LIVE ENTERTAINMENT  
  
                  PARKING PLAN TO PAY IN-LIEU FEES RATHER THAN PROVIDING THE  
                  REQUIRED ADDITIONAL PARKING AT 1320 HERMOSA AVENUE

**Recommendation**

Direct staff as deemed appropriate.

**Background**

The request for the expansion of the mezzanine was originally submitted in July 2006, and continued at the request of the applicant to the September meeting, and again to the October meeting. The matter has been fully re-noticed for the current hearing.

**PROJECT INFORMATION:**

ZONING:	C-2, Restricted Commercial
GENERAL PLAN:	General Commercial
LOT SIZE:	5,000 Square Feet
AREA OF ESTABLISHMENT (Including Patio):	3,066 Square Feet
PROPOSED ADDITION:	<u>188 Square Feet</u>
GROSS FLOOR AREA:	3,255 Square Feet
ADDITIONAL PARKING REQUIRED:	2 Spaces
ENVIRONMENTAL DETERMINATION:	Categorically Exempt

The Shore is currently operating under the terms of P.C. Resolution 03-23. The current owners of the restaurant took over the lease from Dano's in 2003, when the restaurant was being considered for revocation or modification because of problems occurring at that time. The Planning Commission approved the floor plans submitted at that time (under the proposed name "Element") and adopted P.C. Resolution 03-23 which modified the previous resolution approved for Dano's restaurant in 2000. The 2000 resolution (P.C. 00-24) granted by the Planning Commission for Dano's allowed the change from on sale beer and wine to general alcohol. The location was first approved for restaurant and live entertainment purposes in

1993, when a C.U.P. was granted for on sale beer and wine and a Parking Plan for reduced parking.

### Analysis

The applicant is requesting alterations to the interior at the mezzanine level, in order to add 170 square feet of customer area and an additional 18 square feet of storage to the mezzanine, and also to convert a large portion of the existing approved mezzanine area to a dining and lounge area for customers (resulting in a total of approximately 400 square feet for dining and "lounge" area). The mezzanine previously was approved only for an employee lounge, changing room, and storage area as recognized by the Planning Commission by minute order as the subject of an interpretation item at the January 18, 2005 meeting. The mezzanine is accessed through an interior stair from the ground level, but also has a direct emergency exit onto the alley, which is situated at a higher grade than Hermosa Avenue. The applicant indicates that this separate upstairs dining and lounge area only be used for special events or banquets, and that a security person will be stationed at the back door emergency exit.

The area proposed for the expansion, involves the conversion of inaccessible unfinished space at the mezzanine level currently separated by a wall from the employee/storage area. It was built when kitchen was remodeled in 2005 as part of the ceiling above the kitchen, and was built to meet structural requirements for possible use as a mezzanine. It will require opening the existing wall, painting, and installation of floor covering and the construction of a new railing where it will be partially open to the floor below.


The Shore has been in operation since early 2006, and an occupant load and seating plan was approved in March, 2006. The seating/occupancy plan also shows the upstairs mezzanine as storage and an employee lounge. The Shore was cited for overcrowding by the Fire Department in early 2006, exceeding their occupant load of 174 with a crowd of over 300 patrons. Also, during this same incident it was noted the fixed bench seating that was the basis of the occupant load plan was temporarily removed. Since that time the business has been operating without any overcrowding violations, although it has been the subject of noise complaints.

The Planning Commission must consider if its appropriate to allow a more intensive use of this restaurant, by adding this new restaurant and lounge area, essentially to allow a separate and more private banquet and lounge area in the mezzanine, when the restaurant has a past history of violating the terms of the C.U.P. as set forth in Resolution 03-23, both with respect to overcrowding, and altering the interior uses.


The expansion of customer floor area requires the use of parking in-lieu fees since there is no room on the property to provide the two required additional parking spaces on site. Although Section 17.44.040 allows the use of parking in-lieu fees for any commercial use allowed in the downtown district, it may not be appropriate to use the fees for an expansion to an existing restaurant when the City is trying to achieve a better balance in the downtown between

restaurant and office or retail uses. The fees that would be due based on City Council Resolution are 28,900 per required space for a total of \$57,800.

Based on the Commission's direction, staff will return with a resolution for adoption at the next meeting.

  
\_\_\_\_\_  
Ken Robertson  
Senior Planner

CONCUR:

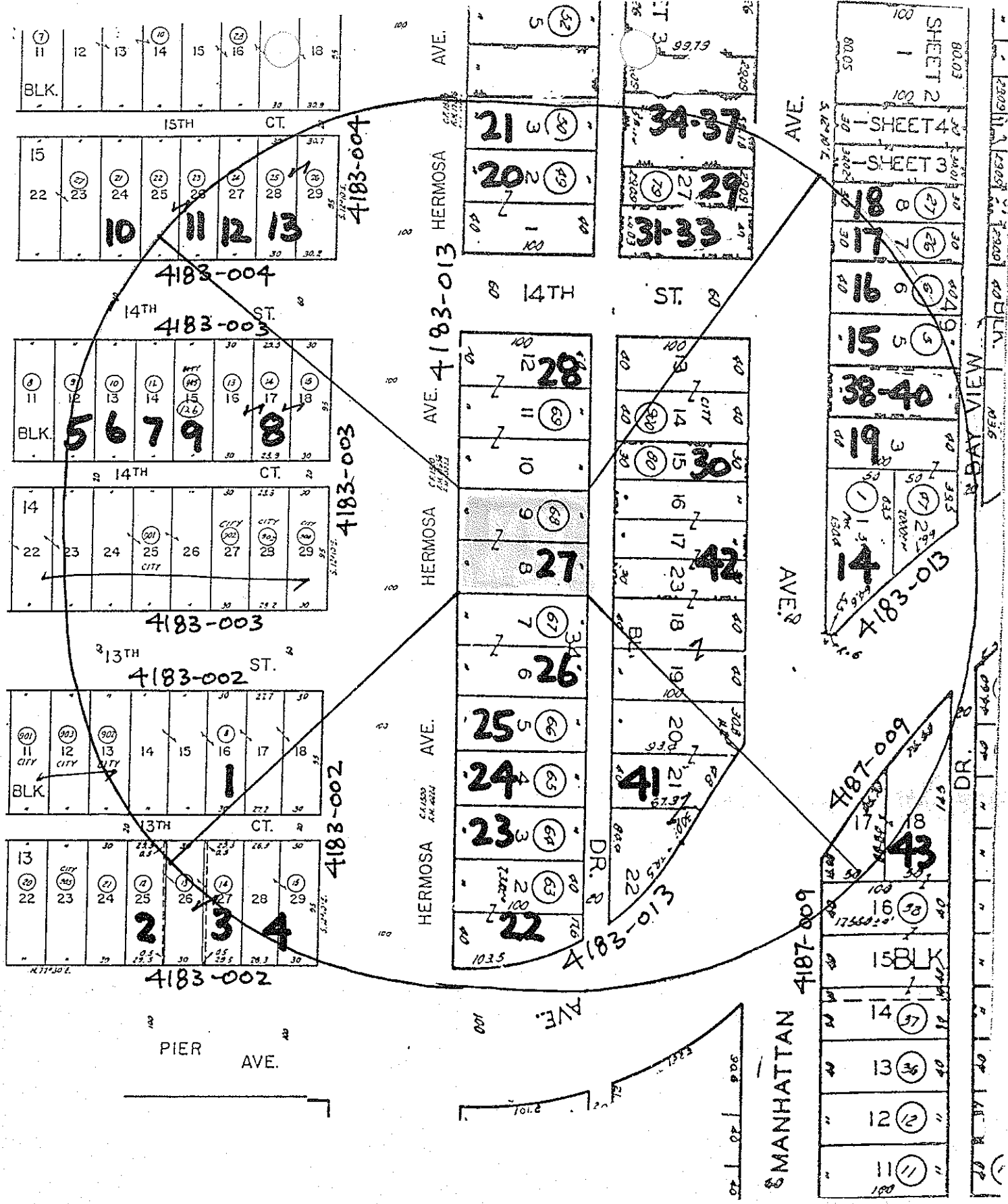
  
\_\_\_\_\_  
Sol Blumenfeld, Director  
Community Development Department

Attachments

1. Location Map
2. P.C. Resolution 03-23
3. Correspondence and petition supporting amendment
4. Memorandum from the Fire Chief regarding overcrowding
5. 2006 incident reports for downtown

Project Plans (separate attachment)

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ADDRESS: 1320 HERMOSA AVENUE

SCALE 1" = 100'

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**P.C. RESOLUTION 03-23**

**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 WITH LIVE ENTERTAINMENT, AT 1320 HERMOSA AVENUE, FORMERLY KNOWN AS "DANO'S" WITH A PROPOSED NEW NAME, "ELEMENT", AND LEGALLY DESCRIBED AS LOTS 8 & 9, BLOCK 34, FIRST ADDITION TO HERMOSA BEACH TRACT**

Section 1. The Planning Commission conducted a duly noticed public hearing to consider the revocation or modification of Conditional Use Permit 00-1, approved April 18, 2000 (P.C. Resolution 00-24), pursuant to Section 17.70.010 of the Zoning Ordinance, on March 18, April 15, and May 20, 2003, at which testimony and evidence, both written and oral, was presented to and considered by the Planning Commission.

Section 2. A new buyer of the restaurant, currently in escrow, Southern California Restaurant Endeavors, plans to continue the operation of the restaurant with on-sale general alcohol and live entertainment under a new name, "Element," and has submitted plans for interior alterations, and a noise impact study.

Section 3. 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 of the existing restaurant, "Dano's" resulting in three arrests;

2. The unruly and boisterous behavior 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. Based on the above evidence provided by the Police Department, the permit has been exercised contrary to the terms and conditions of the permit, and in violation of the Municipal Code.

4. Since the ownership is changing, and the new owner is proposing changes to the floor plan and operation of the restaurant, the Commission does not find it appropriate to revoke the permit, but instead determines that modifications to the conditions of approval are necessary to ensure that similar problems do not occur with the new ownership.

-1-

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1            Section 4. Based on the foregoing, and pursuant to Section 17.70.010 of the Zoning  
2 Ordinance, the Planning Commission hereby modifies the **Conditions of Approval**, which  
3 supersede the conditions contained in P.C. Resolution 00-24:

- 4            1.        **The continued use of the restaurant shall be substantially consistent with submitted**  
5                    **plans. Minor modifications to any of the plans shall be reviewed and may be**  
6                    **approved by the Community Development Director.**
- 7            2.        **The hours of operation shall be limited to between 7:00 A.M. and 2:00 A.M. daily.**
- 8            3.        **The establishment shall not adversely affect the welfare of the residents, and/or**  
9                    **commercial establishments nearby.**
- 10           4.        **The business shall provide adequate staffing and management and supervisory**  
11                    **techniques to prevent loitering, unruliness, and boisterous activities of the patrons**  
12                    **both inside and outside the business and in nearby public areas.**
- 13           5.        **The Police Chief shall determine that a continuing police problem exists, and may**  
14                    **authorize the presence of a police approved doorman and/or security personnel to**  
15                    **eliminate the problem, and/or shall submit a report to the Planning Commission,**  
16                    **which will automatically initiate a review of this conditional use permit by the**  
17                    **Commission.**
- 18           6.        **The exterior of all the premises shall be maintained in a neat and clean manner, and**  
19                    **maintained free of graffiti at all times.**
- 20           7.        **An accurate seating plan shall be prepared by a state-licensed architect, which shall**  
21                    **determine the maximum occupant load.**
- 22           8.        **Any significant changes to the interior layout, which would alter the primary**  
23                    **function of the business as a restaurant, shall be subject to review and approval by**  
24                    **the Planning Commission.**
- 25           9.        **The project and operation of the business shall comply with all applicable**  
26                    **requirements of the Municipal Code.**

27            **CONDITIONS RELATING TO LIVE ENTERTAINMENT AND NOISE:**

- 28           10.       **Noise emanating from the property shall be within the limitations prescribed by the**  
29                    **City's noise ordinance and shall not create a nuisance to surrounding residential**  
30                    **neighborhoods, and/or commercial establishments.**
- 31           11.       **The hours for live entertainment shall be limited to the hours between 9:00 P.M.**  
32                    **to 1:15 A.M. Monday through Friday, and from 2:00 P.M. to 1:15 A.M. on**  
33                    **Saturday, Sundays, and Federal and State Holidays, Cinco De Mayo, and St.**  
34                    **Patrick's day.**

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12. An acoustical study shall be prepared by an acoustical engineer, 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. Said study and sound dampening shall be reviewed and approved by the Community Development Director prior to the issuance of building permits and shall be implemented in the building interior prior to occupancy.

- A. The acoustical study shall be based on the 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 live entertainment, the exterior doors and windows shall remain closed.
- D. All exterior doors shall have self-closing hardware.
- E. The air conditioning system shall be of an adequate capacity to air condition the entire restaurant.

13. No live entertainment or amplified music, audio, television, or speakers of any kind shall be permitted in the outside seating area.

14. All exterior glass windows or doors shall be equipped with double-pane glass or a comparable substitute with equivalent sound dampening properties to the satisfaction of the Community Development Director.

15. Noise emanating from the property shall be within the limitations prescribed by the city's noise ordinance and shall not create a nuisance to surrounding residential neighborhoods, and/or commercial establishments. Noise emanating from the property shall be monitored to verify compliance with the noise ordinance in response to any complaints.

16. The Planning Commission shall review the operation of the restaurant for compliance with conditions of approval and compliance with the Noise Ordinance in six (6) months and one year from the approval of this Resolution and thereafter as necessary to respond to complaints.

Section 5. This grant shall not be effective for any purposes until the permittee and the owners of the property involved have filed a the office of the Planning Division of the Community Development Department their affidavits stating that they are aware of, and agree to accept, all of the conditions of this grant. The grant for live entertainment shall not be in effect until the acoustical study is complete and approved by the Community Development Director, and all sound proofing measures are implemented in the building pursuant to Condition Nos. 12 and 14.

The Conditional Use Permit Amendment, as modified, shall be recorded, and proof of recordation shall be submitted to the Community Development Department.

Each of the above conditions is separately enforced, and if one of the conditions of approval is found to be invalid by a court of law, all the other conditions shall remain valid and enforceable.

1 Permittee shall defend, indemnify and hold harmless the City, it agents, officers, and employees  
2 from any claim, action, or proceeding against the City or its agents, officers, or employee to  
3 attack, set aside, void or annul this permit approval, which action is brought within the applicable  
4 time period of Government Code. The City shall promptly notify the permittee of any claim,  
5 action, or proceeding and the City shall cooperate fully in the defense. If the City fails to  
6 promptly notify the permittee of any claim, action or proceeding, or if the City fails to cooperate  
7 fully in the defense, the permittee shall no thereafter be responsible to defend, indemnify, or hold  
8 harmless the City.

6 The permittee shall reimburse the City for any court and attorney's fees which the City may be  
7 required to pay as a result of any claim or action brought against the City because of this grant.  
8 Although the permittee is the real party in interest in an action, the City may, at its sole  
9 discretion, participate at its own expense in the defense of the action, but such participation shall  
10 not relieve the permittee of any obligation under this condition.

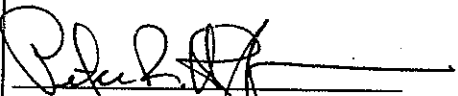
10 The subject property shall be developed, maintained and operated in full compliance with the  
11 conditions of this grant and any law, statute, ordinance or other regulation applicable to any  
12 development or activity on the subject property. Failure of the permittee to cease any  
13 development or activity not in full compliance shall be a violation of these conditions.

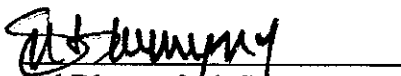
13 The Planning Commission may review this Conditional Use Permit and may amend the subject  
14 conditions or impose any new conditions if deemed necessary to mitigate detrimental effects on  
15 the neighborhood resulting from the subject use.

16 VOTE:           AYES:           Hoffman, Perrotti, Pizer, Tucker  
17                   NOES:           None  
18                   ABSENT:       None  
19                   ABSTAIN:      Kersenboom

19 CERTIFICATION

20 I hereby certify the foregoing Resolution P.C. 03-23 is a true and complete record of the action  
21 taken by the Planning Commission of the City of Hermosa Beach, California, at their regular  
22 meeting of May 20, 2003.

23   
24 Peter Hoffman, Chairman

23   
24 Sol Blumenfeld, Secretary

25 Date June 17, 2003

26 Cupr00-1 revised

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# HERMOSA BEACH FIRE DEPARTMENT

## Hazardous Conditions Report

**DATE:** 07/10/06  
**TO:** Watch Commander  
**FROM:** Capt. Garofano  
**RE:** Occupancy violation, The Shore

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FR #06 - 1111  
DR #06 - 2480  
Citation # 368171

On 07-08-2006 at approx. 2340 E11, and A12 responded to the Shore on <sup>1320</sup>~~2626~~ Hermosa Ave. to check on a possible overcrowded condition.

### Summary

On arrival I observed that the establishment appeared to be over occupancy load limits. Fire Marshal Osekowsky requested the doorman for a count of the premises and the doorman had a mechanical counters that showed him 280. I instructed fire department personnel to enter the business and give me two (2) separate head counts using mechanical counters. Resulting counts were from Eng. De Los Santos 304, without counting employees and Fire Marshal Osekowsky counted 314 people total. The current occupant load is 174.

### Violations Observed

Permitting Overcrowding  
Uniform Fire Code  
Section 2501.16.3

Maintaining a hazardous condition  
103.4.4 UFC/ 15.20.010 HBMC

Attachments

Citation

Fire Department Incident Report

Photo Copy of Occupant load Sign on File

Michael Garofano

Captain

Hermosa Beach Fire Department

CC:

Fire Chief Tingley

Asst. Fire Chief Gomez

Saul Blumenfeld

City of Herm Beach NOTICE TO APPEAR

Traffic  Nontraffic  Misdemeanor

H 36817

DATE OF VIOLATION TIME  A.M. DAY OF WEEK NATIONAL CLASS CODE  
07-08-06 12:40  P.M. SAT

NAME (First, Middle, Last)  
RESIDENCE ADDRESS  
BRIAN PATRICK KELLEHER

CITY STATE ZIP CODE  
HERMOSA BEACH CA 90254

DRIVER'S LICENSE NO. STATE CLASS JUV. TEL#  
CA ( )

SEX HAIR EYES HEIGHT WEIGHT RACE BIRTHDATE  
M F BRN GRN 5'8" 155 W  C.V. (V.C. 15210b) MO DAY YEAR  
VEHICLE LICENSE NO. STATE  H.M. (V.C. 353)

VEHICLE YEAR MAKE MODEL BODY STYLE COLOR

REGISTERED OWNER OR LESSEE/ADDRESS  SAME AS ABOVE

FINANCIAL RESPONSIBILITY POLICY NO.

Eligible for Dismissal (V.C. 40500(b))  BOOKING REQUIRED CASE NO. 021111  
Violation(s) Code Sections and Descriptions  
103.4, 4 ufc / 15.20.010 HBMC  
MAINTAINING HAZARDOUS CONDITION  
2501.16-3 ufc - OVERRIDING

LOCATION OF VIOLATION(S) CITY  
THE SHORE 1320 HERMOSA AVE HB CA

SPEED Approx. PF/MAX VEH LMT SAFE INVOLVED IN ACCIDENT

WEATHER Road Cond. TRAFFIC  
 Dry  Wet  Fog  Heavy  Medium  Light

VIOLATIONS NOT COMMITTED IN MY PRESENCE, DECLARED ON INFORMATION AND BELIEF. I DECLARE UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING IS TRUE AND CORRECT.  
DATE: ISSUING OFFICER:

CAPT. GAROFANO HBPD  
NAME OF ARRESTING OFFICER - IF DIFFERENT FROM ABOVE

WITHOUT ADMITTING GUILT I PROMISE TO APPEAR AT THE TIME AND PLACE CHECKED BELOW.

X SIGNATURE *Brian Kelleher*

APPEAR BEFORE A DEPUTY CLERK OF THE SUPERIOR COURT, TRAFFIC DIVISION AT:  
 825 Maple Ave., Torrance 90503 (213) 742-8860  
 County Seat 505 S. Centre, San Pedro 90731 (310) 519-6016  
 Appear between  8:30 and 11:30 A.M. or  1:30 to 3:30 P.M. at Juvenile Traffic Court, 3221 Torrance Blvd., Torrance 90503 (310) 222-8878  
 Parent or guardian must accompany juvenile to court.  
 Other

WHEN: Date: 08/09/06 at 08:30 A.M.

WHAT TO DO: FOLLOW THE INSTRUCTIONS ON THE REVERSE.  
www.lasuperiorcourt.org



H 368171

RECEIVED

APR 16 2007

COMMUNITY DEV. DEPT.

**Date:** April 16, 2007  
**To:** Planning Commission and City of Hermosa Beach  
**From:** The Shore Restaurant/Lounge, 1320 Hermosa Avenue, Hermosa Beach  
**Subject:** May 15, 2007 Commission Meeting

We are requesting permission to utilize an upstairs area for general public use. This area was approved by the Planning Commission as an employee/owners lounge. We want to emphasize that this area does not require any construction, but only seating and tables and that this space existed when it was Dano's, the previous tenant.

In contrast to Dano's, *The Shore* has tremendously improved this location through remodeling and by attracting an upscale clientele on a regular basis such as the LA Kings, Lakers, Clippers and numerous movie and music celebrities. We are able to draw an upscale clientele by having a door charge on Friday and Saturday nights after regular dinner hours, though our kitchen remains open to 1AM.

Since *The Shore* hosts special functions on a regular basis, we have a compelling need for an area that can be used for just such purposes. This will help us to continue to attract and maintain a more upscale clientele. Examples of special functions *The Shore* has hosted include numerous company meetings, birthday/anniversary/wedding parties, and elegant wine and food tastings. *The Shore* has also hosted fundraisers/benefits for South Bay Leukemia and Lymphomas Societies, South Bay Prevention of Suicidal Teens and a monthly Hermosa Beach Chamber of Commerce mixer. We are also donating our location, at no charge, to the Hermosa Beach Film Festival for the filming of "Star Wars" on May 12, 2007, starring all Hermosa Beach City Council members and other City officials.

The upstairs area has an adjacent back door emergency exit that is not a general entrance or exit, where a security person will be stationed. There will not be a bar upstairs and servers will provide food and beverages from downstairs. Therefore, the upstairs area will not be used on a nightly basis, only for special events and charity functions.

Your consideration in this matter is greatly appreciated.

Sincerely,

The Management of The Shore Restaurant

Petition for Support for The Shore Restaurant & Lounge

RECEIVED  
APR 16 2007  
COMMUNITY DEV. DEPT.

We, the undersigned, hereby proclaim that we are the closest and immediate residential neighbors to The Shore Restaurant at 1320 Hermosa Ave. We support the approval of using the existing upstairs mezzanine level for dining & lounge. We understand that this area was previously approved and used for storage and for an employee lounge. This change will help continue to attract the desirable clientele which The Shore has brought to this neighborhood with a more private banquet dining/lounge area.

- 1522 Hermosa Ave Ted Maier 68 14th Street Hermosa Beach CA 90254
- 48 Hermosa Ave 567-2097 Kirk Harrington 310-991-7642
- 804 Loma Dr. 310-634-6337 GUY BURGESS 1718 LOMA DR. Hermosa Beach CA (310) 796-6415
- 1015 Loma Dr. 310-291-2331 DAVID JONES 1410 1/2 PALM AVE -
- 1520 Monterey (210) 714-5523 [Signature] 305 292 St 310-406-0671
- 133 30th St 971-3882 [Signature] 225 272 St
- 310 529 8917 [Signature]
- 720 21st Hermosa Peter Inelando 310 766 5421
- 127 50th St HB Elizabeth Bloom 310 433 6812 Bridget Mark Ide 3 Longfellow Ave H.B. 90254
- 133 30th St HB Adam Amador (210) 281-1611 Jason Cordero 497 28th Hermosa
- 1656 Monterey Blvd Nicole Hager 310) 308-5498 Damon Ricks 730 Fourth St Hermosa Beach
- 1656 Monterey Blvd Tiffany Cloudus 213) 321-8116 ALEX MARTINEZ 56 15th St (310) 758-7166 Hermosa Beach
- WINDY JACKSON 140 31st Street HERMOSA, CA 90254 Jason M. HB
- 22nd St the [Signature]
- 310 708 6169 Kristina Hague (310) 341-8041
- 62 17th St HB Kristina Hague (310) 341-8041
- 68 14th Street PAUL DUPONT H.B. 90254

William Fanning

Petition for Support for The Shore Restaurant & Lounge

We, the undersigned, hereby proclaim that we are the closest and immediate residential neighbors to The Shore Restaurant at 1320 Hermosa Ave. We support the approval of using the existing upstairs mezzanine level for dining & lounge. We understand that this area was previously approved and used for storage and for an employee lounge. This change will help continue to attract the desirable clientele which The Shore has brought to this neighborhood with a more private banquet dining/lounge area.

GREGORY KINSLEY 915 MANHATTAN AVE.  
HERMOSA BEACH, CA 90254 905-575424

ROBERT WALKER 6A Strand 90254

JUSTIN JONES #B Hermosa Beach 90254

SCOTT DURKIN 710 1ST STREET

HAROLD KINSLEY 650 1/2 Loma St HB

Brian Seidensticker 704 3RD Brian Seidensticker

JOEY BRODINE 704 3RD Joey Brodine

ASHLEY BROOKS 415 Herondo St. apt. 219 Hermosa 545-7471

SEAN LYNN #48 HERMOSA AV. 683-9093

Bert Green 1407 HERMOSA AVE



310.372.79

**Fernando's**  
Since 1980  
RENESSA

More than just  
clothing & eclectic stuff

1242 Hermosa Avenue / Hermosa Beach, CA 90254  
E-mail: RFAdames@aol.com  
www.fernandoshermosa.com

**Fernando's Clothing Store**  
**1242 Hermosa ave.**  
**Hermosa Ave.**  
**310-372-7906**

**RECEIVED**

APR 16 2007

COMMUNITY DEV. DEPT.

**To: City of Hermosa Beach Planning Commission**

**Fernando's Clothing Store is 5 doors down the street from The Shore Restaurant & Lounge and I understand that The Shore is seeking for approval to use the upstairs area for dining and lounge. My wife and I as owners of Fernandos for over 20 years are in favor of the city approving this proposed plans since the upstairs area is already in existence and requires minimal construction.**

**My wife and I dine at The Shore on a weekly basis and are very happy to see a nice upscale establishment in the City of Hermosa Beach. They have proven to us that we don't have to drive to Manhattan Beach for a night out. The Shore Restaurant & Lounge has been a great addition to the City of Hermosa.**

**If you have any questions, please call me at 310-372-7906**

MR & MRS: *Fernando Adames*



PETITION OF SUPPORT

We, the immediate business neighbors of the Shore Restaurant, support the proposed internal improvements. This will help to continue to attract the desirable clientele which the Shore has brought to this neighborhood.

Scott

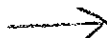
Seymour Jewelers  
~~1212 Hermosa Ave.~~  
Scott



1212 Hermosa Avenue  
Hermosa Beach, CA 90254  
310-379-5401

COLDSTONES  
1223 HERMOSA AVE.

R. Koh



**COLD STONE**  
CREAMERY

Owner / Manager  
Rrangsey & Humphrey Kot

310.316.8775  
f. 310.318.8752  
1223 Hermosa Ave.  
Hermosa Beach, CA 90254 USA

Store #151  
362.690.4922 • f. 562.690.4925

Store #517  
310.375.9495 • f. 310.375.7808  
mikes2\_8@hotmail.com

George Takamori  
The Developer



CUSTOM PHOTO LAB  COMMERCIAL PHOTOGRAPHY

**The Development**

(310) 376-4444 FAX: (310) 376-1457  
Hermosa Avenue, Hermosa Beach, California 90254

Ann Leung  
Ann Leung Realty



**Ann Leung Realty**  
Real Estate Investments

Ann Leung  
Realtor / Broker


Office: (310) 318-2415  
Fax: (310) 318-5278  
Cell: (310) 480-7370  
annleung@aol.com

1332 Hermosa Ave. Ste 14, Hermosa Beach, CA 90254  
www.annleungrealty.com

PETITION OF SUPPORT

We, the immediate business neighbors of the Shore Restaurant, support the proposed internal improvements. This will help to continue to attract the desirable clientele which the Shore has brought to this neighborhood.

Trilogy Spa - Chandra Shand *[Signature]*  
Hermosa General Store 1248 Hermosa Ave. Gary Pati  
Citibank 81 Pier Ave Hermosa *[Signature]*  
Commercial Capital Bank 1309 Hermosa Ave - *[Signature]*




**Manuel C. Serrano**  
Personal Banker  
Assistant Vice President

**Citibank (West), FSB**  
Hermosa Beach Financial Center  
81 Pier Ave.  
Hermosa Beach, CA 90254  
Tel 310-376-2488  
Voice Mail 310-798-4710  
manuel.c.serrano@citigroup.com

'see back for disclosures'

A member of citigroup<sup>sm</sup>




**COMMERCIAL CAPITAL BANK**

**Robin Hartman**  
Client Service Manager

Commercial Capital Bank, FSB  
1309 Hermosa Avenue  
Hermosa Beach, CA 90254  
www.commercialcapital.com

Main (310) 379-5969  
Fax (310) 379-3296  
rhartman@commercialcapital.com

GARY PATI




**Hermosa General Store**  
Est. 1971

1248 Hermosa Ave.  
Hermosa Beach, CA 90254

(310) 376-4666

18



1309 Manhattan Avenue  
Hermosa Beach, CA 90254  
Ph: 310.318.3511  
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PETITION OF SUPPORT

We, the immediate business neighbors of the Shore Restaurant, support the proposed internal improvements. This will help to continue to attract the desirable clientele which the Shore has brought to this neighborhood.

Michael Niemark, Big Mike's  
1314 Hermosa Ave.

**BIG MIKE'S PHILLY STEAKS & SUBS**

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**HAVANA SANDWICH COMPANY**

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El Segundo, CA 90245  
(310) 640-0014



Michael Niemark

*[Handwritten signature]* →

*[Handwritten signature]* →

Lowry Acupuncture  
1332 Hermosa Ave #9

**KATHLEEN RYAN LOWRY**  
Licensed Acupuncturist

1332 Hermosa Ave., #9  
Hermosa Beach, CA 90254  
ph. (310) 379-0559  
fax (310) 379-9678

ACUPUNCTURE  
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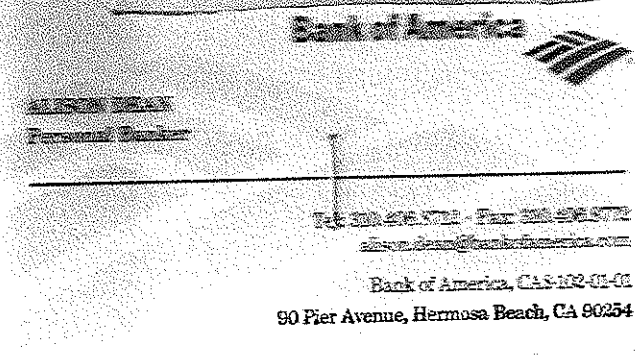
PETITION OF SUPPORT

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*[Signature]*  
Girlfriends  
1138 Hermosa Ave



Bank of America 90 Pier Ave  
*[Signature]*



Jack Petrosyan *[Signature]*  
Eat AT JOE'S  
PWA PT - *[Signature]*  
1112 HERMOSA AVE

**JOE'S**  
1401 Hermosa Avenue  
Hermosa Beach, CA 90254

**Hours:**  
Mon - Thurs 5:30 - 9:00 PM  
Friday 5:30 - "ALL NIGHT"  
Saturday Open 24hrs  
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Fax (310) 376-0603

**JOE'S To Go**

Beach Market (310 376 9103)  
(1325 Hermosa Ave.)  
*[Signature]*

THE BEACH Hut #2  
Angela Romero  
1342 Hermosa Ave

PETITION OF SUPPORT

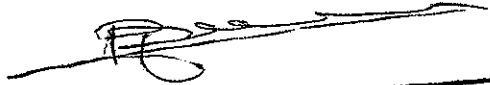
We, the immediate business neighbors of the Shore Restaurant, support the proposed internal improvements. This will help to continue to attract the desirable clientele which the Shore has brought to this neighborhood.

Lappert's

29 Pier Ave

H.B. CA 90254

Olivera Besovic



Robert's Liquor

74 Pier Ave

H.B. Ca. 90254

(710) 372-8200 Tom



Linda James

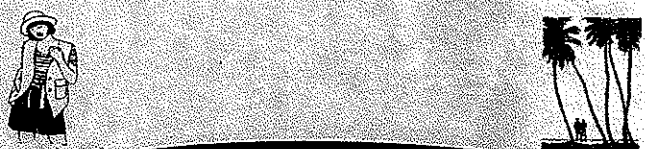
120 Pier Ave

Hair Mechanics



PETITION OF SUPPORT

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**BEACH SHOP**

49 Pier Avenue  
Hermosa Beach, Ca 90254

Tel (310) 376-8133  
Fax (310) 379-1612

← Ali - Keshmiri

Los Angeles - Copenhagen

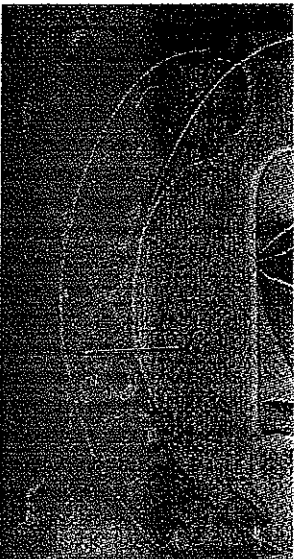
**chip howes**  
principal / cco  
1. 310.379.8924  
chip@powerline6.com

36 thirteenth court  
hermosa beach  
california 90254  
www.powerline6.com

← Mr. Howes

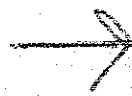
37 Pier Ave.  
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Tel: (310) 374-0026  
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← Gabriel  
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successful*



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# gifts 'n things

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*Paul Bar*

## Pedones Pizza & Italian Eatery

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H.B. (310) 376-0949

*Michael Sribney* - Michael Sribney



SPORTS BAR  
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**HERMOSA BEACH FIRE DEPARTMENT**

**MEMORANDUM**

**TO:** SOL BLUMENFELD, COMMUNITY DEVELOPMENT DIRECTOR  
**FROM:** RUSSELL TINGLEY, FIRE CHIEF *RT*  
**DATE:** JULY 11, 2006  
**SUBJECT:** OVERCROWDING AT THE SHORE, 1320 HERMOSA AVE.

On July 8, 2006, Captain Garofano observed that the Shore at 1320 Hermosa Ave. was in violation of maintaining a hazardous condition – overcrowding. They were cited. Attached is a copy of that report.

It was also observed that the fixed bench seating according to their plan had been removed.



Business/ Address	CUP/Code Enforcement	HBFD Citation	HBPD Reports	Total
Barnacles - 837 Hermosa	None	None	2 disturbance, 1 battery, 1 rescue, 1 theft	5
Shark's Cove - 1220 Hermosa	None	None	5 disturbance, 1 rape, 1 theft	7
Café Boogaloo - 1238 Hermosa	None	None	4 disturbance	4
The Shore - 1320 Hermosa	TV's on patio removed after citation, 1 noise violation. Acoustic study required & supplied. Complaint of acoustic rehearsal.	None	20 disturbance, 8 loud music, 1 battery, 1 rescue	34
Blue 32 - 1332 Hermosa	None	None	69 disturbance, 2 loud music, 2 theft, 8 battery, 6 rescue	87
The Underground - 1334 Hermosa	None	None	27 disturbance, 7 loud music, 4 theft, 2 battery, 5 rescue	45
Hennessy's - 8 Pier	None	None	23 disturbance, 1 loud music, 2 theft, 2 battery, 3 rescue, 1 vandalism	34
Dragon - 22 Pier	TV's on patio, possible appeal, 1 noise violation observed	1 overcrowding	52 disturbance, 8 loud music, 4 theft, 3 battery, 4 rescue	74
Lighthouse - 30 Pier	1 noise violation observed	None	25 disturbance, 1 loud music, 1 battery, 4 rescue	33
Il Boccaccio - 39 Pier	Removing table, chairs for dancing - warning letter sent.	None	2 disturbance, 2 rescue	5
Patric Malloy's - 50 Pier	None	None	37 disturbance, 4 theft, 1 battery, 10 rescue, 1 vandalism	54
Fenner's - 53 Pier	None	None	21 disturbance, 3 loud music, 1 battery, 2 rescue	27
Sangria - 60/68 Pier	None	None	23 disturbance, 2 theft, 5 battery, 4 rescue	34
Mediterraneo - 73 Pier	Roof framing altered	None	3 disturbance	3
Saffire - 705 Pier	Investigate - no food service.	1 overcrowding	29 disturbance, 7 loud music, 1 assault, 1 kidnapping	40
Union Cattle Co. - 1305 Manhattan	Monitor 'seasonal tent' on roof deck.	1 overcrowding	None	1
Suzy's - 1141 Aviation	None	None	1 disturbance	1
Hermosa Saloon - 211 PCH	None	None	4 disturbance, 1 theft	5
Pitcher House - 142 PCH	None	None	7 disturbance, 3 loud music, 3 battery, 1 rescue	14