

The Shore Restaurant

1320 Hermosa Ave. Hermosa Beach, California 90254 U.S.A.
Phone 310.376.0414

11 JUNE 2007

Planning Commission
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach CA 90254

RECEIVED

JUN 11 2007

COMMUNITY DEV. DEPT.

Re: The Shore Restaurant
1320 Hermosa Ave. Hermosa Beach

At the Planning Commission Meeting of May 15, 2007 our application for use of our upstairs room as a customer dining area was approved. The approval included the condition that the area was to be closed by 12AM which is earlier than allowed for the main portion of our premises. The management of The Shore has discussed this matter at great length and has come to the conclusion that closing this room at such an early time on Fridays and Saturdays is not a workable business practice for us.

The upstairs is intended for groups, usually by reservation, and not for individual patrons. The 12AM closing will be a big detraction as we try to capture the business of adult groups for celebrations such as birthdays and anniversaries. Such groups generally do not plan to be finished and out by 12AM. Business or common interest groups such as wine tastings also typically continue until 1:30 or 2AM. Our past experience with such groups confirms this to be true. The practical effect of our closing this room at nearly our busiest time is to push those patrons out on the street where they will just endeavor to locate another place to finish the evening.

As an alternative, we request that the condition be modified to allow the upstairs room to close at 1:30AM on Fridays and Saturdays. We can accept the 12AM closing on Sunday through Thursday. As a compromise, we propose to close the entire business by 12AM on Mondays and 1:30AM on Tuesdays, except those falling on holidays.

At this time we would also like to address some misstated information presented at the previous Commission Meeting. The citations for overcrowding were in reference to a one-time mistake by an inexperienced manager in our first month of operations. The incident took place over a year ago and despite the frequent visits by HBPD and HBFD, no such problems have occurred since. In addition, all of these charges have been dismissed by the City Attorney or the Courts.

The current exit door has code complying panic bar exit hardware that automatically closes and locks behind the person passing through. We also plan to post a security person at that door if the upstairs is in use. The upstairs will be accessible to any disabled customer. Any modifications required for this will be included in building permit plans and work completed before occupancy. This alley exit is currently not at all similar to the alley entries at The Underground and the proposed usage of our upstairs room will not cause this to change.

With regards to the complaints of excess noise, upon investigation, all without exception, were found to be without merit and were all filed by the same party. That person, the owner of an adjacent business, has his own agenda for lodging the complaints. Due to his behavior we have found it necessary to request and receive a court ordered restraining order to be served upon him. Unfortunately this is part of an ongoing legal dispute with him. The approval and use of the upstairs area will have no affect on the adjacent business, a furniture store, as hours of operation do not coincide.

Thank you,

The Owners of The Shore

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JUN 13 2007

COMMUNITY DEV. DEPT.

**To: Planning Commission & City of Hermosa Beach
From: Dartmouth Club of Los Angeles, Craig Douglass,
President, 310 544 2628.**

Re: June 19 Planning Commission Meeting-The Shore

We have been fortunate enough to have been offered the facilities of The Shore for some of our upscale wine tasting seminars in the past. Since we are an educational organization and are interested in classy venues, we requested, and The Shore responded by actually closing their establishment to outsiders so that we could have a quiet place for our event. The economics of this type of situation as you can imagine are quite hard to swallow for The Shore now that it has become a popular establishment. We are pleased to hear that there is a possibility of having a private upstairs area at The Shore, where we can conduct our event while the establishment could remain open to the public. Therefore, we would be able to continue holding our events in Hermosa Beach which we believe benefits more than simply our organization and The Shore itself. Our events are held on either a Friday or Saturday once per month and we book venues from 10 pm to 1:30am.

Our group believes that there are not many similar locations in our immediate vicinity that are as ideally suited for our upscale 35-50 year old audience as what is being presented to you tonight. Also, this type of more mature audience (which consists of locals and others from the entire LA basin including Beverly Hills, Pacific Palisades, and Pasadena) brings a different type of demographic into Hermosa Beach that would not normally be seen. We have seen that members of our "older" demographic group are also more interested in sit down meals and shopping in stores which we believe would help Hermosa Beach as well.

Without the use of the upstairs area for public use, or a decision by the planning commission to close this area at 12 midnight, would jeopardize the continuation of using The Shore for our functions. I would encourage you to permit The Shore to advance its own status in the community with this proposed development and allow the use of the upstairs private area for a closing time of at least 1:30am on Friday and Saturdays and not 12 midnight. To have The Shore close their valuable upstairs area to private parties at 12 midnight especially on a Friday or Saturday would seem pointless for us to book The Shore for our functions and probably for most birthday parties, or special events of other individuals or groups.

If you have any questions, feel free to contact me on behalf of the Dartmouth College Alumni Association of Southern California.
Respectfully,

Craig B. Douglass, President

310-544-2628

