

H2O Hermosa: CUP Amendment Request

Our Request:

1. Allow the onsite sale, service, and consumption of beer, wine, and liquor/spirits in the 1st floor lobby area and 3rd floor outdoor deck.

Official Statement:

H2O Hermosa is a luxury boutique hotel in Downtown Hermosa Beach, opened in October 2020. The hotel has 30 guest rooms and features a formal lobby, 2nd floor lounge, 3rd floor outdoor deck, and 37 covered parking spaces.

In July 2021, the City Council approved an amendment, granting H2O Hermosa permission to provide onsite sale, services, and consumption of beer and wine, exclusively indoors to registered hotel guests and their guests only.

H2O Hermosa's new application requests the same privileges from our original application, however in 2021 there was hesitation from the city and community, due to concern of impact on the surrounding neighborhood and H2O Hermosa's ability to responsibly manage alcohol sales. As a result, H2O Hermosa was granted partial-approval and told it could revisit the possibility of selling and serving beer, wine, and spirits to all customers after a year of operation with the new changes.

Throughout its 2+ years in business, H2O Hermosa has earned a positive reputation from the community, frequently contributed to community events and organizations, and become known as one of Hermosa Beach's most popular commercial developments. Additionally, H2O Hermosa is proud to share its record of no noise violations, no calls for services, and no code violations. To our knowledge, Chief of Police Paul LeBaron has stated no opposition to our request.

Guests are impressed when entering the hotel and have the expectation of being able to order their preferred beverage of choice, a common boutique hotel amenity. The two specific areas this CUP amendment identifies have been consistently underutilized. For H2O Hermosa to grow and succeed as a business, it is important to us to efficiently use the real estate we have to offer to provide the best experience for customers. The addition of hard alcohol could cater to the corporate business we are trying to earn. The beach attraction and fantastic weather Southern California offers would be more effective by expanding the use on the 3rd floor outdoor deck. The current CUP allows no more than 20 people to gather in any area of the hotel which aligns with the exclusive and private atmosphere we strive to achieve. The sale, service, and consumption of all alcohol in the lobby area and 3rd floor deck will provide a quiet and intimate setting where people can enjoy an alcoholic beverage in the luxurious setting we have to offer.

The CUP amendment request would allow H2O Hermosa to better serve its guest inquiries and improve occupancy during the off-season, which also brings new customers and revenue to other Hermosa Beach local businesses.

H2O Hermosa is grateful for the current amendment and it has given us a clear path for continued excellence and growth by meeting the expectations of guests and fulfilling the promise of a boutique luxury hotel experience.

At H2O Hermosa, our goal is to provide the highest level of service to our guests and be a positive contributor to our local community.