

**Sea View Villas Homeowners Association  
736 Gould Avenue, Hermosa Beach, CA 90254**

November 10, 2019

Hermosa Beach Planning Commission

David Pederson (Chair)

Peter Hoffman (Vice Chair)

Michael Flaherty

Marie Rice

Rob Saemann

**RE: Hotel Hermosa – Application for On-Site Beer and Wine License**

Dear Members of the Planning Commission:

Further to Hotel Hermosa's application for an On-Site, Beer and Wine License, the Sea View Villas Homeowners Association ("SVV HOA") is writing to voice its continued opposition to its granting.

We are, unfortunately, two rather incompatible uses forced to exist side by side. While we appreciate the efforts and expense that the owners have undertaken in order to mitigate the existing situation, we are still faced with a noise control issue, which would only get worse with the introduction of indoor and outdoor beer and wine service as described in the hotel's CUP application.

A while back, the hotel's renovation project changed the quiet, outdoor Japanese garden - of many years - into a 4,800 sq. ft. game area patio ("The Yard") with pool tables, a bocce ball court, games, and fire pits with lounge seating. This more intensive use of the property generated significantly higher noise levels than those we had previously experienced. It seriously disturbed our residents' peaceful enjoyment of their homes since many are only 16' away from the patio.

In a gesture to mitigate the noise level, the hotel built a landscaped, buffer wall along the west side of their patio and the driveway. It was installed primarily as a visual barrier (after Sea View Villas Residents frequently saw, and reported, hotel guests drinking illegally in "The Yard"), but does little to reduce the noise.

"The Yard" has seating for more than 70 people, with a permitted occupancy of 323 people. Sea View Villas homeowners are concerned because the hotel owner had expressed to us that the

property was purchased, and "The Yard" developed, in order to be able to host large outdoor events. One third of our units, eleven in total, are at the upper level close to this patio and are affected by the noise, EVEN WITHOUT LARGE EVENTS.

SVV HOA feels it necessary to continue to oppose Commission approval of any CUP application, since we cannot support the sale of alcohol, on the Hotel Hermosa site.

Yours Truly

Sea View Villas Homeowners Association

cc: Stacey Armato (Mayor)  
Mary Campbell (Mayor Pro Tem)  
Jeff Duclos  
Hany Fangary  
Justin Massey  
Ken Robertson

**SEA VIEW VILLAS, 736 GOULD AVE. – COMMENTS OF OWNERS TO PLANNING COMMISSION (8 pages total)**

**RE: Hotel Hermosa's Application for a Beer and Wine CUP**

**David Sherwood. Nov. 10, 2019**

We are homeowners at 736 Gould Avenue, Unit 32, and my 7-year old son's room is directly across from the hotel's back patio (approximately 16') where the commission is now considering allowing alcohol sales and consumption.

We strongly OPPOSE any liquor license for a variety of reasons, most notably that the hours contemplated for the sale and consumption of liquor exactly coincide with the time my son is going to sleep (8PM) or while he is supposed to be sleeping. There is already intermittent noise / music from the Hotel Hermosa back patio, especially on summer nights when our windows are necessarily open, and clearly allowing alcohol will not only increase the volume and frequency of the noise, but also how late it will go.

Moreover, given the open nature of the back patio, even IF the hotel really did cut off alcohol at the hours they say, the noise would likely stretch much later given the party atmosphere it would create. There are plenty of bars and venues in Hermosa Beach that are far removed from our large community filled with families with young kids and there is no need to add another right adjacent to a residential community.

Finally, I want to add this is NOT a case of NIMBY'ism, or in any way suggesting a change in current policy. Quite the contrary, everyone who owns or leases in this complex has done so under the current situation where the hotel has been denied a liquor license for the obvious nuisance it would cause. I implore you not to undermine the peaceful relationship between the hotel and the residents adjacent, simply to allow the hotel owners to increase their profits.

Sincerely,  
David, Ayako, and Forest Sherwood - Unit 32

**Ingrid Jodele. Nov. 10, 2019**

I am from Unit 4 at the very bottom of the buildings. I think that anyone who lives in Hermosa realizes that we are jam packed together and we all have a responsibility to be good neighbors. A business establishment that sells alcohol makes that very hard. It's like having a party next door every evening. This should not be allowed.

Ingrid Jodele

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**Gelareh Armandpour. Nov. 11, 2019**

Good morning, I'm from unit # 30. I am very afraid that the value of my property will decrease as a result of this proposal. Nobody I know wants their family to be raised near an establishment that serves alcohol and has a party atmosphere! This would not serve our residential community that is very much family oriented!

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**Al Baruch. Nov. 11, 2019**

Please refrain from issuing a liquor license to the hotel. This would be detrimental to many families and individuals in our adjacent complex for many obvious reasons.

AL BARUCH Unit 28

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**Barbara Helm. Nov. 11, 2019**

This is Barbara from unit 7. I agree completely with Ingrid.  
Barbara Helm. (I-Phone)

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**Misha DiBono. Nov. 11, 2019**

This Misha DiBono in unit 21. We are strongly opposed to alcohol being served next to our homes and quite literally backed up to and on top of some of our residence City zoning was established to protect homeowner and protect businesses in their proper locations. Bars and Restaurants are in certain areas of a city a decent distance from homes - people's sanctuaries. To arrive 30 years later and decide to change that is preposterous. Clearly if approved this will significantly impede on residence rightful expectation of peace and privacy. This is slippery slope that once allowed with grow into music on the patio, weddings, Bachelorette parties. It's a great idea- just needs to be somewhere else - not next door to families and residents who have lived here for 30+ years. Thank you.

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**Patrick Marona. Nov. 11, 2019**

City of Hermosa Beach:

I STRONGLY OPPOSE the issue of a liquor license to the Hotel Hermosa. This would cause way too much noise as we are just a few feet away. This would also decrease our property values. Patrick Marona Unit 18

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**Rosemary Reinhardt. Nov. 11, 2019**

I am Rosemary Reinhardt & my husband, Robert & I own & reside at Sea View Villas, unit 29. Our unit is on the upper level, east side, facing Hotel Hermosa. Our kitchen & one of our bedrooms face the hotel.

We hear the thud, thud, thud of the hotel guests playing cornhole quite often. As far as I know, the game is set up directly behind the wall which borders our property line. The thud is usually followed by loud screams & cheers, etc. I'm all for people having fun but combine that activity with beer & wine & that sounds like a tailgate experience right outside of our bedroom window.

Therefore, we strongly object to the issuance of a Conditional Use Permit to Hotel Hermosa to provide on-site sale, service, & consumption of beer & wine.

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**Brian Anstey. Nov. 11, 2019**

My wife and I own Unit # 23, on the Upper Level, and are directly affected by our proximity to the hotel. We strongly agree with our fellow owners that the introduction of alcohol sales will contribute to raising the noise levels not only on the patio, but also from the pool area, and increase the negative effects on our rights to peace and privacy.

We, therefore, strongly object to the issuance of a Conditional Use Permit to Hotel Hermosa to provide on-site sale, service, & consumption of beer & wine.

Brian & Ita Anstey

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**Deborah Torres. Nov. 11, 2019**

I own unit #33, on the upper level directly behind the hotel. The wall that the Hotel added has stopped the hotel guests' car lights from shining into my windows, but unfortunately the noise from the patio for most of the year is still loud and disruptive. I have been woken up countless times late or in the middle of the night from Hotel guests who seemingly have come back from local bars and are

continuing their party outside our windows. This occurs most weekends and several times each week during warm months.

Although the hotel assured us that they would monitor their guests to avoid this type of disturbance, they have yet to do so.

The hotel guests already drink outside, which we can see when they sit along the patio ledge with their beer and wine bottles. The sale of alcohol added to this, combined with the large number of people permitted to be on the patio, would significantly worsen the noise problem that has occurred since Hotel Hermosa created a large social space on their patio outside our bedroom windows. I strongly oppose the Hotel getting a CUP to allow the sale and consumption of beer and wine, both indoors and outdoors.

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**Rakhshanda Javed-Ghaffar. Nov. 11, 2019**

I live in Unit 26 directly behind Hotel Hermosa. I oppose the issuance of a liquor license due to the disturbance of residents living in Sea View Villas especially those units directly parallel to the hotel. There is already noise that transcends from the pool area and back walkway when guests are at the hotel. Allowing alcohol sales would increase the noise in addition to the rowdiness of guests who may become overly intoxicated.

Due to these reasons, I oppose the license to sell alcohol of any kind at Hotel Hermosa.

Ruby Javed

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**Kevin Carney. Nov. 11, 2019**

We are Unit 8 (Kevin and Vanessa Carney), we oppose this request. This permit to provide the sale and consumption of alcohol is detrimental to the community that exists at Sea View Villas. As it currently stands, residents at Sea View Villas are suffering from noise levels and adding a late-night permit with alcohol will only make it worse. Young residents should not have to witness that environment while they attempt to sleep in their homes. The city should be willing to understand that the selfish desire of the hotel owners to seek additional revenues comes at a major cost, both financially and socially, to a large community.

Thank you.

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**Robert Irrera. Nov. 11, 2019**

Against the issuance of a Permit to serve Beer & Wine to The Hotel Hermosa due to the very close proximity of the adjacent Units' 2 small East Facing bedrooms. These bedrooms are generally used by the households children who would now be 16 feet away from an active Bar / Social Club !  
Robert Irrera Unit # 10

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**Jeff Press and Eileen Kadowaki. Nov. 11, 2019**

We live in Unit 31 which is only 20 feet away from the patio where alcohol would be consumed if this permit was granted. We strongly oppose the approval. I am sure no one from the city council would like having a bar 20 feet from their bedrooms. This was already turned down once by the city. Nothing has changed. Please turn it down again.

Jeff Press and Eileen Kadowaki

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**Liz Romo. Nov. 11, 2019**

Hello - Quite frankly, the granting of the license to the hotel would create a severe "nuisance in fact" and impede my right to quiet and peaceful enjoyment of my property - which is my home.

Not to mention the fact that I've personally witnessed teenagers sneaking into the pool area countless of times...propping doors open by the pool! It is obvious that hotel owner can't control that issue, so how will they control the loud noise and potential underage drinking that may result from the granting of a liquor license? Has the city considered the budgetary impacts on city resources, such as the Hermosa Beach Police Department to manage and control the number of complaints that will surely arise from this?

The answer is simple: the only way to Keep Hermosa, Hermosa is to keep the bars away from residential neighbors such as those living in Sea View Villas.

Liz Romo  
Unit #15

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**Kate and Tim Bruning. Nov. 11, 2019**

We live at Sea View Villas in unit 25, which is on the upper level, directly on the other side of the fence from Hotel Hermosa. We have a 9 year old and are already often kept awake by the noise from the pool area. Management of the hotel does not seem to care about the level of noise that occurs at their hotel. We have called on more than one occasion when we felt the noise level at the pool has been excessive, and no action is ever taken.

I often have to close the kitchen or bedroom windows when someone is having a conversation on their cell phone or smoking on the walkway next to Hotel Hermosa on the other side of the fence. That is how close our windows are to the hotel property.

The noise levels would increase exponentially if alcohol is permitted to be sold at the hotel and on the back patio. This is not the proper location for what would essentially be an outdoor bar.

We strongly oppose the issuance of a Conditional Use Permit to Hotel Hermosa to provide on-site sale, service, & consumption of beer & wine. Please respect the rights of the surrounding residents and reject this request.

Thank you,  
Kate and Tim Bruning  
Unit 25

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**Heidi Swan. Nov. 11, 2019**

We oppose The Hotel Hermosa's request to serve alcohol. It is an unfair burden on residents of Sea View Villas to have alcohol & all of the added noise that comes with it only feet away from children who need their sleep. The noise resonates.

Heidi Swan, Unit #6

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**Ali Navab. Nov. 11, 2019**

I live in unit No. 13 and we strongly oppose Hotel Hermosa's Application to serve Alcohol, which will create lots of noise and this will reduce the value of our property.

The new Conditional use Application should not apply in this case because it causes excess burden on the others.

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**Henry Mothner. Nov. 11, 2019**

I live in Unit #9 at Sea View Villas. I have serious concerns regarding the Conditional Use Permit and Parking Plan amendment requested by Hotel Hermosa. I frequently take evening walks in the neighborhood and there is always loud noise coming from the hotel and pool area. This will only be exacerbated by allowing the on-site sale, service and consumption of beer and wine at Hotel Hermosa. I strongly urge the City of Hermosa Beach to deny this request. Henry Mothner Unit #9

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**Houman Solomon. Nov. 12, 2019**

We have had significant noise issues at the hotel since the current owners took over. My kitchen window, front door and one bedroom face the hotel patio directly. Noise from hotel patio is an everyday occurrence. Summer time is particularly worse since we need windows to stay open and the hotel has more guests. I have had to call the hotel front desk numerous times to complain about noise. I have also had to call the Hermosa beach police department when the management don't respond promptly.

The hotel looks the other way when guests drink alcoholic beverages in the patio. In fact, the front desk tells the guests where to buy alcohol in the neighborhood. I know this because I went and ask the front desk myself!!

The hotel is surrounded by residential units and that must be respected. We tolerate a lot of noise from hotel guests playing games, talking loud on the balconies and drinking alcohol (despite the rules) at all times of day and night. Serving alcohol on their patio will add significant noise and is completely unfair to those of us living next to the hotel.

Houman Solomon Unit 30

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**Ronit Larone. Nov. 12, 2019**

Sea View Villas has been my family's home for over 20 years. It's a peaceful oasis and community where many of us have raised, or are currently raising our children. Others of us are retired, others work long days all over LA and look forward to resting quietly once back home. If Hotel Hermosa is allowed to sell alcohol and invite large gatherings from dawn to close, the additional noise alone will greatly disturb us all and negatively impact our daily life. The proposed location would keep the children and parents alike, who live on the upper level, awake at night. There's an additional risk of bar patrons "hanging out" after the bar closes and being very loud outside of the hotel on Gould Ave or additional areas where more of our units are facing. We (Unit #11) adamantly oppose the issuance of a Conditional Use Permit to Hotel Hermosa to provide on-site sale,

service, & consumption of beer & wine. Please respect our community and the families who live and sleep mere feet away from the Hotel Hermosa patio and reject this request.

Thank you, Ronit Larone, Unit # 11

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**Jerry Gelbwachs. Nov. 11,2019**

I am a long time resident of Seaview Villas. One of the attractive features of living in the complex is the quietness. Even though it is near PCH there is very little street noise that penetrates the units. I am afraid that allowing late night noise from the hotel which abuts our complex would add additional noise that would negatively affect our tranquillity. Additionally it would reduce our property values. Hence I am strongly against the CPU.

Jerry Gelbwachs, unit 20

670 Gould Avenue

Hermosa Beach, CA. 90254

November 13, 2019

Planning Commissioners

City of Hermosa Beach

1315 Valley Drive

Hermosa Beach, CA. 90254

**SUBJECT: REQUEST TO THE CITY PLANNING COMMISSION TO DENY CUP 19-9 & PARK 19-6 CUP and PARKING PLAN AMENDMENT REQUEST TO PROVIDE ONSITE and OUTDOORS SALE, SERVICE and CONSUMPTION of BEER and WINE AT AN EXISTING 81 ROOM HOTEL AT 2515 PACIFIC COAST HIGHWAY (HOTEL HERMOSA)**

Dear City Planning Commissioners:

As addressed in my previous October 12, 2015, February 6 and August 20, 2016 letters to the city's planning Commission when Hotel Hermosa Remodel was first presented at October 20, 2015 meeting; my primary and only concern with the proposed project was and still is the lack of existing code-required onsite parking for the hotel's current use. This hotel currently (since the remodel 3 years ago) still has only **64 onsite** parking stalls for 81 rooms of hotel guests, 3 onsite ADA parking stalls for disabled Guests (unclear if any of these three ADA spaces is van-accessible as required by Title 24) and 4 parking stalls outside the main hotel door, two of which are clearly marked "Registration Only" and the other two of which are marked "Compact"..... I might also again mention that the underground parking garage appears to have been totally ignored during the \$4.5M upgrade. They did not even bother to freshen up the striping of the parking spaces! The garage continues to still look extremely dirty and neglected.

**City's Municipal Code Section 17.44.030 Off-street parking--Commercial and business uses.**

- Required Number of Spaces by Use. The aggregate amount of off-street automobile parking spaces provided for various uses **shall not be less** than the following:

Page 2 of 2

Hermosa Beach Hotel Appeal

November 13, 2019

H. Hotels: one (1) space for each unit for the first fifty (50) units; one (1) space per one (1) and one-half (1/2) units after fifty (50); (*Equates to 71 off-street spaces required for Hermosa Beach Hotel under it's current use*)

It should also be noted that a number of the aforementioned 64 parking spaces appear to be continuously/regularly occupied by hotel staff and/or hotel contractors/maintenance personnel?

Over the last 16 years; it is quite noticeable whenever Hermosa Hotel holds a "function" in their hotel such as the Chamber of Commerce parties. The overflow of function attendees' cars spill onto the south-side of Gould Avenue all the way from PCH to Ardmere Avenue very often encroaching onto residents' driveways.

Please **do not approve any CUP and Parking Plan Amendment** that does not include a)the required number of correctly dimensioned onsite guest parking spaces for the hotel (71) in addition to b)the required number of correctly dimensioned onsite ADA guest parking spaces (auto and van-accessible) in addition to any separately c)"hotel-required" reserved parking and/or registration spaces for hotel employees/contractors and/or hotel operations.

I would also like to bring to your attention the fact that yet again (as is typical with Hermosa Beach notifications) I did not receive notice of this upcoming meeting until Friday November 9, less than a week before the scheduled Planning Commission meeting on November 15 and hence did not have sufficient time to have this letter included in your package.

Sincerely

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Anne Garvey-Zaworski P.E.

City of Hermosa Beach  
Community Development Department  
Attn: Nicole Ellis  
1315 Valley Drive  
Hermosa Beach, CA 90254

**Re: Pacifica Food and Beverage, Inc. / DBA Hotel Hermosa  
2515 Pacific Coast Highway, Hermosa Beach, CA 90254  
SUPPORT OF APPLICATION FOR ON-SITE BEER AND WINE SALES**

To Whom it May Concern:

I am a patron and/or neighbor of the Hotel Hermosa located at 2515 Pacific Coast Highway, Hermosa Beach, CA 90254. I am aware and supportive of the Conditional Use Permit application that was submitted to the City of Hermosa Beach to request the sale of beer and wine for on-site consumption. I have no objection to the sale of beer and wine for on-site consumption at this location.

As a neighbor and/or patron of this hotel, I would like the City to approve this application to allow the sale of beer and wine for on-site consumption at Hotel Hermosa.

Pacifica Hotels has owned and operated Hotel Hermosa for approximately five (5) years. Over the past five (5) years, the Applicant has invested millions of dollars into the hotel and with the added benefit of on-site beer and wine service, Hotel Hermosa will be able to truly exist as a boutique upscale hotel. Hotel Hermosa has operated responsibly, proving itself to be a community-oriented business that is supported by its guests and the surrounding neighborhood. The continuation of the operation, with strict adherence to the imposed conditions and under proper management and supervision, will continue to enhance the environment of the surrounding neighborhood and provide a benefit to the community.

The approval of Hotel Hermosa's Conditional Use Permit application will not have a significant effect on adjoining properties or the immediate neighborhood and is not likely to evoke public controversy, as this will provide an added benefit and convenience.

Should you have any questions, please do not hesitate to contact the undersigned.

Thank you for your time and attention to this request.

Kenneth M Carlson

Printed Name



Signature

11/8/2019

Date

304 15th Street Studio 111, Des Moines IA 50309

Address

City of Hermosa Beach  
Community Development Department  
Attn: Nicole Ellis  
1315 Valley Drive  
Hermosa Beach, CA 90254

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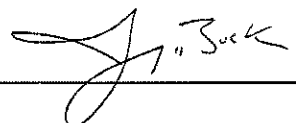
Should you have any questions, please do not hesitate to contact the undersigned.

Thank you for your time and attention to this request.

\_\_\_\_\_  
Jeremy Buck  
Printed Name

\_\_\_\_\_  
PO Box 1998  
Redondo Beach, CA 90278

\_\_\_\_\_  
Address

\_\_\_\_\_  
  
Signature

\_\_\_\_\_  
Nov. 8, 2019  
Date

City of Hermosa Beach  
Community Development Department  
Attn: Nicole Ellis  
1315 Valley Drive  
Hermosa Beach, CA 90254

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Should you have any questions, please do not hesitate to contact the undersigned.

Thank you for your time and attention to this request.

Lisa Perez  
Printed Name

  
Signature

2132 Wimbledon Ct  
McClatchy, CA 95355  
Address

11/8/19  
Date

City of Hermosa Beach  
Community Development Department  
Attn: Nicole Ellis  
1315 Valley Drive  
Hermosa Beach, CA 90254

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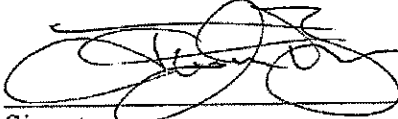
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Should you have any questions, please do not hesitate to contact the undersigned.

Thank you for your time and attention to this request.

Taylor Brown

Printed Name

  
Signature

68 Dunderberg Rd

Nov 7, 2019

Date

Putnam Valley, NY 10579

Address



**PETITION IN SUPPORT OF HOTEL HERMOSA**  
**2515 Pacific Coast Highway, Hermosa Beach, CA 90254**

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Please issue all necessary permits and licenses for the on-site sale of beer and wine at Hotel Hermosa. Thank you.

Date: 11-16-19 Signature: [Signature] Printed Name: Robert Shaw  
Address (street, city): \_\_\_\_\_ Phone number: 885-465-8218

Date: 11/11/2019 Signature: [Signature] Printed Name: Barbara Marquez  
Address (street, city): \_\_\_\_\_ Phone number: 305 9724881

Date: 11/11/19 Signature: [Signature] Printed Name: C. Schacht  
Address (street, city): \_\_\_\_\_ Phone number: 203 494 3155

Date: 11/11/19 Signature: [Signature] Printed Name: Scott Moshurst  
Address (street, city): Stanley Road, Beverly Phone number: 414 7752 022302

Date: 11/11/19 Signature: [Signature] Printed Name: Sandra Dixon  
Address (street, city): \_\_\_\_\_ Phone number: 818-415-7946

Date: 11/11/19 Signature: [Signature] Printed Name: Alyssa Cary  
Address (street, city): Melbourne, FL Phone number: (321) 987-2574

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Please issue all necessary permits and licenses for the on-site sale of beer and wine at Hotel Hermosa. Thank you.

Date: 11/2/19 Signature: [Signature] Printed Name: Lorenzo Noel  
Address (street, city): 245 N Beryl Dr, Beryl Hills Phone number: 904-618-5973

Date: 11/2/19 Signature: [Signature] Printed Name: Garrett Arthur  
Address (street, city): 401 Bethan St 75065 Phone number: 214-763-8910

Date: 11/8/19 Signature: [Signature] Printed Name: Amelia Bahr  
Address (street, city): 2950 NW 151st Place Phone number: 603-705-0716

Date: 11/8/19 Signature: [Signature] Printed Name: ANTONY BARTON  
Address (street, city): 2950 NW 151st Pl Phone number: \_\_\_\_\_

Date: 11/8/19 Signature: [Signature] Printed Name: Wilmer Salvador  
Address (street, city): 4627 Nipomo Ave. Phone number: 562-739-8580

Date: 11/7/19 Signature: [Signature] Printed Name: BENAFHE TARRA  
Address (street, city): 21419 mendenhall ave Phone number: 902-607-5086

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Date: 11/10/19 Signature: [Signature] Printed Name: [Signature]  
Address (street, city): \_\_\_\_\_ Phone number: [Signature]

Date: 11/10/19 Signature: [Signature] Printed Name: [Signature]  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/11/19 Signature: [Signature] Printed Name: J. GILES  
Address (street, city): MELBOURNE, AUSTRALIA Phone number: 61 412271375

Date: 11/11/19 Signature: [Signature] Printed Name: AMERIE CABRAL  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/11/19 Signature: [Signature] Printed Name: Nathaniel Bass  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/11/19 Signature: [Signature] Printed Name: Melanie Keane  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

**PETITION IN SUPPORT OF HOTEL HERMOSA**  
**2515 Pacific Coast Highway, Hermosa Beach, CA 90254**

I am a patron and/or neighbor of Hotel Hermosa located at 2515 Pacific Coast Highway., Hermosa Beach, CA 90254. I am aware and supportive of the Conditional Use Permit application that has been submitted to the City of Hermosa Beach to request the sale of beer and wine for on-site consumption at Hotel Hermosa. I have no objection to the sale of beer and wine for on-site consumption at this location. By signing this Petition, I am supporting the Applicant's request.

Please issue all necessary permits and licenses for the on-site sale of beer and wine at Hotel Hermosa. Thank you.

Date: 11/8/19 Signature: [Signature] Printed Name: Lorraine L. Hill  
Address (street, city): P.O. 23540 Ketchikan, AK Phone number: 907-617-2746

Date: 11-8-19 Signature: [Signature] Printed Name: JOSE CASO/AS  
Address (street, city): 21640 TUPPER ST Phone number: 310-344-0936  
Santa Rosa, CA

Date: 11/8/19 Signature: [Signature] Printed Name: JOHN W. Hill  
Address (street, city): P.O. Box 23540 Ketchikan, AK Phone number: 907-220-7255  
99901

Date: 11/8/19 Signature: [Signature] Printed Name: Darron Briggs  
Address (street, city): PO Box 881254 Phone number: 424 229-0606  
Los Angeles, CA 90009


Date: 11/8/19 Signature: [Signature] Printed Name: Annie Thru  
Address (street, city): 236 South Los Angeles Phone number: \_\_\_\_\_  
Los Angeles, CA 90012

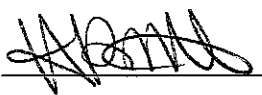
Date: 11/8/19 Signature: [Signature] Printed Name: Hannah Altermeier  
Address (street, city): 216 South LA Street Phone number: \_\_\_\_\_  
Los Angeles, CA 90012


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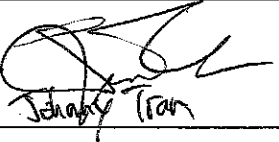
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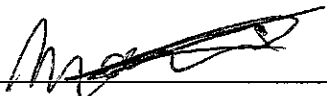
Date: 11/9/19 Signature:  Printed Name: AUSTIN DIMMLER  
Address (street, city): HERMOSA BEACH, CA Phone number: 949-360-1040

Date: 11-9-19 Signature:  Printed Name: VICTORIA LEHMAN  
Address (street, city): HERMOSA BEACH, CA Phone number: 949-903-0103

Date: 11/9/19 Signature:  Printed Name: Dominique Davis  
Address (street, city): San Jose, CA Phone number: 916-792-6386

Date: 11/9/19 Signature:  Printed Name: Corey Fong  
Address (street, city): Sacramento, CA Phone number: 916-6077687

Date: 11/9/19 Signature:  Printed Name: Johnny Tran  
Address (street, city): Coker City, CA Phone number: (626) 324-4951

Date: 11/10/19 Signature:  Printed Name: Monica Chen  
Address (street, city): San Francisco, CA Phone number: \_\_\_\_\_

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Date: 09/11/19 Signature: [Signature] Printed Name: Paul Barker  
Address (street, city): Queensland, Australia Phone number: 161-43216534

Date: 11/9/19 Signature: [Signature] Printed Name: Hana Higinkatham  
Address (street, city): Columbia, Md 21044 Phone number: 571-309-1337

Date: 11/9/19 Signature: [Signature] Printed Name: Raelyn Tyler  
Address (street, city): 12505 Random Dr 20704 Phone number: (240) 245-4703  
Glenn Dale, MD

Date: 11/9 Signature: [Signature] Printed Name: Liz Estrada  
Address (street, city): Santa Clara, Redwood Phone number: 818.574.9027

Date: 11/9 Signature: [Signature] Printed Name: Sean Valdez  
Address (street, city): Wheatfield Cir. Phone number: (805) 404-1753  
Simi Valley

Date: 11/9 Signature: [Signature] Printed Name: Rachel Brown  
Address (street, city): Wheatfield Cir. Phone number: (805) 304-4502  
Simi Valley

**PETITION IN SUPPORT OF HOTEL HERMOSA**  
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Please issue all necessary permits and licenses for the on-site sale of beer and wine at Hotel Hermosa. Thank you.

Date: 11/7/19 Signature: [Signature] Printed Name: Genee Glascoe  
Address (street, city): 1800 Killian Lakes Dr, Columbia Phone number: (248) 441-7845  
SC

Date: 11/9/19 Signature: [Signature] Printed Name: ERIN NOLAN  
Address (street, city): 1750 NEWARK Rd Phone number: 484 888 8234  
huntington sq. PA 19348

Date: 11/7/19 Signature: [Signature] Printed Name: Kevin Mulin  
Address (street, city): 508 SW 13th St Ft Lauderdale Phone number: 954-763-1474

Date: 11/8/19 Signature: [Signature] Printed Name: Cathy Malin  
Address (street, city): 18740 Roman St Phone number: \_\_\_\_\_  
Northridge, Ca 91324

Date: 11/8 Signature: [Signature] Printed Name: LARIMER  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/8 Signature: [Signature] Printed Name: Contino  
Address (street, city): 1218 Salerno Ct Phone number: \_\_\_\_\_  
Oceanside, CA  
92056

City of Hermosa Beach  
Community Development Department  
Attn: Nicole Ellis  
1315 Valley Drive  
Hermosa Beach, CA 90254

**Re: Pacifica Food and Beverage, Inc. / DBA Hotel Hermosa  
2515 Pacific Coast Highway, Hermosa Beach, CA 90254  
SUPPORT OF APPLICATION FOR ON-SITE BEER AND WINE SALES**

To Whom it May Concern:

I am a patron and/or neighbor of the Hotel Hermosa located at 2515 Pacific Coast Highway, Hermosa Beach, CA 90254. I am aware and supportive of the Conditional Use Permit application that was submitted to the City of Hermosa Beach to request the sale of beer and wine for on-site consumption. I have no objection to the sale of beer and wine for on-site consumption at this location.

As a neighbor and/or patron of this hotel, I would like the City to approve this application to allow the sale of beer and wine for on-site consumption at Hotel Hermosa.

Pacifica Hotels has owned and operated Hotel Hermosa for approximately five (5) years. Over the past five (5) years, the Applicant has invested millions of dollars into the hotel and with the added benefit of on-site beer and wine service, Hotel Hermosa will be able to truly exist as a boutique upscale hotel. Hotel Hermosa has operated responsibly, proving itself to be a community-oriented business that is supported by its guests and the surrounding neighborhood. The continuation of the operation, with strict adherence to the imposed conditions and under proper management and supervision, will continue to enhance the environment of the surrounding neighborhood and provide a benefit to the community.

The approval of Hotel Hermosa's Conditional Use Permit application will not have a significant effect on adjoining properties or the immediate neighborhood and is not likely to evoke public controversy, as this will provide an added benefit and convenience.

Should you have any questions, please do not hesitate to contact the undersigned.

Thank you for your time and attention to this request.

SAMUEL H. ABRAMS  
Printed Name

  
Signature

930 14<sup>TH</sup> ST

11/12/19  
Date

HERMOSA BEACH, CA 90254  
Address



City of Hermosa Beach  
Community Development Department  
Attn: Nicole Ellis  
1315 Valley Drive  
Hermosa Beach, CA 90254

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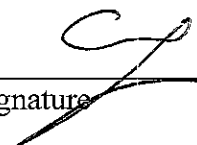
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Thank you for your time and attention to this request.

Emma Goeloner  
Printed Name

  
Signature

446 MONTEREY BLVD, APT M1

12 NOV 2019  
Date

HERMOSA BEACH, CA 90254  
Address

City of Hermosa Beach  
Community Development Department  
Attn: Nicole Ellis  
1315 Valley Drive  
Hermosa Beach, CA 90254

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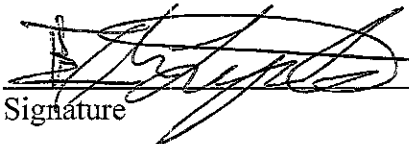
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Thank you for your time and attention to this request.

THOR LERVOLO  
Printed Name

  
Signature

1727 PACIFIC COAST HWY

12 NOV. 2019  
Date

HERMOSA BEACH, CA  
Address

City of Hermosa Beach  
Community Development Department  
Attn: Nicole Ellis  
1315 Valley Drive  
Hermosa Beach, CA 90254

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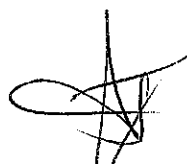
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Should you have any questions, please do not hesitate to contact the undersigned.

Thank you for your time and attention to this request.

Jeannie Alessandrini  
Printed Name

  
Signature

237 Pier Ave

11/12/2019  
Date

Hermosa Beach, CA 90254  
Address

**PETITION IN SUPPORT OF HOTEL HERMOSA**  
**2515 Pacific Coast Highway, Hermosa Beach, CA 90254**

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Please issue all necessary permits and licenses for the on-site sale of beer and wine at Hotel Hermosa. Thank you.

Date: 11/12/19 Signature: [Signature] Printed Name: Tamara McCormick

Address (street, city): 201 Ave. Adobe Phone number: 949-257-8496  
San Clemente, CA

Date: 11/12 Signature: [Signature] Printed Name: Annie Va  
Address (street, city): 5532 Saddle Creek Phone number: 310 910 3509

Date: \_\_\_\_\_ Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

**From:** Deborah Torres [mailto:torres.studio@gmail.com]

**Sent:** Tuesday, November 12, 2019 12:00 PM

**To:** Tanesha Hudson <thudson@hermosabeach.gov>; DG\_PlanningCommission <DG\_PlanningCommission@hermosabeach.gov>

**Subject:** Sea View Villas response to Hotel request for CUP to sell beer and wine

City of Hermosa Beach for Planning Commission Meeting-

Please Review and issue these two documents that you requested from us. Please distribute to the Planning Commission for the Hotel Hermosa CUP hearing.

Thank you.

**Sea View Villas Homeowners Association  
736 Gould Avenue, Hermosa Beach, CA 90254**

November 10, 2019

Hermosa Beach Planning Commission

David Pederson (Chair)

Peter Hoffman (Vice Chair)

Michael Flaherty

Marie Rice

Rob Saemann

**RE: Hotel Hermosa – Application for On-Site Beer and Wine License**

Dear Members of the Planning Commission:

Further to Hotel Hermosa's application for an On-Site, Beer and Wine License, the Sea View Villas Homeowners Association ("SVV HOA") is writing to voice its continued opposition to its granting.

We are, unfortunately, two rather incompatible uses forced to exist side by side. While we appreciate the efforts and expense that the owners have undertaken in order to mitigate the existing situation, we are still faced with a noise control issue, which would only get worse with the introduction of indoor and outdoor beer and wine service as described in the hotel's CUP application.

A while back, the hotel's renovation project changed the quiet, outdoor Japanese garden - of many years - into a 4,800 sq. ft. game area patio ("The Yard") with pool tables, a bocce ball court, games, and fire pits with lounge seating. This more intensive use of the property generated significantly higher noise levels than those we had previously experienced. It seriously disturbed our residents' peaceful enjoyment of their homes since many are only 16' away from the patio.

In a gesture to mitigate the noise level, the hotel built a landscaped, buffer wall along the west side of their patio and the driveway. It was installed primarily as a visual barrier (after Sea View Villas Residents frequently saw, and reported, hotel guests drinking illegally in "The Yard"), but does little to reduce the noise.

"The Yard" has seating for more than 70 people, with a permitted occupancy of 323 people. Sea View Villas homeowners are concerned because the hotel owner had expressed to us that the

property was purchased, and "The Yard" developed, in order to be able to host large outdoor events. One third of our units, eleven in total, are at the upper level close to this patio and are affected by the noise, EVEN WITHOUT LARGE EVENTS.

SVV HOA feels it necessary to continue to oppose Commission approval of any CUP application, since we cannot support the sale of alcohol, on the Hotel Hermosa site.

Yours Truly

Sea View Villas Homeowners Association

cc: Stacey Armato (Mayor)  
Mary Campbell (Mayor Pro Tem)  
Jeff Duclos  
Hany Fangary  
Justin Massey  
Ken Robertson

**SEA VIEW VILLAS, 736 GOULD AVE. – COMMENTS OF OWNERS TO PLANNING COMMISSION (8 pages total)**

**RE: Hotel Hermosa's Application for a Beer and Wine CUP**

**David Sherwood. Nov. 10, 2019**

We are homeowners at 736 Gould Avenue, Unit 32, and my 7-year old son's room is directly across from the hotel's back patio (approximately 16') where the commission is now considering allowing alcohol sales and consumption.

We strongly OPPOSE any liquor license for a variety of reasons, most notably that the hours contemplated for the sale and consumption of liquor exactly coincide with the time my son is going to sleep (8PM) or while he is supposed to be sleeping. There is already intermittent noise / music from the Hotel Hermosa back patio, especially on summer nights when our windows are necessarily open, and clearly allowing alcohol will not only increase the volume and frequency of the noise, but also how late it will go.

Moreover, given the open nature of the back patio, even IF the hotel really did cut off alcohol at the hours they say, the noise would likely stretch much later given the party atmosphere it would create. There are plenty of bars and venues in Hermosa Beach that are far removed from our large community filled with families with young kids and there is no need to add another right adjacent to a residential community.

Finally, I want to add this is NOT a case of NIMBY'ism, or in any way suggesting a change in current policy. Quite the contrary, everyone who owns or leases in this complex has done so under the current situation where the hotel has been denied a liquor license for the obvious nuisance it would cause. I implore you not to undermine the peaceful relationship between the hotel and the residents adjacent, simply to allow the hotel owners to increase their profits.

Sincerely,  
David, Ayako, and Forest Sherwood - Unit 32



**Ingrid Jodele. Nov. 10, 2019**

I am from Unit 4 at the very bottom of the buildings. I think that anyone who lives in Hermosa realizes that we are jam packed together and we all have a responsibility to be good neighbors. A business establishment that sells alcohol makes that very hard. It's like having a party next door every evening. This should not be allowed.

Ingrid Jodele

---

**Gelareh Armandpour. Nov. 11, 2019**

Good morning, I'm from unit # 30. I am very afraid that the value of my property will decrease as a result of this proposal. Nobody I know wants their family to be raised near an establishment that serves alcohol and has a party atmosphere! This would not serve our residential community that is very much family oriented!

---

**Al Baruch. Nov. 11, 2019**

Please refrain from issuing a liquor license to the hotel. This would be detrimental to many families and individuals in our adjacent complex for many obvious reasons.

AL BARUCH Unit 28

---

**Barbara Helm. Nov. 11, 2019**

This is Barbara from unit 7. I agree completely with Ingrid.  
Barbara Helm. (I-Phone)

---

**Misha DiBono. Nov. 11, 2019**

This Misha DiBono in unit 21. We are strongly opposed to alcohol being served next to our homes and quite literally backed up to and on top of some of our residence City zoning was established to protect homeowner and protect businesses in their proper locations. Bars and Restaurants are in certain areas of a city a decent distance from homes - people's sanctuaries. To arrive 30 years later and decide to change that is preposterous. Clearly if approved this will significantly impede on residence rightful expectation of peace and privacy. This is slippery slope that once allowed with grow into music on the patio, weddings, Bachelorette parties. It's a great idea- just needs to be somewhere else - not next door to families and residents who have lived here for 30+ years. Thank you.

---

**Patrick Marona. Nov. 11, 2019**

City of Hermosa Beach:

I STRONGLY OPPOSE the issue of a liquor license to the Hotel Hermosa. This would cause way too much noise as we are just a few feet away. This would also decrease our property values. Patrick Marona Unit 18

---

**Rosemary Reinhardt. Nov. 11, 2019**

I am Rosemary Reinhardt & my husband, Robert & I own & reside at Sea View Villas, unit 29. Our unit is on the upper level, east side, facing Hotel Hermosa. Our kitchen & one of our bedrooms face the hotel.

We hear the thud, thud, thud of the hotel guests playing cornhole quite often. As far as I know, the game is set up directly behind the wall which borders our property line. The thud is usually followed by loud screams & cheers, etc. I'm all for people having fun but combine that activity with beer & wine & that sounds like a tailgate experience right outside of our bedroom window.

Therefore, we strongly object to the issuance of a Conditional Use Permit to Hotel Hermosa to provide on-site sale, service, & consumption of beer & wine.

---

**Brian Anstey. Nov. 11, 2019**

My wife and I own Unit # 23, on the Upper Level, and are directly affected by our proximity to the hotel. We strongly agree with our fellow owners that the introduction of alcohol sales will contribute to raising the noise levels not only on the patio, but also from the pool area, and increase the negative effects on our rights to peace and privacy.

We, therefore, strongly object to the issuance of a Conditional Use Permit to Hotel Hermosa to provide on-site sale, service, & consumption of beer & wine.

Brian & Ita Anstey

---

**Deborah Torres. Nov. 11, 2019**

I own unit #33, on the upper level directly behind the hotel. The wall that the Hotel added has stopped the hotel guests' car lights from shining into my windows, but unfortunately the noise from the patio for most of the year is still loud and disruptive. I have been woken up countless times late or in the middle of the night from Hotel guests who seemingly have come back from local bars and are

continuing their party outside our windows. This occurs most weekends and several times each week during warm months.

Although the hotel assured us that they would monitor their guests to avoid this type of disturbance, they have yet to do so.

The hotel guests already drink outside, which we can see when they sit along the patio ledge with their beer and wine bottles. The sale of alcohol added to this, combined with the large number of people permitted to be on the patio, would significantly worsen the noise problem that has occurred since Hotel Hermosa created a large social space on their patio outside our bedroom windows. I strongly oppose the Hotel getting a CUP to allow the sale and consumption of beer and wine, both indoors and outdoors.

---

**Rakhshanda Javed-Ghaffar. Nov. 11, 2019**

I live in Unit 26 directly behind Hotel Hermosa. I oppose the issuance of a liquor license due to the disturbance of residents living in Sea View Villas especially those units directly parallel to the hotel. There is already noise that transcends from the pool area and back walkway when guests are at the hotel. Allowing alcohol sales would increase the noise in addition to the rowdiness of guests who may become overly intoxicated.

Due to these reasons, I oppose the license to sell alcohol of any kind at Hotel Hermosa.

Ruby Javed

---

**Kevin Carney. Nov. 11, 2019**

We are Unit 8 (Kevin and Vanessa Carney), we oppose this request. This permit to provide the sale and consumption of alcohol is detrimental to the community that exists at Sea View Villas. As it currently stands, residents at Sea View Villas are suffering from noise levels and adding a late-night permit with alcohol will only make it worse. Young residents should not have to witness that environment while they attempt to sleep in their homes. The city should be willing to understand that the selfish desire of the hotel owners to seek additional revenues comes at a major cost, both financially and socially, to a large community.

Thank you.

---

**Robert Irrera. Nov. 11, 2019**

Against the issuance of a Permit to serve Beer & Wine to The Hotel Hermosa due to the very close proximity of the adjacent Units' 2 small East Facing bedrooms. These bedrooms are generally used by the households children who would now be 16 feet away from an active Bar / Social Club !  
Robert Irrera Unit # 10

---

**Jeff Press and Eileen Kadowaki. Nov. 11, 2019**

We live in Unit 31 which is only 20 feet away from the patio where alcohol would be consumed if this permit was granted. We strongly oppose the approval. I am sure no one from the city council would like having a bar 20 feet from their bedrooms. This was already turned down once by the city. Nothing has changed. Please turn it down again.

Jeff Press and Eileen Kadowaki

---

**Liz Romo. Nov. 11, 2019**

Hello - Quite frankly, the granting of the license to the hotel would create a severe "nuisance in fact" and impede my right to quiet and peaceful enjoyment of my property - which is my home.

Not to mention the fact that I've personally witnessed teenagers sneaking into the pool area countless of times...propping doors open by the pool! It is obvious that hotel owner can't control that issue, so how will they control the loud noise and potential underage drinking that may result from the granting of a liquor license? Has the city considered the budgetary impacts on city resources, such as the Hermosa Beach Police Department to manage and control the number of complaints that will surely arise from this?

The answer is simple: the only way to Keep Hermosa, Hermosa is to keep the bars away from residential neighbors such as those living in Sea View Villas.

Liz Romo  
Unit #15

---

**Kate and Tim Bruning. Nov. 11, 2019**

We live at Sea View Villas in unit 25, which is on the upper level, directly on the other side of the fence from Hotel Hermosa. We have a 9 year old and are already often kept awake by the noise from the pool area. Management of the hotel does not seem to care about the level of noise that occurs at their hotel. We have called on more than one occasion when we felt the noise level at the pool has been excessive, and no action is ever taken.

I often have to close the kitchen or bedroom windows when someone is having a conversation on their cell phone or smoking on the walkway next to Hotel Hermosa on the other side of the fence. That is how close our windows are to the hotel property.

The noise levels would increase exponentially if alcohol is permitted to be sold at the hotel and on the back patio. This is not the proper location for what would essentially be an outdoor bar.

We strongly oppose the issuance of a Conditional Use Permit to Hotel Hermosa to provide on-site sale, service, & consumption of beer & wine. Please respect the rights of the surrounding residents and reject this request.

Thank you,  
Kate and Tim Bruning  
Unit 25

---

**Heidi Swan. Nov. 11, 2019**

We oppose The Hotel Hermosa's request to serve alcohol. It is an unfair burden on residents of Sea View Villas to have alcohol & all of the added noise that comes with it only feet away from children who need their sleep. The noise resonates.

Heidi Swan, Unit #6

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**Ali Navab. Nov. 11, 2019**

I live in unit No. 13 and we strongly oppose Hotel Hermosa's Application to serve Alcohol, which will create lots of noise and this will reduce the value of our property.

The new Conditional use Application should not apply in this case because it causes excess burden on the others.

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**Henry Mothner. Nov. 11, 2019**

I live in Unit #9 at Sea View Villas. I have serious concerns regarding the Conditional Use Permit and Parking Plan amendment requested by Hotel Hermosa. I frequently take evening walks in the neighborhood and there is always loud noise coming from the hotel and pool area. This will only be exacerbated by allowing the on-site sale, service and consumption of beer and wine at Hotel Hermosa. I strongly urge the City of Hermosa Beach to deny this request. Henry Mothner Unit #9

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**Houman Solomon. Nov. 12, 2019**

We have had significant noise issues at the hotel since the current owners took over. My kitchen window, front door and one bedroom face the hotel patio directly. Noise from hotel patio is an everyday occurrence. Summer time is particularly worse since we need windows to stay open and the hotel has more guests. I have had to call the hotel front desk numerous times to complain about noise. I have also had to call the Hermosa beach police department when the management don't respond promptly.

The hotel looks the other way when guests drink alcoholic beverages in the patio. In fact, the front desk tells the guests where to buy alcohol in the neighborhood. I know this because I went and ask the front desk myself!!

The hotel is surrounded by residential units and that must be respected. We tolerate a lot of noise from hotel guests playing games, talking loud on the balconies and drinking alcohol (despite the rules) at all times of day and night. Serving alcohol on their patio will add significant noise and is completely unfair to those of us living next to the hotel.

Houman Solomon Unit 30

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**Ronit Larone. Nov. 12, 2019**

Sea View Villas has been my family's home for over 20 years. It's a peaceful oasis and community where many of us have raised, or are currently raising our children. Others of us are retired, others work long days all over LA and look forward to resting quietly once back home. If Hotel Hermosa is allowed to sell alcohol and invite large gatherings from dawn to close, the additional noise alone will greatly disturb us all and negatively impact our daily life. The proposed location would keep the children and parents alike, who live on the upper level, awake at night. There's an additional risk of bar patrons "hanging out" after the bar closes and being very loud outside of the hotel on Gould Ave or additional areas where more of our units are facing. We (Unit #11) adamantly oppose the issuance of a Conditional Use Permit to Hotel Hermosa to provide on-site sale,

service, & consumption of beer & wine. Please respect our community and the families who live and sleep mere feet away from the Hotel Hermosa patio and reject this request.

Thank you, Ronit Larone, Unit # 11

---

**Jerry Gelbwachs. Nov. 11,2019**

I am a long time resident of Seaview Villas. One of the attractive features of living in the complex is the quietness. Even though it is near PCH there is very little street noise that penetrates the units. I am afraid that allowing late night noise from the hotel which abuts our complex would add additional noise that would negatively affect our tranquillity. Additionally it would reduce our property values. Hence I am strongly against the CPU.

Jerry Gelbwachs, unit 20



**SOLOMON SALTSMAN & JAMIESON**

A Partnership of Professional Corporations

426 Culver Boulevard | Playa Del Rey, CA 90293

Telephone: 310.822.9848 | Facsimile: 310.822.3512

Toll Free: 800.405.4222

www.ssjlaw.com

**Jennifer L. Oden**

Partner

email: joden@ssjlaw.com

November 18, 2019

**Via Email Only:** [NEllis@hermosabch.org](mailto:NEllis@hermosabch.org)

Nicole Ellis, Associate Planner

Community Development Department

City of Hermosa Beach

1315 Valley Drive

Hermosa Beach, CA 90254

**RE: Hotel Hermosa: 2515 Pacific Coast Highway, Hermosa Beach, CA 90254  
November 19, 2019 Planning Commission Meeting – Supplemental Information**

Dear Ms. Ellis:

Thank you again for your time and professionalism regarding the above-mentioned Conditional Use Permit (“CUP”) application for the on-site sale of beer and wine at Hotel Hermosa. The Applicant, Pacifica Food and Beverage, Inc. (“Applicant” and/or “Hotel Hermosa”) appreciates the Planning Staff’s support for this application.

After reviewing Staff’s Report, as well as all attachments for this pending CUP application, the Applicant would like to provide supplemental information for the upcoming Planning Commission meeting currently scheduled for Tuesday, November 19, 2019. Therefore, it is respectfully requested that this letter along with all attachments be included in the materials provided to the Planning Commission.

As you know, Hotel Hermosa is an existing upscale boutique hotel located at 2515 Pacific Coast Highway and through this CUP application is simply seeking the on-site sale, service, and consumption of beer and wine within the confines of the hotel property for hotel guests and/or guests of hotel guests as the on-site sale of beer and wine at a hotel has become a common and expected amenity requested by guests.<sup>1</sup>

Over the approximately five (5) years that the Applicant has owned and operated the hotel, the Applicant has invested millions of dollars in renovations to ensure the hotel is an upscale hotel in which the city of Hermosa Beach as well as guests value the hotel, its location, its services, and its amenities. In fact, since the Applicant began operations at Hotel Hermosa, guest sentiment has significantly increased. (See enclosed sample comments from TripAdvisor).

**On-Site Sale of Beer and Wine is Consistent with Purpose and Intent of C-3 Zone**

The request for the on-site sale of beer and wine at Hotel Hermosa is one that is clearly compatible with the zoning and land use designation for this parcel. Specifically, Hotel Hermosa is located in the C-3

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<sup>1</sup> For example, according to an article on JTB Business Travel, dated February 8, 2019, one of the top ten things a business traveler wants from a hotel is somewhere to relax and unwind, which includes enjoying a drink or watching the sunset. <https://www.jtbusabusinesstravel.com/what-business-travelers-want-in-hotels/>



General Commercial Zone, which allows for the fullest range of retail uses. As such, pursuant to Hermosa Beach Municipal Code section 17.26.020.B.3, the purpose of the C-3 General Commercial Zone is as follows:

To provide opportunities for the full range of office, retail, and service businesses deemed suitable for the city, and appropriate for the Pacific Coast Highway and Aviation Boulevard commercial corridors, including business not appropriate for other zones because they attract heavy vehicular traffic or have specific adverse impacts.

Notably, under Hermosa Beach Municipal Code section 17.26.030, a hotel is permitted as a matter of right within the C-3 General Commercial Zone and even more importantly, a restaurant with on-sale alcoholic beverages limited to beer and wine which closes at 10:00 pm is also permitted as a matter of right within the C-3 General Commercial Zone. Therefore, as the requested use is far less intensive than a restaurant open to the general public for the on-sale of beer and wine, which would be permitted as a matter of right in this zone, it is clear that the on-sale service and consumption of beer and wine for hotel guests (and guests of hotel guests) is certainly consistent with the purpose and intent of the C-3 General Commercial Zone.

**Police Calls for Service and/or Reports Must be Provided in Context and Analyzed**

Next, with respect to the calls for service contained in the Staff Report, it should be noted that Hotel Hermosa is located on an extremely busy commercial intersection (Pacific Coast Highway and Artesia Boulevard). None of the other hotels contained within the calls for service log are comparable in location to Hotel Hermosa. Further, from a review of the calls for service, it is relevant to note that only 8% of the calls for service in 2018 resulted in a police report and only 7% of the calls for service in 2019 resulted in a police report. These percentages are far less than those reports that resulted at the other hotel locations in comparison to the calls for service. In sum, it is important to understand and note that not all calls for service, and in fact likely few, are actually attributable to Hotel Hermosa as the hotel is located at a very busy commercial intersection and a majority of the calls seem to result in no police reports.

As such, it is clear that no link has been established between Hotel Hermosa and the calls for service at that intersection. Moreover, it is the Applicant's understanding that the Hermosa Beach Police Department is not opposed to the on-site sale of beer and wine at Hotel Hermosa and adequate conditions have been incorporated in the proposed Resolution(s) to address safety and security to ensure the proposed use is conducted with due regard for surrounding properties and to reduce any potential crime issues or nuisance activity.

**Tremendous Amount of Support for Application**

The Applicant previously provided eight (8) letters in support of the application and approximately 45 signatures in support of the application. Additionally, contained herein, please find an additional 54 signatures in support of the application. Further, the Applicant anticipates that residents and/or members of the Hermosa Beach business community will speak in support of the application before the Planning Commission.

Notably, within the 500-foot notification radius, those that seem to be opposed are only some of the residents at Sea View Villas and no other nearby residents and/or businesses. It is important to note that these few residents have been opposed to any and all modifications and/or requests from Hotel Hermosa since the Applicant acquired and took over operations at the hotel approximately five (5) years ago. Since purchasing the hotel, the Applicant, as a family-run business, has taken tremendous effort to meet and discuss matters with the Sea View Villas. Even as part of this application, a letter was sent to the Sea

View Villas approximately one (1) month prior to the scheduled Planning Commission meeting to discuss the application for beer and wine at the hotel, but no one responded to such request; rather, individuals only submitted comments to the City. From reviewing the comments from some of the Sea View Villas residents, it appears that many may misunderstand and/or be uninformed about the Applicant's request for on-site beer and wine at Hotel Hermosa. Notably, the request is just that – for beer and wine only – and it is for the guests of the hotel and/or guests of guests and not akin to a bar in downtown Hermosa Beach. Moreover, the request is for a limited number of hours and in compliance with the City of Hermosa Beach's noise ordinance. Further, if the concerns by the Sea View Villas residents, mostly that related to noise, were truly a continuing problem at Hotel Hermosa, then there would be documented reports and/or citations to reflect such. Further, there are several adequate conditions proposed in the Resolution(s) to protect against any objectionable activity.

Moreover, the hotel has taken extraordinary measures to appease the nearby residents, who notably are also located within the C-3 General Commercial Zone as well. Specifically, the hotel constructed a ten (10) foot sound and light dampening wall over parking spaces 1-3, pursuant to the approved Parking Plan, and to better comfort the surrounding residents from Sea View Villas. The most recent improvement to the property has been an additional approximately ten (10) foot sound and light dampening wall constructed along the outdoor patio. This wall cost approximately \$250,000 and was completed in 2018. Since the construction of the wall along the outdoor patio, the hotel has not received any noise complaints from residents of Sea View Villas. Further, in order to monitor any activity, including noise, at the hotel (both indoor and outdoor), the hotel utilizes an activity log to actively monitor. (See attached example of Activity Log). Additionally, at this time, the hotel requires all guests to read and acknowledge the hotel policies, including no public consumption of alcoholic beverages and the hotel's policy regarding noise complaints, at the time of registration. (See attached Registration Card Policy). Currently, to further ensure that no public consumption of alcoholic beverages occurs at the hotel, Hotel Hermosa has placed signage prohibiting such activity throughout the hotel; specifically, seven (7) signs are located in total (five (5) signs in the outdoor patio and two (2) signs in the lobby area). (See attached photographs of signage prohibiting consumption of alcoholic beverages). In sum, the concerns that the few residents of Sea View Villas have voiced have been more than adequately addressed by the Applicant and the approval of this CUP for the on-site sale of beer and wine is consistent with the zoning and land use policies in the City of Hermosa Beach.

**Minor Requested Modification to Condition No. 5(d) in the CUP Resolution and Condition No. 11 in the Parking Plan Amendment Resolution**

In reviewing the proposed Resolutions granting the CUP and Parking Plan Amendment, the Applicant is agreeable to all conditions contained therein; however, the Applicant respectfully requests that Condition No. 5(d) in the CUP Resolution and Condition No. 11 in the Parking Plan Amendment Resolution be modified to read as follows:

“The hotel shall only provide alcoholic beverage services to verified guests of the hotel.”

Specifically, the Applicant is requesting that the word “registered” be removed from the proposed conditions. The basis for this request is to be clear that the alcoholic beverage services are only provided to guests of the hotel. Guests of the hotel includes those registered, those staying at the hotel, those utilizing the hotel for a luncheon or banquet, those guests of guests staying at the hotel, etc. By removing the term “registered” this becomes clearer. For example, if a husband and wife were to stay at the hotel, but the hotel room was only registered in the husband's name, a strict construction of the currently proposed condition would foreclose the wife from being provided alcoholic beverage services.

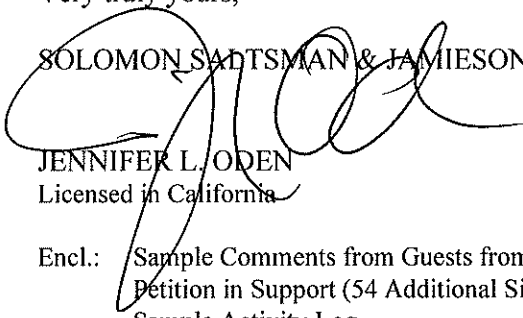
Nicole Ellis  
RE Hotel Hermosa – Supplemental Information  
November 18, 2019

In sum, the Applicant again appreciates Staff's support and assistance with this Conditional Use Permit application. Please ensure this letter along with its attachments are made part of the record and provided to the Planning Commissioners.

As always, if you have any questions, please let me know.

Very truly yours,

SOLOMON SALTSMAN & JAMIESON



JENNIFER L. ODEN  
Licensed in California

Encl.: Sample Comments from Guests from TripAdvisor  
Petition in Support (54 Additional Signatures)  
Sample Activity Log  
Hotel Hermosa Registration Card  
Photographs of Signage

cc: Ken Robertson, Community Development Director (via email: [krobertson@hermosabch.org](mailto:krobertson@hermosabch.org))  
Client (via email)



Lisa C wrote a review Nov 5

📍 Salem, Virginia • 7 contributions



### California Dreamin!

"After spending 7 days and nights at this beautiful hotel, I can truly say that the service was consistent. This place is beautiful and not too far of a walk to the beach especially walking down hill. It's in a very safe residential and business area. Lazy Acres grocery store is across the street for pickups that can be kept in the room fridge. The hotel vibe is laid back and relaxing. I plan to go back!"

Read less ▲



CN9 wrote a review Aug 2019

📍 Tracy, California • 4 contributions



### Amazing stay

"We were looking forward to our vacation for weeks, and it did not disappoint! From our sweet phone call with Alejandra who notified us our room was ready, we were eager to arrive. We were greeted by Brad, who was very helpful, kind, and knowledgeable, and headed up to our beautifully decorated room that had a view of the courtyard + Hermosa Beach. The breakfast guy was very nice as well but we didn't catch his name, & the burrito (Sea Monster with chorizo) was very delicious, hot, and shareable. A great way to start our day. Upon check out, Lizette was very kind and made it easy. Thank you to all the front desk, breakfast, and housekeeping staff who were all awesome! We will be back :) "

~



lorimangrau27 wrote a review Dec 2018

📍 Oakland, California • 6 contributions • 4 helpful votes



### Simply put... you are in paradise!

"This is probably my absolute favorite hotel in the LA area. It is the cutest boutique hotel by the beach! You have everything you need there and more! The atmosphere is welcoming and peaceful as soon as you walk in. The fireplace makes the whole lobby cozy as you look out at the sunset. The rooms facing the ocean have balconies so you get the absolute best view of the ocean and sunset. You will not be disappointed whatsoever!"

Read less ▲

Hotel's Favorite



### Great Boutique Hotel in Convenient Location

"Excellent customer service, and we liked the small boutique hotel atmosphere. The staff at the front desk and cafe were friendly and helpful, and housekeeping was very efficient. Loved the modern, quirky decor, and our room had a great bathroom and comfortable beds. We had a room facing the ocean at the back of the hotel, and it was lovely and quiet. The hotel is in a handy location, close to LAX, and the grocery store and food shops across the road were very convenient. We really enjoyed our stay at the hotel and Hermosa Beach. It is a calm and peaceful area, and the perfect spot when needing to stay near the airport before flying back home."

Read less ▲



**Patrick B** wrote a review Jul 2019

1 contribution



### Great place to stay!!

"We stayed at Hotel Hermosa a little over a week. The service was great. Our rooms were kept clean and stocked every day. The pool and hot tub were great, the kids couldn't get enough. The beaches are close to the hotel and so is the shopping centers. We highly recommend staying here."

Read less ▲



**bucketlist301** wrote a review Jul 2016

📍 New York City, New York • 2 contributions



### Hermosa in may.

"stayed there in may an would go back when in the area for sure. great staff an location.an i believe it's going to get even better.the pool was good an the hot tub was very good for relaxing the muscels an talking with who ever.the room was good as was the decor."

Read less ▲

Date of stay: May 2016





**Corinne M** wrote a review Aug 2016  
1 contribution



### Hidden Gem

"Ugh I don't even want to leave a review because I feel like this place is such a hidden gem and people are going to start flocking here!! This place is just the cutest. My pet peeve is when hotels look nothing like their pictures but this place might look even better in person. The rate is pretty amazing for the quality of the room and the location. The manager was so sweet and moved us to an ocean view room. Can't say enough good things and I will definitely be back!"

Read less ▲

**Date of stay:** August 2016

**Trip type:** Traveled with friends



Value



Service



Location



**dsmedlund** wrote a review Jul 2016  
Centerton, Arkansas • 4 contributions • 1 helpful vote



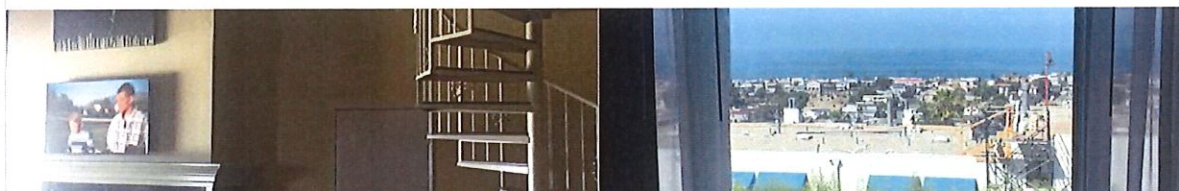
### Family friendly, great atmosphere!

"I stayed there July 2-7 and we had never been to Southern California before and we chose this hotel for our family vacation. We were not disappointed. My son loves skate boarding and the decor is all about surfing and skate boarding but with a modern contemporary touch at the same time. Loved it!!! The beds were extremely comfortable, the room was clean and staff very friendly and helpful. Our room had a partial ocean view and the breakfast was nice every morning. My favorite part was the blankets in our rooms that you could take down to the patio if you needed to bundle up on a chilly morning. If we return to Hermosa Beach this will be the hotel of choice!!!"

Read more ▼



**ChristisKing3** wrote a review Aug 2016  
San Diego, California • 12 contributions • 3 helpful votes



### Amazing Experience

"What an amazing way to spend our engagement weekend! Hotel Hermosa has a beautiful, elegant ambiance with excellent staff. Cheyenne at the front desk was exceptionally helpful and courteous as she gave us wonderful ideas for places to go and eat. The room we stayed in was nothing short of AMAZING!! I highly recommend room 310 - it has left me speechless (upstairs and downstairs, beautiful views and plenty of space). Housekeeping here is top notch, I must give credit to Cody Asselin (GM) and Rosemary Rodriguez (Exec. Housekeeper) for leading the way for this hotel!"

Read more ▼

**PETITION IN SUPPORT OF HOTEL HERMOSA**  
**2515 Pacific Coast Highway, Hermosa Beach, CA 90254**

I am a patron and/or neighbor of Hotel Hermosa located at 2515 Pacific Coast Highway., Hermosa Beach, CA 90254. I am aware and supportive of the Conditional Use Permit application that has been submitted to the City of Hermosa Beach to request the sale of beer and wine for on-site consumption at Hotel Hermosa. I have no objection to the sale of beer and wine for on-site consumption at this location. By signing this Petition, I am supporting the Applicant's request.

Please issue all necessary permits and licenses for the on-site sale of beer and wine at Hotel Hermosa. Thank you.

Date: 11/17/19 Signature: [Signature] Printed Name: IAN MONKS

Address (street, city): 1978 Maple Ave CA Phone number: 916-804-4391  
COSTA MESA

Date: 11/17/19 Signature: [Signature] Printed Name: Anthony Orlando

Address (street, city): 1735 W. Dwyer Pkwy Phone number: 630.918.9264

Date: 11/17/19 Signature: [Signature] Printed Name: Crystal Garnica

Address (street, city): 140 E Orangeburg Mpls to CA Phone number: (662) 280 8251  
95350 84433

Date: 11/17/19 Signature: [Signature] Printed Name: Christine Read

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/17/19 Signature: [Signature] Printed Name: Jordan Cunn

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/17/19 Signature: [Signature] Printed Name: Lisa Evans

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

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Date: 11/16/19 Signature: [Signature] Printed Name: Wendy Gutierrez  
Address (street, city): 5399 4th Ave Sac Phone number: 916 919 3595  
CA 95824

Date: 11/16/19 Signature: [Signature] Printed Name: Odalir Trevino  
Address (street, city): 5201 60th Ave Sac Phone number: 916 262 6329  
CA 95820

Date: 11/16/19 Signature: [Signature] Printed Name: Julio Slias  
Address (street, city): 5309 4th Ave Sac Phone number: 916 598 1560  
CA 95824

Date: 11/16/19 Signature: [Signature] Printed Name: Javier Trevino  
Address (street, city): 5201 60th Ave Sac Phone number: 916 929 6121  
CA 95820

Date: 11/16/19 Signature: [Signature] Printed Name: Brooke Fournegne  
Address (street, city): 15500 Casimir Ave Phone number: (323) 388-7401  
Gardena, Ca

Date: 11/16/19 Signature: [Signature] Printed Name: SASHA LEMMADE  
Address (street, city): 173 Small ave Phone number: (547) 775-6388



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Date: 11/16/19 Signature: [Signature] Printed Name: Barbara Barry  
Address (street, city): [Address] Phone number: [Phone Number]

Date: 11/16/19 Signature: [Signature] Printed Name: Judith Johnson  
Address (street, city): [Address] Phone number: [Phone Number]

Date: 11/16 Signature: [Signature] Printed Name: Brian Robinson  
Address (street, city): [Address] Phone number: [Phone Number]

Date: 11/16 Signature: [Signature] Printed Name: Marisa Teora  
Address (street, city): [Address] Phone number: [Phone Number]

Date: 11/16 Signature: [Signature] Printed Name: Mike Cunningham  
Address (street, city): [Address] Phone number: [Phone Number]

Date: 11/16 Signature: [Signature] Printed Name: Sean Merry  
Address (street, city): [Address] Phone number: [Phone Number]

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Date: 11/16/19 Signature: [Signature] Printed Name: Miranda Morris  
Address (street, city): 1403 Pomegranate Ave Phone number: 661-912-2291

Date: 11/16 Signature: [Signature] Printed Name: Jill Williams  
Address (street, city): \_\_\_\_\_ Phone number: 310 893-9854

Date: 11/16 Signature: Allison Crowner Printed Name: Allison Crowner  
Address (street, city): 44855 Oasis St. Phone number: 951-515-6560  
Indio, CA 92201

Date: 11/16 Signature: [Signature] Printed Name: Bill Salt  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/16 Signature: [Signature] Printed Name: Dené J. Padilla  
Address (street, city): 6914 Desert Inn Terr. Phone number: (561) 676-6210  
Lake Worth, FL 33463

Date: 11/16 Signature: [Signature] Printed Name: Linda Andersson  
Address (street, city): Desert Inn Terr. Lake Worth Phone number: 561-676-6211



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Date: 11/16/19 Signature: [Signature] Printed Name: Najwa M.  
Address (street, city): 3697 Ellview Ave Phone number: 2001-988-4418

Date: 11/16/19 Signature: [Signature] Printed Name: LARAT FRELICKY  
Address (street, city): 135 S. JACKSON ST Phone number: 760-878-0011  
INDOORBURE CA 93526

Date: 11/16/19 Signature: [Signature] Printed Name: Emily Hays  
Address (street, city): 7988 El Capitan Phone number: 765-4375827  
La Mesa, CA 91942

Date: 11/16/19 Signature: [Signature] Printed Name: Stuart Hays  
Address (street, city): 7988 El Capitan Dr Phone number: 765-532-8552  
La Mesa, CA 91942

Date: 11/16/19 Signature: [Signature] Printed Name: Ricardo T. [Signature]  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/16/19 Signature: [Signature] Printed Name: Erik Lynn  
Address (street, city): 21013 115th St E Phone number: 480-717-2710

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Date: 11/16/19 Signature: Brittany Beckham Printed Name: Brittany Beckham  
Address (street, city): 7805 Farm St Downey CA 90241 Phone number: 5143-1965

Date: 11/17/19 Signature: B Baillie Printed Name: Barry Baillie  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/16/19 Signature: Brice Noy Printed Name: Brice Noy  
Address (street, city): 8101 Camino Media Bakersfield Phone number: 316-393 2592

Date: 11/17/19 Signature: Mark Thussen Printed Name: Mark Thussen  
Address (street, city): 11517 Marazion Hill CT Bakersfield Phone number: 661-342-7448

Date: 11/17/19 Signature: Cecilia Yanay Printed Name: Cecilia Yanay  
Address (street, city): 2156 E Lindbergh DR Gilbert AZ 85298 Phone number: 602 625 604

Date: 11/17/19 Signature: Kevin Edwards Printed Name: KEVIN EDWARDS  
Address (street, city): 7289 S. QUINN AVE GILBERT AZ 85298 Phone number: 480.760.5345

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2515 Pacific Coast Highway, Hermosa Beach, CA 90254

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Please issue all necessary permits and licenses for the on-site sale of beer and wine at Hotel Hermosa. Thank you.

Date: 11/16 Signature: [Signature] Printed Name: Maryssa Orsowski  
Address (street, city): 16th St, Washington DC Phone number: (520) 869-9815

Date: 11/16 Signature: [Signature] Printed Name: Carlin Zirpato  
Address (street, city): 776 Jacqueline Ct Phone number: 760 685 6873  
San Antonio, CA

Date: 11/16 Signature: [Signature] Printed Name: Mike Lenge  
Address (street, city): Belgian Drive Phone number: 610-792-5990

Date: 11/16 Signature: [Signature] Printed Name: Nardene Cunningham  
Address (street, city): \_\_\_\_\_ Phone number: 0423731393-Aus

Date: 11/16 Signature: [Signature] Printed Name: RC Kane  
Address (street, city): Monna Hung Phone number: 949-731-5849

Date: 11/16 Signature: [Signature] Printed Name: Timothy Hoang  
Address (street, city): \_\_\_\_\_ Phone number: 866-953-6179



**PETITION IN SUPPORT OF HOTEL HERMOSA**  
**2515 Pacific Coast Highway, Hermosa Beach, CA 90254**

I am a patron and/or neighbor of Hotel Hermosa located at 2515 Pacific Coast Highway., Hermosa Beach, CA 90254. I am aware and supportive of the Conditional Use Permit application that has been submitted to the City of Hermosa Beach to request the sale of beer and wine for on-site consumption at Hotel Hermosa. I have no objection to the sale of beer and wine for on-site consumption at this location. By signing this Petition, I am supporting the Applicant's request.

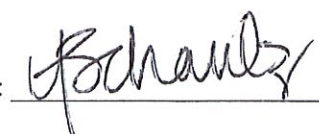
Please issue all necessary permits and licenses for the on-site sale of beer and wine at Hotel Hermosa. Thank you.

Date: 11/16/19 Signature:  Printed Name: Sasha Shellock


Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/16/19 Signature:  Printed Name: Elraz Fakhimi

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/16/19 Signature:  Printed Name: Ashley Schantz


Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/16/19 Signature:  Printed Name: Paul DeB

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/16/19 Signature:  Printed Name: MADA CHEANG

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 11/16/19 Signature:  Printed Name: Carolina Aguilar

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

**PETITION IN SUPPORT OF HOTEL HERMOSA**  
**2515 Pacific Coast Highway, Hermosa Beach, CA 90254**

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Please issue all necessary permits and licenses for the on-site sale of beer and wine at Hotel Hermosa. Thank you.

Date: 11-16-19 Signature: [Signature] Printed Name: Teje Auberti  
Address (street, city): Westminster, CA Phone number: 310 995 9772

Date: 11/16/19 Signature: [Signature] Printed Name: Mallisa Haney  
Address (street, city): \_\_\_\_\_ Phone number: 615-522-4687

Date: 11/17/19 Signature: [Signature] Printed Name: Joseph Reed  
Address (street, city): \_\_\_\_\_ Phone number: 773 343 6542

Date: 11/17/19 Signature: [Signature] Printed Name: Rebecca Gualandri  
Address (street, city): \_\_\_\_\_ Phone number: 815-751-4702

Date: 11/11/19 Signature: [Signature] Printed Name: Laura Orlandi  
Address (street, city): Chicago, IL Phone number: 224-321-0390

Date: 11/17/19 Signature: [Signature] Printed Name: Dominique Reed  
Address (street, city): Chicago, IL Phone number: 559-696-2293

Shift Activity Report – Hotel Hermosa

Day: Friday Date: NOV 14, 19

12am:	NA
1am:	NA
2am:	NA
3am:	NA
4am:	NA
5am:	NA
6am:	NA
7am:	2 guests in lobby
8am:	4 guests in lobby
9am:	4 guests in lobby
10am:	4 guests in lobby
11am:	3 guests in lobby
12pm:	
1pm:	
2pm:	
3pm:	
4pm:	
5pm:	
6pm:	
7pm:	
8pm:	
9pm:	
10pm:	
11pm:	





## Hotel Hermosa Registration Card

Name:

Res. ID:

Address:

Res. Date:

Agent:

Phone:

Email:

Client Type:

Src. of Business:

Arrival Date:

Nights:

Adults:

Departure Date:

Children:

Room Type:

Rate Code:

Room Number:

Room Charges:

Avg. Room Rate:

Other Charges:

Payment Type:

Tax:

Card Holder:

Total Charges:

Number:

Credits:

Balance Due:

Rate (Daily)

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

This property is privately owned and management reserves the right to refuse service to anyone. We assume no responsibility for guest belongings. Safety Deposit boxes are available in each guest room.

Parking \$14.00 per night: \_\_\_\_\_ Car Color & Make: \_\_\_\_\_ License Plate: \_\_\_\_\_

The hotel is not responsible for loss, theft, or damage to cars in the parking lot. I agree that I am personally liable for all charges incurred in connection with my stay at this hotel.

I also agree that I am liable for loss or damage to the hotel caused by myself or my guests. If I am paying by credit card, I promise to pay for the charges incurred in accordance with my cardholder agreement, upon property presentation. I also agree to vacate the room(s) by 11AM. I agree to pay an additional fee for occupying the room past 11AM.

\_\_\_\_\_ This property is 100% non-smoking. A fee of \$250.00 will be assessed for smoking anywhere on the property.

\_\_\_\_\_ No alcoholic beverages are to be consumed in public areas. This includes the lobby, patio, pool & jacuzzi.

\_\_\_\_\_ Excessive noise or large gatherings in guest rooms WILL NOT be permitted. Noise complaints will be addressed immediately by management and/or hotel security. We will issue an initial verbal request to disband any gatherings that create excessive noise. Upon the second noise complaint the occupants of the room will be asked to leave; including the registered guests. There will be NO refund for the night's lodging due to noise evictions.

\_\_\_\_\_ I would like to receive e-mail offers, special promotions, and exclusive content from Hotel Hermosa and Pacifica Hotels.

\_\_\_\_\_ I AM DISABLED AND REQUIRE A SPECIAL ROOM AND SPECIAL EMERGENCY EVACUATION.

Signature: X \_\_\_\_\_



WARNING: Plastic and vinyl items in this establishment can expose you to di(2-ethylhexyl)phthalate which is known to the State of California to cause cancer and birth defects or other reproductive harm.

For additional information go to [www.P65Warnings.ca.gov/hotels](http://www.P65Warnings.ca.gov/hotels).



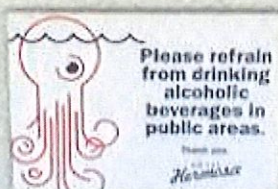
**Please refrain  
from drinking  
alcoholic  
beverages in  
public areas.**

Thank you.

HOTEL  
*Hermosa*







**From:** noreply@granicusideas.com [mailto:noreply@granicusideas.com]  
**Sent:** Sunday, November 17, 2019 11:01 PM  
**To:** DG\_PlanningCommission <DG\_PlanningCommission@hermosabeach.gov>  
**Subject:** New eComment for Planning Commission

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## New eComment for Planning Commission

Robert Lindner submitted a new eComment.

Meeting: Planning Commission

Item: 11. REPORT 19-0780 CUP 19-9 & PARK 19-6- Conditional Use Permit and Parking Plan amendment request to provide on-site sale, service and consumption of beer and wine indoors Sunday through Thursday 6:00 AM to 9:00 PM and Friday and Saturday 6:00 AM to 11:00 PM and outdoors Sunday through Thursday 6:00 AM to 9:00 PM and Friday and Saturday 6:00 AM to 10:00 PM at an existing hotel (Hotel Hermosa) located at 2515 Pacific Coast Highway, and determination that the project is categorically exempt from the California Environmental Quality Act (CEQA).

eComment: Good evening members. I am sorry I could not attend in person as this request is a material concern that will have an immediate negative impact on my family's well being...and will effect us every single day and, even worse, every night. The weight of such impact I hope is not being overlooked by the Commission members who are not the ones that will be impacted. Please, truly consider the weight of what you are considering...and what is gained vs lost...and who gains vs who loses. We are a family with two young children and we strongly oppose any consideration for the subject use permit. This permit serves NO COMMUNITY BENEFIT, while simultaneously causing a significant detriment to its neighboring homeowners. It is a ridiculous argument to suggest that allowing the hotel to serve alcohol would not directly increase the number of people, the amount of time people hang out at the hotel, noise, smoking, foul language, etc. The Planning Commission needs to recognize that this specific hotel design and layout is DIFFERENT than a normal hotel, and as such nothing about their request is "routine." This hotel's primary outdoor space is literally touching a residential home community with several families consisting of young children. This hotel's outdoor activity space layout is uncommon. If this hotel was to be built today, there is no way the developer or the city would ever approve such a design. If there was an outdoor activity space it would be designed to have it face either PCH or Artesia/Gould. I am sure there is a history as to why a hotel was designed this way next to residential homes, but, whatever that story is, we are a much more experienced and thoughtful community today. As an example, the owner, Pacifica Hotels, also owns or manages the The Belamar Hotel in Manhattan Beach. Although this hotel has neighboring residences, they are 1) across the street and 2) the outdoor activity space faces PCH and the adjacent commercial building...thereby shielding the residences from the issues we are discussing today. The layout of Hotel Hermosa is DIFFERENT and the uniqueness of its issues cannot be ignored or treated as normal course of business. The owners bought the hotel knowing there was no alcohol being served. We purchased our homes to raise our family knowing that the hotel did not serve alcohol and, in fact, used to be a peaceful Japanese garden. It was disappointing when the new owners removed the Japanese garden, but I understand why and that was their right. I was disappointed in how they ended up designing the outdoor space to include loud games and offered seating underneath our windows...this simply showed a lack of respect, but was still their

right. However, serving alcohol is not their right! It would be a “spit in the face” to give them such right when there is no public benefit and it literally will further exacerbate an already challenging issue for multiple families that abut their property. Hermosa Beach as a community will be in no way negatively impacted by rejecting this request. If approved, however, a material part of the community will absolutely be negatively affected. Maybe I am naïve, but it would seem that the efforts of our elected city officials should be to help and protect against unnecessary nuisance...not taking steps to increase it. The hotel does not “need” this; the City of Hermosa does not “need” this. So why is it so important to help a private company, operating a hotel well outside the Downtown and Pier locations, increase their profits at the cost of our daily livelihood? There is always some opposition to change and the Planning Commission has the daunting task of having to thoughtfully build out our community needs with the underlying consideration of the impact on the residents. This is not a case of NIMBYism. We are the residents who would truly lose safety, health and right to peaceful living. This is not a hotel like any other...this is a special situation. Please have some consideration for the many families will be directly impacted every single day and every single night. This is DIFFERENT and needs to be treated as such.

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**From:** noreply@granicusideas.com [mailto:noreply@granicusideas.com]  
**Sent:** Monday, November 18, 2019 4:59 AM  
**To:** DG\_PlanningCommission <DG\_PlanningCommission@hermosabeach.gov>  
**Subject:** New eComment for Planning Commission

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## New eComment for Planning Commission

Vanessa D submitted a new eComment.

Meeting: Planning Commission

Item: 11. REPORT 19-0780 CUP 19-9 & PARK 19-6- Conditional Use Permit and Parking Plan amendment request to provide on-site sale, service and consumption of beer and wine indoors Sunday through Thursday 6:00 AM to 9:00 PM and Friday and Saturday 6:00 AM to 11:00 PM and outdoors Sunday through Thursday 6:00 AM to 9:00 PM and Friday and Saturday 6:00 AM to 10:00 PM at an existing hotel (Hotel Hermosa) located at 2515 Pacific Coast Highway, and determination that the project is categorically exempt from the California Environmental Quality Act (CEQA).

eComment: Hi. I am an owner and a mother that lives next door to the Hotel Hermosa. I am not able to attend the hearing because I have to watch my children. I read the hotel's CUP request and I want to make sure you know that is filled with lies. They say they have worked with the

surrounding community, but they have not. And the wall they mentioned did help two owners with driveway lights, but the wall was only put up after we were able to regularly take videos and photos of all the problems we were having. The wall did not serve our benefit, but only theirs. So you can understand a little bit of what we deal with today. To this date, the owners of Hotel Hermosa have failed to control even the most basic issues like smoking on the patio and excessive noise. It is a regular occurrence that their guests smoke cigarettes and throw the cigarette butts over the fence to my front door. The smoke itself is so close it flows directly into my home, specifically directly into my kitchen and directly into my children's bedroom! The hotel has been unable to manage even the tiniest smoke problem area. It is common for guests to throw their cigarette butts over the fence where they land in my front door. My youngest at one time put a cigarette butt in his mouth because he thought it was gum. The issue is an almost daily occurrence. Even today, the noise at the hotel continues late at night and wakes up my children. My kids also hear profanity and inappropriate conversations from the guests (this is how close we are). I can't tell you how many times my children have been awoken late at night by the screaming. We spent years calling the police who were unable to do anything and told us they could not enforce anything on private property. I sometimes yell at the guests directly to quit and leave. I often call the hotel directly and ask for help. I doubt the hotel shares this with the police. The hotel has already proved they do not care about us. They installed some of the loudest possible games outside our windows and they literally lined the wall facing our home with chairs and seating. This is a really big deal because it happens every day and every night, and if you add alcohol it will only get worse. Recently there was some opposition to re-opening the North School campus from the neighbors. Their main concern was that they would be negatively impacted by traffic. Without meaning to belittle their concerns, such traffic nuisance is limited to daytime hours and often with only a couple of hours of high impact. Otherwise those neighbors will be able to sleep at night and they do not have to worry about evening noise, cigarette smoke, trash, foul language at all times of the night. And it was for schools to help our kids. This request is for drinking alcohol which definitely does not help our kids. I do not understand how the Planning Commission can already be considering approving this request when no one has come to talk to us. The hotel says they have, but they haven't. I understand why they don't want to talk to us. We chose to live in a quiet area away from the bars and we do not want our peace ruined. But shouldn't members of the Planning Commission meet with us to better understand what we are suffering through now and what we are concerned about?

## Beverly Tuazon

---

**From:** Ken Robertson  
**Sent:** Thursday, December 05, 2019 11:22 AM  
**To:** Beverly Tuazon  
**Cc:** Nicole Ellis  
**Subject:** FW: Sea View Villas further comments about Hotel CUP application (Ken-please forward to Planning Commission)

Correspondence to add to Hotel Hermosa item

**From:** Deborah Torres <torres.studio@gmail.com>  
**Sent:** Thursday, December 5, 2019 11:18 AM  
**To:** Ken Robertson <krobertson@hermosabeach.gov>  
**Subject:** Sea View Villas further comments about Hotel CUP application (Ken-please forward to Planning Commission)

Planning Commission-

Also, the hotel has not been able to monitor their guests. Their walls do not prevent us from seeing their balcony and several times SVV owners have sent photos to the hotel of their guests drinking on the patio (drinking from visible beer and wine containers), although we were told there would be no drinking on the patio a few years ago. If the Planning Commission is rewording the CUP application with the hotel for the next Commission meeting, what language will the Planning Commission be adding regarding how the hotel will be expected to monitor and control their guests from bringing alcohol onto the patio?

We are looking for language that describes how the hotel will enforce the "no alcohol on patio" rule, and to clearly describe that "No alcohol" on patio includes any alcohol the guests bring themselves from outside stores.

To date, that is the biggest problem that causes the noise and problems. The hotel does not monitor their guests, as guests have been bringing their own alcohol onto the patio since the last CUP/parking plan. If indoor alcohol service approved, and if hotel guests are seen bringing ANY alcohol onto the patio, will the Planning Commission cancel the CUP approval?

Deborah Torres, Sea View Villas President

310-809-7970



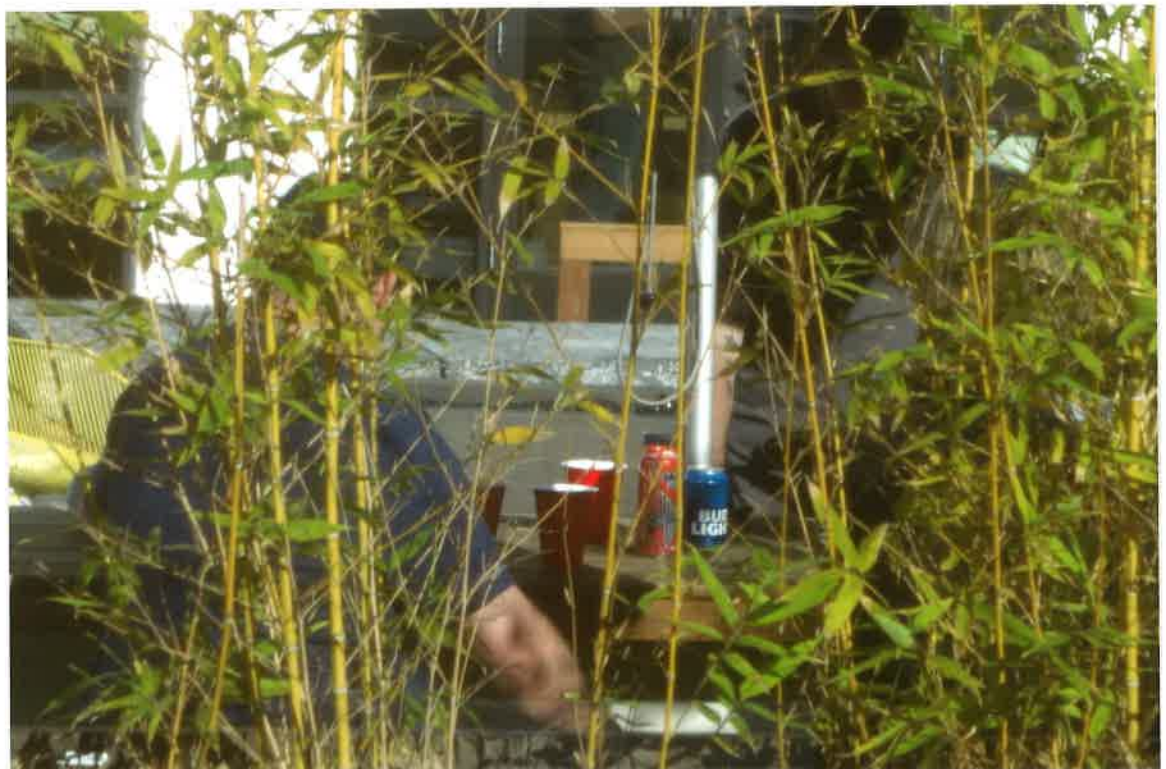
Provided from  
Houman Solomon

RECEIVED

DEC 09 2019

COMMUNITY DEV. DEPT.

During oral & written  
communications  
at December 9th hearing







## Beverly Tuazon

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310-809-7970



Dear Hermosa Beach Planning Commission,

I am a direct neighbor of the Hotel Hermosa located at 2515 Pacific Coast Highway, Hermosa Beach, CA 90254. I am aware and supportive of the Conditional Use Permit application that was submitted to the City of Hermosa Beach to request the sale of beer and wine for on-site consumption. I have no objection to the sale of beer and wine for on-site consumption at this location.

As a neighbor of this hotel, been there 37 years, I would like the City to approve this application to allow the sale of beer and wine for on-site consumption at Hotel Hermosa.

Over the past five years, the Applicant has invested millions of dollars into the hotel and these upgrades have improved the ambiance of the community. The sale of on-site beer and wine will provide an additional amenity to bring more business to the hotel and city alike. I feel that this will provide an added benefit and convenience for our mutual customers.

Hotel Hermosa has operated responsibly, proving itself to be a community-oriented business that is supported by its guests and the surrounding neighborhood. The approval of Hotel Hermosa's Conditional Use Permit application will not have a significant effect on adjoining properties or the immediate neighborhood.

Should you have any questions, please do not hesitate to contact the undersigned. Thank you for your time and attention to this request.

Sincerely,

Dennis Jarvis / owner Spyder Surfshops

1-11-20

---

SPYDER BOARDS • 2461 PCH • HERMOSA BEACH CA 90254 • 310-374-8276

SPYDER SURF HB • 65 PIER AVE • HERMOSA BEACH CA 90254 • 310-374-2494

SPYDER SURF MB • 1116 MANHATTAN AVE • MANHATTAN BEACH CA 90266 • 310-318-2289

---

City of Hermosa Beach  
Community Development Department  
Attn: Nicole Ellis  
1315 Valley Drive  
Hermosa Beach, CA 90254

**Re: Pacifica Food and Beverage, Inc. / DBA Hotel Hermosa  
2515 Pacific Coast Highway, Hermosa Beach, CA 90254  
SUPPORT OF APPLICATION FOR ON-SITE BEER AND WINE SALES**

To Whom it May Concern:

I am a patron and/or neighbor of the Hotel Hermosa located at 2515 Pacific Coast Highway, Hermosa Beach, CA 90254. I am aware and supportive of the Conditional Use Permit application that was submitted to the City of Hermosa Beach to request the sale of beer and wine for on-site consumption. I have no objection to the sale of beer and wine for on-site consumption at this location.

As a neighbor and/or patron of this hotel, I would like the City to approve this application to allow the sale of beer and wine for on-site consumption at Hotel Hermosa.

Pacifica Hotels has owned and operated Hotel Hermosa for approximately five (5) years. Over the past five (5) years, the Applicant has invested millions of dollars into the hotel and with the added benefit of on-site beer and wine service, Hotel Hermosa will be able to truly exist as a boutique upscale hotel. Hotel Hermosa has operated responsibly, proving itself to be a community-oriented business that is supported by its guests and the surrounding neighborhood. The continuation of the operation, with strict adherence to the imposed conditions and under proper management and supervision, will continue to enhance the environment of the surrounding neighborhood and provide a benefit to the community.

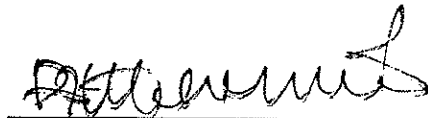
The approval of Hotel Hermosa's Conditional Use Permit application will not have a significant effect on adjoining properties or the immediate neighborhood and is not likely to evoke public controversy, as this will provide an added benefit and convenience.

Should you have any questions, please do not hesitate to contact the undersigned.

Thank you for your time and attention to this request.

ROBERT FLOPER

Printed Name



Signature

616 24TH PLACE

JANUARY 10, 2020

Date

HERMOSA BEACH

Address

City of Hermosa Beach  
Community Development Department  
Attn: Nicole Ellis  
1315 Valley Drive  
Hermosa Beach, CA 90254

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Should you have any questions, please do not hesitate to contact the undersigned.

Thank you for your time and attention to this request.

Amy Rockefeller  
Printed Name

  
Signature

620 24<sup>th</sup> Pl.

1/11/20  
Date

Hermosa Beach  
Address

City of Hermosa Beach  
Community Development Department  
Attn: Nicole Ellis  
1315 Valley Drive  
Hermosa Beach, CA 90254

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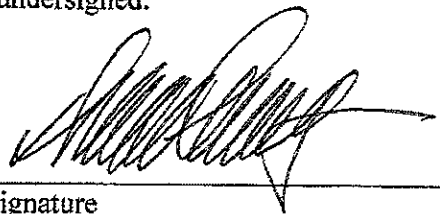
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Should you have any questions, please do not hesitate to contact the undersigned.

Thank you for your time and attention to this request.

DARRELL E. ROCKEFELLER

Printed Name



Signature

620 24<sup>th</sup> FLOOR

1-11-20

Date

HERMOSA BEACH, CA. 90254

Address

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**2515 Pacific Coast Highway, Hermosa Beach, CA 90254**

I am a patron and/or neighbor of Hotel Hermosa located at 2515 Pacific Coast Highway., Hermosa Beach, CA 90254. I am aware and supportive of the Conditional Use Permit application that has been submitted to the City of Hermosa Beach to request the sale of beer and wine for on-site consumption at Hotel Hermosa. I have no objection to the sale of beer and wine for on-site consumption at this location. By signing this Petition, I am supporting the Applicant's request.

Please issue all necessary permits and licenses for the on-site sale of beer and wine at Hotel Hermosa. Thank you.

Date: 1-10-20 Signature: Dave Peck Printed Name: DAVE PECK  
Address (street, city): RIO LINDA, CA. Phone number: 916-871-3066

Date: 1-11-2020 Signature: Jeff Watkins Printed Name: Jeff Watkins  
Address (street, city): Bainbridge Is WA Phone number: 206-019-0009

Date: 1/11/20 Signature: Taken Printed Name: Taken  
Address (street, city): \_\_\_\_\_ Phone number: 310 567 3383

Date: 1/11/20 Signature: K. L. Printed Name: Katie Lagerstrom  
Address (street, city): 1827 S. May St Phone number: 720-028-5089  
Chicago IL

Date: 1/11/20 Signature: [Signature] Printed Name: Ernesto Ramirez  
Address (street, city): 1381 Lark av. Phone number: 805 901-2423  
Ventura, Ca 93003

Date: 1/12/2020 Signature: [Signature] Printed Name: TENAE Garcia  
Address (street, city): \_\_\_\_\_ Phone number: 310 536-6000



**PETITION IN SUPPORT OF HOTEL HERMOSA**  
**2515 Pacific Coast Highway, Hermosa Beach, CA 90254**

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Date: 1/9/20 Signature: [Signature] Printed Name: Kayla Olney  
Address (street, city): Phoenix, AZ Phone number: 722-203-8844

Date: 1/10/20 Signature: [Signature] Printed Name: Dan Ann  
Address (street, city): Dallas, TX Phone number: 214-210-6799

Date: 1/10/20 Signature: [Signature] Printed Name: Kristi Weidauer  
Address (street, city): Las Vegas, NV Phone number: 702-241-1675

Date: 1/10/20 Signature: [Signature] Printed Name: Joy Hardaway  
Address (street, city): 120 Saint Paul Ave Phone number: 469-579-2913  
Memphis, TN 38126

Date: 1/10/20 Signature: [Signature] Printed Name: Kristi Burke  
Address (street, city): 5901 N Cleveland Ave Phone number: 816-945-0670  
Gladstone, MO 64119

Date: 1/10/20 Signature: [Signature] Printed Name: Josh Burke  
Address (street, city): 5901 N Cleveland Ave Phone number: 816-945-0671  
Gladstone, Mo 64119

**PETITION IN SUPPORT OF HOTEL HERMOSA**  
**2515 Pacific Coast Highway, Hermosa Beach, CA 90254**

I am a patron and/or neighbor of Hotel Hermosa located at 2515 Pacific Coast Highway., Hermosa Beach, CA 90254. I am aware and supportive of the Conditional Use Permit application that has been submitted to the City of Hermosa Beach to request the sale of beer and wine for on-site consumption at Hotel Hermosa. I have no objection to the sale of beer and wine for on-site consumption at this location. By signing this Petition, I am supporting the Applicant's request.

Please issue all necessary permits and licenses for the on-site sale of beer and wine at Hotel Hermosa. Thank you.

Date: 1/6 Signature: [Signature] Printed Name: Sullivan E. Arupina  
Address (street, city): 2712 Alder Ave Phone number: 909 360-4310

Date: 1/6 Signature: [Signature] Printed Name: Francesca  
Address (street, city): 2839 Sepia pilae Phone number: 267 632 1002

Date: 1/6/2020 Signature: [Signature] Printed Name: James Cecherini  
Address (street, city): 9418 Forest View Way Phone number: 216-523-5935

Date: 1/6/20 Signature: [Signature] Printed Name: MIKE REYNOLDS  
Address (street, city): 5341 Lamar Ave Phone number: 603 923 0336

Date: 1/8/20 Signature: [Signature] Printed Name: Daniel Willard  
Address (street, city): 19053 Nordhoff St. Phone number: 661-268-0236

Date: 1/8/20 Signature: [Signature] Printed Name: Alysha Potts  
Address (street, city): Phoenix, AZ Phone number: 602-372-9093

**PETITION IN SUPPORT OF HOTEL HERMOSA**  
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Date: 1/4/00 Signature: [Signature] Printed Name: James Habel  
Address (street, city): 1600 Marley, LA, CA Phone number: 310. 372.2333

Date: 1/4/00 Signature: [Signature] Printed Name: Michelle Habel  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 1/4/20 Signature: [Signature] Printed Name: Veronica Solters  
Address (street, city): \_\_\_\_\_ Phone number: 626/376-5172

Date: 1/5/20 Signature: [Signature] Printed Name: MIKE BAKER  
Address (street, city): 3676 KILTON AVE. Phone number: 310 880-2957

Date: 1/5/20 Signature: [Signature] Printed Name: Matthew L. Lienthal  
Address (street, city): \_\_\_\_\_ Phone number: 818. 823-0237

Date: 1-6-20 Signature: [Signature] Printed Name: Patricia Palmer  
Address (street, city): 3614 Sepulveda Phone number: 703 598 6695

**PETITION IN SUPPORT OF HOTEL HERMOSA**  
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Date: 1/1/20 Signature: Tess Nichols Printed Name: Tessa Nichols  
Address (street, city): 2800 The Strand Phone number: 512-423-5313

Date: 1-1-20 Signature: Lex Nighx Printed Name: Lex Nighx  
Address (street, city): 2900 The Strand Phone number: 469-570-3391

Date: 1/1/20 Signature: Libby Quintanilla Printed Name: Libby Quintanilla  
Address (street, city): 2612 Cantirane C Phone number: 917 091 3053

Date: 1/1/20 Signature: Daniel Figueira Printed Name: Daniel Figueira  
Address (street, city): 501 Herondo St. #35, Phone number: 415 890 0016  
Hermosa Beach


Date: 1/1/20 Signature: Geonhe Burns Printed Name: Geonhe Burns  
Address (street, city): 6450 Spring Mt Phone number: 702 521 9963

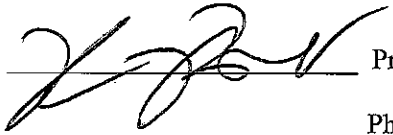
Date: 1-3-20 Signature: J. M. Ellis Printed Name: J. M. Ellis  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_


**PETITION IN SUPPORT OF HOTEL HERMOSA**  
**2515 Pacific Coast Highway, Hermosa Beach, CA 90254**

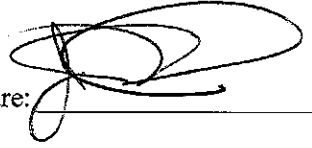
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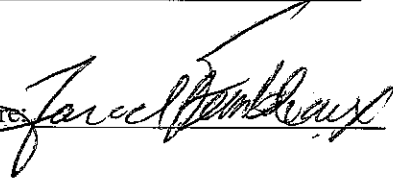
Date: 12-31-19 Signature:  Printed Name: Brian Cerda  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 12-31-19 Signature:  Printed Name: Kenneth Bradford  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 12-31-19 Signature:  Printed Name: Gabriella Buentjen  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 12-31-19 Signature:  Printed Name: James McDonald  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 12/31/19 Signature:  Printed Name: Dawn Fembleaux  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 12/31/19 Signature:  Printed Name: JARED FEMBLEAUX  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

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Date: 12/17 Signature: [Signature] Printed Name: EVAN WATSON

Address (street, city): 2909 PARK VISTA CT. Phone number: (619) 882-8600

Date: 12/17 Signature: [Signature] Printed Name: Blair Cornish

Address (street, city): 11 Ruth Ct. Phone number: 925-296-5540

Date: 12/17 Signature: [Signature] Printed Name: Sandra Lopez

Address (street, city): [Signature] Phone number: 661-205-5861

Date: 12/20 Signature: [Signature] Printed Name: SYSLEY Baghdassarian

Address (street, city): 25937 Stafford Canyon Rd unit 4 Phone number: 818 919 1107

Date: 12/21 Signature: [Signature] Printed Name: Kathryn Zimmerman

Address (street, city): 717 Ocean Ave. Seal Beach, CA Phone number: 916.769.2968

Date: 12/21 Signature: [Signature] Printed Name: megan wheeler

Address (street, city): 463 Capital, Oakland Phone number: \_\_\_\_\_

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Date: 12/15 Signature: [Signature] Printed Name: Griffin Flores  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 12/15 Signature: [Signature] Printed Name: \_\_\_\_\_  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 12/16/19 Signature: [Signature] Printed Name: Shandra Carter  
Address (street, city): 5207 Leafstone Drive Phone number: 678 431 5887  
Covington Ga 30014

Date: 12/16/19 Signature: [Signature] Printed Name: Jewel Malone  
Address (street, city): P.O Box 3503 Redondo Beach Phone number: \_\_\_\_\_

Date: 12/17 Signature: [Signature] Printed Name: Heather Penna  
Address (street, city): \_\_\_\_\_ Phone number: 562-833-7269


Date: 12/17 Signature: [Signature] Printed Name: Lin A Bagan  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

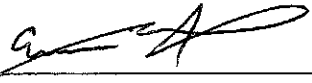


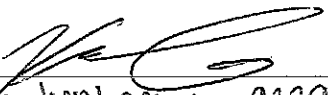
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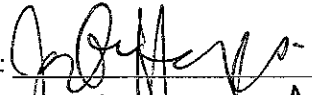
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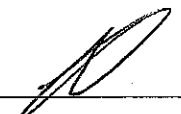
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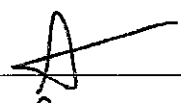
Date: 12/14 Signature:  Printed Name: Laura Remington  
Address (street, city): 531 Main St Elyria Phone number: 559 765 1574  
CA 90240

Date: 12/15 Signature:  Printed Name: Edwin Somera  
Address (street, city): 4280 Red Oak Way Phone number: Call 606 4789  
SACRAMENTO CA 95823

Date: 12-19 Signature:  Printed Name: Kashai G  
Address (street, city): 11089 dunham LN 92395 Phone number: 902-686-9705

Date: 12/15 Signature:  Printed Name: Tatierra H.  
Address (street, city): 11088 Tamarind Ave Phone number: 562-374-3049  
CA 90220

Date: 12/15 Signature:  Printed Name: Alex Cohan  
Address (street, city): 1900 Lexington Phone number: 310-967-9059

Date: 12/15 Signature:  Printed Name: Andrew Underdown  
Address (street, city): 6000 flr Phone number: 250 883 1601

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Date: 12/13/19 Signature: [Signature] Printed Name: VERNA BASE  
Address (street, city): TORRANCE Phone number: 310 8737726

Date: 12/13/19 Signature: [Signature] Printed Name: Brittany Gillespie  
Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: 12/14 Signature: [Signature] Printed Name: James Jackson  
Address (street, city): 2574 Avenue Pierre 69 Phone number: 415-378-5751

Date: 12/14 Signature: [Signature] Printed Name: Jeremy Robinson  
Address (street, city): 923 6th St. Phone number: 813-391-8525

Date: 12/14 Signature: [Signature] Printed Name: Lystic Smith  
Address (street, city): 19005 Sorey Ave Phone number: 410-406-2158

Date: 12/14 Signature: [Signature] Printed Name: Roddy Russell  
Address (street, city): 11611 Highland Ave Phone number: 555 765 1574

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Date: 10/12/11 Signature: Kandi Printed Name: Tesen, Kandi  
Address (street, city): 909 W Jackson St Hermosa Phone number: 909-714-5711

Date: 12/11/19 Signature: AS Printed Name: Shane Scully  
Address (street, city): 948 3rd St Hermosa Beach Phone number: 310-944-7613

Date: 12/11/19 Signature: Syr Printed Name: Sydney Carey  
Address (street, city): 6604 Channelview Ct Phone number: 310 741-2217  
RPV

Date: 12/11/19 Signature: [Signature] Printed Name: T Ben Keri  
Address (street, city): 6816 Thornhill Ct Lakewood Phone number: 917 952-3873

Date: 12/12/19 Signature: Susa Deloaga Printed Name: Susa Deloaga  
Address (street, city): 16311 Sherwood Pl. Phone number: 708-932-4871  
Orland Park, IL 60462

Date: 12/12/19 Signature: [Signature] Printed Name: Amber Lethem  
Address (street, city): Hawthorne St Phone number: 808 294 6236

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Date: 1-8 Signature: [Signature] Printed Name: Mike Jarvis  
Address (street, city): 2467 PCH Phone number: 310-372-8421

Date: \_\_\_\_\_ Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Address (street, city): \_\_\_\_\_ Phone number: \_\_\_\_\_