



Re: Business Narrative – LA Hospitality, LLC
The Stanton HB – 844 Hermosa Avenue, Hermosa Beach, CA 90254

My name is Jason Cortes and I am the President of LA Hospitality, LLC. We are requesting an amendment to the original Conditional Use Permit (CUP) approval of the tenant space, approved by Resolution No. 10-6723, to allow the sale and dispensing of beer and wine for onsite consumption for our newest location, “The Stanton HB” at 844 Hermosa Avenue, Hermosa Beach, CA 90254. We have a licensed property, “The Stanton DTLA”, in the downtown Los Angeles area. The Stanton HB is a family restaurant, serving a variety of dishes with locally sourced ingredients.

Our newest location is 4,252 square feet in size and will seat approximately 81 patrons. Five (5) televisions will be located throughout the restaurant providing a variety of topics for families to enjoy such as current events highlights, sporting event updates, food/cooking shows, and etc.

Operational hours will be from 10:00am – 11:00pm daily.

Our proposed Hermosa Beach location will employ approximately 25-30 employees. The restaurant will have a lunch and dinner shift, employing approximately 6-8 employees during the lunch shift and 8-9 employees during the dinner shift, based on the day of the week. Because I reside in the Hermosa Beach area, I will serve as our Director of Operations handling the day to day operation of the restaurant. Also, a General Manager, Beverage Manager, and Shift Manager will be part of the management team.

The Stanton HB is a bona fide family restaurant serving globally inspired dishes, fresh baked breads, locally sourced ingredients with an emphasis on fresh seafood. Our concept is globally inspired in terms of our menu. This concept embodies the essence of a neighborhood spot. We concentrate on approachable service and customer satisfaction.

Many of the patrons, visiting our restaurant find the beer and wine to be a perfect complement to their food order. The beer and wine represent no more than 30% percent of the overall sales which will not pose any additional safety or security risks.

As longtime residents of Hermosa Beach, we are committed to keeping The Stanton HB clean inside and outside and not add anything that will disturb our community, such as live music or improper lighting. If patron-to-patron disturbances arise, the trained local police will be contacted to handle the matter without disturbance to our adjacent neighbors.

We are committed to our Hermosa Beach community.

Regards,

Jason Cortes
LA Hospitality, LLC

RAW BAR

SWEETWATER OYSTERS
strawberry. champagne vinegar. shallot.

ROCK SCALLOPS ON THE 1/2 SHELL
cucumber. radish. fresno. basil.

ALASKAN KING CRAB*
1/2 lbs steam crab, lemon & drawn butter

ALBACORE TUNA CRUDO
oro blanco. avocado. scallion. shiso. yuzu. furikake.

UNI TOAST
steelhead roe. sweet onion. meyer lemon. brioche.

CAVIAR PARFAITS
caviar, smoked salmon, potato, egg, creme fresh, basil oil

NIBBLES

BABA GHANOUSH
smoked eggplant, sumac, caper, laffa bread

TRUFFLE FONDUE*
summer black truffle. black kale. brioche toast

SMOKED MUSSELS*
citron oil. pink peppercorn. california bay. rye toast

CHICKEN DRUMS*
hoisin. cucumber. sesame. radish. chipotle.

PROSCIUTTO BREAD
aged prositto, parma cheesem, Chef Laurens herb mix

HOUSEMADE MEATBALLS
beef and pork meatballs. pomodoro. buratta |
vegan available

BISCUIT TRIO
lobster. prime rib. mushroom. meyer lemon aioli. wild arugula

THE STANTON

HB

CHEESE BOARD & CHARCUTERIE:

served with house made crustini, honey comb, tapenade, mixed nuts, dried fruits

Select 3 items \$16 Select 5 items \$24

PERAIL PAPILLON
sheep, france

PROSCIUTTO SAN DANIELE
2 year aged, DOC protected, mild and salty

HORNBACHE*
cow, switzerland

WHITE TRUFFLE
white truffle salumi & berkshire pork

CROWN CAVES "NAKED PRUNER"
sheep, new york

SMOKING GOOSE LOMO
cured pork loin, sweet, mild salt

RODOLPHE LE MEUNIER ROQUEFORT
raw sheep, france

SPANISH CHORIZO
sweet and slightly spicy

TULIP TREE TRILLIUM
cow, indiana

CAPICOLA
prized pork, fennel, coriander

CASARRIGONI TALLEGGIO
raw cow, italy

DUCK PASTRAMI*
moderately spicy, sweet and smokey duck

SOUP & GREENS

SWEET CORN*
carrot. coconut. smoked paprika. jalapeno. jicama. cilantro.

MARKET GREENS
avocado. hemp seeds. shallot. lemon. citron oil.
add any of our cheese or charcuterie meats Add Lobster or Steak

HARVEST SALAD*
spinach. arugula. red quinoa. butternut squash.
beet. walnut vinaigrette | 17

SUMMER FRUITS
mustard. pistachio. burrata. turmeric oil. mulberry vinegar.

ENTREE

LOBSTER ROLL
brioche bun. yuzu aioli. arugula. market pickles and house chips

PRIME RIB DIP
brioche bun. au jus. horseradish cheddar. chipotle aioli. market pickles and house chips.

WILD MUSHROOM RAVIOLI
house made ravioli. pecorino. parmesan. black pepper

LOBSTER RAVIOLI*
house made lobster ravioli. uni cream. chive. chipotle. eureka lemon. sorrel

FENNEL SAUSAGE PASTA
house made pappardelle. pancetta. red wine. carrot. tomato. basil 21

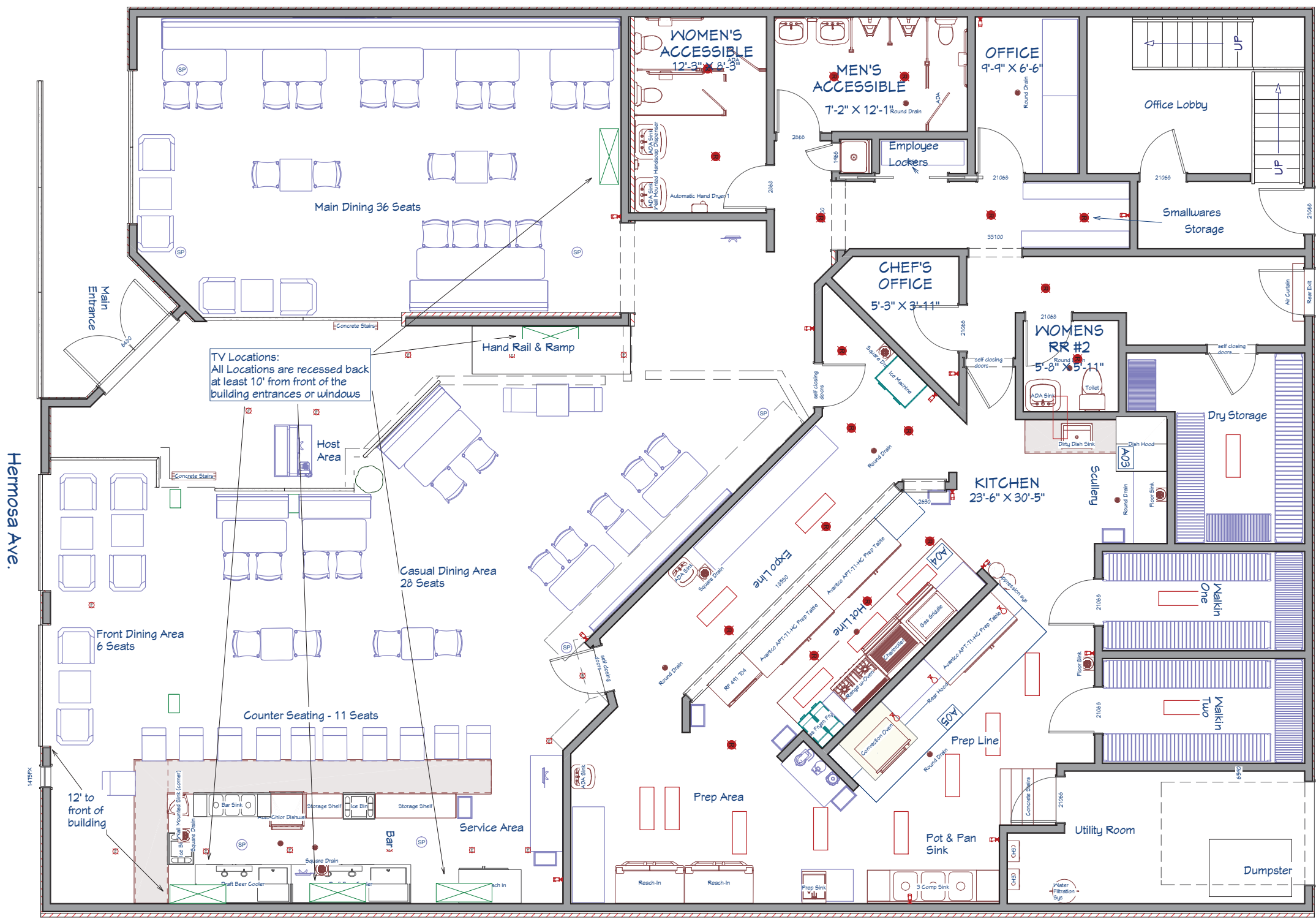
ROASTED STRIPED BASS
english sweet pea. sunchoke. artichoke. asparagus. nasturtium

CORNISH HEN
english sweet pea. sunchoke. artichoke. asparagus. nasturtium

GRASSFED PRIME RIB
au jus. seasonal flavor board. market pickles.

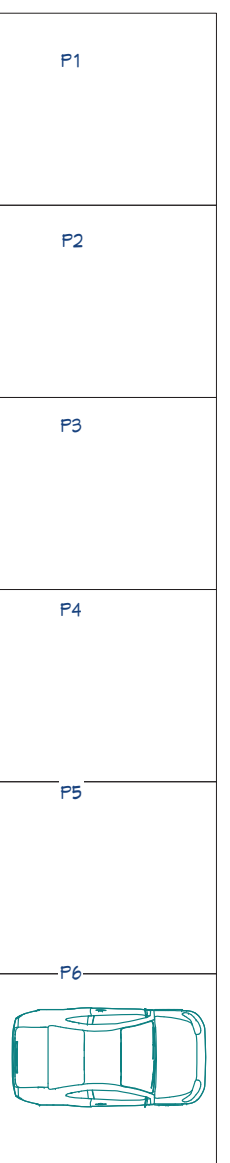
5% of the proceeds from all items marked (*), will go to a local hermosa charity program

Menu is globally influenced, but loacally sourced!



Hermosa Ave.

IN ALLEY ON PALM DRIVE
SIX PARKING SPOTS



Seating:
Casual Seating Area = 28
Front Dining Area = 6
Main Dining Area = 36

"NO EXTERIOR WORK IS PROPOSED"

NO.	DESCRIPTION	BY	DATE

The Stanton HB
844 Hermosa Ave
Hermosa Beach CA 90254

PROJECT PREPARED BY:
LA Hospitality Group
103 Pier Ave. B243
Hermosa Beach CA 90254

DRAWINGS PROVIDED BY:
LA Hospitality Group
103 Pier Ave. B243
Hermosa Beach CA 90254

DATE:

9/1/2020

SCALE:

SHEET:

A-1



