

Wil Ingram

Owner & Operator
South Bay Golf Club
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October 23, 2025

City of Hermosa Beach
Planning Department
1315 Valley Drive
Hermosa Beach, CA 90254

Subject: Request for Determination of Public Convenience or Necessity (PCN)

Dear Members of the Hermosa Beach City Council,

I am writing to formally request a Determination of Public Convenience or Necessity (PCN) for **South Bay Golf Club**, located at **1601 Pacific Coast Highway, Hermosa Beach, CA 90254**.

This request accompanies my application to the California Department of Alcoholic Beverage Control (ABC) for a **Type 40 (On-Sale Beer)** license. Because the property is located within an area identified by ABC as having an overconcentration of alcohol licenses, the City Council's approval of this PCN is required before my license application can move forward.

South Bay Golf Club is a locally owned and operated indoor golf facility that provides an accessible, year-round golf experience for the Hermosa Beach community. Offering beer service will enhance the social and recreational environment for our members and guests, promote responsible enjoyment, and further establish South Bay Golf Club as a valued community amenity.

I respectfully request the City Council's approval of this Public Convenience or Necessity determination so that South Bay Golf Club may continue to serve the community and contribute to the local economy.

Thank you for your time and consideration. Please feel free to contact me at any time with questions or for additional information.

Sincerely,

Wil Ingram

Owner & Operator
South Bay Golf Club