



City of Hermosa Beach

Civic Center, 1315 Valley Drive, Hermosa Beach, CA 90254-3885

September 11, 2024

Dung Tran
Robert's Liquor
74 Pier Avenue
Hermosa Beach, CA 90254

Subject: Report of Alcohol Violations to Planning Commission – 2023 to 2024

Dear Dung,

The Community Development Department has received communication from the Police Department indicating that alcohol-related violations at your business, Robert's Liquor, 74 Pier Avenue, constitute a continuing policing problem. Specifically, there have been several alcohol-related violations in the past eighteen months, including but not limited to:

- April 5, 2024 – California Department of Alcohol and Beverage Control conducted an undercover investigation resulting in the off-sale of alcohol to a minor, a violation of State law.
- August 2023 to Present – The Hermosa Beach Police Department conducted multiple undercover operations targeting alcohol related crimes in the downtown district. The overwhelming majority of contacts and violations were from subjects who previously purchased alcohol at Robert's Liquor (by observation or statements) prior to committing the violations. This is further supported by the business's close proximity to the downtown area, parking lots and nightlife; coupled with this location being the only alcohol retail store open past midnight and into bar closing hours.
- February 17, 2024 – Officers working an undercover operation observed a group of three juveniles exiting Robert's Liquor with open containers of alcohol. Upon being contacted by Officers, the juveniles advised they were 17 years of age and were all in possession of fraudulent California Driver's licenses, a violation of State law. Officers were able to immediately identify the identification cards as fraudulent; however, employees at Roberts Liquor appeared to be unable to distinguish the difference.
- March 2024 – The Hermosa Beach Police Department received a tip (via email) from a concerned resident about Robert's liquor and their "Continual selling of alcohol to minors."
- August 2024 – Hermosa Beach Police Department observed multiple patrons, four young adults and three minors enter Robert's Liquor and one of the adults purchased alcohol. The group later walked to their vehicle in a nearby parking lot. The four adults later patronized other establishments in the Pier Plaza area while the minors stayed in and near the vehicle with the alcohol.



Your business operates under Conditional Use Permit (CUP) detailed in Resolution #90-5357. The CUP includes conditions of approval which must be adhered to in order to maintain your CUP. Among these conditions:

- Condition of Approval 2. The establishment shall not adversely affect the welfare of residents, and/or commercial establishments nearby.
- Condition of Approval 3. The business shall provide adequate management and supervisory techniques to prevent loitering, unruliness, and boisterous activities of the patrons outside the business or in the immediate area.
- Condition of Approval 14. Any violation of the conditions and/or violation of the Hermosa Beach Municipal Code shall be grounds for an immediate revocation hearing and/or citation.
- Condition of Approval 15. The police chief may determine that a continuing police problem exists, and may authorize the presence of a police approved doorman and/or security personnel to eliminate the problem paid by the business.
- Condition of Approval 20. The Planning Commission may review this conditional use permit and may amend the subject conditions or impose any new conditions if deemed necessary to mitigate detrimental effects on the neighborhood resulting from the subject use.

At this time, the Police Department has determined a continuing policing problem exists. We are requesting that Robert's Liquor work with the City on an interim solution to minimize and deter any more alcohol-related incidents in Hermosa Beach.

Furthermore, staff may report the violations to the Planning Commission at their regularly scheduled meeting on October 15, 2024. As indicated in Section 17.70.010 of the Municipal Code, the Planning Commission may also request a public hearing to revoke all or portions of the CUP. If the CUP is revoked, the business may no longer be permitted to serve alcohol.

For your reference, we have attached the CUP for your business, and the referenced section of the Municipal Code.

Should you have any questions regarding this matter, please contact me at (310) 318-0231. Thank you.

Sincerely,

A handwritten signature in purple ink that reads 'Carrie Tai'.

Carrie Tai, AICP
Community Development Director
City of Hermosa Beach



Cc: Paul LeBaron, Police Chief
Pat Donegan, City Attorney
Landon Phillips, Police Captain
Mick Gaglia, Police Lieutenant
Guy Dove, Police Sargent
Alexis Oropeza, Planning Manager
Guillermo Hobelman, Building and Code Enforcement Official

File: 74 Pier Avenue

Attachments:

Conditional Use Permit (Resolution # 90-5357)

Municipal Code Section 17.70.010