



**Honorable Mayor and Members of the Hermosa Beach City Council**

**REQUEST FOR A PUBLIC CONVENIENCE OR NECESSITY DETERMINATION FOR A DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL LICENSE TYPE 42 (ON-SALE BEER & WINE) FOR THE DECK AT 1272 THE STRAND**

**CEQA:** Determine that the project is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of the CEQA Guidelines.  
(Community Development Director Alison Becker)

---

**Recommended Action:**

Staff recommends City Council:

1. Find that the action is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of the CEQA Guidelines;
2. Determine that the issuance of a liquor license at The Deck, located at 1272 The Strand, will serve Public Convenience or Necessity and would not tend to create a law enforcement problem;
3. Grant the application for determination of Public Convenience or Necessity for the sale of alcoholic beverages, beer only, for on-sale consumption at The Deck, located at 1272 The Strand; and
4. Instruct City staff to transmit this determination to the California Department of Alcoholic Beverage Control as required findings under Business and Professions Code Section 23958.4.

**Executive Summary:**

The following is a request for a Public Convenience or Necessity (PCN) determination for a California Department of Alcoholic Beverage Control (ABC) license Type 42 for on-sale alcohol, beer and wine only, at 1272 The Strand. The PCN finding is required by ABC.

**Background:**

The subject site, 1272 The Strand is located between The Strand and Beach Drive. The site is designated as Recreational Commercial (RC) and is located within the Downtown Commercial Zone (C-2). The subject site is located within the Coastal Zone. On April 24, 1972, the Planning Commission approved a Conditional Use Permit (CUP) to allow on-sale consumption of alcoholic beverages, beer and wine only, subject to conditions of approval (**Attachment 1**). The Poop Deck operated from this location until 2021.

Following a period of vacancy, The Deck opened as an alcoholic beverage establishment, serving alcoholic beverages, beer, and wine only in July 2025. The business reopened under the existing CUP utilizing a catering license from the Department of ABC to legally sell alcohol.

On December 11, 2025, the business filed an application with the Department of Alcoholic Beverage Control to obtain an ABC Type 42 (On-Sale Beer and Wine) license for the sale of alcohol from the location. On January 21, 2026, The Deck, submitted a letter requesting that the City Council make a determination that the operation of a bar with a California Alcoholic Beverage Control (ABC) Type 42 (On-Sale Beer and Wine) license, operating 10:00 a.m. to 2:00 a.m. daily, is of “public convenience or necessity” (**Attachment 2**).

***Past Planning Commission Action***

Meeting Date	Description
April 24, 1972	The Planning Commission approved a Conditional Use Permit allowing the on-sale consumption of alcoholic beverages, beer and wine only.

**Analysis:**

The California Department of Alcoholic Beverage Control (ABC) regulates alcohol sales licensing under Section 23958 of the California Business and Professions Code (BPC). ABC has the authority to deny a license if the issuance of that license would either be located in a district where there is a 20 percent greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency; or (2) the ratio of off-sale/on-sale retail licenses to population in the census tract or census division in which the applicant’s premises is located exceeds the ratio of off-sale/on-sale to population set forth by state law resulting in an “over-concentration.”

Per Section 23958.4(b) of the BPC, licenses may be approved in cases where the aforementioned criteria are exceeded if the local jurisdiction makes a determination of “public convenience or necessity.” A jurisdiction may choose to allow additional alcohol sales in an area where there is an overconcentration by deciding on “Public Convenience or Necessity”. If a PCN is not issued by the City the business can file an appeal. However, ABC generally does not issue a license that is contrary to a City’s determination.

The subject property, 1272 The Strand, is located within Census Tract 6210.05. According to ABC, this tract is currently authorized for a maximum of six (6) on-sale alcoholic licenses based on its population; however, there are currently twenty-eight (28) licenses held within the tract (**Attachment 3**). The twenty-eight (28) on-sale licenses within Census Tract 6210.05 follow:

ABC License Establishment Within Census Tract 6210.05		
Address	Business Name	ABC License Type
117 Pier Avenue	Steak and Whiskey	Type 47
1200 Hermosa Avenue	Hermosa Sushi Bar	Type 47
1220 Hermosa Avenue	Ryla	Type 47
1238 Hermosa Avenue	Atta Girl	Type 47
1286 The Strand	Good Stuff on The Strand	Type 41
1300 The Strand	The Beach House	Type 70
1314 Hermosa Avenue	Japonica Sushi	Type 41
1320 Hermosa Avenue	Tacos El Goloso Cantina	Type 47
1332 Hermosa Avenue	Decadence	Type 47
1332 Hermosa Avenue	Pedones Pizza	Type 47
1332 Hermosa Avenue	Underground Pub and Grill	Type 41
1342 Hermosa Avenue	Hermosa Brewing Company	Type 41
1429 Hermosa Avenue	H2O Hermosa Hotel	Type 70
1501 Hermosa Avenue	Vin Folk	Type 41
19 Pier Avenue	Playa Hermosa Fish and Oyster Co.	Type 47
200 Longfellow Avenue	La Penita	Type 41
25 22 <sup>nd</sup> Street	Martha's 22 <sup>nd</sup> Street Grill	Type 41
26 22 <sup>nd</sup> Street	The Bottle Inn	Type 41
2620 Hermosa Avenue	Slay Hermosa	Type 41
2626 Hermosa Avenue	North End Bar and Grill	Type 47
3-11 Pier Avenue	Vista	Type 47
337 Pier Avenue	El Tarasco	Type 41
37 14 <sup>th</sup> Street	La Playita	Type 47
39 Pier Avenue	Palmilla Cocina Y Tequila	Type 47
425 Pier Avenue	Hook and Plow	Type 47
429 Pier Avenue	Stecca	Type 41
49 Pier Avenue	Tower 12	Type 47
73 Pier Avenue	Brews Hall	Type 47

**Note:** All ABC licenses have been mapped according to the census tract boundaries established by the U.S. Census Bureau.

If public convenience or necessity is determined, then The Deck would hold the twenty-ninth ABC on-sale license in this tract. City staff consulted with the Hermosa Beach Police Department regarding the applicant's request for a PCN determination. The Hermosa Beach Police Department does not oppose a PCN determination and has provided recommended conditions on the ABC license. The recommended conditions are for ABC to accept, deny or modify as part of their licensing process. The conditions were shared with the applicant by the Police Department (**Attachment 5**). Any conditions on the ABC license would not alter the CUP for 1272 The Strand (**Attachment 5**). In the

event of any conflict between conditions, the applicant must adhere to the more stringent requirement. Finally, it is at ABC's discretion as to whether a license for alcohol sales would ultimately be issued and whether the recommended conditions would be incorporated into the license.

**Applicant's Request:**

In the applicant's Public Convenience or Necessity request letter (**Attachment 2**), the applicant states that the proposed alcohol sales are intended to enhance the social and recreational environment for their members and guests and further the establishment as a valued community amenity. Per the City's General Plan (PLAN Hermosa), the establishment is located within the Downtown District, which is a primary social and commercial activity center in the City. The Downtown District is to serve as a centralized location for social gatherings and recreational activities for residents and visitors. The proposed on-sale service and consumption of alcoholic beverages, specifically beer and wine only, would provide an additional amenity and serve both residents and visitors.

**Environmental Analysis:**

The proposed PCN determination is a project subject to the California Environmental Quality Act (CEQA) and qualifies for an exemption from CEQA pursuant to Section City of Hermosa Beach | Page 3 of 3 15061(b)(3) (Common Sense Exemption) of the State CEQA Guidelines (Chapter 3 of Division 6 of Title 14 of the California Code of Regulations). The activity is covered by the Common Sense Exemption, which states that CEQA applies only to projects that have the potential for causing a significant effect on the environment. There is no possibility that the proposed PCN finding would have a significant effect on the environment; therefore, the activity is not subject to CEQA. No special circumstances exist that the proposed change would create a significant adverse effect on the environment (i.e. no sensitive species or habitats, no hazardous sites, no scenic highways, no historic resources, etc.).

**Fiscal Impact:**

There is no fiscal impact associated with the recommended actions.

**Attachments:**

1. City of Hermosa Beach Planning Commission Resolution 154-834
2. The Deck Public Convenience or Necessity Request Letter
3. Map of ABC Licenses within Census Tract 6210.05
4. California Business and Professions Code
5. Hermosa Beach Police Department Letter

**Respectfully Submitted by:** Johnny Case, Assistant Planner

**Concur:** Alexis Oropeza, Planning Manager

**Concur:** Alison Becker, AICP, Community Development Director

**Approved:** Steve Napolitano, City Manager