

From: [Kathy Knoll](#)
To: [Planning](#); [Alexis Oropeza](#)
Cc: [Bonetánica](#); [Steve Napolitano](#)
Subject: The Deck 2 LLC, 1272 the Strand. Hermosa beach.
Date: Wednesday, January 21, 2026 1:28:40 PM

Jan 21, 2026

To City Planning Dept,

We are writing in support of our application and Public Convenience or Necessity (PCN) request for the continuation of our ABC Type 42 beer and wine license for **The Deck**, located directly on The Strand in Hermosa Beach.

The Deck is truly an *iconic beach bar* and a treasured part of the Hermosa history and community. There are very few (if any) Type 42 licenses located directly on the sand in the Beach Cities, and The Deck is proud to be one of them. Our unique beachfront location provides a one-of-a-kind experience that cannot be replicated elsewhere—where locals and visitors alike gather to watch the sunset, feel the ocean breeze, and celebrate the Southern California beach lifestyle.

As you know, we were the previous owners of The Deck from 2014 to 2021 until closing because of Covid. For seven years, we worked tirelessly to keep this historic bar alive, thriving, and welcoming to everyone. The Deck is not just a bar—it is a **community hub**. On any given day you'll find:

- Long-time Hermosa “old timers”
- Young adults celebrating their 21st birthdays
- Volleyball players fresh off the sand
- Local residents
- Tourists experiencing Hermosa for the first time.

When we were previously open and over this past summer, we hosted numerous parties for local residents - birthdays , engagement parties, volleyball tournaments, charities, fundraisers, holidays parties - (including the HB / LA Fire dept holiday party). The Deck is the perfect venue for those milestone celebrations and community gatherings.

Our reopening on **July 4th** this past summer demonstrated the overwhelming community support we have. At **10:00 AM**, more than **100 people were already lined up**, eager to celebrate the holiday and return to a place they truly love. That kind of response speaks volumes about what The Deck means to this city.

Over the years, countless people have shared stories with us about how their first visit to Hermosa Beach involved stopping at the old *Poop Deck*, having a drink, watching the sunset, and falling in love with the beach lifestyle. Many have told us that experience was a deciding factor in **moving to Hermosa Beach** and making it their home. That is the power of a local establishment that captures the spirit of this city.

We are committed to operating responsibly, maintaining a safe and welcoming environment, and continuing to be a positive contributor to the Hermosa Beach community. Approving this PCN supports a long-standing local business that brings people together and preserves the authentic culture that makes Hermosa Beach so special.

Thank you for your time, consideration, and continued support of local businesses. We are grateful for the opportunity to continue serving our community and keeping this beloved beachfront destination alive.

Warm regards,
Kathy Knoll and Jeff Bonafede
The Deck 2 LLC

Kathleen Knoll

