



HERMOSA BEACH POLICE DEPARTMENT

MEMORANDUM

To: Community Development Director Alison Becker

From: Chief Landon Phillips

Date: February 17, 2026

Re: Public Convenience or Necessity determination for 1272 The Strand

The Hermosa Beach Police Department (HBPD) is aware of an application for a Type 42 (On-sale beer and wine) license for 1272 The Strand (The Deck). Due to an over-concentration of similar license types in the area, the California Department of Alcoholic Beverage Control (ABC) requires a determination of Public Convenience or Necessity (PCN) by the local governing body.

Background Information:

The downtown Hermosa Beach area includes Reporting District (RD) B105 and B106. B105 is the area from 10th Street to Pier Ave., and from The Strand to Manhattan Ave. B106 is the area from Pier Ave. to 14th Street, and from The Strand to Manhattan Ave. B105 and B106 combined equals 1.58% of the total area of the city. This relatively small area of the city consists of multiple late-night alcohol serving establishments. The Deck is located within B106.

HBPD receives approximately 25,000 Calls For Service (CFS) each year. Approximately 18% of all CFS are generated from the downtown Hermosa Beach area. The most common days for CFS are Friday, Saturday and Sunday. The most common time among all the days for CFS in the downtown Hermosa Beach area is between 8:00pm – 4:00am. This is a direct correlation to the late-night, alcohol serving establishments.

Common CFS in the downtown Hermosa Beach area include Assault, Public Intoxication, Urinating in Public, and other quality of life issues. HBPD also makes numerous DUI arrests each year and many of those arrests are people leaving the downtown Hermosa Beach area.

HBPD is concerned that an additional ABC license in the downtown Hermosa Beach area will contribute to increased issues related to Assault, DUI driving, and other public nuisance issues.

HBPD has discussed these issues with the owners of The Deck, and representatives from ABC. Owners of The Deck, and their business partners, have expressed their desire to mitigate these concerns and to be good partners with the city.

Recommendations:

HBPD supports the PCN if The Deck is willing to mitigate some of the public safety concerns. HBPD is making the following recommendations as conditions on the ABC license. These are only recommendations and ABC may accept, deny, or modify any conditions they place on the ABC license. Any conditions on the ABC license do not affect the Conditional Use Permit (CUP) for 1272 The Strand.

Recommended conditions:

- A manager who is aware of the conditions of this ABC license shall be on the premises during business hours. The ABC license shall be maintained on the premises in a location where employees can easily read the conditions.
- The permitted hours for alcohol sales/service for the enclosed area shall be 10am to 12am (midnight), Sunday through Thursday. The permitted hours for alcohol sales/service for the enclosed area shall be 10am to 1am, Friday and Saturday. The permitted hours of alcohol sales/service for the open patio area shall be 10am to 10pm daily.
- The following signs shall be posted in a conspicuous location in a readily visible manner, warning patrons of the illegality of selling alcoholic beverages to persons under twenty-one years of age, loitering and drinking within the public realm, and removing alcoholic beverages from the premises, and carrying:
 - a. “California State Law prohibits the sale of alcoholic beverages to persons under twenty-one years of age”
 - b. “No Loitering or Public Drinking”
 - c. “It is illegal to possess an open container of alcohol in the vicinity of this establishment”
- Management shall successfully complete ABC Licensee Education on Alcohol and Drugs (LEAD) training and Responsible Beverage Servers Training, or equivalent as determined by Chief of Police. All employees engaged in the sale or service of alcoholic beverages shall complete Responsible Beverage Service Training, or equivalent as determined by the Chief of Police. The business shall maintain records that management and employees have participated in the required trainings. Records shall be maintained for two years after training.
- All alcoholic beverages shall be served in non-disposable drinkware.
- No games or contests requiring or involving the consumption of alcoholic beverages shall be allowed.
- No alcoholic beverages shall be sold from any temporary locations on the premises such as ice tubs, barrels, or any other containers.
- The business shall not adversely affect the welfare of the residents, and/or commercial establishments nearby.
- The establishment shall be limited to entertainment, or live entertainment which is permitted by the Hermosa Beach Municipal Code.
- The business shall prevent loitering, unruliness, and boisterous activities of the patrons outside the business or in the immediate area.

- The business shall install and maintain a video surveillance system that monitors within the interior of the business and the immediate area. The video system must be capable of delineating on playback the activity and physical features of persons and areas within the premises and immediate area. Recordings shall be retained for a minimum of sixty (60) days, and video will be available to Hermosa Beach Police Department and/or Department of Alcoholic Beverage Control upon request. All video security cameras shall be installed to the satisfaction of the Chief of Police. At the discretion of the Chief of Police, Licensee may be required to add additional video cameras.
- The exterior of the business shall be maintained in a neat and clean manner and maintained free of graffiti at all times. The removal of all graffiti from the walls, fences, pavement, or buildings within twenty-four hours of discovery of its appearance on the property is required.
- A Manager shall obtain an approved permit from the City for any event or promotional activity outside the normal operating characteristics of the approved use, as conditioned, or that would attract large crowds, including any form of on-site media broadcast, or any other activities as specified in the Hermosa Beach Municipal Code to require such permits.
- Any changes to the interior or exterior layout which alter the primary function of the business shall be subject to review and approval by the Hermosa Beach Planning Commission. Minor modifications that do not alter the primary function of the business, such as moving furniture for specific events, may be approved by the Hermosa Beach Community Development Director and/or Chief of Police. Minor modifications shall not be made to accommodate a greater occupant load.