



HERMOSA BEACH  
CHAMBER *of* COMMERCE  
*and* VISITORS BUREAU

Sept 19, 2023

City of Hermosa Beach  
1315 Valley Drive  
Hermosa Beach CA 90254

RE: Rockefeller's CUP Modification Application

Dear Planning Commission,

The Hermosa Beach Chamber of Commerce and Visitors Bureau is recommending that Rockefeller be granted the requested modification to their conditional use permit. Doing so is beneficial to the resident community, visitors, and surrounding businesses.

In 2011 Rockefeller took over the old Ragin' Cajun space, which gave them tall shoes to fill. Since then it has become a loved and appreciated part of the community, known for good food and a safe, family-friendly environment.

Granting Rockefeller a type 47 license has no anticipated negative effect on the area. Its location on upper-Pier appeals to community members and visitors that are not looking for a party experience. Their neighbors across the street, Hook and Plow, have shown that adding a liquor license to upper-Pier does not change their customer demographic. Rockefeller's intent is to provide patrons with expanded beverage options so its customers do not have to go to the Plaza to get the cocktail they want with their meal.

Co-owner Chris Bredesen has recently taken over operations. He and his family have demonstrated a deep connection to the community and are invested in the area's success. They have been good neighbors and operators and intend to be part of the fabric of Hermosa for the coming decades.

Best regards,

Advisory Committee Members  
Board of Directors  
Hermosa Beach Chamber of Commerce and Visitors Bureau