

## CONDITIONAL USE PERMIT – ALCOHOL (CUB)

**LOCATION:** 1607 Pacific Avenue  
Venice, CA 90291

**REQUEST:** Code Section 12.24.W1, Type 41

1. **ADDITIONAL RADIUS MAP REQUIREMENTS.**

**LIST OF THE FOLLOWING USES within 600 feet:**

**(1) Residential uses and type**

Proposed site stands squarely in a C2-1-CA community commercial zone.

*North*

Nearest residential use, RD1.5-1, is four blocks north, consisting of multi-use residential occupancy. Additionally, two hostels are located on the north side of Windward Avenue, across from the proposed site, within the C2-1-CA zone.

*South*

Nearest residential use, RD1.5-1-0, is two blocks south, consisting of two-story apartment buildings. Beyond that (Ownership 40) to the southeast is zoned R3-1-0 and is developed with a one-story auto repair business. Additionally, a hotel resides one block to the south, within the C2-1-CA zone.

*East*

Nearest residential use, RD1.5-1-0, is 600 feet to the east, consisting of two-story apartment buildings.

*West*

No residential use before the state of Hawaii.

**(2) Churches**

None/Not Applicable

**(3) Schools, including nursery schools and child-care facilities**

None/Not Applicable

**(4) Hospitals**

None/Not Applicable

**(5) Parks, public playgrounds and recreational areas**

The ocean is two blocks to the west of the project's location.

(6) ***Establishments dispensing, for consideration, alcohol beverages for consumption on or off premises***

Five establishments operating with full liquor licenses are within 600 feet:

- Danny's Venice Beach Bistro & Bar
- Townhouse Cocktails
- High (Hotel Erwin)
- Nikki's
- Hama Sushi

2. **ADDITIONAL DOCUMENTS ON THE PROJECT.**

Please see attached documents.

3. **ADDITIONAL INFORMATION/FINDINGS:**

a. **Describe briefly how the proposed project will be proper in relation to adjacent uses or the development of the community.**

The applicant's plans for renovations at the project's site will deliver an upscale establishment to occupy the long-vacant space and result in further re-development of the community. The project will serve as a refreshing, appealing addition to the area, providing another desperately needed food and beverage option for the throngs of visiting tourists and locals alike.

b. **Why does applicant believe the location of the project will be desirable to the public convenience and welfare?**

The venue is located at the corner of Pacific Avenue, a secondary highway and the first major road parallel with the ocean, and Windward Avenue, a collector street dedicated 85 feet in width and extending one block west, culminating in a dead end at the beach. Therefore, the property enjoys extremely convenient beach and surface street access and is positioned in a historic, high-traffic area of Venice. With the project positioned in such a vibrant commercial corridor, the community will benefit from this type of proposed use as nothing similar exists in the vicinity. These factors result in a location providing a public convenience to existing and potential patrons who are attracted to the area, day or night. Our requested hours of operation, noon to 2 am, are standard within the Venice Beach community and its surrounding area. The venue will cater to clientele seeking a more sophisticated experience and ambiance. Public convenience will be well-served by the applicant's selection of beer and wine, a small plates menu created by a celebrated chef, offered an inviting, upscale atmosphere where locals and tourists alike can enjoy such proximity to the beach.

c. **Describe how the proposed project will not be detrimental to the character of development in the immediate neighborhood and will be in harmony with the various elements and objectives of the General Plan.**

The proposed project will not be detrimental to the character of development in the neighborhood and will be in harmony with the various elements and

objectives of the general plan. The applicant intends for the project to raise the profile of its immediate neighborhood, which is currently the last area of Venice to undergo a re-development. The venue will supply a direly needed upscale food and beverage establishment on the historic Windward & Pacific intersection, complementing the recently opened Hotel Erwin, a high-end boutique hotel that resides one block south.

**d. Will the approval of the Conditional Use at this location adversely affect the economic welfare of the community? Why?**

The approval of the Conditional Use will not adversely affect the economic welfare of the community; on the contrary, it will contribute to the financial health of the property and improve the economic vitality of the area significantly.

Currently, the building housing the proposed establishment is 75% vacant. The project will be the cornerstone of raising the building's commercial profile and spur further economic investment on its adjacent properties. The addition of a first-rate wine bar and restaurant will contribute heavily to the livelihood of the surrounding district, as well as complement the other local eateries and businesses. Whenever possible, all of our products and vendors will come from local establishments (i.e. local farmer's markets, bakeries, and service providers). This project will not only provide additional revenue for the city but provide additional jobs for the community.

**e. Will the approval of the Conditional Use result in or contribute to an undue concentration of such establishments? Why?**

The approval of the Conditional Use will not result in or contribute to an undue concentration of such establishments; the proposed establishment is proper in relation to adjacent uses and the development of the community. Despite possible concerns regarding the over-concentration of on-site liquor licenses, the main impetus for our establishment is to provide a direly needed option to locals and tourists alike. The project's classic Venice design aesthetic, specialization of wine and food paring, and casually elegant environment is not duplicated in any of the other surrounding bars or restaurants within a third of a mile (12-16 blocks) radius.

**f. Will the approval of the Conditional Use detrimentally affect nearby residentially zoned properties? Why?**

In no way will the project detrimentally affect the surrounding residentially zoned properties. The area of the project is zoned C2-1-CA. Currently the abutting/surrounding properties consist of a tattoo parlor, a clothing store, a Mexican take-out stand, a mom-and-pop mini convenience store (no alcohol), a mom-and-pop coffee shop, and a Subway. The project's leased parking is located 244 feet west toward the ocean, still well within the commercial zone. All patron foot traffic will be dissipated through three main roads and roughly a dozen side streets.

- g. What are the proposed hours of operation and which days of the week will the establishment be open? What are the proposed hours of alcohol sales?**

The project's planned hours of operation are noon to 2 am, seven days a week; alcohol will be sold during all hours of operation.

- h. What is the occupancy load as determined by the Fire Department (number of patrons)? What is the proposed seating in all areas?**

The occupancy load is 68, and the proposed seating is 48. Please see attached furniture plan for a layout of the space.

- i. Is parking available on the site? If so, how many spaces? If spaces are not available on the site, have arrangements been made for off-site parking by lease or covenant? Where? How many off-site spaces?**

Arrangements at a 44-space lot have been made during the hours of operation, seven days a week, 365 days a year. In addition, per the Coastal Specific Plan, seven spaces have been leased for the sole use of the establishment's patrons. The parking lot's physical address is 29 Windward Avenue, Venice, CA 90291. The lot is 244 feet from the project.

Furthermore, please examine the accompanying document labeled "Parking Options Around Dry Tour." Please note multiple additional parking options during main business hours (late afternoon/evening). Demand for these parking options is so low that most are open and unmanned during those hours, thereby providing additional options.

- j. Is there to be entertainment such as a piano bar, jukebox, dancing, live entertainment, movies, etc.? (Specify?) (On-site only)**

The establishment will not feature a piano bar, jukebox, dancing, or live entertainment. The applicant is currently working with the Venice Historical Society to obtain some rare videos/movies of Venice from the turn-of-the-century era. These videos would be played on the sole television as a way of showcasing the historical aspect of the building (as the structure was originally built in 1905) and city. There will be no current films shown or any "movie nights" held at the establishment. There will be incidental music playing from an iPod to add ambiance; however, the volume will be kept low enough as not to impede a normal conversation.

- k. Is a full line of alcoholic beverages to be served or just beer and wine?**

Type 41 – Beer and Wine/Restaurant.

- l. Will cups, glasses or other similar containers be sold which might be used for the consumption of liquor on the premises? (Off-site only)**

No cups, glasses or other similar containers will be sold.

- m. If a cocktail lounge is to be maintained incidental to a restaurant, the required floor plans must show details of the cocktail lounge and the separation between the dining and lounge facilities. (On-site only)**  
No cocktail lounge will be maintained incidental to the restaurant.
- n. Has the owner or lessee of the subject property been suspended from the sale of alcoholic beverages on the subject property or fined by the Alcoholic Beverage Control Department (ABC) in the last 365 days and if so, for what reasons?**  
No, neither the owner nor lessee of the subject property has been suspended from the sale of alcoholic beverages on the subject property or fined by the ABC in the last 365 days.
- o. Will video game machines be available for use on the subject property and if so, how many such machines will be in use?**  
No video game machines will be available for use on the subject property.
- p. Will you have signs visible on the outside that advertise the availability of alcohol?**  
The restaurant will strictly adhere to stated guidelines governing advertisement of the availability of alcoholic beverages. The only outside notice indicating availability of alcohol will be the posted menu.
- q. Will alcohol be sold without a food order? Will there be a kitchen on-site as defined in Section 12.03 of the Los Angeles Municipal Code?**  
Patrons will have the option to order alcohol without a food order. Per Section 12.03 of the Los Angeles Municipal Code, the project will maintain an on-site kitchen that will remain open during all business hours.
- r. Will beer or wine coolers be sold in single cans or will wine be sold in containers less than 1 liter (750 ml)?**  
Yes, beer will be sold in single cans and wine will be sold in containers less than 1 liter (750 ml).
- s. Will “fortified” wine (greater than 16% alcohol) be sold?**  
No “fortified” wine will be sold.
- t. Will off-site sales of alcohol as a secondary use to on-site sales occur (i.e. take out)?**  
There will be no off-site sales of alcohol.
- u. Will discount alcoholic drinks or a “Happy Hour” be offered at any time?**  
Due to the nature of handcrafted beers and the plethora of wines made annually, it is fitting to offer patrons discounts on seasonal beverages and food pairings. Under those guidelines, limited “Happy Hour” options would be available to allow patrons to explore the wide variety of seasonal food and beverage options.

This would include, but is not limited to, discounts on seasonal varieties of both beer and wine and the pairing of those respective beverages with items from the small plates menu (per the chef, the beer and wine list shall change quarterly and the menu seasonally). For clarification, this is not “Two-For-One”-style “Happy Hour,” but rather minor discounts of approximately \$1-\$3 off featured wine or food items. “Happy Hour” would be offered from 5 pm-7 pm, Monday through Friday.

Due to the nature of the establishment and the types of food and beverages offered, this will not negatively impact the community, nor will it lead to excessive or “binge” drinking.

- v. **Will security guards be provided and if so, when and how many?**  
Applicant will work with the Los Angeles Police Department to ensure that safety standards and ABC guidelines are adhered to.
  
- w. **Will alcohol be allowed to be consumed on any adjacent property under the control of the applicant?**  
No alcohol will be allowed to be consumed on any adjacent property under the control of the applicant.
  
- x. **Will the gross sale of alcohol exceed the gross sale of food items on a quarterly basis?**  
Due to the price points of fine wine and premium beers, it is conceivable that the gross sale of alcohol could exceed the gross sale of food items on a quarterly basis.
  
- y. **Provide a copy of the proposed menu if food is to be served.**  
Attached is a sample menu and biographical information on the chef.
  
- z. **How many employees will you have on the site at any given time?**  
Approximately six to ten employees will be on site at any given time.
  
- aa. **What security measures will be taken including:**
  - (1) ***Posting of Rules and Regulations on the premises.***  
Applicant will adhere to all city and state guidelines in regards to posting Rules and Regulations on the premise.
  
  - (2) ***To prevent such problems as gambling, loitering, theft, vandalism and truancy.***  
Applicant will work with the Los Angeles Police Department to ensure that safety standards and ABC guidelines are adhered to.
  
  - (3) ***Will security guards be provided and if so, when and how many?***

Applicant will work with the Los Angeles Police Department to ensure that safety standards and ABC guidelines are adhered to.

**(4) Other measures.**

**bb. Will there be minimum age requirements for patrons? If so, how will this be enforced?**

During all hours of operation, the state's guidelines for serving alcohol will be strictly adhered to.

**cc. Are there any schools (public or private and including nursery schools), churches or parks within 1,000 feet of your proposed business? Where?**

No, there are no schools (public or private and including nursery schools), churches or parks (save for Venice State Beach) within 1,000 feet of the proposed business.

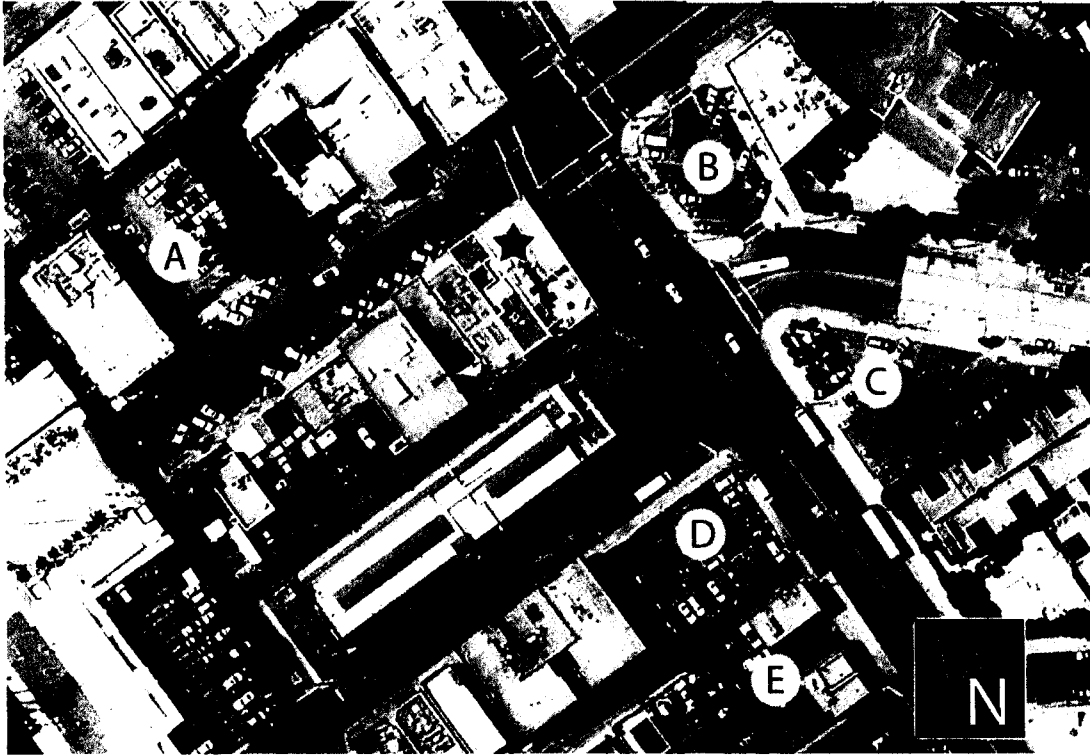
**dd. For massage parlor or sexual encounter establishment applicants: are there any other adult entertainment businesses within 1,000 feet of your proposed establishment (i.e. adult arcade, adult bookstore, adult cabaret, adult motel, adult motion picture theater, adult theater)?**

N/A

**ee. For off-site sales, where will the alcohol be stored and displayed (indicate on floor plan)?**

N/A

## Parking Options Around Dry Tour



A – 244 feet from Dry Tour. Legal address: 29 Windward Ave, Venice, CA 90291  
Parking lot, 44 space capacity (54 with Valet).

B – 131 feet from Dry Tour. Legal address: 1608-1610 South Pacific Ave, Venice, CA 90291 (APN 4238014900, Tract 10201). City lot with metered parking.

C – 221 feet from Dry Tour. Legal address: 100 East Venice way, 1620 South Pacific Ave, Venice, CA 90291 (APN 4238014010, Tract Rafael and Andres Machado). Non-working gas station used as a parking lot. 30 space capacity (36 with valet).

D - 192 feet from Dry Tour. 17<sup>th</sup> Street parking lot, legal address: 1709, 1711 South Pacific, 30, 32, 36, 40, 44, 46, 50 17<sup>th</sup> Street, Venice, CA 90291 (APN 4226010021, Tract Venice of America). 39 parking spaces (54 with valet).

E – 331 feet from Dry Tour. Legal address: 27 East 18<sup>th</sup> Street, 1715 South Pacific Avenue, Venice, California 902917. 22 parking spaces (30 with valet)