

P.B. Shore Club Proposed Open Air Deck

PBSC is planning to construct an open air deck on the south side of our building that will cover the area between our building and Joe's Crab Shack. The deck will be on the second level above the parking lot and have ingress/egress from our existing building only. There will be an exit staircase on the north east corner of the deck that connects to our existing stairs. The total size of the deck will be approximately 1850 square feet. The initial estimated occupancy of the deck will be 126 people. In order to give a complete picture of why we want to do this and how we feel that it will put us on a level playing field with other restaurants in the area please consider the following:

Virtually every other restaurant and bar in our proximity has an outdoor area of some kind. These include PB Ale House, Firehouse, Joe's Crab Shack, Green Flash, Open Bar, Tower 23, Nick's, Hooter's (Beachwood), Gringo's, Miller's Field, Moondoggies, PB Bar and Grill, etc, etc. Unlike many of these establishments, we are NOT planning on having any amplified music or live entertainment on our deck and will NOT seek permission to do so. Additionally, the deck will be design so that any noise that does emanate from it is directed to the west.

We have already received approval from the PB Planning Commission and have initial approval from the Coastal Commission. Our neighbors, including the Ocean Park Inn Hotel to the north and the Beach Cottages to the south are in support of our expansion and welcome the additional traffic to this area of the beach which they feel is the entertainment hub of PB. Further, the City of San Diego has agreed that the property is a mixed use parcel and has approved the expansion and the parking thereto based on that criteria.

In terms of economic benefit to the community, PBSC paid in excess of \$356,000.00 in sales tax revenues to the City and State in 2009. Obviously, we hope to generate additional revenue from the use of the deck and therefore we would be contributing even more revenue to the City and State and given the overall economic distress that they are both experiencing currently, we feel that this would be a good thing for everyone.

In terms of community involvement, PBSC has been very active in helping out wherever we can and I would put our level of community involvement up against any other restaurant in PB and

feel confident that we meet or exceed their efforts. Last year and this year, we have contributed or are contributing the following:

- Donated \$5000.00 in 2008 to the PB Christmas Parade ensuring that it could go on as scheduled.
- In 2009 we held our 2nd Annual charity golf event that raised in excess of \$7000.00 for the Susan G. Komen Breast Cancer Fund for the second straight year. In June of 2010 we raised over \$10,000.00
- In 2009 we donated \$2500.00 to Parks & Recreation to buy trash cans for the beach over the 4th of July weekend and another \$2,500.00 this year in 2010
- Donated \$250 PB Town Council for graffiti removal and will supply 15 volunteers to help out with this year's effort.
- Volunteered at and participated in Beachfest 2009 and were awarded "Best Fish Tacos in PB" and will do so again this year.
- Sponsor of and volunteers to work the Bocce Ball Tourney
- Volunteered at PBTC Beach clean ups-over 30 of our employees were there this January
- PBSC gave away over 1000 tacos at both UCSD and SDSU for their RADD Designated Driver Program events at a cost to us of over \$3000.00
- We sponsor the Enforcers football team which is made up of SDPD and SDFD members.
- We donate regularly to the Hospitality Task Force which goes directly to Pacific Beach.
- We donated \$1,000.00 to San Diego Veterans to buy turkeys for Thanksgiving 2009.
- We have hosted numerous socials for various PB committees and civic groups including the PB Town Council Sun Downer events.

We currently employ over 60 people at PBSC. We pay good wages and offer benefits to our full time staff. The completion of the deck will require us to hire approximately 20 additional employees further helping the community by putting good people to work. Additionally, the deck will accommodate our smoking patrons that currently have to go down the ground level in order to smoke. This will eliminate some congestion and make trash pick easier and more concise.

Overall, we feel that the deck is a natural extension of our concept and in line with the uses of all of the other restaurants and bars in the adjacent area. In fact, PB Ale House has received permission to expand their service hours on their patio within the last few months. We are very cognizant of the concerns of the community surrounding any new liquor licenses but this is an expansion of an existing licensed premises and we are very responsible operators, have had little or no incidents attributed to us in nearly 3 years of being in business, take an extremely active role in the community and generate a significant amount of tax revenues for the City and State. Given the fact that nearly every other operation in every direction from us has outdoor patio space, we feel that we should be able to compete with them on an equal footing. That said, we appreciate your time in considering our request and hope that you will agree with us and grant us your approval for the deck.

Thank you,

PB Shore Club Owners



Dear Pacific Beach Town Council,

I am the Project Manager of the RADD California Coalition. RADD is funded by the Office of Traffic Safety and was formed in 2004 to engage business, hospitality, media and state government leaders in a forum to utilize marketing techniques, science-based programs and lifestyle solutions to reduce deaths and injuries among ages 21-34 on California's roads.

I am writing on behalf of the Shore Club Restaurant, to express our deepest thanks for all the generosity, time, and energy they have shown our college campuses and communities. They have exemplary mandatory alcohol policies in all areas of running their business. All staff and security must be trained in a certified alcohol prevention program, as well as sexual assault prevention training. They have institutionalized a designated driver program as well as extra taxis being available for their customers. We would never partner with a business unless it followed strict guidelines to protect the community.

In the past month, the Shore Club has donated their time and resources to three of our San Diego area colleges: San Diego State University, University of San Diego and University of California San Diego. They prepared over 3000 free tacos in addition to gift certificates in an effort to promote the Safe Spring break activities at each campus. Each student had to sign a pledge that they would not drink and drive before they could have their free taco. It was a great incentive and it caught the attention of our students. The Shore Club has been a wonderful team player in every aspect of our alcohol prevention work and has shown to be a responsible and caring community member.

If you would like a more information, please feel free to contact me at marian@radd.org.

Sincerely,

Marian Novak
RADD California Coalition

June 15th, 2010 1:00 p.m. – 3:00 p.m.

**RADD California Coalition, Quarterly Meeting
US Bank Building
Business, Transportation and Housing Agency, 8th Floor
Sacramento, CA 95814-2719**

Attendees:

Erin Meluso, RADD President

Dave Manning, National Director- NSTSA (National Highway Traffic Safety Administration)

Marian Novak, RADD CA Coalition Manager

Janine Watts, RADD CA Coalition

Richard Kohr, DMV Senior Advisor-Traffic Safety

Alma Yamada, ABC License investigator

John Carr, ABC -Public Information officer

Jim Lange, SDSU -Director of Health Services

Dave Radford, CA District Attorney's Ass.

Daniel Conway, CA Restaurant Assoc.

Leslie Huggman, CA Restaurant Assoc.

Jerry Jolly, (Retired Director of the ABC)

Dave Doucette, Office of Traffic Safety- Assistant Director

Laurie Bisset-Health Director- Sacramento State

Marian Novak, California Coalition Manager of RADD, presented the hospitality and college programs with RADD. At this time, we have three hospitality zones and eight colleges actively implementing the RADD Program. The hospitality zones include Downtown Los Angeles, Pacific Beach/Mission Beach and Sacramento. Pacific Beach/Mission Beach has been the most enthusiastic area with more than 30 bars signed-on to reward the designated driver with incentives. Over 5000 RADD Designated Driver cards have been distributed to students at SDSU, CSUSM, UCSD and USD so they can use them at any of the establishments who are participating in the program. The Shore Club has been an incredible team player for the colleges. They have given RADD tremendous support in getting our message to the students; "Do not drink and drive! Make a plan before you go out." They handed out 1000 free tacos at each of four campuses on RADD Day. They brought their own staff and spent the day with us getting the word out! We want to give a huge "THANK YOU" to the Shore Club for being a responsible business in serving our college students!

Sincerely,

Marian Novak
RADD