
Subject: Downtown Specific Plan Update - Parking Actual Demand Study Presentation by IBI Group

From: Norm Grossman [mailto:ngrossman67@gmail.com]

Sent: Monday, March 13, 2017 2:10 PM

To: Jung, Wendy CD <wjung@lagunabeachcity.net>

Subject: Re: Downtown Specific Plan Update - Parking Actual Demand Study Presentation by IBI Group

Wendy,

Thank you for the opportunity to submit comments in advance of the scheduled hearing. The following are my inputs as an individual:

I agree that the concept of creating a blend parking rate for the Downtown area is a logical step for inclusion in the revised Downtown Specific Plan. I appreciate the thoroughness of the Parking Actual Demand Study, but have some concerns that I believe need to be addressed.

1. Assumptions on Availability of Supply – The final recommendation for a blended parking rate is based on dividing the number of occupied spaces by the occupied gross square footage and multiplying the result by 1000: $[1/(916062/2679)]*1000$. However, this is based on two assumptions:

a. That there are available private spaces. This is certainly a goal, but there is no way of knowing how many of these space will eventually become available. The fact that during the summer the number peaks at 64%, or 1082 spaces, could indicate an existing limit.

b. That there are available public spaces. Although the public spaces never reach 100%, during the weekend summer period, the occupancy peaked at 97%. This means that there were 50 spaces available in the entire downtown. Practically speaking, this number seems small enough to indicate that many drivers could not find any parking.

If the assumptions of parking availability are incorrect, then there is not a parking surplus without a concerted effort to make more of the private spaces available. Without a parking surplus, the calculated blended rate cannot be justified.

2. The Goal of Practical Capacity – As noted in the IBI report, parking capacity has a goal of an 85% occupancy level. The suggested rate of 2.92 only achieves this goal if more of the private spaces are available. If the current supply is used instead, then the rate would be $2679/0.85 = 3.15$.

3. Parking Credits – City policy offers parking credits for a number of desired uses, including outdoor dining and historic preservation/renovation. Although the credits on outdoor dining are limited to three per establishment, there is no limit on historic parking credits. In fact, over the last few years, over 150 parking credits have been applied to the Heisler Building and Taverna for historic renovations. Any determination of a blended rate should have a built-in margin to account for future credits.

Norm

From: John Thomas <johnthomas@cox.net>
Sent: Wednesday, March 22, 2017 3:29 PM
To: Planning Commission
Cc: Jung, Wendy CD; Pfof, Greg CD; Hall, Ligia (Leah) CM
Subject: The IBI recommendation to reduce future parking requirements is a not a good idea

The IBI recommendation to reduce future parking requirements is a not a good idea.

The IBI study is based on measuring usage of existing parking spaces.

How can you park more cars than you have spaces? You can never park more cars than you have spaces.

I'm no parking expert. All I have to work with is common sense, but...

In spite of the fact that the staff report quotes IBI as saying "the overall actual built supply of parking in the DSP exceeds demand" I suspect you'll find that most people who live here know that we have parking problems in the summer.

IBI recommends that we treat parking as "shared" much like a shopping center and that we require fewer than 3 spaces per 1,000 sq. ft. of building.

However, from experience, most successful shopping centers provide 5 to 5.5 spaces per 1,000.

Plus, Laguna already has a disproportionately high percentage of restaurants and bars compared to most shopping centers, which implies a need for more parking than those averages.

And IBI cites consumer preference for more intense, "experiential" uses, which demand more rather than less parking.

IBI says we currently have 3,365 existing parking spaces for 933,000 sq. ft. of buildings or 3.6 spaces per 1,000 sq. ft.

They say we have over 130,000 sq. ft. of bars and restaurants in the DSP that, by code should have over 1,300 parking spaces.

So, of the 3,365 spaces, roughly 2,000 are left over for the other 800,000 sq. ft. of buildings – or 2.5 spaces per 1,000.

IBI calculates that, according to our code, there should be 4,421 spaces in the DSP compared to the 3,365 spaces that actually exist.

So, by IBI numbers we are already over 1,000 parking spaces short or we should have over 30% more that actually exist.

Using the City GIS data, I did my own calculation.

IBI calculates spaces for institutional use at 402 spaces, while the City code says that the Irvine Bowl, Forum theatre, museum, Presbyterian Church, playhouse, and movie theatre should have 1,513 spaces (plus spaces for the Sawdust and Art-A-Fair).

So, I believe that IBI underestimated the number of spaces required by code by 1,100, so the shortage of actual versus code is over 2,000 spaces. That is, by code we should have 65% more spaces than exist.

And don't forget beachgoers. In spite of our lifeguards estimate that over 5,000,000 people hit our beaches each year, there is nothing in these numbers to account for where they park.

All-in-all the code isn't that far off in terms of determining appropriate parking.

Our parking code requirements are not that unusual.

If our actual existing parking met the code parking requirements, and if over the years literally thousands of parking spaces had not been waived for one reason or another, then maybe relaxing future requirements would make sense.

But we don't have code required parking.

We are already 2,000 spaces behind.

Who will this benefit from this recommendation?

- Not the business owners – they will have inadequate parking.
- And there is no assurance that rents charged by the building owners will be any lower for buildings that benefit from this than from building owners who provide appropriate parking.
- It will only help certain select commercial property owners – those who want to intensify use of their property – so that they can charge more rent – without incurring the cost of providing appropriate parking. Most of who don't live in Laguna. I calculate that 72% of DSP commercial space is owned by people who do not live in Laguna. So adoption of this recommendation would primarily benefit out of town commercial property owners.
- Note also that this benefits certain commercial property while penalizing others. Since parking uses more space than people use, providing appropriate parking is a substantial cost of any building project. So, those who played by the rules in the past, and provided required parking incurred additional cost in building of buying their building. In contrast, waiving parking requirements for future uses, provides a substantial economic benefit to the owners of these properties who will now have reduced parking requirements.
- Adoption of this recommendation will provide a windfall profit to building owners who would be allowed to intensify their use without providing appropriate parking.

So here's the real problem

If the downtown merchants and downtown commercial property owners want to hang themselves by intentionally allowing less parking than they really should have to make their businesses function properly, it's their funeral.

But that's not what's going to happen.

If the City further waives parking requirements, it's just a matter of time before these same people come back saying that they don't have enough parking and that the City needs to buy them some parking.

If the commercial property owners want to intensify use, they should go ahead and pay for the appropriate parking.

Worst case -- If the City insists on following this ill-advised recommendation, how about this?

For every waived space, a building owner puts up a bond in the actual amount it would cost to buy the land and create a parking space. A realistic guess would be \$150,000 to \$200,000 per space. Certainly not the current "in lieu charge." The actual cost to meet the requirement.

And, if in the future the City gets that request to build parking facilities to correct the shortage, the City can call the bonds and use the proceeds.

Remember, we are already over 2,000 parking spaces short when compared to what code would require.

All-in-all, IBI's recommendation to reduce required parking is not a good idea. In the short run, a few commercial property owners will benefit and some merchants may suffer. In the longer run, there is the risk that the residents of this City are handed a bill to fix the problem that adoption of this recommendation could make worse.

From: Laguna Streets <lagunastreet@gmail.com>
Sent: Wednesday, March 22, 2017 5:51 PM
To: Susan McIntock Whitin; Ann Johnson PC; Ken Sadler; Sue Kempf; Jung, Wendy CD;
Planning Commission; Andrea Adelson
Subject: IBI Parking Demand Study

To: LB Planning Commission,

With regard to this study presented in the 22 March 2017 Planning Commission Staff Report:

Word Count

Parking : XXX
Complete Street : 0

Laguna Beach can never resolve its parking occupancy demand and traffic congestion issues with the same thinking that created the problem. Simply shuffling parking ratios of a single transport modality is not a mobility plan.

Les

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Laguna Streets

Subject: To boil it down, who benefits from a blended parking requirement?

From: John Thomas [mailto:johnthomas@cox.net]

Sent: Thursday, March 23, 2017 3:17 PM

To: Planning Commission <PC@lagunabeachcity.net>

Cc: Jung, Wendy CD <wjung@lagunabeachcity.net>; Pfof, Greg CD <gpfof@lagunabeachcity.net>; Hall, Ligia (Leah) CM <lhall@lagunabeachcity.net>

Subject: To boil it down, who benefits from a blended parking requirement?

I realize that I was trying to cram too much into my three minutes last night, and consequently was throwing numbers all over the place.

Anyone who wants me to clarify, feel free to ask.

But, "the morning after" I wanted to see if I could also simplify.

A key "slide" included the IBI finding that "The City can benefit from reducing the minimum parking requirement for non-residential uses in the DSP area." In the conversation that followed, it seemed like that should have instead been a question rather than a statement – "Does the City benefit...?"

Or better yet, the correct question should be "Who benefits from a blended parking requirement?"

Most commercial uses are required by the Laguna municipal code to provide 4 parking spaces per 1,000 sq. ft. of building. Due to the intensity of use, bars and restaurants are required to provide 10 parking spaces per 1,000 sq. ft. of building. A few special uses like theatres also are required to provide more than 4 spaces per 1,000 sq. ft.

So, short of second movie theatre or a second Irvine Bowl coming to town, the only land uses that benefit from a "blended" parking requirement are those uses that currently have a higher parking requirement than the proposed blended rate. That is essentially – bars and restaurants.

So, if the City wants to bring more bars and restaurants to Laguna, the way to do it is to adopt a "blended" parking requirement. If 129 places to buy alcohol (list attached) aren't enough for a town of 23,000 residents, then adopt a blended parking rate. With only very rare exceptions, less intense uses, like clothing stores or art galleries do not benefit from a blended parking requirement. Just bars and restaurants.

So if you think what Laguna needs is more bars and restaurants, then a blended parking requirement is the way to go.

Or, if you are the owner of a commercial building in Laguna, and you want a windfall profit, then you want a blended parking rate so that you can replace your struggling retail tenant with a shiny new bar or restaurant and charge a lot more rent.

What is not clear is why our Chamber of Commerce, which represents local businesses, is promoting the blended parking requirement. The blended parking requirement would lead to current retail tenants being driven out by the allure of higher rents paid to the commercial building owners by bars and restaurants that want to move in. So, rather than helping the existing retail businesses, the blended parking requirement is one more tool to drive them out.

And, by the way, bars and restaurants are no financial bonanza for the residents of Laguna. The meager share of sales tax paid by these establishments to the City on sale of food and "beverages" is a tiny fraction of what it costs the City to provide the police, paramedic, and lifeguard services necessary to provide required services to all those folks the bars and restaurants serve.

So, for a local operator of a retail business, there is no benefit to you of a blended parking requirement. But if you are a bar or restaurant operator who wants into Laguna, or a commercial building owner who would like to charge a lot more rent and lease to a new bar or restaurant, then you need to do what you can to convince the Planning Commission and City Council that a blended parking requirement is the way to go.



**California Department of Alcoholic Beverage Control
Retail Licenses
For the Cities of
LAGUNA BEACH**

129 of 129 Licenses Displayed

[Download CSV File](#)

Report as of 3/22/2017

License Number	Status	License Type	Orig. Iss. Date	Expir Date	Primary Owner and Premises Addr.	Business Name	Mailing Address	Geo Code
1) <u>371047</u>	ACTIVE	41	11/27/2000	10/31/2017	JAYS PACIFIC INC 229 & 231 OCEAN AVE LAGUNA BEACH, CA 92661 Census Tract: 0626.05	SUSHI LAGUNA	1401 TEMPLE HILLS DR LAGUNA BEACH, CA 92651	3011
2) <u>501027</u>	ACTIVE	47	10/28/2010	9/30/2017	TOMMY BAHAMIA R&R HOLDINGS INC 400 & 424 S COAST HWY, 1ST FL LAGUNA BEACH, CA 92651-2404 Census Tract: 0626.05	TOMMY BAHAMA	999 PEACHTREE STREET NE STE 688 ATLANTA, GA 30309	3011
3) <u>333218</u>	ACTIVE	47	10/02/2013	9/30/2017	VACATION BAY TENANT, INC 627 633 635 SLEEPY HOLLOW LN LAGUNA BEACH, CA 92651-2434 Census Tract: 0626.05	DECK THE	1900 MAIN ST, STE 700 C/O MICHAEL CHO, PTWWW, IRVINE, CA 92614-7328	3011
4) <u>424658</u>	ACTIVE	20	05/25/2005	4/30/2017	PIFER DEVELOPMENT INC 335 ALTAVISTA WAY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	COSMOS CELLARS	PO BOX 61 LAGUNA BEACH, CA 92652	3011
5) <u>430019</u>	ACTIVE	41	09/27/2005	8/31/2017	J K SUMMER INC 250 BEACH ST LAGUNA BEACH, CA 92651 Census Tract: 0626.05	HAPI SUSHI		3011
6) <u>562724</u>	ACTIVE	41	05/18/2016	4/30/2017	RASTA TACO LAGUNA BEACH, INC. 170 BEACH ST LAGUNA BEACH, CA 92651-2103 Census Tract: 0626.05	RASTA TACO LAGUNA BEACH	20972 GLENBROOK DR. WALNUT, CA 91789	3011
7) <u>569195</u>	ACTIVE	41	06/23/2016	5/31/2017	PIROZZI ENTERPRISES, LLC 220 BEACH ST LAGUNA BEACH, CA 92651-2105 Census Tract: 0626.05	SALERNO ITALIAN RESTAURANT	777 W 19TH ST, STE U COSTA MESA, CA 92627-6130	3011
8) <u>329358</u>	ACTIVE	20	08/08/1997	7/31/2017	WFM-WO INC 283 BROADWAY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	WHOLE FOODS MARKET	PO BOX 684786, ATTN LICENSING TEAM AUSTIN, TX 78768-4786	3011
9) <u>299363</u>	ACTIVE	47	11/08/1994	10/31/2017	MEDITERRANEAN GOURMET INC 249 BROADWAY ST LAGUNA BEACH, CA 92651-1806 Census Tract: 0626.05	ROMEO CUCINA		3011
10) <u>481137</u>	ACTIVE	21	10/08/2009	9/30/2017	BOADWAY LIQUOR MART LAGUNA BEACH INC 278 BROADWAY ST LAGUNA BEACH, CA 92651-1807 Census Tract: 0626.05	BROADWAY LIQUOR MART		3011

11)	<u>514499</u>	ACTIVE	41	11/30/2011	10/31/2017	PEONY HEALTHY CHINESE CUISINE, INC. 213 BROADWAY ST LAGUNA BEACH, CA 92651-1806	BAMBOO BISTRO CAFE CORPORATION		3011
12)	<u>518440</u>	ACTIVE	47	09/06/2012	5/30/2017	Census Tract: 0626.05 CARMELITAS INCORPORATED 215-217 BROADWAY ST LAGUNA BEACH, CA 92651-1806	CARMELITAS		3011
13)	<u>542696</u>	ACTIVE	47	02/24/2015	4/30/2017	Census Tract: 0626.05 NIRVANA SPECIALTIES, INC. 303 BROADWAY ST, STE 101 102 103B & 204-10A LAGUNA BEACH, CA 92651-1816	NIRVANA GRILLE		3011
14)	<u>545354</u>	ACTIVE	20	10/27/2014	9/30/2017	Census Tract: 0626.05 SENSE OF PLACE, LLC 702 CANYON VIEW DR LAGUNA BEACH, CA 92651-2609	SENSE OF PLACE WINES	668 N COAST HWY, STE 114 LAGUNA BEACH, CA 92651	3011
15)	<u>576370</u>	ACTIVE	20	01/17/2017	12/31/2017	Census Tract: 0626.19 LAGUNA CELLAR, LLC 2885 CHATEAU WAY LAGUNA BEACH, CA 92651-2010	LAGUNA CELLAR LLC		3011
16)	<u>521089</u>	ACTIVE	47	10/29/2012	12/31/2017	Census Tract: 0626.19 RM EL TORITO LLC 361 CLIFF DR LAGUNA BEACH, CA 92651	LAS BRISAS	5660 KATELLA AVE, STE 200, C/O SOFIA GONZALES CYPRESS, CA 90630-5058	3011
17)	<u>338499</u>	ACTIVE	47	06/13/2000	5/31/2017	Census Tract: 0626.04 DREWS CARIBBEAN KITCHEN INC 31732 COAST HWY LAGUNA BEACH, CA 92651	EVAS A CARIBBEAN KITCHEN		3011
18)	<u>390415</u>	ACTIVE	41	12/14/2001	11/30/2017	Census Tract: 0423.05 LAGUNA THAI BROTHERS INC 31715 COAST HWY LAGUNA BEACH, CA 92651	LAGUNA THAI BY THE SEA		3011
19)	<u>410768</u>	ACTIVE	21	04/22/2004	3/31/2017	Census Tract: 0423.05 YANG, HEE YOUNG 31632 COAST HWY LAGUNA BEACH, CA 92651	ARCH BAY LIQUOR		3011
20)	<u>504298</u>	ACTIVE	47	10/27/2011	9/30/2017	Census Tract: 0423.05 LA SIRENA CAFE INC 30862 COAST HWY LAGUNA BEACH, CA 92651-8136	LA SIRENA GRILL		3011
21)	<u>516420</u>	ACTIVE	47	01/11/2012	12/31/2017	Census Tract: 0626.32 BEST EATS, LLC 31727 COAST HWY LAGUNA BEACH, CA 92651-6981	TI AMO		3011
22)	<u>530673</u>	ACTIVE	41	08/21/2013	7/31/2017	Census Tract: 0423.05 ZPIZZA LAGUNA INC 30822 COAST HWY LAGUNA BEACH, CA 92651-8136	ZPIZZA	PO BOX 4139 MISSION VIEJO, CA 92690-4139	3011
23)	<u>546822</u>	ACTIVE	41	01/08/2015	12/31/2017	Census Tract: 0626.32 DAWN, JOHN CHARLES 31542 COAST HWY LAGUNA BEACH, CA 92651-6987	NEAPOLITAN PIZZERIA & BIRRERIA	1801 PARKCOURT PL, STE F100 SANTA ANA, CA 92701-5081	3011

24)	554244	ACTIVE	47	03/30/2015	2/28/2017	Census Tract: 0423.05 DTRS MLB, LLC 30801 COAST HWY LAGUNA BEACH, CA 92651-4221	MONTAGE LAGUNA BEACH	200 W MADISON ST, STE 1700 CHICAGO, IL 60606	3011
25)	571428	ACTIVE	41	10/14/2016	9/30/2017	Census Tract: 0626.32 RUBY'S DINER CITADEL, LLC 30622 COAST HWY LAGUNA BEACH, CA 92651-4240	RUBY'S DINER	4100 MACARTHUR BLVD, STE 200 NEWPORT BEACH, CA 92660-2064	3011
26)	564399	ACTIVE	21	01/28/2016	6/30/2017	Census Tract: 0626.32 GELSON'S MARKETS 30922 COAST HWY LAGUNA BEACH, CA 92677-8135	GELSON'S MARKET	PO BOX 512256 LOS ANGELES, CA 90051-0256	3011
27)	564399	ACTIVE	86	01/28/2016	6/30/2017	Census Tract: 0626.32 GELSON'S MARKETS 30922 COAST HWY LAGUNA BEACH, CA 92677-8135	GELSON'S MARKET	PO BOX 512256 LOS ANGELES, CA 90051-0256	3011
28)	306995	ACTIVE	47	07/05/1995	6/30/2017	Census Tract: 0626.32 RESTAURANT ENTERPRISES LLC 230 FOREST AVE LAGUNA BEACH, CA 92651	230 FOREST AVENUE RESTAURANT & BAR		3011
29)	510735	ACTIVE	47	07/06/2011	6/30/2017	Census Tract: 0626.05 CHEF ALESSANDRO PIROZZI, INC. 234 FOREST AVE LAGUNA BEACH, CA 92651-2114	ALESSA		3011
30)	568993	ACTIVE	41	09/20/2016	8/31/2017	Census Tract: 0626.05 MOULIN, LLC 248 FOREST AVE LAGUNA BEACH, CA 92651-2114	MOULIN	1000 BRISTOL ST N, STE 10 NEWPORT BEACH, CA 92660-2906	3011
31)	404558	ACTIVE	47	10/20/2003	9/30/2017	Census Tract: 0626.05 B & B PROMOTION LLC 220-22 FOREST AVE, LOWER LEVEL LAGUNA BEACH, CA 92651-2114	BRUSSELS BISTRO		3011
32)	467303	ACTIVE	47	09/24/2008	8/31/2017	Census Tract: 0626.05 LUMBERYARD RESTAURANTS LLC 384 FOREST AVE, STE 10 LAGUNA BEACH, CA 92651-2127	LUMBERYARD RESTAURANTS THE		3011
33)	537911	ACTIVE	42	10/30/2013	4/30/2017	Census Tract: 0626.05 LAGUNA WINE, COFFEE & SPECIALTY FOODS, LLC 381 FOREST AVE, STE 100A LAGUNA BEACH, CA 92651-2150	LAGUNA WINE COFFEE & SPECIALTY FOODS		3011
34)	537911	ACTIVE	20	10/30/2013	12/31/2017	Census Tract: 0626.05 LAGUNA WINE, COFFEE & SPECIALTY FOODS, LLC 381 FOREST AVE, STE 100A LAGUNA BEACH, CA 92651-2150	LAGUNA WINE COFFEE & SPECIALTY FOODS		3011
35)	550890	ACTIVE	47	06/12/2015	12/31/2017	Census Tract: 0626.05 BELLAVIEW, INC. 361 FOREST AVE, STE 103 LAGUNA BEACH, CA 92651-2144	CENTRAL COASTAL PERUVIAN		3011
36)		ACTIVE	20		6/30/2017	Census Tract: 0626.05	CIRCLE K STORE 3036		

284726			07/22/1993			CIRCLE K STORES INC 885 GLENNEVRE ST LAGUNA BEACH, CA 92651			3011
37) 436412	ACTIVE	41	04/03/2006	3/31/2017		Census Tract: 0626.05 ROSAS, CARLOS DESANTIAGO 801 GLENNEVRE ST LAGUNA BEACH, CA 92651	LAGUNA FEAST		3011
38) 510745	ACTIVE	47	08/19/2011	7/31/2017		Census Tract: 0626.05 BROADWAY BY AMAR SANTANA LLC 328 GLENNEVRE ST LAGUNA BEACH, CA 92651-2311	BROADWAY	1900 MAIN ST, STE 700 C/O MICHAEL CHO, PTWWW, IRVINE, CA 92614-7328	3011
39) 513369	ACTIVE	47	11/08/2011	10/31/2017		Census Tract: 0626.05 SHARP KNIVES & WHISKEY LLC 370 GLENNEVRE ST LAGUNA BEACH, CA 92651-2362	THREE SEVENTY COMMON		3011
40) 572667	ACTIVE	41	11/07/2016	10/31/2017		Census Tract: 0626.05 LAGUNA EATS, LLC 860 GLENNEVRE ST LAGUNA BEACH, CA 92651-2733	ROUX		3011
41) 514670	ACTIVE	20	12/27/2011	11/30/2017		Census Tract: 0626.05 PURPLE CORDUROY LLC 2225 GLENNEVRE ST, APT F LAGUNA BEACH, CA 92651-3660	PURPLE CORDUROY LLC		3011
42) 434990	ACTIVE	41	02/28/2006	1/31/2018		Census Tract: 0626.20 GUYASITT CORPORATION 238 LAGUNA AVE LAGUNA BEACH, CA 92651	GUYASITT CORPORATION	6183 CAMINO FORESTAL SAN CLEMENTE, CA 92673	3011
43) 105552	ACTIVE	59	07/06/1981	12/31/2016		Census Tract: 0626.05 SAWDUST FESTIVAL CORPORATION 935 LAGUNA CANYON RD LAGUNA BEACH, CA 92651	SAWDUST FESTIVAL CORPORATION		3011
44) 335657	ACTIVE	47	07/07/1999	3/31/2017		Census Tract: 0626.04 TIVOLI TERRACE TOO INC 777 LAGUNA CANYON RD LAGUNA BEACH, CA 92651	TIVOLI TOO!	PO BOX 956 LAGUNA BEACH, CA 92652	3011
45) 434646	ACTIVE	47	02/24/2006	1/31/2018		Census Tract: 0626.04 TIVOLI TERRACE INC 650 LAGUNA CANYON RD LAGUNA BEACH, CA 92651	TIVOLI TERRACE	PO BOX 692 LAGUNA BEACH, CA 92652	3011
46) 469096	ACTIVE	47	09/29/2008	8/31/2017		Census Tract: 0626.32 DEEMARK PARTNERS LIMITED I L-PSHIP 891 LAGUNA CANYON RD LAGUNA BEACH, CA 92651-1839	SEVEN DEGREES		3011
47) 550657	ACTIVE	47	11/25/2014	10/31/2017		Census Tract: 0626.04 LAGUNA LOUNGE CONCEPTS, LLC 853 LAGUNA CANYON RD LAGUNA BEACH, CA 92651-1839	IVORY RESTAURANT AND LOUNGE		3011
48) 575392	ACTIVE	41	12/29/2016	11/30/2017		Census Tract: 0626.04 LIFE DREAMS, LLC 793 LAGUNA CANYON RD LAGUNA BEACH, CA 92651-4360	ANOTHER KIND CROSSED CULTURE CANTEEN	414 PICCOLO IRVINE, CA 92620-1711	3011

49)	<u>96655</u>	ACTIVE	64	07/09/1980	5/31/2017	LAGUNA PLAYHOUSE THE 606 LAGUNA CANYON RD LAGUNA BEACH, CA 92651	LAGUNA PLAYHOUSE THE	PO BOX 1747 LAGUNA BEACH, CA 92652	3011
50)	<u>160209</u>	ACTIVE	41	09/13/1984	9/30/2017	Census Tract: 0626.02 CHAO, JAMES C 1223 N COAST HWY LAGUNA BEACH, CA 92651	MANDARIN KING		3011
51)	<u>360017</u>	ACTIVE	41	01/03/2000	12/31/2017	Census Tract: 0626.04 IZUMISAWA, MIKIKO 242 N COAST HWY LAGUNA BEACH, CA 92651	242 CAFE FUSION SUSHI		3011
52)	<u>410591</u>	ACTIVE	41	06/18/2004	5/31/2017	Census Tract: 0626.05 MADISON, JON JAY 320 N COAST HWY LAGUNA BEACH, CA 92651	MADISON SQUARE & GARDEN CAFE		3011
53)	<u>544751</u>	ACTIVE	70	09/04/2014	8/31/2017	Census Tract: 0626.05 CLASSIC COASTAL CONCESSIONS 475 N COAST HWY LAGUNA BEACH, CA 92651-1629	LAGUNA CLIFFS INN	3101 N CENTRAL AVE, STE 1390 C/O GROSSMAN COMPANY PROPERTIES, PHOENIX, AZ 85012	3011
54)	<u>535684</u>	ACTIVE	47	10/22/2013	9/30/2017	Census Tract: 0626.05 331 N. COAST, LLC. 331 N COAST HWY, # A LAGUNA BEACH, CA 92651-1627	ROYAL HAWAIIAN RESTAURANT	8871 RESEARCH DR IRVINE, CA 92618-4236	3011
55)	<u>568014</u>	ACTIVE	47	05/06/2016	4/30/2017	Census Tract: 0626.05 REUNION BOAT CANYON, L-PSHIP 610 N COAST HWY, STE 102 LAGUNA BEACH, CA 92651-1526	REUNION KITCHEN DRINK	1900 MAIN ST, STE 700 C/O MICHAEL CHO, PALMIERI TYLER, IRVINE, CA 92614	3011
56)	<u>400455</u>	ACTIVE	41	08/08/2003	7/31/2017	Census Tract: 0626.04 GINAS PIZZA & PASTARIA INC 610 N COAST HWY, STE 106 LAGUNA BEACH, CA 92651	GINAS PIZZA & PASTARIA	PO BOX 11269 NEWPORT BEACH, CA 92658-5024	3011
57)	<u>567823</u>	ACTIVE	41	07/15/2016	5/30/2017	Census Tract: 0626.04 ASADA BOAT CANYON, L-PSHIP 610 N COAST HWY, STE 108 LAGUNA BEACH, CA 92651-1526	ASADA TACOS BEER	1900 MAIN ST, STE 700 C/O MICHAEL CHO, PTWWW, IRVINE, CA 92614- 7328	3011
58)	<u>519959</u>	ACTIVE	41	07/03/2012	5/30/2017	Census Tract: 0626.04 ZEYTOON ENTERPRISES, LLC 412 N COAST HWY, UNIT 1 LAGUNA BEACH, CA 92651-1674	ZEYTOON CAFE		3011
59)	<u>370371</u>	ACTIVE	21	01/22/2001	5/30/2017	Census Tract: 0626.05 VONS COMPANIES INC THE 600 N PACIFIC COAST HWY LAGUNA BEACH, CA 92651	VONS 2089	PO BOX 29096, MAIL STOP 6515 PHOENIX, AZ 85038-9096	3011
60)	<u>370371</u>	ACTIVE	86	01/22/2001	5/30/2017	Census Tract: 0626.04 VONS COMPANIES INC THE 600 N PACIFIC COAST HWY LAGUNA BEACH, CA 92651	VONS 2089	PO BOX 29096, MAIL STOP 6515 PHOENIX, AZ 85038-9096	3011
61)	<u>378017</u>	ACTIVE	70	09/24/2001	8/31/2017	Census Tract: 0626.04 CLASSIC COASTAL CONCESSIONS 211 N PACIFIC COAST HWY LAGUNA BEACH, CA 92651	INN AT LAGUNA BEACH THE	3101 N CENTRAL AVE, STE 1390 C/O GROSSMAN COMPANY PROPERTIES, PHOENIX, AZ 85012	3011

62)	<u>387990</u>	ACTIVE	21	07/29/2002	6/30/2017	MOGHADDAM, ARDY MOVAGATI 1390 N PACIFIC COAST HWY LAGUNA BEACH, CA 92651	STOP & GO		3011
						Census Tract: 0626.19			
63)	<u>257489</u>	ACTIVE	47	03/06/1991	12/31/2017	HENNESSEYS TAVERN INC 213 OCEAN AVE LAGUNA BEACH, CA 92651	HENNESSEYS TAVERN	1845 S ELENA AVE, STE 300 REDONDO BEACH, CA 90277	3011
						Census Tract: 0626.05			
64)	<u>320715</u>	ACTIVE	41	09/16/1996	8/31/2017	ZINC CAFE & MARKET INC 350 OCEAN AVE LAGUNA BEACH, CA 92651-2322	ZINC CAFE & MARKET		3011
						Census Tract: 0626.05			
65)	<u>320716</u>	ACTIVE	20	09/16/1996	6/30/2017	ZINC CAFE & MARKET INC 344 OCEAN AVE LAGUNA BEACH, CA 92651	ZINC CAFE & MARKET INC		3011
						Census Tract: 0626.05			
66)	<u>528844</u>	ACTIVE	48	08/23/2013	7/31/2017	MARINE ROOM TAVERN, LLC 214 OCEAN AVE LAGUNA BEACH, CA 92651-2107	MARINE ROOM TAVERN		3011
						Census Tract: 0626.05			
67)	<u>545318</u>	ACTIVE	41	08/12/2014	7/31/2017	LAGUNA BEACH ANASTASIA CAFE, INC. 470 OCEAN AVE LAGUNA BEACH, CA 92651-2324	LAGUNA BEACH ANASTASIA CAFE INC		3011
						Census Tract: 0626.05			
68)	<u>559811</u>	ACTIVE	47	12/28/2015	11/30/2017	222 OCEAN DRIVE LLC 222 OCEAN AVE LAGUNA BEACH, CA 92651-2102	BANCA DITALIA	PO BOX 19712, PTWWW C/O MICHAEL CHO, IRVINE, CA 92623-9712	3011
						Census Tract: 0626.05			
69)	<u>566049</u>	ACTIVE	75	03/07/2016	2/28/2018	OC CRAFT, LLC 237 OCEAN AVE LAGUNA BEACH, CA 92651-2106	OC CRAFT GASTROPUB & BREWERY		3011
						Census Tract: 0626.05			
70)	<u>482277</u>	ACTIVE	41	10/27/2009	9/30/2017	SUSHI LAGUNA BEACH MONTAGE L-PSHIP 30872 PACIFIC COAST HWY LAGUNA BEACH, CA 92651-8134	O FINE JAPANESE CUISINE LAGUNA BEACH		3011
						Census Tract: 0626.32			
71)	<u>484056</u>	ACTIVE	20	12/24/2009	6/30/2017	7 ELEVEN INC 31696 PACIFIC COAST HWY LAGUNA BEACH, CA 92677	7 ELEVEN STORE 2172 25801	PO BOX 219088, ATT: 7 ELEVEN LICENSING DALLAS, TX 75221-9088	3011
						Census Tract: 0423.05			
72)	<u>519745</u>	ACTIVE	47	03/15/2013	2/28/2018	COYOTE GRILL INC 31621 PACIFIC COAST HWY LAGUNA BEACH, CA 92677-6978	COYOTE GRILL	31621 S COAST HWY LAGUNA BEACH, CA 92651	3011
						Census Tract: 0423.05			
73)	<u>169417</u>	ACTIVE	47	03/18/1985	7/31/2017	ANDERSEN HOTELS INC 417-425 S COAST BLVD LAGUNA BEACH, CA 92651	HOTEL LAGUNA		3011
						Census Tract: 0626.05			
74)	<u>105037</u>	ACTIVE	47	05/26/1981	7/31/2017	LAGUNA THREE FORTY INC 340 S COAST HWY LAGUNA BEACH, CA 92651	WHITE HOUSE RESTAURANT		3011
						Census Tract: 0626.05			

75)	<u>133424</u>	ACTIVE	41	01/27/1983	4/30/2017	FOULADI, MOHAMMAD T 329 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	GREETERS CORNERS RESTAURANT	3011
76)	<u>164661</u>	ACTIVE	47	10/09/1985	1/31/2018	DIZZS AS IS INC 2794 S COAST HWY LAGUNA BEACH, CA 92651	DIZZS AS IS INC	3011
77)	<u>170026</u>	ACTIVE	47	06/18/1990	6/30/2017	ROYAL THAI CUISINE IV INC 1750 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.20	4001 W COAST HWY NEWPORT BEACH, CA 92663	3011
78)	<u>189848</u>	ACTIVE	47	07/29/1987	8/31/2017	FOULADI, MOHAMMAD T 373 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.20	CEST LA VIE RESTAURANT	3011
79)	<u>241985</u>	ACTIVE	47	01/29/1990	5/31/2017	CRIVELLO, ANTONIO 1826 S COAST HWY LAGUNA BEACH, CA 92651-3231 Census Tract: 0626.20	RISTORANTE RUMARI	3011
80)	<u>260611</u>	ACTIVE	41	05/17/1991	1/31/2018	REBOLLAR, GONZALO H 840 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.20	TACO LOCO	3011
81)	<u>305457</u>	SUREND	21	07/11/1995	6/30/2017	RAYES, JINAN N 1391 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	COAST LIQUOR	3011
82)	<u>306721</u>	ACTIVE	47	09/20/1995	8/31/2017	REGENCY PROPERTIES LP/SHIP 1555 S COAST HWY LAGUNA BEACH, CA 92651-3226 Census Tract: 0626.19	SURF & SAND HOTEL	3011
83)	<u>312826</u>	ACTIVE	41	02/06/1996	2/28/2017	BJ'S RESTAURANTS INC 280 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.19	BJ'S CHICAGO PIZZERIA	3011
84)	<u>403272</u>	ACTIVE	47	07/21/2004	6/30/2017	LCDC RESTAURANT GROUP LLC 1287-1289 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	K YA RESTAURANT & BAR	3011
85)	<u>407352</u>	ACTIVE	21	12/31/2003	6/30/2017	RALPH'S GROCERY COMPANY 700 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.19	RALPHS 004	3011
86)	<u>412412</u>	ACTIVE	48	05/26/2004	4/30/2017	WHISKEY WINS INC 446 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.04	LAGUNA SALOON THE	3011
87)	<u>419266</u>	ACTIVE	48	01/11/2005	12/31/2017	LUNASTAR INC 1460 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.19	MAIN STREET BAR AND CABARET	3011

88)	423332	ACTIVE	47	08/15/2005	7/31/2017	KASO ENTERPRISES LLC 577 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	CLIFF THE	2222 VENTURA FRESNO, CA 93721	3011
89)	427087	ACTIVE	47	07/28/2005	6/30/2017	MOZAMBIQUE RESTAURANTS LLC 1740 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.32	MOZAMBIQUE RESTAURANT		3011
90)	434886	ACTIVE	41	01/27/2006	1/31/2018	TABU GRILL INC 2892 S COAST HWY LAGUNA BEACH, CA 92651-3953 Census Tract: 0626.20	TABU GRILL	5323 BAHIA BLANCA, P LAGUNA WOODS, CA 92637	3011
91)	436598	ACTIVE	48	03/23/2006	9/30/2017	SANDPIPER LOUNGE 1183 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.32	SANDPIPER LOUNGE		3011
92)	450065	ACTIVE	47	03/07/2007	2/28/2018	AVILAS MC INC 1305 S COAST HWY LAGUNA BEACH, CA 92651-3117 Census Tract: 0626.19	AVILAS EL RANCHITO		3011
93)	462449	ACTIVE	47	02/08/2008	1/31/2018	NICKCO HOSPITALITY LLC 440 S COAST HWY LAGUNA BEACH, CA 92651-2404 Census Tract: 0626.19	NICKS LAGUNA BEACH	16721 MILLIKAN AVE IRVINE, CA 92606-5009	3011
94)	472382	ACTIVE	47	04/03/2009	5/31/2017	OC PARTNERS LLC 448 S COAST HWY LAGUNA BEACH, CA 92651-2484 Census Tract: 0626.05	WATERMARC GRILLE		3011
95)	503767	ACTIVE	41	01/28/2011	12/31/2017	MAR & MAR CORP 1915 S COAST HWY LAGUNA BEACH, CA 92651-3647 Census Tract: 0626.05	MARO WOOD GRILL		3011
96)	504342	ACTIVE	20	09/27/2012	8/31/2017	LAGUNA BEACH OIL INC 604 S COAST HWY LAGUNA BEACH, CA 92651-2476 Census Tract: 0626.20	LAGUNA CHEVRON	14791 PACIFIC COAST HWY SANTA MONICA, CA 90402-1218	3011
97)	504907	ACTIVE	47	05/24/2011	4/30/2017	STARFISH LAGUNA LLC 30832 S COAST HWY LAGUNA BEACH, CA 92651-8136 Census Tract: 0626.05	STARFISH ASIAN COASTAL CUISINE	20972 GLENBROOK DR. WALNUT, CA 91789	3011
98)	520471	ACTIVE	47	07/16/2012	6/30/2017	AM6271 GROUP, LLC 696 S COAST HWY LAGUNA BEACH, CA 92651-2416 Census Tract: 0626.32	MARE CULINARY		3011
99)	522403	ACTIVE	70	09/07/2012	8/31/2017	741 PRIVATE EVENT HOTEL LLC 741 S COAST HWY LAGUNA BEACH, CA 92651-2722 Census Tract: 0626.05	SEVEN 4 ONE	1900 MAIN STREET STE 700, C/O MICHAEL CHO, PTWWW IRVINE, CA 92614-4281	3011
100)	530547	ACTIVE	47	09/27/2013	8/31/2017	TSKP, LLC 1464 S COAST HWY LAGUNA BEACH, CA 92651-3159 Census Tract: 0626.19	SELANNE STEAK TAVERN	2913 TECH CENTER DR SANTA ANA, CA 92705	3011

101)536905	ACTIVE	47	10/07/2013	9/30/2017	ORS LAGUNA, INC. 858 S COAST HWY LAGUNA BEACH, CA 92651-2725	OKURA ROBATA GRILL & SUSHI BAR	858 S COAST HWY LAGUNA BEACH, CA 92651-2725	3011
102)539563	ACTIVE	47	01/10/2014	5/31/2017	Census Tract: 0626.05 ARTURO'S COCINA, INC. 472-480 S COAST HWY LAGUNA BEACH, CA 92651-2404	TORTILLA REPUBLIC	8452 MELROSE AVE WEST HOLLYWOOD, CA 90069-5313	3011
103)540121	SUREND	47	11/21/2014	10/31/2017	Census Tract: 0626.05 680 SOUTH COAST HWY LLC 680 S COAST HWY LAGUNA BEACH, CA 92651-2416	RED DRAGON	1900 MAIN ST, STE 700 C/O MICHAEL CHO, PTWWW, IRVINE, CA 92614-7328	3011
104)541193	ACTIVE	20	03/03/2014	2/28/2018	Census Tract: 0626.05 REYNOLDS FINANCIAL GROUP, INC 1796 S COAST HWY LAGUNA BEACH, CA 92651-3252	PEARL STREET GENERAL STORE	500 RIVIERA DRIVE BLYTHE, CA 92225-4135	3011
105)541193	ACTIVE	42	03/03/2014	2/28/2018	Census Tract: 0626.20 REYNOLDS FINANCIAL GROUP, INC 1796 S COAST HWY LAGUNA BEACH, CA 92651-3252	PEARL STREET GENERAL STORE	500 RIVIERA DRIVE BLYTHE, CA 92225-4135	3011
106)547639	ACTIVE	41	06/18/2015	5/31/2017	Census Tract: 0626.20 GU RAMEN, INC 907 S COAST HWY LAGUNA BEACH, CA 92651-2726	GU RAMEN		3011
107)553743	ACTIVE	41	02/12/2016	1/31/2018	Census Tract: 0626.19 SERGIO'S EMPANADAS, INC. 977 S COAST HWY LAGUNA BEACH, CA 92651-2726	SERGIOS EMPANADAS		3011
108)570968	ACTIVE	41	08/25/2016	7/31/2017	Census Tract: 0626.19 ORANGE INN OF CALIFORNIA, INC. 703 S COAST HWY LAGUNA BEACH, CA 92651-2722	ORANGE INN	2906 ALTA LAGUNA BLVD LAGUNA BEACH, CA 92651-2969	3011
109)570185	ACTIVE	80	09/19/2016	12/31/2017	Census Tract: 0626.05 2510 SOUTH COAST HIGHWAY LLC 2510 S COAST HWY LAGUNA BEACH, CA 92651-3932	CASA LAGUNA		3011
110)171960	ACTIVE	41	05/10/1985	10/31/2017	Census Tract: 0626.20 VIDES, ADOLFO 998 S COAST HWY A LAGUNA BEACH, CA 92651	ADOLFOS MEX FOOD		3011
111)560940	ACTIVE	47	10/19/2015	9/30/2017	Census Tract: 0626.19 SAIL LOFT, LLC 422 S COAST HWY, 2ND FL LAGUNA BEACH, CA 92651-2404	SKY LOFT	2930 S FAIRVIEW ST SANTA ANA, CA 92704-6503	3011
112)478170	ACTIVE	47	09/22/2009	8/31/2017	Census Tract: 0626.05 LAGUNA SAPPHIRE LLC 1200 S COAST HWY, STE 101-102 LAGUNA BEACH, CA 92651-3183	SAPPHIRE LAGUNA		3011
113)399582	ACTIVE	41	08/08/2003	7/31/2017	Census Tract: 0626.19 GINAS PIZZA & PASTARIA INC 1100 S COAST HWY, STE 102 & 104 LAGUNA BEACH, CA 92651	GINAS PIZZA & PASTARIA	PO BOX 11269 NEWPORT BEACH, CA 92658-5024	3011

114	424550	ACTIVE	47	02/07/2007	1/31/2018	GUNDOGAR CORP 540 S COAST HWY, STE 108 LAGUNA BEACH, CA 92651-2466	SGS CAFE BISTRO		3011
115	510486	ACTIVE	41	06/12/2012	5/31/2017	Census Tract: 0626.05 WINE GALLERY, LAGUNA BEACH 1833 S COAST HWY, STE 110 LAGUNA BEACH, CA 92651-3267	WINE GALLERY		3011
116	508006	ACTIVE	41	04/12/2011	3/31/2017	Census Tract: 0626.20 KPP INC 1100 S COAST HWY, STE 116 LAGUNA BEACH, CA 92651-2969	HEIDELBERG CAFE		3011
117	307030	ACTIVE	41	06/08/1995	5/31/2017	Census Tract: 0626.19 REBOLLAR, GONZALO H 640 S COAST HWY, STE 1A LAGUNA BEACH, CA 92651	TACO LOCO	640 S COAST HWY, STE 1B LAGUNA BEACH, CA 92651	3011
118	51479	ACTIVE	47	01/12/2015	12/31/2017	Census Tract: 0626.05 BIG FISH TAVERN, LLC 540 S COAST HWY, STE 200 LAGUNA BEACH, CA 92651-2473	BIG FISH TAVERN	PO BOX 19712, C/O MICHAEL CHO, PTWWWP IRVINE, CA 92623-9712	3011
119	504832	ACTIVE	20	03/11/2011	2/28/2018	Census Tract: 0626.05 JUNE INC WHICH WILL DO BUSINESS IN CALIFORNIA AS C 1400 S COAST HWY, STE 201 LAGUNA BEACH, CA 92651-3168	CUBANA CIGAR		3011
120	567763	ACTIVE	47	05/11/2016	4/30/2017	Census Tract: 0626.19 STAFFLOW, INC. 1100 S COAST HWY, STE 202 LAGUNA BEACH, CA 92651-2969	OAK	2170 S TOWNE CENTER PL, STE 350 ANAHEIM, CA 92806-6148	3011
121	540270	ACTIVE	41	04/08/2014	3/31/2017	Census Tract: 0626.19 345 LAGUNA BEACH DINING CORPORATION 1100 S COAST HWY, STE 303 LAGUNA BEACH, CA 92651-2970	SAN SHI GO		3011
122	311351	ACTIVE	41	04/23/1996	3/31/2017	Census Tract: 0626.19 SINGH, KULJIT 998 S COAST HWY, STE B LAGUNA BEACH, CA 92651	NATRAJ CUISINE OF INDIA		3011
123	528200	ACTIVE	41	10/30/2013	9/30/2017	Census Tract: 0626.19 LAGUNA COFFEE COMPANY, INC. 1050 S COAST HWY, STE B LAGUNA BEACH, CA 92651-2967	LAGUNA COFFEE COMPANY		3011
124	244567	ACTIVE	41	04/04/1990	7/31/2017	Census Tract: 0626.19 LAWKONE RESTAURANT'S INC 1133 S PACIFIC COAST HWY LAGUNA BEACH, CA 92651	WAHOOS FISH TACO	2855 PULLMAN ST SANTA ANA, CA 92705-5713	3011
125	416748	ACTIVE	21	11/01/2004	10/31/2017	Census Tract: 0626.04 CHANG, YOUN SOOK 1802 S PACIFIC COAST HWY LAGUNA BEACH, CA 92651	SPIGOT LIQUOR		3011
126	479473	ACTIVE	21	09/03/2009	8/31/2017	Census Tract: 0626.20 GARFIELD BEACH CVS LLC 30842 S PACIFIC COAST HWY LAGUNA BEACH, CA 92651	CVS PHARMACY 9591	1 CVS DR, MAIL DROP 23062A WOONSOCKET, RI 02895-6146	3011

127	530012	ACTIVE	47	06/07/2013	5/31/2017	Census Tract: 0626.32 10TH HOLE ASSOCIATES, INC. 31106 S PACIFIC COAST HWY LAGUNA BEACH, CA 92651	RANCH AT LAGUNA BEACH THE	3011
128	476899	ACTIVE	20	05/08/2009	4/30/2017	Census Tract: 0626.32 ORGANIC CELLAR LLC THE 1589 SKYLINE DR LAGUNA BEACH, CA 92651-1930	ORGANIC CELLER LLC THE	3011
129	538973	ACTIVE	47	03/24/2014	2/28/2018	Census Tract: 0626.32 VACATION BAY TENANT, INC 619 SLEEPY HOLLOW LN LAGUNA BEACH, CA 92651-2434	DRIFTWOOD KITCHEN	3011
						Census Tract: 0626.05		

--- End of Report ---

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