

Revised Request for Operating Hours and Occupancy Adjustment

Malibu Wines & Beer Garden

ZA-2017-2535 (ZV) (PA1)

11-24-25

Dear Members of the Neighborhood Council,

We submit this letter to formally revise our previously proposed modifications for Malibu Wines & Beer Garden.

Revised Operating Hours Request

We are withdrawing our prior request for extended hours on Fridays and Saturdays. We now request a uniform closing time of 9:00 PM across all days of the week.

Proposed Hours (Revised):

- **Sunday–Thursday:** 10:00 AM – 9:00 PM
- **Friday & Saturday:** 10:00 AM – 9:00 PM

After further review and in recognition of the community's concerns regarding later evening activity, we believe a uniform 9:00 PM closing time across all days of the week is appropriate and respectful of the surrounding neighborhood while considering the business demand.

Employee On-Site Schedule & Closing Procedures

Our operating procedures ensure that activity outside of public hours remains minimal and orderly. Employees arrive one hour prior to opening for daily setup and preparation. Last call is held 30 minutes before closing, at which point staff begin cleanup while guests finish their time on property. We close promptly at closing time, after which employees complete final cleanup, secure the property, and depart—typically within 30 minutes. These protocols help maintain a quiet and controlled environment before and after operating hours.

Occupancy Increase and Parking Justification

We are maintaining our request for a 20% occupancy increase, from 228 patrons to 273 patrons.. Operational data indicates that approximately 30% of customer checks redeem the

rideshare discount, meaning about 70% arrive by personal vehicle, with an observed average of 2 patrons per vehicle.

Using these conservative assumptions:

- **Requested occupancy (273 patrons):**
 $273 \times 70\% \div 2 = \text{approximately 96 vehicles}$
- **Current occupancy (228 patrons):**
 $228 \times 70\% \div 2 = \text{approximately 80 vehicles}$

The requested increase in occupancy from 228 to 273 patrons remains fully supported by our existing, approved parking supply, even under conservative assumptions. Our lot is approved by Building and Safety for **150 spaces**, with 143 spaces dedicated to guest parking and 7 spaces utilized by staff. With an average of two patrons per vehicle, and applying our observed transportation patterns, a 30% rideshare rate at full occupancy would result in no more than 96 guest vehicles on-site at any given time, leaving a margin of 47 unused guest spaces.

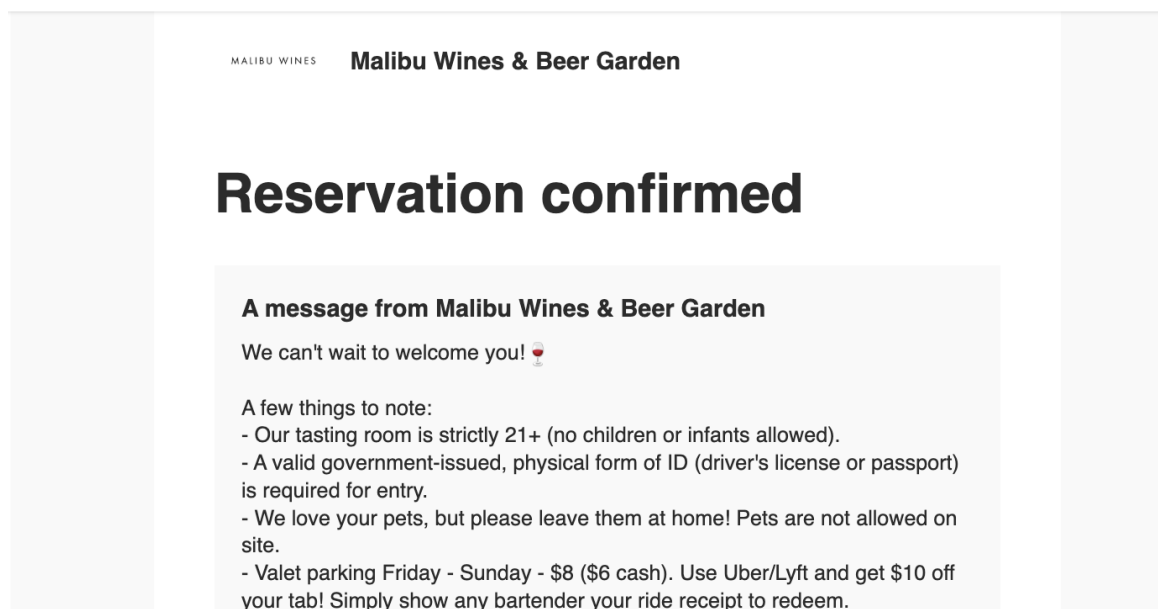
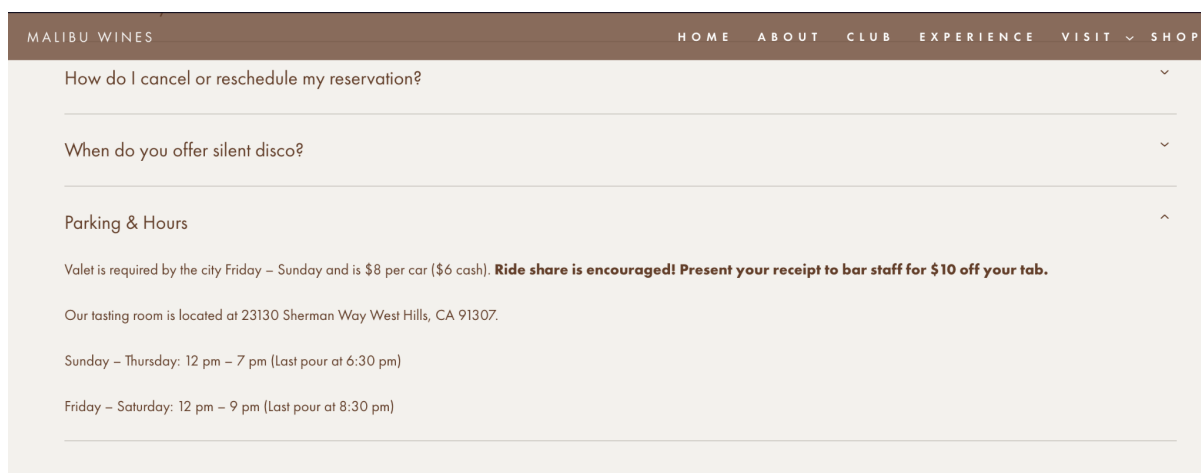
Even if rideshare usage were to decrease to 20% on a given day, 80% of 273 patrons arriving by car would produce approximately 110 vehicles, preserving a buffer of 33 vacant guest spaces. In the most conservative scenario, in which no patrons use rideshare and every guest arrives by personal vehicle, full occupancy of 273 patrons would still translate to only 137 vehicles, which remains within our 143 available guest spaces. In all cases observed, reduced, and worst-case our on-site parking supply is sufficient to accommodate the requested occupancy without generating spillover parking into the surrounding neighborhood.

Rideshare Incentive Program

Malibu Wines & Beer Garden has operated a rideshare incentive program for the past year, offering guests \$10 off their tab when they arrive via Uber, Lyft, or another rideshare service and present their receipt. On a typical busy Saturday, we average 195 guest checks between 12:00 PM and 9:00 PM, and 30% of these checks (roughly 58 checks) redeem this incentive. With average party sizes of 2–4 guests, this reflects a significant portion of our full-day attendance choosing rideshare instead of personal vehicles. Rideshare is therefore a regular and reliable transportation choice for our patrons, directly reducing parking demand and minimizing vehicles entering nearby residential streets.

While guests using rideshare typically arrive in groups, even under the most conservative assumption, treating each rideshare redemption as a single individual, our parking demand remains fully supported on-site. A reduction of 58 vehicles brings our peak-day requirement to 137 vehicles, which is still within our 143 available guest parking spaces. Because most rideshare parties include multiple guests, the real reduction in vehicle traffic is even greater.

To expand the program's effectiveness, we are implementing additional measures, including adding the promotion to reservation confirmation emails, featuring it on our website, and posting it prominently at the bar. These steps are intended to increase awareness and further reduce vehicle traffic and guest parking in the surrounding neighborhood. See images of promotion placement below:





Community Concern

We also recognize the community's concern regarding potential parking spillover onto Woodlake Avenue. To address this, we have installed clear signage instructing guests not to park on Woodlake Avenue and directing all parking to the on-site lot. With sufficient on-site capacity and active guest guidance, we are committed to preventing any neighborhood parking impacts. See image below:



We believe the modifications we are requesting are reasonable, balanced, and demonstrate our commitment to operating responsibly within the community. We have taken meaningful steps to address concerns where possible, while still ensuring we can operate a successful business. We respectfully ask for the Neighborhood Council's support in approving these updates so we may continue providing a well-run, valued gathering place for the community.

Sincerely,

A handwritten signature in black ink, appearing to read 'Devon Freeman', with a stylized, cursive script.

Devon Freeman
General Manager
Malibu Wines & Beer Garden