

Revised Request for Operating Hours and Occupancy Adjustment

Malibu Wines & Beer Garden

ZA-2017-2535 (ZV) (PA1)

12-3-25

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 altering our request to a **10% occupancy increase**, from 228 patrons to 251 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 assumptions:

- Requested occupancy (251 patrons):
 $251 \times 70\% \div 2 =$ approximately 88 vehicles
- Current occupancy (228 patrons):
 $228 \times 70\% \div 2 =$ approximately 80 vehicles

The requested increase from 228 to 251 patrons remains fully supported by our existing, approved parking inventory. Our lot is approved by Building & Safety for 150 spaces, with 143 spaces dedicated to guest parking and 7 spaces reserved for staff.

At full occupancy with a 30% rideshare rate, the estimated 88 guest vehicles on-site leaves a margin of 55 unused guest spaces.

Even under more conservative assumptions:

- If rideshare dropped to 20%:
 $251 \times 80\% \div 2 =$ approximately 100 vehicles
→ preserves 43 vacant spaces
- Worst-case scenario (0% rideshare):
 $251 \div 2 =$ approximately 126 vehicles
→ still within the 143 available guest spaces, leaving a buffer of 17 spaces

Across all realistic, reduced, and worst-case transportation patterns, our on-site parking supply is more than 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:

MALIBU WINES
HOME ABOUT CLUB EXPERIENCE VISIT SHOP

How do I cancel or reschedule my reservation?

When do you offer silent disco?

Parking & Hours

Valet is required by the city Friday – Sunday and is \$8 per car (\$6 cash). **Ride share is encouraged! Present your receipt to bar staff for \$10 off your tab.**

Our tasting room is located at 23130 Sherman Way West Hills, CA 91307.

Sunday – Thursday: 12 pm – 7 pm (Last pour at 6:30 pm)

Friday – Saturday: 12 pm – 9 pm (Last pour at 8:30 pm)

MALIBU WINES
Malibu Wines & Beer Garden

Reservation confirmed

A message from Malibu Wines & Beer Garden

We can't wait to welcome you! 🍷

A few things to note:

- Our tasting room is strictly 21+ (no children or infants allowed).
- A valid government-issued, physical form of ID (driver's license or passport) is required for entry.
- We love your pets, but please leave them at home! Pets are not allowed on site.
- Valet parking Friday - Sunday - \$8 (\$6 cash). Use Uber/Lyft and get \$10 off your tab! Simply show any bartender your ride receipt to redeem.



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,

Devon Freeman
General Manager
Malibu Wines & Beer Garden