

November 20, 2020
Encinitas Beach Hotel Venture, LLC
Invites you to attend
a VIRTUAL neighborhood meeting
Alila Marea Beach Resort – Alcohol Service and Valet Operations
Case Number CPP-004181-2020

Project Description

This project is for a Minor Use Permit and Coastal Development Permit for the sale of alcoholic beverages for on-site consumption and valet parking operations for the Alila Marea Beach Resort. This property is owned by Encinitas Beach Hotel Venture, LLC is zoned N-LVSC, and is located within the SP-4 (North 101 Corridor Specific Plan). The associated project is an approved 130-room hotel and related facilities, which are currently under construction at 2100 North Coast Highway 101 in Encinitas.

A Minor Use Permit is required for the following proposed indoor and outdoor on-site alcohol service and valet service:

1. Alcohol Service to include the following ABC licenses –
 - a. Type 47 – On-Sale General-Eating Place
 - b. Type 58 – Catering Permit
 - c. Type 66 – Control Access Cabinet Permit (bar within each hotel room)
 - d. Type 68 – Portable Bar
 - e. Type 77 – Events Permit

Hours of food and alcohol service for indoor operations are from 6:00 am to 2:00 am and outdoor operations are from 8:00am to 10:00pm.

2. Valet Service – All on-site parking is valet only. Valet operations will run 24-hours and seven days a week.

A Coastal Development Permit is also required because the property is within the City's Coastal Appeal Zone.

The site is surrounded by a townhome development to the south, parking lot to the north, highway 101 to the east and the Pacific Ocean to the west.

We look forward to meeting you virtually and discussing any concerns or questions you may have regarding this project. The Valet Site and Floorplans will be available at the virtual meeting and can also be requested in advance of the meeting as an email attachment or hard copy. A comment card and return envelope may also be requested if internet access is not available to you. If you cannot attend the meeting, or if you have any questions before then, please contact Leanna Ferrante at 858-436-3614, or lferrante@fenwayca.com.

Please join us on:

Saturday, December 5, 2020
10:00 AM -12:00 PM
Via Zoom

Please RSVP to receive login information. Contact Leanna Ferrante at lferrante@fenwayca.com or 858-436-3614.

Vicinity Map



*This notice is being sent to you in fulfillment of the City of Encinitas Citizen Participation Program requirements (E.M.C. 23.06). This outreach effort to our neighbors is necessary because an application for development has been or will be filed with the City of Encinitas, Development Services Department. The sole purpose of this process is to be a preliminary tool for opening a dialogue and to ensure that the project applicants and the citizens both have an opportunity in the planning process to discuss, understand, and try to resolve neighborhood issues related to potential impacts of a proposed project on the surrounding neighborhood. It is not meant to necessarily change or prevent a project as proposed. Please continue to monitor any notices you receive as changes may be made to the project before the final decision is made. Questions about this notice and the proposed development should be directed to the contact person above. Questions regarding the Citizen Participation Program should be directed to the Development Services Department at (760) 633-2710.