



Outlook

10/14, 17d EMPLOYEE PARKING

From Millie Velasco <[REDACTED]>
Date Tue 10/14/2025 1:02 PM
To City Clerk <cityclerk@hermosabeach.gov>

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Hello City Clerk,

I own The Artist Mill and utilize the employee parking permit. Over the summer there was a lot of construction on Hermosa Avenue for weeks and machinery took up many of the parking spots. There's definitely a lack of employee parking on Hermosa Ave. I am frustrated that the city took away parking for employees and businesses. I am often waiting at least 30 min to an hour, especially on weekends just to find parking on Hermosa Avenue. There are times when I have to give up and park at Valley and Ardmore even though I pay for employee parking permits. It makes it extremely difficult to open up in a timely manner. I am also frustrated that I have to pay for the previously free 15 min parking. There is no loading zone by my store, and need to load and unload merchandise and supplies often. Please kindly consider providing MORE employee parking and free loading zone for businesses. Thank you.

Best regards,
Millie Velasco

[REDACTED]
[REDACTED]
[REDACTED]
Instagram: [REDACTED]

Fw: 10-14-25 Item 17d, Events permits.

From Reanna Guzman <rguzman@hermosabeach.gov>

Date Tue 10/14/2025 7:38 AM

To Ariana Rodriguez <arodriguez@hermosabeach.gov>; Nadia Delgado <ndelgado@hermosabeach.gov>; Myra Maravilla <mmaravilla@hermosabeach.gov>

Emailed comment

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From: Ann Yang <anny@hermosabeach.gov>

Sent: Tuesday, October 14, 2025 7:31:40 AM

To: Myra Maravilla <mmaravilla@hermosabeach.gov>; Reanna Guzman <rguzman@hermosabeach.gov>

Cc: Brandon Walker <bwalker@hermosabeach.gov>; Paul Avila <pavila@hermosabeach.gov>

Subject: Fw: 10-14-25 Item 17d, Events permits.

FYI

From: Robert Aronoff [REDACTED]

Sent: Monday, October 13, 2025 10:24:55 PM

To: City Council <citycouncil@hermosabeach.gov>; Ann Yang <anny@hermosabeach.gov>; Steve Napolitano <snapolitano@hermosabeach.gov>

Subject: 10-14-25 Item 17d, Events permits.

I am writing about Issue Four in the staff report for agenda item 17d. Elimination of Event Permits. Event Permits need to be restored! I had relied on them since 1988 for the one or two gatherings each year. The Event Permit is more important than just allowing me to pay for my guests' parking, It allows my guests to relax while visiting Hermosa Beach and not have to leave so as to pay the meter. In short, I believe the elimination of the Event Permit has not allowed me to be the host I want to be. Please restore this very valuable perk for living in Hermosa Beach.

No one, Council Member, staff or citizen with whom I have spoken can remember any discussion about eliminating Event Permits when the current parking plan was adopted. I have had Council Members claim they did not vote to eliminate Event Permits. It is interesting the staff report only says, "This option has been removed under the current program." There is no explanation of how, and no one is taking credit. If you as a Council Member are going to vote to eliminate the Event Permit please explain your reason to the public at the Council meeting.

Robert C. Aronoff

[REDACTED]
Hermosa Beach, California 90254

Telephone: [REDACTED]

Facsimile: [REDACTED]