

Public Comment – Support for Agenda Item 16.a.

From Amy Limas <amyjlimas@gmail.com>
Date Mon 4/7/2025 3:14 PM
To City Clerk <cityclerk@hermosabeach.gov>

You don't often get email from amyjlimas@gmail.com. [Learn why this is important](#)

Dear Mayor and Council Members,

I live in Hermosa Beach and often go to events in the Cypress Arts District and downtown. I'm writing because I saw Agenda Item 16.a. on the calendar, and I wanted to share my support for updating the Temporary Events zoning rules. I urge the City Council to **approve the recommendations made by the Planning Commission.**

Events like these are a big part of what makes Hermosa feel like home. My son is a musician, and my daughter is an artist. This is the kind of area a family of creatives could only hope for, and it didn't exist where we lived before moving to Hermosa.

Not long ago, the Mira Costa High School Band Boosters held a fundraiser in the area, and it was one of those nights that felt so special. We were surrounded by music and art, and all the band parents and alumni kept saying how much they loved the vibe. It gave us a chance to connect and celebrate together, and it reminded me how important it is to have spaces and events like this in our town.

Thanks for continuing to support events that build community and keep Hermosa's creative spirit going strong.

Sincerely,

Amy Limas

Hermosa Beach Resident & Mira Costa Bands Board Member

E-comment for 16a

From Andrea Jacobsson <andrea@jamaauto.com>

Date Tue 4/8/2025 1:06 PM

To City Clerk <cityclerk@hermosabeach.gov>; Mayor Pro Tem Rob Saemann <rsaemann@hermosabeach.gov>; Mayor Dean Francois <dfrancois@hermosabeach.gov>; Councilmember Michael Keegan <mkeegan@hermosabeach.gov>; Councilmember Michael Detoy <mdetoy@hermosabeach.gov>

Unable to submit online. Please confirm receipt of E-comment for 16a.

Thank you

E-Comment:

I oppose the Planning Commission's suggestion to City Council that the use of Temporary Event Permits and Special Event Permits be expanded in any way. The Studio/Rule No. 9 applied for a business permit as a "Digital Capturing Facility and Studio." Yet, event rentals, large gatherings, (not micro events), sale of alcohol (without ABC permits), and a patio which is described as "cannabis friendly" are currently operating. No business in Downtown Hermosa with a CUP would be allowed to sell alcohol and smoke pot without code enforcement shutting them down.

There is no space available to create an Arts Zone, within Hermosa's light Industrial zone. There are no available warehouses so this new change will currently help only one business. There have been no parking studies or standard requirements done for the large assembly of people that The Studio attracts. Besides, the M1 zone prohibits assembly of people. Code enforcement has ignored the sale of alcohol and smoking of cannabis. This district does not deserve preferential treatment and the ability to compete with Hermosa's downtown businesses while paying low rent. On the other hand, Hermosa's downtown commercial district may benefit from loosening of regulations. In conclusion, this rule change should not benefit one business, who has violated State and City government regulations with a work-around and easing of the extra temporary event permit or special event permit. PLEASE OPPOSE!

--

Andrea Jacobsson



Re: City Council Item 16a - In Favor

From Ira Ellman <lomabruin@yahoo.com>
Date Tue 4/8/2025 1:46 PM
To City Clerk <cityclerk@hermosabeach.gov>

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As a resident living near the Cypress District, I support the proposed changes to event restrictions approved by the Planning Commission. Hermosa's culture is enhanced by some of the great small businesses operating in this district.

Ira Ellman

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From: Ira Ellman <lomabruin@yahoo.com>
Sent: Tuesday, April 8, 2025 1:44:36 PM
To: cityclerk@hermosabeach.gov <cityclerk@hermosabeach.gov>
Subject: City Council Item 16a - In Favor

As a resident living near the Cypress District, I support the proposed changes to event restrictions approved by the Planning Commission. Hermosa's culture is enhanced by some of the great small businesses operating in this district.

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Support for Agenda Item 16.a. – Enhancing Temporary Event Rules for M-1 Businesses

From James Frost <jamesfrost1000@gmail.com>

Date Tue 4/8/2025 11:15 AM

To City Clerk <cityclerk@hermosabeach.gov>

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Dear City Council Members,

I'm writing as an artist regarding the M-1 Arts District to express support for **Agenda Item 16.a.** and the proposed updates to the Temporary Event rules. I strongly urge the Council to approve the Planning Commission's recommendations.

Our district is home to a vibrant creative community, and small events are critical to local business models, community engagement, and economic sustainability. The current and proposed restrictions are still too limiting for the way creative businesses operate today.

We urge you to support a flexible, business-friendly approach that lets us thrive while maintaining safety and community standards.

The events here are absolutely the light and love and beating heart of the Hermosa Beach community. Every single person I've met there appreciates the warm and accepting vibe, and they feel energized having spent time there. There is no place as friendly and special in Los Angeles County as Hermosa Beach, and I strongly encourage the growth of local businesses.

Sincerely,
~James Frost
Frostbitten Art

Instagram: @jamesfrost1000

Website: www.frostbittenart.com

Support for Agenda Item 16.a.

From kymm swank <kymmswank@yahoo.com>

Date Tue 4/8/2025 1:46 PM

To City Clerk <cityclerk@hermosabeach.gov>

You don't often get email from kymmswank@yahoo.com. [Learn why this is important](#)

Dear City Council Members,

I am an artist who has participated and produced art and music shows in the M-1 Arts District. I am writing to express support for **Agenda Item 16.a.** and the proposed updates to the Temporary Event rules. I strongly urge the Council to approve the Planning Commission's recommendations.

I live in Downtown Los Angeles but regularly make the drive to Hermosa to attend shows in the Arts District. I have also produced two shows featuring live music and art. You have an incredibly supportive and creative community that draws visitors and business from all over the greater Los Angeles area. However, while planning my shows I have experienced how limiting the current restrictions are to creative businesses.

Further restrictions would deter people from participating and supporting Hermosa's growing creative community and decrease revenue from the small businesses who operate in the district.

We urge you to support a flexible, business-friendly approach that lets us thrive while maintaining safety and community standards.

Sincerely,
Kymm Swank
www.kymmswank.com.

Support for Agenda Item 16.a. – Enhancing Temporary Event Rules for M-1 Businesses

From Rafael McMaster <rafael@indivisiblearts.org>

Date Mon 4/7/2025 2:01 PM

To City Clerk <cityclerk@hermosabeach.gov>

Cc City Council <citycouncil@hermosabeach.gov>

You don't often get email from rafael@indivisiblearts.org. [Learn why this is important](#)

Dear Members of HB City Council,

As the Founder and Executive Director of Indivisible Arts, a 501(c)(3) non-profit, I am writing in support for **Agenda Item 16.a.** and the proposed updates to the Temporary Event rules. I would like to strongly ask the Council to approve the Planning Commission's recommendations.

Our district is home to youth classes for mental and emotional health support, as well as inspiring creative community, and small events are critical to our business model, community engagement, and economic sustainability. The way things are currently the proposed restrictions are still too limiting for the way our nonprofit operates today.

I would like to please ask you to support a flexible, approach that is business-friendly and that lets us thrive while maintaining safety and community standards.

We love serving Hermosa Beach and its kids, and we would like to continue doing so, and ask for your support in doing so.

Please call my cell, below, if you have any questions.

Sincerely,

Rafael McMaster

Indivisible Arts

Founder, Executive Director

c: 310.297.0003



Support for Agenda Item 16.a. – Enhancing Temporary Event Rules for M-1 Businesses

From Scott Meskill <scottmeskill@gmail.com>

Date Tue 4/8/2025 1:07 PM

To City Clerk <cityclerk@hermosabeach.gov>

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Dear City Council Members,

I'm writing as an artist and frequent participant in the community events that take place in the M-1 Arts District. I'd like to express my support for **Agenda Item 16.a.** and the proposed updates to the Temporary Event rules. I strongly urge the Council to approve the Planning Commission's recommendations

This area has grown and brought together people from all over Los Angeles as well as out of town guest that are here to show artwork. Not only do these events bring exposure to the Arts District, the participants are always looking for a place to eat and gather afterwards, bringing more attention and business into the city. Making these events easier to plan and host, benefits everyone. Thank you!

Scott Meskill
Scott Meskill Designs
www.scottmeskilldesigns.com