

From: Jon David <jon415pier@gmail.com>
Sent: Monday, August 8, 2022 3:13 PM
To: DG_PlanningCommission <DG_PlanningCommission@hermosabeach.gov>
Subject: District and Design Standards Meeting

Dear Commissioners:

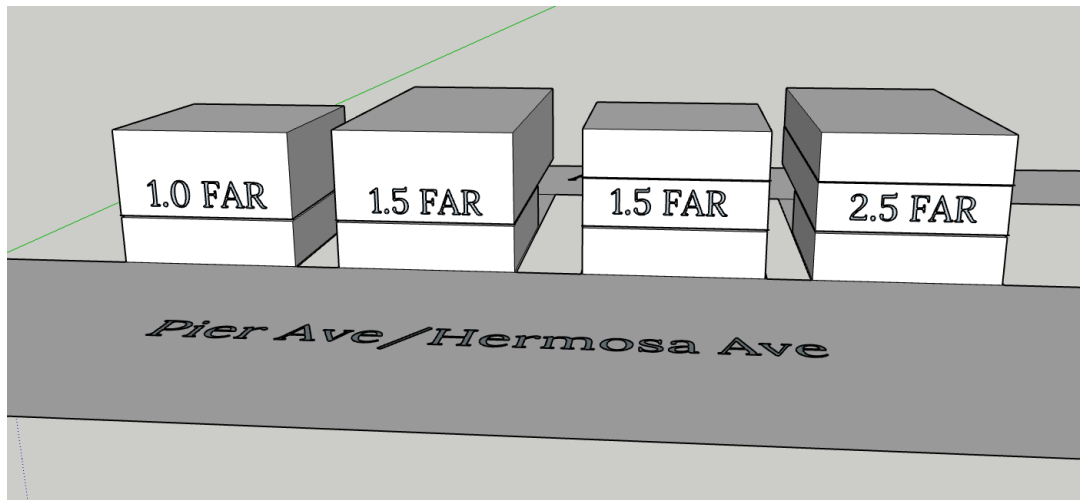
I will do my best to make it in for tonight's meeting but in the event I do not make it I am sharing my thoughts on the topic of district and design standards.

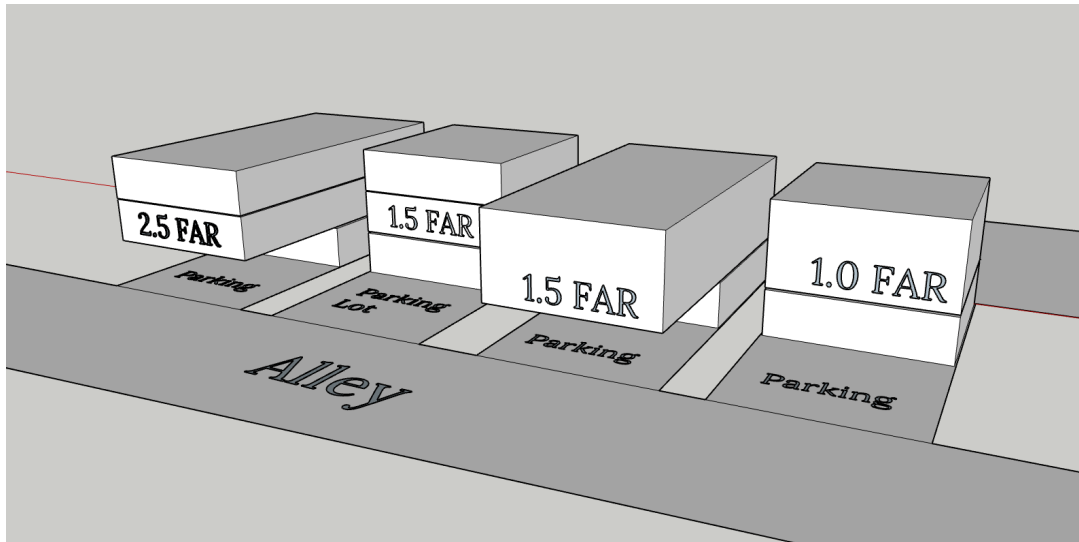
Flexibility in design is the very thing that has given Hermosa its eclectic character. I would hate to see that disappear. For this reason it is important to avoid being overly prescriptive when it comes to design in our downtown district. Too much design prescription allows logic to lead emotion when it comes to design. Emotions are the thing that drives behavior and is why a person often chooses to be at one place over another. They "like the vibe". I do not want to see our eclectic character sanitized away.

The determination of a space's ceiling height should be left to the designers. Forcing a minimum height limit for ground level limits flexibility and the ability to create more useful spaces. For example, the newly developed retail/office building next to The Stanton is a great project with ground floor retail, and two levels of office above. If the owner can fill up the space, it will drive more feet onto that part of Hermosa Ave, increasing the economic vibrancy in that area. It could not have been developed in its current form with ground level minimums exceeding 10 feet. Perhaps it never would have been developed at all.

As far as Floor to area ratios, providing a 1.75 FAR in the recreational commercial area, while the rest of the downtown has 1.25 FAR pushes investment and active use away from the very parts of our city that need it the most. The very concept of FAR's when you have a 30ft height limit is overkill since the building scale is already constrained by the height. At the very minimum please increase the C2 zone FAR to that similar to the recreational commercial zone. The staff report suggests treating increasing FARs separately because of the need for a new environmental impact report. Zoning is being done now. It has our focus and energy. Please refer this matter to the City Council now so they decide on the necessity of obtaining an environmental impact report to expand the C-2 zone FAR's.

In the previous meeting, planning commission members wanted clarity on what various Floor to area ratios actually look like. When I look at the illustrations I do not see the FAR have much effect on the downtown character or experience. Please find FAR illustrations below:





Thank you for taking the time to read this and for your ongoing commitment to our city.

Warmly

Jon David