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Sent: Monday, April 4, 2022 9:00 AM
To: Christy Teague <cteague@hermosabeach.gov>
Cc: drmarycampbell@gmail.com; President HB Chamber <president@hbchamber.net>; Suja Lowenthal <suja@hermosabeach.gov>; Mayor Michael Detoy <mdetoy@hermosabeach.gov>; Angela Crespi <acrespi@hermosabeach.gov>
Subject: Re: 4 events allowed at one site within 12 months!

Hi Christy, looking forward to our conversation, here are some points for our conversation and opportunities for our city:

Opportunities

1) Staff & Consultant have created a **New (DT) Downtown Zone** consisting of Pier and Hermosa Avenue. In order to improve the foot traffic in our business community, we all can agree that we should encourage a healthy mix of businesses. We have an opportunity to have our visitors who mainly visit the Plaza, enjoy other areas in our downtown. Currently, the Plaza is the main Focus and zoned for recreational use with higher density while the rest of downtown is limited and restricted.....the opportunity and the time maybe right for Our downtown to be known more than just the plaza! Knowing that the Business community and residence alike would want this, How can we do this?

2. **Temporary Event Uses Requiring a Temporary Permit:** Under "Special Events and Sales," please provide context and clarification for "no more than 4 events per year?" and the definition of the "event" please.

3. **Upper Story and Rooftop Dining Decks:** We need to create a win-win situation between our residences and any potential rooftop dining decks. According to our map, the majority of our DT Zone is within 50 ft of a residential zone...however the reverse is also true, in that there are residents who knowingly live in DT Zone... meaning if you live near the airport, Railroad tracks, PCH, Aviation corridor and so on you expect noise that naturally come with that! If this is about the noise how can we find another way to create a balance?

4. **Broadcast Studios:** According to the Matrix they are not allowed in the DT Downtown Zone. Since podcasting has an enormous market how can we redefine this?

Ed Hart
HB