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Sent: Wednesday, April 6, 2022 9:20 AM
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Subject: Re: Email Feedback Received for 4/6/22 Planning Meeting

Hi Melanie,

Thank you for your follow up. I've attached a new feedback document, "Hb EDC Advisory Group Feedback LP 4_22" that I would like to have included in the agenda for this evening's SPECIAL Planning Commission Meeting.

Thank you for your assistance.

Laura Pena

Hb Economic Recovery and Stakeholder Working Group
TOPIC: Revised Preliminary Draft Land Use Regulations - Follow Up#2
April 5, 2022

I am providing follow up comments regarding the “Revised Preliminary Draft Use Regulations.”

1. **COMMERCIAL ZONES:** (P.3) The following are inconsistencies:
 - a. New (DT) Downtown Zone only includes SPA-11 which is Pier Ave. According to the Draft Zoning Map, it includes parts of Hermosa Ave which is in the C-2 General Commercial. **Please clarify.**
 - b. Why are you splitting Hermosa Ave on the east side being in the New (DT) Downtown Zone and the west side being in Recreational Commercial (RC). **Businesses like Research and Development can be in RC but not DT, why?**
2. **Downtown Zoning Conflict:** According to PLAN Hermosa, balancing our local serving commercial uses and visitor coastal-dependent uses has discouraged an even flow of foot traffic throughout our downtown in the day and evening. The DT Zone and RC Zone should be more similar to encourage expanding the experiential footprint throughout the downtown. Too much difference dis-incentives development on Pier and Hermosa. We need to encourage visitors throughout our downtown
3. **Alcoholic Beverage Sales:** (P.5) In the notable new standards section, can you clarify what is “New” or “Revised” as it relates to alcohol? It is my understanding, the current code 17.04.090 Off-Sale Alcohol Beverage establishments states there needs to be “100 feet separation from a Residential Zone?” Is this new provision of 100 feet separation being applied to new on-sale applications after 11:01 pm? **If there is not anything new or revised, why is it listed as a “Notable New Standard and Change in Existing Standards?” Please remove it if there is no change because it is confusing.**
4. **Home Based Occupations:** (P.26) Listed under “Operational Standards,” item 2. Location - “All home occupation activities shall be conducted entirely within the residential unit except the assembly of small craft items or limited storage of materials may occur within a garage or accessory building.” First of all, this conflicts with item 7. Storage which states “There shall be no exterior storage of materials, supplies, and/or equipment for the home occupation.” **Isn’t a garage or accessory building on the “exterior” of a residential unit? In addition, why can you assemble small craft items in a garage or accessory building but not in the DT Zone?**
5. **OUTDOOR DINING AND SEATING (Upper Story / Rooftop Map):** (P.28-29) E. Location: 50ft buffer between upper floor dining decks and residential needs more discussion to fulfill the intention of protecting residences while at the same time allowing ALL small lots to create attractive and useful decks for vibrancy.
 - a. **Condition:** Suggestion would be that CUP needed for any deck that is within 50ft of residence unless a structure is constructed to block sound.
 - b. **Distance:** Also, the 50ft should be measured from the nearest residential dwelling, not the lot line to account for empty lot space. For example, on Oak Street the

distance between the 411-415 property line and a residence/mobile home (or land that can reasonably be expected to hold a mobile home) is over 75ft, yet it is included in the buffer zone map.

6. What is the difference between Standards for Specific Uses (P.29 - Code 17.05.160) as it pertains to Personal Services and the Classification of Personal Services?
7. **Temporary Uses Requiring a Temporary Use Permit:** (P.36) Under “Special Events and Sales,” why should they be limited to “no more than 4 events per year” and the definition of “event” needs more clarification.
 - a. For example, retail businesses commonly have “open houses”, “auctions”, “sales” where clients come and are offered gifts etc. These activities are on private property.
8. **Management Training:** (P.46) Under Colleges and Trade Schools, you have management training which is not permitted in the DT Zone. If a business or organization wanted to provide continuing education courses or certification training we could not in our DT Zone. In order to foster a more diversified business mix, permit this type of professional education on second floors.
9. **“Surgical Services”** (P.47) Under the classification of Clinic you will find surgical services which should be included in Personal Services as it also relates to med spas and plastic surgeons which could include injections (botox), lasers, body lifts, fat reduction, face & neck treatments, small incisions, dental (root canals), etc. They are the most common of retail medicine (medspas & dental offices).
10. **General Personal Services** (P.52) needs to clearly state med-spas, which are personal services but often those services, which include puncturing the skin and cutting the skin, are performed by medical professionals in a retail/spa environment.
11. **“Tattoo/Body Piercing Studio”** (P.53) The definition of tattoo is similar to permanent makeup which is permitted under Personal Services. **But a tattoo studio is not permitted in our DT Zone, why?**
12. **Research & Development:** (P.54) Life Science research office or R&D. As stated under this classification, this category would not be permitted in the DT Zone. I am very concerned about not permitting this category. If Hermosa wants to be competitive with our surrounding cities that could bring in the high tech industry we need to allow aspects of this in our DT Zone. We want to see design, development, creation of intellectual property in our “office spaces” though they are not necessarily office jobs. Small scale 3-D printing, testing of electrical, electronic, optical, magnetic health and wellness tools are typical of engineering office environments. Since not all businesses define themselves as an office, we need to provide flexibility for R&D companies to bring their business downtown.
13. **Industrial Uses** (P.54)
 - a. Redefine **“Custom Manufacturing”** to exclude candle making, jewelry making and

similar processes as long as they are either retail oriented or part of “creative experiences” offered to the public. These are great foot traffic, retail type activities. We don't want to not permit places similar to ‘Color Me Mine.’ We want these types of business in our DT Zone.

- b. Redefining “**Light Industrial**” should also be included in our DT Zone to allow for “creative experiences” related to engraving, furniture related product manufacturing on a small scale that could bring new activities to our downtown.

14. **Broadcast studios:** (P.55) should have more clarification.

- a. **Broadcast definition:** For small business, even for accountants, lawyers, etc, Podcasting and Youtube marketing channels of both today and the future. The current definition seems to prohibit them in our DT Zone.

15. **Master Land Use/Zoning Matrix Revised March 2022) - CORRECTIONS**

- a. Hotels - In the (DT) Downtown Zone, P(10) doesn't exist.
- b. Offices - In the (DT) Downtown Zone, what does “Along Pier Avenue, ground floor uses are limited to check in areas and service areas open to the public, such as restaurants. Guest rooms and facilities restricted to guest use must be located on upper floors” have to do with offices?
- c. Restaurants & Retail Sales - Food and Beverage Sales: According to the Matrix, it's permitted but C(4) states “prohibited on the ground floor within 50 feet of any property line abutting Pacific Coast Highway, Aviation Boulevard, Artesia Boulevard, and Pier Avenue.”

16. **Minor Use Permits:** What is the minor use permit process? Typical timeframe?

- a. **Findings** - It is difficult to provide feedback without understanding the definition of “findings.”
- b. **CEQA** - If the Community Development Director can approve this permit, why does CEQA have to be involved? From a business perspective, this inclusion makes it just as difficult to open a business that should require a signature instead of going through the planning commission for a CUP and/or CEQA.
- c. **Public Notice** - Do you mean posting in a public forum or newspaper? Please state channels.