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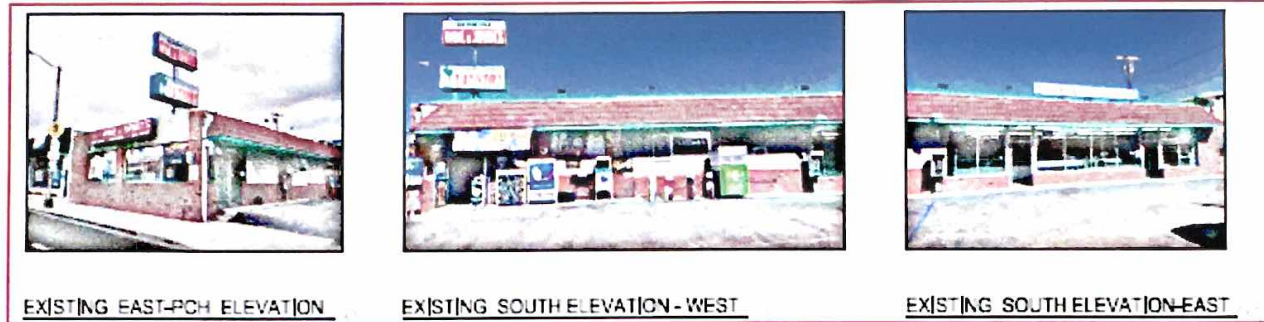
A Note About Our Situation

MAR 26 2020

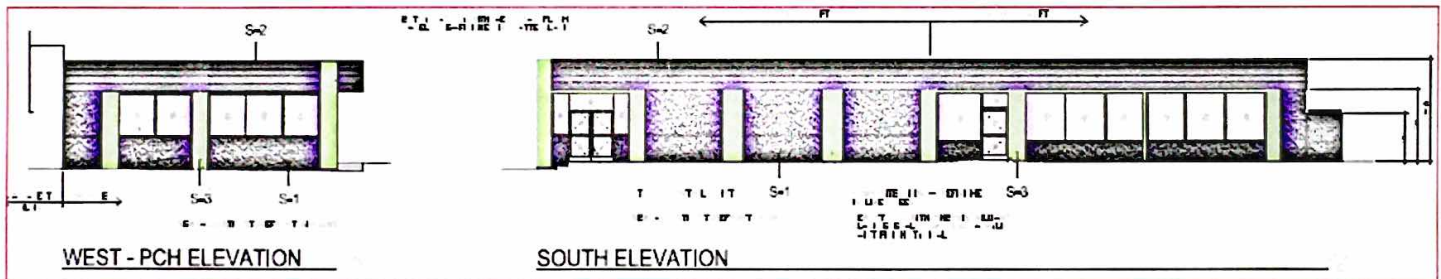
COMMUNITY DEV. DEPT

A few months ago, we were approved for a CUP to use 2000 square feet of a 4066 square foot building on the corner of PCH and 4th street to hold our Dance & Music Lessons for the community. We were replacing a laundromat that held 2000sq feet of the building with the other half was occupied by a Liquor store Tenant. During this time we were also in the process of purchasing the building and as of mid-January 2020 we are now the proud owners of 400-402 PCH in our beautiful Hermosa Beach.

This is what the building looks like below that we now own :



Due to recent possible city bans, the Liquor has asked to end their lease early as their original lease was going to be for the next 8 years. We purchased the building understanding that in Hermosa City Code it would be possible to use 3,000 square feet and leave the 1,066 square feet for a retail business. Instead of going through this process 8 years from now, we are going through it a few months later as we did not know that the Liquor store would want to leave so soon. The following picture is what the building will look like.



This proposed project would not only upgrade the community and the building from the outside to a more modern look, but it will also support the Hermosa Beach arts and cultural community on the inside as well.

For this CUP we are asking for an additional 1,000 square feet to be used for our dance and music school, leaving the remaining 1,066 square feet for retail. This proposed total of 3000 square (with less than or equal to 20 students at one time), based on parking requirements, will not increase the parking demand for our proposed CUP. Even though it may not be relevant to this CUP request, as new owners of the building and the Dance & Music school, we would like to let you know that we are planning to lease out the remaining retail space to a dancewear business that would complement the building and our business so it can be used by our students and parents that are already there for their classes, further reducing any parking strain for our current families.

Upon our previous CUP approval just a few months back, the big question was about staggering our classes. We had a hard time communicating that our classes are either, 30minutes, 50 minutes, 55minutes, 75minutes or 90minutes depending on the type of class so they already perform a natural staggering effect. We also reminded the city that instead of a yoga studio that has the same class over and over again with different students, we have the same students taking multiple back-to-back classes which also decreases the simultaneous in's and outs (and drop offs) for the parking lot. Due to the proposed addition of the third Dance Room, the third room in fact also makes the staggering of classes even easier. Here is an example that hopefully clarifies this.

Please note we are currently in business in Redondo (which is the business that is moving to this location) and is a real live example of the schedule below:

Monday			
Room One	3:20 Aerial (55min class)	5min break (4:15-4:20)	4:20 Ballet/Tap 5-6yrs (55min class)
Room Two	3:25 Pointe Int (85min class)	5min break (4:50-4:55)	4:55 Point Adv (85 min class)
Room Three	3:25 Ballet/Tap 4-5yrs (50min class)	5min break (4:15-4:20)	4:20 Ballet/Tap 2-3yrs (30 min)

As you can see due to different start times and different class lengths the staggering happens organically. The third room is also available for many dance private lessons (1 on 1) that are utilized often by our more advanced dancers that are required to schedule throughout the week to progress their training. These private lessons are either 30min, 45min, or 60min in length. All other group classes we offer are either 30min, 50min, 55min, 75min, or 90min which depends on the age group or skill level.

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What We Offer

Most of our parents of 6 yrs old through teen students are carpoled and dropped off by their busy moms while students under age 5 are brought in with their parents.

Our business concept is a studio where families can take dance and music lessons. We the only studio with a "floating floor" that decreases fatigue and injury and small class size to increase more individualized instruction to people of all ages.

We help parents raise their children by providing a space to build confidence and friendship by inspiring children of all ages to express and celebrate the wonderfully alive individual inside.

We have those that attend once a week to those that we are helping prepare for college scholarships in dance and music.

We intend to cater to parents that want traditional arts training for their children in a smaller class setting with the best facilities and instructors. Our upscale facility offers a clean and positively nurturing atmosphere. We handle all the details to make it a stress-free experience for parents to have their children trained in the art of dance and music. We are also one of the few places that will answer phones and are available for any questions throughout the day no matter if lessons are meeting or not.

The business impact and footprint will be noninvasive to surrounding businesses and residents. The studio atmosphere is in harmony with the city and surrounding business standards and expectations. Being in the world of sound we are experts in the sound proofing necessary for each type of instrument or sound. Our "floating floor" that rests on 2900 high density foam blocks also helps in the decrease of any vibration.

We offer instruction in
 Dance
 including ballet, tap, hip hop, jazz, wedding prep
 Music guitar, voice, violin, and piano.

Typical Day

Although we are open from 9am to 9:30pm for any phone call assistance. Classes usually run the following times;

- Mon – Fri before 3:30pm (classes only between 9-10:30am)
- younger mommy and me classes or toddler classes in the morning at 9am 9:30 or 10am for 30 min
 - average students in class is usually 4, not our most popular times
 - classes are not usually in session between the hours of 11 and 3pm

- Saturday before 2pm (classes only between 9-noonish)
- there is a mix of younger and school aged children from 9:15 to about 12:15 some days ending an hour earlier or
 - average students in class is usually 7 (although less for toddlers due to smaller class size), these times are more popular

- Mon- Fri after 3:30pm (since most kids are in school – open till 9:30 the latest)
- there is a mix of younger, school aged and teens are from 3:15 to about 9:15 some days ending an hour or two earlier
 - average students in class is usually 7 (although less for toddlers due to smaller class size)
 - times right after school are more popular with 7:15pm to 9pm less popular

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Our Story

The story of the School of Dance & Music really began long before owners Liliana and Dan first opened their doors.

As a young girl, Liliana was painfully shy. We're talking so bad that she spent the first two dance classes she ever took crying on her mother's lap instead of in the class having fun. She had to learn English when she started school (her parents are Italian immigrants), but even then she barely spoke at all through the early years of grade school, and was eventually even voted 'most likely to be a nun' in her elementary school yearbook. It was safe to say she was one little girl who did not want to be in the spotlight. Fast forward twelve years, and a 15-year-old Liliana was not only participating in dance classes, but teaching them...to adults! So what happened? DANCE.

Dance woke Liliana up to the wonderfully expressive, confident person hiding inside herself. It also enabled her to perform and choreograph professionally on stage and got her thinking that if dance could do

that for a girl like her, how could she use it to help unlock this potentially life-changing freedom in others as well? So after college, instead of going to medical school with her Biology degree (her parents' dream for her), she opened her own dance studio to see if there really was a possibility for this vision, along with the selfish benefit of surrounding herself with the raw honesty, wonderment, joy and creativity that kids possess.

Not long after the dance studio opened, a friend invited Liliana to a concert at the Santa Monica pier. A local band was playing and, of course, Liliana's eye went straight to the lead guitarist and singer. There may have been a little more to it than that, because after the show, she asked him out, and that's how Liliana met Dan.

Music had been for Dan what dance was to Liliana...it was an arena that grew deep friendships and an outlet that let expression and consistent focus open new possibilities in life (like being the geek that could transform himself into a rock star with some stage lights and sunglasses). So instead of his hard-earned Engineering degree sealing his fate in an industry that wasn't fully his passion, it was only a few years after helping Liliana with the dance studio that they decided to join forces and add a full music program to the studio's offerings.

Since they first opened the doors in 1999, Liliana and Dan now have 2 little boys of their own and have grown the School of Dance & Music (you might say their first child) in response to the amazing support and commitment from the local community. Liliana and Dan have now been a part of helping over 10,000 students come alive through dance and music, and have watched students grow from young children into confident, happy young adults through the power of a dance and music education. They are so proud to have families, teachers and students call S.D.M. their home away from home and hope to continue inspiring others to help find their voices that will let them write their own stories of lifelong success.