

From: noreply@granicusideas.com
To: [Eduardo Sarmiento](#); [City Council](#); [Suja Lowenthal](#); [Angela Crespi](#)
Subject: New eComment for City Council Virtual Meeting Closed Session - 5:00 PM=0ARegular Meeting - 6:00 PM=0ADuly
Posted on May 20, 2021 at 9:00 p.m. by E.S.
Date: Tuesday, May 25, 2021 9:22:18 AM

[SpeakUp](#)

New eComment for City Council Virtual Meeting Closed Session - 5:00 PM Regular Meeting - 6:00 PM Duly Posted on May 20, 2021 at 9:00 p.m. by E.S.

Jon David submitted a new eComment.

Meeting: City Council Virtual Meeting Closed Session - 5:00 PM Regular Meeting - 6:00 PM Duly
Posted on May 20, 2021 at 9:00 p.m. by E.S.

Item: b. REPORT 21-0325 CITY COUNCIL REVIEW AND RECONSIDERATION OF THE APRIL 20, 2021 PLANNING COMMISSION DECISION TO DENY A REQUEST FOR A CONDITIONAL USE PERMIT AMENDMENT TO PROVIDE ONSITE SALE, SERVICE, AND CONSUMPTION OF GENERAL ALCOHOL INDOORS ONLY WITHIN THE HOTEL LOUNGE FOR REGISTERED GUESTS ONLY, SEVEN DAYS A WEEK 7:00 A.M. TO 10:00 P.M. AT AN EXISTING HOTEL (H2O HERMOSA) AT 1429 HERMOSA AVENUE, AND DETERMINATION THAT THE PROJECT IS CATEGORICALLY EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA). (Community Development Director Ken Robertson)

eComment: I fully support H2O hotel in there petition. I am actually saddened they are not asking for more because there are difficult issues that need to be worked through regarding alcohol intensification, the assumptions surrounding it, and who we are as a city. We (resident, business, Staff, Council, and Commission) need to stop the narrative about alcohol and go back to first principles. I think if you poll the general hermosa population, they are not desiring to reduce alcohol consumption in Hermosa. Some want more bars-like spots. Some want bars-like spots to go away. However, I think most want more options in the form of spot where alcohol can be consumed in more "mature" places. I think a nice hotel fits that bill perfectly. Lets not drive the hotel guest (and even guests of guests) out of the "temporary home" because of an over reaction due to past events. Lastly, I want to see the City (staff, commission, and Council) not just on battling "bad behavior", but how they can help drive vibrancy and help Hermosa businesses stay competitive with its neighboring cities. Are our residents really that more conservative than those in Manhattan or Redondo? Other than a handful of residents, I can not imagine the majority of residents would oppose an alcohol license in a hotel. I think they would be shocked that it is even an issue.

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