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Sent: Tuesday, July 25, 2023 2:59 PM

To: City Council <citycouncil@hermosabeach.gov>; Suja Lowenthal <suja@hermosabeach.gov>; Ann Yang <anny@hermosabeach.gov>; Myra Maravilla <mmaravilla@hermosabeach.gov>; Angela Crespi <acrespi@hermosabeach.gov>

Subject: New eComment for City Council Hybrid Meeting (Closed Session - 5:00 PM and Open Session - 6:00 PM)



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Laura Pena submitted a new eComment.

Meeting: City Council Hybrid Meeting (Closed Session - 5:00 PM and Open Session - 6:00 PM)

Item: a) REPORT 23-0445 ECONOMIC DEVELOPMENT STRATEGY PROGRESS REPORT
(Community Development Director Carrie Tai)

eComment: Dear Mayor, Council Members, and Staff - I appreciate Director Carrie Tai's efforts on providing a second year progress report that was extremely informative on our Economic Development Progress. Here are my follow up questions: A) Wayfinding Signs:. This study evaluates wayfinding signage throughout the City. What part of this project includes stakeholder's feedback to assess locations and sign content? According to Goal 2 in PLAN Hermosa, the community is active and involved in the decision-making process. Policy 2.9 Evaluation and feedback. Periodically solicit service evaluations from the community and utilize feedback to improve and develop the City's policies, ordinances, programs, and funding priorities. 2.7 Major planning efforts. Require major planning efforts, policies, or projects to include a public engagement effort. 2. When is the next public meeting to discuss CIP 111

project? 3. According to the timeline, the estimated project will be completed by August 2023. Please provide more clarification about the feasibility of this timeframe given that its next month.

4. The performance measure in this strategy includes implementation. What is the new target date for completion?

B) Develop Identity/Vision for the Downtown: 1. According to the performance measure within this strategy, "consistent with PLAN Hermosa and Downtown Revitalization Strategy. May be considered concurrent with Update of Downtown Revitalization Strategy. Would require RFP and consultant contract with public outreach," has any decision been made to conduct concurrently with Strategy #10? 2. What additional efforts to promote Hermosa Beach will be included in this strategy? Will the public be able to provide timely feedback? If so, what timeframe and channels will be utilized?

C) Comprehensive Downtown Lighting Evaluation: 1. Based on the CIP April 2023 status report, CIP 621 was discussed in an April city meeting as "pending due to staff availability." Since this update hasn't changed from the September 2022 status report, what additional efforts will be made to avoid further delays? 2. What is the timeframe breakdown for the performance measures within the second year? How long is the assessment phase? How long is the completion phase?

D) Long Term Allowance of Music In Business Locations: 1. City Council approved an urgency ordinance to allow pre-recorded and live music as a pilot program. Is there any reason why the pilot program cannot be approved as a permanent program separate from Outdoor Dining Program? 2. Currently, Chapter 17 (Zoning), restricts limited-live entertainment in regards to NOISE being audible from the exterior of the business, windows and doors have to be closed. In the event that the Outdoor Dining Program has to be temporarily concluded due to the ending of the urgency ordinance, can we update the code to allow for outdoor music permanently? As always, I appreciate your thoughtful consideration. Laura Pena