



Laura Pena

Support

05-21-
2024
01:14 am

Dear Planning Commissioners,

I am writing to express my wholehearted support for the Conditional Use Permit (CUP) amendment proposal being presented by the H2O Hotel. This proposal seeks to enhance their services by allowing them to serve full liquor in their lobby and rooftop areas, as well as host gatherings of more than 20 people in both spaces. I believe this amendment will not only elevate the guest experience at H2O but also contribute significantly to the prosperity of our local economy by attracting more visitors to Hermosa Beach.

As a member of our business community, I understand the importance of continuously evolving to meet the needs and desires of our residents and visitors. The proposed amendment aligns perfectly with this ethos, offering an enhanced experience for guests of H2O while also creating opportunities for growth and prosperity throughout Hermosa Beach.

Furthermore, I am compelled to highlight the financial burden imposed by limiting occupancy for events for 20-79 until a traffic study is conducted. Requiring H2O Hotel to conduct such a study, which often carries a cost of approximately \$20,000, is excessive for the scale of these events and places an undue strain on a local business. This expense could significantly hinder H2O Hotel's ability to enhance their services and contribute to our community's economic growth.

By endorsing this proposal, we can demonstrate our commitment to fostering a vibrant and thriving hospitality sector in our community. Allowing H2O to serve full liquor in their lobby and rooftop areas, as well as host larger gatherings, will undoubtedly enhance their appeal as a premier destination in Hermosa Beach. This, in turn, will attract more visitors to our area, benefiting not only H2O but also the many businesses that make up our local economy.

I urge the Planning Commission to carefully consider and support the CUP amendment proposal put forth by H2O Hotel. By doing so, we can help create opportunities for growth and prosperity that will benefit our entire community for years to come.

As always, I appreciate your thoughtful consideration.

Laura Pena