



Jessica Accamando

Support

05-16-
2024
05:00 pm

Dear Members of the Planning Commission,

The Hermosa Beach Chamber of Commerce is writing to express our strong support for the H2O Hotel's application for an amendment to their Conditional Use Permit (C.U.P.). We believe that approving this amendment will positively impact the hotel and the wider community.

Community Impact: Since its opening, H2O Hotel has had no recorded issues or noise complaints. This impeccable record highlights their commitment to being a responsible and considerate business within the community. The absence of disturbances underscores the hotel's ability to host events without negatively impacting the surrounding area.

Comparison with Other Establishments: Similar boutique hotels in the area operate lobby lounge areas without restrictions on whether guests must be overnight guests. Allowing H2O Hotel the same flexibility aligns with the practices of comparable local businesses and fosters a fair and competitive business environment.

Community Involvement: H2O Hotel is a wonderful community member that consistently contributes to local fundraisers, participates actively in community events, and has no record of unruly calls for service. Their positive presence and involvement in the community are greatly valued.

We also respectfully submit the following points for your consideration:

Traffic Study Requirement: We understand that the current presented limits of occupancy are due to a requirement of a traffic study. Requiring H2O Hotel to conduct a traffic study for events with 20-79 attendees who are likely acquaintances imposes an undue financial burden on the business. The average cost of such a study is approximately \$20,000, which is excessive for the scale of these events and imposes an unnecessary financial strain on a local business.

Occupancy Regulation: It is unusual to modify the C.U.P. to regulate guest numbers that fall below the established occupancy limits for the hotel's facilities. The occupancy limit for their lobby is 49 people, and the 3rd floor deck accommodates 48 people. The proposed amendment seeks to manage guest numbers well within these limits, making further regulation redundant and unnecessary. We respectfully request that you consider raising the limit.

In conclusion, the Hermosa Beach Chamber of Commerce firmly supports the H2O Hotel's application for a C.U.P. amendment. We believe that the requested changes are reasonable, equitable, and beneficial for both the business and the broader community. We respectfully urge the Planning Commission to approve this amendment and support the continued success of H2O Hotel.

Thank you for your consideration.

Sincerely,

Board of Directors

Hermosa Beach Chamber of Commerce and Visitors Bureau