

**From:** [noreply@granicusideas.com](mailto: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 12:20:31 PM

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## 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.

Randy Balik 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: Dear Mayor, Council Members, and Staff – Please support H2O’s request to modify their CUP to allow for service of beer and wine to their hotel guests. We all know that these have been challenging times for all businesses in Hermosa, and there is no need to make it harder. This is a small "ask," and frankly I don’t even see what the issue is here. Big picture – with a lack of outdoor space and certain amenities, H2O is designed more as a high-end boutique and business hotel. As one who travels on business quite a bit (pandemic aside, of course), I often use my hotel lobbies to entertain business clients and engage in a discussion over a glass of beer or wine. These discussions are often precursors to a local dinner or as a nightcap after a local dinner. Point being, it’s simply part of the expected experience and the availability of this amenity is often a decision-point when I decide where to stay while traveling. The lobbies of these kinds of hotels are not “party” venues or night clubs – they merely offer a place for the hotel guests to sit down and have a casual drink and conversation. Virtually all boutique hotels like this one have the ability for their guests to enjoy beer and wine – H2O should be no different. In Hermosa Beach, we have examples of hotels who are allowed to do this, such as The Beach House and Hotel Hermosa. Not only would this allow H2O the ability to operate on equal footing

with their counterparts, but it is also a necessary amenity to attract guests, as discussed. And attracting guests is good for business, good for our local surrounding businesses, and good for our City revenue – why choke that off? As a business owner myself, I see the virtues of allowing this amenity as something that will have greater benefit than for just the hotel itself, with virtually no downside. And as a business owner how invites clients and colleagues alike to stay in Hermosa Beach when they are traveling so that I can entertain closer to home, I see the potential value in H2O as an option. Otherwise, high-end clients, and locals like me who look to make suggestions as to where to stay while traveling, will look not only to other hotels, but to other adjacent cities to stay and spend their money. For a city that claims to be “Business-Friendly,” this should be a very easy decision. Thank you for your consideration, Randy Balik

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