

**From:** Jessica Accamando <president@hbchamber.net>

**Sent:** Tuesday, June 18, 2024 12:35 PM

**To:** Carrie Tai <CTai@hermosabeach.gov>; Tony Cordi <tony@theinnategroup.com>; Planning Commission <Planningcommission@hermosabeach.gov>; Alexis Oropeza

**Subject:** Events and Music

All:

I just attempted to go online and comment but it appears I forgot the cut off time. So here's my minor input for tonight's discussion.

Our Municipal Zoning Committee, lead by Tony Cordi, has been actively working on providing you all with constructive feedback and input from the business perspective. I don't believe I have much to add to their recommendations. Mine are brief:

1. I understand and appreciate the need to have code that could/would be applicable to all business types.

That said, our private property event permit is limited to 4 a year (with 3 consecutive days each) and only two businesses (maybe 3) utilize this permit. As a Visitors Bureau and Chamber, we are constantly trying to help businesses develop programs and marketing opportunities that help their business. You can see fruitful events in many downtowns as they help bring in foot traffic (ice cream day, pop up markets, nonprofit partnership events, etc). I urge the commission to expand the 4x/year limit to at least once monthly. There has not been an abuse of this permit and there is no reason to limit so aggressively.

I also point to Adam's previous comment about the restriction on the use of a private parking lot. This too seems excessive. We certainly want to prohibit the abuses of parking reduction as they relate to the needs of visitors, but for a business, with an event that helps their business, why can't they use their full parking lot? I could understand if the event was more than one day or if it was a shared parking lot or public parking. But in the example of Uncorked, their parking lot is 3 spaces. A limit on 10% of that space leaves a tiny corner for them to have a celebration on their own property. Seems illogical. **If the Chamber can rent parking from the City for production of large events without having to replace it, why can't a business use their own parking lot for an event for one day?**

2. When the Limited Live Music permit was approved and added to code many years ago, it restricted it's use to only businesses below Monterey. That seems unfair to our upper Pier businesses who also would like to have limited live music indoors. Think of El Tarasco with a guitar player in the summer or even singing Santa at Christmas time. Let's let our upper Pier businesses enjoy that permit as well.

That's all I have. Good luck tonight and we applaud Carrie and her team in all of the hard work they are doing.

**Jessica Accamando**

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