

From: noreply@granicusideas.com <noreply@granicusideas.com>

Sent: Monday, May 11, 2020 3:17 PM

To: Ann Yang <anny@hermosabeach.gov>; City Council <citycouncil@hermosabeach.gov>; Suja Lowenthal <suja@hermosabeach.gov>

Subject: New eComment for City Council Virtual Meeting (Closed Session - 6:00 PM and Regular Meeting - 7:00 PM)

New eComment for City Council Virtual Meeting (Closed Session - 6:00 PM and Regular Meeting - 7:00 PM)

Andrea Jacobsson submitted a new eComment.

Meeting: City Council Virtual Meeting (Closed Session - 6:00 PM and Regular Meeting - 7:00 PM)

Item: 6a) REPORT 20-0255 IMPLEMENTING PLAN HERMOSA GOALS FOR PRESERVING DOWNTOWN GROUND FLOOR RETAIL AND RESTAURANT USES-NEXT STEPS
(Community Development Director Ken Robertson)

eComment: Recommendation for City Council to approve the decision of the Planning commission 5-0 vote for 1301 Manhattan Ave remodel project. Now is not the time to spend city revenue on an economic consultant to do yet another feasibility study on economic uses when this would duplicate existing studies that have been done. Businesses need guidance and the rules should not change after approval. If the city wants to have an Economic Development commission a member from the H.B. Chamber of Commerce and the Downtown Business group must be included for balanced and thoughtful decisions. This economic development commission should work on retaining existing businesses and assist businesses by finding creative solutions to new issues during this difficult time of social distancing and pandemic. Here is an excerpt from The Atlantic dated 4/27/2020 I'd like to share: "As e-commerce grows, it will pull more stores out of ground-floor retail locations. Many of these spaces will stay empty for months, removing the bright awnings, cheeky signs, and crowded windows that were the face of their neighborhood. Long stretches of cities will feel facelessly anonymous. With fewer independent stores and more Americans working from home, the streets will be quieter, too. Some urban residents might enjoy the feeling of a half-filled city; it will carry the eerie vibe of an awkward, permanent holiday. But even those cheered by the ample sidewalk room will find, in the darkened windows to their left and right, a shadow of the city they knew before the plague. It would be glib to suggest that most restaurants can survive by simply pivoting to delivery. Indeed, many won't—and not just because some consumers might be afraid of lukewarm trout. The bigger problem is that the most popular delivery items (appetizers and entrées) tend to be the least profitable, while delivery consumers rarely order the higher-margin items, like dessert and booze, that actually pay the rent. The COVID-19 pandemic will leave two legacies for the American streetscape. In the next few years, the virus will reduce to rubble many thousands of cherished local stores. Chains will surge, restaurants will feel desolate, and the density of humanity that is the life force of cities will be ruinously arrested by the disease...." You can read the full article at: <https://amp-theatlantic.com/cdn.ampproject.org/c/s/amp.theatlantic.com/amp/article/610738/>