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Sent: Tuesday, June 18, 2024 11:52 AM
To: Melanie Hurtado <mhurtado@hermosabeach.gov>
Subject: New eComment for Planning Commission Meeting 6/18/24

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Adam Malovani submitted a new eComment.

Meeting: Planning Commission Meeting 6/18/24

Item: 7. STAFF ITEMS

I am asking the Planning Commission to request The City to make two changes to HBMC Section 17.42.150.D.7.A as it relates to the Temporary Minor Special Event Permit which states: 1) A use that occupies required parking spaces shall not reduce existing parking by more than 10%. Recommendation: A business should be able to use 100% of their PRIVATE parking lot for a special event. Allowing only 10% of a private parking lot for a special event essentially prohibits the use of it completely. Private parking lots are ideal locations to host special events and if used temporarily, have little if any impact on overall parking in our city. 2) HBMC Section 17.42.150.D.7.A limits the number of outdoor events to 4 times per year within a 6 month period. Recommended Change: A business should be allowed to host events 12 times per year (once per month) and not be restricted to a 6 month period. These recommended changes are supported by City Council and The Chamber of Commerce. These changes are "low hanging fruit" and could make an immediate impact to increase much needed vibrancy in Hermosa and encourage and empower our businesses to host outdoor, family friendly events that attract people from all over Los Angeles and beyond. Background: In 2022 & 2023 I helped Justin Safier, the owner of Vista restaurant apply and obtain a Temporary Minor Special Event Permit which allowed us to host 12 monthly silent disco events on the 1st Sunday of every month. We were permitted to use both the dining deck and 100% of the adjacent parking lot (which is not used for customers or the public). We hosted the event for 25 consecutive months and averaged 500 people per month and attracted an incredibly diverse crowd including families with kids (about 25% of attendees). The majority of ticket buyers listed Los Angeles as their home. This is just one example of how Temporary Minor Special events in private lots can benefit businesses and the entire community. Furthermore, these events were on Sunday nights including non-peak summer months when there was plenty of parking in public lots and on streets. In December 2023 we applied for the same permit for 2024 which we had in 2022 & 2023, and were told we could only use 10% of the parking lot which makes it impossible. There are many other businesses which could also benefit from being able to host events on their private lots. One of the owners of Ryla restaurant told me he would love to be able to use their lot to host one Sunday brunch a month. Other downtown businesses that could host events to encourage vibrancy outdoors include Uncorked, Guisados, The Antique Barn, The Comedy and Magic Club just to name a few. ET Surf hosted a fantastic family event with a surf movie and sponsors. The intent of the Temporary Minor Special Event permit is to make it easier and less expensive to host events and encourage vibrancy, especially family friendly outdoor events. Please ask The City to make these simple changes for the good of our entire community.

Thank you very much

Adam Malovani