

Susan Morrow

From: Maximus Salon <419maximus@gmail.com>
Sent: Tuesday, November 23, 2021 8:18 AM
To: drmarycampbell@gmail.com; Mayor Michael Detoy; Mayor Pro Tem Ray Jackson; Councilmember Justin Massey; Councilmember Stacey Armato; Suja Lowenthal
Cc: Ken Robertson; Christy Teague
Subject: Housing Element

Dear Mayor Detoy, Council and city leadership

In the last planning Commission meeting on “California Housing Element” November 16, 2021, here’s the link <https://youtu.be/qp5UDJtvWVM> Commissioners Seaman and others seemed distraught by not only the State confusing direction on housing, but with the lack of feedback from our community as well! So in this letter, I am offering a perspective and some food for thought... the first part is titled “what would you say to that?” It’s prospective from a owner of a commercial property that is being considered for The Housing Element exercise...and the second part titled “its about lemonade and not the lemon” that is a perspective on the **bigger picture** it may help you with the frustration that State has giving you “a Lemon”.

What would you say

If you had a commercial property in Hermosa and City comes and ask you....”look, we have the state on our back and pushing us to comply with affordable housing in commercial zone, we know that:

- 1-The properties are expensive here.
- 2-The cost of construction is skyrocketing.

We also know that lots are small here in the commercial zone... And! sorry our height limit wouldn’t let you go up much, we also have FAR restrictions so your building cannot be too big either! oh almost forgot! we do have parking requirements! so you need to leave room in your small property for that also!!

So anyway we want to encourage you to help us out with this “affordable housing” issue we are facing!! but we need to tell you, if you decide to do so, we like to penalise you and take part to your income and/or put additional restrictions “Land Value Recapture” on the deed of your property as well!!!!”

So under that impossible parameter, if you had a commercial property, what would you say to that?

It's about the lemonade not the lemon!

isn't "affordable housing" really about people and how the future is shaping up even for us?

At these crucial times we are losing our valued city staff like Eddie because people like to work near where they live...shouldn't affordable housing be our way to attract and retain top talent to come work for our city?

And in this fast and confusing world, wouldn't be smart and efficient when the staff that serve our community also lives here and they would have first hand experience on the particular challenges our community faces?

When we say "thank you for your service" to our HBPD, our firefighters, our nurses, teachers and frontline workers, is that just a "lip service" to make ourselves look good? Shouldn't we at least consider that our lives and our children lives would be enriched and safer when younger generations of professionals who help our community could also live amongst us? Isn't "affordable housing" really about caring for those who care for us?

Even if we take the morality out of this, wouldn't city get in trouble with state for setting up an unrealistic parameters so that the "Housing Element" would fail?

And IF we wanted truly to be the cool people who we think we are, couldn't we(the city and commercial property owners) come together and create "affordable housing by design" and "work/live lofts" at least in the UpperPier/Civic Center zone where:

- Additional height limits may be great help with affordability, and it wouldn't block anyone's View.

- Its very close proximity to Valley, Ardmore and PCH.

- Being close to city hall would it fit perfectly into the character of our little beach town.

- It would bring more vibrancy to our downtown.

- Work/live and play in a walkable downtown like ours would reduce our dependency to cars, gas and parking.

Now, in case anyone is wondering if "making money" would be the motivation behind writing this letter, may I say that pharmaceutical companies that make Covid vaccine also make a lot of money from their products!...however with a close partnership with governments, their products saves lives and helps humanity go forward.

Lastly, if I may leave you only with one thought, it would be this.....

When you don't incentivise that which *you want*,
you are automatically incentivising that which *you don't want*!

Best to you all, Ed Hart

Ed Hart
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