

**10/10/17 AGENDA, ITEM 6e - UPDATE ON "DOWNTOWN ENHANCEMENT PLAN"
SUPPLEMENTAL LETTER AND ATTACHMENT FROM GREG STAGER SUBMITTED TO
CITY COUNCIL ON 10/9/17 AT 11:08 A.M.**

From: Greg Stager [<mailto:greg@sunsetsinc.com>]
Sent: Monday, October 09, 2017 11:08 AM
To: City Council; City Clerk; Councilmember Stacey Armato
Subject: String Lighting on Hermosa Ave.

Dear Councilmember Armato and City Council of Hermosa Beach,

As the owner of Paciugo Gelato Cafe and BKB Swimwear & Clothing on Hermosa Ave. for the last 25 years, I am encouraged to hear that on Tuesday you are discussing and/or approving committing funds to installing string lighting on Hermosa Ave and potentially up Pier Ave.

I'll be brief - there is NO business in downtown Hermosa at night except for the restaurants and bars along with walking area of the pier. It's simply too dark along Hermosa Ave. and the first couple of blocks of Pier Ave. to entice anyone to stray off the beaten path.

My vision, and hopefully yours, is for individuals, couples and families to stand in the middle of the 4 way walk on Pier and Hermosa Ave. and to look all 4 directions and say "it looks so beautiful we can't decide which way to head to eat/shop/play". Right now, there is only one choice....west....because it's the only direction that is lit.

Please give your support and approval to investing the money that it takes to make all 4 directions not only lit but attractive. Downtown Manhattan, Redondo and El Segundo all have string lighting that make their downtown areas attractive and a destination for dining and shopping both day and night. We need this relief SOON as we need evening business and are relying on you to help us "light the way".

Thank you for your time and consideration.

*Greg Stager
Paciugo Gelato Cafe
BKB/Bestswimwear -*

