

From: Maureen Hunt <president@hbchamber.net>

Sent: Thursday, May 16, 2019 2:08 PM

To: Suja Lowenthal <suja@hermosabch.org>

Subject: Letter for Council Meeting

Hello Suja,

I am resending the letter submitted at the last Council meeting, for your reference as discussed at the meeting last week regarding Lighting downtown.

As you know, Lighting across the streets or around the palm trees are a very important item requested by the downtown businesses.

In addition, they have also requested looking into replacing the old sign located at Pier and PCH.

Thank you for your consideration.

Maureen Hunt

President / CEO

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April 30, 2019

TO: Hermosa Beach City Council

Dear City Councilmembers,

An integral part of every City's downtown revitalization plan should be to enhance the physical appearance of the downtown area, so it is an appealing and attractive place to do business, live and visit.

A visually appealing community increases property value, attracts businesses and improves the image of the neighborhood.

We know the City already works hard every day to maintain the clean, pedestrian-friendly streets and sidewalks. We would like to suggest something to compliment these efforts.

As you work on your plan for Capital Improvements in Hermosa Beach, we hope you will consider adding additional lighting, particularly string lighting, across the streets of Hermosa Avenue and Pier Avenue. Not only does lighting help prevent crime, downtown business district lighting also helps create a pleasant environment.

The Hermosa Beach Chamber of Commerce would like to compliment you on the wonderful improvements made to Hermosa Avenue. We look forward to additional improvements made in the City.

Thank you,

Maureen Hunt

Maureen Hunt
President / CEO