

10/2/19 STUDY SESSION AGENDA

SUPPLEMENTAL EMAIL SUBMITTED BY ED HART TO THE CITY COUNCIL ON 10/1/19 AT 9:21 A.M.

From: Maximus Salon <419maximus@gmail.com>

Sent: Tuesday, October 1, 2019 9:21 AM

To: Mayor Stacey Armato <sarmato@hermosabch.org>; Mayor Pro Tem Mary Campbell <mcampbell@hermosabch.org>; Councilmember Justin Massey <jmassey@hermosabch.org>; Councilmember Hany Fangary <hfangary@hermosabch.org>; Councilmember Jeff Duclos <jduclos@hermosabch.org>

Cc: Leeanne Singleton <lsingleton@hermosabch.org>

Subject: Parking Study and strategies before you.

From Ed Hart 419- 421 Pier Ave, Since 1985

Dear Hermosa Beach Mayor and Councilmembers

First, please allow me to empower you with your own words of wisdom from Plan Hermosa...

“PLAN Hermosa presents our vision for Hermosa Beach over the next 25 years. We seek to retain our reputation as the “Best Little Beach City” while simultaneously enhancing our local economy and making strides to improve the health of our environment and our residents.”

As you well know, this parking conversation it's Not just about cars! it really is about our economic and fiscal stability, it's about growth and progress to attain the financial strength to improve the quality of life for our residents and our environment, it's about the future of our community and the perception of others to perceive us as the “Best Little Beach City” that we truly are.

From a perspective of someone who has spend 10 hours a day, 5 days a week for the last 34.5 years on Pier Ave, and someone who has seen the good, lived through and survived the bad and the ugly economy—I must encourage you to keep on being bold and revolutionary in your decision-making and leadership, because parking related permits and policies have been crippling and strangling the life of out of our business community... as a property owner, I am very concerned about our vulnerability and our level of economic preparedness!! should we be hit by a national economic downturn,....we will be far more effected by it and our recovery time will take lots longer than our neighbouring cities, and, waiting to make policy changes then... may deem too little too late!

Therefore, may I ask you to please consider using this opportunity strategically, bringing our community together to inspire investment and growth of our economy Now ...perhaps this could be a kickoff party and bringing Plan Hermosa to life!

I like to finish with some encouraging thoughts from Plan Her mosa...

“Be a catalyst for innovation

- Our business culture cultivates innovation, the arts/creative industries, locally owned business, and environmental stewardship.

- Innovative, forward-thinking approaches to anticipating future lifestyles, transportation trends and environmental realities are necessary for creating a durable sustainability plan.”

***“CATALYST FOR INNOVATION
Decision-Making Tool***

Is this a potential catalyst for strategic, transformative, and differentiated development or is this “business as usual”?

Will this define and enhance the City brand to attract businesses, investment, tourists, and like-minded residents?

Will this activate community involvement, participation, and innovation?”

Thank you so very much for your valuable time and being in service to our community,

Best, Ed