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COMMUNITY DEV. DEPT.

June 13, 2007  
Community Development Department, Planning Division  
City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

Subject: Important Public Notice - 727 Pacific Coast Highway

To whom it may concern:

I would like to comment on the impact that businesses purveying pornography can have on the community, its children, future economic development, and ultimately, our safety. For 14 years, I have lived near the Tender Box with admittedly little notice, they were fairly discreet. The establishment itself tried to also convey a low-key profile, and did not overtly advertise what it sold. That policy of trying to be a "good neighbor" (such as it was) has changed. When the Tender Box replaced its awning, it now explicitly states what is sold inside (e.g. XXX movies, adult toys, etc). Perhaps business needed a boost, not from residents in Hermosa, who know what goes on in there, but from transient outsiders seeking a porn fix. This new expansion of the store, complete with movie viewing booths, seems to be a further desperate attempt to expand its business by pulling in people outside of Hermosa and giving them a nexus in our city to shop for and view pornography right in the midst of a neighborhood that doesn't want it and is seeking to protect its children.

I further question the business model of this proposed expansion. I simply can't see how they can sustain a business where people feed quarters (dollars?) in hopes of catching a few more minutes of a film that anyone these days can find for free on the Internet. So who is this designed to attract? People who are seeking something beyond a mere viewing experience they could more easily get in their homes, exactly the type of people I want far, far away from my children. Honestly, do these people not own DVD players or have internet access? Pornography is hardly inaccessible in today's society, why does a place need to be provided to view pornographic movies? Is there an ulterior motive here, perhaps a veiled effort to return to the "back room" days of the past?

This shift in business model from a store selling product to a business that draws people of a certain mind set into our neighborhoods and promotes an environment that encourages them to linger (rather than buy and leave with product) is troubling. These people are going to be parking and walking through my neighborhood, and will ultimately have a negative impact on the inflow of businesses that service the mainstream of the citizenry of Hermosa Beach. Do you think Floyd's barber shop (a welcome addition to the community) likes to be across the street from an expanding porn business? Will other community-oriented businesses think twice when considering a move to this area?

The proposed conditional use permit at 727 PCH of a new retail business that will include up to 20% pornographic materials is a ridiculous and unnecessary adjunct to this growing

problem. We don't want the increased traffic generated by the expansion of Tender Box, let alone a similar business creating a gauntlet that the children walking to school every morning will have to navigate. There is a crossing guard staffed at this corner to protect motorists, who will protect them from the people and increased traffic and people generated by this business? The residents of this area do not support the expansion of businesses that sell pornographic material. So who is this business deigned to serve - certainly not the community. This a major setback in our city's effort to improve the business corridor on PCH, as businesses that are welcomed and serve the community would certainly be reticent to locate adjacent to this budding "porn district".

My community does not want to be a gathering place for this type of activity and the people it attracts, these businesses need to understand this. They will not be supported, they are a blight, and will be boycotted. We as a community will do our best to ensure they fail, so let's not let them sully the area, delaying the influx of legitimate businesses that serve our community. They are no longer discreet neighbors, they are pushing into our community, where they and the type of customers they attract are not welcomed.

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