



# City of El Segundo

## Planning Commission Meeting Speaker Card

The purpose of this card is to ensure that each speaker's name is properly recorded in the meeting minutes and to provide contact information for later staff follow-up, if appropriate. Speakers are not required to fill out this card. If filled out, please hand the speaker card to staff.

Name (Please Print): MARY ROY Date: 04/25/2024  
Address: 3650 EMERALD ST Email Address: maryroy79@gmail.com  
City: TORRANCE Daytime Phone: (251) 401-0085

Public Participation is encouraged. If you wish to address Planning Commission regarding a matter on the meeting agenda or a matter within the jurisdiction of the Planning Commission, you will have an opportunity to speak during "Public Communications."

I would like to speak regarding Agenda Item number: ~~2~~ 2; or  
I would like to speak regarding: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(For other policies and presentation tips, please see reverse side)



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Name (Please Print): Brian Sweeney Date: April 25, 2024  
Address: 116 11<sup>th</sup> Street Email Address: BASLAND@AOL.com  
City: Manhattan Beach Daytime Phone: (310) 720-4052

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I would like to speak regarding Agenda Item number: ~~1~~ 2; or  
I would like to speak regarding: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## Difference of Nightclub from Music Bar w/ Dance Floor

	Nightclub	Music Bar w/ Dance Floor
<b>Atmosphere:</b>	<ul style="list-style-type: none"> <li>energetic vibe</li> <li>loud music – minimum of 110decibels or more</li> <li>high-energy interactions</li> <li>atmosphere is <b>upbeat</b></li> <li>music is <b>loud and lively</b></li> </ul>	<ul style="list-style-type: none"> <li>cater to a relaxed crowd</li> <li>primary focus is on <b>sitting and chatting</b></li> <li>music volume at 80-90 decibels allows for easy conversation</li> </ul>
<b>Space and Layout:</b>	<ul style="list-style-type: none"> <li>Ample space, often with a <b>large dance floor</b> of 500 sq' or more, at a center focal point</li> </ul>	<ul style="list-style-type: none"> <li>smaller dance area (below 300 sq')</li> <li>more conducive to <b>seating</b></li> <li>cozy corners, tables</li> </ul>
<b>Music:</b>	DJ-driven beats, Lazer light shows, band music / performers	House DJ - volume allows for <b>easy conversation</b> Only colored light for ambiance
<b>Aesthetics / Seating:</b>	Plush couches, stylish chairs, and an overall upscale vibe	A more straightforward décor emphasizing comfort and functionality.
<b>Crowd:</b>	<ul style="list-style-type: none"> <li>Young crowd who want to meet new people</li> <li>immerse themselves in the music</li> </ul>	People come here to <b>socialize</b> , enjoy drinks, and perhaps groove a bit.
<b>Drinks:</b>	<ul style="list-style-type: none"> <li>Serve <b>high-end cocktails</b>, fine wines, and upscale spirits</li> <li>They elevate the drinking experience</li> </ul>	<ul style="list-style-type: none"> <li>Simpler options like local craft brews, straightforward drinks</li> <li>Menu is less elaborate</li> </ul>
	If you're in the mood to party, a nightclub might be your choice	If catching up with friends is your priority, opt for a music bar

## What is Club Covinten's Mission, and Vision?

**Mission:** Club Covinten's mission is simple yet profound: to provide a space where souls unwind, bonds deepen, and feet can find their rhythm to dance enjoying ambient music, cozy corners, with attentive service. Club Covinten aims to create an atmosphere where relaxation is an art form, and dancing is a celebration.

**Vision:** Club Covinten envisions evenings bathed in soft hues, stress dissipates, and laughs linger. Our vision encompasses the joy where time stretches in "Mayberry by the Sea", where friendships are forged over crafted cocktails, and where the outside world fades into insignificance.

## How El Segundo can benefit from Club Covinten:

- 1. Economic Impact:** Club Covinten will generate revenue for the local economy by:
  - Creating jobs
  - Supporting local businesses (such as partnering with local craft breweries, taxis, restaurants and hotels)
  - Contributing to tax revenue
  - Boosting El Segundo's economic strength by attracting patrons from surrounding cities (a rare destination)
- 2. Community Vibrancy:** Club Covinten will contribute to the social fabric of a community, and will provide spaces for people to socialize, celebrate, and connect. Cities benefit from a variety of venues – Club Covinten will play a role in creating a diverse type of business in El Segundo.
- 3. Entertainment and Recreation:**
  - Club Covinten, as a music bar, offers entertainment options beyond traditional bars and restaurants.
  - Club Covinten will become a go-to spot for chit-chat, dancing, music and relaxing, adding to El Segundo's recreational offerings.
- 4. Attracting Visitors:** A thriving nightlife scene can attract visitors from neighboring areas. With Club Covinten's marketing strategies and unique offerings, we believe Club Covinten will draw people to El Segundo, benefiting local businesses and furthering tourism.

## What will Club Covinten's music bar and dance floor feel like?

### Atmosphere:

- Cater to a stress-free crowd - people invited here to socialize, enjoy drinks, and perhaps groove a bit.
- Primary focus is on sitting and chatting cozy corners, tables
- Music volume at 80-90 decibels allows for easy conversation

### Space and Layout:

- Smaller dance area (below 300 sq')
- More conducive to seating with straightforward décor emphasizing comfort and functionality.

## Why did we choose El Segundo?

**Community Vibe:** El Segundo has a tight-knit community with a small-town character that appreciates local businesses. Club Covinten could become a hub for residents and visitors alike, fostering a sense of companionship.

**Relaxed Vibe:** El Segundo is a good match for a relaxed venue, a unique blend of charm and strategic location.

**Diverse Demographics:** El Segundo's diversity ensures a mixture of clientele, from young professionals to families – people from 21-65+ who want a different experience where they can relax and network, building relationships over drinks and music.

**Proximity:** Close to LAX and home of many corporate offices. A well-curated music bar could provide a welcoming stopover for those seeking entertainment after a flight. Club Covinten will offer a unique place for corporate events, business celebrations and social gatherings.

With your support, Club Covinten will create a place where the conversation is as soothing as the melodies, and where every step becomes part of the night's symphony, adding to the heartbeat of El Segundo. Thank you for considering our proposal, and we look forward to creating moments of connection and dance in the heart of this beloved city.