Honorable Chairman and Members of the Hermosa Beach Planning Commission

Regular Meeting of October 17, 2006

SUBJECT:

PRECISE DEVELOPMENT PLAN 06-11; CONDITIONAL USE PERMIT (CONDOMINIUM) 06-2; VESTING TENTATIVE TRACT MAP # 67748; PARKING

PLAN 06-5

LOCATION:

1429 HERMOSA AVENUE

APPLICANT:

MICHAEL T. FLAHERTY 2301 ROSECRANS AVENUE EL SEGUNDO, CA 90245

REQUESTS:

PRECISE DEVELOPMENT PLAN TO CONSTRUCT A NEW 19,000 SQUARE FOOT THREE-STORY COMMERCIAL BUILDING WITH A BASEMENT PARKING CONTAINING OFFICE, SNACK SHOP, AND RESTAURANT USES

CONDITIONAL USE PERMIT FOR A COMMERCIAL CONDOMINIUM AND TENTATIVE TRACT MAP TO DIVIDE THE BUILDING INTO UP TO 35 CONDOMINIUM UNITS (33 OFFICE UNITS ON THE UPPER FLOORS AND ONE RESTAURANT AND ONE SNACK SHOP UNIT ON THE GROUND

FLOOR)

CONDITIONAL USE PERMIT FOR OUTDOOR SEATING FOR THE

RESTAURANT AND SNACK SHOP

PARKING PLAN TO BASE THE PARKING REQUIREMENTS ON THE PEAK SHARED PARKING REQUIREMENTS OF THE PROPOSED USES AND TO PAY PARKING IN-LIEU FEES TO COMPENSATE FOR PROVIDING LESS

THAN REQUIRED PARKING ON SITE

Recommendation

To direct staff as deemed appropriate.

Background

ZONING: C-2 Restricted Commercial

GENERAL PLAN: Commercial Recreation

LOT SIZE: 11,516 Sq. Ft.

PROPOSED BUILDING SIZE: 19,443 Sq. Ft. (gross, including common areas)

OFFICE CONDOMINIUM UNITS / SIZE: 33 offices (275-607 square feet)

FLOOR AREA RATIO: 1.6

BASEMENT PARKING AREA: 9,922 Square Feet (27 spaces)

GROUND FLOOR PARKING AREA: 1,364 Square Feet (7 spaces)

PARKING PROVIDED ON SITE: 34 Spaces
PEAK SHARED PARKING DEMAND: 41 Spaces

REQUIRED PARKING (AGGREGATE): 77 Spaces (includes snack shop parked at 3:1000¹)
ENVIRONMENTAL DETERMINATION: Mitigated Negative Declaration (recommended)

The subject site is located on the southwest corner of 15th Street and Hermosa Avenue. The property is fairly flat, and is currently occupied by a restaurant (Classic Burger) and a donut shop with surface parking for approximately 18 cars. The site is adjacent to commercial uses on north and south along the west side of Hermosa Avenue with the adjacent property to the west containing a multi-family residential use. The property is part of the downtown parking district and located less than two blocks from the North Pier parking structure.

The Staff Environmental Review Committee, at its meeting of September 5, 2006, considered the environmental impacts of the project. Based on the initial study check-list, and the traffic impact analysis (attached), the Committee recommended a Mitigated Environmental Negative Declaration, with recommendations that the project's parking deficiency be mitigated with the payment of parking in-lieu fees; that on-site parking for customers and employees be free on a first come-first serve bases (i.e. no assigned parking); and that the restaurant only be open on the evenings and weekends.

Analysis

The project involves the demolition of all existing improvements and the construction of a three story building with basement level parking. The building will contain a restaurant and snack shop use on the ground floor, with two floors of offices above. Each commercial space is proposed for condominium ownership, with the ground floor units to be used for a quality restaurant and a snack shop, and the upstairs suites for offices marketed to sole proprietors and other small businesses. The plans include 31 office suites ranging in size from 275 to 607 square feet, with several units containing outdoor balconies. The plans include a 605 square foot conference room on the third floor to be shared in common among the condominium owners. The applicant is requesting approval for up to 33 office condominium units, however, in order to keep the option of making the conference room two additional office suites.

The subterranean parking garage contains 27 parking spaces and an additional 7 spaces are located at grade with direct access from the alley (15th Court). The project is designed in a contemporary style of architecture, with a central courtyard and stepped building facades and balconies to provide architectural relief. A mix of exterior finishes (concrete, stucco and wood) is used to complement and enhance the large window elements.

PRECISE DEVELOPMENT PLAN

Pursuant to Chapter 17.58 a Precise Development Plan is required because of the new construction. The PDP review requirements are conformance with minimum standards of the zone, and general review of the project relating to compatibility with surrounding uses.

The project meets the basic zoning requirements of the C-2 zone, as the building ise designed in compliance with the 30-foot height limit as shown on the elevations and sections and the building provides the minimum required 5-foot setback where it abuts the residential property to the west. A landscape buffer of bamboo is provided within the 5-foot setback to complement the contemporary design. Beyond these basic standards to comply with the zone, the building has an open courtyard and seating area at the ground level facing Hermosa Avenue, and 5-foot setbacks from the sidewalk at the ground level to enhance its pedestrian appeal. Also the building has an attractive design using a variety of exterior finishes, and stepped facades which will contribute to the streetscape for this portion of Hermosa Avenue. The landscape and hardscape plan complements the overall design, and includes

palms and other coastal species in additions to the bamboo, and the finished surfaces include wood planking in the courtyard and along 15th Street, and limited paving areas.

The project provides uses that are consistent with the General Plan Commercial Recreation designation, as it includes uses that can be characterized as visitor serving (the restaurant and snack shop), and these uses replace existing similar uses with respect to the restaurant and snack shop. The proposed mix of uses, with a restaurant and snack shop on the ground floor and office uses above is also appropriate for this portion of the downtown district where it transitions into residential uses to the north three blocks away from the more intense downtown activity at lower Pier Plaza. The offices will provide a daytime use to balance the peak evening use of the restaurant, which will both be complemented by a coffee house/snack shop which will provide a convenient service to office users and other residents and business in the area.

The project also incorporates improvements to the public rights of way on Hermosa Avenue to provide street trees (queen palms) consistent with public improvements planned for the area. Overall the design positively reflects the pedestrian nature of the downtown, since the parking structure will be tucked under the building, and surface parking will be available along the alley.

PARKING PLAN

The applicant has designed this project to maximize on site parking but is also requesting consideration of reduced parking requirements, using the concept of shared parking, and City's parking in-lieu fee program. Shared parking programs have successfully been applied to projects in many cities. In Hermosa Beach, shared parking has been approved by the Planning Commission for both the Hermosa Pavilion and a recently approved project at 400 Pier Avenue. The parking in-lieu fee program has been established in the downtown specifically to encourage redevelopment of small sites such as the subject site in the downtown where it is not feasible to provide all required on-site parking, and to plan and provide for parking for the downtown district.

Based on the current parking ratio for the downtown district of 3 spaces per 1,000 square feet of office or retail snack shop uses and one space for every 100 square feet of restaurant the proposed building requires 77 parking spaces pursuant to Section 17.44.040 pertaining to parking requirements for the downtown.² The applicant is proposing 34 parking spaces with 27 provided below grade and 7 at grade at the alley. The parking calculation is based on gross aggregate floor area for the restaurant; retail snack shop and office uses. Pursuant to Section 17.44.010 which defines gross floor area for purposes of calculating parking requirements, the office floor area does not include open courts, corridors, and open stairways. The applicant is also requesting an interpretation that the common lobby area, common locker rooms, and storage for the office condominiums be excluded from gross floor area. An exhibit that details square footage included for parking requirements is included in the attachments.

Section 17.44.210 of the Zoning Ordinance, states that the Planning Commission may allow for a reduction in the number of spaces required, and allows the Commission to consider factors such as the peak hours of the proposed uses sharing the same parking facilities.³ The applicant has submitted a shared parking analysis based on the methodology and hourly parking adjustment factors developed by the Urban Land Institute *Shared Parking*, 2nd Edition, prepared by Linscott, Law and Greenspan (pages 52-57 of Traffic and Parking Study).

Parking Tabulation:

Proposed Use	Allocation*	Code Requirement	Total Number per Code	Peak Shared Weekday 10:00 AM and 2:00 P.M	Peak Shared Weekend 8:00 P.M.	In-Lieu
Office	13,161 SF	3 per 1000 sq. ft	39	39	0	
Restaurant	3,448 SF	1 per 100 sq.ft.	34	0	34	
Snack Shop	1,495 SF	3 per 1000 sq. ft.	4	2	3	
Total	18,104 SF		77	41	37	7 .

^{*}Office allocation does not include stair corridors, common lobby, common locker rooms, or storage areas, restaurant allocation includes the outdoor seating areas. See "areas for parking count" table and exhibit prepared by architect.

The conclusion of the shared parking analysis for the project is that the highest shared parking demand occurs weekdays at 2:00 P.M. for the combination of uses and is projected at 41 spaces. While the peak on weekends occurs at 8:00 P.M projected at 37 spaces. Since the supply of parking is 34 spaces, the deficiency on the peak time on weekdays is 7 spaces. This shared parking analysis assumes a "worst-case" that all customers will drive to the site, and does not consider the reality that a certain percentage of patrons will arrive at the building on foot or bicycle or in conjunction with other trips to the downtown. During the peak weekday time there is usually ample public on-street parking available to supplement the on-site parking. During peak weekend evenings, however, limited street and public parking is available.

The parking study includes parking accumulation surveys of the City's parking structure, to evaluate the amount of public parking available throughout the day and evenings. This shows that enough unoccupied or surplus parking was available in the structure during all projected peak parking demand periods to absorb the small deficiency of parking for this project. For example, during the weekday peak parking demand for the project (2:00 P.M.) the parking structure was 75% occupied, and 65 spaces were available. During the weekend evening peak (8:00 P.M.) 56 spaces were available. These parking accumulation surveys were conducted during the peak summer season during the week of August 8 through August 12. (See pages 55 and 56, and Appendix C of the parking study)

Pursuant to Section 17.44.040 of the Municipal Code, and the City's Certified Coastal Land Use Plan, and since the project has more than a 1:1 floor area ratio; the applicant may request to pay in-lieu fees for 75% of the required spaces. The applicant, however, is proposing a combination of on-site parking and payment of fees in-lieu of parking. The applicant proposes to pay for the deficiency of 7 spaces relative to the shared parking demand, rather than the deficiency as compared to code required parking which requires the payment of \$28,500 for each required in-lieu parking space not provided on-site, or a total payment of \$199,500⁴. The City has not previously approved in-lieu fees based on a deficiency as compared to a shared parking demand. Alternatively, however, if in-lieu fees are based on the deficiency to aggregate code required parking, the deficiency is 43 spaces (an in-lieu payment of \$1.25 million). In-lieu fees are deposited in the City's parking improvement fund, which is set aside for the City to construct public parking in the future when the number of in-lieu parking spaces reaches 100⁵.

TRAFFIC AND SITE ACCESS

The applicant has submitted a traffic impact analysis prepared by Linscott, Law and Greenspan included as part of the environmental assessment initial study for the project. The project is expected to generate a net increase (as compared with the existing uses) of 38 vehicle trips during the AM peak hour and 23 during the PM peak hours, and 768 daily vehicle trips. The report evaluates the impact on the trips on seven local intersections, and concludes that the project generated traffic will not have significant impact on the level of service of any of these intersections during morning and evening peak hours. The City's traffic engineer reviewed the report, and concurs that the project will not cause any significant impact on these intersections.

The report also evaluated site access and safety and site distance issues and has coordinated this effort with City's traffic engineer. Specific site access measures are recommended for pedestrian safety ant to limit egress to right turn only, which is included in the recommended conditions of approval.

OUTDOOR SEATING

The outdoor courtyard and seating area oriented towards Hermosa Avenue is an important attribute for this project, and fits within the active pedestrian nature of the downtown. The outdoor seating area as identified is included in the restaurant square footage for the parking calculation. Pursuant to Section 17.26.050 of the Zoning Ordinance outdoor uses require a Conditional Use Permit. The concerns about outdoor seating areas are related to neighborhood compatibility and noise. Given that residential uses are located directly across Hermosa Avenue; staff recommends that the use of this outdoor area be limited to between 7:00 A.M. and 10:00 P.M. Also, no entertainment, speakers, or televisions should be allowed.

SUMMARY

Staff believes that the use of the shared parking analysis is appropriate for the proposed mix of uses, which obviously will have differing peak demand times. However, since the City has not previously based a parking deficit for calculating the parking in-lieu fee on the project shared parking demand, staff is seeking direction from the Commission on this issue which is critical for this project. Staff believes using this method for calculating the parking deficit may be appropriate for this location, given the lack of alternatives for constructing more on site parking, and given its location near the North Pier parking structure. Alternatively, if the in-lieu fee is based on aggregate code required parking it would likely be cost prohibitive (\$1.25 million) and require a significant redesign of this project. Based on Commission's direction, staff will return with a resolution at the next meeting.

CONDITIONS OF APPROVAL

If approved, staff recommends the following conditions of approval in addition to standard conditions for commercial projects and for condominiums:

- 1. The deficiency to peak shared parking demand shall be mitigated with the payment of parking in-lieu fees calculated at \$28,500 per parking space.
- 2. The allocation of uses cannot be modified unless approved as a Parking Plan amendment by the Commission.

- 3. The restaurant shall only be open on weekday evenings after 5:00 P.M. and on weekends with hours no later than midnight
- 4. All available parking shall be free for customers and employees and shared amongst the occupants of the building to maximize use of the parking facilities (i.e. no parking spaces shall be assigned for exclusive use by any occupant, guests or tenants). A parking operations plan shall be submitted for approval addressing validation, use, signage, operation and security.
- 5. Office condominiums limited to general office uses as listed in C-2 zone and shall not include medical clinics, retail, or personal service uses. Residential use strictly prohibited. CC & R's shall include provisions to regulate uses.
- 6. Outdoor seating and use of the outdoor courtyard for the snack shop and restaurant limited to between 7:00 A.M. and 10:00 P.M.
- 7. No entertainment, speakers, or televisions are allowed in the outdoor seating and courtyard areas.
- 8. Install appropriate pavement marking (i.e. stop bar with STOP legend) on the project drive aisle just south of the public sidewalk to ensure motorists stop prior to the sidewalk before exiting the site
- 9. Install appropriate signage and pavement right turn arrow on the internal ramp leading to the site driveway indication right-turn only traffic movement at the approach to 15th Street per recommendations in the project parking and traffic report.
- 10. Provision of a street trees and tree grates as approved by the Public Works Department in coordination with plans to improve upper Pier Avenue, or alternatively the owner shall deposit the necessary funds for the improvements to be constructed at a later date.
- 11. Decorative paving surfaces for the pedestrian entry, and entries into the parking areas.
- 12. Reconfigure on-street parking and parking meter locations to maximize on-street parking.
- 13. Parking In-Lieu Fees deposited into the Parking Improvement Fund prior to occupancy of the building pursuant to Section 17.44.040 of the Zone Code.
- 14. Snack shop business and floor plan for improvement requires a separate approval to verify consistency with Section 17.44.030(O) for retail parking standard.

15. Restaurant business requires a C.U.P. and floor plan approval for on-sale beer and wine or alcohol.

CONCUR:

Ken Robertson

Senior Planner

Soi Blumenfeld, pirector

Community Development Department

Attachments

- Location Map
- 2. Initial Study Checklist
- 3. Review Comments Traffic Study
- Photos
- 5. Correspondence

Traffic and Parking Study, Project Plans and applicant exhibits - separate attachment

The text from the Coastal Land Use Plan, as amended in 2004, reads as follows "Program: In order to mitigate the impacts of increased parking demand that is created by new development, but is not compensated for by requiring additional parking spaces, City Council shall provide an in-lieu fund transfer or an in-lieu fee as described in Section 17.44.040 of the Zoning Ordinance and Ordinance No. 80-643 and Resolutions Nos. 80-4307 and 99-6001 to an improvement fund earmarked specifically for creating parking, in an amount determined to be sufficient to off-set the increase in required parking spaces caused by the expansion, intensification, or new construction not provided on site. If the City Council determines that the private party is responsible for the in-lieu fee, the private party shall pay said fee"; "Program: The City shall not accept a fee in lieu of providing on site parking unless the Community Development Director assures that sufficient parking exists to accommodate the parking demand of new development without causing a significant adverse impact on parking that is available to the beach going public. The improvement fund to mitigate increased parking demand shall be geared to a threshold limit of increased parking demand. The threshold limit was established at 100 parking spaces in 1982 and has not yet been reached. The City shall construct new parking upon reaching that threshold limit or the City shall not accept any fees in-lieu of parking beyond that threshold limit. The City shall provide an annual accounting of the in-lieu parking program." The City has long range plans to construct additional parking in the Civic Center as part of a proposed master plan, however, this project has not commenced.

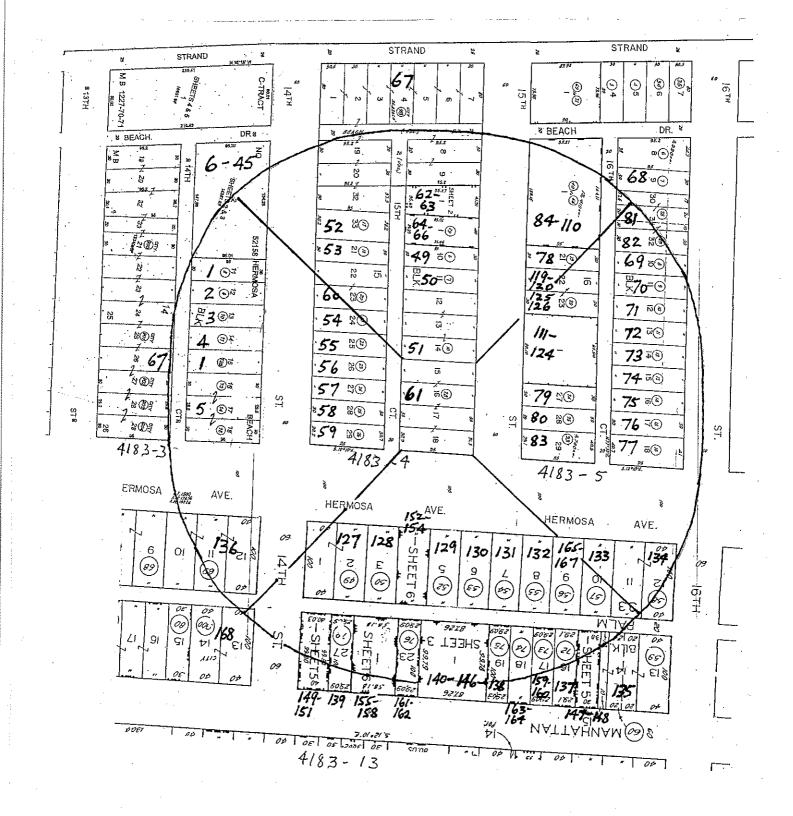
F:\B95\CD\PC\2006\10-17-06\PDP-1429 Hermosa Ave.doc

¹ The City has allowed a retail parking requirement for coffee houses and snack shops, since it is consistent with the definition of snack shop pursuant to Section 17.44.030(O) of the Zoning Ordinance. However, it is necessary for the Commission to confirm the snack shop use based on detail interior floor plans and business description, which are not available at this time, and impose specific conditions on the operation.

² This is based on Section 17.04.040 of the Zoning Ordinance, revised in February, 2004, and certified by the Coastal Commission June, 2004, that reduced the parking requirement in the downtown area for retail and office uses from 4 to 3 spaces per 1,000 square feet. Based on the Coastal Commission's approval, this reduced requirement is in effect for 3 years (until June, 2007) unless the City conducts further parking studies to justify this lower standard.

³ Section 17.44.210 Parking Plans states "A parking plan may be approved by the planning commission to allow for a reduction in the number of spaces required. The applicant shall provide the information necessary to show that adequate parking will be provided for customers, clients, visitors and employees or when located in a vehicle parking district, the applicant shall propose an in-lieu fee according to requirements of this chapter." This section to allow consideration of a reduced parking requirement or an in-lieu fee, and use of the in-lieu fee therefore does not preclude consideration of the reductions allowed for in this section. The factors the Commission can consider in reducing the parking requirement includes bicycle and foot traffic, common parking facilities, unique features of the proposed use, and peak hours of proposes uses with shared parking facilities. The applicant is focusing on the factor related to peak hour usage within the mixed use development, even though the location and other features might warrant consideration of some of the other factors.

⁴ The City Council recently set the in-lieu parking fee at \$28,500 per required space.



1429 HERMOSA AVENUE



1429 Hermosa Avenue

ENVIRONMENTAL CHECKLIST FORM

1. **Project Title** "1429 Hermosa Avenue" PDP 06-11, CON06-12; PARKING PLAN 06-5, VTTM #067748:

2. Project Location:

1429 Hermosa Avenue

3. Project Sponsor:

Michael T. Flaherty

2301 E. Rosecrans Ave. El Segundo, CA 90245

4. Lead Agency:

City of Hermosa Beach

1315 Valley Drive

Hermosa Beach, CA 90254

5. Contact Person:

Ken Robertson, Senior Planner - (310) 318-0242

6. General Plan Designation: Commercial Recreation

7. Zoning: C-2

8. Description of Project: Conditional Use Permit, Precise Development Plan and Vesting Tentative Tract Map No. 67748 for a new 19,000 square foot three story commercial building with basement parking containing office, snack shop, and restaurant uses with outdoor dining, divided into 33 condominium units (31 office units on the upper floors and one restaurant and one snack shop unit on the ground floor) and a parking plan to base the parking requirements on the peak shared parking requirements of the proposed uses and to pay parking in-lieu fees to compensate for providing less than required parking on site.

Demolition of the two existing buildings and surface parking area for a fast food restaurant and snack shop located on the property.

Surrounding Land Uses and Settings: Commercial uses are located to the north and south, including the North Pier Avenue parking structure one-half block to the south. Medium and High density residential uses are located to the west, and to the east across Hermosa Avenue, containing a mix of multi-family projects. Hermosa Avenue is part of a downtown pedestrian-friendly commercial district located in an urban setting, consisting of restaurants, shops, and some offices.

10. Other public agencies whose approval is required (e.g., permits, financing approval, or participation agreement.)

Potentially Significant Impact

Potentially Significant Unless mitigation Incorporated

Less Than Significant Impact

No Impact

Issues (and Supporting Information Sources):

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:

	environmental factors checked belo Potentially Significant Impact" as					npact that
	Land Use and Planning	\boxtimes	Transportation/Circulation		Public Services	
	Population and Housing		Biological Resources		Utilities and Service S	Systems
	Geological Problems		Energy and Mineral Resources		Aesthetics	
	Water and Water Quality		Hazards		Cultural Resources	
	Air Quality		Noise		Recreation	
			Mandatory Findings of Signific	ance		
DET	ERMINATION.	•				
(To b	e completed by the Lead Agency.)			*		
On th	e basis of this initial evaluation:					
DEC:	that the proposed project COULD LARATION will be prepared. that although the proposed project					
be a s	significant effect in this case becault to the project. A NEGATIVE DE	se the r	nitigation measures described on			\boxtimes
	that the proposed project MAY ha IRONMENTAL IMPACT REPOR			ntal, an	d an	
has bo addre a "pot	that the proposed project MAY has een adequately analyzed in an earli ssed by mitigation measures based tentially significant impact" or "pot ACT REPORT is required, but it may	ier docu on the tentiall	ment pursuant to applicable lega earlier analysis as described on a y significant unless mitigated." A	l standa ttached n ENV	rds, and 2) has been sheets, if the effect is IRONMENTAL	
be a s in an	that although the proposed project ignificant effect in this case because earlier EIR pursuant to applicable or EIR, including revisions or mitigate	se all pe standar	otentially significant effects (a) h ds and (b) have been avoided or i	ave bee nitigate	n analyzed adequately d pursuant to that	
Signa	Mellellent		Date	13/0	6	
Printe	on Rebertson	—	For	1 ER	y Reviou Co.	mutte
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Issues	(and Sur	oporting Information Sources):	Significant Impact	mitigation Incorporated	Significant Impact	No Impact
I.	LAN]	D USE AND PLANNING. Would the proposal:				
. •	a)	Conflict with general plan designation or zoning?				
	b)	Conflict with applicable environmental plans or policies adopted by agencies with jurisdiction over the project?				
	c)	Be incompatible with existing land use in vicinity?				\boxtimes
	d)	Affect agricultural resources or operations (e.g. impacts to soils or farmlands, or impacts from incompatible land uses)?	\(\tag{1}			
	e)	Disrupt or divide the physical arrangement of an established community (including a low income or minority community)?				
propo comp	osed use atible co ces: Cit	The project site is deisgnated General Commercial and zone is a permitted use in the zone, consistent with the General commercial use with other uses along Pier Avenue. The ty of Hermosa Beach General Plan, City of Hermosa Beach General Plan, Ci	l Plan desig	gnation, and		The
	a)	Cumulatively exceed official regional or local population projections?				\boxtimes
	b)	Induce substantial growth in an area either directly or indirectly (e.g. through projects in an undeveloped area or extension of major infrastructures?				
	c)	Displace existing housing, especially affordable housing?				

Potentially Significant

Unless

Less Than Significant

Potentially

lia-c The project will replace an existing commercial use with a slightly larger commercial use, which will in include commercial condominium use - thereby resulting in no impact on population and housing.

Issues (and	Supporting Information Sources):	Potentially Significant Impact	Unless mitigation Incorporated	Less Than Significant Impact	No Impact
III. G	EOLOGIC PROBLEMS. Would the proposal result in or expose people to potential impacts involving:				
a)) Fault rupture?			. 🔲	
b	Seismic ground shaking?			\boxtimes	· []
c)	Seismic ground failure, including liquefaction?				
ď	Seiche, tsunami, or volcanic hazard?				\boxtimes
e)	Landslides or mudflows?				
f)	Erosion, changes in topography or unstable soil conditions from excavation, grading, or fill?				
g)	Subsidence of the land?				
h	Expansive soil?			\boxtimes	
I)	Unique geologic or physical features?				

III-a There are no known fault lines in the City and the locations of past epicenters do not indicate the presence of fault areas in Hermosa Beach.

III-b During the life of the project it may be subject to a major earthquake, which may cause damage to the proposed residential dwellings and present a hazard to residents. Existing Building regulations such as the UBC address these seismic hazards, and City review of construction plans for compliance with all applicable regulations is considered adequate to reduce risks to less-than-significant.

III-c The site has not been surveyed for susceptibility to seismically induce hazards such as liquefaction. Geotechnical studies required as part of the development review process will address these potential hazards. It is expected the such hazards will be adequately addressed through compliance with the UBC and through implementation of the recommendations set forth in required geotechnical studies.

III-d There is no potential for either seats or volcanic activity, or a tsunami at the subject site.

III-e The project site is in a developed area which is characterized by low topographic relief. Landslides and mudflows are thus not considered to be hazards in the project area.

III-f The project will involve grading, excavation, and filling which could result in erosion or unstable soil conditions. Geotechnical studies required as part of the plan review process would address the potential for erosion or unstable soil conditions and would include measures to reduce or eliminate these hazards.

Issues (and Supporting Information Sources):

Potentially Unless Less Than
Significant mitigation Significant No
Impact Incorporated Impact Impact

Potentially Significant

III g Subsidence as well as other potential geotechnical hazards will be evaluated and addressed by geotechnical studies required as part of the plan review process. It is expected that any such hazards can be addressed through routine engineering design employed in the area.

III-h The potential for encountering expansive soils at the project site is considered to be low, as sandy soils, such as those characterizing the project area, are not considered expansive.

III-i The project site contains no unique geologic or physical features.

Sources:

City or Hermosa Beach General Plan, Seismic Safety Element U.S. Geological Service Map, Redondo Beach Quadrangle 7.5 Minute Series (Topography)

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IV.	WAI	TER AND WATER QUALITY. Would the proposal res	sult in:		
	a)	Changes in absorption rates, drainage patterns, or the rate and amount of surface runoff?			
	b)	Exposure of people or property to water related hazards such as flooding?			\boxtimes
	c)	Discharge into surface waters or other alteration of surface water quality (e.g. temperature, dissolved oxygen or turbidity)?			
	d)	Changes in the amount of surface water in any water body?			
	e)	Changes in currents, or the course or direction of water movements?			
	f)	Storm water system discharges from areas for materials storage, vehicle or equipment fueling, vehicle or equipment maintenance (including washing), waste handling, hazardous materials handling or storage delivery or loading docks, or other outdoor work areas?			
÷	g)	A significantly harmful increase in the flow rate or volume of storm water runoff?			
	h)	A significantly harmful increase in erosion of the project site or surrounding areas?			

Issues	(and Sur	porting Information Sources):	Potentially Significant Impact	Potentially Significant Unless mitigation Incorporated	Less Than Significant Impact	No Impact
	i)	Storm water discharges that would significantly impair the beneficial uses of receiving waters or areas that provide water quality benefits (e.g. riparian		· 🔲		\boxtimes
	j.)	corridors, wetland, etc.)? Harm to the biological integrity of drainage systems and water bodies?		,		
	k)	Change in the quantity of ground waters, either through direct additions or withdrawals, or through interception of an aquifer by cuts or excavations or through substantial loss of groundwater recharge capability?				
	1)	Altered direction or rate of flow of groundwater?				\boxtimes
	m)	Impacts to groundwater quality?				
	n)	Substantial reduction in the amount of groundwater otherwise available for public water supplies?				
is curi runoff square be req during	rently to The perfect of wired, of geonstr	oposed project will cover a significant portion of the subject he situation with the existing use and only change the patteroject, however, is considered a priority project as it is a fimpervious surface, and therefore a SUSMP (Standard Cand minimum best management practices for sediment concuction. These requirements will further mitigate any potentials are no impacts anticipated to these items	tern and neg redevelopn Irban Storn ntrol and ei	gligibly chan nent project nwater Mitig rosion contro	ge the amo with over 5 ation Plan ol will be re	ount of 1,000) will
v.		QUALITY. Would the proposal:				
	a)	Violate any air quality standard or contribute to an existing or projected air quality violation?				
	b)	Expose sensitive receptors to pollutants?				
	c)	Alter air movement, moisture, or temperature, or cause any chance in climate?				\boxtimes
	d)	Create objectionable odors?				

Significant Unless Less Than Potentially Significant Significant mitigation

Impact

Incorporated

No Impact Impact

V-a The proposed will result in the generation of mobile source emissions from the traffic expected. Since the number of vehicle trips expected from the proposed use is less than significant, the impacts on air quality is also expected to be less than significant..

V-b No impacts anticipated

Issues (and Supporting Information Sources):

V-c No potential exists to alter air movement, moisture or temperature, or cause any change in climate,

V-d The project is not expected to result in the generation of objectionable odors.

VI. TRANSPORTATION/CIRCULATION.

	Would the proposal result in:	1 100	·	
a)	Increased vehicle trips or traffic congestion?		\boxtimes	
b)	Hazards to safety from design features (e.g. sharp curves or dangerous intersections) or incompatible uses (e.g. farm equipment)?			
c)	Inadequate emergency access or access to nearby uses?			\boxtimes
d)	Insufficient parking capacity on-site or off-site?			
e)	Hazards or barriers for pedestrians or bicyclists?			\boxtimes
f)	Conflicts with adopted policies supporting alternative transportation (e.g. bus turnouts, bicycle racks)?			\boxtimes
g)	Rail, waterborne or air traffic impacts?			\boxtimes

VI-a The timing, volume, and pattern of vehicle trips will be altered, but pursuant to the attached study prepared by Linscott, Law and Greenspan the proposed use will generate increase in trips that will not result in significant adverse impact on nearby streets and intersections.

VI-b No significant changes in traffic patterns are expected that would impact safety or create traffic hazards. VI-c Emergency access would be available to the site..

VI-d Less the required parking is proposed as 34 parking spaces are provided, while based on the City parking requirements for the downtown 82 parking spaces would be require for the aggregate requirement of all the proposed uses. The attached study from Linscott, Law and Greenspan provides a shared parking analysis, based on the standards adopted by the Urban Land Institute, and assuming that the restaurant will be open in the evenings and nights only, which shows that peak shared parking demand will be 45 on weekdays at 10:00 and 11:00 A.M. This still results in a deficiency of 11 spaces.

	•		Significant		
		Potentially	Unless	Less Than	
Issues (and Supporting Information Sources):		Significant	mitigation	Significant	No
issues (and supporting information sources).		Impact	Incorporated	Impact	Impact

Potentially

VI-f The proposed project would be designed to comply with any applicable policies supporting alternative transportation.

VII.	BIO	LOGICAL RESOURCES. Would the proposal result in impacts to:	•			
	a)	Endangered, threatened or rare species or their habitats (including but not limited to plants, fish, insects, animals, and birds)?				
÷	b)	Locally designated species (e.g. heritage trees)?				\boxtimes
	c)	Locally designed natural communities (e.g. oak forest, coastal habitat, etc.)?				
	d)	Wetland habitat (e.g. marsh, riparian and vernal pool)?				
	e)	Wildlife dispersal or migration corridors?				\boxtimes
flora (e The or faun	project site is located in an urban setting, and contains ne ha, and the proposed project would not cause any adverse in RGY AND MINERAL RESOURCES.	gligible ve	getation or	habitats fo	
flora (e The or faun	project site is located in an urban setting, and contains ne a, and the proposed project would not cause any adverse in	□ gligible ve mpacts to t	getation or biological r	habitats for esources.	
flora (e The or faun ENE	project site is located in an urban setting, and contains ne a, and the proposed project would not cause any adverse in RGY AND MINERAL RESOURCES. Would the proposal:	gligible ve	getation or biological r	habitats for esources.	or any
VII-a- flora d VIII.	e The or faun ENE a)	project site is located in an urban setting, and contains ne ta, and the proposed project would not cause any adverse in RGY AND MINERAL RESOURCES. Would the proposal: Conflict with adopted energy conservation plans? Use non-renewable resources in a wasteful an	gligible ve	getation or biological r	habitats for esources.	

VIII-a The proposed project would be required to be constructed to comply with energy conservation standards in the State's Uniform Building Code.

VIII-b The size of the project and the nature of the use will involve significant or wasteful use of non-renewable resources. Application of the existing regulations are considered adequate to ensure that non-renewable resources would not be used in an inefficient or wasteful manner.

Issues	(and Supp	porting Information Sources):	Potentially Significant Impact	Potentially Significant Unless mitigation Incorporated	Less Than Significant Impact	No Impact
Herm	osa Bea residenti	have been no significant amount of mineral deposi ch. Should there be potential for encountering sub al uses would not preclude or significantly effect fi	o-surface oil depo	sits, develop	ment of the	
		of Hermosa Beach General Plan, Conservation Ele	am ant			
Sour	ce. City	of Hermosa Beach General Flan, Conservation Ele	emeni	· · · · · · · · · · · · · · · · · · ·		
IX.	HAZA	ARDS. Would the proposal involve:				
	a)	A risk of accidental explosion or release of hazard substances (including, but not limited to: oil, pesticides, chemicals or radiation)?	dous			
	b)	Possible interference with an emergency response or emergency evacuation plan?	e plan 🔲			
	c)	The creation of any health hazard or potential heahazard?	alth 🗌			
	d)	Exposure of people to existing sources of potential health hazards?	al 🗌			
÷	e)	Increased fire hazard in areas with flammable grass, or trees?	brush,			
these .		ction of the project may involve the use of diesel of ces is typical of most construction projects and the gligible.				
	The size ation plo	and location of the project would not interfere wit	h City-wide emer	gency respo	nse and	
IX-c	No antic	ipated impact.				
IX-d	The is no	o anticipated exposure to existing health hazards o	other than noted a	bove		
		is not characterized by existing flammable brush, compliance with fire safety standards.	grass, or trees, a	nd the projec	ct would be	
х.	NOIS	E. Would the proposal result in:				
į	a) _	Increases in existing noise levels?			\boxtimes	
	1.)	F				

Significant Significant No mitigation Issues (and Supporting Information Sources): Impact Incorporated Impact Impact X-a The proposed project is expected only to negligibly affect the pattern and volume of existing noise levels. Construction noise will temporarily impact noise levels, typical for a project of this size and scale which is not considered significant. X-b No impact anticipated. XI. PUBLIC SERVICES. Would the proposal have an effect upon, or result in a need for new or altered government services in any of the following areas: a) Fire protection? X b) Police protection? c) Schools? d) Maintenance of public facilities, including roads? Other governmental services? e) M XI-a-e The increase in commercial floor area will marginally change the need for all these services. This is

Potentially Significant

Unless

Less Than

M

Potentially

Al-d-e The increase in commercial floor area will marginally change the need for all these services. This is considered to be less than significant, as most of these services are already necessary for the operation of the commercial business in the area, and the marginal changes, should be easily accommodated by existing resources and facilities that area already available in this highly urbanized area. These impacts are also partially mitigated by various City required fees imposed on new construction, and the taxes that will be generated from this project, which contribute towards the continued provision of these services.

XII. UTILITIES AND SERVICE SYSTEMS. Would the proposal result in a need for new systems or supplies, substantial alterations to the following utilities:

a)

Power or natural gas?

,	· ·	ш.	<u> </u>	123	L
b)	Communications systems?			\boxtimes	
c) facili	Local or regional water treatment or distribution			\boxtimes	
d)	Sewer or septic tanks?			\boxtimes	
e)	Storm water drainage?				Ė
f)	Solid waste disposal?			\boxtimes	

Issues (and Supp	Poorting Information Sources): Local or regional water supplies?	Potentially Significant Impact	Potentially Significant Unless mitigation Incorporated	Less Than Significant Impact	No Impact
demand sea area, a waste this his	nd of all crvice sy and the general ghly ur onstruct	ncrease in commercial square footage will marginally continued these utilities and service systems. This is considered to estems are already necessary for the operation of the continued changes, such as need for more phone lines, pution should be accommodated by existing utility and serviced area. These impacts are also partially mitigated tion, and the taxes that will be generated from this project of these systems.	o be less tha nmercial bu, ossible incre vice systems I by various	n significan siness in the eases in sew that are alro City require	t, as these u surroundiner use and c eady availa ed fees impo	itilities ng solid ble in osed on
XIII.	AEST	THETICS. Would the proposal:				
	a)	Affect a scenic vista or scenic highway?				
	b)	Have a demonstrable negative aesthetic effect?				
	c)	Create light or glare?			\boxtimes	
impaci located the Mu west of XIII-b:	t some s d gener unicipal f the site	evelopment will be a higher profile building than the existence views of the ocean enjoyed by nearby residents, and ally to the east. The building is proposed to comply with Code and General Plan, and consistent with or lower the E. Therefore, the impact will be less than significant. Troject is not anticipated to have any negative aesthetic in the the confect.	nd the gener h the30-foot an buildings	al public fro height limin s already co	om properti t, as allowe nstructed to	es d by o the
XIII-c	The de	welopment may introduce new sources of light in the are sected to be significant.	a, and chan	ge the patter	rn of lightin	ıg.
XIV.	CULT	TURAL RESOURCES. Would the proposal:	 •			
	a)	Disturb paleontological resources?				\boxtimes
	b)	Disturb archaeological resources?				
	c)	Affect historical resources?				
	d)	Have the potential to cause a physical change which would affect unique ethnic cultural values?				\boxtimes

					Potentially		
Issues	(and Sup	porting Information Sources):		Potentially Significant Impact	Significant Unless mitigation Incorporated	Less Than Significant Impact	No Impact
	e)	Restrict existing religious or sacred uses within potential impact area?	n the				
XIV-a	e there	e are no known cultural resources associate with	ı this proj	ect site.			
XV.	REC	REATION. Would the proposal:					
	a)	Increase the demand for neighborhood or region parks or other recreational facilities?	onal				
	b)	Affect existing recreational opportunities?					\boxtimes
	The pro	reased demand anticipated given the proposed conversed project will not impact any existing recreated. DATORY FINDINGS OF SIGNIFICANCE.			s.		
	a)	Does the project have the potential to degrade quality of the environment, substantially reduce habitat of a fish or wildlife species, cause a fis wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the real rare or endangered plant or animal or eliminate important examples of the major periods of Calhistory or prehistory?	e the h or ng ange of ate				
	b)	Does the project have the potential to achieve term, to the disadvantage of long-term, environgoals?					
	c)	Does the project have impacts that are individual limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable viewed in connection with the effects of past past past past past past past past	le when rojects,				

			Potentially Significant		
Issues (and	Supporting Information Sources):	Potentially Significant Impact	Unless mitigation Incorporated	Less Than Significant Impact	No Impact
ď	will cause substantial adverse effects on human				
	beings, either directly or indirectly?			. '	

XVII. SUPPORTING INFORMATION SOURCES.

- a) **Supporting Information Sources**. (The following are sources used and referred to in the initial study, and are incorporated herein by reference. All are available for review in the Community Development Department, Planning Division of the City of Hermosa Beach)
- 1. General Plan for the City of Hermosa Beach (Land Use Element revised 1994)
- 2. City of Hermosa Beach Municipal Code
- 3. Preliminary project plans and traffic/parking analysis submitted by the applicant

XVIII. Proposed Mitigation Measures:

To compensate for providing less parking than project with the shared parking demand analysis, parking in-lieu fees shall be provided to compensate for the deficiency of required parking.

Parking shall be provided for customers and employees free of charge and on a first come first serve basis (i.e. no assigned parking) to maximize the efficient use of the parking structure.

The restaurant use shall only be open in the evenings so as to not generate any parking demand in the daytime, consistent with the shared parking analysis.

c:cklt155pch



601 S. Valencia Ave., Ste. 250 Brea, CA 92823 Ph: 714.940.0100 Fx: 714.940.0700 aaeinc.com

October 4, 2006

Mr. Ken Robertson Planning Department City of Hermosa Beach 1315 Valley Drive Hermosa Beach, CA 90254

Regarding: Review comments- 1429 Hermosa Avenue

Dear Mr. Robertson,

We have reviewed the Traffic Impact Analysis for the proposed 1429 Hermosa Avenue project in Hermosa Beach prepared by Linscott, Law & Greenspan dated September 20, 2006. The following comments are relative to that review and our independent analysis.

Comments:

Following are comments relative to our review.

- 1. The scope of work conforms to the City of Hermosa Beach TIS Guidelines and CMP guidelines for Los Angeles County.
- 2. Existing Intersection Capacity Utilization (ICU) analysis were evaluated at (7) seven area intersections.
 - a. All intersections are currently operating at LOS "D" or better during AM and PM peak hours.
- 3. Future year 2008 Intersection Capacity Utilization (ICU) analysis was evaluated at the same (7) seven area intersections.
 - a. Six (6) of the seven (7) intersections will continue to operate at LOS "D" or better.
 - b. The intersection of Monterey Avenue and Pier Avenue is forecast to operate at LOS "E" during the PM peak-hour (with the current two-lane roadway configuration).
 - c. Based on City of Hermosa Beach impact guidelines, the addition of project generated traffic does not result in a significant impact at area intersections (1% or greater impact to the intersection level of service).
 - d. The future LOS "E" condition is a result of reduction of Pier Avenue to a two-lane roadway. If the road were restored to four lanes the future LOS would be within the adopted guideline of LOS "D".

- 4. Trip generation rates and reductions for internal capture and by-pass trips are consistent with industry standards and therefore considered reasonable.
- 5. We concur with the findings, of the Impact Study prepared by Linscott, Law & Greenspan, that the addition of project generated traffic to the (7) seven area intersections evaluated does not result in a significant impact.
- 6. We agree with the traffic study that the proposed project will not adversely affect any CMP arterial monitoring intersections or freeway monitoring locations.
- 7. Based on City of Hermosa Beach impact guidelines, the addition of project generated traffic does not result in a significant impact at area intersections (1% or greater impact to the intersection level of service).
- 8. Simple application of City parking requirements indicates a need for 77 parking spaces to support the individual proposed uses. A total of 34 parking spaces are proposed to be constructed support the project which calculates to a deficit of 43 parking spaces.
- 9. Since the proposed project is of a mixed use type the traffic study prepared a parking needs assessment based on recognized parking rates developed by the Urban Land Institute (ULI). The results of that analysis indicate at 10:00 AM the study projects a deficit of seven (7) parking spaces on a typical weekday. The study further indicates the seven (7) parking spaces can be accommodated in the existing available parking within the City parking structure two blocks west of the proposed development site.
- 10. Based on our review of the traffic study we recommend that "in-lieu" parking fees be calculated and assessed for the proposed project.
- 11. The traffic study recommended the following project specific improvements; we agree and have included them herein as conditions of approval.
 - a. Install appropriate pavement markings (i.e., stop bar with STOP legend) on the project drive aisle just south of the public sidewalk to ensure that motorists stop prior to the sidewalk before exiting the site.
 - b. Install appropriate signage on the internal ramp leading to the site driveway indicating right-turn only traffic movement at the approach to 15th Street.
 - c. Install a pavement right-turn arrow prior to the stop bar/STOP legend on the project drive aisle to reinforce the right-turn only movement for motorists exiting the site.

Mr. Ken Robertson October 4, 2006 Page 3 of 3

- 12. Additional conditions recommended are as follows.
 - a. We recommend that the City examines the parking requirements closely to ensure that the required on-site parking will not spill over onto adjacent private properties. Additionally, we recommend that "in-lieu" parking fees be calculated and assessed for the proposed project.

If you have any questions, please call me on my cellular phone at (714) 329-4500.

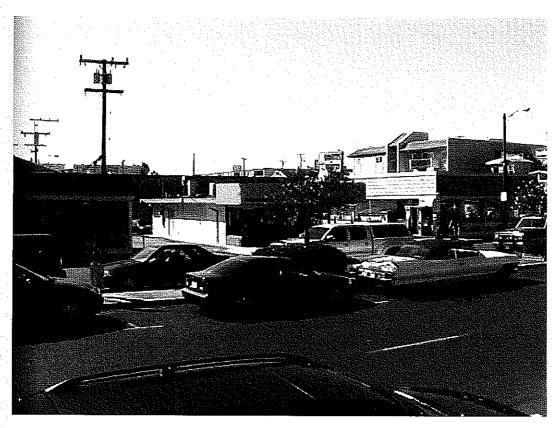
Best regards, AAE, Inc.

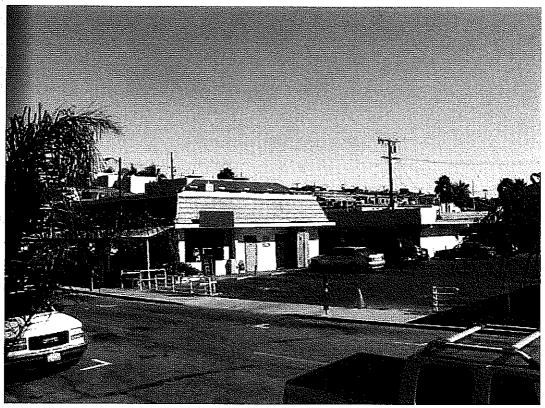
Raymond R. Abassi, P.E., T.E.

1429 Hermosa Avenue









October 11, 2006

RECEIVED

OCT 1 1 2006

COMMUNITY DEV. DEPT.

Planning Commission City of Hermosa Beach 1315 Valley Drive Hermosa Beach, CA 90254

RE: Proposed 1429 Hermosa Avenue Development

Dear Members of the Planning Commission,

My name is Dominic Boitano, and I live about 100 feet from the proposed development at 1429 Hermosa Ave. While I will not be able to make the Planning Commission Meeting on October 17th given some work constraints, I am writing to express my broad support for the project.

While I am no expert, my professional experience first as a civil engineer working in land development and now as a Senior Project Manager for KB Home gives me the ability to quickly evaluate and understand development projects like this.

I have met personally with the applicant and have spent a few minutes reviewing the conceptual elevations, floor plans, and to scale model which were made available to me by the applicant. I have to admit that I was very impressed with the proposed project. The elevations looked fantastic. The beach contemporary theme is a good look for the City of Hermosa Beach and I believe will really help to clean up the site currently occupied by the donut shop and Classic Burger Restaurant. While we all enjoy the breakfast burritos from Classic Burger, it is a relatively worn down site in need of improvement. This project should help to do that.

The proposed development ties in nicely to the current downtown area, without detracting to the beach culture that is so prevalent and important to our community. Small office condos like this are a badly needed asset for the city, and will help small businesses operate more easily. Small business is a hallmark of a beach city. This project will help small business thrive.

The idea of a snack shop or coffee house along with a restaurant is also a good idea. I don't like the idea of having another club in the city, and loud music would bother me and many of my neighbors. Based on my conversations with the applicant, this does not seem to be that kind of project. It is my understanding that the applicant is proposing a restriction that the restaurant close by midnight, and that no live music or entertainment be allowed after 10. This is a reasonable restriction and seems to address the potential problem. An upscale restaurant that does not impact the feel of the existing residential

neighborhood would be a nice addition to the community. It would be convenient, and further, having such a nice restaurant in close proximity could help to reduce traffic trips between the beach cities, by providing a good dining option within walking distance.

The only thing of potential concern to me would be parking and traffic impacts to the neighborhood. Parking is generally available during the day (excepting summer weekends of course) but is generally not available during the evening once the community has returned home from work. While I am not fully up to speed on project specific traffic and parking issues, I understand that the applicant is proposing a subterranean garage. This should help to mitigate the increased parking demands for a three story building should be recognized by the commission as big step in the right in the right direction. And while I encourage the commission, when acting on this application, to review the parking and traffic issues in detail, I would also ask that the commission consider the fact that parking is generally available during the day and harder to find at night. Weekday, daytime parking is not a concern for me as there is typically street parking available. The applicant has expressed to me that the project is fully compliant with parking requirements during the evening, so it would seem that the project fits with the usage patterns in the neighborhood.

In summary, after the appropriate considerations have been made, I would like to request that the commission act favorably with regard to the proposed project. This is a good project for the city, and I am looking forward to seeing it move forward.

Sincerely,

Dominic Boitano, PE

Senior Project Manager, KB Home Resident of 1520 Hermosa Ave October 11, 2006

RECEIVED

OCT 1 1 2006

COMMUNITY DEV. DEPT.

Planning Commission City of Hermosa Beach 1315 Valley Drive Hermosa Beach, CA 90254

RE:

Support for Proposed 1429 Hermosa Avenue Development

Cardinal Investments

Dear Members of the Planning Commission,

We are the owners of Molly's Skin Care Boutique located at 1503 Hermosa Avenue and will be direct neighbors to the proposed development by Cardinal Investments at 1429 Hermosa Avenue. We learned more about the project last Thursday at their neighborhood meeting and are very excited about the potential it will bring to the neighborhood. The proposed office and associated uses will only enhance our business and the others surrounding us on Hermosa Ave. We are comfortable with the proposed parking plan for the project because they will have their own dedicated parking garage and because Hermosa Avenue parking during the day is not a challenge like it is in the evenings and on weekends. We are also fortunate because we are so close to the City's parking garage with helps when need be.

The project will only help local business to grow and improve the overall downtown area. The office condos will be great in Hermosa, will increase foot traffic during the day and enable local businesses such as ourselves to remain in Hermosa Beach. Additionally, we are comfortable with the proposed hi-end restaurant with the conditions that Mr. Flaherty is proposing to ensure that it will not be a club. This too will continue to keep residents and businesses in Hermosa.

In summary, we strongly support the project and will be attending the hearing on October 17th to voice our support.

Sincerely,

Molly Woulst

Jah J VAHIK GREGORIAN 10/11/06

October 10, 2006

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NOT 1 0 2006

Planning Commission City of Hermosa Beach 1315 Valley Drive Hermosa Beach, CA 90254

COMMUNITY DEV. DEPT.

RE: Proposed 1429 Hermosa Avenue Development

Dear Members of the Planning Commission,

I am a local resident of Hermosa Beach, and I am writing in support of the development project at 1429 Hermosa Avenue being developed by Cardinal Real Estate Investments. Unfortunately, I cannot make the planning commission meeting on Oct 17th, and I wanted to voice my support for the overall project.

I believe the development will enhance and improve the downtown area. The office condos will be a great asset to the Hermosa community by increasing the daytime business flow in the downtown area as well as providing the opportunity for local businesses to remain in Hermosa Beach. The offices will also provide the opportunity for local residents to relocate or open satellite offices for their business in Hermosa Beach.

I also support the addition of an upscale restaurant and snack shop to Hermosa Beach. While Hermosa has an abundance of bars and clubs, it does lack many options for local residents to go for dinner without fighting the club scene. The addition of a new restaurant and café will give residents more options to walk to dinner rather than driving to restaurants in Manhattan and Redondo Beach.

I believe the development will bring a new and fresh look to Hermosa Beach. The building's design is beautiful and very refreshing. It maintains the beach lifestyle Hermosa Beach is known for while enhancing the upscale elements of Hermosa Beach to improve the quality in the surrounding downtown area.

Sincerely,

Michael Goodhue 2438 Park Avenue

Muhael J. Swellie

Hermosa Beach

RECEIVED

October 12, 2006

OCT 1 2 2006

COMMUNITY DEV. DEPT.

Planning Commission City of Hermosa Beach 1315 Valley Drive Hermosa Beach, CA 90254

RE: Cardinal Investments

1429 Hermosa Avenue Development

Dear Commissioners:

I will miss Classic Burger.

I always considered it a part of our beach culture. But, if it must go then I would want a neighbor like Mike Flaherty in lieu.

I write in conditional support of Mr. Flaherty's project at 1429 Hermosa Avenue. I have known (this) Mike Flaherty, a fellow Hermosan residing in the affected area, over the past few years and can attest to his integrity, intention and goal to develop a property in the spirit of the City and the community. Unfortunately, I cannot make the planning commission meeting on Oct 17th, and I wanted to voice my support for the project.

Mike has done his homework. He has held numerous community meetings without any encouragement from the city and has taken the time to explain this project to any neighbor with a question. As a result of many of those meetings, Mike has tweaked the project on the basis of community input.

The proposed office use is important to the long-term vision of changing the economics of our downtown. I have long believed that if the City could encourage weekday, daytime foot traffic such as this project would, then perhaps the economics of a night entertainment focused downtown would change. In that vein, this development, like the one on Manhattan and Pier, could be a step in the right direction of that positive change.

I believe the project's parking deficiencies are minor given the site's proximity to the parking garage and the fact that the offices will be parked during off-peak times. Should there be a restaurant as part of this project, I would support a hybrid parking equation factoring separately the office use as well as any reasonable stipulations placed on other restaurants in the immediate area.

Mr. Flaherty has assured me that any restaurant in this proposal will not be a club. Should that ever occur, I would withdraw my conditional support and rise as a voice in opposition. Again, the reason I support this development is that I believe this project would help bring about a change in daytime economics and certainly do not support an intensification of use in this area.

As always, it is a pleasure to communicate with you. I trust and value your judgment and look forward to working with you in the future.

Sincerely,

Art Yoon



IRA Wealth Management Division™

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- · Investment Strategies
- · Tax Reduction
- · Inheritance Solutions

October 11, 2006

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OCT 1 2 2006

COMMUNITY DEV. DEPT.

City of Hermosa Beach Attn: Planning Commission 1315 Valley Drive Hermosa Beach, CA 90254

RE: Proposed Development at 1429 Hermosa Avenue

Dear Members of the Planning Commission or To Whom It May Concern:

The purpose of this letter is to express my support of the development project at 1429 Hermosa Avenue proposed to convert the Classic Burger restaurant to office condos as recently outlined in an Easy Reader article. As of this time I will not be able to attend the planning commission meeting to be held on Oct 17th. However, as a resident of Hermosa Beach (at 2002 Hermosa Avenue) I did want to express my support for the overall project as I feel it will be a desirable enhancement necessary to the natural progression of our wonderful city at the beach.

The reason this issue is of importance to me is that I recently relocated our company to the South Bay, primarily so I can spend more of my time closer to Hermosa Beach where I live. Unfortunately, I discovered that Hermosa Beach simply does not have any office buildings that I felt to be suitable facilities for a professional services firm. There are simply no such buildings!

Fortunately for me, I found that Manhattan Beach, Redondo Beach and El Segundo all provide many suitable business locations from which to choose. I feel that it is unfortunate, however, that I was not able bring our business (and consequently our high net-worth clientele) closer to the City of Hermosa Beach and fellow local business owners who I would love to support.

Our surrounding beach city neighbors have all made proactive improvements to motivate the retention of business revenue within their communities, simply by supporting the redevelopment projects that provide the infrastructure for their residents to work where they live. The forward progress of Hermosa Beach is an inevitable one. However, the opportunity to stand behind a responsible business development steeped with the good intention of providing a quality business structure where Hermosa Beach residents can now work where they live is a choice we can make to help guide the direction of that progression. I hope you share my support. Please call me with any questions.

-

Sincerely

Christian Cordoba President

California Retirement Advisors



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- · Inheritance Solutions

October 11, 2006

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OCT 1 2 2006

COMMUNITY DEV. DEPT.

City of Hermosa Beach Attn: Planning Commission 1315 Valley Drive Hermosa Beach, CA 90254

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Christian Cordoba

President

Sincerely

California Retirement Advisors

RECEIVED

OCTOBER 12, 2006

OCT 1 2 2006

COMMUNITY DEV. DEPT.

PLANNING COMMISSION
CITY OF HERMOSA BEACH
1315 VALLEY DRIVE
HERMOSA BEACH, CA 90254

RE: 1429 HERMOSA AVENUE DEVELOPMENT

DEAR PLANNING COMMISSION.

I AM A RESIDENT AND OWNER IN HERMOSA BEACH, WRITING TO SUPPORT THE DEVELOPMENT PROJECT AT 1429 HERMOSA AVENUE.

I LIKE THE IDEA OF ADDING PROFESSIONAL OFFICE SPACE TO OUR CITY, THE CLOSER TO THE WATER THE BETTER. HERMOSA DOES NOT HAVE ENOUGH NON-RETAIL BUSINESSES - IN MY OPINION — AN ISSUE THAT IS ADDRESSED BY THIS DEVELOPMENT. MANY PEOPLE IN MY BUSINESS NETWORK HAVE EXPRESSED TO ME OVER THE YEARS THEIR DESIRE TO HAVE AN OFFICE NEAR THE BEACH, BUT HAVE BEEN UNABLE TO ACHIEVE THEIR WISH DUE TO THE EXTREMELY LIMITED SELECTION.

I ALSO LIKE THE IDEA OF AN UPSCALE RESTAURANT AND SNACK SHOP IN OUR CITY. HERMOSA BEACH DOES INDEED HAVE OUR FAIR SHARE OF BARS AND CLUBS, WHICH CATER MAINLY TO THE UNMARRIED "PARTY PEOPLE". THE ADDITION OF AN "UPSCALE" RESTAURANT AND CAFÉ WILL GIVE RESIDENTS - ESPECIALLY THOSE WITH FAMILIES AND/OR THOSE LOOKING FOR A QUIETER EVENING - MORE OPTIONS TO WALK TO DINNER RATHER THAN DRIVING TO RESTAURANTS IN MANHATTAN AND REDONDO BEACHES.

I BELIEVE THE DEVELOPMENT WILL BRING A NEW AND FRESH LOOK TO HERMOSA BEACH. THE BUILDING'S DESIGN IS BEAUTIFUL, BEACHY, AND STYLISH. IT MAINTAINS THE BEACH LIFESTYLE HERMOSA BEACH IS KNOWN FOR WHILE ENHANCING THE UPSCALE ELEMENTS OF HERMOSA BEACH TO IMPROVE THE QUALITY IN THE SURROUNDING DOWNTOWN AREA.

SINCERELY,

1.60.

TIMOTHY LYNCH

Planning Commission City of Hermosa Beach 1315 Valley Drive Hermosa Beach, CA 90254

RECEIVED

OCT 1 2 2006

COMMUNITY DEV. DEPT.

RE: Hermosa Ave. Project

To Whom It May Concern:

My name is Ralph Tolliver, I am the owner of 74 14th Street. I've owned my property for about 45 years now and have lived here for as long as I can remember. My property abuts the proposed project across 15th Court, so I will definitely be impacted by the project. Regardless, I believe that the project will be an asset to the neighborhood and only help to improve property values in the area while assisting local business with much needed customers and offices.

I met Mr. Flaherty months ago to learn about the project and was fortunate enough to attend last week's neighborhood meeting to see the final result. The building is beautiful and will help revitalize our little neighborhood with its unique beach design. The Classic Burger and Donut shop appear to be struggling to make it and their appearance is old and downtrodden.

The new development with office and restaurant uses will continue to improve the City's downtown area in a positive direction. I understand that there will be some concerns with parking and the restaurant use. However, I am comfortable with Mr. Flaherty's explanation and understanding that the primary parking demand will be during the weekdays and not the evenings and weekends when finding a space is always an event. I also like the fact that the property is so close to the public parking garage. I am not concerned with the proposed restaurant as I believe that there is pent up demand for a more "up scale", well-done restaurant downtown.

I support the project as is.

Sincerely,

Ralph Tolliver

RECEIVED

OCT 1 2 2006

COMMUNITY DEV. DEPT.

October 11, 2006

Planning Commission City of Hermosa Beach 1315 Valley Drive Hermosa Beach, CA 90254

Dear Planning Commission,

I reside at 75 14th Street and have lived there for over 25 years now. My home is directly opposite 15th Court from the proposed project by Cardinal Investments at 1429 Hermosa Ave. The rear of my home is some 30' from the project and I will be directly impacted by it. Despite being so close to the new project, I hope that the community and the Commission welcome it with open arms.

The current site is dated and the businesses have brought a certain amount of "riff raff" to the neighborhood in recent years, especially to the parking lot behind the Classic Burger and Donut Shop. On the other hand, despite my initial reservations towards something new, the proposed design by Cardinal is a fantastically unique design that I welcome to the neighborhood and hope you do as well. Its use of open space, transparency, and borderless lines are amazing and one of a kind. I am also comfortable with the parking proposed for the site as described by the developer and believe that they are true in their intent to have a quality restaurant that is needed in the community.

A project of this nature will increase the value of the area to both residences and businesses. I support it and plan to attend the hearing on the 17th. Thank you.

Yours truly,

John McLaughlin

In Me Taylin

Planning Commission City of Hermosa Beach 1315 Valley Drive Hermosa Beach, CA 90254

RECEIVED

OCT 1 2 2006

COMMUNITY DEV. DEPT.

RE: Support for 1429 Hermosa Avenue Project

Dear Members of the Planning Commission,

My wife and I are Hermosa Beach homeowners, we would like to extend our full support for the proposed project at 1429 Hermosa Avenue to be developed by Cardinal Real Estate Investments. While we cannot attend the planning commission meeting due to a work conflict, we would like to voice my overall support for the project.

The project will truly enhance Hermosa's downtown for both businesses and local residents. The office condos are a great asset to the Hermosa community by increasing the daytime business opportunities downtown and enabling local businessman to continue operating in Hermosa Beach. These benefits will enhance both employment opportunities in the local community as well as tax revenues for the city.

We also support the new "high end" restaurant and shop. Hermosa has too many bars and clubs as it is and lacks good alternatives for locals like my wife and I to dine at a fine establishment, like Rock N Fish in Manhattan Beach where we typically go, without battling the college bar scene. It will enable give us the chance to walk to dinner as opposed to driving to Manhattan or Redondo. As many local residents will attest, the option of walking to restaurants, bars, and other activities is part of what distinguishes the Hermosa Beach community. We often regret having to drive to Manhattan Beach to have several options in fine restaurants as opposed to the very limited number in Hermosa Beach. However, should we need to drive, we like the fact that the building will have its own parking garage, a rarity, and are comfortable with its proposed minor parking shortage during the day when parking is not a problem.

Finally, we believe that the project will bring an exciting, new, yet still uniquely local look to Hermosa Beach, particularly given the very limited aesthetic appeal of the existing donut shop and hamburger stand. The project maintains the look and feel of Hermosa while bringing enhanced elements to the city and improves the overall quality of downtown Hermosa Beach. Thank you.

Yours truly.

Kevin S. Groves

RECEIVED

OCT 1 2 2006

COMMUNITY DEV. DEPT.

Planning Commission City of Hermosa Beach 1315 Valley Drive Hermosa Beach, CA 90254

Re: Support of Proposed 1429 Hermosa Avenue Project

Dear Members of the Planning Commission,

My name is John Bakolas, I live and own at 85 15th St. directly across from the proposed project and I am currently building my new home to retire in on the same property. I have lived across from the site for some 21 years now and until recently have been a business owner in the Hermosa since 1974. I have gotten to know the personnel at Cardinal Investments well over the past year and as a result I am very familiar with the project. Because of my proximity to the site I will be most affected by the new development yet still strongly support the project and hope to attend the meeting on the 17th to voice my approval.

I have supported the Classic Burger and Donut Shop for many years and have my coffee every morning at the Classic Burger. I have fond memories. Yet, I believe that the proposed office and restaurant project is an improvement to the neighborhood that I welcome. The project will help clean up the north end of the downtown area and will help local businesses in an area where pedestrian traffic is not as strong as on the pier. The offices will greatly help this situation and I am comfortable with the fact that the project is a bit short on parking during the day. I like that the project will have its own parking garage and parking is typically available during office hours on Hermosa Ave or in the large City parking garage also on Hermosa Ave.

I also look forward to a more quality restaurant in the area even if it will be directly across from my home. I guess I am used to it because it is in the same location as the existing Classic Burger. I am comfortable with and happy that Cardinal will be restricting their hours to midnight and ensuring the community that the restaurant with not be a club with the restrictions that they are agreeing to. They are good people.

The building is gorgeous and I welcome the project to the neighborhood. Thank you for your time.

Sincerely,

M K. Bakolas

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