



HERMOSA BEACH CHAMBER *of* COMMERCE *and* VISITORS BUREAU

August 15, 2023

City of Hermosa Beach
1315 Valley Drive
Hermosa Beach CA 90254

RE: Mixed-use Housing Standards

Dear Planning Commission,

The Hermosa Beach Chamber of Commerce supports mixed-use development in our non-recreational commercial zones, which we believe will enhance vibrancy, foot traffic, and investment into our commercial corridors throughout the year. As an advocate body of Hermosa Beach businesses, we request minor changes to the Draft Zoning Text Amendment that would serve to increase housing supply in our commercial districts while preserving the character of our small coastal town and protecting our existing businesses.

Our commercial properties are primarily small lots that contain diverse and eclectic buildings built over time. This creates a unique challenge to mixed-use developments where structures abut each other in our small downtown. To address these challenges and maximize the potential benefit of rezoning major portions of our commercial corridors to mixed-use, please consider the following recommendations:

Conservation of Existing Structures

The current draft zoning text amendment does not incentivize commercial property owners to retain their existing structures. The current version of the Draft Zoning Text Amendment applies R-3 building standards to the residential portion of commercial structures. We would like to add clear language that will avoid the need for major disruptive construction or demolition of entire buildings by allowing the existing structure to retain setbacks and building standards of the underlying commercial zone.

We recommend existing commercial structures where residential use is permitted retain the existing commercial zone building standards and will be considered legal, non-conforming.

Parking and Transportation Storage:

The city's zoning consultant, Martha Miller, recommended reducing the residential parking requirements in the mixed-use zone because the one-size-fits-all approach does not support a pedestrian-oriented, walkable downtown. She stated, "there just isn't room to provide that parking and that really is a barrier to investment and it actually encourages tear downs and a lot of parking on the ground floor." Also, the limited off-street parking of these small lots

translates to fewer residential units. Instead, reduce parking requirements and allow spaces to be substituted with bike parking which will encourage a walkable downtown.

We recommend bicycle storage be included for 50% of the residential units and reduce the parking requirement by one space per 4 bicycle storage spaces. Parking Plans of developments outside the parking impact zone are approved by the Community Development Director.

Parking Impact Zone

Many of the downtown sites on the Housing Element are outside the Parking Impact Zone, which makes those properties ineligible for both residential and employee parking permits. Residential development in those areas do not impose parking demand on-street or off-street parking, and would attract the ideal future resident of our downtown (those that do not rely on cars). Instead, we recommend parking requirements be limited to guest parking on those sites.

We recommend on sites in the downtown that are outside of the Impact Zone, the Development Director may waive parking requirements, including only requiring guest parking for residential units.

The Chamber of Commerce believes the above changes will significantly lift housing production barriers and increase economic vibrancy while minimizing negative impact on residents and the existing businesses.

We appreciate the collaborative relationships the City of Hermosa Beach has with its Chamber of Commerce and look forward to hearing your thoughts at the meeting.

Best regards,

The Board of Directors
Hermosa Beach Chamber of Commerce and Visitors Bureau