


**CITY OF HERMOSA BEACH
COMMUNITY DEVELOPMENT DEPARTMENT**

MEMORANDUM

Date: May 13, 2015

To: Honorable Chairman and Members of the Hermosa Beach
Planning Commission

From: Ken Robertson, Director 
Pamela Townsend, Senior Planner

Subject: Direction on Text Amendment to Implement Downtown Core
Revitalization Strategy

Recommendation:

To provide direction on code amendments intended to implement a part of the downtown core revitalization strategy.

Background:

The Downtown Core Revitalization Strategy (“Strategy”) identifies ways to increase the vitality of the downtown core from 10th to 14th Streets and district from PCH to Hermosa Avenue including the Community and Civic Center sites and how the City can facilitate this goal including zoning code related options.

The March 17th Staff Report includes the Downtown Core Revitalization Strategy:
http://hermosabeach.granicus.com/MetaViewer.php?view_id=6&clip_id=3628&meta_id=184191;
Principles and Guidelines Reflecting the Downtown Core Revitalization Strategy:
http://hermosabeach.granicus.com/MetaViewer.php?view_id=6&clip_id=3628&meta_id=184189;
and Beach Access and Parking Study:
<http://www.hermosabch.org/modules/showdocument.aspx?documentid=5440>

Analysis:

The purpose of this discussion is to obtain Commission direction on the various zoning related strategies suggested by the Strategy and Principles to support preparation of an amendment to the Municipal Code and potentially other actions as directed. The various components of the Downtown Core Revitalization Strategy work together to advance a desired future vision, and it is important to keep the overall context in mind as the Commission addresses zoning amendments. The Strategy introduction summarizes essential elements:

“Now, it is important to create an environment that nurtures the increasingly stable, diverse and family-oriented population. Investing in improvements to the public realm is one of the first steps that can be made, and will signal the City’s commitment to the area. Subsequent

important steps will be to better manage parking and encourage a greater variety of businesses, including fine dining establishments, high quality hotels and upper floor offices that reflect the changing nature of the population and contribute to the overall downtown environment.

Within the downtown as a whole as well as within the core, there is a need to increase the day-time population to add life and vitality that goes beyond the typical recreationally oriented uses that have been historically attracted to the beach setting of Hermosa Beach. Office development, whether on upper floors or in stand-alone buildings, is an important activity that can build economic support for local-serving retail and quality dining establishments.

Hermosa Beach is exceptionally well positioned for upscale hotel facilities on beachfront locations within the Downtown Core. In addition, if new hotel development includes an ample lobby, restaurant, spa, and other amenities, it will help to create a more sociable and attractive destination that will enhance its image and identity and contribute to its sense of security. Furthermore, high quality hotel development will, as with additional office uses, also provide greater market support for quality retail and restaurant establishments.

The encouragement of office and hotel uses cannot come at the expense of creating a pedestrian oriented people place with active ground level uses on key corridors and adjacent to important public spaces. In addition, creating a more active, people oriented place must also be pursued in conjunction with quality development that respects the scale and unique character of Hermosa Beach. To realize the potential of the Downtown Core will require the pro-active pursuit of appropriate infill development as well as public-private partnerships, implementation of public parking and streetscape improvements as well as some modifications to existing zoning.”

The Commercial Tenanting Strategy addresses way to increase daytime activity to support retail uses and is important to consider as part of the Commission’s deliberations on the parking strategy:

“Within the Downtown Core, the prime commercial tenanting opportunities are located along Hermosa Avenue, adjacent to Pier Plaza and on the Strand. Strategic public investment and successful development of catalyst sites in these three areas – Pier Plaza, Hermosa Avenue and the Strand frontage – could dramatically enhance the appeal, sociability and security of the Downtown Core and help transform it into a vibrant center for Hermosa businesses.

Today, the quality and diversity of many existing retail establishments is not on par with expectations of residents or potential visitors from other Beach Cities. For example, the current retail tenant mix along Pier Avenue and Hermosa Avenue appears to be overrepresented in the health and beauty sector - uses more typical of a neighborhood center than a retail shopping district and are under-represented in the apparel sector, where the City exhibits significant retail leakage. As previously discussed, uses that increase the day-time population and longer stay visitation will contribute to the market support for retail development. Streetscape improvements and public parking can also help to enhance the appeal, convenience and attractiveness of the area. In addition, zoning modifications that eliminate on-site parking requirements will help to create greater continuity and pedestrian interest.

Creating a more distinctive and well-defined retail district will help to market the area as a destination and, at the same time, attract better quality shops and restaurants. Improvements to the public realm are key to the enhancement of the image and identity of the Downtown Core as a retail destination. Widened sidewalks and public plazas that create space for cafes and outdoor dining can also attract additional patrons. Activities that spill out and populate the public spaces communicate that this place is worth visiting - seeing people brings people. In addition, the provision of convenient on-street parking makes retail shopping appear more accessible and attractive. Furthermore, the current ever-increasing trend towards bicycling for both recreation and work trips needs to be recognized by the provision of convenient bicycle parking as well.”

The Principles accepted by Council reflect the Strategy and as such provide a succinct summary of the future vision of the downtown district:

Principles:

1. **Proactive strategy:** The Downtown Core, between 10th and 14th Streets and the Strand and Palm Drive focused on Hermosa Avenue and Pier Plaza is the heart of Hermosa Beach, and should be enhanced as the focus of social life in the city. It is part of the Downtown District, bounded by 15th Street, 8th Street, extending along Pier Avenue to Valley Drive.
2. **Family-friendly, inviting to all:** Create an environment that appeals to the increasingly stable, diverse and family-oriented population and allows them to mutually co-exist, rather than being a place dominated by one group at the expense of another.
3. **Daytime district:** Increasing the day-time population will add life and vitality that goes beyond the typical recreationally oriented uses that have been historically attracted to the beach setting of Hermosa Beach.
4. **Pedestrian oriented:** Develop the Downtown Core as a pedestrian and people oriented place with an appropriate mix of uses and quality of development that contributes to a more sociable, publicly-spirited and economically viable place.
5. **Eclectic beach character:** Improvement of parking facilities and management within the Downtown Core is essential to increasing economic vitality and maintaining the eclectic character of a district with small local businesses anchored by catalyst projects that provide synergy and support.
6. **Distinctive retail district:** Create a distinctive and well-defined retail district with quality shops and restaurants on the ground floor that are pedestrian oriented, family-friendly and appealing to a wide range of people.
7. **Catalyst development:** High quality hotel development that respects the scale and unique character of Hermosa Beach and provides significant quality public spaces and benefits can enhance the hospitality, identity and economic viability of the Downtown District.

8. **Public investment:** Realizing the full potential of the Downtown Core requires investment in the public realm and public-private partnerships which signal the City's commitment to the area and further city goals, attract economic enterprises, and reduce the negative social behavior that occurs within the Pier Plaza area.

I. PARKING STRATEGY

The Strategy states:

"The parking strategy is intended to encourage small, independent, local businesses in the downtown district maintain the smaller scale, and small town character and manage the parking demand fluctuations more effectively, particularly since there are surges during the summer and weekends. There are two primary aspects of the parking strategy – first, the development of a public parking supply that is publicly managed with demand pricing to help control the distribution and availability of parking. ... The second component of the parking strategy involves modifications to the existing zoning requirements for new development in support of a pedestrian-oriented district where the continuity and quality of the pedestrian experience is given a priority and a certain amount of walking to parking facilities is part of the experience of place." The City Council preliminary accepted the attached Downtown Parking Conceptual Master Plan which identifies potential location for additional centralized parking.

Zoning Modifications: "Concerns were raised in initial discussions with developers, realtors and property owners about parking requirements in the existing Zoning Code and the deterrent that they impose upon economic vitality and the ability to maintain and further the small scale village environment of downtown Hermosa Beach. In particular, a significant concern is the effect that these requirements have on the ability to encourage office development on upper floors which would be beneficial in enhancing the daytime population and thus the market support for retail and restaurant functions.

Existing parking issues and requirements in Hermosa Beach were reviewed along with those of other selected beach cities. The conclusion of this effort is that there should be a greater emphasis on how parking solutions can help to create a more attractive and accessible pedestrian-oriented district, where a greater mix and intensity of activities are desired while still accommodating beach-going peak visitor demand."

The Strategy identified eleven potential code amendments to encourage a more pedestrian-oriented district, which are the focus of Commission discussion.

1. Pier Avenue, from PCH to Hermosa Avenue and including the Community and Civic Center sites and Hermosa Avenue and the Downtown Core from 10th to 14th Streets should be designated as a pedestrian-oriented district, with special incentives and provisions to minimize the impact of parking and to encourage pedestrian and bicycle mobility.

Discussion: Specific Plan Area No 11 Zone (SPA-11) adopted for Upper Pier Avenue between Palm and Valley Drives is a "form" and use based code that shapes the physical form of the private realm to create a pedestrian oriented district that requires permeable facades placed close to the

sidewalk with parking placed to the rear of buildings. While a wide variety of uses are allowed, the facades provide interest and make walking more pleasant and this form is enduring over the life of the building while uses may change. SPA-11 provides incentives that can be granted by the Commission for “the conservation and continued use and reuse of existing buildings that are iconic of and contribute to the character of upper Pier Avenue as a small-scale, pedestrian-oriented village with diverse architectural character...” (17.38.550(C)). SPA-11 works in concert with the streetscape, which provides wide sidewalks, bulb outs, medians and crossings to slow traffic and make walking safer, and vegetation to create shade and protect against summer heat. The SPA-11 Zone also requires provision of bicycle parking at the rate of one space per 7 employees or 3,000 square feet of new floor area. Please refer to the SPA-11 Zone in full:

<http://www.codepublishing.com/CA/HermosaBeach/#!/HermosaBeach17/HermosaBeach1738.html#17.38.510>

There has been general community support of the Pier Avenue streetscape and the changes it has brought aesthetically, via reinvestment, and economic activity. There has remained the desire to maintain Upper Pier Avenue east of Monterey as a more resident serving portion of the street. While new buildings such as 200, 205 and 338-400 Pier Avenue were approved for construction prior to adoption of the SPA-11 Zone, they generally comply with the intent of the code. The project at 338-400 Pier Avenue, which is comprised of two large buildings occupied by a single office tenant is less consistent with the intent. While the building with its large windows lies adjacent to the sidewalk, with parking located off Pier Avenue, is generally compatible with the SPA-11 Zone, the use of the building that does not provide attraction to residents or visitors creates a closed feel and lack of interest for the pedestrian.

The SPA-11 Zone states that ‘service, office and other non-pedestrian oriented uses are encouraged to locate on the second story. When there is a mix of uses on the ground floor, the pedestrian-oriented uses should be located so that the building facade, window displays and interior are highly visible to pedestrians on the public sidewalk’ and the Commission may grant incentives to facilitate this, excluding parking incentives (17.38.550(C)). The building at 200 Pier Avenue was built as an office building but has evolved to provide retail on the ground floor as well, which is compatible with a pedestrian oriented district. Large format markets and department stores exceeding 4000 square feet on the ground floor are not permitted in order to maintain the eclectic, small-scaled nature of the district. When the Commission originally evaluated the SPA-11 Zone there was discussion of whether to restrict the front 15 or 20 feet of the buildings to retail uses but the Commission ultimately did not recommend this restriction.

Commission Direction:

- Should the SPA-11 Zone be applied to the remainder of the downtown district? Should changes be made to the SPA-11 Zone as applied to Upper Pier Avenue, or as may be applied to the remainder of the downtown district?
- Is the mix of uses allowed appropriate? Should any restrictions be considered relating to uses that may be located on the ground floor, such as revenue generating uses?

2. All parking in the pedestrian-oriented district should be allowed to be provided off-site, rather than the current 25% of parking for buildings with greater than a one floor-to-area ratio (FAR). This is only currently allowed in the SPA-11 Zone (Pier Avenue east of Hermosa Avenue to

Valley Drive) as an incentive to conserve iconic buildings (Section 17.38.550(D)).

Discussion: The suggestion is that all parking should be allowed to be provided offsite (subject to payment of in-lieu fees) rather than requiring some of the parking to be provided onsite for expansion or new buildings with more than one story. This suggestion recognizes that most lots in the downtown area are too small or have limited street access to accommodate on-site parking and is coupled with the general philosophy that common parking facilities should be used such as in new parking structures developed by the City at city hall or at the community center for efficient land use in this concentrated district for economic and social activity. It is possible that developers could identify off-site parking locations for 100% of the required parking even in the absence of construction of new facilities by the City. (see attached Downtown Parking Conceptual Master Plan)

Encouraging the development and use of second floor commercial space will provide for more daytime population in the downtown. This, in turn, will greatly support our current and future ground floor retail and restaurants. It will also free up more square footage for sale tax generating uses.

The SPA-11 Zone states that, “Building sites where buildings will exceed gross floor area to building site area ratio of one to one (1:1) may pay an in-lieu fee for all the required on-site parking spaces” as an incentive to protection of iconic buildings (17.38.550(D)). Conversely, “Building sites where buildings will exceed a 1:1 gross floor area to building site area ratio shall be required to provide a minimum of twenty-five (25) percent of the required parking on-site.” (17.44.040(E)).

Commission Direction:

- Should the provision in the SPA-11 Zone be allowed within the downtown core and not be just limited to conservation of iconic buildings?
- Should the SPA-11 Zone as applied to Upper Pier Avenue be modified to allow in-lieu fees - generally and encourage second floor office and service uses, rather than just as an incentive to conservation of iconic buildings?

3. There should be a reduced amount of required parking for commercial (office and retail) uses within the pedestrian oriented district. Currently one space per 250 SF is required for these uses, however, the Coastal Commission recently provided for a reduced standard of 1/333 SF, which is more consistent with other beach communities, contingent on a parking evaluation from the City which should be undertaken. This will assist in making the city more competitive in recruiting retail and office uses.

Discussion: In 2003 the City amended the zoning code to require one space per 333 SF for office and retail uses (17.44.040). However this provision sunset and a request by the City in 2007 to extend it was not acted upon by the Coastal Commission due to the lack of a parking study being filed as part of the application evaluating potential development, parking adequacy for these uses, and its impact on beach parking. The Beach Use and Parking Study prepared for the General Plan

update indicates there is some surplus parking on the street and in the public lots on both weekends and weekdays in the the downtown area. However further analysis of realistic development potential to accompany the environmental document and application to the Coastal Commission will be necessary.

Commission Direction:

- Should the City pursue an amendment to reduce parking standards for retail and/or office uses within the downtown district?
- Should any parking reduction for office include the stipulation that a reduction for office and service use is restricted to upper levels only (not ground floor) consistent with the Strategy?

4. There should be a reduced amount of required parking for restaurant uses within the pedestrian-oriented district. Currently, one space per 100 SF is required. Cities such as Redondo Beach utilize a one space per 250 SF for pedestrian-oriented districts, which should be considered in Hermosa Beach as well. (Also the City currently requires expansions of small restaurants to be subject to a restrictive standard that parking must be provided for the entire restaurant rather than just the expansion, this is discussion in item 9.)

Discussion: Snack shops, which are restricted to 25 seats and generally do not attract people as part of single destination trip, are permitted to use the 1/250 SF standard pursuant to a parking plan. If more, or expansions of existing, restaurants are desired in the downtown core or downtown district generally then a parking reduction would facilitate this use. Inquiries of staff indicate there is market demand to develop or expand restaurants. Anecdotal information also indicates that restaurants (particularly on-sale) command more rent.

Commission Direction:

- Are more, or expansions of existing, restaurants desired in the downtown core or downtown district generally?
- If so, should they be facilitated via reduced parking standards, and how great of a reduction should be allowed?
- Should a reduction be allowed only as an incentive to advance a stated purpose?
- Should the allowance for snack shops to have a reduced parking standard (reduced from 1/100 to 1/250) be an administrative decision based on specific criteria, rather than requiring a parking plan?

5. Outdoor seating should be encouraged for the creation of a more sociable environment within the pedestrian oriented district. . Outdoor dining activates the street level and brings vibrancy, a sense of community in a pedestrian district, which all adds to the quality of life. The determination of the appropriate amount of outdoor seating within the public street right-of-way should be based on lot frontage length, maintaining adequate space for pedestrian circulation and considerations related to adjacencies and public safety. These are to be determined on a case-by-case basis at a staff level by the Community Development and Public Works Director. Parking requirements for outdoor seating should be reduced appropriately to encourage the diversity of types of establishments within the downtown district and in particular within the Downtown Core. For

example, in Redondo Beach, no additional parking is required for the first 12 seats of outdoor seating.

Discussion: The zoning code allows 200 SF of outdoor seating, with a max. of 13 seats (1/15 SF) on the public right-of-way without provision of parking in the Downtown Core. However, restaurants that purport to be snack shops must first apply for a parking plan; once determined to be a snack shop the 200 SF allowance applies. The SPA-11 Zone does not allow outdoor seating on the public right-of-way and on Pier Plaza outdoor dining encroachments are only allowed contingent on compliance with parking requirements.

Commission Direction:

- Should the prohibition on outdoor dining on Pier Avenue be eliminated and the 200 SF allowance without parking be incorporated?
- Should the standards for Pier Plaza encroachments be amended to allow the 200 SF allowance without additional parking?
- Should snack shops be allowed a reduced parking standard (from 1/100 to 1/250) as an administrative decision based on specific criteria, rather than requiring a parking plan? Should outdoor dining on the sidewalk for snack shops be counted as part of the 25 maximum number of seats allowed for snack shops?

6. Parking requirements should be reduced for mixed use buildings on a single lot that generate parking demand during different times of the day without the need for a discretionary action by the City. There are currently a variety of conditions upon which the amount of parking reduction may be allowed or a fee paid in lieu of providing parking, but a discretionary review is required.

Discussion: As indicated, a parking plan considered by the Planning Commission is required in order to share parking among uses with varying time of day demands (17.44.060, 210; 220).

Commission Direction:

- Should the review of parking demands for mixed uses be an administrative decision?

7. Upper level office use should be encouraged to attract a lively downtown environment and provide a greater daytime population that supports retail and restaurant uses. Parking for upper level office use should be reduced and located off-site in shared parking and public parking facilities.

Discussion: Parking standards for office uses are the same as for retail uses (1/250 SF). Office standards are not related to location within the building.

Commission Direction:

- Should the City pursue an amendment to reduce parking standards for upper floor office uses within the downtown district?
- Should any such reduction require a restriction on office uses on the ground floor such as no future office on the ground floor, or relocation of office that may be located on the ground floor to the upper floor?

8. Vehicular parking requirements should be reduced in exchange for the provision of additional bicycle parking, beyond what is already required by the City. This provision is currently limited to development along Pier Avenue. An equivalence of 4 bicycle spaces for one car space, up to 20% of the parking required for non-residential projects should be considered (which is the provision allowed in the City of Los Angeles and other cities' zoning codes). This includes the required bicycle parking and any additional bicycle parking.

Discussion: There is no specific requirement for parking reductions relating to provision of bicycle parking. Provision of bicycle parking may support reduced parking per a parking plan. The SPA-11 Zone requires provision of bicycle parking at the rate of one space per 7 employees or 3,000 square feet of new floor area: "Secure bicycle parking facilities shall be supplied at the rate of one (1) space per seven (7) employees or three thousand (3,000) square feet of floor area. Bicycle facilities installed onsite shall not be placed within required pedestrian ways. Where facilities cannot be accommodated onsite as determined by the community development director or planning commission, the developer shall pay a commensurate fee adopted by the city for the provision and installation of bicycle parking facilities along Pier Avenue in a manner determined by the public works director. 'Secure' facilities means firmly attached devices in well-lit locations, protected from rain if feasible." (17.38.550(I)(5))

Commission Direction:

- Within the downtown district should parking requirements should be reduced in exchange for the provision of additional bicycle parking?
- Is an equivalence of 4 bicycle spaces for one car space, up to 20% of the parking required for non-residential projects be considered?
- Could this bicycle parking be provided offsite?

9. For an existing non-restaurant use that is converting to restaurant use and whose parking requirements are met in common facilities within the pedestrian-oriented district, a credit against the future parking requirements should be allowed, based upon the zoning requirements of the existing use. Currently this is not allowed for some types of restaurants in the downtown district.

Discussion: The zoning code applicable to the downtown district states, "B. When the use of an existing building or portion thereof is less than five thousand (5,000) square feet gross floor area is changed from a nonrestaurant use to a restaurant use, the parking requirement shall be calculated as set forth in Section 17.44.030, with no parking credit allowed for the existing or prior use." (17.44.040(B)) This disincentivizes conversion of small retail, service or office uses to restaurants uses. Conversely, a credit is allowed for conversion of non-restaurant uses of 5,000 SF or greater to restaurant uses.

Commission Direction:

- Is the existing standard consistent with the vision for the downtown district?
- Should conversion of small (under 5,000 SF) format uses to restaurant continue to be disincentivized?

10. Parking requirements for commercial uses within the pedestrian-oriented district should be

allowed in common facilities within a quarter mile walking distance. This is currently only allowed for second floor office space as an incentive to conserve iconic buildings in SPA-11 zone along Pier Avenue.

Discussion: This recognizes the walkability of the downtown district and strategy to consolidate parking. Currently parking must be onsite or located within 300 feet of the use for which it is provided, on property under the same ownership (17.44.090(A)). Since a parking plan only allows consideration of number of spaces, a Variance would be required to consider a longer distance and variance findings can be difficult to make. In the SPA-11 Zone, as an incentive to conserve iconic buildings, “Parking spaces for office uses located on a second story may be located not more than one-quarter (1/4) mile walking distance from the site, and/or on property not under the same ownership as such office use. Where the parking is located off-site, the owners shall file with the community development department a covenant approved by the city and recorded by the office of the Los Angeles County Recorder for the improvement and maintenance of the required parking facilities for the use specified.” 17.38.550(D))

Commission Direction:

- Should parking requirements for commercial uses within the downtown district be allowed in common facilities within a quarter mile walking distance?

11. Parking requirements for commercial uses within the pedestrian-oriented district should be based on a net usable building square footage basis, that is, not including for example, bathrooms, hallways, lobbies, service, storage and mechanical rooms.”

Discussion: The zoning code bases parking standards on gross floor area. "Gross floor area" means the total area occupied by a building or structure, excepting therefrom only the area of any inner open courts, corridors, open balconies (except when utilized, e.g., restaurant seating or similar usage), and open stairways. Such total area shall be calculated by measuring along the outside dimensions of the exterior surfaces of such building or structure.” (17.44.010). The Commission has allowed some spaces, which are unlikely to be occupied or occupied concurrently with other spaces to be exempted based on a parking plan documenting parking demand. This is essentially the reasoning for basing parking on net usable building square footage. This could complicate future remodels or rearrangement of spaces which then need to supply parking for spaces which were not counted.

Commission Direction:

- Should parking for commercial uses within the downtown district be based on a net usable building square footage basis, that is, not including for example, bathrooms, hallways, lobbies, service, storage and mechanical rooms?

II. COMMERCIAL TENANTING STRATEGY

The Commercial Tenanting Strategy cited above addresses way to increase daytime activity to support retail uses. It notes that “the current retail tenant mix along Pier Avenue and Hermosa Avenue appears to be overrepresented in the health and beauty sector - uses more typical of a neighborhood center than a retail shopping district and are under-represented in the apparel sector, where the City exhibits significant retail leakage.”

Most of the Guidelines provide direction (bolded) that could be incorporated into the zoning code in the form of use restrictions or design standards to ensure its implementation:

- A. Increase retail uses along Pier Avenue and Hermosa Avenue that appeal to residents as well as visitors, which are overrepresented by the health and beauty sectors and financial sectors, and underrepresented by the clothing sector.**
- B. Active ground level uses that engage a diverse and pedestrian oriented population must be provided on key corridors (Pier Plaza, Hermosa Avenue, Pier Avenue, and The Strand between 11th to 13th Streets) and adjacent to important public spaces. Parking, driveways, walls lacking permeability, and non-retail uses (including offices and appointment-driven services) are to be avoided.**
- C. Encourage uses that increase the day-time population and longer visitor stays in order to support retail development.**
- D. Office development on upper floors or outside the Downtown Core can build economic support for local-serving retail and quality dining establishments.**
- E. The encouragement of office and hotel uses cannot occur at the expense of creating a pedestrian oriented place.**
- F. Activities that spill out and populate the public spaces create a pedestrian environment and communicate that the Downtown District is a place is worth visiting.**
- G. Maintain and improve the connectivity of the street/alley grid so people can continue to easily move from place to place, especially by walking and biking.**
- H. Maximize uses welcoming and accessible to the general public along beachfront frontages and at locations with coastal views.**
- I. Improvements to the public realm such as streetscape, plaza, and parking management, will enhance the image and identity of the Downtown Core as a pedestrian and retail destination.
- J. Continue the current trend towards bicycling for both recreation and work trips by

the provision of convenient bicycle travel ways and bicycle parking.

- K. Zoning modifications that facilitate parking in publicly managed consolidated/centralized facilities serving multiple uses rather than providing parking on each site will help maintain the eclectic character of the Downtown District, create a pedestrian oriented place, and improve land use efficiencies.** (see attached Downtown Parking Conceptual Master Plan)

Commission Direction:

- Should a Specific Plan Area code be created for the Downtown Core incorporating relevant Guidelines along with pedestrian-oriented form standards?
- Should additional restrictions on the types of uses within this narrowly defined area be imposed?
- Should office and service-type uses be required to be located on upper floors?

III. HERMOSA AVENUE STREETSCAPE IMPROVEMENTS

The proposal for redevelopment of Hermosa Avenue is integrally related to the private realm. This strategy states, “Just as Pier Avenue is the gateway to the downtown district from the east, Hermosa Avenue is an important north/south gateway into the City. It traditionally served as the “main street” to the community, providing essential goods and services for the local population. Hermosa Avenue has significant regional continuity but does not present a strong sense of arrival when it traverses the downtown core. Improvements that enhance this sense of arrival and provide a stronger sense of the downtown as a district should be considered.

Just as the improvements on Pier Avenue have spurred reinvestment and positive changes, improvements to Hermosa Avenue between 10th and 14th Streets can strengthen the economic underpinnings of this part of the Downtown Core. A concept similar to what was successfully undertaken along Pier Avenue was favorably considered by the City Council at a recent study session in reference to the improvements planned for Hermosa Avenue. This concept would involve the provision of wider 20-foot sidewalks on the sunny east side of the street, where sidewalk cafes and outdoor seating should be encouraged, the addition of street trees and intersection and median improvements, as well as diagonal parking.”

The Guidelines illustrates how the vision for Hermosa Avenue draws upon the success of Pier Avenue.

- A. Make improvements to create a sense of arrival and definition of the Downtown Core as a unique district.
- B. Implement a streetscape strategy similar to that along upper Pier Avenue: consider wider sidewalks, street trees, intersection and median improvements, diagonal parking, and also sidewalk cafes.
- C. Widen sidewalks and public plazas on Hermosa Avenue will create space for cafes and outdoor dining and attract additional patrons.

- D. Provide convenient on-street parking on Hermosa Avenue to make retail shopping appear more accessible and attractive.

Commission Direction:

- Consider whether a code similar to the SPA-11 Zone should be created for Hermosa Avenue.

IV. PIER PLAZA AND THE STRAND IMPROVEMENTS

The Strategy states, “Furthermore, upper story uses would not only provide additional activity but provide a better scale to this wide space and additional support for the retail uses along it.”

The Guidelines provide several bolded directives that could be incorporated into the zoning code to facilitate implementation:

- A. Promote and facilitate frequent activities (e.g. weekly) that attract residents and create a greater sense that these spaces are not only for visitors but also for residents. (see attached Sociable City Plan)
- B. Rescale the Plaza to make it more attractive during times when fewer people are present: consider extending palm trees westward, smaller canopy trees, and elements that will make it more inviting such as lighting and banners.
- C. Encourage multi-story uses along the Plaza to provide additional activity and support for the retail uses, and to frame this wide space by improving the sense of scale and security.**
- D. Create a stronger destination for residents and families: consider playground, fitness area, bicycle facilities, and other family and multi-generational activities and facilities.
- E. Ground floor frontages on Pier Plaza and The Strand between 11th to 13th Streets, must provide quality public spaces that appeal to a diverse population and create a more sociable and attractive place. Parking, driveways, walls lacking permeability, and non-retail uses (including offices and appointment-driven services) are to be avoided.**

Commission Direction:

- Should the relevant provisions be incorporated into the zoning code along with restrictions or incentives to encourage implementation?

V. HOTEL DEVELOPMENT STRATEGY

The Hotel Development Strategy states, “It is important that an attitude is taken that looks to the achievement of the qualitative dimensions of place-making as of at least equal value to the achievement of the room count and yield of the hotel.” ... “The goals of the [Healdsburg] hotel

project were to not only provide for the lodging of visitors but to create a special place that would contribute to the life on the square and become a catalyst for further retail and restaurant development.”

The Catalyst Hotel Development Strategy is well defined in the Guideline adopted by Council and provisions relevant to zoning are bolded:

- A. High quality hotel development that respects the scale and unique character of Hermosa Beach and provides significant quality public spaces and benefits can enhance the hospitality, identity and economic viability of the Downtown District.
- B. Catalyst hotel projects provide strategic, transformative and differentiated development:
 - Rather than representing “business as usual,” catalyst projects define, enhance and communicate the City’s brand, and activate community involvement, participation, and innovation.
 - Advance community objectives to maintain our small beach town character, enhance economic and environmental sustainability, and support an active healthy lifestyle.
 - Provide significant and demonstrable positive effects on the social and economic fabric of the Downtown District, including benefits to residents, businesses, and visitors.
 - Make significant contributions to a livable and sustainable community.
- C. **Catalyst development that provides public benefits may merit public/private partnerships or incentives of various types, including potential use of city assets, consistent with community objectives and values and these guidelines.**

High priority benefits include:

- **Includes uses, amenities or spaces that provide the ability for the public to use or derive benefit from the project.**
- **Provides space and design that facilitates a more diverse and balanced mix of uses that appeal to residents as well as visitors.**
- **Provides a unique hotel product with a quality design and experience that strives for a top rating of four-star or higher at all times.**
- **Design and operation that reduces vehicle trips in the Downtown.**

- **Demonstration of environmental leadership through development design and operations consistent with the city's carbon neutral goal.**
- **Design and operation that expands opportunities for walking, biking and use of alternative modes.**
- **Demonstration of marine protection through development design and operations that result in net zero urban and stormwater runoff.**

Other priorities include:

- **Minimizing parking demand through use of shuttles, carsharing, etc.**
- Improvements or investments that serve as a catalyst to carbon reduction by others.

D. Catalyst development design exhibits the following:

- **Takes a holistic and integrated approach in order to maximize community benefits and compatibility.**
- **Creates high quality public spaces for uses that appeal to a diverse population throughout the day and create synergy with nearby development.**
- **Community spirited improvements or public benefits may be located on property being developed for a hotel or other catalyst project, or on other property that is associated with the comprehensive development project.**
- **Maintains the connectivity of the mobility grid (streets, alleys, pedestrian and bike pathways) so people can continue to easily move from place to place, especially by walking and biking.**

E. Hotel development with frontage on Pier Plaza, The Strand between 11th and 13th Streets, Hermosa Avenue, or Pier Avenue exhibits the following:

- **The ground floor frontages on the Pier Plaza, Hermosa Avenue and The Strand between 11th to 13th Streets must provide quality public spaces appeal to a diverse population and create a more sociable and attractive place.**
- **Parking, driveways, walls lacking permeability (without windows and doors inviting to the general public), and ground floor non-retail uses (including uses such as offices and appointment-driven services) must be avoided.**

- **Multi-story buildings should be developed on Pier Plaza to provide additional activity and support for the retail uses, and frame the wide space by improving the sense of scale and security. Development design and architecture should be mindful of the identity and scale of the City and the Downtown District, while celebrating the unique setting.**
- **Provision of high quality public spaces on the ground floor and roof terraces which enhance opportunities to enjoy the unique beachfront setting of Hermosa Beach but do not add stories may merit consideration of increased height. Any increased height is subject to a vote of the people.**

Commission Direction:

- Should the relevant provisions be incorporated into the zoning code along with restrictions or incentives to encourage implementation?

Attachments:

1. Zoning code: Specific Plan Area No. 11 Zone (Upper Pier Avenue)
2. Zoning code: Off-Street Parking
3. March 17, 2015 Staff Report/Attachments
4. Sociable City Plan
5. Downtown Parking Concept Plan

Attachment 1
SPA No. 11 Zone – UPPER PIER AVENUE

17.38.510 Plan area no. 11 – Authority.

This specific plan area is an instrument for implementing the general plan pursuant to Article 8, Chapter 3, of the state Planning and Zoning Law (California Government Code §65450 et seq.). (Ord. 09-1300 §1, May 2009)

17.38.520 Plan area no. 11 – Location and description.

The subject area, known as 'Upper Pier Avenue', is located on the north and south sides of Pier Avenue between Valley Drive and Hermosa Avenue, within the downtown district. The area is designated as 'general commercial' on the official general plan map. (Ord. 09-1300, §1, May 2009)

17.38.530 Plan area no. 11 – Purpose.

The purpose of this specific plan area is to set forth the development requirements, standards and uses for the subject area for the following purposes:

- A. Create a pedestrian-oriented seaside village center of small-scale commercial establishments that attract and serve local residents, in addition to visitors.
- B. Protect the history and character of upper Pier Avenue and the city of Hermosa Beach.
- C. Retain a 'sense of place' with buildings of diverse character that have been constructed over time, reflecting use of local materials and changes in architecture and culture.

The SPA-11 zone is also intended to:

- A. Strengthen the city's economic base, and protect small businesses that serve city residents.
- B. Create a suitable environment for commercial uses and protect the available commercial land resources from change to noncommercial land uses and from the adverse effects of inharmonious uses.
- C. Minimize the impact of commercial development on adjacent residential districts.
- D. Ensure that the appearance and effects of commercial building and uses are harmonious with the character of a pedestrian-oriented seaside village.
- E. Ensure the provision of adequate off-street parking, loading and pedestrian amenities.
- F. Protect the environment, particularly air and ocean water quality, through green building, reduced greenhouse gas emissions, energy, materials and water conservation, water quality protection, and other sustainable measures. (Ord. 09-1300, §1, May 2009)

17.38.540 Plan area no. 11 – Uses.

A. General. The following permitted and conditional uses are intended to be consistent with the purposes of this zone. Uses that support pedestrian activity should be prominent, including day time uses that serve the local residents and community.

For definitions of the listed uses see Section 17.04.050. "Pedestrian-oriented" means uses and activities that attract, accommodate and are highly visible to people who are walking. Most prominent on the ground floor are retail uses, restaurants or snack bars, and places for people to congregate, with offices, services and business services on second stories."

B. Permitted and Conditional Uses. The following use classifications are allowed subject to the requirements of this section and zone. In the following matrix, the letter "P" designates permitted use classifications. The letter "U" designates use classifications permitted by approval of a conditional use permit. Section numbers listed under "see section" reference additional regulations located elsewhere in the zoning ordinance or this code, and others may apply.

In addition to the requirements in Chapter 17.40 of this Code, no conditional use shall be approved in this Specific Plan Area unless the planning commission finds the use, and its location and design, are consistent with the purposes of this zone.

P = Permitted

U = Conditional Use Permit (CUP) required (See Chapter 17.40)

USES	P or U	SECTION
Alcohol beverage establishments, on-sale (not including restaurants closing before 10:00 p.m. serving only beer and wine)	P	<u>17.40.080</u>
Alcohol beverage establishment, off-sale -- (closing at 11:00 p.m. or earlier)	P	
Alcohol beverage establishment, off-sale -- (open between 11:01 p.m. and 2:00 a.m.)	U	<u>17.40.090</u>
Aquariums, sales and supplies of marine life	P	
Art/antiques/curios gallery or shop	P	
Audio/video equipment and supplies, sales and repair	P	
Bakery	P	
Banks and financial institutions	P	
Barber/beauty shop	P	
Books/news/magazines, sales	P	
Billiard or pool halls	U	<u>17.40.020</u>
Clinic, dental and/or medical	P	
Clothing and wearing apparel sales and service	P	
Copying and printing services and supplies	P	
Clubs, private	U	<u>17.40.020</u>
Convention/meeting hall	U	<u>17.40.020</u>
Day nursery, preschool	U	<u>17.40.110</u>
Dancing, customer	P	

USES	P or U	SECTION
Department stores (maximum 4,000 square feet of floor area on ground floor)	P	
Department stores (more than 4,000 square feet of floor area on ground floor)	U	<u>17.40.020</u>
Drugstore	P	
Entertainment, live	U	<u>17.40.020</u>
Florist or plant shop	O	
Food and beverage market (maximum 4,000 square feet of floor area on ground floor)	P	
Furniture/furnishings, sales and display	P	
Garden equipment, small, hand-operated, sales and rentals	P	
Gymnasium/health and fitness center	P	
Hardware/home improvement store	P	
Hobby and craft supplies and service	P	
Household appliances/office equipment, sales and repair	P	
Interior decorating studio, store or shop	P	
Florist or plant shop	P	
Large day spa	U	<u>17.40.050</u>
Laundry business and dry-cleaning (including self-service)	P	
Locksmith business	P	
Massage therapy business	U	<u>17.40.160</u>
Messenger service	P	
Movie theaters	U	<u>17.40.020</u>
Museums	P	
Music academy	U	<u>17.40.020</u>
Musical instruments, retail and repair	P	
Offices, general	P	
Outdoor uses on private property: dining, merchandise displays, entertainment, or special performances	U	<u>17.40.020</u>
Parking lots and /or structures	U	<u>17.40.020</u>
Pet grooming, no overnight kennels	P	
Photography (equipment sales and service, film processing, studio)	P	
Printing and or publishing business, commercial	P	
Restaurant (drive-in, drive-thru window, outdoor dining on public right-of-way or outdoor walk-up window on public right-of-way is not allowed)	P	
Restaurant with on-sale alcoholic beverages limited to beer and wine, closing at 10:00 p.m. or earlier	P	<u>17.26.060</u>
Restaurant with on-sale alcoholic beverages, limited to restaurants with beer and wine closing later than 10:00 p.m. and restaurants with on-sale general alcoholic beverages	U	<u>17.40.080</u>
Reverse vending machine(s)	U	<u>17.40.120</u>
Secondhand merchandise, retail sales (pawn shops are prohibited)	P	
Snack bar/snack shop	P	
Sporting/recreational equipment sales, service, and rental	P	
Supermarkets (more than 4,000 square feet of floor area on ground floor)	U	<u>17.40.020</u>

USES	P or U	SECTION
Ticket broker/sales	P	
Temporary outdoor uses in conjunction with special event: merchandise displays, dining, entertainment, special performances, parades	*	<u>12.12.070</u>
Tobacco store	P	
Toy store	P	
Wireless communication facility	U	<u>17.40.170</u>
Youth Hostel	U	<u>17.40.150</u>

*Allowed by special permit approved by city council on public street/right-of-way pursuant to Section 12.12.070 and allowed on private property in conjunction with such special permit.

C. Similar Uses Permitted. Use classifications not listed as permitted or conditional uses shall be prohibited unless the community development director finds the use consistent with the purposes of the zone, and similar to and not more objectionable than other uses listed, as provided in Section 17.26.040.

D. Nonconforming Uses and Structures. Nonconforming uses and structures shall be subject to the provisions of Chapter 17.52, except as follows:

1. Residential uses. Residential uses in existence on the effective date of this section codified in this chapter may continue, be remodeled or altered, provided that:

a. The number of dwelling units, floor area per unit, and number of bedrooms per unit shall not be increased.

b. The continuation or alteration of residential uses located on the second story shall remain limited to the second story, and no new residential uses shall be located on the ground floor.

c. Alteration of buildings or portions of buildings used for residential uses shall conform to the standards of this zone, excluding Sections 17.38.550(G) and (H).

2. Nonconforming buildings (excluding residential uses).

a. Structural removal. Although not required, removal and replacement of building facades should conform to 17.38.550(G) and (H) to the extent feasible. Modification or alteration of portions of a structure nonconforming to front yard requirements if completely removed shall comply with the requirement to place buildings close to the frontage line unless the community development director, or planning commission when a precise development plan is required determines this requirement to be infeasible.

b. Expansion shall conform to the requirements of this zone, including requirements to place buildings close to the frontage line.

c. Determination of compliance with this section shall be made by the community development director.

3. Nonconforming use limits other uses. Conforming uses may be established on lots or in buildings with nonconforming uses, unless the community development director or planning commission determines that said uses are incompatible. (Ord. 09-1300, §1, May 2009)

17.38.550 Plan area no. 11 – Development standards.

A. Purpose. Development shall be sited, designed, operated and maintained in a manner that achieves and is consistent with the development standards and purposes of this zone. Provisions that are encouraged but not required are indicated with words such as should, encouraged, although not required, and if feasible.

B. Uses Conducted within Buildings or Enclosures. All uses shall be conducted wholly within a building enclosed on all sides, except for the following:

1. Outdoor uses may be permitted by Conditional Use Permit as stated in Section 17.38.540(B).
2. Uses incidental to a use conducted primarily within a building located on the premises, as determined by the community development director, provided that such incidental uses are not conducted in whole or in part on sidewalks, public ways or within any required yard; and that such incidental uses are of a type which cannot be economically or practically conducted within buildings. Where incidental uses are not conducted within a building, no part of the area devoted to the incidental uses shall be considered as part of the required parking facilities. All uses shall be substantially screened from public visibility, public streets, parks or other public places, and public properties. Uses within the meaning of this section include but are not limited to parking stalls, parking attendant booths, solid waste and other enclosures.
3. Commercial parking lots pursuant to a Conditional Use Permit as stated in Section 17.38.540(B).
4. Temporary outdoor merchandise display or outside dining in conjunction with a temporary outdoor event such as a sidewalk sale authorized by the City Council by special permit as set forth in Section 12.12.070.

C. Location of Uses in Buildings - Incentives. Pedestrian-oriented uses are strongly encouraged to locate on the ground floor, fronting Pier Avenue. Service, office and other non-pedestrian oriented uses are encouraged to locate on the second story. When there is a mix of uses on the ground floor, the pedestrian-oriented uses should be located so that the building facade, window displays and interior are highly visible to pedestrians on the public sidewalk. The planning commission may grant incentives to facilitate this pattern of uses pursuant to the procedures in this subsection.

1. Incentives. Deviation from one or more zoning standards that inhibit construction, alteration or expansion of a second story for non-pedestrian oriented uses, or inhibit location of pedestrian-oriented uses on the ground floor may be granted. Deviation from parking requirements shall not be granted as an incentive.

2. Procedures.

a. Applications for incentives filed with the community development department shall include a statement of incentives requested, statement of the specific relief that the incentive will provide, and fee adopted by the city.

b. Procedures for the conduct of hearings, report of decision and findings, appeals, reapplication upon denial, and revocation shall be in accordance with Section 17.38.560(B).

3. Findings.

a. In granting incentives, the planning commission shall make all of the following findings:

- i. The incentive(s) will facilitate the ability to locate pedestrian-oriented uses on the ground floor and/or offices or other non-pedestrian-oriented uses on the second story.
 - ii. Any deviation from zoning standards is to the minimum extent necessary.
 - iii. The incentives are consistent with the purposes of this zone.
 - iv. The project will not involve demolition or significant alteration of a building that significantly contributes to the character of Upper Pier Avenue as determined by the commission.
 - v. The incentives will not conflict with the provisions of, or be detrimental to, the general plan.
 - vi. The incentives will not be materially detrimental to the public welfare or injurious to the property or improvements in the vicinity and this zone.
- b. The commission may place conditions on the granting of incentives to ensure that incentives granted will be implemented consistent with the findings of approval and do not otherwise constitute a grant of special privilege.

D. Conservation of Existing Buildings - Incentives. The conservation and continued use and reuse of existing buildings that are iconic of and contribute to the character of upper Pier Avenue as a small-scale, pedestrian-oriented village with diverse architectural character is encouraged through the granting of incentives by the Planning Commission.

Buildings need not be designated as historic landmarks pursuant to Chapter 17.53 in order to be eligible for the granting of incentives.

1. Incentives. Deviation may be granted from zoning standards, including parking requirements and in-lieu fees, that inhibit ability to retain, restore or reuse an existing building determined by the planning commission to be worthy of retention. Deviation from parking requirements may include:

- a. A parking credit for the existing or prior use may be granted when a non-restaurant use less than five thousand (5,000) square feet of gross floor area is changed to a restaurant use.
- b. Parking spaces for office uses located on a second story may be located not more than one-quarter (1/4) mile walking distance from the site, and/or on property not under the same ownership as such office use. Where the parking is located off-site, the owners shall file with the community development department a covenant approved by the city and recorded by the office of the Los Angeles County Recorder for the improvement and maintenance of the required parking facilities for the use specified.
- c. Building sites where buildings will exceed gross floor area to building site area ratio of one to one (1:1) may pay an in-lieu fee for all the required on-site parking spaces.
- d. Other parking modifications or reduction of in-lieu parking fees.

2. Procedures.

a. Applications for incentives filed with the community development department shall include a statement of incentives requested, statement of the specific relief that the incentive will provide, evidence that the building is worthy of retention, and fee adopted by the city.

b. Procedures for the conduct of hearings, report of decision and findings, appeals, reapplication upon denial, and revocation shall be in accordance with Section 17.38.560(B).

3. Findings.

a. In granting incentives, the planning commission shall make all of the following findings:

i. The conservation of the existing building will contribute to the character of upper Pier Avenue and advance the purposes of this zone set forth in Section 17.38.530, or the building has been designated by a state or federal agency or the city council as a landmark pursuant to Chapter 17.53.

ii. The project will not result in significant alteration of the building. "Significant alteration" means changes or modifications that adversely alter, affect or destroy exterior architectural features or the essential elements that make the building worthy of protection.

iii. Any deviation from zoning standards is to the minimum extent necessary.

iv. The incentives are consistent with the purposes of this zone.

v. The incentives will not conflict with the provisions of, or be detrimental to, the general plan.

vi. The incentives will not be materially detrimental to the public welfare or injurious to the property or improvements in the vicinity and this zone.

b. The commission may place conditions on the granting of incentives to ensure that the project and incentives granted will be implemented consistent with the findings of approval. The granting of parking incentives may be accompanied by reasonable requirements to provide additional pedestrian or other transportation amenities. The future significant alteration of the building shall not be approved by the city unless and until any fees waived or reduced by the city pursuant to this section have been paid. Parking incentives granted shall not be credited toward any future use of the property. An affidavit evidencing such conditions approved by the city and recorded by the office of the Los Angeles County Recorder shall be filed with the community development department.

4. Any waiver or reduction of in-lieu parking or other fees shall be in the form of a recommendation to the city council, which shall make the final determination pursuant to Section 17.38.560(B).

E. Height and Number of Stories. Buildings shall be oriented and designed so as to improve the pedestrian environment and not overwhelm the sidewalk.

1. No building shall exceed a maximum height of thirty (30) feet. No building shall exceed two (2) stories.

2. Notwithstanding Section 17.46.010, no roof structure or element shall exceed the thirty (30) foot height limit; provided that antennas, satellite dishes and similar structures, solar energy systems, and single-pole umbrellas and small wind energy systems may exceed the height limit to the extent allowed by Chapter 17.46.

3. The ground floor of a two story building, or any one story building, shall not exceed sixteen (16) feet in height, provided that parapets and other screens to conceal rooftop apparatus and roof deck railings may exceed this limit to the minimum extent necessary as determined by the community development director.

4. The second story of buildings on the Pier Avenue frontage shall be set back a minimum of:

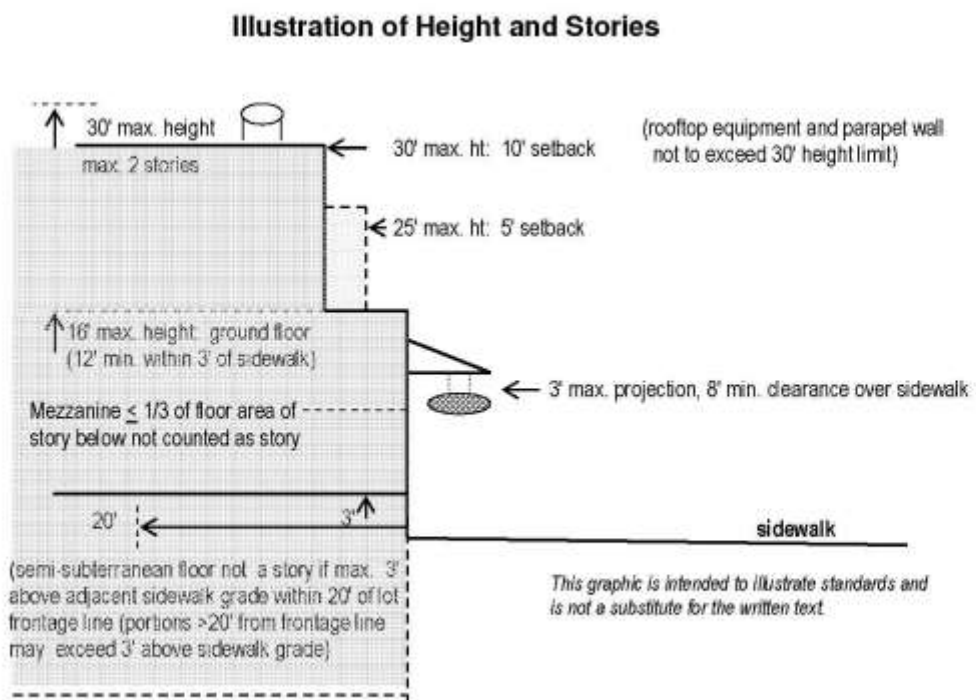
a. Five (5) feet from the face of the ground floor facade along at least fifty (50) percent of the facade length, provided building height does not exceed twenty-five (25) feet; or

b. Ten (10) feet from the face of the ground floor facade along at least fifty (50) percent of the facade length if building height exceeds twenty-five (25) feet.

5. The following shall not be counted as a story:

a. Mezzanines that cover less than one-third of the floor area of the story immediately below it.

Semi-subterranean floors not exceeding three (3) feet above the adjacent Pier Avenue sidewalk grade at any point within twenty (20) feet of the lot frontage line. This provision is intended to provide flexibility in design to accommodate to changes in slope and shall not supersede the requirements in Subsections 17.38.550(G)(2) and 17.38.550(G)(3) enabling storefront visibility to the pedestrian.



F. Building Location and Setback Requirements.

1. Front Yard: Buildings shall be located close to the front lot line along Pier Avenue as follows. Building facades shall be oriented approximately parallel to the Pier Avenue frontage so that the building facade,

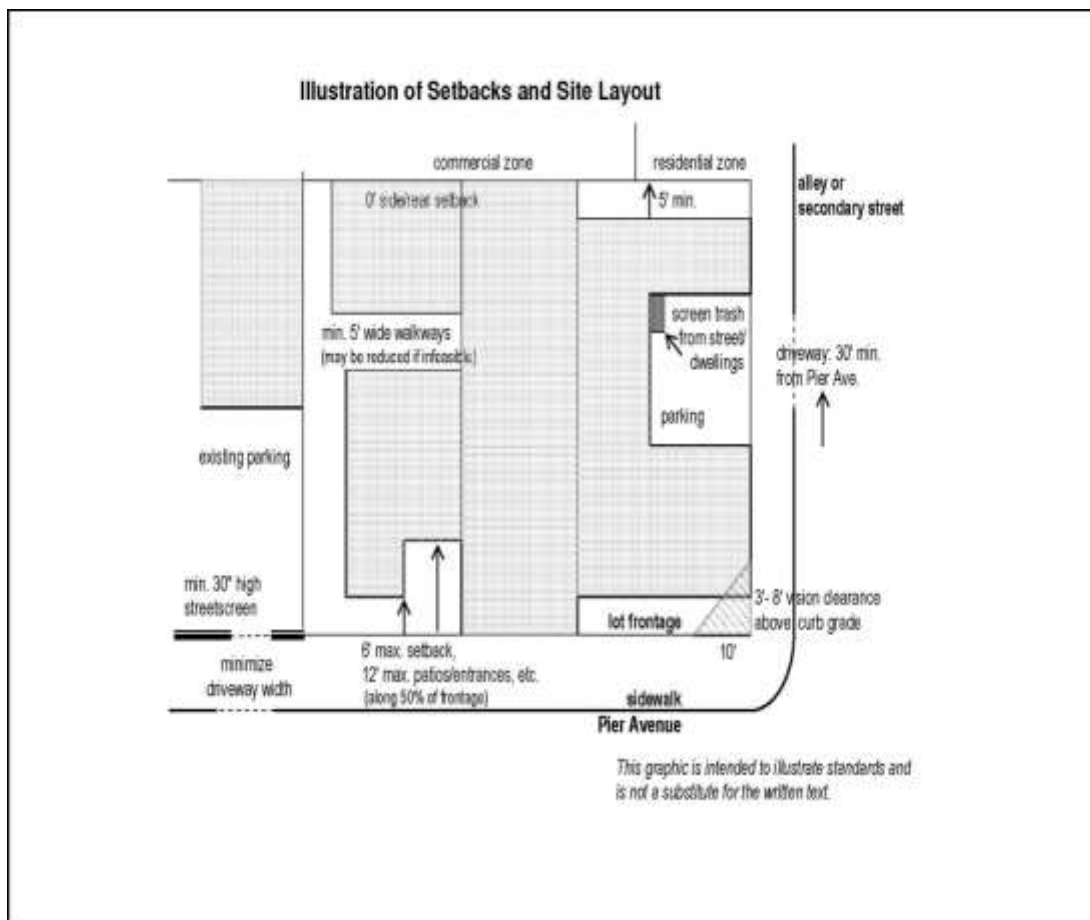
window displays and interior are highly visible to pedestrians on the public sidewalk as provided in this subsection. Buildings shall not be located more than six (6) feet distant from the Pier Avenue lot frontage along fifty (50) percent of the length of the frontage. The distance from the frontage line may be increased up to twelve (12) feet for elements oriented to the pedestrian, such as prominent entryways, awning and gallery frontages, patios, benches, or planters with approved landscape to shade benches or the sidewalk.

2. Alley Setback. Setbacks shall conform to Section 17.44.130.

3. Rear and Side Yard Setback Adjacent to Residential Zones.

a. A minimum rear and/or side yard setback of five (5) feet shall be provided, except where public rights-of-way twenty (20) feet or greater in width separate the site from the residential zone.

b. Existing commercial buildings that do not comply with residential setback requirements shall not be considered nonconforming, and may be remodeled or expanded as long as new construction conforms to the requirements of this zone.



G. Storefront Frontages. Building facades fronting Pier Avenue shall be designed as storefronts to facilitate pedestrian activity.

1. Facades shall have a prominent entryway easily accessible from the sidewalk and compliant with the Americans With Disabilities Act of 1990, as amended.

Although not required, primary entrances are encouraged be situated at the corner of buildings located at street intersections.



The first story of buildings located within three (3) feet of the sidewalk shall be a minimum height of twelve (12) feet above sidewalk grade to accommodate awning or gallery frontage types.

Projections over the sidewalk shall provide a minimum of eight (8) feet of vertical clearance from the sidewalk, and not extend closer than two (2) feet to the curb, and are subject to approval of an encroachment permit as set forth in Chapter [12.16](#).

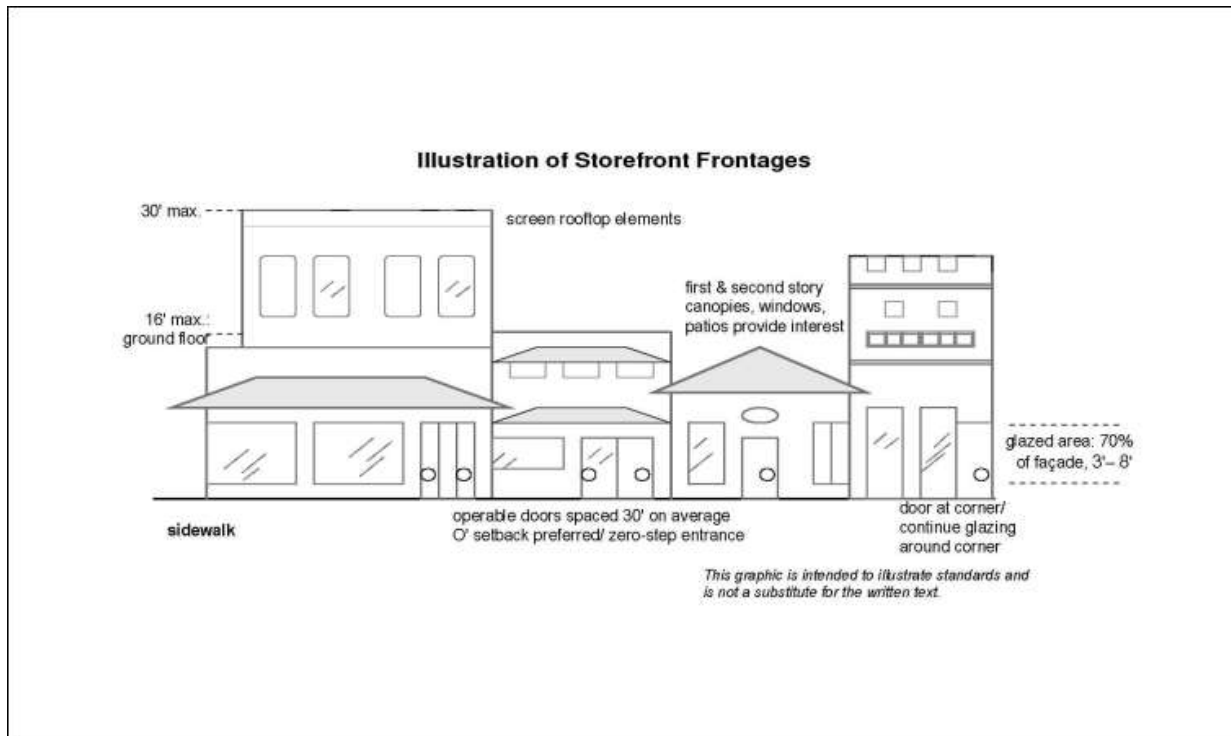
Although not required, awning or gallery frontage types are encouraged along Pier Avenue to provide shade and building articulation. The planning commission may require awning frontage types in conjunction with a precise development plan.

2. Doors fronting Pier Avenue shall be at sidewalk grade or at finished grade of the adjacent access way, spaced on average no farther than thirty (30) feet apart, and operable. Openings between buildings with publicly accessible walkways leading to courtyards, businesses or alleys may be counted as doorways when calculating this spacing. Out-swinging doors or windows encroaching on the sidewalk require approval of an encroachment permit as set forth in Chapter [12.16](#).

Door walls and features that open to the sidewalk creating accessibility and visibility to the pedestrian are encouraged but not required.

3. On the ground floor facade fronting Pier Avenue, glazing shall cover at least seventy (70) percent of that area of the facade located between three (3) feet and eight (8) feet in height. "Glazing" means a transparent part of a wall, typically made of glass or plastic. Minor modifications to the location of glazing on the facade may be approved by the community development director to maximize visibility for the pedestrian on the sidewalk. Glazing shall be substantially transparent (e.g., 90% light transmission). Specialty windows may use stained or opaque glass.

Buildings located at street corners are encouraged but not required to continue the glazed area on the elevation facing the secondary frontage.



H. Other Architectural Standards. The architectural character of Pier Avenue reflects Hermosa Beach's locale and historic development patterns. Consistent with Hermosa Beach's eclectic architecture, compatibility and variety, among styles and elements, rather than uniformity, is desirable along Pier Avenue.

1. Building mass, facades and roof lines shall be varied and articulated to reduce the appearance of bulk and mass, and maintain pedestrian scale and visual interest from the public sidewalk. Long, straight facades and blank elevations visible from Pier Avenue are not allowed. Facades and elevations shall be designed with openings and elements that provide relief or articulation, incorporating one or more of the following: cornices, parapets, eaves, awnings or canopies, balconies, entry or patio insets, or similar features. Second stories shall incorporate windows and one or more architectural elements (e.g., balconies, planter boxes, awnings). All exposed elevations, including rear and side elevations, shall be designed for compatibility.

2. Franchise architecture conflicts with local character and is not allowed. "Franchise architecture" means building design that is trademarked, branded or identified with a particular chain, corporation or business. Franchise architecture can be avoided by altering scale, proportion, branded element locations, colors, or incorporating locally recognizable elements. This provision does not prohibit chain, franchise or formula businesses within the specific plan area.

Surfaces shall be painted, treated or otherwise exhibit a finished look. Multiple storefronts with a common facade or appearance shall be coordinated, but should not be identical. Synthetic material, such as hardboard siding, shall very closely simulate the natural material and have equal or better weathering characteristics. Exposed concrete block, corrugated metal, chain link fencing, and similar materials that present an unfinished or industrial look shall not be used on any building or wall visible from a public street or alley, except as accents.

Although not required, exterior colors should be characteristic of natural building materials and compatible with the surroundings, without being identical. Vandalism resistant finishes are preferred.

3. Elements of poor visual quality (e.g., rooftop mechanical devices, loading, service areas, utilities) shall be sited, designed and screened compatible with site elements to minimize visibility from Pier Avenue. Siting, design and screening shall also minimize visual, noise and air quality effects on nearby residential uses. Flat roofs shall be enclosed by parapets a minimum of forty-two (42) inches high to conceal rooftop apparatus; rooftop elements and structures and their screening shall not exceed the height limit, provided that antennas, satellite dishes and similar structures, solar energy systems, and single-pole umbrellas may exceed the height limit to the extent allowed by Chapter 17.46.

4. Solar orientation. Projects that require a precise development plan shall incorporate the following elements to facilitate passive and active solar energy use unless found by the planning commission to be infeasible or inapplicable due to site conditions:

- a. Design and orientation to accommodate solar collection systems.
- b. Install cool roofs.
- c. Install deciduous vegetation, overhangs, awnings or other features to protect south/west faces and/or improvements to moderate interior temperatures.

Although not required, smaller projects should be designed to maximize opportunities for passive and active solar energy use.

5. Accessibility and visitability.

a. Design and operation of development shall comply with the Americans With Disabilities Act of 1990 as amended and to the extent practical other requirements that facilitate physical accessibility for all persons, such as universal design principles.

b. Projects that require a precise development plan shall incorporate the following elements to maximize accessibility to all persons unless found by the planning commission to be infeasible due to site conditions. A minimum of one (1) zero-step entrance to each building from an accessible path from the sidewalk and handicap parking space to the front, side or rear of each building shall be provided. All ground floor interior doors (including bathrooms) shall provide at least thirty-two (32) inches of clear passage. One half-bath (toilet and sink) shall be provided on the ground floor of each building.

Although not required, smaller projects including second story businesses and facilities, should maximize accessibility by incorporating the elements above.

I. Circulation and Parking. Development shall be designed to maximize pedestrian circulation among buildings, lots, and the street, coordinated with vehicular circulation.

1. Accessible sidewalks and pedestrian ways a minimum of four (4) feet wide shall be provided connecting buildings with the street, parking and other buildings. Pedestrian ways not illuminated by street lighting fixtures shall be provided with security lighting.

Pedestrian ways for projects that require a precise development plan shall be increased to five (5) feet in width unless the planning commission determines the requirement to be infeasible.

2. Parking location. Parking lots and parking structures shall be screened from visibility from Pier Avenue by buildings, and be accessed from alleys or secondary streets where available. New curb cuts on Pier Avenue shall not be allowed. Driveway and garage encroachments on alley or secondary street frontages shall be located at least thirty (30) feet from the Pier Avenue lot frontage line. Encroachments shall not exceed the required minimum width of nine (9) feet per lane. Directional signage to parking not readily visible from Pier Avenue shall be provided not to exceed a total area of four square feet per face and ten feet from grade to the highest portion of the sign body.

3. Surface parking lots. Surface parking visible from Pier Avenue shall be screened by buildings or by streetscreens (landscape that provides screening, fences or walls, or combination thereof) in compliance with the following requirements.

a. Streetscreens shall be a minimum height of three (3) feet compatible with building or site elements. Streetscreens exceeding three (3) feet, but not more than four (4) feet in height, may be allowed at the discretion of the Community Development Director or planning commission if at least thirty (30) percent permeable (e.g., openings encompassing 30% of the face) and well articulated to avoid a walled effect, and provided vision clearances set forth in Section 17.46.060 are maintained.

b. Streetscreens incorporating planters shall comply with Subsection 17.38.550(L).

c. Streetscreens shall have openings no wider than necessary to accommodate required driveways and pedestrian access ways.

d. Streetscreens shall be installed in conjunction with development or redevelopment exceeding five hundred (500) square feet of floor area or lot area.

4. Parking structures. Parking structures shall be located to the rear of buildings fronting Pier Avenue. Monotonous, blank or unarticulated elevations, or levels with exposed parking shall not be visible from Pier Avenue, and visual effects to adjacent residential use shall be minimized. Mass, elevations and parked cars may be visually masked through design, stair towers, canopies and other screening techniques. Signs or other warning devices shall be installed at semi-subterranean garage entrances/exits to protect pedestrians. Ventilating systems shall be located and insulated to minimize noise and air quality impacts to surrounding uses, particular residential uses, to the satisfaction of the community development director.

5. Secure bicycle parking facilities shall be supplied at the rate of one (1) space per seven (7) employees or three thousand (3,000) square feet of floor area. Bicycle facilities installed onsite shall not be placed within required pedestrian ways. Where facilities cannot be accommodated onsite as determined by the community development director or planning commission, the developer shall pay a commensurate fee adopted by the city for the provision and installation of bicycle parking facilities along Pier Avenue in a manner determined by the public works director. 'Secure' facilities means firmly attached devices in well-lit locations, protected from rain if feasible.

6. Off-street parking requirements shall otherwise conform to Chapter 17.44, including those applicable to the downtown district, except as modified by the granting of incentives as set forth in Section 17.38.550(D).

J. Pedestrian Amenities. Pedestrian amenities are desirable for the comfort and security of pedestrians. "Pedestrian amenities" mean any facility or feature that facilitates or increases the desirability of walking,

such as sidewalks and pedestrian ways, canopies or shade trees, outdoor places for pedestrians to congregate, seating, and security lighting and signage designed at the human scale and oriented to people walking.

1. Pedestrian amenities shall be provided in conjunction with the development or redevelopment exceeding five hundred (500) square feet of floor area or lot area. The planning commission may require additional pedestrian amenities related to the type or intensity of use in conjunction with a precise development plan, conditional use permit or parking plan.

2. One (1) bench visible from and accessible to the sidewalk and one (1) tree with irrigation to shade the sidewalk for each fifty (50) feet of lot frontage on Pier Avenue shall be supplied. Where frontage is less than fifty (50) feet, these amenities are not required. Where the amenities cannot be accommodated onsite as determined by the community development director or planning commission, the developer shall pay a commensurate fee adopted by the city for provision and installation of such amenities along Pier Avenue as determined by the public works director.

K. Signs. Signs shall conform to Chapter 17.50, including standards for commercial zones, and specifically the C-2 zone. The following signs are additionally allowed:

1. Wall signs. One (1) wall sign per building may be located on a secondary frontage when there is no entrance/exit open to the public, not to exceed six (6) square feet in area.

2. Projecting signs. One (1) additional nonilluminated projecting, arcade or hanging business identification sign for each business visible to pedestrians is permitted to be hung over or near an entryway. The sign shall not exceed six (6) square feet per face. Signs projecting over the public sidewalk shall be located at least eight (8) feet in height above the sidewalk and not project outward more than three (3) feet, subject to approval of an encroachment permit as set forth in Chapter 12.16.

L. Landscaping. Landscaping shall be designed and employed on the site to shade pedestrian ways, conserve energy and reduce urban heat absorption, retain onsite and filter rain water, and enhance the overall project including building design and the streetscape.

1. Existing trees and plants shall be protected, unless determined by the community development director or planning commission to be infeasible.

2. All lot areas not encumbered by buildings, required parking, and amenities required by this zone shall be landscaped and permanently maintained in an attractive manner. Projects for which a precise development plan is required shall provide a minimum of two (2) percent of the lot area in landscape unless a reduced percentage is authorized by the planning commission.

In addition, new development and redevelopment of at least five hundred (500) square feet of the surface area of the lot shall in the development area provide landscape, or increase conformance of existing landscape on the lot with this subsection, unless the community development director determines it to be infeasible.

3. Landscape may consist of lot perimeter, streetscreen, parking lot median, and other planters a minimum of four (4) feet wide, installed with live plants, compliant with the requirements of this section. One (1) five-gallon shrub shall be provided for each twenty (20) square feet of landscaped area. Adjacent to residential zones, the required rear and/or side yard area shall be provided with a minimum five (5) foot wide planter strip landscaped with a minimum of one twenty-four (24) inch or fifteen (15) gallon size

specimen tree for every ten (10) feet of length, unless an alternative consistent with the provisions of this subsection (L) is approved by the community development director or planning commission.

One (1) tree with irrigation to shade the sidewalk for each fifty (50) feet of lot frontage on Pier Avenue, coordinated with street tree spacing, except as provided by subsection (J).

4. Landscape areas shall consist of at least seventy-five (75) percent pervious materials. Planting beds shall be mulched to a depth of two (2) inches or greater, and installed with live plants. Landscaping shall be perpetually maintained, trimmed and void of weeds. Landscape shall not impair vehicular sight distance or encroach on the public right-of-way or pedestrian ways.

5. Landscape shall consist primarily of species tolerant of drought and urban site conditions (e.g., constrained root area, compacted soil, reflected heat, urban runoff) and other localized site elements. No species listed by the Invasive Plant Inventory of the California Invasive Plant Council or equivalent authority accepted by community development director shall be planted.

Trees species installed in planters adjacent to the public sidewalk shall be subject to the approval of the public works director. Although not required, native species should be used, deciduous trees should be used to shade southern and western exposures unless equivalent energy conservation features are employed, and species selected should not exceed thirty (30) feet in height at maturity under local site conditions.

6. All landscaped areas shall include an automatic water-conserving irrigation system that adjusts for hydrozones and seasons. Reclaimed water shall be used when available. Plans shall demonstrate a water budget that conforms to the California Department of Water Resources' 'Model Water Efficient Landscape Ordinance' or a local ordinance, whichever is stricter.

7. Six (6) inch high raised curbs shall be provided along the perimeter of all landscaped areas except on the side abutting building walls or fences. Modifications for stormwater and urban runoff management (e.g., curb inlets, at-grade planters) may be allowed to specifications approved by the building official or city engineer as applicable.

8. Landscape plans and irrigation systems shall be reviewed and approved by the community development director.

9. The Planning Commission may require additional or alternative measures in conjunction with a precise development plan or conditional use permit to further the purposes of this section and ensure that landscaping is compatible with the scale and design of the streetscape and site elements.

M. Lighting. Lighting standards are intended to promote energy conservation and reduce the adverse effects of lighting on health and safety, neighboring uses, nocturnal environments and enjoyment of the nighttime sky, while providing appropriate light for safety and security.

1. Walkways, entrances, pedestrian spaces and parking facilities shall be adequately lit for safety and security. All lighting installations shall be designed and installed to be high-efficiency, fully shielded (full cutoff) and down cast (emitting no light above the horizontal plane of the fixture), and shall have a maximum lamp wattage of two hundred fifty (250) watts incandescent for commercial lighting, and one hundred (100) watts incandescent or twenty-six (26) watts compact fluorescent for residential lighting. Light fixtures shall not create glare, spill beyond the property lines or shine toward the night sky. Yellow spectrum lamps such as sodium lamps are prohibited on private property. Exceptions are allowed to comply

with building, fire and city codes, and for signs, shielded landscape lighting not more than three (3) feet above grade, and temporary holiday or similar lighting.

2. Exterior lighting, excluding security lighting not more than three (3) feet above grade, shall be extinguished within one hour after close of business. Automated external lighting controls shall be used to extinguish lights prior to dawn.

3. Light fixtures shall be designed and installed so the light is reflected away from any dwelling unit and the lamp bulb is not directly visible from within any residential unit.

4. Lighting fixtures shall be designed and installed so that lamp bulbs are not directly visible to and do not shine into the eyes of pedestrians on sidewalks or pedestrian areas.

5. The Planning Commission may require more restrictive measures in conjunction with a precise development plan or conditional use permit to further the purposes of this section and ensure that lighting is appropriate to its purpose, and compatible with the scale and design of the streetscape and site elements.

N. Stormwater and Urban Runoff Pollution Control. In addition to the stormwater and urban runoff pollution control regulations in Chapter 8.44, development and redevelopment creating or adding at least five hundred (500) square feet of impervious surfaces shall submit and implement a stormwater management plan of best management, good housekeeping, structural and treatment practices that are practical and feasible as determined by the public works director or building official as applicable, considering:

1. Use of pervious surfaces and/or reduction of hardscape (e.g., patios, parking stalls, landscape).

2. Onsite stormwater infiltration (e.g., drains to pervious surfaces, rain barrels, curb inlets to below or at-grade planters, drainage basins, filters).

3. Other measures set forth in Sections 8.44.060 through 8.44.095.

O. Applicability of other standards. All other development standards shall be governed by the city zoning ordinance. When uncertainty over applicability of requirements exists, standards applicable to commercial development, and more specifically the C-2 zone, shall apply; provided that the regulations in Chapter 17.26 do not apply unless specifically referenced within the regulations for this zone.

P. Green Building Standards. Although the following standards are not required, applicants are encouraged to incorporate other green site and building elements into development projects, to minimize the impact of development and building on the environment, its occupants and the community, such as:

1. Incorporate water quality and stormwater control measures such as those in Chapter 8.44 (Stormwater and Urban Runoff Pollution Control Regulations).

2. Reduce energy use and exceed the minimum energy standards of the California Energy Standards (Title 24, Part 6, California Code of Regulations) by at least fifteen (15) percent.

3. Utilize recycled materials and exceed the demolition/construction recycling requirements by at least fifteen (15) percent.

4. Install solar collection and/or solar hot water heating systems.
5. Utilize measures for healthy interior environments (e.g., low volatile organic compound finishes, flooring, cabinetry.)
6. Install grey water recycling systems and/or use of available reclaimed water.
7. Compliance with GreenPoint Rated Checklist (Build-It Green), Leadership in Energy and Environmental Design (LEED), International Code Council (ICC 700) National Green Building Standard, California Green Building Standards Code (California Code of Regulations, Title 24, Part 11) or comparable green rating system measures as determined by the community development director, as applicable or adapted to commercial development.

Projects for which a Leadership in Energy and Environmental Design (LEED) 'Certified' standard, or other equivalent as determined by the community development director, is demonstrated shall be eligible for priority permit processing, promotion on the City's green building website, use of City-approved green building logo as part of allowed construction signage and in its promotional materials, and other green building incentives which may be adopted by the City and made applicable to this zone. (Ord. 09-1300 §1, May 2009)

17.38.560 Plan area no. 11 – Procedures.

A. Procedures Generally. Procedures for conditional use permits, variances, precise development plans, zone changes, amendments, parking plans, signs, development agreements, determination of legality of nonconforming residential buildings, and other entitlements under this title shall apply, except as specified within the regulations for this zone.

B. Request for Incentives. Applications requesting incentives provided for in Sections 17.38.550(C) and 17.38.550(D) shall additionally conform to the following procedures:

1. Public comments or hearing. The applicant shall provide notice a minimum of ten (10) days before a hearing on an application for request for incentives. The method of notice shall be established by resolution of the city council. The date of the hearing shall be set by the community development department. The date must be a minimum of ten (10) days and a maximum of forty (40) days from the date the application is accepted as complete.
2. Report of decision and findings--Disposition of report. The planning commission shall issue the report of decision and findings for requests for incentives. The written report shall be issued within forty (40) days of the conclusion of the hearing on the request for incentives application. The report shall include a decision granting, denying or granting with conditions the request for incentives, the required findings, and an indication that the planning commission's decision shall become final if not appealed within fifteen (15) days of the issuance of the report of decision and findings. A copy of the report of decision and findings shall be sent to the name and address shown on the application. Reports shall be numbered consecutively in the order of filing, and kept as a permanent record.

Notwithstanding, the commission's decision on any request for a reduction in or waiver of in-lieu parking fees or other fees required by the city shall be in the form of a resolution of recommendation to the city council. The council shall conduct a duly noticed public hearing a maximum of forty (40) days following receipt of the resolution from the planning commission, public notice of which shall be given at least ten calendar days prior to said hearing in accordance with requirements established by resolution of the council.

The council's decision shall be final and conclusive. A copy of the report of decision and findings shall be sent to the name and address shown on the application.

3. Appeals--Filing, fees procedure. Appeals of the Planning Commission decision shall be in writing, including the specific areas of disagreement with the planning commission's decision. Fees for appeals will be established by resolution of the city council. Appeals shall be filed with the city clerk's office in writing within fifteen (15) days of the planning commission's issuance of a report of decision and findings. When an appeal is filed, the planning commission shall transmit the record of the case to the city council. The city council shall conduct a public hearing in accordance with Chapter 17.68 (applying the procedures applicable to variances). Such hearing shall be held within forty (40) days of the council's receipt of the written appeal. The city council shall announce its findings within sixty (60) days of the hearing, unless good cause is found for an extension. The council may incorporate by reference the findings of the planning commission. The council's action shall be final. Within thirty (30) days of its final decision, the city clerk shall mail notice to the applicant and appellant. A copy of this notice shall be included in the planning commission's permanent files.

4. Reapplication upon denial. After the denial of a request for incentives has become final, no further application for the same request for incentives shall be filed for the same property for the ensuing six (6) months, unless the project has been redesigned so as to eliminate the planning commission's or city council's previous objections to the project. Said redesign will require a new application process.

5. Revocation—Causes—Hearing. Any incentives granted may be revoked by the planning commission for any of the following causes:

a. That any term or condition has not been complied with.

b. That the property for which the incentives have been granted is used or maintained in violation of any statute, law, regulation or condition of approval.

c. That the project or use for which the incentive was granted has not been exercised for at least twelve (12) consecutive months, or has ceased to exist, or has been abandoned.

d. That the project for which the incentives were granted has been so exercised as to be detrimental to the public health or safety or so as to constitute a nuisance. A hearing to show cause why the incentives should not be revoked shall be held by the approving body prior to the revocation of any incentives granted. (Ord. 09-1300 §1, May 2009)

Attachment 2

Chapter 17.44 OFF-STREET PARKING (EXCERPTS)

17.44.010 Definitions.

As used in this chapter:

"Gross floor area" means the total area occupied by a building or structure, excepting therefrom only the area of any inner open courts, corridors, open balconies (except when utilized, e.g., restaurant seating or similar usage), and open stairways. Such total area shall be calculated by measuring along the outside dimensions of the exterior surfaces of such building or structure.

"Off-street parking" means parking upon private property as accessory to other permitted land uses, and shall not include publicly owned parking.

17.44.030 Off-street parking--Commercial and business uses.

Required Number of Spaces by Use. The aggregate amount of off-street automobile parking spaces provided for various uses shall not be less than the following:

E. Commercial Uses.

1. Bars and cocktail lounges: one (1) space for each eighty (80) square feet of gross floor area.
2. Beauty colleges: one (1) space for each one hundred (100) square feet of gross floor area.
3. Business schools and trade schools: one (1) space for each one hundred (100) square feet of gross floor area.
4. Furniture and hardware stores: one (1) space for each two hundred fifty (250) square feet of gross floor area.
5. Offices, general: one (1) space for each two hundred fifty (250) square feet of gross floor area.
6. Offices, Governmental and Public Utilities. Government offices that generate high levels of contact with the public, or have high numbers of employees, including but not limited to employment offices, public social services offices, Department of Motor Vehicle offices: one (1) space per seventy-five (75) square feet of gross floor area for the first twenty-thousand (20,000) square feet of the building(s), plus one (1) space per two hundred fifty (250) square feet of gross floor area for the remaining floor area.
7. Offices, medical: five (5) spaces for each one thousand (1,000) square feet of gross floor area.
8. Restaurants (other than walk-up, drive-through and drive-in: one (1) space for each one hundred (100) square feet of gross floor area.

9. Restaurants, walk-up, drive-through and drive-in without adequate dining room facilities: one (1) space for each fifty (50) square feet of gross floor area, but not less than ten (10) spaces.

10. Retail, general retail commercial uses: one (1) space for each two hundred fifty (250) square feet of gross floor area.

H. Hotels: one (1) space for each unit for the first fifty (50) units; one (1) space per one (1) and one-half (1/2) units after fifty (50); and one (1) space per two (2) units after one hundred (100) units. Hotels with facilities including restaurants, banquet rooms, conference rooms, commercial retail uses and similar activities shall provide parking for the various uses as computed separately in accordance with the provisions of this chapter.

O. Snack Bar/Snack Shop. The parking requirements for a snack bar and/or snack shop shall be the same as that for a restaurant, unless it can be shown to the planning commission that the characteristics of the building, its location, size and other mitigating factors such as limited service area relative to gross floor area and limited seating capacity result in less parking demand than for a restaurant use. In these cases the planning commission may consider the retail commercial requirement for parking, pursuant to Section 17.44.210, Parking plans.

17.44.040 Parking requirements for the downtown district.

The following requirements apply within the boundary of the downtown district, as defined by the map incorporated by this reference:

A. The amount of parking shall be calculated for each particular use as set forth in Section 17.44.030 with the exception of the following:

1. Retail, general retail commercial uses: one (1) space for each 250 square feet of gross floor area (or three (3) spaces per one thousand (1,000) square feet). *Staff Note: this is the correct standard.*

2. Offices, general: one (1) space for each 250 square feet of gross floor area (or three (3) spaces per one thousand (1,000) square feet). *Staff Note: this is the correct standard.*

3. Office, medical: one (1) space for each 250 square feet of gross floor area (or three (3) spaces per one thousand (1,000) square feet). *Staff Note: this is the correct standard.*

B. When the use of an existing building or portion thereof is less than five thousand (5,000) square feet gross floor area is changed from a nonrestaurant use to a restaurant use, the parking requirement shall be calculated as set forth in Section 17.44.030, with no parking credit allowed for the existing or prior use.

C. When the use of an existing building or a portion thereof is changed to a more intensive use with a higher parking demand (with the exception of restaurants less than five thousand (5,000) square feet gross floor area as noted above), the requirement for additional parking shall be calculated as the difference between the required parking as stated in this chapter for that particular use as compared to a base requirement of one (1) space per two hundred fifty (250) square feet gross floor area.

D. For expansions to existing buildings legally nonconforming to parking requirements, parking requirements shall only be applied to the amount of expansion.

E. Parking In-Lieu Fees. When the city council provides for contributions to an improvement fund for a vehicle parking district in lieu of parking spaces so required, said in-lieu fee contributions shall be considered to satisfy the requirements of this chapter.

1. The director of the community development department shall be responsible for the calculations required under this chapter and shall calculate and collect the in-lieu contribution.

2. The following allowances through in-lieu fee contributions for parking may be allowed with a parking plan as approved by the planning commission and as prescribed in Section 17.44.210:

a. Building sites with a ratio of building floor area to building site of 1:1 or less may pay an "in-lieu" fee for all required spaces.

b. Building sites where buildings will exceed a 1:1 gross floor area to building site area ratio shall be required to provide a minimum of twenty-five (25) percent of the required parking on-site.

17.44.060 Common parking facilities.

Common parking facilities may be provided to wholly or partially satisfy the off-street parking requirements of two (2) or more uses when one (1) or more of such uses will only infrequently generate use of such parking area at times when it will ordinarily be needed by the patrons or employees of the other use(s).

A. Up to one hundred (100) percent of the parking requirements of governmental and public auditorium uses may be allowed to be provided in such multiple-use parking areas. Up to eighty (80) percent of the parking requirements of other uses may be allowed to be provided in such multiple-use parking areas.

B. The following factors shall be considered in determining the proportionate part of the required parking for such use(s):

1. Whether the affected requirements are those of permanent buildings, or those of mere occupancies;

2. The peak as well as normal days and hours of operation of such buildings and of the structures and occupancies with which it is proposed to share multiple-use parking areas;

3. Whether the proposed multiple-use parking area is normally or frequently used by the patrons, customers or employees of other buildings or occupancies which will share such parking area at the same time as the applicant's patrons, customers and employees will normally or frequently utilize such parking area;

4. The certainty that the multiple-use parking area(s) will be available for satisfying such parking requirements to the extent approved, and the permanency of such availability;

5. The proximity and accessibility of the multiple-use parking area(s).

C. A parking plan approval by the planning commission for multiple-use parking area(s) shall be so conditioned as to reasonably ensure the satisfaction of the appropriate parking requirements during the continued existence of the buildings or occupancies involved.

D. If the common parking area(s) and the building sites to be served are subject to more than one ownership, permanent improvement and maintenance of such parking facilities must be provided in one of the following manners:

1. By covenant or contract among all such property owners; and duly recording an appropriate covenant running with the land;
2. By the creation of special districts and imposing of special assessments in any of the procedures prescribed by state law;
3. By utilizing the authority vested in a parking authority as provided by state law;
4. By dedicating such common parking area to the city for parking purposes subject to the acceptance of such dedication by the city council.

17.44.070 Off-street parking--Mixed uses.

Whenever there is a combination of two or more distinct uses on one lot or building site, the total number of parking spaces required to be provided for such lot or building site shall be not less than the sum total of the parking spaces required for each of the distinct uses. No off-street parking facilities provided for one use shall be deemed to provide parking facilities for any other use except as otherwise specified within this chapter.

17.44.090 Off-street parking location.

All off-street automobile parking facilities shall be located as follows:

A. All required parking spaces shall be located on the same lot or building site as the use for which such spaces are provided; provided however, that such parking spaces provided for commercial, business, industrial or warehouse uses may be located on a different lot or lots, all of which are less than three hundred (300) feet distance from the use for which it is provided, and such lot or lots are under common ownership with the lot or building site for which such spaces are provided.

Where the buildings are situated on one lot and the parking is situated on another lot, the owner shall file with the Community Development Department an affidavit recorded by the office of the Los Angeles County Recorder that these lots are held in common ownership for the use specified. Such distance shall be measured along a straight line drawn between the nearest point on the premises devoted to the use served by such parking facilities and the nearest point on the premises providing such parking facilities.

It is further provided that uses located within the boundaries of an established off-street parking district, organized pursuant to action by the City Council, shall be waived by the requirements of this subsection.

17.44.210 Parking plans.

A. 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.

B. Factors such as the following shall be taken into consideration:

1. Van pools;
2. Bicycle and foot traffic;
3. Common parking facilities;
4. Varied work shifts;
5. Valet parking;
6. Unique features of the proposed uses;
7. Peak hours of the proposed use as compared with other uses sharing the same parking facilities especially in the case of small restaurants or snack shops in the downtown area or in multitenant buildings;
8. Other methods of reducing parking demand.

C. A covenant with the city a party thereto, may be required limiting the use of the property and/or designating the method by which the required parking will be provided at the time that the planning commission determines that inadequate parking exists.

D. Fees, application and processing procedures for parking plans shall set forth by resolution of the city council.

17.44.220 Consolidated off-street parking.

Subject to approval by the planning commission as prescribed in Section 17.44.210, required parking spaces for various uses may be reduced in number and computed at one space per two hundred fifty (250) square feet of gross floor area when parking is consolidated in retail shopping centers over ten thousand (10,000) square feet in size, or where public parking areas are created to take the place of on-site parking within vehicle parking districts.

Attachment 4

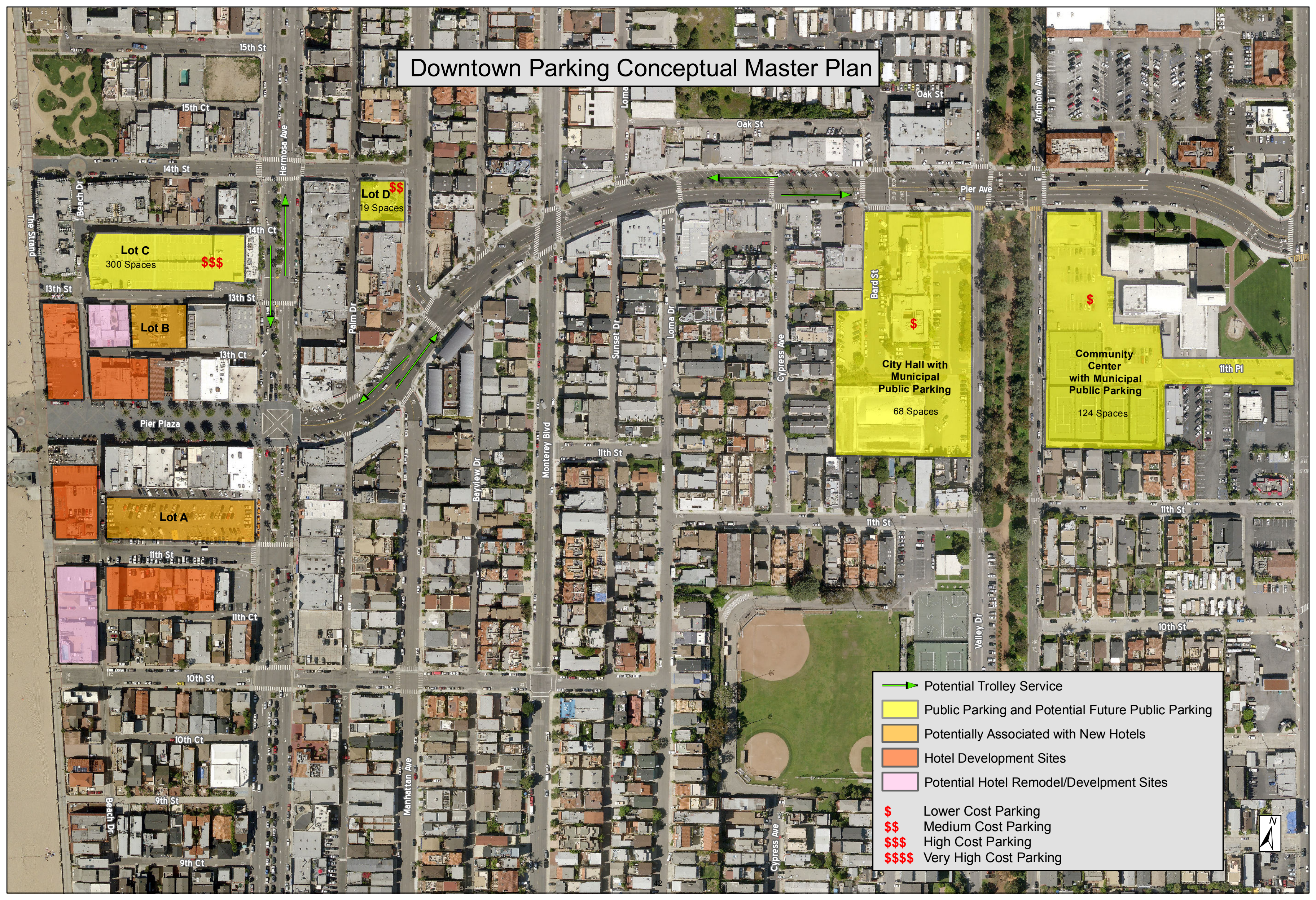
Sociable City DRAFT Conceptual Implementation Plan

<u>Create Downtown Stakeholder Working Group</u> Meet quarterly before each downtown event to discuss issues and strategies	2 Restaurants - 1 Pier Plaza & 1 Hermosa Ave 2 Residents 1 Retail 1 Service Business 1 Hotel City Staff (Econ Dev, PD, PIO, Community Recourses and other departments, as needed)
<u>Ambassador Program</u> Public Events, Weekends days and nights , Holidays and High Season	<ul style="list-style-type: none"> Greet and Provide information to residents and visitors Give directions Safely escort visitors and employees to and from vehicles and businesses upon request Communicate w/ PD and report problems Report problems to City departments Keep Downtown Clean Provide directions to Homeless services Remind folks not to smoke and direct them to designated smoking areas Handout a brochure listing all businesses in the Downtown
<u>Lighting</u> <i>Interim Step before Downtown Strategy Implementation</i>	<ul style="list-style-type: none"> Pier Plaza <ul style="list-style-type: none"> More lights on trees on Pier Plaza String lights across Pier Plaza Increase lighting in Lots A, B, C & D
<u>Business Visitations</u>	<ul style="list-style-type: none"> Annual individual onsite visits w/ Police Chief and Econ Dev Officer Hospitality Association meetings w/ Police Chief and Econ Dev Officer Meeting per request with City Manager or other Dept. Head Security staff training for late night establishments – Certificated program
<u>Marketing</u>	<ul style="list-style-type: none"> Stakeholder group to work with City Public Info Officer to create positive marketing programs Businesses create coordinated positive messaging Advertise and “Alcohol Awareness Month” and educate about drunk driving Use social media and email lists from stakeholders
<u>Resident Focused Entertainment on Pier Plaza</u> Primarily between 7 pm – 10 pm	<ul style="list-style-type: none"> Art Walk (Look into Hunting Beach activates) Movies on the Plaza <ul style="list-style-type: none"> Sing-alongs (Sound of Music, etc.) Cult classics (Rocky Horror, etc.) Retro Classics (Casa Blanca, Hitchcock, etc.) Ballroom Lessons & Dancing Local dog shows Stage Music <ul style="list-style-type: none"> Big Band Jazz Classical Choirs (non-religious performance) Cultural Performances Permit & Regulate Individual Street Performances <ul style="list-style-type: none"> Acoustical only Requiring business license and special type of event permit Static locations Residents of Hermosa Beach preferential performer program Acts approved by Community Resources staff Local Children and School Performances <ul style="list-style-type: none"> Choirs Bands Dance

	○ High School Rallies
<u>Continue Hospitality Staff Training</u> Hospitality Association	<ul style="list-style-type: none">• Underage Drinking• Security• Customer Service



Downtown Parking Conceptual Master Plan



Downtown Parking Conceptual Master Plan
Notes

Lot A	Potentially associated with new hotel mixed-use development (retail, hotel, banquet/meeting space, public amenities, and parking for these uses -116 spaces may remain public parking)
Lot B	Potentially associated with new hotel development 30 spaces to remain public parking (automated valet parking structure)
Lot C	Current Municipal Public Lot
Lot D	Current Municipal Public Lot Potential under grounding 1 story & 2 above ground (candidate for automated valet parking)
Hermosa Ave.	Hermosa Ave general streetscape improvements: 2 lanes, diagonal parking, widen sidewalks, streetscape furnishing
City Hall	Potential to rebuild large civic center on top of new 3 story underground public parking facility/facilities
Community Center	Potential to build 3 or 4 stories underground public parking facilities and replace tennis courts, etc. on top of parking facilities