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August 14, 2019
Community Development Department
City of Hermosa Beach
1315 Valley Drive,
Hermosa Beach,
CA. 90254

Regarding:

Development @ 70-10th Street,
Hermosa Beach, CA. 90254
PDP 19-2



To Whom It May Concern:

My name is Carol James. My address is 60-10th Street, Hermosa Beach, CA. 90254 where my family and I have lived since 1954. I am writing this letter regarding my concerns with the proposed development at 70-10th Street, Hermosa Beach, CA. 90254, PDP 19-2. I have attended the last two public hearings concerning this development at which time I opposed and still oppose said development. My concerns then and now are as follows: I feel this development is incohesive to this property due to the size and area which it is located, on the southwest corner of Hermosa Ave. and 10th Street. 10th Street is one of the few streets in Hermosa that you can drive to the beach. Most streets located west of Hermosa Ave. are walk streets to the beach with no street parking, which attributes to the abundance of traffic and lack of parking on 10th Street, combined with the fact that it is also close to downtown Hermosa and the pier and the businesses on Hermosa Ave, also utilize the parking on 10th Street. Both their customers and employees along with residents from other areas. The "in leu of providing required parking spaces the applicants will pay the city X amount of money per space that they don't provide..." which has been discussed in the prior meetings still does not solve the parking issue. Those spaces do not exist. It's basically a constant search for a parking space in that area.

The proposed development is approximately one block from the Strand where the Sea Sprite Motel is located, which does provide ample parking for its guests and employees. This area is considered a high-density area which is one of the reasons many of the residential properties in this area have been down zoned as to how many units they can rebuild on their lots if they tear down the existing buildings. Two motels within less than a block from each other in such an area is not conducive. It makes no sense and would contribute to the already problematic situation of too much traffic and not enough parking.

The property in this area is very expensive with a lot of long-term residents. It is comforting and nice to know who your neighbors are, build a relationship with each other and have a sense of a safe neighborhood where we look out for one another as opposed to different people constantly coming and going and never getting to know them.

The owners according to their flyer "Originally bought the property for commercial development." When those plans were denied they decided to try something different, the new proposal for a six-unit motel with only four parking spaces for which they are currently seeking approval. My understanding is that they are unable or unwilling to provide the required amount of parking for this development. I feel the development should be conducive with the property size and location rather than the property compromised to fit the development. Four parking spaces for a six-unit motel and its employees is just not enough especially when residents have to sometimes park blocks away from their homes.

I feel really bad for the owners and that their plans have not been working out. I hope there is a resolution that is conducive to all parties, however, I don't believe the residents on 10th Street should have to make sacrifices in order for this development to be approved. I am asking you to review this matter and make the right decision and not allow our neighborhood to become more crowded and chaotic than it already is.

Your immediate attention in this matter will be greatly appreciated.
Thank You in advance for your time and consideration.

Warm Regards,

Carol James