70 10th Street, Hermosa Beach, CA.

Planning Commission Meeting
August 20th, 2019

Arial View of 10th St, Hermosa Beach

Local Neighbors Comments

- "The owners, according to their flyer, originally bought the property for commercial development, when those plans were denied, they decided to try something different." Carol James   (*We did purchase for commercial development, but we listened to the neighbors comments and developed something that had a residential component)*

- " My understanding is that they are unable or unwilling to provide the required amount of parking for this development. " Carol James   (T*he existing structure does not meet code, 2-3 parking spots are required for the existing structure and for the proposed structure only requires 2, however the Boutique Inn is the least amount of density and traffic/pedestrian mitigation*)

- "I feel the development should be conducive to the property size and location." Carol James *(The new development IS conducive to the neighborhood - Please see arial photo)*

- "This is a residential block but doesn't really seem like the Council cares. Hermosa Beach is a small, beautiful town and it's getting really crazy busy. Please do not give us more chaos by allowing another hotel at the end of our residential 10th Street" Mary Peddle (*Yes, most of the block is residential, but this is a commercial property, where we have created a residential component)*

- "If the developer wants to build, then conform to the requirements" Dennis Toomey   (*The new development conforms, the current historic structure does not)*

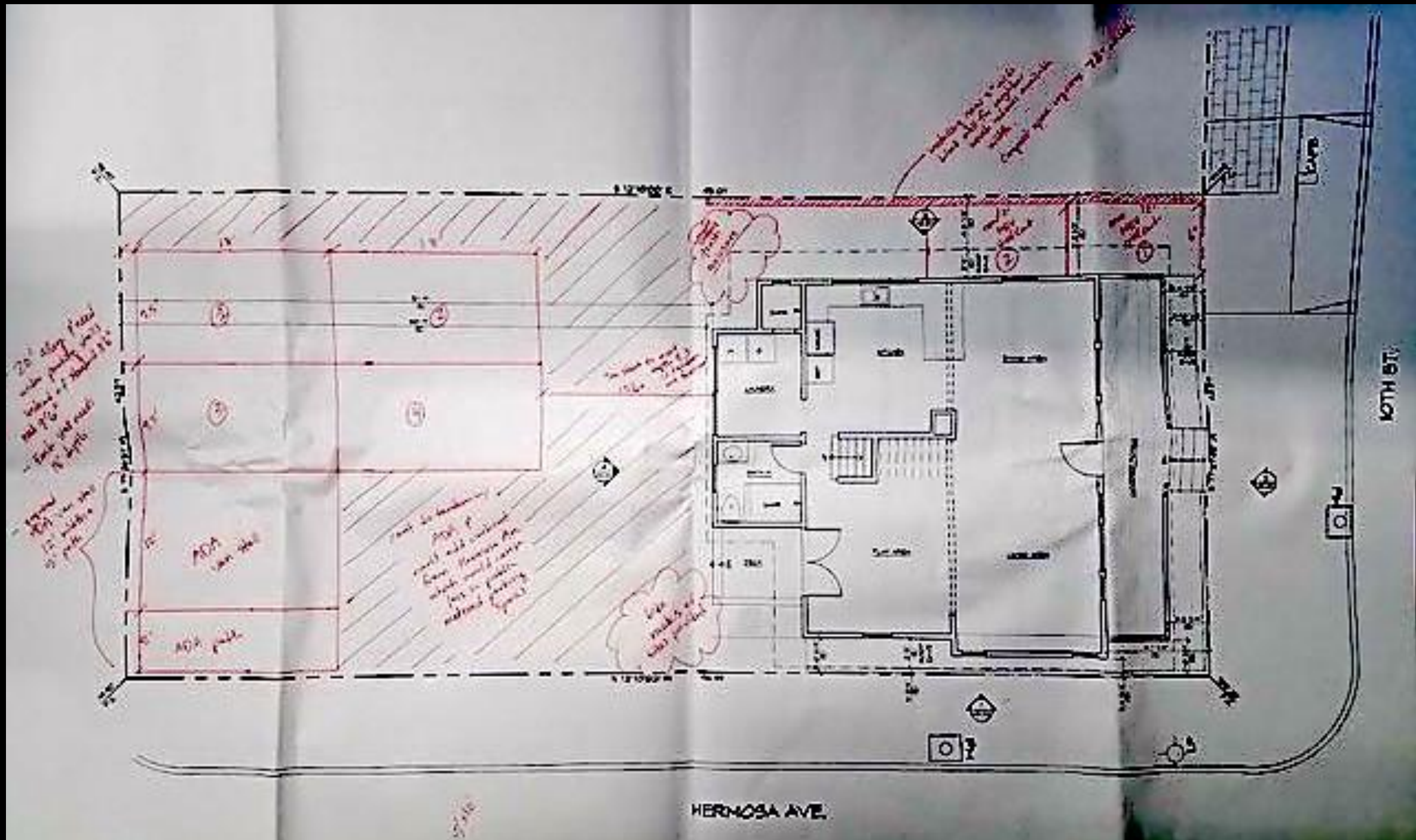Arial View of 10th Street, Hermosa Beach

70 10th St., Hermosa Beach
Existing structure 1850 sq. ft.
Single Family Residence on Commercial Zoned Lot

Hermosa Beach Parking Regulations for Current 1850 sq. ft. building converted to commercial use

- Current regulation for minimum commercial use is 1 parking space for every 250 square feet of improvement

- Current improvement would require 7 parking spaces on site to operate ANY general commercial business uses. (i.e., general retail, general office, surf shop, coffee shop, therapist, business professional, etc.)

- Based on consultation with Planning Staff, if we kept the existing structure and used for general commercial business uses; any and all occupants would need to purchase 2 parking in-lieu spaces.

- Per Planning Staff, without a parking plan (no tandem and no in-lieu) only 3 spaces can be provided on-site. With only 3 parking spaces, only 750 square feet out the 1850 square foot historic building can be used (requiring deactivation or demolition of 1,100 square feet.

- Even with planning staff approval of a parking plan, the lot size would only allow for one (1) required ADA (handicap) parking space and four (4) parking spaces. An ADA parking space cannot have a tandem space behind it and we would still need 2 parking spaces in-lieu.

- The City's parking and traffic engineer confirmed that the previously proposed retail/office project would generate more parking and traffic demand than the current proposed motel use.

City Confirmation that per Hermosa Beach city code, no more than 5 parking spots fit on the property, although 7 parking spots per code are needed to utilize existing structure.

Proposed Historic Hermosa Beach
Boutique Inn Motel
70 10th Street, Hermosa Beach
Lowest Parking & Pedestrian Traffic Impact permitted by City Code

Hermosa Beach Parking Requirements for Proposed Boutique Inn

- Hermosa Beach Planning Code requires 1 parking space per unit. Proposed project has 6 units.

- Proposed project has 4 onsite parking spaces, 1 of which is ADA. The on-site parking exceeds the City code standards which require a minimum 25% or 2 spaces be provided on-site. 4 parking spaces are provided on-site which compiles with City code.

- Proposed project is requesting 2 in-lieu spaces; and will provide green solutions and parking solutions that will help reduce parking demand and mitigate potential parking concerns.

# Green Solutions to mitigate the Boutique Inn parking issues:

- City conditional use: When property exceeds 66% occupancy, conditional use mandate two (2) vehicle free guest units

- City conditional use: If and when units are 100% occupied, two units MUST be vehicle free.

- Significant data has been collected with local hotels EIR's which states that 32% of their current guest/customer base already arrives vehicle free. (Note: recent Beach Hotel EIR data)

- The Vehicle free mandate can be audited by Hermosa Beach using their existing *Transient Occupancy Tax* (p. 214) under *Guidelines for Revenue Tracking*

Green Solutions to mitigate the Boutique Inn parking issues: (cont'd.)

- Green Solutions: Discounts will be provided to ALL guests of the Boutique Inn that are vehicle free.

- Developer to provide two (2) tandem parking spaces on-site for neighborhood electric vehicles carts and will provide 1 on-site DMV approved electric vehicle cart for tenant use.

- Developer will provide an 8 rack bicycle rack including 4 bicycles for tenant use.

- Emphasize in our marketing and to our tenants that no vehicles are needed as the City of Hermosa Beach has local taxi cab service within 2 blocks of proposed project.

Guest Management provided by Keyless Management Application and Local Real Estate Brokerage

- Keyless Management Application is being utilized by major and boutique inns, hotel and motel companies, including but not limited to: Marriott Hotels, W Hotels, Sheraton, and other major hotels and boutique inns.

- Developer interviewed local brokerages in walking distance to proposed project at 200 Pier Avenue, including Sotheby's, Keller Williams, RE/MAX. All have shown interest in assisting in management of boutique inn from their office in coordination with our Keyless Management application.

- Guests can access property management companies through their Keyless/Management APP on their smartphones.

- By eliminating the concierge we eliminate the need for a parking space for the full time employee while still giving maximum service to our guests and resolve any issues as needed.

- We've identified two local experienced cleaning services that drop off and pick up cleaning staff, eliminating the need for another parking space.
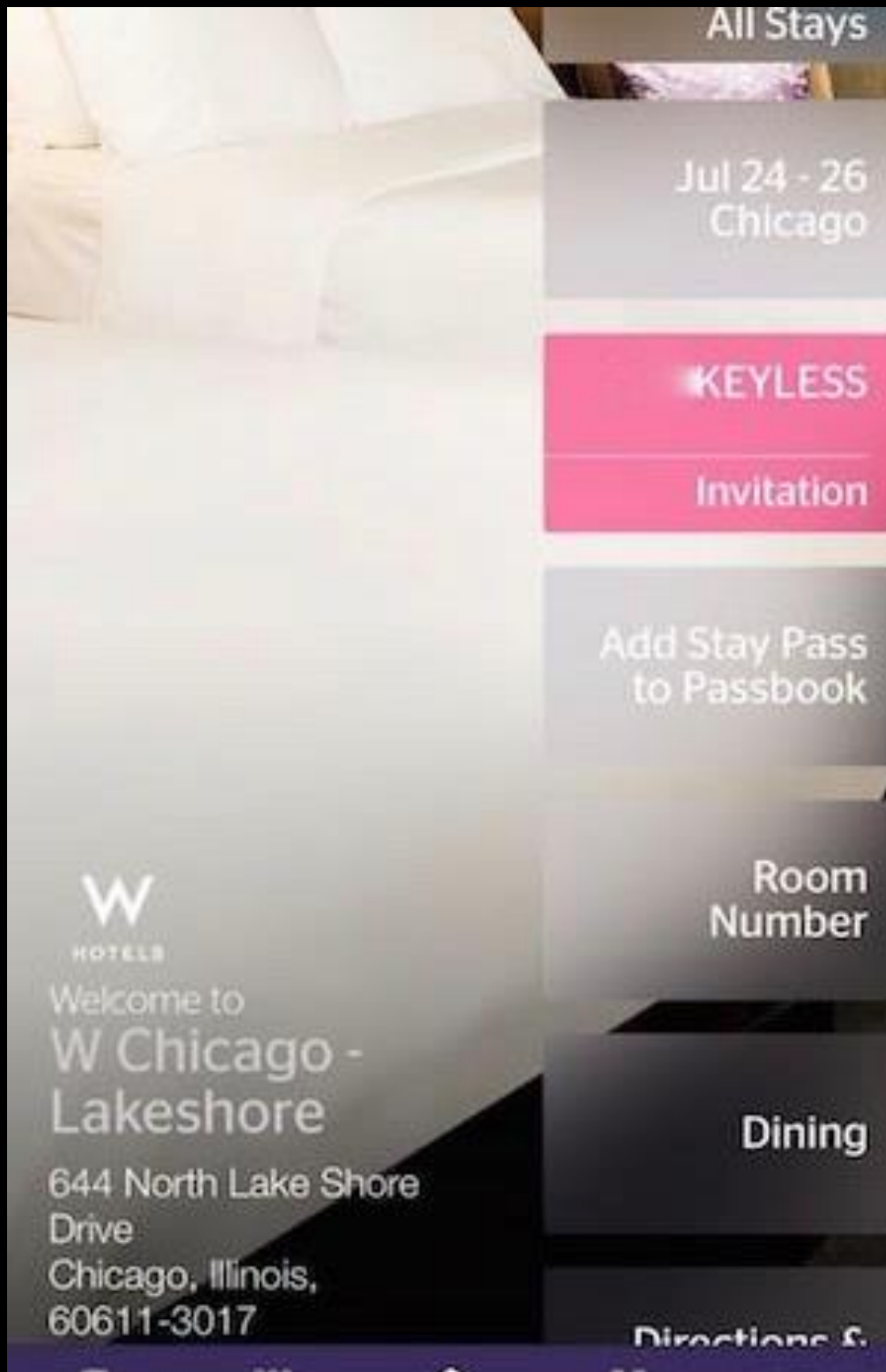
Keyless Management Application Offers The Following:
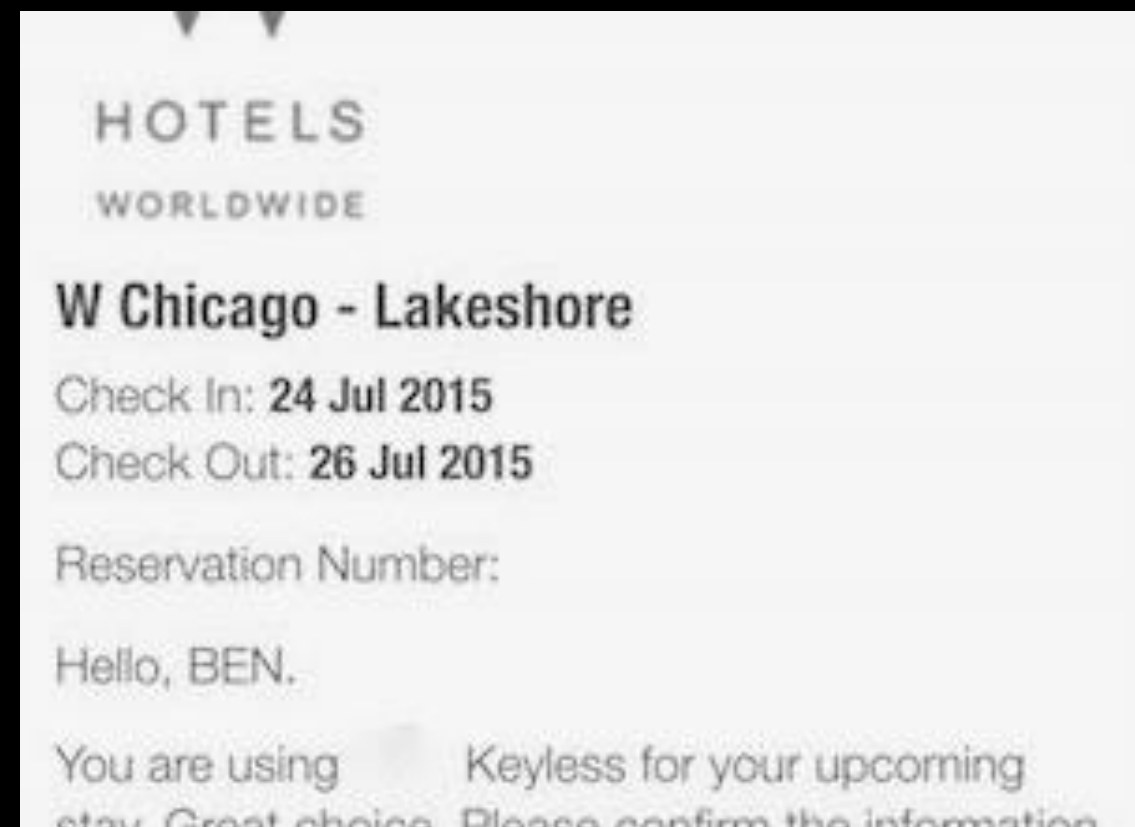
Book your room, check in and out of your room

Access property management personnel

Receive option for vehicle free discount

Request or deny cleaning and receive additional savings

Local restaurant delivery service

Provide any notifications to guests

Keyless Management Apps
More Information

- The mobile technology used with radio frequency ID electronic locks delivers a more personalized and interactive guest experience—from check-in and informing guests of hotel amenities to securely accessing their room, all via their mobile device, said Joey Yanire, assistant VP of mobile access lodging systems for dormakaba.

- Already being used by Mobile locks and keyless entry are approaching a critical mass of installations as demand and popularity climb.

- "Percentages show that hotels appear to be slower to adopt these solutions in comparison to the percentage of demand from travelers and hotel guests who express interest in having access to these technologies,"

- Mobile locks and keyless entry are approaching a critical mass of installations as demand and popularity climb, said Markus Boberg, VP of business development for Assa Abloy Hospitality

- https://www.hotelmanagement.net/tech/mobile-key-it-new-reality-for-hotels