

Carol James
60 – 10th street,
Hermosa Beach.
CA. 90254.
(310) 770-4797
imajamin@gmail.com

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

8/20/19 AGENDA, ITEM 9

SUPPLEMENTAL letter submitted by Mary Peddle on 08/15/19 at 7:37 p.m.

SUPPLEMENTAL letter submitted by Bill Peddle on 8/16/19 at 12:57 p.m.

-----Original Message-----

From: Bill Peddle <bill.peddle49@gmail.com>

Sent: Friday, August 16, 2019 12:57 PM

To: Ann Yang <anny@hermosabch.org>

Subject: New hotel plans

I am a resident on 10 st. All I can say is parking, even when it was a vacation rental I lost my ability to park. With guests there will be visitors, guess what more parking issues.

Sent from my iPad

-----Original Message-----

From: Mary <manhattanbeach49@gmail.com>

Sent: Thursday, August 15, 2019 7:37 PM

To: Ann Yang <anny@hermosabch.org>

Subject: Council Meeting Tuesday

Ann and Council Members,

I live on 10th Street and would like you to please understand how much impact a hotel at the other end of our residential block will do to our lives, not in a good way.

This block is already a high impacted area because of the SeaSprite and all of the Uber and Lyft drop off and pick ups and people themselves dropping off beach gear and looking for parking.

The street has even gotten busier the past couple of years with Hermosa booking new events on our side of the pier. This is a residential block but doesn't really seem like the council cares.

Hermosa Beach is a small "beautiful" town but getting crazy busy. Please do not give us more Chaos by allowing another hotel at the end of our residential 10th St. (&Hermosa Avenue). We as residents here will not be able to find parking in front of our homes because the hotel cannot accommodate all the cars for the guests (and friends).

We vacation rented our home in AZ for 4-5 years and there were always more cars than the guests staying at our home. Everyone had friends and relatives in the area who came over. I'm sure that will be the case here also.

Please vote NO on Tuesday for the house at the end of 10th Street to become a hotel.

Thank you,
Mary Peddle
23 10th Street

Sent from my iPad

From: noreply@granicusideas.com <noreply@granicusideas.com>
Sent: Monday, August 19, 2019 6:26 PM
To: Planning Commission-Group <PlanningCommission-GROUP@hermosabch.org>; Ken Robertson <krobertson@hermosabch.org>; Ann Yang <anny@hermosabch.org>; Nicole Ellis <nellis@hermosabch.org>
Subject: New eComment for Planning Commission Meeting

New eComment for Planning Commission Meeting

Dennis Toomey submitted a new eComment.

Meeting: Planning Commission Meeting

Item: 9. REPORT 19-0535 PDP 19-2 and PARK 19-2 -- Precise Development Plan and Parking Plan to allow a six-unit motel project by constructing a new three-story, detached 2,744 square foot commercial building containing five units, to be constructed behind the existing 1,841 square foot single-family residence which will be converted to an additional unit and a Parking Plan to allow the 6-space parking requirement to be met with 4 on-site spaces (including 1 tandem space) plus fees in lieu for 2 spaces, on a 4,023 square foot lot in the C-2 (Restricted Commercial) zoning district at 70 10th Street; and adoption of a Mitigated Negative Declaration.

eComment: So, once again, for the 3rd time in the past year, those of us in the area impacted by this proposal, must write letters and attend meetings in order to stop this insanity! The current version of the proposal does not significantly differ from the prior iterations. At issue here is still PARKING! It is totally ludicrous for the Planning Commission to even consider granting variances of this type. If the developer wants to build, then fine, CONFORM TO THE REQUIREMENTS!!! These types of variances over the years have greatly contributed to the Parking problem. Quit selling out the Residents of Hermosa Beach by accepting "fees" in lieu of compliance!!! Regards Dennis

[View and Analyze eComments](#)

From: noreply@granicusideas.com <noreply@granicusideas.com>

Sent: Tuesday, August 20, 2019 3:27 PM

To: Planning Commission-Group <PlanningCommission-GROUP@hermosabch.org>; Ken Robertson <krobertson@hermosabch.org>; Ann Yang <anny@hermosabch.org>; Nicole Ellis <nellis@hermosabch.org>

Subject: New eComment for Planning Commission Meeting

New eComment for Planning Commission Meeting

Charles Shehadi submitted a new eComment.

Meeting: Planning Commission Meeting

Item: 9. REPORT 19-0535 PDP 19-2 and PARK 19-2 -- Precise Development Plan and Parking Plan to allow a six-unit motel project by constructing a new three-story, detached 2,744 square foot commercial building containing five units, to be constructed behind the existing 1,841 square foot single-family residence which will be converted to an additional unit and a Parking Plan to allow the 6-space parking requirement to be met with 4 on-site spaces (including 1 tandem space) plus fees in lieu for 2 spaces, on a 4,023 square foot lot in the C-2 (Restricted Commercial) zoning district at 70 10th Street; and adoption of a Mitigated Negative Declaration.

eComment: I live at 61 10th Ct and am opposed to this development for several reason, but will only highly the two most critical: parking and zoning. Parking has been and will continuing to be a problem close to the pier, and this proposal will continue exacerbate the underlying parking issue for residents and our guests. Further, I am in complete opposition to the redevelopment of a residential property into a commercial rezoning. Housing inventory is already extremely limited and this will further reduce the amount of inventory for hard working people who want to own a property in our great town. I highly urge you deny this plan.

[View and Analyze eComments](#)

From: noreply@granicusideas.com <noreply@granicusideas.com>

Sent: Tuesday, August 20, 2019 3:51 PM

To: Planning Commission-Group <PlanningCommission-GROUP@hermosabch.org>; Ken Robertson <krobertson@hermosabch.org>; Ann Yang <anny@hermosabch.org>; Nicole Ellis <nellis@hermosabch.org>

Subject: New eComment for Planning Commission Meeting

New eComment for Planning Commission Meeting

Scott Hayes submitted a new eComment.

Meeting: Planning Commission Meeting

Item: 9. REPORT 19-0535 PDP 19-2 and PARK 19-2 -- Precise Development Plan and Parking Plan to allow a six-unit motel project by constructing a new three-story, detached 2,744 square foot commercial building containing five units, to be constructed behind the existing 1,841 square foot single-family residence which will be converted to an additional unit and a Parking Plan to allow the 6-space parking requirement to be met with 4 on-site spaces (including 1 tandem space) plus fees in lieu for 2 spaces, on a 4,023 square foot lot in the C-2 (Restricted Commercial) zoning district at 70 10th Street; and adoption of a Mitigated Negative Declaration.

eComment: I really like this project. I like that the original house will be kept largely undisturbed. I think that the architecture of the hotel fits well in the area. The issue that I have with the project is the parking. I think that the project should only be approved if they can find the parking on site. "In lieu" fees do not provide any relief to the already congested parking areas near downtown.

[View and Analyze eComments](#)

June 11, 2019
Carol James
60-10th Street
Hermosa Beach
CA 90254

RECEIVED

JUN 11 2019

COMMUNITY DEV. DEPT.

Community Development Dept.
Planning Division
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

My name is Carol James. My family and I have been long term residents and property owners in Hermosa Beach since 1954. I grew up and still live at 60-10th Street, Hermosa Beach, 90254.

I am writing this letter in regards to a proposal at 70-10th Street, parcel # 4187-003-019.

I am strongly opposed to these plans:

My concerns are as follows:

1. We already have a motel, The Sea Sprite, on our block. Do we really need another motel that close to each other? It would only contribute to the already horrific traffic congestion on our small street especially in the summer. Most of our street is residential with year around residents. Want to know my neighbors
2. The proposal to build a six unit motel with an office

and only provide four (4) parking spaces should not be considered. The employees alone would require four (4) parking spaces. This is a highly congested area with minimal parking available. Parking is a huge problem in this area and especially on 10th street. There is not enough parking for the residents. We have parking meters in front of our homes. We buy parking permits but are not guaranteed a parking space. There are less spaces than residents with cars. Residents have to scramble for a place to park. To add to this problem the city sells ^{residential} parking permits to business owners and their employees which contributes to the parking ~~pr~~ issue which already exists in our densely populated little neighborhood. There is just not enough parking! The statement "in lieu of providing the required amount of parking spaces they will pay the city fees" to allow them to park in areas where we ~~need more~~ ^{don't have the} parking, it just doesn't exist. The fees do not provide or resolve our already existing parking issues. It is like a loop hole to allow these

developers to build what they want and not comply with the rules, regulations and requirements previously set up by our city officials to help avoid such issues. It makes no sense. There have been many times when I had to park my car on Herondo Street and walk to my house late at night because there was no where ~~to~~ closer to park. I love Hermosa which is evident since I have lived here for 65 years and have no plans of moving. I am asking you to please think this through and come up with a solution not add to the existing problem.

Your immediate attention and time is greatly appreciated.

Thank you in advance. !!

Keep Hermosa... Hermosa..

Sincerely,

Carol James
CAROL JAMES

If you have any questions or
I can be of any service to you
I can be reached at:
cell phone # (310) 770-4797

Mail: 60 - 10th Street
Hermosa Beach, CA 90254
Email IMAJAMIN@~~g~~mail.com

Thank You!!

Public Comments Letters 2, 3 and 4

All email comments

RECEIVED

JUN 12 2019

COMMUNITY DEV. DEPT.

Hello

My family has paid your bills for nearly 90 years. You are here to promote the sanctity of beach life for your residents of Hermosa. Over population, trash, Noise and NO PARKING have been a concern of Hermosa residents since I was a child. (55yrs ago). Please don't act as others in our city hall. Stand for the residents sanctity of a Hermosa beach life ! There are plenty of Santa Monica 's along the coast.

Sincerely,
William Lundy
(Owner 934 Strand)

Hello,

This comment is in regards to the proposed development at the corner of 10th and Hermosa Ave. Our family home is 934 Strand, Hermosa Beach and our extended family are all concerned that the new development will not provide the necessary 8 on site parking places which would be sufficient

to not worsen the existing parking difficulties thereby preventing more illegal parking at our family home.

Thank you,
Mike Hillis

To Whom it May Concern:

It is my understanding that a motel is being constructed at 10 Th and Hermosa streets. I'm an owner of the property at 934 Strand. My concern is for the overflow of parking that will be occurring. We have parking spaces behind our home and already have problems with illegal parking on our property. I understand that you do not have sufficient parking spaces in the plans. Please take this concern into consideration. Thank you.

Sincerely, Jean Sullivan

> -----Original Message-----

> From: STEVE HUNT [<mailto:kilaueasteve@icloud.com>]

> Sent: Friday, June 14, 2019 11:55 AM

> To: Nicole Ellis

> Subject: Motel at 70 10th street

>

> Dear Nicole,

>

> Would you please submit my comment regarding the proposed motel at

> 70 tenth street. I was unable to connect with the ecomment button on the agenda site.

> Thanks for letting me know that you received.

>

> Dear planning commissioners,

>

> I have been a property owner and resident at 910 Strand for the last forty five years .

> I have no objection to the proposed motel but I do strongly oppose the inadequate on site parking that is provided for in this plan. While I generally favor redevelopment , in this case there is a serious lack of parking on tenth street for homeowners in the area.

> The imbalance of lack of supply and increasing demand will be increased by this proposed project. I appreciate the great amount of study that has been presented by the planning department but simply put the lack of adequate on site parking will make it more difficult for residents in this block to find a place to park and it is already nearly impossible.

>

> Instead of In Leiu parking we would request that the project be designed to have at least one parking space on site at a minimum for each motel unit approved. We are out of state the day of the hearing otherwise we would testify in person. Thank you.

>

> Respectfully requested,

>

> Steve and Janine Hunt

>

> Sent from my iPad

New eComment for Planning Commission Meeting

Dennis Toomey submitted a new eComment.

Meeting: Planning Commission Meeting

Item: 8. REPORT 19-0395 Precise Development Plan 19-2 and Parking Plan 19-2 to allow a six-unit motel project by constructing a new three-story, detached 2,744 square foot commercial building containing five units, to be constructed behind the existing 1,841 square foot single-family residence which will be converted to an additional unit with a 212 square foot ancillary registration office, and a Parking Plan to allow the 6-space parking requirement to be met with 4 on-site spaces (including 1 tandem space) plus fees in lieu for 2 spaces, on a 4,023 square foot lot in the C-2 (Restricted Commercial) zoning district at 70 10th Street; and adoption of a Mitigated Negative Declaration.

eComment: Once again, this Developer is attempting to acquire a Parking Vatiance. This is unacceptable to those of us that reside in the affected area. 10th Street is severely impacted by every event that the City and Chamber of Commerce puts on. From the St Patrick's Day parade, the two Festivals Volleyball Tournaments, Movies on the Beach, Concerts on the Sand, Movie filming, et al! I am 69 and disabled, my father is 93 and disabled; we already struggle mightily for parking at or near our residence. Granting the requested reduction does nothing to alleviate an already impossible situation, and will only make matters worse. How about something other than lip service and garage sales as solutions? Quit selling the residents out!!

[View and Analyze eComments](#)

New eComment for Planning Commission Meeting

JEFFREY SPARKS submitted a new eComment.

Meeting: Planning Commission Meeting

Item: 8. REPORT 19-0395 Precise Development Plan 19-2 and Parking Plan 19-2 to allow a six-unit motel project by constructing a new three-story, detached 2,744 square foot commercial building containing five units, to be constructed behind the existing 1,841 square foot single-family residence which will be converted to an additional unit with a 212 square foot ancillary registration office, and a Parking Plan to allow the 6-space parking requirement to be met with 4 on-site spaces (including 1 tandem space) plus fees in lieu for 2 spaces, on a 4,023 square foot lot in the C-2 (Restricted Commercial) zoning district at 70 10th Street; and adoption of a Mitigated Negative Declaration.

eComment: My family has lived on 10th street for 25 years and we have resided in Hermosa Beach since 1979. This is the second attempt to have the city allow non-compliance with the Master Plan which requires new construction to provide adequate parking for the intended use. The proposed Hotel will increase the demand for street parking without providing current residents with any mitigation. There is already numerous residences on 10th that do not provide the required parking for their tenants. The existing structure has parking for 6+ cars in the back and a car port on 10th that is used for the electric cart which is used primarily to save spaces for the Air B&B users of the party house. No staff discussion is offered as to where the employees who will work at the hotel will park. They will use the street as will many of the guests who will most likely be charged extra to park their cars in one of the four spots. Plus, the existing house can accommodate up to 10 persons who will need somewhere to park other than the car port as the new construction will eliminate the existing parking off the ally. The owners bought the lot with full knowledge of the existing zoning requirements. The current owners have a vested right to park our cars and invite our guests to visit us. Allowing yet another exception to the parking requirements interferes with that right. The existing owners are already inundated with weekend events and the crowded conditions the lack of available public parking has created over the last 20 years since parking on Pier west of Hermosa Ave was eliminated. If the applicants are unable to submit a plan that meets local zoning ordinances and parking requirements they should have considered that fact before the bought the property 3 years ago. If they are able to submit a plan that complies with the zoning/parking requirements then what good cause do they have to ask the existing owners/residents to subsidize their investment by having our quality of life take a back seat to their investment decisions. Parking is a serious problem on 10th street. Allowing builders/investors/developers to profit so they do not have to spend the money needed to engineer a structure that meets the parking requirements is unfair to existing owners/residents who must endure the congestion long after the structure is built. Five hotel rooms, and office and a 10 person rental house need to provide parking for guests and employees that at a minimum meet the business Zoning requirements. West of 70 10th street on the south side is zoned residential and was down zoned from R-3, to R-2 to R-2b over the last 25 years for this very reason -over crowding. The Staff recommendation fails to consider the negative impact on

existing owners/residents and places the applicant in a position superior to existing owners by allowing additional development that will adversely impact current owners by further restricting their ability to enjoy their residences by allowing increased parking scarcity. The current plan to allow the new Pier hotel to use as a staging area existing public parking magnifies the need to make all new purchasers of realty to comply with the parking requirements for new construction.

[View and Analyze eComments](#)

From: Kyle Simpson [<mailto:kyle.w.simpson@gmail.com>]

Sent: Tuesday, June 18, 2019 3:37 PM

To: Ken Robertson

Cc: Kim Chafin; Yuritzzy Randle; Ryan Carpenter; Nicole Ellis; Frances Estrada; Jim Heenan; Kathy Khang; Gina Konrad; Bob Rollins; Meah Stafford; Frank Valles

Subject: Comment for REPORT 19-0395: Precise Development Plan 19-2 and Parking Plan 19-2

From:

Kyle Simpson

Hermosa Beach, CA 90254

To:

Mr. Ken Robertson

Community Development Director

1315 Valley Dr

Hermosa Beach, CA 90254

Mr. Ken Robertson,

I would like to submit to the Planning Commission Meeting the following comment for tonight's item 8, Report 19-0395 Precise Development Plan 19-2 and Parking Plan 19-2.

HBMC Section 17.44. 210, Parking Plans, requires the proposed plan to show that adequate parking will be provided for customers, clients, visitors and employees or when located in a vehicle parking district. The proposed plan attempts to address parking requirements for customers, but fails to provide a plan to provide parking for visitors and employees. HBMC would require the proposed motel to provide one space for each unit. The proposed project with consist of six motel units which requires a total of six parking spaces. The proposed plan does not provide any indication for how the 5 proposed employees would be provided parking. The location of the proposed hotel on 10th Street and Hermosa Avenue places it a very heavily trafficked area. With the location of a much larger (and newly remodeled) Sea Sprite Hotel at the west end of 10th Street, numerous residential properties without dedicated parking, busy retail and commercial properties, and the traffic of visitors to the beach at 10th street, this area has exceptionally limited parking available. The proximity to Hermosa Pier and frequent events held south of the pier, like summer concerts, volleyball tournaments, movie nights and proposed events like the Teen Choice Awards show no indication that demand will lessen. The proposed plan to not provide adequate parking on-site for the planned use, and instead pay fees to the city, only allows the city's parking problem to grow. As the city found in the previous proposed parking plan, nearby parking lots Lot A and Lot C do not mitigate the lack of available parking at the site. These lots continually operate at their full capacity. Additionally Lot A is frequently closed to host events or production staging for events at the pier. The combined closure of Lot A during events and increased demand for parking in the area produced by the events make it critical that any development at this location provide all parking as required by the city. The fee proposed to the city does do anything to lessen the parking burden this property will generate. It is for the reasons stated above I recommend the city deny the proposed PDP.

Thank you,

Kyle Simpson

70 10th Street E-Comment Letter received for August 20, 2019 Planning Commission Meeting

Frank Patton

Oppose

Community Development Department, Greetings...

I've been the owner of the apartment building at 65-67 10th Street since January 1973 and a resident of Hermosa Beach much of that time.

I am opposed to the planned motel development of 70 10th Street because it would not have adequate on-site parking to accommodate their guests. And, street parking in the vicinity of this development is virtually nonexistent.

Additionally, there will be no full-time motel attendants to mitigate their beach partier guest's impact on the neighborhood. Our first block from the beach is zoned and is in-fact---residential.

I and others agree with our neighbor, Carol James' letter, 14 August 2019, attached. As Carol pointed out, 10th Street is one of the few remaining through-streets to the beach. As such, and the fact this street also connects to the Plaza via Beach Drive, 10th Street is already very crowded with beach and Plaza goers.

Much appreciation for keeping, Hermosa Beach...

"THE BEST LITTLE BEACH CITY"

Frank Patton