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Sent: Thursday, October 17, 2019 3:56 PM
To: Ken Robertson <krobertson@hermosabch.org>; Nicole Ellis <nellis@hermosabch.org>
Cc: Rebecca Jarus <rjarus@verizon.net>; Jorge Lara <jorgelarasellsre@gmail.com>
Subject: 70 10th Street - Updated Parking Plan

Good Afternoon Ken,

Hope you are having a good day. After reviewing the parking plan summary that I sent to you and the council members yesterday, I came to a conclusion that the diagram that I sent could have had much more clarification. I revised the parking plan summary using the actual site plan with the current and new proposed building. You will see on the attachment of our parking plan strategy of 4 onsite parking and 2 in lieu parking that on most occasions when the building is fully occupied, our tenants will not be using the city parking lot as there is conditional use that 2 of our units be car free.

I am going to send this updated parking and site plan to the city council members so that there will be a clear and accurate picture of how the parking would work on this specific site. Let me know if you have any questions. I look forward to seeing you Tuesday.

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Kind Regards,

Dean Thomas

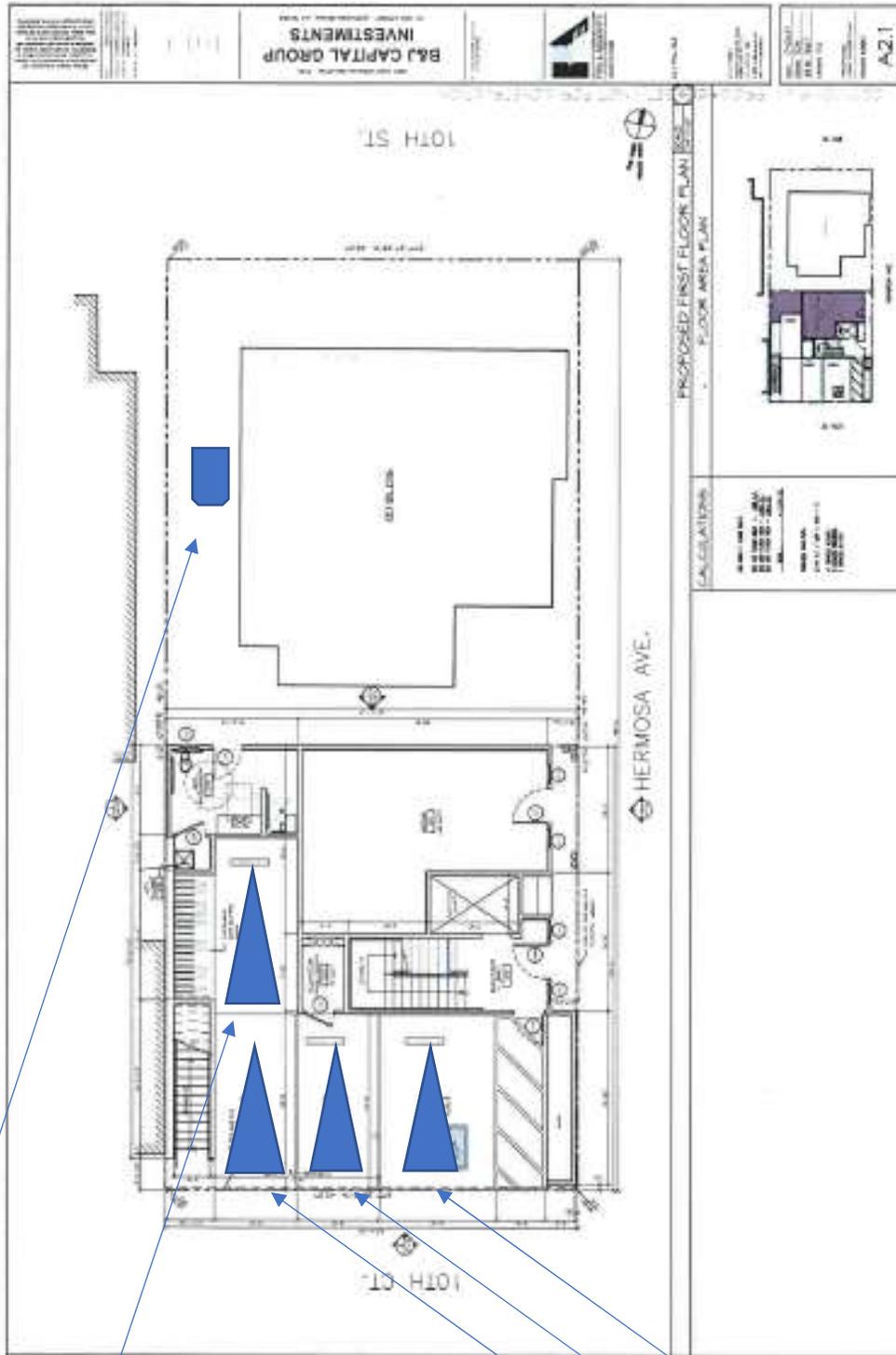
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The Beach Boutique Inn at 70 10th St. - Parking Plan Summary



* NEV	* Long-Term Parked Guest in Tandem Space	* Regular In-Out Parked Guests
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<ul style="list-style-type: none"> * Two Car-Free Units do not need parking * Will have two City Lot spaces available as back-up
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**BEACH BOUTIQUE INN
70 10TH STREET
CITY OF HERMOSA BEACH**

October 16, 2019

Dear City Council Members,

I am writing about the agenda item for your October 22 meeting regarding the proposal to build a 6-unit boutique hotel on Hermosa Avenue at 10th Street. My name is Dean Thomas and my partners, Rebecca Jarus and Jorge Lara, and I have worked extensively in Hermosa Beach over many years developing and selling commercial and residential properties.

In 2015, we purchased the lot at 70 10th Street, which is a commercially zoned lot on the west side of Hermosa Avenue between 10th Street and 10th Court. Currently on site is an 1850 square foot house built in 1910.

Over the course of several months in 2015 and early 2016, we worked with the City on a plan to demolish the house and build a 6,000 square foot commercial office building, which required a parking plan, including 12 in-lieu parking spaces. In mid-2016, the City then determined that a historical study needed to be done to determine if the house was a historic property. The City selected Page and Turnbull, a historical consulting company, that we financed. They determined the house is not a historic property but might be a historic resource. In order to demolish the house, we would need to fund a Focused EIR showing the house is not a historic resource.

If we were to use the house as-is for the operation of a business, such as a coffee shop or yoga studio, a parking plan that includes 4 or 5 in-lieu parking spaces would be required under the Code. Our current proposal, discussed below, only necessitates 2 parking spaces in-lieu as part of the parking plan.

It was agreed that we would work with the City and Page and Turnbull to retain the house as part of a 2,700 square foot commercial office building in which the design would be compatible with the existing house. The parking plan for this design would have required 8 in-lieu parking spaces. The neighborhood input on this approach was to retain a residential character, not commercial development. In July 2018, the Planning Commission denied our proposal for this approach.

In June 2019, we proposed a new plan to build a 6-unit boutique inn, with the existing house serving as one of the units. We listened to the community and the Planning Commission in reference to parking and the residential component, and we resubmitted the plan for the 6-unit boutique inn, which would keep the residential component on the street and only require 2 parking in-lieu spaces. Based on questions about the feasibility of the parking plan and concerns about the hotel guest noise, the Planning Commission continued its consideration of the design proposal to July 2019 and asked for options that would address these issues.

In July 2019, we submitted a revised proposal that made the following changes to address Commission and neighbor concerns:

- **Project is Code Compliant and Meets Parking Requirements:** The parking plan for this proposal will address the parking needs of each of the 6 hotel rooms. We will provide a total of 4 on-site parking spaces, one of which is the required ADA parking space. We would purchase 2 in-lieu spaces under the City's in-lieu parking program. One of the

regular spaces will be a tandem space and we do not expect it will be used often, and may be available for the street-legal electric cart for car-free units and guests.

- **Two Car-Free Units**: Whenever the hotel reaches 65% capacity – or 4 units in-use – we will require the remaining two units to be 2 car-free units and provide a rate incentive. License plates of guests' vehicles will be recorded, and if a car-free unit brings a car, the guests will not be able to stay at the hotel and will lose their deposit. This approach is consistent with the EIR that was prepared for The Beach House cotel a few blocks away, which documented that 35% of their guests do not arrive with vehicles.
- **Staff Parking**: The staff of the project will include site management and cleaning staff. We will have cleaning staff dropped off and picked up, rather than parking on-site, and management is located off-site.
- **Regulate Guest Behavior**: Guests will be subject to an occupancy agreement at booking, under which they would lose their deposit for disruptive behavior.
- **Two Layers of Management**: Our management plan will meet or exceed all the requirements of the new ordinance on short-term vacation rentals, including posting of a plaque with the Property Management contact information, who would respond on-site 24/7 within 30 minutes. In addition, we will contract with the on-site manager of the apartment complex across the street at 59 10th Street to be available for immediate on-site response.

My partners and I have worked hard over the last 3 1/2 years, submitting multiple proposals to the City for the effective redevelopment of this site. Each of our proposals has met City Code and been supported by the City Planning Department Staff. After taking the community's concerns into consideration, we have gone from proposing a commercial building, to a commercial building incorporating the existing house, to the current proposal of a hotel incorporating the existing house, but the Planning Commission did not support this proposal.

Our current proposal is an innovative use of the site that will increase business in the Downtown and bring in much needed extra tax revenue to the city each year. We are taking a nonconforming building and bringing it to a conforming use, with a less intensive parking requirement than the current structure requires. We believe it is a rare occurrence in Hermosa Beach that a new development project lessens the parking burden on the City, and we are more than willing to purchase the additional in-lieu parking required for the site should the Council wish.

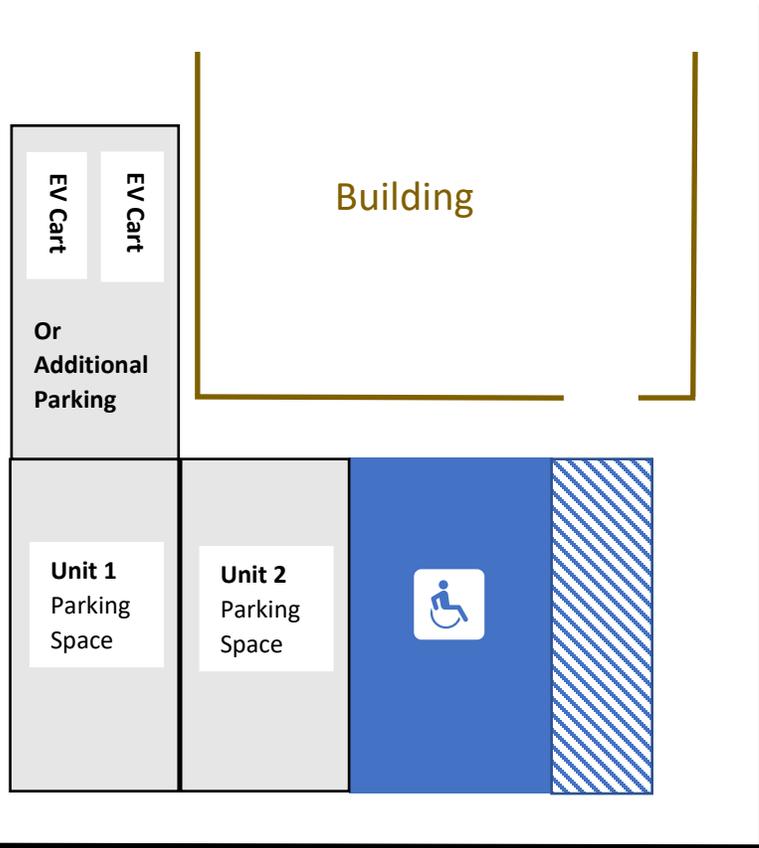
For these reasons, we are asking you to approve a Precise Development Plan and a Parking Plan to permit this development at the October 22 meeting. We are looking forward to presenting this project to you at the City Council hearing on Tuesday, October 22, and can be reached at deanthomasrealestate.com or at 310-874-1010, should you have any questions prior to the presentation.

Sincerely,

Dean Thomas

Dean Thomas

The Beach Boutique Inn at 70 10th Street Parking Plan – Four On-Site and 2 In-Lieu



Hermosa Ave.

