



Strand and Pier Hotel Project Public Meeting Draft EIR Informational Session October 1, 2018





Agenda

- Overview of California Environmental Quality Act (CEQA) Process
- Description of the Proposed Project
- Scope of the Environmental Impact Report (EIR)
- Summary of Key EIR Impact Analyses
- Next Steps
- Public Comment on the Draft EIR

****No decisions regarding approval of the proposed Project are being made at this meeting***



What is CEQA / EIR

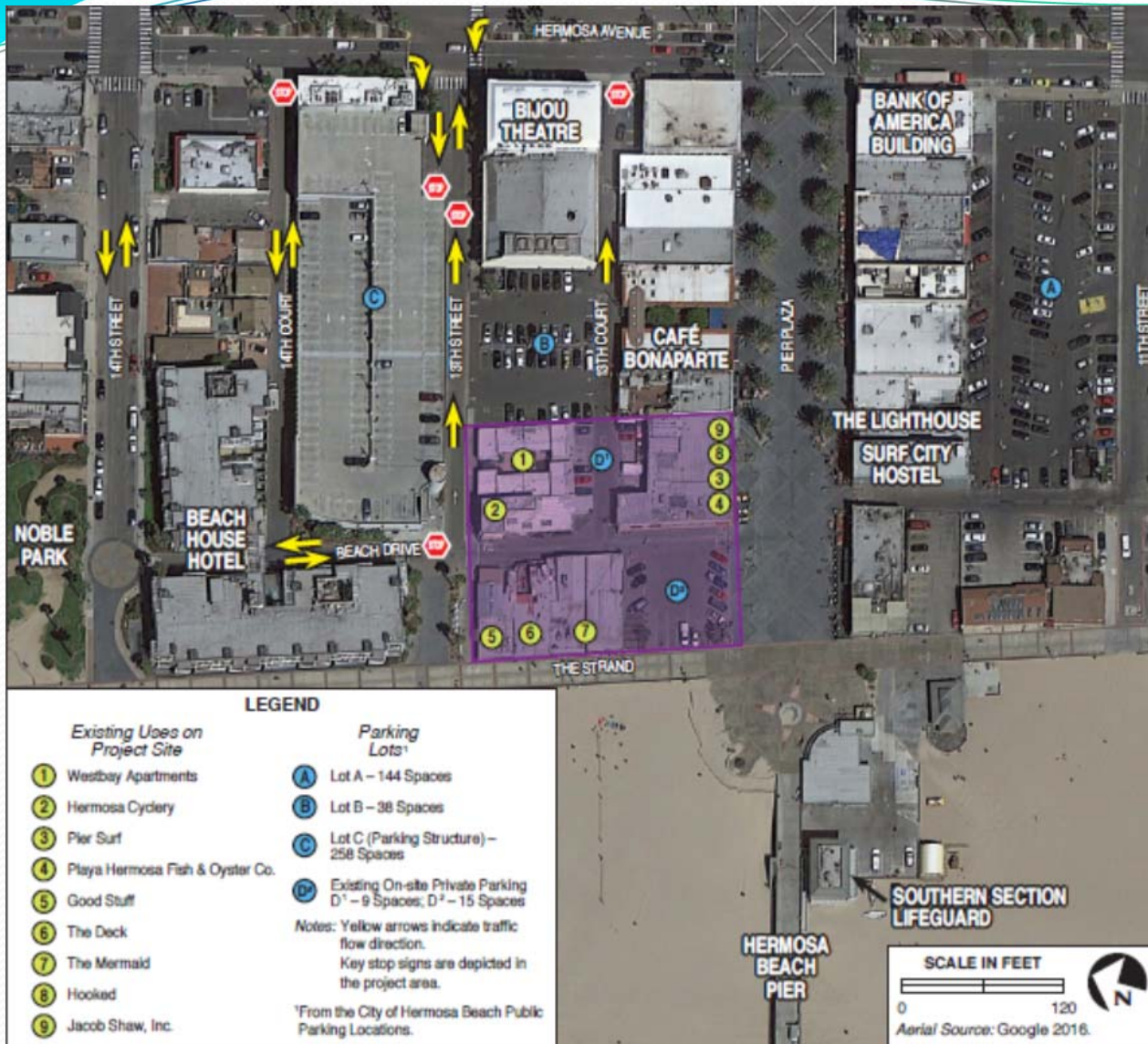
- Informational document
- Informs public and decision-makers about potential Project-related environmental impacts
- Identifies ways to avoid or reduce impacts:
 - Mitigation Measures
 - Alternatives
- Decision makers consider environmental impacts during Project decision-making process

CEQA/EIR Process



Project Site / Existing Conditions

Property Address	APN	Building Tenant(s)	Parcel Size (sf)	Stories	Building Footprint (sf)
11 Pier Avenue	4183-002-001	Mermaid Restaurant	9,640	N/A	N/A; Surface Parking Lot
1250 The Strand	4183-002-002	Mermaid Restaurant	2,400	1	5,009
1272 The Strand	4183-002-003	The Deck	4,800	1	1,100
1284 The Strand		Good Stuff			1,022
19 Pier Avenue	4183-002-017	Playa Hermosa Fish & Oyster Co.	8,568	1	3,171
21-25 Pier Avenue		Pier Surf Shop Hooked			1,812
29-31 Pier Avenue		Jacob Shaw Inc.			2,623
20 13th Street	4183-002-004	Hermosa Cyclery	2,856	2	1,575
30 13th Street	4183-002-018	West Bay Apartments	2,856	1	1,625 (four units)
32 13th Street	4183-002-019	West Bay Apartments	2,856	1	1,625 (four units)
Beach Drive	N/A	City Street	4,146	N/A	N/A; Roadway
13th Court	N/A	City Street	1,801	N/A	N/A; Roadway
Total Area			39,950		19,562





Applicant's Project Objectives

- Downtown Core Revitalization Strategy (2015) Consistency
- Enhance Downtown
- Reduce Traffic Impacts
- Parking
- Architectural Design
- Sustainability
- Employment, Economic and Fiscal Benefits
- Community and Project Benefits
- Project Economic Viability

Project Description

- Three-story mixed-use hotel
- 155,030 gross square feet of floor area
- 100 hotel rooms
- Two-level subterranean parking (178 spaces)
- 22,461 square feet of retail, restaurant, and public spaces









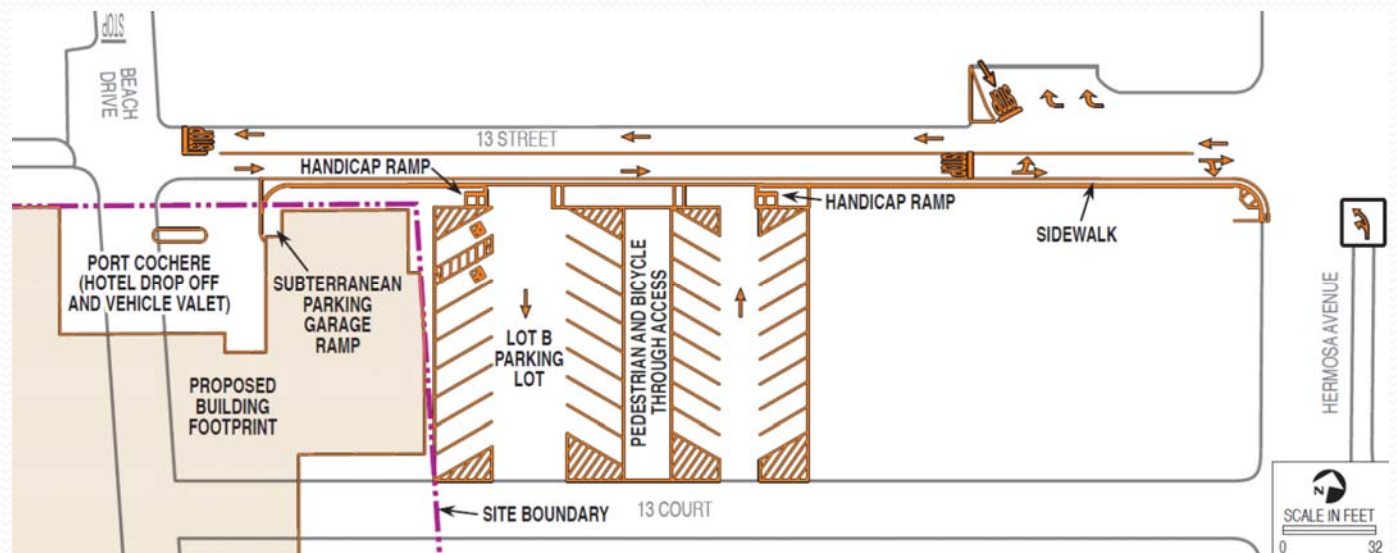
Project Description (Cont.)

- Demolition of existing one- to two-story buildings
- City vacation of Beach Drive and 13th Court segments
- Installation of off-site utilities requiring extensive trenching and pipe- and cable-laying



Off-Site Circulation Improvements

- Realignment of 13th Street (re-striping to accommodate two-way vehicle traffic)
- Lot B Improvements (re-striping of parking stalls for circulation and pedestrian/bicycle through access)



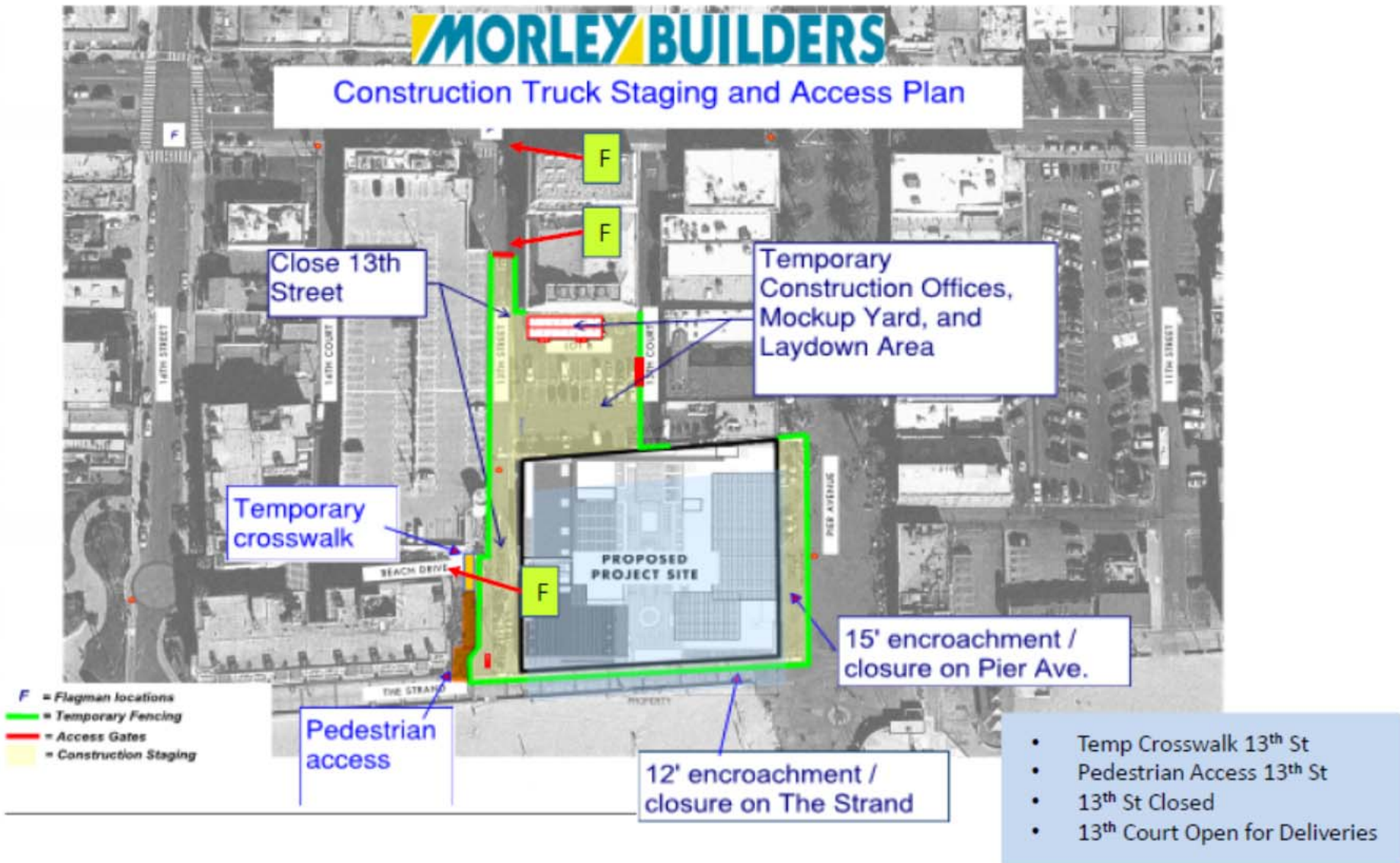
Construction Schedule

- Construction would occur in five discrete phases over 24 to 30 months
 - Phase 1: Site Clearing and Demolition – 3 months
 - Phase 2: Shoring, Excavation, and Dewatering Systems – 6 months
 - Phase 3: Foundation Tie-Down and Mat Foundation Insertion – 5 months
 - Phase 4: Concrete Superstructure – 5 months
 - Phase 5: Exterior Skin / Interior Build-Out / Site Work – 10 months



MORLEY BUILDERS

Construction Truck Staging and Access Plan



Heavy Truck Traffic

- Heavy Truck Trips
 - Site Clearing
 - 20 trucks per day for 2 weeks
 - Demolition
 - 25 trucks per day for 4 weeks
 - Excavation
 - 80 trucks per day for 10 weeks
 - Concrete Pours
 - 140 trucks per each of the 18 pour events
 - 7,000 – 7,500 trucks over 19 months





Hermosa Beach Required Approvals

- Certification of the Final EIR
- Amendments to the Land Use Element and the Mobility Element of PLAN Hermosa
- Approval of a Parcel Map for the merger and vacation of a portion of Beach Drive and 13th Court
- Approval of a Precise Development Plan
- Issuance of a Zone Variance for rooftop elements
- Approval of a Parking Plan
- Conditional Use Permit with General Conditions as well as Owner-Operated and Tenant-Operated Conditions including Conditions for Outdoor Uses
- Ministerial issuance of an Encroachment Permit for outdoor dining areas

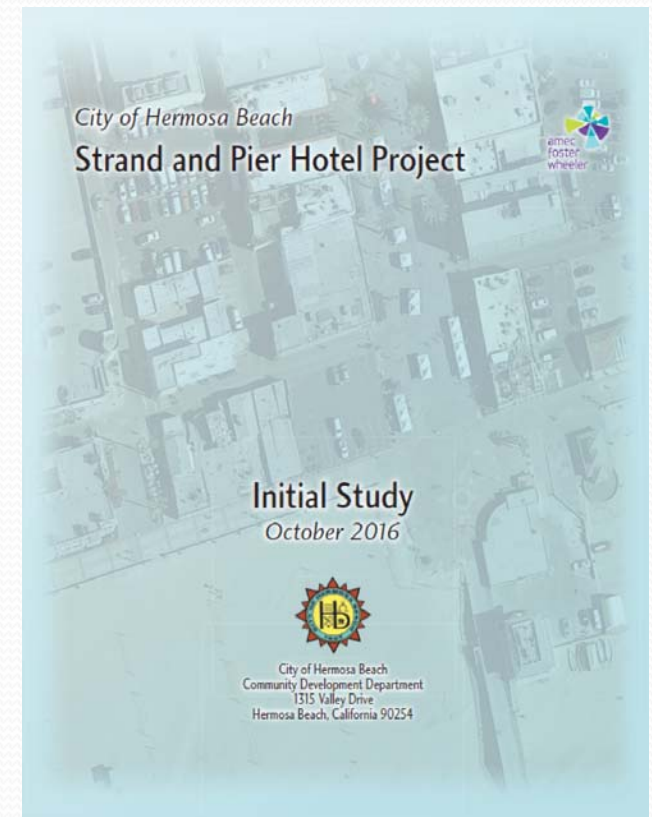


Other Required Approvals

- Issuance of a Coastal Development Permit (California Coastal Commission)
- Issuance of a Permit to Construct (South Coast Air Quality Management District)
- Ministerial Issuance of a Wastewater Discharge Permit (Los Angeles Regional Water Quality Control Board)

Summary of Scoping Process

- Notice of Preparation (NOP) / Initial Study (IS) released on **October 27, 2016**
- Scoping Meeting hosted on **November 14, 2016**
- Comment Period closed on **December 2, 2016**
- Comments Received:
 - Public Views of the Ocean and Sand from Public Property (California Coastal Act 30251)
 - Parking (Coastal Access)
 - Use of Beach Drive by Pedestrians, Cyclists, Rollerbladers, Skateboarders, etc.
 - Noise from Courtyard and Rooftop Terrace
 - Vehicle Congestion





Issues Analyzed in the Draft EIR

- Aesthetics and Visual Resources
- Air Quality
- Recreation
- Cultural Resources and Tribal Cultural Resources
- Geology and Soils
- Hazards and Hazardous Materials
- Hydrology and Water Quality
- Land Use and Planning
- **Noise**
- Population and Housing
- Public Services
- **Transportation and Traffic**
- Utilities and Service Systems

** Significant and unavoidable construction-related noise, vibration, and transportation and traffic impacts as well as operational transportation and traffic impacts.*

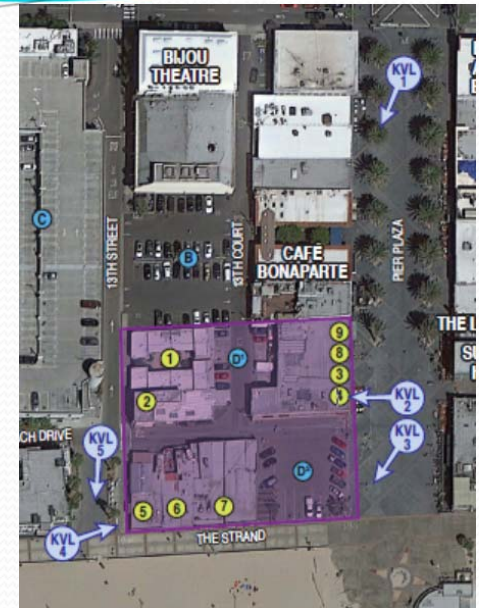


Methodology

- Analysis included consideration of CEQA Appendix G and other Project-specific thresholds, as appropriate (e.g., Federal Transit Administration noise thresholds)
- Considered construction impacts as well as operational impacts associated with the proposed mixed-use hotel
- Included analysis of cumulative impacts, including projects in the City of Hermosa Beach, Manhattan Beach, and Redondo Beach

Aesthetics and Visual Resources

- Analysis of PLAN Hermosa Views and six key views
- Consideration of Coastal Act policies
- Proposed Project partially obscures a portion of views of the beach, ocean, open sky, and more the distant Santa Monica Mountains from end of Pier Plaza



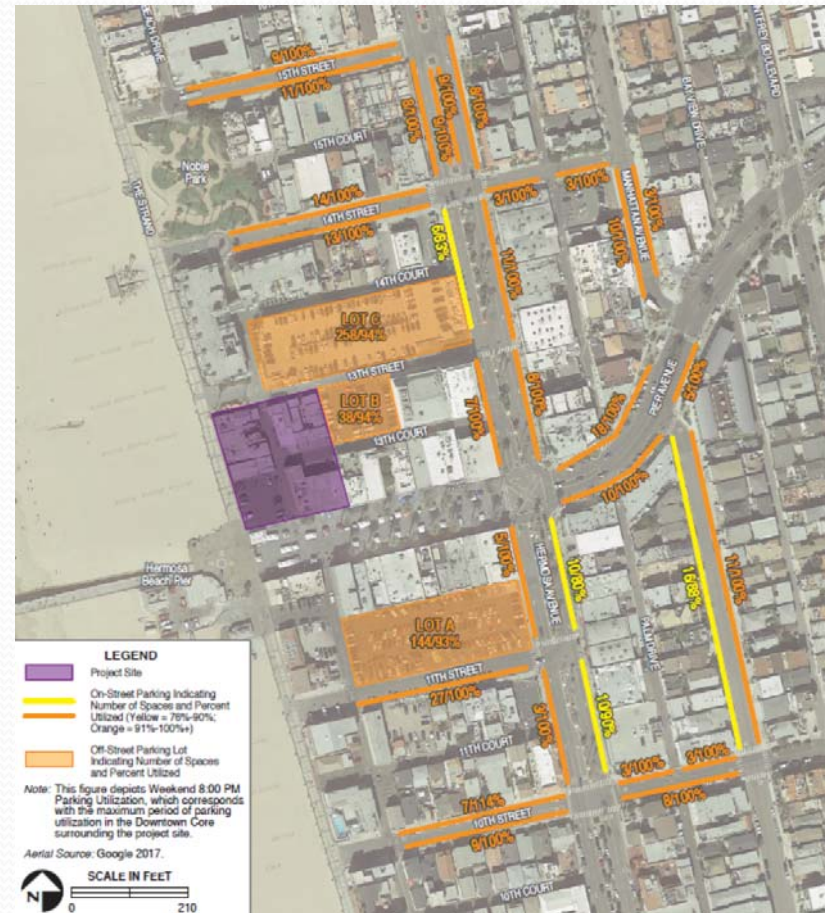
Aesthetics and Visual Resources

- MM VIZ-1B Preservation of Views Across Mermaid Parking Lot
- *The proposed three-story mixed-use hotel shall be redesigned to remove the southwest corner of the building that would otherwise obstruct views of the beach, ocean, and open sky from the western terminus of Pier Plaza Lot*



Recreation

- Temporary loss of public parking during construction:
 - Use of Lot B (38 spaces) for construction staging
 - Use Hermosa Avenue (18 spaces) for heavy haul truck queuing
 - Construction working parking (120 spaces)
- Temporary Encroachment on The Strand
- Vacation of Beach Drive
- Operational Parking Spill Over





Recreation

- MM REC-1 Construction Parking Management Plan:
Net Zero Parking Loss during Construction
 - Construction Working Parking Measures
 - *Off-street parking for construction workers to be serviced by Applicant-funded shuttle*
 - *Applicant-funded carpool incentives/requirements for construction workers*
 - *Partnerships with rideshare services to facilitate construction worker travel to and from the Project site*
 - *On-site construction parking – depending on the construction phase – within the Project’s subterranean garage prior to certificate of occupancy*



Recreation

- MM REC-1 Construction Parking Management Plan:
Net Zero Parking Loss during Construction
 - Measures to Enhance Availability of Public Parking:
 - *Establishment of a temporary Downtown shuttle service providing public transport from an off-site parking lot accommodating a comparable number of parking spaces utilized by the Applicant during each construction phase*
 - *Applicant-funded parking capacity/efficiency increases in City-owned parking lots to off-set temporary, but prolonged removal of parking along Hermosa Avenue and Lot B*
 - *Ride share (Uber, Lyft, etc.) vouchers for public access to the Pier Plaza area facilitated and funded by Applicant during construction*

Noise

- Construction-Related Noise at the Project site
 - 24- to 30-month construction period
 - Beach House Hotel
 - Beach Volleyball Courts
- Nighttime Noise for Concrete Pours
 - 18 concrete pours over 12-week period
 - 140 trucks per pour event
 - Late evening hours (7:00pm to 3:00am)
- Groundborne Vibration
 - Beach House Hotel
 - Gould Avenue



Noise

- MM NOI-1a Construction Noise Management Plan
 - *Restriction of construction hours and timing (e.g., avoiding large public events)*
 - *Standard BMPs (e.g., mufflers, sound barrier wall, etc.)*
 - *Routing heavy haul trucks away from residential areas to the maximum extent feasible*
 - *Avoid using several pieces of equipment simultaneously*
 - *Preparing and distribute notices*
- MM NOI-1b Temporary Beach Volleyball Courts



Noise

- Hotel, lounge, restaurants, and outdoor seating areas along Pier Plaza, 13th Street, and The Strand
 - 13th Street Walk-Up Cafés
 - Rooftop Terrace Events with up to 200+ people with amplified music





Noise

- MM NOI-3b Outdoor Dining Restrictions
 - *The 13th Street walk up cafés shall be required to close no later than 10:00pm*
- MM NOI-3c Event Management Plan
 - *Limits for the event capacity and hours of event operation consistent with HBMC Chapter 8.24.070*
 - *Allowable noise levels consistent with HBMC Chapter 8.24.070*
 - *Appropriate hotel staff and/or HBPD response procedures for violation of noise restrictions*
 - *Prohibition of amplified music for outdoor events, consistent with HBMC Chapter 8.24.045*
 - *Non-amplified acoustic accompaniments (e.g., guitars, violins, harps, etc.) would be permitted for weddings or similar events. Further, an amplified microphone would be permitted at a volume that does not exceed 95 dBA*

Transportation and Traffic

- Construction Access/ Road Closures
 - Lot B
 - Hermosa Avenue & 13th Street
- Heavy Truck Traffic
 - Maximum of 80 trips per day during 10-week soil excavation
 - Gould Avenue (between Valley Drive and Hermosa Avenue)
- Construction Worker Commutes
- Pedestrian and Bicycle Impacts
 - The Strand
 - Lot C



Transportation and Traffic

- MM TT-1 Final Construction Management Plan
 - *Work within right-of-way including hauling shall be conducted between 9:00am and 4:00pm*
 - *Concrete pours only permitted Monday through Friday during the summer season*
 - *Construction work shall not be permitted during City-approved or City-sponsored large events or festivals*
 - *Construction flaggers / monitors*
 - *Traffic cones and warning signs along Hermosa Avenue*
 - *Safety briefings for Gould Avenue, Hermosa Avenue, and the high level of pedestrian and bicyclist activity*



Transportation and Traffic

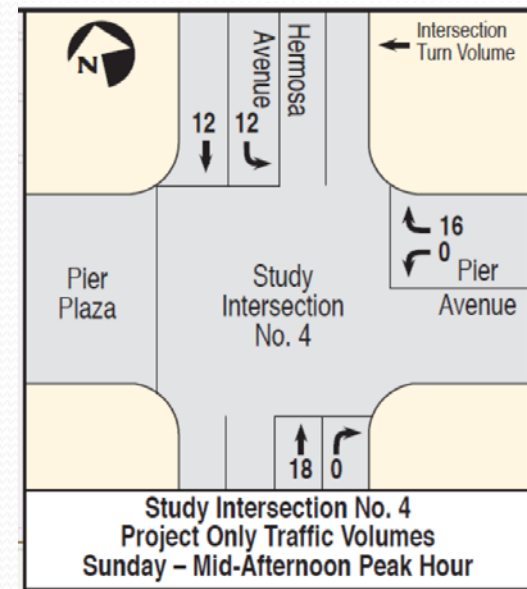
- Trip Generation
 - Mixed-use development
 - Downtown adjacent to pedestrian/bicycle facilities
 - ITE trip rates adjusted using similar mixed-use hotel projects in coastal Southern California

Peak Hour	Project Trips	Existing Uses	Net Trips Generated
AM	117	-4	113
PM	146	-50	96
FRI	146	-50	96
SAT	179	-70	109
SUN	159	-81	78

****Hermosa Avenue is a busy multimodal road in the City's Downtown that carries approximately 11,128 ADT***

Transportation and Traffic

- Evaluated 15 intersections
- Two operational impacts at Hermosa Avenue & Pier Avenue
 - Existing + Project (2016)
Sunday Mid-Afternoon Peak Hour
(LOS D, V/C ratio increase of 0.022)
 - Cumulative + Project (2021)
Sunday Mid-Afternoon Peak Hour
(LOS D, V/C ratio increase of 0.021)



Transportation and Traffic

- Pier Avenue and Hermosa Avenue – high volumes of vehicles, pedestrians and bikes
- Pedestrian scramble, sharrow markings, on-street parking
- Additional turn lanes or extensions would conflict with City’s multimodal policies at this key intersection





Other Resource Areas

- Other resource areas with Class II Impacts (i.e., less than significant with mitigation):
 - Air Quality
 - Cultural Resources and Tribal Cultural Resources
 - Geology and Soils
 - Hazards and Hazardous Materials
 - Hydrology and Water Quality
 - Public Services
 - Utilities and Service Systems

Alternatives Considered but Rejected

- Alternative Development Sites
 - Hennessey's Tavern/Scotty's on The Strand
 - Sea Sprite Motel and Apartments Site
- Other Mixed-Use Alternatives
 - Office Space Mixed-Use
 - Residential Mixed-Use
- Original Project
- Retention of Beach Drive
- Alternative Truck Routes
 - PCH to Pier Avenue
 - PCH/I-405 to Herondo Street



Alternatives Carried Forward for Analysis

- No Project
- Reduced Hotel Size:
 - 25-percent reduction in hotel rooms
 - 50-percent reduction in banquet room
- Reduced Hotel with Provision of Off-Site Parking at City Parking Lot B:
 - 50-percent reduction in hotel rooms
 - 50-percent reduction in the banquet room
 - Elimination of the two-level subterranean parking garage and construction of above ground parking structure on Lot B

Alternatives Analysis

- **No Project Alternative** results in greater Land Use and Planning Impacts
- **Alternative 3** results in greater noise impacts along the truck route
- **Alternative 2** is the environmentally superior alternative

Table ES-2. Impact Comparison of Alternatives to the Proposed Project

Issue Area	Project	Comparison to Proposed Project		
		No Project	Alternative 2 – Reduced Hotel Size	Alternative 3 – City Parking Lot B
Aesthetics and Visual Resources	Less Than Significant with Mitigation	No Impact	Slightly Less	Similar
Air Quality	Less Than Significant	No Impact	Slightly Less	Slightly Less
Recreation	Less Than Significant with Mitigation	No Impact	Slightly Less	Greater
Cultural Resources and Tribal Cultural Resources	Less Than Significant with Mitigation	No Impact	Similar	Less
Geology and Soils	Less Than Significant with Mitigation	No Impact	Slightly Less	Less
Hazards Materials and Wastes	Less Than Significant with Mitigation	No Impact	Similar	Slightly Less
Hydrology and Water Quality	Less Than Significant with Mitigation	No Impact	Similar	Less
Greenhouse Gas Emissions	Less Than Significant	No Impact	Slightly Less	Similar
Land Use and Planning	Less Than Significant	Greater (West Bay Apartments do not conform to underlying zoning)	Slightly Less	Similar
Noise	Significant and Unavoidable	Significant and Unavoidable Impact Reduced to No Impact	Slightly Less	Greater (nighttime noise along Gould Avenue)
Population and Housing	Less Than Significant	No Impact	Similar	Similar
Public Services	Less Than Significant with Mitigation	No Impact	Similar	Similar
Transportation and Traffic	Significant and Unavoidable	Significant and Unavoidable Impact Reduced to No Impact	Significant and Unavoidable Impact Reduced to Less than Significant with Mitigation	Significant and Unavoidable Impact Reduced to Less than Significant with Mitigation
Utilities and Service Systems	Less Than Significant	No Impact	Similar	Similar
Number of Greater Impacts	-	1	0	1
Number of Significant and Unavoidable Impacts Eliminated	-	2	1	1
Project Objectives Met?	Yes	No	Yes	Yes



Next Steps

- End of Draft EIR Comment Period on **October 15, 2018**
- City / Consultant Team Prepares Final EIR:
 - Response to Comments on the Draft EIR
 - Mitigation Monitoring Plan
 - CEQA Findings and Statement of Overriding Considerations
- Hearings Final EIR Hearings



Thank for your Participation
and Input!