
ATTACHMENT "A"
APPLICATION SUPPLEMENTAL INFORMATION
Strand & Pier Hotel
Hermosa Beach, California 90254

➤ **SITE INFORMATION:**

- Street Address: 11 and 19 Pier Avenue, 1250 and 1272 The Strand, and 20, 30, and 32 13th Street, Hermosa Beach, California 90254
- Lot area (SITE): 39,950 square feet / 0.917 acres
- Assessor's Parcel Numbers: 4183-002-001, 002, 003, 004 4183-002-017, 018, and 019

➤ **ACTIONS REQUESTED:**

- A **Parcel Map** pursuant to Hermosa Beach Municipal Code (HBMC) Section 16.20 Merger of Parcels, including the merger and vacation of a portion Beach Drive and 13th Court to create a one-lot subdivision;
- A **Precise Development Plan Review** pursuant to HBMC Section 17.58 to permit the new construction of a mixed-use project including 100 hotel guest rooms, 22,461 square feet of retail/restaurant space, and meeting space, fitness and spa facilities;
- A **Parking Plan** pursuant to HBMC Section 17.44.210 to permit the new construction of a mixed-use project including two levels of subterranean parking, with approximately 178 parking spaces, in lieu of 390 spaces as required by HBMC Section 17.44.030;
- A **Conditional Use Permit** to permit the following:
 - Pursuant to HBMC Section 17.40.080, to allow a hotel and accessory food and beverage establishments, including a lobby lounge, dining deck, hotel restaurant, and rooftop skydeck with on-site alcoholic beverage establishments open after 11 pm until 2:00 am; and
 - Pursuant to HBMC Section 17.40.080, to allow up to five (5) independent restaurants with on-site alcoholic beverage establishments open after 11 pm until 2:00 am; and
 - Pursuant to HBMC Section 17.40.080 to allow on-site live entertainment within up to three on-site restaurant and/or lounge establishments in the hotel lobby lounge, 2nd floor terrace lounge, and rooftop skydeck; and
 - Pursuant to HBMC Section 17.26.030, 17.26.050.B.6, 12.16.060, and 12.16.090 to allow 1,823 square feet of outdoor dining on Pier Avenue and 1,717 square feet of outdoor dining on 13th Court, in excess of 200 square feet per establishment, and more than 1 seat per 15 square feet of area; and

- Pursuant to HBMC Section 17.26.050.B.6.b.i to allow approximately 12,763 sf of outdoor open-air dining on private property, with service later than 10:00 pm until 1:00 am; and
 - Pursuant to HBMC Section 17.26.050.B.6.b.ii, to allow outdoor seating of 12,763 sq. ft. in excess of 200 square feet of floor area per tenant space, and more than 1 seat per 15 square feet of area; and
 - Pursuant to HBMC Section 17.26.050.B.b.iv to allow alcoholic beverage service on 12,763 sq. ft. of on-site outdoor seating areas; and
 - Pursuant to HBMC Section 17.26.050.B.6.b.iv , to allow alcoholic beverages to be offered, sold, and consumed within the outdoor seating areas; and
 - Pursuant to HBMC Section 17.26.050.B.6.b.v, to allow music, speakers, or audio/visual media, amplified or unamplified, within the outdoor seating area; and
- An **Encroachment Permit** to allow up to 1,823 square feet of outdoor dining on Pier Plaza pursuant to HBMC Section 17.26.030 and 17.16.090; and
 - An **Encroachment Permit** to allow 1,717 square feet of outdoor dining on 13th Street pursuant to HBMC Section 17.26.030 and 17.16.090; and
 - Environmental Review (CEQA) –**Environmental Impact Report (EIR)**

➤ **BACKGROUND:**

SUBJECT PROPERTY

The subject property is comprised of several lots totaling approximately 33,950 net square feet of surface land area, or 39,950 gross square feet (including vacated right-of-ways) and 0.917 acres located in the downtown area of Hermosa Beach, California (the “Property”). The Property is specifically comprised of 7 legal parcels and 13 legal lots owned by the Applicant. The total assemblage is described and improved as follows:

Property Address	Assessor Parcel Number	Parcel Size (sq. ft.)	Current Use	Building sq. ft.	Common Name
11 Pier Avenue	4183-002-001	9,640	Surface Parking/Bar	n/a	Mermaid
1250 The Strand	4183-002-002	2,400	Restaurant	5,009	Mermaid
1272 The Strand	4183-002-003	4,800	Bar	1,100	The Deck
1284 The Strand			Restaurant	1,022	Good Stuff
19 Pier Ave	4183-002-017	8,568	Restaurant	3,171	Killer Shrimp
21-25 Pier Ave			Retail	1,812	Pier Surf Scapegoat
29-31 Pier Ave.			Retail	2,623	Jacob Shaw Inc
20 13 th Street	4183-002-004	2,856	Retail	1,575	Hermosa Cyclery
30 13 th Street	4183-002-018	2,856	Apartment	1,625	n/a
32 13 th Street	4183-002-019	2,856	Apartment	1,625	n/a
Beach Drive	N/A	4,146	n/a		Beach Drive
13 th Court	N/A	1,804	n/a		13 th Court
	TOTAL	39,950 sq. ft.		19,562 sq. ft.	

The subject site is zoned C-2, and is designated for General Commercial by the General Plan. The Property is situated within an area of the community with high visibility, and is a key location in the Downtown Core and on Pier Plaza.

SURROUNDING PROPERTIES

All properties in the immediate surrounding area are zoned as C-2 (Restricted Commercial/ Downtown Commercial Zone) and designated as CC (General Commercial) by the General Plan. The neighborhood surrounding the site is made up of commercial uses such as restaurant, retail, and hotel, as well as low and medium density residential land uses further north and south of Pier Plaza. Hermosa Avenue, located approximately 300 feet east of the Project site, is also developed with primarily commercial uses in the vicinity of Pier Plaza.

North of the Project site along The Strand is the Beach House Hotel which includes 96 hotel rooms in 3-stories. East of the site are retail uses on Pier Plaza such as Synder Surf Shop, and the Café Bonaparte. South of the Project site, across Pier Plaza, are Hennessy’s Tavern, Surf City Hostel, Waterman’s restaurant, and the Lighthouse Café. West of the Project site is The Strand and beyond The Strand, beach volleyball courts and the Pacific Ocean.



➤ **GENERAL PLAN, ZONING, SPECIFIC PLANS, SPECIAL ZONING:**

The subject site is currently zoned C-2 (Restricted Commercial/Downtown Commercial Zone) and designated as General Commercial. The Property is within the Downtown District as designated by the General Plan Map.

The Property is also within the California Coastal Zone (“Coastal Zone”), and subject to a Coastal Development Permit by the California Coastal Commission (“CCC”) for any new project within the Coastal Zone, pursuant to the adopted Local Coastal Program (“LCP”) for the City of Hermosa Beach.

Lastly, in 1991, the voters of Hermosa Beach adopted through Proposition I, a 30-foot height limit in the C-2 Restricted Commercial/Downtown Commercial Zone. Thus, any deviation from this absolute height limit must be approved through another voter initiative, as there is no discretionary process granted to the Hermosa Beach Planning Commission or City Council to deviate from this height limit.

PROJECT DESCRIPTION

The Applicant, Strand and Pier Holding Company, LLC, proposes to develop the subject property with a new mixed-use project in conjunction with Provenance Hotels (the “Project”). The proposed 3-story boutique hotel will provide approximately 100 hotel rooms and approximately 22,461 square feet of retail, restaurant and public uses. The gross floor area, including hotel, restaurant/retail, corridors, lobby, office, and back-of-house areas is approximately 155,030 square feet. The Project is three stories, and a maximum of 30-feet high, plus permitted rooftop projections. There are 178 on-site parking spaces within two levels of subterranean parking.

The proposed hotel is located at the heart of Hermosa Beach. The Strand symbolizes Southern California’s relaxed beach lifestyle. It originated in Hermosa Beach in 1901 as a 2-mile beach boardwalk ‘road to nowhere,’ and now stretches 22 continuous miles between Torrance and Pacific Palisades. The Pier was first built in 1904, and currently extends 1000’ into the Pacific Ocean. Pier Avenue is the extension of the pier on land and is home to the Lighthouse Café (West Coast Jazz hotspot), surf shops, and is the center of many sporting events (beach volleyball, triathlons, lifeguarding competitions).

In a city where ‘(if) there is no vision, the people perish,’ the new “**Strand & Pier Hotel**” will be a warm and modern interpretation of Hermosa’s California beach culture that is deeply rooted in its sense of place. It will be a landmark building as it is located at the most important intersection of the city, and as such strives to become a symbol for the progressively-minded citizens of the Best Little Beach City in the world.

HOTEL PROGRAMMING

The proposed layout of the Project emphasizes the connection between the unique features of Hermosa Beach: The Strand, the ocean, the community. The Project is centrally-located with access to Hermosa’s greatest features, with hotel guest and public amenities, ample outdoor space, and sustainable design that reflects the feel and setting of Hermosa Beach. It is a primary goal of the Project to offer both sophisticated, yet family-friendly experiences and to serve the variety of demographics that live in and visit Hermosa Beach. The Project offers a truly unique visitor experience for hotel guests, local residents and their visitors at the singular location of the intersection of The Strand, Pier Avenue, and the beach.

Ground Floor:

Guest arrival occurs on the ground floor of the Project, off of Beach Drive and 13th Street. Landscaping along the property line at 13th Street will be provided to delineate where guests enter the Project site via the covered porte cochere, located on the hotel site. From the porte cochere, guests enter the hotel lobby on the ground floor. The entire drop off and loading zone areas of the Project are located on the subject property, and not on Beach Drive or 13th Street. On-site pedestrian circulation is a primary design component of the ground floor of the Project in order to create a memorable guest arrival experience and connectivity between public spaces adjacent to the Project. A functional delivery, loading, and trash/recycling area is located on the

ground floor of the Project accessible from 13th Court and the City owned “Lot B” parking lot adjacent to the Project.

There is an approximately 1,317 square foot foyer and front desk area adjacent to the main Project entrance, and connected via open floor plan to a ground floor public lobby-lounge that is approximately 3,579 square feet. This lobby-lounge is proposed as a “living room for the city” concept available to both hotel guests and the general public as a central gathering space, meet-up space, or relaxation area to observe the Strand and the beach. This space will also offer a one-of-a-kind experience in the southbay, with outdoor lounge seating and food-service fronting the Strand. The space is architecturally designed with retractable exterior glass walls to accentuate a true beach indoor-outdoor seamless experience.

Retail and restaurant space is also located on the ground floor of the Project fronting Pier Plaza. An approximately 4,920 square foot restaurant space is designed to be divisible into up to three separate establishments with 873 square feet of associated outdoor seating/dining along Pier Plaza. Additionally, a 2,039 square foot hotel restaurant is located at the terminus of Pier Plaza at the Strand that connects to a 1,749 square feet of outdoor seating/dining lounge fronting the Strand.¹

Approximately 5,522 square foot commercial/retail space is planned on the ground floor of the Project. This space is comprised of approximately 3,526 square feet fronting Pier Plaza that may be divisible into two distinct retail establishments, as well as a 628 square foot sundries/retail space and a 1,252 square foot bicycle shop are located adjacent to the porte cochere at the Project entrance. At this time, this retail space is likely supporting commercial spaces for the hotel in the form of a gift shop/sundries shop and a bicycle shop/bicycle rental/bicycle and skateboard valet station.

Two walkup style casual café spaces are planned adjacent to the public plaza at the terminus of 13th Street and Beach Drive and are suggestive of the existing on-site Good Stuff restaurant. These cafés are programmed with walk-up window/snack bar to serve beach goers and outdoor dining at the corner of 13th Street and The Strand.

The Project proposes to vacate portions of Beach Drive and 13th Court and include the portion of Beach Drive between 13th Drive and Pier Avenue, and the portion of 13th Court between Beach Drive and the City owned “Lot B” as part of the Project. The Project’s ground floor layout would provide pedestrian through access via the main entry off of the porte cochere and Beach Drive through the hotel lobby and lounge. The proposed hotel project is not feasible without the use of the street dedications that are to be vacated.

¹ At this time, the programming for the entire space is intended for full-service restaurants with on-site alcohol sales. Furthermore, the entitlements requested with this application will allow these restaurants to remain open until after 11 pm, with the possibility of some open till as late as 2:00 am.

Second & Third Floors:

The second and third floors of the hotel contain 100 guest rooms to serve the Project. The typical guest room is approximately 383 square feet and includes a closet, a dual-sink bathroom with shower, tub, and toilet, a bedroom area with television and desk area, and a generous oversized balcony. Large balconies will enable guests to enjoy the views of the beach and Hermosa Pier. There are larger two-bay suites located at the corners of each floor, with a grand presidential suite located on the third floor at the corner of Pier Plaza and The Strand for guests looking for a more luxurious hospitality experience.

The second floor also includes a spacious 6,912 central courtyard terrace and lounge area mixing public and private spaces. The terrace spans the center of the Project from east to west and includes food and beverage serving seating, water features, landscaping, and hotel serving splash zone with associated sundeck lounge area. A portion of the terrace includes a publicly accessible lounge and sundeck area fronting the Strand with views of the beach and Pacific Ocean and is intended to become a gathering space for the community.

Rooftop:

The proposed Project is designed with a rooftop skydeck open to both hotel guests and the greater Hermosa Beach community. The rooftop includes an approximately 3,580 square foot public roof terrace, a 376 square foot chef's garden, and 2,660 square feet of planted green roofing. It is intended that movable furniture will be provided on the roof deck. This area will be open to the public and serve limited food and beverage from one of the hotel restaurants. The entire rooftop may be opened up during the evening, and utilized together for both public and private special events and gatherings for hotel guests and the greater community. Structural and sustainability design features such as solar panels, cooling towers, and mechanical/elevator equipment would be provided adjacent to the green roof and on the southern portion of the Project rooftop.

Subterranean Levels:

The Project includes two subterranean levels housing onsite parking, back of house uses, a spa and wellness facility, bicycle storage and valet, as well as public oriented meeting and conference spaces. Mechanical, electrical, plumbing, greywater retention, and service corridors are also housed on the subterranean levels.

Level B1

Level B1 contains approximately 76 attended tandem parking stalls and 1 ADA stall accessible from the ground floor via elevators and stairwells.

Level B1 also houses an approximately 2,857 square foot spa and wellness center that will be open to both hotel guests and the general public with accommodations that include lobby and lounge areas, men's and women's locker rooms, private treatment rooms, and a sauna space. Additionally, this level houses approximately 2,406 square feet of pre-function, meeting, and ballroom space

which may also be available for rent by the general public for meetings, events, and private celebrations. These facilities are accessible from the ground floor via elevators and stairwells located in a foyer adjacent to the porte cochere and lobby.

Approximately 8,268 square feet of back of house space is provided on this level and is comprised of service corridors, mechanical equipment space, and hotel service space (laundry, housekeeping, etc). Back of house space is accessed via service elevators on the ground floor.

Level B2

Level B2 contains a bicycle valet, maintenance, and storage space with stalls for approximately 150 bicycles. This level also contains 32,331 square feet of parking space consisting of 24 compact and 77 tandem vehicle parking spaces.

Lastly, as part of the Project's progressive sustainability program, there is an on-site grey-water/storm water retention room programmed within the subterranean garage structure for the Project.

PARKING & CIRCULATION

NOTE: For a full description of the proposed parking, please see the PARKING PLAN description included below.

The Project proposes two levels of subterranean parking to serve the hotel and supporting retail/commercial uses. The proposed parking levels as currently designed consists of 178 on-site parking spaces with 76 tandem spaces and 1 ADA space on Level B1 and 77 tandem and 24 compact spaces on Level B2. There may be a possibility of expanding the number of parking spaces within the garage through either tandem parking, valet parking, or a more efficient parking-attendant stacked-parking system. This greater efficiency will be studied through a detailed parking analysis and alternatives analysis for the Project.

BUILDING HEIGHT

The proposed Project is currently designed with a maximum finished roof height of 30 feet in compliance with Proposition I and the 30-foot height limit within the C2 zone. The building parapet along the Project façade has a maximum height of 33 feet 6 inches (which is approved per code) and elevator overrides on the interior of the site that do not exceed 38 feet. The building has a 10-foot first floor (as measured from grade, ceiling height of 11'6" with floor depression), and 10-foot for both the second and third floors, for a finished roof-height of 30 feet. Moreover, the roof terrace with landscaping, elevators overrides, back-of-house/service, and solar panels will not exceed the 33'6" maximum for parapets and 38 feet for elevator overrides and other mechanical equipment as allowed by the Hermosa Beach Municipal Code.

Building height for the proposed Project are below the neighboring Opera House (Chase Bank Building) on Hermosa Avenue, which has building elements that are up to 50 feet in height, as well as the Waterman's building on Pier Avenue, whose building elements project to 40-feet. Additionally, the Beach House hotel directly adjacent to the Strand & Pier site has a finished

parapet height of 33'-6". All of these buildings (excluding the Beach House hotel) exceed the 30-foot height limit in the downtown area, and are contextually adjacent to the proposed Project.

ARCHITECTURAL INSPIRATION

The proposed hotel is situated at the historical, cultural, and social heart of the city and draws its design inspiration from much that is unique to Hermosa Beach. The massing and scale of the building elements relate to the vertical basis of the buildings along the Pier Avenue pedestrian mall and the strong horizontality of the Strand; and the spirit of the hotel is derived from a 'fun is good' attitude, where relaxation and innovation are not mutually exclusive (pioneers of surfing photography and modern surfboards). The materiality of the hotel also reflects this apparent dichotomy: Simple forms constructed out of white cement panels and green glass comprise the simple and basic canvas of the building façade, over which warm tactile elements such as driftwood privacy screens, trellises and handrails are overlaid. Additional elements that compliment this palette include, planted green walls and water-wall elements that are layered to add life, color, and complexity to the overall composition.

The proposed landscaping plan provides a mix of drought resistant grasses, succulants, indigenous ground cover, bamboo or similar vertical planting, and palm trees to compliment the architecture and provide texture, color and vibrancy to the surrounding landscaping. Plant material has been selected for sea adjacency hardiness and low water use.

SUSTAINABILITY

Strand and Pier Holding Company, LLC is committed to an aggressive sustainability plan, with the objective to not only achieve the highest standards of architectural and operational sustainability, but to also utilize the incredible location to where this Project is situated, to provide a greater degree of pedestrian and biking connectivity to the immediate surrounds and the overall Hermosa downtown core district.

Green building elements include an 8,000 square foot photovoltaic array that will provide nearly 25% of the electrical power requirements of the Project, a 17,400 gallon cistern system that will capture 100% of the required storm water volume that will also serve as the reservoir for all greywater recycling throughout the Project. Proposed uses for the captured storm water and greywater capture include irrigation for all planting on the Project, water for mechanical cooling towers and water for all toilet flushing uses.

Additionally, other sustainable elements integrated within the Project include:

- Use of natural ventilation and daylighting throughout the Project to reduce the load and size of electrical and mechanical systems;
- Use of recycled and locally sourced materials;
- Use of drought resistant planting and grasses to reduce irrigation water use by more than 50%;

- Creation of a 2,423 sq. ft. green roof for storm water discharge delay, reduction of heat island effect and creation of additional habitat within the Project;
- Use of fixtures, irrigation systems and integrated building monitoring systems that have reduced water use by approximately 40%; and
- Use of rooftop solar thermal water heating systems to reduce onsite energy use.

The proposed Strand & Pier hotel will utilize state of the art green building technology initiatives and eco-friendly sustainability practices that provide guests with informed choices, and exceed local, state, and national standards for green building practices.

The Project will maximize energy and water efficiency, reduce waste, and reuse/recycle. The building design will also include Energy Star appliances, water saving/low flow fixtures, non-VOC paints/adhesives, drought tolerant planting, greywater recycling, and high performance building envelopment. The Project will also utilize solar panels on the roof, establish a green roof for storm water runoff delay, and a chef's garden to grow herbs for use in the hotel's on-site restaurants and cafe.

The Project is committed to offering wide ranging sustainable alternatives to maximize efficiency but also strives to create guest and community awareness. At all of Provenance's hotels, the operator engages the local community and sources supplies and partnerships locally.

Many of the Provenance hotels are US Green Building Council LEED certified. They are also an active participant of the Green Key Eco-Rating Program. The building will be sustainably designed to meet and/or exceed all California Green Building Standards.

Specifically, the hotel will reduce and recycle waste during the demolition and construction phases and implement a purchasing program for locally sources construction materials. Reclaimed materials such as wood or recycled glass will be sought for construction of the new hotel. The Applicant will implement transit and carpool incentives for construction and operational staff. During operation of the Project restaurants, ingredients will be sourced locally as well as from the roof top chef's garden. Biodegradable soaps, shampoos and cleaning supplies will be used throughout the hotel, and only compostable or non-disposable dishware (cups, napkins) will be used.

In addition to on-site sustainable construction and operational measures, the Project is seeking to implement an aggressive alternative transit program to encourage people to visit the hotel and adjacent retail and restaurant uses via other means of transit than personal cars. The hotel will provide incentives to guests and visitors for hybrid and/or electric car parking and provide a bicycle sharing program for access to the adjacent bile path and the local surrounds. The hotel will also implement transit and carpool incentives for construction and operational staff to minimize traffic trips to the site. Guests will be offered electric and/or alternative airport transportation options when traveling through an airport. A bike valet/lending program will be provided as a hotel amenity either by the hotel or through a local cyclery partnership.

Additionally, the Project plans to dedicate 20 on-site parking spaces for employees and also utilize shuttles and personal black car service for transportation for hotel guests to and from LAX in order to minimize the amount of required on-site parking. Lastly, the Applicant is committed to working with the City of Hermosa Beach to address a comprehensive solution to area-wide parking and traffic/transit management in conjunction with the proposed Project, and therefore is looking to redefine parking requirements for a multi-faceted project such as this.

CATALYST FOR INNOVATION

Respectful of the past but with an understanding of future needs, the proposed Project represents a significant economic and connective catalyst for the City of Hermosa Beach. Located at the nexus point of Hermosa Beach lifestyle, the Project is designed to maximize the potential of the surrounding area, specifically, the Strand and Pier Plaza. This unique, mixed-use Project is thoughtfully planned and designed to reinvigorate the commercial core of Hermosa Beach while respecting the history and culture that makes the City a unique beach community in Southern California.

Rather than a single stand alone restaurant or bar proposal, the Project represents one of the most significant mixed-used developments in the recent history of South Bay. The multi-faceted proposal includes a synergy of restaurant, retail, and lounge uses that serve a wide range of demographics. The restaurant and beverage serving uses proposed by the Project are located and designed to contribute to the vibrancy and economic viability of the downtown commercial core.

Together the entire property brings more economic investment to Hermosa Beach than an individual establishment with late night operation, and thus must be considered and analyzed differently.

The Project, pursuant to HBMC Section 17.40.080.B, governing the establishment of late night alcohol beverage establishments, includes architectural and programmatic significance that catalyzes an underutilized site in a key area of Downtown Hermosa Beach and warrants special consideration for hours of operation and alcoholic beverage service.

PARKING PLAN

OVERVIEW

The Applicant is requesting a comprehensive Parking Plan pursuant to HBMC Section 17.44.210 to permit a new mixed-use project containing approximately 100 hotel rooms, 22,461 square feet of retail, restaurant and public uses. The gross floor area, including hotel, restaurant/retail, corridors and vertical circulation, lobby, office, back-of-house areas and underground parking is approximately 155,030 square feet. The Project is three stories, and a maximum of 30-feet high, plus permitted rooftop projections. The Project is requesting to provide 178 on-site valet-attended parking spaces in two levels of subterranean parking in lieu of approximately 249 new, or 390 total parking spaces.

According strict application of the Hermosa Beach Municipal Code (HBMC), Section 17.44.030, 390 spaces are required for the Project as proposed. The City’s code requirements are shown on Table “A”, by hotel program element and square footage. Table “A” also identifies parking requirements for all of the existing operational uses on the Project site, and existing parking spaces currently in operation. Lastly, Table “A” presents the proposed hotel’s operational needs and provisions for vehicular parking, upon which this application is basing its request for reduced parking. The Applicant is preparing a comprehensive Traffic Analysis and shared parking plan as part of the Environmental Impact Report for the Project to demonstrate that 178 on-site parking spaces are sufficient to meet the programmatic demand for the Project.

OPERATIONAL DEMAND

As shown in Table “A”, the Hermosa Beach Municipal Code requires parking for the hotel, retail, spa/wellness center, fitness center, private dining and meeting space, and all restaurants, bar/lounges, and outdoor dining areas as independent commercial uses. Per code, a total of 390 parking spaces are required for the Project. The code required parking is significantly higher than the operational needs of the hotel because all uses in the Project are treated independently with respect to parking demand. However, in reality, many of these spaces act and serve as accessory uses to a full-service hotel operation in some form and many of which are accessory outdoor areas for the Project. Thus, the Project requires significant “shared” parking requirements, as the primary demand generator is the hotel guests themselves. While the hotel includes many uses that are available to the public and not limited to hotel guests, there will likely be significant overlap with vehicle trips to the hotel and demand on parking between the uses. For example, a hotel guest may park one vehicle and utilize a hotel room, the hotel lobby/lounge, the spa, fitness center, and restaurants. Likewise, a non-hotel guest visiting the beach or another Hermosa Beach establishment may visit a retail shop or restaurant on the same visit. Therefore, the traffic studies and shared parking analysis for this Project will look at parking “utilization” and “capture rates” of hotel guests and public related to projected occupancy of parking spaces at the Project.

TABLE "A"
Strand Pier - Parking Plan

	Quantity/Size	Ratio per HBMC	Required	Provided
Guest Rooms	100		83	
Food & Beverage				
A - Hotel Restaurant	2,039	1:100	20	
B - Restaurant (Pier Plaza)	1,573	1:100	16	
C - Restaurant (Pier Plaza)	1,673	1:100	17	
D - Restaurant (Pier Plaza)	1,674	1:100	17	
E - Quick Restaurant (13th Street)	792	1:50	16	
F - Quick Restaurant (13th Street)	462	1:50	9	
Hotel Lobby Lounge	3,579	1:80	45	
Retail				
Hotel Sundries / Gift Shop	628	3:1000	2	
Bicycle Shop	1252	3:1000	4	
Pier Plaza Retail 1	1754	3:1000	5	
Pier Plaza Retail 2	1772	3:1000	5	
Spa and Wellness Center	2857	4:1000	11	
Meeting and Banquet Space	2406	1:50	48	
TOTAL	22,461		215	178
Outdoor - On-Site				
A - Hotel Restaurant	500	1:100	5	
B - Restaurant (Pier Plaza)	133	1:100	1	
C - Restaurant (Pier Plaza)	133	1:100	1	
D - Restaurant (Pier Plaza)	134	1:100	1	
E - Quick Restaurant (13th Street)	94	1:50	2	
F - Quick Restaurant (13th Street)	0	1:50	0	
Hotel Outdoor Lounge	901	1:80	11	
2nd Floor Terrace Lounge	6912	1:80	86	
Rooftop Skydeck / Garden	3,956	1:80	49	
Total Outdoor On-Site	12,763		158	
Outdoor - Off-Site				
Pier Plaza Right-of-Way	873	1:100	9	
13th Street Right-of-Way	844	1:100	8	
Total Outdoor Off-Site	1,717		17	
TOTAL PARKING			390	178
EXISTING USES				
Good Stuff - Restaurant	1022	1:100 sf	10	
The Deck - Bar	1271	1:80	16	
Mermaid - Restaurant	2560	1:100 sf	26	
Killer Shrimp - Restaurant	2471	1:100 sf	25	
Killer Shrimp - Office Space	700	4:1000 sf	3	
Pier Surf - Retail	1062	3:1000 sf	4	
Trek Coffee Shop	800	1:100	8	
Beach Retail - Retail (old Tiki Mon)	1281	3:1000 sf	4	
Beach Retail (old Lapperts)	1342	3:1000	4	
Bike Shop	1575	3:1000 sf	6	
Outdoor - Off-Site				
Pier Plaza Right-of-Way (Killer Shrimp)	331	1:100 sf	3	
13th Street Right-of-Way (Good Stuff)	1241	1:100 sf	12	
8 Apartments	8	2.5/unit	20	
TOTAL EXISTING PARKING CREDITS		12813	141	
NET NEW PARKING REQUIRED			249	-71

The Project has unique characteristics in that it is located both in downtown Hermosa Beach and adjacent to the Strand, the Pier, and the ocean. It is a mixed use project, with facilities that are primarily for hotel guests but also may be open to the public, and independent retail and restaurant uses for the general public. The proposed Project is also in a location where many people already come to downtown Hermosa Beach and the ocean, park one time, and then visit multiple destinations as they walk around downtown, visit the beach, and walk/bike along The Strand. The uses in the Project will, for some, be just one more stop on a visit already made to downtown. Because they are already visiting downtown, their visit to the proposed project will not generate an additional vehicle trip.

In addition to on-site sustainable construction and operational measures, the Project is seeking to implement an aggressive alternative transit program to encourage people to visit the hotel via other means of transit than personal cars. The Project will provide incentives to guests and visitors for hybrid and/or electric car parking. The Project will also implement transit and carpool incentives for construction and operational staff to minimize traffic trips to the site. Guests will be offered electric and/or alternative airport transportation options when traveling through an airport. A bike valet/lending program will be provided as a hotel amenity either by the hotel or through a local cyclery partnership. In addition, there is capacity for a bicycle valet for approximately 150 bicycles to serve the local Hermosa Beach community not arriving by private car.

Lastly, the Project plans to provide 20 dedicated employee parking spaces on-site and also utilize shuttles and personal black car service for hotel guests to and from LAX in order to minimize the amount of required on-site parking.

The Applicant is committed to working with the City of Hermosa Beach to address a comprehensive solution to area-wide parking and traffic/transit management in conjunction with the proposed Project, and therefore is looking to redefine parking requirements for a multi-faceted project such as this.

DECISION MAKING TOOL – CONSISTENCY ANALYSIS

CATALYST FOR INNOVATION	
<p>+ 0 - Is this a potential catalyst for strategic, transformative and differentiated development, or is this “business as usual”?</p>	<p>+ This Project is the most strategic and catalytic project proposed in Downtown Hermosa Beach at this time. The Project site itself has been identified as a strategic site for a hotel development by the City’s Downtown revitalization strategy. Hotel rooms, restaurants, retail space, and recreational opportunities would maximize the potential of the Project site’s location at the intersection of the Strand and the Pier. The Project would transform and revitalize the Strand adjacent site while emphasizing the character and uses that make Hermosa Beach unique. The mixed-use nature of the Project provides much needed hotel rooms for visitors to the area while maintaining local and neighborhood serving retail and restaurant uses to benefit the community at large.</p>
<p>+ 0 - Will this define and enhance the City brand to attract businesses, investment, tourists and like-minded residents?</p>	<p>+ The proposed Project would represent one of the largest economic investments in Hermosa’s downtown history. The Project is an entrepreneurial endeavor aimed at utilizing this unique corner of Pier and Strand in an efficient and sustainable manner that caters to all visitors and residents of Hermosa Beach.</p> <p>The Project fills a need in the community for gathering spaces, outdoor dining, and outdoor lounge and open space. The multi-faceted proposal includes a synergy of restaurant, retail, meeting, fitness, and spa facilities that will serve the entire spectrum of Hermosa Beach’s community – from families to business travelers, to beach goers, to tournament visitors – there is something for everyone on-site.</p> <p>The Project will bring a variety of jobs to Hermosa Beach as well as visitors who will not only patronize the hotel and its on-site restaurants, but businesses throughout Hermosa Beach. The Project plans to feature local businesses in the hotel through guest amenities such as honor bar items, local activity concierge services, and local event sponsorships.</p>
<p>+ 0 - Will this activate community involvement, participation, and innovation?</p>	<p>+ The Project is designed to be a community-serving amenity and a meeting place for residents and visitors to Hermosa Beach. Hotel rooms provide visitors and residents access to the core of Hermosa Beach and the Strand. The variety of dining, outdoor space, and rooftop space offer many ways for the community to use the hotel for gatherings casual and formal. The Project offers recreational amenities such as bike rental, sports equipment and lesson concierge, and seasonal outdoor events and event partnerships. The Project emphasizes partnerships with local businesses and organizations to bring the</p>

	<p>community together with activities and events they are interested in, but may not have access to in the existing community and outdoor spaces.</p> <p>As part of the development and entitlement process, the Applicant is committed to significant community outreach and public participation. The Project team is hosting workshops, open houses, and online social media sites to give people opportunities for input and feedback.</p>
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ENVIRONMENTAL IMPACT	
<p>+ 0 - Does it enhance / preserve open space?</p>	<p>+ The proposed Project will develop a centrally located lot directly adjacent to the public Pier Plaza, The Strand, and the beach. The Project will provide outdoor dining, a public terrace and lounge, rooftop viewing and dining, and hotel balconies to enhance access to and enjoyment of the adjacent open space, beach, and ocean. The Project will create new open space areas with drought tolerant landscaping, water features, hardscape enhancements, and stormwater retention and management.</p> <p>The Project also creates a new family-friendly public plaza at the terminus of 13th street with significant improvements to the hardscapes and landscaping of the plaza.</p>
<p>+ 0 - Is it in line with Hermosa Beach’s carbon neutral goal?</p>	<p>+ Specific emissions associated with the Project will be quantified and evaluated as part of the CEQA analysis and Environmental Impact Report process. However, the Project aims to be carbon neutral through a variety of trip-reduction measures, on-site efficiency features, and sustainability practices.</p> <p>Strand and Pier Holding Company, LLC is committed to an aggressive sustainability plan, with the objective to achieve the highest standards of architectural and operational sustainability. Green building elements include an 8,000 square foot photovoltaic array that will provide nearly 25% of the electrical power requirements of the Project, a 17,400 gallon cistern system that will capture 100% of the required storm water volume that will also serve as the reservoir for all greywater recycling throughout the Project. Proposed uses for the captured storm water and greywater capture include irrigation for all planting on the Project, water for mechanical cooling towers and water for all toilet flushing uses.</p> <p>Additionally, other sustainable elements integrated within the Project include:</p> <ul style="list-style-type: none"> • Use of natural ventilation and daylighting throughout the

	<p>Project to reduce the load and size of electrical and mechanical systems;</p> <ul style="list-style-type: none"> • Use of recycled and locally sourced materials; • Use of drought resistant planting and grasses to reduce irrigation water use by more than 50%; • Creation of a 2,423 sq. ft. green roof for storm water discharge delay, reduction of heat island effect and creation of additional habitat within the Project; • Use of fixtures, irrigation systems and integrated building monitoring systems that have reduced water use by approximately 40%; and • Use of rooftop solar thermal water heating systems to reduce onsite energy use. <p>The hotel portion of the Project emphasizes guest-driven housekeeping conservation, which reduces the amount of water consumed by limiting laundry services and provides in-room recycling. The Project will also provide on-site bicycles for hotel guests and offer an onsite bike valet and secure storage area to encourage use of bikes instead of cars to the site and surrounding areas.</p>
<p>+ 0 - How does it affect the health of the community?</p>	<p>+ The proposed Project is a beautiful, welcoming, centrally-located hotel with access to Hermosa’s greatest features: The Strand, the Pier, and the beach. With guest and public amenities, ample outdoor space, and sustainable design, the Project aims to be an asset in the community for residents, hotel guests, and local visitors to enjoy.</p> <p>The Project also aims to be carbon neutral through a variety of trip-reduction measures, on-site efficiency features, and sustainable practices. The Project is designed to be a harmonious addition to the existing Hermosa Beach built environment and pays homage to the culture and unique setting of the city.</p> <p>The proposed Strand & Pier hotel will utilize state of the art green building technology initiatives and eco-friendly sustainability practices that provide guests with informed choices, and meet local, state, and national standards for green building practices. The Project will maximize energy and water efficiency, reduce waste, and reuse/recycle. The Project is committed to offering wide ranging sustainable alternatives to maximize efficiency but also strives to create guest and community awareness. At all of Provenance's hotels, the operator</p>

	engages the local community and sources supplies and partnerships locally.
+ 0 - Does it protect Hermosa Beach's natural resources?	+ The Project aims to be environmentally sensitive through operational practices and initiatives aimed at educating guests and visitors about sustainable choices. Due to the Project's location adjacent to the beach, outreach and education partnership opportunities will be sought with local branches of conservation groups to positively influence the natural environment around the hotel. Additionally, the Project will employ the latest technologies for storm water pollution control and on-site water treatment and retention (e.g. onsite greywater recycling). The Project will replace existing impermeable hardscape and dated structures with an environmentally conscious and sustainably designed building.
+ 0 - Does it keep the beach and ocean clean?	+ As discussed above, the Project includes operational practices and initiatives designed to educate guests and visitors about sustainable choices. The Project's location adjacent to the beach provides ample opportunity for outreach and education partnerships with local and regional conservation groups to further the goals of ocean stewardship and water quality. The Project will utilize the latest storm water pollution control and retention technologies and includes on-site water treatment through a greywater recycling and retention system.
+ 0 - Does it promote walkability / bikeability?	+ The Project will implement several measures to promote walkability, bikeability, and alternative transit for hotel employees, guests, and visitors/patrons. These measures include the provision of approximately 150 on-site bicycles for hotel guests, as well as a bike valet system for guests and visitors. In addition, there are approximately 6 new public bicycle racks providing approximately 50 public bicycle spaces along the Project's perimeter for use by the entire community. The design of the Project has been carefully engineered to maximize pedestrian access to public spaces within the site, and to facilitate and encourage pedestrian activity along the Pier and The Strand.
QUALITY OF LIFE IMPACT	
+ 0 - Does it enhance our beach culture?	+ The proposed Project is situated at the historical, cultural, and social heart of the City and draws its design inspiration from much that is unique to Hermosa Beach. The massing and scale of the building elements relate to the vertical grain of the buildings along the Pier Avenue pedestrian plaza and the strong horizontal length of the Strand. The spirit of the Project is derived from a 'fun is good' attitude, where relaxation and innovation are not mutually exclusive (much like the pioneers of surfing photography and modern surfboard design). The materiality of the hotel also reflects this apparent dichotomy: Simple forms constructed out of white cement panels and green glass

	<p>comprise the simple and basic canvas of the building façade, over which warm tactile elements such as driftwood privacy screens, trellises and handrails are overlaid. Additional elements that compliment this palette include,planted green walls and water-wall elements that are layered to add life, color, and complexity to the overall composition.</p> <p>The proposed landscaping plan provides a mix of ground cover, bamboo (or a similar sustainable wood), and palm trees to compliment the architecture and surrounding landscaping. Plant material has been selected for temperature hardiness and low water use intensity.</p> <p>Additionally, the Project includes two casual walk-up/snackbar type restaurant spaces along 13th Street so that there is “no shirt no shoes” option for the active and vibrant beach community.</p>
<p>+ 0 - Does it enhance outdoor recreation?</p>	<p>+ The Project is designed to be a community-serving amenity with ample outdoor space including more than 14,480 square feet of outdoor dining. Cafés at the corner of The Strand and 13th Street will have walk-up windows to serve beach goers, which is directly adjacent to the beach’s volleyball courts. The rooftop terrace and lounge provide unique dining and viewing opportunities not available in many other places in Hermosa Beach. A public lounge terrace on the second level is designed to provide relaxation space for residents and visitors with ample views of the Strand and Pacific Ocean.</p> <p>The Project is designed with highlytransparent facade and movable glazed panels intended to blur the boundary between outdoor and indoor space. The Project includes amenities such as bike rental, sports equipment and lesson concierge, and seasonal outdoor events and event partnerships.</p>
<p>+ 0 - Is it family friendly?</p>	<p>+ It is a primary goal of the hotel to offer family-friendly amenities. The Project design includes a hard and softscape design for the 13th Street plaza with a family-friendly public art program, natural landscaping, and/or water features.</p> <p>In addition to a family-serving boutique hotel, the Project’s restaurant and retail uses will include casual, family friendly dining and retail. The cafés at the corner of The Strand and 13th Street will host a walk-up window serving beach goers with a “no shirts no shoes” attitude that accommodates patrons of all ages. The pool terrace, and lounge will serve guests of all ages. In addition, the Project offers amenities such as bike rental, sports equipment and lesson concierge, and seasonal outdoor events and event partnerships which will cater to the variety of demographics and age groups that live in and visit Hermosa Beach.</p>

<p>+ 0 - Does it impact the health and safety of residents?</p>	<p>+ The hotel is envisioned as a community-serving amenity that will enhance the experience of patrons visiting the Pier, Strand, and Downtown area. The ground-floor public lounge and dining will greatly enhance seating, dining, and recreation opportunities at the intersection of the Pier, The Strand, and the beach. The rooftop skydeck and second floor lounge terrace provide a viewing and recreation area open to the public as well. The Project intends for these spaces to enhance the well being of guests and visitors of the Project and Hermosa Beach at large. The activation of The Strand and Pier Plaza with these uses will also increase the safety of the area throughout the day and night.</p>
<p>+ 0 - Does it bring the community together?</p>	<p>+ The Project is designed to be a community-serving amenity and a meeting place for residents, as well as a destination for Hermosa Beach residents and visitors. The variety of dining, outdoor space, and rooftop space offer many ways that the community can use the Project for gatherings both casual and formal. The Project also plans to offer amenities such as bike rental, sports equipment and lesson concierge, and seasonal outdoor events and event partnerships. The Project creates a catalytic space for residents and visitors to gather and is designed to complement the existing built and natural environment of Hermosa Beach.</p>
<p>+ 0 - Does it serve the diversity of our population?</p>	<p>+ The Project will serve the diverse Hermosa Beach population through several market-rate restaurant and retail uses, which will include casual, family friendly dining and retail as well as upscale dining. The cafés at the corner of The Strand and 13th Street will host a walk-up window serving beach goers, including children, and the rooftop skydeck, second floor terrace, and first floor hotel lounge will serve guests of all ages.</p> <p>In addition, the Project also offers amenities such as bike rental, sports equipment and lesson concierge, and seasonal outdoor events and event partnerships which will cater to the variety of demographics that live in and visit Hermosa Beach.</p>
<p>+ 0 – Does it acknowledge our cultural heritage?</p>	<p>+ The proposed Project is situated at the historical, cultural, and social heart of the City and draws its design inspiration from much that is unique to Hermosa Beach. The massing and scale of the building elements relate to the vertical grain of the buildings along the Pier Avenue pedestrian mall and the strong horizontality of the Strand; and the spirit of the hotel is derived from a ‘fun is good’ attitude, where relaxation and innovation are not mutually exclusive (such as the pioneers of surfing photography and modern surfboards). The materiality of the hotel also reflects this apparent dichotomy: Simple forms constructed out of white cement panels and green glass</p>

	<p>comprise the simple and basic canvas of the building façade, over which warm tactile elements such as driftwood privacy screens, trellises and handrails are overlaid. Additional elements that compliment this palette include,planted green walls and water-wall elements that are layered to add life, color, and complexity to the overall composition.</p> <p>The hotel also features a programmable art gallery to pay homage to Hermosa Beach’s cultural heritage and identity.</p>
<p>+ 0 – Is it an appropriate scale for Hermosa Beach?</p>	<p>+ The proposed Project is currently designed to be consistent with the City’s adopted maximum height ordinance in the downtown core with a finished roof level of 30 feet, with parapets up to 33’6” feet and elevator overrides up to 38-feet. This is consistent with the Hermosa Beach Municipal Code and the provisions of Proposition I and the requirements of the C-2 zoning designation.</p> <p>This building height is lower than the neighboring Opera House on Hermosa Avenue, which has building heights up to 50 feet, as well as the Watermans building on the Pier, with heights up to 40-feet. Additionally, the Beach House hotel directly adjacent to Strand & Pier is currently 33’-6” to the top of the parapet. All these identified buildings are equal to or exceed the 30-foot finished height height limit in the downtown commercial area, and are contextually adjacent to the proposed Project.</p>
<p>+ 0 - Is it aesthetically appropriate?</p>	<p>+ As discussed above, the hotel draws its design inspiration from much that is unique to Hermosa Beach. The scale of the hotel building is designed differently on each frontage to relate to the differences between the character of Pier Plaza versus The Strand. The materiality of the hotel also reflects this apparent dichotomy: Simple forms constructed out of white cement panels and green glass comprise the simple and basic canvas of the building façade, over which warm tactile elements such as driftwood privacy screens, trellises and handrails are overlaid. Additional elements that compliment this palette include,planted green walls and water-wall elements that are layered to add life, color, and complexity to the overall composition. The hotel also plans to feature arts and cultural programming inside the hotel that will pay homage to Hermosa Beach’s cultural heritage and identity.</p>
<p>+ 0 - Is it a complementary use of public and private space?</p>	<p>+ The proposed Project includes 100 hotel rooms, a public/private sun deck for hotel guests and visitors along with approximately 10,924 square feet of restaurant and 5,406 square feet of retail uses open to the public. The Project has more than 2,711 square feet outdoor dining, including 873 square feet on the Pier Plaza right-of-way and 844 square feet on the 13th Street right-of-way. Cafés at the corner of The Strand and 13th Street will have a walk-up windows to serve beach goers,</p>

	<p>which is directly adjacent to the beach’s volleyball courts, thus joining private and public space in a complementary way.</p>
<p>ECONOMIC IMPACT</p>	
<p>+ 0 - Is it business-friendly?</p>	<p>+ The Project includes significant local employment opportunities through a mix of land uses (hotel, retail, and restaurant). The Project revitalizes a key site in Hermosa Beach with the goal of activating and catalyzing community and pedestrian activity. Additionally, it brings new visitors to the community who will not only patronize the hotel and its on-site restaurants and retail, but businesses throughout Hermosa Beach. The Project plans to partner with local businesses in the hotel through guest amenities such as honor bar items, local activity concierge services, and local event sponsorships.</p>
<p>+ 0 - Does it support our schools?</p>	<p>+ The Project operator plans to provide educational opportunities for local schools through tours of the Project’s sustainability features (such as the green roof, solar panels, and greywater system). The Project will also partner with local conservation organizations on environmental education events which would include schools in their outreach. The Applicant is also committed to be an active participant within the local community, which may include donating to multiple local charities including ones that are oriented to supporting and enhancing the Hermosa Beach School District</p>
<p>+ 0 - Does it improve our infrastructure?</p>	<p>0 Development of the site is expected to upgrade infrastructure surrounding the Project. These improvements will be completed as part of the development process and would benefit surrounding infrastructure as well. The Project includes designs to enhance Pier Plaza and 13th Street with hardscape design and landscape features as these access points are the primary entryway to both the Project and the Strand. Specifically, new paving, planting, and lighting along Beach Pier Plaza and 13th Street is planned as part of the Project.</p> <p>0 As part of the proposed vacation of Beach Drive and 13th Court, existing utilities will be relocated and upgraded, and relocation may cause temporary impacts to infrastructure systems.</p>
<p>+ 0 - Does it improve property values?</p>	<p>+ The Project will increase property values, both on the subject property and surrounding properties through development of a beautiful, new, economically robust hotel with commercial uses.</p>
<p>+ 0 - Does it promote our Brand?</p>	<p>+ The Project plans to feature programming that will pay homage to Hermosa Beach’s cultural heritage and identity. The hotel will be sophisticated, yet family-friendly, with a “no shirt no shoes” portion of the Project</p>

	<p>Furthermore, the Project will help promote Hermosa Beach’s directive to be carbon neutral, by utilizing the latest in green/sustainable technologies, employing solar panels to offset electricity costs, water reclamation/treatment systems to promote water quality, onsite greywater recycling, and green roofs to help promote carbon neutrality and offset overall Project carbon emissions.</p>
<p>+ 0 - Is it entrepreneurial?</p>	<p>+ The proposed Project would represent one of the largest private economic investments in the history of downtown Hermosa Beach. The Project is an entrepreneurial endeavor aimed at utilizing this unique corner of Pier and Strand in an efficient way that caters to all visitors and residents of Hermosa Beach.</p>
<p>+ 0 - Does it serve the local market?</p>	<p>+ The hotel is designed to be a community-serving amenity and a meeting place for residents, as well as a hotel destination for guests of Hermosa Beach residents and visitors. The hotel will serve the diverse Hermosa Beach population through several market-rate restaurant and retail uses, which will include casual, family friendly dining and retail as well as upscale dining. In addition to dining, amenities such as bike rental, sports equipment and lesson concierge, and retail will serve the local market interested in outdoor activities, recreation, and local shopping.</p> <p>The hotel plans to partner with local businesses to enhance their reach and introduce visitors to what Hermosa Beach has to offer.</p>
<p>+ 0 - Does it reduce cost, waste or reliance on city resources?</p>	<p>+ The Project will be economically self-sufficient and does not require monetary subsidy or incentives from the City. The Project will increase City revenue compared to existing on-site uses. The Project will utilize the latest in green/sustainable technologies, employing solar panels to offset electricity costs, water reclamation/treatment systems to promote water quality, onsite greywater recycling, and green roofs to help promote carbon neutrality and offset overall project carbon emissions.</p>
<p>+ 0 - Does it balance public and private incentives?</p>	<p>+ The Project will bring a variety of jobs to Hermosa Beach, as well as visitors who will not only patronize the hotel and its on-site restaurants and retail, but businesses throughout Hermosa Beach. The Project plans to feature local businesses in the hotel through guest amenities such as honor bar items, local activity concierge services, and local event sponsorships. The Project will also contribute an estimated \$2.0 million in Transit Oriented Taxes (TOT) taxes to the City.</p>
<p>+ 0 - Does it increase tax and other revenues going to the</p>	<p>+ The Project will contribute an estimated \$2.0 million in Transit Oriented Taxes (TOT) taxes to the City. This is distinct and separate</p>

community?	from sales tax revenues generated by on-site retail and restaurant uses, as well as secondary benefits to existing Hermosa Beach commercial establishments from additional visitor expenditures.
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