

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

**IMPORTANT PUBLIC NOTICE
STRAND AND PIER HOTEL PROJECT**

**NOTICE OF PREPARATION OF A DRAFT ENVIRONMENTAL IMPACT REPORT, PUBLIC REVIEW PERIOD,
AND PUBLIC SCOPING MEETING**

Notice is hereby given that the City of Hermosa Beach, Community Development Department, will be the Lead Agency and will prepare an Environmental Impact Report (EIR) for the project identified below. We need to know your views as to the scope and content of the environmental information to be prepared for the proposed project.

PROJECT TITLE: Strand and Pier Hotel Project

PROJECT APPLICANT: Mr. Mark Bolour, Strand and Pier Holding, LLC, 8383 Wilshire Boulevard, Suite 290 Beverly Hills, CA 90211

PROJECT LOCATION: The Project site would be located adjacent to The Strand between 13th Street and Pier Plaza. Specifically, 11, 19, and 21-25 Pier Avenue; 1250, 1272, & 1284 The Strand; and 20, 30, & 32 13th Street, Hermosa Beach, CA, 90254. (Assessor Parcel Numbers: 4183-002-001; 4183-002-002; 4183-002-003; 4183-002-004; 4183-002-017; 4183-002-018; and 4183-002-019).

PROJECT DESCRIPTION: The proposed Strand and Pier Hotel Project (Project) would involve the construction and operation of a three-story hotel, including public-oriented ground floor retail and restaurant uses. The proposed Project would also include a second floor courtyard terrace and a rooftop terrace, as well as two subterranean basement levels, with underground parking and hotel support uses. The Project site comprises approximately 39,950 gross square feet (sf), including proposed vacated public right-of-ways along Beach Drive and 13th Court. The proposed Project would include approximately 155,030 sf of total gross floor area and would provide approximately 100 hotel rooms, 178 on-site parking spaces, and 22,461 sf of retail, restaurant, and public uses.

PROBABLE ENVIRONMENTAL EFFECTS OF THE PROJECT: The proposed project could have potentially significant impacts on the following environmental factors: Aesthetics, Air Quality, Cultural Resources, Geology/Soils, Greenhouse Gas Emissions, Hazards/Hazardous Materials, Hydrology/Water Quality, Land Use/Planning, Noise, Population and Housing, Recreation, Transportation/Traffic, Utilities/Service Systems, and Mandatory Findings of Significance, each of which will be evaluated in further detail in the EIR.

SCOPING MEETING: Pursuant to Section 21083.9 of the Public Resources Code, a Scoping Meeting will be held to discuss the proposed Project EIR and assist the City in identifying the range of actions, alternatives, mitigation measures, and significant effects to be analyzed in depth in the EIR. The Public Scoping Meeting will be held on November 14, 2016, from 7:00pm to 9:00pm at City Council Chambers, 1315 Valley Drive, Hermosa Beach, California, 90254. The Agency Scoping Meeting will be held at the same date and location from 4:00pm to 5:30pm. A copy of the Initial Study describing the proposed Project and potential environmental effects is available at the Community Development Department, City of Hermosa Beach, 1315 Valley Drive, Hermosa Beach, California, 90254, or may be reviewed at <http://www.hermosabch.org/index.aspx?page=504>. The public review period for submitting comments on the scope of the EIR will begin on October 27, 2016 and will end on December 2, 2016. Please send your comments to Ken Robertson, Community Development Director, City of Hermosa Beach, 1315 Valley Drive, Hermosa Beach, CA, 90254, (310) 318-0242 or via email to hotelEIR@hermosabch.org including your name, address, and concerns.

Ken Robertson
Director of Community Development Department