

Skechers Design Center and Offices Project

EIR Scoping Meeting

Summary

The City of Hermosa Beach held an Environmental Impact Report (EIR) scoping meeting for the proposed Skechers Design Center and Offices Project on November 18, 2015 at 7 PM. The meeting was held at the Hermosa Beach Community Center, 710 Pier Avenue. Approximately 30 individuals attended the 7 PM meeting.

Community Development Director Ken Robertson started the 7 PM meeting with brief introductory remarks. The City's EIR consultant then provided an approximately 10-minute overview of the California Environmental Quality Act (CEQA), the proposed project, issues to be analyzed in the EIR, and future opportunities for public input on the project and EIR. Attendees were then invited to ask questions and offer comments on the EIR work scope. The comments received are summarized below, organized by topic.

Topics Not Relevant to the EIR

- Determine whether the project would stimulate community activity.
- Determine if the project would generate tax income or revenue for the City.
- Complete a cost-benefit analysis for the project.
- Consider noticing the entire City rather than just those within a 500-foot radius around the project site.
- Consider the potential effects of the employee cafeteria would on local revenues.

Project Description

- Clarify whether only 2 events will be held at the Design Center each year.
- Clarify whether use of the Design Center is a corporate office or distribution center.
- Clarify whether a traffic signal is proposed at PCH and Keats St.
- Clarify the length of the construction period.
- Clarify whether Skechers owns the project sites and for how long they have had ownership.
- Include a description of other properties in the area that Skechers owns.
- Clarify whether commercials will be filmed at the project sites and, if so, determine frequency of filming events.

Aesthetics

- The project would negative impact the small town atmosphere of Hermosa Beach.
- Examine potential effects on public and private views to nearby residences and roads.
- Examine whether the buildings would affect the scenic gateway into Hermosa Beach when heading south on PCH.
- Examine potential impacts on protected scenic vistas.

- Examine impacts to views from Longfellow and PCH.
- Examine the 35' height through the use of photosimulations and/or story poles.

Air Quality

- Consider effects on community health due to air pollution and stress related issues.
- Consider venting of the subterranean parking structure; directing of ventilation toward PCH and away from adjacent residences.

Cultural/Historical Resources

- Consider how the proposed building would affect the community's cultural heritage.

Greenhouse Gas Emissions

- Consider whether the project is consistent with the Carbon Neutral goals of Hermosa Beach.
- Consider GHG emissions and whether the project can provide GHG offsets or GHG reductions consistent with Hermosa Beach goals.

Hydrology/Water Quality

- Consider how development of the sites will affect storm drain runoff and water quality.

Land Use and Planning

- Consider whether the project would have an impact on the nearby medical facility.
- Consider whether there is an appropriate buffer located between neighboring residences and the project.
- Consider whether the project is consistent with policies related to residential and commercial land uses.
- Consider whether the proposed commercial land use may overwhelm neighboring residential uses.
- Evaluate whether the proposed uses are family friendly.
- Determine whether the project description conflicts with the existing deed on the property.
- Determine whether the project is consistent with the City's Decision Making Tool.
- Consider specific CUP provisions that would be imposed as part of the project.
- Ensure that the document includes mitigation measures to address issues surrounding land use compatibility between residential and commercial.
- Consider the potential effects the project could have on community character (including aesthetics).
- Determine whether there is precedent for merger of multiple lots or if the project would be precedent setting.
- Examine whether the subterranean parking could become a homeless refuge.
- Consider whether the project would enhance the local beach culture.
- Examine whether the project would have an adverse effect on local small businesses.

Noise/Vibration

- Consider effects on community health from increase noise levels, including stress related issues.
- Examine noise impacts from the use of the outdoor terraces.
- Examine noise and vibration impacts from loading zones located off 30th Street. Consider hours and frequency of use.
- Examine noise impacts from equipment located on the roof of the buildings. Consider locating on the PCH side of the buildings. Determine whether this equipment has restrictions on located based on property deed.
- Examine impacts associated with the requested modification to construction hours.
- Examine noise and vibration impacts associated with construction.

Population/Housing

- Consider potential impacts from commuters outside of the area traveling into Hermosa Beach and Manhattan Beach only for work.

Public Services

- Consider whether the project would provide funding to support additional public services needed to support the project.

Transportation/Traffic

- Consider effects on community health from increased levels of traffic, including stress related issues.
- Examine whether increased traffic would result in additional traffic accidents.
- Examine impacts from construction, including increased traffic, truck trips, and loss of on street parking.
- Examine potential traffic impacts from increased traffic on PCH.
- Examine whether the left turn lane from PCH into the parking structure would back-up and create congestion.
- Examine impacts to on-street parking during operation of the project.
- Consider all foreseeable future projects in the traffic analysis.
- Include mitigation measures to address impacts related to increased traffic in the area.
- Examine where Skechers employees currently parking in lots located on the Hermosa Beach project site would park during construction.
- Examine potential safety issues associated with truck turns into the Hermosa Beach project driveway.
- Consider traffic impacts during morning commute hours and its effect on high school traffic and school drop-off areas.
- Examine safety issues from increased truck trips on Sepulveda Blvd.

Utilities/Service Systems

- Consider whether there is capacity with City service systems including sewer and electrical service.

Cumulative/Long-term Impacts

- Consider all cumulative impacts into the foreseeable future.
- Include all Skechers future plans for the area; for example, if they are building a corporate campus.
- Consider modifications to property ownership with respect to future plans for the sites.

Alternatives

- Consider no change in zoning on the R-1 lot located on Longfellow Avenue.
- Consider alternatives that address different size, height, and mixture of uses. Consider a mixed use option with retail and restaurant uses on the ground floor.
- Consider restricting access to the Manhattan Beach site to be from Sepulveda Blvd. only.
- Consider a dead end for Boundary Place at the Manhattan Beach site.