

ATTACHMENT TO PRECISE DEVELOPMENT PLAN FOR
1429 HERMOSA AVENUE

October 4, 2006

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COMMUNITY DEV. DEPT.

The proposed 1429 Hermosa Avenue development incorporates key contemporary goals:

- ♦ To offer to the community a business environment attractive to local residents who already work outside the traditional workplace and who desire work space with convenient and necessary amenities, an opportunity for interaction with other business persons, and located close to home
- ♦ To capitalize on the Downtown environment with its very active local and visitor pedestrian environment, within a business model that balances the characteristics of weekday business activity, and evening and weekend community activity.
- ♦ To incorporate within the complex dedicated amenities such as locker rooms, showers, surfboard storage and bike racks, to attract local business people and to include complimentary dining areas conducive to both a casual or more refined business meeting environment.
- ♦ To incorporate all of this within a multi-use environment that will enhance the Downtown as a focus of community activity and enhance the economic vitality of the Downtown
- ♦ To develop a strategic yet underutilized and shopworn parcel located within the heart of the Downtown

The 1429 project contains two levels of office space with a restaurant, snack shop and lobby on the first level. The basement level contains 27 parking spaces and mechanical areas servicing the building. Seven additional parking spaces are proposed along 15th Court. The multi-use concept balances office use which is primarily a day time, week day use, with the restaurant use which will offer dinner service with hours limited to 5pm to midnight, and weekend hours of 10:00am to midnight to accommodate the popular weekend brunch patronage. The snack shop will have a strong pedestrian appeal during weekend days, traditional holidays and summer months, and will be a complimentary use to the office use.

The office use will be a "for-sale" product targeting local residents who operate businesses within the HB environs and/or work from a home office. The offices will be marketed to non-medical sole-proprietors and entrepreneurs who desire to invest rather than lease. This concept provides an opportunity to invest in business property in a Downtown location, without the expense and challenge of purchasing well located land in the beach area.

The project is designed with a street level court yard, open areas and articulated elevations within a contemporary, beach influenced architectural style. The building utilizes the corner location very efficiently with inviting pedestrian entrances on both Hermosa Avenue and 15th Street. Driveway access will be provided from both 15th Street and 15th Court and there is good separation of vehicle and pedestrian access.

RESPONSE TO ENVIRONMENTAL INFORMATION FORM

17. The office use is oriented to community wide residents and responds to contemporary economic trends in which more and more people tend to work outside the traditional office environment and rely on technology and convenience in their work environment. The snack shop will have a strong office and pedestrian base and will be attractive to both visitors and local clientele especially during weekend days, holidays and summer months. The restaurant will be a high quality, dinner house with table service, and there will be no live music, dancing or entertainment permitted. It will provide a unique dining alternative to the local community where we believe there is a demand for high quality dining opportunities for an older demographic.

24 & 25. There will be some solid waste, litter and dust generated during the course of demolition and construction. There will be no remarkable solid waste, litter or dust associated with the completed development.

26. The proposed development will improve existing drainage patterns since the site presently consists of 100% impervious coverage and relies upon run-off directly into the public storm drain system. With the new development, run-off will be subject to provisions of a SUSMP drainage plan that will be required for the project. Standard best management practices will be observed during the course of demolition and construction.

27. During the course of construction, normal construction noise will occur, however, the short-term construction activity noise levels would not represent an unusual circumstance in an urban environment and would not be greater than other similar construction projects in the area. All construction will be subject to the City's noise regulations that limit hours of construction activity. Although there is ambient noise emanating from Hermosa Avenue traffic and the normal activity generated from the active commerce in the area, the level will be significantly reduced for occupants of the new development with the use of construction measures such as dual glazed windows and building insulation.

30. The project site is located in a highly urbanized and developed area, and will marginally change the need for municipal services. All services necessary to support the proposed uses are already necessary for the operation of commercial uses in the area and readily available from existing resources and facilities well established for the downtown district. In addition, any impact will be partially off-set by various City required fees imposed on new construction, business license fees and revenue taxes.

31. The proposed development does not contain any characteristics based on its location, nature or size that would significantly affect natural resources nor would it result in an unusual pattern of energy consumption. Energy requirements to meet basic operational needs of this relatively small commercial development (heating, cooling, lighting) will not create a substantial demand nor result in the need for new energy sources. In addition, the design and construction must comply with current energy code requirements that seek to minimize energy consumption levels for new buildings.

ENVIRONMENTAL SETTING

33. The project site consists of four originally subdivided lots situated on the west side of Hermosa Avenue between 15th Street and 15th Court. The site is relatively flat and is 100% covered with structures and paving. The site presently contains a restaurant and donut shop. There appear to be no unusual aspects relating to soil stability, plant, or animal life, nor are there unique circumstances related to cultural or historical aspects.

34. The location is within the C-2 zone of the Downtown District with commercial development located to the north and south on the west side of Hermosa Avenue. Development to the east and west is zoned R-3 and characterized by high-density structures, with a mixture of multi-unit apartment buildings, condominium units and older homes. There are no unusual aspects relating to soil stability, plant, or animal life, nor are there unique circumstances with cultural or historical aspects on the surrounding properties. The area is a highly urbanized, fully developed mixed use area, with an active pedestrian base and visitor component.

PARKING PLAN FOR 1429 HERMOSA AVENUE PRECISE DEVELOPMENT PLAN

The Parking Plan is submitted in conjunction with the application for the Precise Development Plan for development of a 19,443 sf (gross) office condo development with associated snack shop and restaurant uses. The purpose of the Plan is to establish the allocation of uses and is based on the shared parking analysis contained in the *Traffic Impact Study*, dated September 20, 2006, prepared by Linscott Law & Greenspan Engineers. The shared parking analysis was prepared in conjunction with City staff and the City traffic engineer.

Existing

The existing site includes 20 parking spaces and is currently occupied by a burger restaurant and donut shop. Theoretically, should current parking standards be placed on the property, the site would require a total of 29 spaces. This would result in an existing deficiency of 9 spaces based on current City parking regulations.

Proposed

The proposed project includes a dedicated subterranean parking garage and additional at grade parking along Fifteenth Court totaling 34 spaces. The shared parking analysis concludes that the proposed parking supply is expected to result in a minor deficiency of only seven parking spaces during the typical weekday daytime hours of 10am and 2pm when there is more than adequate capacity available along Hermosa Avenue and within the existing City parking structure. See page 55 of the Traffic Study. The parking structure was built to support and encourage daytime uses such as office. Note that this maximum deficiency does not occur during the evening or weekends when parking in Hermosa is historically at a minimum.

The analysis clearly concludes that a sufficient surplus of parking exists in the City's parking structure located within only 1 ½ blocks of the subject site to absorb the parking deficiencies. The parking structure, analyzed during the peak summer season month of August (the worst case scenario), had 164 and 65 spaces available at the 10am and 2pm weekday peak office hours.

In comparison with the existing parking conditions noted above, it could be argued that the proposed parking plan provides an improved and more comprehensive parking scenario than what exists today. Please also note that no public on-street parking will be displaced due to the proposed project.

The proposed allocation of parking, based on the attached Parking Table and associated floor plans, includes a mix of office condos (73%), snack shop (8%), and restaurant (19%) space including outdoor seating areas and based on the square footage requirements per the parking code.

In addition to the use allocation, the Parking Plan proposes the following operating conditions to be incorporated in the Precise Development Plan for the building:

- ♦ Parking Management Plan allowing free validated parking for patrons
- ♦ Open parking with no assigned or reserved spaces, first come-first serve basis

- ◆ Defined hours of operation for the food service uses, with a limitation of 12 midnight
 - Snack Shop hours: 6am – 12am
 - Restaurant hours: 5pm – 12am (weekdays), 10 am – 12am (weekends)
- ◆ No live music or entertainment after 10pm
- ◆ No cover charge
- ◆ No dance floor

The proposed project complements the Downtown by offering a well balanced office concept with for-sale office condominiums as the primary component, and secondary food service uses including a high quality restaurant and a snack shop. The multi-use concept is characterized by business types that have different operating characteristics resulting in a parking demand that is complimentary to the building and the Downtown District. As discussed in the Shared Parking Analysis *mixing of land uses results in an overall parking need that is less than the sum of the individual peak parking requirements for each land use.*

The proposed development is located within 1 ½ blocks of the public parking structure that was planned and constructed to serve the Downtown District and encourage development of such projects in the vicinity. This proposed development and parking plan is a positive response to the Commission's and Council's objective to encourage more daytime uses in the Downtown District. The office use will encourage and revitalize local retail and will experience peak parking demand during day time hours when public parking is most available both in the parking structure and metered street parking. Parking needs generated by the restaurant use will occur during evening hours when on-site parking can accommodate almost 100% of the parking demand.

The proposed development will capitalize on the Downtown District with its very active pedestrian environment, within a business model that balances the characteristics of weekday business activity and evening and weekend community activity. It offers dedicated amenities such as surfboard storage, bike racks, locker rooms and showers to attract local business people and encourage them to walk or exercise to their office. The patio and dining area become an extension of the office by offering both a casual or more refined business meeting environment. All of this contributes to the interest of the non-traditional, entrepreneurial, sole proprietor who has become a strong component in the economic reality of today's business environment.

Given the strategic location and balanced office use concept, the development will not be 100% dependent on vehicular access, but rather will promote all modes of transportation including bicycle, vehicular, pedestrian and even public transportation. Most importantly, it offers a business option for the Downtown that doesn't presently exist and a healthy alternative to a business district that has become dominated by evening and entertainment uses.

Taking into consideration the balanced allocation of uses, operating characteristics of individual uses with different peak parking demands, proposed building and operational restrictions, Downtown location with close proximity to public parking, and the shared parking analysis, the proposed site development will provide adequate parking to satisfy the needs of the building and comply with City parking requirements.

PARKING TABLE

Floor Level	Program	Interior Area sf	Restaurant Seating sf	Total area sf	Required Parking
Required 3 spaces per 1000sf (day use)					
OFFICE					
First Floor	Office Lobby	969			
Second Floor	Offices/Restrooms	6406		6406	
Third Floor	Offices/Conference*	6755		6755	
	TOTAL			13161	39
SNACK BAR					
First Floor	Snack Bar*	1495		1495	4
Required 10 spaces per 1000sf (evening use)					
RESTAURANT					
First Floor	Restaurant	2871	577	3448	34
TOTAL REQUIRED SPACES:					77

*Conference room and snack bar adjusted after submission



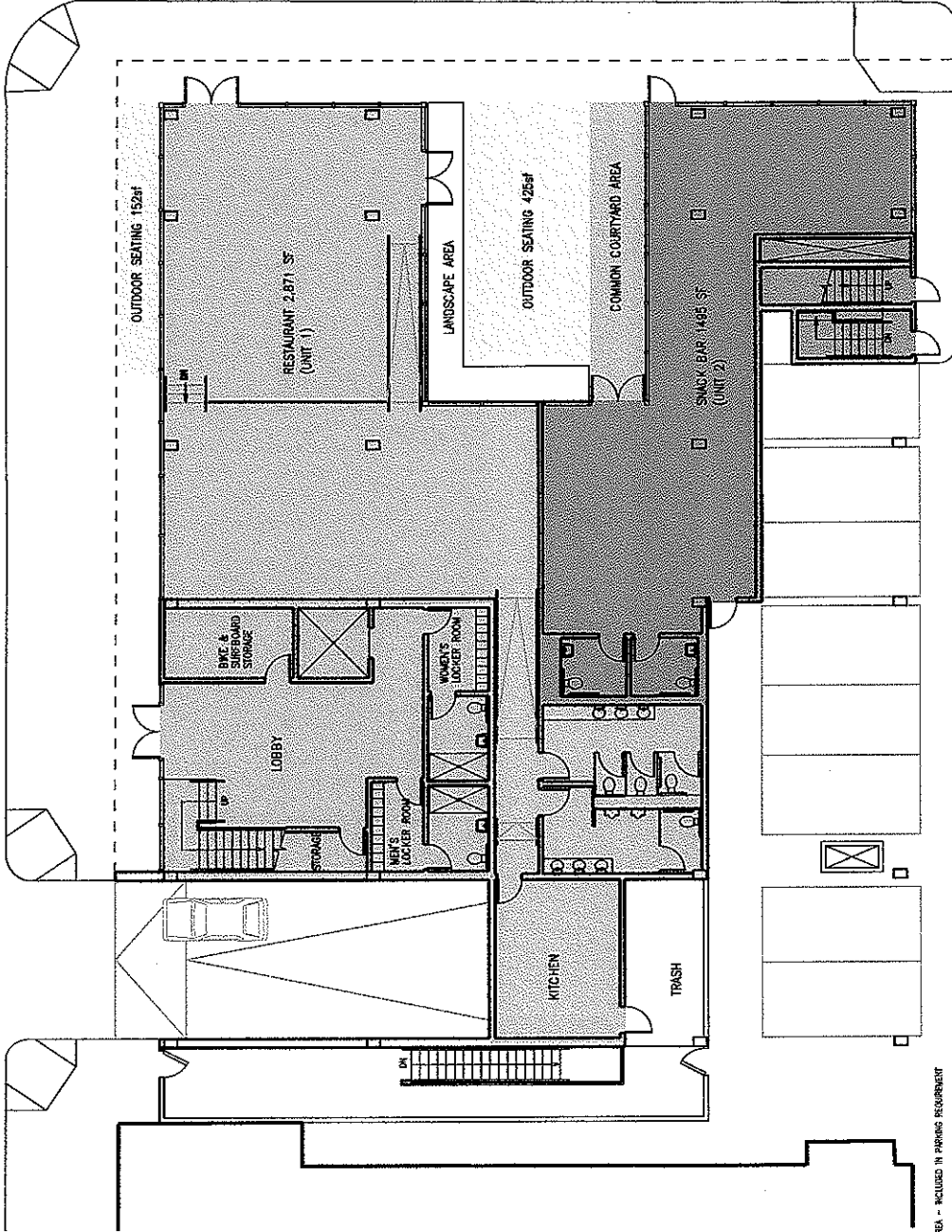
11 PARK PLACE, PENTHOUSE
NEW YORK, NY 10038

AREAS FOR PARKING COUNTS
HERMOSA BEACH
8.30.06

FIFTEENTH STREET

HERMOSA AVENUE

FIFTEENTH COURT



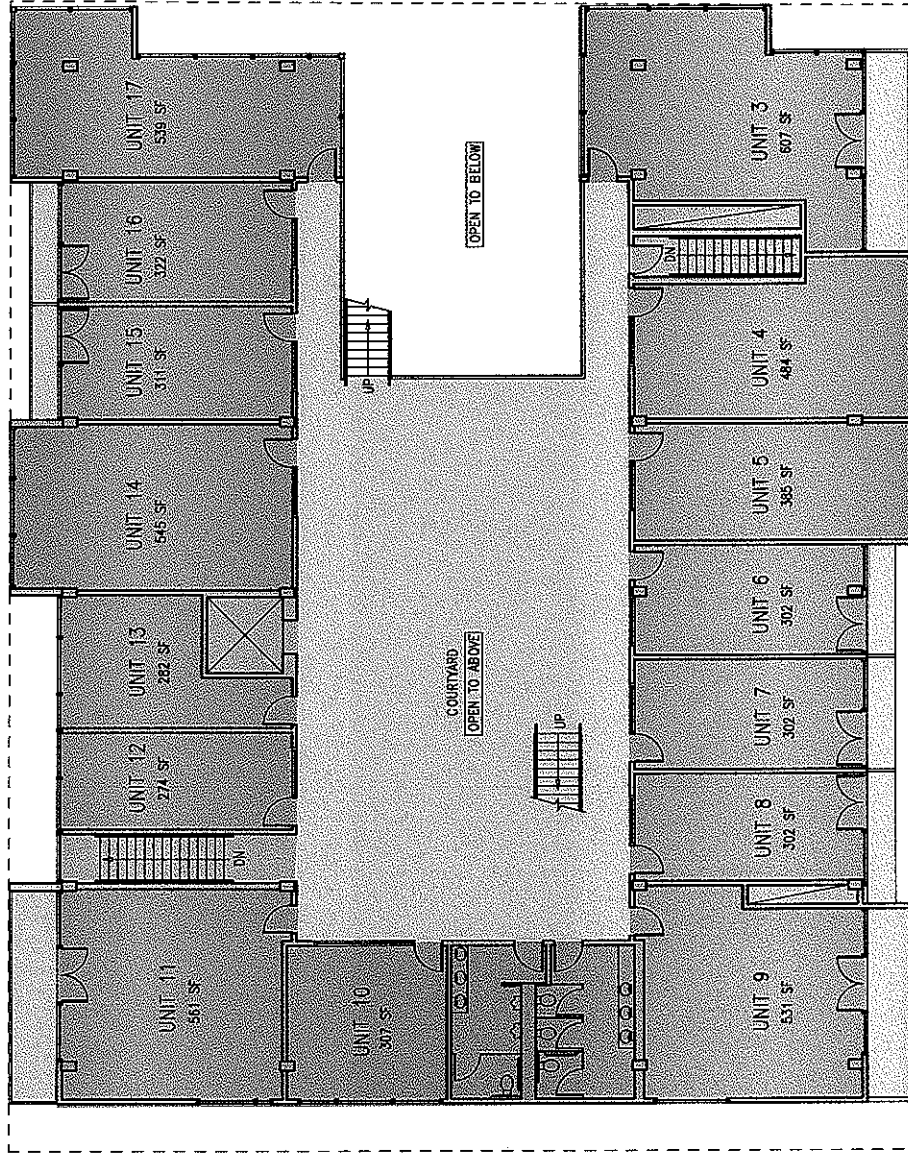
- BACK BAR AREA
- RESTAURANT AREA
- EXTERIOR RESTAURANT SEATING AREA - INCLUDED IN PARKING REQUIREMENT
- COMMON AREA/OPEN COURTS/CORRIDORS/BALCONIES - NOT INCLUDED IN PARKING REQUIREMENT
- SERVICE/REP AREAS - NOT INCLUDED IN PARKING REQUIREMENT
- OFFICE AREAS

FIRST FLOOR PLAN



11 PARK PLACE, PENTHOUSE
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8.30.06



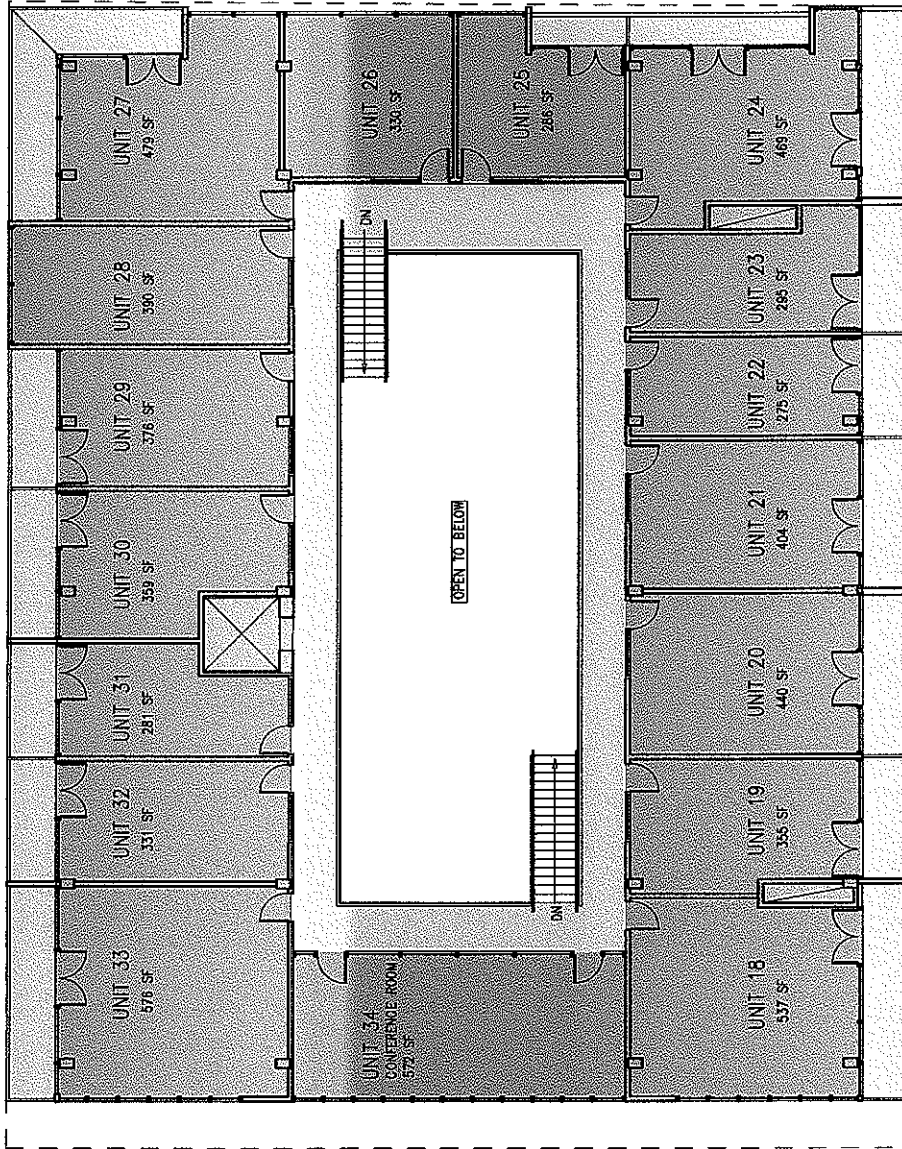
- COMMON AREA/OPEN CORTRES/PROBOS/PALCOSES - NOT INCLUDED IN PARKING REQUIREMENT
- SERVICE/IMP AREAS - NOT INCLUDED IN PARKING REQUIREMENT
- OFFICE AREAS

SECOND FLOOR PLAN - TOTAL AREA = 6406 SF



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AREAS FOR PARKING COUNTS
HERMOSA BEACH
8.30.06



- COMMON AREA/OPEN COURTS/CORRIDORS/LOBBIES - NOT INCLUDED IN PARKING REQUIREMENT
- SERVICE/PAF AREAS - NOT INCLUDED IN PARKING REQUIREMENT
- OFFICE AREAS

THIRD FLOOR PLAN - TOTAL AREA = 6755 SF



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AREAS FOR PARKING COUNTS
HERMOSA BEACH
8.30.06