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March 14, 2007

City of Hermosa Beach Planning Commission  
Civic Center  
Hermosa Beach, CA 90254

Re: 2101 Pacific Coast Highway

Dear Commissioners:

We are pleased to be back before you with our concept for development of property at the north east corner of 21<sup>st</sup> Street and PCH. This site is somewhat unique, not because of its "pumpkin patch" nostalgia, but because of its strategic location on a State highway. The highway frontage provides great potential for a variety of commercial uses, and yet it is adjacent to established residential neighborhoods. And, as you know, the City recently approved our plans for the eight unit residential complex just to the west of this site. For that reason, we have taken care to respect this corner as a transition between the highway commercial corridor, with potential commercial development of the site immediately north of our property, and the residentially zoned neighborhoods immediately west and south of our property. Our goal is to develop an office setting attractive to local residents and sole proprietors who conduct business within the nearby environs and who may be looking for a "satellite" office or who wish to relocate from a home office.

This concept of transition is carried through in both the architectural elements, as well as the intended general office use. For example:

The contemporary styling incorporates features common in residential design such as:

- ◆ combination of exterior materials including wood lap siding and smooth stucco
- ◆ pitched roof elements
- ◆ distribution of vertical massing that results in effective delineation and shadowing
- ◆ varied roof heights and separation of structural elements giving the appearance of detached buildings, especially on the 21<sup>st</sup> Street elevation

The limitation of uses to "general office" will also expand the concept of blending this highway commercial site with surrounding neighborhoods. Standards for Specific Plan Area 8 govern the site and allow a full range of commercial uses based on C-3 criteria. However, our goal is to attract professional office uses. All parking is based on that criteria and no restaurant, retail sales medical/dental clinics, or other uses that require higher parking standards will be permitted.

The professional office use is a benefit to adjacent neighborhoods because of the inherent characteristics of office use that is primarily a day time, week day use. Generally speaking, a typical office environment experiences minimal evening and week end demand. Naturally, this is a benefit to the immediate residential neighbors. It is also beneficial to the entire area because of the reduced traffic demands during evening, week end & holidays.

Although the development is based on a traditional general office use, the internal office suite setting incorporates angles and open terrace areas to promote a spacious, airy and light environment rather than the typical corridor effect. The use of windows and balconies enhance the interior setting and also add interest to the exterior elevations.

The development site poses some challenges because of its sloping terrain. However, the plans leverage the natural terrain with its very substantial slope to accommodate two levels of parking. This technique then minimizes the building profile on PCH resulting in the appearance of a two story building. The westerly elevation is enhanced with the tiered building setback that increases by two feet at each level ranging from 8' at grade to 12' and 14' at the upper office suite levels. With the effective use of landscaping proposed for the rear yard and the solid property line wall, this area will also provide an effective buffer between the office use and the residential homes planned for the adjacent property.

The development includes 34 parking spaces as required by Code. There is a double wide driveway for each of the garage levels, and all vehicular access is from the 21<sup>st</sup> Street frontage. With the signalized intersection at 21<sup>st</sup> Street and PCH, cars entering and exiting the site will have direct access to and from the north and south. Care has been taken to locate the eastern most driveway a sufficient distance from the intersection. Given the fact that this site apparently has never been developed, there certainly will be a change in traffic patterns. However, the *Traffic Impact Analysis*, prepared for this project determined that the “.....*proposed Project will not significantly impact any of the six key intersections*” studied as part of the analysis. The report further stated that “.....*no project-specific mitigation measures are required of this project*”.

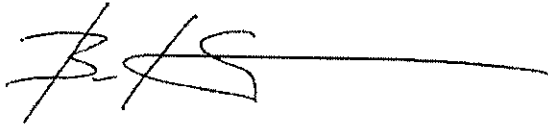
Our concept is to create a pleasing and spacious office environment within a building that blends with the surroundings. The office suites will be offered for sale as we believe this product is very attractive to the contemporary marketplace and provides an opportunity for a vested ownership interest in Hermosa Beach. Given the strategic location and operating characteristics of a professional office setting, our new building will offer a very attractive and complimentary

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development within the context of this vital commercial area. We are confident the new development will contribute to the over-all economic energy of the City. At the same time, the revitalization of this corner as we propose will offer a very balanced and compatible neighbor for the surrounding community.

Sincerely,

Redondo Pointe Partners, LLC  
by Urban Pointe Development, Inc., Manager

A handwritten signature in black ink, appearing to read 'BS', followed by a long horizontal line extending to the right.

Brad Scott  
President