

April 9, 2007

**Honorable Chairman and Members of the
Hermosa Beach Planning Commission**

**Regular Meeting of
April 17, 2007**

SUBJECT: UPDATE ON PROPOSED REVISION TO 14TH STREET HOTEL PROJECT--
66 14TH STREET

Recommendation:

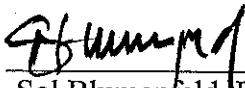
That the Planning Commission receive and file this report.

Background:

On July 10, 2005, the Planning Commission approved the Precise Development Plan (PDP) and Parking Plan to develop a 29 room hotel, office and retail project at 66 14th Street. The project required 52 parking spaces with 39 spaces on two levels and 13 required spaces provided through the in lieu parking program. The Commission found that the proposed project was a fitting use for the zone and appropriate in the downtown and that it would help promote the revitalization goals of the city by adding new visitor serving businesses that promote tourism and daytime activity. The owner obtained Coastal Commission approval, but the project stalled due financial considerations. A Precise Development Plan is effective for one year from the date of approval and the PDP for the project expired July 2006.

Analysis:

The applicant has submitted a revised preliminary plan to reduce the retail and office portion of the project and instead focus on the hotel use. The exterior of the project is largely unchanged from the plan that was approved in 2005. However, the new project includes 51 rooms requiring 57 parking spaces with 40 spaces provided on site and 17 provided through the in lieu parking program. The parking garage includes 13 tandem parking spaces which must be approved under a Parking Plan since these spaces must be valet parked and are not otherwise permitted in the Parking Ordinance. The in lieu parking must also be approved under a Parking Plan. Since the project was approved, the City Council authorized an increase in the in lieu parking fees from \$12,500 to \$28,900 and the project is subject to the increased fee. The city currently has accepted 72 in lieu parking spaces and has 28 available under the in lieu parking program¹. The owner has indicated that she plans to market the project as revised and will proceed with required permits after the project is sold to investors.



Sol Blumenfeld, Director
Community Development

Attachments

1. Correspondence
2. P.C. Resolution
3. Revised Plan

Notes

1. If the office condominium project at 906 Hermosa Avenue is approved by Planning Commission, the city will have allocated 100 in lieu parking spaces and will be required to construct new parking prior to approving any additional projects under the in lieu parking program.

April 10, 2007

SUBJECT: HOTEL PROJECT - 14TH STREET HERMOSA BEACH

I am submitting a revised preliminary plan informally to the Planning Commission for their information.

As the owner of the project, I am pursuing investors or buyers to start the project right away. Ideally a Joint Venture would be established and the project would continue sooner than later.

Increasing the number of hotel units in the project, will benefit the City of Hermosa Beach and be more attractive to an investor.

Norma Navarro
owner

Parking In-Lieu Fee Program - Number of Parking Spaces Accepted

Project / Location	Number of Parking Spaces In-Lieu	Status
Hennessey's Tavern / 8 Pier Avenue	2	Funds transferred
The Mix / 117 Pier Avenue Currently "Hibachi's" Restaurant	5	Funds transferred
Pier Plaza Outdoor Dining / 13 Businesses, Lower Pier Avenue	13	Funds transferred
City Retail Building / at North Pier Parking Structure 1301 Hermosa Ave	20	Funds transferred
Fat Face Fenner's Fishack / 51 Pier Avenue	5	Funds Collected
Office Retail Condominium / 1429 Hermosa Avenue	7	Coastal Commission Approval and Building Permit pending
Sharkeez Expansion / 52 Pier Avenue	20	Coastal Commission Approval and Building Permit pending
Total Accepted	72	
<i>Net Available</i>	<i>28</i>	

Projects with applications submitted

Hermosa Seaside Office Condominiums / 906 Hermosa Ave	8 or 18 with revision	Planning Commission Decision Pending
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