



NEW HOTEL AND OFFICE/RETAIL BUILDINGS 600 S. SEPULVEDA BOULEVARD MASTER USE PERMIT

PLANNING COMMISSION OCTOBER 14, 2020



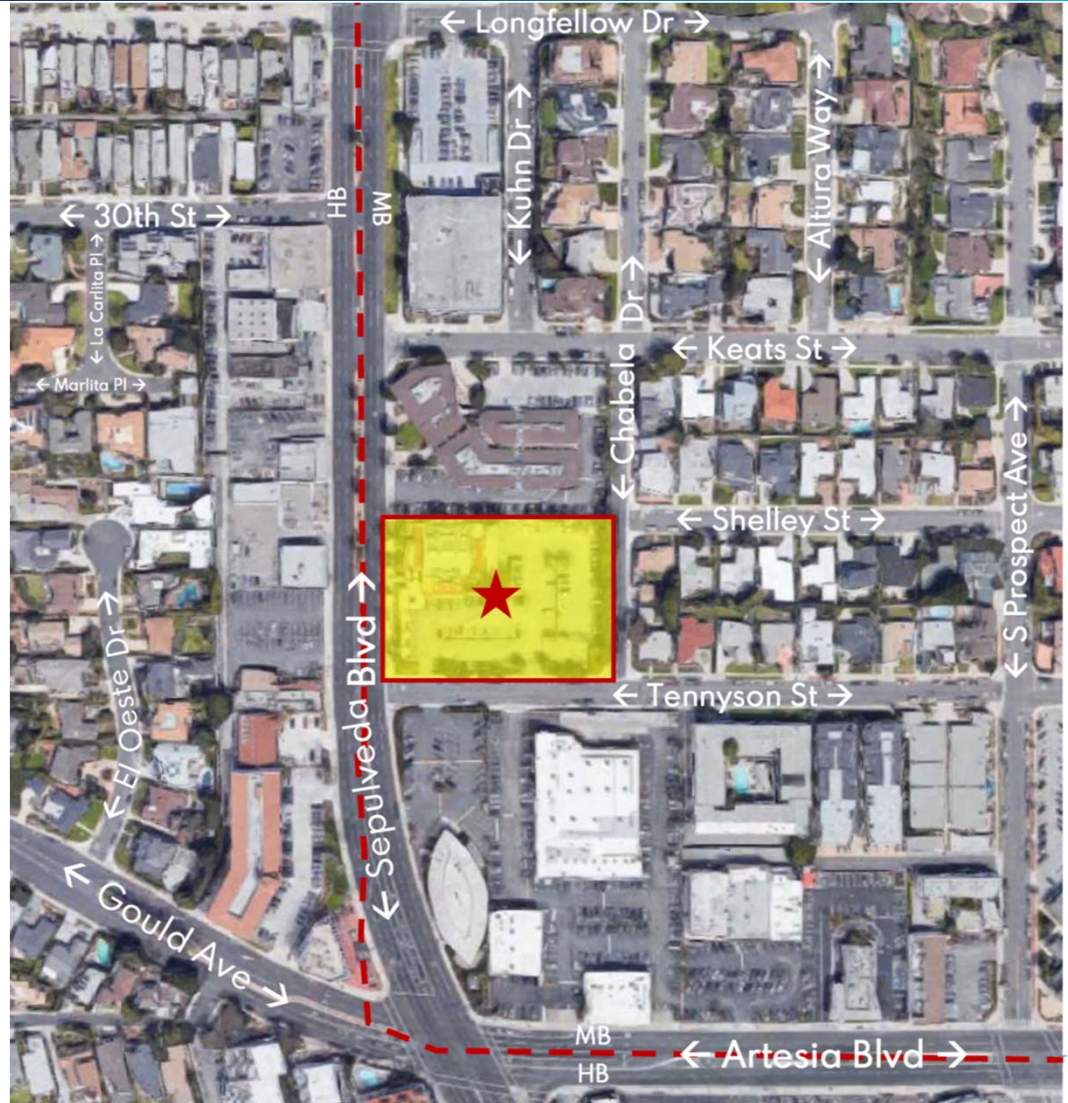
BACKGROUND

- East Side of 600 Block of Sepulveda Blvd
 - State Highway- Caltrans
- CG-D8 Zone (General Commercial- Sepulveda Blvd Corridor Overlay)
- 65,419 Sq Ft Lot
- Former El Torito
- Temporarily Used by Skechers



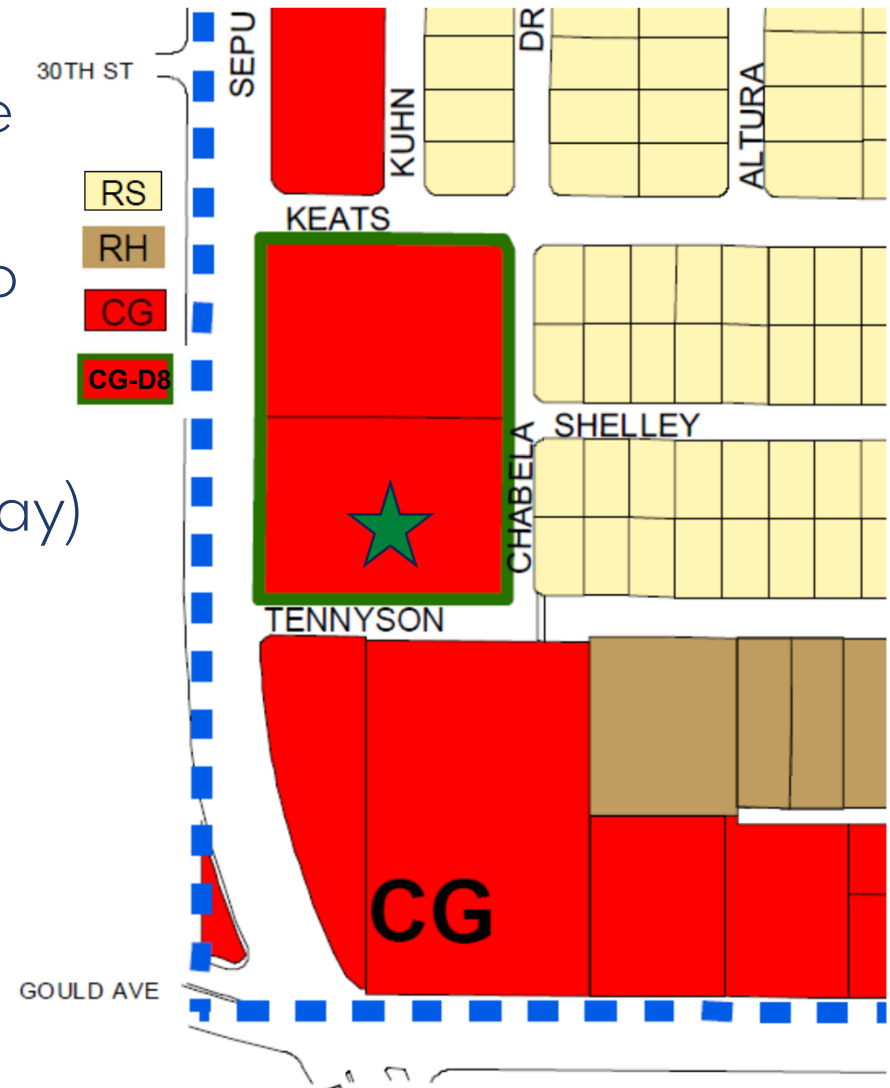
VICINITY MAP

- Northeast Corner of Tennyson Street and Sepulveda Boulevard
- Commercial Properties to the North, South, and West
- Residential Properties East of Chabela Drive
- Hermosa Beach Border



VICINITY MAP

- Single-Family Residential to the Northwest, West
- High-Density Residential (RH) to the Southeast
- CG-D8 (General Commercial-Sepulveda Blvd Corridor Overlay)
 - Sepulveda Blvd Initiative
 - 2017 - 2019
 - Public Hearings
 - Adopted in March 2019
 - Unique Development Standards for Hotels



SITE OVERVIEW



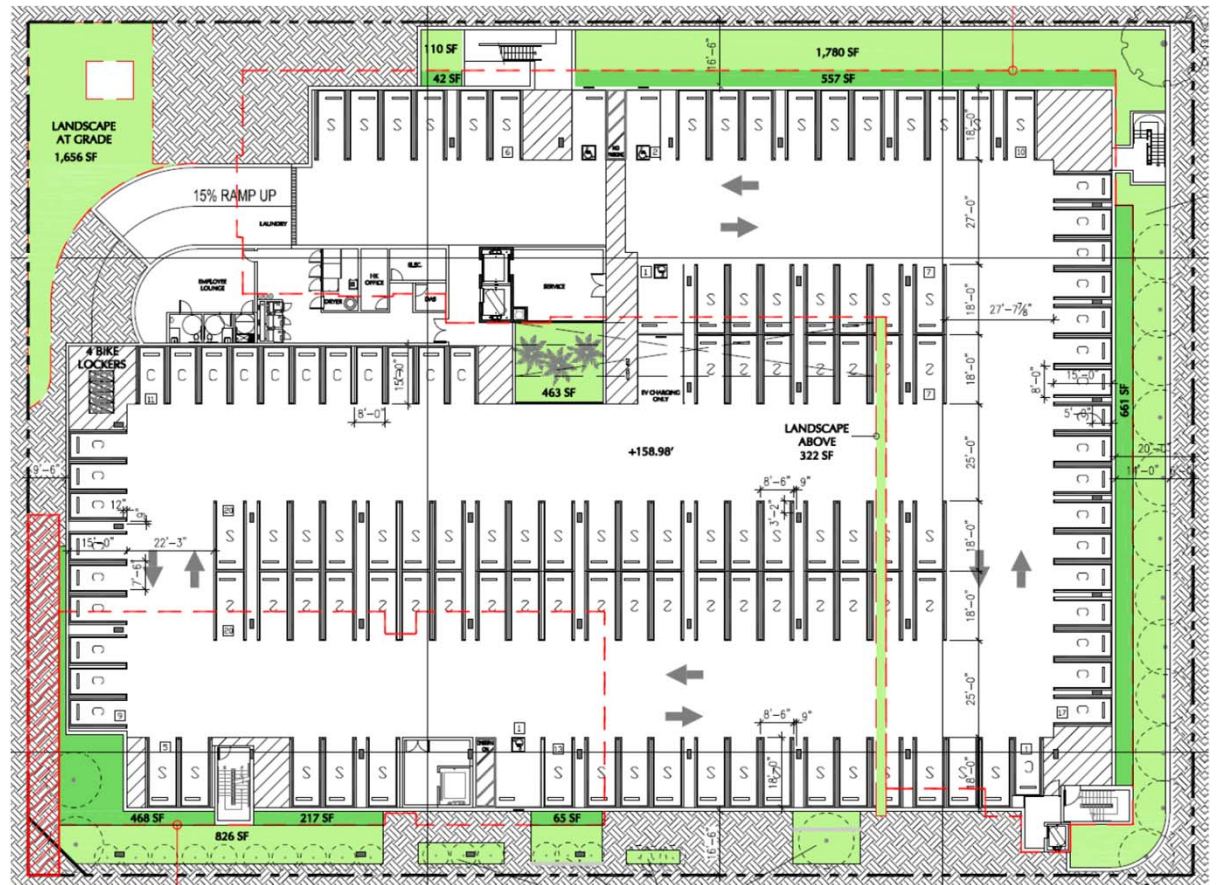
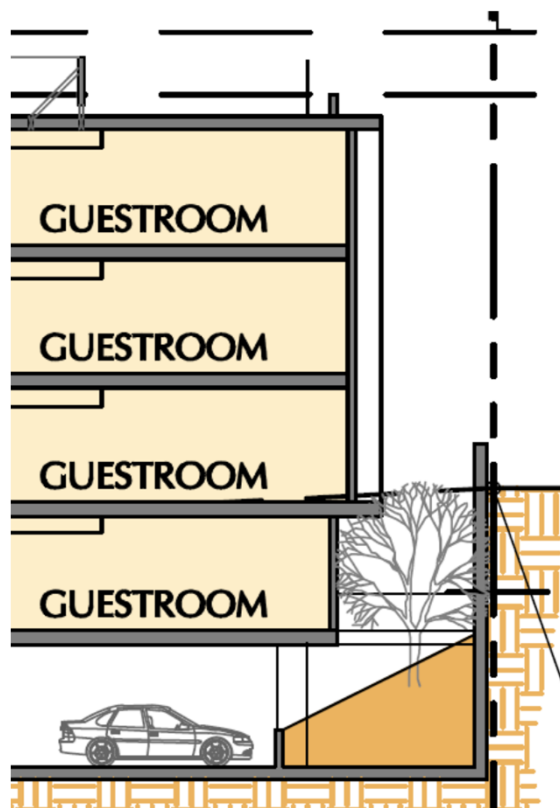
MASTER USE PERMIT REQUEST

- Surface Level Parking- 28 Parking Spots
- Subterranean Parking- 130 Parking Spaces
 - Vehicular Access via Ramp in Front
- Site Access from Tennyson Street and Sepulveda Blvd
- Dedication Along Sepulveda Boulevard for Wide Turn Lane
- Dedication Along Chabela Dr for New Sidewalk



MASTER USE PERMIT REQUEST

- Landscaping Around Perimeter
- Allows Natural Light/Ventilation
- More Sustainable



MASTER USE PERMIT REQUEST

- New Hotel Building
 - Four Stories, 40 Feet Tall
 - 81,775 Square Feet, 162 Rooms
 - L-Shaped Along North and Eastern Part of Property
 - Fourth Floor Outdoor Terrace Facing Sepulveda Blvd
 - Meets Height, Setback, FAR, and Other Development Standards
- Hotel Operations
 - “Select-Service” – Small Fitness Center, Business Center, Meetings Rooms
 - Limited Dining/Full Alcohol Service for Hotel Patrons Only
 - 7:00 a.m. – 1:00 a.m.
 - Maximum Stay of 30 Consecutive Days



MASTER USE PERMIT REQUEST

- Retail/Office Building
 - 2 Stories, 30 Feet Tall
 - Ground Floor Retail- 6,893 Square Feet
 - Second Floor Office- 9,455 Square Feet
 - Southwestern Corner of Site
 - No Tenants Identified
 - Surface Parking for Office/Retail
 - Design Aligns with Sepulveda Blvd Design Guidelines



MASTER USE PERMIT REQUEST

- Reduced Parking Request
 - 243 Parking Spaces Required per M.B.M.C 10.64.030
 - 158 Parking Spaces Proposed
 - M.B.M.C 10.64.040 (B) Allows Reduction in Parking with Use Permit Request
- Kimley-Horn Parking Evaluation
 - “Non-Concurrent Parking Peaks” of Site’s Uses
 - Hotel Peak- Early Morning/Late Night
 - Office Peak-Weekday Early Morning/Mid Afternoon
 - Retail- Weekends
 - Determined Parking Excess of 41-49 Spaces
 - Conservative- Did Not Factor Impacts of Ride Share

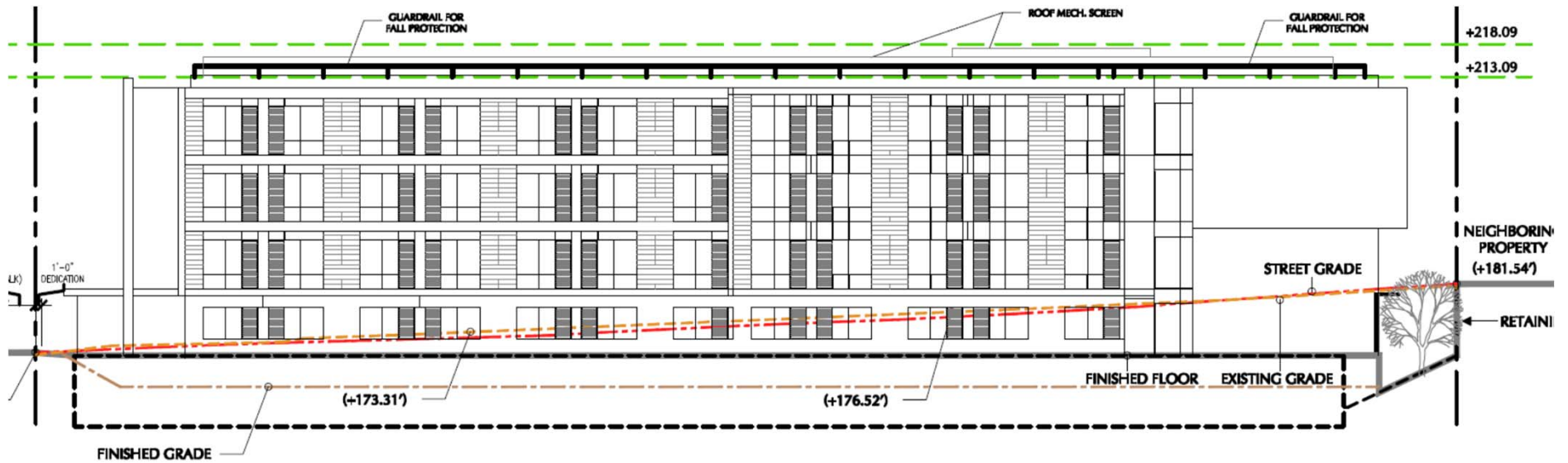


SAFEGUARDS FOR NEIGHBORHOOD

- Construction Management & Parking Plan
- Security Cameras, Possible Private Security
- Lighting Required to Point Away From Neighboring Properties
- Restrictions on Alcohol/Live Entertainment
- Signage Program- No Hotel Parking Allowed Signs In Neighborhood
- Upgraded Street Barricades at Tennyson St and Shelley St



VIEW FROM CHABELA DRIVE



VIEW FROM CHABELA DRIVE



ENVIRONMENTAL REVIEW

- Class 32 CEQA Exemption- Infill Development
 - Consistent with General Plan and Zoning Code
 - Project Site Less than 5 Acres, Surrounded by Urban Areas
 - Site Has No Value as Habitat for Endangered, Rare or Threatened Species
 - Not Result in Significant Effects Relating to Traffic, Noise, Air Quality, or Water Quality.
 - Served by Required Utilities and Public Services.
- Technical Studies for Traffic, Noise, Air Quality, and Noise Quality Confirm Class 32 Exemption



REQUIRED FINDINGS- MASTER USE PERMIT

- “The proposed location of the use is in accord with the objectives of this title and the purposes of the district in which the site is located.”
- “The proposed location of the use and the proposed conditions under which it would be operated or maintained will be consistent with the General Plan; will not be detrimental to the public health, safety or welfare of persons residing or working on the proposed project site or in or adjacent to the neighborhood of such use; and will not be detrimental to properties or improvements in the vicinity or to the general welfare of the city.”
- “The proposed use will comply with the provisions of the City’s Planning and Zoning Title, including any specific condition required for the proposed use in the district in which it would be located.”
- “The proposed use will not adversely impact or be adversely impacted by nearby properties.”



REQUIRED FINDINGS- REDUCED PARKING

- “The parking demand will be less than the requirement in Schedule A or B [in M.B.M.C. 10.64.030].”
- “The probable long-term occupancy of the building or structure, based on its design, will not generate additional parking demand.”



NOTICING AND PUBLIC COMMENT

- Notice Mailed on Monday, September 28, 2020
 - Minimum 10 Calendar Days Before Public Hearing (M.B.M.C. 10.84.040)
- Legal Ad Published in October 1, 2020 Beach Reporter
- Staff Report Posted on Thursday, October 8, 2020
 - Minimum 72 Hours Before Scheduled Meeting (M.B.M.C. 2.44.150)
- One Public Comment (by Telephone) Opposed to Project
- 87 Late Public Comments
 - 41 Comments In Support
 - 46 Comments Opposed
 - Two Comments from Same Individual
 - Petition- 27 Signatures



CONCLUSION



- Conduct Public Hearing
- Make Environmental Determination
- Adopt Resolution Approving Master Use Permit with Conditions

