

City Council Meeting - May 27, 2025

**A REQUEST TO MODIFY A  
PREVIOUSLY APPROVED PARKING  
PLAN AT 1601 PACIFIC COAST  
HIGHWAY IN THE SPECIFIC PLAN  
AREA 8 (SPA-8) ZONE**



CITY OF  
HERMOSA  
BEACH

# Request

- Categorical exemption from the California Environmental Quality Act (CEQA)
- Parking Plan Amendment (PARK25-01) to allow for the consolidation of four retail tenant units totaling 5,368 square feet into two units, and to allow the activation of 1,203 square feet of previously non-leased common space into new leasable office or retail space without providing additional parking at 1601 Pacific Coast Highway in the Specific Plan Area 8 zone

# Background

- Located at Pacific Coast Highway & 16<sup>th</sup> St
- 128,069 sf of leasable space with six-level 496 space parking structure
- Initially approved in 1986 and amended since
- Various entitlements at site, large & small scale
- Current approvals require 2-hour free validated parking

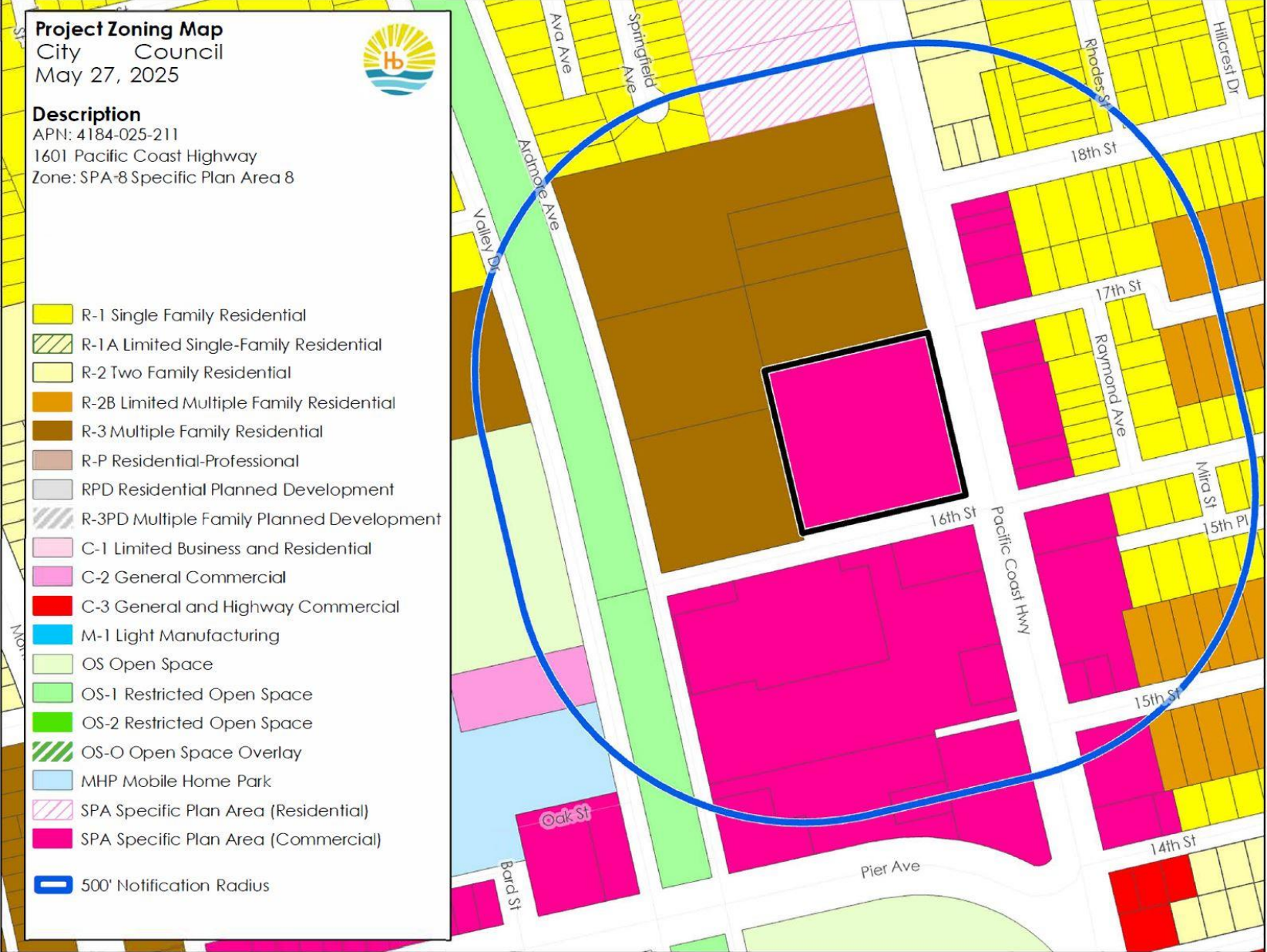


# Background cont..

- Considered and approved by the Planning Commission on 3-18-25
- City Council initiated de novo review of the project on 3-25-25



# Zoning Map



# Project Description

- Parking Plan Amendment to allow for tenant unit consolidation and expansion
- Conversion of four retail tenant units totaling 5,368 square feet into two office or retail units
- Allow the activation of 1,203 square feet of previously non-leased common space into new leasable space
- Applicant proposes to satisfy the demand for parking through the shared parking plan instead of providing additional parking
- Parking Study from Minegar & Associates prepared to evaluate parking impacts associated w/proposal



# Photos of Existing Site



# Photos of Existing Site



# Development Standards

- HBMC 17.44.015 (D)(2)-Expansion requires additional parking
- HBMC 17.44.210- Allows for Parking Plans to reduce number of required parking spaces

# Analysis

## Parking Plan & Parking Study

- Peak parking demand occurred at 10 am on Sat.
- Peak demand results in 88% parking utilization under existing conditions
- Under hypothetical full occupancy condition, peak parking would exceed site capacity for 1 hour per week (conservative set of assumptions)



# Proposed Demo Plan





# Findings

- Parking Plans: HBMC: 17.44.060(A)
  
- The following factors shall be considered:
  - 1. The permanency of affected buildings & uses;
  - 2. The peak parking demand as well as conditions during normal hours of operation;
  - 3. Whether the proposed parking area is normally or frequently used by patrons, or employees of other buildings which will share the parking area at the same time;
  - 4. The certainty that the parking area(s) will be available for satisfying parking demand, and the permanency of such;
  - 5. The proximity and accessibility of the parking area(s).



# General Plan Consistency

- Goal 1: Create an urban form that supports a robust economy and high quality of life.
- Policy 1.7 Consider the compatibility of uses. Ensure the placement of new uses does not create or exacerbate nuisances between different types of land uses.



# General Plan Consistency Continued

- Goal 4. A variety of corridors throughout the city to provide opportunities for shopping, recreation, commerce, employment and circulation
- Policy 4.1 Shared Parking. Facilitate park-once and shared parking policies among private developments that contribute to a shared parking supply and interconnect with adjacent parking facilities.



# Environmental Determination

- California Environmental Quality Act, Categorical Exemption, Section 15301 (e)(1)
- None of the exceptions to the exemptions apply



# Public Noticing



# Staff Recommendation

- Determine that the project is categorically exempt from the California Environmental Quality Act (CEQA)
- Approve Parking Plan Amendment (PARK25-01), to allow for the consolidation of four retail tenant units totaling 5,368 square feet into two units, and to allow the activation of 1,203 square feet of previously non-leased common space into new leasable office or retail space without providing additional parking at 1601 Pacific Coast Highway in the Specific Plan Area 8 zone, subject to conditions.



# THANK YOU!

## Contact us.

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