

**From:**

Evette Acosta  
CBRE/Turner & Townsend  
400 S. Hope St. 25<sup>th</sup> Floor  
Los Angeles, CA 90071

**To:**

City of Hermosa Beach  
Planning Division  
1315 Valley Dr  
Hermosa Beach, CA 90254

**Subject: Supplemental Project Information – Parking Validation**

Dear City of Hermosa Beach,

On behalf of 1601 PCH LP, I am writing to formally provide supplemental information about the parking validation system at 1601 Pacific Coast Hwy. CBRE/Turner & Townsend is the project management team working on construction projects on property and have counterparts at CBRE that cover Property Management. Below is a breakdown of how our parking validation system works along with Exhibits provided by our parking vendor, Metropolis.

**Parking System Steps:**

1. As a vehicle turns into the parking garage, the parking system will take an image of the license plate and track the time they enter, and the arm will open automatically so that they can enter the parking garage.
2. Throughout the property, there are signs noting that parking validations are available through the retailer they visit, please see Exhibit A, below, of a copy of signs on property.
3. Once the client has completed their activity or purchase for the day, the retailer will let them scan a QR code that is available at the front desk that will give them 2-hour validation. Please see Exhibit B, below, for an example of a sign that a tenant has.
4. The QR code will open a website that will have them input their license plate and credit card information.
5. The 2-hour validation will be applied automatically and if they were there over 2 hours, they will pay the remainder of the fee.
6. After the client has completed the prompts on the QR code, they can get in their car and exit the property.

7. Once they are driving out, the system will review their license plate and the arm will open automatically, since it will capture that they paid or were fully validated through the QR code.
8. If any clients are returning customers, the website will save their credit card information along with their license plate number, but they will still need to scan the QR code to get a 2-hour validation after every visit and follow the prompts through the Metropolis website.

Metropolis has also provided a cheat sheet as to how their validation system works, please see Exhibit C.

Sincerely,



Evette Acosta

Senior Project Manager

CBRE/Turner and Townsend Project Management

EXHIBIT A

**Welcome to** 1928  
**Hermosa Pavillion**  
**1601 Pacific Coast Hwy**

**Hours of operation**


Mon-Fri	5:00am-10:00pm
Sat-Sun	8:00am-8:00pm

---

**Rates**

2h Free with Validation	
Each 30 min for the 1st 3h	
Each hour after	\$2
Daily Max	\$10
+ fees	\$30

Transaction fee greater of \$.99 or 5% of total parking fare, Max Daily Rate \$31.50  
\*First 30 minutes \$2.99 (incl. \$.99 fee)

 **metropolis**

**Enforced 24/7**  
Payment required



# **Validations Available**

**Ask the retailer  
you're visiting for  
information**

EXHIBIT B



**Discounted parking**  
— WITH —  
**metropolis**



Scan code to  
claim your discount

C9C3S1

## EXHIBIT C

### QR Code



1

#### Scan & Claim

Visitors scan one of the validation signs at the checkout counter or in other prominent locations that automatically applies the validation for Metropolis members. Non-members will go through a quick sign-up process before their validation is applied.

2

#### Drive out

Our computer vision technology will recognize that the vehicle has validated parking and then vend the gate.