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**FOR IMMEDIATE RELEASE**

**NOTICE OF PREPARATION OF A DRAFT ENVIRONMENTAL IMPACT REPORT, PUBLIC SCOPING MEETING, AND PUBLIC REVIEW PERIOD**  
*City of Hermosa Beach Details New Hotel Project*

**HERMOSA BEACH, Calif.** – October 27, 2016 – The City of Hermosa Beach will prepare an Environmental Impact Report (EIR) for the proposed Strand and Pier Hotel project to be located adjacent to The Strand between 13<sup>th</sup> Street and Pier Plaza. The proposed project would involve the construction and operation of a three-story hotel, including public-oriented ground floor retail and restaurant uses. The proposed project would also include a second floor courtyard terrace and a rooftop terrace, as well as two subterranean basement levels with underground parking and hotel support uses.

The project site comprises approximately 39,950 gross square feet, including proposed vacated public right-of-ways along Beach Drive and 13<sup>th</sup> Court. The proposed project would include approximately 155,030 square feet of total gross floor area and would provide approximately 100 hotel rooms, 178 on-site parking spaces, and 22,461 square feet of retail, restaurant and public uses.

**A Scoping meeting will take place on November 14, 2016 from 7 – 9 PM at the Hermosa Beach City Council Chambers, located at 1315 Valley Drive, Hermosa Beach.** The meeting's purpose is to discuss the proposed project EIR and assist the City in identifying the range of actions, alternatives, mitigation measures, and significant effects to be analyzed in depth in the EIR.

A copy of the Initial Study containing a detailed project description and describing the project location and potential environmental effects is available at the Community Development Department, City of Hermosa Beach, 1315 Valley Drive, Hermosa Beach, California or may be reviewed at <http://www.hermosabch.org/index.aspx?page=504>.

For preparation of the EIR, the City of Hermosa Beach will be the Lead Agency.

**All comments should be submitted no later than December 2, 2016.** Please send comments to Ken Robertson, Community Development Director, City of Hermosa Beach, 1315 Valley Drive, Hermosa Beach, CA, 90254, (310) 318-0242 or via email to [hotelEIR@hermosabch.org](mailto:hotelEIR@hermosabch.org). Include your name, address and concerns.

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### **About Hermosa Beach**

Founded in 1907, Hermosa Beach is known as “The Best Little Beach City.” Named “Southern California’s Greenest City” for its work to protect the environment. Hermosa Beach is a thriving community of some 20,000 residents located on the southern end of Santa Monica Bay in Los Angeles County. Its beaches have been ranked among the best in the world.

To learn more, please visit [www.hermosabch.org](http://www.hermosabch.org).