To achieve the intent, buildings should **enhance** form and orientation and **maintain** the pedestrian realm along Pier Ave while **transforming** the realm on Hermosa Ave.

**Downtown District**

The Downtown District is a primary social and commercial activity center in Hermosa Beach, serving as a centralized location for social gatherings and the recreational activities of residents and visitors. Pier Plaza serves as a popular venue for outdoor events and dining, connecting Downtown to the beach, pier, and The Strand. The “pedestrian scramble” at the intersection of Hermosa Avenue and Pier Avenue is a unique pedestrian amenity that reinforces the pedestrian-oriented nature of Downtown.

**Future Vision**

The intent is to enhance the building form and orientation, and maintain the pedestrian realm along Pier Ave while transforming the realm on Hermosa Avenue. The Downtown District will continue to offer an array of uses for residents and visitors, and any new buildings should pay close attention to and contribute to the high quality pedestrian environment provided throughout Downtown.

**Intended Distribution of Land Uses**

The types of uses provide services and activities associated with the local beach culture to residents as well as visitors to the city. The mix of community and recreational uses serve a functional role in meeting the daily needs and activities of residents and visitors, and accommodate coastal-related recreation and commercial uses which serve the year-round needs of residents and visitors and are attractive and compatible with adjacent residential neighborhoods and commercial districts.

**Desired Form and Character**

**Building Design and Orientation**

- First floor street front businesses should include retail, restaurants, and other sales tax-generating commercial uses to promote lively pedestrian activity on Downtown streets.

- Development along Pier Avenue and Hermosa Avenue should conform to recommendations of the Downtown Revitalization Strategy to realize a town-scale Main Street environment that supports pedestrian activity and local serving commerce.

- Many of the unique buildings, streetscape features, and public spaces are iconic or historic in nature, and new buildings should be carefully integrated to retain the town’s eclectic charm.
• Buildings should be two to three stories in height, cover most or all of the parcel, and may abut neighboring structures.

• Enhance the area’s role as a visitor destination by facilitating the development of boutique hotels that provide specific benefits to the community.

• Public and semi-public spaces should maximize views of the coastline and ocean.

**Public Realm Design**

The pedestrian orientation of Downtown streetscapes should be improved through provision of:

• Special paving or signage at the Pier Ave/Hermosa Avenue intersection.

• Additional palm trees on Hermosa Avenue to emphasize its importance and enhance the character of its streetscape.

• Café and recessed outdoor seating opportunities.

• Arts and cultural activities focused in and around the Downtown.

• Café/seating spaces, plazas, parklettes, and other landscaping features are woven into the design of streets and buildings.

• Once Downtown, walking and bicycling are the primary means for traveling around Downtown while vehicles are accommodated through consolidated parking lots and metered street parking.

• Traffic speeds along Hermosa Avenue should be managed through traffic calming, signalization, and streetscape enhancements.

**Downtown Parking Design**

• A park-once district that allows centralized, shared parking facilities providing pedestrian connections at multiple destinations should be provided in Downtown.

• Parking should be provided off-site through public or private shared parking facilities, with any on-site parking situated to the rear of the buildings and/or hidden and screened.

• Real-time parking supply signage should be added to major City lots/structures to improve circulation and access to the beach and The Strand.