To achieve the intent, building should **transform** building design, form, and orientation while **enhancing** the streetscape and access for pedestrians and bicycles in this area.

**Aviation Corridor**

The Aviation Boulevard Corridor serves as the primary entry point into Hermosa Beach. There are currently a variety of commercial retail, office, and auto-oriented uses along the corridor.

**Future Vision**

The intent is to transform the building design, form, and orientation while enhancing the streetscape and access for pedestrians and bicycles in this area. The area should be transformed into a walkable, multi-use, active commercial corridor with ground-floor uses such as retail, restaurants, and personal services to serve the daily needs of residents east of Pacific Coast Highway and provide artistic and cultural services to the entire community. Enhanced streetscapes with parkettes or outdoor space, paired with new commercial uses, should help to activate the street.

**Intended Distribution of Land Uses**

The revitalized area should include key activity nodes, with retail, restaurant, and office uses and iconic architecture to mark the entry into Hermosa Beach. Gateway commercial uses should anchor each end of the corridor, creating multi-use activity centers. The installation or expansion of arts and cultural facilities along this corridor should be encouraged.

**Desired Form and Character**

**Building Design and Orientation**

- Buildings should be one or two stories tall, with high floor-to-ceiling heights on the ground floor creating appropriately scaled buildings.
- High quality signage/materials and maximum transparency are critical features that should be included to attract shoppers and walkers.
- Redevelopment of larger parcels is designed in a way that orients new buildings around a central plaza or square and provides a mixture of retail and office uses within a single site.
- Most parking should be arranged along the sides or behind buildings, with larger parcels able to provide consolidated parking facilities that can serve uses along the entire corridor.

*South Bay Art Studio provides ground floor activities.*
• With shallow lots, buildings should be placed in close proximity to the street and designed to complement the surrounding residential area.

• Zero lot line front and side setbacks are encouraged to ensure a consistent rhythm of storefronts.

Public Realm Design

• Street parking, wide sidewalks, and street amenities should protect pedestrians from traffic and enliven the outdoor space.

• Enhanced connectivity should be provided through new pedestrian connections to adjacent residential areas.

• Traffic speeds should be moderated to ensure a smoother flow of vehicles along the corridor while enhancing safety for pedestrians and bicyclists.

• Redevelopment at the intersection of Aviation Boulevard and PCH should respond to its regional significance as a gateway and key activity center.