Do you feel the highlighted goals and policies will help to achieve the vision for Hermosa Beach?

Are there any new observations you made while on the tour? Are these observations adequately addressed with proposed goals and policies?

What other observations and ideas would you like to share with us?

For More Information

www.hermosabch.org   |   generalplan@hermosabch.org   |   310-318-0242
**Land Use Goal 10. A strong sense of cultural and architectural heritage.**

- **10.1 Historic landmarks and districts.** Encourage the voluntary designation of potentially historic resources as landmarks or historic districts.
- **10.2 Public and institutional facilities.** Initiate the designation of potentially historic public or institutional resources under threat of demolition or deterioration.
- **10.3 Protect designated landmarks.** Prohibit the demolition, degradation, and inappropriate alteration of designated landmarks.
- **10.4 Treatment of potentially historic resources.** Discourage the demolition, degradation, and inappropriate alteration of potentially historic resources.
- **10.5 Evaluation prior to demolition.** Require evaluation and documentation of potentially historic resources prior to demolition.
- **10.6 Incentives for preservation.** Provide incentives for preservation of designated landmarks, potentially historic resources, and older buildings.
- **10.7 Historic resources as cultural tourism.** Promote historic places and cultural tourism as an economic development strategy.
- **10.8 Adaptive reuse and sustainable development.** Promote historic preservation as sustainable development and encourage adaptive reuse of historic or older properties.
- **10.9 History and cultural heritage.** Support and encourage efforts to document and share the cultural heritage and history of Hermosa Beach.
- **10.10 Culturally inclusive planning.** Ensure that historic preservation planning is culturally inclusive and reflective of the unique background and diversity of neighborhoods in the city.
- **10.11 Incentives and technical assistance.** Provide expert technical assistance to owners of historic properties with tools and incentives to maintain historic resources.
- **10.12 Salvage architectural features or materials.** Encourage salvaging of architectural features that would otherwise be transported to landfills as a result of demolition.
- **10.13 Archaeological and paleontological resources.** Recognize the prehistory and history of the city and strive to identify, protect, and preserve archaeological and paleontological resources.

**Neighborhood Character Areas**

**Land Use Goal 2. Neighborhoods provide for diverse needs of residents of all ages, socioeconomic groups and abilities, and are organized to support healthy and active lifestyles.**

- **2.1 Complete neighborhoods.** Strive to ensure all neighborhoods are complete and well structured with the following characteristics:
  - Contain a high level of connectivity for pedestrians, bicycles and vehicles.
  - Have homes with entries and windows facing the street.
  - Provide a diversity of architectural styles.
  - Have goods and services within a short walking distance.
  - Address the needs of multiple ages and physical abilities.
- **2.2 Variety of types of neighborhoods.** Encourage preservation of existing single family neighborhoods within the city and ensure that neighborhood types are dispersed throughout the city.
- **2.3 Balanced neighborhoods.** Within the allowed densities and housing types, promote a range of housing to accommodate diverse ages and incomes.
- **2.4 Single family neighborhoods.** Preserve and maintain the Hermosa Hills, Eastside, Valley, North End, and Hermosa View neighborhoods as predominantly single-family residential neighborhoods.
- **2.5 Neighborhood preservation.** Preserve and enhance the quality of residential neighborhoods by avoiding or abating the intrusion of disruptive, nonconforming buildings and uses.
- **2.6 Diversity of building types and styles.** Encourage a diversity of building types and styles in areas designated for multi-family housing ranging from duplex/triplex/fourplex to courtyard housing to multi-family housing projects.
- **2.7 Context sensitive design.** Wherever feasible, orient residential buildings to address streets, public spaces or shared private spaces, and consider the physical characteristics of its site, surrounding land uses, and available public infrastructure.
- **2.8 Neighborhood transitions.** Encourage that new development provide appropriate transitions in scale, building type and density between different land use designations.
- **2.9 Neighborhood-serving retail.** Where appropriate, foster the development of neighborhood-serving retail and services in key locations throughout the city.

**Public Art**

**Land Use Goal 11. A proud and visible identity as an arts and cultural community.**

- **11.1 Beach-themed art.** Prioritize public art that reinforces the identity of Hermosa Beach, incorporating the culture, people, neighborhoods and ideas.
- **11.2 Creative expression in the built environment.** Encourage the infusion of creative expression within the city’s built environment to create a memorable urban landscape that respects the past and builds for the future.
- **11.3 Art as cultural tourism.** Recognize the value of the arts to the city’s quality of life and economic stability and promote cultural tourism as an engine for economic development.
- **11.4 Unique gateways.** Celebrate the unique gateways to Hermosa Beach by enhancing them with the work of artists.
- **11.5 City leadership in public art.** Embrace a leadership role in facilitating public art and public art partnerships with City Departments, private developers, and arts and cultural organizations.
- **11.6 Temporary installations.** Support ongoing temporary artwork installations and performance-based arts events in areas with strong pedestrian and vehicular traffic.
- **11.7 Commissioning new artwork.** Encourage the commission of public art projects and events that reinforce the community’s small beach town character, vibrant economy, healthy environment, and lifestyles.
- **11.8 Public art in private development.** Actively encourage private development to contribute to the cultural and economic health of the public realm through incorporation of public art.