City of Hermosa Beach
General Plan/Coastal Land Use Plan Rewrite
Public Workshop #1
May 8, 2014

The purpose of the workshop was to identify issues of importance to the city now and potentially in the future, and confirm whether existing work reflects the larger community sentiment. This is one of a number of outreach methods and inputs to inform this topic.

On May 8th, three questions were asked in the context of Small Beach Town Character, Healthy Active Lifestyle, and Economic and Environmental Sustainability:

- What do you love about Hermosa Beach?
- What are the threats to Hermosa Beach’s character and quality of life?
- What do you want to change in Hermosa Beach now and in the future?

Participants were provided a workbook with a list of statement/attributes relating to Small Beach Town Character, Healthy Active Lifestyle, and Economic and Environmental Sustainability. The list was developed from the City Council’s Strategic Plan, Community Dialogue Decision Tool and Quality of Life presentation, and other source materials.

Participants broke out into four (4) small groups with two facilitators each. Participants were provided about 1.5 hours to review the lists as a starting point and to (a) indicate what are the most relevant statements/qualities and (b) what should be added or deleted.

Results:

What do you love about Hermosa Beach?

<table>
<thead>
<tr>
<th>STATEMENTS/QUALITIES – IDENTIFIED AS MOST IMPORTANT TO THE GROUPS</th>
<th>NO. OF GROUPS</th>
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<tbody>
<tr>
<td>Beach culture, heritage, and lifestyle</td>
<td>4</td>
</tr>
<tr>
<td>Small, in size and scale</td>
<td>2</td>
</tr>
<tr>
<td>Leader in environmental sustainability</td>
<td>2</td>
</tr>
<tr>
<td>Great schools</td>
<td>1</td>
</tr>
<tr>
<td>Lives up to its slogan...“the best little beach city”</td>
<td>1</td>
</tr>
<tr>
<td>Range of lifestyles</td>
<td>1</td>
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<tr>
<td>Small town scale and businesses</td>
<td>1</td>
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<td>Beach, parks, greenbelt</td>
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What are the threats to Hermosa Beach’s character and quality of life?

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<td>3</td>
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<tr>
<td>Lack of public school resources (space and funding)</td>
<td>2</td>
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<tr>
<td>Loss of small and local businesses</td>
<td>1</td>
</tr>
<tr>
<td>Retail leakage (people shop in other cities)</td>
<td>1</td>
</tr>
<tr>
<td>Zoning restrictions on business</td>
<td>1</td>
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<tr>
<td>Traffic and parking congestion</td>
<td>1</td>
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<td>Impacts to ocean (water quality)</td>
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<tr>
<td>Climate change, sea level rise</td>
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What do you want to change in Hermosa Beach now and in the future?

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<tr>
<td>Carbon neutral</td>
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<tr>
<td>Improve bicycle facilities/improve bikeability/improve pedestrian connections</td>
<td>2</td>
</tr>
<tr>
<td>Bigger, newer school facilities</td>
<td>2</td>
</tr>
<tr>
<td>Living streets</td>
<td>1</td>
</tr>
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<td>Better sports facilities*</td>
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<td>More economic activity</td>
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<td>Attract small businesses</td>
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<tr>
<td>Expand green economy</td>
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<td>Revitalize PCH and Aviation</td>
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**Aggregated Results**

In order to identify major issues, the participant group results have been aggregated by the General Plan team (consultants/staff) to identify major topics areas:

**What do you love about Hermosa Beach?**

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**What are the threats to Hermosa Beach’s character and quality of life?**

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Break-Out Groups: Recording Sheets

Four break out groups were asked to review lists of statements/qualities within the context of Small Beach Town Character, Healthy Active Lifestyle, and Economic and Environmental Sustainability:

- What do you love about Hermosa Beach?
- What are the threats to Hermosa Beach’s character and quality of life?
- What do you want to change in Hermosa Beach now and in the future?

The key points were recorded on the following sheets.
What do we love about Hermosa?
- Beach culture, heritage & lifestyle
- Range of lifestyle
- Aspiring to be env. leader
- Great schools
- Small town scale & businesses

What are the threats to HB?
- Poor quality of what we’re breathing
- Shopping opportunities in Redondo/unemployment
- Out of scale new development
- Lack of funding for schools
- Parking issues, traffic
- Zoning restrictions on businesses
- Oil project

What do you want to change or achieve in Hermosa Beach?
- Carbon neutrality
- Implementing living streets, sidewalks
- Facilities for organized sports
- Overcrowded schools
- Increased economic activity

Focus on people, not cars to revitalize the culture.
What do we love about Hermosa?

- Beach culture, heritage & lifestyle
- Range of lifestyle
- Aspiring to be env. leader
- Great schools
- Small town scale & businesses
What are the threats to HB?
- Air quality & what we're breathing
- Shopping opportunities, in Redondo, Manhattan
  - drawing residents
  - Retail leakage
- Out of scale new development. Some disagreement
- Funding for schools
  - parking requires to businesses
- Zoning/restrictions on businesses
- Oil project
What do you want to change or achieve in Hermosa Beach?

- Carbon Neutrality
- Implementing living streets, sidewalks, and Cleaner Oceans
- Facilities for organized sports
- Overcrowded schools
- Increased economic activity

Focus on people, not cars, to revitalize the culture.
Activity + accessibility for all

Accessibility of buildings

Diverse evolving demographic diversity

Generational diversity

Engaged + involved residents

Core engagement - variable engage

Passion citizens - willingness to involve

Need bike friendly, bike lanes, bike ability

easier to ride in MB due to separate lanes

Internal boundary due to ACH divides

Pedestrian bridge

We are not BIZ friendly - no BIZ capture, no
adequate park plan - BIZ need a predictable process

Dezone Cypress from industrial

to mixed use
OUTREACH TO REASONS FOR VIABLE BIZ PARTNR

KEEP OUR OCEAN CLEAN - WE LIKE IT → CONTINUE IT - HIGH STANDARD

LOVE IT

1. BEACH CULTURE/HERITAGE/LIFESTYLE

2. HEALTHY ACTIVE LIFESTYLE (MORE BIKE/WALKABILITY)

3. LEADER IN ENVIRONMENTAL SUSTAINABILITY (ASPIRATIONAL)
NOT A THREAT

- CHANGING DEMOGRAPHICS
- NEW DEVELOPMENT (because not often allowed) (but single to multi - questionable)
  (funky is fun)
- DENSITY IS AN ISSUE

THREAT ➔ KIDS RAISED HERE CAN'T COME BACK + LIVE HERE (UNAFFORDABLE)

- LARGE EVENTS OK - CURRENT FREQUENCY IS GOOD ➔ FREQUENCY WOULD BE A PROBLEM

- TRAFFIC/PARKING NOT ISSUE
- NOISE - NOT AN ISSUE ➔ LIMITING LIGHT AIRCRAFT - BIG WIN
- DEV OF KEY DOWNTOWN SITES - NOT AN ISSUE
- LARGE VACANT PARCEL - NOT THREAT ISSUE
BIGGEST THREATS

1) OIL DRILLING
2) IMPACT OCEAN
3) LACK SCHOOL SPACE / DEV OUT OF SCALE / GENTRIFICATION
   LOVE ABOUT HERMOSA
   1) ECONOMIC VITALITY
2) SCHOOLS
3) FOREFRONT SUSTAINABILITY
   GREEN ECONOMY /
   STRATEGIC STREET DIFFERENTIATION /
   AVIATION DEV
CHANGING RETAIL MORE - NOT a THREAT

WHAT DO YOU WANT TO CHANGE NOW + IN THE FUTURE

CHANGE - NOW + IN FUTURE
+ MORE BIZ DIVERSITY FOR RESIDENTS (WHAT DO WE LEAVE TOWN FOR)
+
+ NOT PRACTICAL TO ASK FOR MORE PUBLIC SPACE
= NO CIVIC CENTER
= NO ADDITIONAL SCHOOL SAFETY NEEDS
= BIGGER SCHOOL CAPACITY
= NO MORE HOTEL
= GREATER ENTRANCE
+ IMPROVED SIGNS AT ENTRYS
Question 1: Love about HB
- Community minded, willing to give up personal interest (some disagreement)
- Engaged, involved residents (some disagreement)
- No smoking
- Eclectic
- Live & let live quality
- Well defined a small
- Individual can have a big impact
- Not Manhattan Beach
- Walk to local restaurants & shopping
- Low scale buildings

Question 2: Threats
- Climate Change - could be brush
- Affordable - lack of
- Extensive local bar scene & its impact
- Bar culture, is part of HB, depend on it for revenue
- Events & tourism are difficult
- Lack of density & businesses
- Loss of small businesses

Question 3: What do you want to change?
- Dog park / Dog Beach
- Love it - don't change

Question 4: What do you want to change?
- Beach culture
- Small
- Great beach, parks
- Walkable, bike

Question 5: What do you want to change?
- Beach culture
- Small
- Great beach, parks
- Walkable, bike

Question 6: What do you want to change?
- Beach culture
- Small
- Great beach, parks
- Walkable, bike

Question 7: What do you want to change?
- Beach culture
- Small
- Great beach, parks
- Walkable, bike

Question 8: What do you want to change?
- Beach culture
- Small
- Great beach, parks
- Walkable, bike
Question 1: Love about HB

- Community-minded, willingness to give up personal interest (some disagreement)
- Engaged and involved residents (some disagreement)
- No smoking
- Eclectic
- Live and let live quality
- Well defined and small
- Individuals can have a big impact
- Not Manhattan Beach
- Walk to local restaurants and shopping
- Low scale buildings
2. Threats

- Climate Change - could lose beach
- Affordable - lack of
- Intensive local bar scene + its impacts
- Bar culture is part of HB - depend on it for revenue
- Events + tourism are different
- Lack of diversity of businesses
- Loss of small businesses
Question 3: What do you want to change?
- Dog park / Dog Beach
- Love it - don't change

1) Dynamic plan for downtown
- Affordable housing
- Get rid of plastic + styrofoam (Enforce)
- Livable, walkable PCH + Anchor
- Cypress area - City should redevelop to small business/mixed use
Question 1
- Beach culture
- Small
- Great beach, parks
- Walkable, bikeable

Question 2
- Oil drilling
- Increasing property values
- Climate change
- Loss of small local businesses

Question 3
- Strategic Diff Development
- Improve bikeability
- Dog park
- Attract small businesses
- Affordable housing
- Pier plaza is no longer safe ✔️
- Oil issue is most significant
- Small town/healthy environment
- Beach makes city feel expansive
- Citizens are very engaged ✔️
- Diversity is great

What do you love about Hermosa Beach?

- Best little beach city
- Small size/scale ✔️
- Beach culture
- Innovative approach to local economy
- Diverse population need more engaged citizens
- Safe city (except for plaza) involved
- Great beach/parks & open space
accessible city government

great schools weaken

promote success

need improvement

climate city / healthy environment

climbers could be more engaged

eclectic buildings / homes

What THREATS do you see to your quality of life?

1. Loss of local biz
2. Oil
3. Parking requirements
4. Impacts to ocean / water quality
5. New development (out of scale)
6. Climate change - need to become more sustainable
7. Tax revenues - maintain
8. Changing character of neighborhoods
9. Large and frequent events - local ok
What does changing character mean?
- based on individual perception
- need clear density restrictions - see map
- more families moving in is positive
- large homes not ideal
- favoritism within planning dept.

What do you want to change now? (X)

✓ improve bikability/pedestrian
   ptt - sharrows/lanes
   - electric trolley to downtown
   - outdoor sec
   - preserve family-friendly beach lifestyle
   - security around schools & parks
- Differentiated/mixed use development
  - economic vitality
- Parking may encourage cars
  - don't need it
- Lower density
- Better school facilities — more space
- Zoning, learning environment
- Preserve neighborhood character
- Valley Boulevard → one way
- More local biz
- Alcohol permits too concentrated
- Expand green economy
  - Attract carbon neutral biz.
- recycling - twice part
- neighborhood watch enhanced
- don't need giant parking lots
- local mum. feel
- entrance to town - restricted entries to town
(bike/ped improvements)
Weekend parking

No weekend info along Avenue A
ds"Hope Pier"

4
downtown

Aviation