

City of Hermosa Beach Housing Element Public Participation Plan

Government Code 65583(c)(7) requires: "The local government shall make a diligent effort to achieve public participation of all economic segments of the community in the development of the housing element, and the program shall describe this effort."

The City encourages and solicits the participation of the community and other local agencies in the process of identifying housing and community needs.

Website

The project website (<http://www.hermosabeach.gov/housingelement>) was launched to keep residents informed about progress and opportunities to participate. It includes background information about the purpose of the Housing Element, maintains a schedule of events and materials from that event, provides a mailing list signup, posts document drafts, and provides City Staff contact information.

Social Media Outreach

The City updated social media platforms to advertise for public meetings and solicit feedback on draft materials.

Public Survey Questionnaire

A public survey was available to residents and community groups to help determine community priorities, housing needs, and goals for housing in Hermosa Beach

Stakeholder Interviews

City Staff and Consultant conducted interviews with key members of the community to help determine community priorities, housing needs, and goals for housing in Hermosa Beach.

- Hermosa Beach City School District
- Manhattan Beach Unified School District
- Employers (Vons, Lazy Acres Grocery, Beach House Hotel)
- Commercial property owners (Pier Ave, Aviation Blvd.)
- Churches (Our Lady of Guadalupe Catholic Church, St. Cross Episcopal Church, Hope Chapel)

Developer Interviews

City Staff conducted interviews with Affordable Housing Developers to discuss opportunities and determine sites feasibility (City Ventures, Lance Libriano)

Public Meetings (6)

The City hosted 6 Public Meetings to adopt the Housing Element.

1. Planning Commission Introduction to Housing Element December 15, 2020
2. Housing Needs Workshop - Joint City Council/Planning Commission Meeting February 3, 2021

3. Planning Commission to recommend authorization – Special Meeting June 30, 2021
4. City Council to authorize to submit Housing Element to HCD – July 27, 2021
5. Planning Commission recommendation to adopt revised document – November 16, 2021
6. City Council adoption of revised document – December 21, 2021

1. Planning Commission Introduction to the Housing Element Update

December 15, 2020, Staff presented the Planning Commission a brief introduction to the Housing Element Update project and the planning process.

General Advertisement

- City Calendar
- Public Notice of meeting
- Public Notice on posted Planning Commission Agenda

2. Joint City Council/Planning Commission Session: Housing Needs Workshop

The purpose of the Housing Needs Workshop was to hear public comments about housing needs and present a summary of issues, opportunities, constraints, and potential policy and program options and obtain direction from the Planning Commission and City Council.

February 3, 2021, the City hosted a Joint City Council/ Planning Commission Housing Needs Workshop to introduce and solicit feedback on the Housing Element Update to the General Public.

General Advertisement

- City Calendar, City News briefs, website, social media
- Extra Advertisement in Paper
- Public Notice on posted City Council and Planning Commission Agenda
- Email interested parties, schools, churches and community groups

3. Planning Commission Meeting to Review and Modify Draft Housing Element and Recommend City Council Authorization to Submit to State Housing and Community Development Department (HCD)

A Special Planning Commission Meeting was held June 30, 2021 to review, discuss, receive public comments and recommend revisions to Draft Housing Element and recommendation to City Council to authorize submission to HCD.

General Advertisement

- City Calendar, City News briefs, website, social media
- Advertisement in Paper
- Public Notice on posted Planning Commission Agenda
- Email interested parties, schools, churches and community groups

4. City Council Meeting to Review and Modify Draft Housing Element and Authorization to Submit to State Housing and Community Development Department (HCD)

City Council Meeting was held July 27, 2021 to review, discuss, receive public comments and recommend revisions to Draft Housing Element and authorization to submit to HCD.

General Advertisement

- City Calendar, City News briefs, website, social media
- Extra Advertisement in Paper
- Public Notice on posted City Council Agenda
- Email interested parties, schools, churches and community group

5. Planning Commission Public Hearing to Review and Modify Housing Element Responding to HCD Comments and Recommend City Council Authorization to Submit to State Housing and Community Development Department (HCD)

Planning Commission Public Hearing Meeting was held November 16, 2021 to review, discuss, receive public comments and recommend revisions to Housing Element and recommendation to City Council to authorize submission to HCD.

General Advertisement

- City Calendar, City News briefs, website, social media
- Public Hearing advertisement in newspaper
- Public Notice on posted Planning Commission Agenda
- Email interested parties, schools, churches and community groups

6. City Council Public Hearing to Review and Adopt Housing Element Responding to HCD Comments and Authorization to Submit to State Housing and Community Development Department (HCD)

City Council Public Hearing Meeting was held December 21, 2021 to review, discuss, receive public comments and Adopt Housing Element and recommendation to City Council to authorize submission to HCD.

General Advertisement

- City Calendar, City News briefs, website, social media
- Public Hearing advertisement in newspaper
- Extra Advertisement in newspaper
- Public Notice on posted Planning Commission Agenda
- Email interested parties, schools, churches and community groups

All meetings, email notifications:

Direct Email Notifications

- Citywide email distribution to those signed up for City alerts
- Chamber of Commerce
- Downtown Business Association
- Economic Development Stakeholder Advisory Group
- Abundant Housing
- Real Estate Professionals
- Los Angeles Homeless Services
- Social Service Providers
- Beach Cities Health District
- Hermosa Beach City School District
- Hermosa Beach schools
- Manhattan Beach Unified School District
- Mira Costa High School (MBUSD serving Hermosa Beach students)
- Housing Developers
- Churches (Our Lady of Guadalupe Catholic Church, Episcopal Church, Hope Chapel)
- Community Group Email list.