

Online Survey Summary

Hermosa Beach General Plan Update

November 2014



Following the public workshop on November 6, the City replicated the workshop activities in an online format, providing those unable to attend in person with the opportunity to provide valuable input and feedback. The online survey collected community feedback on a vision statement, guiding principles, and potential solutions to key issues to guide the future of Hermosa Beach in the context of the General Plan update.

The survey collected responses from November 13 through November 23 and was advertised through the City's Website, e-notify system, Nixle, and the General Plan Update email list. Over the course of ten days, approximately 150 individuals provided input through the online survey.

Confirming the Vision Statement (Activity I)

Survey participants were asked to read through the vision statement and indicate the words or phrases that should or should not be part of the vision. They were also asked to identify any ideas or concepts they felt should be added to the vision statement. The complete transcription of input can be found in **Appendix A**.

The aspects of the vision that were most supported include:

- Small beach town
- Our love of the ocean environment
- Where heritage, creativity, and sustainability intersect.
- Oil drilling or Keep the ban on oil drilling (please note that neither are part of the vision statement)

The aspects of the vision that participants thought should be added include:

- Focus on high quality schools and education
- Strong sense of community
- Local economy and entrepreneurial spirit
- Preservation of history or heritage
- Protection of open space and parks

The aspects of the vision that were most often not supported include:

- The fading dominance of the auto
- Environmental footprint is dramatically reduced
- Virtually all energy is carbon-free
- We take shared responsibility for catalyzing positive change
- Sustainability
- Oil drilling (please note that this was not included in the vision statement)

Vision Statement Next Steps

Input on this activity will be used to refine the vision statement and emphasize key phrases or words from the vision statement that are of top importance to the community. The refined vision statement will be presented to and reviewed by the City Council in December 2014, before the policy framework for the General Plan update is developed.

Refining Guiding Principles (Activity 2)

The survey included a list of guiding principles divided among three key topics: small beach-town character, healthy environment and lifestyles, and vibrant economy. Participants were asked to vote for five guiding principles from the twenty-two guiding principles that the City should prioritize. Tally counts are provided in **Appendix B**.

The most supported guiding principles in each category are shown below in order of the number of votes received (people voted for only five of the twenty-two total guiding principles):

Small Beach Town Character

- Our small scale, eclectic architecture and vibrant beach lifestyle is an unrivaled coastal asset
- Creating a place where people can live, work, and play locally is key to balancing economy, community, and environment
- Our beach, the ocean, green spaces, and natural resources of all types are the foundation of our brands and the high quality of life

Vibrant Economy

- Our business culture cultivates innovation, the arts/creative industries, locally owned businesses, and environmental stewardship
- Our business mix serves the daily and leisure needs of our residents, while providing a quality experience for visitors
- Our desire for a high quality of life requires balancing economy, environment, and community through a 'sustainability lens' and this attracts like-minded entrepreneurs.

Healthy Environment & Lifestyles

- Hermosa Beach will be a responsible steward of our ocean resources, open space, and other natural resources as a healthy environment is the foundation of a more livable, sustainable city and high quality of life.
- Efficient water use, conservation, reuse, recycling and retention, at the local level is necessary for a sustainable and resilient city.
- Moving to carbon-free energy sources and concurrently planning to adapt to climate change will reduce greenhouse gases and increase energy independence and resiliency.

Guiding Principles Next Steps

Input on this activity will be used to understand which principles are the highest priorities for the community so that the goals, policies, and actions in the General Plan reflect community priorities. The guiding principles will be refined and reorganized in order of support/priority by the community for Council review in December 2014.

Key Issues & Priority Solutions (Activities 3 – 5)

A series of three posters listed potential solutions to three questions: For each solution, participants were instructed to place stickers in one of three columns to indicate what solutions the City “must do,” “should do,” or “should not do.”

“Must do,” indicates something the city should absolutely take action on, “should do” means that there is support for the idea but it is not the top priority, and “should not do” implies an unsupported or unpopular idea. The “must do” column for each potential solution received the most votes overall, indicating that the community is interested in seeing the City take action on many of the proposed key issues and priority solutions.

The following sections list the solutions that were the most and the least supported by category, and expound upon areas of conflicting feedback. To view the complete data set for these activities, see **Appendix C**.

What can we do to Enhance & Protect Our Neighborhoods?

Must do – The following solutions received the most “must do” votes:

- Invest in the beach and ocean as essential to our identity
- Invest in Hermosa’s schools
- Invest in a safe community
- Make streets more attractive for walking and biking

Should do – The following solutions received the most “should do” votes:

- Provide activities in parks and Pier Plaza for people of all ages
- Allow apartments above some commercial uses
- Preserve historic or eclectic buildings
- Create more places for people to meet or socialize
- Focus on beach activities and improvements that benefit residents
- Design so people can “age in place”

Should not do – The following solutions received the most “should not do” votes:

- Allow taller buildings in some places, especially where ocean views are not affected.
- Residences should front on the street with garages placed behind
- Allow some corner stores in residential areas east of PCH.

Conflicting – The following solutions received competing votes in the “should/must do” and “should not do” categories:

- Allow apartments above some commercial uses
- Reduce parking requirements to get better community design
- Allow people to rent their houses as vacation rentals
- Residences should front on the street with housing placed behind

What can we do to Enhance Our Local Economy?

Must do – The following solutions received the most “must do” votes:

- Invest in sewers, streets, telecommunications, infrastructure
- Invest in our beach/ocean resources as a main economic driver
- Brand Hermosa Beach as an innovative green city
- Invest in locally grown businesses
- Brand Hermosa Beach as the best little beach city

Should do – The following solutions received the most “should do” votes:

- Provide more retail uses and services that serve residents
- Allow more small-scale commercial development
- Make the Cypress Avenue area into a “creative arts district”
- Provide more resident oriented services and shopping on Aviation Blvd.
- Balance resident/visitor uses

Should not do – The following solutions received the most “should not do” votes:

- Attract big box retail uses along PCH
- Attract brand name businesses
- Permit private events on limited portions of the beach
- Develop hotels, places for visitors to stay

Conflicting – The following solutions received competing votes in the “should/must do” and “should not do” categories:

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- Add office space
- Develop hotels, places for visitors to stay
- Reduce parking requirements to incentivize new/expanded businesses
- Add parking at the civic or community center
- Maintain Pier Plaza/Downtown as an entertainment district

What Can We Create a Healthier Environment?

Must do – The following solutions received the most “must do” votes:

- Make it easier and safer to walk and bike in Hermosa
- Make a clean beach and healthy ocean environment a priority
- Require new buildings to be very resource efficient
- Focus on 'greening' city operations and facilities
- Take actions that aggressively reduce greenhouse gas emissions
- Maintain the city as a sustainability leader

Should do – The following solutions received the most “should do” votes:

- Increase telecommuting or working locally
- Add, expand upgrade parks with diverse activities
- Improve the efficiency of existing parking resources
- Allow mixed land uses to make it easier to walk to services

Should not do – The following solutions received the most “should not do” votes:

- Reduce the allocation of space in the City for parking
- Remove some parking to accommodate bike racks
- Provide walk/bike/stroller crossings over the greenbelt

Conflicting – The following solutions received competing votes in the “should/must do” and “should not do” categories:

- Create slow speed lanes for bikes, electric bikes, Segways, golf carts, etc.
- Provide walk/bike/stroller crossings over the Greenbelt
- Remove some parking to accommodate bike racks
- Allow small scale development without adding parking to the city

Key Solutions Next Steps

Input on this activity will be used to inform the community's preferred solutions to the issues that currently or may face Hermosa Beach in the future and to identify other ideas and improvements the community are interested in.

Where would you like to see ____? (Activity 6)

Through this activity, participants were asked to identify locations where they would like to see certain changes or improvements to land uses and transportation. The following types of changes were provided to participants: bike improvements, pedestrian improvements, parks or community gathering spaces, shopping for residents, residences above commercial uses, private events at the beach, big box retail, add public parking, remove public parking, corner stores or coffee shops, office space, and new housing. Participants were also able to write in additional ideas.

- Priority bike improvements were suggested along Pier Avenue as well as Valley/Ardmore and interest in additional bike parking was expressed. Some respondents indicated they felt there are enough bike facilities.
- Participants were responsive to ideas for mixed-use along Pier and Hermosa Ave., around

downtown, and along PCH. Respondents also expressed concern over the infrastructure capacity to accommodate additional housing or felt that residences above commercial uses were not appropriate in Heramosa Beach.

- Suggestions for areas appropriate to accommodate corner stores or coffee shops include north Heramosa and east of PCH (Prospect/Aviation). Some did not feel that this was appropriate in a residential community and others suggested that everyone should be able to walk to a corner store.
- Pier Ave and PCH/Aviation were the primary corridors along which participants felt there could be more shopping for residents.
- PCH was the most frequently identified location appropriate for office space, while Aviation, Upper Pier, and Downtown were also mentioned. Others indicated that office space could be accommodated on second floors or above existing businesses.
- Of those that indicated a preference for more private events on the beach, the area around the Pier was most frequently suggested. Many respondents did not feel it was appropriate for additional events, or indicated a preference for non-commercial events, fewer events with alcohol, or smaller events such as weddings.
- Suggestions for parks and community gathering spaces generally did not identify new places, but identified improvements (community garden, larger rental spaces, they would like to see at existing parks or interest in South Park being redeveloped. Many respondents felt that the current amount of park space was adequate.
- The Civic center/community center and upper Pier were two locations identified as needing additional parking. Many responses indicated there isn't a need for more public parking or expressed concern about how additional parking would impact traffic and increase visitors.
- Decreasing public parking was generally not supported by respondents though some indicated less space for parking in/around downtown and the beach may be acceptable.
- Pedestrian improvements were suggested along PCH and near 8th st. Many indicated that sidewalks specifically are needed to improve walkability.
- Big box retail was generally not supported by respondents, though those that identified a location where it may be appropriate either indicated PCH or Aviation.
- Participants did not identify locations where additional housing may be accommodated. Many expressed concern of overdevelopment of housing or additional condos should be limited.

A full transcription of the input provided for this activity is provided in **Appendix D**.

Mapping Ideas Next Steps

Input on this activity will be used to identify the various land use and transportation changes the community would like to see in Heramosa Beach. These ideas will be used in the identification of land use and transportation changes, which will then be analyzed for their community, economic, and/or environmental feasibility.

Big Ideas (Activity 7)

The final activity station asked participants to think BIG and share their ideas for transforming Heramosa Beach. A full transcription of the BIG ideas are presented in **Appendix E**.

Appendix A – Vision Poster with Community Markups

you support	you think should be added	you think should be removed
	yes	"Our environmental footprint.....beach city brand."
	community input I think it is beautifully aligned with why we live here and our small community captures the heart of people around the world.	
	Clean up Pier ave near the beach make it more family friendly. Less bars. Invest more in our schools and expand them to meet the needs of the community	"eclectic" districts; where are they; lived here since 1955 but they escape me. Also may want to remove entire paragraph referencing our environmental footprint if the Oil Recovery vote passes. Last paragraph replace "catalyzing" with "effecting"
		All the bullshit about the environmental footprint and carbon-free crap. And the fading dominance of the auto.
	We support individuals and families and believe a leading school system is important to all	
	Increase fire crew to what it was before the cutbacks. St. Pat's parade was better when we had the food court and shopping tents as it gave people something to do after the parade. Now I just go home.	The vision for PCH with center median. Don't see how you can provide everything and still keep 4 lanes unless you do away with parking. Medians slow up fire trucks, etc. Without medians, it is easier for them to maneuver into oncoming traffic in emergency situations. I'm sure that you would not want slower response time to your home if you had a fire. No smoking in the outdoor patios on Pier. The purpose of the outdoor patios was to give smokers a place to smoke away from the non-smokers. I no longer dine on the Pier.
		Our "environmental footprint" and fading dominance of the auto" is not reduced/transformed the community until we make most of Pier a walking street vs. cars and any and all oil drilling is obsolete in Hermosa.
	Our schools are the finest in the state and are supported by the entire community--regardless of age or family status. Our sense of community is second to none, based on community projects and events.	"we are a beacon"--I believe you wanted to convey "example" or "exemplification;" the comma after "town" should be removed (We balance our small town, beach culture..."
	We need a "View Variance"!! HB is "overbuilding" houses & businesses, so that many residents have lost their long-time ocean views! HB City Depts. are too intent on making more money by packing us in like sardines! Long-time HB residents are being pushed out by the over-crowding & loss of privacy that these "monster" bldgs. bring. For yrs. residents have asked for "View Variances", but been denied by City Council who states that "no one is interested". We just lost our ocean view & privacy by 4 condos being "slammed in" behind us! When will HB City Depts. listen to & stand up for the residents who already live here???	
		Entire paragraph that starts: "We take shared responsibility for catalyzing positive change"

Hermosa Beach General Plan/Coastal Land Use Plan Rewrite

	historical HB embraced young artists and a liberal philosophy - unique town wedged between larger traditional cities	"vibrant" economy - use different adjective. HB hasn't had a vibrant economy for several years.
		Carbon free and fossil fuel hating. Government overreach.
		YES!!!!
		too corny...Hermosa Beach is the small beach town others aspire to be.
		Carbon neutrality
	Visionary leadership in Sustainability & Green building initiatives!	
"green" city initiatives like city vehicles being electric	south park hockey rink tear down	oil drilling, community garden for select few
all		
all		
All except noted below	Our development standards have evolved in favor of our enjoyment of the climate and views unique to our coastal location.	Virtually all energy is carbon-free.
All of it	A stronger focus on families and high quality education	
All of it		
All of it!	Something about our sense of community - raising our children here, taking care of our environment and each other, etc. Also something about our focus on health and wellness	
all of the above	create/maintain open spaces, implement view ordinances, reduce density, look at traffic flow patterns on main streets as well as residential streets	
All of the above	A focus on improved schools and especially on expanding options immediately as Hermosa Valley is disruptively overcrowded	
all of the above		
all of the above		
an oil-free city with accountable leadership!!!	A city who holds its leaders accountable	Remove the part that says we capitalize off our environment
best beach town that others want to emulate	supportive and nurturing for entrepreneurs, small businesses	get rid of the anti-car and too many sustainability comments - sounds like the Greens wrote all this. Sure, it's a goal, but not the main goal. Our eclectic architecture??? In any case, all the small beach bungalows are being torn down replaced by McMansions. So something there needs to be changed.
Carbon free		
common sense decisions		any reference to carbon neutral
Continued reduction of our environmental footprint, and our sustainable beach city brand.	Maintaining the high quality of life in a small beach town, and not allowing oil drilling which will negatively impact our environment and small beach town quality of life.	
Encourage walking, biking around the city and reducing car journeys for short distances. Push for residents to recycle more and be conscious of consuming products with excess packaging.	Plan should not include oil drilling in this small community.	
environment, sustainability, coastal destination, walking, biking, positive change	keeping heavy industry out of our town	

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environmental and sustainable policies		nothing
Environmental leadership as a catalyst for economic health.		
environmental leadership, inclusive community, beach and family lifestyle, respect and preservation of historical & cultural features/structures	active lifestyle, embrace positive cooperation with south bay community, sustainability, carbon neutrality & energy self reliance	
everything said	the environment is mentioned but little in the way of wildlife...and it shows	
for a collaborative plan for the future		
Heritage, sustainable, connection between places	preservation of history (architecture, documentation)	Others aspire to be (It sounds arrogant)
Hermosa Beach is the small beach town others aspire to be.	Hermosa Beach has a rich music history from jazz to punk rock.	The word "sustainability" is overused to the point of meaningless, and will hopelessly date your vision statement. Try to avoid catch phrases.
I agree!		
I like it.	Our environmental leadership attracts like-minded residents, BUSINESSES and visitors who embrace opportunities to enhance our sustainable beach city brand.	into the flow of the city and enhanced to create (awkward)
I like this revised version of your vision statement: Hermosa Beach—where heritage, and creativity intersect. Hermosa Beach is the small beach town others aspire to be. Our cultural, environmental, and economic systems are aligned and resilient. We are a beacon for communities who desire to live, work and play locally. We are connected by our love of the ocean environment. We balance our small town, beach culture with our position as a regional and statewide coastal destination. Our vibrant economy capitalizes on our coastal environment, unique Hermosa brand and high quality of life. Our eclectic districts and architecture are a source of community identity and diversity. The community prides itself on keeping things local which can enhance our quality of life and social connection. Our beach and open spaces create unique destinations that support our active lifestyles. Living in Hermosa Beach is living another day in paradise		I do not like the words or connotations of "sustainability", I do not like the words "welcoming gateways", and I am totally against everything in the 3rd paragraph. Not loving the decline of the auto portion, we are a mobile society and city, we will always have cars. Have yet to see this "shared" responsibility you speak of...how many people have actually responded to this and the previous fiasco survey and actually attended your pre destined community meetings?
I support		
I support		
I support all of this		
I support the oil drilling project in Hermosa beach	Hermosa should become leading city in California in energy independence	Remove the entire thing. It is biased towards the green agenda. most people in Hermosa beach don't want that agenda.
I support this		
I think this captured a lot of the ideas that the city committees presented to city council during the 1st round. Thanks for that.	I'd like to see some language about protecting our architectural heritage. We here and throughout the US are quick to tear down and not protect and care for our buildings.	
Keeping Hermosa free from oil drilling	Of keeping Hermosa against big oil	
less commercial, reducing late night activity and all that goes with it including crime, probably prostitution, and drug dealing.	more focus on home ownership, and residential quality of life	present mindset of city council, commissions, staff promoting more tourism bar activities and lower quality of residential experience
less density, less alcohol serving, less government	a city focused on quality of residential life first and foremost	all the meaningless and ambiguous stuff about eclectic, and mixing of stuff, which lowers the residential quality of life.

Hermosa Beach General Plan/Coastal Land Use Plan Rewrite

less hotels and restaurants less alcohol serving selling	more focus on residential, less on commercial	vision statement is too broad and mostly meaningless
love of ocean environment, small town, live work play locally	CLEAN environment, resident friendly,	safe transportation transitions
love of the ocean environment.		others aspire to be
maintaining Hermosa as it is today	to strive for a greener and cleaner beach community	
maintaining small town culture	limit density; prohibit heavy industry	
More outside dining.	a separate bike path on the beach... Like MB has.	Oil drilling
No oil drilling		
no oil drilling in Hermosa Beach	responsible entertainment options	any chance of oil drilling in Hermosa Beach
NO OIL DRILLING!!!!	A parcel tax for the schools	NO OIL DRILLING!!!!
oil drilling	better more successful schools	
oil drilling	individual property rights, capitalism, less government intrusion	Our environmental footprint is dramatically reduced. Virtually all energy is carbon-free.
Oil Drilling at the city yard.	Oil drilling to bring in revenue.	"The fading dominance of the auto"
Our beach and ocean culture, our schools and protecting/increasing our property values and property rights.	I love Hermosa Beach, because we are a beach town not a beach city. We are laid back and friendly but successful and dynamic. We own our beach, one of only two cities in the USA who do. We love the beach culture which includes surfing, volleyball, walking and biking on the Strand, etc. I love the fact that we are a younger city, with a strong family of families and that we have excellent schools. The children are our future. Our property values are directly tied to the performance of our schools.	Take out "fading dominance of the auto" language because that is pie in the sky and not reality in Los Angeles. Hermosa is small enough that we can walk to pretty much everything we need which is awesome, but it feels like a bogus global warming mantra. Reduce all the environmental/sustainability mumbo jumbo as well. Those two fringe subjects are mentioned much more than our beach culture, our quaint friendly residents, our town versus city mentality or our heritage...whatever that means to whomever wrote it.
Our Current Ban On Oil		
our love of the ocean environment. And do not welcome pollution	We need to strive to keep our city as it is, clean air, minimal pollution	the last 2 sentences
Our welcoming gateways and eclectic districts and architecture are a source of community identity and diversity. Our beach and open spaces are integrated into the flow of the city and enhanced to create unique destinations that support our active lifestyles.	A city that has a long history of supporting and achieving a clean and sustainable environment. A city that has a long history of supporting personal freedom and the free exchange of ideas. We know that a dynamic community can only exist when it is open to the free exchange of ALL ideas and where individual freedoms are protected.	"We are a beacon for communities who desire to live, work and play locally." (I have no idea what that is supposed to mean. "Virtually all energy is carbon-free." (since most of the cars and the vast majority of electrical power in the city is carbon-based and no existing "green" power source has been shown to be viable on a large scale, this is a ridiculous claim) "The fading dominance of the auto" (What evidence is there in Hermosa or Southern California that the use of autos is fading. This is just feel-good, wishful thinking, nonsense. The new emphasis on "self-driven" cars are about to revolutionize driving and there is no reference to planning for that)
overall I support this		
protecting Open Space and Parks which are very limited	strong protections of our limited Open Space and Parks. Changes to use of Open Space and Parks should be approved only by voters.	

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in our community		
Recreational space	protect green space and coast	
small beach town		This statement is too long. It should be something short that can be stated by all and makes us unique. Please reference HBS papers on how to write a proper vision.
Small beach town and carbon free goal		auto dominance vision...confusing,,it is a beach town
Small town beach culture		
small town, less bars, less tourism visitors, more and better residential, smaller simpler government	small town, less bars, less tourism visitors, better sidewalk and street infrastructure, more and better residential, smaller simpler government	everything related to enhancing tourism, visitor intensification and so forth
Smart development	Honor the past but plan for the future	We are a beacon for communities who desire to live, work and play locally.
strong community action	keeping the future as an important aspect of present decision making	nothing
Sustainable beach city	Renewable energy in place of all carbon intensive energy sources	
Taking care of the community with less emphasis on commercial other than on Pacific Coast Highway.	That it is the residents that are most important, and their homes.	every reference to eclectic and a preoccupation with carbon neutral etc.
the above	We do everything in our power to refrain from oil drilling.	
the entire statement		
the first sentence	focus on family. The main reason people buy in Hermosa is for the great schools and safe family environment. This should be emphasized.	The last sentence. It's overly broad and doesn't really make sense to me as a resident. What positive change to we really catalyze?
the vision statement		
this is great!!!	we take advantage of technological innovations to improve energy efficiency and our way of life.	
Walking friendly, environmental beach community		Paragraph 3
We are connected by our love of the ocean environment.	A focus on community engagement in governance.	We balance our small town, beach culture with our position as a regional and statewide coastal destination. The fading dominance of the auto has transformed the look and feel of the community and use of space, enhancing quality of life and social connection. Our environmental footprint is dramatically reduced. Virtually all energy is carbon-free.
We are connected by our love of the ocean environment.		Hermosa Beach—where heritage, creativity, and sustainability intersect. Hermosa Beach is the small beach town others aspire to be. Our cultural, environmental, and economic systems are aligned, sustainable and resilient. We are a beacon for communities who desire to live, work and play locally. Our environmental footprint is dramatically reduced. Virtually all energy is carbon-free. Our environmental leadership attracts like-minded residents and visitors who embrace opportunities to enhance our sustainable beach city brand. The fading dominance of the auto has transformed the look and feel
We are connected by our love of the ocean environment. We balance our small town, beach culture with our position as a regional and statewide coastal destination. Our vibrant economy capitalizes on our coastal environment, unique Hermosa brand and high quality of life. Our welcoming gateways and eclectic districts and architecture are a source of community identity and diversity.		

	of the community and use of space, enhancing quality of life and social connection. Connections between places are seamless with walking, biking and other modes of transportation easily accessible by everyone. Our beach and open spaces are integrated into the flow of the city and enhanced to create unique destinations that support our active lifestyles.
we support	
where heritage, creativity, and sustainability intersect;	
where heritage, creativity, and sustainability intersect. Hermosa Beach is the small beach town others aspire to be. Our cultural, environmental, and economic systems are aligned, sustainable and resilient.	Invitation to businesses - why set up shop in Hermosa?
Wholeheartedly support	
Working to make connections between places seamless. City divided by river of cars.	That we're committed to becoming the things you say. We are no way near therein some. Nothing
Yes	

Appendix B – Guiding Principles Full Data Count

Small Town Beach Character: Our small scale, eclectic architecture and vibrant beach lifestyle is an unrivaled coastal asset.	63
Small Town Beach Character: Creating a place where people can live, work and play locally is key to balancing economy, community and environment.	50
Small Town Beach Character: Our beach, the ocean, green spaces and natural resources of all types are the foundation of our brand and high quality of life.	58
Small Town Beach Character: Sustained progress and achievement of community goals requires community involvement, participation and innovation.	13
Small Town Beach Character: Our high quality schools, as well as city fire, police, library and beach, shape our identify as first class municipality.	51
Small Town Beach Character: Diversified districts with local owned businesses that provide for the needs of residents as well as attracting visitors support a robust and resilient economy.	22
Small Town Beach Character: Our city government, places and spaces are designed to be accessible and connect people of all abilities and stages and walks of life	16
Vibrant Economy: Our sustainable, resilient economy is supported by keeping local dollars in the local economy and maintaining a diversity of businesses and revenue streams.	26
Vibrant Economy: Our business culture cultivates innovation, the arts/creative industries, locally owned business, and environmental stewardship.	38
Vibrant Economy: Our desire for a high quality of life requires balancing economy, environment, and community through a 'sustainability lens' and this attracts like-minded entrepreneurs.	24
Vibrant Economy: Our diverse economy and revenue sources provide fiscal stability and support first class services.	10
Vibrant Economy: Our business mix serves the daily and leisure needs of our residents, while providing a quality experience for visitors.	27
Vibrant Economy: Our various business districts provide unique and differing goods and experiences.	9
Vibrant Economy: People are engaged in a broad range of enterprises within the city and there are opportunities to live and work locally.	11

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Healthy Environment & Lifestyles: Hermosa Beach will be a responsible steward of our ocean resources, open space, and other natural resources as a healthy environment is the foundation of a more livable, sustainable city and high quality of life.	67
Healthy Environment & Lifestyles: Climate action leadership and adoption of environmental targets and monitoring plan will set Hermosa Beach apart.	19
Healthy Environment & Lifestyles: Moving to carbon-free energy sources and concurrently planning to adapt to climate change will reduce greenhouse gases, increase energy independence and resiliency.	26
Healthy Environment & Lifestyles: City leadership will transform the environmentally conscious community where people individually and collectively take responsibility for change.	10
Healthy Environment & Lifestyles: A steady, common sense approach is necessary to advance a long-term goal of community-wide carbon neutrality. Tackling environmental challenges early and proactively will maximize options and minimize costs.	16
Healthy Environment & Lifestyles: Innovative, forward-thinking approaches to anticipating future lifestyles, transportation trends and environmental realities are necessary for creating a durable sustainability plan and attracting like-minded residents, visitors and others which seek positive change.	21
Healthy Environment & Lifestyles: Reimagining our system of mobility and connectivity: a shared or "access" model, rather than an "ownership" model - mobility, communications, resource use - will promote sustainability and livability.	3
Healthy Environment & Lifestyles: Efficient water use, conservation, reuse, recycling and retention at the local level is necessary for a sustainable and resilient city.	35

Appendix C – Key Issues & Solutions Poster Data

What can we do to Enhance and Protect our Neighborhoods?	Must Do	Should Do	Should Not Do
Preserve historic or eclectic buildings	53	68	9
Allow apartments above some commercial uses	15	69	46
Make streets more attractive for walking and biking	68	55	9
Plant trees along streets and in parking lots	54	65	12
Reduce parking requirements to get better community design	15	58	46
Allow some corner stores in residential areas east of PCH	7	56	54
Provide activities in parks and Pier Plaza for people of all ages	32	72	18
Invest in PCH to make it more attractive and pedestrian friendly	58	54	13
Allow people to rent their houses as vacation rentals	26	52	46
Allow taller buildings in some places, esp. where ocean views are not affected	12	20	97
Residences should front on the street, with garages placed behind	10	48	63
Reduce conversion of bungalows to large condos	42	51	33
Create more places for people to meet and socialize	26	67	29
Design so people can "age-in-place"	40	63	20
Focus on beach activities and improvements that benefit residents	51	64	10
Invest in the beach and ocean as essential to our identity	86	30	11
Invest in Hermosa's schools	72	44	8
Maintain the low scale of the city everywhere	67	39	11

Invest in a safe community	81	44	1
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What Can We Do To Enhance our Local Economy?	Must Do	Should Do	Should Not Do
Provide more retail uses and services that serve residents	36	73	18
Provide new business incubator space	22	61	33
Add office space	8	56	43
Maintain Pier Plaza/Downtown as an entertainment district	35	48	42
Develop hotels, places for visitors to stay	14	53	57
Make the Cypress Avenue area into a "creative arts district"	31	72	29
Allow more small-scale commercial development	13	73	34
Reduce parking requirements to incentivize new/expanded businesses	18	50	53
Provide more resident oriented services and shopping on Aviation Blvd.	37	69	17
Attract big box retail uses along PCH	9	21	95
Add parking at the civic or community center	23	51	47
Invest in sewers, streets, telecommunications, infrastructure	73	55	2
Brand Hermosa as the best little beach city	60	35	27
Brand Hermosa as an innovative green city	63	36	30
Create telecommuting infrastructure	32	63	26
Allow more events downtown or at the beach	27	43	51
Enhance the tourist economy which supports services and our 'brand'	29	66	24
Permit private events on limited portions of the beach	22	49	58
Create distinctive business districts	11	62	42
Invest in our beach/ocean resources as a main economic driver	67	41	18
Invest in locally grown businesses	60	52	18
Attract brand name businesses	10	37	74
Balance resident/visitor uses	52	67	11

What Can We Do To Create a Healthier Environment?	Must Do	Should Do	Should Not Do
Require new buildings to be very resource efficient	66	42	24
Use locally-produced renewable energy	45	50	28
Make it easier and safer to walk and bike in Hermosa	88	34	7
Incentivize use of electric and alternative fuel vehicles	50	48	30
Plan for climate change (storm surges/sea level rise affecting downtown)	50	48	31
Add, expand, upgrade parks with diverse activities	43	62	21
Allow mixed land uses to make it easier to walk to services	42	57	25
Increase telecommuting or working locally	35	67	20
Allow small scale development without adding parking to the	23	48	50

Online Survey Summary

city			
Provide walk/bike/stroller crossings over the Greenbelt	31	48	48
Improve the efficiency of existing parking resources	52	61	13
Increase opportunities for locally grown food	38	46	39
Reduce the need for a car or second car	44	51	30
Create slow speed lanes for bikes, electric bikes, Segway's, golf carts, etc.	40	43	42
Make a clean beach and healthy ocean environment a priority	92	34	5
Take actions that aggressively reduce greenhouse gases	58	34	37
Focus on 'greening' city operations and facilities	64	32	30
Reduce the allocation of space in the City for parking	18	31	73
Maintain the city as a sustainability leader	57	39	29
Retrofit buildings to reduce energy/water/waste	48	52	24
Remove some parking to accommodate bike racks	20	46	57

Appendix D – Where Would You Like to See _____? Transcription

Bike improvements

Hermosa Avenue has worked well I think
Safe bike lanes on streets heading to beach like 2nd,5th,8th
Valley and Ardmore (make 1 way and add bike path)
Pch especially around south end of Hermosa
More biking access/parking should be placed along PCH and aviation Boulevard to encourage local use.
fine as is
See seven-city bike master plan
bike lanes to travel from east Hermosa to beach
none
aviation and pch
Downtown/ Hermosa Avenue/ Pier/ PCH/ Aviation
Pier Ave, Valley/Ardmore
along streets, so sidewalks are not impacted
in parking areas near usage no more pavement
Valley & Ardmore: add bike lane on each; as lot of kids live in south Hermosa and they'd also like to safely bicycle to-from
school along those two streets
none, 3 out of 5 bikes already don't use the LEGAL access to places
bike path on greenbelt for kids to be able to bike, skateboard, scooter to school
The green belt
Bike path greenbelt
Bike lanes, bike racks @ all parks, public and commercial buildings.
subsidize bike rental, sales, and repair businesses
Pier Avenue sharrows
Signs saying that every lane is a bike lane like Inglewood does.
downtown parking lot next to the restrooms on the Strand near Pier Ave
Difficult to bike on Pier Ave, Valley and Ardmore-make share lanes
Enforce the laws for bike riders. I'm so tired of "sharing the road" with bike riders that blow thru every stop sign and signal!
Pier and each bathroom along the strand
enough already - cite bikers that don't mind rules
Bike path down the green belt
bike lanes on Valley
on Sepulveda/PCH
Yes!
none
Pier Ave
everywhere! We need to work with surrounding cities (especially to the east) to create proper bike paths so we can reduce
emissions by safely riding our bikes to work
Ardmore and Valley should be ONE-WAY streets with the bike lane opposite the parking side (so bicyclists can avoid
colliding with opening car doors)
More bike racks
Sharrow on Pier Ave and Valley Drive
beach, along the strand wall on the sand side
Create bike lane on Valley drive between Gould and Pier by eliminating curbside parking
beach, business restaurant areas
Add an additional bike path adjacent to Strand
Up and down pier from plaza to PCH-along PCH
Throughout the City
Along Valley/Ardmore
Everywhere
Bike lanes along Valley and Ardmore
Not a priority... maybe a few more bike racks
All city streets. Poles and signs are routinely placed in the middle of sidewalks with driveways on steep angles making
biking on sidewalks impossible. Streets are too narrow for bike lanes leaving the only option to make sidewalks more
accessible.

Online Survey Summary

None

Bike lanes as much as possible along pch
mass bike parking in parking garages with shuttle to Green Line
strand - separate bike path
Pier Ave, 2nd Street, 22nd Street.

Biking in Hb is fine as it is.

bike path through green belt... valley park-south park

Implement bike path master plan, more bike parking for downtown and beach citywide.

On the strand

Along Valley/Ardmore

I bike ..we are good

Add a separate bike path on the s teams like Manhattan

write more tickets

by discouraging through town traffic on Hermosa Avenue by making one lane each way

The Strand

Aviation

not interested

this bike business is overblown let it happen naturally

not important, will happen as needed naturally

this can happen as needed

More racks around town

pier parking for bikes

overblown

no

Bike racks along Ardmore and Valley

education program that bikes can exist with cars

Mini-Kiosks along Bike Paths for Instant Fix-It services.

Residences Above Commercial Uses

Downtown along Southern Hermosa Avenue up in the Cypress area

no

Pch, aviation, pier ave

"Mixed-use" is a good idea whose time has come. Would encourage local patronage of businesses come.

support

nowhere

Downtown/ Hermosa Avenue/ Pier/ PCH/ Aviation

PCH, South Ardmore

Manhattan Beach & Hermosa Avenues

allow for residences above on pier/PCH/Aviation

Along Hermosa avenue; possibly along pch; encourage new development to be mixed use.

no, our current infrastructure is not able to carry the load for such places IE sewers, drought conditions means less available water

Don't care

None

no

Pier Ave & aviation

don't allow

Freedom to determine your own use of your own property.

All along the 3 N/S streets intersecting Pier, 4 blocks each direction

On Aviation, Pier Ave., PCH and Hermosa Ave.

Upper pier ave and long PCH

downtown area

none

along pier avenue or Hermosa avenue

commercial areas

Hermosa Ave, Pier Ave (east of Hermosa Ave., PCH and AVIATION

Why not? If we want folks to live and work in Hermosa, what could be more practical?

Agree

on Pier, Aviation, PCH, Artesia

HB already has too many 2-3 level houses & buildings, that block residents' views! Don't need another reason to "build up"!

edges of Hermosa Ave

not a good idea

any and all

None

None

All business corridors

OK above stores in Downtown/Pier area and along PCH

yes...European charm - living above a business

restrict to pier ave

Pier Ave., Hermosa Ave., Aviation Ave.

Pier Ave, PCH, Hermosa Ave

This should be carefully studied – it could be overdevelopment.

Not appropriate to our City's residential/Commercial mix

no opinion

Along Hermosa Ave and 1 block to north and south along Pier ave

pier Ave maybe but at height limit with parking possible?

No vacation rentals

no, we don't have the infrastructure

not in favor is mixing in more commercial, need to eliminate all the hodgepodge commercial already here as has been

happening the last 30 years

Downtown

Pier Ave and Hermosa Ave. and PCH

do not support

this is a means to higher density, not bright.

no

this would bring higher density not desired

wherever they can do it

Pier Ave, PCH, Aviation

bad idea

NO

We are smaller than Manhattan and Redondo and should focus on homeowners, family and community rather than trying to create a business district. Hermosa Ave, Pier Ave and PCH should be the main business street with limited business elsewhere.

small commercial (cottage businesses)

YES! Time-honored way to reduce crime & invite live/work locally!

Corner Stores/Coffee Shops

Hb Hill Section would be nice East of PCH

Every resident should be able to walk to a corner store

North Hermosa and east of PCH

Current

Doesn't have to be coffee, but good idea.

support

Downtown/ Hermosa Avenue/ Pier/ PCH/ Aviation

PCH, South Ardmore

north Hermosa

Encourage conversion of liquor stores to corner/eclectic/healthy corner stores: more Green Stores & Granny's please!

Yes

anywhere we currently have zoning for business is fine with me

PCH

In business zones.

already exist, but allow when in demand

Cypress & 6th

Online Survey Summary

It works so well in Paris, it can work here.

Zone widely to allow these

I would like to see small and more affordable restaurants (like Hermosa Mexican Cuisine) to balance out the higher priced restaurants. I don't eat out in Hermosa much bc of inflated prices...and the food is not that great especially for the price you pay.

On Aviation

east of PCH

downtown area or along Aviation

PCH, want small shops, get rid of CVS

anywhere in downtown Hermosa or along Hermosa avenue, or Manhattan or Monterey avenue

none

enough

No

Pier, Aviation, PCH, Artesia

?

Hermosa Ave

Up to individual neighborhoods

Wherever they fit

Along PCH and Aviation

O.K... maybe replace 1 or 2 of the many banks

Aviation should be cleaned up. It is an eyesore for people coming into our community. Hermosa extends beyond the beach. We should take care of ALL of HB, not just west of PCH.

east of PCH

Valley Dr.

Pier Ave/Hermosa Ave

I like the idea but corner lots are expensive residential homes.

North Hermosa

Prospect, Aviation

anywhere

Adjacent to existing commercial streets

east of pch

Good for small convenience corner stores.

don't mess with "c potential" zoning

You cannot go back to the 1930s. Commercial does not belong here now.

Hermosa Ave

too many now

dumb idea in a residential community

no

too much of that sort of thing now

Businesses are businesses. Leave them alone and they will grow

anywhere

another bad idea

no

should be limited to Aviation, PCH, Pier Ave and Hermosa Ave

should be in approved zones (residential homes are in walking distance to commercial small city

Please offer Gluten-free (no wheat, rye or barley); some folks are allergic to most 'regular' bakery treats!

Shopping for Residents

sure

Right now most of our shops on Pier carry gifts, touristy goods or baby stuff. Need more shops like Becker's that sell useful goods for locals

pier

Current maybe more along PCH

There should be an emphasis on "need based" stores, incentivize and encouraged specific retail use. For example, where can I buy socks/underwear in the mostly?

support

Downtown/ Hermosa Avenue/ Pier/ PCH/ Aviation
Manhattan Ave, Hermosa Ave, Herondo
pier ave

Streets are improving; More retail needs to be in mix not only for residents but also for visitors. More restaurants with menus that have items that all ages would eat (egg: kids) would be awesome. Not everything is at the pier-give some love to 2nd street and Hermosa (another great area for mixed use) to enhance synergy of existing Hermosa landmark businesses there.

anywhere we currently have zoning for businesses is fine with me

Pier ave. PCH

PCH

good as is

Pier, Hermosa & Aviation Ave & north end

Love the farmer's markets.

Hermosa Ave., Pier, PCH and Aviation

Issue parking passes (even if we have to pay for them) to ALL residents to use on the yellow painted poles. Not just those that live west of Monterey.

Aviation, Upper Pier ave, Hermosa Ave near pier

add boutiques to downtown/replace bars

on Aviation

pier avenue

pier ave

Pier Ave

better use of storefronts along PCH. Auto shops? Two tile stores?! The smutty corner on 8th St?! We were THRILLED with the sidewalk displays and restaurant seating along Pier Ave when we first moved here. Now it's "illegal."

Yes

Pier, Aviation, PCH, Artesia

near accessible parking

Upper Pier & PCH

Pier/Upper Pier/ PCH

Aviation and PCG

Along PCH and Aviation

IZOD and Bass outlet stores, unique arts & crafts

Aviation

Downtown

east of PCH

Valley

Pier Ave/Hermosa Ave/PCH

Yes! And bring in others besides bar patrons.

North Hermosa

Upper Pier, Hermosa Ave in Downtown

everywhere

Hermosa Ave, Valley, PCH, Pier, prospect

free parking 11-2 is good

Above PCH

it's between landlord and tenant and what the market will bear

Residents are buying mostly online. Small retail is history except in major shopping areas. Does not belong here.

Downtown, Hermosa Ave

On PCH

not important, city too small

bad idea bringing more problems and costs than benefits

more commercial is not needed

not needed

plaza along pier ave

North Hermosa

sufficient already

keep your nose out landlord/tenant relationships

should be limited to Aviation, PCH, Pier Ave and Hermosa Ave

Online Survey Summary

quality boutique shops, i.e. stationery, bakery, gifts
keep stores open until 9p.m.
Offer delivery services-- via Xtra-Cycle type Bike Couriers!

Office Space

sure
east of PCH
Hermosa ave, pch, aviation, pier ave
Support
add
Downtown/ Hermosa Avenue/ Pier/ PCH/ Aviation
PCH
anywhere
For prior question: if Abes Liquor was closed & that spot turned into a "green" bed & breakfast or tourist destination type amenity would be positive improvement
I actually think we have tons of office space that doesn't generate a significant amount of city income thru a tax base, don't add new
PCH
good as is
Pier Ave
don't allow
Living and working in the same place saves time.
Encourage a business entrepreneur office space
Don't we have too much office space already? I could be wrong about this but I feel like all they do is build office space and hotels now.
Hermosa Ave., Pier, PCH and Aviation
PCH, upper pier ave, Hermosa ave around the pier
like what we have now expect poss. on Sepul/PCH
on Aviation
none, or on outskirts of town, along pch
aviation
Pier Ave
Yes
Pier, Aviation, PCH, Artesia
PCH
good idea
PCH
PCH
Along PCH and Aviation
Must have, but limit.
Aviation
PCH Aviation
east of PCH and on PCH
Pier Ave/Hermosa Ave/PCH
Yes! Let's make it Silicon Beach.
PCH and second level Pier Ave. and Aviation
2nd floor Upper Pier, 2nd floor Hermosa Ave in Downtown
limited
Hermosa Ave, Valley, PCH, Pier, prospect
On top of small business below. Stack business
it's between the landlord and tenant and what the market will bear
Not needed. Brings no revenue, just traffic.
No
definitely no more
town is too small and dense for adding offices
that's more density, no
not needed just adds density

Hermosa Avenue
only on the highway
keep your nose out landlord/tenant relationships
should be extremely limited
many businesses work from home offices cause parking demands
Construct with DAYLIGHTING, for naturally lit inner areas.

Private Events on the Beach

Absolutely
NO!
On beach
Anywhere
No, only for nonprofits not commercial use.
support
no
Near Pier
Near Pier and South at 1st St
with permits
Weddings/events with permits
Strategy/ plan for economic development and in support of tourism dollars: go after film production and "destination"
beach weddings! Will also help our local businesses.
don't like the idea, means more city money spent policing such things without compensation
North and south end of beach
possibly on small sections away from pier
don't allow
I love the beach concerts and events. Hermosa rocks.
On limited occasions and in rotating areas as to not always infringe on Strand owners rights. Perhaps provide incentives for the owners and it should bring in enough revenue to the city to make it worthwhile.
everywhere
2nd street, weddings
by pier
south of the Pier
yes, on the sand
Adjacent to the pier only.
yes. Should be allowed just to either side of the pier or further down southside of the pier towards 2nd street
none
sure. nothing too sexy, not too often.
2nd st, Noble Park, 22nd Street
No
If the city gets a financial benefit
Never, elitist
HB already has enough bars/drinking in town! Don't need another excuse to bring more alcohol into our community!
NO
never for fundraising
Do NOT permit "monetizing" any public spaces
no way
We don't need more
None!
Weddings, memorials, competitions, but not parties
never allow
anywhere with size/noise/hour limits
Pier
10th - 14th Street
No! We already have it. It's called locals playing volleyball and we like it how it is.
No private events on the beach
No
ok
No

Online Survey Summary

pier area if we get more parking
No more drinking and alcohol events
not a good idea
REDUCE REDUCE REDUCE THE EVENTS. Staff and council has been giving away the city.
too many events in city now
another very bad idea. who made up these questions?
that's more disruption on beach
this would mean more Iron Man events. Not right.
none
no way
no
Between the Redondo Beach and Hermosa Beach pier
should be permitted for a fairly expensive fee as a way to get money for the city
need LCP events now need coastal commission approval
OMIT (with exception of Beach church occasional services)

Parks or Community Gathering Spaces

ambiguous question, not clear
anywhere we can
Anywhere we have parks
are important. upgraded play structures would be great
as many locations as possible
Buy up or encourage estates to give lots for use as simple green open space.
City hall area
Consider buying back vacant lots
Don't need more parks or community spaces
East of PCH
Everywhere, near beach
fire pits on the beach
Fix South Park, move forward with the plan
for who? Question is leading.
maintain
maintain what we have
more of them
More parking on the edge of the city - down near the power plant, for example
More public access to open spaces for small Gardening projects (food, etc.).
More visibility
Must have in every town
No need to build more gathering places
Noble park is a wasted space
none
our current parks and community gathering places are adequate, don't add more
Parks and City Buildings
Please create an area for a dog beach!!! Perhaps early morning and late evening if for a trial, eventually having a permanent spot. Perhaps North of the Charthouse, there are very few beach goers there throughout the year
Plenty
Protect existing Parks
provide gazebos and seating and maintain parks more efficiently
question is somewhat leading to ?
Redesign Noble park. Do not immediately rush to hire a design consultant. Let's open it to new ideas/ like a contest.
Encourage participation from college/ others with fresh ideas: maybe design competition teams with sustainable landscape designer, artist, community members etc.
redo South Park
rink in south park could be an ice rink during holiday season
South Park and Valley park - Create a small dog run. There is no place in Hermosa to take your dog off leash legally.
South Park is a marvelous place to find peace.
support
The parks are fine as is.
There is a need for a large rental space similar to the Clark Building but with amenities that are modern.

This is ambiguous in meaning
Valley Park
we are good
we are ok
We have a good balance of parks, would like to see a community garden or two come to fruition.
we have plenty
we need a large gathering place that allows alcohol!!!
we need a movie theater
What does this really mean?
Yes
Yes more please

Add Public Parking

Add at city hall, community center, schools
Add when project finally comes in at the Artesia and pch location (south east side). See what parking provisions will be next door in Redondo waterfront: solicit bidders for electric or carbon free (peddle power) beach shuttles from RB to hb, from all corners of city and neighboring hotels or large businesses
around city hall
at Community Center and other Sites adjacent to PCH
Aviation
Behind scotties multi level structure, at the community center, and on PCH with a beach shuttle
Charge more for permits when residents garages are used as storage
Community Center
Community Center
Community center at PVH
Community center, away from residential
Definitely needed but not next to existing parking
don't allow
Double decker parking on storage lot.
Downtown
Downtown area and surrounding residential streets
east of PCH with shuttle, Hope Chapel parking lot or Sketchers lot
for what purpose. question is leading.
for who" Alcohol drinkers, daytime, nighttime, leading question
green belt / scotty area
I don't know if it is necessary at this point, unless increased business would further deplete existing parking.
if public parking could be added without surpassing height limits do it, like the lot at the community center could certainly be 2 stories without ruining views and air flow, and why not put the same layers of parking on the lot that serves behind Sharkees and Treasure Chest now, as is on the opposite city lot currently by the Beach House
In a structure
in the storage rental area next to city hall
Incentivize electric, hybrid and small car parking
Lot "A" should be developed like Lot "C"
Make some Pkg. spaces SMALL (for Electric Scooters/Mini-Cars/Golf Carts).
Maybe add one big lot a block or two from downtown
more parking will help the economy, put in structures if possible
multilevel behind Pier on southside
Municipal building, city hall
na
need parking at city hall area to encourage walking thru business district
No
no
no
No
no
no as that would be used for more nightlife activity
NO STRUCTURE in LOT A, Add community center and City Hall
NO, just adds to problems

Online Survey Summary

No, just brings in more riff raff

No. The most it does not need more traffic.

no. there are enough visitors coming in. they can uber or cab if they really want to come but wasting more space on parking is not the answer

None

Only community center

Outside down town with free shuttle service

public garage east of PCH

Put in a triple decker parking garage behind Malloy's with a restaurant on the top deck

some

South of pier and north of pier next to the other structure. North of pier add parking and put commercial on the bottom floor. Trader Joe's would be GREAT! Add parking behind the police sub station.

stop allowing for only residents to have parking passes.

Structure on lot behind B of A similar to that behind Starbucks

The Hermosa Avenue business corridor suffers from not having a continuous retail frontage on BOTH sides of the street.

This was partially fixed with the Beach House parking structure with retail frontage. The same treatment should be applied to the lot behind Scottys.

This may be an issue with the Mermaid hotel location.

underground like Metlox plaza

upper pier,

We don't need more public parking. It just makes the beach more crowded and crazy then it already is.

Why would you want to add parking. There's too many people in the city already.

yes

Yes! Make the lot behind pier avenue to the south a parking structure. or the lot along the green belt on valley a structure

Reduce Public Parking

Along Valley Drive between Gould and Pier

another leading question

Around library, city council building.

At the beach

Do not reduce public parking

Don't reduce, just reduce the price

Don't reduce; re-use! Convert space-wasters (ex.- Pier+Ardmore) to 2-levels.

Downtown near bars

East of Monterey

Encourage biking and walking by at least not increasing parking

Encourage more safe walking, biking, etc. but don't make it difficult for visitors either everywhere

For visitors there should be limits on duration in residential areas without a visitors permit.

for what purpose. question is leading.

In Downtown

in Lot A. Use this valuable resource for commerce and community gathering.

Increase public parking for improved business and tourism.

na

need the parking, don't reduce

never

no

no

no

No

no

NO

no -- time for a structure

no place

no really

NO WAY

no way are you insane?

No, enhance it

No, instead clear garages not being used for intended purpose of parking
No, not at this point. I think it would discourage visitors from coming as they would most likely drive to HB.
NO!
No! Absolutely not.
NO! there are limited spaces as is
No.
Nowhere
OK as is
On residential streets
On the beach
on the beach! It is our prime real estate. Why have parking on the beach?
only on a need to do based on lack of usage
Please
See above
seriously?
That would be stupid
this is a catch 22 question
This would be ridiculous
ugly area behind Hennessey's. allow storefronts on west side of Hermosa ave between bank of america and that burger joint.
We can't find a place to park now, why would you reduce parking?
yes
YES - at the Pier garage structure increase costs
YES, reduce and improve residential quality of life.
YES!

Pedestrian Improvements

8th St and Hermosa Ave. cars aggressively dart around me all the time!
8th Street and other similar streets
8th street heading to beach from Valley drive
A bike and running lane
a bridge over pch near pier to bridge residents on the east of pch
All of Hermosa
along PCH
along PCH and Aviation possibly
along pch and other areas to make it a walk town
Ardmore
better crosswalks wit traffic lights are major arteries
better sidewalks north of Pier on Hermosa Ave.
bridge over pier at Ardmore/Valley & Gould
City Wide
Clean the dog urine/do-do off the strand--don't just wipe it w/ a street sweeper
Crossing green belt
Crosswalks that light up on demand like on Pier are terrific.
Downtown/ Hermosa Avenue/ Aviation
Enhance
everywhere
Fix inconsistent sidewalks, eliminate private encroachments and plantings on public streets
For school children walking across PCH.
good as is
Hermosa is pretty walking friendly already.
I walk the city all the time, I see no need to change any crossings or access, what we have is adequate for active people, and still allow less active people to access our community
maintain safe sidewalks and add places to sit
Make it easier to walk across PCH. Huge opportunity to connect East Hermosa to West Hermosa - need elevated walkways across PCH to make the services on the West more accessible to residents on the East.
Maybe we should make Pier Ave pedestrian only west of Valley! Better lighting on main walk streets at night
more crosswalks from valley and Ardmore to the green belt

Online Survey Summary

More walk streets throughout Hermosa
More walking paths
Need new, wider sidewalks along South Ardmore and South Valley
no
No. Fine as is.
none
none
Pavement lights for the crosswalk stop signs
PCH
PCH & aviation
Pch south end
PCH, Aviation, Sidewalks near schools.
Pedestrians come last in this town just like residents
Pier Avenue west of Valley drive
Require residents to allow city to install uniform sidewalks on all streets.
Revamp/ redesign of center strip along Hermosa Avenue-get rid of large blocky concrete planters; figure out 8th street
Safer crossing on pch
seem o.k. as is expect maybe on PCH/Sepulveda
Separate Strand from Bike Path (as in Manhattan Beach)
shuttle from Green Line to HB Pier direct with no stops
Sidewalks sidewalks sidewalks
SIDEWALKS, SIDEWALKS, stop encouraging people to leave their garages unused and parking their cars across the sidewalks
Strand
Stricter bike and car enforcement of stop signs
the intersection of pier was a good addition, that is enough
The Strand. Make it more like Manhattan Beach, separate walk and bike
The whole city is anti-pedestrian with bad or missing sidewalks
There needs to be a greater emphasis on axis for a handicapped persons. For example, many curb cuts are too high and dangerous for wheelchairs. Also, there should be rails placed along any steps leading down to beach
Treat sidewalks the same as streets. Create an index and invest
Use tips from book, "Traffic" for traffic calming & safer pedestrian crosswalks.
Valley Dr.
Walkways and bike crossings thru the green belt
We need the police to enforce existing laws about bikers stopping for stop signs on Hermosa Avenue. I rarely see anyone give a biker a ticket, and many are very aggressive with drivers
yes aviation, pch
yes for the residents mainly
yes, pedestrians, and residents are ignored by city officials

Big Box Retail

Along PCH
Are you nuts, where would that go?
are you nuts, who proposed this?
Aviation or Pch but parking possible?
Big boxes are for big cities.
do you mean Macy's or Home Depot, where?
don't allow
Encourage on PCH
Generally I don't like big retail but would love a Trader Joe's on Pier Ave by Vons
grocery only or PCH
if a big box store is what is desired by the landlord, and can be fit into our current parking requirements I say go for it, it may keep more resident's money within the city, but don't give them some kind of deal to require less parking or tax incentives or whatever and certainly do not limit the landlord's options and choices. A store should be able to make it on their own behalf without incentives, or the city doesn't really gain anything
Like Walmart or Home Depot or 99cents store? NO
Maybe Hope Chapel site
na

never
never allow
Never!
no
No
no
no
no
No
No
NO
NO
No
No big box retail
No Never
no no no
No place
no thanks. ugly.
No way
no where - w/poss. exception of Sepulveda/PCH
NO!
No!
NO!
NO! There are plenty in adjoining cities, no need to clutter Hermosa
no.
No. We have enough that is close to us. We need to keep the small town independent feel of Hermosa
No. Where would that possibly happen? No Space in Hb for it. Better to keep jobs and income local.
None
none
None
None
None
none
NOOOOOOO
NOOOOOOO, please
normally I'd be opposed but PCH is already vacant and ugly as sin so adding some big box stores who are willing to pay taxes and invest in nice storefronts would be good. smaller businesses are great but they don't have the resources to actually maintain PCH which is why it looks like a slum.
Not downtown. On PCH is o.k.
not in downtown
not necessary
Not needed or right for city
nowhere
OMIT (Be the Best Little Beach Town; not another Big Box clone.)
On PCH
On PCH much added revenues
On PCH only
only on PCH and Aviation
Only Schlosky's (Texas chain)
PCH
PCH
PCH
PCH, Aviation, Artesia
PCH, Aviation
Perhaps some limited but small-scale additions on Aviation corridor and/or PCH - limited and small.
South PCH or at Hope Chapel
sure
There is no room for a big box in Hermosa.

Online Survey Summary

This is being considered on very large lot. It will in essence be main "welcome" to Hermosa heading South on PCH. Let's work with developers to get more creative-big box in back with second floor-ocean view hotel & closer to streets local more inviting retail and public art
Ugh no! Maybe okay on Aviation something like a Barnes & Noble
We don't need this, especially if the Oil Bill passes. Would change the character of town
Where would you put it and what big box retail is that dumb to locate at the coast.

New Housing

above retail
All Hermosa
Allow non-rentable "mother-in-law" units in R1
anywhere
As it is developed
Beautiful new homes are being built. Please continue.
build to sustainability can't restrict the build of homes based on current zoning
Development is widespread in Hb. Do not try to stifle property owners' rights.
happens all the time - city is full of housing
just to replace existing but on a smaller scale
Let people develop properties and make it easier to do so. Get someone to approve plans faster! Every developer I talk to says the city is horrible cause it is outsourced and takes forever.
Like for like. No building 2 condos in place of a single-family residence. Anything to reduce residential density without trampling private property rights--a tough nut to crack.
Limit building of mega-mansions and condominiums. This should reduce population density, influx of vehicles, limit excessive water and energy wastage.
limit density; strict enforcement of zoning and building code
Limit it to no monster houses. Would like to see more garden/yards with new housing.
low density everywhere
Low to mid income only
Needed - much of the housing stock is ancient. Encourage upgrading via tax breaks
no
no
no increase in housing density
No more two-on-a-lot. Single residence only. Two-on-lot just creates crowding and parking problems.
no more, control condo development, preserve houses
No!
none
not necessary
Not sure what this means.
Of course
Offer Micro-Apts.; prefabricated eco-friendly units.
One story only
only on small scale
only to replace existing houses within the zoning restrictions
only to replace older but a lot smaller. i.e. 25-foot height limit citywide
over stores on Pier Ave., Aviation
Quality residential should be city's main focus
Reduce size, square footage
Replace dilapidated apartments with single-family homes/larger condos/town homes
Restrict high
Restricted
senior housing
should be limited to replacing older structures. I don't think we should be developing any more vacant spaces.
Stop allowing single-family residences or businesses to be replaced with 2 to 4 to 5 condos in south Hermosa. We can't sustain the traffic and parking issues this causes!
stop knockdown of single-family houses with 3 unit townhouses
sure as long as it isn't condos
The town is crammed with housing. Need better housing not more.
This is occurring already, every day.

Too much overbuilding! We need "View Variances"! Too many residents have lost ocean/natural views, & privacy due to overbuilding! Stop allowing overbuilding of houses/condos which impact residents' views & privacy.

we are maxed out

we can not continue to turn current single family homes within a zone allowing denser population and expect our current infrastructure to sustain itself, water mains are more likely to burst with more demand and sewers that weren't built for that capacity will wreck havoc, not to mention streets being more heavily trafficked and requiring even more repair than at present.

Where appropriate

yes

Yes but not as big as what is being built

yes, at 6th and Valley

Other Ideas

- Add pay parking at the huge lots that are currently for sale on First Street, just east of PCH and provide electric bus service from the parking to other parts of town.
- Get rid of the ridiculous "Danger high curb signs" on 6th St. Walkstreet.
- Allow for citizens use VRBO or AirBnB to rent their place out but pay a yearly permit fee and a hotel tax.
- Allow for citizens anywhere in the city to buy a parking pass to park anywhere in the city as long as they obey time laws for meters.
- Raise hotel tax! It is incredibly low!
- Artificial reefs for better waves
- bring back the oil wells
- lift the ban on oil drilling in the city
- change zoning to decrease density
- The city could make a fortune if it issued fines for all the violations on smoking, dogs on the pier, bikes on the sidewalks, leaf blowers etc. etc. etc.
- City yard should be used for oil drilling
- other areas in town should be evaluated for oil drilling
- get rid of any and all ideas for incentivizing
- Concentrate on improving residential
- Concentrate on phasing out the bar activity
- Concentrate on returning downtown to small retail with only day and early evening restaurants.
- Consider dumping overly specific laws in favor of "It shall be unlawful to endanger public health and/or safety using the reasonable person standard".
- Change the law from "no alcohol on the beach" to "don't drink and swim".
- Consider runners who can't handle concrete and must run on the road.
- Asphalt is not as harmful to runners or is as hard as concrete
- Decrease the black ball areas for surfers up and down the coast. There are many days when no one is swimming and too many surfers are packed into a small space. This is dangerous for the surfers.
- Electric vehicles use power produced in other states. They move carbon production to other states
- Partner with a gas station on PCH to add a CNG filling station
- finally got a doctor's office (Pier)
- build dedicated bike lanes along Valley & Ardmore (use bark path space)
- Hermosa is also becoming a Design" destination. Look at the new shops coming in. Embrace and support this piece of our creative green community and identity. Public art.
- Historic buildings and sites. Identify (e.g.: community center, the Lighthouse, historic bungalows)
- Hotels Downtown
- Family Restaurants Downtown
- I'd love to see a botanical garden featuring indigenous plants.
- spend more money on schools so parents don't have to self supplement so much through the PTA
- improve aviation corridor
- allow residents east of pch to purchase parking permits put view and open space for construction ordinance in place
- More consistent zoning, setbacks and smaller scale for everything
- less focus on commercial and more focus on residential

- more focus on businesses closing before 11 pm and rolling back those closing after 11 pm with reduction of taxicabs in city
- more focus on quality of residential life, less on commercial and tourism. less tourism.
- reduce cabs and drinking in the downtown. Reduce events. Reduce Fiestas to one a year like the one in Manhattan Beach but put it by Clark stadium.
- more outside dining
- more live music venues
- beach bike only path
- More small quality businesses...unique gifts or Ben Franklin
- Much like a Comedy Store.... develop a new artist store Small, unique antique or interior furnishings stores
- movie theater
- more small wine bars
- No more Mac mansions
- No oil drilling
- no oil
- NO OIL DRILLING
- Recover oil through on-shore oil drilling
- Reduce 3 spaces/DU to 2 in all R zones
- Reduce parking in Downtown to 0 for FAR 1.0 1st floor retail.
- several designated dog poop areas . with self seal trash cans
- Solar energy on parking lots
- The focus should be on improving the residential quality of life and less on tourism, bars, and Hollywood style nightlife. Stop destroying the environment with this stuff.
- Just simple residential, good street paving, and good sidewalks, less traffic, less taxis, limos and that sort of thing.
- Smaller simpler government that responds mostly to residents and is not burdened by commercial that brings no real revenue, but only traffic and costly impacts.
- The parking lot behind Malloy's could be very tall for a panorama view of the city and solve tourist parking needs
- Could we have a Pinks hot dog stand right at the pier please!
- If we had an In-N-Out Burger tourism would double.
- This survey is full of leading questions
- traffic flow on Gould, Pier improvements, school crossing
- Trash & Recycling cans throughout town, esp. along Ardmore, Valley and the Greenbelt Stop adding "murals" and paint over the handprints while repairing the wall under the tennis courts/skate park on Ardmore @ Pier
- Improve/open South Park (what's that building for anyhow?) and Ardmore Park
- use of school sites for more community meeting sites

Appendix E – Transcription of Big Ideas

1. Develop Public Relation Plans that reduces HB' image as a party town/get the taxi's off HB avenue/limit bars and encourage more family friendly retail like back in the 50's and early 60's...visit Carmel and take notes
2. I would develop the maintenance yard and possibly the industrial park to its north; into a cluster of six or eight five-story condos towers that are big enough for families..i.e. 4 bedrooms, 3.5 baths 2500sf each and lots of parking. Make them very nice, sell off two or three of the towers and keep the rest forever as a leased investments which would help fund city services and most importantly the schools.
3. I love living in HB. The one thing I'd love is for people to do more is come together more regularly to improve it ... Not just to make it healthier but also to build a better sense of community. We have a lot of trash on streets and the greenbelt, dirty garages, old crap sitting in yards, etc. Parts of our town are looking just awful. Can we make a day a few times a year to help Hermosa? This could be to clean trash, plant trees, volunteer to fix schools,

- help older folks do things in their homes, anything to help our community or each other.
4. Maintain the oil-drilling ban.
 5. Preserve our history and historical buildings including homes.
 6. Take Hermosa off grid using wave energy, solar and wind. Put an elected Sheriff in charge rather than PD and protect the residence sovereignty. Plant food along all public streets and properties.
 7. My idea is there must be greater access for handicap people and alternative vehicles, like electric wheelchairs. Just because a person is disable shouldn't be a reason to deny him access to beach.
 8. Underground all utilities. Reduce Hermosa ave to single lane, widen sidewalks, add bike lanes, center angle parking.
 9. Build bridge over pch to allow safe crossing from Hermosa east to Hermosa west near aviation/ pier area, place electrical wires below ground and to rent out our properties as wanted through vrbo/ airbnb.
 10. solution to overcrowding in schools and safe transportation paths for bikes and peds across pch and down pier.
 11. approve oil project prevent increase in residential property taxes
 12. open space, reduce congestion
 13. Replace all parking meters with credit card meters so we don't have to scrounge for change anymore....
 14. Take Lot A and turn this into a shopping, restaurant plaza with fountains and outdoor seating. Think European plaza.
 15. Immediately take back unused Hermosa School buildings to retrofit to accommodate students grades 3 - 8, significantly incorporate more enrichment activities during and after the regular school day, and increase eating, playing, exercise time during the school day - even if it increases the length of the school day to better serve and maintain our children's education & health.
 16. allow the bars and restaurants to be bars and restaurants on the pier. bring dancing back! encourage the development of family friendly places - ice cream shops, bookstores, coffee shop/ wine bar so people of all ages can congregate on our pier area - right now there are no options or opportunities for all ages after dark
 17. I would restore the use of all public buildings for the use they were built. The community center to be the school it was intended. The Parks and Recreation near the parks in the building built for them. Better use of the Clark Building for community use. Return the neighborhoods to walkable. If the residents used their garages the city would retrieve hundreds of parking throughout the city. Allow for visitors to have parking passes available during the summer months maybe for sale by parking attendants. I would encourage all residents to see the city as their city. Care for the plants by watering, clean the streets and sidewalks. Ask the residents to think of Hermosa as a place to share its beauty and perfection.
 18. I would love to see Aviation & prospect as a gorgeous gateway into the city of Hermosa with outdoor higher end restaurants & independent shops, art galleries. Is like to see it as an earthy version of abbot Kinney. No nightlife, just vibrancy. The walking tour would continue north onto Pch & then lead to pier avenue.
 19. Embrace our roots, protect the ocean environment & beach community-which is central to our identity and why we alive and work here. A positive sustainable, creative, all ages welcome-Hermosa. Hermosa was an Arts Colony. Other cities are reinventing themselves to be now what we were with Creative/Cultural Districts a key component of a Healthy City. So let's create our back to the future and designate Cypress as our Creative Arts District (small scale creative spaces, showrooms, allow retail & incubator space. It will flow into South Park

and enhance our city, as noted above make us a Destination City (weddings , filming etc., Make sure we preserve key historic sites as noted previously-the Lighthouse, Community Center which was designed by same designer as Hoover Dam. Do NOT re-zone Cypress area from current "open space/m1" to "Industrial". Industrial designation zoning is a misuse of zoning laws in this area. Not compatible.

20. Make us the best little beach town in Southern California
21. Promote city brand as green and carbon neutral
22. Under ground utilities would improve all residents quality of life and increase the beauty of our idealistic city-however this is only my pipe dream, the costs and logistics will be a nightmare for everyone. Speaking of pipe dreams, it would be extremely super if we could see our future of the city as a debt free pension obligation. No city can sustain a defined benefit pension system, make employees take responsibility for their own retirement-give them a defined contribution benefit pension system.
23. I would clean up Pier ave and make it more family friendly less bars. I would add schools. Our schools are extremely overcrowded and we need more space for our children to learn safely and comfortably
24. I would sell seasonal beach tags and parking passes to residents and visitors. I would offer services on the beach for chair rental, board rentals, and help with set-up similar to what they have in Cape May, NJ. I would add a bike lane to the strand and to the greenbelt. I would extend/expand the walk to school program all the way the 1st place.
25. flowers hung along the street lamps to detract from the amount of concrete we have here.
26. Remove the threat of any oil company take over. My children will inherit my home. My home will be worth much less if E and B are allowed to proceed. Develop a plan for repaying the debt to E and B which will enable us to restore our pride and independence from this threat. we've been under this scourge for years. It's time to free ourselves.
27. Keep it small and unique, it's lovely as-is
28. Leadership in carbon neutrality to drive business growth.
29. Beautify the city with more palm trees; this is a beach city. Improve the sad look of PCH and Aviation business fronts; downsize the number of bars on Pier Plaza; aggressively move to enable the Community Center to reopen as a school! I attended Pier Ave. Junior High 1962 and 1963; great experience. Keep Oil drilling out of Hermosa Beach; most idiotic scheme ever for our beautiful city. Considering contracting fire and police services with LA County; or pursue a 3 or 4 city joint force for fire/police with Redondo Beach, Manhattan Beach, and El Segundo to curtail the cost of these service and lower future pension obligations for fire and safety personnel. Finally put all utility lines underground with minimum costs to property owners.
30. Keep oil drilling out forever
31. Put in a wind generator at the end of the pier to power Hermosa and become carbon neutral. After a year the power is free then we sell excess power to Manhattan and Redondo for a profit.
32. Don't think it needs transformed. Just needs sensible improvements to parks, pedestrian areas especially children walking or biking to school.
33. Lowest taxes of any beach city, yet the best services. (Only doable if we get the Oil Money). Easy to make happen.
34. Cypress area...in addition to turning it into an arts district have a few times a week various food truck showcases to encourage people to visit this section of HB.
35. Recover oil through on-shore oil drilling. This country was founded on oil and we have an opportunity to be a leader in this area. We need to begin drilling for oil. We own the mineral rights.
36. This entire "survey" is a sham. There are leading questions that make this entire survey one-

sided. Is this a joke?

37. Scrap this entire general plan crap as it is nothing but Agenda 21 propaganda.
38. No oil wells, strong school support and bring back a movie theatre within the city of Hermosa. Refurbish the athletic fields and never sell any property the City or School District owns. Land is too precious to let go!
39. DON'T allow them to change Ardmore and Valley to one-way streets to accommodate the bike riders who aren't obeying the traffic laws anyway! Allow all residences access to parking passes to use downtown. In South Park, the most used benches for parties etc. are at the south end of the park and strangely, they are the only picnic tables that are set in the dirt instead of on concrete pads like ALL the others. Please put concrete pads under those tables too! Make the planning commission as tough in South Hermosa as it is in North Hermosa. You don't see any tear downs in North Hermosa being replaced with 4 condos!
40. 1. I would utilize technology to automate processes as best we can. 2. Create a platform that allows anyone or business to register their security camera on a city authorized website. The police is the only one that has access. They would be able to click on a map and see where the camera is and the direction it is pointed. Then they can click and get the contact information so they can ask for access to the video footage. Any business that serves alcohol has to have video cameras on entrances and exits that the city can have access to the footage per request. The city should look at adding cameras to parks where there are bathrooms so we can see who is going in and out. This will allow us to have cameras throughout the city for next to nothing. This can speed up the process to capture any criminals. It can also help to convict any criminals which can save money. 3. Create a social media command center that has real time feeds about Hermosa Beach to see if anything is happening anywhere in real time. This is actually low cost to do. It takes a computer and a few LCD TV Screens. Then you can get a few services for a couple hundred a month to provide that information. 4. Allow citizens to purchase parking passes no matter where they live in the city. This allows them to park anywhere in the city without having to pay the meter. They still have to obey the various restrictions like time and street sweeping. 5. Increase the hotel tax to 14% at least. There are more and more hotels going into the city and rooms are more expensive. No tourist ever asks what the hotel tax is and or cares. LA has a 14% tax rate already. This is easy passive revenue for the city where it can be used in any fund. 6. Allow owners of properties to do VRBO or AirBnB. They would need to pay a permit fee based on square feet, bedrooms, bathrooms. They would then need to pay the hotel tax of 14%. This allows the hotels to be on even ground with VRBO and AirBnB. Those two companies allow cities to register their city so the city gets the money directly. SF just did something with AirBnB to manage the revenue automatically. 7. Put solar on all public buildings. We have infrastructure that will not go away anytime soon and that is an easy long-term return on investment. 8. Put LED lights on all city street, strand, and park lights to reduce energy usage. 9. Promote an email registration system to all of the public that is incredibly easy to sign up and call out reasons why they should register. 10. Look at ways to reduce compensation for parking meter staff. There is no reason they should be compensated over \$100k/year. That is 2x+ more than our teachers who have 6+ years of higher education while these officers have 3 weeks of education. 11. Build a parking structure south of the pier. Put a commercial space on the bottom floor. Trader Joes would be great there! Allow for M-F businesses to lease out spaces on the top floor. Add more free electric parking with solar to pay for it. 12. Build a parking structure north of the pier by good stuff. Lease out parking to M-F businesses. Parking is the biggest issue in Hermosa Beach. We need more if you want people to come to the city. Parking is a cheap form of revenue. Add more free electric parking with solar to pay for it. 13. When a person leaves a parking meter it should automatically reset. You should not get free parking. 14. Add new

credit card meters to the entire city so everyone has the ability to pay the meter easily. Nobody pays via coins. This also reduces the amount of times people need to collect from the meter. Allow people to use an app to pay the meter!

15. Add a dog run at south and valley park. There is zero places to take your dog off leash in Hermosa Beach. If you want to give people a ticket for taking their dog off leash there needs to be a place to legally let them play. There are a ton of dogs in Hermosa Beach and most people do not have a backyard. Dog parks are a great place for citizens to meet one each other. I have met a ton of people walking my dog on the greenbelt.

16. Attract more businesses like Torrance Memorial. I spoke with the guys there and they said their opening was delayed because of the city planning approving their plans. I don't know the truth but I have heard that time and time again. We should make it easier for people trying to build quality businesses in the city to get live faster! It is tax revenue.

17. Build a better city website. Ours is horrific. Make sure it is responsive so it works on all mobile and tablet devices.

18. Buy HermosaBeach.com, HermosaBeach.org, and HermosaBeach.city. Spend the money and get it. You can use an independent third party to purchase it so the owner does not know it is the city of Hermosa Beach buying it.

41. Allow boutique hotels with basement parking, not exceeding current height limit at Mermaid, Sea Sprite & 15th/Hermosa Ave. Use taxes to pay off oil then help schools. Add parcel tax to help schools now.
42. The plaza is starting to look terrible - rusted light posts, ugly concrete blocks, broken worn benches, homeless that aren't held to the same laws that residents and visitors are... It's due for a big upgrade. If it's to be the focal point of the city it needs better policing, better maintenance, and a better mix or retail / restaurant. The kiosk parking system is terrible and needs an overhaul. We have to take full advantage of the opportunities that exist to make downtown Hermosa Beach a beacon. As it stands it's a relative ghost town thru the weekdays in winter months and it can be tough to be proud of during the summer months - especially after 8pm. We must do a better job enforcing the existing laws so as to entice families and local residents to make more use of the plaza and downtown.
43. Increase ways for residents and visitors to get around without cars: parking at city gateways (parking on Valley serves this function well), better access to the Green Line; Incentivize installation of solar and wind power, upgrades to reduce water.
44. Raise money for the city via events on our Beach; Beer and wine sales via permit on the beach. Move the Fiesta Hermosa Beer garden to the beach and charge to enter. Increase the number of beer garden events per year. All profits go to the city.
45. Kick E&B out of town, they are ripping the town apart, and even after they are gone the town will never be the same, we will always know the names of those who are trying to sell the community out
1. Create an independent solar energy plan to create a self-sustaining power supplies. 2. Restore some areas of our beaches with natural dune systems to help reduce impacts of sea level rise and it would improve coastal ecology, increase in natural wildlife. 3. Create regulation and zoning barriers to reduce the types of hazardous materials used and transported through the City. 4. Eliminate commercial aircraft traffic
46. Stop the oil drilling
47. Entertainment venues for "hip" older residents. By private entities or city hall or combo.
48. keep Hermosa as a beach destination where people can relax and walk to restaurants and shops. Small town
49. Use common sense. This sounds like liberal nut jobs designed this.
50. Drivers who stop for stop signs...sometimes they barely slow down. Bicyclists who ride on sidewalks, ride against traffic, don't obey traffic laws are a big complaint. Ex; stop sign at Pier and Ardmore SE corner by skate park. Bikes speed down the hill by the skate park. They

are either on the sidewalk or against traffic. They don't stop for the sign and sometimes use the pedestrian crosswalk. A driver can't see around the skate park wall and they are looking for slow pedestrians and not a bike that is speeding by and not stopping. Bikes had to follow certain Rules of the Road when I grew up, like walking a 26" bike on the sidewalk, ride with traffic, etc. Maybe it will take an accident for something to happen?

51. I would create a dog beach ... simple but with so many dog owners in Hermosa, it would bring a sense of community and open a place for people to meet.
52. capitalize on our vintage vibe. promote filming. moratorium on demolishing original beach cottages!!! allow owners to rent out their homes to vacationers. cameras on the pier. fine smokers.
53. REDUCE the amount of governmental regulation and interference in the daily lives of our responsible, intelligent, and mature citizens who DO NOT need local officials determining every aspect of how they live their lives. Hermosa has always been a place that celebrates its iconoclastic residents. We celebrate DIVERSITY of opinion! We DO NOT need a bunch of do-gooder councilmembers deciding how we should live our lives. There are MANY citizens who like Hermosa THE WAY IT IS and does not need a lot of tinkering by newly arrived outsiders or small cabals of environmental extremists trying to remake OUR town to fit THEIR radical vision.
54. I would have my police team AGGRESSIVELY enforce driving laws. I would also replace the seemingly useless four way stops along Pier Ave and replace them with traffic lights. I would make safe biking paths, separate from the roadways. I would also replace the light that is across from Hermosa Valley School and put in a real light which allows for cars to turn either left or right at all times.
55. eliminate worry about oil drilling in our city
56. Keep big oil out no matter what. Have walk and bike only days downtown without cars.
57. Raise Hermosa tax structure for business to be the same as surrounding cities. Hermosa residents have a history of not wanting to "pay" for the city we live in. Good thing I'll only have the job one for day since I'll be fired.
58. Get rid of oil drilling in Hermosa Beach. Get rid of tsunami signs too..we joke about stepping across Monterey to be safe.
59. Hermosa Beach does not need to be transformed, but preserved.
60. Leave it alone. It doesn't need a transformation.
61. Create a "View Variance" that protects existing residents from contractors and overbuilding. Loss of view & privacy has become the norm in HB! Long-time residents like HB as a small town, not an overbuilt, crammed together drinking town, that's only geared for '20s-'30s people! HB has lost its quaint, beachy feeling that most residents moved here for! There's no housing available for "mature" adults who can't physically live in 2-3 story houses! This is "age discrimination", and HB is catering only to the tourists & the "young crowd".
62. Reduced parking would be my biggest issue in our town...less parking places would mean people would have to use their own driveway or garageyes very hard to sell this concept but over time I think we have to figure this out because more cars in this town is not a good thing....so more parking is not a good thing and wasting space to park cars is also not a good thing. ...thank you for making this survey available on line.
63. Focus on citizen cooperation to beautify city, enforce codes for trash, residential uses and continue to attract family friendly and resident business. Encourage a community where visitors and residential owners show respect for their neighbors.
64. A "Celebrate Hermosa" local holiday. Involve schools, businesses. We had a successful Centennial celebration about 10 years ago. Builds cohesion and community pride.
65. Reverse notion that Hermosa is a destination for getting drunk by reducing number of bars, and enforcing present cups.

66. Allow drinking in public!
67. I would move Hermosa away from the "college kids get drunk spot" and transform the pier plaza and area into a place where it feels more like an Italian Piazza, filled with wonderful wine bars and restaurants- appealing to a more sophisticated crowd. I would have live music on Sat. & Sunday mornings on the Pier Plaza. Mix it up- jazz, classical, etc. I would also move the farmers market right in the middle of the plaza. And up pier a little bit. I would also bring in a little movie theater. Not block busters- art house stuff. Could be at community center.
68. Bring foot traffic up there and make use of PCH shopping etc
69. Strong protections of our greenbelt, parks, beach. Major changes in any Plan should be approved by voters and not just City Council as Council members will always change over time. Improve streets making more pedestrian and bike friendly.
70. Preserving our limited Open Space and Parks; creating bike lanes; increasing street and alley cleaning. Hire more janitorial and street cleaning services. Our community center is dirty and graffiti throughout. The fence surrounding the skateboard park is full of trash.
71. Widen Ardmore and Valley by cutting into greenbelt a bit. Also, pedestrian bridges above Pier/Valley/Ardmore intersection to help traffic flow. A light at Pier/Valley/Ardmore because it's become too dangerous for both drivers and pedestrians with just stop signs.
72. Remove the ugly telephone poles/wires along PCH. Do not obsess about curbing citizen rights. Reduce fees for small businesses. Keep the town clean and safe.
73. Never allow a commercial event to take place at the beach. Beach for only recreational purposes and never for monetary gain.
74. Survey residents about desired business mix
75. Making sure there is no oil drilling in Hermosa Beach. Make it more walk and bike friendly
76. Connect HB with the rest of LA by adding a direct shuttle from the Pier to Green Line. Residents can access the rest of the city without the need of a car and visitors can come to spend money and play without increasing vehicle traffic.
77. Policies making us the greenest city in the U.S.
78. Zip line from the Community Center to the Pier.
79. Focus on diversifying local businesses away from bars and restaurants and instead incentivize new retail and office space development so we have more people living and working here in the city instead of commuting into LA every day. Ease parking restrictions for businesses by developing car-free transportation and rideshare programs to offset our limited parking so employees can get to work without taking up spaces that patrons could use instead. Replace parking meters with smart meters. Get rid of the lawn bowling area and build a public pool there that would get a thousand times more public use (the seniors will love it!).
80. Solar panels on all homes
81. No fracking or oil drilling. Keep Hermosa environmentally safe. Protecting our environment is the most important thing to me.
82. Once the general plan/vision is finalized, actually create a city architect's visual image of what our small-scale, locally owned and local-access businesses look like in key areas such as Pier Plaza. And then provide that vision to businesses wishing to establish in HB with the proviso that their concept must comply.
83. Citywide integrated and enhanced pedestrian network including at least 2 pedestrian bridges over PCH, lane reduction for PCH & Aviation, and limited auto access pedestrian zone for downtown.
84. Put the Power lines under ground and build a bridge over PCH at Aviation
85. Make Pier Ave sidewalks wider and encourage restaurants and outside dining.
86. Improve cleanliness/and smell of sidewalks by requiring dog walkers (private & commercial) to pickup after pets...assign a fine to those who don't. Our city would be much more

- welcoming if people didn't have to constantly dodge "piles". Perhaps add "sandbox/litter boxes for pets" to confine mess and include disposable bags w/repositories.
87. HOLD the line...we have banned oil drilling and high rise buildings. That doesn't need transforming so don't entertain them.
 88. No oil drilling please.
 89. Put a diving bell at the end of the pier.
 90. Many of the questions on this form can be interpreted too many ways. The questions seem to be oriented for the most part toward getting a particular kind of answer no matter how people make their selections. Thus the value of this survey is questionable. Regarding being Mayor for a day a Mayor should never under any circumstances have such power. This is a nonsensical question.
 91. I think HB has a reputation of being a party city and it's almost impossible for residents to enjoy holidays and 3-day weekends with all the drunks, public urination and rowdiness. This needs to be address. I think house owners need to be responsible for having noisy tenants. Some of these homes have large parties which disrupt the neighborhood. There should be enforced regulations on noise. Hermosa Beach has a noise pollution problem. Some cars, trucks and motorcycles are extremely loud and should be ticketed.
 92. Affordable Housing
 93. Elimination of all commercial west of Pacific Coast Highway. Rezoning to residential, maintaining a simple Pier and setting zoning to bring entire small town into consistency. Adding sidewalks everywhere. Changing town to elect officials from 4 or 5 quadrants, and adding term limitations to all elected officials of 2 consecutive terms. Appointed officials to 8-year limits. Limiting contracts for City Managers and City Attorneys to flat 10 years.
 94. This is a simple question. Merge with Manhattan Beach, Eliminate the duplicity of an extremely expensive city staff. Phase out all the non-PCH commercial and convert it to residential. Improve the quality of life for the residents. Hermosa's staffing costs are going through the roof for a 1 square mile town. It's time to merge for and take the savings to improve both cities.
 95. Recognize that the number one economic engine are residents, their homes, their children. commercial, downtown drinking, is costly to government, police, fire, paramedics, brings crime, rapes, DUIs, poisons life in entire city. This survey is addressing most things that will just add more of the same.
 96. less use of term eclectic less use of "best little beach town" the town is not small. It has 20 thousand residents who are mistreated by govt.
 97. Stop with the petty feel good city council motions Being a carbon neutral city is such a bill item when we have: Old schools Old city buildings Old city infrastructure Lots of real problems. Stop taking bribes from special interest groups to ban Styrofoam containers. Focus on real problems and the other stuff will sort itself out
 98. NO MORE OIL IN HERMOSA BEACH!! Also - clean up crime and reduce riff raff and foreign visitors. I think Hermosa Beach would benefit from being more exclusive than inclusive to visitors. A lot of the crime comes from people who don't live here.....New sidewalks and LED light posts all across the city. A new library. Look at Manhattan Beach. Why won't Hermosa have a library like that? New computers.... It sounds like you guys are thinking about ways to be more innovative.... I think at this point we just need to catch up to the times. Get rid of the old computers and get some MAC and new PC computers up in the library. Invest in technology..... What happened to the city wide WIFI that we used to have? Broadcast free wifi that spans the whole city. How great would that be? Lots of areas for opportunity here. Let's start with the BAN ON OIL.
 99. We need to be SURE E&B does not bully their way into our city, ruining our air quality, traffic flow, and our over all healthy enjoyable lifestyle...!

100. Take inventory of all infrastructure improvements and schedule them to reduce costs and improve efficiencies, i.e., replace aging water, gas, and sewer pipes, then, repave the streets. Unlike some cities which repave and then dig for buried utility improvements. This could save millions, but would require coordination with the utilities.
101. Stop wasting money trying to figure out how to add more commerce involving thousands of people / visitors and return city to residents. We believe this survey is trying to make the people answer questions leading to more bar and tourist stuff. Who wrote survey.questions?
102. Since the sewers have to be replaced anyway, underground all the utilities at the same time.
103. I believe that it is essential to the health of the beach and ocean to reduce the city's consumption of all carbon-intensive energy sources. Incentivizing the installation of solar panels and the use of electric vehicles are two ways to change the source of energy being consumed. Reducing overall energy use is the most cost efficient way to reduce the city's carbon footprint. I would heavily incentivize any actions taken by businesses and residents that reduce consumption of energy and water.
104. I would bury power lines. The effect is transformative. I have no problem paying for it myself but our neighbors seem opposed to it because of the cost. I would love it if the city could do this for residents. I think it would increase property value and make us feel more like a small beach town instead of a congested urban place that happens to be by the beach. I've heard E&B resources is exploiting people's desire for this by promising to bury power lines. If the city did it, it would be a moot point.
105. Continuing to innovate and bring in family owned restaurants, grocery areas and entertainment that is family-oriented and keep residents around on the weeknights/weekends.
106. Provide self sufficient economy without reliance on bars or hotels
107. Keep the current life style of Hermosa while upgrading to keep pace with changing technology and install a structure on the pier head to give Hermosa a symbol of our community to preserve our quality of life
108. Best little beach town! Proud to be a healthy & diverse community, eco-pioneers, fun to live/work in & visit, & above any misguided yuppie taunts of "beach trash." yuppie slights.
109. Take control of the Strand front (a specific plan area) zoning so as to make clear what we want there