

SHARE YOUR FEEDBACK WITH US

You can turn any comments or questions in at the end of your walking tour or submit them via email to generalplan@hermosabch.org before February 25, 2016

INNOVATION + OPPORTUNITY AREAS

CIVIC CENTER • AVIATION CORRIDOR • PCH CORRIDOR • CYPRESS DISTRICT

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

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

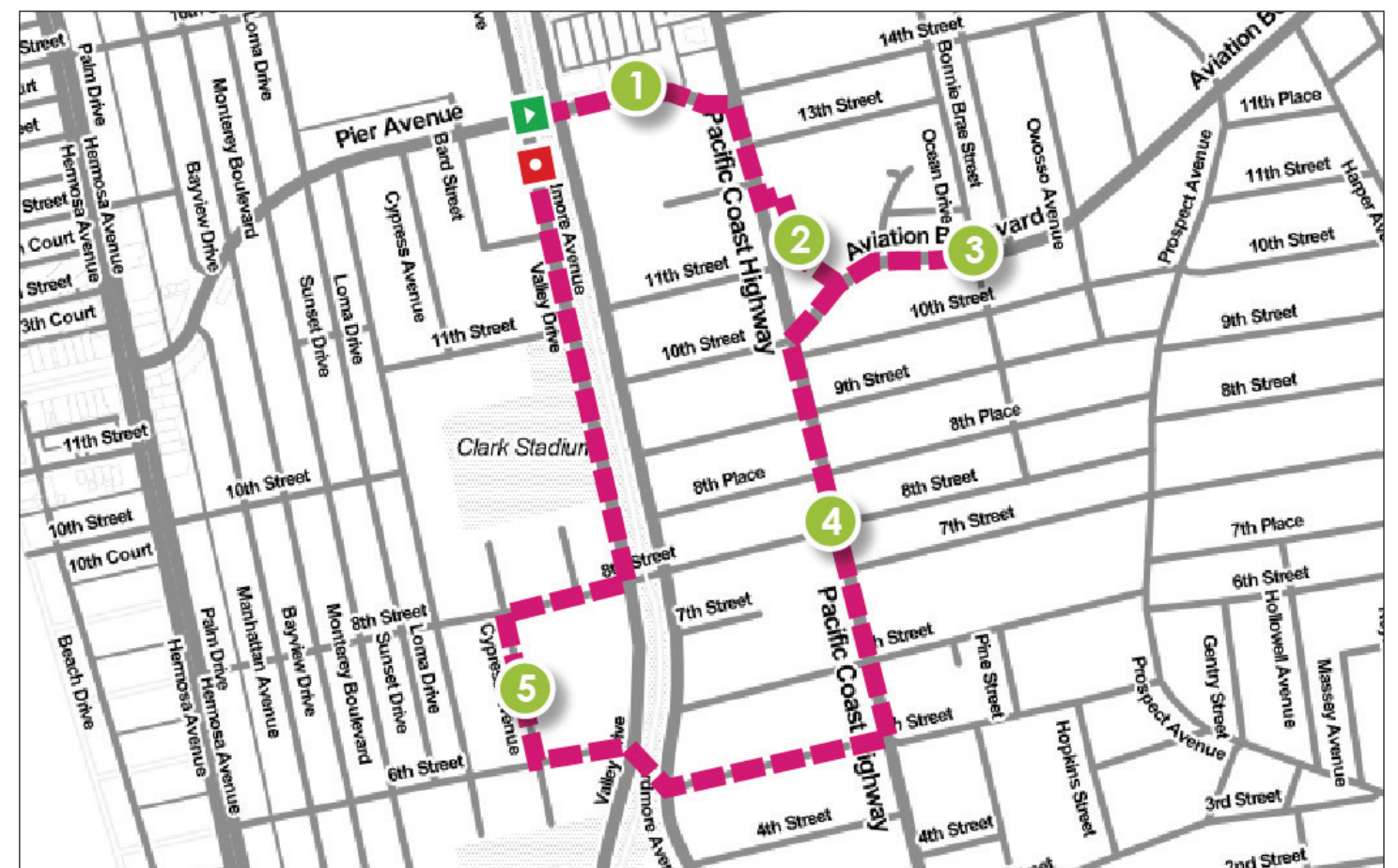
What other observations and ideas would you like to share with us?



DESCRIPTION

Many of the City's commercial corridors and districts are prime locations for innovation and greater economic opportunity. The areas to be visited on this tour – including the Civic Center, Pacific Coast Highway and Aviation Corridors, and the Cypress District – can help to spur new economic activity. Improvements to the public realm, street network, and building orientation can be articulated for each commercial area through clear and consistent policy and design standards.

By directing uses to appropriate locations and floors within buildings, enhancing the public realm of streetscapes and gateway corners, and identifying the character defining features unique to each area help to create a sense of place and focus activities within each corridor or district. The future vision helps to identify to property owners and project applicants how each area should look and feel when redeveloping properties, all of which help to contribute to a vibrant local economy that provides local-serving uses and increases local employment opportunities.



1 Civic Center District

2 Aviation at PCH

3 Aviation Corridor

4 PCH Corridor

5 Cypress District

FOR MORE INFORMATION

www.hermosabch.org

generalplan@hermosabch.org

310-318-0242

SHARE YOUR IMAGES AND IDEAS AT #PLANHermosa



RELEVANT PROPOSED PLAN GOALS + POLICIES

Civic Center District



Future Vision

The Civic Center facilities will be modernized to accommodate the range of functions and services provided by the City, and will be expanded to provide consolidated parking facilities in well designed or underground parking structures to serve commercial uses both along Pacific Coast Highway and Downtown. Streetscape enhancements will provide an important connection between the main thoroughfares of Pacific Coast Highway, Downtown, and the residential neighborhoods.

Intended Distribution of Land Uses

The Civic Center area should provide public facilities and open space uses to serve as the City government's primary facility presence within the community. The City's administrative

and operational facilities should be coordinated into a single, full-service facility.

Desired Form and Character

- Community facilities and City Hall should be designed and oriented toward the street with inviting public spaces and clearly marked entryways.
- Buildings should be two to three stories tall, with minimal (or no) setbacks,
- Civic Center area facilities should be designed to accommodate parking demands for the beach, Downtown, and the PCH corridor.
- Community facilities should be designed and promoted for use by public and private organizations supporting tourism, conference, convention, and cultural uses.
- Streetscape enhancements should be made between Pacific Coast Highway and Valley Drive to provide a greater sense of arrival to Hermosa Beach.
- Circulation of vehicles, pedestrians, and other modes at Pier Avenue and Valley/Ardmore Drive is greatly enhanced.

Aviation Corridor



Future Vision

The area will be transformed into a walkable, multi-use, active commercial corridor with services and facilities to serve the daily needs of residents east of PCH and providing artistic and cultural services to the entire community. Enhanced streetscapes with parkettes or outdoor space, paired with new commercial uses, should help to activate the street.

Intended Distribution of Land Uses

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

Desired Form and Character

- The use of a transfer of development right program to reduce intensification pressures of residential neighborhoods, and allowing vertical mixed use residential development along the Aviation Corridor with the purchase/transfer of development rights should be considered.
- Redevelopment of larger parcels is designed in a way that orients new buildings around a central plaza or square and provides a mixture of retail and office uses within a single site.
- Most parking should be arranged along the sides or behind buildings, with larger parcels able to provide consolidated parking facilities that can serve uses along the entire corridor.
- Zero lot line front and side setbacks are encouraged to ensure a consistent rhythm of storefronts.
- Traffic speeds should be moderated to ensure a smoother flow of vehicles along the corridor while enhancing safety for pedestrians and bicyclists.
- Redevelopment at the intersection of Aviation Boulevard and PCH should respond to its regional significance as a gateway and key activity center.

PCH Corridor

Future Vision

The PCH Corridor will be a multi-use commercial corridor with key activity nodes and iconic architecture to activate the entryways. The Corridor connects the community with adjacent neighborhoods and cities. A regular rhythm of storefronts and streetscape enhancements should provide a welcoming atmosphere that is enticing to shoppers and pleasant to walk along. New gateway monuments and signage are added to promote Hermosa Beach's identity.

Intended Distribution of Land Uses

A mix of office and commercial uses along the corridor should be organized around key activity nodes, with limited residential uses. Larger scale professional office spaces, hotels and visitor serving uses, and commercial retail space are provided to serve both local residents and the region. Limited medium- and high-density residential uses are also allowed between activity nodes within the PCH Corridor.

Desired Form and Character

- High-quality signage or materials and maximum transparency of ground floor uses is provided to attract shoppers and provide visual interest to pedestrians.
- Flexibility in the design of a Gateway Commercial designation should be provided so long as city-wide and project level connectivity standards are met, the uses do not adversely affect adjacent uses and accommodations are made for pedestrians, bicycle and transit users.
- To provide greater integration and connectivity within the Corridor, the consolidation of parcels into larger assemblages should be allowed.
- Innovative traffic calming methods should be employed along the Corridor to improve traffic flow and foster a quieter outdoor environment.
- PCH should serve as a regional thoroughfare, but enhanced to better manage congestion and traffic speeds.



Cypress District

Future Vision

This area will be the creative, production and light industrial center of Hermosa Beach where ideas, spaces, and creativity are easily shared. The Cypress District includes a variety of flexible use spaces, co-working offices, and creative or "maker" industries. The City Yard has been re-purposed as an innovation center, with incubator space, job training programs, and related services to enhance the local economy.

Intended Distribution of Land Uses

The Cypress District is exclusively designated for creative light industrial uses, with preference toward production uses aligned with green economy. While the area should allow some retail uses, the focus is on specialty trade services and must be accessory to the design or production uses. The Cypress District should support the development of new uses that will bring a wide range of high-quality jobs accessible to people with a variety of skill levels, including research and development and light industrial uses.

Desired Form and Character

- This area should be comprised of one- and two-story industrial buildings or lofts with entries that are visible from the street.
- Rooftops should provide green space, renewable energy and decks.
- Adjacent residences should be buffered through the use of landscaping, setbacks, or other techniques from businesses which produce noise, odors, high traffic volumes, light, or glare.
- Cypress Avenue, with enhanced streetscape design, is an ideal space for community-oriented art walks or sidewalk sales.
- Unique signage, decals, or artworks should pay homage to the area's history as a surfboard manufacturing center.
- Cypress Avenue should be used as a space for public gathering and special events through the redesign of the narrow right of way as a shared street for all modes of travel that is comfortably scaled and designed for lower speeds.

