

APPENDIX "C"

BEACH ACCESS RECREATION

APPENDIX CBEACH ACCESS - RECREATIONBeach Access

Access for both the beach and the downtown shopping area of the City utilize the same streets. The two major access routes are Hermosa and Pier Avenues. Collector-type routes serving these access routes are Pacific Coast Highway, 2nd Street, 8th Street, Manhattan Avenue, Monterey Boulevard and Herondo Avenue. As Figure XV illustrates, there are many areas within the Coastal Zone providing direct vehicle access to the beach. The majority of these, however, are located near the downtown commercial area and the Municipal Pier. Beach user "drop-off" points are located at 22nd Street, 10th through 15th Streets and 2nd Street. Good turn around (cul-de-sac) access is located on 22nd and 2nd Streets, and Pier Avenue. Many beach visitors utilize these streets to drop-off passengers in the morning and as pick-up points later in the day.

In addition to the vehicle access/drop-off areas, there are 22 walkstreets and 19 alleys heading toward the beach from Hermosa Avenue. The alleys service the residential and commercial access needs up to and along Beach Drive. The walkstreets provide a unique and valuable access resource as well as open space for the City's residents. The many beach access points fronting on the Strand encourage both an even distribution of beach users along the coast as well as a non-vehicle oriented living environment.

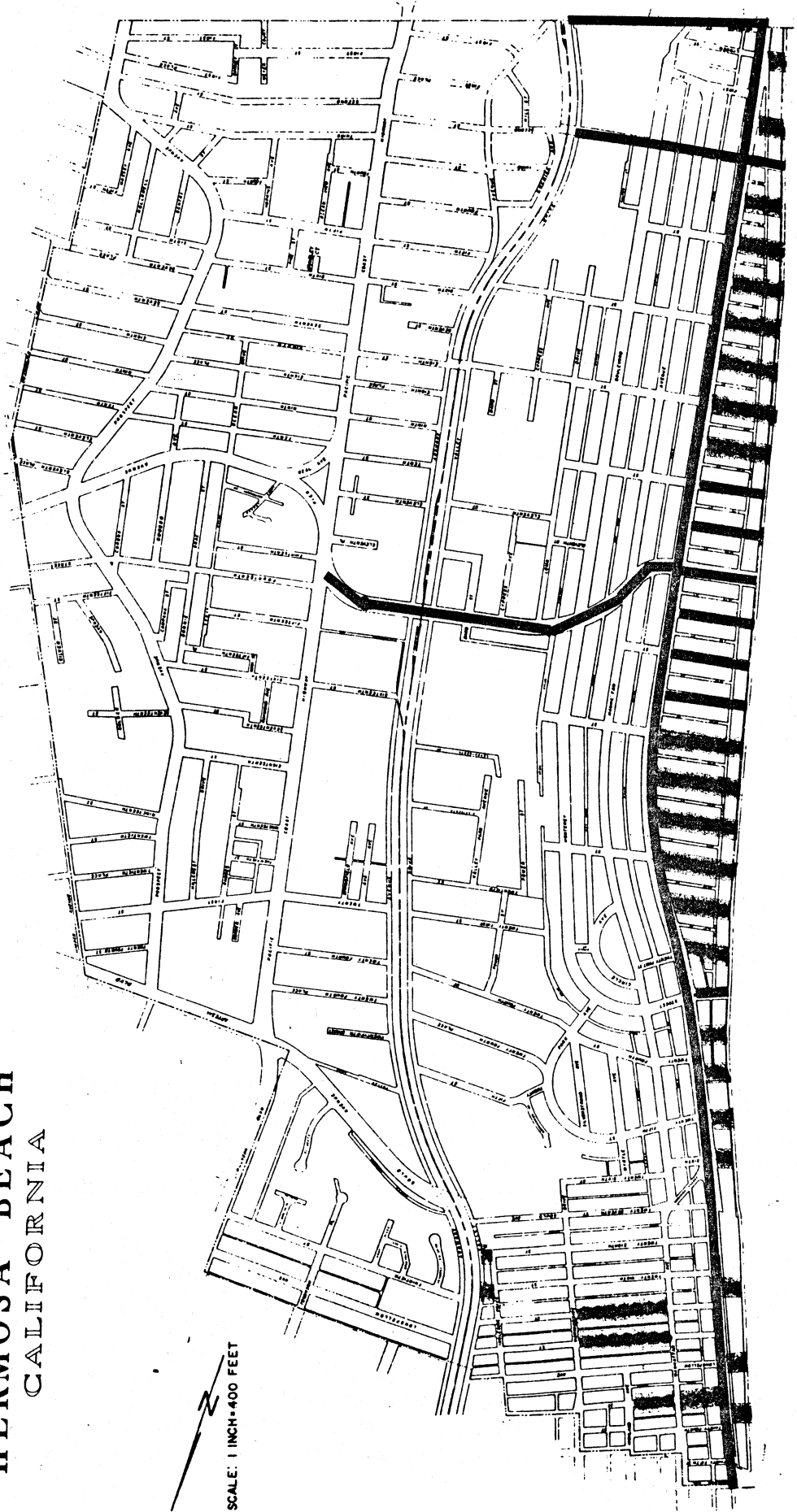
Access to the beach for both residents and non-residents is not a limiting factor on the use of the beach. Parking, as discussed previously, does, however, limit the potential number of beach users within the City. As the City has increased in population and density, the number of available parking spaces for both residents and non-residents within the Coastal Zone has diminished.

Focal points along the beach are related to the major vehicle access "drop-off" areas and to commercial uses along the Strand. Figure XVII illustrates the general beach population distribution. Major areas of concentration occur near the Municipal Pier, 2nd Street and 24th Street. Over 20% of the total beach population occurs within the four block area from 10th through 14th Streets. The area of least beach user concentration is in North Hermosa from 26th Street through 35th Street.

Street design, specifically turn-around areas near the beach, are important in providing beach access for non-coastal users. Only two streets, 2nd and Pier Avenue, are large enough for a complete 360 degree automobile turn-around. The other beach vehicle access streets do not provide complete turn-around areas and drivers must perform various backup maneuvers. These backup maneuvers result in street congestion and increase the potential for accidents between vehicles and beach-headed pedestrians. Illegal parking also contributes to the traffic congestion on the access streets and creates many problems for adequate turn-around maneuvers.

Figure XV
Direct Beach Access

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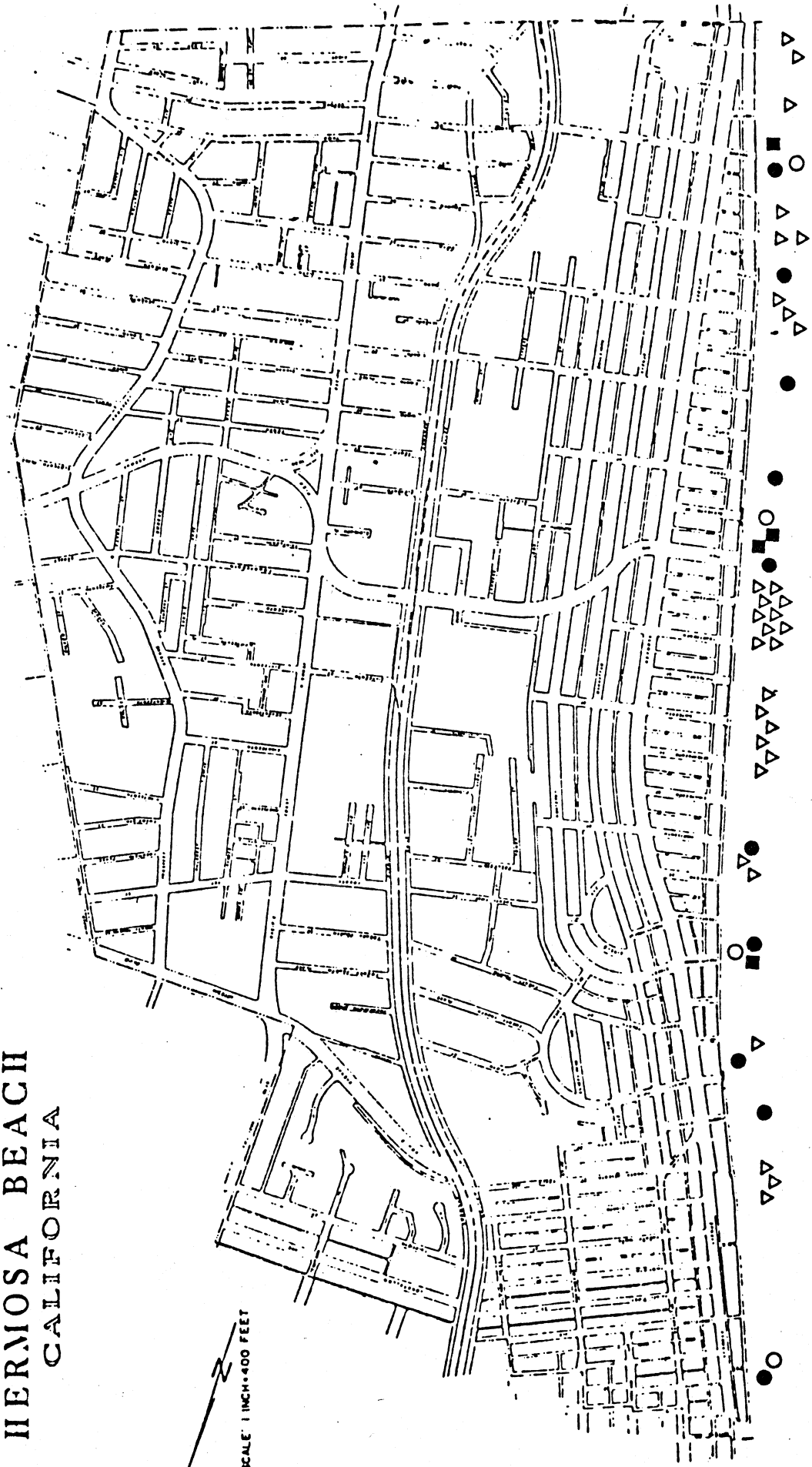


Vehicle Access — Walkstreets

FIGURE XVI

BEACH FACILITIES LOCATIONS

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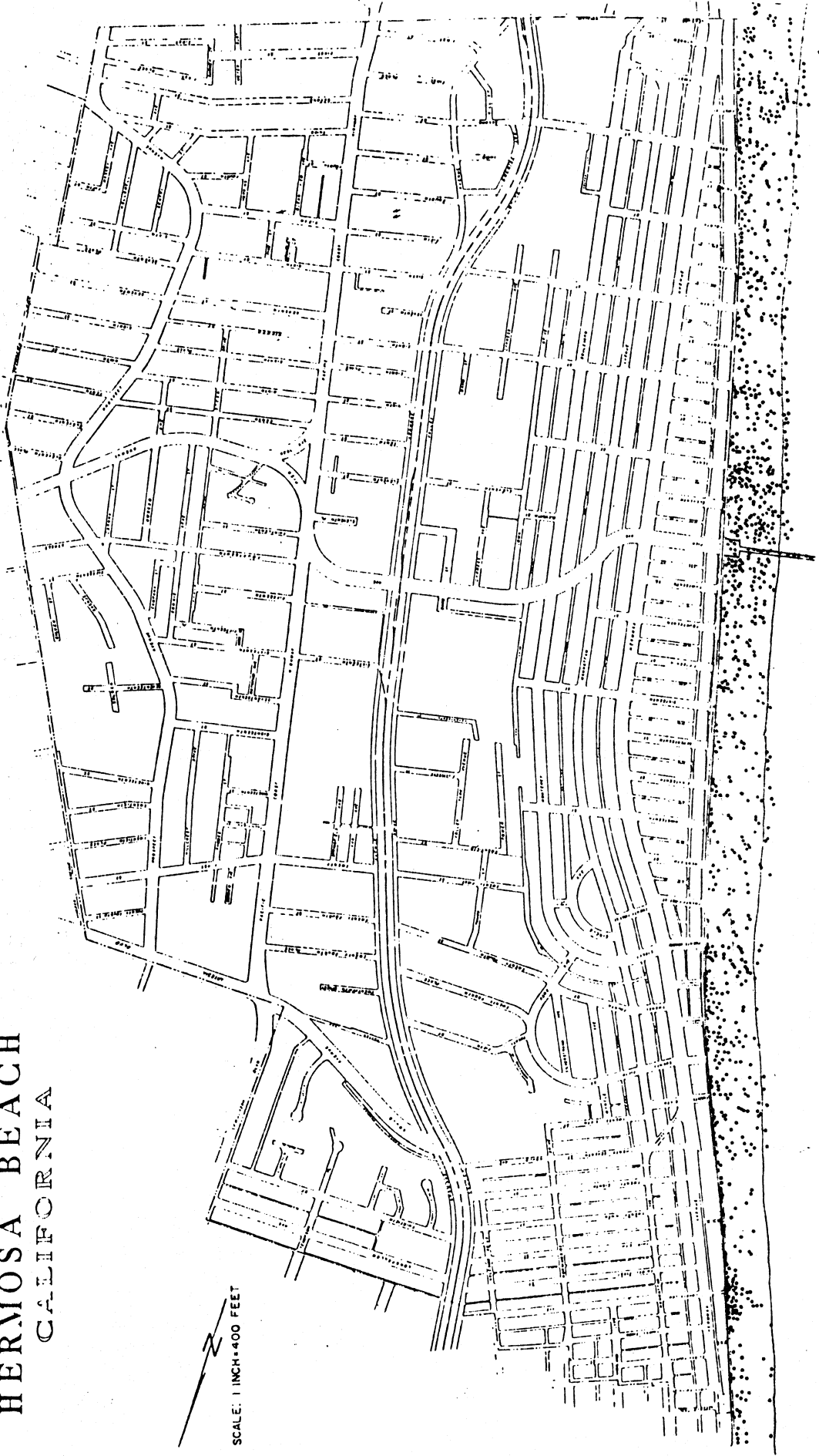


SCALE 1 INCH=400 FEET

- ▽ Volleyball nets
- Life guard stations
- Swing sets
- Restrooms

FIGURE XVII
BEACH POPULATION DISTRIBUTION

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1 dot = 100 people

During the summer months, problems in providing beach access is most severe as illegal parking increases within the turn-around areas and on nearby dead end streets.

To facilitate a more efficient vehicle access to the beach, the turn-around areas along 10th, 11th, 13th, 14th, 15th and 22nd Streets should be improved. The design for vehicle access in the CBD may be improved by directing traffic one-way along Beach Drive creating a circular drive-through area between the streets, i.e. drive through from 15th to 14th with drop-off points on 14th and Beach Drive. Conversion of the remaining portions of 15th and 14th Streets (i.e. that area from Beach Drive to the Strand) could be established as walk areas, additional parking areas, or as a parkette. Closing off the west side of both 14th and 15th Streets provides an area of 9600 sq. ft. As a parkette, this area could complement both the existing residential/commercial development in the area as well as any proposed development on the Biltmore site.

Beach survey statistics show that the majority of the beach users (75%) frequent the same beach location. Hermosa residents, naturally, compose the largest segment of beach users; however, Torrance, Redondo Beach and Manhattan Beach residents compose the next three largest beach visitor source. Surprisingly, non-residential visitors compose between 65-70% of the least populated beach areas whereas Hermosa Beach residents compose almost 45% of the heavily impacted Municipal Pier area and over 60% of the four block area just north of the Pier.

Additional focal centers within the Coastal Zone are the commercial establishments near the beach. As Figure XVIII illustrates, there is a large concentration of restaurants, restaurant/bars, and bars within a three block area of the Municipal Pier. These uses by themselves attract a large clientele and add to the crowding within the downtown/ beach area. Although many beach users do utilize the commercial facilities along Pier Avenue, it is unknown what percentage they make up. It is also unknown what percentage of the customers at the restaurants and bars actually utilize the beach for recreation.

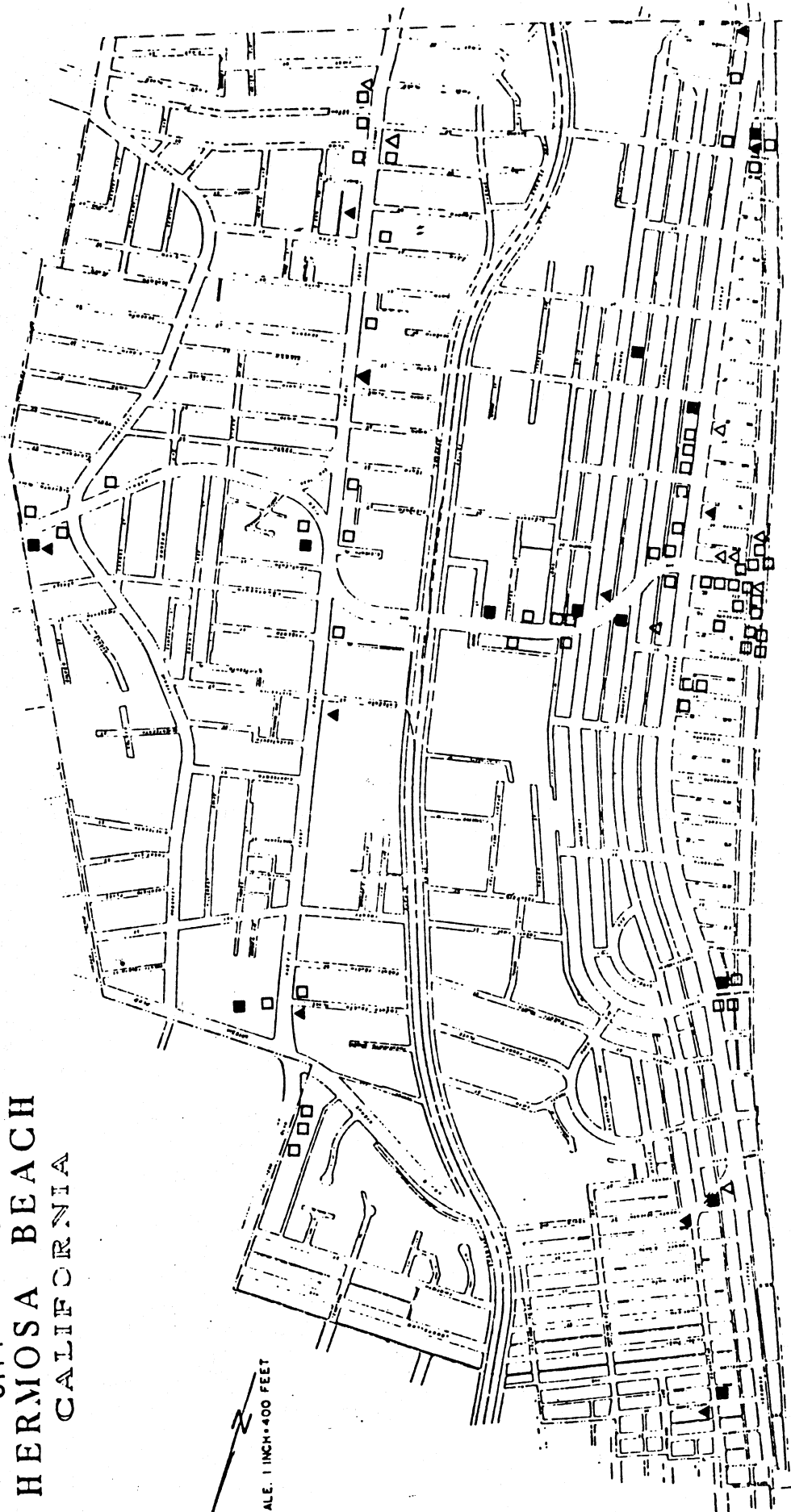
From expense estimates, the beach user does not provide an economic benefit to many of the downtown businesses. Over 90% of the beach users surveyed in 1978 estimated they would spend less than \$5.00 in Hermosa. The majority of expenses accrued by the visiting beach user was for parking costs. Almost 45% of those surveyed expected their costs to be only for parking. As Table XVIII illustrates, total costs to the City far exceed potential revenues received via the beach visitor.

Throughout the year, congestion, specifically in and near the Municipal Pier, has generated much concern for the City. Clear skies and warm summer days have at times during the past several years brought beach crowds in excess of 100,000 people. During crowds of this size, the access points crowd with upwards of 10-15,000 people during the day. The Strand within the Pier area becomes impassible to nearly all beach users. Non-coastal dependent uses such as bikeriding, rollerskating or skateboarding become very difficult in the area due to the large number of people.

FIGURE XVIII

RESTAURANT & BAR LOCATIONS

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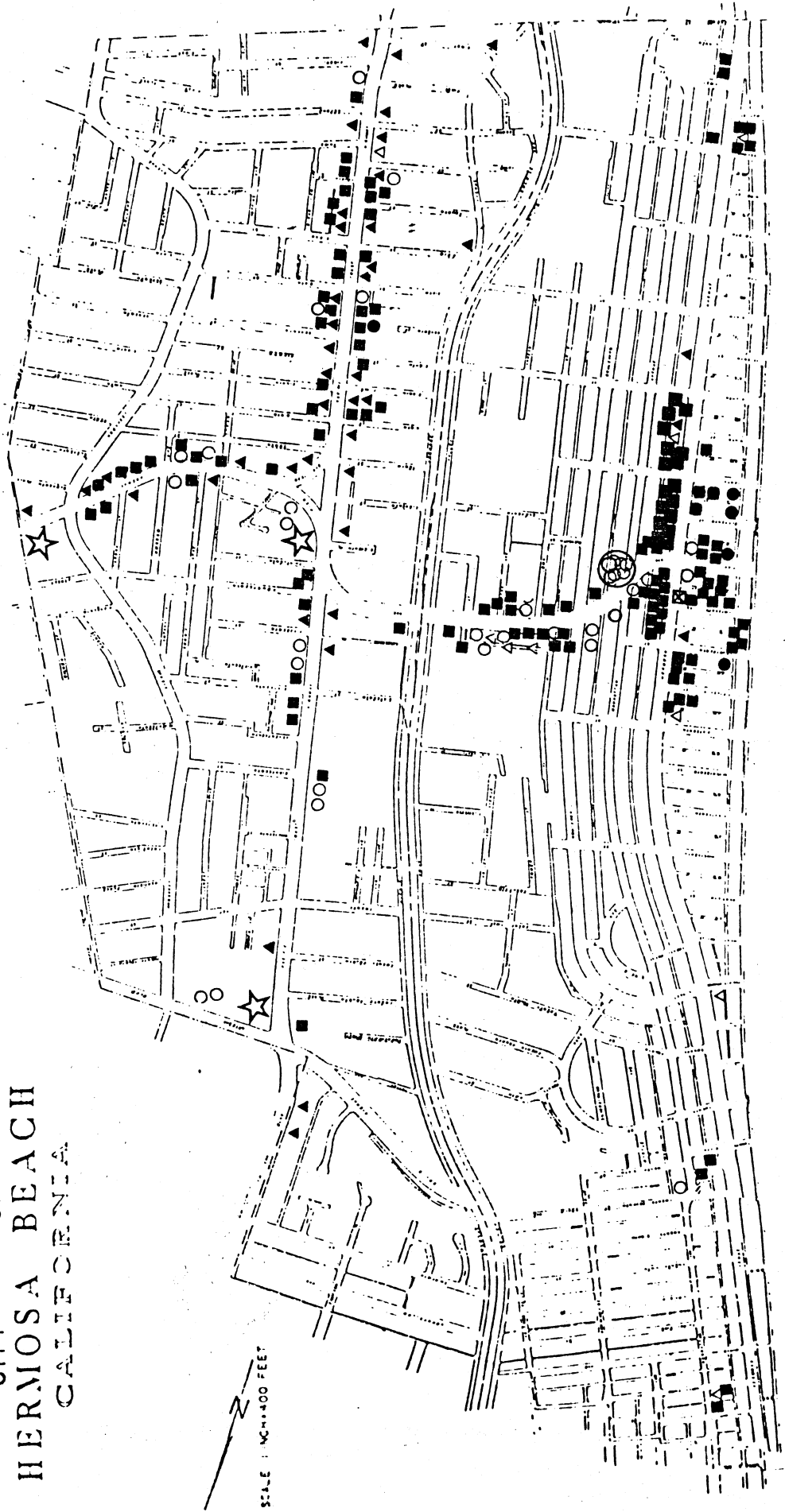


SCALE. 1 INCH = 400 FEET

▲ Bars □ Restaurants ■ Markets ▲ Liquor Store

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FIGURE XIX
COMMERCIAL USE LOCATIONS



- Retail, Commercial Use
- Office
- ▲ Auto Related
- △ Laundry
- ⊠ Theater
- Motel/Hotel
- ★ Shopping Center

TABLE XVIII
BEACH REVENUE/EXPENDITURE CALCULATIONS

A. Revenue

Type	Amount of Loss	Note
Sales Tax	\$ 19,900	50% of downtown only
Business License	8,000	Takeout & Spec. shops
Parking	44,000	No paid parking
Fines	47,000	No parking tickets
Interest	<u>10,000</u>	Reduced base
	\$128,000	

B. Expenditures

Function	Amount of Reduction	Note
General Government	\$ 98,000	20% of 492,000**
Retirement	20,000	25% of 81,000**
Insurance	12,000	20% of 60,000**
Dept. of Public Works	10,000	20% of 52,000**
Parking	16,000	Elim. of function
Parks & Recreation	11,000	See index to expend
Police	203,000	" " " "
Streets, lgts., storm dr.	<u>183,000</u>	" " " "
	\$553,000	

**Due to lower overall base and employees

C. Balance

If no non-residents:

Expenditure savings	\$553,000
Loss of revenue	<u>-\$128,000</u>

Therefore, net cost of accepting non-residents is: \$425,000

Cost of providing own lifeguard and beach cleaning service: -\$ 75,000

Therefore adjusted net cost of accepting non-residents is: \$350,000

Source: 1972, Beach Development Plan, City of Hermosa Beach

The majority of Strand users in and near the Municipal Pier are not for the most part active in recreational activities other than walking. Many people, especially during the peak summer months, never leave the Pier area. Bike riding, rollerskating or jogging are not the most prevalent activities within the area but rather standing with friends seems to be the most popular activity. Concentrations of these people are near the food and beverage serving places or along the Strand wall.

The mixture of recreational and commercial uses along the Strand promotes crowd gathering and establishes locations for enforcement problems. According to Police Department reports, the major areas of concern are located from the downtown area from 10th Street to 14th Street and from 2nd Street south to the City's boundary. The serious crowd control problems associated during the summer periods relate to alcohol and drug abuse and illegal possession, vandalism and burglary. During the summer months and on weekends, beach enforcement personnel increases approximately 2-5%. This increase, in the form of patrols, covers the Strand and Pier areas.

Recreation

Hermosa Beach has historically been a primary beach recreational area for the South Bay. During the early part of this century, the City was a popular resort area for the elite of the Los Angeles community. Although the resort character of Hermosa Beach has changed to a full service community, the beach still attracts beach visitors numbering in the millions. Swimming, strolling, sunbathing and fishing have consistently been the most popular activities along the beach. Surfing, since the 1950's, has also established itself as a very popular recreational activity for non-residential beach visitors.

In conjunction with the beach, the Strand area has provided an area for other recreational activities. Originally designated as a walkway, the Strand has historically been utilized as a bikeway and rollerskating path. Today, Strand activities include jogging, biking, rollerskating and skateboarding as well as walking. Over the years, the Strand has become an increasingly popular place for these outdoor recreational activities. The Strand, as well as the beach, is expected to continue as the focal point for recreational activities within the City as well as the South Bay area.

Existing Beach Uses

The variety of recreational activities on and near the beach can be separated between coastal and non-coastal dependent uses. Coastal dependent uses generally are those uses that require the beach or the ocean as an integral part of the activity. As Table XIX illustrates, the number of and popularity of non-coastal dependent activities far outweigh the coastal dependent uses.

TABLE XIX
PRIMARY BEACH RECREATIONAL ACTIVITIES*

<u>Coastal Dependent</u>	<u>%</u>	<u>Non-Coastal Dependent</u>	<u>%</u>
.Swimming	23%	.Sunbathing	37%
.Surfing	9%	Running	6%
Sightseeing/Photography	4%	Socializing	5%
.Fishing	1%	.Volleyball	4%
Sand Castle Building	1%	Bicycling**	4%
Treasure Hunting	1%	Rollerskating/Skateboarding**	3%
		.Walking	1%
		.Picnicking	1%
		Kite/Frisbee Flying	1%
	<hr/> 38%		<hr/> 62%

* Beach Survey conducted August 1978

. Beach Preferred Uses

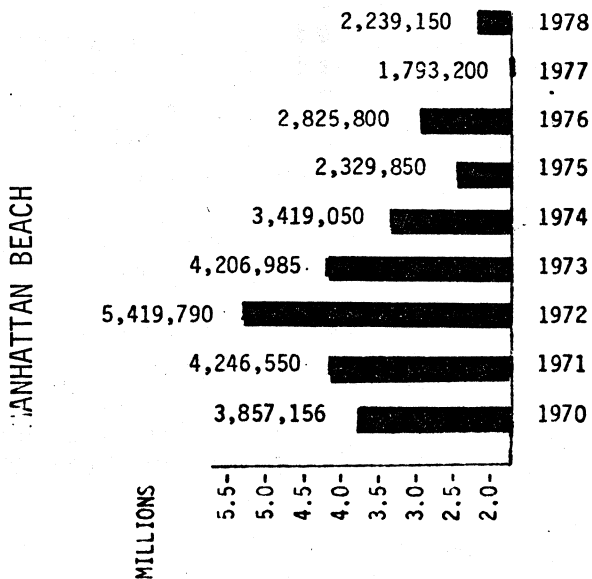
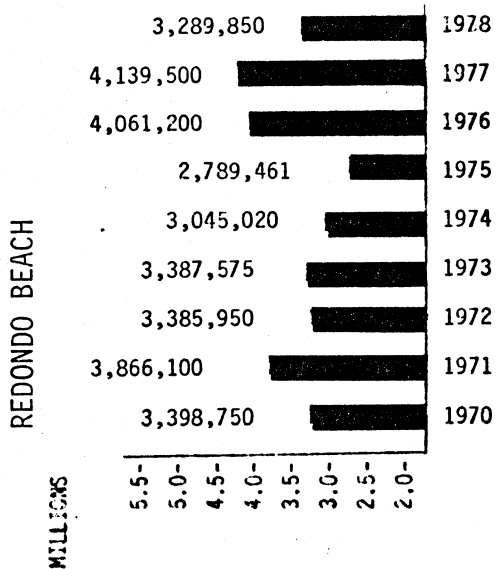
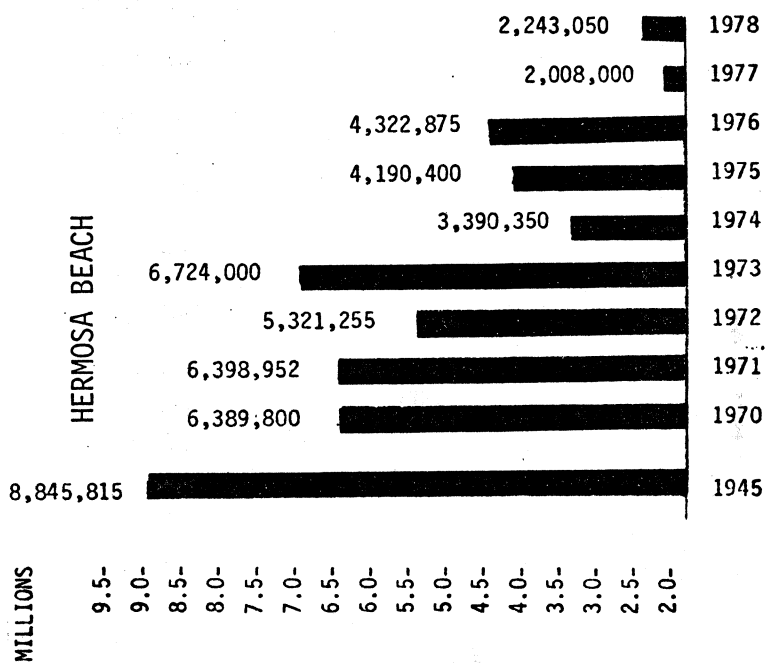
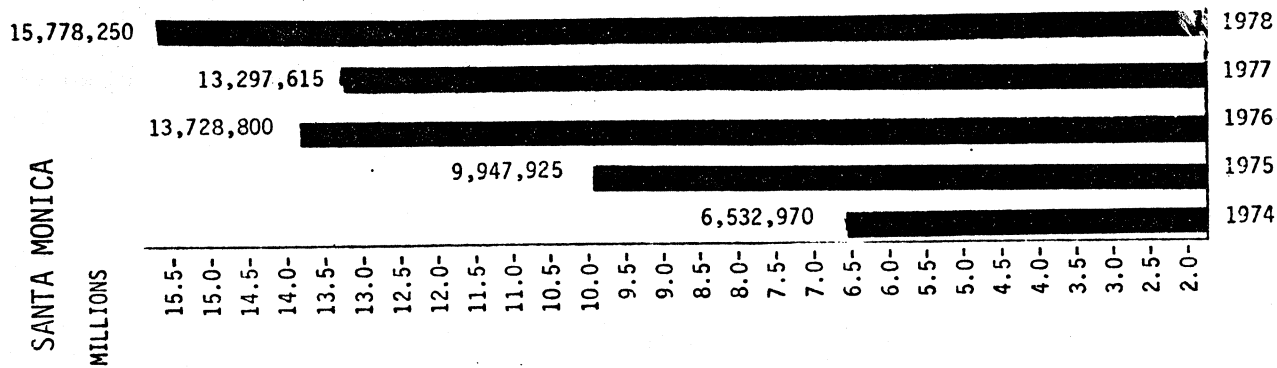
**Bicycling, rollerskating and skateboarding users did not compose a reportable percentage of beach users in 1970.

Not surprisingly, swimming and sunbathing are the most popular recreational activities along the beach. From surveys conducted in both 1970 and again in 1978 (see Appendix F), these two traditional activities make up a consistent 60% of the reasons why people use the beach in Hermosa. Since 1970, three non-coastal activities have grown in popularity--jogging, bicycling and rollerskating. These three activities, which now account for 13% of the activities along the beach, reflect the preference of many people to both enjoy the scenery and fresh air of the beach as well as their favorite recreational activity.

Los Angeles County Department of Beaches has estimated that the beach attendance within Hermosa Beach has decreased significantly over the past five years. From these estimates beach attendance on a yearly basis has shown a consistent decrease. Beach attendance has dropped 65% over the past nine years. The largest decrease occurred between 1973 (6,724,000 beach visitors) and 1974 (3,930,350 beach visitors), a 41.5% decrease.

Using County figures, both Hermosa Beach and Manhattan Beach show a tremendous decline in beach attendance while attendance at Redondo Beach and especially at Santa Monica has grown over the past five years (see Figure XX). The total attendance estimates for Hermosa Beach seem very questionable on two counts; 1) that the yearly estimates from 1970-73 were excessively high, averaging over 17,000 people per day or equal to the total City population during these years; and 2) that recent beach attendance figures reflect an accurate estimate of people attending the beach. The 1978 beach attendance on a per day average calculates out to 6,000 people. This figure by itself shows a tremendous number of people enjoying the City's beach recreational area.

FIGURE XX
BEACH AREA ATTENDANCE FIGURES



Although statistics are not available on the increase in the numbers of Strand users, the substantial increase in the percent of bikeriders, rollerskaters, and skateboard users does reflect a tremendous increase in Strand use.

TABLE XX
YEARLY BEACH ATTENDANCE

<u>Year</u>	<u>Attendance</u>	<u>% Change</u>
1970	6,389,800	-
1971	6,398,952	+ 0.1
1972	5,321,255	- 16.8
1973	6,724,000	+ 24.5
1974	3,930,350	- 41.5
1975	4,190,400	+ 6.6
1976	4,322,375	+ 3.1
1977	2,008,000	- 53.5
1978	2,243,050	+ <u>11.7</u>
	1970 to 1978	- 65.0

Source: Los Angeles County Department of Beaches

The decline in reported beach attendance as identified by the Los Angeles County Department of Beaches through the past nine years is the result of five factors; they are:

- . The period from 1970-76 reflected larger beach attendance, due to warmer and dryer weather.
- . The weather during 1977-78 was wetter and cooler and resulted to lower beach attendance.
- . South Bay residents during this period (1977-78) began traveling out of the area for recreational purposes.

TABLE XXI
ESTIMATED BEACH ATTENDANCE, HERMOSA BEACH, YEARS 1970-1979

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1970	77,750	286,500	390,250	566,000	380,650	688,050	1,428,000	1,528,000	701,000	142,000	81,300	120,100
1971	213,300	212,800	131,100	459,300	266,500	833,800	335,000	2,297,500	719,000	175,925	47,075	56,250
1972	113,500	225,250	364,450	609,000	314,500	489,000	735,000	1,200,000	414,000	293,500	173,500	389,555
1973	185,000	185,500	142,150	303,300	638,000	1,285,000	1,672,000	1,090,000	565,000	372,000	151,000	135,000
1974	65,600	343,800	131,750	423,800	290,000	554,000	814,000	628,000	326,500	92,500	81,300	120,100
1975	168,000	37,250	89,750	105,300	210,600	600,000	1,510,000	1,120,000	55,400	99,000	114,000	81,000
1976	23,950	62,200	152,250	102,875	131,600	939,000	875,000	917,500	576,700	204,300	257,000	80,500
1977	95,000	247,000	93,000	212,500	213,000	275,000	322,100	100,000	126,000	238,400	138,000	33,500
1978	120,000	54,600	117,600	34,700	508,100	304,500	206,250	387,000	389,900	59,400	31,400	29,600
1979	32,700	37,000	20,000									

Avg. Mn. % 2.6% 4.1% 4.0% 6.9% 7.3% 14.6% 19.4% 22.8% 9.5% 4.1% 2.6% 2.0%

Source: Los Angeles County Department of Beaches

- Estimates from the Los Angeles County Department of Beaches in recent years have become more accurate and realistic and are lower than the previous years estimates. From 1977 to 1978 the attendance at the beach has actually increased.
- The reduction of children living within the City and regional area has deminished.

Monthly beach attendance, as expected, is greatest during the summer months. Almost 57% of the yearly beach attendance occurs during the summer months of June, July and August. August has the largest beach attendance of any month garnering almost 23% of the yearly attendance and averaging almost 300,000 people since 1970. December, on the other hand, represents the lowest monthly beach attendance--averaging only 2% of the total yearly beach attendance and 3,000 people per day.

TABLE XXII

BEACH VISITOR COMPOSITION

<u>Residence</u>	<u>Composition</u> <u>Percent</u>	
	<u>1970</u>	<u>1978</u>
Hermosa Beach*	42.5%	34%
South Bay Area	29.5%	30%
Other L.A. Region	21.0%	20%
Other California		4%
Other States	7.0%	8%
International		4%

*Note: 96% of the beach visiting Hermosans surveyed live west of the railroad tracks.

Although beach attendance has shown an overall decrease, the activities along the Strand have had a tremendous growth. The Strand has historically been an area where families and friends have walked, bicycled and rollerskated the length of Hermosa Beach. Within the past five years, however, the Strand has been exposed to a greater influx of bicyclists arriving from the completed County bike route and from rollerskaters who now are able to rent skates on the Strand. The increases in uses along the Strand, especially in and near the downtown area, has created conflicts for bikeriders, rollerskaters, skateboard users and strollers. Peak times for this multiple demand along the Strand is from 10:00 a.m. to 3:00 p.m.

Bikeriding, rollerskating and skateboarding by themselves do not create a safety or health hazard to users of the Strand. Together, however, these uses create a crowded and congested thoroughfare. The area near the Municipal Pier is especially prone to crowded conditions as this is the main beach user drop-off point as well as a commercial extension of the downtown shopping district. Crowds in this area are a mixture of both beach users, Strand users, commercial customers and people who are just there to enjoy "the action". The conjunction of uses has, over the past few years, resulted in reducing the enjoyment of the Strand and beach area as a prime family recreational area.

TABLE XXIII

BEACH USER AGE BREAKDOWN

Less than 20	36%
20 - 35	52%
35 - 50	9%
50 - 65	3%
65 +	-

The congestion and incompatible mixture of uses on the Strand results in the situation where the recreational needs of the community are minimally being met. The congestion within the Pier area does not provide for the maximum enjoyment of the beach. Separation of uses could allow more freedom to enjoy the existing recreational activities on the beach as well as on the Strand. Safety problems which arise in the congested areas would also be lessened if separation occurred.

At present, the recreational needs being met at the beach and Strand are geared toward younger people (teenagers, young adults). The recreational needs for children and older residents of the City are being ignored. The Strand is no longer a pleasant place for a quiet walk but rather a menagerie of bikes and rollerskaters. Benches and other rest areas do not exist where people can enjoy the beach. The only area to sit along the Strand is on the Strand wall itself or the sand.

The Pier-head area at the intersection of the Strand and Pier Avenue is a natural gathering spot. Large numbers of people are attracted to this intersection because of the easy beach access, nearness of the majority of off-street parking, the commercial uses on the Strand, the Pier itself and the bathrooms. This area is a large expanse of unattractive cement that turns into a very congested rollerskate and skateboard rink or hangout spot. Landscaping within the Pier area is very minimal, as is landscaping elsewhere along the Strand. This area, at present, promotes a barren and unfriendly atmosphere. Additionally, greenery in the area would soften the visual effect along the Strand as well as attract people of all age groups.

Non-Beach Recreation Areas

Within the City, there are many additional recreational areas other than the beach or the Strand, most are located within Area 3 of the Coastal Zone. Valley Park and Clark Athletic Field provide the greatest variety for recreational activities. Recreational facilities which are provided are: baseball fields (soft and hard ball), soccer and football fields, tennis courts, volleyball courts, picnic tables, barbeque pits, lawn bowling courts and playground areas (swings, tire obstacle courses, etc.). In addition to these two sites, two school playgrounds/athletic field areas are also open for recreational use. Both Middle and South schools provide playground areas as well as baseball, soccer fields and basketball courts.

The Pier Avenue Community Center, recently purchased by the City, will provide an additional recreational area for residents of the City. The Pier Avenue Community Center site provides both indoor and outdoor basketball courts as well as outdoor tennis courts. Although specific development plans have not been formalized yet, the Community Center is expected to provide location for many recreational-oriented services for the community.

The existing inland recreational areas provide a balanced recreational resource for the community. Both the parks and school open space areas primarily serve local and neighborhood needs. Recreational demand on these facilities is not as great as along the Strand or beach and conflicting uses are not a significant problem.

A potential open space area within the City is the Atchison, Topeka and Santa Fe Railroad right-of-way. The railroad right-of-way traverses the City north to south and could act as an open space connection between the parks and schools. Although unsanctioned by the railroad company, the right-of-way is utilized as a jogging path and as a dog walking path. The City at present does have a request with the railroad company to permit a jogging trail along the right-of-way; however, the railroad has not officially granted its okay.

Regional Importance of Pier

The Municipal Pier has been a historical point throughout the City's existence. Fishing from and strolling along the Pier have always been popular pastimes. The Pier provides fishing for an average of 50 fishermen per day during the summer months and up to 30 fishermen per day during the other times of the year. Most of the fishermen are local residents, as both Manhattan and Redondo Beach have similar pier areas for fishing. The Pier as a fishing facility is not of significant importance; however, as a local recreational resource, it is very important.

Recreation Trends

Over the past nine years, the variety of activities in and near the beach, the number and type of beach users, and the local resident use of the beach has changed.

A summary of trends established over the past nine years are:

- . Beach attendance, as calculated by the Los Angeles County Department of Beaches, shows a significant drop. These figures are questionable, however, as to the yearly consistency. The City feels that the last few years are more reflective of the actual beach attendance and that the increase in beach attendance from 1977 to 1978 indicates the actual trend for the area.
- . Ocean swimming (coastal-dependent) and sunbathing (non-coastal-dependent) remain as the most popular beach activities.
- . Non-coastal dependent (i.e. not dependent on either the beach or the ocean for participation) now compose the bulk (68%) of the activities beach visitors enjoy in the City's Coastal Zone.
- . Bicycle riding and rollerskating has increased to where 7% of all beach users now utilize the Strand for this purpose whereas nine years ago these activities were less than 1/2%.
- . Non-resident beach parking has been reduced due to increased local residential parking demand.
- . Local use of the beach by residents has decreased by 8.5%, whereas non-L.A. region (other states, international) users have increased an almost equal amount.
- . That the percentage of younger beach users has decreased and been replaced by younger adults. (This may reflect the overall population trend, whereas new residents in the area have less children and are in their mid-twenties and thirties.)

Recreational Needs

Recreational space, specifically along the Strand and the Municipal Pier area of the beach, is in short supply. The increase in recreational activities and commercial uses along the narrow (18'-20') Strand has resulted in congestion and an incompatible mixture of uses. Unless the demand for these activities is reduced or satisfied, congestion will continue.

The Strand has historically had a mixture of both commercial and recreational uses, many previous commercial uses were recreational and family-oriented and were compatible with the recreational activities on the beach. The congestion which presently exists along the Strand is the result of a mixture of conflicting recreational and commercial uses.

In summary, the following recreational needs exist within the City's Coastal Zone.

- . The area along the Strand between 10th and 15th Streets are insufficient in amount of space to meet both the recreational and commercial demands in the area.

- . There presently exists conflicts during peak summer periods between bike riders, rollerskaters and other users in having sufficient room to maneuver along the Strand from 10th to 15th Streets.
- . There presently are no rest areas along the Strand for the elderly other than at the Municipal Pier or on the beach itself.
- . No alternative bike paths or rollerskating areas are presently available near the Strand to relieve the existing summer use demands.
- . No picnic areas are available within the Coastal Zone other than at Valley Park and the Herondo "pocket" park.

Existing Coastal Zone Goals and Policies

30210. Maximum access, which shall be conspicuously posted and recreational opportunities shall be provided for all the people consistent with public safety needs and the need to protect public rights, rights of private property owners and natural resource areas from overuse.

30213. Lower cost visitor recreational facilities and housing opportunities for persons of low and moderate income shall be protected, encouraged and where feasible, provided. Developments providing public recreational opportunities are preferred.

30220. Coastal areas suited for water-oriented recreational activities that cannot readily be provided at inland water areas shall be protected for such uses.

30221. Oceanfront land suitable for recreational use shall be protected for recreational use and development unless present and foreseeable future demand for public and commercial recreational activities that could be accommodated on the property is already adequately provided for in the area.

30222. The use of private land suitable for visitor-service commercial recreational facilities designed to enhance public opportunities for coastal recreation shall have priority over private residential, general industrial, or general commercial development but not over agriculture or coastal-dependent industry.

30223. Increased recreational boating use of coastal waters shall be encouraged in accordance with this division, be developing dry storage areas, increasing public launching facilities, providing additional berthing space in existing harbors, limiting non-water dependent land uses that congest access corridors and preclude boat support facilities, providing harbors or refuse and by providing for new boating facilities in natural harbors, new protected water areas and in areas dredged from dry land.

1972 Beach Development Plan Policies, City of Hermosa BeachSummary

Briefly, the plan recommends the following:

1. The beach should remain the property of the City with maintenance and lifeguard services contracted by the County as is now done.
2. No additional structures should be allowed on the beach, except public restrooms where absolutely necessary, and should be held to a minimum both in size and number. Lifeguard structures should be held to a minimum, both in size and number, consistent with good safety practices.
3. Landscaping should be provided but on a highly selective basis.
4. Improved and more functional lighting on the Strand should be provided.
5. Vehicular traffic, including lifeguard trucks and police cars, should be barred from the beach and the Strand except for emergencies and for necessary cleaning functions.
6. Recreational activities on the beach should be expanded, both during daylight hours and night hours.
7. Additional restrooms must be provided. Three are proposed for immediate construction with recognition that additional needs may develop (two were constructed).
8. Encouragement of typical beach concessions in areas zoned as commercial but with no concessions on the beach.

APPENDIX D

COMPARATIVE ANALYSIS OF SEPARATING STRAND USES

ALTERNATIVE	DESCRIPTION	IMPACTS: LAND USE CONFLICTS	LEGAL CONFLICTS	RECREATIONAL ACCESS	IMPROVEMENTS NEEDED	FINANCIAL COSTS	PRIORITY RANKED RECOMMENDATIONS
1) EXISTING CONDITION	To allow bikeriding, rollerskating, skateboarding and other uses along the Strand to remain without attaching any additional restrictions.	Present conflicts which exist along the beachfront are; overcrowding large number of minor injuries due to collisions between rollerskaters, bikers, skateboarders and pedestrians noise and litter from the large crowds gathering along a small strip of land and restricted enjoyment of the beach.	No direct legal conflicts, however, the City may be liable concerning the fact that it allows overcrowding to continue.	Access is provided for all activities, the quality of the uses on the Strand does not allow for a safe recreational experience.	Status quo, improvements will be discussed for the other alternatives.	Costs to the City could be expected to increase as more demand on the area increases. Litter control, noise and vandalism would not be lessened.	6th. The existing conditions are not as acceptable as other alternatives to the problems along the Strand.
2) Separation of uses; Separate bike trails (see Bike Path Alternatives Map)	A separation of the bike trail from the Strand area.	This is a viable solution only if the alternative bike route satisfies the large number of bike users using the Strand. The existing bike path acts as a connector for the Redondo/Manhattan bike path system and any severe elimination from the existing path would result in confusion and major violations.	enforcement of violators and legal actions affect access unless the limiting factor on public right-of-ways could increase actual use was eliminated.	Depending on the route separating recreational uses, per se, would not curb cuts and /or curb placement, and new bike path construction.	Potential new signing for signing and stripping. Major costs may include the construction of a new bike path.	Limited costs. (See alternative bike route discussions which follow)	Costs (See alternative bike route discussions which follow)
3) Eliminate rollerskating and skateboards from the Strand (via ordinance)	The City Council has the authority to eliminate specific uses from the Strand if by doing so it creates a safer environment for its citizens	To ban rollerskating and skateboards from a public right-of-way would not affect land uses in the area other than those specific (rental shops) businesses who deal with the skaters	The law is not clear on the subject of rollerskaters rights. Bike users are specifically addressed in the law, however, rollerskaters and skateboarders are generally referred to as pedestrians and thus have the rights of pedestrians on right-of-ways such as the Strand. The only distinction would be if the Strand were judged a bike only area. Enforcement costs would increase in order to keep users off the Strand.	Elimination of rollerskaters and skateboarders from a public recreational facility does not provide adequate recreational access for either residents or visitors. Only through providing other use areas (within the coastal zone) could separation of uses be both realistic as well as conform with the Coastal Act.	Improvements would depend on what facilities other than the Strand would be created for rollerskating and skateboarding. Possible sites are shown on the Alternative Roller- skating Sites Map.	Financial costs could be extensive if skate board parks and/or roller-rinks are developed. Costs could be lessened through the use of existing school and public parking lots. Enforcement and leasing costs may be substantial unless fees were charged for the lots use.	Financial costs could be extensive if skate board parks and/or roller-rinks are developed. Costs could be lessened through the use of existing school and public parking lots. Enforcement and leasing costs may be substantial unless fees were charged for the lots use.

ALTERNATIVE	DESCRIPTION	IMPACTS: LAND USE CONFLICTS	LEGAL CONFLICTS	RECREATIONAL ACCESS	IMPROVEMENTS NEEDED	FINANCIAL COSTS	PRIORITY RANKED RECOMMENDATIONS
4) Eliminate skaters from the Strand area and create new area for their uses.	Same as Alternative #3 with the provision that school lots, downtown lots, and the Baltimore site are areas which on a temporary (only) basis could satisfy the growing demand for space with these uses (i.e. noise, and litter).	Same as Alternative #3 and that the additional areas with rollerskating and skateboarding may have some of the problems associated with these uses (i.e. noise, and litter).	Same as Alternative #3	Would not affect recreational access. The alternative areas would provide access for all the users within the coastal zone.	Extensive construction and/or maintenance for the skating areas would be needed.	Costs could be extensive depending on the amount of construction needed. Recreational grant monies tend to be geared toward bike path rather than rollerskate paths. User fees could offset some of the costs however.	5th. This alternative would separate the uses at the Strand. Enforcement problems would still exist for keeping rollerskaters off of the Strand. Obstacle alternative could be used in conjunction with this alternative as a disincentive.
5) Hermosa-Beach Drive Bike Path	This path would connect with the Redondo-Hanhattan bike path on Hermosa Ave.. The path would extend south from 35th to Beach Drive (22nd.) then follow Beach until it connects back with Hermosa (1st)	Conflicts could exist between bike users and those driving and parking along Beach Drive. The traffic diverters along the street could be rearranged to allow bikes to pass without permitting other vehicles to pass	Enforcement to keep bikers away from the Strand would continue to be a problem until the bike users become use to the new route.	Access would be provided however, it could be debated that aesthetically Beach Drive does not provide the scenic beauty that the Strand does. Bikers of course could walk their bikes to the Strand.	The diverters would need to be altered to allow bike passage. A 3-4 foot space on each side of the alley should allow bike passage without allowing auto passage.	Enforcement costs would increase on a temporary basis until the route is established. Minor costs for diverters, signing and striping would be experienced.	4th. For separation of uses this alternative provides as close a bike path to the beach as is possible without building a new bike path on the Strand.
6) Hermosa Ave. Only Bike Path	The bike path would connect with the Redondo-Hanhattan bike paths at the Cities north and south boundaries.	Conflicts would exist with the large number of vehicles presently travelling along the street. Hermosa Ave. would be very hazardous for a bike rider unless the parking along one side of the street were removed or a specific bike path were provided	Same as #5	Same as #5	Improvements include stripping the street and or sidewalk areas to possible elimination of parking stalls, and/or reconstruction of the street and curbs.	Minor to extensive costs would be experienced. Adequately provide a safe environment for the bike rider parking and reconstruction would need to be relocated or the street would need to be widened	7th. This is a poor alternative unless some major road/curb changes are undertaken or a substantial loss in parking revenue is experienced.
7) Valley Drive & Connector Bike Path	The bike path would connect the Valley Dr./R.R. corridor to the Redondo-Hanhattan bike path via Herondo Ave. on the south and Gould/Morningside/33rd street routes.	Adequate bike route space is available for bikes and joggers along the whole route. Adjustments would need to be made south of Pier Ave. for widening of the street but it would be minor. No land use conflicts are present with such an alternative	Enforcement of bikers from other non-designated areas would be a large problem. The Valley Dr. corridor would not satisfy beach bikers. This route could serve very well as a second bike route in the City, one in which residents could use without the crowding of the beach area.	No beach access would be provided by this alternative, however it could be argued that bike recreation areas are available within the coastal area of the City.	Basic improvements include stripping of the street and signing of the path. Some construction may be necessary along the southern portion of the path.	Minimal costs for stripping and signing and major costs for reconstructing the southern portion of the bike route (if needed)	8th. This would be good as a second bike path within the City but as the only bike route it would not function adequately. Keeping bike riders off of the beach would create a tremendous drain on the police and parking enforcement personnel.

ALTERNATIVE

8) New Bike Path

DESCRIPTION
To construct a bike (only) path along and parallel to the existing Strand. This alternative would separate the bike uses from the other Strand uses and also satisfy the demand to exercise on the beach.

IMPACTS:
LAND USE CONFLICTS

No conflicts would exist. The existing beach dependent uses such as swimming and surfing would not be impacted significantly by the construction of a separate bike path near the existing Strand.

LEGAL CONFLICTS

Debatable, the deed restrictions are not clear on what would be considered an acceptable recreational use on the Strand. The present Strand does not however extend to the full length of the easement (the easement is 4 to 6 feet wider than the Strand).

RECREATIONAL ACCESS

This alternative provides access to the beach for all existing uses and does so by also providing a safer environment.

IMPROVEMENTS NEEDED

Improvements include construction of a new bike path and complementary landscaping to discourage rollerskaters from crossing over

FINANCIAL COSTS

Substantial costs for construction, however grant monies are available for bike path construction and also the County could be given use of the land in a transfer if they build a bike path on it. The County could then connect the missing link to the South Bay Bike Path System.

PRIORITY RANKED RECOMMENDATIONS

1st. This alternative provides the most logical solution to the problem for separating the existing uses along the Strand. Costs for the project would be minimal if monies can be acquired either from the County or the State. This alternative is not a short range (i.e. within the next 4 weeks) type of solution to the problem but rather a long range permanent one.

9) Construct Obstacles on the Strand

To construct obstacles (i.e., cross curbs, gratings, landscape barriers and street furniture) such that bike and/or rollerskaters can not pass without walking.

Initial confusion would result until the bike riders and rollerskaters found other places to exercise. The areas to the immediate east of the Strand would receive a large influx of these people. Noise and litter problems would follow such a large group of people.

Recreational access to the beach would be impaired and technical-blockades to major uses would be eliminated.

Minor construction costs for the street furniture and other obstacles. Substantial liability costs could be incurred through personnel injuries from beach users from the area. The bikers, rollerskaters and skateboarders would just go into other neighborhoods along the beach.

9th. This alternative would indirectly discourage all users, except walkers from the beach. It would not improve access to the beach nor would it satisfy the existing needs for the area. The bikers, rollerskaters and skateboarders would just go into other neighborhoods along the beach.

10) Restricted Strand Use hours (i.e., from 10 a.m. to 3 p.m.)

To allow only walking or strolling along the Strand (either the downtown or the entire Strand area) during certain hours of the day. Restrictions could be placed on the Strand for specific times of the year (summer only).

Initial confusion may result, however, a complete ban would be easier to understand and enforce

Specific justification would be needed to establish a banning of the uses (i.e. provide a safer environment for beach users). Legal suits may be brought against the City by rental managers for potential loss of income. A partial time limitation would not preclude the businesses from operating, however.

Recreational access would be partially impaired, however, if the ban is only from 10 to 15th Streets access impairment would be small.

May range from minor signing and temporary obstacle placement, until the program is accepted.

Minor costs for signing and temporary enforcement. Start-up costs may continue if done only on a summer schedule.

3rd. If the restriction is for the 10th to 15th Street area of the Strand this alternative provides a very good short term solution. If the ban included all of the Strand this alternative would be rated 5th or 6th.

11. Alternative Combinations

Various combinations of alternatives could be intermixed to meet present needs. One possible combination would be to combine #10 with an alternate bypass bike/roller-skating route along Beach Drive from 10th to 15th streets.

Similar to Alt. # 10 and #5.






Access would not be impaired and may provide a greater access within the downtown area.

Similar to Alt. #5 and #10.

Costs would be minimal, similar to both alt. #5 and #10.


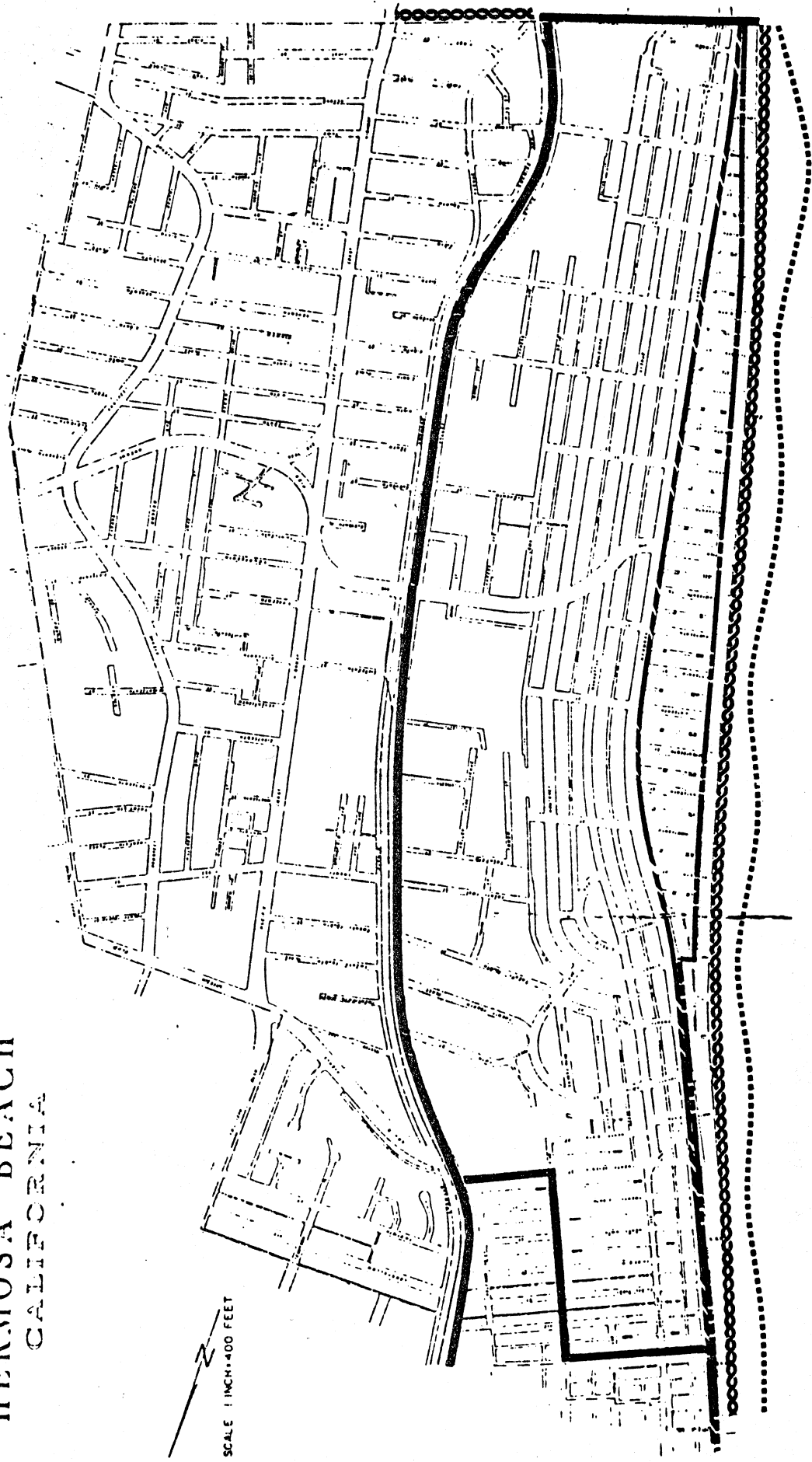
2nd. This alternative if established in a logical manner would provide a relief from the congestion along the Strand in the downtown area.

BIKE ROUTES AND ALTERNATIVES

- Existing 
- New Bike Path 
- Hermosa, Beach Drive 
- Hermosa Ave. only 
- Valley Drive and connectors 

CITY OF
HERMOSA BEACH
 CALIFORNIA

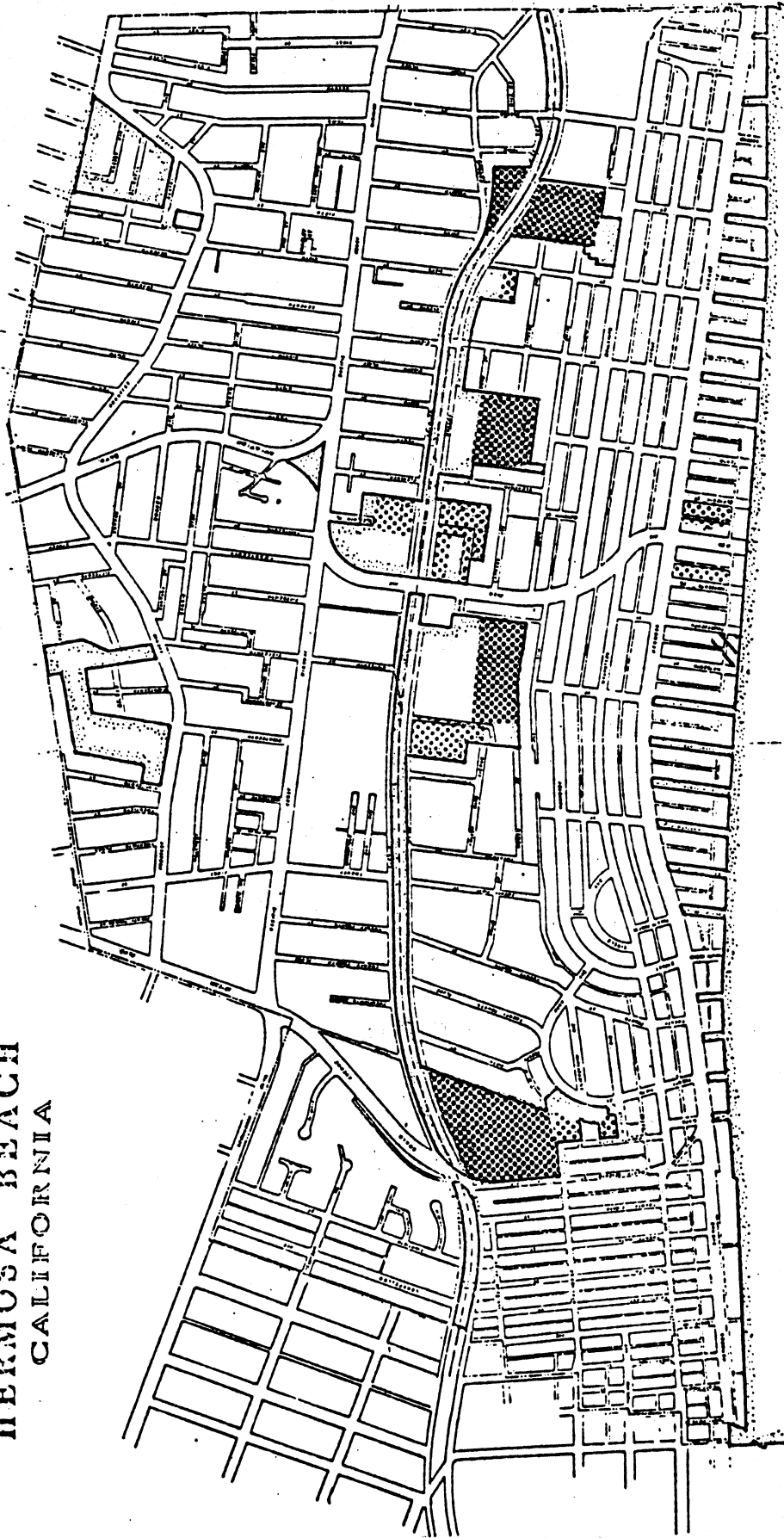
SCALE 1 INCH = 400 FEET

ALTERNATIVE ROOLERSKATING SITES

- School and City Parking Lots :.....
- Parks :.....
- Biltmore Site :.....

**HERMOSA BEACH
CALIFORNIA**



APPENDIX E

1978, BEACH SURVEY

RECEIVED

OCT 2 1978

PLANNING DEPT.

BEACH USER SURVEY

Introduction

On August 15, 16, & 19, 1978, a survey of beach users was conducted along the beach area within the City of Hermosa Beach. This was the second of several such surveys being made within the South Coast Region to provide local jurisdictions with specific information on beach user patterns and needs as input for the Local Coastal Program Planning Process.

The beach area within the City of Hermosa Beach extends approximately 1.8 miles along the length of the westerly edge of the City, and is bounded by the City of Manhattan Beach on the north and Redondo Beach/King Harbor to the south. It is fronted by The Strand, a +15' wide concrete path which is a link in the Santa Monica to Redondo Beach walkway/bikeway system.

Lifeguard stations, restroom facilities and volleyball nets are spaced at regular intervals along the beach, with most restaurants and commercial facilities catering to beach users being found in the vicinity of the pier. Other recreational facilities include children's playground equipment located on the sand near the end of Longfellow Street. Parking consists primarily of on-street spaces (metered and nonmetered) with several pay lots located from the pier area south to the Redondo Beach City line.

Beach conditions were similar on all three days the survey was conducted. The weather was relatively clear with air temperatures in the low 70's, water temperature about 66°, and the surf running between 1-2 and 2-3 feet. Some morning low cloudiness was present on August 15, but this gave way to sunshine by 10:30-11:00 a.m.

Methodology

The survey was conducted by staff members from both the Coastal Commission and the City of Hermosa Beach, with two persons being involved on the weekdays and three on the weekend. Survey methodology and questionnaire format were similar to those utilized in an earlier study conducted in the City of Redondo Beach, and described in a report available from the Commission office. However, in response to problems encountered on the first survey, and due to the different information desired in Hermosa Beach, many of the questions differed from those asked in the earlier survey. In addition, in Hermosa, the beach was divided into two areas rather than three (one north and the other south of the Pier).

As noted in the report on the Redondo Beach survey, there is one potential problem with the survey method used, which is that only persons actually "on the beach" were interviewed. Those actively engaged in beach activities, e.g., surfing, volleyball, diving, rollerskating, etc., were not surveyed, but were represented only to the extent that some of those interviewed might also participate in these activities.

In addition, as the result of problems encountered in Redondo Beach, when a group of persons were encountered, only one person was interviewed rather than each person within the group. Otherwise, if all persons in a group of 10 people were questioned, it would appear that 10 groups of 10 were represented rather than the single group of 10 which was actually present.

Results

The results of the survey are indicated in the following tables with each question broken down by area (I - south of the Pier; II - north of the Pier), weekend, weekday and overall results. Data are given in numbers of responses as well as percentages of cumulative totals. All percentages are rounded off, with those falling below .5% not listed at all.

In most instances, the categories listed as possible answers under each question are those that were included on the survey form. However, some questions, such as #3 and #6 were left open to all responses. In these instances, when tabulating the questionnaires, it was useful to categorize the responses, tailoring the categories to groups of answers.

Remarks

10b-3 Even though not listed as a choice, a drop-off category was established for those persons who came by auto, but would be left and then picked up later by parents or friends when it came time to leave.

10b-4 In this instance, the question was somewhat poorly worded and could easily be construed to mean that the surveyor was asking how much the individual paid to park when he/she first parked the car, e.g. \$.25 for 1 hour. Instead, what was really desired was the amount of money the individual would spend to park the car for the duration of the trip, e.g., \$1.00 for 4 hours. With such confusion, some answers were unusable and are indicated as such in the "unknown" category.

In addition, several persons indicated that by placing pop tops from Coors beer cans in the meters, they could obtain free parking. These responses are grouped under the zero category.

Finally, many people did not have a clear conception of what they were going to cumulatively spend for parking in a day, and these inaccuracies are probably represented in the results as well.

Observations

Several interesting items were observed that are not necessarily represented in the numerical results.

First, while many respondents complained about the high cost of metered and pay lot parking, over 90% still chose, and were able to park within two blocks of the beach, which is where pay parking is located.

Secondly, of those persons who complained about excessive trash on the beach, many noted that the problem was significantly worse this summer than in previous years. This observation was especially prevalent among City residents and persons who had used the area over a long period of time. However, it was interesting to note that almost all out-of-state and international respondents indicated that the beach was really quite clean and well maintained in comparison to ones in their areas.

HERMOSA BEACH SURVEY

A. Total Number of Responses:

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	
	52	44	96	46	50	64	114	54	210	

B. Sex of Respondents:

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
Male:	29	18	47	49	26	35	61	54	108	51
Female:	23	26	49	51	24	29	53	46	102	49
Total responses:			96				114		210	

C. Age of Respondents:

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
Less than 20 yrs:	14	16	30	31	22	23	45	39	75	36
20-35 years:	30	22	52	54	26	31	57	50	109	52
35-50 years:	4	5	9	9	2	8	10	9	19	9
50-65 years:	4	1	5	5	-	1	1	1	6	3
Greater than 65:	-	-	-	-	-	1	1	1	1	-
Total responses:			96				114		210	

1. Resident of California?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- Yes	47	41	88	92	42	56	98	86	186	89
- No	5	3	8	8	8	8	16	14	24	11
Total responses:			96				114		210	

2a. Where do you live (by zip code)?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- 90254 (Hermosa Beach)	10	21	31	32	12	19	31	36	62	34
- excluding Hermosa Beach, zip codes included in the area south to Palos Verdes, north to Lawndale and Gardena, and east to Torrance and Harbor City	25	9	34	35	10	11	21	24	55	30

2a. (Continued)

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- other in Los Angeles region	11	11	22	23	6	9	15	17	37	20
- other in Calif.	1	1	2	2	2	3	5	6	7	4
- other states	3	2	5	5	4	5	9	10	14	8
- international	1	1	2	2	2	3	5	6	7	4
Total responses:			96				86		182	

2b. Do you live east or west of the railroad tracks?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- East	-	-	-	-	2	-	2	6	2	4
- West	8	16	24	100	10	19	29	94	51	96
Total responses:			24				31		53	

3. How many people are in your group today?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- 1 person	10	6	14	15	16	11	27	24	41	19
- 2 persons	15	14	29	30	8	19	27	24	56	27
- 3 persons	8	8	16	17	12	12	24	21	40	19
- 4 persons	8	7	15	16	4	6	10	9	25	12
- 5 persons	3	1	4	4	3	1	4	4	8	4
- more than 5	8	10	18	19	7	15	22	19	40	19
Total responses:			96				114		210	

4. What is your purpose for being in Hermosa Beach?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- vacation/recreation	33	16	49	52	31	36	67	59	116	56
- residence	10	21	31	33	13	19	32	28	63	30
- friends/relatives	7	5	12	13	6	7	13	10	25	12
- business	2	1	3	3	-	1	1	1	4	2
Total responses:			95				113		208	

5. What is the total amount of time you will be in Hermosa Beach?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- less than 1 day	19	10	29	31	7	24	31	27	60	29
- 1 day	9	5	14	15	19	13	32	28	46	22
- 2-4 days	4	3	7	7	-	1	1	1	8	4
- 1 week	1	1	2	2	8	2	10	8	12	6
- 2-3 weeks	4	2	6	6	2	2	4	4	10	5

5. (Continued)

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- 1 month	-	1	1	1	2	1	3	3	4	2
- seasonal	4	-	4	4	-	1	1	1	5	2
- year-round	9	23	32	34	12	19	31	27	63	30
Total responses:			95				113		208	

6a. On a monthly basis, how frequently do you use the beach in:

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
<u>Fall</u>										
- 0 days	12	6	18	21	6	18	24	27	42	24
- 1-4 days	18	7	25	29	9	8	17	19	42	24
- 5-9 days	3	14	17	20	3	11	14	16	31	18
- 10-19 days	2	14	16	19	9	11	20	22	36	20
- 20-30 days	6	4	10	12	10	5	15	17	25	14
Total responses:			86				90		176	
<u>Winter</u>										
- 0 days	8	21	29	32	15	10	25	33	49	32
- 1-4 days	9	10	19	21	14	9	23	30	42	28
- 5-9 days	3	7	10	11	2	6	8	11	18	12
- 10-19 days	7	9	16	17	2	9	11	14	17	11
- 20-30 days	9	7	16	17	6	3	9	12	25	17
Total responses:			90				76		151	
<u>Spring</u>										
- 0 days	12	6	18	23	6	13	19	23	37	23
- 1-4 days	10	9	19	24	7	11	18	21	37	23
- 5-9 days	9	5	14	18	3	10	13	15	27	17
- 10-19 days	4	12	16	21	9	3	12	14	28	17
- 20-30 days	6	5	11	14	13	7	22	26	33	20
Total responses:			78				84		162	
<u>Summer</u>										
- 1-4 days	14	7	21	26	6	6	12	12	33	18
- 5-9 days	8	7	15	19	4	10	14	14	29	16
- 10-19 days	9	5	14	18	5	14	19	19	33	18
- 20-30 days	10	20	30	38	29	26	55	55	85	47
Total responses:			80				100		180	

6b. In general, what times do you arrive at and leave the beach?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
<u>Arrive</u>										
6:00 a.m. - 9:00	4	3	7	9	8	-	8	9	15	9
9:00 - 10:00	9	3	12	16	2	3	5	6	17	11
10:00 - 11:00	14	9	23	31	19	15	34	40	57	35
11:00 - 12:00	15	8	23	31	11	15	26	30	49	30

6b. (Continued)

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
12:00 - 2:00 p.m.	5	5	10	13	8	3	11	13	21	13
later than 2:00	-	-	-	-	-	2	2	2	2	1
Total responses:			75				86		161	
<u>Leave</u>	I	II	Total	%	I	II	Total	%	Total	%
9:00 a.m. -										
12:00 noon	2	-	2	2	2	-	2	2	4	2
12:00 - 2:00 p.m.	-	2	2	2	4	-	4	4	6	3
2:00 - 3:00	10	2	12	14	5	4	9	9	21	11
3:00 - 4:00	15	8	23	27	10	16	26	25	49	26
4:00 - 5:00	14	15	29	34	14	17	31	30	60	32
5:00 - 7:00 p.m.	5	10	15	18	9	15	24	23	39	21
later than 7:00	1	-	1	1	3	-	3	3	4	2
intermittent:	-	-	-	-	-	-	4	4	4	2
Total responses:			84				103		187	

7. Please choose the two primary activities you participate in when you come to the beach.

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- Fishing	1	-	1	-	-	1	1	-	2	-
- Swimming	26	17	33	18	26	40	66	29	99	24
- Diving	-	-	-	-	-	-	-	-	-	-
- Sunning	40	34	77	42	37	47	84	37	161	39
- Surfing	6	5	11	6	10	18	28	12	39	9
- Sightseeing	6	6	12	7	2	2	5	2	17	4
- Boating	-	-	-	-	-	-	-	-	-	-
- Picnicking	-	-	-	-	1	2	3	1	3	1
- Photography	1	-	1	-	-	-	-	-	1	-
- Socializing	3	7	10	5	7	5	12	5	22	5
- Volleyball	4	4	8	4	4	4	8	4	16	4
- Bicycling	7	4	11	6	2	5	7	3	18	4
- Running	4	10	14	8	6	6	12	5	26	6
- Other:										
- Walking	2	1	3	2	-	-	-	-	3	1
- Frisbee	2	1	3	2	-	-	-	-	3	1
- Reading	-	-	-	-	-	1	1	-	1	-
Total responses:			184				227		411	

8. What attracts you to this beach?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- developed recreation	13	9	22	9	12	12	24	8	46	9
- beach and water conditions	30	21	51	22	31	37	68	23	119	23
- ease of parking	1	1	2	-	3	6	9	3	11	2
- friends who also come here	19	14	33	14	34	32	66	23	99	19

8. (Continued)

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- habit	17	10	27	12	11	11	22	8	49	9
- convenience	19	32	51	22	20	37	57	20	108	21
- lack of crowds	11	15	26	11	8	18	26	9	52	10
- scenic qualities	11	10	21	9	9	10	19	7	40	8
Total responses:			233				291		524	

9. Besides this area, what other beaches do you use?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- No others	22	21	43	40	14	26	40	27	83	32
- Torrance/ Redondo	9	1	10	9	8	12	20	13	30	12
- Manhattan	8	11	19	18	14	12	26	17	35	14
- Huntington	3	3	6	6	7	8	15	10	21	8
- Newport	3	3	6	6	4	4	8	3	14	5
- El Porto	1	3	4	4	-	-	-	-	4	2
- Laguna Beach	1	2	3	3	-	-	-	-	3	-
- Santa Monica	1	2	3	3	-	-	-	-	3	-
- Malibu/Zuma	-	-	-	-	6	5	11	7	11	4
Total responses:			107				149		256	

10a. What form of transportation did you use to get here today?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- Auto	30	20	50	52	20	40	60	53	110	52
- Bus	-	-	-	-	4	3	7	6	7	3
- Bicycle	4	-	4	4	3	-	3	3	7	3
- Walk	16	24	40	42	21	20	41	36	81	39
- Motorcycle	1	-	1	1	1	1	2	2	3	1
- Other	1	-	1	1	1	-	1	1	2	1
Total responses:			96				114		210	

10b. If by auto:

1) Were you driver or passenger?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- Driver	21	10	31	62	10	25	35	58	66	60
- Passenger	9	10	19	38	10	15	25	42	44	40
Total responses:			50				60		110	

10b. (Continued)

2) How many in the car including yourself?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
1 person	7	2	9	18	5	8	13	21	22	20
2 persons	11	8	19	39	2	16	18	29	37	33
3 persons	3	3	6	12	6	7	13	21	19	17
4 persons	5	2	7	14	1	4	5	8	12	11
5 persons	2	-	2	4	3	5	8	13	10	9
6-9 persons	2	4	6	12	3	3	6	10	12	11
Total responses:			49				63		112	

3) What type of parking facility did you use and where was it located?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- pay lot	2	2	4	8	2	-	2	3	6	6
- free lot	-	3	3	6	1	-	1	2	4	4
- metered street/lot	16	18	24	50	9	19	28	46	52	48
- street	7	3	10	21	6	16	22	36	32	29
- *drop off	2	1	3	6	2	3	5	8	8	7
- other:										
- motel	-	-	-	-	-	1	1	2	1	1
- friends' home	2	-	2	4	1	1	2	3	4	4
- private lot	1	1	2	4	-	-	-	-	2	2
Total responses:			48				61		109	

- Location of parking (number of blocks from the beach):

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- less than 1 block	5	3	8	20	3	13	16	33	24	27
- 1 block	7	9	16	39	9	12	21	44	37	42
- 2 blocks	10	4	14	34	1	3	4	8	18	20
- 3 blocks	1	1	2	5	2	4	6	13	8	9
- 4 blocks	1	-	1	2	-	1	1	2	2	2
Total responses:			41				48		89	

* See remarks.

10b. (Continued)

4) If you paid to park, how much did you spend?

Ⓢ	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
*∅	-	-	-	-	2	-	2	7	2	4
.25	1	-	1	4	1	4	5	19	6	11
.50	3	1	4	15	3	3	6	22	10	19
.75	-	-	-	-	3	4	7	26	7	13
1.00	5	-	5	19	1	3	3	11	8	15
1.25	1	1	2	7	-	-	-	-	2	4
1.50	3	1	4	15	-	1	1	4	5	9
1.75	2	-	2	7	-	1	1	4	3	6
2.00 or more	3	1	4	15	1	-	1	4	5	9
- permit	-	1	1	4	-	1	1	4	2	4
- *unknown	-	4	4	15	-	-	-	-	4	7
Total responses:			27				27		54	

11. On the average, how much will you as an individual spend on today's trip to the beach?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- Less than \$1	24	26	50	52	21	30	51	45	101	48
- \$1 to \$5	16	19	35	36	26	30	56	49	91	43
- \$5 to \$10	4	6	10	10	2	3	5	4	15	7
- greater than \$10	0	1	1	1	1	1	2	2	3	1
Total responses:			96				114		210	

12. How do you think this beach should be improved?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- okay as is	11	10	21	18	8	3	11	7	32	12
- more eating facilities	1	2	3	3	1	3	4	3	7	3
- more trash cans	10	11	21	18	9	15	24	16	45	16
- clean up debris	28	19	47	39	39	39	78	51	125	46
- more showers/restrooms	6	7	13	11	5	16	21	14	34	12
- more developed rec. facilities	2	5	7	6	7	6	13	8	20	7
- other:										
- cleaner restrooms	2	2	4	3	-	-	-	-	4	1
- "reasonable" parking rates	2	-	2	2	-	-	-	-	2	1
- wider surfing area	1	-	2	2	-	-	-	-	1	-
- more drinking fountains	1	-	1	1	-	-	-	-	1	-

*See remarks.

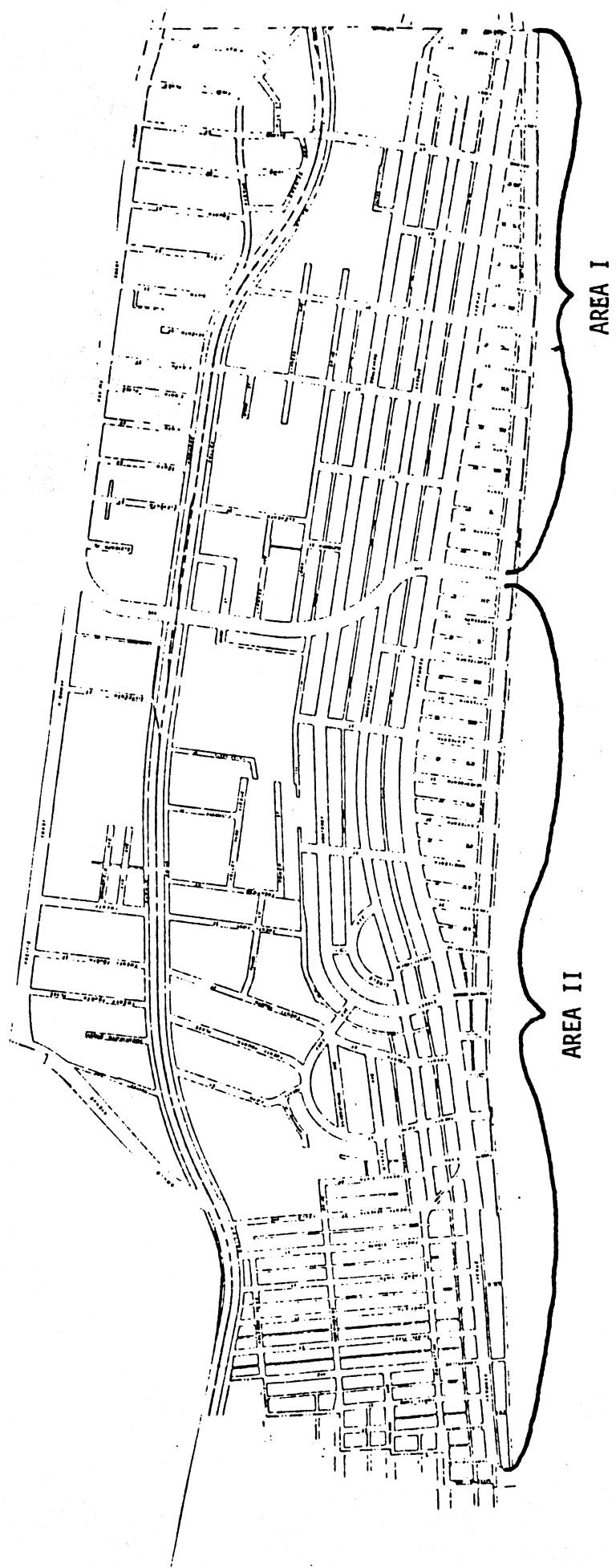
12. (Continued)

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- more patrols to catch litterers and keep dogs off beaches	-	-	-	-	-	2	2	1	2	1
Total responses:			120				153		273	

13. Have you ever required first aid from a lifeguard at the beach?

	WEEKEND				WEEKDAY				OVERALL	
	I	II	Total	%	I	II	Total	%	Total	%
- Yes	8	10	18	19	4	10	14	12	32	15
- No	43	33	76	81	46	54	100	88	176	85
Total responses:			94				114		208	

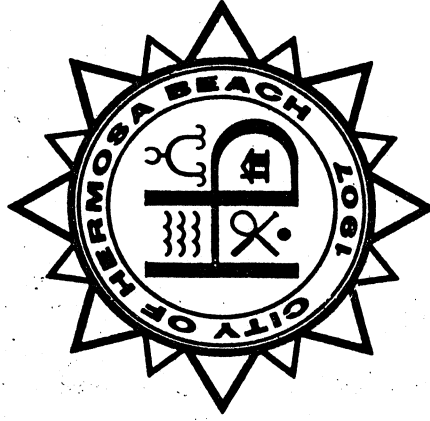
HERMOSA BEACH COASTAL ZONE



APPENDIX F

Beach Development Plan

Adopted
January 4, 1972



AN ELEMENT OF THE GENERAL PLAN OF THE CITY OF HERMOSA BEACH

BEACH DEVELOPMENT PLAN

CERTIFICATION OF ADOPTION

I hereby certify that this Beach Development Plan, as amended, has been adopted by the City Council of Hermosa Beach as part of the General Plan of the City.

DATE OF ADOPTION: January 4, 1972

Thomas Fleming
CITY CLERK

Anton L. DeLeon
MAYOR

Honorable Mayor and City Council
Hermosa Beach, California

Gentlemen:

The City Planning Commission of Hermosa Beach, at a public hearing held July 12, 1971, voted unanimously to approve the Beach Development Plan, and recommends same to you for adoption as an element of the City's General Plan.

The Commission recognizes that this plan is general in nature and will serve as the basis for preparation of subsequent precise plans relative to the use and development of the beach.

The Commission further recommends that any structures to be built on the beach be processed through this Commission in the initial planning stages through final drawing stages.

Sincerely,
Joe B. Noble
JOE B. NOBLE, Chairman
Planning Commission



Excerpts from

"THE PEOPLED STRAND"

By Reyner Banham*

"If Santa Monica was my first encounter with the beaches, the next and equally instructive was Hermosa. I had been reading surfing magazines (at my age!) and had discovered these illustrated T-shirts that were not just wild and groovy, but erudite--quite as erudite as the graffiti at San Mo. These shirts were obviously the work of someone well-keyed-into the current art scene, quite possibly someone who had actually studied the history of art and was acquainted with Classical antiquity. So, I leaned on this nice young couple who were showing me around L.A. and persuaded them to take me to 22nd Street in Hermosa Beach, there to purchase one Op Art Wave T-shirt, one Superman T-shirt and one Roman Orgy T-shirt.

"Chatting up the management of the hamburger bar that sold these goodies, I discovered that the elegant patterns were the work of the good lady's husband who was the art director of one of the most prestigious advertising agencies in town. And also discovered that the beach down in front of 22nd Street was almost sacred territory for the surfing community, that had I been there at a less ridiculous hour, in a different season and a couple of years earlier, I might actually have been vouchsafed the vision of Dewey Weber or Hobie Alter walking upon the earth like ordinary mortals.

"But had I been there, or a bit further south along the shore, in 1908, more than half a century ago, on certain Sunday afternoons I could have seen the beginning of the beginning of the prehistory of surfing--the legendary George Freeth demonstrating the then unknown Polynesian sport of riding a slab of wood on the curl of the wave. All this to a gaping audience brought

to the sands by the old Pacific Electric Railroad (which had also brought Freeth to boost flagging weekend traffic).

"Another critical first, the beginning of one of the most significant entanglements between two utterly different aspects of Angeleno life--the cult of the body, and cult of visual style. A body of sportsmen gazing at the shore from the top of an onrushing wave confronts a body of professional graphic artists gazing seaward at an onrushing market for their talents--and pow! More than just T-shirts: it's the incredible decorations on them, all the clothes and accessories, the wetsuits and the artwork in the magazines and the very tiny bikinis by Foxy Lady and Love. Even viewed from the London art scene it's a total-stun situation. And quite a lot of the London art scene, when it visits L.A., is quite happy to skip the gallery action on La Cienega and make for Surfboard Row on the Pacific Coast Highway at Hermosa and see what's in the window at Weber or Jacobs...or even beetle out to Huntington to see what's in the front yard at Soul.

"But Hermosa has something else equally instructive, equally Angeleno to offer, only it can't be exported to the rest of an astonished world because it is too firmly nailed to the ground: the art of living at the beach. There are various ways of residing on the strand--deluxe as at Malibu to nit-gritty a'la Venice--but if there is a central, basic, quintessential way of living at the beach, it must be at Hermosa because that is where it is most direct, most unaffected. All that happens is that the houses come down to the sand and there stop, and there's only the cement boardwalk in between. No drama, no artifice: House, meet sand! Beach, meet subdivision! It is so blissfully simple and obvious that a lot of people can't see what happens. It took me two or three tries to find a photographer sufficiently clear-eyed and free of prejudice to take a picture of the line where the houses

meet the sand. The others said, 'But there's no architecture!'
---which, of course, is the point.

"When you consider the fuss that is normally made when introducing a building to a body of water, the cool at Hermosa or Manhattan is astonishing but entirely proper to L.A. Like London in the 18th century, Los Angeles is a city built around the concept of the family residence. Most other cities have been built around God, Power, Gold, King, Commerce, Art, Death---and it shows when they come down to the water. Rome cannot approach the Tiber without baroque flourishes of statuary and flights of steps. New York views the Hudson through the cracks between the piers. Venice's palazzi stand like ornate, but locked, jewel boxes on the Grand Canal that brought them wealth. And Los Angeles comes quietly down to Hermosa Beach with single family dwellings, and stops. The three to five blocks that normally lie between the vanished Pacific Electric tracks and the sand, steep little streets of frame houses and stucco-box shops, are about as straight and honest an understatement of the basic human ecology of Los Angeles as you will ever see."

COMMENT ON BEACH PLAN
Charles Post, Chairman

I have a bias which I hope appears in the plan. It is that the beach is a refuge and a playground threatened by "development", by population pressure, and a sort of neglect which I believe comes from a feeling of helplessness.

Here are some threats to the preservation of the beach:

1. A belief that any development necessarily means organization, building, supervision and mechanization. Our beach is increasingly occupied by tractors and maintenance trucks, lifeguard towers, and police vehicles. While there is good reason for much of this activity, it all interferes with the solitude, freedom, and sense of nature which are the real attractions of the beach.
2. Pollution of the ocean and its contamination of the beach.
3. A sense of beach ownership which seeks to exclude rather than welcome; we have no "right" to exclude others on the basis of our ownership of the beach.

I believe there is reason to be hopeful, though. More and more people realize that what we so often call "progress" is the destruction of our environment and that such progress is fatal.

BEACH DEVELOPMENT PLAN

ILLUSTRATIONS

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I INTRODUCTION

This plan was developed by an ad hoc committee composed as follows:

Planning Commission - 2 members

Parks and Recreation Commission - 2 members

Improvement Commission - 1 member

The City Planner served as coordinator. Two councilmen were assigned to assist and advise the committee as required.

PURPOSE

The Committee's objective was to produce recommendations regarding future developments of the beach and environs. Those recommendations are in this plan. They will be submitted to the Commissions represented on the committee and, with the approval of those Commissions, to the City Council.

PHILOSOPHY

The following represents the basic philosophy upon which the plan recommendations are based.

Hermosa Beach is blessed with one of the best natural recreation spots in the state. Our beach provides wholesome, healthy recreation for residents and for visitors to the city.

It is a salutary place to rest and contemplate in the sun and to escape from the urban congestion beyond our city. It is a place still very close to nature where man can gaze over the water and imagine for a moment that the problems of the land behind him are insignificant. This unique serenity is emphasized by the almost total lack of structures on our beach. This natural state of the beach should be preserved, and where possible, enhanced.

While the plan encourages greater use of the beach by people who do not live in our city, the committee believes that this should not mean encouraging crowding the beach to the point that we destroy the very reason that makes the beach a desirable place to go.

SUMMARY

Briefly, this plan recommends the following:

1. The beach should remain the property of the City with maintenance and lifeguard services contracted by the county, as is now done.
2. No additional structures should be allowed on the beach, except public restrooms where absolutely necessary, and should be held to a minimum both in size and number. Lifeguard

structures should be held to a minimum, both in size and number, consistent with good safety practices.

3. Landscaping should be on a highly selective basis.
4. Improved and more functional lighting on the Strand.
5. Vehicular traffic, including lifeguard trucks and police cars, should be barred from the beach and the Strand except for emergencies and for necessary cleaning functions.
6. Expansion of recreational activities on the beach, both during daylight hours and night hours.
7. Additional restrooms must be provided, and soon. Three are proposed for immediate construction with recognition that additional needs may develop.
8. Encouragement of typical beach concessions in areas zoned as commercial but with no concessions on the beach.
9. This plan offers thoughts of the committee on parking.

AN OVERVIEW

The City of Hermosa Beach, which is composed of 6,000 property owners and 17,412 residents, owns the 43 acres of beach land known as Hermosa Beach. It owns various parts of it in different ways (see appendix, page 22). It has a long-established charge to keep and maintain that beach for all beach loving Southern Californians. In the exercise of that stewardship, a unique ecological relationship has developed between the beach and the people. The City is pledged, and this Committee is pledged, to preserve this unique ecology.

The Committee has photographed the beach and conducted beach visitors survey (see distribution Map A, page 5 and Table 3, page 19) in order to obtain a clearer picture of actual beach use. The Committee reviewed previous studies and conferred with the Department of Beaches of Los Angeles County.

The plan is designed to provide guidance to the City Council, the County and the State in the planning for growth and use of

Beach stewardship is an expensive privilege. Table 1, Item IV-C, illustrates that the 1968-69 cost to the city of maintaining the beach for non-residents, was about \$350,000. It is estimated that the 1970/71 costs were about \$385,600.

Unless some means is found to offset this continuous drain on our economy, it will become necessary to charge admission to the beach. The physical changes required to make such an approach workable are repugnant to the Beach Plan Committee, since they would involve fencing the beach, at the very least.

At some point in time, the County and State governments are going to have to recognize their responsibilities to the beach-going public; hopefully in the form of cash subsidies.

The Beach if preserved in its present state will become an increasingly valuable asset to the City, the County, and the State. This Plan, if adopted and implemented, will prepare the way for such preservation.

This Plan is not complete. More work needs to be done. If these goals and recommendations are acceptable to the City Council they should be forwarded to Los Angeles County, SCAG, and the State Department of Intergovernmental Relations for review and inclusion in their open space planning.

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TABLE 1
BEACH COST ANALYSIS
(Includes direct and indirect factors)

Question: What would be the financial effect upon the city, in respect to both revenue and expenditure, if only city residents utilized the beach and adjacent city facilities, and there were no regional impact? Or, in other words, how much does the city gain or lose from having several million annual Los Angeles County day visitors?

Assumption: That all existing factors remain constant, except for a theoretical filter screen around the city which allows only residents to enter. (Note: Data used is from 1968/69 State Controller's report.)

I. Property Value/tax

No effect is postulated, in either direction, for the ad valorem levy. It is assumed that property values, hence assessed value, would not change (however, in all likelihood, values would actually rise due to added desirability if greater exclusiveness were true). The same \$1.55 tax rate is assumed.

II. Index Base

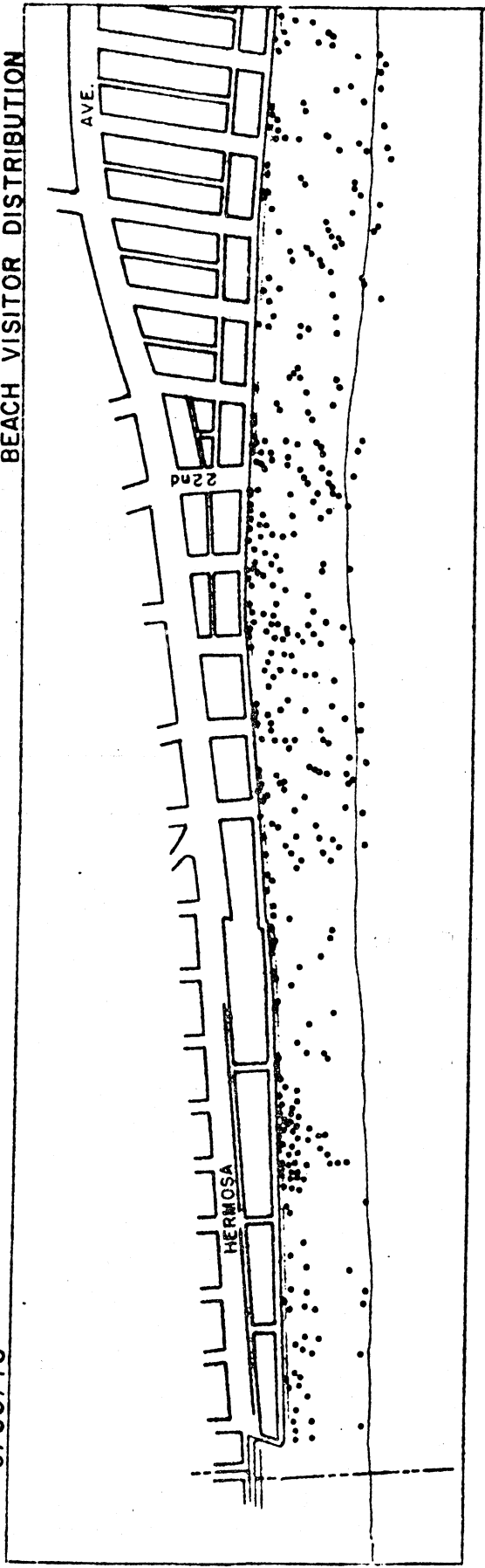
	<u>Population</u>	<u>Square Mile</u>
Bell	22,300	2.8
Bell Gardens	28,779	2.4
Lawndale	25,200	1.93
San Fernando	17,350	2.43
Hermosa Beach	17,300	1.3

III. Index Base Applied to Expenditure

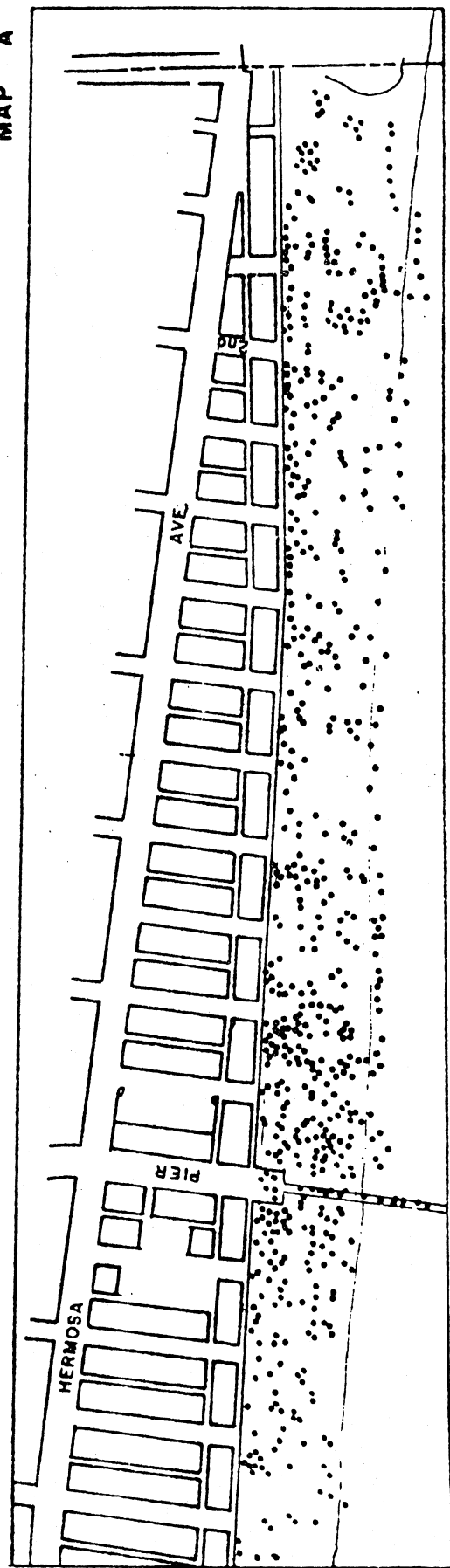
A. Base Data

	<u>Streets/Lights</u>	<u>Parks & Rec.</u>	<u>Police</u>
Bell	\$110,432	\$108,238	\$325,227
Bell Gardens	81,553	104,083	388,628
Lawndale	152,575	124,108	284,110
San Fernando	209,174	157,040	423,835
Average	\$138,434	\$123,367	\$355,450
Hermosa Beach	206,089	107,970	\$475,633

5/30/70 BEACH VISITOR DISTRIBUTION



MAP A



Function	Amount of Reduction	Note
General Government	\$ 98,000	20% of 492,000**
Retirement	20,000	25% of 81,000**
Insurance	12,000	20% of 60,000**
Dept. of Public Works	10,000	20% of 52,000**
Parking	16,000	Elim. of function
Parks & Recreation	11,000	See Index to expend
Police	203,000	" " " "
Streets, lgts., storm dr.	183,000	" " " "
	\$553,000	

**Due to lower overall base and employees

Function	Amount of Reduction
Expenditure savings	\$553,000
Loss of revenue	<u>-\$128,000</u>
Therefore, net cost of accepting non-residents is:	<u>\$425,000</u>

Function	Amount of Reduction
Cost of providing own lifeguard and beach cleaning service:	-\$75,000
Therefore adjusted net cost of accepting non-residents is:	\$350,000

Streets/Lights	Parks & Rec.	Police
Storm Drain (\$/sq. mi.)	(\$/Cap.)	(\$/Cap.)
Bell	4.85	14.50
Bell Gardens	3.62	13.50
Lawndale	4.92	11.27
San Fernando	9.05	24.43
Average	5.62	15.95
Hermosa Beach	6.24	27.49

Police	Streets	Parks & Rec.
15.95 per cap x 17,300	59,639 per sq. mi. x 1.3	5.62 per cap x 17,300
- \$272,474	- 77,531	- 97,226

IV. Hermosa Beach - Balance Calculations

TYPE	Amount of Loss	Note
Sales Tax	19,900	50% of downtown only
Business License	8,000	Takeout & Spec. shops
Parking	44,000	No paid parking
Fines	47,000	No parking tickets
Interest	<u>10,000</u>	Reduced base
	\$128,000	

D. Projected City Costs as per cent of Budget

	1968/69		1970/71	
	Budget	Beach Effect %	Budget	Beach Effect %
Revenue loss	1,811,827	128,000 7	2,132,863	149,300 7
Expenditure	1,806,347	478,000 26	2,057,335	534,900 26
Reduction		net 350,000		net 385,600

Prepared by City Manager, 11/17/70

II. THE PLAN

A. BEACH PRESERVATION

1. Summary. The beach is one of the most valuable assets owned by our city. This portion of the plan outlines the recommendations of the committee which we believe will result, if followed, in the natural state of the beach being preserved and enhanced.

2. Pertinent Facts and Discussion.

a. The "beach" is that land west of the Strand to the low tide line. It is owned by the city and maintained by contract, by the County.

b. Structures on the beach usually detract from the natural beauty of the beach. However, some structures, such as lifeguard stands, are necessary.

c. Vehicular traffic on the beach is both disturbing and hazardous to the beach users. In fact, the legal instrument which dedicated the majority of the beach to the city specifically prohibits vehicular traffic on that portion so dedicated.

d. Motorized equipment is necessary to effectively clean the beach.

3. Conclusions and Recommendations:

- a. The city should retain ownership of the beach and continue to contract with the County for providing of cleaning and lifeguard services.
- b. The beach should always be considered and treated as a recreational asset and never as a commercial enterprise.
- c. No new structures, except the lifeguard headquarters and restrooms where absolutely necessary should be built on the beach.
- d. Existing structures (lifeguard stands and play equipment) should be examined to confirm the need for the present number of such structures. The Parks and Recreation Department should pursue this with the County Department of Beaches. At the same time, the Department of Parks and Recreation should explore the availability of lifeguard stand structures that are more attractive, and of moving unceded stations from the beach during the off-season.
- e. Vehicular traffic must be restricted to meet emergency and maintenance needs only. The Parks and Recreation Department

ment should negotiate with the County Department of Beaches and the Hermosa Beach Police Department to establish and regulate the time, frequency, and nature of vehicular traffic on the beach.

B. LANDSCAPING

1. Summary. The committee believes that professional landscaping often promotes a pleasant environment, is a positive factor in ecology and adds value to an area. This plan includes recommendations for such landscaping, generally east of the beach, but to some degree upon the beach.

2. Facts and Discussions.

- a. Our beach is not truly in a natural state. Some form of plant life does grow on almost every unpopulated beach, or sparsely populated beach in the world; some places to the water's edge. When a beach becomes populated, such as ours has, the plant life disappears.

- b. Architectural landscaping by professionals is available to provide proper slope grading and balanced group planting of beach oriented shrubs, ect. This sort of planting would add

beauty, reduce blowing of sand, and not significantly effect view or detract from normal use of the beach. Less movement of sand because of such landscaping will reduce maintenance costs on the beach and on the Strand.

c. Plants within concrete and/or brick islands on a widened Strand are desirable.

d. Landscaping around restrooms is a necessity in order to detract from the unfavorable reactions normally provoked by the construction and presence of those facilities in any neighborhood.

e. Landscaping near and around residential property and other structures is desirable.

3. Conclusions and Recommendations.

a. Any landscaping on the beach should be based on a precise plan that encompasses the entire beach.

b. For the present, landscaping on the beach should be restricted to that considered desirable around the new Lifeguard headquarters, around the proposed restroom at the north end of the beach, and at the south end of the beach.

c. Landscaping at and on the south end of the beach (adjacent to the south City boundary should be on a test basis with the objective of developing a plan for the proper landscaping of the entire beach, if beach landscaping proves to be desirable and feasible from a cost vs. benefits point of view. The Parks and Recreation Department should negotiate with the County Department of Beaches to obtain funding and assistance for test landscaping.

d. The city should obtain the services of a professional landscape architect to advise on the type, cost, etc. of desirable and compatible plantings within islands on a widened Strand. (This recommendation presupposes that the Strand will be widened.)

e. Landscaping by abutting residents and other property owners should be encouraged. The city should offer assistance in plant selection and placement.

C. THE STRAND

1. Summary. The committee gave considerable consideration to the Strand, including its present condition, possible and desirable improvements, improved (both aesthetically and functionally) lighting, use of motor vehicles on Strand, and related matters. The Committee

believes the Strand should be repaired and widened, that improved lighting is most necessary, that use of vehicles on the Strand should be curtailed, and that landscaping is needed (landscaping recommendations are contained in previous Part B.).

2. Facts and Discussion.

- a. The Strand itself is a valuable asset of our city.
- b. Both the Strand and the Strand wall are in need of repair.
- c. The lights on the Strand are inadequate and they are poorly placed too near the Strand wall, resulting in dirt, trash, and garbage collecting between the light standards and the wall. The design of the present lights causes inconvenience to Strand residents evidenced by the number of broken globes and bulbs, the black painted globes and the numerous complaints to the city.

d. There is a program within the County to provide a bike trail near the ocean. It is planned that this trail will go through Hermosa Beach. The proposed bike trail will be for the use of the general public and will be funded by the County. No city

funds are expected to be used for the trail.

- e. The Strand is used to a considerable degree for motorized traffic.

3. Conclusions and Recommendations.

- a. The city should now do some interim repairs to the Strand where it is most badly needed.
- b. The city should select, budget for, and purchase properly designed light standards for installation at the time the Strand is widened.
- c. The Strand, between 11th and 15th Streets should be replaced with a wider Strand in conjunction with the construction of the new lifeguard headquarters.
- d. The city should not allow the County to widen our Strand for users of the bike trail. City funds should not be used for this project, as the proposed bicycle trail will be for the use of any and all who desire to use it.
- e. Motor vehicles, including police vehicles and those of the Humane Society, should not use the Strand except when police vehicles use it to answer an emergency call.

f. Landscaping should be provided for as recommended in Part B of this plan.

D. RECREATION ON THE BEACH

1. Summary.

An examination of the recreational uses of our beach led the Committee to the conclusion that there is ample room and available hours for increased use of the beach for recreational purposes. The increased use should include a greater variety of activities under the direction of the Parks and Recreation Department.

2. Facts and Discussion.

a. The beach has widened over the years, probably due to the sand pumped out into the bay from other locations because of construction, such as at Marina Del Rey and at the steam plant in El Segundo.

b. The beach is very thinly populated much of the time and especially in those places away from commercial activity. On Summer days, even, there are few people on the beach before 10:00 a.m. and few after 4:30 p.m.

c. The beach provides a healthy environment for diverse recreational activity other than the principle activities of swimming, surfing, and sunbathing.

d. The beach has much drawing power on our youth. Additional recreational activities could capture their support and be beneficial to all.

e. Additional equipment on the beach would detract from the natural setting.

3. Conclusions and Recommendations.

a. Additional and different recreational activities should be encouraged. Table 2 is a list of recreational activities available for construction and action by the Department of Parks and Recreation. This Committee recommends that all items listed be considered but that particular emphasis be placed on consideration of night volleyball adjacent to the Municipal Pier only, night surfing, diving and fishing tournaments.

TABLE 2
RECREATION ACTIVITIES

- Swimming and swimming lessons
- Body surfing and lessons
- Board surfing and lessons
- Volleyball instruction and league tournament play
- Life saving courses
- Underwater safety courses
- Swimming instruction and club
- Skin diving instruction and club
- Water carnival
- Sailing instruction and club
- Fishing classes, derbys and clubs, Fishing Pier
- Sailing regattas
- Sailboat races
- Over-the-Line softball tournament
- Distance running
- Sand castle building
- Foot races
- Kite flying contest
- Skate board contest
- Frisbee contest
- Dory races
- Sport fishing boats
- Water skiing
- Surf ski races
- Flag and touch football
- Badminton courts
- Stilt races
- Tandem surfboard races
- Water polo in the surf

b. Childrens' recreation equipment should be limited to slides, swings and climbing apparatus of a non-obtrusive design. These should be located near major or primary entrances to the beach, at least 100 feet from the Strand wall.

c. No permanent structures of any type or for any purpose (other than the new lifeguard and public restrooms if necessary) should be built on the beach.

E. PUBLIC FACILITIES

1. Summary.

This portion of the plan covers locations, design and number of restrooms. Various views and facts were presented to the Committee by city officials, County officials, and by the members of the Committee. These were analyzed with the objective of arriving at the most logical and best solution to the restrooms (or lack of restrooms) problem. The intent of the Committee is to face the problem and offer a solution that is achievable and one that is palatable to city residents and city officials. The Committee recommends three additional restrooms.

2. Pertinent Facts Considered by the Committee.

- a. We have one public restroom only along the entire 1.9 mile beach in our city. This one facility is at the Strand end of our pier.
- b. Los Angeles County Department of Beaches has developed a plan calling for six additional restrooms on or along our beach.
- c. The State is pushing for adequate public facilities at public beaches.

d. Strand residents are generally opposed to public restrooms near their properties.

e. A Beach Visitor Survey made by our Parks and Recreation Department on 9/19/70 (See Table 3) revealed that 43% of the visitors stay at the beach for five hours or more per visit and that 85% of the visitors stay for longer than two hours.

f. The existence of restrooms creates policing problems.

3. Discussion.

a. A reasonable but minimum number of restrooms should be constructed and the effectiveness of this action be evaluated before more are considered.

b. Some residence owners will have restrooms near their residences. It is impossible to build restrooms any place near where they are needed without placing them near some residences. The Committee believes that number, placement, design and landscaping of restrooms must be such as to hold unfavorable impact on residential property to a minimum.

c. According to a Beach Cost Analysis dated 11/17/71 (See Table 1, page 4), our city is burdened with approximately 1/3 million dollars per year in extra expenditures directly traceable to our role as beach host. It follows that one way the County could partially compensate for this would be for them to pay all costs for additional restrooms including day-to-day maintenance costs after construction.

d. Restrooms need not be eyesores and certainly can be aesthetically oriented. They should be of a low profile, eye-pleasing design to blend in with the beach and to complement their surroundings. Variations of designs could be used in different locations, depending upon the particular surroundings. Attractive landscaping must be included to create the best possible product.

e. Policing problems could be reduced by closing the restrooms after peak crowd hours and probably no later than one-half hour before sunset.

f. The high incidence of longer than five-hour visits by beach patrons emphasizes that an adequate number of restrooms is almost mandatory.

g. Lack of action by our city will surely result in action by County, State or both to fill the need.

4. Conclusions and Recommendations.

a. The committee believes that additional restrooms are necessary.

b. Three additional restrooms should be constructed. Costs should be borne by the County.

c. These three restrooms could be in the general vicinity of (1) 2nd Street, (2) 22nd Street, and (3) the extreme north end of the beach.

d. A restroom just beyond the north end of the Strand need not detract from the natural-state concept of our beach and would have minimum residential impact.

e. All plans for restrooms including location, design, decor and landscaping must be approved by the City Council.

F. CONCESSIONS

1. Summary.

This portion of the plan deals with concessions along or near the Strand. For the purpose of this plan "concessions" means commercial establishments that sell food and drinks and those that sell or rent beach and Strand recreational equipment. The committee considered various facts and opinions to arrive at the recommendations and conclusions that follow in the plan. Basically, the committee believes that concessions should be encouraged only in commercial zones.

2. Pertinent Facts and Discussion.

a. The majority of concessions are in the area bounded by the Strand on the west, Hermosa Avenue on the east, 11th Street on the south and 14th Street on the north. In addition there are concessions at or near 2nd and 22nd Streets.

b. A Beach Cost Analysis dated 11/17/70 (See Table 1, page 4) indicates that as much as 50% of the income of businesses in the

downtown area comes from beach visitors.

c. According to the Beach Visitor Survey of 9/19/70, (See Table 3, page 17) 69% of beach visitors do frequent the concessions.

d. Concessions can provide revenues to the city and do meet valid needs of beach visitors.

3. Conclusions and Recommendations.

a. Typical beach concessions should be encouraged near the Strand in areas zoned as commercial.

b. The city should develop general design criteria for the fronts of concessions facing the Strand, including sign standards.

c. Concessionaires on the Strand should not use any portion of the Strand for business purposes.

d. Concessions should not be allowed on the beach.

G. PARKING

1. Summary.

The Committee recognizes that parking is a varied and complex problem, interrelated with other problems or challenges facing Hermosa Beach. We do not believe this committee

could or should offer recommendations for additional parking on or near the beach that are beach development oriented and at best fragmentary solutions to a parking problem beyond the capability of the city to solve. A digest of items discussed by the committee, along with some observations regarding parking and alternative solutions follows.

2. Discussion,

a. A Beach Visitor Survey made by our Parks and Recreation Department on 9/19/70 revealed that the majority of visitors to the beach do not travel there by privately owned cars.

b. No additional parking near the beach is readily available. This committee is unanimously opposed to tearing down any buildings for the sole purpose of creating parking. If possible, we are even stronger in our unanimous opposition to the paving of any portion of the beach for parking purposes.

c. It appears desirable to continue the practice of allowing metered visitor parking on Hermosa Avenue and other nearby streets.

d. The idea of developing beach visitor parking along the Santa Fe right-of-way with (or without) shuttle service to and from the beach has merit.

3. Conclusions and Recommendations,

a. The city does not and cannot provide adequate off-street parking to meet the present and potential needs of beach visitors.

b. Recommend that no additional off-street parking be provided for visitors, except as part of the downtown development.

TABLE 3

BEACH VISITOR SURVEY 9/19/70

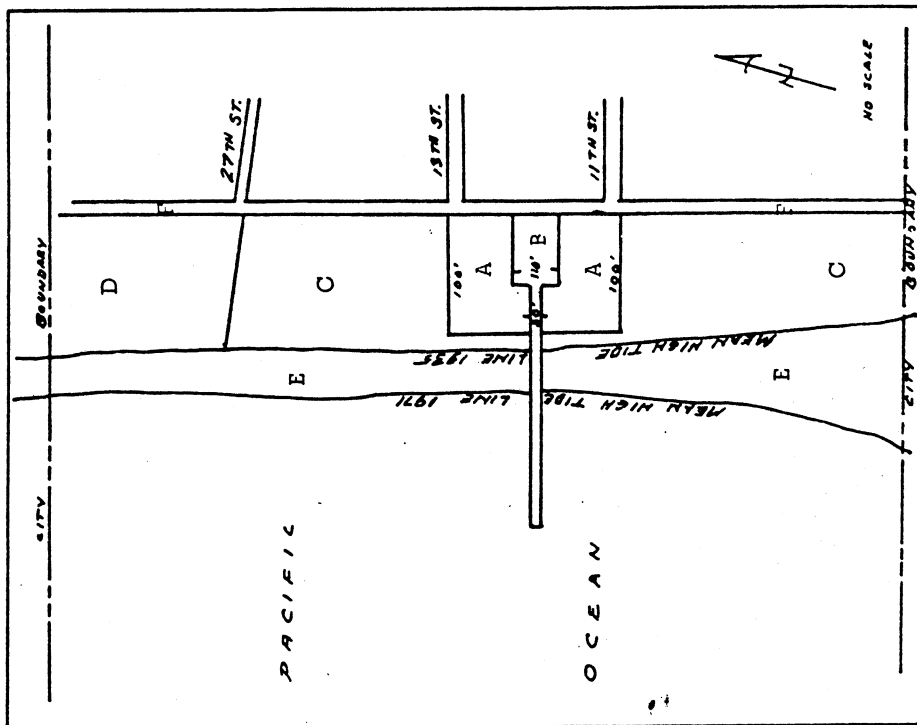
	Area A	Area B	Area C	Area D	Total
Number of Questionnaires:	77	48	41	40	206
Persons interviewed:	232	161	101	106	600

Questions (reduced to percentages in order to make comparisons easier):

	1. Do you always come to this location?		2. Where do you live?:		Total
	yes	no			
Hermosa Beach	35	43	62	29	42.5%
Redondo Beach	11	12	5	3	8%
Manhattan Beach	4	3	0	13	5%
Torrance	24	9	5	20	15%
Gardena	1	11	0	6	5%
Hawthorne	7	6	0	0	4%
Palos Verdes	1	1	0	0	.5%
Carson	3	.5	1	0	1%
Los Angeles	3	3	0	2	2%
Other L.A. County	2	4.5	4	16	6%
Out of Area	9	6	8	8	7%
Compton	0	0	5	0	1%
Lawndale	0	0	5	0	1%
Inglewood	0	1	5	3	2%
3. Age Bracket					
Pre-teen	20	15	10	24	17%
Teen	50	55	30	12	37%
Adult	30	27	57	64	44%
Older	-	3	3	-	2%

		Area A	Area B	Area C	Area D	Average
8. Do you visit stores or buy?						
yes		66	79	79	52	69%
no		34	21	21	48	31
Area A: South Boundary to 8th Street						
Area B: 8th Street to 14th Street						
Area C: 14th Street to 22nd Street						
Area D: 22nd Street to North Boundary						

	Area A	Area B	Area C	Area D	Average
4. How often do you come to the beach?					
Everyday	30	44	34	7	29%
Weekends	36	3	18	14	20%
Often	26	65	32	42	41%
Not Often	8	13	16	35	20%
5. Where do you Park (How do you arrive)?					
Street	40	8	12	68	32%
Parking Lot	-	38	18	-	14%
Hitch	7	8	-	-	4%
Walk	51	38	70	32	50%
Bus	1	8	-	-	2%
Other	1	-	-	-	-
6. How long do you stay?					
2 hours	10	7	16	26	15%
3 hours	21	8	34	29	23
4 hours	26	30	18	16	22
5 or more	43	55	32	29	43
7. Why do you come to the beach?					
swim	26	28	26	34	28%
sunbathe	31	27	27	40	31
visit friends	16	13	18	11	14
surf	10	14	11	5	10
volleyball	7	3	11	7	7
picnic	2	3	7	4	4
play-relax	6	6	-	6	4.5
girl watch	2	3	-	-	1
boy watch	-	3	-	-	.5



APPENDIX A

WHO OWNS HERMOSA'S BEACH?

The Beach is unquestionably owned by the city. It is owned in several different ways, as shown on the diagram.

- a. Owned in fee simple, no conditions or restrictions.
- b. Leased to State Wildlife and Fisheries Commission until 1982.
- c. Dedicated to the city for preservation for use of beach loving Southern Californians, subject to restrictions of use and reversion to owners if misused.
- d. Dedicated Public Right of Way, no other restrictions.
- e. Granted control and use of State tidelands to three mile limit.
- f. The Strand is dedicated as a public right of way.