

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

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

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

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

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

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

### Results:

What do you love about Hermosa Beach?

<b>STATEMENTS/QUALITIES – IDENTIFIED AS MOST IMPORTANT TO THE GROUPS</b>	<b>NO. OF GROUPS</b>
Beach culture, heritage, and lifestyle	4
Small, in size and scale	2
Leader in environmental sustainability	2
Great schools	1
Lives up to its slogan..."the best little beach city"	1
Range of lifestyles	1
Small town scale and businesses	1
Beach, parks, greenbelt	1
Healthy, Active Lifestyle	1
Walkable and bikeable city	1

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

<b>STATEMENTS/QUALITIES – IDENTIFIED AS MOST IMPORTANT TO THE GROUPS</b>	<b>NO. OF GROUPS</b>
Oil drilling	4
New development that is out of scale/Changing character of neighborhoods	3
Lack of public school resources (space and funding)	2
Loss of small and local businesses	1
Retail leakage (people shop in other cities)	1
Zoning restrictions on business	1
Traffic and parking congestion	1
Impacts to ocean (water quality)	1
Climate change, sea level rise	1
Lack of economic diversity	1

What do you want to change in Hermosa Beach now and in the future?

<b>STATEMENTS/QUALITIES – IDENTIFIED AS MOST IMPORTANT TO THE GROUPS</b>	<b>NO. OF GROUPS</b>
Strategic, differentiated development*	3
Increase economic vitality but maintain eclectic downtown	2
Carbon neutral	2
Improve bicycle facilities/improve bikeability/ improve pedestrian connections	2
Bigger, newer school facilities	2
Living streets	1
Better sports facilities*	1
More economic activity	1
Attract small businesses	1
Expand green economy	1
Revitalize PCH and Aviation	1
Housing that is more affordable	1

## Aggregated Results

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

What do you love about Hermosa Beach?

STATEMENTS/QUALITIES – IDENTIFIED AS MOST IMPORTANT TO THE GROUPS	NO. OF GROUPS
Beach culture, heritage, and lifestyle/ Lives up to its slogan...“the best little beach city” /Range of lifestyles	6
Small, in size and scale/ Small town scale and businesses	3
Beach, parks, greenbelt/Healthy, Active Lifestyle/ Walkable and bikeable city	3
Leader in environmental sustainability	2
Great schools	1

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

STATEMENTS/QUALITIES – IDENTIFIED AS MOST IMPORTANT TO THE GROUPS	NO. OF GROUPS
Oil drilling	4
New development that is out of scale/Changing character of neighborhoods	3
Loss of small and local businesses/ Lack of economic diversity/ Retail leakage (people shop in other cities)/ Zoning restrictions on business	4
Lack of public school resources (space and funding)	2
Impacts to ocean (water quality)	1
Climate change, sea level rise	1
Traffic and parking congestion	1

What do you want to change in Hermosa Beach now and in the future?

STATEMENTS/QUALITIES – IDENTIFIED AS MOST IMPORTANT TO THE GROUPS	NO. OF GROUPS
Strategic, differentiated development/ Increase economic vitality but maintain eclectic downtown/ More economic activity/ Attract small businesses/ Expand green economy/ Revitalize PCH and Aviation	9
Improve bicycle facilities/improve bikeability/ improve pedestrian connections/Living streets	3
Carbon neutral	2
Bigger, newer school facilities	2
Better sports facilities	1
Housing that is more affordable	1

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Break-Out Groups: Recording Sheets

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

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

The key points were recorded on the following sheets.

What do we love about Hermosa?

- Beach culture, heritage & lifestyle
- Range of lifestyle
- Aspiring to be env. leader
- Great schools
- Small town scale + businesses

What are the threats to HB?

- \* Air quality & what we're breathing
- \* Shopping opportunities in Redondo/Manhattan drawing residents - Retail leakage
- out of scale new development, <sup>some</sup> ~~displacement~~
- \* Funding for schools
- parking reqmts. to businesses
- \* Zoning/restrictions on businesses
- art project

What do you want to change or achieve in Hermosa Beach?

- Carbon Neutrality
- Implementing living Streets, Sidewalks <sup>+cleaner ones</sup>
- facilities for organized sports
- overcrowded schools
- increased economic activity

Focus on people not cars to revitalize the culture

What do we ♥ about Hermosa?

- Beach culture, heritage & lifestyle
- Range of lifestyle
- Aspiring to be env. leader
- Great schools
- Small town scale + businesses

What are the threats to HB?

\* Air quality: what we're breathing

\* Shopping opportunities in Redondo: Manhattan  
drawing residents - Retail leakage

- out of scale new development. <sup>some</sup> ~~disagreement~~

\* Funding for Schools

- parking reqmts. to businesses

\* Zoning/restrictions on businesses

- oil project

What do you want to change  
or achieve in Hermosa Beach?

- Carbon Neutrality
- Implementing living Streets. Sidewalks
- facilities for organized sports <sup>#cleaner areas</sup>
- overcrowded Schools
- increased economic activity

Focus on people not cars  
to revitalize the culture



ADAPTABILITY OF BLDG (over life)  
 - VIBRATION - EXCESSIVE VIBRATION  
 - ACCELERATIONAL NEEDS  
 - CONSIDER INVOLVING JOINTS  
 - EGG CHARACTERISTICS - INCLINATION  
 - DESIGN CRITERIA - WHENEVER THE EARLY  
 - DESIGN LIKE DYNAMIC ANALYSIS  
 - DESIGN TO SIM - IN THE EARLY DESIGN STAGE  
 - INITIAL DESIGNING IS TO BE DONE  
 - DESIGNING TO BE DONE  
 - DESIGNING TO BE DONE  
 - DESIGNING TO BE DONE  
 - DESIGNING TO BE DONE

CONCRETE IS GOOD FOR VIBRATION  
 3d - 4d  
 - KEEP ONE OVER DECK - 600 MM  
 - IT - CONCRETE IT - HIGH STRENGTH  
 - 1 - BUILT CULTURE / HEALTHY  
 - 2 - HEALTHY ACTIVE LIFESTYLE  
 - 3 - LEADERSHIP EXPERIMENTAL DESIGNER  
 (LIFEPOINTS)

NOT A TOWER  
 - DESIGN CONSIDERATIONS  
 - WE DEVELOPMENT BLDG IN THE AREA  
 - IT IS NOT A MISTAKE - DEVELOPER  
 - DESIGNING IN AN AREA  
 - HOW TO DESIGN BLDG WITH  
 - SOIL - 15% FROM  
 - CONCRETE OR STEEL  
 - DESIGNING TO BE DONE  
 - DESIGNING TO BE DONE  
 - DESIGNING TO BE DONE  
 - DESIGNING TO BE DONE  
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BUDGET TARGETS  
 1) ONE BILLION  
 2) IMPACT DESIGN  
 3) LIFE CYCLE COST / DESIGN  
 4) RISK / IDENTIFICATION  
 5) LIFE CYCLE COSTING  
 1) ECONOMIC VALUE  
 2) SOCIAL  
 3) DESIGN RESPONSIBILITY  
 4) DESIGN / IDENTIFICATION  
 5) DESIGN / IDENTIFICATION

DESIGNING TO BE DONE  
 - DESIGNING TO BE DONE  
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- ACTIVITY + ACCESSIBILITY FOR ALL
- ✓ ACCESSIBILITY OF BLDGS (DISAB REF) OUTR
  - DIVERSE - ? EVOLVING DEMOGRAPHIC DIVERSITY KE
  - GENERATIONAL DIVERSITY ✓ IT
  - ENGAGED + INVOLVED RESIDENTS - ?? ✓ L
  - CORE ENGAGEMENT - w VARIABLE ENGAGE 1
  - ✓ PASSION CITIZENS - WILLINGNESS FOR INVOLV 2
  - ✓ NEED BIKE RACKS, BIKE LANES, BIKEABILITY 3
  - EASIER TO RIDE IN MS DUE TO SEPERATE LANES
  - ✓ INTERNAL BOUNDARY DUE TO PCH DIVIDE
  - ? PEDESTRIAN BRIDGE
  - WE ARE NOT BIZ FRIENDLY - NO BIZ CAPTURE, NO ADEQUATE PARK PLAN, BIZ NEED A PREDICTABLE PROCESS
  - RE ZONE CYPRESS FROM INDUSTRIAL TO MIXED USE

OUTREACH TO ~~ADD~~ READER FOR VIABLE  
BIZ PARTNER

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

1. BEACH CULTURE/HERITAGE/  
LIFESTYLE

2. HEALTHY ACTIVE LIFESTYLE  
(MORE BIKE/WALK ABILITY)

3. LEADER IN ENVIRONMENTAL SUSTAINABILITY  
(ASPIRATIONAL)

#3

NOT A THREAT

- CHANGING DEMOGRAPHICS
- NEW DEVELOPMENT (BECAUSE NOT OFTEN ALLOWED)  
(BUT SINGLE TO MULTI - QUESTIONABLE)  
(FUNKY IS FUN)
- > DENSITY IS AN ISSUE

THREAT → KIDS RAISED HERE CANT COME  
BACK + LIVE HERE  
(UNAFFORDABLE)

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

- TRAFFIC/PARKING NOT ISSUE
- NOISE - NOT AN ISSUE  
→ LIMITING LIGHT AIRCRAFT - BIG WIN
- DEV OF KEY DOWNTOWN SITES - NOT AN
- LARGE/VACANT PORTION - NOT THREAT ISSUE

5/  
BIGGEST THREATS

- 1) OIL DRILLING
- 2) IMPACT OCEAN
- 3) LACK SCHOOL SPACE / DEV OUT OF SCALE / GENTRIFICATION

LOVE ABOUT HERMOSA

- 1) ECONOMIC VITALITY
- 2) SCHOOLS
- 3) FOREFRONT SUSTAINABILITY / GREEN ECONOMY / STRATEGIC STREET DIFFERENTIATION / AVIATION DEV

4

# CHANGING RETAIL SPACE - NOT THREAT

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~~WHAT DO YOU WANT TO CHANGE  
NOW + IN THE FUTURE~~

~~THE~~ CHANGE - NOW + IN FUTURE

+ MORE BIZ DIVERSITY FOR RESIDENTS  
(WHAT DO WE LEAVE TOWN FOR)

~~NOT PRACTICAL TO ASK FOR MORE PUBLIC SPACE~~

= NO CIVIC CENTER

= NO ADDL SCHOOL SAFETY NEEDS

+ BIGGER SCHOOL CAPACITY

= NO MORE HOTELS

~~NO CHANGE ENTRIES~~

+ IMPROVED SIGNS AT ENTRIES



## Question 1: Love about HB

(HR)

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

## 2 Threats

(MR)

- Climate Change - could lose beach
- Affordable - lack of
- Extensive local bar scene + its impacts
- Bar culture is part of HB - depend on it for revenue
- Events + tourism are different
- Lack of diversity of businesses
- Loss of small businesses

## Question 3: What do you want to change?

(MR)

- Dog park / Dog Beach
- Love it - don't change
- Dynamic plan for downtown
- Affordable housing
- Get rid of plastic + styrofoam (Entera)
- Livable, walkable PCH + Anacapa
- Guess app area - city should redevelop + small business/mini/ etc

## Question 1

- Beach culture
- Small
- Great beach, parks
- Walkable + bikeable

## Question 3

- Strategic, Diff. Development
- Improve bikeability
- Dog park
- Attract small businesses
- Affordable housing

## Question 2

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

## Question 1: Love about HB

(MIR)

- Community-Minded - willingness to give up personal interest (some disagreement)
- Engaged + involved residents (some disagreement)
- No smoking
- Eclectic -
- Live + let live quality
- Well defined + small
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## 2: Threats

MR

- Climate Change - could loose beach
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- Extensive local bar scene + its impacts
- Bar culture is part of HB - depend on it for revenue
- Events + tourism are different
- Lack of diversity of businesses
- Loss of small businesses

Question 3: What do you want to change?

- Dog park / Dog Beach

MR

- Love it - don't change

1) - Dynamic plan for downtown

- Affordable housing

- Get rid of plastic + styrofoam (Enforce)

- Livable, walkable PCH + Aviation

- Cypress ~~area~~ area - City should redevelop to  
small business/mixed use

Question 1

- Beach culture
- Small
- Great beach, parks
- Walkable, + bikeable

Question 2 <sup>(AR)</sup>

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

Question 3

- Strategic, Diff Development
- Improve bikeability
- Dog park
- Attract small businesses
- Affordable housing

- pier plaza is no longer safe ✓ FEAR PLACE
- oil issue is most significant
- small town healthy environment
- Beach makes city feel expensive
- citizens are very engaged ✓ - Smart from left will help
- diversity is great

What do you love about Haverhill BEACH? \*

- best little beach city ✓ innovative approach to local economy
- beach culture ✓
- diverse population - need more engaged citizens
- small size / scale ✓ involved
- safe city ✓ recreation plan
- great beach / parks / open space

- accessible city government promote success need improvement
- great schools ✓
- clean city / healthy environment
- citizens could be more engaged
- eclectic buildings / homes

What THREATS do you see to your quality of life? \*

- oil ✓ ✓ ✓ - loss of local biz - parking requirements
- impacts to ocean / water quality
- new development ✓ - increasing parking volume
- climate change - hard to become more sustainable
- tax securities - maintain
- changing character of neighbor hoods
- large and frequent events - heat ok

③ What does changing character mean? - based on individual perception

- need clear density restrictions - see map
- more families moving in is positive
- large homes not ideal
- favoritism w/in planning dept

What do you WANT to change? non-traffic? \*

- improve walkability / pedestrian path - SHARROWS → caution → protect
- electric trolley to downtown
- outdoor rec
- preserve family-friendly beach lifestyle
- security around schools & parks

differentiated / mixed use development ✓ see vitality data

- parking may encourage cars don't need it
- lower density
- better school facilities - more space
- 20% car learning & entertainment
- preserve neighborhood character
- valley & ardmore → one way w/ sharrows
- more local biz
- alcohol permits too concentrated
- expand green economy
- attract carbon neutral biz

- recycling - three part
- neighborhood watch enhanced
- don't need giant parking lots
- local work feel
- entrance to town - restricted restrict access to town
- bike / ped improvements

- Pier plaza is no longer safe ✓
  - oil issue is most significant
  - small town ✓ healthy environment
  - Beach makes city feel expansive
  - citizens are very engaged ✓
  - diversity is great
- FRAT HOUSE
- SWOT framework will help

What do you ♥ about HERMOSA BEACH? \*

① best little beach city ✓ → innovative approach to local economy

beach culture ✓

- diverse population - need more! - engaged citizens

② small size/scale ✓

- safe city ✓ (except pier plaza) & involved

- great beach/parks & open space


accessible city government

③ great schools ✓ - promote success  
need improvement

clean city / healthy environment

citizens could be more engaged

eclectic buildings / homes

What THREATS do you see to your quality of life? 

① - loss of local biz  
- oil ✓✓✓ - parking requirements  
- impacts to ocean / water quality

② new development ✓✓ - increasing property values  
(out of scale) ✓ -

- climate change - need to become more sustainable

- tax revenues - maintain

- changing character of neighborhoods

- large and frequent events - local OK

③

What does changing character mean?

- based on individual perception
- need clear density restrictions - (see map)
- more families moving in is positive
- large homes not ideal
- favoritism w/in planning dept.

What do you want to change <sup>Now?</sup> <sup>Future?</sup>  $\&$

- ✓ improve bikability / pedestrian
- PCH - sharrows → aviation → prospect (see map)
- electric trolley to downtown
- outdoor rec
- preserve family-friendly beach lifestyle
- security around schools & parks



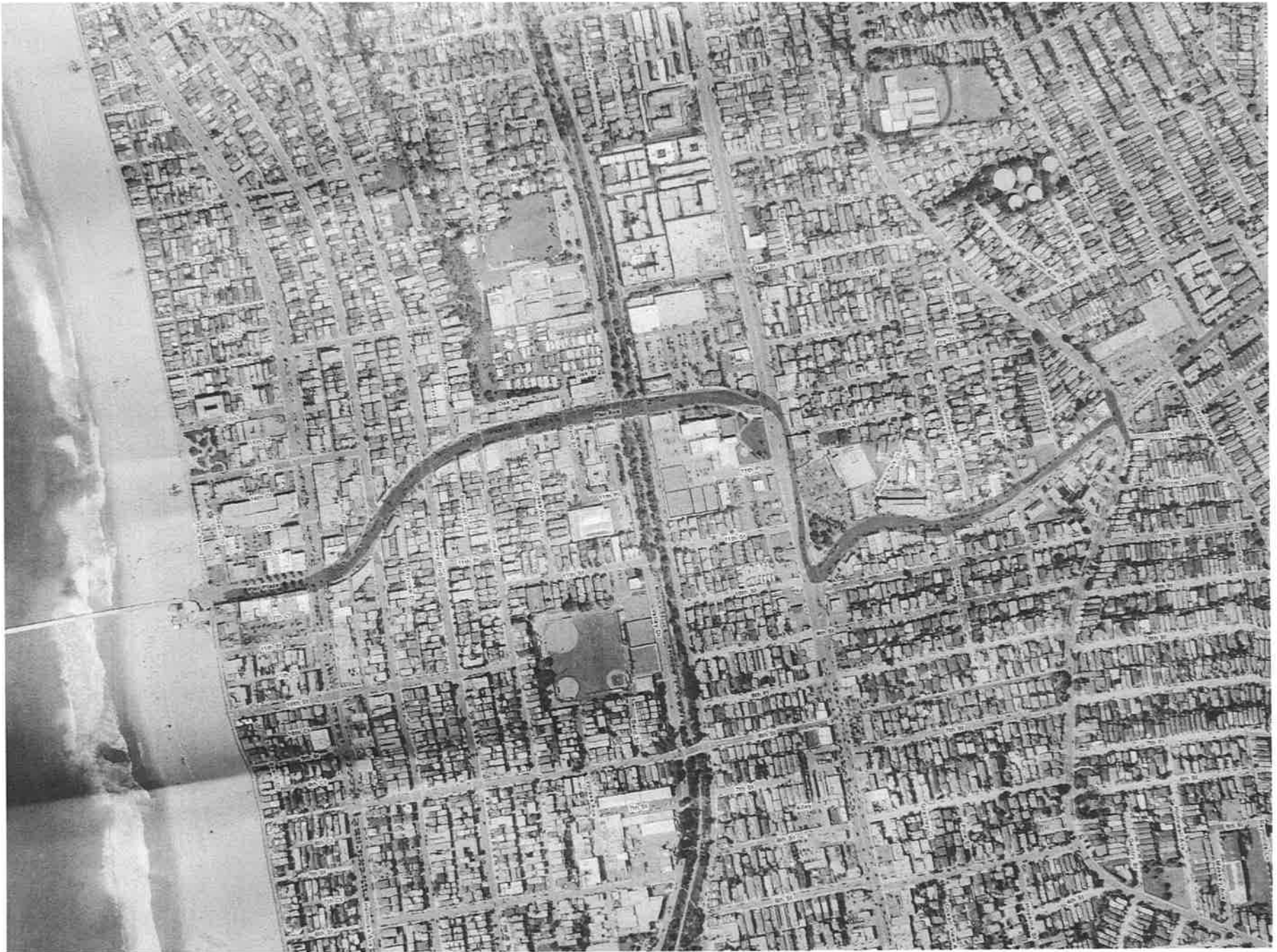
differentiated / mixed use  
development v<sup>✓</sup> econ. vitality dwtn

- parking may ~~not~~ encourage cars (3)
  - don't need it
- lower density
- better school facilities - more <sup>SPACE</sup>
- Zohr Govt. learning environment
- preserve neighborhood character
- valley & ardmore → one way  
w/ narrows
- more local biz
- alcohol permits too concentrated
- expand green economy
  - attract carbon neutral biz.

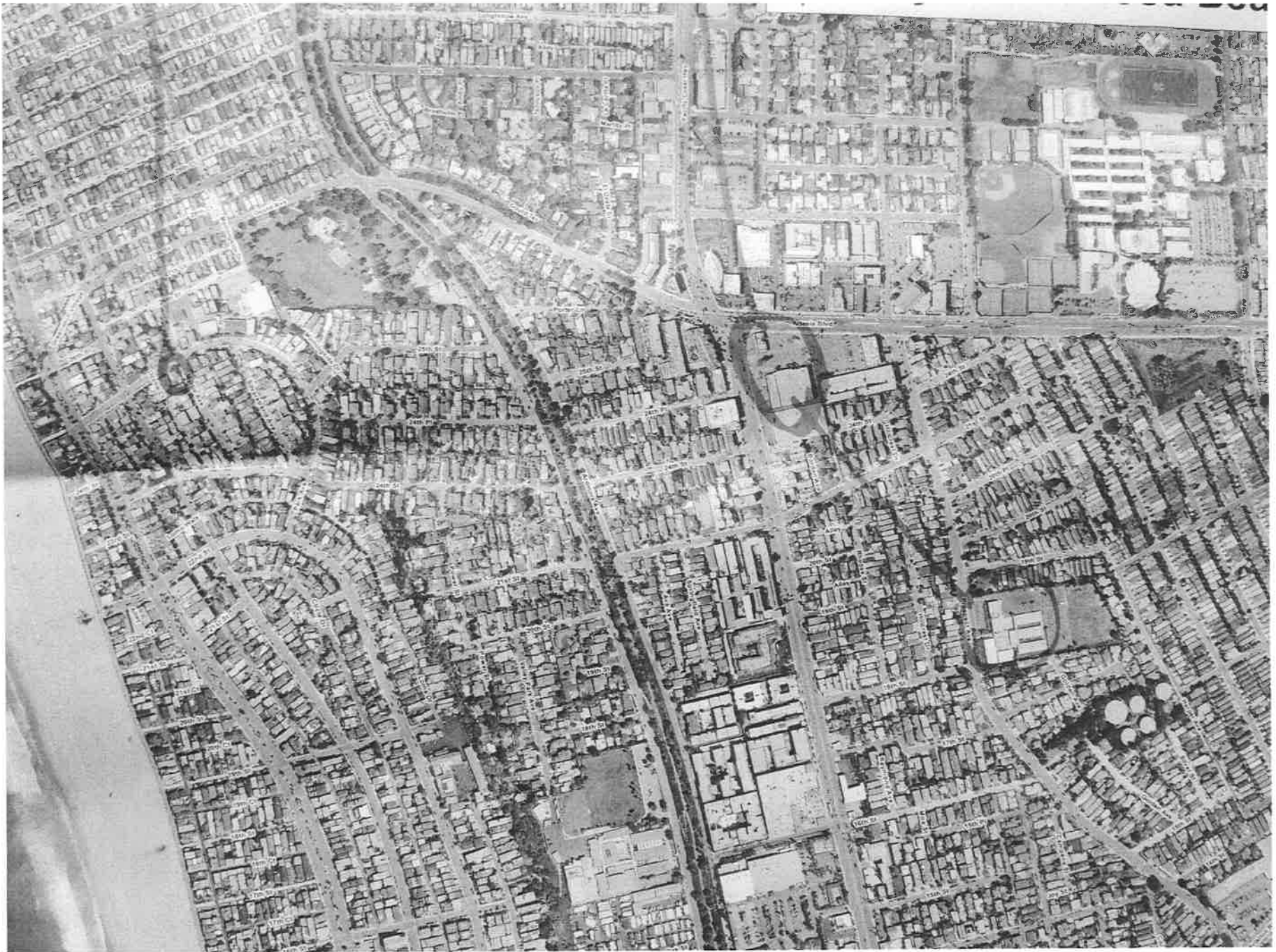


- recycling - three part
  - neighborhood watch enhanced
  - don't need giant parking lots
  - local main. feel
  - entrance to town - restricted entries to town
- (bike/ped improvements in)
- (2)  
aviation  
PCH  
enhanced









Willard parking  
up the Hope  
road into  
down into  
down to  
along the  
PIER AVIATION  
Donsett

