

Excerpt of Downtown Core Revitalization Study accepted by Hermosa Beach City Council on February 24, 2015

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Within the downtown as a whole as well as within the core, there is a need to increase the day-time population to add life and vitality that goes beyond the typical recreationally oriented uses that have been historically attracted to the beach setting of Hermosa Beach. A diverse family-friendly downtown environment Hermosa Beach. Office development, whether on upper floors or in stand-alone buildings, is an important activity that can build economic support for local-serving retail and quality dining establishments. Recent office development that caters to businesses in knowledge work fields, such as finance, real estate and information, has occurred within the city primarily within downtown along Pier Avenue. This reflects a larger trend in which knowledge workers are taking advantage of the flexibility afforded by communications systems for work closer to their homes and in areas offering a high quality of life.

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As previously discussed, uses that increase the day-time population and longer stay visitation will contribute to the market support for retail development.