



SAFER IN HERMOSA

Right now, the future of our local culture and character is at stake as the global pandemic threatens to close a number of our independent businesses that have been deemed non-essential – in addition to threatening our restaurants and cafes that have been forced to operate at greatly reduced capacity. These businesses have been doing all they can to protect and ensure the well-being of our community and to slow the spread of COVID-19. These are the same businesses that have long shaped the culture of our city and continuously support our local schools and nonprofits. To not improve the landscape for our downtown community at this time would be detrimental and potentially devastating.

Objective

To take immediate steps to preserve our local business community and to create a more resilient and thriving business community in the long-term.

Strategy

- Establish Hermosa as the safest, most engaging destination in the South Bay when it comes to dining, shopping and services
- Make sidewalks and streetscape more activated and engaging for residents and visitors
- Address the need for adequate space for outdoor dining and pedestrians
- Use portable wayfinding throughout the city to direct people to parking and businesses
- Generate PR and word of mouth through the steps we take and produce visual assets to share on social media that showcase our efforts

Below is our proposed plan that would launch as soon as possible and remain in place through Labor Day weekend. All city permitting fees would be waived.

OPEN PARKING (PUBLIC & EMPLOYEES)

We need dedicated parking lots for employees (top of parking garage and city's community parking lot). As more businesses start to open up for take out and retail curbside pickup, our employees need to know where they can park.

Open LOT A and other parking lots.

Establish 1-hour limit in front of retail for pick up. This gives time to do a couple things downtown, such as picking up food and/or other curbside shopping items.

Additionally, create Curbside Pickup zones with signage for retail, similar to restaurants.



SIDEWALK DINING

Immediate, as early as Friday, May 22, 2020.

All Hermosa Beach restaurants along Pier Avenue and Hermosa Avenue may place dining tables in front of their restaurants, where space permits, similar to Paisano's Pizza on Hermosa Avenue.

All restaurants on Pier Plaza would be allowed to use an agreed-upon amount of plaza space immediately in front of their respective restaurant as their 'sidewalk' space. For Plaza restaurants with an already existing patio dining area, this 'sidewalk' space would be allowed in addition to your existing space.

Restaurants would be able to sell alcohol.

Restaurants would be responsible for having the following:

- Proper COI
- Tables properly spaced as required by CDC/LACPH
- Required spacing on the sidewalk as required by ADA and tables properly clean before/after each diner according to the Public Health Department
- Proper signage/and staff to communicate that alcohol is only allowed when seated

Please see ABC Regulatory Relief notice, Point 14: Expansion of Licensed Footprint:

<https://www.abc.ca.gov/fourth-notice-of-regulatory-relief/>

PARKING SPACES IN FRONT OF RESTAURANTS

Immediate, as soon as proper safety guidelines and requirements are fully understood.

Restaurants along Pier Avenue may use two-thirds of the depth of two angled parking spaces immediately in front of their restaurants for pop-up parklets (see below references). Restaurants on the south side of Pier Ave and along Hermosa Avenue with parallel parking spaces may use 1 to 1.5 spaces immediately in front of their establishments.

Restaurants are responsible for properly creating approved temporary barriers (ie planters). Proper spacing between tables, cleaning, alcohol allowed, COI needed, etc. Permits fee to be waived by the city. Further, the city is to add temporary bicycle racks in the other one-third of the space to allow for bike parking and to serve as an additional barrier from cars and diners.

Restaurants like Dia de Campo and Slater's 50/50, which have parking lots that could be used for outdoor dining, would be allowed to use these spaces too if dedicated for dining and not parking.





Additionally, we are asking the city to add bicycle parking on the other side of our barriers to create an additional barrier and convenience for those on bikes.

SIDEWALKS & PARKING SPACES IN FRONT OF RETAIL & SERVICE BUSINESS

Immediately on sidewalks, similar to guidelines during sidewalk sales (no permit fees and stores must have proper COI). Additionally, to allow businesses to use parking spaces on weekends, in front of their businesses. Require tent, similar to Fiesta.

COMMUNAL SPACES

To implement after identifying spaces and guidelines.

We recommend activating all identified public spaces along Pier Avenue, Hermosa Avenue and Pier Plaza (and all side streets) to create as much citywide al fresco dining where residents and visitors may order to go from anywhere and eat in these public space areas. Initial identified spaces include the area at the corner of Monterey and Pier in front of Uncorked, the space in front of Mike's guitar (previously Globe), in front of the empty office space across from Java Man at Manhattan and Pier, in front of Amigos, and on Pier Plaza close to strand where it's not directly in front of a restaurant.

For these communal spaces, we need a joint effort to handle cleaning before/after EVERY SEATED CUSTOMER and NEED TO FIGURE OUT COI.

BUILT PARKLETS

TBD

Beyond the temporary pop-up style parklets, we would like to consider built-out, shared-use parklets strategically placed on Pier Avenue and Hermosa Avenue. These would be communal and not specific to a singular business. DHBA and/or the city could seek corporate sponsors, grant money or community support to help pay for these parklets.

LIGHTING

TBD

Fix the palm trees on Pier avenue and change out the rope yellow lights to the white twinkle lights.

SLOWER TRAFFIC/SPEED LIMIT ALONG PIER AVE AND HERMOSA AVENUE,

For safety, we recommend temporarily reducing the speed limit on Pier Avenue and Hermosa Avenue through Labor Day 2020. If not, at the very least, we recommend temporary signage that can be placed along both avenues that remind drivers to SLOW DOWN.

WAYFINDING SIGNAGE

We propose adding ample temporary wayfinding signage with respect to:

- Identifying where public parking is
- Directing people at key intersections towards businesses (i.e. signage on NE corner of Hermosa Ave and Pier Ave informing people of Dining, Shopping & Services both on Hermosa Ave and Upper Pier)
- Messaging on wearing a mask
- Messaging on Safer in Hermosa/Stay Safe, Stay Local
- Messaging on being kind to one another

For able bodied people, the walk from the Pier Avenue free parking in front of where the Habit is going is less than a 5-minute walk to Hook & Plow. Same for the free parking along the Greenbelt between 11th and 8th. Signage would also help spread people out across the city who primarily

access downtown from the Plaza, directing them down Hermosa Ave and up Pier Ave to shop and dine.

SAFER IN HERMOSA CAMPAIGN

Launch a SAFER IN HERMOSA campaign.

Alternatives:

Stay Safe, Stay Local Hb

Open Now, Safer Now Hermosa

Open Now, Open Air Hermosa

This would be similar to our Dine, Shop, Sip & Stroll in Downtown Hermosa campaign but focused on making Hermosa Beach the safest, most rewarding, go-to destination for locals when it comes to dining, shopping and services.

Messaging would communicate:

- **If you are going to go out to eat, shop and walk around, the safest and best thing you can do is to do it in Hermosa**, not drive to Target or Costco or elsewhere. A major point of the "Safer at Home" message is to stay close to home if you do go out. Our local businesses lie at the core of our cities and are within closest proximity to our residential neighborhoods.
- **We would encourage those who are able-bodied to walk and ride bikes whenever possible.** We believe if the plan above is executed, we will reduce the need for parking spaces amongst locals as they will be more willing to walk/bike from home to visit restaurants, shops, services. Further, the more residents park at home and walk/bike around to get to places, the more spaces we have for visitors.
- **Our local small business owners have a stake in the community and already have a longstanding commitment to serve our communities.**
- **Our local small businesses have earned the trust of our local residents and will do everything possible to maintain that trust.**

To support this campaign, we'll have a strong commitment from all businesses currently open to follow and promote all current social distancing measures.

Further, we would ask the City to change LED signs from Stay at Home to:

RETAIL & RESTAURANTS
NOW OPEN

STAY SAFE
STAY LOCAL
SHOP & DINE HERMOSA

WEAR A MASK
MIND YOUR DISTANCE
<----- 6FT ----->
WASH YOUR HANDS

BE KIND
BE HERMOSA

MISCELLANEOUS

Add portable/temporary Hand Sanitizer stations along Pier and Hermosa Ave and the Plaza (similar to Fiesta). May be able to get these sponsored.