

Attachment 1  
**Principles and Guidelines**  
**Reflecting the Downtown Core Revitalization Strategy**

**Goal:**

Create a sociable, publicly-spirited and economically viable Downtown District that appeals to residents and visitors alike and supports a sustainable and livable community.

**Principles:**

1. **Proactive strategy:** The Downtown Core, between 10<sup>th</sup> and 14th Streets and the Strand and Palm Drive focused on Hermosa Avenue and Pier Plaza is the heart of Hermosa Beach, and should be enhanced as the focus of social life in the city. It is part of the Downtown District, bounded by 15th Street, 8th Street, extending along Pier Avenue to Valley Drive.
2. **Family-friendly, inviting to all:** Create an environment that appeals to the increasingly stable, diverse and family-oriented population and allows them to mutually co-exist, rather than being a place dominated by one group at the expense of another.
3. **Daytime district:** Increasing the day-time population will add life and vitality that goes beyond the typical recreationally oriented uses that have been historically attracted to the beach setting of Hermosa Beach.
4. **Pedestrian oriented:** Develop the Downtown Core as a pedestrian and people oriented place with an appropriate mix of uses and quality of development that contributes to a more sociable, publicly-spirited and economically viable place.
5. **Eclectic beach character:** Improvement of parking facilities and management within the Downtown Core is essential to increasing economic vitality and maintaining the eclectic character of a district with small local businesses anchored by catalyst projects that provide synergy and support.
6. **Distinctive retail district:** Create a distinctive and well-defined retail district with quality shops and restaurants on the ground floor that are pedestrian oriented, family-friendly and appealing to a wide range of people.
7. **Catalyst development:** High quality hotel development that respects the scale and unique character of Hermosa Beach and provides significant quality public spaces and benefits can enhance the hospitality, identity and economic viability of the Downtown District.
8. **Public investment:** Realizing the full potential of the Downtown Core requires investment in the public realm and public-private partnerships which signal the

City's commitment to the area and further city goals, attract economic enterprises, and reduce the negative social behavior that occurs within the Pier Plaza area.

**Guidelines:**

**Catalyst Hotel Development Strategy (Principles 1- 8)**

- A. High quality hotel development that respects the scale and unique character of Hermosa Beach and provides significant quality public spaces and benefits can enhance the hospitality, identity and economic viability of the Downtown District.
- B. Catalyst hotel projects provide strategic, transformative and differentiated development:
  - Rather than representing “business as usual,” catalyst projects define, enhance and communicate the City’s brand, and activate community involvement, participation, and innovation.
  - Advance community objectives to maintain our small beach town character, enhance economic and environmental sustainability, and support an active healthy lifestyle.
  - Provide significant and demonstrable positive effects on the social and economic fabric of the Downtown District, including benefits to residents, businesses, and visitors.
  - Make significant contributions to a livable and sustainable community.
- C. Catalyst development that provides public benefits may merit public/private partnerships or incentives of various types, including potential use of city assets, consistent with community objectives and values and these guidelines.

High priority benefits include:

- Includes uses, amenities or spaces that provide the ability for the public to use or derive benefit from the project.
- Provides space and design that facilitates a more diverse and balanced mix of uses that appeal to residents as well as visitors.
- Provides a unique hotel product with a quality design and experience that strives for a top rating of four-star or higher at all times.
- Design and operation that reduces vehicle trips in the Downtown.
- Demonstration of environmental leadership through development design

and operations consistent with the city's carbon neutral goal.

- Design and operation that expands opportunities for walking, biking and use of alternative modes.
- Demonstration of marine protection through development design and operations that result in net zero urban and stormwater runoff.

Other priorities include:

- Minimizing parking demand through use of shuttles, carsharing, etc.
- Improvements or investments that serve as a catalyst to carbon reduction by others.

D. Catalyst development design exhibits the following:

- Takes a holistic and integrated approach in order to maximize community benefits and compatibility.
- Creates high quality public spaces for uses that appeal to a diverse population throughout the day and create synergy with nearby development.
- Community spirited improvements or public benefits may be located on property being developed for a hotel or other catalyst project, or on other property that is associated with the comprehensive development project.
- Maintains the connectivity of the mobility grid (streets, alleys, pedestrian and bike pathways) so people can continue to easily move from place to place, especially by walking and biking.

E. Hotel development with frontage on Pier Plaza, The Strand between 11<sup>th</sup> and 13<sup>th</sup> Streets, Hermosa Avenue, or Pier Avenue exhibits the following:

- The ground floor frontages on the Pier Plaza, Hermosa Avenue and The Strand between 11<sup>th</sup> to 13<sup>th</sup> Streets must provide quality public spaces appeal to a diverse population and create a more sociable and attractive place.
- Parking, driveways, walls lacking permeability (without windows and doors inviting to the general public), and ground floor non-retail uses (including uses such as offices and appointment-driven services) must be avoided.
- Multi-story buildings should be developed on Pier Plaza to provide additional activity and support for the retail uses, and frame the wide space by improving the sense of scale and security. Development design and

architecture should be mindful of the identity and scale of the City and the Downtown District, while celebrating the unique setting.

- Provision of high quality public spaces on the ground floor and roof terraces which enhance opportunities to enjoy the unique beachfront setting of Hermosa Beach but do not add stories may merit consideration of increased height. Any increased height is subject to a vote of the people.

### Commercial Tenancing Strategy (Principles 1-8)

- A. Increase retail uses along Pier Avenue and Hermosa Avenue that appeal to residents as well as visitors, which are overrepresented by the health and beauty sectors, and underrepresented by the clothing sector.
- B. Active ground level uses that engage a diverse and pedestrian oriented population must be provided on key corridors (Pier Plaza, Hermosa Avenue, Pier Avenue, and The Strand between 11<sup>th</sup> to 13<sup>th</sup> Streets) and adjacent to important public spaces. Parking, driveways, walls lacking permeability, and non-retail uses (including offices and appointment-driven services) are to be avoided.
- C. Encourage uses that increase the day-time population and longer visitor stays in order to support retail development.
- D. Office development on upper floors or outside the Downtown Core can build economic support for local-serving retail and quality dining establishments.
- E. The encouragement of office and hotel uses cannot occur at the expense of creating a pedestrian oriented place.
- F. Activities that spill out and populate the public spaces create a pedestrian environment and communicate that the Downtown District is a place is worth visiting.
- G. Maintain the connectivity of the street/alley grid so people can continue to easily move from place to place, especially by walking and biking.
- H. Maximize uses welcoming and accessible to the general public along beachfront frontages and at locations with coastal views.
- I. Improvements to the public realm such as streetscape, plaza, and parking management, will enhance the image and identity of the Downtown Core as a pedestrian and retail destination.
- J. Continue the current trend towards bicycling for both recreation and work trips by the provision of convenient bicycle travel ways and bicycle parking.

- K. Zoning modifications that facilitate parking in publicly managed consolidated/centralized facilities serving multiple uses rather than providing parking on each site will help maintain the eclectic character of the Downtown District, create a pedestrian oriented place, and improve land use efficiencies.

#### Parking Strategy (Principles 1, 3, 4 5, 8)

- A. Maintain the eclectic scale and mix of small, independent, local businesses in the Downtown District by managing parking demand fluctuations more effectively.
- B. Modify zoning requirements in support of a pedestrian-oriented district where the continuity and quality of the pedestrian experience is a priority and a certain amount of walking to parking facilities is part of the experience of place.
- C. Develop consolidated/centralized public parking facility(ies) within the Downtown Core to serve redevelopment, improve land use efficiency, help alleviate peak loading on thoroughfares, and improve traffic management. Interceptor parking to serve the surge requirements of recreational, special events, and civic and community functions, as well as supporting upper Pier Avenue retail and office parking, should be developed at the Community Center/Civic Center.
- D. Develop a public parking supply that is publicly managed with demand pricing to help control the distribution and availability of parking.
- E. Develop convenient, time-managed and priced short term on-street parking on Hermosa Avenue to support retail and convenience needs and avoid being absorbed for long-term use and by employees.
- F. Modify zoning requirements to provide incentives and provisions to minimize the impact of parking and to encourage pedestrian and bicycle mobility addressing: off-site parking; parking for upper story office, retail, restaurant, mixed use and outdoor seating; and bicycle parking.

#### Hermosa Avenue Streetscape (Principles 1-8)

- A. Make improvements to create a sense of arrival and definition of the Downtown Core as a unique district.
- B. Implement a streetscape strategy similar to that along upper Pier Avenue: consider wider sidewalks, street trees, intersection and median improvements, diagonal parking, and also sidewalk cafes.
- C. Widen sidewalks and public plazas on Hermosa Avenue will create space for cafes and outdoor dining and attract additional patrons.
- D. Provide convenient on-street parking on Hermosa Avenue to make retail shopping

appear more accessible and attractive.

### Pier Plaza and The Strand (Principles 2, 3, 5, 7, 8)

- A. Promote and facilitate frequent activities (e.g. weekly) that attract residents and create a greater sense that these spaces are not only for visitors but also for residents.
- B. Rescale the Plaza to make it more attractive during times when fewer people are present: consider extending palm trees westward, smaller canopy trees, and elements that will make it more inviting such as lighting and banners.
- C. Encourage multi-story uses along the Plaza to provide additional activity and support for the retail uses, and to frame this wide space by improving the sense of scale and security.
- D. Create a stronger destination for residents and families: consider playground, fitness area, bicycle facilities, and other family and multi-generational activities and facilities.
- E. Ground floor frontages on Pier Plaza and The Strand between 11<sup>th</sup> to 13<sup>th</sup> Streets, must provide quality public spaces that appeal to a diverse population and create a more sociable and attractive place. Parking, driveways, walls lacking permeability, and non-retail uses (including offices and appointment-driven services) are to be avoided.