

**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 ♥ 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>same</sup> ~~disproportionate~~
- \* Funding for Schools
- parking requests 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 <sup>+ clear 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
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- 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>same</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 ~~#cleaner areas~~
- overcrowded Schools
- increased economic activity

Focus on people not cars  
to revitalize the culture





- ✓ 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
  - EASIER TO RIDE IN HS DUE TO SEPERATE LANES 3.
  - ✓ INTERNAL BOUNDARY DUE TO ACH 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~~ SEADON FOR VIABLE  
BIZ PICTNR

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 AIRCRAFT DIFFERENTIATION / AVIATION DEV

# 4 CHANGING DETAIL SPARE - 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 ENTRANCE ENTRY~~

+ 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 + oxygen (Entero)
- Livable, walkable PCN + Annapolis
- Glasses off cars - City should redevelop + small business/amenities

## Question 1

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

## Question 2

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

## Question 3

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

## Question 1: Love about HB

(M12)

- 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
- Individuals can have a big impact
- Not Manhattan Beach
- Walk to local restaurants + shopping
- Low scale buildings



## 2: Threats

MR

- Climate Change - could loose 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?

- 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

(AR)

- 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 ✓
- oil issue is most significant
- small town feeling environment
- Beach makes city feel expensive
- citizens are very engaged ✓
- diversity is great

FEAR  
THREAT

- Smart  
from left  
will help

What do you love about Haverhill BEACH? \*

- best little beach city
- beach culture
- diverse population - need more engaged citizens
- small size / scale ✓
- safe city / recreation
- great beach / parks / open space

innovative  
approach to  
local economy

accessible city government  
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?

- loss of local biz
- oil ✓✓✓ parking requirements
- impacts to ocean / water quality
- new development ✓ - increasing property values
- climate change - hard to become more sustainable
- tax revenues - maintain
- changing character of neighborhood
- large and frequent events - that ok

③

What does changing character mean?

- based on individual perception
- need clear density restrictions - see map
- more families living in it positive
- large homes not ideal
- favoritism w/in planning dept

What do you want to change now?

- improve walkability / pedestrian
- Sharrows → caution → respect
- electric trolley to downtown
- outdoor ice
- preserve family-friendly beach lifestyle
- security around schools & parks

differentiated / mixed use  
development ✓✓ seen vitality data

- parking may encourage cars
- don't need it
- lower density
- better school facilities - more space
- 20% car learning environment
- preserve neighborhood character
- valley & ardmore → one way
- 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 town feel
- entrance to town - restricted
- bike / foot improvements

③  
vision  
the  
future

- 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
- Smart framework will help

What do you ♥ about Hermosa BEACH? \*

- ① best little beach city ✓
- beach culture ✓
- innovative approach to local economy

- diverse population - need more!
- ② small size/scale ✓
- safe city ✓ (except pier plaza)
- great beach/parks/open space
- engaged citizens  
- involved

## 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?

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

② New development (out of scale)  - increasing property values

- 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 Now? <sup>Future?</sup> R

✓ improve bikability / pedestrian  
PGH - 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>
- 20th Cent. 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 high. feel
  - entrance to town - restricted entries to town
  - bike / ped improvements
- (2)  
aviation  
PCH  
enhanced









