

Community Workshop Summary

Hermosa Beach General Plan Update

November 2014



The City of Hermosa Beach hosted a public workshop on November 6 from 6:00 PM to 8:30 PM in the Clark Building. The purpose of the event was to collect community feedback on a vision statement, guiding principles, and potential solutions to key issues to guide the future of Hermosa Beach in the context of the General Plan update.

The vision statement is intended to set the tone and direction of how Hermosa Beach would like to change (or not change) over the next 20 - 30 years. The vision statement will be used as a benchmark to ensure the goals, policies, and actions proposed in the General Plan/Coastal Land Use Plan align with the community vision. The guiding principles support the vision statement by providing more specific direction and detail in the three core areas of: small beach town character, vibrant economy, and healthy environment and lifestyles.

The event began with a brief presentation, including an overview of the project and an explanation of planned interactive activities. Participants were given a workbook and asked to provide their input on a vision statement, guiding principles, potential solutions on key issues, as well as opportunities for participants to add their own comments and ideas, through a series of seven activity stations. The workbook included activity instructions and a summary of how participant feedback will be used to further guide the General Plan update. Activity responses were either collected in the workbook or at each activity station. Participants received a raffle ticket near the end of the evening and raffle prizes donated by a variety of local businesses were distributed to the winners with much applause.

Executive Summary

The public workshop drew approximately 100 participants, including several families or people with children. Participants were enthusiastic about the activities and provided detailed input. The following major themes emerged from community feedback:

- **Vision Statement:** Maintain the existing small beach-town atmosphere, cultivate local businesses that benefit residents and the local economy, develop a more sustainable city through a reduced carbon footprint, and increase bicycling and walking.
- **Guiding Principles:** Invest in local infrastructure and amenities, encourage a diverse, innovative, and resident-serving local business mix, promote healthy activity and a high quality of life through stewardship and preservation of natural resources, and achieve carbon neutrality through proactive, forward-thinking transportation and environmental initiatives.
- **What can we do to _____ Solutions:** Preserve the eclectic character of the city and create a safe pedestrian/bicycle-friendly city. Invest in schools, energy-efficient infrastructure, the arts, and green and local businesses. Promote sustainability by prioritizing waste reduction and maintaining a clean, healthy beach environment.



Confirming the Vision Statement (Activity 1)

Participants were asked to read through the vision statement in their workbook and circle the top words or phrases that should be part of the vision and strike through words or phrases that should not be part of the vision. They were also asked to mark up a large poster containing the vision statement by writing in the margins any missing ideas or concepts and placing stars next to star phrases or concepts that they agreed were important. The complete vision poster with community workshop input can be found in **Appendix A**.

The aspects of the vision that were most circled/starred (supported) on the poster include:

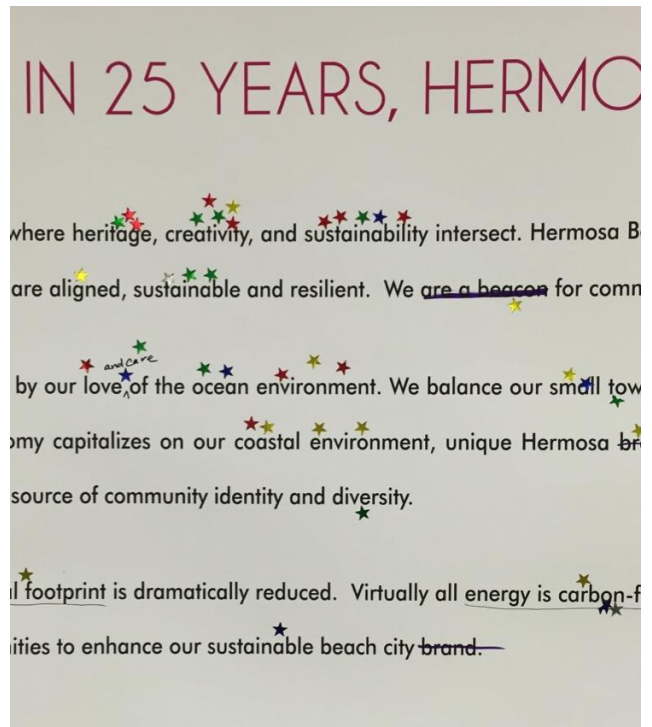
- Live, work, and play locally (12)
- Sustainability (10)
- Connected by our love of the ocean environment (10)
- Education and schools (10) – *Written in*
- Reduced environmental footprint (9)
- Biking (9)
- Eclectic districts (8)
- Environmental leadership (8)
- Catalyzing positive change (8)
- Heritage (7)

The aspects of the vision that were most circled/starred (supported) in the workbooks include:

- Connected by our love of the ocean environment (9)
- Small town beach culture (9)
- Live, work, and play locally (6)
- Virtually all energy is carbon-free (6)
- Sustainability / reduced environmental footprint (5)
- Positive change (5)
- Walking (5)
- Biking (4)
- Heritage and creativity (4)

The aspects of the vision that were most often crossed-out (not supported) in the workbooks include:

- "The fading dominance of the auto ..." (4)
 - Two people crossed out only the first sentence of this paragraph, while two others crossed out the entire paragraph.
 - One participant noted that Hermosa Beach would never be Amsterdam. Another participant noted that this could be changed to "The increasing alternatives for public transportation..."
- "We take shared responsibility for catalyzing positive change..." (3)
 - Two participants crossed out this entire paragraph, while one participant only crossed out the first sentence. One participant noted that nothing would get done if Hermosa Beach takes this approach.



The following ideas were written into workbooks as suggested additions to the vision statement:

- Green space and recreation facilities
- Recycling in public places
- Complete streets
- Bed and breakfasts / vacation rentals
- Reduced water usage

Vision Statement Next Steps

Input on this activity will be used to refine the vision statement and emphasize key phrases or words from the vision statement that are of top importance to the community. The refined vision statement will be presented to and reviewed by the City Council in December 2014, before the policy framework for the General Plan update is developed.

Refining Guiding Principles (Activity 2)

Participant workbooks included a list of guiding principles divided among three key topics: small beach-town character, healthy environment and lifestyles, and vibrant economy. Participants were asked to add any words or phrases that were missing and to strike through guiding principles that do not align with their vision for Hermosa Beach. At the station, color-coded buckets were arranged and labeled with each guiding principle. Participants were given five poker chips in total. They were asked to vote for five guiding principles from the 22 guiding principles that the City should prioritize by placing the poker chips in the corresponding buckets. Tally counts are provided in **Appendix B**.



Based on the bucket activity, the most supported guiding principles in each category are shown below in order of the number of votes received (people voted for only five of the 22 total guiding principles):

Small Beach Town Character

- Our high quality schools, as well as city fire, police, library, and beach, shape our identity as a first class municipality (41)
- Our beach, the ocean, green spaces, and natural resources of all types are the foundation of our brands and the high quality of life (30)
- Creating a place where people can live, work, and play locally is key to balancing economy, community, and environment (27)
- Our small scale, eclectic architecture and vibrant beach lifestyle is an unrivaled coastal asset (26)

Vibrant Economy

- Our sustainable, resilient economy is supported by keeping local dollars in the local economy and maintaining a diversity of businesses and revenue streams (28)
- Our business mix serves the daily and leisure needs of our residents, while providing a quality experience for visitors (23)

- Our business culture cultivates innovation, the arts/creative industries, locally owned businesses, and environmental stewardship (15)
- People are engaged in a broad range of enterprises within the city and there are opportunities to live and work locally (15)

Healthy Environment & Lifestyles

- Hermosa Beach will be a responsible steward of our ocean resources, open space, and other natural resources as a healthy environment is the foundation of a more livable, sustainable city and high quality of life (38)
- A steady, common sense approach is necessary to advance a long-term goal of community-wide carbon neutrality. Tackling environmental challenges early and proactively will maximize options and minimize costs (22)
- Moving to carbon-free energy sources and concurrently planning to adapt to climate change will reduce greenhouse gases and increase energy independence and resiliency (15).
- Innovative, forward-thinking approaches to anticipating future lifestyles, transportation trends, and environmental realities are necessary for creating a durable sustainability plan and attracting like-minded residents, visitors, and others who seek positive change (14)

Based on the workbooks, the **following guiding principles were** crossed out by at least two or more participants and generally received fewer votes at the activity station:

- Our city government, places, and spaces are designed to be accessible and connect people of all abilities, and stages and walks of life (2)
- Climate action leadership and adoption of environmental targets and mentoring plan will set Hermosa Beach apart (2)

Guiding Principles Next Steps

Input on this activity will be used to understand which principles are the highest priorities for the community so that the goals, policies, and actions in the General Plan reflect community priorities. The guiding principles will be refined and reorganized in order of support/priority by the community for Council review in December 2014.

Key Issues & Priority Solutions (Activities 3 – 5)

A series of three posters listed potential solutions to three questions: For each solution, participants were instructed to place stickers in one of three columns to indicate what solutions the City “must do,” “should do,” or “should not do.”

“Must do” indicates something the city should absolutely take action on, “should do” means that there is support for the idea but it is not the top priority, and “should not do” implies an unsupported or unpopular idea. The “must do” column for each potential solution received the most votes overall, indicating that the community is interested in seeing the City take action on many of the proposed key issues and priority solutions.

The following sections list the solutions that were the most and the least supported by category, and expound upon areas of conflicting feedback. To view the complete data set for these activities, see **Appendix C**.



What can we do to Enhance & Protect Our Neighborhoods?

Must do – The following solutions received the most “must do” votes:

- Allow people to rent their houses as vacation rentals (45)
- Make streets more attractive for walking and biking (34)
- Invest in Hermosa's schools (30)
- Preserve historic or eclectic buildings (28)
- Invest in PCH to make it more attractive and pedestrian friendly (25)
- Invest in a safe community (24)
- Maintain the low scale of the city everywhere (21)

Should do – The following solutions received the most “should do” votes:

- Allow apartments above some commercial uses (17)
- Focus on beach activities and improvements that benefit residents (11)
- Design so people can “age-in-place” (11)
- Plant trees along streets and in parking lots (11)

Should not do – The following solutions received the most “should not do” votes:

- Allow taller buildings in some places, esp. where ocean views are not affected (27)
- Reduce parking requirements to get better community design (15)
- Reduce conversion of bungalows to large condos (13)

Conflicting – The following solutions received competing votes in the “should/must do” and “should not do” categories:

- Reduce conversion of bungalows to large condos (13 must do, 13 should not do)
- Reduce parking requirements to get better community design (11 must do, 15 should not do)
- Allow some corner stores in residential areas east of PCH (9 should do, 11 should not do)

What can we do to Enhance Our Local Economy?

Must do – The following solutions received the most “must do” votes:

- Brand Hermosa as an innovative green city (30)
- Maintain Pier Plaza/Downtown as an entertainment district (29)
- Make the Cypress Avenue area into a “creative arts district” (25)
- Invest in sewers, streets, telecommunications, infrastructure (25)
- Invest in locally grown businesses (25)
- Provide more retail uses and services that serve residents (24)
- Provide more resident oriented services and shopping on Aviation Blvd. (20)
- Create telecommuting infrastructure (18)

Should do – The following solutions received the most “should do” votes:

- Add parking at the civic or community center (12)

- Permit private events on limited portions of the beach (10)

Should not do – The following solutions received the most “should not do” votes:

- Attract big box retail uses along PCH (16)
- Attract brand name businesses (13)

Conflicting – The following solutions received competing votes in the “should/must do” and “should not do” categories:

- Reduce parking requirements to incentivize new/expanded businesses (11 must do, 15 should not do)
- Develop hotels, places for visitors to stay (9 must do, 16 should not do)

What Can We Create a Healthier Environment?

Must do – The following solutions received the most “must do” votes:

- Make it easier and safer to walk and bike in Hermosa (47)
- Make a clean beach and healthy ocean environment a priority (28)
- Add, expand, upgrade parks with diverse activities (23)
- Require new buildings to be very resource efficient (23)
- Focus on 'greening' city operations and facilities (22)
- Maintain the city as a sustainability leader (20)

Should do – The following solutions received the most “should do” votes:

- Reduce the need for a car or second car (12)
- Retrofit buildings to reduce energy/ water/ waste (10)

Should not do – The following solutions received the most “should not do” votes:

- Remove some parking to accommodate bike racks (18)
- Create slow speed lanes for bikes, electric bikes, Segway's, golf carts, etc. (17)
- Provide walk/bike/stroller crossings over the Greenbelt (15)

Conflicting – The following solutions received competing votes in the “should/must do” and “should not do” categories:

- Create slow speed lanes for bikes, electric bikes, Segways, golf carts, etc. (21 must do, 17 should not do)
- Provide walk/bike/stroller crossings over the Greenbelt (18 must do, 15 should not do)
- Remove some parking to accommodate bike racks (16 must do, 18 should not do)

Key Solutions Next Steps

Input on this activity will be used to inform the community's preferred solutions to the issues that currently or may face Hermosa Beach in the future and to identify other ideas and improvements the community are interested in.

Where would you like to see ____? (Activity 6)

Through this mapping activity, participants were asked to identify locations where they would like to see certain changes or improvements to land uses and transportation. To assist in identifying whether certain types of changes were needed and if so where they should be located, a series of stickers indicating the following types of changes were provided to participants: bike improvements, pedestrian improvements, parks or community gathering spaces, shopping for residents, residences above commercial uses, private events at the beach, big box retail, add public parking, remove public parking, corner stores or coffee shops, office space, and new housing. Blank stickers were provided for participants to write in additional ideas. Tape was also provided to indicate linear improvements such as bikeways or streetscapes.



In total, 260 stickers, comments, and ideas were provided through the mapping activity, including more than 85 custom ideas generated by participants.

Participant responses and input on the map can generally be grouped by geographic area, along corridors, within key districts, at parks or public spaces, and around neighborhoods.

Aviation Blvd. Corridor

- Popular ideas for the Aviation Blvd Corridor included bike and pedestrian improvements (8 stickers), corner stores/coffee shops (5 stickers), and shopping for residents (4 stickers), and residences above commercial uses (3 stickers).
- A traffic circle, medians, and creative gateways were also recommended for this corridor.

Pacific Coast Highway Corridor

- PCH received the most number of total stickers with 68 placed on or near this corridor.
- The most frequent recommendations were bike and pedestrian improvements (23 stickers) including specific recommendations to make it a more walkable shopping area and connectivity ideas such as a pedestrian bridge. Six of the stickers were specifically placed at the intersection of Pier Ave and PCH.
- Shopping for residents (9 stickers), add public parking (6 stickers) residences above commercial uses (5 stickers), and big box retail (8 stickers) were also popular responses.
- The area surrounding the intersection of PCH and Artesia Blvd/Gould Ave had a particularly high number of stickers and ideas, primarily focused on shopping and larger retail opportunities.
- Gateways, medians, and other streetscape improvements were also recommended along the PCH corridor.

Civic Center Area

- Pedestrian improvements near the greenbelt as it crosses Pier Ave. and additional public parking were recommended in this area.

Cypress Area

- Corner store/coffee shop (3 stickers), shopping for residents (2 stickers), and arts district (4 stickers) were the most frequent responses.
- Mixed industrial (light), retail, and residential use stickers were placed in this area.

Downtown

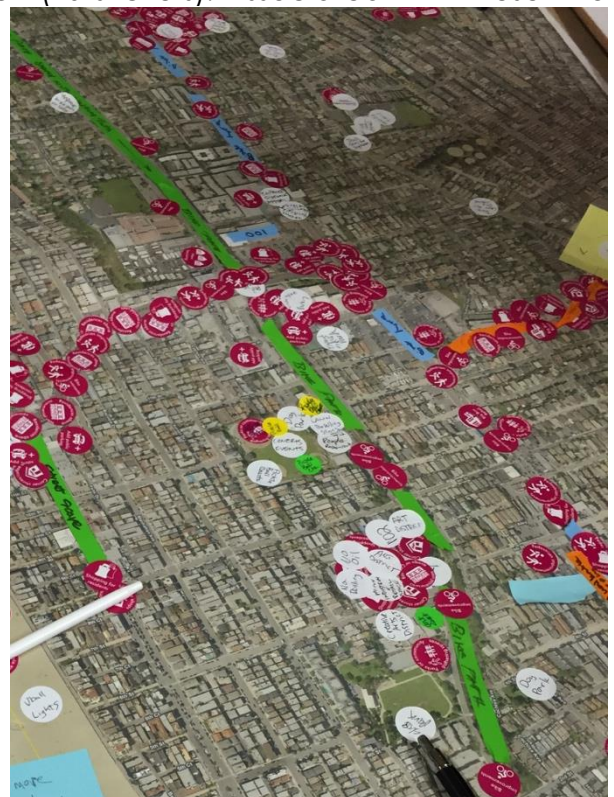
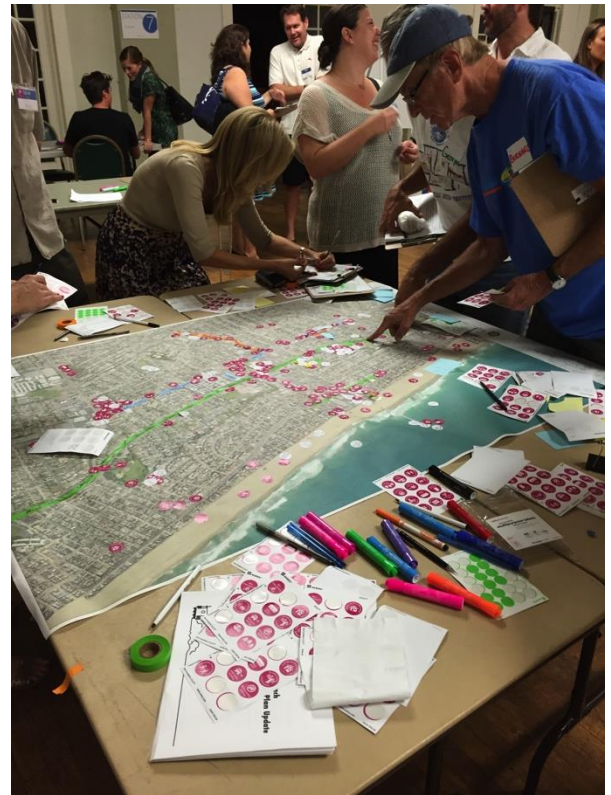
- Residences above commercial uses (9 stickers), shopping for residents (5 stickers), and add public parking (3 stickers) were the most popular ideas for Downtown.
- Bike or pedestrian improvements and streetscape ideas were focused around Pier Ave and Hermosa Ave.
- Ideas for Pier plaza focused on creating a more family-friendly environment, reducing the number of bars and noise, and adding appropriately scaled structures.

Beach/Strand

- Popular ideas for the beach and strand included bike and pedestrian improvements along the Strand (11 stickers) and private events at the beach (10 stickers). Associated with these two activities were also notes to create bike parking near Pier plaza, a separate bike path from pedestrians, and volleyball lights. Stickers were also placed to indicate a need for fewer volleyball courts and no private events.
- At the end of the pier, ideas were suggested to add a coffee shop, attraction, and additional seating.
- Other ideas for the beach/Strand include free Wi-Fi, an art mural at the entrance of the pier, artificial reefs or attractions for scuba, and a summer beer garden next to the pier.

Parks and Schools

- The addition of public parking and expansion of the skate park were identified for the Community Center, while ideas for Clark Field included concert events, dog park, keeping lawn bowling, and pickle ball courts.
- Other improvements at parks and schools included addition of bathrooms, upgrade of facilities, lighting, and additional public parking.
- The former North School site was filled by stickers to re-open/update the school, or as an opportunity for new housing.



Eastside Neighborhood (east of PCH, excluding Aviation Blvd.)

- Bike boulevards and improvements were the most frequent ideas generated for this neighborhood.

Northwest Neighborhood (north of Downtown, west of PCH)

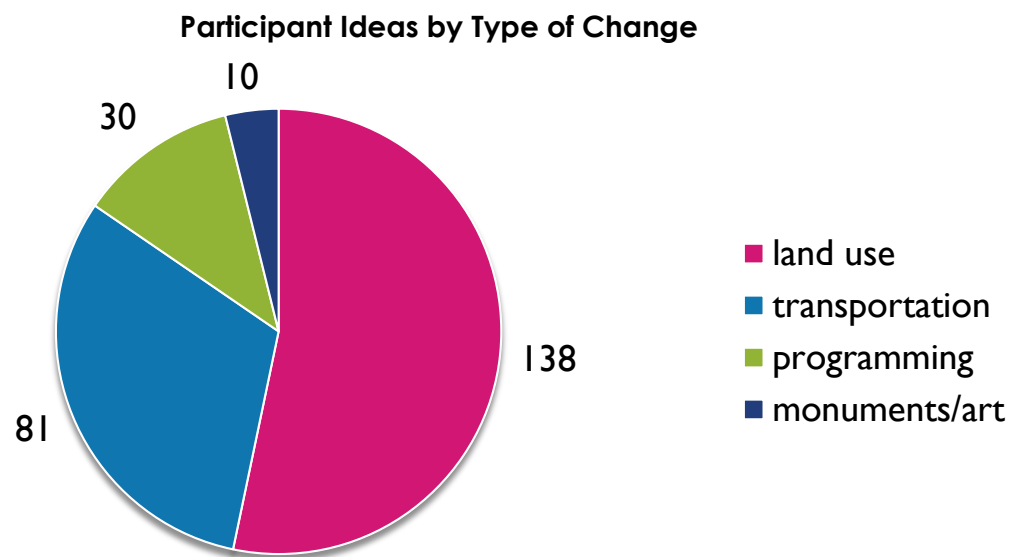
- Popular recommendations included corner stores/coffee shops (4 stickers) and residences above commercial uses (3 stickers) generally centered around areas where commercial activity is already present such as Greenwich Village Dr. and 22nd St.
- Bike improvements for this neighborhood were identified near Valley Park, the Greenbelt, and along 24th St and 32nd St.

Southwest Neighborhood (south of Downtown, west of PCH)

- Popular recommendations included corner stores/coffee shops (3 stickers) and shopping for residents (3 stickers) generally at the southern edge of the City.
- Bike improvements for this neighborhood were identified near South Park, the Greenbelt, the Hermosa/Redondo border, and along 6th St.

Change Type

The ideas can also be categorized as a land use, monuments/art, transportation or programming change. Most programming changes were identified at parks, schools, or the beach, while monuments and public art ideas were typically identified at main corridors or entries into the City. The land use and transportation changes were found throughout the districts, corridors, and neighborhoods as described previously.



A full transcription of the input provided for this mapping activity is provided in **Appendix D**.

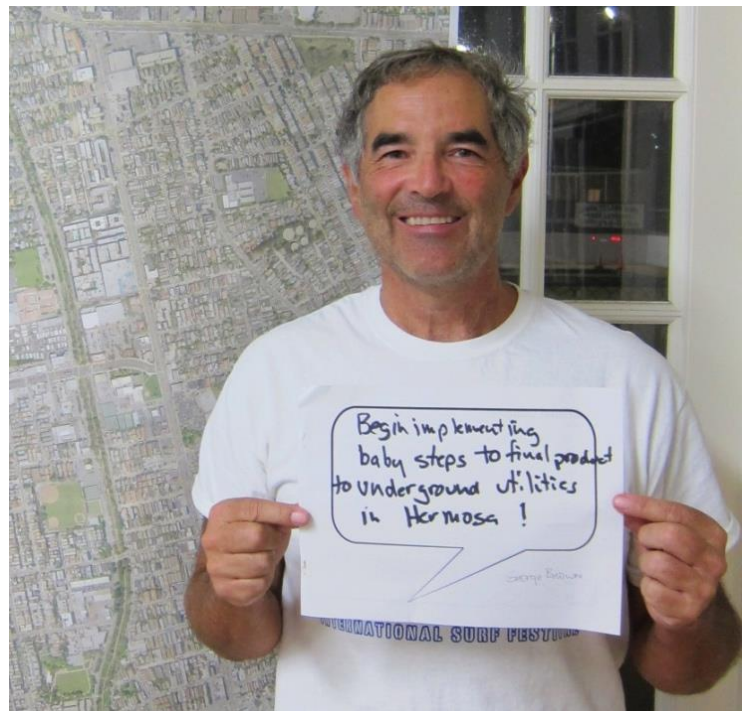
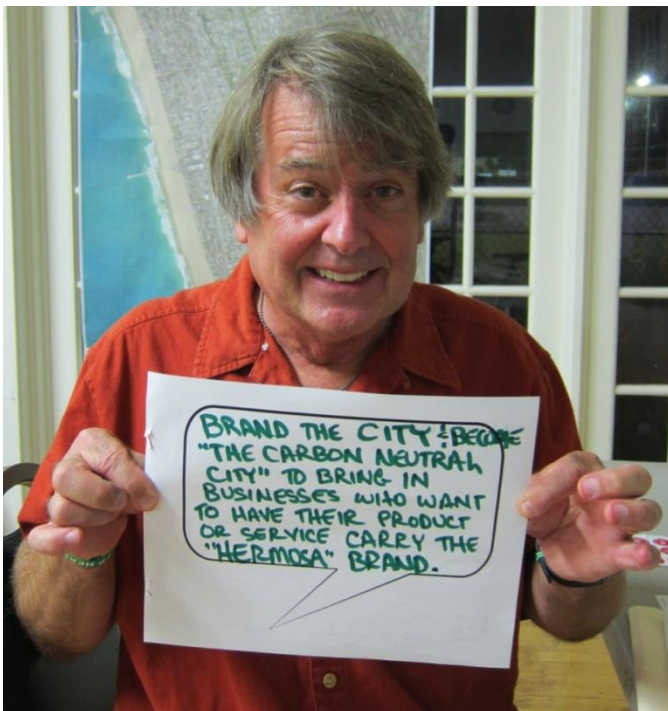
Mapping Ideas Next Steps

Input on this activity will be used to identify the various land use and transportation changes the community would like to see in Hermosa Beach. These ideas will be used in the identification of land use and transportation changes, which will then be analyzed for their community, economic, and/or environmental feasibility.

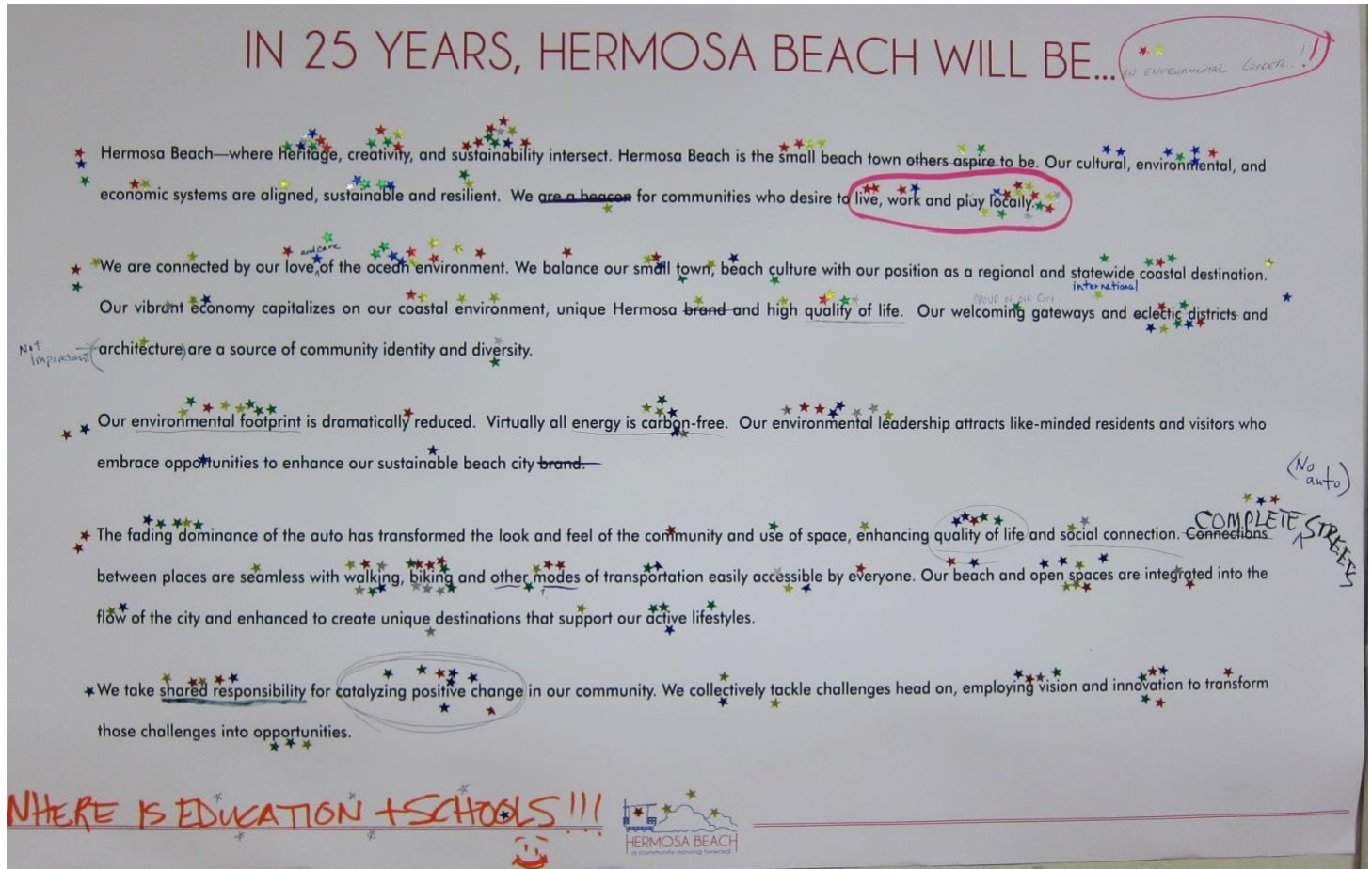
Big Ideas (Activity 7)

The final activity station asked participants to think BIG and share their ideas for transforming Hermosa Beach. Participants were invited to write, draw, photograph, or videotape their big idea to share. A full transcription of the BIG ideas are presented in **Appendix E**. Some recurrent ideas included:

- **Vacation rentals** - Increase tourism and generate revenue by allowing, regulating, and taxing vacation rentals (8)
- **Transit** - Improve transit, such as a free shuttle, a transit hub for visitors, and increasing bus access between the beach cities (3)
- **Arts** - Promote the arts through craftsman celebrations/events, transforming the Cypress area into a creativity district, and maintaining the eclectic, bohemian character of the city (3)
- **Parking** - Improve parking by guaranteeing spaces to residents, creating new spaces for smart cars and motorcycles, or requiring new developments to provide their own parking (3)
- **Bicycle & Pedestrian**
 - Better accommodate bicycles and pedestrians by improving infrastructure and otherwise promoting a more walkable and bikeable city (3)
 - Separate bicyclists and pedestrians and make bicyclists follow the laws (2)
- **Density** - Allow residential units above retail uses, create live/work spaces, and keep houses small (2)
- **Aesthetics** - Underground utility lines (2)
- **Schools** - Improve the school system (2)
- **Sustainability**
 - **Solar** - Make solar panels a requirement for government buildings and/or residential (2)
 - **Carbon Neutral** - Make Hermosa Beach a carbon-neutral city (2)



Appendix A – Vision Poster with Community Markups



Appendix B – Guiding Principles Full Data Count

Vibrant Economy

- Our sustainable, resilient economy is supported by keeping local dollars in the local economy and maintaining a diversity of businesses and revenue streams. **28**
- Our business culture cultivates innovation, the arts/creative industries, locally owned business, and environmental stewardship. **15**
- Our desire for a high quality of life requires balancing economy, environment, and community through a 'sustainability lens' and this attracts like-minded entrepreneurs. **6**
- Our diverse economy and revenue sources provide fiscal stability and support first class services. **10**
- Our business mix serves the daily and leisure needs of our residents, while providing a quality experience for visitors. **23**
- Our various business districts provide unique and differing goods and experiences. **9**
- People are engaged in a broad range of enterprises within the city and there are opportunities to live and work locally. **15**

Small Town Beach Character

- Our small scale, eclectic architecture and vibrant beach lifestyle is an unrivaled coastal asset. 26
- Creating a place where people can live, work and play locally is key to balancing economy, community and environment. 27 31
- Our beach, the ocean, green spaces and natural resources of all types are the foundation of our brand and high quality of life. 36
- Sustained progress and achievement of community goals requires community involvement, participation and innovation. 4 01
- Our high quality schools, as well as city fire, police, library and beach, shape our identity as first class municipality. 41 52
- Diversified districts with local owned businesses that provide for the needs of residents as well as attracting visitors support a robust and resilient economy. 7
- Our city government, places and spaces are designed to be accessible and connect people of all abilities and stages and walks of life. 4

Healthy Environment & Lifestyles

- Hermosa Beach will be a responsible steward of our ocean resources, open space, and other natural resources as a healthy environment is the foundation of a more livable, sustainable city and high quality of life. 38
- Climate action leadership and adoption of environmental targets and monitoring plan will set Hermosa Beach apart. 1
- Moving to carbon-free energy sources and concurrently planning to adapt to climate change will reduce greenhouse gases, increase energy independence and resiliency. 15
- City leadership will transform the environmentally conscious community where people individually and collectively take responsibility for change. 2
- A steady, common sense approach is necessary to advance a long-term goal of community-wide carbon neutrality. Tackling environmental challenges early and proactively will maximize options and minimize costs. 22
- Innovative, forward-thinking approaches to anticipating future lifestyles, transportation trends and environmental realities are necessary for creating a durable sustainability plan and attracting like-minded residents, visitors and others which seek positive change. 14
- Reimagining our system of mobility and connectivity: a shared or "access" model, rather than an "ownership" model – mobility, communications, resource use – will promote sustainability and livability. 11
- Efficient water use, conservation, reuse, recycling and retention at the local level is necessary for a sustainable and resilient city. 13

Appendix C – Key Issues & Solutions Poster Data

What can we do to Enhance and Protect our Neighborhoods?	Must Do	Should Do	Should Not Do
Preserve historic or eclectic buildings	28	11	0
Provide activities in parks and Pier Plaza for people of all ages	15	8	0
Invest in PCH to make it more attractive and pedestrian friendly	25	7	0
Focus on beach activities and improvements that benefit residents	16	11	0
Invest in the beach and ocean as essential to our identity	21	1	0
Invest in a safe community	24	5	0
Plant trees along streets and in parking lots	14	11	1
Make streets more attractive for walking and biking	34	4	2
Create more places for people to meet and socialize	14	9	2
Invest in Hermosa's schools	30	2	2
Maintain the low scale of the city everywhere	21	7	2
Allow apartments above some commercial uses	8	17	3
Design so people can "age-in-place"	15	11	3
Residences should front on the street, with garages placed behind	3	10	5
Allow people to rent their houses as vacation rentals	45	11	9
Allow some corner stores in residential areas east of PCH	6	9	11
Reduce conversion of bungalows to large condos	13	6	13
Reduce parking requirements to get better community design	11	3	15
Allow taller buildings in some places, esp. where ocean views are not affected	9	5	27

What Can We Do To Enhance our Local Economy?	Must Do	Should Do	Should Not Do
Make the Cypress Avenue area into a "creative arts district"	25	6	0
Provide more resident oriented services and shopping on Aviation Blvd.	20	6	0
Invest in sewers, streets, telecommunications, infrastructure	25	5	0
Invest in locally grown businesses	25	1	0
Provide more retail uses and services that serve residents	24	6	1
Provide new business incubator space	6	7	1
Allow more small-scale commercial development	13	4	1
Invest in our beach/ocean resources as a main economic driver	18	1	1
Balance resident/visitor uses	15	5	1
Enhance the tourist economy which supports services and our 'brand'	12	8	2
Add parking at the civic or community center	14	12	3
Brand Hermosa as an innovative green city	30	2	3
Create telecommuting infrastructure	18	5	3
Brand Hermosa as the best little beach city	9	2	4
Allow more events downtown or at the beach	13	8	4
Maintain Pier Plaza/Downtown as an entertainment district	29	0	5
Permit private events on limited portions of the beach	13	10	5
Create distinctive business districts	7	0	5

Add office space	4	7	6
Attract brand name businesses	1	2	13
Reduce parking requirements to incentivize new/expanded businesses	11	4	15
Develop hotels, places for visitors to stay	9	5	16
Attract big box retail uses along PCH	5	4	16

What Can We Do To Create a Healthier Environment?	Must Do	Should Do	Should Not Do
Add, expand, upgrade parks with diverse activities	23	7	0
Improve the efficiency of existing parking resources	15	7	0
Make a clean beach and healthy ocean environment a priority	28	4	0
Retrofit buildings to reduce energy/water/waste	17	10	0
Make it easier and safer to walk and bike in Hermosa	47	2	1
Focus on 'greening' city operations and facilities	22	2	1
Require new buildings to be very resource efficient	23	11	2
Use locally-produced renewable energy	13	8	2
Allow mixed land uses to make it easier to walk to services	14	8	2
Increase telecommuting or working locally	17	7	2
Increase opportunities for locally grown food	13	5	2
Incentivize use of electric and alternative fuel vehicles	20	9	3
Plan for climate change (storm surges/sea level rise affecting downtown)	19	4	3
Reduce the need for a car or second car	15	12	3
Take actions that aggressively reduce greenhouse gases	15	3	3
Maintain the city as a sustainability leader	20	5	3
Allow small scale development without adding parking to the city	17	3	7
Reduce the allocation of space in the City for parking	7	1	13
Provide walk/bike/stroller crossings over the Greenbelt	19	9	15
Create slow speed lanes for bikes, electric bikes, Segway's, golf carts, etc.	21	3	17
Remove some parking to accommodate bike racks	16	4	18

Appendix D – Where Would You Like to See _____? Transcription

Area	Sticker	Location	Change type
beach/strand	add attraction	pier	programming
beach/strand	artificial reef for scuba	ocean	programming
beach/strand	bike improvements	Strand @ 27th St	transportation
beach/strand	bike improvements	Beach @ 21st St	transportation
beach/strand	bike improvements	Beach @ 16th St	transportation
beach/strand	bike improvements	Strand @ 11th St	transportation
beach/strand	bike improvements	Strand @ 11th St	transportation
beach/strand	bike improvements	Beach @ 9th St	transportation
beach/strand	bike improvements	Strand @ 3rd Ct	transportation
beach/strand	bike improvements	Strand @ 3rd Ct	transportation
beach/strand	bike parking	beach @ 11th St	transportation
beach/strand	corner store/coffee shop	pier	land use
beach/strand	fewer volleyball courts	Beach @ 18th Ct	programming
beach/strand	free Wi-Fi	beach	programming
beach/strand	gathering seating	pier	programming
beach/strand	mural = we are "surf city"	pier	monuments/art
beach/strand	No private events	Beach @ 19th St	programming
beach/strand	no shark	ocean	
beach/strand	park "lite" settings	pier	programming
beach/strand	pedestrian improvements	Beach @ 10th St	transportation
beach/strand	pedestrian improvements	Strand @ 3rd St	transportation
beach/strand	pedestrian improvements	Strand @ 4th Ct	transportation
beach/strand	private events on the beach	Beach @ 24th St	programming
beach/strand	private events on the beach	Beach @ 23rd St	programming
beach/strand	private events on the beach	Beach @ 15th St	programming
beach/strand	private events on the beach	Beach @ 13th St	programming
beach/strand	private events on the beach	Beach @ 10th St	programming
beach/strand	private events on the beach	Beach @ 8th St	programming
beach/strand	private events on the beach	Beach @ 7th St	programming
beach/strand	private events on the beach	Beach @ 1st St	programming
beach/strand	private events on the beach	Beach @ 1st St	programming
beach/strand	private events on the beach	Beach @ 1st St	programming
beach/strand	private events on the beach	Beach @ 1st St	programming
beach/strand	separate bike path	Beach @ 21st St	transportation
beach/strand	shopping for residents	pier	land use
beach/strand	summer beer garden	beach @ 11th St	programming
beach/strand	underwater sculpture	ocean	programming
beach/strand	volleyball lights	Beach @ 7th St	programming
aviation	big box retail	Aviation Corridor	land use
aviation	big box retail	Aviation @ Harper	land use
aviation	bike improvements	Aviation Corridor	transportation
aviation	bike improvements	Aviation Corridor	transportation

aviation	bike improvements	Aviation Corridor	transportation
aviation	bike improvements	Aviation Corridor	transportation
aviation	bike improvements	Aviation Corridor	transportation
aviation	bikeway	Aviation Corridor	transportation
aviation	corner store/coffee shop	Aviation Corridor	land use
aviation	corner store/coffee shop	Aviation Corridor	land use
aviation	corner store/coffee shop	Aviation Corridor	land use
aviation	corner store/coffee shop	Aviation Corridor	land use
aviation	corner store/coffee shop	Aviation Corridor	land use
aviation	creative gateway	Aviation @ Prospect	monuments/art
aviation	gateway	Aviation @ Prospect	monuments/art
aviation	medians	Aviation @ Prospect	transportation
aviation	parks or community gathering space	Aviation @PCH	land use
aviation	pedestrian improvements	Aviation Corridor	transportation
aviation	pedestrian improvements	Aviation Corridor	transportation
aviation	residences above commercial uses	Aviation Corridor	land use
aviation	residences above commercial uses	Aviation Corridor	land use
aviation	residences above commercial uses	Aviation Corridor	land use
aviation	shopping for residents	Aviation Corridor	land use
aviation	shopping for residents	Aviation Corridor	land use
aviation	shopping for residents	Aviation Corridor	land use
aviation	shopping for residents	Aviation Corridor	land use
aviation	traffic circle	Aviation @ Prospect	transportation
PCH	add public parking	PCH @ 16th St	land use
PCH	add public parking	Pier @ PCH	land use
PCH	add public parking	Pier @ PCH	land use
PCH	add public parking	PCH @ 2nd St	land use
PCH	add public parking	PCH @ 2nd St	land use
PCH	add public parking	PCH @ 2nd St	land use
PCH	big box retail	North of Artesia	land use
PCH	big box retail	North of Artesia	land use
PCH	big box retail	PCH @ Artesia	land use
PCH	big box retail	PCH @ Artesia	land use
PCH	big box retail	PCH @ Artesia	land use
PCH	big box retail	PCH @ Artesia	land use
PCH	big box retail	PCH @ Artesia	land use
PCH	big box retail	PCH @ 9th St	land use
PCH	bike improvements	PCH @ Artesia	transportation
PCH	bike improvements	PCH @ Artesia	transportation
PCH	bike improvements	length of PCH	land use
PCH	bike improvements	Pier @ PCH	transportation
PCH	bike improvements	PCH @8th St	transportation

Hermosa Beach General Plan/Coastal Land Use Plan Rewrite

PCH	corner store/coffee shop	PCH @ Artesia	land use
PCH	corner store/coffee shop	PCH @ 9th St	land use
PCH	enhance sidewalk appeal	PCH @ 16th St	transportation
PCH	entertainment corridor	PCH @ 4th St	land use
PCH	Entry corridors "you are in Hermosa now"	PCH @ Herondo St	monuments/art
PCH	gateway	PCH @ Artesia	monuments/art
PCH	green retail/green corridor	PCH @ 4th St	land use
PCH	hotel retail etc parking	PCH @ Artesia	land use
PCH	medians	PCH @ 4th St	transportation
PCH	nice creative gateway	PCH @ Artesia	monuments/art
PCH	office space	North of Artesia	land use
PCH	office space	PCH @ Artesia	land use
PCH	office space	PCH @ 5th St	land use
PCH	parks or community gathering space	PCH @ Artesia	land use
PCH	parks or community gathering space	PCH @ 8th St	land use
PCH	parks or community gathering space	PCH @ 2nd St	land use
PCH	pedestrian bridge	PCH @ 16th St	transportation
PCH	pedestrian improvements	PCH @ Artesia	transportation
PCH	pedestrian improvements	PCH @ Artesia	transportation
PCH	pedestrian improvements	PCH @ Artesia	transportation
PCH	pedestrian improvements	PCH @ 21st St	transportation
PCH	pedestrian improvements	PCH @ 19th St	transportation
PCH	pedestrian improvements	Pier @ PCH	transportation
PCH	pedestrian improvements	Pier @ PCH	transportation
PCH	pedestrian improvements	Pier @ PCH	transportation
PCH	pedestrian improvements	Pier @ PCH	transportation
PCH	pedestrian improvements	Pier @ PCH	transportation
PCH	pedestrian improvements	Pier @ PCH	transportation
PCH	pedestrian improvements	PCH @ 10th St	transportation
PCH	pedestrian improvements	PCH @ 7th St	transportation
PCH	pedestrian improvements	PCH @ 5th St	transportation
PCH	residences above commercial uses	PCH @ Artesia	land use
PCH	residences above commercial uses	PCH @ Artesia	land use
PCH	residences above commercial uses	PCH @ Artesia	land use
PCH	residences above commercial uses	PCH @ 18th St	land use
PCH	residences above commercial uses	PCH @ 18th St	land use
PCH	shopping for residents	North of Artesia	land use
PCH	shopping for residents	North of Artesia	land use
PCH	shopping for residents	PCH @ Artesia	land use
PCH	shopping for residents	PCH @ Artesia	land use

PCH	shopping for residents	PCH @ 16th St	land use
PCH	shopping for residents	Pier @ PCH	land use
PCH	shopping for residents	PCH @ 7th St	land use
PCH	shopping for residents	PCH @ 5th St	land use
PCH	shopping for residents	PCH @ 3rd St	land use
PCH	walk from east Hermosa to Vons Plaza	PCH @ 16th St	transportation
PCH	Walkable Shopping	PCH @ 5th St	land use
PCH	Welcome to HB	PCH @ Herondo St	monuments/art
PCH	whole foods	PCH @ Artesia	land use
civic center	add public parking	11th Pl	land use
civic center	add public parking	12th Pl	land use
civic center	ped bridge	greenbelt @ pier ave	transportation
civic center	pedestrian improvements	greenbelt @ pier ave	transportation
civic center	pedestrian improvements	greenbelt @ pier ave	transportation
cypress	art district		land use
cypress	art district		land use
cypress	art district	South Park	land use
cypress	art district	South Park	land use
cypress	corner store/coffee shop		land use
cypress	corner store/coffee shop		land use
cypress	corner store/coffee shop		land use
cypress	lighting on valley greenbelt really dark		transportation
cypress	mixed industrial and retail space		land use
cypress	no drilling		land use
cypress	no oil		land use
cypress	office space		land use
cypress	protect lite industrial + add mixed use + create and inviting atmosphere. Retail where we produce since 1954 historic legendary part of town = first surfboards created here.		land use
cypress	residences above commercial uses		land use
cypress	shopping for residents		land use
cypress	shopping for residents		land use
Downtown	add public parking	14th St @ Manhattan Ave	land use
Downtown	add public parking	11th St @ Manhattan Ave	land use
Downtown	add public parking	Pier Plaza	land use
Downtown	artisan food court	Pier Plaza	land use
Downtown	bike improvements	Pier Ave @ Bard St	transportation
Downtown	bike improvements	Pier Ave @ Bard St	transportation
Downtown	corner store/coffee shop	Pier Plaza	land use
Downtown	corner store/coffee shop	Strand @ 14th St	land use
Downtown	less bars	Pier Plaza	land use
Downtown	no parking structure	Pier Plaza	land use

Hermosa Beach General Plan/Coastal Land Use Plan Rewrite

Downtown	parks or community gathering space	Strand @ 14th St	land use
Downtown	pedestrian improvements	Pier Ave @ Monterey Blvd	transportation
Downtown	pedestrian improvements	Pier @ Manhattan Ave.	transportation
Downtown	performance space	Strand @ 14th St	land use
Downtown	reduce noise + drunks	Pier Plaza	land use
Downtown	residences above commercial uses	Pier Ave @ Bard St	land use
Downtown	residences above commercial uses	Pier Ave @ Loma Dr.	land use
Downtown	residences above commercial uses	Pier Ave @ Loma Dr.	land use
Downtown	residences above commercial uses	Pier Ave @ Loma Dr.	land use
Downtown	residences above commercial uses	Pier Ave @ Loma Dr.	land use
Downtown	residences above commercial uses	Pier Ave @ Bayview Dr.	land use
Downtown	residences above commercial uses	Pier Ave @ Bayview Dr.	land use
Downtown	residences above commercial uses	Pier Ave @ Manhattan Ave.	land use
Downtown	residences above commercial uses	Pier Plaza	land use
Downtown	shopping for residents	Pier Ave @ Cypress Ave	land use
Downtown	shopping for residents	Pier Plaza	land use
Downtown	shopping for residents	Pier Plaza	land use
Downtown	shopping for residents	Pier Plaza	land use
Downtown	shopping for residents	Pier Plaza	land use
Downtown	small profile structure	Pier Plaza	land use
Downtown	streetscape	Hermosa Ave @ 15th to 8th St	transportation
park or school	add public parking	community center	land use
park or school	add public parking	community center	land use
park or school	add public parking	community center	land use
park or school	add public parking	community center	land use
park or school	expand skate park	community center	programming
park or school	parks or community gathering space	community center	land use
park or school	parks or community gathering space	community center	land use
park or school	underground parking	community center	land use
eastside	add public parking	1st St	land use
eastside	bike boulevard	Prospect	transportation
eastside	bike boulevard	6th St	transportation
eastside	bike boulevard	21st St	transportation
eastside	bike improvements	Prospect	transportation
eastside	bike improvements	Prospect	transportation
eastside	pedestrian improvements	Prospect	transportation
eastside	trash cans for dog waste	Prospect	land use
northwest	bike improvements	Gould Ave @ Valley/Ardmore	transportation

northwest	bike improvements	Valley @ 24th St	transportation
northwest	bikeway	32nd st. from Greenbelt to Beach	transportation
northwest	bikeway	24th st @ Greenbelt to Beach	transportation
northwest	corner store/coffee shop	Manhattan Ave. @ 32nd St.	land use
northwest	corner store/coffee shop	Manhattan Ave @27th st.	land use
northwest	corner store/coffee shop	Greenwich Village Dr.	land use
northwest	corner store/coffee shop	26th St @ Hermosa Ave	land use
northwest	new housing	Valley @ Oak St	transportation
northwest	pedestrian improvements	Gould Ave @ Valley/Ardmore	transportation
northwest	residences above commercial uses	Hermosa Ave @ 15th st	land use
northwest	residences above commercial uses	Hermosa Ave @ 15th st	land use
northwest	residences above commercial uses	Hermosa Ave @ 22nd St	land use
park or school	add public parking	valley park	land use
park or school	bathroom	View School	land use
park or school	bikepath shared with walk path	Valley Greenbelt	transportation
park or school	concert events	Clark field	programming
park or school	dog + people restaurant	Clark field	programming
park or school	dog park	Clark field	programming
park or school	improve bike path on Valley	Valley Greenbelt	transportation
park or school	lawn bowling stays here	Clark field	programming
park or school	new housing	North School	land use
park or school	new housing	North School	land use
park or school	parks or community gathering space	valley park	land use
park or school	parks or community gathering space	South Park	land use
park or school	parks or community gathering space	View School	land use
park or school	pickle ball courts	Clark field	programming
park or school	pickle ball courts	Clark field	programming
park or school	pickle ball courts	Clark field	programming
park or school	remodel school	View School	land use
park or school	school	North School	land use
park or school	skate park	South Park	land use
park or school	update	View School	land use
park or school	update school	North School	land use
southwest	bike improvements	Hermosa Ave @ Herondo St	transportation
southwest	bike improvements	2nd St @ Greenbelt	transportation
southwest	bike improvements	Valley @ 9th St	transportation
southwest	bike improvements	Valley @ 9th St	transportation

southwest	bikeway	7th St @ greenbelt to beach	transportation
southwest	bikeway	5th St @ PCH to Greenbelt	transportation
southwest	corner store/coffee shop	Hermosa Ave @ 8th St	land use
southwest	corner store/coffee shop	Hermosa Ave @ 2nd St	land use
southwest	corner store/coffee shop	Ardmore @ 2nd St	land use
southwest	dog park	Ardmore @ 4th St	land use
southwest	Entry corridors "you are in Hermosa now"	Monterey Blvd. @ Herondo St.	monuments/art
southwest	Entry corridors "you are in Hermosa now"	Monterey Blvd. @ Herondo St.	monuments/art
southwest	gateway sign (more creative)	Hermosa Ave @ Herondo St	monuments/art
southwest	shopping for residents	Hermosa Ave @ 8th St	land use
southwest	shopping for residents	Hermosa Ave @ 2nd St	land use
southwest	shopping for residents	Hermosa Ave @ Lyndon St.	land use
Not Geographic	facelift for the Clark building		programming
Not Geographic	give the pickle ball players a place to play.		programming
Not Geographic	kids should ride bikes to school		transportation
Not Geographic	many many more bike lanes		transportation
Not Geographic	more "green store" type shops/cafes in residential areas		land use
Not Geographic	need sidewalks on many streets some need wider sidewalks		
Not Geographic	many sidewalks are in need or repair		transportation
Not Geographic	no cars parked blocking sidewalks		transportation
Not Geographic	no more bike lanes		transportation
Not Geographic	public transport station for visitors		transportation
Not Geographic	sidewalks for kids to Clark field from all directions		transportation

Appendix E – Transcription of Big Ideas

1. Think BIG! Not small about how to distinguish HB as one of the most future-focused, progressive, and relevant cities in this century! ☺
 - a. Build more progressive schools that gain national attention for being on the forefront of the current revolution happening in education (e.g., the Green Idea School, new teaching methods, future-focused and future relevant curriculum)
2. "Celebrate Hermosa Beach Day" (a local event):
 - a. Non-commercial activities in parks, greenbelt, school grounds, and beach aimed at appreciating our beachfront town and getting to know your neighbors and fellow residents.
 - b. A vendor/business area for residents to hear and see what local businesses have to offer.
3. Hermosa needs to maintain its eclectic, bohemian atmosphere. We need to let people be who they are and not push individual ideas on the populace. We need to keep big, pushy litigious businesses out of town. We need to lead in being an eco-conscious city. We need to find a way to improve services without hurting the environment.
4. I would like to see the residents connect better with each other with communication through the new way of technology inspiring each other to challenge the city and all residents to

make us all feel as "ONE." The results make us all feel that everyone is contributing and being productive in this great city.

5. Make the owners of vacation rental pay 10% city tax and business license.
6. VRBO & HomeAway: 1) Legalize vacation rentals, 2) establish city oversight, 3) charge a 10% occupancy tax. This brings business to HB, restaurants, markets, tourism, promotes HB in a positive way. It is very positive involvement.
7. Vacation rentals are the most lucrative idea yet. Helps economy and development!! Love Hermosa.
8. Short of changing the world, I think allowing vacation rentals would be great for the area, pushing up RE prices and providing more than enough funds to police bad apples.
9. 1) Legalize & tax vacation rentals like MB, 2) Build bike path along beach similar to Manhattan Beach, 3) Reduce # of bars. Make Hermosa family-oriented again, not drunk city.
10. Vacation rentals (legalize), Keep Hermosa Hermosa! (Maintaining the Green Belt). I think it is about time we regulate and license the use of homes as vacation properties.
11. Short-term vacation rentals by resident owners is environmentally friendly. Empty homes are a waste of space and energy. Invite international visitors to rent our unused spaces (while we explore the world and expand our vision) and generate tax revenues for the city at the same time. Newport Beach made \$1.7 million last year in tax revenues from short-term rentals.
12. Beach home rentals allow for increased tourism and revenue for businesses in the area. We also advertise and promote Hermosa Beach and bring in tourists from across the USA to Canada and around the world. We are prepared and should be regulated as well as taxed to bring in revenue for the city to help with the many improvements needed in the future for Hermosa Beach.
13. Allow vacation rentals and collect taxes.
14. Fix South Park please – NO drinking fountain. Schools are over-crowded.
15. Do not allow dogs on Strand. Limit to greenbelt and other open spaces.
16. Controlled beer and wine sales on the beach with music. City receives all profits. We own our beach, let's use it.
17. More events that serve the local arts, and community growth, i.e. Concerts in the Park, Surf/Skate contests, regain our city's heritage for music/surfing.
18. Bike/pedestrian bridge across PCH → Strand.
19. Growing up in the area I understand that the beach area is a place where people exercise, socialize, and enjoy the scenery. That said, I believe it is a hazard to have the bike path and pedestrian walk on the same path. These should be separate to minimize incidents while still allowing people to enjoy our incredible city.
20. Think 21st century in both concepts and words. Use words like complete streets, mobility, living streets, sustainability (bikes, pedestrians, transit are integral).
21. I would like to see more connectivity between Manhattan, Hermosa, Redondo. Run the beach cities bus more often on weekends, add GPS tracking to buses so people know where they are via phone app; need bike parking in Hermosa to encourage other beach cities people to bike over.
22. Bicyclists should follow same laws as automobiles.
23. Make parking passes available (at a cost) for all residents! Make an artisan food court.
24. Revamp residential parking with motorcycle spaces, smart car spaces, find "lost" spaces due to new driveways. Constrain Pier Plaza drinking – make bar owners pay for police services. Stop providing cab space downtown. Individuals should drink and act responsibly. Limit waiting lines on Plaza. Station police near parking to issue 502s.
25. New developments should provide their own parking. Not "buy" spaces. Do not OVER develop downtown.
26. Visitor transport hub and long-term/short-term parking station.

27. Improve and create a more livable walkable and bikeable city. Widen sidewalks, repair them, and install where they are missing.
 - Free or very nominally priced shuttle throughout the city for residents. Will bring Eastside down to beach and encourage more foot traffic to PCH and Eastside from Westside. Also, stop oil project.
28. Use scientific research. This event is not legit.
 - Underground our utility lines!!! Replace our asphalt streets (direct rainfall into the ocean) with interlocking pavers.
29. Begin implementing baby steps to underground utilities in Hermosa!
30. Make solar panels a requirement on all new commercial construction – give incentives for new home construction to have solar panels.
31. Solar panels on ALL public buildings, bid out and have businesses and homeowners have the opportunity to have solar panels. Allow movies/TV/commercials to be filmed in Hermosa without so many restrictions. Give tickets for motorized vehicles on the Strand (except handicapped). Give tickets for people on bikes and cars blowing through stops signs/lights. Make Hermosa more friendly to the ARTS.
32. Become the leader of net zero energy business development.
 - Look at the trends – smaller housing instead of McMansions, live/work spaces, innovative businesses rather than bars, community gardens, residents and businesses/property owners accountability + responsibility.
 - Allow residential units over retail and commercial.
 - Transform the Cypress “Light Industrial” zone into an arts district, celebrate the craftsman/music residents there, but building and celebrating around it in partnership with local artists, musicians, creativity-oriented activities (art exhibits, shows). Art contest to change all the businesses (paint murals, etc.)
33. Add/allow “retail” to light industrial zone in Cypress area... transform area into a creative space/arts district (like other “forward-moving” cities are doing). Will enhance walkable destinations for residents/visitors. Add limited quaint “coffee house/artisan food spots.” Get creative with City gateway signs – no “arches”! Should be at entry points, not on pier.
 - No oil drilling. Keep Hermosa Hermosa! Regulate and tax vacation rentals, Newport Beach vacation rental tax brings in \$1.7 million a year!
34. I would like downtown and the Planning Commission to think about how it will develop. We have hotels about to be built. It would be great if we could have a set of ideas of how downtown will look. Some sort of homogeneity. Not have everything so different from each other. So there is a feel and style for this town. It is weird when you have one big modern building next to a 1920s building. We need to keep some style – not random!
 - Brand the City and become “the carbon-neutral city” to bring in businesses who want to have their product on service carry the “Hermosa” Brand.
35. This study has not included the kids who are the future decision-makers for the city. What is the point of planning 25 years ahead when most of us are not going to be the decision-makers? Invite the kids (12 and up) to help educate them in their civic responsibilities and encourage them to become the future leaders of Hermosa Beach.
 - Promote our beach culture accurately to the world!
 - Use best practices and lessons learned from other successfully thriving small coastal communities as a catalyst to find the big idea. To stay vibrant, meaningful, and impactful the town needs to attract new generation “family,” else it ages/times out. Being small has limited intrinsic value by itself... being small and successful is a magnet. Interview/visit 3 – 5 “top” small, coastal CA towns that have successfully reinvented And find out what they did, how we can learn from them.

Appendix F – Comment Card Transcriptions

- Tax more – we will pay
- Fix schools
- No need for countless meetings on how to improve city. We elect officials so let's let them do their work we elected them to do.
- Congrats on a well-written summation of our planning vision. In addition to the inspiring statements on environmental aspiration, I want to suggest making a strong statement on architectural scale as a key element of our Hermosa heritage. Commercial buildings must be limited on scale lest we lose the visual aesthetic that is integral to Hermosa.
- Vote against E&B oil and their toxic emissions into land and air and 30 pipelines through our sand and water.
- No oil drilling. No oil debt.
- The city needs more revenue. Stop the tearing down of our historic structures. This is changing the face of Hermosa Beach. Our City should promote saving these structures. Redevelop Lot 1 (valuable property with ocean view) into restaurants, retail shops, and other services that benefit the city and community.

Community Workshop Summary

Hermosa Beach General Plan Update

November 2014



The City of Hermosa Beach hosted a public workshop on November 6 from 6:00 PM to 8:30 PM in the Clark Building. The purpose of the event was to collect community feedback on a vision statement, guiding principles, and potential solutions to key issues to guide the future of Hermosa Beach in the context of the General Plan update.

The vision statement is intended to set the tone and direction of how Hermosa Beach would like to change (or not change) over the next 20 - 30 years. The vision statement will be used as a benchmark to ensure the goals, policies, and actions proposed in the General Plan/Coastal Land Use Plan align with the community vision. The guiding principles support the vision statement by providing more specific direction and detail in the three core areas of: small beach town character, vibrant economy, and healthy environment and lifestyles.

The event began with a brief presentation, including an overview of the project and an explanation of planned interactive activities. Participants were given a workbook and asked to provide their input on a vision statement, guiding principles, potential solutions on key issues, as well as opportunities for participants to add their own comments and ideas, through a series of seven activity stations. The workbook included activity instructions and a summary of how participant feedback will be used to further guide the General Plan update. Activity responses were either collected in the workbook or at each activity station. Participants received a raffle ticket near the end of the evening and raffle prizes donated by a variety of local businesses were distributed to the winners with much applause.

Executive Summary

The public workshop drew approximately 100 participants, including several families or people with children. Participants were enthusiastic about the activities and provided detailed input. The following major themes emerged from community feedback:

- **Vision Statement:** Maintain the existing small beach-town atmosphere, cultivate local businesses that benefit residents and the local economy, develop a more sustainable city through a reduced carbon footprint, and increase bicycling and walking.
- **Guiding Principles:** Invest in local infrastructure and amenities, encourage a diverse, innovative, and resident-serving local business mix, promote healthy activity and a high quality of life through stewardship and preservation of natural resources, and achieve carbon neutrality through proactive, forward-thinking transportation and environmental initiatives.
- **What can we do to _____ Solutions:** Preserve the eclectic character of the city and create a safe pedestrian/bicycle-friendly city. Invest in schools, energy-efficient infrastructure, the arts, and green and local businesses. Promote sustainability by prioritizing waste reduction and maintaining a clean, healthy beach environment.



Confirming the Vision Statement (Activity I)

Participants were asked to read through the vision statement in their workbook and circle the top words or phrases that should be part of the vision and strike through words or phrases that should not be part of the vision. They were also asked to mark up a large poster containing the vision statement by writing in the margins any missing ideas or concepts and placing stars next to star phrases or concepts that they agreed were important. The complete vision poster with community workshop input can be found in **Appendix A**.

The aspects of the vision that were most circled/starred (supported) on the poster include:

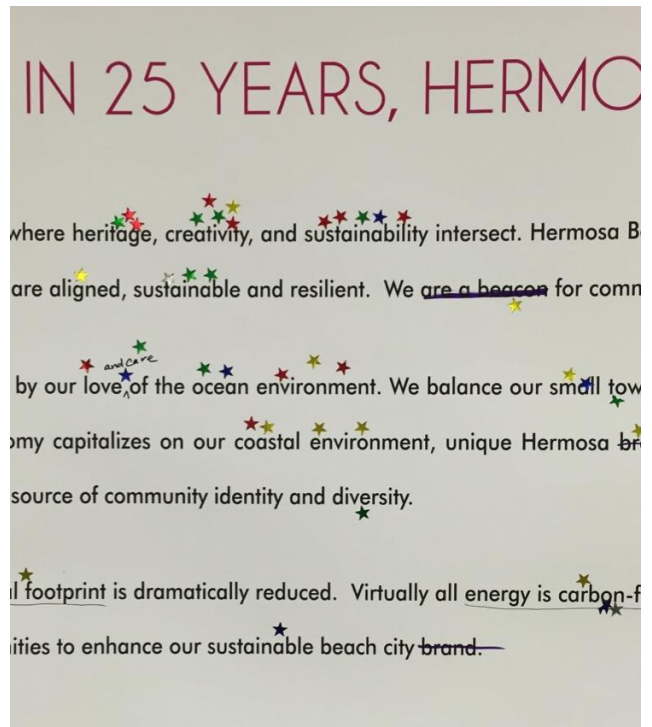
- Live, work, and play locally (12)
- Sustainability (10)
- Connected by our love of the ocean environment (10)
- Education and schools (10) – *Written in*
- Reduced environmental footprint (9)
- Biking (9)
- Eclectic districts (8)
- Environmental leadership (8)
- Catalyzing positive change (8)
- Heritage (7)

The aspects of the vision that were most circled/starred (supported) in the workbooks include:

- Connected by our love of the ocean environment (9)
- Small town beach culture (9)
- Live, work, and play locally (6)
- Virtually all energy is carbon-free (6)
- Sustainability / reduced environmental footprint (5)
- Positive change (5)
- Walking (5)
- Biking (4)
- Heritage and creativity (4)

The aspects of the vision that were most often crossed-out (not supported) in the workbooks include:

- “The fading dominance of the auto ...” (4)
 - Two people crossed out only the first sentence of this paragraph, while two others crossed out the entire paragraph.
 - One participant noted that Hermosa Beach would never be Amsterdam. Another participant noted that this could be changed to “The increasing alternatives for public transportation...”
- “We take shared responsibility for catalyzing positive change... ” (3)
 - Two participants crossed out this entire paragraph, while one participant only crossed out the first sentence. One participant noted that nothing would get done if Hermosa Beach takes this approach.



The following ideas were written into workbooks as suggested additions to the vision statement:

- Green space and recreation facilities
- Recycling in public places
- Complete streets
- Bed and breakfasts / vacation rentals
- Reduced water usage

Vision Statement Next Steps

Input on this activity will be used to refine the vision statement and emphasize key phrases or words from the vision statement that are of top importance to the community. The refined vision statement will be presented to and reviewed by the City Council in December 2014, before the policy framework for the General Plan update is developed.

Refining Guiding Principles (Activity 2)

Participant workbooks included a list of guiding principles divided among three key topics: small beach-town character, healthy environment and lifestyles, and vibrant economy. Participants were asked to add any words or phrases that were missing and to strike through guiding principles that do not align with their vision for Hermosa Beach. At the station, color-coded buckets were arranged and labeled with each guiding principle. Participants were given five poker chips in total. They were asked to vote for five guiding principles from the 22 guiding principles that the City should prioritize by placing the poker chips in the corresponding buckets. Tally counts are provided in **Appendix B**.

Based on the bucket activity, the most supported guiding principles in each category are shown below in order of the number of votes received (people voted for only five of the 22 total guiding principles):



Small Beach Town Character

- Our high quality schools, as well as city fire, police, library, and beach, shape our identity as a first class municipality (41)
- Our beach, the ocean, green spaces, and natural resources of all types are the foundation of our brands and the high quality of life (30)
- Creating a place where people can live, work, and play locally is key to balancing economy, community, and environment (27)
- Our small scale, eclectic architecture and vibrant beach lifestyle is an unrivaled coastal asset (26)

Vibrant Economy

- Our sustainable, resilient economy is supported by keeping local dollars in the local economy and maintaining a diversity of businesses and revenue streams (28)
- Our business mix serves the daily and leisure needs of our residents, while providing a quality experience for visitors (23)

- Our business culture cultivates innovation, the arts/creative industries, locally owned businesses, and environmental stewardship (15)
- People are engaged in a broad range of enterprises within the city and there are opportunities to live and work locally (15)

Healthy Environment & Lifestyles

- Hermosa Beach will be a responsible steward of our ocean resources, open space, and other natural resources as a healthy environment is the foundation of a more livable, sustainable city and high quality of life (38)
- A steady, common sense approach is necessary to advance a long-term goal of community-wide carbon neutrality. Tackling environmental challenges early and proactively will maximize options and minimize costs (22)
- Moving to carbon-free energy sources and concurrently planning to adapt to climate change will reduce greenhouse gases and increase energy independence and resiliency (15).
- Innovative, forward-thinking approaches to anticipating future lifestyles, transportation trends, and environmental realities are necessary for creating a durable sustainability plan and attracting like-minded residents, visitors, and others who seek positive change (14)

Based on the workbooks, the **following guiding principles were** crossed out by at least two or more participants and generally received fewer votes at the activity station:

- Our city government, places, and spaces are designed to be accessible and connect people of all abilities, and stages and walks of life (2)
- Climate action leadership and adoption of environmental targets and mentoring plan will set Hermosa Beach apart (2)

Guiding Principles Next Steps

Input on this activity will be used to understand which principles are the highest priorities for the community so that the goals, policies, and actions in the General Plan reflect community priorities. The guiding principles will be refined and reorganized in order of support/priority by the community for Council review in December 2014.

Key Issues & Priority Solutions (Activities 3 – 5)

A series of three posters listed potential solutions to three questions: For each solution, participants were instructed to place stickers in one of three columns to indicate what solutions the City “must do,” “should do,” or “should not do.”

“Must do” indicates something the city should absolutely take action on, “should do” means that there is support for the idea but it is not the top priority, and “should not do” implies an unsupported or unpopular idea. The “must do” column for each potential solution received the most votes overall, indicating that the community is interested in seeing the City take action on many of the proposed key issues and priority solutions.

The following sections list the solutions that were the most and the least supported by category, and expound upon areas of conflicting feedback. To view the complete data set for these activities, see **Appendix C**.



What can we do to Enhance & Protect Our Neighborhoods?

Must do – The following solutions received the most “must do” votes:

- Allow people to rent their houses as vacation rentals (45)
- Make streets more attractive for walking and biking (34)
- Invest in Hermosa's schools (30)
- Preserve historic or eclectic buildings (28)
- Invest in PCH to make it more attractive and pedestrian friendly (25)
- Invest in a safe community (24)
- Maintain the low scale of the city everywhere (21)

Should do – The following solutions received the most “should do” votes:

- Allow apartments above some commercial uses (17)
- Focus on beach activities and improvements that benefit residents (11)
- Design so people can "age-in-place" (11)
- Plant trees along streets and in parking lots (11)

Should not do – The following solutions received the most “should not do” votes:

- Allow taller buildings in some places, esp. where ocean views are not affected (27)
- Reduce parking requirements to get better community design (15)
- Reduce conversion of bungalows to large condos (13)

Conflicting – The following solutions received competing votes in the “should/must do” and “should not do” categories:

- Reduce conversion of bungalows to large condos (13 must do, 13 should not do)
- Reduce parking requirements to get better community design (11 must do, 15 should not do)
- Allow some corner stores in residential areas east of PCH (9 should do, 11 should not do)

What can we do to Enhance Our Local Economy?

Must do – The following solutions received the most “must do” votes:

- Brand Hermosa as an innovative green city (30)
- Maintain Pier Plaza/Downtown as an entertainment district (29)
- Make the Cypress Avenue area into a "creative arts district" (25)
- Invest in sewers, streets, telecommunications, infrastructure (25)
- Invest in locally grown businesses (25)
- Provide more retail uses and services that serve residents (24)
- Provide more resident oriented services and shopping on Aviation Blvd. (20)
- Create telecommuting infrastructure (18)

Should do – The following solutions received the most “should do” votes:

- Add parking at the civic or community center (12)

- Permit private events on limited portions of the beach (10)

Should not do – The following solutions received the most “should not do” votes:

- Attract big box retail uses along PCH (16)
- Attract brand name businesses (13)

Conflicting – The following solutions received competing votes in the “should/must do” and “should not do” categories:

- Reduce parking requirements to incentivize new/expanded businesses (11 must do, 15 should not do)
- Develop hotels, places for visitors to stay (9 must do, 16 should not do)

What Can We Create a Healthier Environment?

Must do – The following solutions received the most “must do” votes:

- Make it easier and safer to walk and bike in Hermosa (47)
- Make a clean beach and healthy ocean environment a priority (28)
- Add, expand, upgrade parks with diverse activities (23)
- Require new buildings to be very resource efficient (23)
- Focus on 'greening' city operations and facilities (22)
- Maintain the city as a sustainability leader (20)

Should do – The following solutions received the most “should do” votes:

- Reduce the need for a car or second car (12)
- Retrofit buildings to reduce energy/ water/ waste (10)

Should not do – The following solutions received the most “should not do” votes:

- Remove some parking to accommodate bike racks (18)
- Create slow speed lanes for bikes, electric bikes, Segway's, golf carts, etc. (17)
- Provide walk/bike/stroller crossings over the Greenbelt (15)

Conflicting – The following solutions received competing votes in the “should/must do” and “should not do” categories:

- Create slow speed lanes for bikes, electric bikes, Segways, golf carts, etc. (21 must do, 17 should not do)
- Provide walk/bike/stroller crossings over the Greenbelt (18 must do, 15 should not do)
- Remove some parking to accommodate bike racks (16 must do, 18 should not do)

Key Solutions Next Steps

Input on this activity will be used to inform the community's preferred solutions to the issues that currently or may face Hermosa Beach in the future and to identify other ideas and improvements the community are interested in.

Where would you like to see ____? (Activity 6)

Through this mapping activity, participants were asked to identify locations where they would like to see certain changes or improvements to land uses and transportation. To assist in identifying whether certain types of changes were needed and if so where they should be located, a series of stickers indicating the following types of changes were provided to participants: bike improvements, pedestrian improvements, parks or community gathering spaces, shopping for residents, residences above commercial uses, private events at the beach, big box retail, add public parking, remove public parking, corner stores or coffee shops, office space, and new housing. Blank stickers were provided for participants to write in additional ideas. Tape was also provided to indicate linear improvements such as bikeways or streetscapes.



In total, 260 stickers, comments, and ideas were provided through the mapping activity, including more than 85 custom ideas generated by participants.

Participant responses and input on the map can generally be grouped by geographic area, along corridors, within key districts, at parks or public spaces, and around neighborhoods.

Aviation Blvd. Corridor

- Popular ideas for the Aviation Blvd Corridor included bike and pedestrian improvements (8 stickers), corner stores/coffee shops (5 stickers), and shopping for residents (4 stickers), and residences above commercial uses (3 stickers).
- A traffic circle, medians, and creative gateways were also recommended for this corridor.

Pacific Coast Highway Corridor

- PCH received the most number of total stickers with 68 placed on or near this corridor.
- The most frequent recommendations were bike and pedestrian improvements (23 stickers) including specific recommendations to make it a more walkable shopping area and connectivity ideas such as a pedestrian bridge. Six of the stickers were specifically placed at the intersection of Pier Ave and PCH.
- Shopping for residents (9 stickers), add public parking (6 stickers) residences above commercial uses (5 stickers), and big box retail (8 stickers) were also popular responses.
- The area surrounding the intersection of PCH and Artesia Blvd/Gould Ave had a particularly high number of stickers and ideas, primarily focused on shopping and larger retail opportunities.
- Gateways, medians, and other streetscape improvements were also recommended along the PCH corridor.

Civic Center Area

- Pedestrian improvements near the greenbelt as it crosses Pier Ave. and additional public parking were recommended in this area.

Cypress Area

- Corner store/coffee shop (3 stickers), shopping for residents (2 stickers), and arts district (4 stickers) were the most frequent responses.
- Mixed industrial (light), retail, and residential use stickers were placed in this area.

Downtown

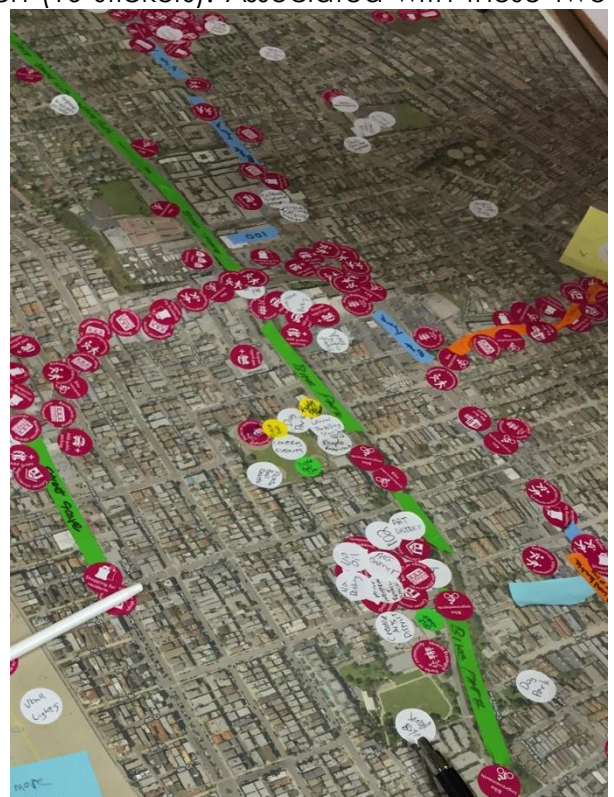
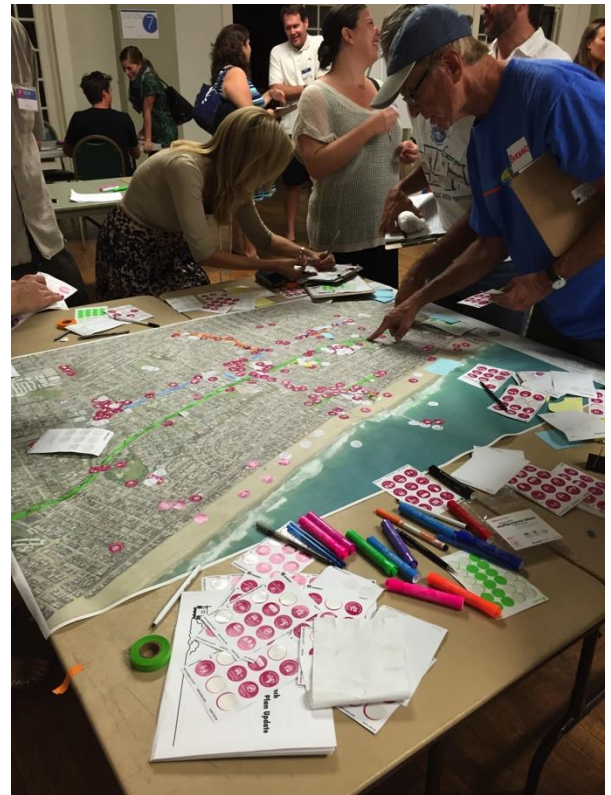
- Residences above commercial uses (9 stickers), shopping for residents (5 stickers), and add public parking (3 stickers) were the most popular ideas for Downtown.
- Bike or pedestrian improvements and streetscape ideas were focused around Pier Ave and Hermosa Ave.
- Ideas for Pier plaza focused on creating a more family-friendly environment, reducing the number of bars and noise, and adding appropriately scaled structures.

Beach/Strand

- Popular ideas for the beach and strand included bike and pedestrian improvements along the Strand (11 stickers) and private events at the beach (10 stickers). Associated with these two activities were also notes to create bike parking near Pier plaza, a separate bike path from pedestrians, and volleyball lights. Stickers were also placed to indicate a need for fewer volleyball courts and no private events.
- At the end of the pier, ideas were suggested to add a coffee shop, attraction, and additional seating.
- Other ideas for the beach/Strand include free Wi-Fi, an art mural at the entrance of the pier, artificial reefs or attractions for scuba, and a summer beer garden next to the pier.

Parks and Schools

- The addition of public parking and expansion of the skate park were identified for the Community Center, while ideas for Clark Field included concert events, dog park, keeping lawn bowling, and pickle ball courts.
- Other improvements at parks and schools included addition of bathrooms, upgrade of facilities, lighting, and additional public parking.
- The former North School site was filled by stickers to re-open/update the school, or as an opportunity for new housing.



Eastside Neighborhood (east of PCH, excluding Aviation Blvd.)

- Bike boulevards and improvements were the most frequent ideas generated for this neighborhood.

Northwest Neighborhood (north of Downtown, west of PCH)

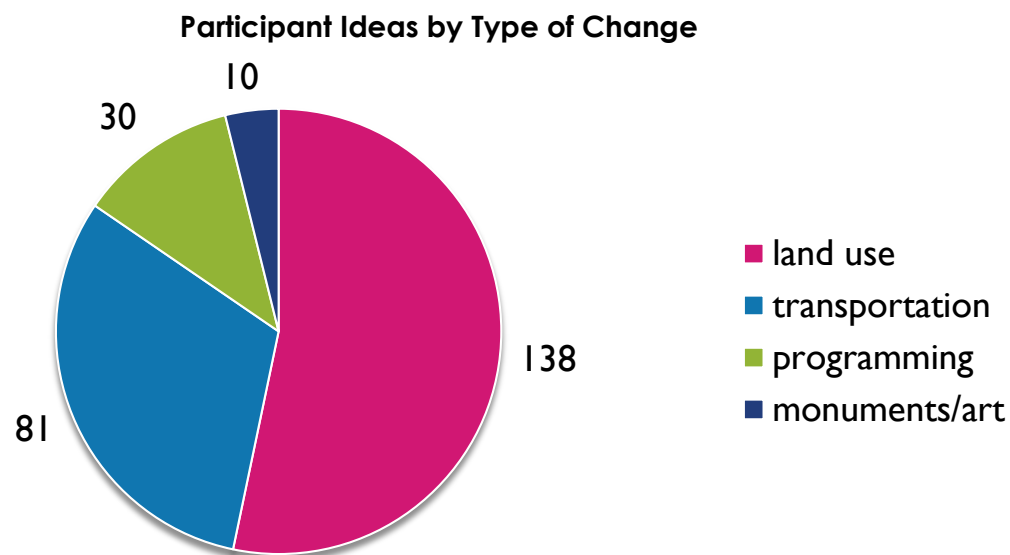
- Popular recommendations included corner stores/coffee shops (4 stickers) and residences above commercial uses (3 stickers) generally centered around areas where commercial activity is already present such as Greenwich Village Dr. and 22nd St.
- Bike improvements for this neighborhood were identified near Valley Park, the Greenbelt, and along 24th St and 32nd St.

Southwest Neighborhood (south of Downtown, west of PCH)

- Popular recommendations included corner stores/coffee shops (3 stickers) and shopping for residents (3 stickers) generally at the southern edge of the City.
- Bike improvements for this neighborhood were identified near South Park, the Greenbelt, the Hermosa/Redondo border, and along 6th St.

Change Type

The ideas can also be categorized as a land use, monuments/art, transportation or programming change. Most programming changes were identified at parks, schools, or the beach, while monuments and public art ideas were typically identified at main corridors or entries into the City. The land use and transportation changes were found throughout the districts, corridors, and neighborhoods as described previously.



A full transcription of the input provided for this mapping activity is provided in **Appendix D**.

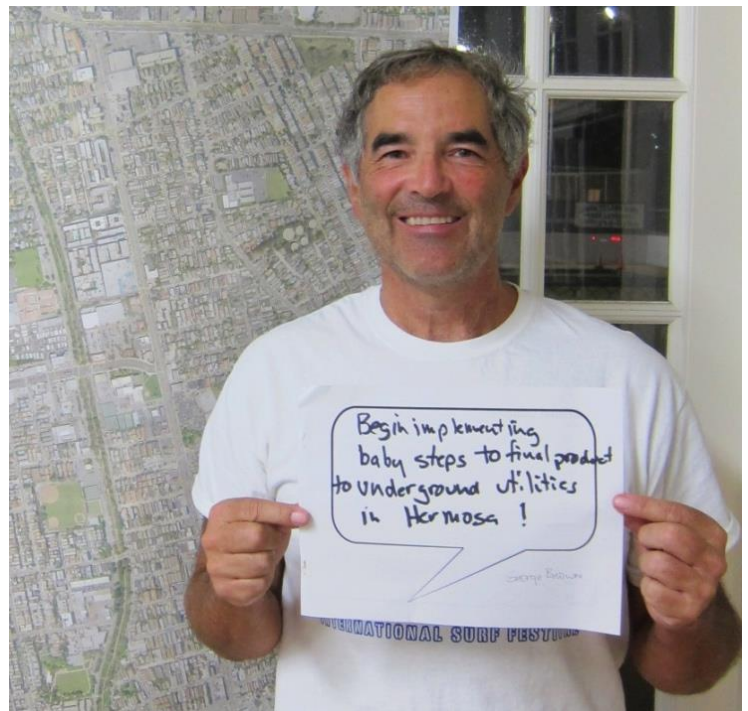
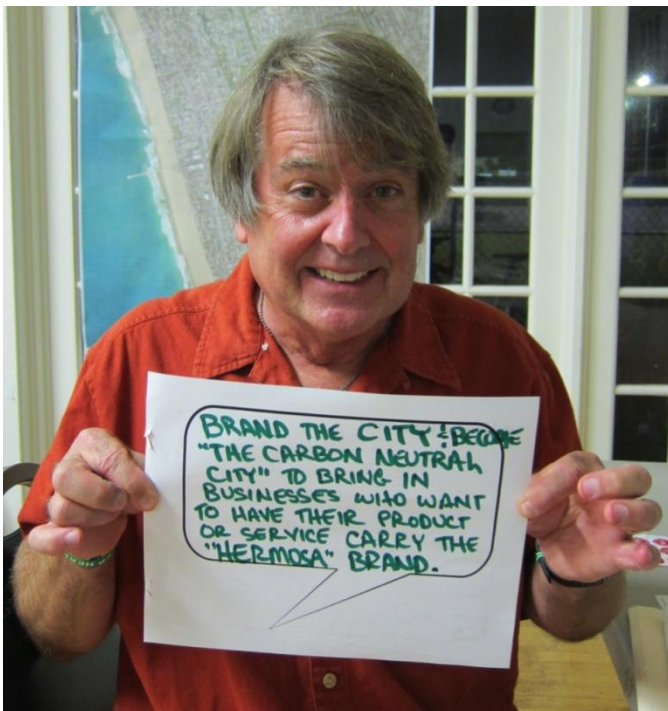
Mapping Ideas Next Steps

Input on this activity will be used to identify the various land use and transportation changes the community would like to see in Hermosa Beach. These ideas will be used in the identification of land use and transportation changes, which will then be analyzed for their community, economic, and/or environmental feasibility.

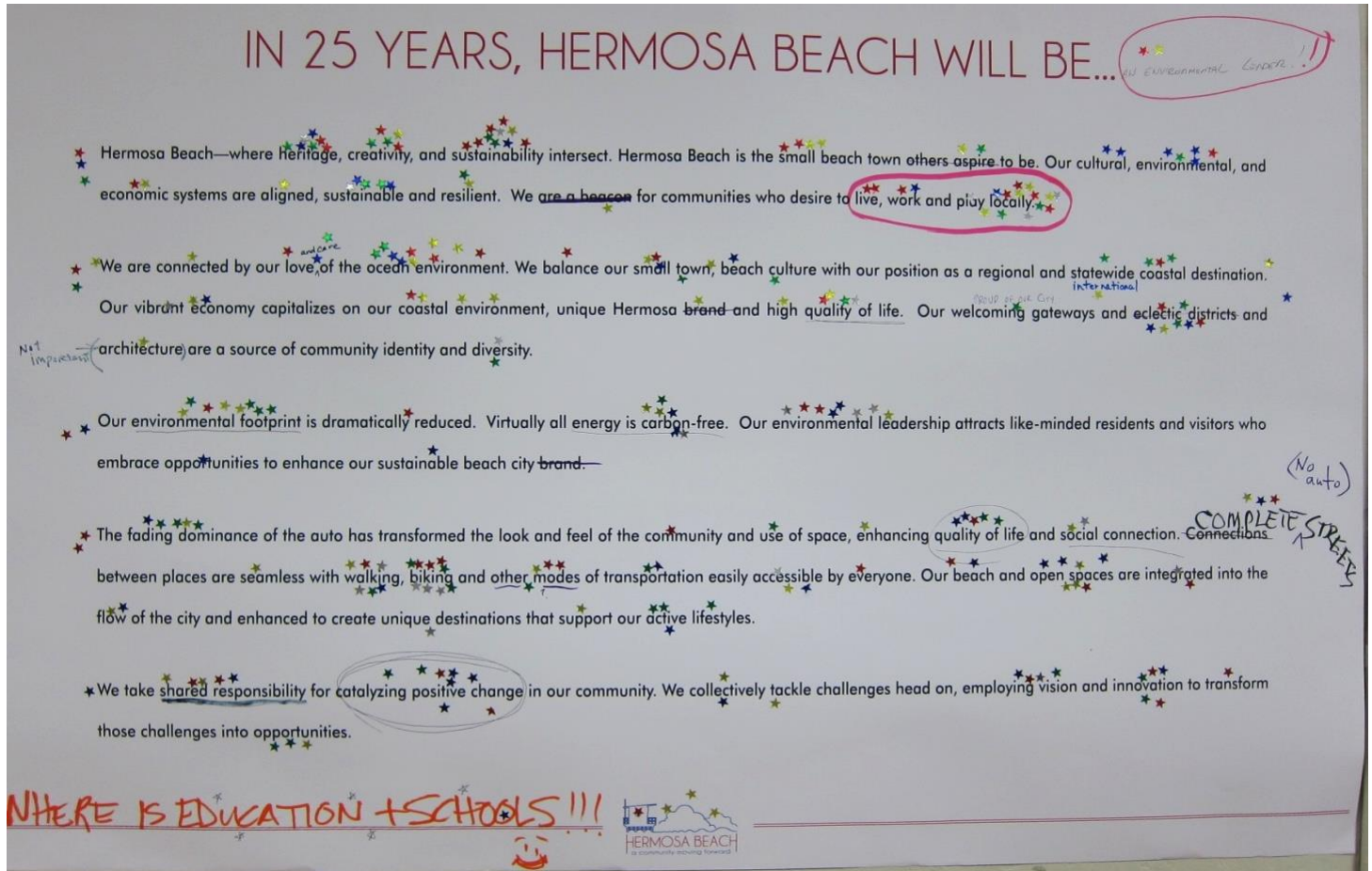
Big Ideas (Activity 7)

The final activity station asked participants to think BIG and share their ideas for transforming Hermosa Beach. Participants were invited to write, draw, photograph, or videotape their big idea to share. A full transcription of the BIG ideas are presented in **Appendix E**. Some recurrent ideas included:

- **Vacation rentals** - Increase tourism and generate revenue by allowing, regulating, and taxing vacation rentals (8)
- **Transit** - Improve transit, such as a free shuttle, a transit hub for visitors, and increasing bus access between the beach cities (3)
- **Arts** - Promote the arts through craftsman celebrations/events, transforming the Cypress area into a creativity district, and maintaining the eclectic, bohemian character of the city (3)
- **Parking** - Improve parking by guaranteeing spaces to residents, creating new spaces for smart cars and motorcycles, or requiring new developments to provide their own parking (3)
- **Bicycle & Pedestrian**
 - Better accommodate bicycles and pedestrians by improving infrastructure and otherwise promoting a more walkable and bikeable city (3)
 - Separate bicyclists and pedestrians and make bicyclists follow the laws (2)
- **Density** - Allow residential units above retail uses, create live/work spaces, and keep houses small (2)
- **Aesthetics** - Underground utility lines (2)
- **Schools** - Improve the school system (2)
- **Sustainability**
 - **Solar** - Make solar panels a requirement for government buildings and/or residential (2)
 - **Carbon Neutral** - Make Hermosa Beach a carbon-neutral city (2)



Appendix A – Vision Poster with Community Markups



Appendix B – Guiding Principles Full Data Count

Vibrant Economy

- Our sustainable, resilient economy is supported by keeping local dollars in the local economy and maintaining a diversity of businesses and revenue streams. **28**
- Our business culture cultivates innovation, the arts/creative industries, locally owned business, and environmental stewardship. **15**
- Our desire for a high quality of life requires balancing economy, environment, and community through a 'sustainability lens' and this attracts like-minded entrepreneurs. **6**
- Our diverse economy and revenue sources provide fiscal stability and support first class services. **10**
- Our business mix serves the daily and leisure needs of our residents, while providing a quality experience for visitors. **23**
- Our various business districts provide unique and differing goods and experiences. **9**
- People are engaged in a broad range of enterprises within the city and there are opportunities to live and work locally. **15**

Small Town Beach Character

- Our small scale, eclectic architecture and vibrant beach lifestyle is an unrivaled coastal asset. 26
- Creating a place where people can live, work and play locally is key to balancing economy, community and environment. 27 31
- Our beach, the ocean, green spaces and natural resources of all types are the foundation of our brand and high quality of life. 36
- Sustained progress and achievement of community goals requires community involvement, participation and innovation. 4 01
- Our high quality schools, as well as city fire, police, library and beach, shape our identity as first class municipality. 41 52
- Diversified districts with local owned businesses that provide for the needs of residents as well as attracting visitors support a robust and resilient economy. 7
- Our city government, places and spaces are designed to be accessible and connect people of all abilities and stages and walks of life. 4

Healthy Environment & Lifestyles

- Hermosa Beach will be a responsible steward of our ocean resources, open space, and other natural resources as a healthy environment is the foundation of a more livable, sustainable city and high quality of life. 38
- Climate action leadership and adoption of environmental targets and monitoring plan will set Hermosa Beach apart. 1
- Moving to carbon-free energy sources and concurrently planning to adapt to climate change will reduce greenhouse gases, increase energy independence and resiliency. 15
- City leadership will transform the environmentally conscious community where people individually and collectively take responsibility for change. 2
- A steady, common sense approach is necessary to advance a long-term goal of community-wide carbon neutrality. Tackling environmental challenges early and proactively will maximize options and minimize costs. 22
- Innovative, forward-thinking approaches to anticipating future lifestyles, transportation trends and environmental realities are necessary for creating a durable sustainability plan and attracting like-minded residents, visitors and others which seek positive change. 14
- Reimagining our system of mobility and connectivity: a shared or "access" model, rather than an "ownership" model – mobility, communications, resource use – will promote sustainability and livability. 11
- Efficient water use, conservation, reuse, recycling and retention at the local level is necessary for a sustainable and resilient city. 13

Appendix C – Key Issues & Solutions Poster Data

What can we do to Enhance and Protect our Neighborhoods?	Must Do	Should Do	Should Not Do
Preserve historic or eclectic buildings	28	11	0
Provide activities in parks and Pier Plaza for people of all ages	15	8	0
Invest in PCH to make it more attractive and pedestrian friendly	25	7	0
Focus on beach activities and improvements that benefit residents	16	11	0
Invest in the beach and ocean as essential to our identity	21	1	0
Invest in a safe community	24	5	0
Plant trees along streets and in parking lots	14	11	1
Make streets more attractive for walking and biking	34	4	2
Create more places for people to meet and socialize	14	9	2
Invest in Hermosa's schools	30	2	2
Maintain the low scale of the city everywhere	21	7	2
Allow apartments above some commercial uses	8	17	3
Design so people can "age-in-place"	15	11	3
Residences should front on the street, with garages placed behind	3	10	5
Allow people to rent their houses as vacation rentals	45	11	9
Allow some corner stores in residential areas east of PCH	6	9	11
Reduce conversion of bungalows to large condos	13	6	13
Reduce parking requirements to get better community design	11	3	15
Allow taller buildings in some places, esp. where ocean views are not affected	9	5	27

What Can We Do To Enhance our Local Economy?	Must Do	Should Do	Should Not Do
Make the Cypress Avenue area into a "creative arts district"	25	6	0
Provide more resident oriented services and shopping on Aviation Blvd.	20	6	0
Invest in sewers, streets, telecommunications, infrastructure	25	5	0
Invest in locally grown businesses	25	1	0
Provide more retail uses and services that serve residents	24	6	1
Provide new business incubator space	6	7	1
Allow more small-scale commercial development	13	4	1
Invest in our beach/ocean resources as a main economic driver	18	1	1
Balance resident/visitor uses	15	5	1
Enhance the tourist economy which supports services and our 'brand'	12	8	2
Add parking at the civic or community center	14	12	3
Brand Hermosa as an innovative green city	30	2	3
Create telecommuting infrastructure	18	5	3
Brand Hermosa as the best little beach city	9	2	4
Allow more events downtown or at the beach	13	8	4
Maintain Pier Plaza/Downtown as an entertainment district	29	0	5
Permit private events on limited portions of the beach	13	10	5
Create distinctive business districts	7	0	5

Add office space	4	7	6
Attract brand name businesses	1	2	13
Reduce parking requirements to incentivize new/expanded businesses	11	4	15
Develop hotels, places for visitors to stay	9	5	16
Attract big box retail uses along PCH	5	4	16

What Can We Do To Create a Healthier Environment?	Must Do	Should Do	Should Not Do
Add, expand, upgrade parks with diverse activities	23	7	0
Improve the efficiency of existing parking resources	15	7	0
Make a clean beach and healthy ocean environment a priority	28	4	0
Retrofit buildings to reduce energy/water/waste	17	10	0
Make it easier and safer to walk and bike in Hermosa	47	2	1
Focus on 'greening' city operations and facilities	22	2	1
Require new buildings to be very resource efficient	23	11	2
Use locally-produced renewable energy	13	8	2
Allow mixed land uses to make it easier to walk to services	14	8	2
Increase telecommuting or working locally	17	7	2
Increase opportunities for locally grown food	13	5	2
Incentivize use of electric and alternative fuel vehicles	20	9	3
Plan for climate change (storm surges/sea level rise affecting downtown)	19	4	3
Reduce the need for a car or second car	15	12	3
Take actions that aggressively reduce greenhouse gases	15	3	3
Maintain the city as a sustainability leader	20	5	3
Allow small scale development without adding parking to the city	17	3	7
Reduce the allocation of space in the City for parking	7	1	13
Provide walk/bike/stroller crossings over the Greenbelt	19	9	15
Create slow speed lanes for bikes, electric bikes, Segway's, golf carts, etc.	21	3	17
Remove some parking to accommodate bike racks	16	4	18

Appendix D – Where Would You Like to See ____? Transcription

Area	Sticker	Location	Change type
beach/strand	add attraction	pier	programming
beach/strand	artificial reef for scuba	ocean	programming
beach/strand	bike improvements	Strand @ 27th St	transportation
beach/strand	bike improvements	Beach @ 21st St	transportation
beach/strand	bike improvements	Beach @ 16th St	transportation
beach/strand	bike improvements	Strand @ 11th St	transportation
beach/strand	bike improvements	Strand @ 11th St	transportation
beach/strand	bike improvements	Beach @ 9th St	transportation
beach/strand	bike improvements	Strand @ 3rd Ct	transportation
beach/strand	bike improvements	Strand @ 3rd Ct	transportation
beach/strand	bike parking	beach @ 11th St	transportation
beach/strand	corner store/coffee shop	pier	land use
beach/strand	fewer volleyball courts	Beach @ 18th Ct	programming
beach/strand	free Wi-Fi	beach	programming
beach/strand	gathering seating	pier	programming
beach/strand	mural = we are "surf city"	pier	monuments/art
beach/strand	No private events	Beach @ 19th St	programming
beach/strand	no shark	ocean	
beach/strand	park "lite" settings	pier	programming
beach/strand	pedestrian improvements	Beach @ 10th St	transportation
beach/strand	pedestrian improvements	Strand @ 3rd St	transportation
beach/strand	pedestrian improvements	Strand @ 4th Ct	transportation
beach/strand	private events on the beach	Beach @ 24th St	programming
beach/strand	private events on the beach	Beach @ 23rd St	programming
beach/strand	private events on the beach	Beach @ 15th St	programming
beach/strand	private events on the beach	Beach @ 13th St	programming
beach/strand	private events on the beach	Beach @ 10th St	programming
beach/strand	private events on the beach	Beach @ 8th St	programming
beach/strand	private events on the beach	Beach @ 7th St	programming
beach/strand	private events on the beach	Beach @ 1st St	programming
beach/strand	private events on the beach	Beach @ 1st St	programming
beach/strand	private events on the beach	Beach @ 1st St	programming
beach/strand	private events on the beach	Beach @ 1st St	programming
beach/strand	separate bike path	Beach @ 21st St	transportation
beach/strand	shopping for residents	pier	land use
beach/strand	summer beer garden	beach @ 11th St	programming
beach/strand	underwater sculpture	ocean	programming
beach/strand	volleyball lights	Beach @ 7th St	programming
aviation	big box retail	Aviation Corridor	land use
aviation	big box retail	Aviation @ Harper	land use
aviation	bike improvements	Aviation Corridor	transportation
aviation	bike improvements	Aviation Corridor	transportation

aviation	bike improvements	Aviation Corridor	transportation
aviation	bike improvements	Aviation Corridor	transportation
aviation	bike improvements	Aviation Corridor	transportation
aviation	bikeway	Aviation Corridor	transportation
aviation	corner store/coffee shop	Aviation Corridor	land use
aviation	corner store/coffee shop	Aviation Corridor	land use
aviation	corner store/coffee shop	Aviation Corridor	land use
aviation	corner store/coffee shop	Aviation Corridor	land use
aviation	corner store/coffee shop	Aviation Corridor	land use
aviation	creative gateway	Aviation @ Prospect	monuments/art
aviation	gateway	Aviation @ Prospect	monuments/art
aviation	medians	Aviation @ Prospect	transportation
aviation	parks or community gathering space	Aviation @PCH	land use
aviation	pedestrian improvements	Aviation Corridor	transportation
aviation	pedestrian improvements	Aviation Corridor	transportation
aviation	residences above commercial uses	Aviation Corridor	land use
aviation	residences above commercial uses	Aviation Corridor	land use
aviation	residences above commercial uses	Aviation Corridor	land use
aviation	shopping for residents	Aviation Corridor	land use
aviation	shopping for residents	Aviation Corridor	land use
aviation	shopping for residents	Aviation Corridor	land use
aviation	shopping for residents	Aviation Corridor	land use
aviation	traffic circle	Aviation @ Prospect	transportation
PCH	add public parking	PCH @ 16th St	land use
PCH	add public parking	Pier @ PCH	land use
PCH	add public parking	Pier @ PCH	land use
PCH	add public parking	PCH @ 2nd St	land use
PCH	add public parking	PCH @ 2nd St	land use
PCH	add public parking	PCH @ 2nd St	land use
PCH	big box retail	North of Artesia	land use
PCH	big box retail	North of Artesia	land use
PCH	big box retail	PCH @ Artesia	land use
PCH	big box retail	PCH @ Artesia	land use
PCH	big box retail	PCH @ Artesia	land use
PCH	big box retail	PCH @ Artesia	land use
PCH	big box retail	PCH @ Artesia	land use
PCH	big box retail	PCH @ 9th St	land use
PCH	bike improvements	PCH @ Artesia	transportation
PCH	bike improvements	PCH @ Artesia	transportation
PCH	bike improvements	length of PCH	land use
PCH	bike improvements	Pier @ PCH	transportation
PCH	bike improvements	PCH @8th St	transportation

Hermosa Beach General Plan/Coastal Land Use Plan Rewrite

PCH	corner store/coffee shop	PCH @ Artesia	land use
PCH	corner store/coffee shop	PCH @ 9th St	land use
PCH	enhance sidewalk appeal	PCH @ 16th St	transportation
PCH	entertainment corridor	PCH @ 4th St	land use
PCH	Entry corridors "you are in Hermosa now"	PCH @ Herondo St	monuments/art
PCH	gateway	PCH @ Artesia	monuments/art
PCH	green retail/green corridor	PCH @ 4th St	land use
PCH	hotel retail etc parking	PCH @ Artesia	land use
PCH	medians	PCH @ 4th St	transportation
PCH	nice creative gateway	PCH @ Artesia	monuments/art
PCH	office space	North of Artesia	land use
PCH	office space	PCH @ Artesia	land use
PCH	office space	PCH @ 5th St	land use
PCH	parks or community gathering space	PCH @ Artesia	land use
PCH	parks or community gathering space	PCH @ 8th St	land use
PCH	parks or community gathering space	PCH @ 2nd St	land use
PCH	pedestrian bridge	PCH @ 16th St	transportation
PCH	pedestrian improvements	PCH @ Artesia	transportation
PCH	pedestrian improvements	PCH @ Artesia	transportation
PCH	pedestrian improvements	PCH @ Artesia	transportation
PCH	pedestrian improvements	PCH @ 21st St	transportation
PCH	pedestrian improvements	PCH @ 19th St	transportation
PCH	pedestrian improvements	Pier @ PCH	transportation
PCH	pedestrian improvements	Pier @ PCH	transportation
PCH	pedestrian improvements	Pier @ PCH	transportation
PCH	pedestrian improvements	Pier @ PCH	transportation
PCH	pedestrian improvements	Pier @ PCH	transportation
PCH	pedestrian improvements	Pier @ PCH	transportation
PCH	pedestrian improvements	PCH @ 10th St	transportation
PCH	pedestrian improvements	PCH @ 7th St	transportation
PCH	pedestrian improvements	PCH @ 5th St	transportation
PCH	residences above commercial uses	PCH @ Artesia	land use
PCH	residences above commercial uses	PCH @ Artesia	land use
PCH	residences above commercial uses	PCH @ Artesia	land use
PCH	residences above commercial uses	PCH @ 18th St	land use
PCH	residences above commercial uses	PCH @ 18th St	land use
PCH	shopping for residents	North of Artesia	land use
PCH	shopping for residents	North of Artesia	land use
PCH	shopping for residents	PCH @ Artesia	land use
PCH	shopping for residents	PCH @ Artesia	land use

PCH	shopping for residents	PCH @ 16th St	land use
PCH	shopping for residents	Pier @ PCH	land use
PCH	shopping for residents	PCH @ 7th St	land use
PCH	shopping for residents	PCH @ 5th St	land use
PCH	shopping for residents	PCH @ 3rd St	land use
PCH	walk from east Hermosa to Vons Plaza	PCH @ 16th St	transportation
PCH	Walkable Shopping	PCH @ 5th St	land use
PCH	Welcome to HB	PCH @ Herondo St	monuments/art
PCH	whole foods	PCH @ Artesia	land use
civic center	add public parking	11th Pl	land use
civic center	add public parking	12th Pl	land use
civic center	ped bridge	greenbelt @ pier ave	transportation
civic center	pedestrian improvements	greenbelt @ pier ave	transportation
civic center	pedestrian improvements	greenbelt @ pier ave	transportation
cypress	art district		land use
cypress	art district		land use
cypress	art district	South Park	land use
cypress	art district	South Park	land use
cypress	corner store/coffee shop		land use
cypress	corner store/coffee shop		land use
cypress	corner store/coffee shop		land use
cypress	lighting on valley greenbelt really dark		transportation
cypress	mixed industrial and retail space		land use
cypress	no drilling		land use
cypress	no oil		land use
cypress	office space		land use
cypress	protect lite industrial + add mixed use + create and inviting atmosphere. Retail where we produce since 1954 historic legendary part of town = first surfboards created here.		land use
cypress	residences above commercial uses		land use
cypress	shopping for residents		land use
cypress	shopping for residents		land use
Downtown	add public parking	14th St @ Manhattan Ave	land use
Downtown	add public parking	11th St @ Manhattan Ave	land use
Downtown	add public parking	Pier Plaza	land use
Downtown	artisan food court	Pier Plaza	land use
Downtown	bike improvements	Pier Ave @ Bard St	transportation
Downtown	bike improvements	Pier Ave @ Bard St	transportation
Downtown	corner store/coffee shop	Pier Plaza	land use
Downtown	corner store/coffee shop	Strand @ 14th St	land use
Downtown	less bars	Pier Plaza	land use
Downtown	no parking structure	Pier Plaza	land use

Hermosa Beach General Plan/Coastal Land Use Plan Rewrite

Downtown	parks or community gathering space	Strand @ 14th St	land use
Downtown	pedestrian improvements	Pier Ave @ Monterey Blvd	transportation
Downtown	pedestrian improvements	Pier @ Manhattan Ave.	transportation
Downtown	performance space	Strand @ 14th St	land use
Downtown	reduce noise + drunks	Pier Plaza	land use
Downtown	residences above commercial uses	Pier Ave @ Bard St	land use
Downtown	residences above commercial uses	Pier Ave @ Loma Dr.	land use
Downtown	residences above commercial uses	Pier Ave @ Loma Dr.	land use
Downtown	residences above commercial uses	Pier Ave @ Loma Dr.	land use
Downtown	residences above commercial uses	Pier Ave @ Loma Dr.	land use
Downtown	residences above commercial uses	Pier Ave @ Bayview Dr.	land use
Downtown	residences above commercial uses	Pier Ave @ Bayview Dr.	land use
Downtown	residences above commercial uses	Pier Ave @ Manhattan Ave.	land use
Downtown	residences above commercial uses	Pier Plaza	land use
Downtown	shopping for residents	Pier Ave @ Cypress Ave	land use
Downtown	shopping for residents	Pier Plaza	land use
Downtown	shopping for residents	Pier Plaza	land use
Downtown	shopping for residents	Pier Plaza	land use
Downtown	shopping for residents	Pier Plaza	land use
Downtown	small profile structure	Pier Plaza	land use
Downtown	streetscape	Hermosa Ave @ 15th to 8th St	transportation
park or school	add public parking	community center	land use
park or school	add public parking	community center	land use
park or school	add public parking	community center	land use
park or school	add public parking	community center	land use
park or school	expand skate park	community center	programming
park or school	parks or community gathering space	community center	land use
park or school	parks or community gathering space	community center	land use
park or school	underground parking	community center	land use
eastside	add public parking	1st St	land use
eastside	bike boulevard	Prospect	transportation
eastside	bike boulevard	6th St	transportation
eastside	bike boulevard	21st St	transportation
eastside	bike improvements	Prospect	transportation
eastside	bike improvements	Prospect	transportation
eastside	pedestrian improvements	Prospect	transportation
eastside	trash cans for dog waste	Prospect	land use
northwest	bike improvements	Gould Ave @ Valley/Ardmore	transportation

northwest	bike improvements	Valley @ 24th St	transportation
northwest	bikeway	32nd st. from Greenbelt to Beach	transportation
northwest	bikeway	24th st @ Greenbelt to Beach	transportation
northwest	corner store/coffee shop	Manhattan Ave. @ 32nd St.	land use
northwest	corner store/coffee shop	Manhattan Ave @27th st.	land use
northwest	corner store/coffee shop	Greenwich Village Dr.	land use
northwest	corner store/coffee shop	26th St @ Hermosa Ave	land use
northwest	new housing	Valley @ Oak St	transportation
northwest	pedestrian improvements	Gould Ave @ Valley/Ardmore	transportation
northwest	residences above commercial uses	Hermosa Ave @ 15th st	land use
northwest	residences above commercial uses	Hermosa Ave @ 15th st	land use
northwest	residences above commercial uses	Hermosa Ave @ 22nd St	land use
park or school	add public parking	valley park	land use
park or school	bathroom	View School	land use
park or school	bikepath shared with walk path	Valley Greenbelt	transportation
park or school	concert events	Clark field	programming
park or school	dog + people restaurant	Clark field	programming
park or school	dog park	Clark field	programming
park or school	improve bike path on Valley	Valley Greenbelt	transportation
park or school	lawn bowling stays here	Clark field	programming
park or school	new housing	North School	land use
park or school	new housing	North School	land use
park or school	parks or community gathering space	valley park	land use
park or school	parks or community gathering space	South Park	land use
park or school	parks or community gathering space	View School	land use
park or school	pickle ball courts	Clark field	programming
park or school	pickle ball courts	Clark field	programming
park or school	pickle ball courts	Clark field	programming
park or school	remodel school	View School	land use
park or school	school	North School	land use
park or school	skate park	South Park	land use
park or school	update	View School	land use
park or school	update school	North School	land use
southwest	bike improvements	Hermosa Ave @ Herondo St	transportation
southwest	bike improvements	2nd St @ Greenbelt	transportation
southwest	bike improvements	Valley @ 9th St	transportation
southwest	bike improvements	Valley @ 9th St	transportation

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southwest	bikeway	7th St @ greenbelt to beach	transportation
southwest	bikeway	5th St @ PCH to Greenbelt	transportation
southwest	corner store/coffee shop	Hermosa Ave @ 8th St	land use
southwest	corner store/coffee shop	Hermosa Ave @ 2nd St	land use
southwest	corner store/coffee shop	Ardmore @ 2nd St	land use
southwest	dog park	Ardmore @ 4th St	land use
southwest	Entry corridors "you are in Hermosa now"	Monterey Blvd. @ Herondo St.	monuments/art
southwest	Entry corridors "you are in Hermosa now"	Monterey Blvd. @ Herondo St.	monuments/art
southwest	gateway sign (more creative)	Hermosa Ave @ Herondo St	monuments/art
southwest	shopping for residents	Hermosa Ave @ 8th St	land use
southwest	shopping for residents	Hermosa Ave @ 2nd St	land use
southwest	shopping for residents	Hermosa Ave @ Lyndon St.	land use
Not Geographic	facelift for the Clark building		programming
Not Geographic	give the pickle ball players a place to play.		programming
Not Geographic	kids should ride bikes to school		transportation
Not Geographic	many many more bike lanes		transportation
Not Geographic	more "green store" type shops/cafes in residential areas		land use
Not Geographic	need sidewalks on many streets some need wider sidewalks		
Not Geographic	many sidewalks are in need or repair		transportation
Not Geographic	no cars parked blocking sidewalks		transportation
Not Geographic	no more bike lanes		transportation
Not Geographic	public transport station for visitors		transportation
Not Geographic	sidewalks for kids to Clark field from all directions		transportation

Appendix E – Transcription of Big Ideas

1. Think BIG! Not small about how to distinguish HB as one of the most future-focused, progressive, and relevant cities in this century! ☺
 - a. Build more progressive schools that gain national attention for being on the forefront of the current revolution happening in education (e.g., the Green Idea School, new teaching methods, future-focused and future relevant curriculum)
2. "Celebrate Hermosa Beach Day" (a local event):
 - a. Non-commercial activities in parks, greenbelt, school grounds, and beach aimed at appreciating our beachfront town and getting to know your neighbors and fellow residents.
 - b. A vendor/business area for residents to hear and see what local businesses have to offer.
3. Hermosa needs to maintain its eclectic, bohemian atmosphere. We need to let people be who they are and not push individual ideas on the populace. We need to keep big, pushy litigious businesses out of town. We need to lead in being an eco-conscious city. We need to find a way to improve services without hurting the environment.
4. I would like to see the residents connect better with each other with communication through the new way of technology inspiring each other to challenge the city and all residents to

make us all feel as "ONE." The results make us all feel that everyone is contributing and being productive in this great city.

5. Make the owners of vacation rental pay 10% city tax and business license.
6. VRBO & HomeAway: 1) Legalize vacation rentals, 2) establish city oversight, 3) charge a 10% occupancy tax. This brings business to HB, restaurants, markets, tourism, promotes HB in a positive way. It is very positive involvement.
7. Vacation rentals are the most lucrative idea yet. Helps economy and development!! Love Hermosa.
8. Short of changing the world, I think allowing vacation rentals would be great for the area, pushing up RE prices and providing more than enough funds to police bad apples.
9. 1) Legalize & tax vacation rentals like MB, 2) Build bike path along beach similar to Manhattan Beach, 3) Reduce # of bars. Make Hermosa family-oriented again, not drunk city.
10. Vacation rentals (legalize), Keep Hermosa Hermosa! (Maintaining the Green Belt). I think it is about time we regulate and license the use of homes as vacation properties.
11. Short-term vacation rentals by resident owners is environmentally friendly. Empty homes are a waste of space and energy. Invite international visitors to rent our unused spaces (while we explore the world and expand our vision) and generate tax revenues for the city at the same time. Newport Beach made \$1.7 million last year in tax revenues from short-term rentals.
12. Beach home rentals allow for increased tourism and revenue for businesses in the area. We also advertise and promote Hermosa Beach and bring in tourists from across the USA to Canada and around the world. We are prepared and should be regulated as well as taxed to bring in revenue for the city to help with the many improvements needed in the future for Hermosa Beach.
13. Allow vacation rentals and collect taxes.
14. Fix South Park please – NO drinking fountain. Schools are over-crowded.
15. Do not allow dogs on Strand. Limit to greenbelt and other open spaces.
16. Controlled beer and wine sales on the beach with music. City receives all profits. We own our beach, let's use it.
17. More events that serve the local arts, and community growth, i.e. Concerts in the Park, Surf/Skate contests, regain our city's heritage for music/surfing.
18. Bike/pedestrian bridge across PCH → Strand.
19. Growing up in the area I understand that the beach area is a place where people exercise, socialize, and enjoy the scenery. That said, I believe it is a hazard to have the bike path and pedestrian walk on the same path. These should be separate to minimize incidents while still allowing people to enjoy our incredible city.
20. Think 21st century in both concepts and words. Use words like complete streets, mobility, living streets, sustainability (bikes, pedestrians, transit are integral).
21. I would like to see more connectivity between Manhattan, Hermosa, Redondo. Run the beach cities bus more often on weekends, add GPS tracking to buses so people know where they are via phone app; need bike parking in Hermosa to encourage other beach cities people to bike over.
22. Bicyclists should follow same laws as automobiles.
23. Make parking passes available (at a cost) for all residents! Make an artisan food court.
24. Revamp residential parking with motorcycle spaces, smart car spaces, find "lost" spaces due to new driveways. Constrain Pier Plaza drinking – make bar owners pay for police services. Stop providing cab space downtown. Individuals should drink and act responsibly. Limit waiting lines on Plaza. Station police near parking to issue 502s.
25. New developments should provide their own parking. Not "buy" spaces. Do not OVER develop downtown.
26. Visitor transport hub and long-term/short-term parking station.

27. Improve and create a more livable walkable and bikeable city. Widen sidewalks, repair them, and install where they are missing.
 - Free or very nominally priced shuttle throughout the city for residents. Will bring Eastside down to beach and encourage more foot traffic to PCH and Eastside from Westside. Also, stop oil project.
28. Use scientific research. This event is not legit.
 - Underground our utility lines!!! Replace our asphalt streets (direct rainfall into the ocean) with interlocking pavers.
29. Begin implementing baby steps to underground utilities in Hermosa!
30. Make solar panels a requirement on all new commercial construction – give incentives for new home construction to have solar panels.
31. Solar panels on ALL public buildings, bid out and have businesses and homeowners have the opportunity to have solar panels. Allow movies/TV/commercials to be filmed in Hermosa without so many restrictions. Give tickets for motorized vehicles on the Strand (except handicapped). Give tickets for people on bikes and cars blowing through stops signs/lights. Make Hermosa more friendly to the ARTS.
32. Become the leader of net zero energy business development.
 - Look at the trends – smaller housing instead of McMansions, live/work spaces, innovative businesses rather than bars, community gardens, residents and businesses/property owners accountability + responsibility.
 - Allow residential units over retail and commercial.
 - Transform the Cypress “Light Industrial” zone into an arts district, celebrate the craftsman/music residents there, but building and celebrating around it in partnership with local artists, musicians, creativity-oriented activities (art exhibits, shows). Art contest to change all the businesses (paint murals, etc.)
33. Add/allow “retail” to light industrial zone in Cypress area... transform area into a creative space/arts district (like other “forward-moving” cities are doing). Will enhance walkable destinations for residents/visitors. Add limited quaint “coffee house/artisan food spots.” Get creative with City gateway signs – no “arches”! Should be at entry points, not on pier.
 - No oil drilling. Keep Hermosa Hermosa! Regulate and tax vacation rentals, Newport Beach vacation rental tax brings in \$1.7 million a year!
34. I would like downtown and the Planning Commission to think about how it will develop. We have hotels about to be built. It would be great if we could have a set of ideas of how downtown will look. Some sort of homogeneity. Not have everything so different from each other. So there is a feel and style for this town. It is weird when you have one big modern building next to a 1920s building. We need to keep some style – not random!
 - Brand the City and become “the carbon-neutral city” to bring in businesses who want to have their product on service carry the “Hermosa” Brand.
35. This study has not included the kids who are the future decision-makers for the city. What is the point of planning 25 years ahead when most of us are not going to be the decision-makers? Invite the kids (12 and up) to help educate them in their civic responsibilities and encourage them to become the future leaders of Hermosa Beach.
 - Promote our beach culture accurately to the world!
 - Use best practices and lessons learned from other successfully thriving small coastal communities as a catalyst to find the big idea. To stay vibrant, meaningful, and impactful the town needs to attract new generation “family,” else it ages/times out. Being small has limited intrinsic value by itself... being small and successful is a magnet. Interview/visit 3 – 5 “top” small, coastal CA towns that have successfully reinvented And find out what they did, how we can learn from them.

Appendix F – Comment Card Transcriptions

- Tax more – we will pay
- Fix schools
- No need for countless meetings on how to improve city. We elect officials so let's let them do their work we elected them to do.
- Congrats on a well-written summation of our planning vision. In addition to the inspiring statements on environmental aspiration, I want to suggest making a strong statement on architectural scale as a key element of our Hermosa heritage. Commercial buildings must be limited on scale lest we lose the visual aesthetic that is integral to Hermosa.
- Vote against E&B oil and their toxic emissions into land and air and 30 pipelines through our sand and water.
- No oil drilling. No oil debt.
- The city needs more revenue. Stop the tearing down of our historic structures. This is changing the face of Hermosa Beach. Our City should promote saving these structures. Redevelop Lot 1 (valuable property with ocean view) into restaurants, retail shops, and other services that benefit the city and community.