

Economic Development Stakeholders Advisory Working Group

Meeting Notes 05/05/21

2:00pm – 3:00pm Virtual Meeting

Participants: Tony Cordi, Jon David, Dave Davis, Brian Dunne, Bob Jones, Bob Lombardo, Anthony Morrison, Ron Newman, Peter Nolan, Laura Pena, Stacy Straus, Jonathan Wicks..

City Representatives: Mike Detoy, Ken Robertson, Angela Crespi, Doug Krauss, Carlos Luis, Yuritzzy Randle, Leeanne Singleton, Christy Teague.

1. Shared Streets Update/Outdoor Dining Permits Update

Doug Krauss provided an update on the temporary Hermosa Avenue and Pier Avenue lane reconfigurations with streetlight synchronization and left-turn management on Hermosa Avenue. This topic and Outdoor Dining will be discussed at the June 8th City Council meeting.

Comments from stakeholders included:

- Concerns about traffic with reduced lanes with high beach attendance and summer traffic and recommend preparation of contingency plan if too much traffic for reduced lanes.
- Bike path and car traffic could be busy at same times.
- If there is a problem in June, there may be need for an escape valve if traffic gets too bad.

The question was asked, “Are the 27 spaces for 15-minute parking being used?”

- Some spaces have been removed at Upper Pier to make room for outdoor dining decks.
- Spaces have been helpful for pick up on Hermosa Ave.
- Number of spaces could be reduced, but some, perhaps half, should still be available.
- Sometimes 15-minute parking spaces are used all day.

2. Downtown Lighting

Christy Teague provided an update on Downtown Lighting, including pending street light pole on Upper Pier Ave. is to be installed later this year and a dimming system and security lighting in Pier Plaza to be installed after summer. Public Works is working with a consultant on a new assessment to look at the electric system in Pier Plaza and the medians along Hermosa Ave. and Pier Ave. for possible lighting improvements. To provide information to the consultant, it was asked “Where are areas that need added lighting?”

Information from stakeholders included:

- Upper Pier Ave. - It is dark to cross from Pier to the Community Center.
- Upper Pier Ave. past El Tarasco very dark.
- All of Upper Pier is very dark at night and “uninviting.”
- Holiday lighting remaining along Hermosa Ave. has many lights out.

3. Survey on Shared Streets and Outdoor Dining

Leeanne Singleton discussed the City’s new survey to gather feedback on the streets pilot program and temporary outdoor dining decks. A draft survey was distributed before the meeting. The survey will be open May 11th through May 31st.

4. Advisory Topic from Economic Development Committee

- Arts and Culture

Christy Teague summarized the related Land Use Goals from Plan HERMOSA:

- Land Use Goal 11. A Proud and Visible Identity as an Arts and Cultural Community (p.112)
- Land Use Goal 12. Mix of Cultural Facilities to Support and Encourage Community's Vibrant Range of Art Creation and Presentation (p.113)

There were several comments by stakeholders, including:

- Aviation Blvd. space may be a good location for a small live theater with 99 seats, which would create Hermosa Beach artistic opportunities and create foot traffic.
- Arts and Culture needs overall vision with input from community experts, such as an Arts Commission.
- Aviation Blvd. area could be branded as "The Runway" and marketed to preserve identity and as part of revitalization from PCH to Harper.
- In the past there were "Mayor's Beautification Awards." A beautification program would encourage private improvements.
- Hermosa means "beautiful" and could be incorporated in a beautification program.

5. Member Questions and Comments

It was suggested that the City create a How to Do Business Guide with a helpful infographic, to be shared with stakeholders.

Attachments:

1. Meeting Notes from April 21st Meeting.
2. Plan HERMOSA Land Use Goal 11. A Proud and Visible Identity as an Arts and Cultural Community (p.112)
3. PLAN Hermosa Land Use Goal 12. Mix of Cultural Facilities to Support and Encourage Community's Vibrant Range of Art Creation and Presentation (p.113)

Future Meetings Noted:

- Stakeholders Advisory Working Group Meeting Wednesday, May 19, 2021 at 2:00pm
- Economic Development Committee Meeting Monday, June 7, 2021 at 6:00pm