

ECONOMIC ELEMENT

INTRODUCTION

Historical Perspective and Update

Up until 1965, the City of Hermosa Beach served as a central shopping area. After that time, the City's commercial establishments have tended (on the average) to serve a more localized service area. There is evidence, however, that weather that is conducive to beach attendance produces an influx of beach goers and casual visitors. This is reflected in changes of traffic volumes, and also to some degree, in changes of the number of sales made in local commercial establishments located throughout the City. It is important for the purposes of the following discussion to briefly identify, as well as to differentiate between the two distinctive geographical areas within which the bulk of the City's commercial activity takes place. Each primarily serves separate needs.

Downtown Hermosa, with its close physical orientation to the beach, offers more varied goods and services. It contains virtually all of shoppers' goods and a large proportion of convenience groups, eating, drinking, and banking establishments and personal and repair services. Uptown, usually referred to as the Coast Highway commercial strip, is highly linear in that its initial impetus for growth was a response to the needs of a highly mobile society, i.e., auto dealership, maintenance and repair. During the past several years, franchise food operations as well as surfboard manufacture and sales have made significant inroads. Common to both areas, as well as to any other commercial area in the City, is the problem of parking. The California State Department of Transportation has suggested that Pacific Coast Highway (a designated arterial) curbside parking be converted to traffic lanes during peak hours. This should serve to mitigate the traffic congestion during peak hours through flow. It does also, however, present a major problem to merchants as well as an added concern to the City Administration.

Scope

The administration of a city functions to serve its citizenry, and multiple services are provided at the local level. In addition, there is a trend toward increasing local responsibility for the assumption of services in the social need area. Expanded services mean greater costs. Compounding the problem is the economic context within which the city has operated. Foremost is inflation which has served to erode revenues. While intergovernmental transfers in the form of revenue sharing, block grants, etc., have contributed revenues above and beyond income to the city from property and sales taxes, business license fees, etc., the city must look to the day when some of these funds may not be forthcoming. For example, the legislation enabling revenue sharing expires December, 1976. The future is uncertain regarding supplemental revenues to the city.

Of concern especially is that an increased burden of property taxes not be placed upon individual property owners whose tax bills have escalated over the last several years. The problem is especially acute for those living on fixed incomes, namely the senior citizens of the city and others subsisting on marginal incomes. Upgrading of existing commercial properties, as well as utilizing vacant commercially zoned land, can help to broaden the tax base.

This element shall attempt to identify the physical areas within the city where the potential for such activity lies as well as significant possible alternatives.

Purpose

Although an Economic Element is not one of the group of mandated elements which California Government Code prescribes to be included in a city's general plan, its inclusion is considered to have values in the achievement of overall (economic) goals of the City of Hermosa Beach.

Its formulation is in response to a need expressed by both members of the City Council and of the Planning Commission, and by those members of the private sector currently engaged in commercial

ventures in the City. There is an additional awareness of the Element's value to those in search of feasible investment opportunities.

Authorization

Based on discussions in the City Council, consensus was reached regarding the development of the Economic Element. After the mandated elements have been completed, the writing of the Economic Element was determined to be a high priority item for the community in that advanced planning is required in order to develop a consistent and comprehensive public policy in relation to commercial growth, economic stability and revitalization.

Summary

The proposed Economic Element explores how basic service area needs might be met. Beyond that, there is an awareness of the potential of enhancement to the City which lies in the promotion of pedestrian mobility. The goal of the highest and best use of land (as established by zoning) can mesh with the goal of achievement of economic revitalization.

It is not existing development, nor future development which will result in congested streets. It is the very nature of the City's location, and its amenities, that have generated these costs. Noise resulting from traffic congestion can be reduced by eliminating much of the "stop and go" movement that results from lack of integration of signalization of the City's major arterials. Enforcement of the Motor Vehicle Code, as it relates to maximum permissible vehicle noise emission levels, can also serve to reduce neighborhood ambient readings, as well as the occurrence of discrete sound events.

Motor vehicles do pollute more as they frequently start and stop. The signalization integration project can serve to mitigate this problem. Also the micrometeorology of the City, which characteristically (except on cloudy days) moves coastal air inland, exports air-borne pollutants inland. Unfortunately, other jurisdictions located downwind are impacted (air quality-wise) as a result.

Pollution reduction payoffs as they relate to esthetics can result from the provision of well-designed and integrated parking facilities. The urban scene is not enhanced by the view of rows and rows of parked vehicles. Besides, this horizontal use of land for the temporary storage of vehicles is a grossly inefficient use of a valuable resource, namely, coastal land. Mixed use development is only one aspect of plans for revitalization in a city wherein a variety of social values exist that will not readily allow consensus for publicly financed urban reclamation. This plan may be a practical proposal which considers the economics of incremental change, while at the same time takes into account the impacts upon the environment of that change.

-Assumptions

- (1) The City of Hermosa Beach has the power to influence the quality, quantity and type of commercial ventures within its jurisdiction.
- (2) The relative scarcity of vacant land designated as commercial and/or commercially potential reinforces the need for explicit policies relating to the efficient, flexible and imaginative use of that space.
- (3) Some existing commercial development may require some regeneration, upgrading or heavy maintenance if the city is to retain and/or improve its economic viability.
- (4) Rational growth and revitalization can bring benefits to the City in the forms of increased sales tax revenues, multiplier effect on employment as well as the economic blessing of upgrading living and working conditions. Generally, the economic health of the City will be enhanced by the development of a community tax base less heavily dependent upon property tax revenues. It can also serve to help shift some of the weight of the tax burden from individual homeowners.

- (5) Because of the choice living environment and amenities available in Hermosa Beach, many executives have chosen to reside here. It can also be assumed that places of business in proximity to residence places are highly desirable as well.
- (6) There are benefits of a social nature which can be derived from physical planning. In the area of crime prevention through physical planning, "It is acknowledged that an area of mixed land uses, e.g., residential and commercial, will not go 'dead' at times and that this provides a more continuous observation of criminal acts than is possible in areas of single land uses."
(S.U.A. publication)

Goals/Objectives & Policies

Context

Citizens, who responded to a Community Development Questionnaire in February of 1975, have stated a preference for high priority to be placed upon improvement of existing employment and economic development. These goals mesh with a generalized goal for the City as it relates to the Economic Element of the General Plan. Namely, the most efficient and effective use of the property zoned as commercial and/or commercially potential. At this writing, there is an added awareness of the constraints guiding development of those portions of the City lying within the bounds of the South Coast Regional Conservation Commission's jurisdiction, i.e., any development of 67% of City's land is to be accomplished with the overall objective of retaining the unique character of the city.

Guiding Concepts

- (1) The kind and quality of commercial activity which commercially designated land is utilized for is of importance. Land is a valuable and finite resource and should be put into optimum use.

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- (2) The opportunity for change should serve to preserve and enhance the unique physical and social attributes valued by the residents and visitors alike.
 - (3) Participation of present property owners shall be encouraged and private funding shall be used.
 - (4) The City administration and those semi-official lay bodies, while operating within existing political, legal, environmental and economic constraints, will strive to encourage, as well as create, a favorable investment climate.

Policies

To promote and encourage greater flexibility in the development of land within commercial zones without creating an imposition upon existing or planned uses in and around the subject.

To maintain prevailing scale and mix of development. These in turn create a downtown environment that encourages interaction between people and that environment by fostering pedestrian mobility as well as the diminished use of vehicles in the commercial zones of the city.

To promote the expansion of parking facilities by means of a cooperative effort with those interested in the commercial sector.

To augment the service capabilities of public transportation, and thus help to decrease reliance on the automobile.

To expand opportunities for non-motorized movement by the continued promotion of and expansion of a city bikeway network.

To enforce zoning and building codes which help ensure desirable new and/or revitalized commercial entities.

To modify building and zoning codes to reflect the newest methods of construction and on-site planning in order to lower commercial structure costs while not sacrificing considerations of health, safety, public welfare and aesthetics.

Description of the Element

The Element identifies the problems, issues, assets and opportunities to be considered in a rational and orderly plan for

improved commercial activity; establishes guiding concepts, goals and policies. It also recommends feasible action programs which, if implemented, will inject a dynamism into the economic life of the City. The Economic Element will eventually be incorporated into the Hermosa Beach General Plan and will serve as a tool for planners, administrators and entrepreneurs, both large and small. Furthermore, it is hoped that this document will serve the diverse interests within the community by helping all who have a stake in the economic health of the City to work together to achieve that common goal.

RECOMMENDATIONS/IMPLEMENTATION

A. Special Census

There is a need for information provided by the taking of a special census. Much of the demographic information in this document is based upon official gathering of data early in the year 1970; and later published in the "1970 Federal Census." Many assumptions herein are therefore (of necessity) based on trend lines, and not on current data base. This deficiency in data base is also reflected in intergovernmental grant awards, i.e., revenue sharing, special purpose block grants, etc. This is because population numbers are an integral part of the formula determining the total amount of dollar award, as well as consideration for eligibility for the award itself.

B. Promoting Pedestrian Mobility and Improved Vehicular Circulation

1. The pedestrian character of the downtown area could be amplified with walkways and arcades. Access to parking lots from the business area can be provided through the use of decorative walkways, e.g., cul-de-sac of 11th, 12th, 14th, and 15th Streets at Beach Drive, landscape the remaining area and install decorative walkways and appropriate "street furniture." An 8ft. walkway could be established along 13th Court (leaving 12ft. for delivery and emergency vehicle access) from Hermosa Avenue to Beach Drive. Also similarly along the rear of stores fronting on the south side of Pier Avenue. This would assist in establishing a second frontage. This will complement the Loreto Plaza pedestrian mall which will link Pier Avenue and 13th Court. The closure of 13th Street will serve to control traffic circulation.

The closing of Pier Avenue west of Beach Drive can do much to reinforce the pedestrian character of the downtown. In conjunction with this "turn around" area, a permanent city bus stop could be established. An integrated system of street furniture can incorporate

benches, water fountains and trash receptacles. Adjacent to the bus stop, a partially solid lattice overhead could provide limited shelter and seating, as well as a place for free bus route map and schedule display, announcements, directory to goods and services.

Separating pedestrian from vehicular traffic could also permit defined sidewalk cafe service areas to be offered by the restaurants which are clustered near the westernmost portion of Pier Avenue.

2a. Improvements can be made to all the exposed (rear or side) walls of buildings that are adjacent to parking lots and walkways. Fresh paint (where suitable) and/or conforming signs can help advertise the business location as well as its product. Good housekeeping, in the form of centralized, enclosed trash containers for merchants' use will enhance and upgrade the area's general appearance. Smaller decorative containers need to be available for the public's use along walkways and in the areas of trash and litter generators such as take-out food establishments. Wherever possible the development of direct access between parking lots and individual stores can serve to facilitate pedestrian movement.

2b. Where practicable, landscaping could be used to provide some visual relief from large expanses of parking areas. Adequate levels of lighting could be furnished by lighting standards which may be physically incorporated with plantings. Adequate sidewalks and appropriate street furniture and landscaping should be provided the entire length of Pacific Coast Highway, on both sides of the street. A capital improvement program utilizing outside funding is one alternative. Formation of an assessment district for the purposes of adding/improving lighting, undergrounding, laying sidewalks, renovating curbs, etc. is another alternative.

3. Along Pacific Coast Highway pedestrian activated crossing lights should be considered for 8th and 2nd Streets, possibly replacing existing vehicle oriented traffic lights.

4. All curbs in commercial districts should be modified for ramping to accommodate handicapped persons (and the movement of carts).

5. Installation of planted areas and/or boxes to reduce street noise impact.

6. Two left turn lanes from Artesia onto Pacific Coast Highway diverting traffic from penetrating residential area adjacent to Gould Avenue.

7. Utilize pedestrian piers particularly in downtown area.

They function to:

- a. Mark the best crossing points;
- b. Offer opportunities to incorporate street furniture;
- c. Create the segregation of parking and crossing at curblines;
- d. Serve to shorten the length of the crosswalk.

C. Meeting Service Area Needs

1. The solution of the parking problem is critical since it will help toward providing the infrastructure which will be complementary to any commercial activity. Ideally, in lieu of using costly horizontal land to park any given number of vehicles, that square footage can be utilized to greater advantage in a structure designed for mixed uses. Retail stores can be incorporated into ground level shopping arcades, while the upper stores can be devoted to parking facilities. In the parts of the city where a large capacity parking structure would not be feasible, e.g. Pacific Coast Highway, some of the businesses may need to supplement available curbside and on-premise parking. Generally, where patron and/or public parking is available, businesses need to prominently display this information. Where feasible, a validation system should replace metered parking in downtown lots. A possible alternative plan would include the conversion of several streets intersecting with Pacific Coast Highway on both east and west. The cul-de-sac (though maintaining emergency access) of selected streets and alleys in instances where commercial compaction can be encouraged, and traffic flow not be materially affected, can add needed parking for clientele of South Coast Highway businesses. Those designated west of the Highway are: 1st, 3rd, 4th, 6th, 9th and 10th Streets and 1st and 8th Places. East of the Highway, those designated are: 2nd, 4th, 6th, 7th and 9th Streets and 8th Place. The City Engineer shall see that the locations

of all available off-street public parking should be indicated by prominently displayed signs in order to inform and direct motorists.

2. Capitalize on earlier success of personalized businesses using local manpower and talents. Tourists and crowds do visit the community and do have an interest in unique items and services. Many consider the prevalent, non-homogeneous character of development to be commercially attractive.

3. The need for quality dining facilities which can accommodate visitors interested in spending several hours in leisurely dining should be met. The visual appeal of the amenity of the ocean can enhance the attractiveness of a tastefully designed, well-appointed restaurant. Viewpoints are indicated in Scenic Highways Plan Map (Appendix A).

4. The development of capability for meeting need for handling large out-of-town crowds for any extended period of time (e.g. hotel-motel and convention facilities) can best be accomplished by using the periferal area of downtown, namely 10th-11th Streets and 14th-15th Streets.

5. Utilization of vacant land zoned manufacturing in the form of industrial condominiums. Smaller type units, which can be used by small-scale, non-polluting manufacturing firms, can be built on parcels limited in total square footage. Better use of land in the vicinity of 6th and Cypress, which consists of limited size parcels that are zoned manufacturing, can be achieved by the placement of such small condominiums on those sites. These condominiums can be compatible with other land use in proximity to them, i.e. residential, in that impacts upon humans and property values from these uses should be insignificant.

6. Varied goods which meet basic family needs have not been available in the City in recent years. For example, there is not one shop which offers children's clothing for sale. As a result, residents have gone out of the city to shop for certain necessities, and other items. The result has been a net (economic) loss to the City's economy.

7. Mixed Use Development: A Possible Alternative for Downtown. The Municipal Code, Article 8.5-3, entitled "Commercial Planned Development" (C.P.D.) states, "Residential uses may be permitted in conjunction with new commercial construction, such as apartments or condominiums above retail stores, subject to. . . "named restrictions. "Office suites too can be built above retail shops." Another name for C.P.D. is mixed use development project (M.U.D.P.). They are both essentially a variation of planned unit development (P.U.D.) which allows for flexibility in structural siting, structural height allowance, and can modify requirements for the traditional setback and sideyards in the planning of projects zoned residential. For example, height restrictions may be relaxed to allow for a unique roof design. The density factor serves as the determining factor in land use under the option of P.U.D. However, in the planning for a limited size M.U.D.P., density limitations may serve to restrict usage of this option. This is because the incorporation of apartments or condominiums above retail stores, and/or the planning of hotels, motels, etc. may bring levels of density above and beyond the currently established levels (Map 3, Revised Land Use Element Map). Another perspective or posture regarding density can be adopted for the periferal area of downtown (See aforementioned map). M.U.D.P. is appropriate on the Highway as well as downtown. Certain types of M.U.D.P. might merit consideration for adaptation for certain R-3 zones. Hermosa Beach is an urban environment, and suitable urban solutions are required for meeting service area needs.

Noteworthy, too, is the fact that concentration or intensity of use does not require public services to be dispersed. This is usually a high cost item to a public administration which in many cases cancels out the benefits of additional revenues to that administration. Such development forms will increase convenience and thus reduce trip length. Ideally, the concentration of living, working and shopping land uses can be physically integrated by internal pedestrian systems. Other energy savings accrue to multi-use buildings. They consume less energy per hour than single purpose structures such

as office building with short occupancy times and lack of diversity for round-the-clock use. Lastly, an integrated plan ideally can help provide the infrastructure sorely needed. In this instance reference is specifically made to parking facilities which could be incorporated into one or several of the planned commercial structures.

D. Recap

Downtown Business District

"Downtown" Hermosa Beach is defined as the area bounded by 10th Street to the south, 15th Street to the north, Manhattan Avenue to the east and the Strand to the west. It is linked to the Pacific Coast Highway corridor by the Pier Avenue commercial strip and its prime value intersection is Pier and Hermosa Avenues. The commercial district has a uniform general commercial (C-2) zoning and is predominately commercial or commercial recreation in land use designation by the City's General Plan.

The Downtown District, unlike the Highway Corridor, is not along a major throughway--a commuter route. Persons coming into the Downtown area are specifically entering it for shopping, dining or, of course, to get to the beach.

The types of commercial activities that seem appropriate to this district are specialty shops (such as clothing, handicrafts, bookstores and stationeries), restaurants, entertainment (theatres and clubs), convenience commercial such as banks and drugstores reasonably integrated, and for beach users a restricted section of quick food and beach rental facilities. At the periphery of the area, small hotels and motels, which would be transition points between commercial and residential uses, would be appropriate. Prevailing lot sizes and circulation patterns in the Downtown District mitigate against large general commercial stores. Businesses such as gas stations or drive-thru facilities are car and large-site oriented and would be better located on the Highway Corridor.

The Downtown area has several development potentials and advantages:

1. It is compact and has a focal point in Pier Avenue; this allows for a high level of pedestrian activity and comparison/complementary shopping.

2. Its centralized nature allows for parking to provide relatively close proximity to shopping areas.

3. There are always publically owned parking areas that can, if properly designed and regulated, provide all the necessary commercial parking and some beach visitor parking. These lots can be improved to functionally integrate with a highly pedestrian shopping and recreation area.

4. Due to the westward downslope of the city, with a grade differential of 40 feet between Monterey and Hermosa Avenue, and even 25 feet between Manhattan and Hermosa Avenues, the downtown commercial area at Hermosa Avenue and westerly can comfortably be developed up to two and three stories without seriously affecting easterly views, breeze and light. With adjacent residential areas at one and two stories (all having a potential to at least two stories) there is created a height transition line from commercial to residential. This permits multiple uses and commercial Planned Unit Development options, such as shops below and offices or restaurants above.

5. The Downtown is adjacent to the beach community. This, of course, is a factor in the restaurant, speciality goods orientation, as these are consumer items that are frequently associated with amenity areas. The beach offers an attractive scene for business such as restaurants. It is also complementary to strolling shoppers. There are, of course, problems created by the beach that should be acknowledged and responded to--the increased "clean-up" and police problems created by large amounts of beach users, the push for transitory businesses that do well in the summer and fall and in the winter, causing eight months of scattered semi-abandoned stores and marginal businesses. The competition between long-term beach visitor parking and shorter-term commercial users creates a substantial parking problem.

6. The 3/4 acre "Biltmore" site at the Strand between 14th and 15th Streets is a critical site to "Downtown" development, it is the largest undeveloped commercial parcel in the area. Its development would greatly impact uses southerly along the Strand, specifically. It is also a transition boundary point with the residential uses to the north.

Geographically, the site could productively relate to the city parking area to the south. Proper use of the site, in conjunction with an upgrading of the Strand uses and the parking area could create a functional commercial complex.

People should be encouraged to use a central attractive unvalidated parking lot and walk to surrounding shops and restaurants. To complement this, shops should be encouraged to develop second frontages--oriented toward the lot.

The Biltmore site, with a 3-story potential, a large lot, and an excellent ocean view could be an outstanding multi-use development with shops below and a restaurant above. This would complement the "Loreto" plaza idea but on a much grander scale. The mixture of small shops, at least at one level, is in keeping with the specialty shop orientation of the area. Mixed use format could even permit a mix of commercial below and limit residential above, but the primary purpose of the site should be commercial in character.

The actual development of the Biltmore site should be carried out by the private sector. It is inappropriate for government to be in the real estate business or act as merchant. The Biltmore site should be returned to the private marketplace through the appropriate public bid process. Controls on the site should be exercised through zoning and conditional use permits. A second alternative would be to have the site developed on a long-term lease basis. Under this approach the City would take long-term (as opposed to immediate) long-term compensation and participate in the commercial development. Control would be exercised by lease terms.

7. The "Downtown" area has outstanding potential to carry the above plans as there are numerous public areas that can be put to productive use in creating a unity to the district. An example of this is the use of the city walkway in the Loreto Plaza.

Similarly, a series of 8ft. landscaped walkways could be developed along the south side of 13th Court from Hermosa Avenue to Beach Drive (which would still leave 12 ft. for delivery and emergency vehicles). This would encourage the development of rear entrances to stores and orient them to the parking area.

The parking lot should be changed to a validated lot with a controlled access from 13th Street. It should be landscaped and provide clearly defined pedestrian walkway areas communicating with the surrounding commercial areas. Consideration should be given to future air space rights in terms of commercial potential. Similarly, a walkway in existing Lot A behind those businesses that front on the south side of Pier Avenue.

Streets such as 11th, 14th and 15th should be cul-de-sac directly west of Beach Drive to create landscaped open areas with walkways and appropriate street furniture. This is to link the Strand to easterly commercial areas and provide necessary open area relief.

Pier Avenue west of Beach Drive should similarly be closed and made into a public area as part of an effort to better integrate the Pier (which has too long been an ignored part of the Downtown concept) and the Strand into the commercial district.

The "Downtown" as a focal point should have a public center. Among other things, a public fountain, stage, or kiosk could be placed here. This area could also become an integrated bus stop site. The idea of the commercial area is to be an attractive area to consumers. The loss of 15 spaces can be compensated by the improved parking arrangements. The key to a pedestrian orientation for commercial areas is to get people out of their cars and to walk among the shops and restaurants--particularly in a comparison shopping area. Consequently, better central parking areas and more attractive walkways are necessary. The emphasis in shopping malls is to create the most pleasant

walking areas possible to encourage "shopping"--usually through the use of street furniture, public amusements, and landscaping, which is a concept that might be productively expanded.

The last item demonstrates there are areas that the city government can directly impact on the commercial district through public works projects. However, these acts merely provide the stage within which the district merchants and investors can act--the final success of such a program depends on the cooperation and efforts of all participants. Government's role is to provide the proper environment in terms of good public facilities and good maintenance of that environment--the actual realization of the created potential is the responsibility of the private sector--the business community--which is as it should be.

THE PACIFIC COAST HIGHWAY COMMERCIAL CORRIDOR

The Pacific Coast Highway commercial corridor is the area directly adjacent east and west of Pacific Coast Highway through its length in Hermosa Beach. Neither the depth nor the run of the business district along the corridor are regular as the commercial zoned property on either side of the highway varies from about 40 to 200 feet deep, also there are long stretches without significant commercial zoning or activity such as between 16th and 21st Streets.

The Highway has traditionally had a strong orientation toward auto related businesses--car lots, auto parts and repair shops. In more recent years a number of the large retail auto sales dealers have left the community to seek areas with greater potential for physical expansion. Careful thought and aggressive actions are needed to affirm the commercial character of the highway.

A large amount of highway traffic is through traffic--commuting north and south to and from home and work. This is both an asset and a liability. Pacific Coast Highway, particularly as it links with Artesia, Aviation, and Herondo has excellent access, therefore, stores along the way have outstanding visibility. The negative side shows that there is a lack of off-street parking accentuated by the traffic flow need for no parking at peak hours. There is a difficulty in moving in and out of the heavy traffic (and consequently the curb parking). Additionally, there is the fact that most of these commuting cars are in a hurry to get where they're going and not in stopping to shop, in fact any delay in movement is heavily resented.

The heavily used highway has created difficulties for pedestrian movement as it is inconvenient to cross Pacific Coast Highway, it is noisy and dusty along the adjacent sidewalks (which have no landscaping or visual relief). Beyond this is the fact that parts of Pacific Coast Highway north of Pier Avenue are still without sidewalks.

Public parking along the highway is minimal and is particularly needed in the exclusively commercial district south of 16th Street. Currently, there is only one small public parking area. The highway area does have the potential if the appropriate small lots were assembled to provide attractive commercial sites, ones with larger size stores selling major consumer goods and offices. The ready access of the highway, the proximity of Los Angeles International Airport and the amenity of the beach locally could serve these purposes. Again, not only is there good north-south accessibility via the highway but good connections with points east by way of Artesia, Aviation and 190th Streets. Physically, the highway area is also central to the beach cities.

Obviously, Pacific Coast Highway has potential far beyond its present situation. Definite steps are needed to realize this potential, steps that must be taken by both the public and private sectors.

A fundamental need is to recognize that a 100ft. or less deep commercial zone is insufficient to put in substantial business structures. Small lots condemn the city to small commercial buildings with inadequate parking and all too often marginal or temporary tenants. The City, many years ago, recognized this fact by creating the C-potential zone along with highway. This is a line about 200 ft. back from the highway which was seen as a desirable commercial depth, it also is basically contiguous with the General Plan's multi-use corridor boundary. The 200ft. point was and is perceived as a reasonable depth for good medium-sized commercial development with provisions for off-street parking. Unfortunately, no further action has been taken on the C-potential line beyond its notation on the zoning map.

It is now appropriate that the policy of the City of Hermosa Beach be that property in the C-potential zone can be changed to C-3 commercial upon proper application for a zone change. That unless there are definable substantial adverse effects from such a change, it should be approved. This position represents a commitment to the belief that the improvement and commercial development of the Pacific

Coast Highway corridor should be a product of the private sector and not imposed by direct intervention of government in terms of acquisition and development. Property should be assembled, planned and developed privately with local government providing only the proper physical environment, encouragement and technical assistance within the district. Land should not be rezoned until it is to be developed, so that present owners may enjoy their property in peace and may deal with it as they please on the open market place. It is inappropriate to rezone land only to have it sit vacant.

In conjunction with establishing a policy of formally favoring commercial zoning in the C-potential zone, the city should make it policy that when and if streets such as 1st and 2nd, (east of the highway) 3rd, 4th, 6th, 7th and 9th, are one-wayed or partially cul-de-saced, they should have this done at the C-potential line. This provides a good precedent of demarcation between commercial and residential areas, separating their traffic and activities.

Public policy should also encourage the maximum use by businesses of all available parking along the highway-private as well as public. Businesses could join together on parking space usage or could open their lots (or part of them) to general usage when they do not need them, such as during non-operating hours or non-peak hours.

The sharing of existing spaces must be augmented by creation of new public parking areas, particularly south of 18th Street. The City should investigate all funding opportunities for acquisition and development of property within the commercial district for off-street parking. Concurrently, business people along the Pacific Coast Highway corridor should consider the formation of a parking district to develop and arrange parking for the highway.

Every effort to establish a traffic light interlink system from 21st Street southward should be made. This would help expedite traffic movement along the corridor, reducing congestion, noise, etc. To accomplish this, the cooperation of the State of California and the City of Redondo Beach is needed. The State must participate in the program as Pacific Coast Highway is a state highway and also the State

normally provides half the necessary funding for such projects. Redondo Beach would need to connect to the system to prevent traffic jams from being created at the Hermosa Beach southern boundary and Redondo Beach's northern boundary.

Examination should also be made of the necessity for full vehicular traffic lights on the southern portion of Pacific Coast Highway. There are lights at Pier Avenue, Aviation Boulevard, 10th, 8th, 5th, 2nd, and Herondo Streets. The intersection at 8th Street is somewhat complicated by the one-way status of 8th Street east of the highway and the one at 2nd Street has a particularly inconvenient jog in the east and west street alignment. Perhaps these two signals could be replaced by pedestrian and crossing lights.

The parking on Pacific Coast Highway itself may have to be eliminated during peak hours so that the street can adequately handle the heavy traffic flow. The congestion of Pacific Coast Highway has forced much peak-hour traffic to take alternate routes through residential sections of the City such as Prospect and Valley-Ardmore. The Council has adopted a policy of elimination of parking during peak hours on the east side, and on the west side only when additional off-street parking is made available.

The possible removal of such parking again emphasizes the need for provisions of adequate parking. The existing parking arrangements should be examined to see if it is properly aligned for quick and safe parking. The City should consider a design that provides for a red zone behind and in front of each two parking spaces. This would significantly reduce the time in and out of parking spaces, allow for shorter stalls, and reduce the obstruction of the right-hand traffic lanes.

In order to upgrade the physical environment along the highway corridor, the following should be accomplished:

1. There should be sidewalks the entire length of the highway to provide for safe and proper pedestrian access and movement.

2. Pacific Coast Highway should be landscaped its entire length within Hermosa Beach and provisions of an appropriate irrigation system be made.

3. Every effort should be made to underground the wiring along the highway. Possibly a parking district arrangement could carry this out or through use of Southern California Edison Underground funds.

4. Provide better bus service along the highway to guarantee good access to all the businesses in the area. The Free Bus System provides much of this now.

5. Review the zoning and General Plan designation for the area of Pacific Coast Highway between 16th and 21st Streets to evaluate the proper designation of use--commercial or residential.

Proper commercial usage of the corridor might entail the development of two-story buildings with a mixture of shops and offices. The two-story development will provide better noise and activity buffers between commercial and residential districts and provide for more diversity of usage. In certain locations, such as Pacific Coast Highway and Artesia Boulevard, larger three-story office/shop/restaurant structures might be functional due to good street access and topography. Better commercial depths, environment and proportions will enhance the possibility of more substantial commercial structures and major tenants.