

February 16, 2006

**Honorable Chairman and Members
of the Hermosa Beach Planning Commission**

**Regular Meeting of
February 21, 2006**

SUBJECTS: AVIATION CORRIDOR SPECIFIC PLAN STATUS REPORT

Recommendation:

To receive and file this report.

Background:

On June 21, 2005 the Planning Commission directed staff to proceed with a study and plan for the Aviation Boulevard Commercial Corridor and reviewed and approved a work program for the project. Over the last several months, staff has surveyed the corridor and prepared land use maps as part of the project background research pursuant to the work program. Existing land use and property conditions were identified and maps were prepared to indicate generalized land use, building height, nonconforming land uses, location of existing utilities, pedestrian activity and property conditions. The attached Data Collection Schedule lists the work completed to date, remaining map work and other tasks at this preliminary stage.

Analysis:

Once the assembly of background data has been completed staff has recommended organizing public meetings for the commercial and residential areas to obtain input from property owners, business owners and residents on goals for the area. At this preliminary stage staff has identified several problems and issues which are summarized below for Commission consideration.

<u>Preliminary Issue or Problem Identified</u>	<u>Potential Solution/Opportunity</u>
1. Parking – Too little, uncoordinated, mostly on-street nonconforming building parking, no public parking shallow lot depth prevents on-site parking.	Identify potential shared parking areas.
2. Traffic – High traffic speed, which is uncomfortable for pedestrians.	Change street width, add planted median Add diagonal parking, change posted speed limit, traffic speed enforcement.
3. Pedestrian Activity – Little pedestrian use of area.	
4. Deferred Maintenance – The area buildings have not been improved or redeveloped.	Encourage Chamber activity in area. Provide public incentives for new investment and building rehabilitation, rezoning and design guidelines. Establish BID or other local maintenance association.
5. Lack of Retail - The area lacks significant retail uses.	Encourage realtor marketing of area, conduct business attraction programs.
6. Area Identity –Hard to know when you enter Hermosa.	Establish public improvement/design program
7. Beautification – The area lacks attractive design, poor merchandizing, few public amenities, no street trees, no landscaping, open space, plazas overhead utilities.	Establish design guidelines for building rehab and public improvements. Identify major developable parcels.
8. Zoning Inconsistency -- Land use & General Plan.	Initiate zoning consistency program

Staff is also assembling a preliminary list of opportunities and area resources as part of this background work and will present it for Commission consideration at the next meeting. With Commission concurrence, this information will be available for discussion during the public meetings with the community.

Ken Robertson,
Senior Planner

Sol Blumenfeld, Director
Community Development

Attachments:

1. Preliminary Data Collection and Mapping.
2. Work Program