

**CITY OF HERMOSA BEACH  
COMMUNITY DEVELOPMENT DEPARTMENT**

**MEMORANDUM**

**Date:** November 21, 2006

**To:** Honorable Chairman and Members of the Planning Commission

**From:** Sol Blumenfeld <sup>7</sup> Director  
Richard S. Denniston, Associate Planner  
Community Development Department

**Subject:** Aviation Corridor Study

**Recommendation**

To direct as staff as deemed appropriate.

**Background / Analysis**

On October 26, 2006, Staff held a public workshop in Council Chambers in regard to the Aviation Corridor study. At this meeting, staff presented a brief twenty-minute synopsis highlighting numerous issues identified by Staff along the Aviation Corridor including the following:

- Area Identity
- Lack of Retail
- Land Use and Consistency
- Maintenance and Improvements
- Parking
- Pedestrians
- Streetscape
- Traffic

The presentation included several examples of urban design tools, techniques and programs that could be implemented which could potentially enhance the Aviation Corridor (Attachment 1). At the conclusion of the presentation, the meeting was opened up for public comments and questions. Although the 600 residents and commercial property owners adjacent to the Aviation Corridor were noticed, the meeting was sparsely attended by residents and business owners. Despite the lower than expect turnout, several issues were discussed at great length. The topics addressed at the workshop included:

**1. Parking and Traffic**

Modify the parking meters along Aviation Boulevard to allow for longer duration of time; introduce traffic calming measures for a safer, more pedestrian friendly corridor.

**2. Business Improvement District**

Open a dialogue with the Chamber of Commerce to rally business owners within the Aviation Corridor in order to create a Business Improvement District, Capital Improvement Program, and/or an assessment district. Furthermore, begin a dialogue with the property owner of "Big Lots" and the City of Redondo Beach in regards to future development of the underutilized parcel(s).

**3. Permitted Uses and Streetscape Beautification**

Consider mixed-use (live/work) development; provide landscaped medians and "bulb-outs;" provide additional and decorative street lamps; create a unique Aviation Corridor entryway sign program; go forward with the scheduled palm tree planting program.

**4. Routine Maintenance and Inclusion**

Additional trash receptacles need to be provided and regularly serviced, in addition to, general street and sidewalk maintenance along Aviation Boulevard and Prospect Avenue. Furthermore, the Aviation Corridor needs to be included in future City sponsored events and holiday decoration themes.

*Following the meeting, the Public Works Director responded to the Aviation Corridor maintenance issues and indicated that when the tree planting program is completed, the streets and sidewalks will be cleaned.*

**5. Public Participation**

Future workshops meeting times need to be flexible and centralized; consider conducting future workshops at local churches, restaurants (Ocean Diner), coffee shops, or the Community Center.

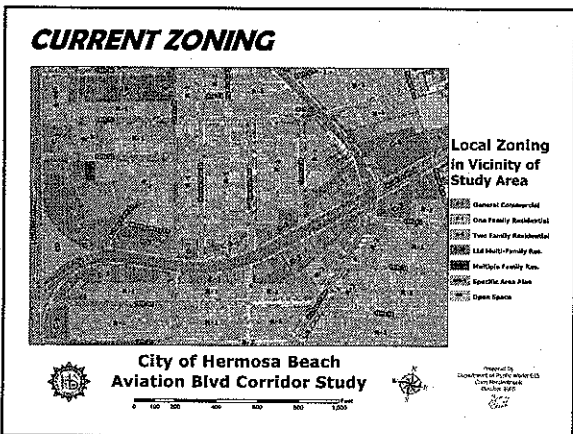
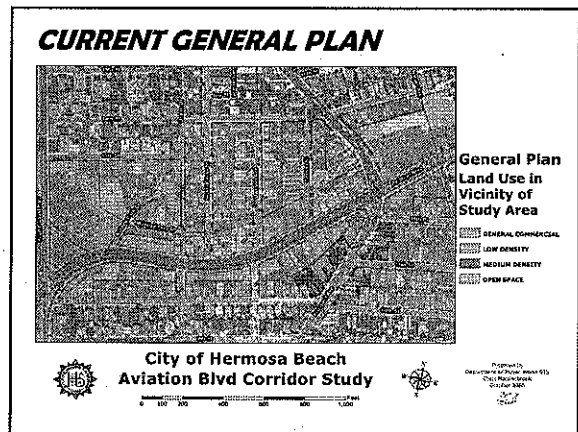
Should the Commission recommend additional workshops, Public Works Commissioner DiVirgilio requests that a Public Works staff representative be present due to the high volume of questions anticipated in regard future public improvements and maintenance along the Aviation Corridor.

**Attachments:**

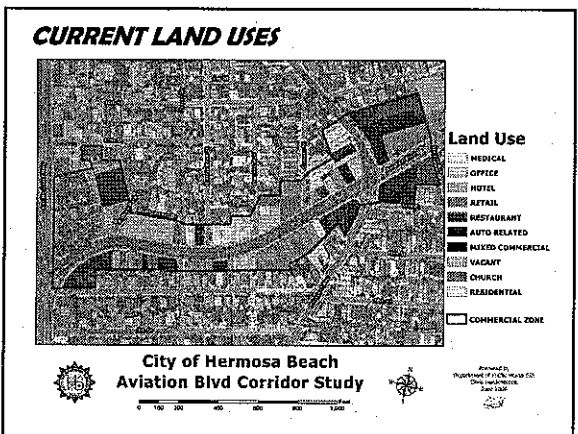
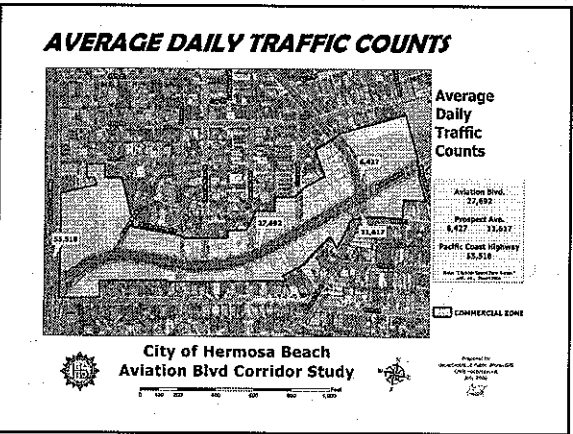
1. October 26, 2006, Aviation Corridor Workshop PowerPoint Handout
2. October 26, 2006, Aviation Corridor Notes

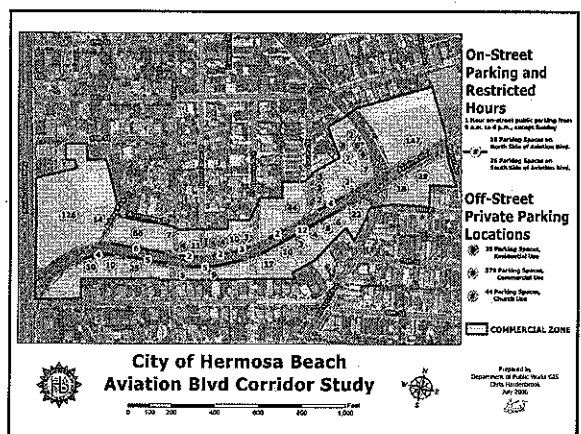
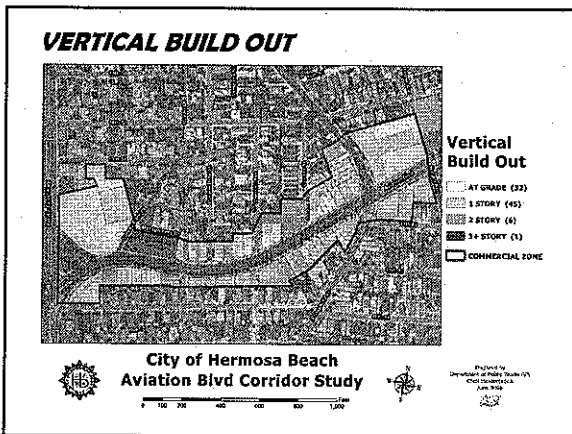
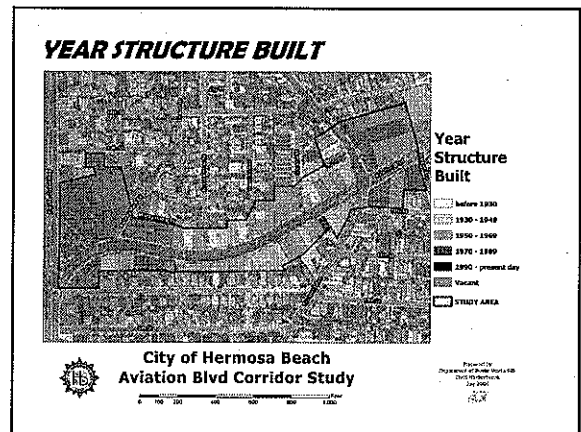
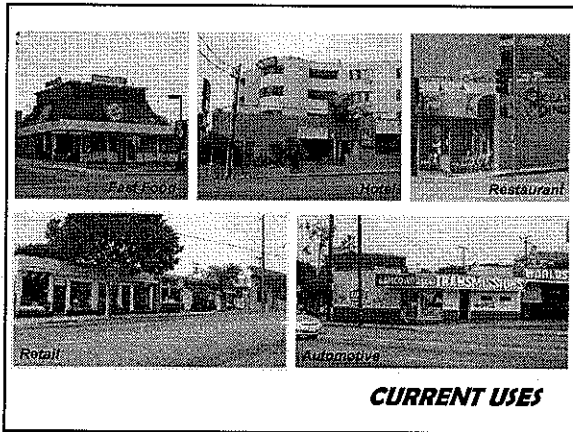
# AVIATION BOULEVARD

*A Vision for Community Enhancement*



- ### Summary of C-3 Zoning and Parking Standards
- **Permitted Uses:** Allowed by right – Retail and Personal Services, General and Medical Office, Restaurants, Hotels/Motels
  - **Conditional Use Permit Required –** Motor Vehicle Sales and Service; Restaurants with alcohol.
  - **Building Height:** 35-feet
  - **Parking Required:** Retail, Service, and Office uses – 4 spaces per 1,000 square feet
  - **Restaurants –** 10 spaces per 1,000 square feet
  - **Hotels/Motels –** 1 space per room
  - **Building Setbacks:** Only required where C-3 abuts Residential Zones. 8-feet plus 2-feet for each additional floor.

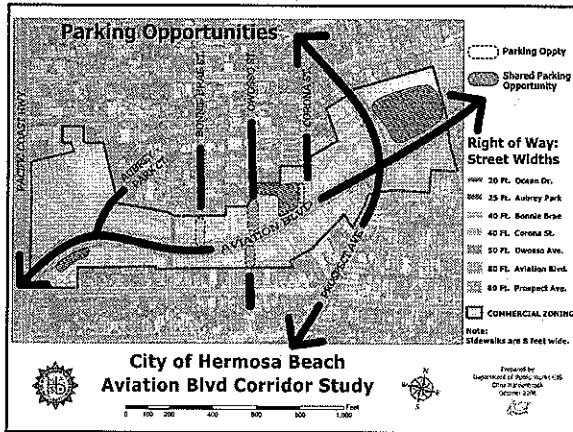




- ### Issues
- *Parking*
  - *Traffic*
  - *Pedestrians*
  - *Maintenance and Improvement*
  - *Lack of Retail*
  - *Streetscape*
  - *Area Identity*
  - *Land Use and Zoning Consistency*

### PARKING TOOLKIT

- *Vehicle parking district or programs for funding more public parking*
- *Reciprocal shared parking program*
- *Angled parking*
- *One way couplets on side street with angled parking*



### TRAFFIC TOOLKIT

- **Planted Medians**
- **Decrease width of traffic lanes**
- **Pedestrian Safety Measures**

### PEDESTRIAN TOOLKIT

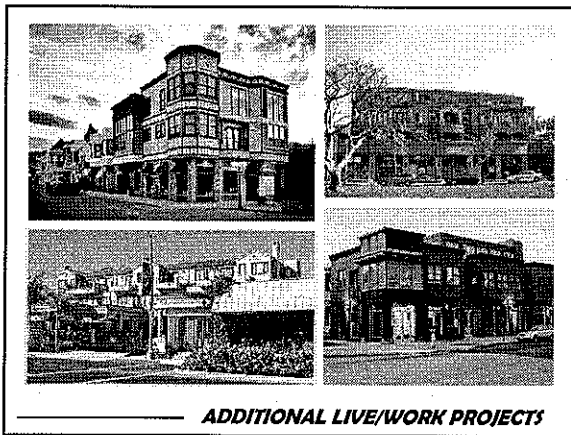
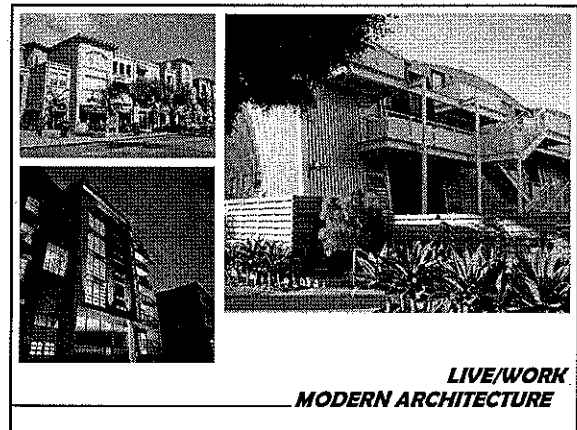
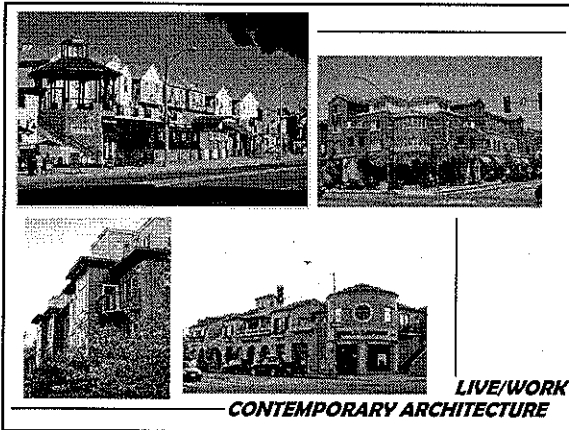
- **Incentives for pedestrian friendly/neighborhood oriented business (i.e. reduce parking requirements) and disincentives or prohibitions on auto dependent uses**
- **Sidewalk and landscape amenities**
- **Better pedestrian connections at intersections**
- **Connections to mass transit or bus stops**

**PEDESTRIAN FRIENDLY CORRIDORS**

**PEDESTRIAN SAFE GUARDS**

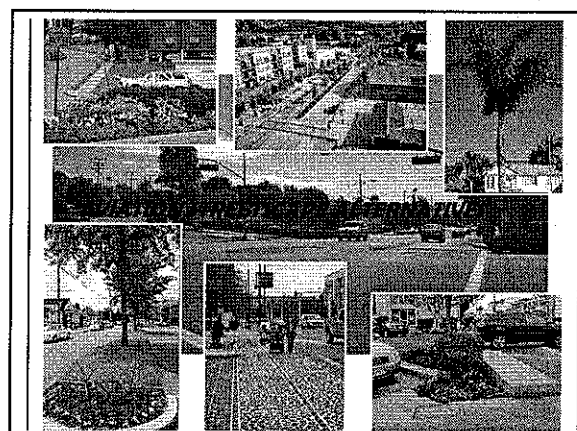
### MAINTENANCE & IMPROVEMENT TOOLKIT

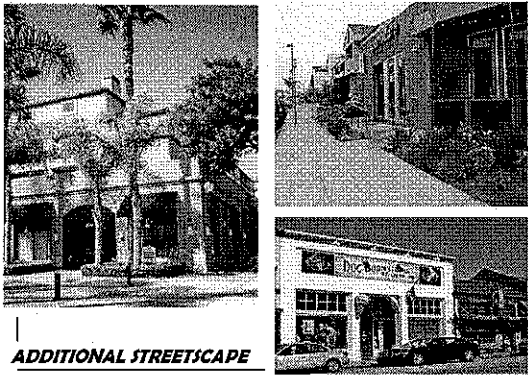
- **Establish a business improvement district or other local maintenance association**
- **Incentives for new investment or rehabilitation**
- **Encourage lot assembly**
- **New zoning or design guidelines**
- **Allow residential/commercial mixed use projects to encourage reinvestment**



- RETAIL TOOLKIT**
- *New zoning standards to encourage retail uses (i.e. reduced parking requirements)*
  - *Allow residential/commercial mixed use projects*
  - *Business attraction programs*
  - *Adopt zoning standard to preclude "non-retail" uses*

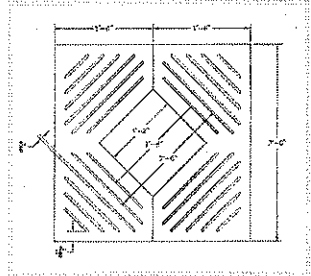
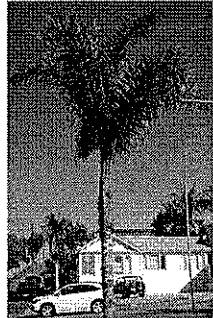
- STREETSCAPE TOOLKIT**
- *Beautification program, funded as part of the CIP and/or through assessment of local property owners*
  - *Implementation of street tree program (in progress)*
  - *Maintenance assessment district*
  - *Identify major properties that may include open plazas as part of development projects*





**ADDITIONAL STREETScape**

**PREVIOUSLY APPROVED STREET IMPROVEMENTS**

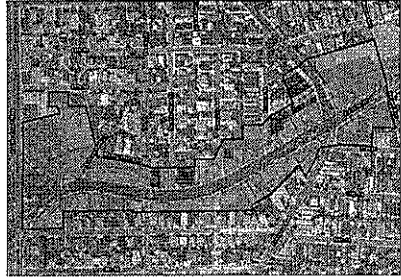


**QUEEN PALMS AND DECORATIVE PLATES**

**LAND USE AND ZONING CONSISTENCY TOOLKIT**

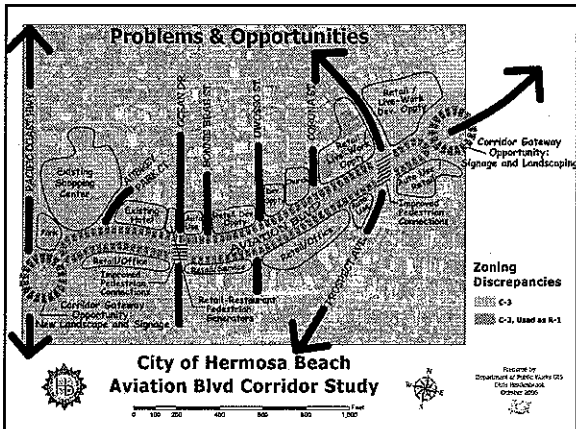
- *Implement and refine 1994 Land Use Element recommendations to update Zoning and General Plan maps to establish appropriate and consistent designations*
- *Assembly of lots in same zoning classification*

**ZONING DISCREPANCIES**



**Zoning Discrepancies**  
 ■ C-3  
 ■ C-3, Used as R-1  
 □ STUDY AREA

City of Hermosa Beach  
 Aviation Blvd Corridor Study  
 Prepared by: Department of Public Safety  
 Date: 1/20/2009



**City of Hermosa Beach Aviation Blvd Corridor Study**  
 Prepared by: Department of Public Safety  
 Date: 1/20/2009

# **AVIATION BRAINSTORM**

- **Take the show on the road!!!**
- **Public Works staff representative at future meetings**
- **Contact Chamber of Commerce**
- **More flexible meeting times**
- **Traffic concerns (speeding, unsafe)**
- **Better lighting, façade remodel along Aviation (update)/capture pedestrian traffic along Prospect**
- **Open up discussions with “Big Lots”**
- **BID/CIP/TIF/Assessment District**
- **Encourage Mixed Use**
- **Rally business owners**
- **Modify parking restrictions (meters)**
- **Aesthetics!!! – Aviation is filthy, general maintenance**
- **Pedestrians are there, however, don’t want to walk on Aviation**
- **We need to take a good, hard look at what’s there now!!!**
- **Bulb outs (landscaped)/medians**
- **GET IN THE NEIGHBORHOOD, FLEXIBLE SCHEDULES (Mon/Tues 5pm, (CHURCH/OCEAN DINER/COMMUNITY CENTER) – FREE MEAL!**
- **Get in the Holiday Spirit!!! (Tree lighting)**
- **No “King Harbor” type signage**
- **The City needs to “step up to the plate”**
- **Revise Development Standards**
- **Have a comprehensive plan – not piecemeal**
- **Urban design program**