

**CITY OF HERMOSA BEACH
COMMUNITY DEVELOPMENT DEPARTMENT**

MEMORANDUM

Date: February 20, 2007

To: Honorable Chairman and Members of the Planning Commission

From: Sol Blumenfeld, ^{SB}Director
Richard S. Denniston, Associate Planner
Community Development Department

Subject: Aviation Corridor Study

Recommendation

To direct as staff as deemed appropriate.

Background / Analysis

On February 1, 2007, Staff held its second public workshop at Ocean Diner in regard to the Aviation Corridor study. At this meeting, Staff presented a brief twenty-minute PowerPoint presentation 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

At the conclusion of the presentation, the Community Development Director opened up the meeting for public comments and questions. As compared to the first Aviation Boulevard meeting, there was a larger contingent of commercial property owners in attendance. The predominant issues raised were the lack of off-street parking and the high rate of vehicle speed along Aviation Boulevard. Reciprocal parking agreements, in particular with the Church, and traffic calming measures (i.e. planted medians, police presence) along Aviation Boulevard were some of the suggestions provided by attendees. Additional suggestions/comments provided by attendees and Staff has been attached to this memorandum (Attachment 1).

The Community Development Director stated that Staff would hold approximately 1-2 additional meetings and would actively encourage attendance by residential property owners adjacent to Aviation Boulevard.

Attachments:

1. February 1, 2007, Aviation Corridor Notes

AVIATION BOULEVARD

- NARROW SIDEWALKS...NOT PEDESTRIAN FRIENDLY
- SPEED AND TRAFFIC
- TRASH P/U ISSUES...P/U TIMES
- HOW DO WE DRAW FOLKS TO AVIATION???
- ENHANCE CROSSWALKS/NEW CROSSWALKS WHERE THERE IS EXISTING PEDESTRIAN ACTIVITY

GOT TO SLOW TRAFFIC DOWN!!!

- SPEEDING...POLICE PRESENCE?
- ADDITIONAL SIGNAGE
- TRAFFIC CALMING
- AFRAID TO PARK (SPEEDERS)
- RESIDENT ISSUES...STREET PARKING AVAILABILITY

PARKING

- CHURCH PARKING AREA (PRIMO PARKING!) APPROX. 44 STALLS
- BUSINESSES NEED TO PARTICIPATE (RECIPROCAL PARKING AGREEMENTS)
- NOT ENOUGH METER SERVICE (ENFORCEMENT)
- 2-HOUR PARKING???
- FOLKS DON'T WANT TO PAY FOR PARKING!!!
- MAXIMIZE BUILDING HT; PROVIDE FOR ADDITIONAL RETAIL SQ. FT.

MIXED USE OPPORTUNITIES

- ELIMINATE OFF-STREET PARKING STANDARDS (SEATTLE EXAMPLE)