

UPPER PIER AVENUE COMMITTEE
MEETING OF WEDNESDAY, JUNE 6, 2007
CITY HALL, COUNCIL CHAMBERS
1315 VALLEY DRIVE
7:00 P.M.
ACTION MINUTES

The meeting was called to order by Councilmember Bobko at 7:05 p.m.

1. Flag Salute – Mr. DiVirgilio led the salute.

2. Roll Call

Present: Committee Members: Bobko, Brittain, Gross, Hoffman, Klade, MacMillan, Nota, Peha, Pizer

Absent: Marinelli, Tucker

Also Present: Public Works Director Richard Morgan, Community Development Interim Director Ken Robertson, Rhea Punneo, Administrative Assistant, Public Works Department,

3. Approved Action Minutes of May 2, 2007 with correction.

4. Public Comment: No public comments at this time.

5. Written Communication – Written communication was received and filed.

6. Items for Committee Consideration

a. Discussion: Re-defining Study Area

Mr. Gross presented the item, noting that after speaking with many business and property owners, Upper Pier Avenue is considered from Monterey Ave. east to PCH. He felt it makes more sense to limit the study area, thereby creating a better focus and bigger impact.

Discussion included the following comments:

- Consistency is needed from PCH to Hermosa Ave. to create a real plan
- While there is different quality within each block, it is a problem of scale – downtown is really small – is important to recognize all qualities and develop criteria
- The money is there to pave the whole street, from Hermosa all the way up to PCH.
- Wouldn't want to see a division aesthetically – should flow smoothly

Jim Lissner, Hermosa Beach

Said he hopes that they make sure plan doesn't stop mid-Pier Ave.

Action: After much discussion, subject of redefining the study area was tabled to a later date.

b. Discussion: Relevant points from SBCCOG Presentation

Mr. Gross presented the item, noting the presentation by Bill Fulton, *Density in the South Bay Strategies for Making it Work*, had been on Wednesday, May 16, 2007, by the South Bay Cities Council of Governments in Hermosa's Council Chambers. He'd noted the following as points relevant to Hermosa:

- Accept that something is going to happen – only a matter of what
- Do an available parking survey – include inconvenient and unavailable parking and the shuttle concept

- Look at El Segundo's Specific Area Plan – physical improvements/economic incentives/mixed use development
- Mr. Gross said it is incumbent upon the committee to do a study of all available parking - public and private – even looking at private valet services. He added that El Segundo used many of the elements UPAC is considering. Discussion among the members included the following:
- El Segundo redid their streetscape first
- Mr. Fulton mentioned that the mix is most important and should focus on food – restaurants and markets – and neighborhood services
- Remember mixed use is a trend
- Hermosa already has horizontal mixed use – is the densest community in the South Bay – is vertical mixed use wanted

Jim Lissner, Hermosa Beach

Asked for Mr. Fulton's website.

Gary Kazangian, Hermosa Beach

Said not interested in sharing private parking.

7. Sub-Committee Reports

a. Business Owners

Mr. Gross presented the subcommittee's findings in a summary report.

Discussion noted the following:

- consistency is very important
- owners don't want an assessment

b. Property Owners

- Mr. Bobko thanked all for the surveys and work done by both groups.

c. Public Relations

Ms. MacMullan presented the report, noting that the subcommittee has two objectives: resident surveys and visibility of the committee. She noted that the subcommittee had been at the Fiesta and many had either completed surveys and/or had been contacted after the event. She also noted:

- An item would be in the E-Newsletter again
- There should be an article in the Beach reporter
- 260 surveys had been received as of 6:00 p.m.
- There is a sense of community – people want to protect the small town feel
- They want a balance of choices – consumption vs. upscale restaurants
- Over 50% added comments
- Survey used was a modified version of the one used for business and property owners

Additional discussions included the following highlights:

- Mr. Klade will have a video of Pier Avenue for a future meeting
- Mr. Nota and Mr. Peha will present their map item at the July meeting
- Mr. Morgan will bring a summary of the traffic counts for 8th, 16th and Loma to the July meeting
- Mr. Peha would like traffic counts as well as parking space counts
- Mr. Gross advised has an intern available – was advised to get with Mr. Burrell
- Anticipated for next meeting:

- o Traffic counts
 - o Parking spaces
 - o Committee name change discussion
 - o Urban Design/Streetscape preliminary discussion
8. Public Comment: Anyone wishing to address the Committee on items other than those on this agenda pertaining to this Committee may do so at this time.

Gary Kazangian, Hermosa Beach

Thanked Mr. Bobko for a well-run meeting; was advised that the report with the tenets for a specific plan would be going to council in February of 2008

9. Adjournment – 8:35 p.m.