

UPPER PIER AVENUE COMMITTEE
MEETING OF WEDNESDAY, AUGUST 1, 2007
CITY HALL, COUNCIL CHAMBERS
1315 VALLEY DRIVE
7:00 P.M.
ACTION MINUTES

The meeting was called to order by Committee Member Bobko at 7:08 p.m.

1. Flag Salute, led by Boy Scout named Christian.

2. Roll Call

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

Absent: Hoffman

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

3. Approved Action Minutes of July 11, 2007.

4. Public Comment:

Jim Lissner, Hermosa Beach

Michael DiVirgilio, Hermosa Beach

Carla Merriman, Chamber of Commerce

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

6. Items for Committee Consideration

a. Street Pole Banners

Item postponed until the September Meeting

b. El Segundo Improvements

Item postponed until the October Meeting

c. Pier Avenue Traffic Data

Item postponed until the September Meeting

7. Sub-Committee Reports

a. Public Relations

Ken Hartley of CIDR Systems and Ian McLagan of Alliance Consulting Group presented the results of the resident/non-resident survey. Ms. MacMullan advised they will be preparing the results of the business and property owner surveys soon.

Highlights of the results included the following;

| Initiatives | Resident Response |
|--|------------------------|
| Q.6 - Do you think the City should develop a "streetscape" project (a beautification program with new landscaping, textured sidewalks, improved signage, public art, etc.) for Pier Avenue? | 78% "Yes" |
| Q.9 - If the sidewalks are widened, do you think the City should permit outdoor dining on the sidewalk on Pier Avenue? | 75% "Yes" |
| Q.11 - Do you think the City should permit "mixed use" development (ground floor commercial, upper floor residential) on Pier Avenue? | 73% "Yes" |
| Q.12 - The current height limit for commercial buildings along Pier Avenue is 30 feet. Should it be kept the same? | 63% "Keep the same" |
| Q.15 - Should the City keep Upper Pier Avenue at four lanes or reduce it again to two lanes? | 61% "Keep the same" |
| Q.14 - Do you believe crime (including vandalism and rowdy behavior by apparently intoxicated people) is increasing, staying about the same, or decreasing on Upper Pier Avenue? | 60% "Staying the same" |
| Q.7 - Do you think the residents of Hermosa Beach would benefit if the City constructs a new parking structure adjacent to Pier Avenue on City property (at the civic center or community center)? | 60% "Yes" |
| Q.8 - Do you think the City should widen the sidewalks on Pier Avenue to create a more "pedestrian friendly" atmosphere? | 60% "Yes" |
| Q.10 - If the sidewalks are widened, do you think the City should permit outdoor sales and art displays on the sidewalks on Pier Avenue? | 57% "Yes" |
| Q.13 - Do you consider crime (including vandalism and rowdy behavior by apparently intoxicated people) a significant problem on Upper Pier Avenue? | 37% "Yes" |

8. Adjournment – 8:15 p.m.

