

Economic Development Strategy—Implementation Priorities and Status

	Strategic Action	July 2024 Progress Update	February 2025 Progress Update	January 2026 Progress Update
1. (S)	Wayfinding Signs (CMO/PW)	Both City "Walk Your Bike" sticker decals (25) and the Chamber of Commerce-provided "Shop Eat Truly Hermosa" sticker decals (16) on the sidewalk in the downtown areas were replaced in May and June 2024. CIP 111 was reassigned to one of the new Senior Engineers and scheduled to resume in June 2024 per the revised Estimated Capital Improvement Program (CIP) Project Scheduled presented to City Council at the CIP Study Session on April 18, 2024. The tentative schedule shows completion of this preliminary design effort concluding in November 2024. The adopted budget for Fiscal Year 2024–25 identifies the next phase of the project under the Deferred and Unfunded Future Project list and would need to be	Project timeline extended due to staffing availability and contract agreement expiration. Staff procured a new contract agreement in fall 2024, that was then executed in December 2024. Staff since completed a more detailed existing conditions inventory assessment and finalized initial comments on the draft preliminary designs that have been sent to the design consultant for consideration. Staff is actively working to negotiate a task order agreement under the new contract to finalize the preliminary design effort which is anticipated to take approximately 4 to 6 months to complete. The adopted budget for Fiscal Year 2024–25 identifies the next phase of the project under the Deferred and Unfunded Future Project list and would need to be considered for funding as part of a future budget cycle; CIP 111 is a preliminary design only and does	The City has received a donation of \$500,000 from former Mayor Chuck Sheldon and his wife Missy to fund the design, installation, construction, and maintenance of new monument signage within the City. The primary use of the funds will be for a new digital monument sign at the Community Center near Pier Avenue and Pacific Coast Highway; any remaining funds may be directed toward additional gateway monument signs at other locations in the City. The City previously received a \$50,000 contribution for the electronic sign from the Chamber of Commerce in 2014. Staff is exploring the potential for the funds to be reallocated to the remaining unfunded elements in the project including the downtown wayfinding signage and the gateway signage. Staff is preparing preliminary designs, and further evaluating

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		considered for funding as part of a future budget cycle; CIP 111 is a preliminary design only and does not include any funding for implementation.	not include any funding for final design or implementation.	permitting requirements, and anticipates bringing an item to City Council in early 2026.
2. (L)	Façade Improvement Program for commercial districts (CD)	There is currently no funding or staffing resources to initiate this item.	There is currently no funding or staffing resources to initiate this item.	There is currently no funding or staffing resources to initiate this item.
3. (S)	Beautification Program, including Gateway Entries and Corridors (CMO/CD/PW)	The street banner program continues to be managed by the Chamber of Commerce and provides timely and aesthetically pleasing event/community information. The planned City gateway sign at the Skechers project at Longfellow Avenue and PCH is scheduled for installation in July 2024. The installation of the permanent ring lights on the palm trees also included lights along the roof line of the Community Center and are in operation year-round.	The street banner program continues to be managed by the Chamber of Commerce and provides timely and aesthetically pleasing event/community information. PW installed the new drought-tolerant landscaping along the center median of Gould in July 2024. The Chamber of Commerce conducted a site walk on Upper Pier Avenue with local businesses and City staff in September 2024. Greenbelt Trail improvements are underway, and they will be	City Council formed a Downtown Lighting and Beautification Subcommittee at its May 13 2025 meeting. Staff has made recommendations to the subcommittee for consideration and is working to schedule a meeting to discuss further. The City has received a promised donation of \$500K from a former Mayor for installation of a new monument sign at Pier Ave and PCH with the remaining funds to be spent on entryway signs.

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		Public Works is currently in process of adding new drought tolerant landscaping along the center median of Gould Avenue that will enhance that gateway entrance to the City. The Chamber of Commerce conducted a site walk with local businesses and provided feedback for Pier Avenue between Hermosa Avenue and Manhattan Avenue. Public Works will schedule a follow-up walk with the Chamber to better understand the requests.	completed in February 2025. The improvements include new landscaping, accessible paths and ramps, and new fitness equipment. New trash receptacles were installed throughout the Downtown.	
4. (S)	Beautification Awards (CMO)	No additional update on this item.	No additional update on this item for the current review period, however, an award is planned during the upcoming State of the City.	Beautification Awards were presented to the following businesses at the April 10 2025 State of the City: • David Caskey (Caskey Real Estate) – renovated historic Pier Ave. building.

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				<ul style="list-style-type: none"> • Shady Fahim (Abe’s Liquor) – major store and landscaping transformation
5. (L)	Consider Arts in Public Places Program	There is currently no funding or staffing resources to initiate this item. However, the recent utility box beautification and Skate Park art installation added original art in public spaces.	There is currently no funding or staffing resources to initiate this item. The Public Works Department continues to install art on utility boxes. Artwork was added to six more boxes within the right-of-way.	There is currently no funding or staffing resources to initiate this item. An Arts in Public Places program would establish a requirement on certain private developments to provide public art on private property. Alternatively, developers could pay a fee which would then be used to create public art by the City.
6. (L)	Placemaking Community Forum	There is currently no funding or staffing resources to initiate this item.	There is currently no funding or staffing resources to initiate this item. However, regulations promoting placemaking will be included in the zoning ordinance updates in 2025.	While a forum was not established, given funding and staffing constraints, the City does endeavor to activate underutilized spaces, improve area attractiveness for all ages and abilities, and includes the community in decision making. The accessible pathway in the Greenbelt is one recent example of this.

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7. (L)	Placemaking Project Design	There is currently no funding or staffing resources to initiate this item.	There is currently no funding or staffing resources to initiate this item.	City staff involves community stakeholders in decision-making when neighborhood enhancement opportunities arise.
8. (S)	Include Beautification-related projects in the City budget and CIP to add value and for residents and visitors to enjoy. (PW)	CIP 109, created to enhance the aesthetics of utility boxes throughout the City is in progress and was. Public Works staff is actively working in coordination with a local artist collaborative to advance the installation of painted or wrapped art on utility boxes. The first art installation was completed in parking Lot A in early June. To celebrate the 25th anniversary of the Hermosa Skatepark, the City completed a maintenance and beautification project at the facility including design and installation of new signage provided by local artist collaborative. Three new artistic signs were	CIP 109, created to enhance the aesthetics of utility boxes throughout the City is in progress. Public Works staff is actively working in coordination with a local artist collaborative to complete installations throughout the City of painted or wrapped art on utility boxes. Several of the locations are in the downtown. To celebrate the 25th anniversary of the Hermosa Skatepark, the City completed a maintenance and beautification project at the facility including design and installation of new signage provided by local artist collaborative. Three new artistic signs were unveiled at the June 8, 2024 celebration. In preparation, Public Works conducted extensive beautification work on the park including	The FY 25-26 Budget included \$100,000 funding for various beautification projects throughout the City. City Council formed a Downtown Lighting and Beautification Subcommittee at its May 13, 2025 meeting. Other recent improvements include: CIP 109, created to enhance the aesthetics of utility boxes throughout the City is nearing completion. Public Works staff is actively working in coordination with a local artist collaborative to complete installations throughout the City of painted or wrapped art on utility boxes. Several of the locations are in the downtown.

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		<p>unveiled at the June 8, 2024 celebration. In preparation, Public Works conducted extensive beatification work on the park including concrete repair, signage replacement, repainting of retaining walls, refreshment of pavement markings, and weed abatement. Public Works staff is also in process of repairing the fencing and the damaged wind screens. In cooperation with Hermosa Beach Little League, the playing surface at Clark Field Home Plate was replaced with artificial turf. This effort required coordination and completion of an Amendment to the existing Memorandum of Understanding between Hermosa Beach Little League and the City, design review, construction oversight and inspection by</p>	<p>concrete repair, fence repair, signage replacement, repainting of retaining walls, refreshment of pavement markings, and weed abatement.</p> <p>In cooperation with Los Angeles County Beaches and Harbors, the City coordinated the County’s sand grading operations in December 2024 on the beach from near 18th Street. This effort required extensive coordination by Public Works staff with the County, adjacent residents, the Community Resources team, and the volleyball court users to ensure the effort was completed.</p>	<p>CIP 113 will be kicking off in 2026 that will lead to the removal of 170 single space meters and be replaced by 11 multi-space meters on Pier Ave and Lot D. This will reclaim public right-of-way along Pier Ave and Lot D that would otherwise be taken up by parking meters.</p>

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		Public Works staff. In cooperation with Los Angeles County Beaches and Harbors, the City completed sand grading on the beach from Herondo Avenue to 14th Street. This effort required extensive coordination by Public Works staff with the County, adjacent residents and businesses, the Community Resources team, and the volleyball court users to ensure the project was completed in advance of the busy spring season. The work also required significant work by the City to remove and replace all impacted volleyball courts.		
9. (S)	Work with Business Community to Explore Formation of a Downtown Business Improvement District (BID). (Chamber)	The Chamber indicated that it is still pursuing a Tourism Improvement District.	The Chamber of Commerce indicated it continues to work on establishing a Tourism Improvement District.	This project is still in progress. The Chamber hopes to bring the item to Council in early 2026.

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10. (M)	<p>Focused Update of Downtown Revitalization Strategy, including Preservation of Downtown Retail and Restaurants and Other Active Uses on 1st Floor.</p> <p>(CMO/CD)</p>	<p>The City recently secured the professional assistance of Lee Andrews to conduct a 12-month outreach phase of the Civic Facilities discussion. PLAN Hermosa, the City’s General Plan, identified the civic center as a catalyst for downtown revitalization strategies. Community support and interest in Civic Center investment is a means of downtown revitalization. In reviewing the City’s Housing Element-related zoning changes, California Housing and Community Development (HCD) identified guest parking for multi-family residential as a governmental constraint. The City Council recently approved a Zone Text Amendment eliminating guest parking requirement for development of three or more units, including in</p>	<p>The Chamber of Commerce conducted a site walk on Upper Pier Avenue with local businesses and City staff in September 2024.</p>	<p>The City recently engaged Lee Andrews to lead a 12-month outreach phase for the Civic Facilities discussion, which has resulted in valuable community input on facility priorities. Following Advisory Group recommendations and Council direction, the focus has shifted to revitalizing the City’s Public Works Yard.</p> <p>Ground floor uses will be a topic of discussion in the upcoming planning process in 2026 focused on commercial zones as a part of the City’s Zoning Code Update.</p>

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		<p>mixed use development. Mixed-use development was identified as an improvement strategy for Downtown.</p> <p>In April 2024, City Council requested a discussion on a potentially prohibiting office uses on the ground floor of commercial areas. After discussion, City Council provided guidance that incentives should be included in the Zoning Text Amendment to encourage pedestrian-oriented uses on the ground floor in commercial districts.</p>		
11. (S)	<p>Develop Identity/Vision for the Downtown (Objective: Incorporate City brand with marketing and future improvements).</p> <p>(CMO/PW)</p>	The street pole banner program and logo licensing agreements are ongoing.	The street pole banner program and logo licensing agreements are ongoing.	There was no additional activity related to this strategic action in 2025.
12.	Comprehensive Downtown Lighting Evaluation with Complete Photometric	The estimated project schedule for CIP 621 was changed as part of the FY	The estimated project schedule for CIP 621 was changed as part of	As part of the FY 25-56 budget process, the project schedule is

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(S)	Study, Design and Installation (PW)	24–25 budget process with the start delayed until June 2026 due to the need to advance other high priority deferred maintenance, safety, and critical infrastructure projects in the CIP. The schedule for the start of this remains contingent of the completion of other high priority projects and staff availability with the project timeline to be revisited as part of the next budget cycle. The current funding supports the preliminary design phase only and additional funding will be necessary for final design and installation as part of a future CIP once the scope of work and costs are more clearly defined. During the interim period, the City replaced the string lighting on palm trees along Pier Avenue and Hermosa Avenue with new ring lights, as well as new lighting	the FY 24–25 budget process with the start delayed until June 2026 due to the need to advance other high priority deferred maintenance, safety, and critical infrastructure projects in the CIP. The schedule for the start of this remains contingent of the completion of other high priority projects and staff availability with the project timeline to be revisited as part of the next budget cycle for FY 25-26. The current funding supports the preliminary design phase only and additional funding will be necessary for final design and installation as part of a future unfunded CIP once the scope of work and costs are more clearly defined. During the interim period, the City replaced the string lighting on palm trees along Pier Avenue and Hermosa Avenue with new ring lights, as well as new lighting along the roofline of the Community Center, for enhanced aesthetic, to provide a more permanent installation, and ease in	not anticipated to begin before Spring/Summer 2026 due to other project priorities and staffing availability. As scoped, the CIP currently only includes funding for conceptual design and does not have adequate funding for final design or installation. City Council formed a Downtown Lighting and Beautification Subcommittee at its May 13 2025 meeting to help further flesh out the scope of work on this project as it is not well defined.

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		along the roofline of the Community Center, for enhanced aesthetic, to provide a more permanent installation, and ease in maintenance. These more permanent fixtures were installed in December 2023 and will be used all year long and can change colors.	maintenance. These more permanent fixtures were installed in December 2023 and will be used all year long and can change colors.	
13. (L)	Introduce and Facilitate Downtown Experiences (CMO/CR)	The City continues to support Special Events downtown. During this reporting period, the City's support of the Los Angeles RAMs draft event was heralded as spotlighting Hermosa Beach and its beach-adjacent downtown.	The City continues to support Special Events downtown. A zone text amendment updating temporary minor special events regulations for events on private property was considered by the Planning Commission at a study session in December 2024 and in a public hearing on February 18, 2025. These standards would be implemented citywide and would also apply in the downtown area.	Between the months of May and September: Fiesta Hermosa, You Are Enough 5K, Smackfest Volleyball Tournaments, JVA/BVCA Tournaments, AAU Volleyball Tournaments, AVP Junior National Championships, International Surf Festival, Triathlon, CBVA Volleyball Tournaments, Hermosa Beach Open, Hermosa Beach Concert Series, Movies at the Beach, Locale 90254 On June 10, 2025, the City Council approved a Zone Text Amendment that

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				updated the regulation for temporary events. This update provides greater flexibility for both indoor and outdoor events in support of businesses and the creation of temporary experiences.
14. (S)	Permanently Allow Outdoor Dining Areas and Lane Reconfigurations. (PW/CMO)	Council approved guidelines for the on-street outdoor dining program in February 2024. Staff is currently finalizing a Coastal Development Permit to be submitted to the Coastal Commission in Summer 2024.	Council approved lane reconfigurations and guidelines for the on-street outdoor dining program in February 2024. Staff is continuing to work with the California Coastal Commission to obtain a Coastal Development Permit.	13 businesses are currently permitted for on-street outdoor dining. A CDP application for Coastal Commission is in progress and should be submitted in early 2026.
15. (S)	Long-term Allowance of Outdoor Music in Business Locations (CD)	The on-street outdoor dining guidelines approved in February 2024 allow on-street dining areas to have music in the encroachment areas.	The Hermosa Beach Concert Series returned in 2024 on the two Sundays following Labor Day weekend, September 8, 2024 and September 15, 2024, attracting 5,000 attendees total over the	Zoning regulations pertaining to entertainment on private property would be addressed as a part of the zoning update in the first half of 2026.

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			course of the two concerts. It will continue on the same weekends in 2025.	
16. (M)	Program to Allow Outdoor Music in Public Spaces (CMO/CD)	There is currently no funding or staffing resources to initiate this item.	There is currently no funding or staffing resources to initiate this item.	There is currently no funding or staffing resources to initiate this item. This action item contemplates a code amendment to Title 12.
17. (M)	Regular Communication with Key Property Owners to Encourage Reinvestment and Provide Support as Needed. (CMO/CD)	City staff conduct regular meetings with the Chamber of Commerce representatives, as well as any business owner(s) seeking support. During this period of notable retail space turnover, the City's Planning staff has assisted prospective business owners and representatives to discuss potential uses.	City staff conduct regular meetings with the Chamber of Commerce representatives, as well as any business owner(s) seeking support. During this period, the City's Planning staff has assisted prospective business owners and representatives and has processed a number of entitlements and tenant improvements for businesses.	City staff routinely meets with the Chamber of Commerce and business owners seeking assistance.
18. (M)	Develop Business Visitation Program. (CMO/Chamber/PD/CD)	Chamber of Commerce continued with "Walk N Talks," a program to connect City elected and appointed officials with various businesses. A	The Chamber of Commerce continued with "Walk N Talks," a program to connect City elected and appointed officials with various businesses. A third walk was conducted in September 2024 in	The Police Department has continued the WTF events throughout the city. During this calendar year, the Police Department has hosted the following events:

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		<p>second walk was continued in April 2024 of Lower Pier Avenue, resulting in beautification recommendations. In addition to the Coffee with a Cop program, the Police Department started What the Fuzz (WTF) meetings to create meaningful engagements with the community and businesses. WTF is not limited to businesses and could be done in any neighborhood or private residence. When scheduling WTF meetings, the Police Department requests the host suggest the best day and time and possible topics. The City has conducted multiple successful WTF meetings and plans to hold them monthly. Businesses are scheduled through all of 2024 and into 2025 and the department continues to receive requests from</p>	<p>the Upper Pier area. A fourth walk is anticipated in areas of outside of downtown in Spring of 2025. In addition to the Coffee with a Cop program, the Police Department started What the Fuzz (WTF) meetings to create meaningful engagements with the community and businesses. WTF is not limited to businesses and could be done in any neighborhood or private residence. When scheduling WTF meetings, the Police Department requests the host suggest the best day and time and possible topics. The City has conducted multiple successful WTF meetings and plans to hold them monthly. Businesses are scheduled through 2025 and the department continues to receive requests from businesses and other groups. The Police Department regularly participates in the monthly Chamber of Commerce to provide updates on events and crime trends affecting businesses.</p>	<p>1/15/25 - Coffee with a Cop at Starbucks (1107 PCH) 2/5/25 - What the Fuzz at Bolt 3/13/25 - What the Fuzz at Starbucks (1303 Hermosa Ave) 4/29/25 - What the Fuzz at Gitana (5k run/walk) 5/29/25 - What the Fuzz at Paisanos (Pizza w/the Police) 6/30/25 - What the Fuzz w/ Beach Cities Health District (Yoga on the Beach) 7/22/25 - What the Fuzz at Mickey's Deli (Hoagie w/a Hero) 8/21/25 - What the Fuzz at Baked Bear (Cookie w/a Cop) 10/1/25 - Coffee w/a Cop at Java Man 11/5/25 - What the Fuzz at Pavilions (Shop w/a Cop) 12/12/25 - Santa Sleigh Ride/Movie Night</p> <p>The Police Department continues to participate in the monthly Chamber of Commerce to provide updates on events</p>

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		businesses and other groups. City Council and City staff are invited to, and attend, ribbon cuttings and other events organized by the Hermosa Beach Chamber of Commerce. In April 2024, the City of Hermosa Beach co-hosted a Lunch and Learn for Hermosa Beach businesses to obtain information about how to prepare their business and employee for natural disasters.	City Council and City staff participate in ribbon cuttings and other events organized by the Hermosa Beach Chamber of Commerce.	and crime trends affecting businesses. In September 2025, The City co-hosted a BE READY: Emergency Preparedness for Businesses lunch meeting with the Chamber of Commerce to help businesses prepare for natural disasters.
19. (M)	Annual Commercial Property Owner and Brokers Forum (CMO / Chamber)	City staff-initiated discussions with the Chamber of Commerce on this item.	City staff-initiated discussions with the Chamber of Commerce on this item.	Downtown business forum/tours have been hosted by the Chamber when interest warranted.
20. (S)	Shop Local Program (CMO / Chamber)	The collaboration between the City and Chamber of Commerce on the Shop Local Program continues. A Summer 2024 shop local social media campaign	The City continues to promote the Shop Local Program. Free parking was provided during the holiday shopping season.	City staff brought forward the complimentary holiday parking program review to City Council in October 2025. Council elected to continue the program for the 2025 holiday season from December 3 rd – December 25 th .

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		aimed at the City's 23,000 followers is forthcoming.		
21. (S)	Provide Hermosa Beach Business Information to Event Promoters to Encourage Use of Local Vendors and Distribution to Participants. (CR / Chamber)	Completed.	Completed.	Staff provides Hermosa Beach business information to event producer(s) to encourage use of local restaurants and businesses from participants & crew. Included is a link to the Chamber's business directory to share or utilize for lunch or catering needs <u>Shop - Truly Hermosa</u>
22. (M)	Retail Attraction Program for Competitive, Strengthened Retail (CMO / Chamber / CD)	There is currently no funding or staffing resources to initiate this item.	There is currently no funding or staffing resources to initiate this item. The Chamber of Commerce established a subcommittee focused on Retail Businesses.	The Chamber has created a Retail Committee and meets monthly.
23. (S)	Partnership with Chamber of Commerce to Enhance Visitors Bureau to Develop And Promote the Hermosa Beach Brand and Provide Visitor Resources (CMO/Chamber)	The agreement with the Hermosa Beach Chamber of Commerce to allow for the sale of souvenirs and decorative items bearing the City logo to promote the Hermosa Beach brand and to generate revenue to	The agreement with the Hermosa Beach Chamber of Commerce to allow for the sale of souvenirs and decorative items bearing the City logo to promote the Hermosa Beach brand and to generate revenue to support tourism activities remains in place.	Truly Hermosa magazine is distributed to a variety of business locations and a Truly Hermosa Instagram page was created.

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		support tourism activities remains in place.		
24. (M)	Periodic Community Survey to Determine What Types of Shops or Goods Are Desired and Residents to Drive out of Town to Patronize (CMO / Chamber)	There is currently no funding or staffing resources to initiate this item.	There is currently no funding or staffing resources to initiate this item.	The Chamber has created a Retail Committee and meets monthly.
25. (M)	Explore Music Events and Activities to Celebrate Hermosa Beach Music History and Provide Musical Experiences for Community and Visitors. (CMO / CR / Chamber)	The Hermosa Beach Concert Series will take place on the two concerts on the beach in 2024, south of the Pier, on the two Sundays following Labor Day weekend, September 8, 2024 and September 15, 2024. The title of the event is general, not specific to a location (such as beach concerts, for example) so there are opportunities to consider expanding the concerts, such as to the parks in the off-season.	The Hermosa Beach Concert Series took place on Sunday, September 7, and Sunday, September 14.	MindTravel Live-to-Headphones 'Silent' Piano Concert event occurred on August 19 and October 19: https://www.mindtravel.com/

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26. (M)	Development Assistance Committee/ Development Review Committee (CD)	The department convenes bi-weekly development review meetings internally to identify project requirements early in the process. The requirements are conveyed to applicants, which frequently are business owners, so they can decide how to proceed.	The department continues to convene bi-weekly development review meetings internally to identify project requirements for applicants early in the process and to improve department coordination for streamlining of the development review process overall. The requirements are conveyed to applicants, which frequently are business owners, so they can decide how to proceed.	In 2025, the inter-departmental teams reviewed 45 development projects and discussed 25 topics of mutual interest that improve inter-departmental coordination.
27. (M)	Provide Customer Service Training to All City Staff to Build on Culture of Excellent Customer Service. (CMO)	In May of 2024, the City facilitated in-person customer service training for all City employees. The training will be offered again in the future for new employees. The training focused on understanding the needs of the customer while balancing staff morale and workload.	In May of 2024, the City facilitated in-person customer service training for all City employees. The training will be offered again in the future for new employees. The training focused on understanding the needs of the customer while balancing staff morale and workload.	There was no additional activity related to this strategic action in 2025.
28. (L)	Continuous improvements to streamline processes and reduce approval times for permit processes. (CD)	In May 2024, the Community Development Department secured an additional plan review firm to meet plan review volume	In August 2025, Community Development updated its plan check review process from a linear review process to a concurrent review. Plan checks are reviewed	The City continues to streamline development review and reduce permit approval times. Two new plan check firms have been approved to handle increased

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		and complexity. The department also updated application forms and handouts and changed internal protocols to funnel communications to group emails for more comprehensive coverage and response assignment.	concurrently by Building and Safety and Planning staff reducing the time from plan check to permit issuance.	volume and project complexity. Concurrent plan review is now in place among Building and Safety, Public Works, and Planning. The City is also expanding use of Accela Citizen Access, which currently supports online solar permits, to include all permit types by early 2026—allowing online submittal, fee payment, and real-time status tracking.
29. (S)	Continue Staff Member Assigned as Business Liaison. (CMO)	Complete.	Complete.	The City maintains an assigned Business Liaison within the City Manager’s Office.
30.	Regular City Council Review	Ongoing.	Ongoing.	Ongoing.