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Subject: Comments in Advance of Hermosa Economic Development Meeting

Hi Martha,

Thank you for your thoughtful work in helping our city, Hermosa Beach, update its city plan. I wanted to provide some comments in advance of our Economic Advisory Meeting tomorrow.

SCOPE OF PLAN UPDATES:

COMMENT:

It has been 8 years since the Plan Hermosa Community Workshops and 6 years since Planning Commission meetings to move this to Council. At the time, Matt Buris of Rami and Assoc, the Consulting firm brought in for the plan update said “Some cities update every 5 years. At bare minimum it should be done every 10-15 yrs” The pandemic that brought forward a decade of changes pretty much overnight. In my eyes, we have seen 18 years of change in the way we work, live, and shop since the last city plan was conceived.

Several months ago I met an executive from Federal Realty (<https://www.federalrealty.com/>), a huge mall REIT. She oversees The 3rd Street Promenade, The Point in El Segundo, The Plaza in El Segundo, and others. She told me that they are moving focus to restaurant and service tenants because they are the future. They are shying away from filling space with retail and office tenants.

QUESTION:

Is an overhaul of Plan Hermosa on the table to reflect those changes, or are you primarily charged with small updates and codifying the general plan that was initiated in 2014 and adopted in 2017?

ENCOURAGE SECOND FLOORS FOR VIBRANCY

COMMENT

For vibrancy to exist we need both more “feet on the street” and the creation of an active downtown feeling through the development of upper floors. Most of Pier Avenue, and especially the upper pier, is older, single story structures which detracts from that active feeling and does little to feed people down to the streets. There has been little change or development of these properties for many decades. Property owners need the **Incentive of flexible use in order to give them the confidence to develop upper floors**. This would be a new approach and is likely the only way to avoid the same-ol, same-ol.

QUESTION:

What are your thoughts on flexible use on upper-levels of DT Downtown zone properties?

AVOID BAN ON GROUND FLOOR OFFICE

COMMENT:

DT Downtown zone has so few second floors, without significant investment by property owners there will be no second floor in which to move offices. Also, with the changes in consumer behavior (retail and office demand decline) there needs to be flexibility.

QUESTION:

What are your thoughts?

DEFINING PERSONAL SERVICES TO INCLUDE THOSE WITH A MEDICAL PROFESSIONAL PROVIDED A TYPICAL BUSINESS OF THE TYPE IS RETAIL-LIKE

COMMENT:

The suggested definition of office would have DT Downtown Zone would not allow for medical spas, spas, etc. if they have medical professionals to reside on the ground floor. However, this misses the nuance that medical spas are called "retail medicine" in the medical community because they are places of retail that rely on and promote foot traffic. They advertise heavily to bring in customers and tend to live at places like malls and busy downtowns.

DEFINE CERTAIN R&D ACTIVITY TO BE INCLUDED IN THE OFFICE CATEGORY

COMMENT

Some R&D activities center more around intellectual property creation, than physical fabrication. These are activities that fit in the office environment.

MIXED USE OVERLAY FOR INFILL PROPERTIES

COMMENT:

Add Mixed-use residential overlay to downtown alleys/streets with under-utilized and infill property to both help with the housing crisis and add downtown vibrancy. Some downtown properties have a lot of space over existing private parking lots that are in alleys/streets (such as Oak Street) off the main shopping streets. These can help with vibrancy, the housing crisis, and would be looked upon favorably by the coastal commission. Allowing those to go fallow is against the greater good.

QUESTION: What are your thoughts?

Once again, thank you for your assistance!

Best Regards

Jon David