

**UPPER PIER AVENUE COMMITTEE**  
**MEETING OF WEDNESDAY, JULY 11, 2007**  
**CITY HALL, COUNCIL CHAMBERS**  
**1315 VALLEY DRIVE**  
**7:00 P.M.**  
**ACTION MINUTES**

The meeting was called to order by Committee Member Tucker at 7:10 p.m.

1. Flag Salute

2. Roll Call

Present: Committee Members: Bobko (arr. 7:27 p.m.), Gross, Hoffman, Klade, MacMillan, Nota, Peha, Pizer

Absent: Brittain

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 June 6, 2007.

4. Public Comment:

Jim Lissner, Hermosa Beach

Said Pier Avenue is the wrong issue, that PCH looks like "we don't care."

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

6. Items for Committee Consideration

a. Pier Avenue Video Presentation

Mr. Klade narrated a short video which took a look at street posts and presented examples of other communities and how they incorporated sea life into the street designs; said it was something could do ahead of time.

Chairman Bobko said he'd like to postpone items 6c and 6d until the August meeting.

b. Urban Design/Streetscape

Mr. Nota and Mr. Peha presented the item, giving their general observations as well as potential opportunities for Pier Avenue at the various intersections between PCH and Hermosa Avenue, noting that their report is a working document; noted there doesn't appear to be much activity during the day; said biggest problem is that of scale; said tenant mix is important, street trees provide a consistent edge; said there's no place to cross the street between Hermosa and Monterey; feel Palm Drive is really the demarcation point for downtown; think mixed use would be good but shouldn't include residential; not much business mid-day.

Stuart Turner, Laundromat

They do well at mid-day but could do better; wants to be involved in the community.

e. Timeline for Committee

The following sub-committees were formed along with the anticipated meeting date for the reports:

SUB-COMMITTEE	MEMBERS	STAFF CONTACT	REPORT DUE
Parking, Circulation, Traffic	Jan Brittain, Dan Marinelli, Jerry Gross, Pete Tucker	Rick Morgan	September
Land Use & Zoning	Kit Bobko, Pete Hoffman, Dean Nota, Larry Peha	Ken Robertson	October
Business Development	Ken Klade, Jerry Gross, Ron Pizer		November

It was also noted another town hall meeting would be held sometime around November/December.

## 7. Sub-Committee Reports

### a. Business Owners

- No report at this meeting.

### b. Property Owners

- No report at this meeting.

### c. Public Relations

Ms. MacMullan presented her report – an overview of the results of all three surveys which will be submitted as a written report at August meeting; she noted that 1,200 had been completed online of which 680 can be used; advised that independent firms had volunteered to assist with data.

#### Dave Rodriguez, Hermosa Beach

Said he manages large projects for a living and it comes down to implementation; said is important to find vision; important to take time to determine what all agree on.

At this time Chairman Bobko moved to disband the sub-committees for business and property owners with the caveat that they may be reformed if/when needed; seconded by Mr. Pizer. Vote unanimous noting absence of Ms. Brittain.

## 8. Member Comments: Mr. Klade announced the following:

- The Artwalk will be held on Saturday, August 18, 2007 between 10:00 a.m. and 6:00 p.m.
- On Saturday, July 21, 2007 the Hermosa Beach Artwalk will present a Salute to LeRoy Grannis and silent auction at Gallery C – tickets are \$25 each.

## 9. Adjournment – 8:52 p.m.