



City of Hermosa Beach
Inter Office Memorandum

DATE: May 22, 2007
TO: Upper Pier Avenue Committee
FROM: Jerry Gross, Committee Member
SUBJECT: Density in the South Bay, Strategies for Making it Work

For the Committee's review and discussion:

Relevant points from the SBCCOG's presentation on May 16, 2007:

- Accept that something is going to happen – it's only a matter of what
- Available parking survey: including "unavailable" and "inconvenient" parking and shuttle concept
- Focus on business mix versus streetscape – "what's there vs. how it looks"
- El Segundo Specific Area Plan: Physical improvements/Economic Incentives/Mixed Use Development