

**Hermosa Beach Upper Pier Avenue
Research Report**

UPAC
Upper Pier Avenue Committee

**Hermosa Beach Upper Pier Avenue
Data Analysis Consultants**

CIDR SYSTEMS
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Ken Hartley is co-founder and Vice President of CIDR Systems, Inc., a nationally recognized data processing and software development firm. CIDR Systems' wide range of data collection, tabulation and reporting services are utilized by companies which demand excellence: Johnson & Johnson, Xerox, The National Association of Realtors, Shea Homes, The YMCA, TruGreen, Rand Corporation, New Line Cinema, Cisco, Christie's Auction House and The Girl Scouts of America among many others.

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Data Analysis Consultants**

Ian McLagan
Alliance Consulting Group

Ian McLagan is president of Alliance Consulting Group, a marketing research consulting firm. In addition to personal retainers with Nissan, McDonald's, Coca-Cola and Outback Steak, Inc., Ian provides marketing intelligence to a broad base of clients including Nintendo, Samsung, Cerberus Capital, etc. and locally with DirecTV and Metropolitan Water District.

Research Methodology

- The Hermosa Beach Upper Pier Avenue Committee (UPAC) utilized Zommerang to conduct an online survey regarding consumer attitudes and preferences for the future of upper Pier Avenue
 - The survey was publicized through advertisements placed in local newspapers (Beach Reporter, Easy Reader), the Hermosa Beach website and through volunteers distributing newsletters during Fiesta Hermosa
 - The survey was available online during a 6-week period throughout June and early July, 2007

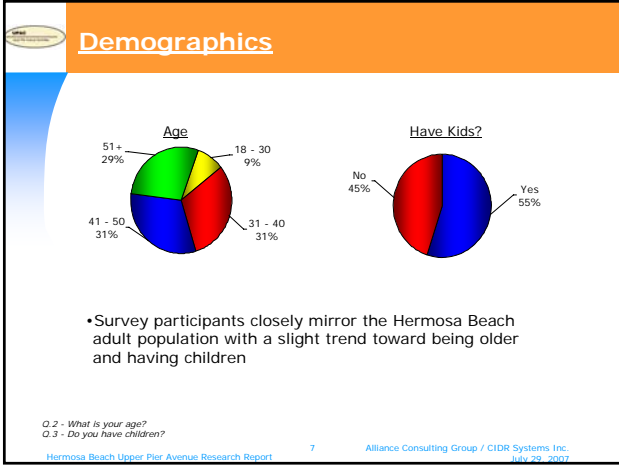
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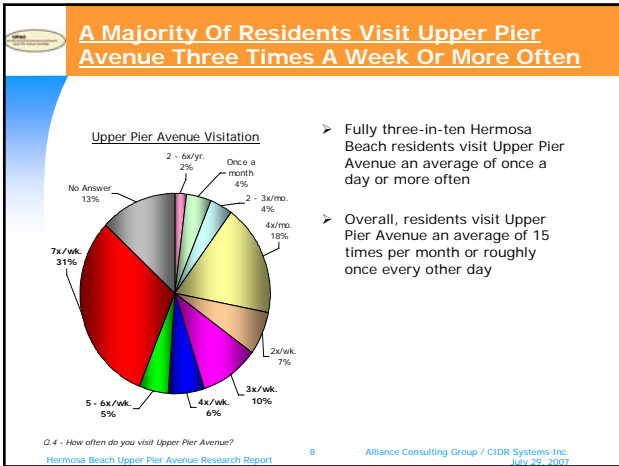
Research Methodology *(continued)*

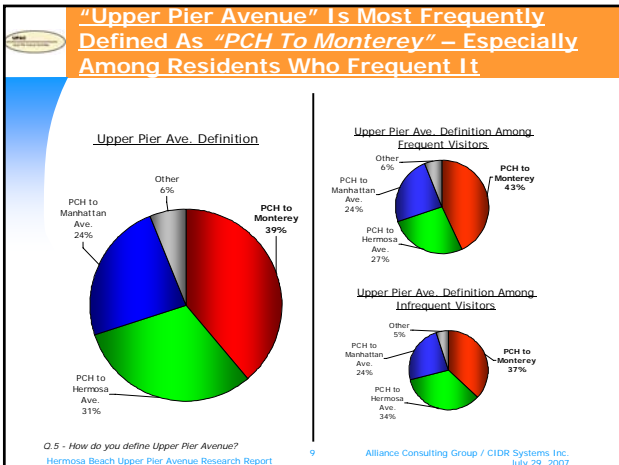
- A total of 571 consumers participated in the survey
 - 479 residents (405 complete online, 74 complete on paper received from Fiesta Hermosa & at the Public Works office)
 - 92 non-residents
- This report focuses exclusively on the responses of the 479 resident participants unless otherwise noted
- Question #16 was not clear on the survey and has been removed from this presentation due to the significant confusion participants had in responding to it
 - The question asked participants to *rank* various options confusing many participants who tried to *rate* the various options

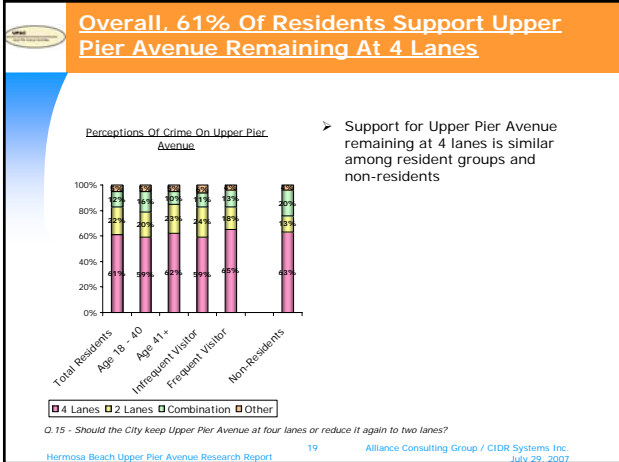
Q.1 - Are you currently a resident of Hermosa Beach? Hermosa Beach Upper Pier Avenue Research Report 5 Alliance Consulting Group / CIDR Systems Inc. July 29, 2007

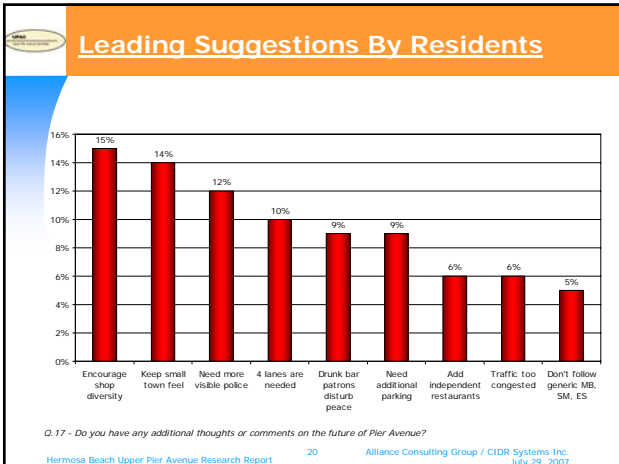
Key Findings











Summary

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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"
