

Table 16-1
 0.16 - Importance ranking of possible priorities:
 **** Top 4 Box (1/2/3/4) ****
 Base: Those answering

Hermosa Beach Residents																		
	Age				Kids				Define Upper Pier				Times per		Prefer			
	31-40	41-50	51+	<41	Yes	No	Yes	No	Mont- Manh- erey attan osa	PCH to	Crime Problem	Visit Pier	Month	13+	Yes	No	Mixed Use on Pier	Non- Rsdnt
Total	39	134	133	123	173	256	234	193	166	104	130	160	268	191	181	313	116	74
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Repaving the street and correcting existing drainage problems	206	17	58	60	75	129	116	85	77	51	67	90	113	92	88	136	67	30
	47.4%	43.6%	43.3%	51.9%	48.8%	43.4%	50.4%	49.6%	44.0%	46.4%	51.5%	56.3%	42.2%	48.2%	48.6%	43.5%	57.8%	40.5%
Designing and implementing a 'streetscape' beautification program	200	20	63	64	51	83	115	108	89	72	50	76	123	91	82	139	57	36
	46.0%	51.3%	47.0%	48.1%	41.5%	48.0%	44.9%	46.2%	46.1%	43.4%	48.1%	46.2%	47.5%	45.9%	47.6%	45.3%	44.4%	49.1%
Increasing crime prevention efforts on Pier Avenue	196	20	59	65	48	79	113	115	75	79	46	56	103	90	86	125	67	27
	45.1%	51.3%	44.0%	48.9%	39.0%	45.7%	44.1%	49.1%	38.9%	47.6%	44.2%	43.1%	64.4%	33.6%	45.0%	44.8%	39.9%	57.8%
Widening the sidewalks and creating a more 'pedestrian friendly' atmosphere	187	22	62	64	38	84	102	95	91	67	51	59	63	122	86	77	139	44
	43.0%	56.4%	46.3%	48.1%	30.9%	48.6%	39.8%	40.6%	47.2%	40.4%	49.0%	45.4%	39.4%	45.5%	45.0%	42.5%	44.4%	37.9%
Constructing a new parking structure on City property adjacent to Pier Avenue	154	21	42	43	44	63	87	77	75	66	34	41	45	107	74	64	118	35
	35.4%	53.8%	31.3%	32.3%	35.8%	36.4%	34.0%	32.9%	38.9%	39.8%	32.7%	31.5%	28.1%	39.9%	38.7%	35.4%	37.7%	30.2%
Changing the zoning to permit 'mixed use' development (commercial and residential)	131	10	36	39	45	46	84	71	58	54	35	32	38	92	64	53	128	3
	30.1%	25.6%	26.9%	29.3%	36.6%	26.6%	32.8%	30.3%	30.1%	32.5%	33.7%	24.6%	23.8%	34.3%	33.5%	29.3%	40.9%	2.6%
Expanding efforts to attract more tourists and visitors	101	6	33	31	27	39	58	54	44	39	24	28	33	67	45	38	76	24
	23.2%	15.4%	24.6%	23.3%	22.0%	22.5%	22.7%	23.1%	22.8%	23.5%	23.1%	21.5%	20.6%	25.0%	23.6%	21.0%	24.3%	20.7%
Reducing the street from four lanes to two	98	13	32	27	25	45	52	53	44	28	26	36	38	57	45	36	73	22
	22.5%	33.3%	23.9%	20.3%	20.3%	26.0%	20.3%	22.6%	22.8%	16.9%	25.0%	27.7%	23.8%	21.3%	23.6%	19.9%	23.3%	19.0%
None of the above: re-pave the street, but leave Pier Avenue the way it is	95	12	25	28	30	37	58	52	42	43	19	26	39	54	38	44	61	34
	21.8%	30.8%	18.7%	21.1%	24.4%	21.4%	22.7%	22.2%	21.8%	25.9%	18.3%	20.0%	24.4%	20.1%	19.9%	24.3%	19.5%	29.3%

Significance Tests at .95 (UPPER) and .90 (lower): B/C/D/E, F/G, H/I, J/K/L, M/N, O/P, Q/R, A/S
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Table 17-1
 Q.16 - Importance ranking of possible priorities:
 **** Top 3 Box (1/2/3) ****
 Base: Those answering

Hermosa Beach Residents																			
	Age			Age Group			Kids			Define Upper Pier			Times per Month		Prefer				
	<30	31-40	41-50	51+	<41	41+	Yes	No	Yes	No	Yes	No	Visit	13+	Yes	No	Total		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Total	435	39	134	133	123	173	256	234	193	166	104	130	160	268	191	181	313	116	74
Designing and implementing a 'streetscape' beautification program	170	19	52	56	41	71	97	91	77	60	44	49	63	106	76	70	119	50	30
Repaving the street and correcting existing drainage problems	166	12	46	55	51	58	106	91	71	68	40	51	75	89	72	69	113	51	22
Widening the sidewalks and creating a more 'pedestrian friendly' atmosphere	155	19	51	54	30	70	84	78	76	56	42	47	47	106	72	63	118	33	34
Increasing crime prevention efforts on Pier Avenue	144	14	40	47	40	54	87	85	53	59	29	42	87	54	67	54	90	50	16
Constructing a new parking structure on City property adjacent to Pier Avenue	132	17	36	37	38	53	75	66	64	59	29	32	38	92	63	58	101	30	32
Changing the zoning to permit 'mixed use' development (commercial and residential)	82	6	20	26	29	26	55	47	34	34	20	20	21	60	41	33	79	3	16
None of the above: re-pave the street, but leave Pier Avenue the way it is	80	9	20	23	28	29	51	44	35	37	14	23	32	46	34	35	50	30	13
Reducing the street from four lanes to two	69	9	22	19	19	31	38	40	28	19	18	26	28	40	29	26	52	14	10
Expanding efforts to attract more tourists and visitors	65	2	23	20	16	25	36	33	29	19	18	22	19	45	27	25	52	13	14

Significance Tests at .95 (UPPER) and .90 (lower): B/C/D/E, F/G, H/I, J/K/L, M/N, O/P, Q/R, A/S
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Table 18-1
 Q.16 - Importance ranking of possible priorities:
 **** Top 2 Box (1/2) ****
 Base: Those answering

Hermosa Beach Residents																			
	Age				Kids				Define Upper Pier				Times per Month		Prefer Mixed Use				
	<30	31-40	41-50	51+	<41	41+	Yes	No	PCH to	Mont- Manh- Herm-	erey attan osa	Yes	No	<13	13+	Yes	No		
Total	39	134	133	123	173	256	234	193	166	104	130	160	268	191	181	313	116	74	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Designing and implementing a 'streetscape' beautification program	137	14	40	48	33	54	81	76	59	50	35	38	53	83	58	60	95	41	20
	31.5%	35.9%	29.9%	36.1%	26.8%	31.2%	31.6%	32.5%	30.6%	30.1%	33.7%	29.2%	33.1%	31.0%	30.4%	33.1%	30.4%	35.3%	27.0%
Repaving the street and correcting existing drainage problems	120	8	35	37	38	43	75	63	53	49	26	41	52	67	56	46	81	37	16
	27.6%	20.5%	26.1%	27.8%	30.9%	24.9%	29.3%	26.9%	27.5%	29.5%	25.0%	31.5%	32.5%	25.0%	29.3%	25.4%	25.9%	31.9%	21.6%
Widening the sidewalks and creating a more 'pedestrian friendly' atmosphere	105	13	34	38	19	47	57	51	53	42	31	26	29	75	51	39	80	22	28
	24.1%	33.3%	25.4%	28.6%	15.4%	27.2%	22.3%	21.8%	27.5%	25.3%	29.8%	20.0%	18.1%	28.0%	26.7%	21.5%	25.6%	19.0%	37.8%
Constructing a new parking structure on City property adjacent to Pier Avenue	90	13	26	21	26	39	47	44	44	41	20	20	28	60	45	38	67	22	25
	20.7%	33.3%	19.4%	15.8%	21.1%	22.5%	18.4%	18.8%	22.8%	24.7%	19.2%	15.4%	17.5%	22.4%	23.6%	21.0%	21.4%	19.0%	33.8%
Increasing crime prevention efforts on Pier Avenue	89	7	23	32	26	30	58	57	30	31	21	29	59	28	44	35	58	30	10
	20.5%	17.9%	17.2%	24.1%	21.1%	17.3%	22.7%	24.4%	15.5%	18.7%	20.2%	22.3%	36.9%	10.4%	23.0%	19.3%	18.5%	25.9%	13.5%
None of the above-re-pave the street, but leave Pier Avenue the way it is	66	7	18	17	24	25	41	36	29	32	10	19	23	41	27	30	42	24	10
	15.2%	17.9%	13.4%	12.8%	19.5%	14.5%	16.0%	15.4%	15.0%	19.3%	9.6%	14.6%	14.4%	15.3%	14.1%	16.6%	13.4%	20.7%	13.5%
Reducing the street from four lanes to two	48	7	14	12	15	21	27	29	18	12	10	20	20	27	16	20	36	9	6
	11.0%	17.9%	10.4%	9.0%	12.2%	12.1%	10.5%	12.4%	9.3%	7.2%	9.6%	15.4%	12.5%	10.1%	8.4%	11.0%	11.5%	7.8%	8.1%
Changing the zoning to permit 'mixed use' development (commercial and residential)	39	3	9	14	13	12	27	21	18	13	11	10	11	28	19	17	37	2	6
	9.0%	7.7%	6.7%	10.5%	10.6%	6.9%	10.5%	9.0%	9.3%	7.8%	10.6%	7.7%	6.9%	10.4%	9.9%	9.4%	11.8%	1.7%	8.1%
Expanding efforts to attract more tourists and visitors	37	2	14	12	7	16	19	19	17	11	9	14	8	28	13	14	33	4	7
	8.5%	5.1%	10.4%	9.0%	5.7%	9.2%	7.4%	8.1%	8.8%	6.6%	8.7%	10.8%	5.0%	10.4%	6.8%	7.7%	10.5%	3.4%	9.5%

Table 19-1
 0.16 - Importance ranking of possible priorities:
 **** Top Box (1) ****
 Base: Those answering

Hermosa Beach Residents

	Age		Age Group		Kids		Define Upper Pier		Crime		Times per Month		Prefer					
	<30	31-40	41-50	51+	<41	41+	Yes	No	Yes	No	Visit Pier	Mixed Use on Pier	Yes	No				
Total	435	39	134	133	123	173	256	193	166	104	130	160	268	191	181	313	116	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Designing and implementing a 'streetscape' beautification program	81	8	23	28	20	31	48	30	34	19	21	30	50	31	37	53	28	11
	18.6%	20.5%	17.2%	21.1%	16.3%	17.9%	18.8%	20.9%	15.5%	20.5%	18.3%	16.2%	18.8%	18.7%	16.2%	20.4%	16.9%	24.1%
Repairing the street and correcting existing drainage problems	69	1	19	23	25	20	48	35	32	25	14	27	42	31	27	51	17	7
	15.9%	2.6%	14.2%	17.3%	20.3%	11.6%	18.8%	15.0%	16.6%	15.1%	13.5%	20.8%	16.9%	15.7%	16.2%	14.9%	16.3%	14.7%
None of the above:re-pave the street, but leave Pier Avenue the way it is	58	7	17	11	23	24	34	30	27	27	9	17	19	38	24	26	38	20
	13.3%	17.9%	12.7%	8.3%	18.7%	13.9%	13.3%	12.8%	14.0%	16.3%	8.7%	13.1%	11.9%	14.2%	12.6%	14.4%	12.1%	17.2%
Increasing crime prevention efforts on Pier Avenue	51	2	13	21	15	15	36	35	15	17	13	16	38	13	25	22	34	17
	11.7%	5.1%	9.7%	15.8%	12.2%	8.7%	14.1%	15.0%	7.8%	10.2%	12.5%	12.3%	23.8%	4.9%	13.1%	12.2%	10.9%	14.7%
Constructing a new parking structure on City property adjacent to Pier Avenue	45	10	14	9	9	24	18	19	25	22	12	7	10	34	21	22	33	11
	10.3%	25.6%	10.4%	6.8%	7.3%	13.9%	7.0%	8.1%	13.0%	13.3%	11.5%	5.4%	6.3%	12.7%	11.0%	12.2%	10.5%	9.5%
Widening the sidewalks and creating a more 'pedestrian friendly' atmosphere	34	3	17	9	5	20	14	16	18	8	15	8	9	24	20	8	27	5
	7.8%	7.7%	12.7%	6.8%	4.1%	11.6%	5.5%	6.8%	9.3%	4.8%	14.4%	6.2%	5.6%	9.0%	10.5%	4.4%	8.6%	4.3%
Reducing the street from four lanes to two	29	2	10	8	9	12	17	18	10	5	6	12	13	15	8	13	20	7
	6.7%	5.1%	7.5%	6.0%	7.3%	6.9%	6.6%	7.7%	5.2%	3.0%	5.8%	9.2%	8.1%	5.6%	4.2%	7.2%	6.4%	6.0%
Changing the zoning to permit 'mixed use' development (commercial and residential)	17	3	6	3	5	9	8	5	12	6	5	5	6	11	10	7	15	2
	3.9%	7.7%	4.5%	2.3%	4.1%	5.2%	3.1%	2.1%	6.2%	3.6%	4.8%	3.8%	3.8%	4.1%	5.2%	3.9%	4.8%	1.7%
Expanding efforts to attract more tourists and visitors	12	-	1	9	2	1	11	6	6	3	2	7	2	10	4	4	12	-
	2.8%	0.7%	6.8%	1.6%	0.6%	4.3%	2.6%	3.1%	1.8%	1.9%	5.4%	1.3%	3.7%	2.1%	2.2%	3.8%	3.8%	2.7%

Table 20-1
 Q.16 - Importance ranking of possible priorities:
 *** Bottom 4 Box (6/7/8/9) ****
 Base: Those answering

Hermosa Beach Residents																		
	Age				Kids				Define Upper Pier				Times per		Prefer			
	Age	Age Group	<41	41+	Yes	No	Yes	No	Mont- Manh- Herm-	erey attan osa	Crime Problem	Yes	No	<13	13+	Yes	No	
Total	30-40	41-50	51+	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**	**S**
435	39	134	133	123	173	256	234	193	166	104	130	160	268	191	181	313	116	74
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
221	21	70	68	62	91	130	110	110	91	57	60	83	138	96	99	162	59	43
50.8%	53.8%	52.2%	51.1%	50.4%	52.6%	50.8%	47.0%	57.0%	54.8%	54.8%	46.2%	51.9%	51.5%	50.3%	54.7%	51.8%	50.9%	58.1%
176	21	54	57	44	75	101	98	75	63	46	55	69	106	79	71	127	47	23
40.5%	53.8%	40.3%	42.9%	35.8%	43.4%	39.5%	41.9%	38.9%	38.0%	44.2%	42.3%	43.1%	39.8%	41.4%	39.2%	40.6%	40.5%	31.1%
171	15	47	57	50	62	107	96	74	63	42	57	61	109	83	73	133	35	34
39.3%	38.5%	35.1%	42.9%	40.7%	35.8%	41.8%	41.0%	38.3%	38.0%	40.4%	43.8%	38.1%	40.7%	43.5%	40.3%	42.5%	30.2%	45.9%
146	19	50	49	28	69	77	76	69	52	41	45	65	78	59	61	77	66	26
33.6%	48.7%	37.3%	36.8%	22.8%	39.9%	30.1%	32.5%	35.8%	31.3%	39.4%	34.6%	40.6%	29.1%	30.9%	33.7%	24.6%	56.9%	35.1%
128	11	46	43	28	57	71	73	53	47	30	42	58	70	62	44	91	35	14
29.4%	28.2%	34.3%	32.3%	22.8%	32.9%	27.7%	31.2%	27.5%	28.3%	28.8%	32.3%	36.3%	26.1%	32.5%	24.3%	29.1%	30.2%	18.9%
113	12	43	32	25	55	57	65	48	42	31	31	36	76	54	47	98	13	26
26.0%	30.8%	32.1%	24.1%	20.3%	31.8%	22.3%	27.8%	24.9%	25.3%	29.8%	23.8%	22.5%	28.4%	28.3%	26.0%	31.3%	11.2%	35.1%
108	14	37	28	29	51	57	50	58	38	28	32	26	82	50	45	90	17	20
24.8%	35.9%	27.6%	21.1%	23.6%	29.5%	22.3%	21.4%	30.1%	22.9%	26.9%	24.6%	16.3%	30.6%	26.2%	24.9%	28.8%	14.7%	27.0%
105	11	30	31	31	41	62	62	43	45	24	30	41	63	47	48	79	25	20
24.1%	28.2%	22.4%	23.3%	25.2%	23.7%	24.2%	26.5%	22.3%	27.1%	23.1%	23.1%	25.6%	23.5%	24.6%	26.5%	25.2%	21.6%	27.0%
78	10	27	22	18	37	40	39	39	34	17	23	30	47	37	30	60	18	10
17.9%	25.6%	20.1%	16.5%	14.6%	21.4%	15.6%	16.7%	20.2%	20.5%	16.3%	17.7%	18.8%	17.5%	19.4%	16.6%	19.2%	15.5%	13.5%

Significance Tests at .95 (UPPER) and .90 (lower): B/C/D/E, F/G, H/I, J/K/L, M/N, O/P, Q/R, A/S
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Table 21-1
 Q.16 - Importance ranking of possible priorities:
 **** Bottom 3 Box (7/8/9) ****
 Base: Those answering

Hermosa Beach Residents																			
	Age			Age Group			Kids			Define Upper Pier			Times per Month		Prefer				
	<30	31-40	41-50	51+	<41	41+	Yes	No	Yes	No	Yes	No	<13	13+	Yes	No	Total		
	A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**	**S**
Total	435	39	134	133	123	173	256	234	193	166	104	130	160	268	191	181	313	116	74
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Reducing the street from four lanes to two	189	18	58	54	59	76	113	93	95	76	49	52	69	120	84	82	141	48	41
	43.4%	46.2%	43.3%	40.6%	48.0%	43.9%	44.1%	39.7%	49.2%	45.8%	47.1%	40.0%	43.1%	44.8%	44.0%	45.3%	45.0%	41.4%	55.4%
None of the above; re-pave the street, but leave Pier Avenue the way it is	157	13	44	52	46	57	98	91	65	55	39	55	55	101	77	68	123	31	30
	36.1%	33.3%	32.8%	39.1%	37.4%	32.9%	38.3%	38.9%	33.7%	33.1%	37.5%	42.3%	34.4%	37.7%	40.3%	37.6%	39.3%	26.7%	40.5%
Expanding efforts to attract more tourists and visitors	138	18	45	41	34	63	75	78	57	53	34	41	52	85	59	58	102	35	14
	31.7%	46.2%	33.6%	30.8%	27.6%	36.4%	29.3%	33.3%	29.5%	31.9%	32.7%	31.5%	32.5%	31.7%	30.9%	32.0%	32.6%	30.2%	18.9%
Constructing a new parking structure on City property adjacent to Pier Avenue	102	9	36	36	21	45	57	64	38	41	20	33	48	54	49	35	71	29	9
	23.4%	23.1%	26.9%	27.1%	17.1%	26.0%	22.3%	27.4%	19.7%	24.7%	19.2%	25.4%	30.0%	20.1%	25.7%	19.3%	22.7%	25.0%	12.2%
Changing the zoning to permit 'mixed use' development (commercial and residential)	101	10	33	40	18	43	58	54	46	35	28	32	45	53	41	43	43	55	16
	23.2%	25.6%	24.6%	30.1%	14.6%	24.9%	22.7%	23.1%	23.8%	21.1%	26.9%	24.6%	28.1%	19.8%	21.5%	23.8%	13.7%	47.4%	21.6%
Widening the sidewalks and creating a more 'pedestrian friendly' atmosphere	73	8	20	23	21	28	44	40	33	29	16	23	29	43	28	36	54	18	12
	16.8%	20.5%	14.9%	17.3%	17.1%	16.2%	17.2%	17.1%	17.1%	17.5%	15.4%	17.7%	18.1%	16.0%	14.7%	19.9%	17.3%	15.5%	16.2%
Increasing crime prevention efforts on Pier Avenue	70	10	26	16	18	36	34	29	41	24	21	18	18	52	38	24	60	9	14
	16.1%	25.6%	19.4%	12.0%	14.6%	20.8%	13.3%	12.4%	21.2%	14.5%	20.2%	13.8%	11.3%	19.4%	19.9%	13.3%	19.2%	7.8%	18.9%
Repeating the street and correcting existing drainage problems	70	6	29	19	15	35	34	42	28	26	21	16	24	45	31	33	60	9	19
	16.1%	15.4%	21.6%	14.3%	12.2%	20.2%	13.3%	17.9%	14.5%	15.7%	20.2%	12.3%	15.0%	16.8%	16.2%	18.2%	19.2%	7.8%	25.7%
Designing and implementing a 'streetscape' beautification program	62	9	19	19	15	28	34	29	33	27	14	19	24	38	28	25	49	13	6
	14.3%	23.1%	14.2%	14.3%	12.2%	16.2%	13.3%	12.4%	17.1%	16.3%	13.5%	14.6%	15.0%	14.2%	14.7%	13.8%	15.7%	11.2%	8.1%

Table 22-1
 Q.16 - Importance ranking of possible priorities:
 **** Bottom 2 Box (8/9) ****
 Base: Those answering

Hermosa Beach Residents

	Age		Age Group		Kids		Define Upper Pier		Times per Month		Prefer		Non-Rsdt						
	<30	31-40	41-50	51+	<41	41+	Yes	No	Crime Problem	Visit	13+	Yes	No	Total					
	***A**	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**	**N**	**O**	**P**	**Q**	**R**	**S**
Total	435	39	134	133	123	173	256	234	193	166	104	130	160	268	191	181	313	116	74
Reducing the street from four lanes to two	155	14	46	47	48	60	95	79	75	62	45	38	63	92	66	72	112	43	30
None of the above; re-pave the street, but leave Pier Avenue the way it is	138	12	39	44	41	51	85	80	57	47	34	49	44	93	67	60	108	28	27
Expanding efforts to attract more tourists and visitors	82	14	32	17	19	46	36	42	38	33	19	23	26	55	34	31	60	21	9
Constructing a new parking structure on City property adjacent to Pier Avenue	77	7	29	25	16	36	41	48	29	31	14	25	36	41	39	25	54	21	8
Changing the zoning to permit 'mixed use' development (commercial and residential)	54	2	17	27	8	19	35	33	21	23	8	19	27	26	23	21	21	32	8
Designing and implementing a 'streetscape' beautification program	40	5	14	13	8	19	21	15	25	16	11	11	13	27	19	13	31	9	5
Widening the sidewalks and creating a more 'pedestrian friendly' atmosphere	37	5	10	11	11	15	22	21	16	15	9	12	14	23	16	20	27	9	5
Increasing crime prevention efforts on Pier Avenue	36	5	10	8	13	15	21	16	20	11	9	12	15	21	15	16	33	3	6
Reparing the street and correcting existing drainage problems	34	4	11	10	8	15	18	17	17	10	12	8	14	19	14	18	29	4	11

Significance Tests at .95 (UPPER) and .90 (lower): B/C/D/E, F/G, H/I, J/K/L, M/N, O/P, Q/R, A/S
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Table 23-1

Q.16 - Importance ranking of possible priorities:

**** Bottom Box (9) ****

Base: Those answering

Hermosa Beach Residents

	Age		Age Group		Kids		Define Upper Pier		Times per Month		Prefer		Total						
	<30	31-40	41-50	51+	<41	41+	Yes	No	Visit	13+	Yes	No							
Total	435	39	134	133	123	173	256	234	166	104	130	160	268	191	181	313	116	74	
None of the above:re-pave the street, but leave Pier Avenue the way it is	106	9	28	31	36	37	67	60	45	32	27	39	28	77	48	48	85	19	20
Reducing the street from four lanes to two	104	7	30	31	36	37	67	56	47	44	31	23	40	64	44	52	74	30	20
Constructing a new parking structure on City property adjacent to Pier Avenue	43	5	16	14	8	21	22	26	17	18	7	15	22	21	24	12	29	14	4
Expanding efforts to attract more tourists and visitors	30	2	16	7	5	18	12	19	10	16	3	6	14	16	12	12	21	8	4
Changing the zoning to permit 'mixed use' development (commercial and residential)	20	1	7	11	1	8	12	11	9	8	4	5	11	8	8	7	7	13	3
Designing and implementing a 'streetscape' beautification program	19	3	6	7	3	9	10	7	12	6	5	7	5	14	6	7	14	5	2
Increasing crime prevention efforts on Pier Avenue	15	3	3	4	5	6	9	5	10	6	5	4	7	8	5	7	14	1	4
Widening the sidewalks and creating a more 'pedestrian friendly' atmosphere	11	1	5	3	2	6	5	6	5	3	3	5	4	7	7	4	5	5	-
Repairing the street and correcting existing drainage problems	10	2	6	1	1	8	2	6	4	4	2	3	5	5	4	6	9	1	2

Table 24-1
 Q.16 - Importance ranking of possible priorities:
 **** Mean Summary ****
 Base: Those answering

Hermosa Beach Residents																			
	Age			Age Group			Kids		Define Upper Pier			Times per Month		Prefer Mixed Use					
	31-40	41-50	51+	<41	41+	Yes	No	Yes	No	Yes	No	<13	13+	Yes	No	Total			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Total	435	39	134	133	123	173	256	234	193	166	104	130	160	268	191	181	313	116	74
Designing and implementing a 'streetscape' beautification program	3.7	3.9	3.8	3.6	3.7	3.9	3.7	3.6	4.0	3.9	3.7	3.8	3.8	3.7	3.8	3.6	3.9	3.4	3.6
Repaving the street and correcting existing drainage problems	4.1	4.6	4.4	3.9	3.7	4.5	3.8	4.1	4.1	4.0	4.3	3.9	3.8	4.3	4.1	4.2	4.3	3.4	4.7
Widening the sidewalks and creating a more 'pedestrian friendly' atmosphere	4.2	4.1	4.0	4.1	4.6	4.1	4.3	4.4	4.0	4.4	4.0	4.3	4.5	4.0	4.1	4.4	4.2	4.4	3.8
Increasing crime prevention efforts on Pier Avenue	4.3	4.7	4.5	4.0	4.3	4.5	4.1	4.0	4.7	4.2	4.5	4.3	3.4	4.9	4.3	4.3	4.6	3.6	4.7
Constructing a new parking structure on City property adjacent to Pier Avenue	4.8	4.1	5.1	5.1	4.5	4.8	4.8	5.0	4.5	4.6	4.7	5.2	5.4	4.5	4.8	4.5	4.7	5.0	3.7
Changing the zoning to permit 'mixed use' development (commercial and residential)	5.2	5.3	5.3	5.5	4.5	5.3	5.0	5.2	5.2	5.1	5.1	5.4	5.6	4.9	5.0	5.2	4.5	7.0	5.1
Expanding efforts to attract more tourists and visitors	5.7	6.3	5.8	5.5	5.6	5.9	5.5	5.7	5.6	5.7	5.6	5.6	5.8	5.6	5.7	5.7	5.6	5.9	5.1
None of the above: re-pave the street, but leave Pier Avenue the way it is	5.9	5.5	6.0	6.1	5.8	5.9	6.0	6.0	5.9	5.5	6.3	6.3	5.7	6.2	6.2	5.9	6.2	5.1	6.3
Reducing the street from four lanes to two	6.2	5.8	6.1	6.3	6.5	6.0	6.4	6.1	6.4	6.6	6.3	5.8	6.2	6.3	6.3	6.4	6.2	6.5	6.8

Table 25-1
 Q.17 - Do You have any additional thoughts or comments on the future of Pier Avenue?
 Base: Those answering

Hermosa Beach Residents																			
	Age		Age Group		Kids		Define Upper Pier		Crime Problem		Times per Month		Non-Rsdht						
	<41	41+	<41	41+	Yes	No	Mont- Manh- Herm- erey attan osa	Yes	No	<13	13+	Yes		No					
Total	229	21	58	78	71	79	149	126	99	88	45	77	101	122	95	105	153	73	31
COMMUNITY (Net)	86	4	26	32	23	30	55	54	31	31	18	31	31	50	34	36	44	60	25
Hermosa is a small town and should remain that way/control overcrowding	13.5%	14.3%	17.2%	9.0%	15.5%	16.5%	12.1%	12.7%	15.2%	15.9%	15.6%	13.0%	12.9%	14.8%	15.8%	15.2%	14.4%	12.3%	3.2%
Rowdy behavior is increasing/need increased police presence	12.2%	4.8%	17.2%	15.4%	7.0%	13.9%	11.4%	15.9%	8.1%	15.9%	11.1%	9.1%	24.8%	2.5%	12.6%	13.3%	13.1%	9.6%	-
Intoxicated bar patrons disturb the peace	9.2%	4.8%	8.6%	12.8%	7.0%	7.6%	10.1%	12.7%	5.1%	10.2%	6.7%	10.4%	16.8%	3.3%	13.7%	6.7%	9.8%	6.8%	3.2%
Needs to be more family friendly	7.0%	-	8	8	-	8	8	14	1	5	2	6	10	6	10	3	10	5	-
Need master plan for HB/not focus only on upper Pier	5.2%	-	7.7%	7.0%	10.1%	5.4%	11.1%	1.0%	5.7%	4.4%	7.8%	9.9%	4.9%	10.5%	2.9%	6.5%	6.8%	-	
Crime is increasing	3.1%	-	4	2	1	4	3	5	2	2	2	2	7	-	2	5	4	3	-
Hermosa is a growing community we should embrace the change	1.7%	-	1	3	-	1	3	2	2	-	1	2	1	3	1	3	2	2	-
Enforce laws against having open containers of alcohol in public	0.9%	-	1	1	1	1	1	1	1	1	-	1	2	-	-	2	2	-	-
BUSINESS (Net)	60	5	19	21	14	24	35	36	22	21	12	25	31	28	29	26	42	17	7
Shops (Subnet)	51	4	16	18	12	20	30	30	19	21	10	18	28	22	25	23	34	16	4

Significance Tests at .95 (UPPER) and .90 (lower): B/C/D/E, F/G, H/I, J/K/L, M/N, O/P, Q/R, A/S
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