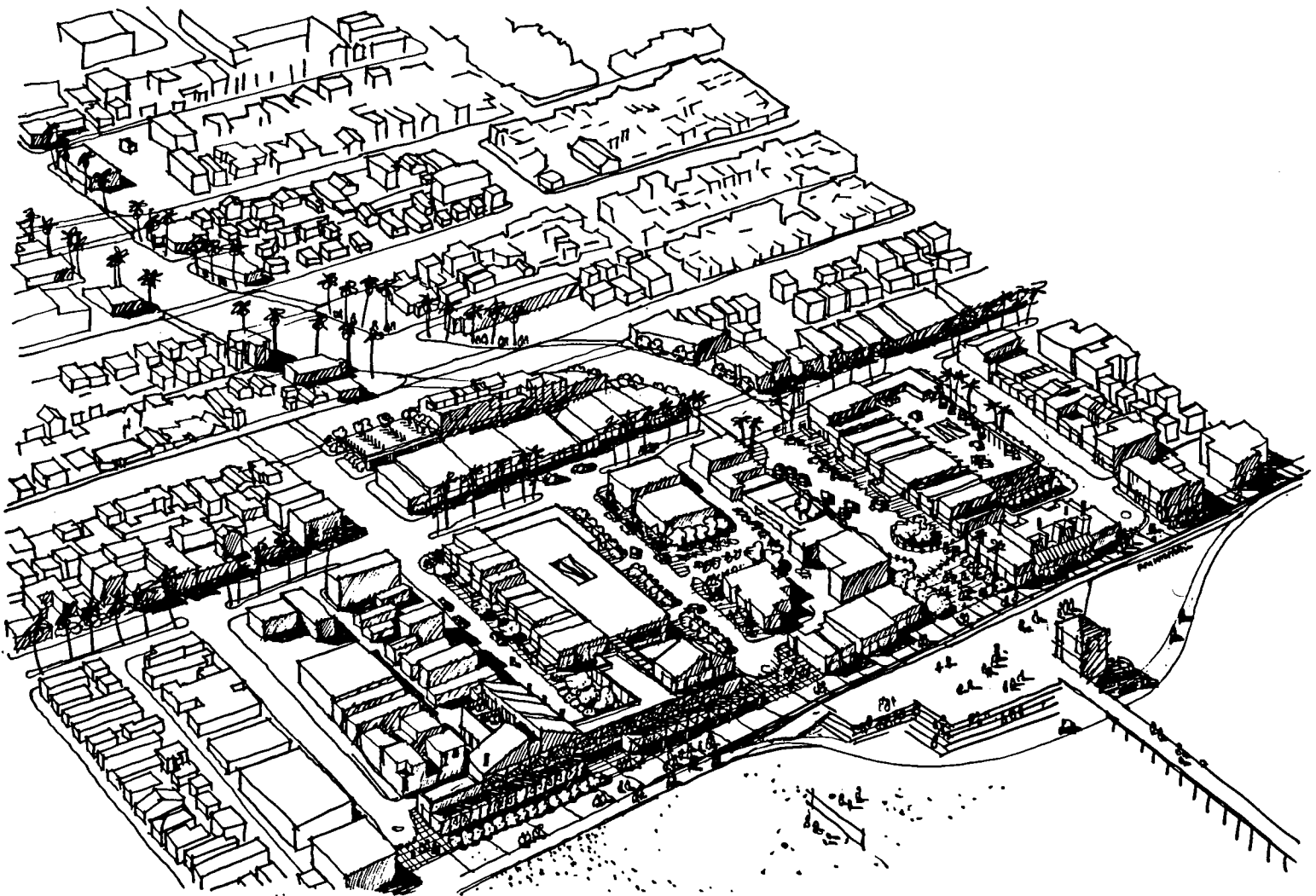


HERMOSA BEACH *R/UDAT*

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REGIONAL URBAN DESIGN ASSISTANCE TEAM
AMERICAN INSTITUTE OF ARCHITECTS

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PREFACE

WHAT IS R/UDAT?

Regional/Urban Design Assistance Teams are interdisciplinary task forces organized by the American Institute of Architects to help communities identify issues, develop action plans and move forward to new horizons.

The focus of the Hermosa Beach R/UDAT study is the city's downtown area. The team was asked to look at the original commercial district extending from the Pacific Coast Highway to the ocean on both sides of Pier Avenue. This is a densely-developed area with some typical problems of older commercial districts and some very unique issues due to its proximity to the beach.

After thorough preparation, and with much local assistance, the team spent four action-packed days in the community hearing presentations by citizens, government and business people. Team members walked around, drove through, and flew over the downtown. They analyzed the existing situation, identified issues and proposed a set of alternating plan concept for the community's review.

Team members are tops in their fields. For the Hermosa Beach R/UDAT they include urban designers, architects, planners, traffic and economic consultants. Each member of the team brings a rich background of dealing with similar problems in other parts of the country. Only their travel and living expenses are reimbursed by the host community and, to assure objectivity, team members agree not to accept commissions or consulting work resulting from the recommendations made in the study.

The R/UDAT visit is a fast-paced, intensive and exhausting work session, but team members believe in the effectiveness of the process and are willing to donate their time, energy, and expertise and, since they have volunteered their time, they have the freedom to be objective and outspoken without the pressure of vested interest. They have brought their talent, imagination, enthusiasm and capacity for collaboration to the process and in so doing, join with the people of Hermosa Beach in this effort.

The R/UDAT illustrates how a diverse group of people can come together to improve a community.

