

## Objectives of the Heart Park Vision (aka ‘Talking Points’)

**If you can only make one point:** Heart Park = quality of life; the other vision = 11,000+ car-trips every day!

### *General Information and Points:*

1. **Our vision combines a restored wetlands and saltwater marsh with a large park, total area of ~65 acres.**  
A South Bay version of “Golden Gate” park. *Our vision is about more quality of life; not more traffic!*
2. **Heart Park is a true vision – a starting point, not the final decision.** The vision has options: native plant garden, interpretive center; soccer fields, aquatic center, and skate park. Connects to the beach, harbor and Hermosa greenbelt with bike paths and jogging trails.
3. **Heart Park provides MORE park space which we desperately need** - National average for park space (not open space) is 16.2 acres per 1,000 residents; for high-density urban areas: 8 acres/1000. Redondo Beach is park-poor: 2.2 acres/1000; includes beach! We are last among the local coastal cities.
4. **History:** before power plant, area = large saltwater marsh. Long ago, the Chowigna Indians lived off marsh. **We want to restore this beauty and honor this history.**
5. **A regional park attracts regional funding for proper upkeep and protection.** Any place can have crime and gangs if not adequately policed. *Artesia Blvd and the Galleria Mall* has more crime than the Pier or Veteran’s Park. Was the Galleria a mistake?
6. **Restored wetlands and open space improves the environment** – polluted Herondo Storm Drain can use Park wetlands to treat runoff before draining to ocean (source of funding, too). The development plan increases water run-off (more concrete), carrying ground pollutants to ocean; will create more air and noise pollution also!

### *The Finances!*

7. **Restoring coastal open space is a California financial priority** –State bonds for open space could be available; \$8B passed in last 20 years; Californians consistently vote for these and other communities get this money. Why not us? Other sources are available: wetlands restoration, storm-water run-off, County Park funding, etc.
8. **Heart Park will NOT raise your property or income taxes one penny!** Heart Park has never endorsed taxing Redondo residents or the City taking on debt. If we can’t get outside funding, we can’t buy the land. It’s that simple.
9. **Plus, a park can generate revenue** from parking, events, food concessions, and an ocean-view restaurant. The City Pier parking structure earns \$1M+ a year; why not our parking structure too? Hermosa Beach has also expressed willingness to help fund annual maintenance, lowering our cost.
10. **Studies show that property values close to major green belt areas are as much as 32% higher.** That translates into increased revenue, without having to suffer increased congestion and pollution.

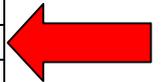
### *Details about the March 8<sup>th</sup> advisory vote – Support Option A!*

11. **You are voting only on a ‘vision’, not a plan.** This non-binding vote = completing a survey – you are telling the City which vision you would really rather have.
12. **‘Plans’ come later after residents set the priority.** If you want the goal to be as much open space as we can afford, with the final decision made by residents, then vote for Option A. The other Option places development and tax revenue first; people and open space second.
13. **Heart Park is 65 acres; not 76.5.** Heart Park is focused on the AES property and other parcels EAST of Harbor Dr. Despite the City’s claims, we do NOT bulldoze restaurants west of Harbor Dr., nor do we lose the City \$2million/year. *The City’s Ballot Language for Option A is wrong and they refused our requests to fix it.*

**Some candid facts and observations about Option B – the Development plan (aka “The Village”)**

**Traffic Details: (\*: Trip Generation Rates from City of RB Traffic Dept.)**

	Land Use	Quantity	W/day Trip rate*	Total Daily Trips
<b>Village Plan (Option B)</b>				
	Hotels (2)	450 rooms (70% occupied)	10/occupied room	3150
	Single family home	150 dwellings	10/dwelling	1500
	Town Home	147 dwellings	8/dwelling	1176
	Fractional Condos	150 units (80% occupied)	10/unit	1200
	Senior Home	53 units	4/unit	212
	Commercial Space - Retail	100,000 sq ft	40/1000 sq ft	4000
	Regional Park	16 acres	20/acre	320
			<b>TOTAL</b>	<b>11,558</b>
<b>Heart Park (Option A)</b>	Regional Park	65 acres	20 / acre	1300



*General Information:*

- More hotels, condos and freshwater canals with a smaller park** – Option B’s a true mixed-use development: 150 houses, 147 condos, 150 timeshares, 53 senior units, a 2 hotels (400-room, 50-room), and 100,000 sq ft of commercial. At the east end of their planned community, on PCH, is a 16 acre park.
- The Village Plan will generate over 11,000 new vehicle trips per day;** at rush hours and concentrated on the PCH/190<sup>th</sup> Intersection. Traffic will back up on PCH and Aviation Blvd. **Don’t believe the Village Plan’s low traffic claims** - they measure their traffic as a % of total city traffic; ignoring the concentration on PCH.
- They want freshwater canals (65’-wide) and a lake** to sell waterfront housing, raising serious engineering and health concerns (liquefaction zone if earthquake, West Nile virus from mosquitoes, etc.).
- They also develop West of Harbor Dr.** – Option B levels existing restaurants on Village Core South for hotel, retail/office space plus a pedestrian bridge over the water to the city pier. **Could block views.**
- Once you develop, there’s no turning back in our lifetimes** – but if we try the Open Space with outside funding first and don’t succeed, we always have the option to develop.

*Their numbers don’t add up!*

- City claims to net \$770,000 annually from this Development**, which is 1.5% of the City’s \$50Million+ general fund; a rounding error. Requires huge risk that development is successful, particularly the 2 hotels. **Yet City only shows \$50Million cost on Ballot**, because they don’t include all the acquisition and build-out costs of the 500 houses, 2 hotel, and canals. City just *assumes* developers will happily invest in this plan the way it is.
- Don’t assume that using private money makes the Village Plan more viable** – their consultant reports “there is no certainty that the private development proposed under the Village Plan is economically viable.” (pg xiii)
- Option B wants to use Redevelopment funding** to help pay for their park and related items – diverts taxes from State and County (hospitals, schools); supposed to be for urban blighted areas. Ocean-front harbor area is blighted?
- Residential portion loses \$350K+/year for the City** – 46 cents of revenue per \$1 of cost. – Why? Too much infrastructure costs spread over too few units. City/developers likely motivated to increase residential density in future. **Hotel portion makes money** - \$5.68 dollars/\$1 dollar of cost (pg xii). But, ASSUMES 2 successful hotels, on top of the 3 we already have in the area and that new office space is ALWAYS 100% leased.
- No development or annual maintenance costs of canals and walkways are in their numbers.** Option B assumes the new residents will pay for it instead – but guarantees the public will have access. You play but they pay? Don’t believe it. **Venice (City of LA) pays \$250,000/year to clean scum off their canals!**