



Agenda Item # _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Aldinger and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Jim Arndt, Director of Public Works
Juan Price, Maintenance Superintendent
Carmen Zarate, Senior Management Analyst

DATE: November 20, 2007

SUBJECT: North End Business Improvement District (BID) Update

RECOMMENDATION:

Staff recommends that the City Council receive the updates on improvements as presented by the North End Business Improvement District and give direction to move forward.

FISCAL IMPLICATION:

There is no budgetary implication for the City associated with the recommendation. Funds to be used will come from assessments accrued by the North End Business Improvement District.

BACKGROUND:

From 1969 to 2004, a Business Improvement District (BID) existed for commercial properties located along the northern portion of Highland Avenue and a few businesses located along Rosecrans Avenue just east of Highland (Exhibit A – North End Business Improvement District Map). This BID, which formed under the Parking and Business Improvement District Law of 1965, was fairly limited in scope and was mainly to be used to address parking acquisition and construction.

In December 2004, the BID scope was revised when it became apparent that opportunities for increased parking in this section of the community were limited. Business owners were interested in redirecting the accumulated funds for business promotion purposes. A top priority for the businesses was to create an identity for this commercial area similar to the identity created for the downtown when the Downtown Streetscape project was implemented. As a result, the old BID was converted from the 1965 law which permit funds to be used for broad purposes such as marketing, capital improvements and special events to name a few.

DISCUSSION:

Several public meetings were held by the North End BID to discuss visions for the North End. Various concepts have been presented and discussed. The BID committee agreed on several points to be included in a program to enhance the public right of way. The BID project will be divided into

three phases:

Phase 1: Banners

The first phase consists of selecting the theme and identity of the BID. The goal is to select a specific name of how the community will refer to this area. The process for selecting the theme and image for the banner has so far included inviting residents and business owners of the North End to a meeting to obtain their input. To that end, approximately five-hundred (500) letters were mailed to residents and business owners. On October 22, 2007, a meeting was held and the residents and business owners in attendance unanimously selected North Manhattan Beach as the preferred name, and the attached proposed banner as the banner design.

Pole banners made of long-lasting aluminum material depicting the North End beach surfing theme (Exhibit B) will be purchased and installed (estimated cost is \$20,000). If the City Council approves the design concept for the pole banners, staff will proceed with a bid process for the banners and return to the City Council for approval.

Phase 2: Sidewalks, Crosswalks, and Landscaping

Phase two will consist of investigating and designing options for chokers, crosswalks and landscaping. It is anticipated that it will take 6-12 months for design and Council approval. Final design will accommodate the proposed Highland resurfacing project.

Phase 3: Construction

Phase three will consist of construction and coordinating the Highland Avenue paving project. It is anticipated that it will take approximately 24-36 months to complete this phase.

The updates in this staff report will be presented by Dr. Muriel Savikas, BID Advisory Board Chair.

Attachments: A. GIS Map
B. North beach surfing theme

xc: North Manhattan Beach Business Improvement District

City of Manhattan Beach

North End Business Improvement District



April 18, 2006



DATE: 7/31/06

