

**CITY OF MANHATTAN BEACH
DEPARTMENT OF COMMUNITY DEVELOPMENT**

TO: Planning Commission

FROM: Richard Thompson, Director of Community Development

BY: Angelica Ochoa, Assistant Planner

DATE: November 13, 2013

SUBJECT: Amendments to Title 10 Planning and Zoning of the Manhattan Beach Municipal Code (MBMC) and the City's Local Coastal Program to Regulate Offices, Banks and Other Similar Uses in the Downtown and North End Commercial Districts

RECOMMENDATION

Conduct the public hearing, and consider the proposed Resolution recommending approval to the City Council.

BACKGROUND

At its regular meeting of October 8, 2013, the City Council directed staff to review the current commercial regulations on office, banks and other uses in the Downtown area. The recommendation to encourage a vibrant and sustainable downtown environment that increases retail business and sales tax revenue is also one of the objectives included in the six month (July 2013 through July 2014) City Council Strategic Plan.

There has been an increase in office uses, specifically real estate and banks, that have moved into the Downtown area and a decrease in retail uses. Additionally, the Chamber of Commerce and the Downtown Business Professional Association (DBPA) has concerns that due to the high rents in the Downtown and North End areas largely driven by businesses such as large chain banks and real estate offices, small retail businesses cannot compete and generate enough revenue to afford the increase in rents. This change has resulted in a loss of sales tax revenue and in the loss of the mix of different uses in the Downtown and North End Commercial areas.

For these reasons, and in order to promote a pedestrian oriented environment, staff has proposed the following changes to the Commercial regulations of the Zoning Code and Local Coastal Program in the Downtown Commercial (CD) and North End Commercial (CNE):

- **Office and bank uses not permitted** on Manhattan Beach Boulevard, Highland Avenue, and Manhattan Avenue in Downtown Commercial (CD) and Highland Avenue and Rosecrans Avenue in North End Commercial (CNE) on the street front/sidewalk level.
- **Office and bank uses permitted** throughout the Downtown Commercial (CD) and in the North End Commercial (CNE) above or below the street front/sidewalk level.

- **Other uses not permitted**, including Animal Boarding, Animal Hospitals, Vehicle Service Stations and Equipment Repair.

DISCUSSION

The influx of uses such as real estate offices and banks has been on the rise in the Downtown and North End of the City. More specifically, the replacement and loss of retail space for office uses impacts the City's tax base and changes the overall character of these areas. Prior to 1991 (pre-Zorp), any office use required a Use Permit in the Downtown Commercial (CD) and North End Commercial (CNE) areas. In 1993, the regulation changed to require a Use Permit for office uses only over 2,500 square feet per Section 10.16.020 of the Municipal Code Commercial Chapter under Additional Regulations applicable to CD and CNE.

Other Cities (Exhibit F)

Staff researched how other cities regulate uses such as offices and banks. For the City of El Segundo (Downtown Specific Plan), retail and neighborhood uses are encouraged and permitted on the ground floor with a minimum building depth of 25 feet, above and behind street-front level, and adjacent to alleys. These uses consist of retail, restaurants, banks (not to exceed 500 square feet), medical-dental offices, and general offices. In the City of Pasadena (Central District Specific Plan), certain streets are limited to pedestrian oriented uses (retail sales and services) on ground floors for at least 50 percent of a buildings street frontage and the remaining 50 percent may be for offices and accessory uses. The City of Seal Beach (Main Street Specific Plan) allows visitor and resident- serving office, retail, restaurant, and personal service uses on the ground floor, with upper floors dedicated to office uses along Main Street. Office use, including, medical is allowed on the ground floor with a Conditional Use Permit, and is permitted on side streets. Overall, office uses and banks are allowed on the ground floor with some limitations.

Chamber of Commerce and Downtown Business and Professional Association (DBPA)

These organizations have stated their concerns for the loss of ground level retail spaces to banks, real estate and other office uses. They are requesting (Exhibits B) that Staff review the current Zoning ordinances for the different types of uses that are allowed in the Downtown Commercial district. The Chamber of Commerce also suggests that the North End Commercial Areas be addressed too, as there are similar goals to create, maintain and enhance a pedestrian oriented environment. Both groups are concerned with the loss of sales tax from the increase in non-retail uses. They feel that the increase in rents can only be afforded by large chain businesses and not the small local business.

The Chamber of Commerce and the DBPA would like to see retail businesses reserved for ground floor street level in the Downtown. Regulations need to be introduced that encourage the small independent business that make the Downtown unique, provide a small town village character and generate sales tax revenue. The Chamber of Commerce specifically would like to see these changes on Highland Avenue in the North End and on Manhattan Beach Boulevard and Manhattan Avenue in the Downtown. Staff notified the North End BID regarding the proposed commercial code changes but did not receive any comments. Staff has proposed zoning changes

to support these organizations request. Recently approved use permit applications for 1300 Highland Avenue (corner of Highland Avenue and 13th Street) and Metlox (451 Manhattan Beach Boulevard) includes restrictions of office uses on the ground floor. The use permit for 1300 Highland Avenue specifically allows uses such as retail and personal services on the ground floor street front but does not permit office use.

General Plan/Downtown Design Guidelines

The proposed commercial code changes are consistent with the General Plan policies in the Land Use Element, which include:

Downtown General Plan Goals and Polices (Exhibit E)

Policy LU-6.2: Encourage a diverse mix of businesses that support the local tax base, are beneficial to residents, and support the economic needs of the community.

Policy LU-7.4: Encourage first floor street front businesses with retail, restaurants, service/commercial, and similar uses to promote lively pedestrian activity on Downtown streets, and consider providing zoning regulations that support these uses.

North End General Plan Goals and Policies

Goal LU-9: Preserve the low-intensity, pedestrian-oriented character of commercial areas in the North End and El Porto.

Policy LU-9.2: Encourage and support ground floor retail and service uses on properties designated for commercial use.

Also, the following goals stated in the Downtown Design Guidelines are consistent with the proposed commercial code changes:

- 1) To preserve the small town village character of Downtown.
- 2) Preserve and enhance the pedestrian orientation of Downtown.
- 3) Protect and encourage streetscape amenities.

Coastal Policy

Policy IIA-3: Encourage the maintenance of commercial area orientation to the pedestrian.

The specific General Plan, Downtown Design Guidelines and Coastal Policies are included in the attached Resolution.

Nonconforming Use

If the proposed code changes are approved, the existing offices and banks will become non-conforming uses. Per Section 10.68.040 of the Municipal Code, a non-conforming use that is discontinued or changed to a conforming use for a continuous period of 180 days or more shall not be reestablished and therefore the use should be in conformance for the district it is located. For this reason, a non-conforming office or bank use could return to the existing space unless it has been more than 180 days.

Commercial Code Changes

Staff is proposing to restrict offices and banks on ground floor street level for Manhattan Beach

Boulevard, Highland Avenue and Manhattan Avenue in the Downtown Commercial (CD) district and Highland Avenue and Rosecrans Avenue in the North End Commercial (CNE) district in order to encourage retail and other pedestrian uses on these streets. However, offices and banks will be allowed above street sidewalk level, on the upper floors or below street sidewalk level. Other uses, such as Animal Boarding, Animal Hospitals, Service Stations and Vehicle Equipment Repair, which currently are permitted in the CD and CNE districts, are proposed to not be permitted at all. The changes are highlighted and underlined in red and are included in the attached draft Resolution.

Staff researched the number of businesses by categories and the number fronting the main streets. In the North End, there are a total of 85 businesses/addresses with 19 offices. Seven of the 19 offices front Highland Avenue and Rosecrans Avenue, 1 is on a side street and 11 are located on the second floor. There no banks located in the North End. In the Downtown, there are a total of 131 businesses/addresses with 45 offices. Sixteen of the 45 offices front Highland Avenue, Manhattan Avenue and Manhattan Beach Boulevard, 2 are on side streets and 27 are located on the second story. There are 4 banks located in Downtown fronting the above mentioned streets.

A map showing the location of offices and banks will be provided at the Planning Commission meeting.

The following is the proposed language to amend the land use regulations for CL (Local Commercial) and CNE (North End Commercial) of the Chapter Section 10.16.020 of the Municipal Code and Section A.16.020 of the Manhattan Beach Local Coastal Program as follows:

| | CD | CNE |
|--------------------------------------|---------------------------------|---------------------------------|
| Commercial Uses | | |
| Adult Businesses | - | - |
| Ambulance Services | - | - |
| Animal Sales & Services | | |
| Animal Boarding | <u>U</u> - | - |
| Animal Grooming | P | P |
| Animal Hospitals | <u>U</u> - | - |
| Animals | | |
| Retail Sales | P | P |
| Artists' Studios | P | P |
| Banks and Savings & Loans | P <u>L-24</u> | P <u>L-24</u> |
| With Drive-Up Service | U | - |
| Body Art Studios | - | - |
| Building Materials and Services | - | - |
| Catering Services | P | P |
| Commercial Filming | U | U |

| | CD | CNE |
|---|---------------|---------------|
| Commercial Recreation and Entertainment | L-7 | L-7 |
| Communication Facilities | P L-24 | P L-24 |
| Eating and Drinking Establishments | U | U |
| w/ Fast-Food or Take-Out Service | L-7 | L-7 |
| Drive-Through | - | - |
| Food and Beverage Sales | L-9 | L-9 |
| Funeral and Interment Services | - | - |
| Laboratories | - | - |
| Maintenance and Repair Services | P | P |
| Nurseries | - | - |
| Offices, Business and Professional | L-24 | L-24 |
| Pawn Shops | - | - |
| Personal Improvement Services | P | P |
| Personal Services | P | P |
| Psychic Advisor | - | - |
| Research and Development Services | - | - |
| Retail Sales | P | P |
| Secondhand Appliances/Clothing | U | U |
| Swap Meets, Recurring Travel Services | P | P |
| Vehicle Equipment/Sales and Services | | |
| Automobile Rentals | - | - |
| Automobile Washing | - | - |
| Commercial Parking | U | U |
| Service Stations | U - | - |
| Vehicle Equip. Repair | L-6 - | - |
| Vehicle Equip. Sales and Rentals | - | - |
| Vehicle Storage | - | - |
| Visitor Accommodations | | |
| Hotels and Motels and Time Shares | U | U |
| Residential Hotels | - | - |
| Warehousing and Storage, Ltd. | - | - |
| Industrial | | |
| Industry, Custom | L-7 | L-7 |
| Industry, Limited | - | - |
| Wholesaling, Distribution and Storage | - | - |

And amend Additional Land Use Regulations for CL (Local Commercial) and CNE (North End Commercial) of Section 10.16.020 of the Municipal Code and Section A.16.020 of the Manhattan Beach Local Coastal Program as follows:

~~L-24 A Use Permit is required for a project with more than 2,500 square feet of Buildable Floor Area.~~ Offices, banks, including savings and loans, and communication facilities uses are not permitted abutting 1) Manhattan Beach Boulevard, Highland Avenue or Manhattan Avenue in the Downtown Commercial (CD) zone, or 2) abutting Highland Avenue or Rosecrans Avenue in the North End Commercial (CNE) zone.

Exception. These uses are permitted if located on the second floor above or below the street front sidewalk level on the above mentioned streets.

Public Comments (Exhibit C)

A public notice was published in the Beach Reporter newspaper on October 31, 2013 and mailed to all property owners in the Commercial Downtown (CD) and North End Commercial (CNE) districts. Staff received 4 comments from interested parties. The following summarizes their comments and overall concerns:

- Provide balance between amount of retail and other uses, do not totally eliminate non-retail
- Store front offices are historically important in Downtown
- Retail businesses cannot survive alone
- Provide mix of diversity of uses and choices for the public
- Rights of property ownership and flexibility important
- First floor retail and second story offices: relief from parking requirements needed
- Does more retail lead to more consumers and therefore success?
- Retail losses leads to undesirable tenants
- Higher property values leads to attractive buildings
- Property values will decline due to limitation of allowed uses
- Limiting uses decreases flexibility
- Support options of sidewalk events, fashion shows, etc. to support retail tenants
- Market dictates best tenants, not regulations
- Real estate uses provide neighborhood services to new property owners

CONCLUSION

Staff recommends that the Planning Commission conduct the public hearing, accept public testimony, discuss the proposed Code Amendments, and adopt the attached Draft Resolution recommending to the City Council approval of the Zoning Code and Local Coastal Program Amendments.

Attachments:

- A. Draft Resolution No. PC 13-14
- B. Chamber of Commerce and DBPA letters dated 10/08/13 (two separate letters)
- C. Public Comments
- D. Zoning/Vicinity Map of Downtown and North End
- E. Downtown Design Guidelines
- F. Codes from Pasadena, El Segundo and Seal Beach

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RESOLUTION NO. PC 13-14

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF MANHATTAN BEACH, CALIFORNIA RECOMMENDING AMENDMENTS TO SECTION 10.16.020, OF THE MANHATTAN MUNICIPAL CODE TITLE 10 (ZONING ORDINANCE) AND SECTION A.16.020 OF THE IMPLEMENTATION PROGRAM OF THE LOCAL COASTAL PROGRAM

THE PLANNING COMMISSION OF THE CITY OF MANHATTAN BEACH DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The Planning Commission hereby makes the following findings:

- A. The Planning Commission conducted a public hearing pursuant to applicable law to consider amendments to Title 10, the zoning ordinance, of the Manhattan Beach Municipal Code and the Implementation Program of the Local Coastal Program pertaining to uses that encourage street front ground floor pedestrian oriented uses and prohibit other uses, such as offices and banks.
- B. The public hearing was advertised in the Beach Reporter, pursuant to applicable law, testimony was invited and received on November 13, 2013.
- C. The proposal is exempt from the requirements of the California Environmental Quality Act due to determination that it has no potential for causing a significant effect on the environment. The proposed zoning ordinance amendments moderately modify development regulations by restricting certain uses.
- D. The proposed amendments are consistent with the policies of Chapter 3 of the Coastal Act, will not have an impact either individually or cumulatively on coastal resources, and do not involve any change in existing or proposed use of land or water.
- E. The proposed amendments are consistent with the goals and policies of the City's General Plan and Local Coastal Program, and with the purposes of the Zoning Codes of the Manhattan Beach Municipal Code and Local Coastal Program, as detailed in the Planning Commission Staff Reports and below:

Land Use Element

Goal LU-1: Maintain the low-profile development and small town atmosphere of Manhattan Beach.

Goal LU-3: Achieve a strong, positive community aesthetic.

Policy LU-3.2: Promote the use of adopted design guidelines for new construction in Downtown, along Sepulveda Boulevard, and other areas to which guidelines apply.

Goal LU-6: Maintain the viability of the commercial areas of Manhattan Beach.

Policy LU-6.1: Support and encourage small businesses throughout the City.

Policy LU-6.2: Encourage a diverse mix of businesses that support the local tax base, are beneficial to residents, and support the economic needs of the community.

Policy LU-6.3: Recognize the need for a variety of commercial development types and designate areas appropriate for each. Encourage development proposals that meet the intent of these designations.

Goal LU-7: Continue to support and encourage the viability of the Downtown area of Manhattan Beach.

Policy LU-7.1: Encourage the upgrading and growth of businesses in the Downtown area to serve as a center for the community and to meet the needs of local residents and visitors.

Policy LU-7.3: Support pedestrian-oriented improvements to increase accessibility in and around Downtown.

Policy LU-7.4: Encourage first floor street front businesses with retail, restaurants, service/commercial, and similar uses to promote lively pedestrian activity on Downtown streets, and consider providing zoning regulations that support these uses.

Policy LU-7.5: Support the efforts of business improvements districts (BIDs) to enhance and improve Downtown.

Goal LU-9: Preserve the low-intensity, pedestrian-oriented character of commercial areas in the North End and El Porto.

Policy LU-9.1: Provide zoning regulations that encourage neighborhood-oriented businesses within these areas.

Policy LU-9.2: Encourage and support ground floor retail and service uses on properties designated for commercial use.

Policy LU-9.3: Continue to improve the aesthetic quality of businesses within the North End and El Porto.

Policy LU-9.8: Support the efforts of business improvement districts (BIDs) to enhance and improve the North End and El Porto.

Coastal Policy II.A-3: Encourage the maintenance of commercial area orientation to the pedestrian.

Downtown Design Guidelines

Goal 1: Preserve the small-town village character of downtown Manhattan Beach.

Goal 2: Preserve and enhance the pedestrian orientation of downtown Manhattan Beach.

Goal 3: Protect and encourage streetscape amenities.

SECTION 2. The Planning Commission of the City of Manhattan Beach hereby recommends approval of the subject amendments to Chapter 10.16.020 of the Manhattan Beach Municipal Code and A.16.020 of the Local Coastal Program as follows:

Amend the land use regulations for CL (Local Commercial) and CNE (North End Commercial) of the Chapter Section 10.16.020 of the Municipal Code and Section A.16.020 of the Manhattan Beach Local Coastal Program as follows:

| | CD | CNE |
|---|--------------------------|--------------------------|
| Commercial Uses | | |
| Adult Businesses | - | - |
| Ambulance Services | - | - |
| Animal Sales & Services | | |
| Animal Boarding | U - | - |
| Animal Grooming | P | P |
| Animal Hospitals | U - | - |
| Animals | | |
| Retail Sales | P | P |
| Artists' Studios | P | P |
| Banks and Savings & Loans | P <u>L-24</u> | P <u>L-24</u> |
| With Drive-Up Service | U | - |
| Body Art Studios | - | - |
| Building Materials and Services | - | - |
| Catering Services | P | P |
| Commercial Filming | U | U |
| Commercial Recreation and Entertainment | L-7 | L-7 |
| Communication Facilities | P <u>L-24</u> | P <u>L-24</u> |
| Eating and Drinking Establishments | U | U |
| w/ Fast-Food or Take-Out Service | L-7 | L-7 |
| Drive-Through | - | - |
| Food and Beverage Sales | L-9 | L-9 |
| Funeral and Interment Services | - | - |
| Laboratories | - | - |

| | CD | CNE |
|---------------------------------------|------------------|------|
| Maintenance and Repair Services | P | P |
| Nurseries | - | - |
| Offices, Business and Professional | L-24 | L-24 |
| Pawn Shops | - | - |
| Personal Improvement Services | P | P |
| Personal Services | P | P |
| Psychic Advisor | - | - |
| Research and Development Services | - | - |
| Retail Sales | P | P |
| Secondhand Appliances/Clothing | U | U |
| Swap Meets, Recurring Travel Services | P | P |
| Vehicle Equipment/Sales and Services | | |
| Automobile Rentals | - | - |
| Automobile Washing | - | - |
| Commercial Parking | U | U |
| Service Stations | U - | - |
| Vehicle Equip. Repair | L-6 - | - |
| Vehicle Equip. Sales and Rentals | - | - |
| Vehicle Storage | - | - |
| Visitor Accommodations | | |
| Hotels and Motels and Time Shares | U | U |
| Residential Hotels | - | - |
| Warehousing and Storage, Ltd. | - | - |
| Industrial | | |
| Industry, Custom | L-7 | L-7 |
| Industry, Limited | - | - |
| Wholesaling, Distribution and Storage | - | - |

Amend Additional Land Use Regulations for CL (Local Commercial) and CNE (North End Commercial) of Section 10.16.020 of the Municipal Code and Section A.16.020 of the Manhattan Beach Local Coastal Program as follows:

~~L-24 A Use Permit is required for a project with more than 2,500 square feet of Buildable Floor Area.~~ Offices, banks including savings and loans, and communication facilities uses are not permitted abutting 1) Manhattan Beach Boulevard, Highland Avenue or Manhattan Avenue in the Downtown Commercial (CD) zone or 2) abutting Highland Avenue or Rosecrans Avenue in the North End Commercial (CNE) zone.

Exception. These uses are permitted if located second floor above or below the street front sidewalk level on the above mentioned streets.

SECTION 3. The Secretary to the Planning Commission shall certify to the adoption of this Resolution and thenceforth and thereafter the same shall be in full force and effect.

SECTION 4. Pursuant to Government Code Section 66499.37, any action or proceeding to attack, review, set aside, void or annul this decision, or concerning any of the proceedings, acts, or determinations taken, done or made prior to such decision or to determine the reasonableness, legality or validity of any condition attached to this decision shall not be maintained by any person unless the action or proceeding is commenced within 90 days of the date of this resolution and the City Council is served within 120 days of the date of this resolution.

I hereby certify that the foregoing is a full, true, and correct copy of the Resolution as adopted by the Planning Commission at its regular meeting of November 13, 2013 and that said Resolution was adopted by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Richard Thompson,
Secretary to the Planning Commission

Recording Secretary



MANHATTAN BEACH

To the Planning Commission

Over the past couple of years Manhattan Beach has realized a loss in sales tax generating space in the Downtown district and North End due to the types of businesses moving in to those areas. The Manhattan Beach Chamber of Commerce has been working with Director Thompson on proper use and zoning ordinances for the past several months. We strongly encourage the Planning Commission to review the existing zoning ordinance for the Downtown and North End areas with regards to use.

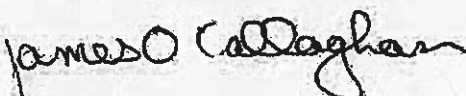
One reason for the transition from tax generating businesses to service based establishments is the rising rents downtown. Due to these increasing rents, surviving as a retail business has been determined unrealistic. At over \$9 a square foot plus inventory and staffing costs, your average retail store would need to do more than ten times the square foot each month to break even. While this is possible for an Apple store or business of that nature, it is not realistic for your average 1,000 square foot small retail establishment.

As a business community, we strongly support both sales tax generating businesses and service based businesses. We do, however, encourage the limited first floor commercial space to be designated for tax generation. It is unlikely someone walking down the street would go upstairs to shop or walk past several service based businesses to find the next retail store. Numerous studies have been performed by retail groups over the years and have found after two consecutive service based businesses many patrons stop and will not continue down the street or through the shopping district. At the same time many people looking for a real estate agent or service based company do not make their decision while walking down the street but rather through research and referral.

As the city begins to deal with unfunded liabilities in the coming years, it will be more important to make sure we have preserved one area of Manhattan Beach which does generate income for the city. Property taxes alone will not support the services and amenities the residence of Manhattan Beach have come to know and expect. The average amount paid in property taxes per parcel is right around \$9,000. It would seem unreasonable to ask for special assessments to cover current services when the city has, in its power, the ability to grow the existing sales tax base simply through proper zoning.

Other cities such as Pasadena and Laguna Beach have been extremely successful in their approach to generating increased sales tax through zoning. We would encourage the planning commission to put forth an ordinance for City Council in which they preserve the first floor of the "T" zone in Downtown as well as Highland Avenue in the North End for sales tax generating businesses. The "T" in the Downtown district would be comprised of the commercial districts on Manhattan Beach Boulevard, west of Valley and on Manhattan Avenue. Exceptions should be made for current businesses to remain so long as they do not alter the current foot print of their existing building.

Maintaining a strong and vibrant Manhattan Beach is the charge of everyone in the community and to that end the Manhattan Beach Chamber of Commerce is eager to work with the City to enhance and maximize the limited commercial space we have. With Downtown and the North End being the pressing issue today we look forward to working with the Council and Planning Commission on enhanced zoning ordinances throughout Manhattan Beach over the coming year.



President/CEO
Manhattan Beach Chamber of Commerce

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October 8, 2013

To: Honorable Mayor David Lesser
City Council Members
Amy Howorth Mayor-Pro-Tem
Wayne Powell
Mark Burton
Tony D'Errico
Cc: Planning Commission-Richard Thompson

The Downtown Manhattan Beach Business & Professional Association (DBPA) respectfully requests that the City Council immediately agendize the need for an economic development strategy to address zoning concurrent with the General Use Plan. A coordinated planning effort involving The City Council and The Planning Commission is vital in order to protect street-level lower retail space from the infiltration of non-sales tax generating businesses and to maintain a lively downtown with consistent, revenue generating, and pedestrian orientation (LU-7.4). Regulations are needed to encourage the small independently owned businesses that make downtown Manhattan Beach attractive while both supporting and encouraging small businesses throughout the city (LU-6.1).

We need an understanding and resolution to the General Use Plan for downtown with regard to the mix of businesses to keep us a small town feel (like Laguna Beach and Old Town Pasadena) vs. a larger more commercial feel, i.e. Beverly Hills, Santa Monica, Westwood. An immediate discussion is needed at both the City Council and Planning Commission level of what can be resolved sooner rather than later. With the recent merchant turnover, the remodeling of multiple locations in downtown, and continuously rising rent levels, it is imperative that we maintain both the downtown character and the City's tax base, as outlined in the City's General Use Plan.

A vibrant attractive downtown must promote and encourage interactions amongst its users. Ground-floor street-front retail and commercial spaces in the downtown should be occupied by uses that create interesting storefronts, promote foot traffic, consistent pedestrian orientation and generate sales-tax revenue. Office uses that do not offer storefront activity and sales-tax generation should be discouraged.

The General Use Plan was established to regulate and provide guidance with regards to maintaining, preserving and promoting the "SMALL TOWN VILLAGE CHARACTER" of Downtown Manhattan Beach. It is incumbent upon the City Council and Planning Commission to implement a coordinated planning effort to take control over the mix of businesses and maintain a vibrant downtown.

The Land Use guidelines establish three overarching themes for Downtown Manhattan Beach:

1. Preserve the small-town village character of Downtown Manhattan Beach
2. Preserve and enhance the pedestrian orientation of Downtown Manhattan Beach
3. Protect and preserve streetscape amenities

Downtown is the heartbeat of Manhattan Beach. The unique orientation, accessibility, continuous marketing, marquee events, passionate community involvement and poignant advertising draw locals, Southern Californians and travelers from afar 365 days a year. In order to continue to thrive we must preserve what was originally set forth in the Land Use Plan:

1. LU-6.1: Support and encourage small business throughout the city
2. LU-6.2: Encourage a diverse mix of businesses that support the local tax base, are beneficial to the residents, and support the economic needs of the community.
3. LU-7.0: Continue to support and encourage the viability of the downtown area of Manhattan Beach.
4. LU-7.1: Encourage the upgrading and growth of businesses in the downtown area to serve as a center for the community and to meet the needs of local residents and visitors.
5. LU-7.4: Encourage first-floor street front business with retail, restaurants, service/commercial, and similar uses to promote lively pedestrian activity on downtown streets, and consider providing zoning regulations that support these uses.

Downtown Manhattan Beach has always been, and will always be, the heart and soul of our city. With the current variety of merchants changing, it is imperative that we focus on maintaining consistency and the integrity that makes our fantastic downtown a well sought after destination. Please help protect and maintain our great downtown with your immediate action.

Thank you for your attention to this important matter.

Sincerely,

Kelly Stroman
Executive Director
Downtown Manhattan Beach Business & Professional Association
1104 Highland Avenue, Suite B
P.O. Box 3298
Manhattan Beach, CA 90266

Angelica Ochoa

From: Richard Thompson
Sent: Thursday, October 31, 2013 5:02 PM
To: Angelica Ochoa
Cc: Laurie B. Jester
Subject: FW: Proposed elimination of banks and real estate offices in downtown Manhattan Beach

Attach to report

Richard Thompson
Director of Community Development
P: (310) 802-5502
E: rthompson@citymb.info



Please consider the environment before printing this email.

From: Bryn Stroyke [<mailto:bryn@stroykeproperties.com>]
Sent: Thursday, October 31, 2013 4:26 PM
To: List - Planning Commission
Cc: Grant Kirkpatrick (gkirkpatrick@kaadesigngroup.com); Richard Thompson; Ted Davis (crtchel2@aol.com)
Subject: Proposed elimination of banks and real estate offices in downtown Manhattan Beach

Dear Planning Commissioners,

I was just made aware of a proposed ordinance you will be considering that reportedly would ban real estate offices and banks from downtown Manhattan Beach. I could not access the agenda online so I am writing this on the assumption that what I have heard is in fact true.

I have somewhat of a unique perspective as I have lived in Manhattan Beach almost my entire life, I own a real estate company (that does not have offices downtown) and own a building (1300 Highland) that has retail spaces and street front spaces that were specifically designed for real estate offices.

I have noticed with some measure of displeasure the continuing addition of more and more real estate offices to our store front locations. It seems to me that the pendulum has swung a little too far in this respect. But the response to a pendulum that has swung too far, is not to swing it too far the other way with an outright ban. Store front real estate offices are an important part of the historic fabric of California beach towns in general and Manhattan Beach in particular. No one wants to have bars everywhere either, but we do not ban bars, from downtown Manhattan Beach.

I do not know where the bank ban is coming from either. We have 4 bank offices in downtown and three of them have been there since I was a kid. Downtown banks are also a part of the fabric of downtown. The new bank on the block, took a poor retail location and ugly building on the corner of Highland and 15th and turned it into a beautiful structure for Bank of Manhattan. If any Bank should be downtown, it is Bank of Manhattan. Again to me this is a question of scale. How much is too much? A ban is always the wrong answer unless it is truly an undesirable use like an adult bookstore, a pot dispensary a tattoo parlor and other traditional "sin" uses that have not ever been part of the historic fabric of downtown.

In my project at 1300 Highland, we were required to put retail on the Highland frontage, but also initially asked to put retail down 13th Street. There is not a single example of interior Street retail (like 13th) working in Manhattan Beach. We countered that request with a definition of what we called transitional retail, which we defined as traditional storefront uses that did not use a cash register... such as real estate agent, travel agent, insurance, escrow ect. Had we been required to put a retail there, the stores would have failed and given our project, which is typically very well regarded, an underserved black eye. We currently have Coldwell Banker offices and West Coast Escrow and Keller Williams offices on 13th Street and three retail users on Highland. These are an entirely appropriate uses for these respective locations.

I do not have a solution for you but I agree that too much of anything is not a good thing... that even goes for retail. If we had all shops and no restaurants or juice bars, banks or dentists, escrow companies, chiropractors, real estate offices, barber shops and salons, and yes bars, we would also have a town that was out of balance. I would like to encourage a more measured response that perhaps regulates but does not eliminate these equally vital parts of our downtown fabric. The strength of our downtown is a diverse mix of product and services, but the balance should be protected.

Bryn Stroyke
Stroyke Properties Inc.
310-545-9595 x122
310-880-3436 cell
DRE LIC #00855690

Angelica Ochoa

From: Don Spencer <donspencer.art@hotmail.com>
Sent: Monday, November 04, 2013 12:18 PM
To: Angelica Ochoa
Subject: Zoning code amendments

3 November 2013

Angelica Ochoa and the Manhattan Beach Zoning Commission

Reference to: Zoning Code Amendments to Regulate Office and Other Similar Uses in the Downtown and North End Commercial Districts.

For inclusion in the staff report:

Please consider:

Profit tells us what to do more of. Loss tells us when to quit.

To own a property in Manhattan Beach demonstrates a significant investment. The property owner's desire to exercise sound judgment as to the property's best use is fueled by that depth of investment.

To start, or expand a business in Manhattan Beach is another significant investment.

Each desires to be successful. Each will explore deeply the viability of their combined effort.

If a governing authority chooses to interfere with that formula it can deprive the community of businesses that by virtue of survival prove their value.

Thank you,

Don Spencer

77 year resident and property owner

3901 Crest Drive,

Manhattan Beach, CA 90266

(310) 546 7913

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Subject: Planning Commission Hearing Nov. 13, 2013

From: Tony Choueke, property owner, resident and M.B. enthusiast.

Date: Nov. 4th. 2013

Dear Members of the Planning Commission,

The proposal to discourage or prohibit use in commercial buildings in downtown Manhattan Beach is deeply disturbing. These are my thoughts.

- 1. A. If the desire is to increase the number of retail stores, positive measures can be taken to do this. If zoning were to allow, by lessening the parking requirements, the building of a second story on existing, single story buildings and, in consideration for this benefit, require that the ground floor be dedicated to retail and the 2nd. Floor be used for offices, this would encourage owners to move offices upstairs and keep retail on the ground floor. It's a win-win for retail and for offices creating a place for everyone without exaggerating the density.**
 - B. Another simple fix would be as follows: For retail use, the current code requires 1 parking space for every 300 sq. ft. of building but only 1 parking space for every 200 ft. of office. So, it is easy to convert retail space into office because you are going to a use which is less dense. However, there is a huge obstacle in going from office to retail. If the code were to be amended so that the parking spaces required for retail and office are equal then it would be easy for existing offices to convert to retail. The current code favors offices over retail. This would be a win-win as well.**
- 2. As it stands now, restricting use to exclude real estate offices and banks seems regressive and presents some troubling aspects.**
 - A. We discriminate against use by legitimate businesses that have a proven track record in their contribution to our community.**
 - B. We interfere with the free market in dramatically narrowing the choices as to what is the best use for commercial properties.**
 - C. It is not known whether retail stores as we know them today will be as viable in the future because of technology and the move by consumers**

to shop using the internet. If they are not as viable, there will be a large turnover in the occupancy of these stores which will create an atmosphere of instability in the downtown area which is currently vibrant and pleasant for residents and visitors alike.

D. Once code changes are implemented they are difficult and time consuming to reverse.

3. Will more stores mean more consumers shopping downtown MB? It is not a foregone conclusion that more stores will lead to significantly more consumers shopping in our area. Current retailers in Manhattan Beach have their challenges. Foot traffic with the exception of that on Manhattan Beach Blvd. is light. If the stores don't make money, then the rents will go down. If the rents go down, then owners will be reluctant to maintain and upgrade their buildings. If on the other hand, owners profit from rents paid by thriving businesses and popular services, then there will be competition among building owners to present the most attractive buildings in order to attract the most desirable tenants. It is a spiral in the upwards direction. There is an assumption here that more retail will lead to a better quality of life for us in M.B. It could very well be that we are doing well enough in the way in which we currently administrate the downtown area. Making new rules that further add to the difficulty of upgrading less than ideal store-fronts, may lead to stagnation and deterioration of buildings in the downtown area. Our real estate offices draw a lot of interest and contribute to the development of high quality housing in our area. Why discourage them? Nonresidents who opt for a greater variety in retail may be better accommodated in Venice, Hollywood or other places that offer amenities not available here. Our conservative approach has served us very well.

4. Who will benefit and who will not from the use change:

A. Retailers stand to benefit with lower rents because they will be able to pit one property owner against another in negotiating favorable rents, there being no alternative for property owners to consider offers from other clients.

- B. Commercial property values will decline because of the limitations in use.**
 - C. Property owners will suffer. Whereas retail as we know it may be a good thing now, in five years, there may be other hot businesses that serve the public. Because of the prohibitions in the proposed code changes, MB would lack the flexibility to move quickly to attract and bring to MB the innovators of the future.**
 - D. Residents: Residents who would like the downtown are to be more active may benefit. Residents who like a more understated downtown will not.**
 - E. The City of MB stands to benefit if there is more tax revenue generated through retail sales. Another alternative for the City would be to revise the business tax and license fees it charges based on use. Having more retail stores is not the only way to enhance revenues.**
- 5. We should support and encourage our retailers.**
- A. The frequency of sidewalk sales can be increased, encouraged and better publicized.**
 - B. The farmer's market is wonderful and ways should be found for retailers to partner with this hugely popular service which we provide. Example: We could provide space in the plaza adjacent to the farmers market one day a month in which retailers can have tables & racks much like on market days in the South of France. Participation in this can be limited to retailers in the downtown area. It helps them and hurts no one.**
 - C. The new library can partner with our retailers to attract, highly desirable consumers to frequent and to take full advantage of what we have to offer in MB. Library events such as readings, lectures, multi-media presentations, and book fairs can partner with restaurants and retail stores to offer consumers an interesting and sophisticated outing in our village. The Getty Center provides a good example by combining art exhibits with concerts and educational forums. We can come up with our own version with a focus to benefit our valued merchants. It is important to identify synergies and integrate public sector projects**

with private enterprise as represented by our fine stores, service providers and restaurants.

- D. Fashion Fridays: On the last Friday of each month, stores can be open late and together promote fashion events.**
 - E. Retailers can be represented in booths at the hometown fair and other city events which attract tourists from outside and educate them as to the high-quality products offered by our hometown merchants.**
 - F. A Summer fashion show and A Christmas fashion show to be held in the Metlox Plaza, can feature the products offered by our retailers.**
- 6. The way to help retail is not to force property owners to rent only to them, there is no evidence to prove that this will be successful. The greater the value of downtown real estate, the greater it will be in the self interest of property owners to keep them in good repair and looking attractive by all standards. Cities like Palm Beach in Florida maintain high standards, attracting the best of the best in retail, offices and services by allowing the free market to decide the best use for the properties. Our current effort, although well intentioned will end up in our shooting ourselves in the foot. We are doing very well as it is and we risk to go in the other direction by adopting more regulation and ill advised and unproven strategies that will not contribute to the quality of life in our charming, small town. The town should serve the needs of the residents. That's the important thing. Restricting use and discouraging our current partners in the commercial zone could be both destructive and divisive.**

Yours respectfully

**Tony Choueke
2708 The Strand
Manhattan Beach, Ca. 90266**

tchoueke@aol.com

Angelica Ochoa

From: Richard Thompson
Sent: Wednesday, November 06, 2013 3:03 PM
To: Angelica Ochoa
Cc: Laurie B. Jester
Subject: FW: RealtorsLetter to the record regarding planning amendments in Planning Commission 11-13-2013
Attachments: MB Planning Commission Letter Realtors 11-06-2013.pdf

For your staff report

Richard Thompson
Director of Community Development

P: (310) 802-5502

E: rthompson@citymb.info



Please consider the environment before printing this email.

From: David Kissinger [<mailto:David@southbayaor.com>]
Sent: Wednesday, November 06, 2013 2:58 PM
To: List - Planning Commission
Cc: Richard Thompson; Liza Tamura
Subject: RealtorsLetter to the record regarding planning amendments in Planning Commission 11-13-2013

Good Afternoon Members of the Manhattan Beach Planning Commission,

Please find attached a letter that the South Bay Association of Realtors is submitting into the record for the proposed Zoning Code and Local Coastal Program Amendments that this Commission is scheduled to review on November 13, 2013. Thank you for your attention and we look forward to further review of this proposal.

Regards,

David Kissinger
Director of Government Affairs
South Bay Association of REALTORS®
22833 Arlington Ave.
Torrance, CA 90501
(310)326-3010 tel.
(310)325-7451 fax
david@southbayaor.com

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November 6, 2013

**Manhattan Beach Planning Commission
City of Manhattan Beach
1400 Highland Avenue
Manhattan Beach, CA 90266**

Dear Members of the Planning Commission:

On November 13, 2013, your commission will hold a public hearing to consider a proposed zoning code amendment and Local Coastal Program amendments ("Proposal") in two commercial zones in the City of Manhattan Beach.

While the South Bay Association of REALTORS® (SBAOR) is in general supportive of measures to encourage economic development, job growth and vibrant communities, this Proposal's intent to "discourage or prohibit other uses, such as offices and banks" will have precisely the opposite effect. As such, we urge the Planning Commission to reject this bad policy, uphold private property rights and allow all Manhattan Beach businesses to develop in a way that the community and the local economy can sustain.

Pedestrian-friendly retail environments can be desirable in our cities, however they must be permitted to evolve and adjust along with prevailing economic conditions. An outright ban on certain specific land uses is not only counter-productive to the long-term growth and success of a commercial district, but it is also an intrusion on property rights and is a discriminatory and arbitrary way to plan a community.

We furthermore protest the singling out of offices as a prohibited use under the Proposal. Real estate sales offices are a legitimate land use in a pedestrian retail environment. Real estate offices, much like any other retail establishment, may seek to maximize their exposure to customers through storefront windows and displays to draw in foot traffic from the street. Not only do real estate offices encourage foot traffic, but real estate agents and local transactions also drive sales in many other retail categories before, during, and after a new family buys a home.

**22833 Arlington Avenue - Torrance, CA 90501
(310) 326-3010 • Fax (310) 325-7451
www.SouthBayAoR.com**

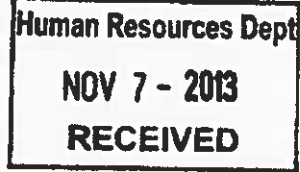




JEFFREY INTERNATIONAL

November 6, 2013

Manhattan Beach City
1400 Highland Ave
Manhattan Beach CA 90266



Dear: Manhattan Beach City

**RE: URGENT CITY OF MANHATTAN BEACH PLANNING COMMISSION
NOTICE.**

As an active commercial broker who has sold and purchased many downtown commercial buildings for my clients, I felt compelled to bring this notice to your immediate attention.

It looks like there is a move to disallow banks and offices, including real estate offices, on the ground floor of buildings in the commercial zone in Manhattan Beach. This can have a severe effect on the value and use of your property, especially when it poses a threat to operating your property at its highest and best use and being as competitive in the marketplace as possible.

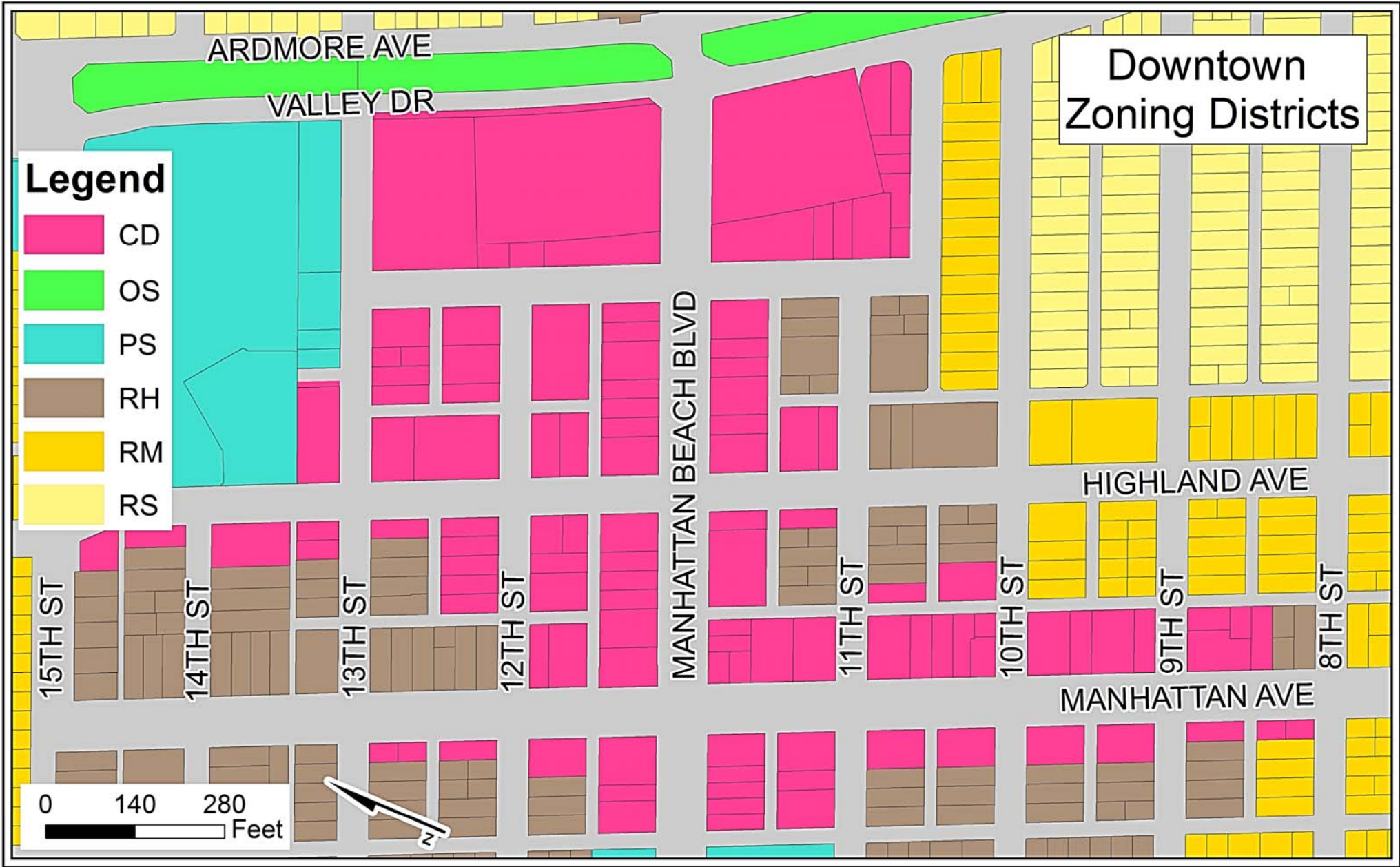
There is a public hearing being held November 13th. For any interested parties I will be happy to email you the notice. Now would be the time to attend the hearing or voice your opinion in writing with the City while you have an opportunity to be heard in this matter before it is too late.

I have helped many clients with acquisitions and dispositions in the downtown area. If you are every considering selling or purchasing please feel free to contact me in confidence.

Sincerely,

Jeffrey Butscher

310.462.0200



**ATTACHMENT D
PC MTG 11-13-13**

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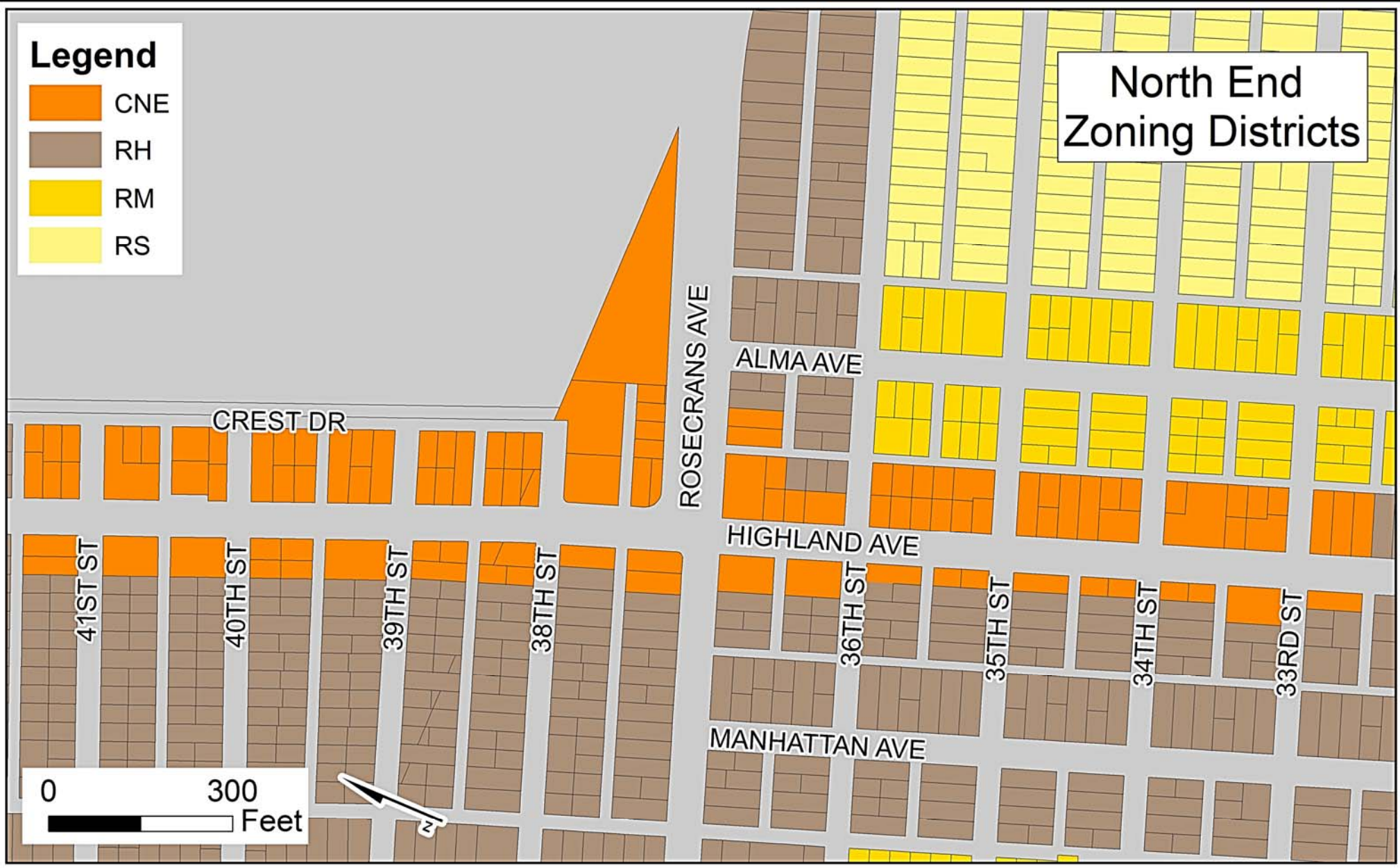
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North End Zoning Districts



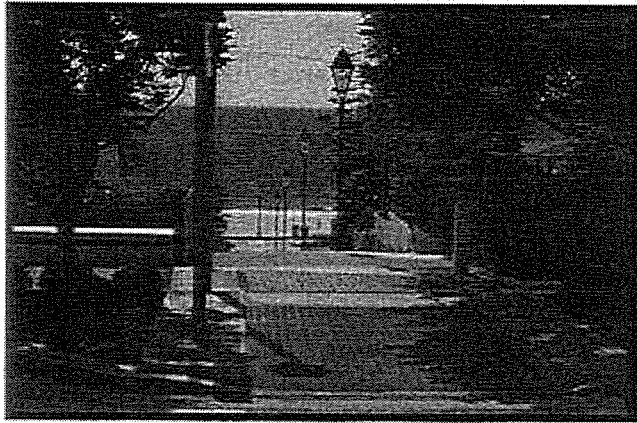
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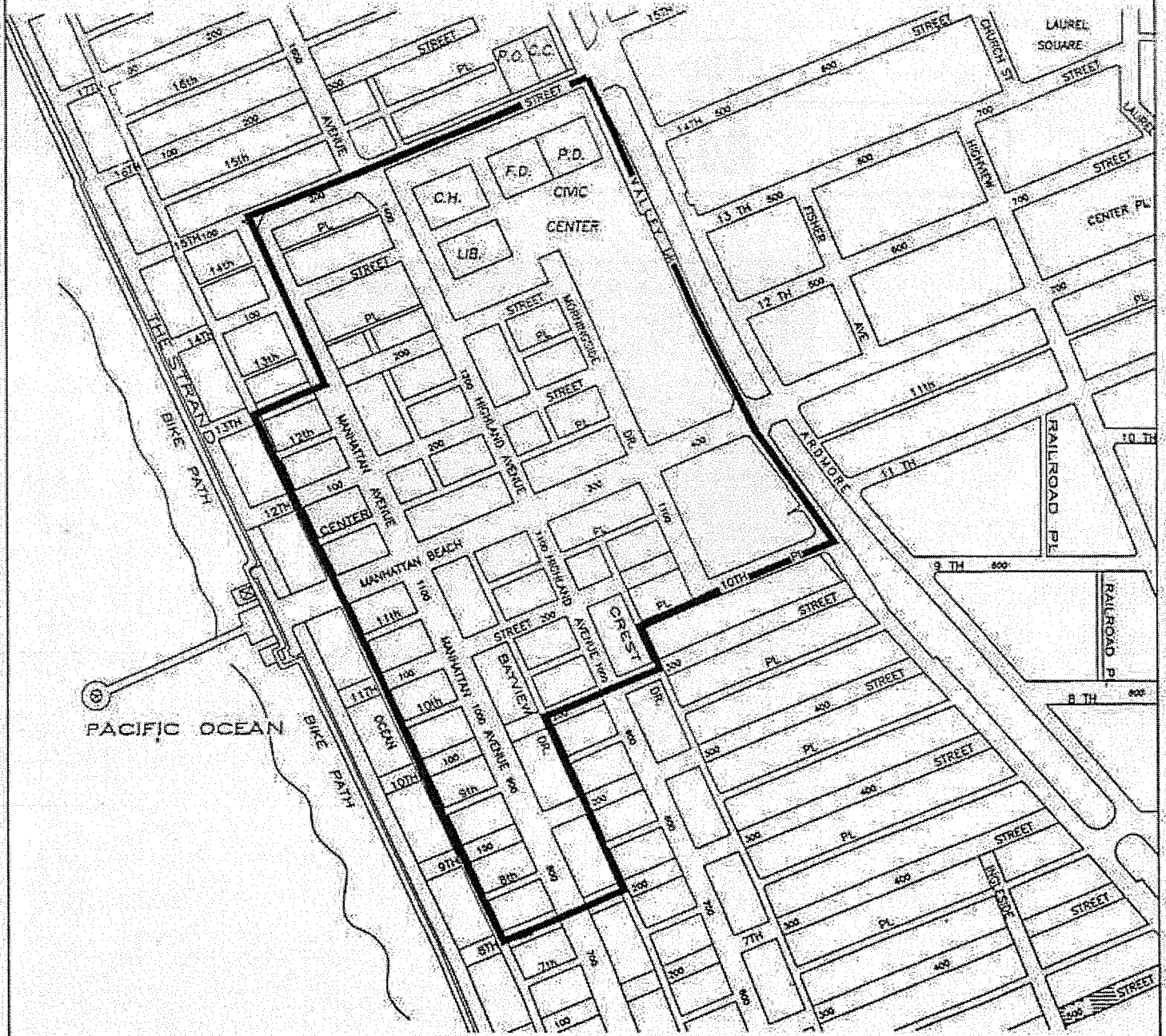
Manhattan Beach



Downtown Design Guidelines

Prepared by the City of Manhattan Beach
Community Development Department
June, 1998

ATTACHMENT E
PC MTG 11-13-13



DOWNTOWN MANHATTAN BEACH

Introduction

The Manhattan Beach City Council, in February 1995, authorized the development of a Downtown Strategic Action Plan for Downtown Manhattan Beach. The development of design guidelines for the Downtown was identified as a major action strategy in the Strategic Plan that was adopted by the City Council in November, 1996. The guidelines are intended to reflect the desired village character of Downtown Manhattan Beach, as expressed by participants in the Strategic Plan process. The guidelines address such issues as property setbacks, facade design and other key elements.

A considerable part of the charm of downtown Manhattan Beach is the diversity of buildings and uses. It is, however, important to design new development in harmony with existing structures while recognizing the common elements these structures employ. As expressed by participants in the Downtown Strategic Plan, these guidelines are voluntary in nature.

To protect and enhance the desired character of downtown, it is important that architects and designers recognize what residents like about their downtown. New development defines the character of downtown, and either adds or detracts from the desired character expressed by Manhattan Beach residents.

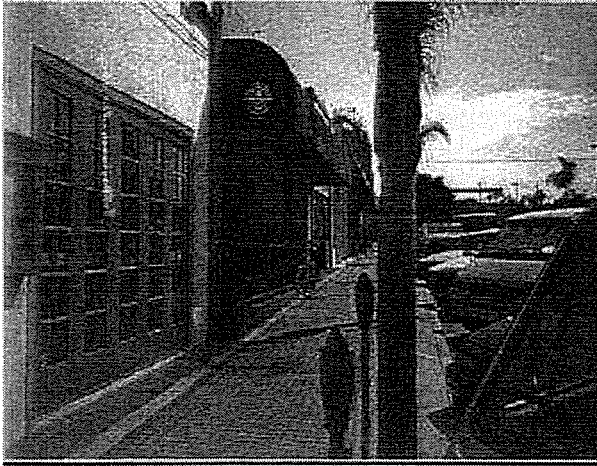
The report is divided into the following sections: Design Guidelines; Description of Existing Development; and, Background. The Guidelines section contains the design guidelines, as titled. The Existing Development and Background sections attempt to tie these guidelines into the Strategic Action Plan. The Existing Development section utilizes the comments, suggestions, and locations identified in the Walking Tour exercise. The Background section provides a summary of the Strategic Action Plan, and the issues identified in this Plan.

Design Guidelines

The following guidelines were developed based upon the surveys received following the Downtown Strategic Plan Walking Tour, as well as from comments received at public hearings conducted by the Planning Commission and City Council. In general, the following Goals were developed based upon public input:

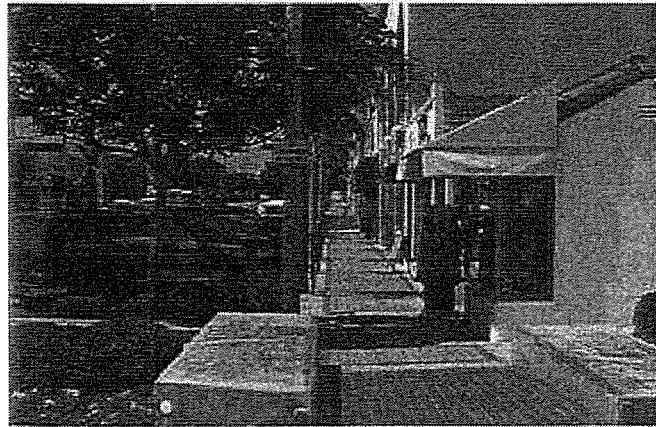
- Goal 1:** Preserve the small-town village character of downtown Manhattan Beach.
- Goal 2:** Preserve and enhance the pedestrian orientation of downtown Manhattan Beach.
- Goal 3:** Protect and encourage streetscape amenities.

1. Site Design



1.1

Buildings on primary street frontages should be located immediately adjacent to sidewalks, except for areas that may be set back to accommodate outdoor dining, and other uses that are publicly accessible;



1.2

The first occupiable floor of non-residential development should be located at the sidewalk's general elevation;

1.3

Driveways should be located on alley frontages in order to conserve existing on-street parking.

2. Design Compatibility with Neighboring Development

2.1

Compatibility with neighboring development should be given strong consideration in the design of new structures. The relationship between existing and new development should demonstrate contextual consistency and attempt to create positive relationships.

The degree to which existing development should be considered will depend upon the following characteristics:



1. Architectural quality of existing development; and,
2. Estimated tenure of existing development.

2.2

New development should compliment adjacent structures. Architectural diversity is encouraged, however common elements should be recognized. Elements, such as wall heights, eaves, parapets, awnings, entryways, and / or window styles could be adjusted to compliment adjacent development.

3. Architectural Elements / Features

Building elevations should be modulated through offset planes and masses, recessed or projecting windows and balconies, and extension of rooflines as shown in this example.

3.2

Second floors of a building should be modulated to reduce impacts on the streets and adjacent properties through vertical setbacks, arcades and terraces, and differentiation of building mass.

Second and higher floors of buildings should incorporate architecturally interesting elements such as recessed or well-defined window planters.



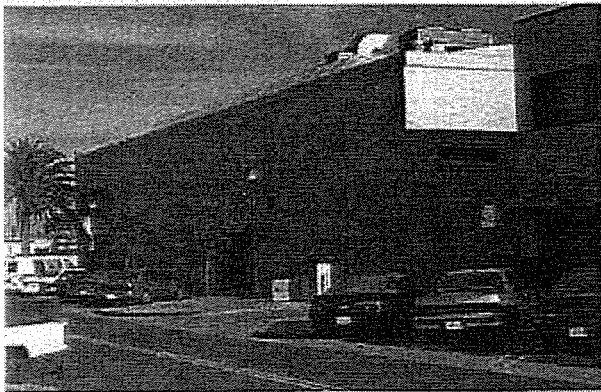
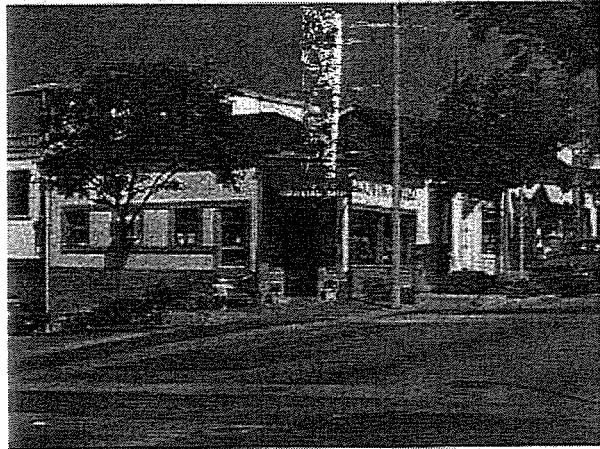
Changes in exterior materials should occur only in conjunction with changes in the building plane.

4. Pedestrian Activity

- 4.1** On larger width lots the inclusion of public plazas and courtyards can extend the continuity of pedestrian activity internally.

4.2

Well-defined entries at street-facing building elevations should be used to facilitate public access.



4.3

Long blank walls that lack pedestrian and visual interest along street frontages should be avoided. Planting areas, balconies, terraces, awnings, windows and other elements should be incorporated to break up street frontage facades.

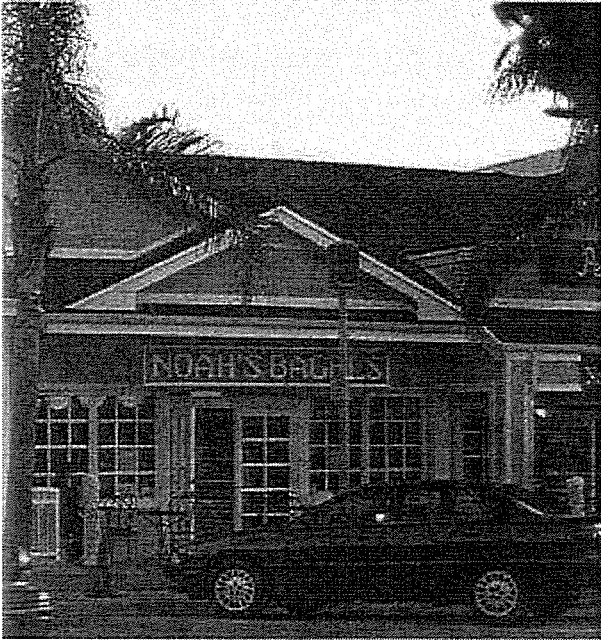
5. Landscaping

Where feasible, incorporate landscaped areas into new development and existing development. Such landscaped areas could utilize window boxes and similar landscape amenities.

Landscaping should be designed to enhance and accentuate the architecture of the development.

6. Signs

In keeping with the desired pedestrian orientation of downtown Manhattan Beach, an important consideration is the design and location of building signage. This applies not only to new construction, but with the change of tenants in existing structures as well. In many cases signage is treated as an afterthought and is not well integrated with the building design. Many aspects of signage detract from the pedestrian experience including incompatible size, color, materials, location, as well as the proliferation of signs at a single location. Specific development standards governing the size and location of signs are provided in Chapter 10.72 of the Manhattan Beach Municipal Code.



6.1

Signs should be designed at a scale appropriate to the desired village character of downtown.

6.2

The size and location of signs should be appropriate to the specific business.

6.3

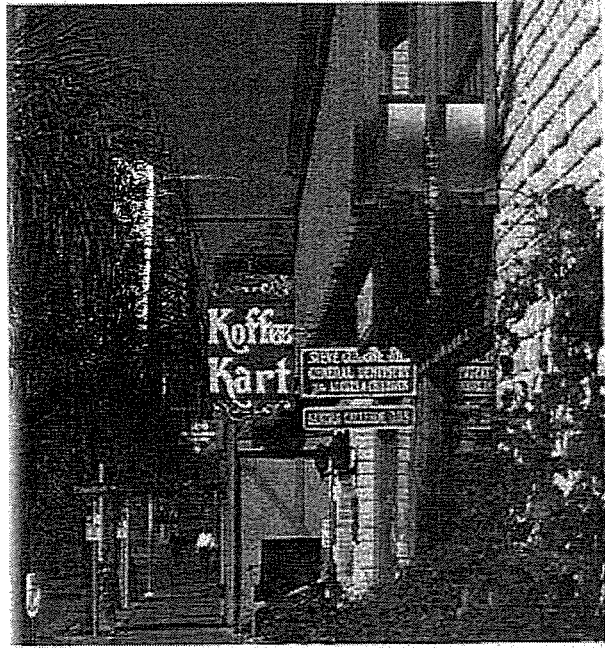
Pre-packaged "corporate" signs should be modified to a scale and location appropriate to the desired village character of downtown Manhattan Beach.

6.4

Signs should not block, or obliterate, design details of the building upon which they are placed.

6.5

Pedestrian oriented signage is encouraged. Such signs may be located on entry awnings, directly above business entrances, and "hanging signs" located adjacent to entrances.



7. "Commercial Downtown" Zoning District

Downtown Manhattan Beach is a unique commercial center providing goods and services that meet the needs of local residents and beach visitors. The purpose of the "CD" (Commercial Downtown) zoning district, which is the base land use district for Downtown, is "to accommodate a broad range of community businesses and to serve beach visitors". The perception of Downtown Manhattan Beach as a "community" serving commercial center was expressed by participants in the Downtown Strategic Action Plan. The term "community" serving business means those types of businesses that are typically smaller in nature, and that provide the type of services frequented by local residents.

The City's CG (General Commercial) zoning district, primarily located along the Sepulveda Boulevard corridor, is a more appropriate location for larger "regional" serving business such as large department stores and shopping malls. The "CG" district is intended for: "businesses not permitted in other commercial districts because they attract heavy vehicular use or have certain adverse impacts". Downtown Manhattan Beach should be preserved for those types of business that are appropriate to the "village character" of the area.

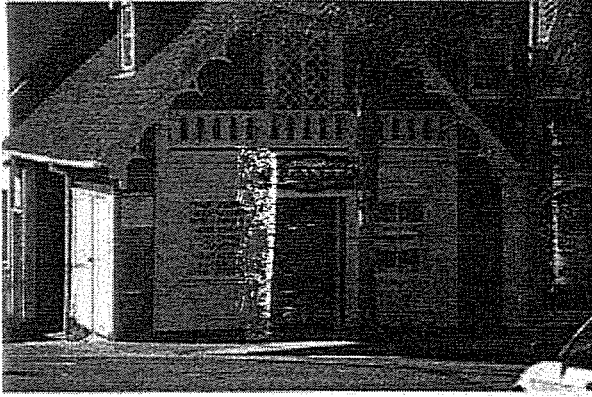
7.1

Regional serving establishments, such as this retail example, are more appropriately located within the City's General Commercial zoning districts.



7.2

Smaller, local chain establishments should be designed in a manner consistent with the local character of downtown Manhattan Beach. Such design considerations should include scale, materials, color, and signage.



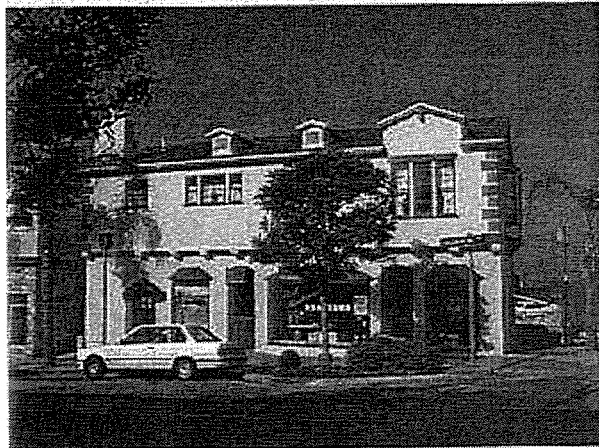
7.3

Local, resident serving businesses represent the predominant commercial uses within Downtown Manhattan Beach.

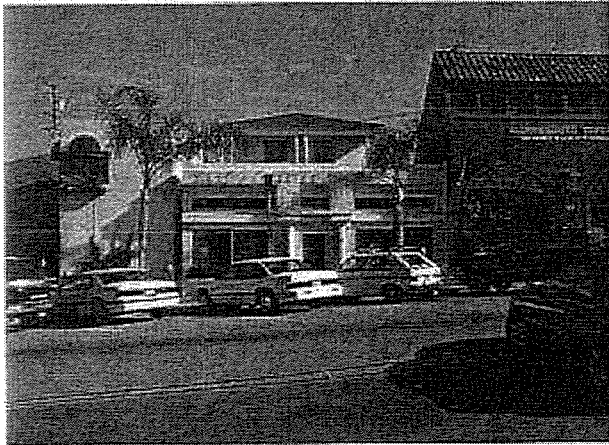
Mixed Use Development - Residential / Commercial

A theme which was raised in the development of the Downtown Strategic Action Plan is the importance of a "balanced" mix of uses in downtown Manhattan Beach. This desired mix of land uses includes residential and local serving commercial. Presently, the CD (Downtown Commercial) zoning district allows residential development. One method of establishing a residential and commercial balance in downtown is the encouragement of "Mixed-use" development.

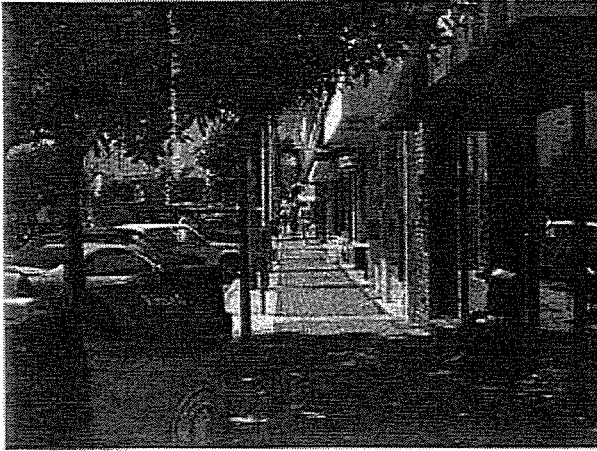
This type of development would allow retail commercial or office uses on the ground floor, and residential usage above the commercial tenants. The City's Municipal Code recognizes, and provides standards for the construction of such development.



The examples provided, located within Downtown Manhattan Beach, demonstrate how residential and commercial uses could be integrated into a single structure. The upper floors of these buildings are not used for residential purposes, but provide an adequate illustration of this type of development.



Description of Existing Development



11th Street at Manhattan Avenue

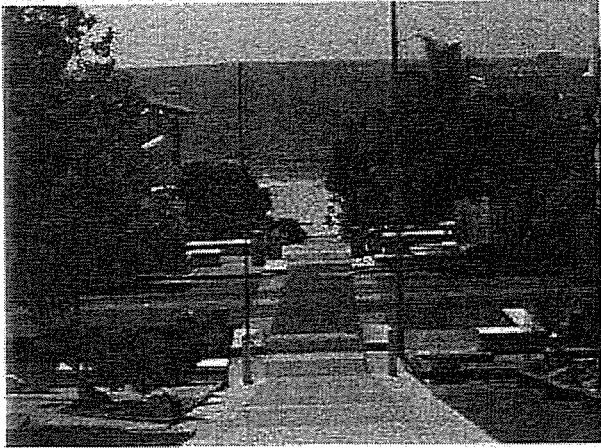
The area located at 11th Street and Manhattan Avenue is characterized by small-scale (one and two story) commercial buildings. The types of uses range from restaurants, service commercial and retail commercial. There is no single type of land use that predominates in this area. Part of the charm of this particular area is the mix of different types of commercial uses, and the "local"

feel of these businesses.

This area was favorably viewed by the walking tour participants. In general the positive impressions included the streetscape elements, the pedestrian scale and character of the area. Some of the elements which create the pedestrian scale of this block are the uniformity of building setbacks, the use of awnings, and the use of pedestrian oriented signage. Despite the lack of uniformity in the types of businesses, the area maintains a very cohesive character.



Many survey respondents agreed that the building located mid-block on Manhattan Avenue between 11th Street and Manhattan Beach Boulevard served as an example of incompatible size and scale (Guideline 2.1).

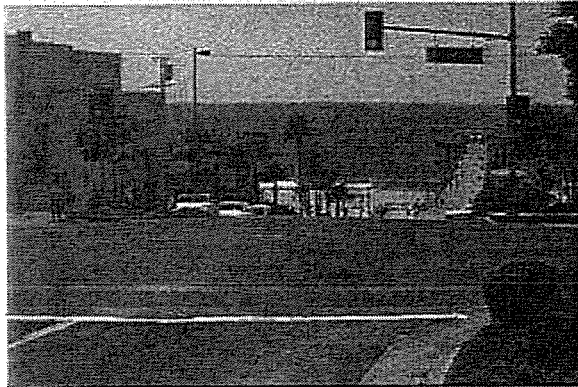


Manhattan Avenue at 10th Street

To many of the survey participants this intersection best represented the character and feel that they wished to see in downtown Manhattan Beach. Positive comments received focused on the landscaping, pedestrian amenities, and the public spaces. The intersection is bordered by landscape planters on each corner and provides ample public space through the use of

raised brick pavers on the east side of Manhattan Avenue. Bus stops at the intersection (north-bound and south-bound) provide seating areas adjacent to the landscape areas.

This area encompasses many of the same pedestrian elements found in the previous block (11th at Manhattan Avenue) such as pedestrian signage, setback consistency, use of awnings, etc.....as well as maintaining the same mixture of commercial uses.

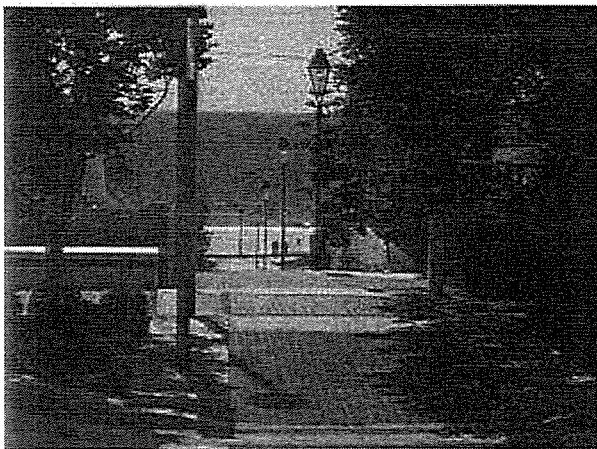


Manhattan Beach Boulevard at Manhattan Avenue

This intersection is best characterized by the access provided to the Manhattan Beach Pier (via Manhattan Beach Boulevard). A concentration of eating and drinking establishments are located along Manhattan Beach Boulevard west of Manhattan Avenue, and along the west side of Man-

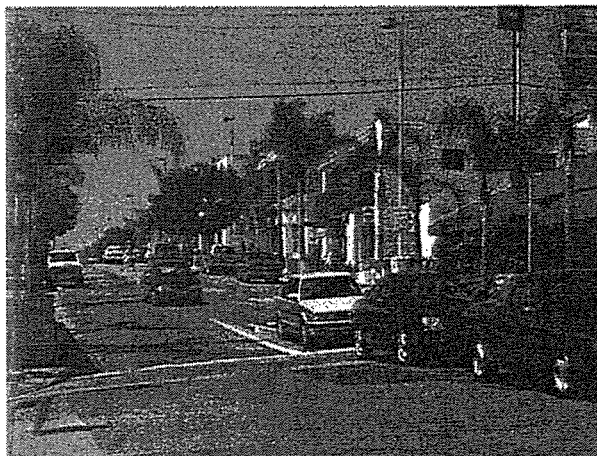
hattan Avenue (north of Manhattan Beach Boulevard).

The mix of uses becomes less intense in this area with the predominant land use being eating and drinking establishments with some retail. Retail convenience markets anchor the southeast and southwest corners of this intersection, with a bank building occupying the northeast corner. The pedestrian orientation prevalent in previous areas becomes less apparent on the north side of Manhattan Avenue as the area transitions into residential usage at 13th Street.



Manhattan Avenue at 13th Street

This area is most characterized as a transition from commercial development to residential development. Respondents indicated an interest in certain amenities such as the gaslights located along the 13th Street walk-street, and the use of "pin lights" in the adjacent street trees. There is, however, very little commercial development in this particular area.



Manhattan Beach Boulevard at Highland Avenue

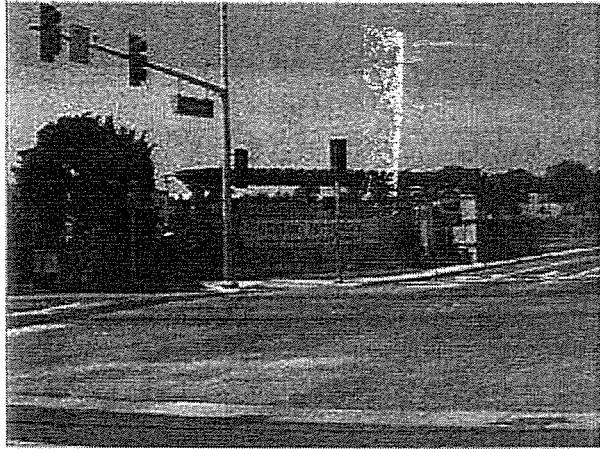
This intersection is perhaps the most intense in the downtown area with a considerable amount of vehicular and pedestrian traffic. In general, this area was viewed positively by tour participants. Again the small-town, Village character of the downtown was expressed. The commercial businesses in this area include eating and drinking establishments, service commercial, and retail commercial.

ishments, service commercial, and retail commercial.

The landscape planters and window boxes located adjacent to commercial storefronts were mentioned as a positive feature.

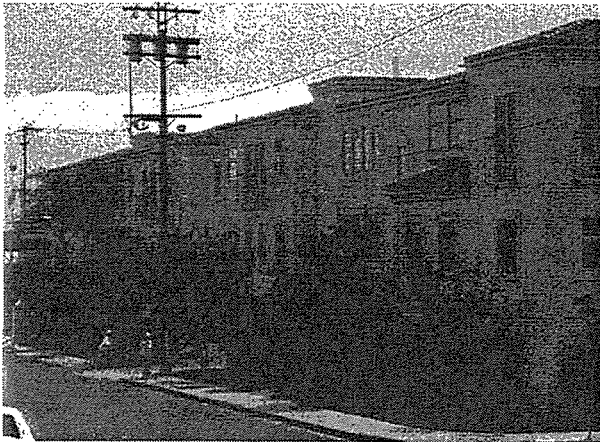
Metlox Property on Manhattan Beach Boulevard

The vacant Metlox Pottery property located at the northwest corner of Manhattan Beach Boulevard and Valley Drive presents an important focal point for future downtown development. Respondents expressed a desire to see this area integrated into the remainder of the downtown area.



Morningside Drive at 12th Street

This area is located immediately west of the vacant Metlox property.



Background

Downtown Strategic Action Plan

The Manhattan Beach City Council, in February 1995, authorized the development of a Downtown Strategic Action Plan for Downtown Manhattan Beach. The purpose of this action plan was the articulation of a “shared community vision for the downtown and to advance a set of strategic issues and actions to provide a framework for guiding future downtown decisions”.

During the summer of 1996 the consultant team, led by MIG, Inc., conducted a series of community meeting and activities to develop this visioning exercise for the downtown Manhattan Beach. Specifically these activities included:

Community Meetings;
Kickoff Event / Walking Tour;
Visioning Workshop; and,
Strategic Issues / Actions Workshop.

Over 500 community members participated in the development of the Strategic Action Plan.

Strategic Issues / Actions Workshop

The Strategic Issues / Actions Workshops, held on September 7th and 21st of 1996, led to the development of specific action strategies for the following “issue categories”:

Village Character;
Pedestrian Streetscape Amenities;
Downtown Livability;
Parking; and,
Downtown Business, Marketing, and Promotion

Each identified action was designed for implementation following adoption of the Strategic Action Plan.

Within the “issue category” of Village Character the following action strategies emerged:

Develop Additional Design Guidelines to Ensure Village Character;

Underground Utilities;

Revised Codes and Ordinances to allow for Outdoor Dining on Public Sidewalks or in the Public Right-of-Way;

Implement More Proactive Enforcement for Sign Maintenance; and,

Develop Gateway at Valley-Ardmore and Manhattan Beach Boulevard.

Participants in the Strategic Action Plan workshops identified the “small town / village atmosphere” of downtown Manhattan Beach as a key element in the character of the downtown. Therefore, the preservation of this village character was a major priority for the community participants. The following “key” elements were developed for the downtown:

- Maintain Downtown Village, small town atmosphere and character;
- Emphasize a safe, attractive, pedestrian friendly, ‘walkable’ environment;
Maintain a healthy mix and balance of housing and commercial uses that are primarily resident-serving; and
- Promote local, community-oriented, family and cultural events in the Downtown.

Design Guidelines

As stated, the development of design guidelines for the Downtown was identified as a major action strategy. The guidelines are intended to reflect the desired village character of Downtown Manhattan Beach, as expressed by community participants. The guidelines are additionally designed to be voluntary, addressing such issues as property setbacks, facade design and other key elements.

Two-thirds of the workshop participants identified design guidelines as the preferred approach to ensuring compatibility of new development with existing development. The action steps to be taken in the development of these guidelines were identified as follows:

- Community Development Staff and Planning Commission develop architecture and site design guidelines. Consult architects and designers during the formulation to confirm feasibility;
- Include a reference to the Design Guidelines in the existing code;
- Develop a design guidelines manual with pertinent text; standards, illustrative diagrams, sketches and / or photographs;
- Review with Downtown interest groups; and,
- Conduct public meetings for input and hearings before the Planning Commission and City Council.

Applicability of Downtown Design Guidelines

The design guidelines are applicable for all commercial development in the downtown area ("CD" Zoning District). The guidelines are designed to be voluntary, but are recommended for all new development and / or redevelopment of existing commercial structures. It is intended that these guidelines will be used by architects and designers as a guide to the community's desired design features in the City's Downtown.

Consistency with General Plan and Local Coastal Program Policies

These guidelines are designed to assist in the implementation of applicable goals and policies contained in the City's General Plan. Additionally, the downtown area is located within the City of Manhattan Beach Coastal Zone and is therefore subject to the policies of the City's Local Coastal Program. The guidelines contained in this document were developed with the following policies in mind:

City of Manhattan Beach General Plan

Goal 1: Maintain the low profile development and small town atmosphere of Manhattan Beach.

Policy 1.1: Limit the height of new development to three stories where the height limit is 30 feet or to two stories where the height limit is 26 feet, in order to protect the privacy of adjacent properties, reduce shading, protect views of the ocean, and preserve the low profile image of the community.

Policy 1.2: Require the design of all new construction to utilize notches, or balconies, or other architectural details to reduce the size and bulk.

Goal 6: Continue to support and encourage the viability of the “Downtown” area of Manhattan Beach.

City of Manhattan Beach Local Coastal Program (LCP)

A. Commercial Development

II.A.2: Preserve the predominant existing commercial building scale of one and two stories, by limiting any future development to a 2-story maximum, with a 30’ height limitation as required by Sections A.04.030, A.16.030, and A.60.050 of Chapter 2 of the Implementation Plan.

II.A.3: Encourage the maintenance of commercial area orientation to the pedestrian.

II.A.4: Discourage commercial lot consolidations of greater than two standard city lots.

Zoning Code Standards

For a complete listing of all development standards applicable to the Downtown area, please refer to Title 10 (Zoning Code) of the Manhattan Beach Municipal Code, and the Implementation Program of the Local Coastal Program.

Downtown Parking Requirements

Parking standards for new development, within the downtown area, are located within the Implementation Program of the City’s Local Coastal Program. Although it was not the intent of the design guidelines to address the number and location of required parking, it is important that the issue of parking be given strong consideration in the design of new development. To this end, the Downtown Strategic Action Plan included a separate and independent study of Downtown Parking. Within the Issue Area of “Downtown Parking” the development of a comprehensive parking study was included as an implementation measure. This parking study was completed and is available for public review.

Downtown Design Guidelines - Study Area

The boundaries of the study area were intended to follow, as closely as possible, the boundaries developed for the Downtown Strategic Action Plan. These approximate boundaries are: 15th Street to the north; 8th Street to the south; Ocean Drive to the west; and, Valley Drive to the east.

These guidelines are also intended to approximate the stations used in the Downtown Strategic Action Plan Walking Tour held on June 8, 1997, and incorporate those features identified as important to tour participants.

The following stations were used in the development of the Downtown Walking Tour:

- 11th Street at Manhattan Avenue;
- Manhattan Avenue at 10th Street;
- Manhattan Beach Boulevard at Manhattan Avenue;
- Manhattan Avenue at 13th Street;
- Manhattan Beach Boulevard at Highland Avenue;
- Metlox Property;
- Morningside Drive at 12th Street.

Pasadena:

- A. **Ground floor pedestrian-oriented use requirement.** The ground floor along the streets indicated in Figure 3-3 (Central District - Pedestrian-Oriented Use Areas), shall be limited to pedestrian-oriented uses for at least 50 percent of a building's street frontage; the remaining 50 percent may contain uses otherwise permitted and/or accommodate pedestrian and vehicular access. Pedestrian-oriented uses shall include uses classified under "Retail Sales" and "Services" that are identified in Table 3-1 as pedestrian oriented. The streets requiring ground floor pedestrian-oriented uses are:
1. Colorado Boulevard;
 2. De Lacey Avenue, between Valley Street and Union Street;
 3. El Molino Avenue, between Green Street and Union Street;
 4. Fair Oaks Avenue, between Del Mar Boulevard and Union Street;
 5. Green Street, between Pasadena Avenue and Raymond Avenue;
 6. Lake Avenue, between Corson Street and California Boulevard;
 7. Raymond Avenue, between Del Mar Boulevard and Union Street; and
 8. Holly Street, between Fair Oaks Avenue and Raymond Avenue.
- B. **Limitations on housing.** Residential development is limited in the following selected areas of the Central District, where a nonresidential character or existing shopping areas are to be emphasized and supported, or where high traffic volumes detract from housing compatibility. See Figure 3-4 (Central District Housing/Ground Floor Map).
1. **Housing prohibited.**
 - a. **Arroyo Parkway.** Housing is prohibited along Arroyo Parkway from south of the California Boulevard intersection south to the 110 Freeway entrance ramp in the Arroyo Entrance Corridor Precinct.
 - b. **Lake Avenue.** Housing is prohibited along Lake Avenue from Green Street north to the 210 Freeway.
 2. **Housing prohibited on ground floor.**
 - a. **Colorado Boulevard, Old Pasadena, and Playhouse Subdistrict.** In order to maintain retail continuity within principal shopping areas, ground floor housing is prohibited along Colorado Boulevard, and within those areas of the Old Pasadena Historic Core and Pasadena Playhouse Subdistrict shown on Figure 3-4 Central District Housing/Ground Floor Map).
 - b. **Lake Avenue.** Ground-floor housing is prohibited, and housing shall not occupy more than 50 percent of total building floor area along Lake Avenue from Green Street south to California Boulevard, to maintain the commercial retail and service character of the South Lake Shopping Area. Housing is allowed on upper floors and adjacent parcels to stimulate and activate the area.
 3. **Housing limited to work/live units - Fair Oaks Employment Village.** Housing is limited to work/live within the Fair Oaks Employment Village Precinct, where new employment activities are emphasized, especially arts, technology, and knowledge-based enterprises.
- C. **Limitations on nonresidential uses.** Area 4 on Figure 3-4 (Central District Housing/Ground Floor Map) requires residential uses above the ground floor. It allows for a limited range of commercial uses on the ground floor of mixed-use buildings. These commercial uses are shown on Table 3-1.
- D. **Transit-Oriented Development.** Within the Central District, the Transit-Oriented Development requirements of 17.50.340 shall be applicable to the area as shown on Figure 3-5 (Central District Transit-Oriented Development Area).

Seal Beach:

Other Applicable Use Regulations

Accessory Use See Section 11.4.05.010: *Accessory Business Uses and Activities*

Nonconforming Use See Chapter 11.4.40: *Nonconforming Uses, Structures, and Lots*

Temporary Use See Chapter 11.5.25: *Director Determinations*

L-1

Permitted if an existing use; new uses are prohibited. See Chapter 11.4.40: *Nonconforming Uses, Structures, and Lots*

L-2

Not allowed on the ground floor along Main Street without a Conditional Use Permit; allowed on side streets as a permitted use

L-3

If on the ground floor along Main Street permitted if an existing use; new uses are prohibited. See Chapter 11.4.40: *Nonconforming Uses, Structures, and Lots*

L-4 Bakery production sold at retail on premise

L-5 Permitted use if less than 1,000 square feet and less than 10 seats

L-6 Minor Use Permit required if 1,000 square feet or more and 10 seats or more

Main Street District – (300-400 Blocks Main Street)

EL SEGUNDO DOWNTOWN SPECIFIC PLAN

I. DEVELOPMENT STANDARDS

A. Main Street District – (300-400 Blocks Main Street)

1. Purpose-

This district is the "core" of the Downtown. The area is intended to be resident serving, providing a pedestrian-oriented and pedestrian-friendly environment. Standards for the district are intended to maintain, enhance, and protect this character. Retail and service uses should serve the residents, local employees, and visitors to the City. A mixed-use environment is encouraged. Non-pedestrian oriented uses are limited to areas above and behind the street level, and off of alleys, with the exception that offices are allowed on the street-front.

2. Permitted Uses-

- a. First floor street-front level, with a minimum building depth of 25 feet:
 - i. Retail sales and services
 - ii. Restaurants
 - iii. Recreational uses
 - iv. Governmental offices
 - v. Banks, not to exceed 500 square feet
 - vi. General offices
 - vii. Medical-dental offices
 - viii. Outdoor uses including dining, gathering areas (such as outdoor party areas), newsstands, coffee carts and

flower stands, up to 200 square feet in area, subject to design review and conformance with Section 20.12.190, Outdoor Dining Areas, of the El Segundo Municipal Code; greater than 200 square feet, also subject to an Administrative Use Permit

- ix. Other similar pedestrian oriented retail-service uses and offices approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration

- b. Above and behind street-front level, and adjacent to alleys:
 - i. All uses listed above in a.
 - ii. Clubs and halls
 - iii. Schools
 - iv. Theaters
 - v. Banks
 - vi. Other similar uses approved by the Director of Community Economic and Development Services, as provided by Section V., Administration

- 3. Permitted Accessory Uses-
 - a. Any use customarily incidental to a permitted use
 - b. Outdoor storage, subject to conformance with Section 20.12.080, Screening, of the El Segundo Municipal Code
 - c. Indoor entertainment, dancing, and amplified sound, subject to conformance with Chapter 5.36, Entertainment Regulations and Chapter 9.06, Noise and Vibration Regulations, of the El Segundo Municipal Code
 - d. Other similar accessory uses approved by the Director of Community, Economic and Development Services, as provided by Section V. Administration

- 4. Uses Subject to an Administrative Use Permit - (Chapter 20.72 of the El Segundo Municipal Code)
 - a. On-site sale and consumption of alcohol at restaurants
 - b. Off-site sale of alcohol at retail establishments

- c. Outdoor uses including dining, gathering areas (such as outdoor party areas), newsstands, coffee carts and flower stands, over 200 square feet in area, subject to design review and conformance with Section 20.12.190, Outdoor Dining Areas, of the El Segundo Municipal Code
 - d. Video arcades with three or fewer machines
 - e. Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
5. Uses Subject to a Conditional Use Permit - (Chapter 20.74 of the El Segundo Municipal Code)
- a. Bars
 - b. Outdoor entertainment and dancing
 - c. Outdoor amplified sound, which exceeds more than four single events in one calendar year
 - d. Video arcades with four or more machines
 - e. Other similar uses approved by the Director of Community, Economic and Development Services, as provided by Section V., Administration
6. Prohibited Uses-
- All other uses which are not Permitted Uses, Permitted Accessory Uses, Uses Subject to an Administrative Use Permit or Uses Subject to a Conditional Use Permit are prohibited. Prohibited uses include, but are not limited to:
- a. Drive-thru restaurants
 - b. Churches
 - c. Service stations
 - d. Tattoo parlors
7. Site Development Standards-
- a. General Provisions:
 - i. All uses shall be conducted within a fully enclosed building, except the outdoor uses detailed under

Permitted, Accessory, Administrative, and Conditional Uses, and Outdoor Recreational uses.

- ii. All provisions of Chapter 20.55, Developer Transportation Demand Management (TDM), of the El Segundo Municipal Code must be met.
- iii. All provisions of Chapter 20.56, Employer/Occupant Transportation Systems Management (TSM), of the El Segundo Municipal Code must be met.
- iv. All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
- v. All provisions of Section VIII, Design Standards must be met.

b. Lot Area:

A minimum of 3,500 square feet is required for new lots.

c. Height:

New structures abutting a street must be a minimum of 25 feet in height, and may not exceed 30 feet and two stories in height, as measured from the peak or the highest point of the roof vertically to the existing grade directly below. This height shall be measured at the front and streetside property lines. Structures shall not exceed 45 feet, or three stories, in height as measured from the peak or the highest point of the roof vertically to the existing grade directly below.

- i. Upsloping lots - For lots that slope up from the street, the 45-foot height limit shall be measured vertically from the existing grade at the front and streetside property lines to the peak or the highest point of the structure. Additionally, the structure may not exceed 30 feet in height as measured from the peak or the highest point of the roof vertically to the existing grade at the front and streetside property lines.
- ii. Downsloping lots – For lots that slope down from the street, the 45-foot height limit shall be measured from the peak or the highest point of the roof vertically to the existing grade directly below. Additionally, the structure may not exceed 30 feet in height as measured from the peak or the highest point of the roof vertically to the existing grade at the front and streetside property lines.

d. Setbacks:

- i. Front and Streetside – There shall be no setback between a building and the front and streetside property lines on the street level, except pedestrian-oriented plazas or architectural features, up to 10 feet in depth,

may be placed between the building and the street, subject to design review. Parking is not allowed between the street and the building, except for handicapped parking, subject to design review.

ii. Side and Rear - Zero setback allowed

- e. Lot Width:
A minimum of 25 feet is required for new lots.
- f. Building Area-(Density):
The total net floor area of all buildings shall not exceed the total net square footage of the property, or a Floor Area Ratio, FAR, of 1.0:1.
- g. Walls and Fences:
All provisions of Chapter 20.12, General Provisions, of the El Segundo Municipal Code must be met.
- h. Access:
Safe and convenient pedestrian access shall be provided between buildings and sidewalks, or modes of transportation, and between buildings for multi-building projects.
- i. Landscaping:
All provisions of Section 20.12.170, Landscaping, of the El Segundo Municipal Code and Section VIII, Design Standards, must be met.
- j. Parking and Loading:
All provisions of Section VII, Parking must be met.
- k. Signs:
All provisions of Section VIII, Design Standards must be met.

8. Non-conformities-

- a. All provisions of Chapter 20.70, Nonconforming Buildings and Uses, of the El Segundo Municipal Code, except Sections 20.70.060 B. and C. shall apply.
- b. A non-conforming use in a conforming or non-conforming building may only be replaced with a conforming use, except a non-conforming commercial use may be replaced with a similar or less intense non-conforming use only if the building, or the portion of the building occupied by the non-conforming use, has not been vacant or closed for business for more than six months.

9. Strategic Sites-

- a. Pursell Building (Northwest corner of Main Street and Grand Avenue):
- b. The northeast corner of Main Street and Holly Avenue, north to the City parking lot:

New target destination uses, such as a market, restaurant or similar use, may be provided with financial incentives, as provided in Section IX G, Development Incentives, for both Strategic Sites.

[Return to Downtown Specific Plan Index](#)

Circulation

Seal Beach should carefully consider the development of freeways, and/or rapid transit systems and endorse such proposals only when it is considered to be in the community's best interest. Efforts should be made to improve traffic circulation in the coastal section of the City and along major arterial streets, but not exclusively private auto vehicular traffic.

Annexation

In the event annexation issues were to arise in the future, the City of Seal Beach shall only consider the annexation of unincorporated territories, or requests by unincorporated areas for annexation, when such action would be beneficial to all parties involved. Currently, the City has no officially designated "sphere of influence" land use areas and there are no current plans to annex any adjoining unincorporated areas from the County of Orange or from its neighboring municipalities.

Planning Area 1 - Old Town/Surfside

Downtown Seal Beach/Main Street Specific Plan

- Encourage a mix of land uses, including offices, businesses, and retail stores to serve local residents and visitors.
- Regulate visitor-serving uses so as to not overwhelm the area at the expense of small town character.
- Prepare building and design provisions to enhance the pedestrian orientation of Main Street and ensure that the surrounding area is maintained.
- Encourage architectural and economic diversity.
- Develop standards and processes to ensure compatibility and balance between residential and commercial uses.
- Establish a parking program to address local resident and visitor needs to ensure and to minimize potential traffic safety impacts, pedestrian-vehicle conflicts, and parking impacts.



Service Commercial Land Uses

The uses in this category would consist of commercial establishments selling a broad range of convenience and consumer goods or providing a variety of personal services. The structures involved would usually be two main types:

(1) those that are located along the streets with relatively heavy pedestrian traffic along the sidewalks, with the stores usually close to the right-of-way line, and (2) those establishments to which the customer travels by automobile, and where the stores may be set back from the road, possibly in a unified development, to provide parking.

Existing Service Commercial Uses

Existing commercial areas that are designated "Service Commercial" by zoning classification include the Pacific Coast Highway commercial corridor (excluding the commercial area at Bolsa and Pacific Coast Highway, which is designated as General Commercial), the Seal Beach Shopping Center, and the Leisure World Shopping Center. By the types of land uses that are actually occurring in these areas, only the Seal Beach Shopping Center and the Leisure World Shopping Center serve the function of service commercial. Even though, by current City zoning classification, the Pacific Coast Highway commercial corridor is designated as "Service Commercial," it is currently serving the function of general commercial uses (i.e., oriented to arterial highway uses).

Proposed Service Commercial Uses

The Seal Beach Shopping Center and the Leisure World Shopping Center continue to provide functioning service commercial uses. Downtown Main Street continues to redevelop as service commercial related uses. There are currently no new areas within the City that are proposed for Service Commercial uses.

The Main Street Specific Plan area, with the attraction of the beach and with the proximity of relatively high density residential, is the prime tourist-oriented commercial area of the City. This area experiences heavy vehicle and pedestrian influx during the summer months while also serving as the major commercial service area



for the surrounding residential areas in the coastal area of the City.

The positive environment of a commercial area can act as a magnet to draw people, or if negative, the environment can repel potential customers. Of prime consideration is a pleasing environment incorporating the following amenities, which are provided for in the Main Street Specific Plan:

- *Street Graphics (Signs, logos, or special lighting)* - Well designed street graphics can be used to announce to the pedestrian, the cyclist, or the motorist that he is approaching a distinctive area that contains a concentration of some special service or facility of the community.
- *Walkways* - Walkways can guide the activities and movements of pedestrians, direct their attention, or prevent their intrusion on certain areas. The texture of the walkways is a very immediate and personal kind of experience for the pedestrian.

The materials of walkways strongly influence usability and comfort; they can be patterned, textured, and colored. Smooth materials encourage walking, while rough surfaces inhibit walking. A change of texture in paving can cause a feeling of transition from space to space. An excitement can be created for the pedestrian, whether he is a casual shopper or directed toward a destination. Pedestrian lighting needs to be created to be more in tune with pedestrian movement rather than vehicular travel. The use of landscape materials can be employed to soften the sometimes-harsh texture of circulation paths and building structures.

- *Street Furniture* - Street furniture is the small element in an outdoor space that creates an image for that space (e.g., benches, signs, lights, mailboxes, drinking fountains, kiosks, trash containers, fire hydrants, traffic lights, newspaper stands, clocks, and planters). Frequently, too little attention is paid to street furniture in its design and placement, when in reality it is an important image-maker for the City.

Serving as the focal point of the coastal area for resident and visitor-serving commercial uses within the community, downtown Main Street will require



regular monitoring and reconsideration of the provisions of the Main Street Specific Plan to reflect current goals and concerns of the community and respond to a changing and dynamic commercial area over time.

General Commercial Land Use

The proposed general commercial land use category is primarily a highway-oriented commercial use for automobile service stations, automobile sales, automobile repair, motels and hotels, restaurants, and other related uses.

Existing General Commercial Uses

Some areas are classified "General Commercial" according to the current City ordinances. These are primarily auto service stations located on major arterials. The Rossmoor Center, by current zoning classification, is considered a general use, but in actual use it is a mixture of general and service uses. Because of the great number of general commercial uses, the Rossmoor Center area should remain as a general commercial classification.

Old Ranch Towne Center located along the east side of Seal Beach Boulevard north of the San Diego Freeway provides a mixture of larger anchor retail businesses with smaller community serving retail and service uses.

A small general commercial site is located on the west side of Seal Beach Boulevard directly adjacent to the north of the San Diego Freeway. Existing uses include high quality corporate and professional office and restaurant uses. A benefit derived from this development is buffering of the Rossmoor neighborhoods from the noise generated from a portion of the San Diego Freeway.

Another existing general commercial site is the triangular parcel consisting of 3.5 acres bounded by Pacific Coast Highway, Marina Drive, and Fifth Street. This center provides for a mix of smaller scale retail and service uses.

An area along the south side of Pacific Coast Highway is designated for commercial use. Design standards en-

