

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

TO: Planning Commission

FROM: Richard Thompson, Director of Community Development

BY: Angelica Ochoa, Assistant Planner

DATE: January 8, 2014

SUBJECT: Planning Commission Recommendations to the City Council on Code 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

Discuss and provide direction. The Planning Commission recommendation and public comments will be forwarded to the City Council for further action.

BACKGROUND

The City Council directed staff to review the current commercial regulations on offices, banks and other uses in the Downtown area and to explore options to encourage a vibrant and sustainable Downtown environment that increases retail business and sales tax revenue. Recently, there has been an increase in office uses and the replacement of retail uses, specifically with real estate and banks, within the Downtown area resulting in a loss of sales tax revenue. The Chamber of Commerce and the Downtown Business Professional Association (DBPA) expressed concerns and supported new regulations for offices and banks to create a more vibrant mix of uses and a pedestrian-oriented environment in the Downtown and North End areas.

Staff presented the following recommendations to the Planning Commission at its regular meeting of November 13, 2013 that would apply to the Downtown Commercial (CD) and North End Commercial (CNE) zones:

- **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** would include Animal Boarding, Animal Hospitals, Vehicle Service Stations and Equipment Repair.

DISCUSSION

The Planning Commission conducted a public hearing at its regular meeting of November 13, 2013, discussed the proposed recommendations and heard public testimony. Overall, the Planning Commission did not support staff's recommendations and stated that more information and research should be conducted to come up with a plan that would address everyone's concerns. The discussion below summarizes the Planning Commission's and public comments:

Regulation of Offices and Banks

The Planning Commission agreed that there has been a shift over the past several years which has created an imbalance of uses in some areas of the Downtown. The Commission discussed regulating uses based on percentage of use, limiting the restriction to a smaller geographic area since the majority of real estate offices are on Highland Avenue between 15th Street and Manhattan Beach Boulevard, looking at regulations of additional cities, having a balance between public needs and private property interests, and form-based zoning. They stated that a total exclusion of banks and offices on the street-front ground floor would not necessarily bring more retail or service uses but some restriction is needed to maintain and create a viable Downtown and North End. They agreed that banks and real estate offices can afford the rents that smaller retail merchants cannot which may have created an imbalance of uses. Another option discussed was to limit uses based on open market competition; however it was felt that this may not support a broad mix of uses. They feel that the General Plan should be used as a policy guide. Overall the Planning Commission agreed that having offices mixed with retail is a good balance in that employees support surrounding uses such as retail, restaurants and services in the Downtown and North End.

The Planning Commission agreed that there should be a change and that the future discussion should focus on the goal of an active vibrant pedestrian-oriented street environment, a strong economic base and a balance of uses considering private and property interests. For these reasons, they did not support the Code Amendment at this time and requested more information and community involvement through meetings and committees.

Staff stated that the Planning Commission's recommendations were far beyond the scope of work that the City Council requested and the future study of this issue should come from their direction.

Nonconforming Uses

Since the proposed recommendations would restrict offices and banks on certain streets and on ground floors, the existing offices and banks would remain as non-conforming uses. Staff clarified that the existing offices and banks could remain as long as no vacancy occurs for more than 6 months and that the restriction would apply to all professional offices not just real estate offices. The Planning Commission felt that more information and community input was needed to determine whether banks should be restricted to second floor only and not allowed on the ground floors of Manhattan Avenue, Highland Avenue and Manhattan Beach Boulevard.

Staff stated that the proposed regulation is not a ban as indicated by some speakers at the meeting, but would regulate where banks and offices can be located, on the upper floors for the main streets, on the ground floors for the side streets or remain on the existing ground floor main

streets as non-conforming uses.

Public Comments

The following summarizes the comments during the public testimony:

- Realtors based in Downtown stated that they are pedestrian friendly service based businesses and they contribute to the community just as retail based businesses also contribute. They feel that they maintain their buildings and contribute to the visual pedestrian-oriented character of the street and surrounding area.
- The Chamber of Commerce clarified their position was not to propose a ban on banks and offices but to promote and maintain retail uses on ground floors on the main streets such as Manhattan Avenue, Manhattan Beach Boulevard and Highland Avenue. They stated that they would like to see a balance that is fair for everyone and that a strategic plan be developed for the commercial areas.
- Realtors stated that they felt that the proposal was a ban, since they would not be allowed on the ground floors on the above mentioned streets.
- Further study should be done to decide what the vision and future plan is for the Downtown and North End.
- Several retail tenants such as a gift shop, beauty salon, furniture shop, and art gallery have been replaced with real estate offices and lead to limited options for pedestrians.

Staff received one public comment, after the notice for the January 8, 2014 meeting was mailed regarding the restriction on banks in the North End. The comment from a business owner did not support the current proposal, and stated that they felt that the City should allow the economy and market to regulate the different uses.

CONCLUSION

Overall, the Planning Commission felt that this issue needs more research and recommended that the City Council direct staff to further study the above mentioned issues by forming a sub-committee to gather input, information and statistics from the business owners, community, residents and City representatives on the future of Downtown and the North End. Another suggestion was to form a working group or focus group to conduct a survey, more outreach and community involvement to understand the residents' needs and communities' vision through a Strategic Plan process. They wanted more information on historic revenue data, other cities regulations that use form-based codes, use percentage limits and other Downtown policies.

In 1996, the City Council approved the Downtown Strategic Action Plan project to provide a framework for guiding future Downtown decisions and create a shared vision that all can benefit from. The Strategic Plan was created with the input of residents, property owners, community leaders, City staff and elected officials through a series of informal community meetings. It identified and prioritized issues and concerns that helped shape the Downtown through community participation and input. The City Council may wish to direct staff to update the

Downtown Strategic Plan based on the recommendation from the Planning Commission to further study the Downtown and North End Code Amendments.

Attachments:

- A. PC Minutes, staff report and attachments from Planning Commission meeting of 11/13/2013.
- B. Public Comment email dated December 16, 2013
- C. Downtown Strategic Action Plan – 1996- Executive Summary

**CITY OF MANHATTAN BEACH
PLANNING COMMISSION
MINUTES OF REGULAR MEETING
NOVEMBER 13, 2013**

A Regular Meeting of the Planning Commission of the City of Manhattan Beach, California, was held on the 13th day of November, 2013, at the hour of 6:30 p.m., in the City Council Chambers of City Hall, at 1400 Highland Avenue, in said City.

1. ROLL CALL

Present: Andreani, Gross, Ortmann, Paralusz, Chairperson Conaway
Absent: None
Staff Present: Laurie Jester, Planning Manager
Angelica Ochoa, Assistant Planner
Rosemary Lackow, Recording Secretary,

2. APPROVAL OF MINUTES – October 9, 2013

Commissioner Gross requested on page 4, last line of paragraph 1 that “demotion” be struck and replaced with “demolition”.

A motion was MADE and SECONDED (Andreani/Paralusz) to **APPROVE** the minutes of October 9, 2013, as amended.

AYES: Andreani, Gross, Ortmann, Paralusz, Chairperson Conaway
NOES: None
ABSENT: None
ABSTAIN: None

3. AUDIENCE PARTICIPATION - None

4. PUBLIC HEARING

11/13/13-2. 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.

Planning Manager Jester made introductory remarks, noting at its October 8th meeting the City Council directed staff to review the current commercial regulations applicable to offices, banks and other uses in the Downtown and North End commercial districts and that the recommendation to encourage a vibrant and sustainable Downtown that increases retail and sales tax revenue is also an objective in the City Council’s Strategic Plan.

Assistant Planner Angelica Ochoa gave a detailed report with a slide presentation, noting this matter arose from City Council concerns that there has been a marked increase in office uses, specifically for real estate and banks in Downtown, while retail uses have decreased and that this has impacted these areas. In addition concerns have been expressed by the Chamber of Commerce and Downtown Business Professional Association (DBPA). The Chamber has suggested that ground floors be preserved for sales tax generating businesses on Highland Avenue in the North End, and in Downtown, on Manhattan Beach Boulevard and Manhattan Avenue.

The DBPA expressed concerns that ground floor retail is being replaced by non-sales tax generating uses, such as offices. Both organizations expressed concern that large chain banks and real estate offices are edging out smaller retail businesses that cannot compete with the high rents and believe that this results in a loss of sales tax revenue and a decrease in the diversity of commercial uses. Assistant Planner Ochoa showed slides and highlighted public comments received (noting that hearing notices were sent to all property owners in both commercial districts), General Plan goals and policies, Downtown Design Guidelines and nonconforming regulations. She showed maps of specific parcel locations of first-story streetfront offices and banks in the Downtown and North End commercial districts that would become nonconforming uses if the proposal were approved.

Assistant Planner Ochoa emphasized that the proposal applies to all types of offices, and would restrict, as opposed to an outright ban, their locations by allowing these uses at the upper levels throughout the Downtown and North End, but prohibiting them on the ground floor streetfront on Highland Avenue, Manhattan Avenue, and Manhattan Beach Boulevard. Some other uses including animal boarding and animal hospitals and vehicle equipment repair and service stations, that used to be in the Downtown but are no longer there, would be prohibited. Assistant Planner Ochoa also explained the nonconforming use regulations, that any offices or banks if rendered a nonconforming uses, could continue provided the site is not vacant for more than a continuous six month period.

Staff responded to questions from Commissioner Paralusz as follows:

- 1) Regarding the legality of the proposal, Planning Manager Jester stated staff has conferred with the City Attorney who advises that the proposal is within the City's "police authority" to regulate land use, and the City, as well as all Cities in California, have historically prohibited some uses in certain locations. She is not aware of any prior similar zoning actions by the City that have been legally challenged. Regarding the proposed prohibition for animal hospitals, Assistant Planner Ochoa explained that currently there are no such uses in Downtown or the North End, and Planning Manager Jester elaborated that animal hospitals which typically have on premise boarding often have nuisance issues such as noise and odors, therefore it was thought that such would be inappropriate uses in such dense areas with nearby residences.
- 2) Regarding banks being confined to second stories and possibly encountering new requirements for disabled access (such as elevators) Planning Manager Jester responded that the issue of disabled access would equally apply to all types of businesses, and there is some flexibility when there are changes to existing buildings. In response to Commissioner Paralusz's inquiry regarding locations of existing second floor banks, Commissioner Gross cited Union Bank in the Downtown.

Staff responded to questions from Commissioner Andreani as follows:

- 1) Regarding Highland Avenue being omitted in a presentation slide as a street proposed for use limitations, Assistant Planner Ochoa explained the subject slide was stating the Chamber of Commerce's input which did not name Highland in the Downtown as a street to be affected, however staff included Highland Avenue Downtown for ground floor use restrictions in the draft Resolution to be consistent with the other major streets; Manhattan Avenue and Manhattan Beach Boulevard.
- 2) Regarding the use classification of "communication facilities" Ms. Ochoa gave examples, including broadcasting and recording studios and noted that the business "Dealer.com" is a general office use. Planning Manager Jester elaborated that the subject proposal applies to all types of professional offices not just real estate.
- 3) Ms. Ochoa cited the "Skechers building" on Manhattan Beach Boulevard as an example of a building that has offices below street grade. Chairperson Conaway indicated that in the

Commercial North End there is a below street grade office suite at the northwest corner of Rosecrans and Highland Avenue.

- 4) Regarding the reasoning for restricting bank locations, which Commissioner Andreani stated typically provide on-site parking for customers and in her opinion are pedestrian friendly in the Downtown setting, Planning Manager Jester explained that in Downtown there is a rhythm created by 30 foot wide lots and storefronts, which creates an ambience that is interesting and attractive to pedestrians, and this environment can be interrupted by banks, which often have a longer length of wall that can be blank with no windows or interest for pedestrians along the street.

Commissioner Ortmann indicated that he generally agrees with the staff commentary in terms of purpose and the impact to the urban fabric, however he has concerns with the proposal.

Chair Conaway reminded that at this point staff is fielding questions from the Commissioners to clarify and further inform them regarding the proposal and opinions should be held until after the public hearing.

In response to an inquiry from Commissioner Ortmann regarding the proposal creating nonconforming uses from existing buildings that were built to be offices on the ground floor, Planning Manager Jester indicated that there have been several examples where buildings originally intended for office space have been adapted to retail and, in one case, a restaurant.

Staff responded to questions from Commissioner Gross as follows:

- 1) Regarding regulating offices and banks by a percentage of use, Planning Manager Jester stated that such a solution is possible, and is at the discretion of the Planning Commission however regulating uses by percentages has inherent challenges such as determining where to “draw the line”, and tracking square footage uses which fluctuate over time as building modifications are made.
- 2) Regarding limiting the proposal to a much smaller geographic area (smaller than a complete district), Planning Manager Jester stated such would be more typically accomplished with another method, such as a zoning overlay.
- 3) Planning Manager Jester stated that the staff report mentions rental rates only as a means to pass along an opinion in the community and is not intended to reflect a staff opinion.
- 4) Regarding interpreting General Plan Policy LU 6.2, which is to “Encourage a diverse mix of businesses that support the local tax base....” and whether offices and banks meet that criteria, Planning Manager Jester recited the policy and commented that there are concerns that offices and banks do not meet that criteria, but concluded that this would be a very good discussion to have and have community input.

Planning Manager Jester responded to the following inquiries from Chairperson Conaway:

- 1) The current code’s classification for veterinary offices (animal hospitals), by definition allows such offices to have up to 30 day boarding, but this definition could be amended and length of permitted stay decreased.
- 2) In investigating this matter, staff looked at a number of cities’ commercial land use regulations, but at the Planning Commission’s direction, staff can look at additional cities for more information.

In response to an inquiry from Commissioner Gross, Planning Manager Jester indicated that the cities already contacted were chosen not because they had a ban on certain commercial uses, but because they were mentioned in discussions with the Chamber of Commerce and DBPA. Ms. Jester reiterated that the proposal is not a ban but regulates where new banks and offices can be located: on upper floors for the main specific streets, on the ground floor for side streets, or on the

ground floor of main streets if a continued nonconforming use.

Planning Manager Jester responded to Commissioner Andreani that staff can look into regulations of additional cities including Laguna Beach, as directed by the Planning Commission.

In response to a question from Commissioner Paralusz regarding General Plan policies LU-7.4 and LU-9.2, Assistant Planner Ochoa clarified “service use” includes businesses such as shoe repair, dry cleaning, and hair/nail salons.

Planning Manager Jester responded to Commissioner Gross that, in Policy LU-7.4 “service/commercial” is intended to mean a service type of commercial businesses, not offices and there are other places in the General Plan that address professional offices.

PUBLIC HEARING

Chairperson Conaway **OPENED** the public hearing, and invited the public to address the Commission.

Planning Commissioner Gross disclosed that he walked throughout the two commercial zones and listened to input from various persons.

After taking a hand count of those wishing to speak, Chairperson Conaway requested that input be limited to five minutes.

Steve Murillo, Downtown real estate business owner for 20 years at the corner of 12th and Highland is strongly opposed to the proposed code amendment, as he believes that it is discriminatory and believes his business provides a valuable service, enhances the Downtown vitality and pedestrian character because he has a lot of walk-ins during the day. He read a portion of a letter from his partner “Uni”, supporting his position and concluded by stating that he pays business license taxes based on commissions and asking that the City not limit free commerce.

Kelly Stroman, DBPA Executive Director, addressed the following: 1) the DBPA’s goal is not to ban or discriminate but to encourage a healthy balance of uses that promotes the vitality of the Downtown; 2) she has talked to a lot of cities including Laguna Beach and Corona del Mar and there are a lot of ways cities have regulated this and some city actions have been legally challenged and upheld and some cities are in the process of proposing similar ordinances (Malibu); 3) their focus is on certain major streets, where it is believed that retail should be maintained on the ground floor. The concern is that more retail may be converted to offices, swinging the balance too far away from a retail environment.

Lynne White, Chair of the Board of Directors, Manhattan Beach Chamber of Commerce, read a letter from Jim O’Callaghan representing the Chamber, strongly encouraging a review of Downtown uses and stating the concern that rising rents discourage regular retail uses by reducing profit margin, and encouraging changes in zoning to encourage sales tax revenue for the City.

David Kissinger, South Bay Association of Realtors, believes that this proposal is in effect a ban. He believes real estate offices should be seen as a legitimate foot-traffic generating store front business and to banish them to the second floor is unreasonable. By eliminating such legitimate uses on ground floors will upset, rather than create balance and he urged that this proposal not continue beyond tonight. Instead, he recommends that the City take a step back, and work with the community for a long-term strategy that involves the real estate community.

Chandra Shaw, DBPA President and Downtown business owner, believes that this is sounding like it is about Downtown vs. banks and real estate businesses which is far from the goal. The DPBA, which includes all of the Downtown real estate businesses wants to encourage a balance of uses, encourages activities to have a vibrant Downtown. The DPBA does not want to create a monopoly of certain existing uses by restricting them - the context of this issue is to strategically plan for the commercial areas and make the regulations fair for everyone.

Kris D'Errico, DBPA Boardmember, and long-time Downtown resident and business owner, understands the local Downtown environment, believes the issue is: What do we want our Downtown to look like? If not proactive it may not look in the future like what we want. She believes that office spaces often create "dead zones", isolating and impacting retail space. She cited several shops: gift shop, furniture shop, beauty salon, cupcake shop, cafe, and art gallery that have been replaced by real estate offices and exhorted the community to get together and decide what they truly want.

Sheri Fejeran, President of the South Bay Association of Realtors, has a real estate office in Downtown noted that her office is very involved in the community and suggested that the City have a focus group or form a committee, including representatives from the City Council, Planning Commission and community, including real estate professionals, to discuss what is needed.

Tony Choueke, property owner wants the City to be as attractive as possible and he suggested that the City allow offices to change to retail without providing more parking, and Planning Manager Jester corrected that in the Downtown area, this type of conversion already can occur without adding parking.

Mr. (name unknown), member of the South Bay Association of Realtors, stated that there are trends in real estate that are cyclical and cautioned that the City make a new strict rule that would be hard to undo.

Robert Schumann, long time Manhattan Beach realtor, questioned whether, if not including banks, the amount of offices Downtown is significant but it seems there is a strong majority of retail uses perhaps 75% or more. He is deeply concerned as a property rights advocate that a zoning change may, in effect, result in an inverse condemnation to commercial owners and that many issues being discussed are really subjective in nature.

Petros Benekos, owner of the Downtown restaurant Petros, suggested that decision makers visit the restaurants and shops to interact and talk to the business owners and hear what works and what doesn't work Downtown so it can be figured out what needs to be fixed. He feels there are many issues such as parking meter regulations with too short of a time frame, that greatly affect the businesses.

Larry Wolfe, co-owner of Shorewood Realtors, has a Downtown real estate office and is concerned that this proposal would be selective zoning. He supports the arguments against the proposal, and appreciates the Planning Commission's consideration.

Dr. Lester Silverman, Downtown optometrist, wants to see a balance and a vision for Downtown; he recognizes that quaint commercial places often have regulations, and everyone needs to work together instead of in an adversarial way.

Jon Tolkin, developer of Metlox site, and a number of Downtown commercial developments in California, stated that it is important to maintain a balance Downtown, as stated in the General Plan, the ground floor should be retail but there could be real estate offices. Uses should also provide for both day and night time activities, with a lively and attractive environment. He believes that forming a group can be helpful to look into some management solutions can be done and parking options should be addressed too.

Jon Tolkin, added that not all locations in a commercial district can support ground floor retail such as on the edge of the district abutting residential.

Chairperson Conaway asked that staff address speaker **Schumann's** questions regarding the number of office uses in the Downtown and the North End. Assistant Planner Ochoa stated that in Downtown, there are a total of 131 businesses of which 45 are offices, and of these 16 front on the 3 main streets (Highland, Manhattan Avenue, Manhattan Beach Boulevard) and of these 45, 2 are on side streets and 27 are located on the second floor. In the North End, there are a total of 85 businesses of which 19 are offices, and 7 of the 19 front on Highland Avenue and Rosecrans Avenue, 1 is on a side street and 11 are located on the second floor. Planning Manager Jester summarized that under the proposal, of 131 businesses in Downtown, 16 are affected and in the North End, 7 would be affected out of a total 85 businesses and these would become nonconforming.

In response to a question from Commissioner Gross regarding whether realtors are members of the Chamber of Commerce and DBPA, speaker **Lynne White** indicated that there are several realtors that are members of the Manhattan Beach Chamber of Commerce and speaker **Dr. Silverman** indicated that all businesses in Downtown by being in the BID, are automatically members of the DBPA.

Chairperson Conaway closed the Public hearing.

COMMISSION DISCUSSION

Commissioner Paralusz thanked everyone who has participated, and staff. The main issue brought forth is: what do we want these two business districts to look like? As a Planning Commissioner her responsibility is to implement the General Plan, and balance the public need and interest with private property interests. She does not support the current proposal and absolute approach whereby the first floor would be reserved for retail and service uses while excluding other uses. On the other hand, she does not agree with an approach of free rein for property owners and does not want to see the market create an office park Downtown. Perhaps after getting more information from other communities and after having a focus group, a more fair compromise may be to explore regulating uses on a percentage basis and leaving the ground floor uses open to market competition. Commissioner Paralusz further noted that, by her rough calculations, currently about 25% of the 85 North End businesses are offices and about 28% of Downtown businesses/addresses are offices. She is unsure of what percentage is appropriate, but for example, 50% would certainly be too high, and at some point dead zones of isolated retail could be created.

Commissioner Ortmann noted that he came into the hearing feeling more supportive of the proposal, but now he personally feels a need to reframe the conversation and perhaps the issue for him is more about urban form than function. He is wondering if staff has thought about some sort of a form-based zoning process, although he recognizes such would be a lot more effort for staff. He thinks it would be a good thing for people to get together and discuss this openly and a process can be developed that is inclusive, and he likes the idea of communicating with the existing

business owners and he likes the attitudes of the speakers tonight.

Commissioner Gross stated that he has walked all of the streets in both of the commercial areas being discussed and noticed there is one relatively small geographic area in Downtown, Highland Avenue from Manhattan Beach Boulevard to 15th Street, which has become out of balance, with little retail, that may have been the impetus for this issue coming forward, but otherwise he thinks the rest of Downtown seems to be in balance. The North End, he noticed has little retail and speculates that this area is still transitioning from “El Porto” to Manhattan Beach. He doesn’t readily see a solution for the noted section of Highland Downtown, but he, like Commissioner Paralusz has difficulty with the proposed code amendment. He proposes that the City Council establish one or two committees to study both commercial areas to include perhaps two representatives from the City Council and two from the Planning Commission as well as representatives from both business areas, and perhaps the subject should include other related topics as suggested tonight.

Commissioner Paralusz stated her opinion that the Downtown situation on Highland described as being out of balance, should be viewed as an example of what they are trying to avoid in other parts of Downtown, and agreed that a Committee would be a good idea but believes, although it is up to the Council, that having two committees would be too unwieldy.

Commissioner Andreani thanked all hearing participants and thinks a good community dialogue has started tonight. She came to the meeting tonight believing that there is a proliferation of real estate offices that detracts from the vibrancy of the area and tax revenues. She does not believe that a ban on real estate offices and banks is being proposed, but also feels more statistics and information are needed before taking a strong step with zoning as proposed. How bad is the problem? She would like to know, for example, how many tax dollars are being generated today compared to what they were in the past, recognizing that retail has been added at Metlox and at the corner of 13th and Highland, but has decreased elsewhere in Downtown. She knows the Planning Commission cannot assign property rights and realizes that they need to seek a balance using the General Plan as a guide. While she does not think the General Plan needs amendment, going forward, however, a clear goal is needed and cautions against getting bogged down in too much analysis. In terms of the need to sustain vitality Downtown she was most impressed with comments from speaker Kris D’Errico and believes the issue of vibrancy is an important discussion as well as parking which might include looking into whether the relaxation of parking standards has kept visitors away from Downtown. She believes that this should be looked at perhaps in a focus group, and then this issue could come back to the Planning Commission which can then prepare a more agreeable plan for City Council consideration.

Commissioner Ortmann stated a follow-up concern about banks that, unlike real estate offices which he now believes contribute to a desirable diversity of uses, such uses, because they require significant parking, present a more suburban type of form and detract from the Downtown ambiance.

Commissioner Gross stated follow-up comments regarding banks that, on one hand they can be convenient and walkable, on the other hand, believes it’s the big banks, because they have financial resources that affect rents. He believes there is no easy answer and favors a committee, rather than a focus group to deal with this because of complicated issues and he recognizes such will not be a fast process.

Commissioner Paralusz stated regarding the banks, her opinion is that if there were to be a stricter ban or zoning action, the City should look at these large chain bank uses which have a large amount of capital and could proliferate Downtown. She doesn’t think the Commission should go

through the draft Resolution at this point.

Chairperson Conway stated that the discussion has been very interesting and thanked all participants including his fellow Commissioners for their perspectives and vision, and many very good points were made and often pointed to bigger issues. He counted at least 7 of 14 speakers talked about a need or desire to have a Strategic Plan and this could be part of the recommendation, that we look at this more broadly. He understands that retail is a very competitive environment and thinks the suggestion to survey the various business owners was good. He took a count and was surprised to find that there is a relatively small amount of offices currently occupying ground floor storefronts (9% to 11% between Downtown and The North End) that would be affected by the proposed code. If more research is to be done, he would be interested in knowing how Manhattan Beach rates as a “bedroom community” or how many residents work outside of town. He observed that if you have offices mixed with retail it’s good because the employees shop near their work. He is interested in finding a way to create community that supports a range of activities: to work, live, and play (retail), and it appears to him that to support this, more offices may be needed. Regarding banks and real estate offices, he doesn’t believe these uses exclude being pedestrian friendly. In conclusion, he is not in support of the proposal as currently drafted, but supports this being looked at by a bigger committee to which Commissioner Paralusz concurred.

Chairperson Conaway asked staff as to if any further information was needed and there was a brief discussion by the Commission as to moving forward. Commissioner Andreani asked if it would be appropriate for the Planning Commission to make specific suggestions to the City Council such as a focus group, or survey. Commissioner Gross commented that he felt that the input from the business community was to have a personal dialogue with decision makers. Chairperson Conaway suggested that the way to move forward would be at the City Council’s discretion but generally summarized the Planning Commission’s recommendations: to gather more information and have additional outreach including possibly forming a working group.

Planning Manager Jester stated that she heard great discussion regarding the General Plan, and the desire to maintain an appropriate balance of uses in Downtown and the Commercial North End areas. The suggestions such as forming a broadly scoped Committee or proceeding with a Strategic Plan or some form of visioning process are far beyond the scope of the current staff direction from the City Council, and we do not have financial or staff resources. Planning Manager Jester advised that she would discuss options for proceeding with the Community Development Director and City Manager. At some future time staff would bring the project back to the Planning Commission with additional information, and if the hearing is reopened, the public would be re-notified.

6. DIRECTOR’S ITEMS

No items to report.

7. PLANNING COMMISSION ITEMS

Commissioner Paralusz noted that the annual Downtown Pier Lighting and Holiday Open House will be held November 20th from 6:30 pm to 9:30 pm.

Commissioner Paralusz asked about the status of the Manhattan Village hearing. Planning Manager Jester reported that at the November 12th meeting, the City Council closed the public hearing and continued its consideration to a special meeting, dedicated to the Mall project, on

January 14, 2014. The Council did not direct staff to send the project back to the Planning Commission. Ms. Jester noted that even though the hearing is closed, the public can still submit input on the project to the City Council.

Commissioner Andreani also encouraged the public to attend the pier lighting and Downtown open house and noted that the “Mansionization” code amendments are scheduled for action by the City Council next Tuesday (November 19) and these address changes to minor exceptions, open space, setbacks, maximum lot size and alley access. Planning Manager Jester explained that under direction from Council, staff met with architects and developers for additional input on open space and incorporated that input into the proposed Ordinance.

Commissioner Ortmann asked whether the Commission will be meeting on November 27 and Planning Manager stated that most likely the meeting will be cancelled.

8. TENTATIVE AGENDA - November 27, 2013

No tentative agenda.

9. ADJOURNMENT

The meeting was adjourned at 9:00 pm. to Wednesday, November 27, 2013, in the City Council Chambers, City Hall, 1400 Highland Avenue

ROSEMARY LACKOW
Recording Secretary

ATTEST:

RICHARD THOMPSON
Community Development Director

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**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	<u>P L-24</u>	<u>P 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.

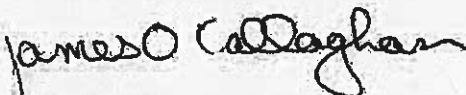
One reason for the transition from tax generating businesses to service based establishments is the rising rents downtown. Due to these increasing rents, surviving as a retail business has been determined unrealistic. At over \$9 a square foot plus inventory and staffing costs, your average retail store 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

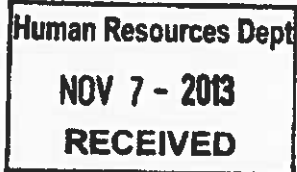




JEFFREY INTERNATIONAL

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.

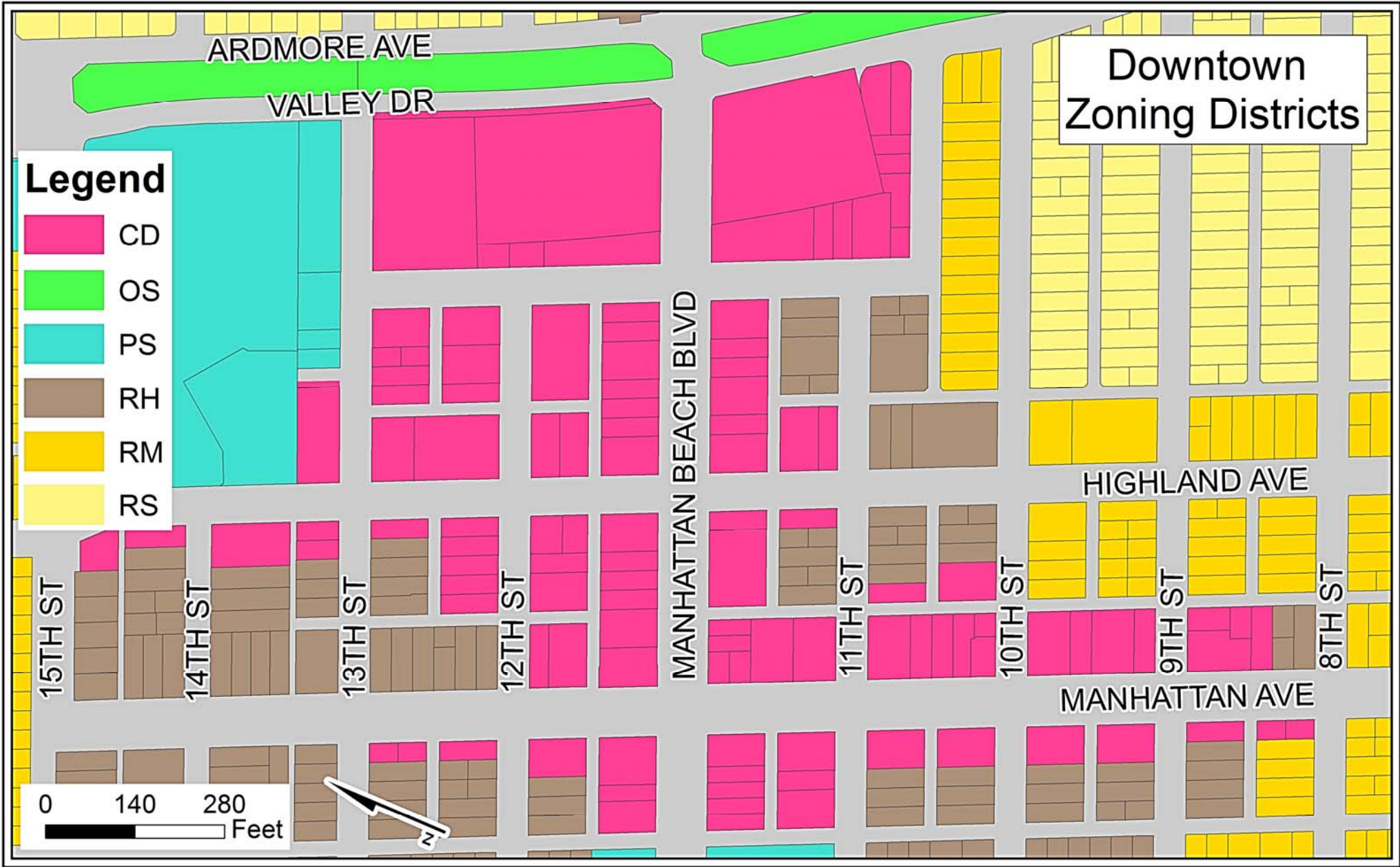
There is a public hearing being held November 13th. For any interested parties I will be happy to email you the notice. Now would be the time to attend the hearing or voice your opinion in writing with the City while you have an opportunity to be heard in this matter before it is too late.

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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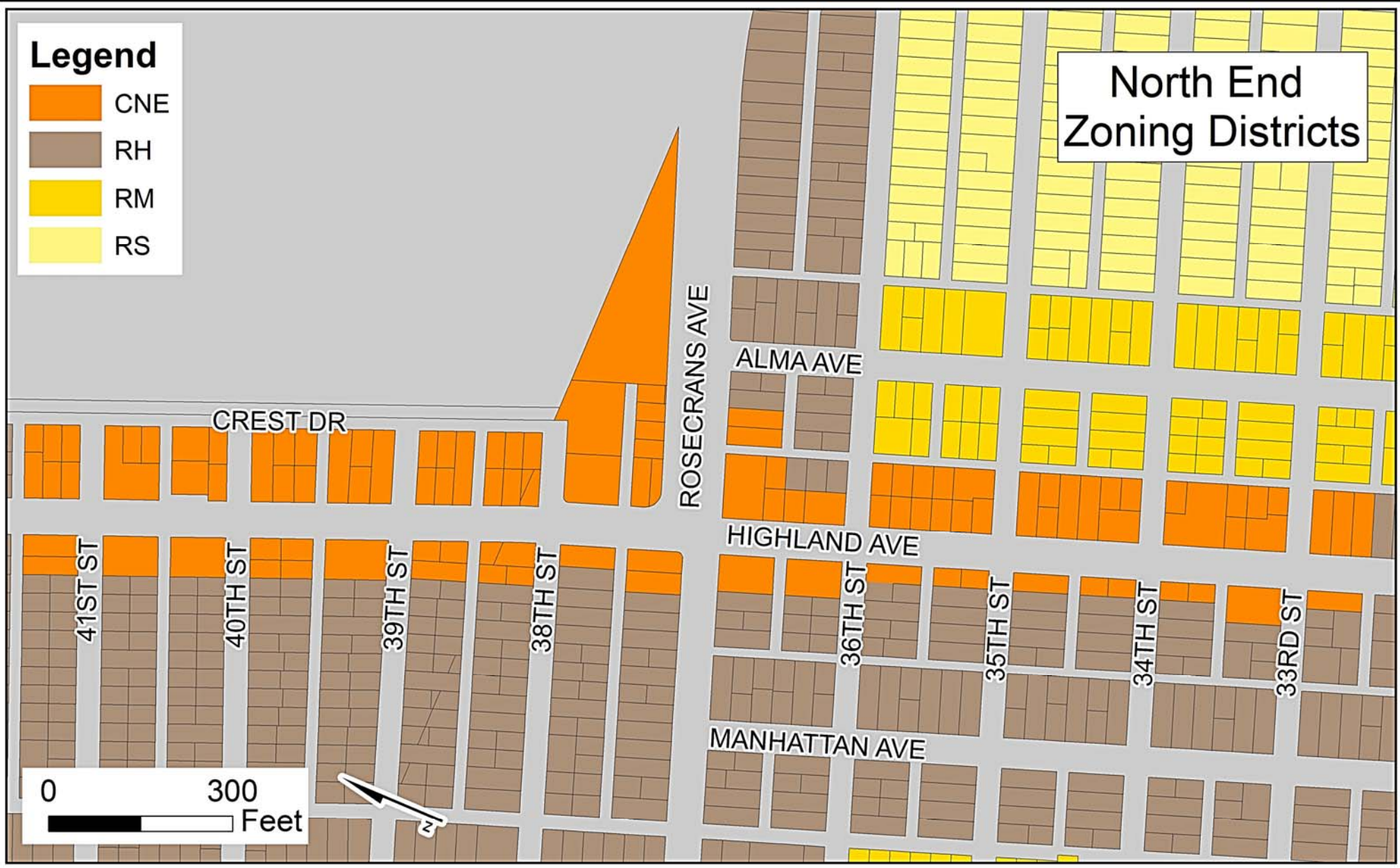
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North End Zoning Districts



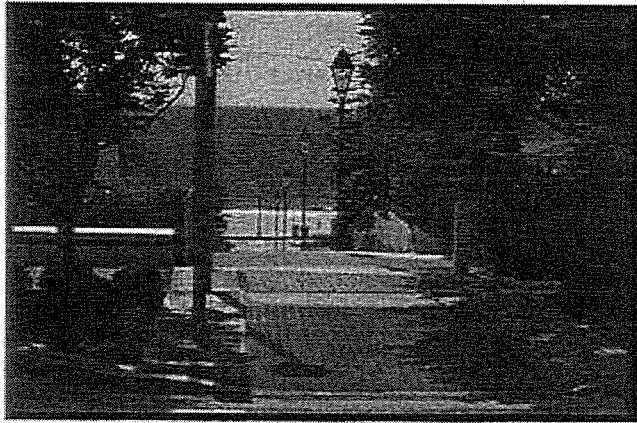
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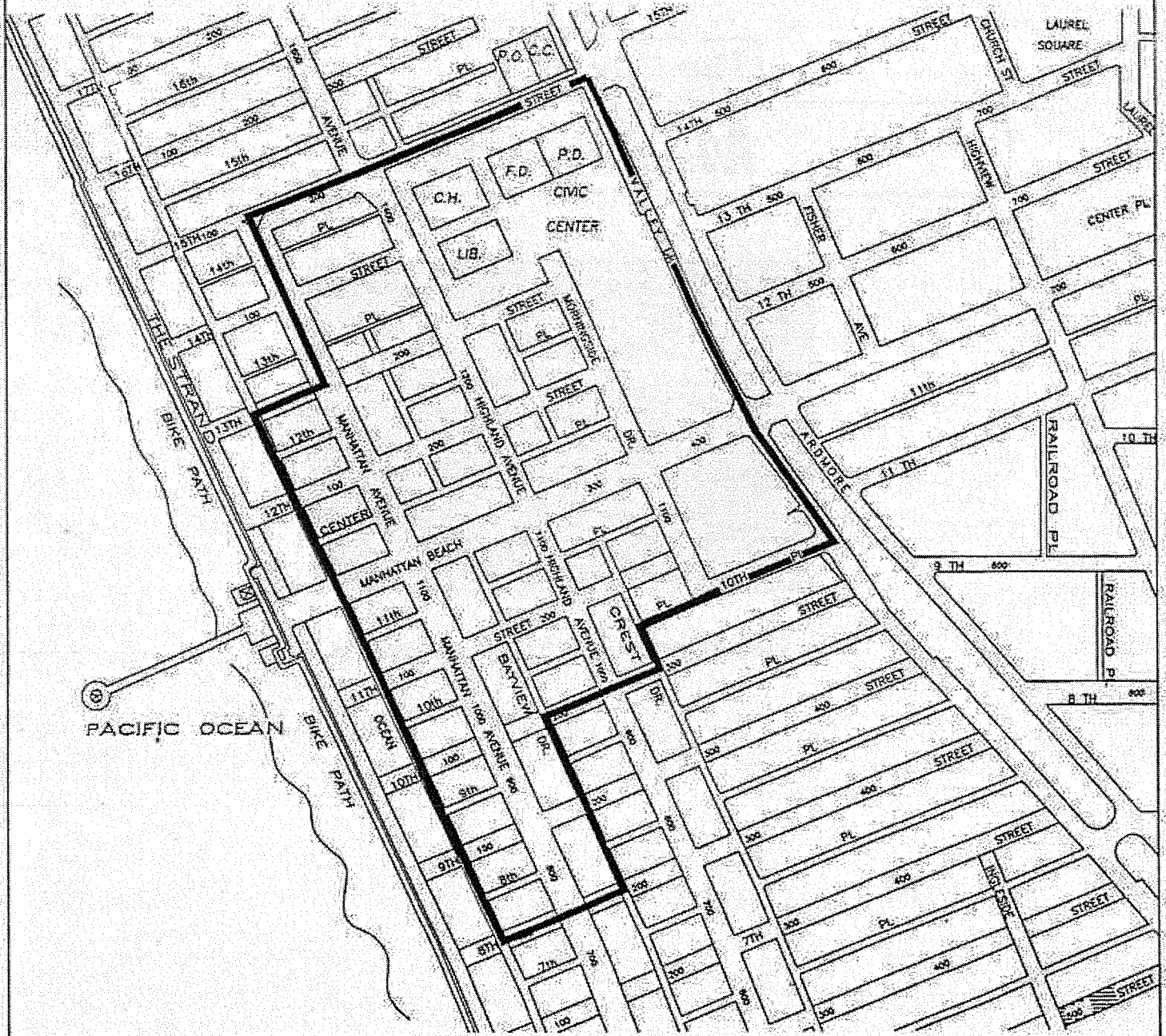
Manhattan Beach



Downtown Design Guidelines

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

ATTACHMENT E
PC MTG 11-13-13



PACIFIC OCEAN



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.

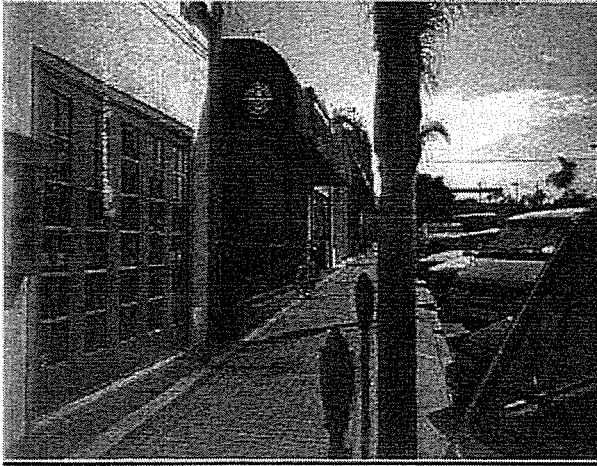
The report is divided into the following sections: Design Guidelines; Description of Existing Development; and, Background. The Guidelines section contains the design guidelines, as titled. The Existing Development and Background sections attempt to tie these guidelines into the Strategic Action Plan. 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:

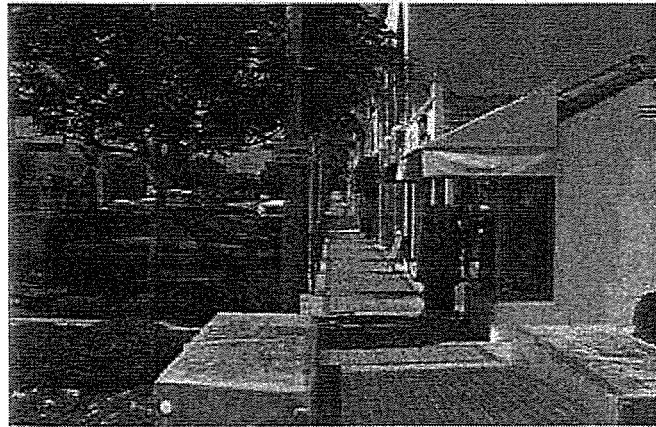
- Goal 1:** Preserve the small-town village character of downtown Manhattan Beach.
- Goal 2:** Preserve and enhance the pedestrian orientation of downtown Manhattan Beach.
- Goal 3:** Protect and encourage streetscape amenities.

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.



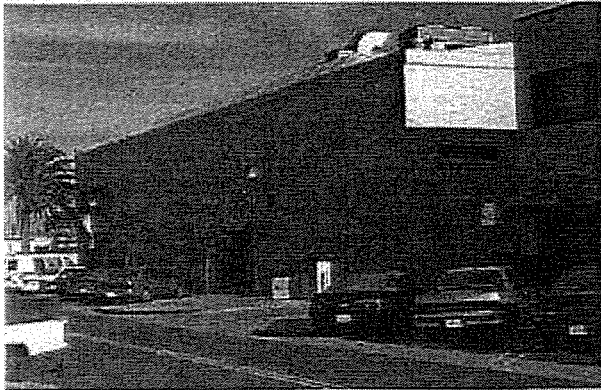
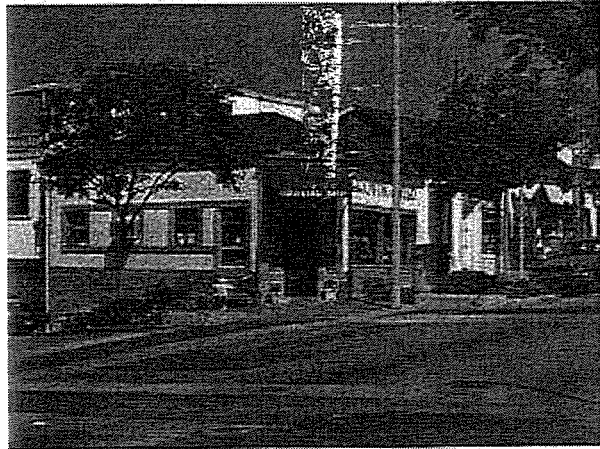
Changes in exterior materials should occur only in conjunction with changes in the building plane.

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

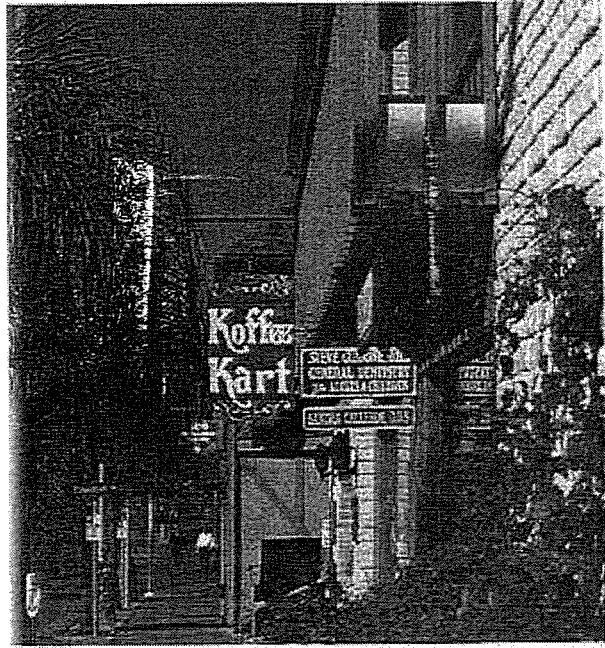
Pre-packaged "corporate" signs should be modified to a scale and location appropriate to the desired village character of downtown Manhattan Beach.

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.

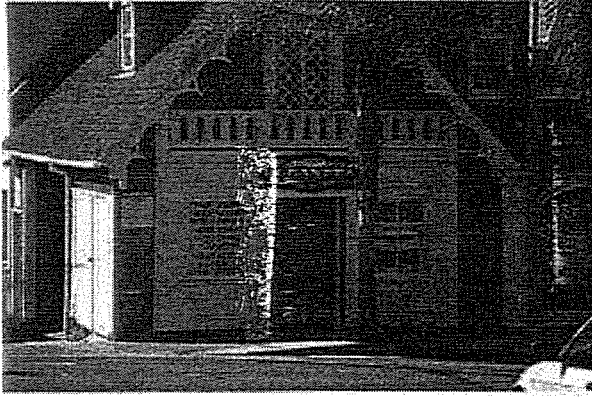
7.1

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.



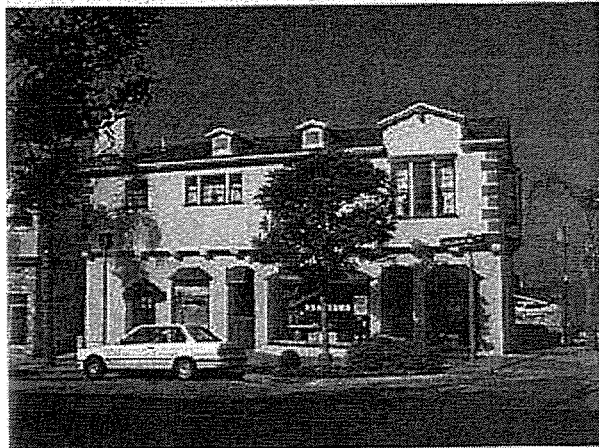
7.3

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

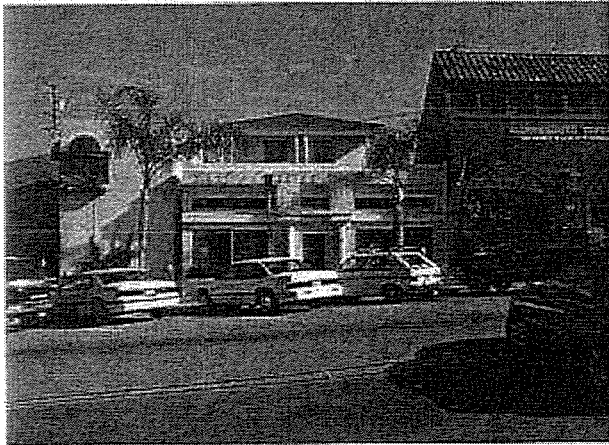
Mixed Use Development - Residential / Commercial

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.

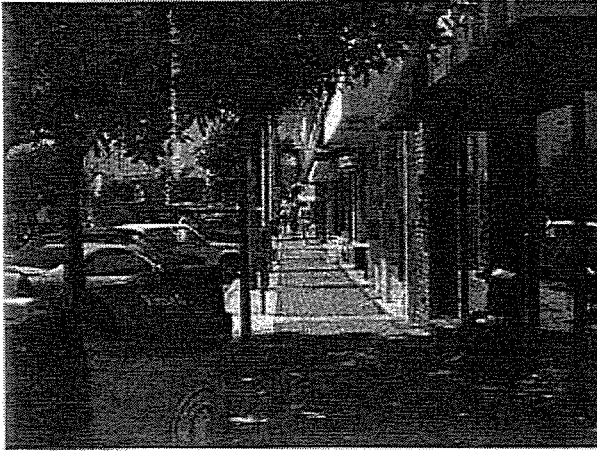
This type of development would allow retail commercial or office uses on the ground floor, and residential usage above the commercial tenants. The City's Municipal Code recognizes, and provides standards for the construction of such development.



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

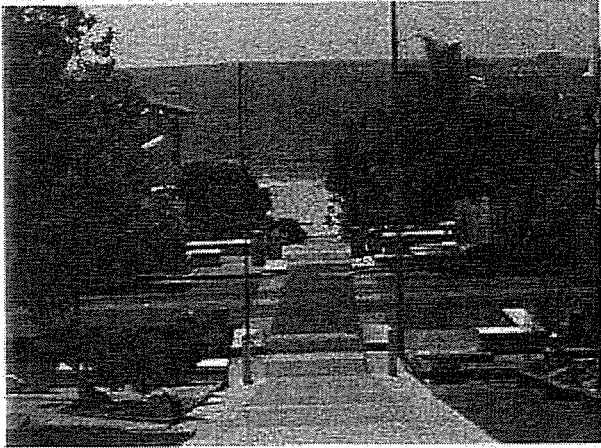
The area located at 11th Street and Manhattan Avenue is characterized by small-scale (one and two story) commercial buildings. The types of uses range from restaurants, service commercial and retail commercial. There is no single type of land use that predominates in this area. Part of the charm of this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

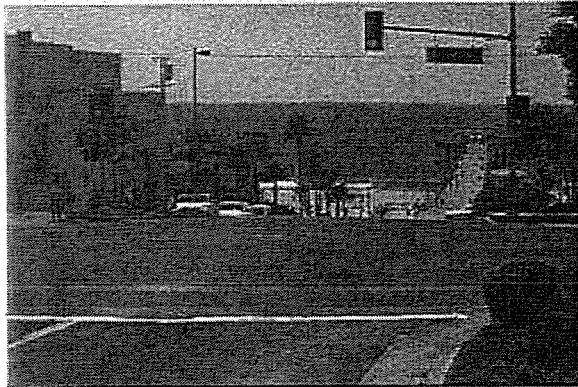


Manhattan Avenue at 10th Street

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.

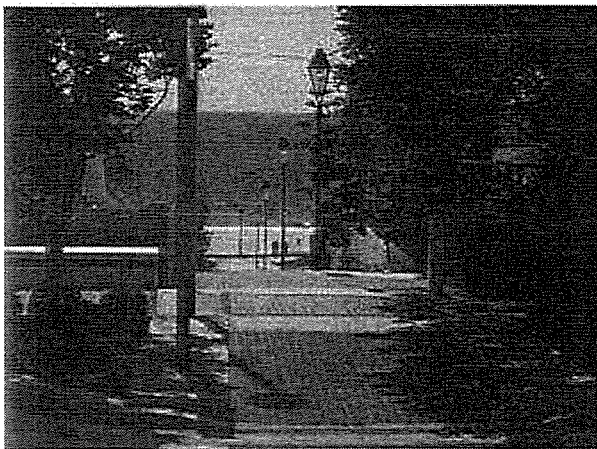


Manhattan Beach Boulevard at Manhattan Avenue

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-

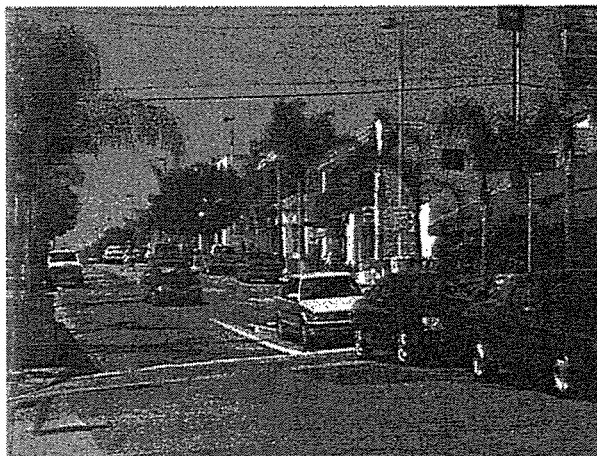
hattan Avenue (north of Manhattan Beach Boulevard).

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

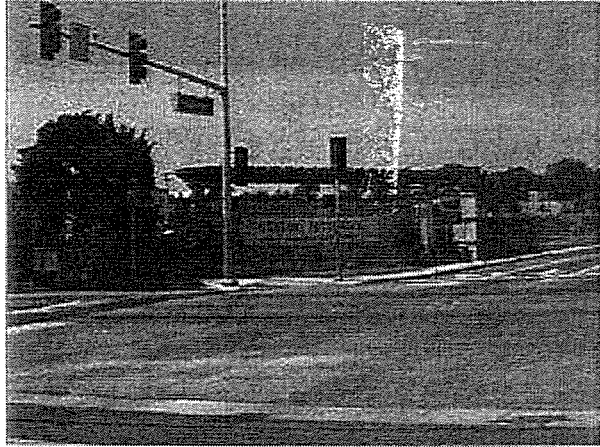
This intersection is perhaps the most intense in the downtown area with a considerable amount of vehicular and pedestrian traffic. In general, this area was viewed positively by tour participants. Again the small-town, Village character of the downtown was expressed. The commercial businesses in this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

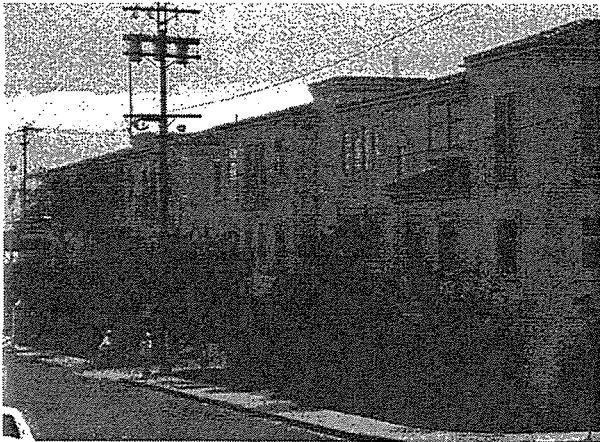
Metlox Property on Manhattan Beach Boulevard

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-



Angelica Ochoa

From: Hal Keasler <halkps@gmail.com>
Sent: Monday, December 16, 2013 11:50 AM
To: Angelica Ochoa
Cc: james mcclarey
Subject: North End Business District

Planning Commission:

If it's not broke, Don't fix it!

These words apply to the North End Business District. It is different from Downtown in many ways but most of all Parking. The City has spent millions of dollars to enrich the downtown parking situation, which I agree with 100%. However in the North end we still have the one structure at Rosecrans and Highland. It is only the lower level that our customers can park in since the top level is for merchants. The City strictly enforces parking requirements for businesses in The North End so please let the economy be the judge of what is allowed in The North End. For your information we have tried for over 25 years to get a branch bank to serve the area but with no luck.

We all miss Sweeney's Hardware, the Gulf service station, Edwards Fine Meat Market, the Friget and Jimmer's, the Chinese Laundry BUT as the north end changed, so did the business it would support. I feel certain that the North End BID would not support and changes also. As one of the largest owners of property in North Manhattan Beach, Who has proposed this change?

Also Downtown misses the Movie Theatre, Jo's Candy Cottage, Chevron Station, Bikini Shop, Appliance Store, and Metlox Retail Store, and family owned Drug Store as well as Doctors's Office where No appointment was necessary. However even without our old Post Office the downtown has never been busier. Change is good but only when it is needed.

Please Disregard this change in Zoning!

Thank You,

Hal Keasler

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CITY OF MANHATTAN BEACH

DOWNTOWN STRATEGIC ACTION PLAN PROJECT



FINAL

Community Participation Program Summary and Downtown Strategic Action Plan

Prepared for:
The City of Manhattan Beach

Prepared by:
MIG, Inc.

in association with:
Envicom Corporation, Urban Planning and Design
Meyer Mohaddes Associates, Inc., Transportation Planning
Sedway Kotin Mouchly Group, Real Estate and Urban Economics



Executive Summary

This document summarizes both the process and results of an intense six month effort initiated by the Manhattan Beach City Council and conducted by a consultant team and City staff to prepare the Manhattan Beach Downtown Strategic Action Plan.

Background and Purpose

In the past, the City addressed Downtown issues individually on a case by case basis. In February 1995, the Manhattan Beach City Council directed the City staff to prepare a Downtown Strategic Action Plan - a document which would articulate a shared community vision for the Downtown and advance a set of strategic issues and actions to provide a framework for guiding future Downtown decisions. The intent was to conduct a community-driven process and prepare a document which would summarize the community's direction on important Downtown issues. This document and the emerging strategic actions concludes a process, not a definitive plan. The twenty-six preferred strategic actions contained in this document provide a strategic direction created by the Manhattan Beach community which should now be slated for further discussion and analysis (in some instances, the actions require more detailed cost and feasibility study).

Community Participation and Outreach/Publicity Program

The consultant team, led by MIG, Inc., worked closely with City staff to refine the work program to meet the

project's overall community participation process goals and desired outcomes as expressed by the City Council. The Downtown Strategic Action Plan Community Participation Program involved over 500 members of the Manhattan Beach community. It included a series of **Informal Community Meetings** with elected and appointed officials, business community representatives, and residents; a **Project Kickoff Event/Walking Tour**; a **Visioning Workshop**; and two **Strategic Issues/Actions Workshops**. In addition, seven meetings were conducted at the completion of the project with Boards and Commissions, members of the business community, and the general community to review and receive feedback on the preferred strategic actions. The final draft report will be reviewed by the Manhattan Beach City Council on December 3. The City Council's ultimate approval of the report effectively sets into motion further study and analysis of the actions leading to their eventual implementation.

Community Outreach and Publicity

To ensure meaningful community involvement in the strategic action plan process, a multi-faceted community outreach and publicity program was developed and implemented primarily by City staff with support from the consultant team. The goals of this program were to (i) educate and inform the general Manhattan Beach community about the value, purpose, and process of the Downtown Strategic Action Plan and (ii) proactively encourage their participation in all aspects of the planning process. The program included creation and maintenance of the Downtown Strategic Action Plan mailing list; a

series of mailings, meeting announcements, and event invitations from the City Manager and the City Council; design and distribution of colorful, eye-catching posters and flyers to nearly all Downtown businesses; a series of UPDATE Bulletins (full page newsletters) inserted into the *The Beach Reporter*; press releases sent to and detailed press coverage included in *The Beach Reporter*, *The Easy Reader*, and *The Daily Breeze*; event banners announcing each of the events displayed at the meeting venues; and regular updates and meeting announcements regarding the Downtown Strategic Action Plan made at City Council meetings.

Program Activities and Results

A series of **Informal Community Meetings** were held with City Councilmembers, Planning Commissioners, property and business owners, merchants, and residents to identify key Downtown strengths, issues and concerns as well as overall Downtown visions. The information gleaned was instrumental in planning and preparing for the first community participation event, the Kickoff Event/Walking Tour. Meeting participants' comments helped the consultant team and City staff better understand and validate the most important Downtown issues and map potential routes and stations or places to stop for the Walking Tour. More than 50 people participated in the informal meetings.

The **Kickoff Event/Walking Tour** was the second event of the series and was designed not only to generate interest and excitement in the Downtown Strategic Action Plan

process, but also to provide Walking Tour participants with an opportunity to experience "firsthand" the many different qualities and characteristics that contribute to and detract from Downtown's uniqueness. Using Guidebooks developed by the consultant team and City staff, participants visited ten stations (nine plus the finish station at City Hall) and paused at each to read brief area descriptions, and to answer questions regarding likes, dislikes and opportunities. Over 200 persons participated in the June 8 Walking Tour and more than 154 guidebooks were returned and content analyzed by the consultant team. The emerging key findings (likes and dislikes or issues) fell into two distinct categories: small town character and traffic and parking which have been summarized below:

Small Town Character

Likes:

- Downtown's village character and friendly hometown feel
- Diverse mix of community-serving shops and businesses
- Variety of individual storefronts
- Mix of commercial and residential uses
- Walk streets and pedestrian orientation
- Streetscape improvements such as benches, tiled sidewalks, planters, street trees and distinctive lighting.

Dislikes:

- Spillover effects associated with late night activity
- New construction and businesses that are not in keeping with the village scale and character
- Overhead utility wires blocking ocean views

Traffic and Parking

Likes:

- Small parking lots located throughout Downtown
- Parking lots that are attractive and well-landscaped
- The idea of subterranean parking, particularly in association with future development at the Metlox site

Dislikes:

- Traffic congestion, especially along main streets and at major intersections
- Pedestrian/auto conflicts at busy intersections and crosswalks
- Difficulty finding parking, especially along main streets

The **Visioning Workshop** was the third event of the series and was designed to build on the results of the Walking Tour and further develop elements of a Downtown vision; identify and prioritize issues for further discussion; and generate possible strategies to address the issues and achieve the vision. Over 120 people attended the July 20 workshop. A detailed background presentation helped set the context for discussing the future of Downtown. It included technical data about the Downtown economy, transportation/parking, and community design. Information and feedback collected at this workshop played an integral role in preparing potential strategic actions to be reviewed at the future Strategic Issues/Actions Workshops. The vision statement which emerged from the Visioning Workshop appears above:

Downtown Vision Statement

Maintain Downtown Manhattan Beach as a safe, attractive, pedestrian-friendly village with a small town atmosphere and sound economy which sustains uses, activities, and family and cultural events primarily oriented towards the local Manhattan Beach Community.

In addition, the following strategic issues emerged from the discussion at the Visioning Workshop:

Village Character

- New Development Character and Design
- Commercial Signage
- Streetscape Amenities
- Outdoor Dining
- Downtown Events
- Downtown Promotion/Coordination

Parking and Downtown Land Uses

- Parking Management and Allocation
- Parking Supply
- Mix of Land Uses
- Business Attraction
- Spillover Impacts on Downtown Cleanliness
- Spillover Impacts of Business on Residences
- Future Development of the Metlox Site
- Metlox Potential Land Uses
- Metlox Development Character

The September 7 and 21 **Strategic Issues/Actions Workshops** were designed to review, discuss, and prioritize a number of potential strategic actions developed through the community participation program to address strategic issues. Using comment forms which described the advantages and disadvantages for each strategic action, workshop participants were asked to indicate their level of support for each. They were also asked to identify the top 3 or single most important action for each of the key Downtown issues identified through the Walking Tour and the Visioning Workshop. The results of these workshops yielded twenty-six (26) actions which have been summarized in the Preferred Strategic Actions Matrix. These actions were deemed "preferred" by virtue of how much support they received in the workshops (both in terms of support/do not support and top 1 or 3 priority ranking tallies in the small group discussions as well as from the overall top 3 strategic actions ranking which took place at the end of both workshops). Approximately 150 people participated in both workshops.

A listing of the twenty-six strategic actions organized by issue category is included below:

Village Character

- Develop additional design guidelines to ensure village character
- Underground overhead utilities
- Revise codes and ordinances to allow for outdoor dining on public sidewalks or in the public right-of-way
- Implement more enforcement for sign maintenance
- Develop gateway at Valley-Ardmore and Manhattan Beach Blvd



Figure E.1 Downtown's unique village character.

Pedestrian Streetscape Amenities

- Improve crosswalk/sidewalk identification
- Install diagonal crosswalks on Manhattan Beach Blvd. at Manhattan Avenue and at Highland Avenue
- Develop community activity place by the Pier by closing Manhattan Beach Blvd. by the Strand
- Reroute the bike path under the Pier with walkways above (as a part of the previous action)
- Limit the number and distribution of news racks and approve their design
- Install additional public landscaping
- Incorporate public art in the streetscape
- Provide more trash bins

Downtown Livability

- Establish Downtown police foot patrols
- Limit evening entertainment by placing controls on hours of operation

- Implement more frequent trash pickups
- Provide more "proactive" code enforcement

Parking

- Include additional public parking at the new Public Safety Building
- Consider double-decking Parking Lot #2
- Implement a Residential Parking Permit Program
- Use currently closed private lots for public use during peak time periods
- Change parking time limits/parking management strategies
- Provide incentives for added parking

Downtown Business, Marketing, and Promotion

- Form a Business Improvement District
- Provide incentives to attract community-serving businesses
- Conduct community-oriented events

The Preferred Strategic Actions Matrix includes five sections: a **description** of the strategic action; a listing of the **actions steps** or process necessary to further consider the action; the **responsible City department or private entity** identified to take the next steps and/or ultimately implement the action; a **time frame** which identifies when additional analysis should begin and when results are targeted for presentation to City Council for review; and finally, a description of **funding** for both further analysis and/or implementation (capital costs). Please see the attached Preferred Strategic Actions Matrix beginning on the following page for a more detailed listing and description of each of these strategic actions.

Review of the Draft Preferred Strategic Actions Matrix
Following the release of draft matrix, City Manager staff met with several groups to get a sense of their relative support or non-support for the strategic actions. City staff met with the Board Of Parking Place Commissioners, Downtown Manhattan Beach Business & Professional Association, Manhattan Beach Chamber of Commerce, Manhattan Beach Planning Commission, Manhattan Beach Public Works Commission, and members of the general public. In general, most seemed supportive of the Preferred Strategic Actions Matrix. Some expressed concern that some of the actions might negatively impact business; others expressed concern over how the actions would be funded. A more detailed description of these comments may be found in Appendix G.

Next Steps

When the City Council approves this document, it is authorizing City staff to operationalize the action steps (i.e., check available funding, confer with different departments, perform additional feasibility analysis, etc.) described for each of the twenty-six strategic actions. It is expected that each item will be revisited and reviewed by City Council and an opportunity for the community feedback will occur before implementation. While the twenty-six strategic actions shown in the matrix represent the priority strategic actions which emerged from the Community Workshops, other potential strategic actions either identified during the strategic planning process or through subsequent public processes may also be considered.

ACTIONS	ACTION STEPS/ PROCESS	ASSIGNED TO:	TIME FRAME*	FUNDING
VILLAGE CHARACTER (RELATING TO THE LOOK AND FEEL OF THE DOWNTOWN BUILDINGS)**				
<p>Action: Develop Additional Design Guidelines to Ensure Village Character Design guidelines are formulated to reflect intended village character addressing property setbacks (including vertical), facade design character, and other key elements.</p>	<ul style="list-style-type: none"> ▪ Community Development Staff and Planning Commission develop architecture and site design guidelines. Consult architects and designers during their 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. ▪ Conduct public meetings for input and hearings before the Planning Commission and City Council. 	Community Development Department	<p>Start: First Quarter, 1997</p> <p>Presentation to Council: First Quarter, 1998</p>	<ul style="list-style-type: none"> ▪ Confirm availability of existing staff. If not available, consider reallocation of staff resources and/or outside assistance, if appropriate. ▪ General Fund.
<p>Action: Underground Overhead Utilities At present, utility wires in the Downtown are above ground on utility poles. Workshop participants strongly supported the undergrounding of overhead utility wires in the Downtown to improve its overall visual appearance and enhance ocean views.</p>	<ul style="list-style-type: none"> ▪ Assign Public Works staff to coordinate with Edison to conduct analysis of approximate cost and alternative funding sources to underground utilities. ▪ Key policy decisions to be made regarding distribution of Rule 20A funds based on findings of cost and funding analysis. Will Rule 20A allocation be spent Downtown or in other locations around the City. 	Public Works Department	<p>Start: Analysis - Third Quarter, 1997</p> <p>Presentation to Council: 2nd Quarter, 1998</p>	<ul style="list-style-type: none"> ▪ Staff can accomplish study. ▪ Rule 20A can provide significant funds. ▪ If undertaken, project would still require new revenues/ funding sources.
<p>Action: Revise Codes and Ordinances to Allow for Outdoor Dining on Public Sidewalks or in the Public Right-Of-Way The Municipal Code could be revised to waive or reduce the parking requirements as an incentive for the development of outdoor dining. The requirement for enclosed outdoor dining could also be reconsidered. Requests for outdoor dining in the public Right-of-Way could be approved administratively.</p>	<ul style="list-style-type: none"> ▪ Community Development staff reviews the outdoor dining experience of other communities to ascertain the appropriateness of modification of existing parking and enclosure requirements, as well as other incentives to encourage such development. ▪ Community Development staff works with Public Works Commission to prepare draft ordinance revisions/ guidelines for inclusion in design guidelines manual. ▪ Review revisions with Downtown businesses, residents, Department of Public Works and Public Works Commission. ▪ Adopt revisions in consideration of public input. 	Community Development Department	<p>Start: First Quarter, 1997</p> <p>Presentation to Council: Third Quarter, 1997</p>	<ul style="list-style-type: none"> ▪ Confirm availability of existing staff. If not available, consider reallocation of staff resources and/or outside assistance, if appropriate.

* Time Frame is expressed in quarters for a calendar year.
 ** Please note that actions could be grouped under more than one category heading. Additionally, the order in which these actions are listed does not necessarily correspond to the degree of workshop participant support they received.

ACTIONS	ACTION STEPS/ PROCESS	ASSIGNED TO:	TIME FRAME*	FUNDING
<p>Action: Implement More Enforcement for Sign Maintenance Currently, signage code enforcement primarily occurs as a result of complaints. This strategy would involve periodic field inspections by City staff with citations issued for non-complying signs.</p>	<ul style="list-style-type: none"> ▪ Multiple department staff review and identification of "code enforcement issues." ▪ Review needs and resources (Note that City Council has budgeted additional staff for more code enforcement). ▪ Present to City Council first quarter, 1997, in conjunction with study regarding "proactive" Code Enforcement. 	Community Development Department	<p>Start: First Quarter, 1997</p> <p>Presentation to Council: Second Quarter, 1997</p>	<ul style="list-style-type: none"> ▪ Confirm availability of existing staff. If not available, consider reallocation of staff resources and/or outside assistance, if appropriate. ▪ General Fund.
<p>Action: Develop Gateway at Valley-Ardmore and Manhattan Beach Blvd. The development of improvements at Valley-Ardmore and Manhattan Beach Blvd. is intended to clearly define a gateway and distinguish the Downtown from surrounding areas. It should convey a sense of arrival and place. The inclusion of local artists, architects, and landscape architects in the design of the gateway would enhance its identity and "ownership." The gateway should be designed to complement and continue the design of the Downtown's streetscape improvements and reflect its village scale. This may involve the use of similar or complementary materials and colors. It could incorporate historic elements, such as the Metlox sign.</p>	<ul style="list-style-type: none"> ▪ City Council to authorize design of a "gateway" element as part of or preceding the update of the Parkway Master Plan by the Parks and Recreation Dept. The program may be structured as a design competition open to any submittals or to a limited pre-qualified list of participants, or through the selection of a designer based on qualifications. Creative ideas could be submitted about the type of improvement within a defined budget or be limited to a specific improvement. ▪ Identify and confirm funding sources for the "gateway" improvement. ▪ Involve local merchants and residents in the review of design options and selection of the recommended improvement. ▪ Conduct public hearings as part of the Parkway Master Plan. 	Parks and Recreation Department	<p>Start: Parkway Master Plan review process starts - First Quarter, 1997</p> <p>Presentation to Council: Unknown at this time.</p>	<ul style="list-style-type: none"> ▪ Proposition A Funds - \$1.5 million available for Parkway Master Plan. ▪ A portion of these funds could be reallocated for a Gateway Project.

ACTIONS	ACTION STEPS/ PROCESS	ASSIGNED TO:	TIME FRAME*	FUNDING
<p>Action: Provide More "Pro-Active" Code Enforcement Generally, code enforcement occurs as a complaint received by the City. The building is inspected and a citation is written if the violation is confirmed. It is recommended that the City conduct periodic surveys of Downtown sites and buildings to identify and cite potential violations. This may be conducted, depending on staff availability and funding, once each quarter, twice a year, or other intervals.</p>	<ul style="list-style-type: none"> • Multiple department staff review and identification of "code enforcement issues and objectives." • Review needs and resources (Note that City Council has budgeted additional staff for more code enforcement). • Present to Council second quarter, 1997, in conjunction with Sign Maintenance report. 	Community Development Department	<p>Start: Staff Review Commences - First Quarter, 1997</p> <p>Presentation to Council: Second Quarter, 1997</p>	<ul style="list-style-type: none"> • Existing staff resources.

ACTIONS	ACTION STEPS/ PROCESS	ASSIGNED TO:	TIME FRAME*	FUNDING
<p>Action: Reroute the Bike Path under the Pier with Walkways Above <i>(as part of action below)</i> Reroute the Bike Path under the Pier and maintain pedestrian walkways at street level.</p>	<ul style="list-style-type: none"> ■ Contact County to solicit support and receive conceptual approval. ■ Incorporate feasibility study into CIP as a new project. ■ Assess costs. ■ Assess benefits (congestion relief, accident avoidance). ■ Assess potential problems (inaccessibility during certain times of the year, etc.). ■ Involve the Parks and Rec., Public Works Departments and the Parks and Rec., Cultural Arts and Public Works Commission. ■ Develop preliminary design and cost estimate for public consideration, perhaps through RFP/RFQ process. ■ Hold public meetings/hearings. ■ Identify funding. 	Parks and Recreation Department	<p>Start: Feasibility to be considered as part of 1997-98 CIP process.</p>	<p>Analysis: To be determined through CIP process. Conceptual study could be funded using Pier Parking Lot monies.</p> <p>Capital Improvements: Project financing alternatives to be developed. Possibilities include Pier parking revenue, bikeway funds, and/or county participation.</p>
<p>Action: Develop Community Activity Place by the Pier by Closing Manhattan Beach Blvd. by the Strand The lower beach parking lots near the Pier would be closed and redeveloped as a public plaza that could be used for community and/or visitor events or passive activities. The removed parking would be incorporated as new lower levels in the upper beach parking lots. Concurrently, the bike path would be relocated below the Pier.</p>	<ul style="list-style-type: none"> ■ Incorporate into actions listed above and include the following in feasibility study considerations: ■ assess re-routing of traffic to parking areas. ■ involve neighbors to north and south. 	Parks and Recreation Department	See above	See above

ACTIONS	ACTION STEPS/ PROCESS	ASSIGNED TO:	TIME FRAME*	FUNDING
<p>Action: Limit the Number and Distribution of News Racks and Approve their Design</p> <p>The number and location of news racks should be controlled through the inclusion of pertinent standards in the City's Municipal Code. Generally, the standard should prevent the "over-concentration" of racks, limiting their frequency along a block and/or the number of corners at street intersections, as well as limiting the number of racks at any one location.</p> <p>Note that the number and location of racks can be controlled but the content cannot be limited.</p> <p>The design of news racks can be controlled through the establishment of standards to be used by vendors or the City's construction and installation of common racks to be used by all vendors.</p> <p>Newsracks should be designed to reflect and complement existing Downtown streetscape improvements. This may involve the incorporation of common materials (treated concrete, blue tiles . . .)</p>	<ul style="list-style-type: none"> ■ Determine appropriate standards by reviewing other City's standards and assessing their pertinence for MB. ■ Direct Public Works staff to survey current locations and search for alternative racks, estimate costs, etc. ■ Consult with newspapers, gather design input from architects and or landscape architects, and review preliminary standards/guidelines with the public. ■ Incorporate selected standards into the Municipal Code or specify design guidelines for vendors and/or City capital improvements in a Design Guidelines Manual. ■ Design, fund, and install common news racks (if appropriate). 	<p>Public Works Department</p>	<p>Start: If City constructed, include in 97-98 proposed budget.</p> <p>Installation: First Quarter, 1998</p>	<p>Analysis:</p> <ul style="list-style-type: none"> ■ Existing Staff Resources <p>Funding Sources Could Include:</p> <ul style="list-style-type: none"> ■ 1997-98 Operating Budget, and/or ■ Public Works maintenance/operating budget, and/or ■ Streetscape assessment, and/or ■ Vendor funded.
<p>Action: Install Additional Public Landscaping</p> <p>Landscape improvements should complement and continue the "vocabulary" of trees, shrubs, groundcover, paving materials, and other elements installed in the Downtown Streetscape Improvement Program. Particular treatments to consider include flower pots on light poles and/or hanging baskets. Particular locations to consider include the red bricked area near Athena Bikini and other outdoor eating or gathering areas in the southwest quadrant.</p>	<ul style="list-style-type: none"> ■ Public Works staff and Commission/potential BID to conduct a study to identify locations in which landscape may be added to the existing streetscape improvements. ■ Formulate a plan and specifications for improvements, including landscape materials, hardscape, irrigation, drainage, maintenance, and costs. ■ Review preliminary landscape plans with local merchants and residents. ■ Identify funding sources including possible fee assessments. ■ Public Works Department to identify pilot locations/test period of one year to evaluate feasibility, cost, and maintenance. 	<p>Public Works Department</p>	<p>Start: Include in 1997-98 proposed budget</p> <p>Analysis - First Quarter, 1997</p> <p>Installation: Pilot Program Fourth Quarter, 1997</p>	<p>Funding Sources Could Include:</p> <ul style="list-style-type: none"> ■ 1997-98 Operating Budget, Streetscape Assessment and/or Public Works Maintenance Budget. ■ Supplemental funding source: <ul style="list-style-type: none"> ■ BID.

ACTIONS	ACTION STEPS/ PROCESS	ASSIGNED TO:	TIME FRAME*	FUNDING
<p>Action: Incorporate Public Art in the Streetscape The incorporation of art in the Downtown's streetscape can enhance the identify and character of Downtown. Preferably, the art would be solicited from local artists, which further enhances the Downtown's uniqueness and "ownership" by local residents. A wide variety of art can be incorporated including:</p> <ul style="list-style-type: none"> ■ Banners replaced on a regular interval (e.g., seasons, holidays or community events) ■ Medallions that are attached to street lights, public signage, utility poles, monuments signs and other ■ Sidewalk paintings or mosaics ■ Murals ■ Sculpture ■ Public fountains ■ Entry monuments and signage ■ Public signage ■ Street furniture 	<ul style="list-style-type: none"> ■ Have Parks and Rec. or Cultural Arts Commission explore a temporary art program for Downtown that could be incorporated with the Downtown Arts Festival. <p>AND/OR</p> <ul style="list-style-type: none"> ■ Establish guidelines, process and funding source for the installation of public art in the Downtown streetscape, to be approved by the City Council which encompasses the following: <ul style="list-style-type: none"> ■ Identify locations and guidelines for the characteristics of public art (e.g., type, size, materials, illumination, maintenance, etc.). ■ The Cultural Arts Commission will be responsible for the selection of artists and art. Selection may be based on qualifications, design competitions, and other techniques. ■ Identify potential funding sources. 	Parks and Recreation Department	<p>Start: Fourth Quarter, 1997</p> <p>Completion: Continually look for opportunities to incorporate Public Art in downtown</p>	<p>Funding Sources Could Include:</p> <ul style="list-style-type: none"> ■ Individual and corporate contributions and/or sponsorships, and/or ■ Fee assessments on local merchants and property owners (through a BID), and/or ■ A local arts fee imposed on new construction in the Downtown (typically 1% of construction cost).
<p>Action: Provide More Trash Bins Additional public and/or private trash bins should be provided in the Downtown. Trash bins should complement existing streetscape improvements.</p>	<ul style="list-style-type: none"> ■ Public Works staff review the situation and recommend solutions and funding. Potential options to consider include the following: <ul style="list-style-type: none"> ■ Require merchants to provide trash bins as a condition of a business license. ■ Fund provision through local assessments of a BID. ■ City provision of additional bins. 	Public Works Department	<p>Start: First Quarter, 1997</p> <p>Presentation to Council: Second Quarter, 1997</p>	<p>Funding Sources Could Include:</p> <ul style="list-style-type: none"> ■ Refuse budget, and/or ■ Streetscape assessment, and/or ■ Private business.

ACTIONS	ACTION STEPS/ PROCESS	ASSIGNED TO:	TIME FRAME*	FUNDING
DOWNTOWN LIVABILITY (RELATING TO ACTIVITIES AND SERVICES THAT ENHANCE THE DOWNTOWN EXPERIENCE)				
<p>Action: Establish Downtown Police Foot Patrols One or two officers on foot and/or bicycle patrol the Downtown during peak use periods. May necessitate the hiring of additional staff or provision of overtime pay for existing staff.</p>	<ul style="list-style-type: none"> ▪ City Police Department and potential BID develop proposal for increased foot patrol with associated cost estimates for City Council review. Include consideration of a CSO Foot Patrol Program. 	Police Department	<p>Start: Program Development - First Quarter, 1997</p> <p>Presentation to Council: Third Quarter, 1997</p>	<ul style="list-style-type: none"> ▪ Confirm availability of existing staff. If not available, consider reallocation of staff resources and/or provide additional officers, if appropriate. ▪ Possible funding sources include: general fund and/or fees on downtown merchants and/or property owners through BID.
<p>Action: Limit Evening Entertainment by Placing Controls on Hours of Operation Conditional Use Permits specify the hours of operations of most Downtown businesses and are subject to review and revocation when the conditions of approval are violated. Hours of operation on CUPs (for bars and entertainment) could be further restricted to reduce impacts on adjacent residents.</p>	<ul style="list-style-type: none"> ▪ Initiate a public process to review and establish hours of operation for alcohol service and recommend appropriate action to the City Council. ▪ Entities which should be involved include the Community Development staff and Planning Commission, City Manager's Office and City Council, the DBPA and the potential BID. ▪ Limitations will be initiated on a case-by case basis as use permits are reviewed by the Planning Commission and City Council. 	Community Development Department	<p>Start: To be completed using Conditional Use Permit process.</p>	<ul style="list-style-type: none"> ▪ Confirm availability of existing staff. If not available, consider reallocation of staff resources and/or outside assistance, if appropriate.
<p>Action: Implement More Frequent Trash Pickups Increase the frequency of trash pick-up. Removal of trash from public receptacles during peak time periods and removal/relocation of waste generated by businesses and left in public view should be addressed.</p>	<ul style="list-style-type: none"> ▪ Public Works staff review the situation and recommend solution and funding source. 	Public Works Department	<p>Start: Third Quarter, 1997</p> <p>Implementation: To be determined through study.</p>	<p>Funding Sources Could Include:</p> <ul style="list-style-type: none"> ▪ Refuse budget, and/or ▪ Streetscape assessment, and/or ▪ Private business.

ACTIONS	ACTION STEPS/ PROCESS	ASSIGNED TO:	TIME FRAME*	FUNDING
<p>Action: Provide More "Pro-Active" Code Enforcement</p> <p>Generally, code enforcement occurs as a complaint received by the City. The building is inspected and a citation is written if the violation is confirmed. It is recommended that the City conduct periodic surveys of Downtown sites and buildings to identify and cite potential violations. This may be conducted, depending on staff availability and funding, once each quarter, twice a year, or other intervals.</p>	<ul style="list-style-type: none"> ▪ Multiple department staff review and identification of "code enforcement issues and objectives." ▪ Review needs and resources (Note that City Council has budgeted additional staff for more code enforcement). ▪ Present to Council second quarter, 1997, in conjunction with Sign Maintenance report. 	<p>Community Development Department</p>	<p>Start: Staff Review Commences - First Quarter, 1997</p> <p>Presentation to Council: Second Quarter, 1997</p>	<ul style="list-style-type: none"> ▪ Existing staff resources.

ACTIONS	ACTION STEPS/ PROCESS	ASSIGNED TO:	TIME FRAME*	FUNDING
PARKING				
<p>Action: Include Additional Public Parking at the new Public Safety Building The City is moving toward the construction of a new Public Safety Building on the current site. An architect has been retained. Additional parking beyond what is needed for employees and customer/citizen needs could be provided.</p>	<ul style="list-style-type: none"> ▪ Assess costs. ▪ Determine amount to be added based on cost considerations and parking demand estimates. ▪ Incorporate amount determined into preliminary parking design for proposed new Police/Fire facility. 	Police and Fire Department	<p>Start: Already underway.</p> <p>Presentation to Council: Preliminary Design Second Quarter, 1997</p>	<ul style="list-style-type: none"> ▪ Parking Facilities Fund and/or BID.
<p>Action: Consider Double-Decking Lot #2 Add parking by building second level. This may involve land acquisition of the property(s) east of the existing parking lot to incorporate additional levels of parking.</p>	<ul style="list-style-type: none"> ▪ Authorize retaining engineer to design and estimate costs for double-decking lot 2 and return to Council with recommendation. Engineer should assess costs and environmental issues such as light/shadow/noise and aesthetics. ▪ Board of Parking Place Commissioners to hold public hearings as part of design review process. 	City Manager's Office	<p>Start: Preliminary Design and Cost Estimate - Second Quarter, 1997</p> <p>Presentation to Council: Preliminary Design and Cost Estimate - Fourth Quarter, 1997</p>	<ul style="list-style-type: none"> ▪ Parking Facilities Fund and/or BID.
<p>Action: Implement a Residential Parking Permit Program Allows only residents to park on the street or in designated areas at certain times of day.</p>	<ul style="list-style-type: none"> ▪ Council has already directed an area-wide study on residential parking permits. Recommended study steps include the following: <ul style="list-style-type: none"> ▪ define goals of program. ▪ conduct data collection similar to that for changing parking time limits (above). ▪ work with business owners and residents in a task force or subcommittee format. ▪ evaluate pros and cons of a program. 	Community Development Department	<p>Start: Study initiated- Third Quarter, 1996</p> <p>Presentation to Council: Study completed- First Quarter, 1997</p>	<ul style="list-style-type: none"> ▪ Currently assigned to staff.

ACTIONS	ACTION STEPS/ PROCESS	ASSIGNED TO:	TIME FRAME*	FUNDING
<p>Action: Use Currently Closed Private Lots for Public Use During Peak Time Periods Develop shared use parking agreements with private parking lot owners for use of lots during times of peak demand.</p>	<ul style="list-style-type: none"> ▪ BID and Board of Parking Place Commissioners (BPPC) or a City task force/committee initiate a public process to develop guidelines and options which incorporate the following: ▪ Inventory potential lots for use. ▪ Coordinate with lot owners. ▪ City attorney to research liability issues. ▪ If agreements can be reached, develop standard written contracts with private lot owners and valet services. ▪ Address maintenance and cleaning issues. ▪ Determine days and times to be open. 	City Manager's Office	<p>Start: Second Quarter, 1997</p> <p>Presentation to Council: Fourth Quarter, 1997</p>	<ul style="list-style-type: none"> ▪ Confirm availability of existing staff. If not available, consider reallocation of staff resources and/or outside assistance, if appropriate. ▪ Finance through parking facilities, if any costs involved.
<p>Action: Change Parking Time Limits/Parking Management Strategies Adjust parking time limits and charges in certain areas to better manage the existing parking supply.</p>	<ul style="list-style-type: none"> ▪ BPPC and City Manager's Office to hire consultant to recommend changes to time limits and charges for all Downtown Parking with goal of maximizing use and availability. ▪ City and/or consultant tasks would include: ▪ Inventory all current time limits. ▪ Conduct comprehensive "turnover" survey to determine parking duration. ▪ Consider focused "intercept" and surveys of parkers to gather more detailed data. ▪ Interview and meet with business owners to discuss issues and concerns. ▪ Based on results of data collection, surveys and interviews/meetings, suggest potential modifications to time limits by block and lot. 	City Manager's Office	<p>Start: Second Quarter, 1997</p> <p>Presentation to Council: Fourth Quarter, 1997</p>	<ul style="list-style-type: none"> ▪ Parking Facilities Fund
<p>Action: Provide Incentives for Added Parking Build incentives into the zoning code to encourage future development to provide additional parking.</p>	<ul style="list-style-type: none"> ▪ Direct Community Development staff to review City codes. ▪ Determine impacts of added parking on Downtown character. ▪ Develop incentives, working with BPPC, the Planning Commission and potential BID. ▪ Consider limiting incentives to specific areas only. 	Community Development Department	<p>Start: Staff Review - Third Quarter, 1997</p>	<p>Analysis: Confirm availability of existing staff. If not available consider reallocation of staff resources and/or outside assistance, if appropriate.</p> <p>Funding for incentives to be determined.</p>

ACTIONS	ACTION STEPS/ PROCESS	ASSIGNED TO:	TIME FRAME*	FUNDING
BUSINESS/MARKETING/PROMOTION				
<p>Action: Form a Business Improvement District A BID is created as a representation of local businesses and provides a mechanism for the assessment and collection of fees that can be used to fund improvements. Its potential roles are broader than the current Downtown BID (whose fees are limited to parking improvements), and could serve a variety of functions.</p>	<ul style="list-style-type: none"> ▪ Council authorizes staff to work with DBPA to form a new BID if they want to pursue this option. ▪ Actions taken to pursue a BID would include: <ul style="list-style-type: none"> ▪ survey local businesses to determine support for BID. ▪ prepare an ordinance authorizing establishment of a BID, provided there is local support. ▪ establish rules and guidelines for the BID, including its structure and governance. ▪ select BID members and initiate operations. 	Downtown Businesses	<p>Start: Up to Downtown Businesses.</p> <p>Presentation to Council: Up to Downtown Businesses.</p>	<ul style="list-style-type: none"> ▪ City would provide some seed money for consultant to assist with formation of BID. ▪ Upon formation of BID, assessments would finance improvements/ activities.
<p>Action: Provide Incentives to Attract Community-Serving Businesses Incentives could include expediting permits, pro-active recruitment, parking incentives, and/or modifications to the Municipal Code to limit regionally oriented uses in the Downtown.</p>	<ul style="list-style-type: none"> ▪ Representatives from the City Manager's Office, Community Development staff, Planning Commission, City Council, DBPA and potential BID should explore a series of incentives to attract community-serving uses and develop a set of recommendations. 	Community Development Department and/or BID	<p>Start: Third Quarter, 1997</p> <p>Presentation to Council: Set of recommendations - Fourth Quarter, 1998</p>	<ul style="list-style-type: none"> ▪ Confirm availability of existing staff. If not available, consider reallocation of staff resources and/or outside assistance, if appropriate.
<p>Action: Conduct Community-Oriented Events An organization (DBA, BID, Chamber, etc.) would maintain a calendar and coordinate Downtown community events with some oversight from the City. Responsibilities would include scheduling of events (i.e., clearinghouse function), assistance in obtaining facilities and permits, coordination with the Police and other City departments, and event advertising and promotion. Events should be oriented to local residents and emphasize local participation.</p>	<ul style="list-style-type: none"> ▪ City approaches Chamber regarding expansion of their community calendar to include additional responsibilities. ▪ City works with Downtown businesses, Chamber or BID. 	Chamber, Downtown Business Association (DBA) or Business Improvement District (BID)	<p>Start: Fourth Quarter, 1996</p> <p>Presentation to Council: Ongoing.</p>	<ul style="list-style-type: none"> ▪ DBA, Chamber, or BID.