

## Appendix 1: General Plan Goals and Policies

### Land Use Element

- Goal LU-1: Maintain the low-profile development and small-town atmosphere of Manhattan Beach.
  - Policy LU-1.1: Limit the height of new development to three stories where the height limit is thirty feet, or two stories where the height limit is twenty-six feet, to protect the privacy of adjacent properties, reduce shading protect vistas of the ocean, and preserve the low-profile image of the community.
  - Policy LU-1.2: Require the design of all new construction to utilize notches, balconies, rooflines, open space, setbacks, landscaping, or other architectural details to reduce the bulk of buildings and to add visual interest to the streetscape.
- Goal LU-2: Encourage the provision and retention of private landscaped open space.
  - Policy LU-2.1: Develop landscaping standards for commercial areas that unify and humanize each district.
  - Policy LU-2.2: Preserve and encourage private open space on residential lots citywide.
  - Policy LU-2.3: Protect existing mature trees throughout the City, and encourage their replacement with specimen trees whenever they are lost or removed.
  - Policy LU-2.4: Support appropriate stormwater pollution mitigation measures.
- Goal LU-3: Achieve a strong, positive community aesthetic.
  - Policy LU-3.1: Continue to encourage quality design in all new construction.
  - 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.
  - Policy LU-3.3: Encourage use of “stealth” design for telecommunications antenna and related facilities.
  - Policy LU-3.4: Establish and implement consistent standards and aesthetics for public signage, including City street signs.
  - Policy LU-3.5: Ensure that the sign ordinance provides for commercial signage that is attractive, non-intrusive, safe, and consistent with overall City aesthetic goals.
  - Policy LU-3.6: Encourage the beautification of the walkstreets, particularly through the use of landscaping.

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- Goal LU-4: Preserve the features of each community neighborhood, and develop solutions tailored to each neighborhood's unique characteristics.
  - Policy LU-4.1: Protect public access to and enjoyment of the beach while respecting the privacy of beach residents.
  - Policy LU-4.2: Develop and implement standards for the use of walkstreet encroachment areas and other public right-of-way areas.
  - Policy LU-4.4: Encourage the preservation and enhancement of unique residential homes and buildings throughout Manhattan Beach to preserve the culture and history of the City.
  - Policy LU-4.5: Encourage measures that recognize and work to protect buildings, landscaping, and other features important to the City's history.
  - Policy LU-4.6: When public improvements are made, they should preserve and maintain distinctive neighborhood characteristics.
- Goal LU-5: Protect residential neighborhoods from the intrusion of inappropriate and incompatible uses.
  - Policy LU-5.1: Require the separation or buffering of residential areas from businesses which produce noise, odors, high traffic volumes, light or glare, and parking through the use of landscaping, setbacks, or other techniques.
  - Policy LU-5.2: Work with all commercial property owners bordering residential areas to mitigate impacts and use appropriate landscaping and buffering of residential neighborhoods.
  - Policy LU-5.4: Discourage the outdoor commercial and industrial use of property adjacent to residential use.
  - Policy LU-5.5: Discourage the commercial use of walkstreet encroachment areas.
  - Policy LU-5.6: Regulate the use of and special activities conducted within public parks to minimize any adverse impact on adjacent residential neighborhoods.
  - Policy LU-5.7: Recognize the unique qualities of mixed-use areas, and balance the needs of both the residential and commercial uses.
- 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.

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- PolicyLU-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.
- Policy LU-6.4: Recognize the unique qualities of mixed-use areas and balance the needs of both the commercial and residential uses.
- 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.
  - PolicyLU-7.2: Encourage the use of the Downtown Design Guidelines to improve the Downtown’s visual identification as a unique commercial area.
  - Policy LU-7.3: Support pedestrian-oriented improvements to increase accessibility in and around Downtown.
  - PolicyLU-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 improvement districts (BIDs) to enhance and improve Downtown.
  - PolicyLU-7.6: Recognize the unique qualities of mixed-use development, and balance the needs of both commercial and residential uses.
  - Policy LU-7.7: Encourage a future public use other than parking in the lower Pier Parking Lot.

### Infrastructure Element

- Goal I-1: Provide a balanced transportation system that allows the safe and efficient movement of people, goods and services throughout the City.
  - Policy I-1.1: Review the functioning of the street system on a regular basis to identify problems and develop solutions.
  - Policy I-1.2: Improve street signage citywide, and ensure that street signs are not obscured or obstructed by vegetation or structures.
  - Policy I-1.3: Encourage the development of Transportation Demand Management (TDM) plans for all major developments or facility expansions to encourage ride-sharing and other improvements, thereby reducing vehicle trips.

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- Policy I-1.5: Investigate and encourage the use of alternative transportation systems such as intra/inter-city shuttle or trolley systems.
- Policy I-1.6: Support dial-a-ride or other para-transit systems for the senior and disabled members of the community.
- Policy I- 1.7: Consider emergency vehicle access needs when developing on-street parking and other public right-of- way development standards.
- Policy I- 1.8: Require property owners, at the time new construction is proposed, to either improve abutting public right-of-way to its full required width or to pay in-lieu fees for improvements, as appropriate.
- Policy I-1.9: Require property owners, at the time of new construction or substantial remodeling, dedicate land for roadway or other public improvements, as appropriate and warranted by the project.
- Policy I-1.10: Adopt and implement standards for public street right-of-way use for private purposes.
- Policy I-1.11: Monitor the use of public walkstreets for private purposes consistent with City standards.
- Policy I-1.12: Monitor and minimize traffic issues associated with construction activities.
- Policy I-1.13: Consider implementing a development impact fee program to collect funds from developers constructing new projects. Such fees would fund “fair-share” costs of circulation improvement projects required to mitigate project impacts.
- Goal I-2: Move commuter traffic through the City primarily on arterial streets, and on collector streets as appropriate, to protect other streets from the intrusion of commuter traffic.
  - Policy I-2.1: Encourage the use of the Neighborhood Traffic Management Program and utilize neighborhood traffic management tools to mitigate neighborhood intrusion by commuter traffic.
  - Policy I-2.2: Establish priorities and determine funding available for implementing the Neighborhood Traffic Management Program.
  - Policy I-2.3: Upgrade all major intersections and arterial streets to keep traffic moving efficiently.
  - Policy I-2.4: Require additional traffic lanes and/or other traffic improvements for ingress and egress for new development along arterials where necessary for traffic and safety reasons.
  - Policy I-2.6: Encourage the use of Intelligent Transportation Systems (ITS), such as advanced signalization, motorist information, advanced transit, advanced emergency

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vehicle access, and intelligent parking systems, as well as other appropriate communication technologies, to direct through traffic.

- Policy I-2.7: Monitor and minimize traffic issues associated with construction activities.
- Goal I-3: Ensure that adequate parking and loading facilities are available to support both residential and commercial needs.
  - Policy I-3.1: Review the existing Downtown Parking Management Program recommendations, re-evaluate parking and loading demands, and develop and implement a comprehensive program, including revised regulations as appropriate, to address parking issues.
  - Policy I-3.2: Explore opportunities for creating peripheral parking lots to serve the Downtown and North End.
  - Policy I-3.3: Periodically evaluate the adequacy of parking standards in light of vehicle ownership patterns and vehicle sizes in the City.
  - Policy I-3.4: Review development proposals to ensure potential adverse parking impacts are minimized or avoided.
  - Policy I-3.5: Encourage joint-use and off-site parking where appropriate.
  - Policy I-3.7: Require private development to provide public onstreet parking in the public right-of-way according to Public Works standards in certain areas of the City.
  - Policy I-3.8: Monitor and minimize parking issues associated with construction activities.
  - Policy I-3.9: Work to retain on-street parking in the Beach Area, particularly on Highland Avenue.
  - Policy I-3.10 Continue to work with businesses and public agencies to coordinate parking strategies.
- Goal I-4: Protect residential neighborhoods from the adverse impacts of traffic and parking of adjacent non-residential uses.
  - Policy I-4.1: Review on-street parking in neighborhoods adjacent to commercial areas where neighbors have requested such review, and develop parking and traffic control plans for those neighborhoods which are or which could potentially be adversely impacted by spillover parking and traffic.
  - Policy I-4.2: Carefully review commercial development proposals with regard to planned ingress/egress, and enforce restrictions as approved.
  - Policy I-4.3: Encourage provision of on-site parking for employees.

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- Policy I-4.4: Ensure that required parking and loading spaces are available and maintained for parking.
- Goal I-6: Create well-marked pedestrian and bicycle networks that facilitate these modes of circulation.
  - Policy I-6.1: Implement those components of the Downtown Design Guidelines that will enhance the pedestrian oriented environment.
  - Policy I-6.2: Protect the walkstreets as important pedestrian access to the beach.
  - Policy I-6.3: Monitor City standards regarding the use of public walkstreets for private purposes.
  - Policy I-6.4: Consider and protect the character of residential neighborhoods in the design of pedestrian access.
  - Policy I-6.6: Incorporate bikeways and pedestrian ways as part of the City's circulation system where safe and appropriate to do so.
  - Policy I-6.7: Encourage features that accommodate the use of bicycles in the design of new development, as appropriate.
  - Policy I-6.8: Encourage the development of recreational bicycle routes to link residential, schools, and recreational areas east of Sepulveda Boulevard with the Strand bike path.
- Goal I-7: Maintain and protect a reliable and cost effective water supply system capable of adequately meeting normal demand and emergency demand in the City.
  - Policy I-7.2: Ensure that all new development or expansion of existing facilities bears the cost of providing adequate water service to meet the increased demand which it generates.
- Goals I-8: Maintain a sewage system adequate to protect the health and safety of all Manhattan Beach residents and businesses.
  - Policy I-8.2: Ensure that all new development or expansion of existing facilities bears the cost of expanding the sewage disposal system to handle the increased load, which they are expected to handle.
- Goal I-9: Maintain a storm drainage system that adequately protects the health and safety and property of Manhattan Beach residents.
  - Policy I-9.2: Evaluate the impact of all new development and expansion of existing facilities on storm runoff, and ensure that the cost of upgrading existing drainage facilities to handle the additional runoff is paid for by the development which generates it.
  - Policy I-9.3: Support the use of storm water runoff control measures that are effective and economically feasible.

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- Policy I-9.4: Encourage the use of site and landscape designs that minimize surface runoff by minimizing the use of concrete and maximizing the use of permeable surface materials.
- Policy I-9.5: Support appropriate storm water pollution mitigation measures.
- Policy I-9.6: Discourage new development below street level in order to avoid flooding on public and private property in areas subject to flooding.
- Goal I-10: Underground utility lines throughout the community to the extent that it is economically and practically feasible.
  - Policy I-10.1: Continue to underground utilities in commercial streets using Rule 20A and other available funds.
  - Policy I-10.2: Require new commercial and industrial developments to underground utility lines or pay in-lieu fee, as appropriate.
  - Policy I-10.5: Facilities requests for street lighting, including the establishment of lighting districts to provide street lighting as needed and appropriate.
- Goal I-11: Establish a reliable communications system.
  - Policy I-11.1: Accommodate the expansion of communications networks to address the needs of City residents, businesses, and other operations.
  - Policy I-11.2: Encourage new housing, commercial/industrial development, and public facilities to accommodate all forms of telecommunications.
  - Policy I-11.3: Support regulations that minimize the visual impacts of communication systems.
- Goal I-12: Protect the quality of the environment by managing the solid waste generated in the community.
  - Policy I-12.1: Encourage maximum recycling in all sectors of the community, including residential, commercial, industrial, institutional, and the construction industry.
  - Policy I-12.2: Continue to provide and improve recycling programs to commercial establishments in the City.
  - Policy I-12.3: Encourage the maximum diversion of construction and demolition materials.
  - Policy I-12.4: Require trash haulers to track the amount of recycling in accordance with City standards.

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### Community Resources Element

- Goal CR-1: Maintain a park, recreation, and open space system that provides a variety of recreational opportunities accessible to all residents and meets the needs of all residents.
  - Policy CR-1.1: Promote the acquisition of properties for the purpose of conversion to parks and open space areas to meet the needs of City residents.
  - Policy CR-1.5: Accept and actively seek out the donation of private residential properties for the development of strategically located pocket parks and similar open space.
  - Policy CR-1.7: Continue to upgrade the parks and recreation system in Manhattan Beach.
  - Policy CR-1.8: Provide a range of educational and recreational activities for the youth of Manhattan Beach at the various community centers.
- Goal CR-2: Enhance cultural arts programs in the community.
  - Policy CR-2.1: Implement the Public Art Master Plan to coordinate the establishment and maintenance of art in public places.
  - Policy CR-2.2: Continue to encourage and support cultural arts programs and events.
  - Policy CR-2.3: Continue to implement the Cultural Arts Education Master Plan, as feasible.
  - Policy CR-2.4: Include artwork in City capital improvement projects.
  - Policy CR-2.5: Encourage the continuation and expansion of nonprofit charitable organizations which accept and disburse donations, funds, and gifts from the community for the support of cultural arts.
  - Policy CR-2.6: Provide cultural arts programs that offer a variety of opportunities to all age groups.
- Goal CR-4: Preserve the existing landscape resources in the City, and encourage the provision of additional landscaping.
  - Policy CR-4.1: Protect existing mature trees throughout the City and encourage their replacement with specimen trees whenever they are lost or removed.
  - Policy CR-4.2: Investigate methods to improve the quality and maintenance of street trees and public landscape improvements.
  - Policy CR-4.3: Recognize that landscaping, and particularly trees, provide valuable protection against air pollution, noise, soil erosion, excessive heat, and water runoff, and that they promote a healthy environment.
  - Policy CR-4.4: Review the tree ordinance to consider its application citywide and to determine the need to strengthen tree preservation criteria.



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- Policy CR-4.5: Discourage the reduction of landscaped open space and especially the removal of trees from public and private land.
- Policy CR-4.6: Prepare lists of appropriate landscaping materials for the climate, and encourage residents and businesses to use them.
- Goal CR-5: Conserve and protect the remaining natural resources in Manhattan Beach.
  - Policy CR-5.1: Employ principles of a sustainable environment in the development, operation, and maintenance of the community, emphasizing the importance of respecting and conserving the natural resources.
  - Policy CR5.3: Encourage water conservation, including landscaping with drought-tolerant plants, use of reclaimed water, and recycling of cooling system water, in all development.
  - Policy CR5.4: Educate the public about the importance of water conservation, and require new development to comply with local and State codes for water conservation.
  - Policy CR5.5: Support expanded use of reclaimed water.
  - Policy CR-5.6: Encourage drainage designs which retain or detain stormwater run-off to minimize volume and pollutant concentrations.
  - Policy CR5.7: Encourage the use of energy-saving designs and devices in all new construction and reconstruction.
  - Policy CR5.8: Encourage the utilization of “green” approaches to building design and construction, including use of environmentally friendly interior improvements.
  - Policy CR-5.9: Encourage the use of public/private partnerships to upgrade existing buildings for energy efficiency, water conservation, and storm water run-off pollution reduction.
  - Policy CR-5.10 Encourage and support the use of alternative fuel vehicles, including support of charging or “fueling” facilities.
  - Policy CR5.11: Support sustainable building practices.
- Goal CR-6: Improve air quality.
  - Policy CR-6.1: Encourage alternative modes of transportation, such as walking, biking, and public transportation, to reduce emissions associated with automobile use.
  - Policy CR-6.2: Encourage the expansion and retention of local serving retail businesses (e.g., restaurants, family medical offices, drug stores) to reduce the number and length of automobile trips to comparable services located in other jurisdictions.

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### Community Safety Element

- Goal CS-1: Minimize the risks to public health, safety, and welfare resulting from natural and human caused hazards.
  - Policy CS-1.3: Ensure that public and private water distribution and supply facilities have adequate capacity and reliability to supply both everyday and emergency fire-fighting needs.
  - Policy CS-1.4: Minimize the potential damage to structures and loss of life that may result from an earthquake.
  - Policy CS-1.5: Require that new developments minimize stormwater and urban runoff into drainage facilities by incorporating design features such as detention basins, on-site water features, or other strategies.
- Goal CS-3: Maintain a high level of City emergency response services.
  - Policy CS-3.4: Ensure that street signs are legible and easy to find by both emergency response personnel and the general public.
- Goal CS-4: Maintain a high level of police protection services.
  - Policy CS-4.4: Work with Los Angeles County Department of Beaches to ensure adequate police protection and emergency services to visitors and residents using the City's beaches.

### Noise Element

- Goal N-1: Provide for measures to reduce noise impacts from transportation noise sources.
  - Policy N-1.1: Use proven methods of reducing the transmission of traffic noise onto adjacent noise-sensitive land uses (e.g., residences, schools, medical facilities).
  - Policy N-1.2: Ensure the inclusion of noise mitigation measures in the design of new roadway projects in Manhattan Beach.
  - Policy N-1.3: Reduce transportation noise through proper design and coordination of vehicle routing.
- Goal N-2: Incorporate noise considerations into land use planning decisions.
  - Policy N-2.2: Ensure acceptable noise levels near residences, schools, medical facilities, and other noise-sensitive areas.
  - Policy N-2.4: Encourage acoustical design in new construction.
  - Policy N-2.5: Require that the potential for noise be considered when approving new development to reduce the possibility of adverse effects related to noise generated by

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new development, as well as impacts from surrounding noise generators on the new development.

- Policy N-2.6: Work with businesses in surrounding jurisdictions to manage noise impacts on City residents and businesses.
- Goal N-3: Minimize the impact of non-transportation noise sources.
  - Policy N-3.3: Minimize impacts associated with single-event noise activities.
  - Policy N-3.4: Recognize in the Noise Ordinance that nighttime noise levels create a greater sensitivity than do daytime noise levels.
  - Policy N-3.6: Monitor and minimize noise impacts associated with construction activities on residential neighborhoods.

## Appendix 2

This appendix summarizes the feedback that the Manhattan Beach Downtown Specific Plan team received from the community through the Manhattan Beach Downtown Specific Plan's 5 public outreach activities.

### **PUBLIC OUTREACH ACTIVITY #1: INTERCEPT AND ONLINE SURVEYING**

The project's first public outreach activity was conducted in the form of a survey. Based upon the ULI study's recommendations, the survey was developed to understand how the Specific Plan can best address and reflect the needs and preferences of residents and visitors. During August 2015, the survey was available online through Open City Hall and was administered in person as an intercept survey in and around the Downtown. Specific locations included Metlox Plaza, Manhattan Beach Boulevard, the Pier, the farmer's market booth, and Polliwog Park. In total, 171 participants responded to the survey. The key results are as follows:

- **Priorities:** Focus on (1) preserving the small-town beach character, (2) improving and increasing parking, and (3) protecting small business viability.
- **Attracting Visitors:** Add additional parking and increase outdoor dining options.
- **Cities and Ideas to Emulate:** Consider more programming, such as outdoor concerts and art walks. Investigate ways to create a more pedestrian-friendly environment, such as car-free days, wider sidewalks, and more safe crossings. Look for ways to make Downtown more dog friendly and more kid friendly.
- **Retail:** Support local businesses and limit larger retail chains.
- **Ground-Floor Uses:** Prioritize retail and restaurants on the ground floor of buildings.
- **Parking:** Add additional structured parking to on-street parking. Look for ways to relieve traffic congestion, such as a shuttle or additional transit.
- **Sidewalks:** Retain existing on-street parking, but widen sidewalks wherever parking will not be impacted.
- **Beautification:** Invest in landscaping, street art, and façade improvement programs.

For the full results of the surveying effort, refer to Attachment 1: Survey Results Summary.

Following the completion of the survey, the consultant team, in coordination with City staff, used the results, in conjunction with the ULI study and the information received through the stakeholder interviews, to develop the project's community design concepts and strategies.

### **PUBLIC OUTREACH ACTIVITY #2: WORKSHOP I**

The second public outreach activity, Workshop 1, took place on October 8 and 9, 2015, at the Fire/Police Community Room. To maximize participation amongst community members, the activity comprised a series of three events, including one "full" workshop and two "mini" workshops. The mini workshops were primarily envisioned as additional opportunities for members of the business community to participate in the development of the project's alternatives, but were also open to other community members. In total, 47 participants attended the event.

The community workshops were facilitated by the Manhattan Beach Downtown Specific Plan project team. The meeting purpose for all of the sessions was to formally introduce the project to the community and solicit input from the community on the project's community design concepts and strategies. The

main workshop included the additional purpose of summarizing demographic and market findings for the Downtown.

Following an introductory presentation, attendees were invited to participate in a series of rotating station exercises and ask questions of the consultant team. The six exercises comprised posters that allowed attendees to use stickers to express their preferences for various aspects of the project's alternatives. A summary of each exercise and its results are as follows.

### **Exercise 1 – Downtown Development**

Participants were asked for their preferences pertaining to maximum building height and mix of ground floor commercial uses (retail/restaurant versus office) and retail tenants (independent retailers versus national chains) for properties along Manhattan Beach Boulevard and elsewhere within the Downtown. The results are as follows:

#### **Manhattan Beach Boulevard**

- Maximum Building Height: 2 stories
- Ground Floor Use – retail/restaurant versus office: more retail than office
- Ground Floor Use – independent retailers versus national chains: more independent retailers than national chains

#### **Elsewhere within the Downtown**

- Maximum Building Height: 2 stories
- Ground Floor Use – retail/restaurant versus office: more retail than office
- Ground Floor Use – independent retailers versus national chains: more independent retailers than national chains

### **Exercise 2 – Opportunity Sites**

Participants were asked to identify their two preferred opportunity sites from among the four sites listed in the ULI study. According to the votes that each site received, they were ranked in the following order:

1. Site 2, Vons Block (32 votes)
2. Site 3, Skechers Site (21 votes)
3. Site 4, Beachhead Site (13 votes)
4. Site 1, Edge of Civic Center/Metlox (6 votes)

### **Exercise 3 – Parking Strategies**

Participants were asked to select their top three parking strategies from among a list of 8 strategies included in the ULI study and/or developed by the consultant team and City staff. According to the votes that each strategy received, they were ranked in the following order:

1. Reduce Employee Parking within the Residential Neighborhood (38 votes)
2. Better Utilize Existing Parking Lots and Structures (34 votes)
3. Increase Biking Options (17 votes)
4. Provide Additional Parking Supply (12 votes)
5. Improve Access to Parking (9 votes)
6. Reduce Residential Parking within the Downtown (6 votes)
7. Expand Valet Parking Program (4 votes)

8. Expand On-Street Parking (1 vote)

#### **Exercise 4 – Mobility and Urban Design Alternatives**

Participants were asked to select their preferred strategy, from among three alternatives, for implementing a mobility and/or urban design recommendations posed by the ULI study. The preferred alternative from each recommendation is as follows:

- Adjust two-way streets to reclaim from non-vehicular uses: Clarify existing flows on one-way and limited access streets and alleys by improved signage.
- Provide treatments that encourage walking and biking: Improve pedestrian crossings and streetscape improvements for certain intersections on Manhattan Beach Boulevard, Manhattan Avenue, Highland Avenue, and 13<sup>th</sup> Streets.
- Upgrade streetscapes/street furnishings: Replace street crosswalk tiles with new concrete bands and modified ladder style pedestrian crossings. Upgrade tree and planter plantings. Provide new wayfinding signage. Upgrade lights.
- Provide treatments that encourage walking and biking: Manhattan Avenue and Highland Avenue would remain similar to current circulation patterns; however, existing intersections would be enhanced through streetscape improvements and a pedestrian scramble allowing all directions of pedestrian crossing to occur at the same time.

#### **Exercise 5 – Visual Preference Survey**

Participants were asked to select their top three amenities from among a list of 11 common streetscape amenities and their preferred style; from among three alternatives: traditional, contemporary, and eclectic; for each amenity. According to the votes that each amenity and style received, the top five choices were ranked in the following order:

1. Pedestrian Lighting (Traditional and Contemporary)
2. Street Trees (Contemporary)
3. Trash/Recycling (Eclectic)
4. Bike Racks (Eclectic)
5. Bulbout Planting (Eclectic)

#### **Exercise 6 – Mobility Tradeoffs**

Participants were asked to consider modifications to the streetscape to better accommodate alternative modes of transportation and parking. Attendees were presented with four possible responses to the modifications: strongly disagree, disagree but could agree if conditions were met, generally agree but have some concerns, and strongly agree. The preferred response to each modification is as follows:

- Should small amounts of on-street parking be converted to other public uses along Manhattan Beach Boulevard if other on-street parking on adjacent streets is found or a nearby parking garage is provided? The majority strongly disagreed.
- Should the center of the blocks be reworked by converting a small number of spaces to mid-block crossings, bike racks, public plazas, small vehicle parking and streetscapes? The majority strongly disagreed.
- Should Manhattan Beach Boulevard be converted to a one-way street (Morningside to Ocean Dr. with 11<sup>th</sup> street westbound, Ocean Dr. northbound & 12<sup>th</sup> St. eastbound), converting extra width to parking/public amenities? The majority strongly disagreed.

- Should Manhattan Beach Boulevard be fully or partially closed between Manhattan Avenue and Ocean Drive with extra space converted to specialty parking and public spaces? The majority strongly disagreed.

For more information on Workshop 2, refer to Attachment 2: Small Group Rotating Station Activity Posters and Worksheet Comments.

Following Workshop 1, the consultant team, in coordination with City staff, used the results, in conjunction with information received through the stakeholder interviews, feedback provided by the Specific Plan Advisory Committee, and City Council direction to develop the Administrative Draft Specific Plan.

### **PUBLIC OUTREACH ACTIVITY #3: WORKSHOP 2**

The third public outreach activity, Workshop 2, took place on November 16, 2015, at the Fire/Police Community Room. 70 participants attended the event. The workshop was facilitated by the Manhattan Beach Downtown Specific Plan project team. The meeting purpose for the workshop was to answer attendee's questions about the project and the event and solicit input from the community on possible solutions and strategies for preserving the Downtown's small beach town character.

Input was received through a small group rotation station exercise. Upon arrival, attendees were assigned to one of the workshop's five stations, each addressing an important aspect of development in the Downtown. Each group first participated in an activity at the station where they formed, before rotating to stations at the remaining stations. During each activity, participants were asked to vote for their most, and in one instance least, preferred solutions and strategies pertaining to the station's topic, and discuss their rationale for how they voted. Participants were also encouraged to provide any comments on a worksheet that was submitted at the end of the workshop and many of the station's posters. A summary of each exercise and its results are as follows.

#### **Station 1 – Parking Improvements & Mobility Infrastructure**

Station 1 included two activities. For the station's parking improvements activity, participants were asked to select their most and least preferred parking solution for the Downtown from among a list of 5 improvements. The votes for each improvement are as follows:

1. Increase Turnover of Vehicles and Available Parking – (3 votes for [most] preferred , 32 votes for [least] preferred)
2. Manage Employee Parking – (18 most, 6 least)
3. Utilize Existing Parking Lots and Structures – (13 most, 0 least)
4. Provide a City Operated Valet Program – (18 most , 6 least)
5. Provide Additional Parking Supply – (24 most , 19 least)

For the station's mobility and infrastructure activity, participants were asked to select their preferred mobility and infrastructure solution for the Downtown from among a list of 5 possible improvements. According to the votes that each solution received, they were ranked in the following order:

1. Available parking space signs – (34 votes)
2. Improve pedestrian crossings and walkways – (33 votes)
3. Create shuttle/valet/rideshare drop-off areas – (33 votes)

4. Install bike racks and bike parking corrals – (30 votes)
5. Encourage biking – (25 votes)

### **Station 2 – Public Spaces & Walkways**

Participants were asked to select their most preferred change to pedestrian circulation system and/or creation of a small public space in the Downtown from among a list of 5 improvements. Participants were also allowed to suggest and select additional solutions. According to the votes that each solution received, they were ranked in the following order:

1. Create additional mid-block crossings and pedestrian spaces (i.e., small plazas, seating areas, and locations for trash/newsracks) (52 votes)
2. Reconfigure on-street parking at select locations to create additional pedestrian space. (33 votes)
3. Improve existing sidewalk bulb-outs (extensions) and turn under-utilized planting and/or furniture areas into pedestrian spaces. (20 votes)
4. Enhance the beach plaza and sidewalk west of Ocean Drive by replacing on-street parking with bike storage, seating, planting areas, and enhanced paving. (20 votes)
5. Add patterned/colored paving to call attention to the pier at the intersection of Manhattan Beach Boulevard and the pier. (9 votes)
6. Don't remove any parking! (Solution suggested by a participant; 6 votes)

### **Station 3 – Public Art, Design Preferences, & Wayfinding Signs**

Participants were asked to select their most preferred furnishing and/or fixture improvement from among a list of 5 solutions. Participants were also allowed to suggest and select additional solutions. According to the votes that each solution received, they were ranked in the following order:

1. Install street lights designed to reflect the small town beach character and enhance pedestrian safety. (38 votes)
2. Invest in streetscape furnishings (trash, seating, and wayfinding). (24 votes)
3. Upgrade improvements at major intersections (22 votes)
4. Improve maintenance to address poor plant health, pedestrian walkway repairs, cleaning and upkeep of waste receptacles. (22 votes)
5. Underground Improvements (Solution suggested by a participant; 17 votes)
6. Engage local artists in custom pieces that provide MB identity, history and education. (13 votes)
7. Provide wayfinding signage that reflects our beachside community (10 votes)

### **Station 4 – Building Design & Character & Outdoor Dining**

Station 4 included two activities. For the station's building design and character activity, participants were asked to select their most preferred character defining building elements for the Downtown among a list of 7 elements. Participants were also allowed to suggest and select additional elements. According to the votes that each solution received, they were ranked in the following order:

1. Landscaping (35 votes)
2. Second Story Setback/Articulation (33 votes)
3. Signs (28 votes)
4. Balconies (26 votes)



5. Minimum Window and Door Opening Percentage on Facades (22 votes)
6. Awnings (21 votes)
7. Roof Design (11 votes)

For the station's outdoor dining activity, participants were asked to select their most preferred outdoor dining option for the Downtown among a list of 4 options. According to the votes that each option received, they were ranked in the following order:

1. Moveable Front Façade (46 votes)
2. Setbacks/Courtyards (34 votes)
3. Sidewalk Seating (31 votes)
4. Balconies (12 votes)

### **Station 5 – Business Development & Retention**

Participants were asked to select their most preferred strategy to foster business development to preserve Downtown's character and/or quality from among a list of 5 strategies. Participants were also allowed to suggest and select additional strategies. According to the votes that each strategy received, they were ranked in the following order:

1. Continue to support smaller, more community-based events, marketing, and promotions to attract residents and/or other desired markets to support downtown businesses (45 votes)
2. Strengthen retention efforts to help existing retail tenants to grow and expand (e.g. one-on-one business visitations, link businesses with resources, etc). (26 votes)
3. Create a proactive recruitment strategy to attract desired retail/restaurant tenants on the ground floor and professional/office tenants for upper stories.(21 votes)
4. Form a downtown restaurant/drinking establishment task group to discuss solutions to issues concerning the community (e.g. noise, trash, delivery times/locations, etc.). (17 votes)
5. Explore ways that businesses can improve their storefront presence, customer service, and hours of operation to meet the needs of the consumer. (8 votes)
6. Increase police presence downtown (Solution suggested by a participant; 8 votes)
7. Tax incentives (or deferred taxes) for locally owned and operated businesses (Solution suggested by a participant; 6 votes)

For more information on Workshop 2, refer to Attachment 3: Workshop 2 Small Group Rotating Station Activity Posters and Worksheet Comments.

Following Workshop 2, the consultant team, in coordination with City staff, used the results, in conjunction with information received through the stakeholder interviews, feedback provided by the Specific Plan Advisory Committee, and City Council direction to refine the Specific Plan's Administrative Draft into its Public Review Draft.

### **PUBLIC OUTREACH ACTIVITY #4: WORKSHOP 3**

The fourth public outreach activity, Workshop 3, took place on March 16, 2016, at the Police/Fire Community Room. 41 participants attended the event. The workshop was facilitated by Manhattan Beach staff. The meeting purpose was to provide the community with a high level informational overview of the Draft Specific Plan and the opportunity to ask clarifying questions about the document.

## **PUBLIC OUTREACH ACTIVITY #5: WORKSHOP 4**

The fifth and final public outreach activity, Workshop 4, took place on March 24, 2016, at the Police/Fire Community Room. The event was facilitated by the Manhattan Beach Downtown Specific Plan project team. The meeting purpose was to receive public input on the Public Review Draft Specific Plan's key elements. Fifty participants attended the event.

Attendees were first provided with a brief overview presentation of the Specific Plan's key elements. Following the presentation, the attendees were invited to visit the workshop's five stations which displayed posters describing in greater detail the Specific Plan's primary topic areas: vision, private improvements, public improvements, parking, and economic development. Attendees were encouraged to provide comments at each of the five stations. The comments most frequently received at each station are as follows:

### **Station 1 – Vision**

- Exclude visitors/tourists from the small town character definition
- Better emphasize residents in the project's vision
- Omit Goal #4: Encourage Economic Development
- Better capture small town character
- Increase police presence

### **Station 2 – Public Improvements**

- Mid-block crossings will sacrifice parking and increase congestion
- Omit terraced seating plazas by Beach Head site
- Do not allow outdoor dining on sidewalks
- Improve maintenance of streets and alleys
- Omit the drop off zones
- Install specialty lighting, such as twinkle lights, along all major commercial streets
- Utilize discreet wayfinding signage
- Encourage outdoor dining
- Remove blue tile
- Omit drop-off concept at the Beach Head site
- Wayfinding kiosks are unnecessary

### **Station 3 – Private Development Standards and Design Guidelines and Land Use**

- Encourage small scale/massing
- Reduce maximum building frontage from 50 to 35 feet
- Omit height exceptions, because they do not support small town character
- Maintain commercial height limitation of 2-stories and disallow any 3-story development
- Perpetuate the current mixture of 1- and 2-story buildings
- Discourage ground floor non-active uses like offices/banks
- Limit retail tenant space to 1,200 square feet
- Limit formula store retail tenant space to 1,200 square feet

#### **Station 4 – Economic Development**

- Encourage more resident serving uses, rather than shops that perpetuate Downtown’s identity as a destination for tourists
- Omit the visitors’ center
- Maintain Downtown’s existing economic vitality, rather than encouraging economic development in the district. This is better suited for the Sepulveda and Rosecrans corridors.
- Do not allow vendors on the beach, pier, or streets
- Support business retention

#### **Station 5 – Parking**

- Do not increase Downtown’s parking supply
- Provide parking permits for residents who reside in Downtown’s residential areas
- Do not construct additional parking structures
- Disallow valet parking, because it reduces the available parking supply.
- Encourage valet parking
- Discourage valet parking and demand pricing, because the strategies create class conflicts.
- Focus on solutions that address seasonal parking issues
- Do not lower meter rates
- Utilize discreet directional signage
- Provide remote parking shuttle for employees
- Do not provide loading zones on major commercial streets

For more information on Workshop 4, refer to Attachment 4: Workshop 4 Station Posters.

Following Workshop 4, the consultant team, in coordination with City staff, used the results, in conjunction with information received through the stakeholder interviews, feedback provided by the Specific Plan Advisory Committee, and City Council direction to refine the Specific Plan’s Public Review Draft into its Public Hearing Draft.

**ATTACHMENT I: SURVEY RESULTS SUMMARY**



# Manhattan Beach Downtown Specific Plan Survey Results Summary

Prepared by Michael Baker International, September 15, 2015



## BACKGROUND

Manhattan Beach has experienced a gradual change in the makeup of its vibrant downtown retail mix over the years. The Downtown Specific Plan is a response to community concern about the changing character of the Downtown and a desire to protect and enhance Downtown's economic viability and preserve its beach town charm.

A survey was developed to understand how the Downtown Specific Plan can best address and reflect the needs and preferences of residents and visitors. The survey was available online through Open City Hall and was also administered in person as an intercept survey in and around Downtown Manhattan Beach. Specific locations included Metlox Plaza, Manhattan Beach Boulevard, the Pier, the farmer's market booth, and Polliwog Park.

The following report summarizes findings from survey data collected online from August 7 through September 3, and in person on August 9 and 18 via intercept surveys conducted Downtown and at the farmer's market booth.

## KEY THEMES AND RECOMMENDATIONS

Based on the information collected through the online and intercept surveys, the following recommendations can be made:

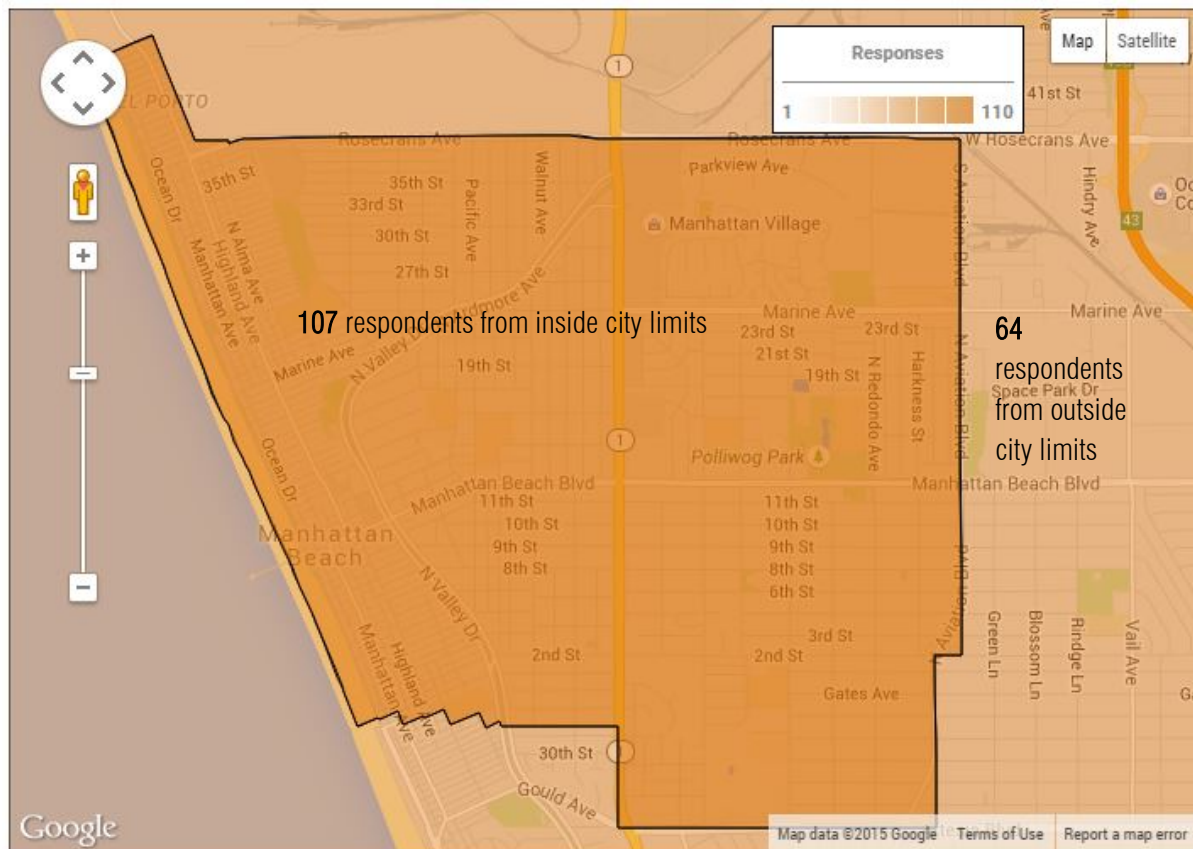
- **Priorities:** Focus on (1) preserving the small-town beach character, (2) improving and increasing parking, and (3) protecting small business viability.
- **Attracting Visitors:** Add additional parking and increase outdoor dining options.
- **Cities and Ideas to Emulate:** Consider more programming, such as outdoor concerts and art walks. Investigate ways to create a more pedestrian-friendly environment, such as car-free days, wider sidewalks, and more safe crossings. Look for ways to make Downtown more dog friendly and more kid friendly.
- **Retail:** Support local businesses and limit larger retail chains.
- **Ground-Floor Uses:** Prioritize retail and restaurants on the ground floor of buildings.
- **Parking:** Add additional structured parking to on-street parking. Look for ways to relieve traffic congestion, such as a shuttle or additional transit.
- **Sidewalks:** Retain existing on-street parking, but widen sidewalks wherever parking will not be impacted.
- **Beautification:** Invest in landscaping, street art, and façade improvement programs.

## SURVEY RESULTS

In total, 171 participants responded to the survey. Approximately 147 were collected as intercept surveys and the remainder were submitted online. Data from both sources was combined for analysis. A copy of the survey can be found in Appendix A. Complete survey data with graphs is available in Appendix B.

### Demographics

**Residents Versus Visitors:** Approximately 60% of respondents live within the city limits. Approximately 40% of respondents did not specify whether they were a resident, or reside outside of Manhattan Beach in a neighboring city, in the greater Los Angeles area, or from further afield.



### Priorities for Downtown

Respondents were asked to rank a list of priorities for Downtown (identified through a visioning process with ULI), with 1 being the most important. The following lists respondent priorities based on the average of all responses, with the most popular ideas shown in orange.

1. Preservation of Downtown's unique small-town beach character
2. Improved and increased parking
3. Strategies to protect small business viability
4. Enhanced streetscapes
5. Beautification through new street art, façade improvements, landscaping, and sidewalk cafés/parklets

6. Redevelopment of key sites
7. Enhanced pedestrian and bicycle facilities (bike corrals)

When asked if there was something important missing from this list, many respondents reiterated some of the same ideas that were already included in the list, but also offered additional suggestions. The question was optional, with 138 responses collected. A full list of responses is available in Appendix B. The following word cloud represents a summary of all of the ideas put forth, where larger words represent more frequently repeated ideas:



Some of the most popular ideas (not included in the ULI priorities list above) include:

- Periodically close off the streets to traffic to create a more pedestrian-friendly environment
- Widen sidewalks and/or keep the sidewalks clear of signs and other obstacles
- Add additional pedestrian crossings and pedestrian safety features, such as colored crosswalks
- Create more child-friendly activities and amenities, such as playgrounds
- Keep the streets clean and clear of garbage
- Enforce maintenance requirements more strictly
- Add more pet-friendly (specifically dog-friendly) amenities
- Maintain the current building height restrictions



## Attracting Visitors

Respondents were asked what would encourage them to spend more time Downtown. The top three responses were:

- Additional parking: **52.4%** (89)
- Increased outdoor/café dining: **48.2%** (82)
- Events and programs: **38.8%** (66)

## Places and Ideas to Emulate

Respondents were asked what other communities are doing that they'd like to see in Downtown Manhattan Beach. The question was optional, with 91 responses collected. The answers are summarized in the following word cloud, where larger words represent more frequently repeated ideas:



## Retail

Survey participants were asked how the City should manage local versus national retail opportunities. Respondents could select as many solutions as they liked. The top two preferred solutions were:

1. Limit larger retail chains: **69.6%** (112)

2. Initiate small business programs: **64%** (103)

## Ground-Floor Uses

When asked for their preference between office space or retail and restaurants on the ground floor, **75% (120)** of respondents indicated that they would **prefer retail and restaurants**. The second largest contingency was **15% (25)** in favor of having ground-floor spaces remain unchanged.

## Parking

Survey participants were asked to rate a set of ideas for how the City could increase parking Downtown, with 1 being the most important. The following represents respondent priorities based on the average of all responses, with the most popular ideas shown in orange.

1. **Additional structured parking**
2. **Additional on-street parking**
3. Valet parking
4. Bicycle parking
5. Remote parking with transit and/or bike share access to the Downtown area

## Sidewalks

When asked for their preference between wider sidewalks or on-street parking, respondents were divided, with **47.7%** (74) favoring wider sidewalks, compared to **52.3% (81)** in favor of retaining on-street parking.

## Beautification

Survey participants were asked how the City should beautify Downtown. Respondents could select as many solutions as they liked. The top four chosen solutions were:

1. **Landscaping: 59.6% (99)**
2. Street art: **35.5% (59)**
3. Façade improvement program: **33.1% (55)**
4. Decorative paving: **27.7% (38)**

## APPENDIX A –SURVEY

Which of the priorities identified through the ULI visioning process below are most important to you? (Rank each priority with 1 being the most important)

List Order	Item
	Preservation of Downtown’s unique small-town beach character
	Improved and increased parking
	Enhanced streetscapes
	Redevelopment of key sites
	Strategies to protect small business viability
	Beautification through new street art, façade improvements, landscaping, and sidewalk cafés/parklets
	Enhanced pedestrian and bicycle facilities (bike corrals)

Is there something important missing from the priorities list?

What would encourage you to spend more time Downtown? (Check all that apply)

- Additional parking
- Better pedestrian, bicycle, and transit access
- Increased retail options
- Increased outdoor/café dining
- Event programs

- Improved public/plaza spaces
- Reduced traffic and noise
- Other

Characters left: 255

**What are other communities doing that you'd like to see in Downtown Manhattan Beach?**



**How should the City manage local versus national retail opportunities? (Check all that apply)**

- Encourage larger retail chains
- Limit larger retail chains
- Initiate small business programs
- Other
- No additional management/oversight

**Would you prefer to see more office spaces or retail and restaurants on the ground floor?**

- I'd like to see more office space.
- I'd like to see more retail and restaurants.
- Other
- I would prefer to see ground-floor spaces remain unchanged.

**How should the City increase parking in the Downtown area? (Rank the following with 1 being the most important)**

<b>List Order</b>	<b>Item</b>
	Additional on-street parking
	Additional structured parking
	Valet parking
	Bicycle parking
	Remote parking with transit and/or bike share access to the Downtown area

**What is a higher priority, wider sidewalks or on-street parking?**

- Wider sidewalks
- On-street parking

**How should the City beautify the Downtown? (Check all that apply)**

- Façade improvement program
- Street art
- Landscaping
- Decorative paving
- Other
- None of the above

## APPENDIX B – SURVEY DATA

The data is shown here in the order that the questions appear on the survey. All graphs are displayed in the order that the answer options appear in the survey. Note that respondents were asked to select all that apply in response to the multiple choice questions. As such, percentages for each answer do not total 100%.

### 1. Which of the priorities identified through the ULI visioning process below are most important to you? (Rank each priority with 1 being the most important)

#### Average priorities over 171 responses

1. Preservation of Downtown's unique small town beach character
2. Improved and increased parking
3. Strategies to protect small business viability
4. Enhanced streetscapes
5. Beautification through new street art, façade improvements, landscaping & sidewalk cafes/parklets
6. Redevelopment of key sites
7. Enhanced pedestrian and bicycle facilities (bike corrals)

### 2. Is there something important missing from the priorities list?

- Periodic or permanent street closure to create a walkable downtown (like we do for holiday open house)
- More attention to MB history
- Library parking during the library's open hours
- Improved walk space. Get the signs and tables and chairs off the sidewalks so it is possible to walk around downtown. Limit building height and encourage setbacks on second stories to preserve sky and light.
- Retention of “mixed-use” ambiance (commercial and residential uses). I would put this at #2. Need wider sidewalks to encourage pedestrian foot-traffic.
- Yes. Many issues that were brought up and never addressed at the completion of the ULI survey. (1) What is the city garbage management plan to address garbage issues? (2) What is the enforcement plan to enforce the current CUPs of businesses? (3) What is the enforcement plan to enforce the non-smoking policy and arrest people for illegal drug use on the streets of the city? (4) More police presence in the downtown area and the beach strand area out of their cars and walking the community to take an active role to enforce the laws the city has instituted.
- What about blocking streets during weekends and busy periods
- A community transport system to downtown

- More outdoor restaurants that aren't crazy packed sports bars
- Free/cheap parking
- More restaurants
- Better traffic flow
- Keep chains out!
- Places to sit and enjoy the sunsets
- More local small biz
- Playgrounds
- Employee-focused parking
- Four-way pedestrian crossing
- More free parking, longer meters
- Free parking, change machines for parking
- Don't overbuild downtown
- Public restrooms (signage)
- We have plenty of parking. Horrible signage for Metlox underground facility.
- Clean streets
- More outdoor/pet-friendly dining options
- Affordable housing
- Affordable housing
- Development should be to scale and harmonious with character. City Hall should be improved.
- More galleries! Art!!
- More bubble fountains
- Keep the big chains out
- Parking good "as is"
- Outdoor seating/events
- Parking, parking, parking!
- Outdoor eating establishments
- Encourage more voting
- Good stuff restaurant
- Better parking signage
- More police presence
- Parking, dog friendly
- Accessible family activities sites
- Easy beach access, more parking options if you just want to go to the beach and easier with kids
- Safety
- No, parking is essential for success!









- Enforcement of existing rules – pick up trash in downtown more often, clean the streets and alleys by businesses – or make the businesses do it!
- Enhance traffic signaling (e.g., pedestrian light at MB Blvd. and street with Noah's/Jamba Juice and Pitfire Pizza on corners and single "Walk" signal so that pedestrians can cross diagonally, N, S, E, W all at once – they use this in Venice Beach at very busy intersections)
- Make it easier for pedestrians
- Change sidewalk pavement
- Public transit/trolley
- Prefer restaurants and shops to banks and offices (and real estate offices, too many)
- Re: redevelopment: Sketchers: Head "big" building on the Blvd. Add more practical benches for sitting on walkway. Focus on beach and pier. Create a downtown pathway to the sea. Have a dog area at the beach (ocean) or beach days for owners and dogs.
- Local artists participate. Dedicated benches. Sponsor a bench. Beach honor/character.
- Skate park/teen area near downtown
- Develop the Von's
- Manhattan Beach has lost its sleepy beach-town character. Too upscale.
- MB character is gone. Overdeveloped now, why overdevelop further.
- Beach park, food place on beach, rock wall
- More pedestrian-only areas. More public (clean!) bathrooms and baby changing areas.
- More streetlights/crossing lights. More time to cross them.
- There should be a 2- to 3-minute "drop-off zone" installed close to the beach. This would allow people who are in town to enjoy the beach to drop off friends/families with all the "stuff." The driver can head out of downtown to park in a more remote area with a long-term parking option. It is much easier walking to the beach empty handed and then do the reverse when it is time to leave. Many benefits to this: Beach goers wouldn't be circling/crowding the downtown streets for 10–15 minutes desperately looking for a close space to avoid lugging all their beach chairs, etc., to the water (which btw crowds our narrow sidewalks). They also wouldn't have to worry about feeding their meter/moving their car every two hours. More spaces would be available for shoppers/diners. Less overall traffic due to both shoppers and beach goers having parking solutions that involve less time circling the city streets. As an aside, beach goers tend not to spend a great deal of money in town. Those wanting to make a day of shopping will bring revenue to the city and also make retail stores profitable, but with parking being so frustrating shoppers are inclined to take a pass on MB and go elsewhere...at least on the weekends.
- Incentives for residents and pre-existing businesses owned by residents
- Better traffic management, consider scramble crosswalks
- Need street landscaping and trees, more walkability



- More little kids' stuff (playgrounds?); need amenities for kids; kid park sad; Metlox underutilized; not enough cheap, casual, kid-friendly eating; Metlox dog friendly; music, like Farmers Market (would like on a weekend); no fuel-efficient spaces; give residents access to downtown and beach
- Clubs
- Less real estate offices
- Park space like in Carmel
- Yes. Improving public facilities. All but outside shower at the pier is broken. Need to keep up maintenance.
- No neon!
- Do we really need more parking? MB is so crowded downtown.
- Retain current height limits.
- See below: better/bigger parking on outskirts of downtown.
- Need to maintain existing facilities, i.e., public outdoor showers, restrooms, etc.
- What management plan can we put in place to solve the garbage problem in the city especially the downtown area? Note: We have allowed businesses to open and operate without adequate garbage facilities and it continues to be a problem to our residents and detriment to those who visit our city. (Please let me know if you would like any pictures to substantiate what happens on a regular basis and represents center place and other downtown streets).
- What steps are we taking as a city to enforce the no smoking ban in place? The business community is not being a good neighbor or representative to have their employees adhere to the non smoking ban. I can provide several first hand examples.
- What enforcement plan is taking place to stem the use of illegal drugs in the city I.e smoking of marijuana in the city. I walk my dog at least two to three times throughout the day and evening and essentially 8 out of the 10 times I am out on the strand and downtown area there is someone violating the smoking ban and/or smoking marijuana and does not make a difference in timeframe sometimes 2pm in afternoon or 10 pm in evening hours. There is limited enforcement.
- What proactive enforcement and management plan do we have to find solutions for the noise and unruly behavior in and around the downtown community? More officer's walking the streets at night /early morning hours as a deterrent to unruly behavior. Partner with businesses to work together to make this happen?
- What proactive enforcement plan and management plan do we have for Illegal parking of vehicles and supply trucks in the downtown area? Stiffer fines and penalties may be a deterrent?
- What enforcement management plan do we have in place to successfully enforce violations to businesses CUPs? My experience is that it has to get to the point of such

egregious behavior and violations before the city would even consider levying of a fine. Why should it take months and even years before action is ever considered?

**3. What would encourage you to spend more time Downtown? (Check all that apply)**

		Response Percent	Response Count
Additional parking		52.4%	89
Better pedestrian, bicycle, and transit access		22.9%	39
Increased retail options		23.5%	40
Increased outdoor/café dining		48.2%	82
Event programs		38.8%	66
Improved public/plaza spaces		27.6%	47
Reduced traffic and noise		19.4%	33
Other		21.8%	37






**4. What are other communities doing that you'd like to see in Downtown Manhattan Beach?**

- More outdoor dining options. Additional parking structures.
- Give residents more ways to get to downtown besides cars. Right now the Strand is about the only other way in.
- Outdoor wine bar
- Phone apps showing where to find a parking spot
- Place a sense of urgency to proactively enforce the current conditional use permits with businesses in downtown Manhattan Beach. A renewed emphasis by the city staff and police force to actively enforce the current laws and CUPs that are in place throughout the city.
- Santa Monica has Third Street car free, we should do the same. Have to limit cars in downtown, encourage residents to bike, walk, and visitors to park and walk in, or small buses.
- Palm Springs downtown events and their free bus shuttle system around town
- Carmel, Coronado, Laguna Beach
- Movies outdoors in summer. Farmers market on weekend or evenings. Move the 6 Man back to weekend.
- Long Beach
- Chicago
- Small-town feel, less tourists
- Rosecrans decorative streets





- Rosecrans decorative streets
- Rosecrans decorative streets
- Rosecrans decorative streets
- Pasadena
- Variety of entertainment
- Redondo Beach
- Venice (more business)
- Kids programs – little kids (1–4 years)
- More film work – arts and film (ex. Culver City)
- Farmers market weekend
- Music events
- Bike lanes
- San Diego
- Live theater, brown bag
- Hawaii
- Pier Plaza (pedestrian oriented)
- Art walks
- Art centers, street artist, live music
- A Saturday/Friday pedestrian consideration with no cars in downtown/pier zone
- More walking options in downtown – route cars away from the main downtown area for walking – four-way crossing
- Florence, Italy – entire interior of city no vehicles
- Newport Beach
- Pasadena, Glendale, Silver Lake, Atwater, Eagle Rock
- More organic restaurants. Outdoor, kid-friendly seating, restaurants with beach view.
- More dog-friendly areas
- Coffee places/bakery, dog-friendly area, small pharmacy
- Coffee places/bakery, dog-friendly area, small pharmacy
- STEM (science, technology, engineering, math)/STEAM (science, technology, engineering, arts, math) activities for kids
- N/A, El Segundo/small-town character
- Limit retail chains
- Cultural festivals
- Playground for kids
- Fitness stations
- How about a traffic circle/roundabout to keep cars moving through downtown more smoothly??
- Keep it quaint like Carmel!
- Italy
- More dog-friendly areas
- Fireworks on July 4th, not just holiday fireworks
- Parking signs to tell you where the available parking is located. More open space/ gathering areas like Santa Monica (Third Street).
- Outdoor/cafe dining
- Stop building!
- Outdoor plaza
- Village stroll with live music and artwalk
- Redondo walking and bike paths

- Skateboard parks with toys for younger kids, family barbecue, etc.
- PD in downtown
- Open plazas with pedestrian access only
- Santa Monica – stand-alone sign that reports events, digital board in city. Place near area that will be the go-to place to find info. Also, pedestrian crosswalk lights for safety.
- Evening events – Huntington Beach's surf city nights, movie night on the beach, more sidewalk sale type events in evening
- Put in light signals where pedestrians all cross at once, so they can cross diagonally. There are signals like this in Venice Beach – seems efficient and safer (while cars are going through intersection, pedestrians stay put until the signal indicates “Walk”)
- Providing more trees/shade. Providing more aesthetic-looking architecture.
- CicLAvia (close downtown for bikes for a special event)
- More bike lanes and improved pavement markings (like Santa Monica)
- LOVE
- Seal Beach, Del Mar, Santa Barbara
- Community events
- More recycling
- Seal Beach, Huntington Beach
- Concerts? Jazz, etc. (not just for kids)
- No large retail chains
- Huntington Beach has nice grass/sidewalk concrete sitting area for groups to gather
- Less real estate offices
- Outdoor dining, dog-friendly business/beaches
- Leaving things alone. Limit parking so people stay out.
- Art galleries
- Downtown Hermosa: open, walk around, wide streets
- Elderly services
- Park-like areas (with grass) in the center of the downtown (see Aspen)
- Public transit
- More outdoor dining
- Lights with automatic walk. Don't press button. Drink on the patio outdoors.
- Carmel-by-the-Sea!! I own a home there, too! Wonderful, thriving.
- Park City – gives residents access to downtown and beach. Trolley or circle shuttle. Free bus system.
- Better public transit, El Segundo (The Point)
- More shopping – mid-priced restaurants
- Bring dog to more places. Section of dog beach or certain times.
- Shuttle parking would be great
- Carmel, Santa Barbara
- Laguna and other beach communities have signs outside of bars and on beach that state that it's a "quiet zone" after 10 pm. This protects the residents who live near downtown from excessive noise. Should also be on Strand!
- More outdoor cafés: Hermosa, Venice, Santa Monica. More interesting restaurants, but also “street food.”

## 5. How should the City manage local versus national retail opportunities? (Check all that apply)

		Response Percent	Response Count
Encourage larger retail chains		5.6%	9
Limit larger retail chains		69.6%	112
Initiate small business programs		64.0%	103
Other		15.5%	25
No additional management/oversight		8.7%	14

6. Would you prefer to see more office spaces or retail and restaurants on the ground floor?

		Response Percent	Response Count
I'd like to see more office space.		1.3%	2
I'd like to see more retail and restaurants.		75.0%	120
Other		8.1%	13
I would prefer to see ground floor spaces remain unchanged.		15.6%	25

7. How should the City increase parking in the Downtown area? (Rank the following with 1 being the most important)

**Average priorities over 171 responses**



1. Additional structured parking
2. Additional on-street parking
3. Valet parking
4. Bicycle parking
5. Remote parking with transit and/or bike share access to the Downtown area

Comments:







- The way question #7 is worded assumes that increasing parking in the downtown area has already been approved? Please clarify. Please also note that as a downtown resident that I am opposed to any new parking structures or to try to increase the

existing parking in the downtown area which is already saturated and is currently beyond capacity which is impacting the quality of life and safety of our downtown community.

8. What is a higher priority, wider sidewalks or on-street parking?

		Response Percent	Response Count
Wider sidewalks		47.7%	74
On-street parking		52.3%	81

9. How should the City beautify the Downtown? (Check all that apply)

		Response Percent	Response Count
Façade improvement program		33.1%	55
Street art		35.5%	59
Landscaping		59.6%	99
Decorative paving		27.7%	46
Other		22.9%	38
None of the above		9.0%	15



Participate online  
and watch for our  
survey team!

# DOWNTOWN MANHATTAN BEACH



# DEFINED

Over the next year, the City of Manhattan Beach will be working with YOU to define a future for our downtown. Starting with confirmation of the community's vision, the Downtown Specific Plan process will guide the community through development of design strategies, economic development programs and a regulatory framework that will enhance and preserve the unique character of Manhattan Beach's Downtown.

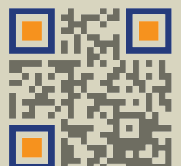
Join the conversation online or at an upcoming workshop and help the City prioritize what is important to you!



Share feedback NOW at:

[WWW.CITYMB.INFO/DOWNTOWNMBDEFINED](http://WWW.CITYMB.INFO/DOWNTOWNMBDEFINED)

Post photos and comments about what you would like to see using #downtownmbdefined





# STARTING WITH A VISION

A week-long visioning exercise led by the Urban Land Institute (ULI) in January 2015 determined the following priorities for the Downtown area:



Preservation of Manhattan Beach's unique small town beach character



Strategies to protect small business viability



Improved and increased parking



Creation of shared office space and small-scale retail



Enhanced streetscapes with facilities for pedestrians and cyclists



Beautification through new street art, façade improvements, landscaping & sidewalk cafes



Strategic redevelopment of key sites to achieve community goals



Engaging Downtown businesses & property owners to lead and fund improvements

## KICKING OFF THE SPECIFIC PLAN

To help finalize the community vision for Downtown, share your thoughts via Open City Hall on these key questions:

- Which of the priorities identified through the ULI visioning process above is most important to you?
- Is there something important missing from the priorities list?
- What would encourage you to spend more time Downtown?
- What are other communities doing that you'd like to see in Downtown Manhattan Beach?
- How should the City manage local versus national retail opportunities?
- Would you prefer to see more office spaces or retail on the ground floor?

## DOWNTOWN MANHATTAN BEACH

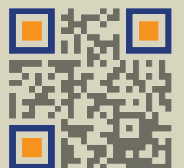


## DEFINED

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Post photos and comments about what you would like to see using #downtownmbdefined



**ATTACHMENT 2: WORKSHOP I SMALL GROUP ROTATING STATION ACTIVITY POSTERS  
AND WORKSHEET COMMENTS**



# DOWNTOWN DEVELOPMENT

WHICH ARE YOUR PREFERRED DEVELOPMENT REGULATIONS ALONG MANHATTAN BEACH BLVD?



Please place a sticky dot to indicate your preference for the character and mix of development in the Downtown.

## MAXIMUM BUILDING HEIGHT

2 Stories

3 Stories

4 Stories

PLACE STICKERS HERE

PLACE STICKERS HERE

PLACE STICKERS HERE

## GROUND FLOOR USE: office vs. retail/restaurants

PLACE STICKERS HERE

PLACE STICKERS HERE

PLACE STICKERS HERE

## GROUND FLOOR USE: national chains vs. independent retailers

PLACE STICKERS HERE

PLACE STICKERS HERE

PLACE STICKERS HERE

# DOWNTOWN DEVELOPMENT

WHICH ARE YOUR PREFERRED DEVELOPMENT REGULATIONS FOR THE REST OF THE DOWNTOWN?



Please place a sticky dot to indicate your preference for the character and mix of development in the Downtown.

## MAXIMUM BUILDING HEIGHT

2 Stories



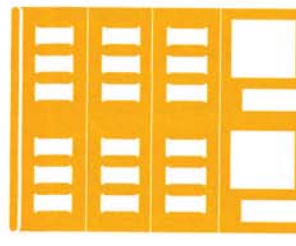
PLEASE DON'T  
REDUCE SUNLIGHT  
AND VIEWS  
(NO VARIANCES)  
- SUNSHANUSAN

PLEASE DO NOT  
DEVELOP ANY AREAS  
IN DOWNTOWN  
NOT NEARBY & WITHIN  
RIVING CHARACTER OF MTS.

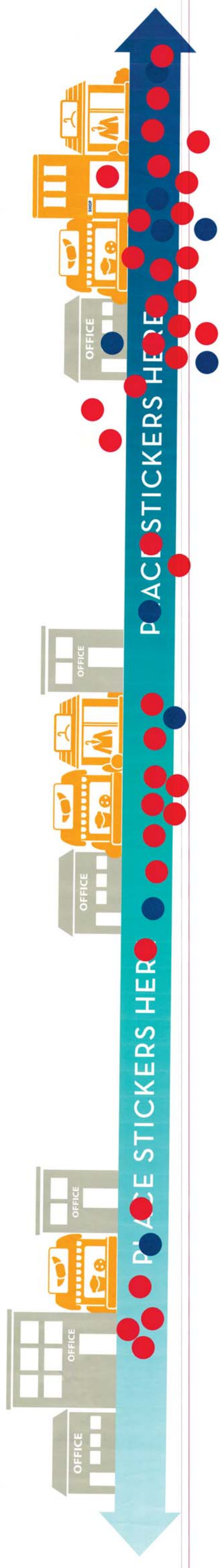
3 Stories



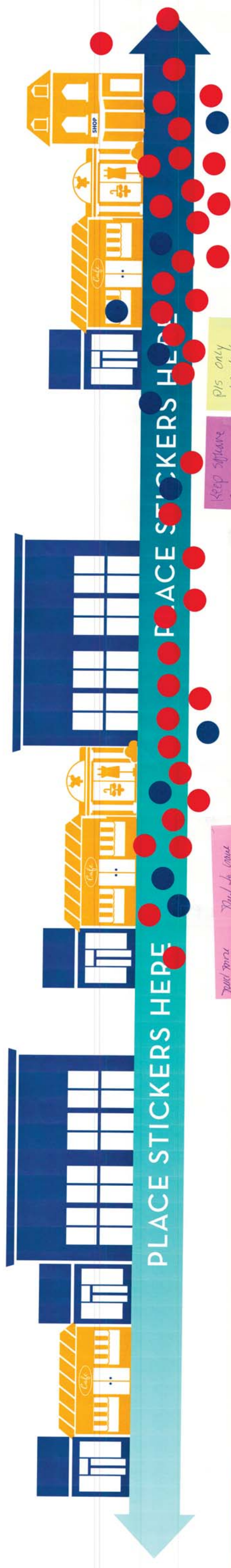
4 Stories



GROUND FLOOR USE: office vs. **retail/restaurants**



GROUND FLOOR USE: national chains vs. **independent retailers**



Feel more  
national  
legacy brands  
it will be  
independent

Keep square  
footage  
small

pls only  
independent  
retailers

## NHATTAN BEACH

## N SPECIFIC PLAN

# OPPORTUNITY SITES

## WHICH ARE YOUR PREFERRED SITES FOR NEW DEVELOPMENT?

Please place a sticker on Your TWO preferred sites.



OPPORTUNITY SITE MAP

### SITE 2 Yons Block (410 Manhattan Beach Boulevard)

**Proposed - Gateway Mixed Use Project with:**

- Ground floor retail
- Upper story office and/or residences
- 2-3 stories of subterranean parking

**EXISTING**

**PROPOSED**

Place your sticker here

*Handwritten notes:*  
 - "Add for the city parking" (pink)  
 - "Parking for residents + patrons only" (pink)  
 - "Hermosa Beach" (yellow)

### SITE 1 Edge of Civic Center/Metlox (SE corner of Morningside Drive and 13th Street)

**Proposed:**

- Ground floor retail and retail kiosks
- Upper story offices

**EXISTING**

**PROPOSED**

Place your sticker here

*Handwritten notes:*  
 - "NO NEW Development - NOT NEEDED" (teal)  
 - "No new development" (pink)  
 - "Completely against this" (pink)

### SITE 4 Beachhead Site (Intersection Manhattan Beach Blvd & Ocean Dr)

**Expansion of the lower lots to occupy area underneath the existing upper lots:**

- Plaza Space on the top level
- Grand staircase designed to preserve views of the Strand and pier that leads from the plaza down to Ocean Dr
- Public art and landscaping
- The rerouting of the bike path under pier

**EXISTING**

**PROPOSED**

Place your sticker here

*Handwritten notes:*  
 - "ABSOLUTELY NO" (purple)  
 - "GO AWAY LEAVE US ALONE" (teal)  
 - "Completely against this" (pink)

### SITE 3 Skechers Site (228 Manhattan Beach Boulevard)

**Proposed:**

- Ground floor retail and retail kiosks
- Upper story offices

**EXISTING**

**PROPOSED**

Place your sticker here

*Handwritten notes:*  
 - "No money to Skechers" (pink)  
 - "Maybe if Building stays same Dimensions and Same Height level" (teal)





# PARKING IMPROVEMENTS WHICH ARE YOUR PREFERRED PARKING STRATEGIES?

Please place a sticky dot on the THREE strategies that you think will work best to improve parking in the Downtown.

## Expand On-Street Parking

*Disruptive to business or emergency services*



**Examples include:**

- Removing excess curb cuts and driveways to increase the number of on-street parking spaces.
- Use demand pricing on parking meters.

*Disruptive to business or emergency services*

**Trade-Offs:**

- Cost of Downtown parking may increase.
- Merchant and residential parking may become limited in Downtown area.
- Minimal interruption to existing parking by adjusting pricing and permits.
- Minimal disruption to Downtown.



## Reduce Employee Parking, Especially within the Residential Neighborhood



**Examples include:**

- Remote parking with shuttle service to employers within the Downtown.
- Create incentives for ridesharing.

*Disruptive to business or emergency services*

**Trade-Offs:**

- Merchant parking may become limited in the Downtown.
- Minimal disruption to Downtown, since existing off-site parking sites are already available for use.
- Operations and cost of satellite shuttles will need to be determined.
- Shuttle will add time to the journey Downtown for visitors and merchants.



## Provide Additional Parking Supply

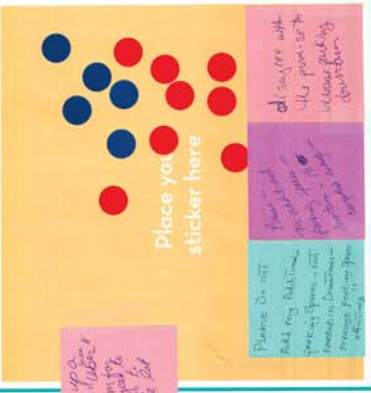


**Examples include:**

- Build new parking structures at Vons, Beachhead, Chamber Post Office, and/or Live Oak Park.

**Trade-Offs:**

- New structured parking is costly and takes several years to build.
- Construction may cause disruption to Downtown (eg. noise, congestion).
- New structured parking may draw additional vehicle traffic into Downtown.



## Expand Valet Parking Program

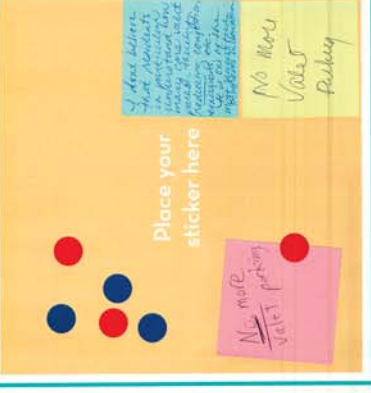


**Examples include:**

- Organize with businesses to allow use of private lots at night and on weekends.
- Improve signage to identify valet drop-off locations.
- Website and mobile app to assist with wayfinding.

**Trade-Offs:**

- Minimal disruption to Downtown by utilizing existing business and office lots.



## Improve Access to Parking



**Examples include:**

- Improved wayfinding signage and mobile app to direct users towards public parking.
- Create smartphone payment methods for parking.

**Trade-Offs:**

- Minimal disruption to Downtown by utilizing existing business and office lots.



## Increase Biking Options



**Examples include:**

- Create bike share program to transport users from remote parking sites to Downtown.
- Provide additional bike parking (eg. racks, corrals).

**Trade-Offs:**

- Minimal disruption to Downtown.
- Operation and cost of bike share program will need to be determined.
- Installation of bike corrals may result in loss of a few on-street parking spaces Downtown.



## Reduce Residential Parking within the Downtown

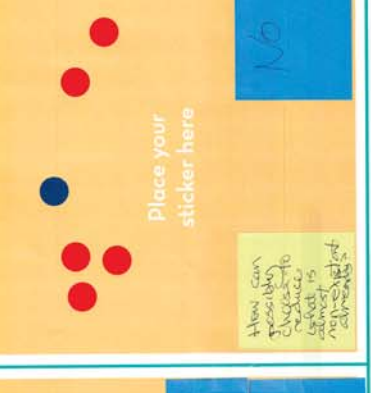


**Examples include:**

- New shuttle/transit service to transport locals to certain destinations Downtown.
- Revise residential parking permit program.

**Trade-Offs:**

- Minimal disruption to Downtown.
- Residential parking may become limited in Downtown area.
- Operations and cost of shuttle/transit service will need to be determined.



## Better Utilize Existing Parking Lots & Structures

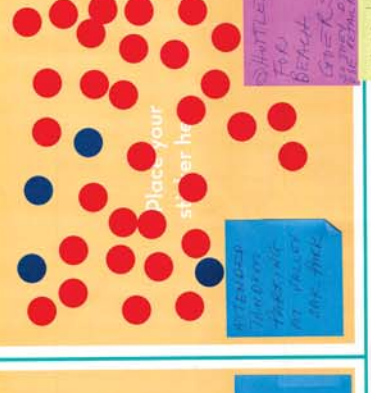


**Examples include:**

- Remote free/low-cost parking for beach-bound visitors, with shuttle or bikeshare program to complete journey.
- Shared parking between uses (eg. office parking during day, public parking at night).

**Trade-Offs:**

- Minimal disruption to Downtown, since existing parking sites are already available for use.
- Operations and cost of satellite shuttles will need to be determined.
- Shuttle will add time to the journey for visitors and merchants.



# MANHATTAN BEACH DOWNTOWN SPECIFIC

*Business Region To Use Only Account System*

*Shuttles For Beach City Park with complete from 10:00-11:00 PM*

*How can we possibly increase local parking? Local is not residential*

*Up*

*No more Valet Parking*

*Place your sticker here*

*Place your sticker here*

*Place your sticker here*

*Place your sticker here*

*Place your sticker here*

*Place your sticker here*

# Question 1: Should small amounts of on-street parking be converted to other public uses along Manhattan Beach Blvd. if other on-street parking on adjacent streets is found or if a nearby parking garage is provided?

ARE YOU KIDDING?

WHAT YOU CAN DO TO PROVIDE INPUT: Please read the statements below before deciding on your response to the question above.

POSSIBLE DISADVANTAGES	TRADEOFFS	PROBABLE BENEFITS
<ul style="list-style-type: none"> <li>Loss of some Manhattan Beach Blvd. on-street parking</li> <li>Conversion of angled parking to parallel parking</li> <li>Some block circling looking for alternative parking</li> <li>Costs of converting public parking to public uses</li> <li>Increased traffic on adjacent streets looking for parking</li> </ul>	<ol style="list-style-type: none"> <li>Plentiful parking near businesses versus the reuse of the street for better walking, biking, shopping and socializing.</li> <li>Quick access to businesses (assuming avail. parking) versus having more walky shoppers throughout the district.</li> <li>Options for biking, motorcycles, scooters, valet, shuttle, carshare, small electric vehicles versus reduced storefront parking</li> </ol>	<ul style="list-style-type: none"> <li>Creating parking solutions on adjacent streets</li> <li>Creating parking solutions with a new parking structure</li> <li>Bike parking and bike lanes added</li> <li>Widened walkways, public spaces and streetscapes</li> <li>Places to sit, view and talk with others</li> </ul>

STRENGTHEN WITH ADDED BIKE LANES IN ALL ADJACENT CONSULTED STREETS

Please place one colored dot on the bar below that matches your response to the topic question above.

STRONGLY DISAGREE WITH TOPIC SUGGESTION	DISAGREE BUT COULD AGREE IF CONDITIONS WERE MET	GENERALLY AGREE BUT HAVE SOME CONCERNS	STRONGLY AGREE WITH TOPIC SUGGESTION



## Question 2: Should the center of the blocks be reworked by converting a small number of spaces to mid-block crossings, bike racks, public plazas, small vehicle parking & streetscapes?

Should have electric charging spaces

WHAT YOU CAN DO TO PROVIDE INPUT: Please read the statements below before deciding on your response to the question above.

### POSSIBLE DISADVANTAGES

- A loss of 6 parking spaces per block (3 per side)
  - Construction costs
- Vehicles would have to yield to pedestrians at mid-blocks
  - Delayed movement if pedestrians are present

### TRADEOFFS

1. Limit pedestrian crossings to standard intersections **versus** providing shorter locations to cross the street.
2. Reserve full block length for parking cars **versus** accent the mid-block segments with public spaces.
3. Provide continuity of crossing at mid-blocks where alleys are located **versus** keep standard alley driveways.

### PROBABLE BENEFITS

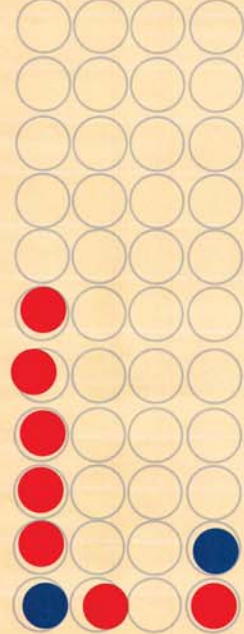
- Increased safe street crossing points & traffic calming
- Bike parking can be in corridors and not on crowded walks
- New spaces for NEV, carshare, valet, shuttle & drop-offs
  - Increased street trees and planted areas
  - Outside seating areas
  - Outside dining areas
- Spaces for public art, signage, kiosks & information

Please place one colored dot on the bar below that matches your response to the topic question above.

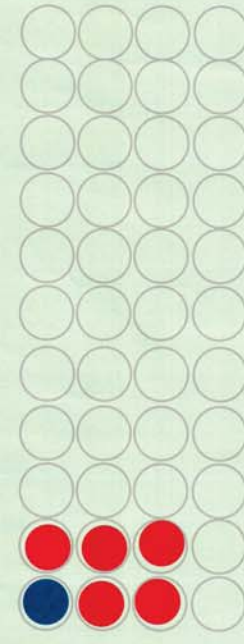
#### STRONGLY DISAGREE WITH TOPIC SUGGESTION



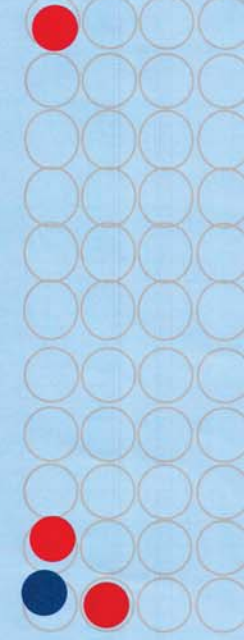
#### DISAGREE BUT COULD AGREE IF CONDITIONS WERE MET



#### GENERALLY AGREE BUT HAVE SOME CONCERNS



#### STRONGLY AGREE WITH TOPIC SUGGESTION



### Question 3: Should Manhattan Beach Blvd. be converted to a one-way street (Morningside to Ocean Dr. with 11th St. westbound, Ocean Dr. northbound & 12th St. eastbound), converting extra width to parking / public amenities?

WHAT YOU CAN DO TO PROVIDE INPUT: Please read the statements below before deciding on your response to the question above.

#### POSSIBLE DISADVANTAGES

- Costs for construction
- Will require some getting used to new street directions
  - More traffic on adjacent streets
- Some congestion of movements at Ocean Drive

#### TRADEOFFS

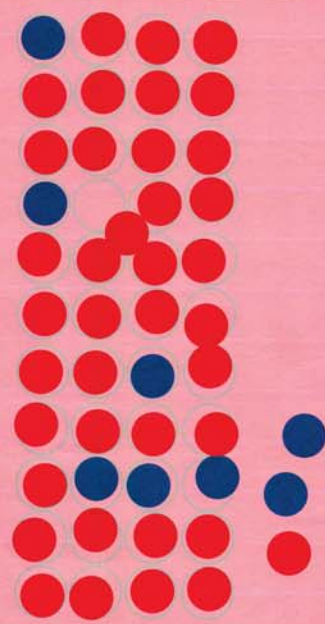
1. Status quo for current traffic movements **versus** reclaiming space for other public uses.
2. Maintain current street and parking configurations **versus** increasing parking and walkway uses.
3. Maintain the current curb and gutter at walkway edges **versus** rebuilding expanded walkways.

#### PROBABLE BENEFITS

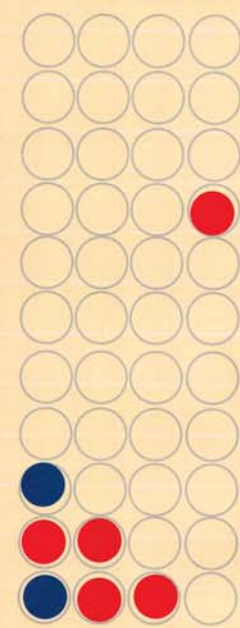
- Add angled parking on one side where currently parallel
  - Add bike lanes and bike parking corrals
- Add street trees, plaza, public art & signage
  - Wider walkways and new bike lanes
- Free left turns and right turns without oncoming traffic
  - Pedestrian street crossings would be shorter
- Walkers would only navigate one direction of traffic

Please place one colored dot on the bar below that matches your response to the topic question above.

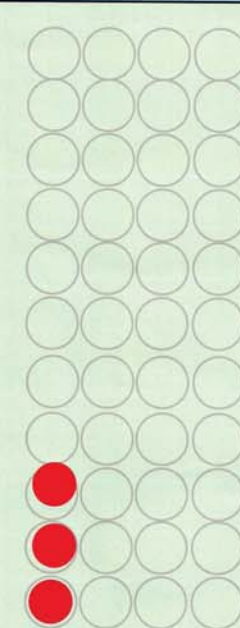
#### STRONGLY DISAGREE WITH TOPIC SUGGESTION



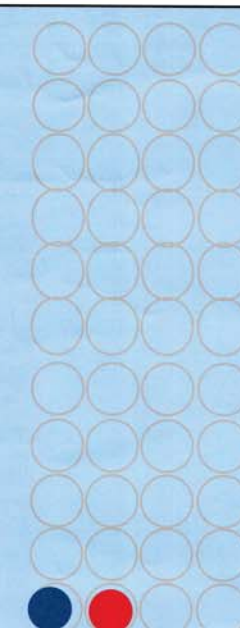
#### DISAGREE BUT COULD AGREE IF CONDITIONS WERE MET



#### GENERALLY AGREE BUT HAVE SOME CONCERNS



#### STRONGLY AGREE WITH TOPIC SUGGESTION



## Question 4: Should Manhattan Beach Blvd. be fully or partially closed between Manhattan Ave. to Ocean Dr. with extra space converted to specialty parking and public spaces?

**WHAT YOU CAN DO TO PROVIDE INPUT: Please read the statements below before deciding on your response to the question above.**

POSSIBLE DISADVANTAGES	TRADEOFFS	PROBABLE BENEFITS
<ul style="list-style-type: none"> <li>• Construction costs</li> <li>• Loss of parking in front of some businesses</li> <li>• May block some views if not carefully designed</li> <li>• Distance to travel to get down to garages or beach</li> </ul>	<ol style="list-style-type: none"> <li>1. Maintain traffic and parking down to pier <b>versus</b> concentrating people without vehicles in this location.</li> <li>2. Keep people on walkways <b>versus</b> allowing people to be in the middle of the street or converted road to plazas</li> <li>3. Leave the low intensity parking garages as is <b>versus</b> redeveloping the area to increase parking &amp; improve access</li> </ol>	<ul style="list-style-type: none"> <li>• Create a major public gathering space</li> <li>• Draw customers up into downtown instead of passing by                             <ul style="list-style-type: none"> <li>• Connect plaza / public space with Pier &amp; Beach</li> <li>• Increased public views of Pier / Beach / Ocean</li> </ul> </li> <li>• Reworked county parking structures</li> <li>• Easy and safe street crossings</li> </ul>

**Please place one colored dot on the bar below that matches your response to the topic question above.**

<b>STRONGLY DISAGREE WITH TOPIC SUGGESTION</b>	<b>DISAGREE BUT COULD AGREE IF CONDITIONS WERE MET</b>	<b>GENERALLY AGREE BUT HAVE SOME CONCERNS</b>	<b>STRONGLY AGREE WITH TOPIC SUGGESTION</b>

Place dot on more parking!

# Visual Preference Survey

WHICH AMENITIES ARE MOST IMPORTANT FOR YOU AND WHAT STYLES DO YOU LIKE THE MOST?

## WHAT YOU CAN DO TO PROVIDE INPUT:

First pick your top three amenities by placing a star in the appropriate column. Second, place a colored dot (red for most preferred, blue for second, green for third) in the appropriate column.

AMENITY DESIGN  
ELEMENTS  
NEED TO BE  
PAGE THROUGH  
A NET REVIEW  
5. INDIVIDUAL AMENITY  
ELEMENTS  
INCLUDES  
EACH OF  
THESE AMENITIES

This should all go through the NET Commission and then we will be able to...

of the style of amenity that you like the most. Remember to use sparingly, your dot should be placed in the appropriate column.

One of our biggest problems is that there are not enough trash receptacles. We would have less trash in the street, particularly vis-a-vis trash if they had trash cans.

## DESIGN AMENITY

DESIGN STYLE	Banner + Art	Benches	Bike Racks	Bulbout Planting	Concrete + Paving Treatments	Gateway	Kiosks + Signage	Pedestrian Lighting	Street Trees	Trash + Recycling	Vehicular Lighting
Traditional	[Image: Artwork with palm trees] [Image: Public art sculpture] [Image: Public art sculpture]	[Image: Modern bench] [Image: Bench with slats] [Image: Bench with slats]	[Image: Bike rack] [Image: Bike rack] [Image: Bike rack]	[Image: Flower bed] [Image: Landscaping] [Image: Landscaping]	[Image: Paved area] [Image: Paved area] [Image: Paved area]	[Image: Gateway sign] [Image: Gateway sign] [Image: Gateway sign]	[Image: Kiosk] [Image: Kiosk] [Image: Kiosk]	[Image: Pedestrian light] [Image: Pedestrian light] [Image: Pedestrian light]	[Image: Street tree] [Image: Street tree] [Image: Street tree]	[Image: Trash can] [Image: Trash can] [Image: Trash can]	[Image: Street light] [Image: Street light] [Image: Street light]
Contemporary	[Image: Artwork with palm trees] [Image: Public art sculpture] [Image: Public art sculpture]	[Image: Modern bench] [Image: Bench with slats] [Image: Bench with slats]	[Image: Bike rack] [Image: Bike rack] [Image: Bike rack]	[Image: Flower bed] [Image: Landscaping] [Image: Landscaping]	[Image: Paved area] [Image: Paved area] [Image: Paved area]	[Image: Gateway sign] [Image: Gateway sign] [Image: Gateway sign]	[Image: Kiosk] [Image: Kiosk] [Image: Kiosk]	[Image: Pedestrian light] [Image: Pedestrian light] [Image: Pedestrian light]	[Image: Street tree] [Image: Street tree] [Image: Street tree]	[Image: Trash can] [Image: Trash can] [Image: Trash can]	[Image: Street light] [Image: Street light] [Image: Street light]
Eclectic	[Image: Artwork with palm trees] [Image: Public art sculpture] [Image: Public art sculpture]	[Image: Modern bench] [Image: Bench with slats] [Image: Bench with slats]	[Image: Bike rack] [Image: Bike rack] [Image: Bike rack]	[Image: Flower bed] [Image: Landscaping] [Image: Landscaping]	[Image: Paved area] [Image: Paved area] [Image: Paved area]	[Image: Gateway sign] [Image: Gateway sign] [Image: Gateway sign]	[Image: Kiosk] [Image: Kiosk] [Image: Kiosk]	[Image: Pedestrian light] [Image: Pedestrian light] [Image: Pedestrian light]	[Image: Street tree] [Image: Street tree] [Image: Street tree]	[Image: Trash can] [Image: Trash can] [Image: Trash can]	[Image: Street light] [Image: Street light] [Image: Street light]

To improve look (the Downtown) we would like to have more like

Check MB for bike racks when on works

PLEASE EXCHANGE PLANT JARVIS HEIGHT RESTRICTIONS



# Mobility and Urban Design Alternatives: WHAT IDEAS DO YOU LIKE?

## WHAT YOU CAN DO TO PROVIDE INPUT:

Please indicate ideas that you like by placing a dot under the Design Element / Strategy

### ALTERNATIVE 'A': (MINIMAL STREETSCAPE CHANGE DUE TO NO NET ON-STREET PARKING LOSS)

Key.# ULI Category of Change Design Elements / Strategies

**1** Adjust Two-Way Streets to Reclaim for Non-vehicular Uses

Clarify existing flows on one-way and limited access streets and alleys by improved signage.

**2** Allow Manhattan Beach Blvd. to Serve Multiple Street Users

2a. From Valley to Morningside Dr. replicate Metlox streetscape. From Morningside to Manhattan Ave. improve walkability / safety.

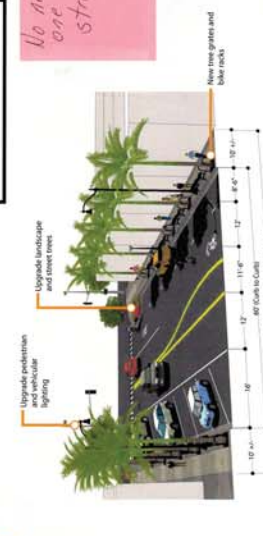
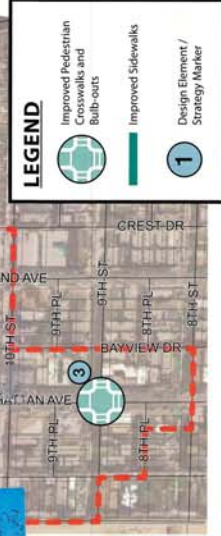
2b. At Ocean Dr. provide outdoor cafes, vending, & a beach plaza incorporating high quality landscaping, improved landscaping and public art.

**3** Provide Treatments that Encourage Walking and Biking

Improve pedestrian crossings and intersections on Manhattan Beach Blvd, Manhattan Ave, Highland Ave and 13th Street.

**4** Upgrade Streetscapes / Street Furnishings

Replace street crosswalk tiles with new concrete bands and modified ladder style pedestrian crossings. Upgrade tree and planter plantings. Provide new wayfinding signage. Upgrade lights.



**A** Bulb-out Enlargement  
See above map for typical enlargement locations

**B** Proposed Section at Manhattan Beach Blvd.  
See above map for section location

### ALTERNATIVE 'B': (MODERATE STREETSCAPE CHANGE WITH LOW ON-STREET PARKING LOSS)

Key.# ULI Category of Change Design Elements / Strategies

**1** Adjust Two-Way Streets to Reclaim for Non-vehicular Uses

1a - Convert 12th St. to one-way eastbound and add back in angled parking. 11th St. would remain westbound.

1b - Ocean Drive would be northbound only between 11th and 12th Streets.

**2** Allow Manhattan Beach Blvd. to Serve Multiple Street Users

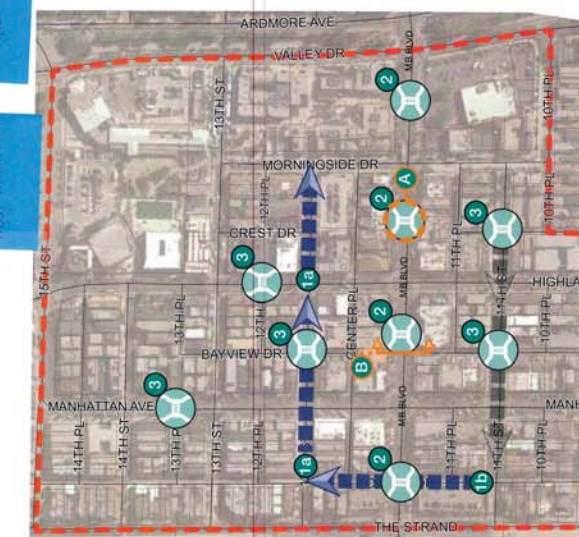
On MBB between Morningside and Ocean Dr., provide four new mid-block crossings resulting in more public realm space and landscape opportunities. Some hardscape would be replaced.

**3** Provide Treatments that Encourage Walking and Biking

Provide mid-block crossings on Manhattan Ave. and Highland Ave. Lost parking would be regained on adjacent streets such as 12th St., Center and 11th St. through use of restriping and parking policy changes.

**4** Upgrade Streetscapes / Street Furnishings

Walkway pavements would be replaced at mid-block crossings and intersections with increased plantings and furnishings including new paving patterns and public art on intersection pavements. New lighting & signage.



**A** Mid-block Crossing Enlargement  
See above map for typical enlargement locations

**B** Proposed Section at Manhattan Beach Blvd.  
See above map for section location

### ALTERNATIVE 'C': (MODERATE STREETSCAPE CHANGE WITH LOW ON-STREET PARKING LOSS)

Key.# ULI Category of Change Design Elements / Strategies

**1** Adjust Two-Way Streets to Reclaim for Non-vehicular Uses

1a - Flip one-way on 11th St. to be east bound, keep parking as back in parking.

1b - Make 12th Street a one-way street eastbound to Morningside.

1c - Make Center Place a two-way local street with a diverter at Ocean Dr. that allows bikes and peets through but not cars.

**2** Allow Manhattan Beach Blvd. to Serve Multiple Street Users

2a - Make Manhattan Beach Blvd. a one-way westbound from Morningside to Manhattan Ave. with increased walkways, parking and streetscapes.

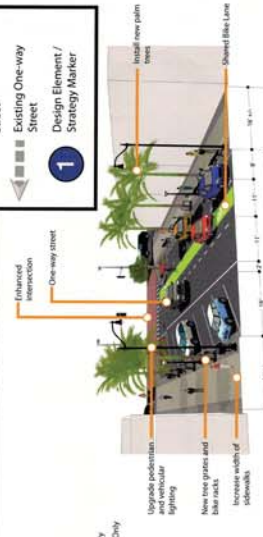
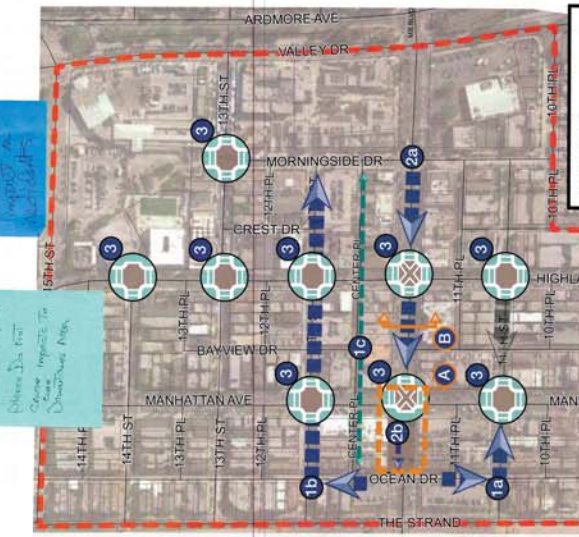
2b - Make MBB from Manhattan Ave. westward to Ocean Dr. one-way westbound for bikes and cars. Parking would be removed to make room for motorcycle parking, street plantings and shuttle / valet drop off zones.

**3** Provide Treatments that Encourage Walking and Biking

Manhattan Ave. and Highland Ave. would remain similar to current circulation patterns; however, existing intersections would be enhanced through streetscape improvements and a pedestrian scramble allowing all directions of pedestrian crossing to occur at the same time.

**4** Upgrade Streetscapes / Street Furnishings

The new curbs/quarters will result in major new hardscape elements and planting areas. Bulb-outs between parallel parking sets would increase street tree volume. All new pavings, plantings and lighting with new wayfinding signage.



**A** West Manhattan Beach Blvd. Plaza  
See above map for enlargement location

**B** Proposed Section at Manhattan Beach Blvd.  
See above map for section location

# MANHATTAN BEACH DOWNTOWN SPECIFIC PLAN

# DOWNTOWN MANHATTAN BEACH



## DEFINED

The City of Manhattan Beach will be working with YOU to define a future for our downtown through the Downtown Specific Plan process. Join the conversation by attending the first community workshop and help the City prioritize what is important to you!

### TENTATIVE SCHEDULE

Workshop #1  
October 8, 2015

City Council Meeting  
October 20, 2015

SEPT  
2015

OCT  
2015

NOV  
2015

DEC  
2015

2016

WINTER

SPRING

Workshop #2  
November 16, 2015

City Council Meeting  
December 15, 2015

Tentative Specific  
Plan Hearing

## DOWNTOWN SPECIFIC PLAN COMMUNITY WORKSHOP #1

Thursday, October 8, 2015 at 6:00 P.M.  
Police/Fire Community Room  
400/420 15th St, Manhattan Beach

During this workshop, you will share your preferences on topics such as:

- Land uses and downtown tenant mix
- Design preferences for streetscaping and public spaces
- Mobility and parking
- Priority projects

Draft Specific Plan  
Unveiling Event



**ATTACHMENT 3: WORKSHOP 2 SMALL GROUP ROTATING STATION ACTIVITY POSTERS  
AND WORKSHEET COMMENTS**





# PARKING IMPROVEMENTS WHICH ARE YOUR PREFERRED PARKING STRATEGIES?



Please choose your most (green sticker) and least (red sticker) preferred strategy for parking within and around the Downtown.

## PARKING STRATEGIES

<p><b>Increase Turnover of Vehicles and Available On-Street Parking</b></p> <p><b>Examples include:</b></p> <ul style="list-style-type: none"> <li>• Increase the overall cost of parking at meters, and use demand pricing to open up spaces during peak times and encourage parking during non-peak times.</li> <li>• City review of meter enforcement procedures.</li> </ul>	<p><b>Manage Employee Parking</b></p> <p><b>Examples include:</b></p> <ul style="list-style-type: none"> <li>• Provide remote parking outside of Downtown, with shuttle service for employees.</li> <li>• Allocate employee parking in dedicated remote parking areas within Downtown.</li> <li>• Reduce allowable on-street parking time limits to reduce employee parking in residential areas generally east of Valley Drive (residents would get permits to park longer).</li> </ul>	<p><b>Utilize Existing Parking Lots &amp; Structures</b></p> <p><b>Examples include:</b></p> <ul style="list-style-type: none"> <li>• Allocate parking at existing remote parking lots and provide a City shuttle service for users.</li> <li>• Create shared parking with Downtown businesses (e.g. office parking during day, public parking at night).</li> </ul>	<p><b>Provide a City Operated Valet Program</b></p> <p><b>Example:</b></p> <ul style="list-style-type: none"> <li>• Valet program regulated by the City. Operators would be allowed to stack parking in existing lots, thereby fitting more cars into existing parking lots. This will take vehicles off the street and reduce circling.</li> </ul>	<p><b>Provide Additional Parking Supply</b></p> <p><b>Examples include:</b></p> <ul style="list-style-type: none"> <li>• Build new parking structures at Yons, Beachhead, Chamber Post Office, and/or Live Oak Park.</li> </ul>
<p><b>Most Preferred: 3 Votes</b></p> <p><b>Least Preferred: 31 Votes</b></p> <p>Place your sticker here</p>	<p><b>Most Preferred: 18 Votes</b></p> <p><b>Least Preferred: 6 Votes</b></p> <p>Place your sticker here</p>	<p><b>Most Preferred: 13 Votes</b></p> <p><b>Least Preferred: 0 Votes</b></p> <p>Place your sticker here</p>	<p><b>Most Preferred: 5 Votes</b></p> <p><b>Least Preferred: 6 Votes</b></p> <p>Place your sticker here</p>	<p><b>Most Preferred: 24 Votes</b></p> <p><b>Least Preferred: 19 Votes</b></p> <p>Place your sticker here</p>

# MOBILITY & INFRASTRUCTURE



## WHICH ARE YOUR PREFERRED SOLUTIONS?

**PROBLEM STATEMENT:** Downtown Manhattan Beach is suffering from a continuous cycle of parking supply expansion followed by increased demand and visitation. The end result is the parking situation may keep locals away from the area and it creates a “search and circle or hold” vehicular pattern that adds congestion and noise, lowers air quality, and increases parking frustration.

Please place a sticky dot on your top *THREE* solutions.

### SOLUTIONS

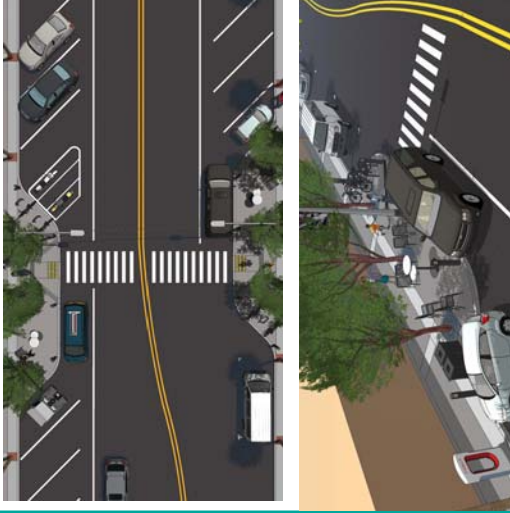
Add technology improvements that measure and display “available number of parking spaces” signs at parking structure and lot entrances.



30 Votes

Place your sticker here

Create shuttle/valet/rideshare drop-off areas to encourage use of employee shuttles and ridesharing, without impacting flow of traffic.



31 Votes

Place your sticker here

Install bike racks and bike parking corrals throughout Downtown to accommodate bikeshare and regular bike parking needs.



31 Votes

Place your sticker here

Encourage walking by improving pedestrian walkways and crossings through the use of 4-way/diagonal pedestrian crossings (“scrambles”), warning signs, signals, lighting etc.



34 Votes

Place your sticker here

Encourage biking by improving/adding bike facilities such as sharrows, bike lanes, and buffered/protected bike lanes.



25 Votes

Place your sticker here

**Do you have other suggested solutions?** If so, please write them below:

See Attachment



# PUBLIC SPACES & WALKWAYS WHICH ARE YOUR PREFERRED SOLUTIONS?

**PROBLEM STATEMENT:** Downtown Manhattan Beach has a charming, small beach town atmosphere. However, the pedestrian environment does not allow for adequate pedestrian circulation or gathering spaces, and does not entice those walking and biking along the beach to stop and visit the Downtown.

Please place a sticky dot on your top **THREE** solutions.

## SOLUTIONS

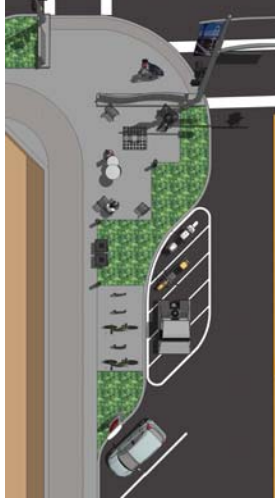
Create additional mid-block crossings and pedestrian spaces (i.e., small plazas, seating areas, and locations for kiosks, trash receptacles, and newspaper stands, etc.).



**13 Votes**

Place your sticker here

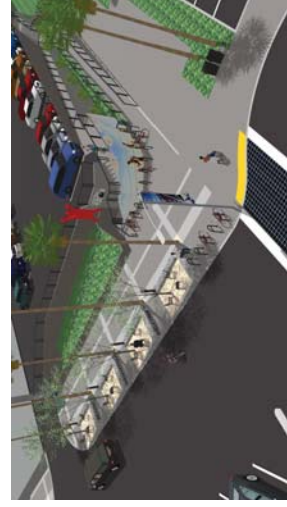
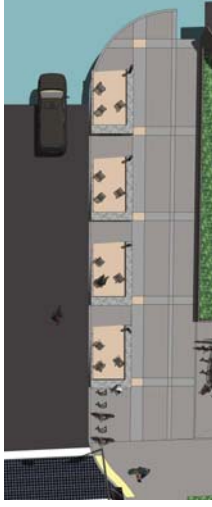
Improve existing sidewalk bulb-outs (extensions) and turn under-utilized planting and/or furniture areas into pedestrian spaces.



**20 Votes**

Place your sticker here

Enhance the beach plaza and sidewalk west of Ocean Drive by removing on-street parking and replacing it with bike storage, seating, planting areas, and enhanced paving.



**21 Votes**

Place your sticker here

Add patterned/colored paving to call attention to the pier at the intersection of Manhattan Beach Boulevard and the pier.



**9 Votes**

Place your sticker here

Reconfigure on-street parking at select locations to create additional pedestrian space.



**32 Votes**

Place your sticker here

**Do you have other suggested solutions?** If so, please write them below:

**See Attachment**



# PUBLIC ART, DESIGN CHARACTER, & WAYFINDING WHICH ARE YOUR PREFERRED SOLUTIONS?

**PROBLEM STATEMENT:** Public spaces in Downtown Manhattan Beach are made up of an aged, eclectic, and sometimes absent mix of street furnishings, public art, and wayfinding signs. The existing treatments lack a unified design language and identity, and do not reflect the potential of this highly desirable beachside community.

Please place a sticky dot on your top **THREE** solutions.

## SOLUTIONS

Upgrade improvements at major intersections (examples include enhanced paving, updated concrete seat walls, benches, public art, shade trees, and beach-themed gardens).



**22 Votes**

Place your sticker here

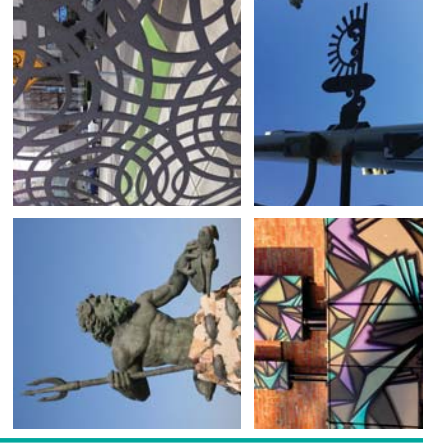
Invest in highly used streetscape furnishings such as waste receptacles, seating, and wayfinding kiosks.



**23 Votes**

Place your sticker here

Engage local artists to create public art that expresses the identity of Manhattan Beach and provides historical context and education.



**13 Votes**

Place your sticker here

Provide signage that identifies public destinations and reflects/promotes the identity of the beachside community (in conjunction with the city wayfinding plan).



**10 Votes**

Place your sticker here

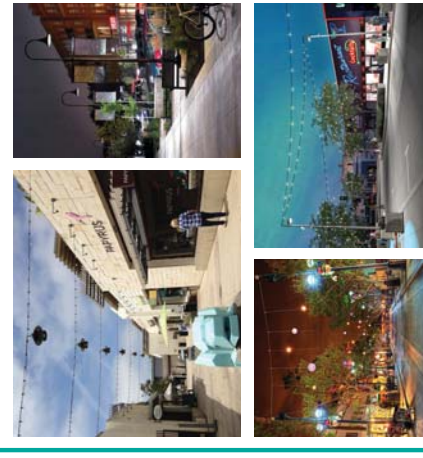
Intensify regular maintenance efforts to address poor plant health, pedestrian walkway repairs, cleaning and upkeep of waste receptacles.



**53 Votes**

Place your sticker here

Install street lights designed to reflect the small town beach character and enhance pedestrian safety.



**38 Votes**

Place your sticker here

**Do you have other suggested solutions?** If so, please write them below:

**See Attachment**








**Underground Utilities  
16 Votes**

# BUILDING DESIGN & CHARACTER WHICH ARE YOUR PREFERRED CHARACTER DEFINING BUILDING ELEMENTS?



Please place a sticky dot on your top **THREE** character defining building elements that you most prefer for the Downtown.

## CHARACTER DEFINING BUILDING ELEMENTS

MINIMUM WINDOW & DOOR OPENING PERCENTAGE ON FACADES	SECOND STORY SETBACK/ARTICULATION	LANDSCAPING (I.E. PLANTERS)	BALCONIES	ROOF DESIGN (I.E. PITCHED, FLAT, ETC.)	AWNINGS	SIGNS	OTHER SUGGESTIONS?
							See Attachment
22 Votes	31 Votes	35 Votes	27 Votes	11 Votes	21 Votes	28 Votes	
Place your sticker here	Place your sticker here	Place your sticker here	Place your sticker here	Place your sticker here	Place your sticker here	Place your sticker here	

# PRIVATE SPACE DESIGN OUTDOOR DINING OPTIONS



Please place a sticky dot on your top TWO outdoor dining options for restaurants/cafés in the Downtown.

## OUTDOOR DINING OPTIONS

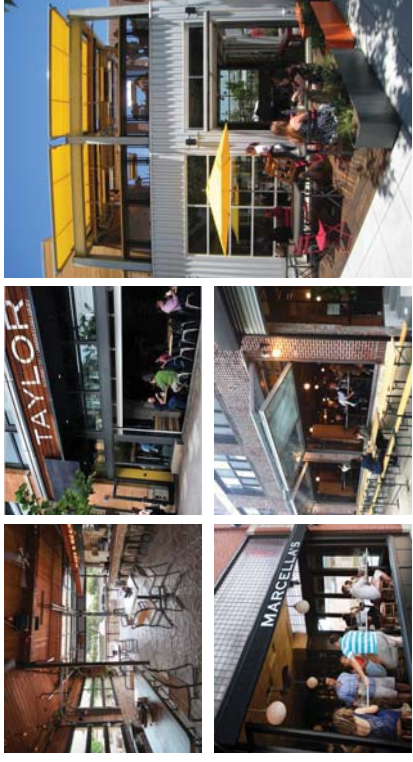
### SIDEWALK SEATING



31 Votes

Place your  
sticker here

### MOVABLE FRONT FACADES



47 Votes

Place your  
sticker here

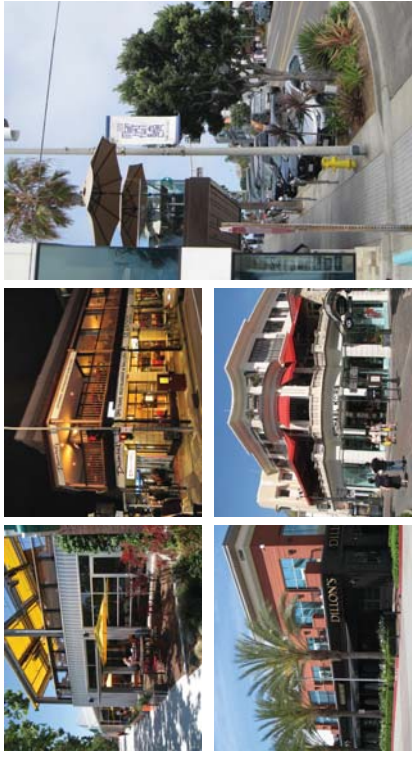
### SETBACKS/COURTYARDS



34 Votes

Place your  
sticker here

### BALCONIES



13 Votes

Place your  
sticker here



## BUSINESS DEVELOPMENT & RELATIONS WHICH ARE YOUR PREFERRED STRATEGIES?

Which strategies do you support to foster business development in a manner that preserves the Downtown's small town character and quality of life? Please place a sticky dot on your top **THREE** solutions.

*Components of the Downtown's small town character include active ground floor commercial tenants, small retail spaces, independently owned stores and restaurants, locally owned franchises or chains, and professional offices on upper stories.*

### BUSINESS DEVELOPMENT & RELATIONS STRATEGIES

<p>Create a <b>proactive recruitment strategy</b> to attract desired retail/restaurant tenants on the ground floor and professional/office tenants for upper stories.</p>	<p><b>21 Votes</b></p> <p>Place your sticker here</p>
<p>Continue to <b>support smaller, more community-based events, marketing, and promotions</b> to attract residents and/or other desired markets to support downtown businesses.</p>	<p><b>45 Votes</b></p> <p>Place your sticker here</p>
<p>Form a <b>downtown restaurant/drinking establishment task group</b> to discuss solutions to issues concerning the community (e.g. noise, trash, delivery times/locations, etc.).</p>	<p><b>17 Votes</b></p> <p>Place your sticker here</p>
<p><b>Strengthen retention efforts</b> to help existing retail tenants to grow and expand (e.g. one-on-one business visitations, link businesses with resources, etc).</p>	<p><b>26 Votes</b></p> <p>Place your sticker here</p>
<p>Explore ways that businesses can <b>improve their storefront presence, customer service, and hours of operation</b> to meet the needs of the consumer.</p>	<p><b>8 Votes</b></p> <p>Place your sticker here</p>
<p><b>Do you have other suggested solutions?</b> If so, please write them below:</p>	<p><b>See Attachment</b></p>





## Comment Summary from Workshop #2

10/16/2015

### Station 1: Parking

- Coming west on Manhattan Beach Blvd, our “drama” and individualism is THE OCEAN. DO NOT block with a bunch of signs.
- Restart parking permits for downtown.
- I had to move my business (office) out of Downtown because of employee parking limits and probably would love to see bold, practical, and dedicated employee parking. A focus on this to help business and limit resident impacts.
- If you build it, they will come and change the character of the town. NO new structures.
- Employee parking outside downtown with shuttle service is a good idea and will free up spaces for people who want to do business downtown.
- We need preferred resident parking as in Hermosa.
- No big parking structures.
- I don't like the “avail # of spaces” signs. Take away from cute character.
- I like more valet.
- A consistent reliable and frequent shuttle service with primary routes on Rosecrans, MB Blvd, Highland, Aviation, etc. for the residents to use must be consistent reliable and frequent.
- On both subjects under #1, some of your proposed ideas are inconsistent with the overall guidance of maintaining a small town feel.
- Don't build additional parking.
- Create parking by better utilization of existing parking. Employees of Downtown biz (and City Hall) must park outside of Downtown and be shuttled in.
- Open up valet parking spaces to all in the evening and weekend (one red dot).
- Residents don't want employees parking in front of homes ANYWHERE in City- even off Sepulveda in Residential. Put shuttle employee parking at 8<sup>th</sup> & Sepulveda since City is so divided about Gelsons!
- #1 priority- move underground parking at city lots and one private property- Vons best place. Find other places for employees.
- Don't invest in parking – parking structures will be obsolete in 20 years with driverless cars.
- Increase turnover of vehicles and available on street parking. Employee shuttles need to be strongly encouraged by their employees – maybe even an incentive to do so.
- Have permits for residents so get reduced rates. Really need to manage employee parking.
- Parking already expensive, not a good idea.
- If valet parking by City, subsidize cost so this is viable.
- More Downtown parking spaces will cause more problems.
- Utilize available parking better-private lots, valet, off-site, shuttle, public lots.
- Have employees park elsewhere with shuttle.

- City valet could work well in the evenings for restaurants.
- No additional parking at Live Oak Park. Too congested.
- Do not reduce parking.
- Provide solutions to accommodate need.
- 2-hr parking is more conducive for business.
- Beach parking alternative needed.
- The only add'l parking should be permits for downtown residents. Additional parking will simply fuel expanded retail development and beach traffic. Even shuttle will simply add volume & congestion.
- Perhaps underground parking in appropriate spot. Do not eliminate any street parking.
- I believe we should move employee parking to remote areas with shuttle service. At the same time we should utilize existing parking lots and structures to park weekend and night time traffic. Existing parking at Vons can be increased as well. If we want to promote retail, we need parking.
- [Illegible] first need to address the nature of businesses in downtown.
- I am in favor of utilizing existing lots as much as possible, including banks, Skechers, after hours. I am completely against adding parking west of Morningside (i.e. beachhead) – will drastically increase downtown gridlock in summer. I am in favor of developing Vons w/ underground parking. I am in favor of some.
- I'd like to see the underutilized spaces such as Bank of America lot on Morningside and Vons extension used. Buy it from the owner.
- All the parking public around the sand section should be made available to residents (that pay the taxes).
- The premise here is that we need more parking, why? I thought the guiding principle was "small town atmosphere." Also many of these premises pre-suppose more government and a higher city budget.
- No more parking! We are NOT a tourist destination and DO NOT want to become one.
- Provide additional parking supply – designate a percentage as in lieu for employees, mixed use.
- You only give me one red dot (don't like). Really? I don't think parking is such a problem. There is enough parking to support the right amount of people in the downtown at any period of time. It doesn't stop hundreds from coming in for events, does it?
- For any parking spaces removed for public spaces & walkways, they must be replaced with new spaces. Underground parking beneath the upper pier parking lots could help with lack of parking or loss of existing spots.
- We need the result of parking study before we move forward. Providing employee parking will solve 80% of parking issues in Downtown. The right parking at the right time for the right people!! Provide priority parking for MB residents so they can support downtown businesses. Better utilize parking space for delivery trucks at certain times, away from residents. The study should show that managing existing parking will provide solution for parking.
- Less street parking, more public/pedestrian walkways/landscaping

## Comment Summary from Workshop #2

10/16/2015

### Station #1: Mobility & Infrastructure

- I am totally fine with losing a few downtown parking spaces in favor of many improvements shown here. All help more than one carload of people and enhance the feel of downtown. I assume parking supply can be made up off the main roads.
- More bike racks won't encourage bike riding, fewer cars will.
- Be more pedestrian friendly, uncluttered sidewalks.
- Highest priority is easy walking everywhere, all the time, easier biking is nice but not high priority. Clam car traffic, especially looking for parking places.
- Approve electric care share, like in San Diego. Downtown MB is ideal for this.
- Increase bike lane safety.
- Applications with information on parking availability.
- Encourage bikes, need bike racks.
- Have off-site parking with shuttle.
- Residential permit parking Downtown – create this
- Scramble crosswalk is a good idea.
- No parking structure or added parking was provided.
- Lots of ideas on circulation and reduction.
- Bike racks. Limit where shuttles, limos, and party busses can stop!
- Eliminate bicycles on Highland or at VERY LEAST, prohibit biking from rush hour/weekdays, e.g. no bikes from 6am-10am and 4pm-7pm.
- I don't think it's a good idea to decrease the number of parking spaces in downtown Manhattan Beach.
- Providing additional bicycle stands provides NO incentive for riding bikes. Unless traffic is diminished/discouraged.
- Open up an in city bus route to local residential locations to encourage residents to walk.
- I love the scramble concept which allows traffic to flow better. Btw (the delay of the light after the pedestrian walk (white) light is genius. Thanks for doing that).
- No parking structures.
- More bike options and spaces. Let's promote more opportunities for walking and biking – small town character is being able to meet & communicate in a safe and quiet environment!!
- Downtown small area – no downtown feel when quality of area is compromised 24/7 with commuter traffic (Highland), truck parking, loading on major streets (in red zones), loud trucks, motorcycles. No police presence, monitoring.

## Comment Summary from Workshop #2

10/16/2015

### Station #2: Public Spaces & Walkways

- No taking public encroachments and turning into dining.
- No podiums or chairs outside business, i.e. Mama D's or the Creamery.
- Yes to creating more pedestrian space and small plaza type areas at the expense of street parking.
- I do not agree with the description of the problem. Eliminating tables, etc. will approve pedestrian access.
- I don't know how to solve the problem, but these solutions seem short-sighted. They take away necessary parking. They the tentative solutions don't anymore mobility. It doesn't seem focused on retention of small town ambiance.
- Don't spend much money on this but off the shelf stuff that is sturdy and reasonably priced. Highest priority is more space for [incomplete]
- Include more benches and encourage gathering; need to balance against pedestrian flow.
- Need electric vehicle spaces.
- Need to underground electric and get rid of the poles and overhead wires.
- Typically people who bike or go to the beach do not go shopping. And shops do not cater to bikers and beach goers except Vons and Man. Grocery, maybe Starbucks.
- Need to focus on Strand [illegible] extending N & S of pier.
- Like public space.
- Add parklets along Strand.
- Invest in underground utilities.
- Not a significant problem, no solutions necessary. Pedestrian "congestion" is a part of the self-limiting constraints that help maintain & preserve the scale of development.
- Perhaps underground parking in appropriate spot. Do not eliminate any street parking.
- Promoting biking, etc. is good, just not at the expense of parking places.
- Mid-block crossings seem dangerous and messy in a town with such short blocks.
- Walkstreets may not be changed or built upon. This is a peoples law passed in 1987. No one can drive or change these.
- I favor maintaining all the parking we have and increase if possible. If the priority is freer movement for pedestrians, I support that and changing the bulb-outs to improve that. Improve the space/intersection at the Strand & MB Blvd, make room to turn around.
- Ok!
- "We are a bedroom community 1<sup>st</sup>" – excellent point. Cannot eliminate walkstreets. I'm still in favor of undergrounding. I assume you have rejected making MBB pedestrian only w. of Manhattan Ave? Parking follow a budget – for every space eliminated – create one somewhere else – or plan won't sell.
- Support improving sidewalks for pedestrians (bulb-outs).

- You cannot take public parking and provide to a business to make outdoor dining – please do not allow this to happen. NO CHANGES to these public spaces and walkways!!

## Comment Summary from Workshop #2

10/16/2015

### Station #3: Public Art, Character, & Wayfinding

- Need to give Arts Commission more authority and power to choose and place public art – no so much City Council.
- Take steps to make public more aware of the public art we have. Periodic art walks, brochures, articles in local paper featuring pieces.
- No huge signs blocking view and causing visual clutter.
- I bike and run on the bike path and Strand and think the landscaping between the Strand and the bike path could be significantly enhanced. I would also like to see the stairs, and pathways to the beach be replaced as they are in desperate need of repair and the retaining segments of telephone poles replaced!
- Better lighting at crosswalks.
- Need better trash pickup and receptacles.
- Would like to see inspired use of light, whimsical public art and improvements at prominent spots/intersections. Metlox shows how simple, bold expressions can overhaul the character of an area and add accents consistent with a theme.
- Undergrounding wires would be the best investment in beautification.
- Underground electric/utility poles.
- I think we need a consistent clean and uniform approach to streetscape, to tie the town and the community together. Also need underground utilities.
- Do not block views of ocean with plantings.
- Underground utilities trumps all ideas.
- Intensify maintenance can, and should be done now. No strategic plan necessary. Provide shade trees (not queen palms) and climate appropriate landscaping.
- Need trash receptacles, wayfinding directories (not a sign every 10 feet) and appropriate seating.
- Please keep the kitschy, tacky example of the so-called “upgrades” presented as examples. These will be dated before they’re even installed. The scale of downtown is part of the charm of downtown. Over-designed, busy, non-functional “beautifications” have a high possibility of adding clutter to the streetscape.
- Low priority both for spending and taking space. No unified approach. Let eclectic store front be the character.
- Underground. More public seating will attract more homeless.
- Need street lights to enhance public safety. The light on 12<sup>th</sup> and Manhattan Ave isn’t even on! Do not need more seating. I like the eclectic look- we don’t want to look like we have no history.
- Don’t keep same. Integrate aspects of downtown but reap general eclectic nature.
- Important not to spend money on things that aren’t needed; prioritize.

- Maintain and improve what we have.
- Waste receptacles – need many more.
- Like the current eclectic look of different styles, time periods, etc.
- Get rid of elective poles – underground.
- Using local artists might create pride in our community. Regular maintenance is needed.
- Need to include Strand area around pier – neglected. Storage containers on Strand – ugly and inappropriate on the beach. Maintenance of existing amenities is a requirement; not an option.
- We do not need a contrived unified look that is indicative of a constructed pedestrian mall – this is not The Grove. More trash receptacles and maintenance – of course.
- As long as nothing is drastically changed. Keep character the same. We don't want a Santa Monica or Venice.
- Good – not at the expense of parking.
- Would like to see improved landscaping. (NO palm trees), need to soften. Reduce signage – do not add to it.
- Investing in maps or map-type signage seems unnecessary when everyone has a smart phone. The maps, assuming they contain merchant info, for example, would be outdated very quickly and would require costly updates. Thematic artistic elements are great for creating a cohesive city center, identity. Please don't be too literal w/ the interpretation!
- Ok!
- How about something less unsightly than concrete? Public art - should agree on a theme. Art – not necessarily local artists & pervasive.
- Don't spend precious public dollars on public art. Instead, allow residents wanting to “donate” and pay for a memorial bench to pay for art chosen by the city. Do not create seating that attracts homeless.
- Please let's get utility poles and electric lines underground – let's make this happen in the next 2 years for all of downtown!
- Process – professional: design and public art.



## Comment Summary from Workshop #2

10/16/2015

### Station #4: Building Design & Character

- Second story setback/articulated
- Awning
- No 3 Stories
- Not a fan of lots of glass like Trina Turk.
- This is too vague – What is important is what the future regulation states. It's virtually impossible to register a vote without the vision of how it would come to life. It's all in the execution.
- Second story setback articulation is a positive design feature. No 3 story balconies. Although balconies are nice, no balcony over sidewalks/public space.
- No 3 stories!!! Only 2. Small independently owned stores only. No chains in all MB.
- Articulation and scale – very important to character of the place. Individual building planters problematic for sidewalk space and will conflict with new streetscaping. Excessive setbacks/courtyards need to be approached very carefully to avoid a disjointed, [unreadable] street façade. Signs must be controlled for size/programmed lighting.
- No taller than now, eclectic design and character, like most of whole city, keep size of business interiors about the same. No combining of spaces. Encourage renewing frontage especially. Options for “votes” not as important as above.
- Poorly written question. Awnings should be prohibited.
- Size of sign is very important – no to anything like the Point in El Segundo has. Too big and garish. Landscaping should not impede pedestrian walking.
- Variety would seem important- everything should not be the same. Maybe think in terms of “clusters”.
- Important to consider implementation when choosing a design. Not all choices carry the same financial impact for the business. Simpler solutions should be considered first.
- Encourage nice signs (smaller, classic, consistent and good/low water landscaping).
- Balconies, setbacks, roof designs are all great ideas but can't/shouldn't be enforced. Minimum impact and keeping to-scale is important.
- Want the design to be different between buildings as long as they are only two-story.
- Should have multiple styles and design – eclectic – we do not want to be Orange County.
- Movable front facades but too much noise into neighborhoods.
- Sidewalk seating is a pedestrian disaster.
- Balconies make for private parties for businesses, not friendly.
- Like sidewalk seating but patron passage needs to be established. Articulating storefronts creates interest.
- Setback second story, open space, sign limits. Resist the imposition of design standards, keep to a minimum. No exception of sidewalk dining – no room! Any removable facades should include sound mitigation as a requirement.

- No changes
- I don't think we should be too strict in building regulation. I don't want the city to look like Irvine. I am in favor of balconies and design elements to make the building attractive. I think many of these elements can result in beautiful buildings.
- Prefer landscaping & awnings to provide "character." NO big windows in hair salons & nail salons.
- No balconies for restaurants or bars.
- I don't feel qualified to voice an opinion.
- Public buildings must comply with the same requirements and construction constraints (hours, parking, space allowed for materials) as the public they serve.
- This seems doomed. The time frame of the plan isn't long enough to achieve the objective – look @ Downtown L.A.
- Allow flexibility and diversity in building design. \*Awards for best designs! Downtown re-development should be at least 2 stories.
- Please do not entertain increasing the height restrictions in MB = keep only 2 level properties in downtown!!
- Downtown community? – [illegible] contrasting hardscape design vs old downtown, unify?

## Comment Summary from Workshop #2

10/16/2015

### Station #4: Private Space Design

- Setbacks
- Usage of square feet rented, No use of public sidewalks.
- For outdoor dining, sidewalk seating is impractical under current and expected sidewalk/parking setups. With wider sidewalks we would welcome more outdoor dining for sure. Moveable facades becomes the practical choice if not top aesthetic choice.
- Outdoor dining should be restricted to footprint of private space and should not be placed on public spaces like sidewalks.
- We need to encourage design diversity, not conformity.
- I prefer setbacks for outside dining to leave space on sidewalk to walk.
- Keep small town feel in mind for all of these.
- Don't impede pedestrian flow with tables and chairs in sidewalks.
- Higher priority to have enough space on sidewalks for people to walk 3 abreast. Great to have outdoor dining if it does not take sidewalks space.
- Great if pedestrians can easily walk past.
- Design that encourages people outside and community relations rather than inside and isolation. "Clusters" idea is a good one.
- Like outdoor dining but only within the restaurants footprint, not blocking pedestrians.
- Movable fronts. Inside out.
- That would be the one pleasant change. More outside dining, if compatible with walkway.
- No balconies! No tables outside- blocking sidewalks. Like removable fronts.
- It's [illegible]
- Great! But not if encroach parking space.
- All good ideas. Do we need uniformity? Or just options?
- Support moveable front facades.
- Get diners off the sidewalk, please. They are in the way. Potential lawsuits.
- Please no additional balconies in downtown. Balconies are in conflict with small town environment. Movable facades are 90% on sidewalk areas – take away from small town environment. Balconies, movable facades and sidewalk seating are in conflict with having a small town environment for MB.
- Can't expand landscaping without giving up parking ok by me.

## Comment Summary from Workshop #2

10/16/2015

### Station #5: Business Development

- Keep real estate and professional offices... [unreadable].
- Rent control or rate abatement? As rents get higher no small businesses can exist or survive.
- The city can and should help pick winners with incentives, tax relief, and assistance to targeted small, local, designed businesses.
- Enhance resident parking to support the businesses.
- Less real estate on street level.
- More community events like the Farmers Market.
- Fundamentally I disagree with the premise of your question: You ask which strategies do we support to foster business development downtown. None of the Above. As a resident, I do not think the city should foster downtown business development. Want to foster a residential community downtown with only businesses the residents need. For your revenue, the city should focus business development on Manhattan Village mall and Sepulveda. The way to protect our downtown small town character and quality of life is to address our growing crime issue.
- No more chains in all of MB.
- LOVE the vibrant restaurant scene – to be able to walk to some of the best eating in LA is wonderful – please continue to support. Only thing that's great about downtown is that it's vibrant day and night. One can feel safe walking downtown well into the evening. Please preserve us from a downtown that rolls up the sidewalks at 10pm – Horrible.
- This should be for Rosecrans and Rosecrans. NOT FOR DOWNTOWN.
- None of the above. Only problem with downtown is the lack of police presence. The city needs to have cops walking downtown.
- Keep it fun and full of action. Keep it unique. Bookstore and mens store add women's store that carry above size 2 and less trendy and above 20-30 year old.
- Agree with independent stores – not chains or franchises.
- Events that target residents are not larger/outside population.
- Stores are off balance – mainly restaurants and high end clothing stores. Should support our simple independent.
- Bookstore - they seem to support more the visitor/tourist but not enough for residents.
- Manhattan Beach is and should remain a residential community. We should only focus on businesses that support residents and needs of residents.
- If downtown had the retail/services/restaurants that residents require, more residents will come and shop downtown.
- Do not want to attract more tourists – they shop minimally and leave trash and other nuisances.
- Businesses need to have more services for residents – not more dress shops!
- Small business is tough to finance the resources necessary to operate. Encourage.
- Promote local small single use retailers.

- No change.
- I think more community based events such as art shows, fairs, etc. are good for keeping & growing existing retail.
- Retention [incomplete].
- Address permits. Limit non-commercial uses of downtown 1<sup>st</sup> story stores/space.
- Set a limit to the number of women clothing stores (and I am one).
- These solutions seem to assume the free market can't handle these issues. I don't think we have a problem here that our current DBA can't alleviate.
- Let the market determine what business succeeds financially.
- More community policing – assign police officers to specific geographical areas. Proactive enforcement of laws. Cater to residents to support and develop businesses!!
- Variety would be best, but given high rent, mom/pop – unrealistic. (I [illegible] haven't had much to bring me to downtown for decades). Less real estate/escrow! on lower floors.

## Comment Summary from Workshop #2

10/16/2015

### Other Comments:

- Most of the issues and ideas were too amorphous to really discuss.
- The fact that Loreli cannot answer “what problems are we trying to resolve” and what are the objectives of this project is core to how this project is flawed. (and \$\$ spent wisely?) You are missing the opportunity to address the biggest threat to our “small town community”- Crime. Please take the money and energy you’ve exerted here and focus on more foot patrols and visible policing.
- Use the internet so each MB resident family can weigh in on community issues. One reside one vote. Assign a number to each family so all voices are heard equally.
- Great exercise in incorporating small town atmosphere.
- No change
- Utilities exposed are a safety & fire hazard. Please underground.
- Johnrymac123@msn.com
- Include a beautification program.
- I was told “write on a post-it,” “write on this comment sheet,” “write on the board.” Please be more organized, this is serious!
- The more we open and cram people into small spaces and create more balconies and moveable facades the more this takes away and is a detriment to the small town environment of MB. Our solutions need to complement and enhance MB and not conflict with putting at risk the town environment.
- Quality of life, visual, noise, smells – not addressed – compounded by: smokers (despite ordinance), truck traffic, illegal unloading, car/truck, motorcycle pollution, noise. And no police presence.
- I felt that the items we voted on had mixed messages. Under “Business Development,” I agree with retention of present businesses but I do not think that means they need to grow & expand. I want Vons to stay downtown, but it does not need to expand.
- Again, dots hands out and plastered all over the charts before any instruction and before meeting started.
- Start on time! Meet at Joslyn center so we aren’t so crowded.
- Address public health in plan. Air pollution from auto congestion monitor area. How?: lower speed limit, less cars, less traffic. No police presence downtown. Bring back pile police. Should reduce: volumes, speeds, large truck traffic, noise.



# DOWNTOWN MANHATTAN BEACH



## DEFINED

The City of Manhattan Beach wants YOU to help define the future of our downtown through the Downtown Specific Plan process. Join the conversation by attending our next community workshop and help the City prioritize what is important to you!

### TENTATIVE SCHEDULE



## DOWNTOWN SPECIFIC PLAN COMMUNITY WORKSHOP #2

Monday, November 16, 2015, 6:00 – 8:00 PM  
Police/Fire Community Room  
400/420 15th St, Manhattan Beach

During the workshop, you will share your preferences for how to preserve Downtown's small town character and quality of life. Discussion topics include:

- Building design
- Streetscaping and public spaces
- Mobility and parking
- Business development and relations





**ATTACHMENT 4: WORKSHOP 4 STATION POSTERS**



# WHAT IS THE SPECIFIC PLAN'S VISION?

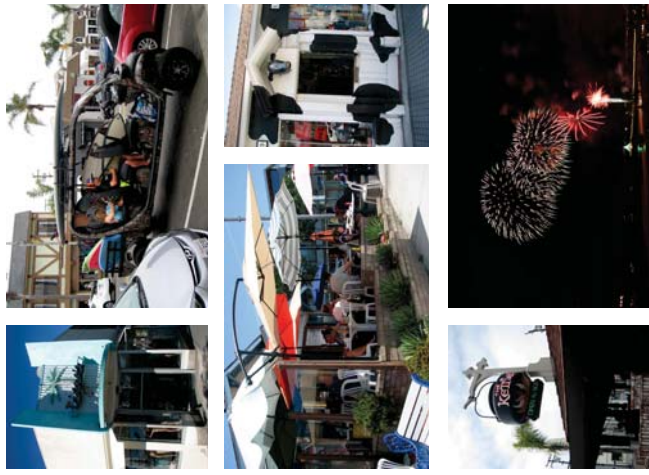


## VISION STATEMENT

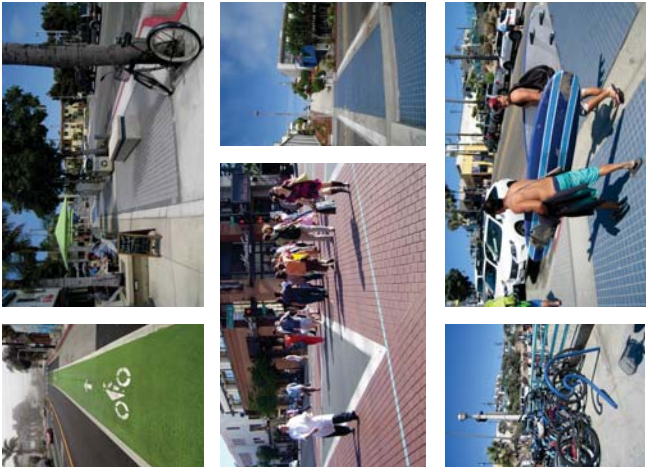
The vision for the future Downtown Manhattan Beach is of a vibrant, charming, commercial mixed-use and residential district that serves as the city's central gathering place and heart of the community. Residents and visitors are drawn to the district's numerous retail, restaurant, and service businesses. The district's eclectic buildings, open spaces, and streets foster a sense of community and exemplify the ideal characteristics of an urban district in a small, Southern California beachside community. As a compact, walkable urban district, the project area provides excellent facilities for pedestrians and bicyclists. The district is readily accessible by and provides efficient parking options for all modes of transportation.

## GOALS

**Goal 1:** Preserve and enhance the project area's small town character



**Goal 2:** Enhance pedestrian and bicycle access to the project area



**Goal 3:** Improve access to parking and alternative transportation choices



**Goal 4:** Encourage economic development



## WHAT IS MEANT BY "SMALL TOWN CHARACTER?"

- Relaxed, charming, eclectic beach atmosphere
- Walkable, pedestrian-oriented, clean and safe environment
- Strong sense of community with the Downtown as the heart
- Events that reinforce a shared sense of community and place
- Recognize the need of visitors and tourists to sustain local businesses
- Balance residential and commercial quality of life to maintain the community's integrity and soul



# CIRCULATION PLAN

The Specific Plan area includes 6 street types:



## • CIRCULATION MAP

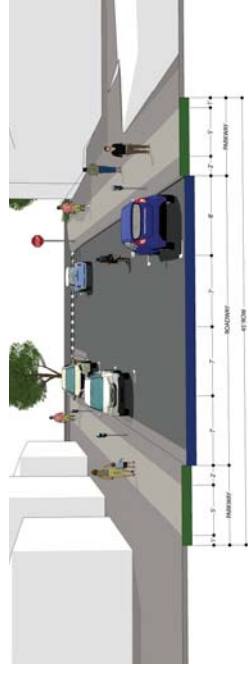
### PRIMARY STREETS

- Main streets in the downtown area that represent the major east-west and north-south corridors
- Generally 80' right-of-way including the travelway and parkway
- Highland Avenue, Manhattan Avenue, and Manhattan Beach Boulevard
- Main gateways to downtown and the beach



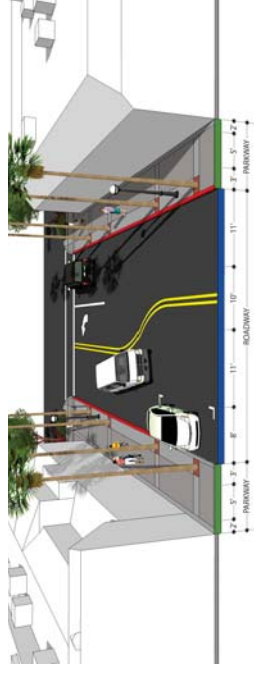
### TERTIARY STREETS

- Mainly distributed throughout the residential areas
- Minor treatments in comparison to the Primary and Secondary streets
- Less emphasis on merchant needs and more emphasis on safety and planting enhancements
- Ocean Dr, 15th St (from the beach front to Highland), 14th St, 12th St, 11th St, and 9th St
- Range in configuration and right-of-way widths from 40 to 50 feet



### SECONDARY STREETS

- Streets in the business district that serve as merchant corridors
- Similar treatments as the Primary Streets, less emphasis on significant gateway markers and less amenities
- 15th St (from Highland to Valley), 13th St (from Manhattan Ave to Valley), Morningside Dr (from 13th St to Manhattan Beach Blvd), and N. Valley Dr (from 15th St to 10th Place)
- Range in configuration and right-of-way width



### WALK STREETS

- East-west corridors designated as pedestrian only streets
- Provide a strong connection to the beach from the nearby communities



### ALLEYS

- Utility, loading, service, and access corridors
- Run throughout the commercial and residential areas



### SPECIAL PATHS

- Recreational and circulatory paths throughout the Downtown
- The Strand, Veterans Parkway, and Marvin Braude Bike Trail



# PUBLIC REALM IMPROVEMENTS

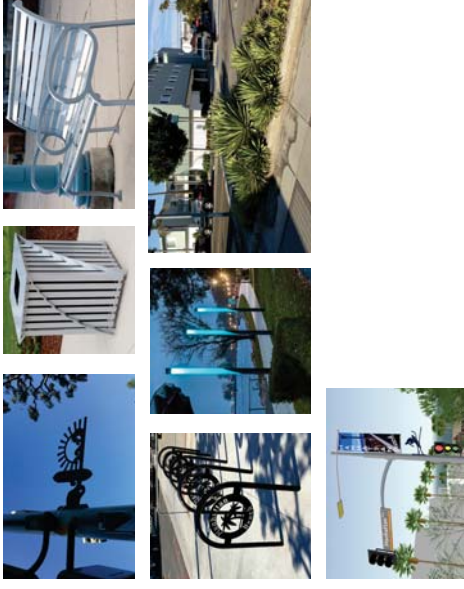
## PUBLIC REALM DESIGN GUIDELINES

The Specific Plan includes design guidelines for street furnishings, walkways and paving, and wayfinding signs, among others, intended to create a public realm that complements and enhances the project area's traditional, small town character and urban form, and accommodates all of the district's users.

### STREET FURNISHINGS

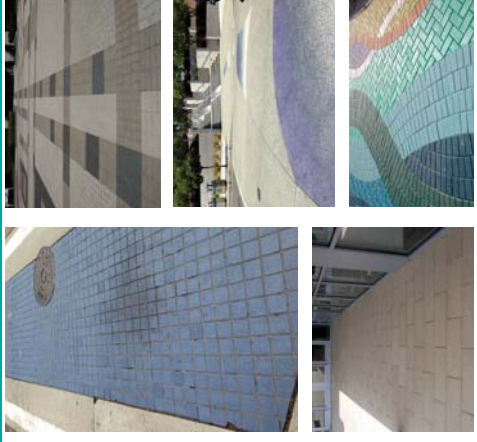
Cohesive street furnishings, including:

- Bulb-outs
- Planter areas
- Public lighting
- Public seating (i.e. benches, etc.)
- Trash and recycling receptacles
- Bicycle racks



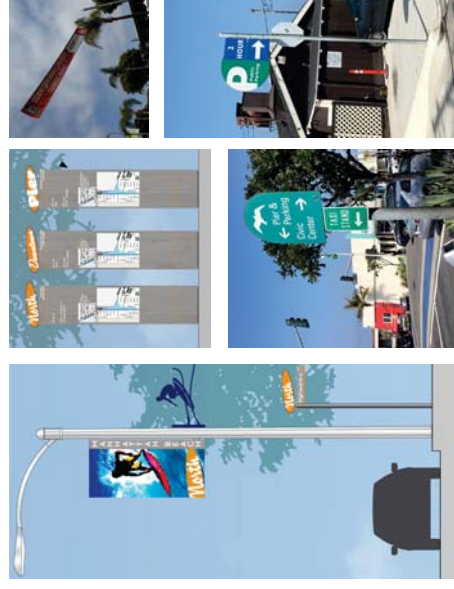
### WALKWAYS & PAVING

- Wider sidewalks
- Enhanced paving on walkways
- Landscaping and lighting along pedestrian routes
- Sidewalks should leave room for pedestrian movement
- Durable and attractive materials



### WAYFINDING

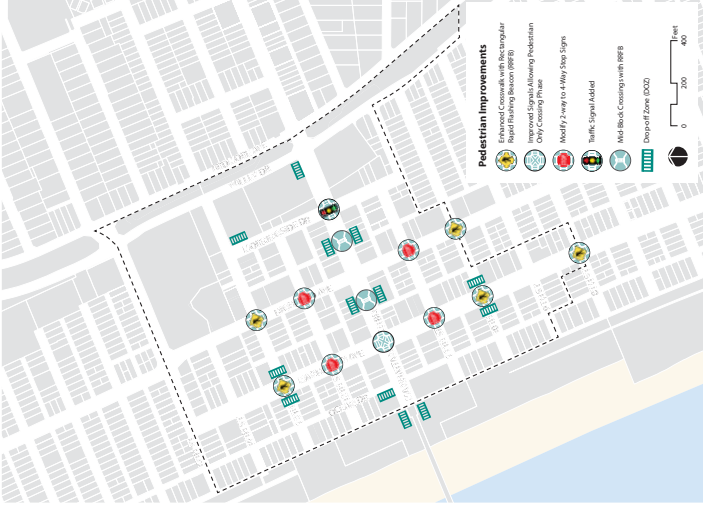
- Banners
- Information kiosks
- Signage with a consistent thematic character
- Gateway features to call attention to major entries into Downtown (i.e. signs, fountains, special landscaping, sculptures, etc.)



## PROPOSED STREETSCAPE IMPROVEMENTS

Specific streetscape improvements are proposed for several key locations/intersections in the Specific Plan area.

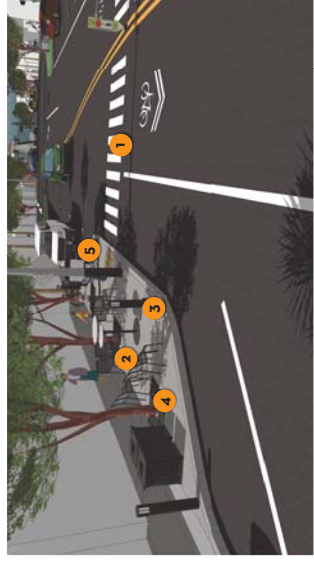
### PROPOSED PEDESTRIAN IMPROVEMENTS



### PROPOSED BICYCLE IMPROVEMENTS



Mid-block Crossing and Central Plaza



- 1: Mid-block crosswalks
- 2: Mid-block plaza and seating areas
- 3: Bollards
- 4: New street trees in tree grate
- 5: Bike racks

Multi-purpose Drop Off Zone



- 1: Cut-back curbline for drop off zone
- 2: 3 minute passenger loading and drop off signs
- 3: Improved lighting
- 4: ADA ramp
- 5: Bike racks



Beach Head Parking Area, Strand, and last block of MBB



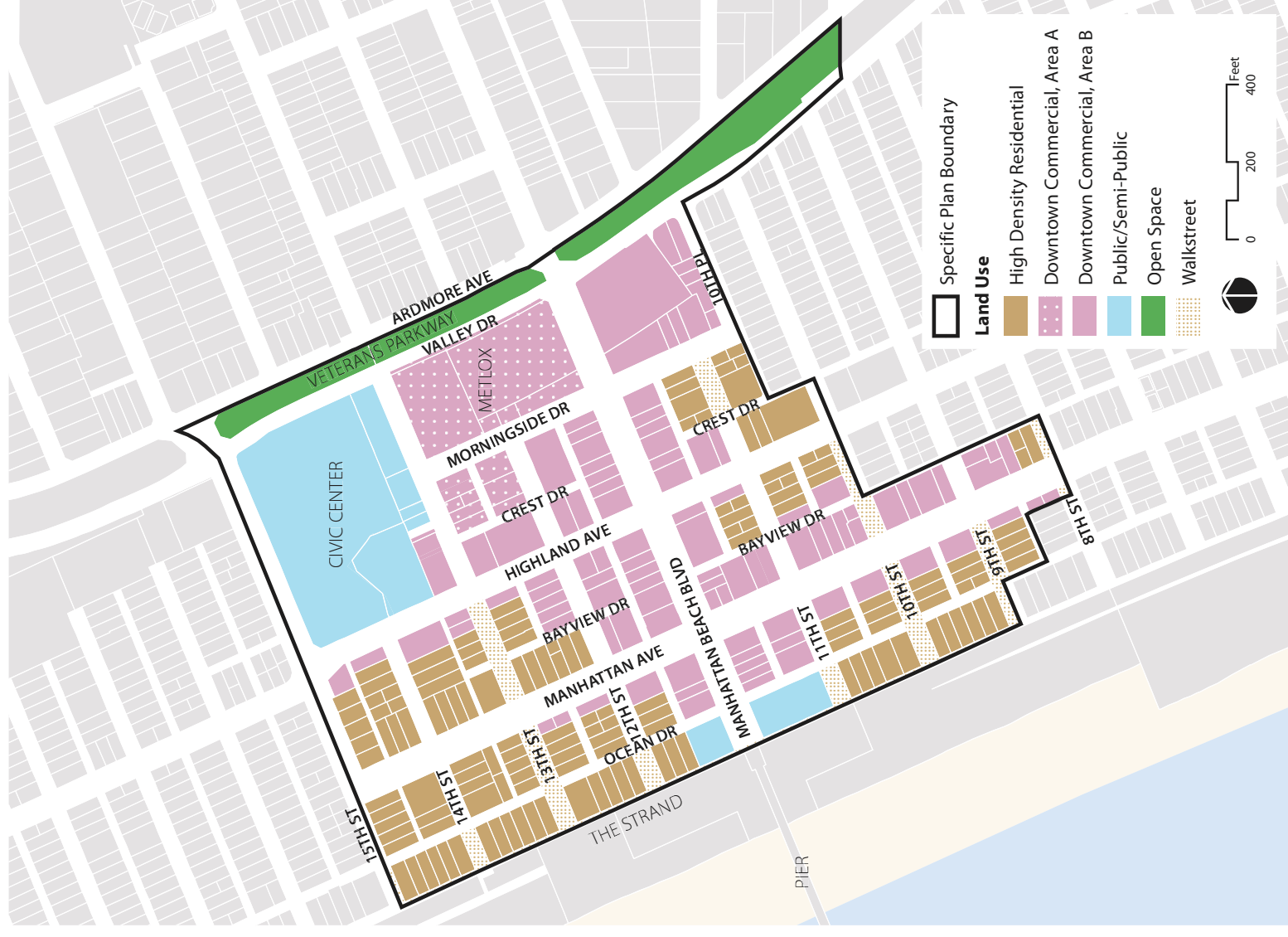
- 1: Subtle crosswalk net and volleyball
- 2: Turnaround drop-off locations
- 3: Plaza created from reconstructed slopes
- 4: ADA ramps and stairs added to access parking plaza
- 5: Bike racks
- 6: Climbing bike lane
- 7: Bike parking
- 8: Public art
- 9: Terrace seating planters
- 10: New street trees



# LAND USE PLAN PRESERVING AND ENHANCING DOWNTOWN'S CHARACTER AND FORM



To perpetuate Downtown's small town character, the Specific Plan area includes the following 4 land use designations:



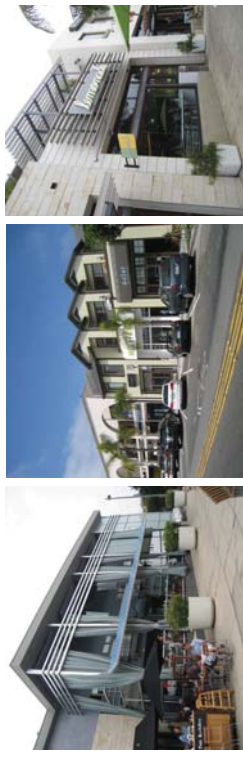
## HIGH DENSITY RESIDENTIAL

- Single family homes
- Apartments
- Condominiums
- Senior housing
- Parks and recreation facilities, schools, public safety facilities, and facilities for religious assembly



## DOWNTOWN COMMERCIAL

- Commercial businesses, residential uses, and public uses
- Focus on pedestrian-oriented commercial businesses that serve Manhattan Beach residents
- Visitor-oriented uses limited to low-intensity businesses providing goods and services primarily to beachgoers



## PUBLIC/SEMI-PUBLIC

- Public schools, government offices, and facilities such as libraries, cultural centers, and neighborhood/community centers
- Semi-public facilities, hospitals, and medical institutions
- Development standards established through discretionary review



## OPEN SPACE

- Public parks (Veterans Parkway)
- Limited recreational facilities and commercial uses in support of the principal park use
- Development standards established through discretionary review



## LAND USE MAP

# CIRCULATION PLAN

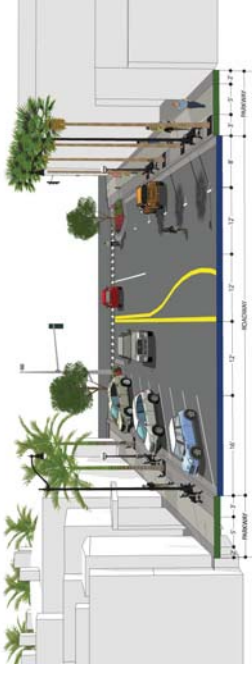
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CIRCULATION MAP

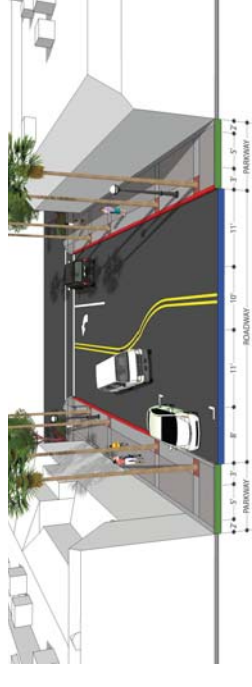
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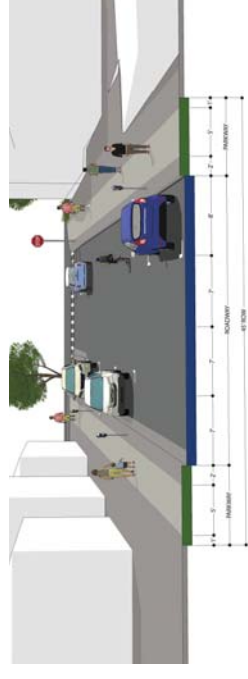
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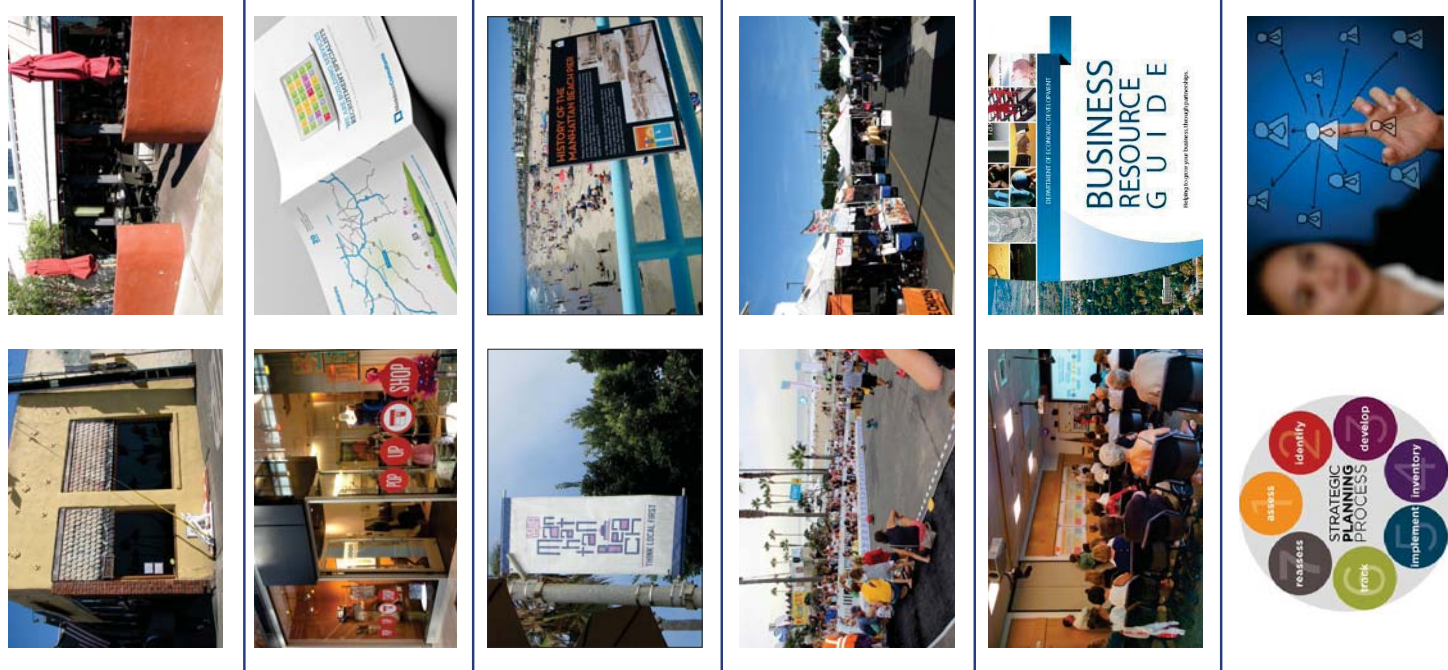


# ENCOURAGING ECONOMIC DEVELOPMENT



The Specific Plan includes the following goals and strategies to foster business development in a manner that preserves the Downtown's small town character and quality of life.

EXAMPLE STRATEGIES	
<p>Implement a business-strengthening strategy focused on business retention and expansion.</p>	<ul style="list-style-type: none"> <li>• Provide education and technical assistance to businesses</li> <li>• Form a “Downtown Restaurant and Bar” task force to address community concerns (e.g. noise, trash, delivery times/locations, etc.)</li> <li>• Initiate a program to help improve building façades</li> </ul>
<p>Develop a recruitment campaign targeting specific types of business.</p>	<ul style="list-style-type: none"> <li>• Create a business recruitment packet</li> <li>• Explore “pop-up” businesses to temporarily activate vacant storefronts</li> </ul>
<p>Implement a comprehensive promotion and marketing strategy.</p>	<ul style="list-style-type: none"> <li>• Redesign Downtown Manhattan Beach's logo and slogan</li> <li>• Establish a visitor center</li> <li>• Maintain and grow the website and social media for Downtown</li> <li>• Showcase Manhattan Beach's history, art, and culture</li> </ul>
<p>Leverage local markets to boost Downtown's economy and consumer base.</p>	<ul style="list-style-type: none"> <li>• Draw day workers into Downtown</li> <li>• Consider weekend activities that could attract locals back to Downtown</li> <li>• Sustain a vibrant calendar of visitor events as well as more local, community-focused events</li> </ul>
<p>Build and sustain a strong Downtown business community.</p>	<ul style="list-style-type: none"> <li>• Maintain consistent communication between members, stakeholders, partners, and the community</li> <li>• Create a "Main Street" program</li> </ul>
<p>Ensure that the Downtown Business Professional Association (DBPA) has the technical and staffing capacity to meet the current and future demands of its program and activities.</p>	<ul style="list-style-type: none"> <li>• The DBPA should develop a five-year strategic plan.</li> <li>• The DBPA should explore ways to increase its funding base</li> <li>• Consider a Property Based Improvement District Assessment</li> </ul>



# IMPROVING ACCESS TO PARKING



Building upon the Downtown Parking Management Plan, the Specific Plan includes the following strategies to improve access to parking in and around Downtown.

PARKING GOALS	EXAMPLE STRATEGIES	IMAGERY
<p>Increase turnover of vehicles and available on-street parking</p>	<ul style="list-style-type: none"> <li>• Demand pricing</li> <li>• Lower meter rates in parking structures and lots</li> </ul>	
<p>Clearly and expeditiously direct visitors to available parking</p>	<ul style="list-style-type: none"> <li>• Parking wayfinding signs</li> <li>• Smart parking technologies</li> </ul>	
<p>Provide a City regulated valet parking program</p>	<ul style="list-style-type: none"> <li>• Valet program regulated by the City</li> </ul>	
<p>Provide additional parking supply with new underground structured parking</p>	<ul style="list-style-type: none"> <li>• Build new parking structures</li> </ul>	
<p>Better utilize existing private parking lots and structures</p>	<ul style="list-style-type: none"> <li>• Shared parking opportunities during business off-hours</li> </ul>	
<p>Manage employee parking</p>	<ul style="list-style-type: none"> <li>• City operated shuttle service for employees/merchants to remote parking locations</li> <li>• Employee parking in remote parking areas</li> <li>• Reduced on-street parking time limits in residential areas</li> <li>• Tandem parking options for employees</li> </ul>	
<p>Reduce number of vehicles and congestion within Downtown</p>	<ul style="list-style-type: none"> <li>• Parking at remote parking lots with a City shuttle service for visitors and customers</li> <li>• Electric, disabled, motorcycle, and passenger loading zones</li> </ul>	
<p>Increase biking options</p>	<ul style="list-style-type: none"> <li>• Additional bike parking (e.g. racks, corrals)</li> <li>• Bikeshare program</li> </ul>	



# DOWNTOWN MANHATTAN BEACH



## DEFINED

### DOWNTOWN SPECIFIC PLAN COMMUNITY WORKSHOP #3

Wednesday, March 16, 2016, 6:00-8:00 P.M.

### COMMUNITY WORKSHOP #4

Thursday March 24, 2016, 6:00-8:00 P.M.

Both meetings to be held in the Police/Fire Community Room, 400/420 15th St, Manhattan Beach

During these workshops, we will present the Public Draft Downtown Specific Plan document. You will have the opportunity to review key elements of the Plan and provide your input. Key elements include:

- Building design
- Streetscaping and public spaces
- Mobility and parking
- Business development and relations

The City of Manhattan Beach wants YOU to help define the future of our downtown through the Downtown Specific Plan process. Join the conversation by attending our community workshops and help the City prioritize what is important to you!

### TENTATIVE SCHEDULE



For more information, visit [WWW.CITYMB.INFO/DOWNTOWNMBDEFINED](http://WWW.CITYMB.INFO/DOWNTOWNMBDEFINED) or contact Ted Fatusos at [tfatusos@citymb.info](mailto:tfatusos@citymb.info) or (310) 802-5512.

Post photos and comments about what you would like to see using [#downtownmbdefined](https://twitter.com/downtownmbdefined)





# SECTION 1

## CIRCULATION & PARKING

This section describes the circulation plan for the Specific Plan area. The plan includes the Downtown street circulation system and its associated parking facilities. Streets are the only way in which an individual obtains vehicular access to the district's businesses, residences, and other destinations. As such, efficiency in this system is paramount for safety and economic reasons. Most visitors and residents in the Downtown area would likely prefer not having to drive down various streets searching for the elusive public parking space. In some cases, people using active transportation as the access method may very well enjoy walking or riding to their destinations more than driving. This chapter focuses on how to provide a variety of travel mode choices and the methods of how vehicles (including bikes) can be stored at convenient locations relatively close to their final destinations.

## 1.A. PUBLIC CORRIDOR PLAN

The project area's circulation system should accommodate all transportation users within the public right-of-way. The roadway (between curbs) is generally restricted to street legal vehicles and bikes. Pedestrians are allowed to cross at all roadway intersections, unless otherwise prohibited or controlled by a traffic signal or restriction sign. But other than a few restrictions on movement and adherence to motor vehicle codes, the public is allowed to use the right-of-way based on their own preferences. This plan suggests a new street nomenclature to align with the full range of a street's purpose instead of only indicating the street's capacity for volume and speed. Although the majority of trips and transportation choices are by private automobile, all circulation plans need to take into account the latest State of California legislative mandates to provide access for all transportation users, including pedestrians, transit, and bicyclists. Figure 5.7 illustrates the Downtown Public Corridor Plan and Downtown corridor types.

### 1.A.1 STATE GUIDANCE FOR CIRCULATION PLANS

**California Complete Streets Act.** On September 30, 2008, Assembly Bill 1358 was signed into law. The act states: "In order to fulfill the commitment to reduce greenhouse gas emissions, make the most efficient use of urban land and transportation infrastructure, and improve public health by encouraging physical activity, transportation planners must find innovative ways to reduce vehicle miles traveled (VMT) and to shift from short trips in the automobile to biking, walking and use of public transit." The act requires circulation and roadway planning efforts to provide a balanced, multi-modal transportation network that meets the needs of all users of the streets, roads and highways for safe and convenient travel in a manner that is suitable to the rural, suburban or urban context of the general plan.

**AB-32 Global Warming Solutions Act AB-32** calls for the reduction of greenhouse gas emissions and codifies the 2020 emissions reduction goal. This act also directs the California Air Resources Board to develop specific early actions to reduce greenhouse gases while also preparing a scoping plan to identify how best to reach the 2020 limit.

**SB-375 Redesigning Communities to Reduce Greenhouse Gases.** This legislation seeks to reduce vehicle miles traveled through land use and planning incentives. Key provisions require the larger regional transportation planning agencies to develop more sophisticated transportation planning models, and to use them for the purpose of creating "preferred growth scenarios" in their regional plans that reduce greenhouse gas emissions. The bill also provides incentives for local governments to incorporate these preferred growth scenarios into the transportation elements of their general land use plans.

**AB-1358 Complete Streets Act** requires the legislative body of a city or county, upon revision of the circulation element of their general plan, to identify how the jurisdiction will provide for the routine accommodation of all users of the roadway, including drivers, pedestrians, cyclists, individuals with disabilities, seniors and public transit users. The bill also directs the Office of Planning and Research to amend guidelines for general plan circulation element development so that the building and operation of local transportation facilities safely and conveniently accommodate everyone, regardless of their travel mode.

Figure 1-1 Public Corridor Plan

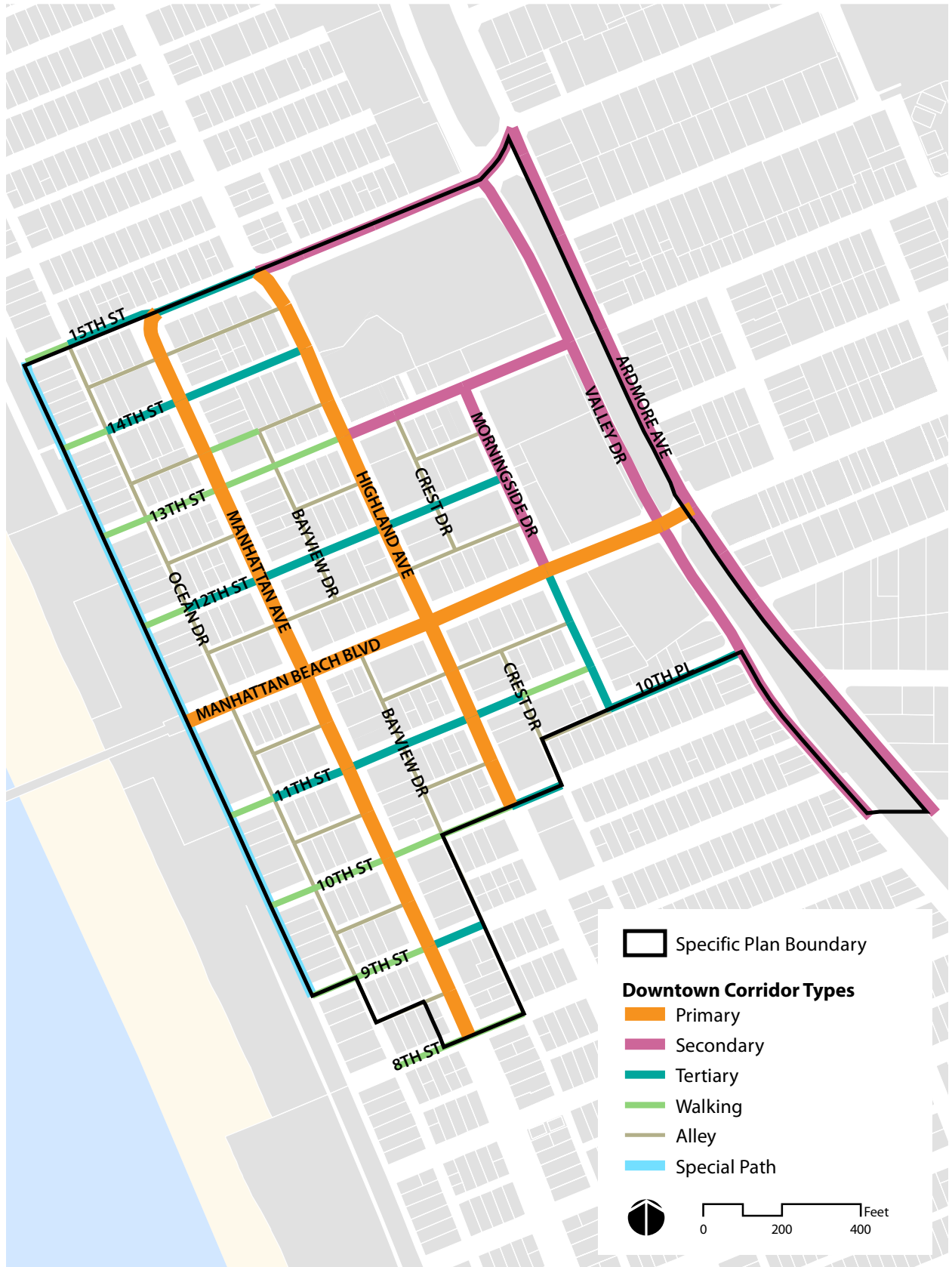






Figure 1-2 Mobility Study



Figure 1-3 Manhattan Beach Adopted Bike Master Plan



Figure 1-4 Bike Parking Study

**SB-743 CEQA Reform** supports increases in bicycling and walking infrastructure and accommodation by removing a longstanding roadblock to them. That roadblock is vehicular Level of Service (LOS). For decades, vehicular congestion has been interpreted as an environmental impact and has often stymied on-street bicycle projects in particular. Projections of degraded Level of Service have, at a minimum, driven up project costs and, at a maximum, precluded projects altogether. Depending on its final guidelines, SB-743 could completely remove LOS as a measure of vehicle traffic congestion that must be used to analyze environmental impacts under the California Environmental Quality Act (CEQA).

**Safe Streets Act (S-2004/HR-2468)** encourages safer streets through policy adoption at the state and regional levels, mirroring an approach already being used in many local jurisdictions, regional agencies and states governments. The bill calls upon all states and metropolitan planning organizations (MPOs) to adopt Safe Streets policies for federally funded construction and roadway improvement projects within two years. Federal legislation will ensure consistency and flexibility in road-building processes and standards at all levels of governance.

## 1.A.2 RELEVANT DOCUMENTS

The Specific Plan for Downtown Manhattan Beach utilizes the complete street findings and other recommendations from the November 2015 City of Manhattan Beach Draft Mobility Plan (“Figure 5-2: Mobility Study”). This document, in its final form, should be used as the definitive document for reviewing complete street issues and recommendations. The recommendations in the plan have built on the recommendations of the 2015 Draft Mobility Plan, as well as suggested routes from the South Bay Bicycle Master Plan, dated 2011. The currently adopted Citywide Bikeway Plan for the City of Manhattan Beach is a summary of these other documents (“Figure 5-3: Manhattan Beach Citywide Bikeway Plan”). Bike parking recommendations from the South Bay Bike Mini-Corral Plan- 2014 (“Figure 5-4: Bike Parking Study”) have also been used in the bike parking recommendations section.

## 1.A.3 ACTIVE TRANSPORTATION GUIDANCE

In the last five years, planning for bicycle facilities in the United States has undergone a significant transformation. Much of this may be attributed to the increased role of biking in the overall transportation system. Once viewed as an “alternative” mode, it is increasingly viewed as a legitimate transportation mode that should be actively promoted as a means to achieve air quality targets and provide a more equitable transportation system.

Facility types intended to encourage bicycle ridership among the “interested but concerned” demographic tend to be those that provide separation from high traffic volume and high speed streets. Measures that generally encourage bicycling include bicycle and transit integration, convenient and secure bicycle parking and other end-of-trip facilities that address the “first and last mile” issue of getting from an origin to a final destination.

Bicycle facility state of the practice is in flux, and new and innovative facility details are constantly being refined. The amount of guidance regarding innovative facilities at the local, regional, state and national levels varies. In the case of California cities, best practice guidance comes primarily from national organizations such as the American Association of State Highway and Transportation Officials (AASHTO) and the National Association of City Transportation Officials (NACTO), and through the efforts of other cities within California and elsewhere that have planned, implemented and evaluated such facilities. While bikeway design guidance has traditionally come from the state, especially Caltrans and the California Manual on Uniform Traffic Control Devices (CA MUTCD), this agency and manual offer little in the way of support for innovative facilities. Fortunately, California cities may apply for experimental designation from the FHWA for projects not in conformance with the California MUTCD.

A physical facility for walking must meet a minimum level of access, safety and space requirements. However, the qualitative elements of walking are equally important to consider and plan for. Safety from vehicles, safety from crime and safety from trip hazards and other roadway and walkway obstructions must be considered. There are a broad variety of references that can be used for improving these conditions. The MUTCD and AASHTO



**Figure 1-5** Bike access and parking issues need to be integrated into planning and design efforts



**Figure 1-6** Walkways provide the interface between adjacent land uses and the roadway environment

references listed above do contain some guidance on street crossings and special pedestrian signals. Often, combining bike and pedestrian improvements together can result in better facilities for each mode.



**Figure 1-7 Convenient and safe access to transit needs to be worked into circulation improvements**

## 1.A.4 TRANSIT GUIDANCE

Encouraging the public to utilize transit more frequently is a common goal of local jurisdictions and transit agencies. Research has found that most of the public will commit 5-10 minutes to get to transit, another 10 minutes waiting for the transit vehicle and perhaps 10-15 minutes of travel time. At the end of the trip, another 5-10 minute walk to the final destination is reasonable. Overall, a 45-minute to 1-hour commitment is reasonable. Attention has become more focused on the “first and last mile” connections to make the time commitment more in line with what transit users are willing to commit. The walk needs to be reasonable, safe, well lit and enjoyable so that it is not a deterrent to taking transit. The mobility element needs to combine the active transportation measures and projects with transit area access priorities.

## 1.A.5 PARKING GUIDANCE

The primary document that is used for guidance is the 2008 Downtown Parking Management Plan (DTMP). Additional analysis and public input has been obtained to help confirm the strategies being used from the 2008 DTMP, and to propose new strategies to address current needs and issues with parking in the project area. The updates and strategies are based on information and feedback received from input from the City of Manhattan Beach, in-person intercept survey and online surveys conducted in August of 2015, and through two Community Workshops held in the fall of 2015. No new parking quantities or parking demand data was collected for this study. Instead, data collected for the previous 2008 DTMP was used as a benchmark for this analysis. There are approximately 1,400 public parking spaces within the nine City lots, and another 440 parking spaces in Downtown city streets.

## 1.B. DOWNTOWN CORRIDOR TYPES

Until recently, streets have been classified based on capacity characteristics of vehicular movement in travel lanes. This older methodology ignores many other purposes of a street and is not consistent with Complete Streets legislation or other current transportation planning principles. A street should be classified for not only vehicular throughput, but also the ability to accommodate bikes, pedestrians, and transit vehicles and how it can accommodate public realm activities related to adjacent land uses. This chapter proposes new definitions for re-categorizing streets that are more consistent with the broader purposes of Downtown Manhattan Beach streets. Therefore, for the purposes of the Downtown Specific Plan, the streets have been re-

categorized in relationship to their adjacent land uses, functional use, urban form, and overall right-of-way widths (Table 5.1: Corridor Type Dimensions). Public realm guidelines discussed in subsequent chapters will be applied to the street types discussed below. The traffic engineering nomenclature using major arterial, arterials, collector, and neighborhood streets should still apply when discussing traffic engineering principles and evaluation of street capacity.

## 1.B.1. GENERAL STREET CORRIDOR TYPE DEFINITIONS

Streets consist of two broad elements including roadways and parkways. A roadway consists of the following two parts:

- Paved areas where vehicles and bikes move within lanes.
- The parking zone where vehicles park (if allowed) and the curb and gutter exist. Pedestrian bulb-outs can protrude into this environment.

A parkway consists of three parts:

- The furnishing zone covers signage, lighting, street trees, street furnishings and parkway planter strips.
- The walk zone includes sidewalks.
- The transition zone provides a buffer between the walk zone and the adjacent business or land use. The transition zone can also include outside seating, plantings, building utilities, extensions of buildings and doorways.

The combination of the streets and the parkway are referred to as corridors. These elements are shown in the typical cross sections on the following pages. Table 5.1: Corridor Type Dimensions shows the general dimensions of street corridor types found in the Downtown area. The location of each of these street corridors is shown on Figure 5.7: Public Corridor Plan.

## 1.B.2. PRIMARY STREET CORRIDORS

Primary Downtown street corridors are defined as the main streets in the Downtown area that represent the major east-west and north-south corridors. These streets generally have an 80-foot right-of-way that includes the roadway and the parkway. The primary Downtown streets are Highland Avenue between 10th Street and 15th Street, Manhattan Avenue from 8th Street to 13th Street, and Manhattan Beach Boulevard. These three streets act as the main gateways to Downtown and the beach.

Manhattan Beach Boulevard can be divided into distinct parts: east (Valley Drive to Morningside Drive), Central (Morningside Drive to Manhattan Avenue) and west (Manhattan Avenue to the pier and beach). Manhattan Beach Boulevard is approximately 80 feet wide and is significantly sloped in the west portion and moderately sloped in the central and east portions. Due to these sloped conditions, pedestrian and bike circulation are constrained. Vehicular circulation ends at the County beach parking lot, with hammerhead parking lots to the north and south.

Table 1-1 Corridor Type Dimensions

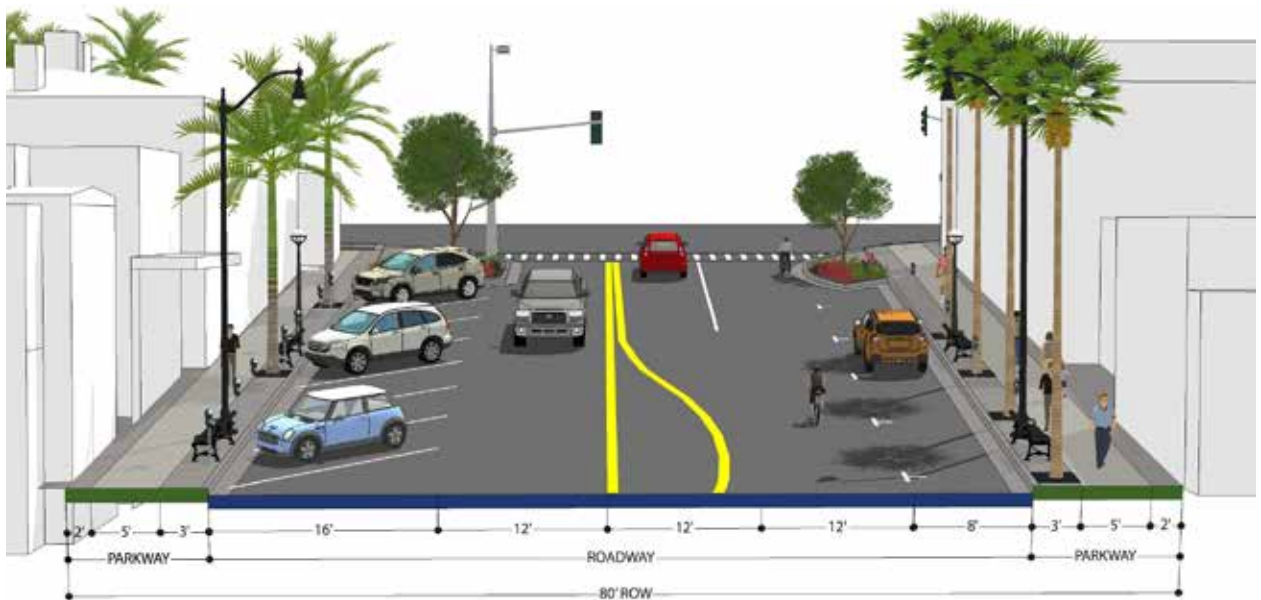
	Building Transition Zone	Walkway	Furnishing Zone	Parking	Travel Lane	Center Turn Lane	Travel Lane	Parking	Furnishing Zone	Walkway	Building Transition Zone	Totals
	PARKWAY			ROADWAY					PARKWAY			
<b>PRIMARY</b>	2	5	3	16	12	12	12	8	2	5	3	<b>80</b>
Range	0'-3'	5'-10'	3'-6'	8'-19'	10'-12'	10'-12'	10'-12'	8'-19'	3'-6'	5'-10'	0'-3'	<b>61</b>
<b>SECONDARY</b>	2	5	3	8	11	10	11	0	2	5	3	<b>60</b>
Range	1'-2'	5'-8'	1'-5'	8'	11'-12'	0'	11'-12'	8'	1'-5'	5'-8'	1'-2'	<b>51</b>
<b>TERTIARY</b>	0,0	5	0	8,0	12	0	12	8,0	0	5	0,0	<b>50</b>
Range	0'-3'	5'-10'	2'-6'	0'	12'-14'	0'	12'-14'	0'	2'-6'	5'-10'	0'-3'	<b>38</b>



Figure 1-8 Streets are as much about the walkway and land uses as they are about the travel lanes

Manhattan Beach Boulevard east of Highland Avenue is classified as a minor arterial and is a collector street west of Highland Avenue under current traffic engineering designations.

Manhattan Avenue is also approximately 80 feet wide and is relatively flat along its course through Downtown. This street is the primary interface with the walkstreets discussed below. The street can be divided into two segments: the south segment from 8th Street to Manhattan Beach Boulevard and the north segment from Manhattan Beach Boulevard to 15th Street. The north segment contains a higher amount of medium-density housing on each side, with variations of on-street angled or parallel parking, while the south segment supports more storefronts with a similar variation in on-street parking. Figure 5.10: Primary street corridor cross section identifies typical elements and dimensions on these streets. Manhattan Avenue is classified as a collector street under current traffic engineering designations.



Highland Avenue between Manhattan Beach Boulevard and 15th Street is also classified as a primary Downtown street. Highland Avenue, although only having a 61-foot right-of-way, has been classified as a primary street since it functions as a through corridor and has similar commercial land uses as the other two primary streets. Although not as wide as the other two streets, this street does connect to the Civic Center and other destinations to the south and north. Highland Avenue is considered a collector street under the traffic engineering designations.

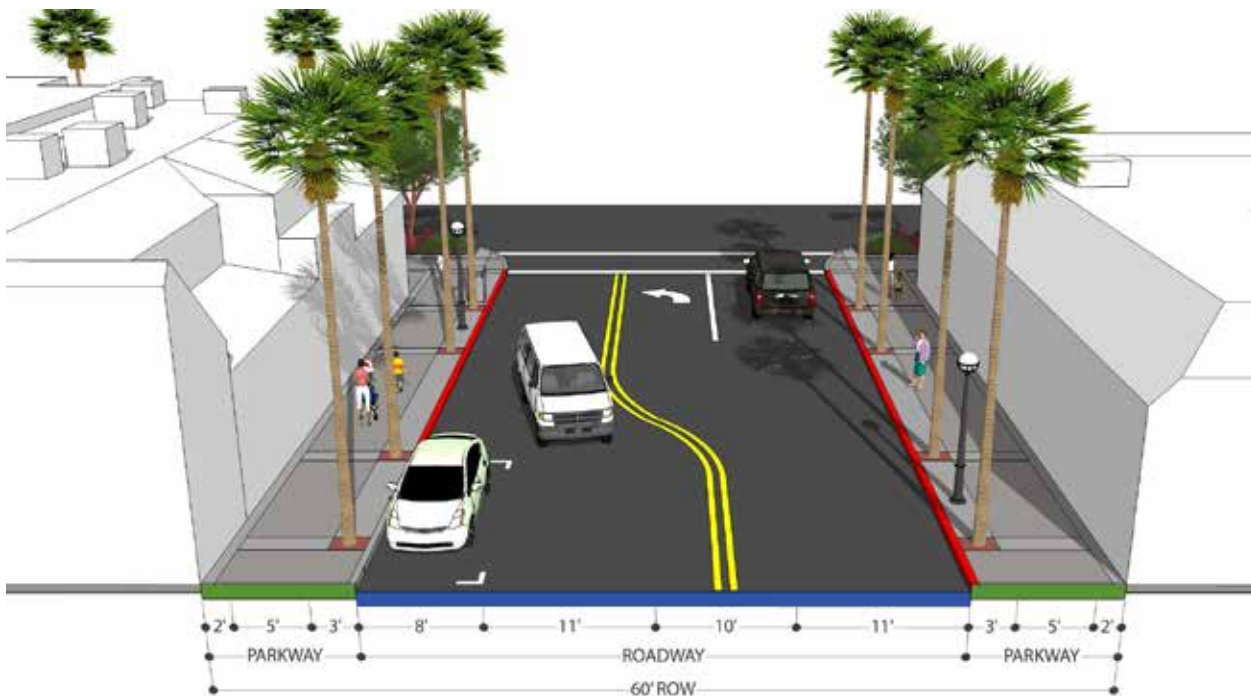
**Figure 1-9 (top) Typical primary street corridor condition**  
**Figure 1-10 (bottom) Typical primary street corridor cross section**

### 1.B.3. SECONDARY STREET CORRIDORS

Secondary street corridors are defined as streets within the business district that serve as merchant corridors not otherwise identified as a primary street corridor. These streets are generally 51 feet to 60 feet in width. These streets should receive similar treatments as the primary streets, with less emphasis on significant gateway markers and fewer amenities per block. The secondary street corridors identified in the Downtown Specific Plan area are 15th Street (from Highland Avenue to Valley Drive), 13th Street (from Highland Avenue to Valley Drive), Morningside Drive (from 13th Street to Manhattan Beach Boulevard), and Valley Drive (from 15th Street to 10th Place). Secondary street corridors range slightly in configuration and right-of-way width. The north-south oriented streets—Morningside Drive, and Valley Drive—are relatively flat while 15th and 13th Streets both have minor slope constraints. Due to the predominantly flat nature of these streets, pedestrian and mobility navigation are much less constrained when compared to the east-west oriented streets near the beach. Figure 5.12: Secondary Street Corridor Cross Section identifies typical elements and dimensions on these streets. None of these streets, except a portion of 15th Street (major local), are classified under current traffic engineering designations.

**Figure 1-11 (top)** Typical secondary street corridor condition

**Figure 1-12 (bottom)** Typical secondary street corridor cross section

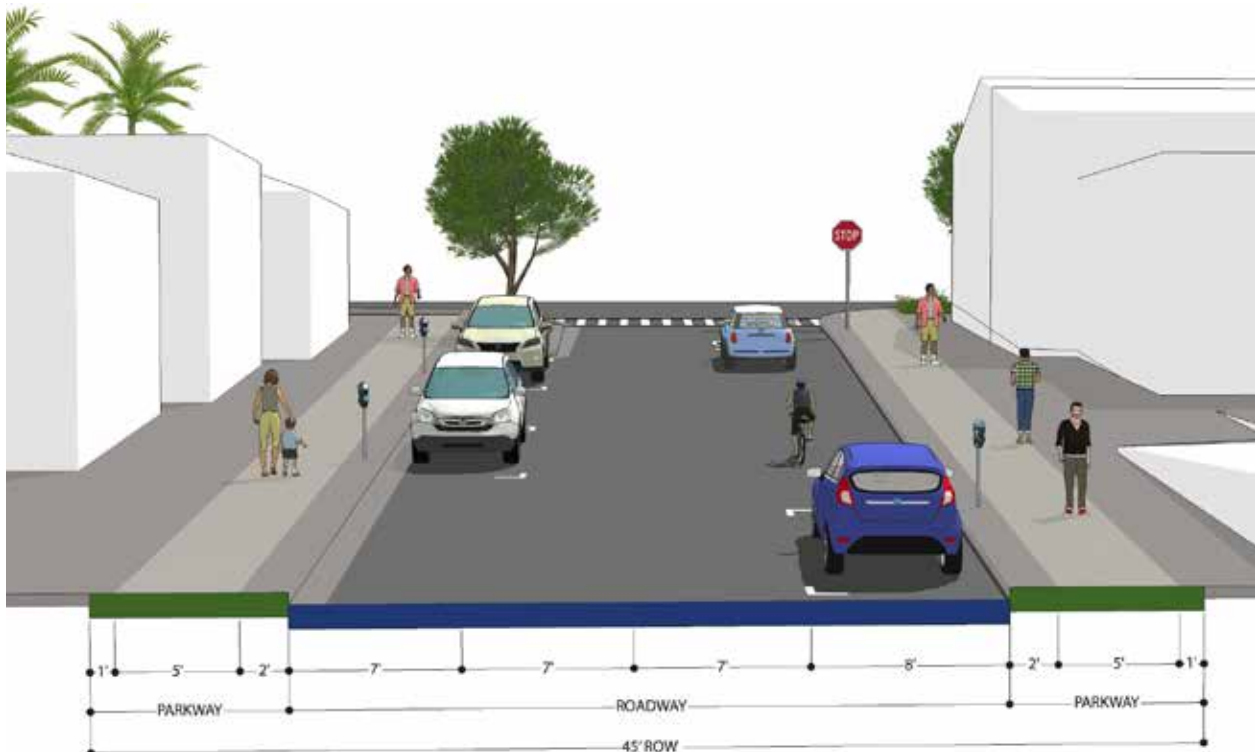


## 1.B.4. TERTIARY STREET CORRIDORS

Tertiary street corridors are defined as the streets that are mainly distributed throughout the residential areas of Downtown Manhattan Beach. These streets are likely to only receive minor treatments in comparison to the primary and secondary streets, with less emphasis on merchant needs and more emphasis on safety and planting enhancements. The tertiary streets identified in the Downtown Specific Plan area are Morningside Drive (Manhattan Beach Boulevard to 10<sup>th</sup> Place, 15th Street (from Ocean Drive to Highland Avenue), 14th Street, 12th Street, 11th Street, 10<sup>th</sup> Street, 10<sup>th</sup> Place, and 9th Street, excluding any walkstreet portions). These streets range in configuration and right-of-way widths from 38 feet to 50 feet. The east-west oriented streets near the beach are significantly sloped while becoming more gradual to the east. Figure 5.14: Tertiary Street Corridor Cross Section identifies typical elements and dimensions on these streets.

**Figure 1-13 (top)** Typical tertiary street corridor condition

**Figure 1-14 (bottom)** Typical tertiary street corridor cross section







**Figure 1-15** Typical walkstreet condition

## 1.B.5. WALK STREETS

Walkstreets are defined as east-west corridors designated as pedestrian-only streets. These public streets provide a strong connection to the beach from the nearby neighborhoods and help foster a healthy community interaction. Unique and sometimes eclectic mixes of private and public outdoor patios, gardens, and living spaces surround these streets. These walkstreets should be preserved and protected, as best as possible, to ensure scenic vistas are not obstructed and the community character is intact. The walkstreets in the Downtown Specific Plan area are located on 15th, 14th, 12th and 11th Streets (from The Strand to Ocean Drive), as well as 13th Street (from The Strand to Highland Avenue), and 10th Street (from The Strand to Highland Avenue), and 9th Street (from The Strand to Manhattan Avenue). Walkstreets range in configuration but typically have concrete walks with an approximate width of 15 feet to 20 feet. The rights-of-way are indicated as being 60 feet with the other 40 to 45 feet containing private improvements.



**Figure 1-16** Typical alley condition

## 1.B.6. ALLEYS

Alleys are defined as the utility, loading, service, and access corridors that run throughout the commercial and residential areas in typical “back-of-house” fashion. These corridors are classified as either commercial or residential depending on their adjacent land use. The commercial alleys provide necessary circulation for the businesses, restaurants, and offices. They help alleviate congestion on the primary, secondary, and tertiary Downtown street corridors by allowing access to the buildings and private and public parking lots from the rear. This function is critical, in some instances, for day-to-day functioning. The residential alleys are mainly used for garage access, but also function as pedestrian and bicycle circulation routes. Further pedestrian and bicycle use should be encouraged as that will help minimize vehicle loads on the primary, secondary, and tertiary Downtown street corridors. Safety concerns have been expressed about non-vehicular uses of alleys. Enhanced signage and surface treatments should be implemented in the residential alleys. The commercial and residential alleys range in right-of-way width between 18 feet and 25 feet. The alleys typically do not have sidewalks, and in some cases, two vehicles in opposite directions must pull to the edge to pass each other or yield to the other driver if parked vehicles are on one side.

## 1.B.7. SPECIAL PATHS AND WALKWAYS

Special paths and walkways are defined as the recreational and circulatory paths that occur throughout the Downtown area. These include bicycle trails, running paths, walking paths, sidewalks, and any other paths or walkways. The special paths and walkways identified within the Downtown Specific Plan area include Marvin Braude Bike Trail, The Strand Walkway, and Veterans Parkway (Valley/Ardmore Greenbelt).

## 1.C. PEDESTRIAN AND BIKE CIRCULATION

Active transportation combines the transportation aspects of cycling and walking with the health benefits of activity, as well as the solution-oriented aspects of greenhouse gas emission reduction and climate change action. When safe, comfortable, interesting, and direct facilities have been provided for the general public and when other options of mobility are restricted by the lack of parking and heavy congestion, people will walk and bike to various locations. The best customer for the business district is one that does not have to have their vehicle parked on the street. A person that walks, takes transit, bikes, or gets dropped off will help in lowering congestion, parking shortages, greenhouse gas emissions, and noise levels. The ultimate goal should be to encourage people to consider walking or biking to Downtown Manhattan Beach, thereby reducing street congestion and air quality impacts, and relieving the requirements for more land and public spaces dedicated to parking and the automobile. At the same time, many will not walk or bike due to physical conditions, time constraints, or fear of accidents or crime. The steep east to west topography can be challenging for cyclists. Overall, surveys have shown that more than 50 percent of the public would ride if the conditions of safety, comfort, and directness of route were provided.

The South Bay area is already a very popular biking, running, jogging, skating, and walking environment. The community is a haven for active transportation given The Strand, walkstreets, the Marvin Braude Bike Trail, and Veterans Parkway (Valley/Ardmore Greenbelt). There is already ample evidence of heavy



**Figures 1-17-18 (top & middle)**  
Marvin Braude Bike Trail  
**Figure 1-19 (bottom)** Veterans Parkway

MANHATTAN BEACH DOWNTOWN SPECIFIC PLAN



Figures 1-20-25 Pedestrian and bike circulation facilities

use of these facilities by the local community as well as visitors from all around. Yet most of Downtown is difficult to ride in a manner where bicyclists feel safe from traffic. Bike parking is extremely limited compared to the demand, especially during the peak season in the summer. Existing bike facilities that were developed as part of the adopted Citywide Bike Master Plan include a bike route (Class 3) on Manhattan Avenue within the Plan area and bike lanes (Class 2) leading into Downtown on Manhattan Avenue south of 7<sup>th</sup> Street. A bike route is also on Valley Drive, north of 15<sup>th</sup> Street. However, none of these facilities are considered to be adequate for the inexperienced rider, the major group that lives close by and might be persuaded to visit Downtown by bike.

Walking is much easier, with complete walking facilities and marked crosswalks. However, the act of crossing uncontrolled intersections in some locations may be daunting for some pedestrians. Given the limited street right-of-way, it is easy to see why few bike and pedestrian facilities have been added in the past. Some investments have been made for walkstreets, intersection bulb-outs, special crossings, and general traffic calming efforts. At the same time, substantial investments have been made to create parking spaces in all locations around Downtown. But since there are no new locations left for inexpensive parking development, efforts should now focus on converting a limited number of parking spaces so that alternative modes such as biking, walking, transit use, shuttle use, carsharing, taxis, rideshare, and carpooling are more encouraged, thereby reducing private vehicle parking demand. These features would not be constructed until and unless equivalent replacement public parking is acquired, resulting in no net loss of parking.

## 1.C.1 BIKESHED AND WALKSHED ANALYSIS

“Figure 5-9: Walksheds and Bikesheds” shows that more than 4,600 Manhattan Beach residents are within a 10-minute walk of the Downtown area. Several maps have been provided that are the result of walk time and biking time analysis using Geographic Information Systems (GIS) network analysis. “Figure 5-10: Walkshed for Civic Destinations” shows how far a person can walk on the existing street network of walkways, given a moderate walk pace of 2.5 mph, with some wait time at signalized intersections. The first map analyzes three primary civic or recreational destinations in Downtown. “Figure 5-11: Walkshed for Commercial Destinations” shows the walkshed associated with six general locations of the retail centers of the Downtown. More than 4,700 residents are within the 10-minute walktime of commercial destinations in the Downtown area.

Biking is not as easy to predict distances given a known number of minutes to travel. There is a small difference in the speed of walkers, typically 1 to 4 mph. The difference of speeds between cyclists is much more dramatic. It is common for inexperienced riders with limited physical condition to ride as slow as 5 mph. However, many cyclists can maintain 25 mph for many miles. For the purposes of modeling distances for a bikeshed, a 12.5 mph speed was assumed.

“Figure 5-12: Bikesheds for Civic Destinations” and “Figure 5-13: Bikesheds for Commercial Destinations” show that all of Manhattan Beach is within a 5-minute bike ride and most of the city

is within a 10-minute ride. Based on the overlay with census data, more than 25,000 Manhattan Beach residents are within biking distance of Downtown Manhattan Beach. The potential customer base is more than 33,000 persons when adjacent Hermosa, Redondo, Hawthorne and El Segundo residents are considered. The census data is somewhat dated compared with the current listed population, but if the current population of more than 35,000 residents is updated to 36,000, then approximately 75% of the population of Manhattan Beach is within a 10-minute bike ride. Although topography does affect the ability to ride to Downtown Manhattan Beach, one direction of the trip may be faster or slower than the return portion of the trip, but they will tend to balance each other out.

## 1.C.2. EXISTING MOBILITY ASSETS AND LIABILITIES

The following pages list many of the positive aspects of mobility assets, as well as some of the issues noted through the public workshop process and fieldwork efforts. Each topic includes a + and numbering system for assets or a - for those that are listed as liabilities. The tables have included photo samples of some of the more major assets or liabilities. Refer to “Figure 5-14: Parking Assets and Liabilities”, “Figure 5-15: Bike Assets and Liabilities”, “Figure 5-16: Traffic Assets and Liabilities”, and “Figure 5-17: Walking Assets and Liabilities”.

**Table 1-2 Walksheds and Bikesheds**

<b>AREA</b>	<b>TOTAL POPULATION</b>	<b>MANHATTAN BEACH POPULATION</b>
10 Minute Walk Time from Civic/Recreation Destinations	4,620	4,618
10 Minute Walk Time from Commercial Destinations	4,782	4,763
10 Minute Bike Ride from Civic/Recreation Destinations	33,140	25,263
10 Minute Bike Ride from Commercial Destinations	33,379	24,876

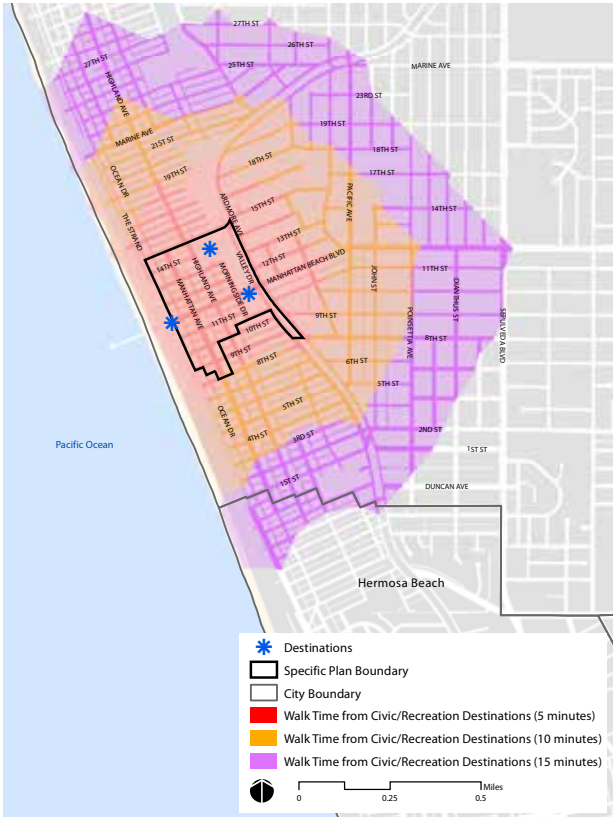


Figure 1-26 Walkshed for Civic Destinations

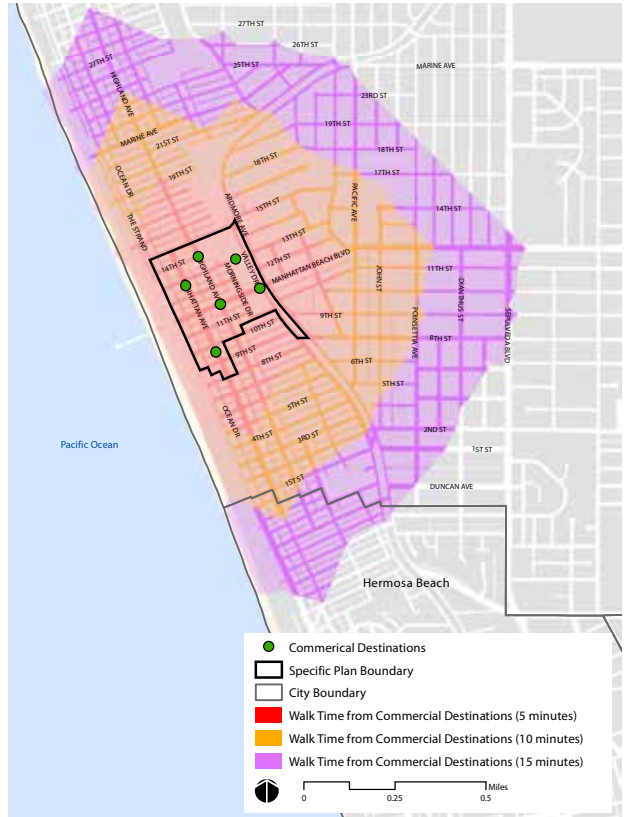


Figure 1-27 Walkshed for Commercial Destinations

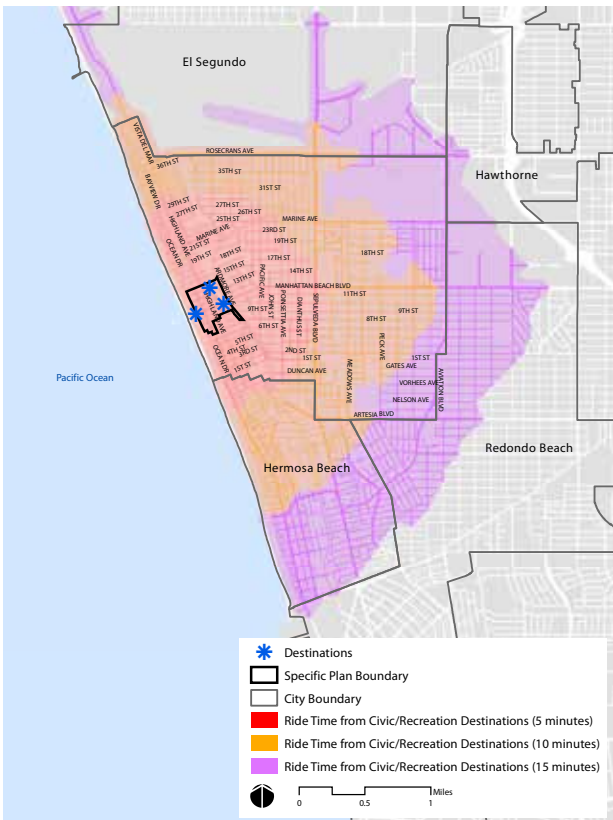


Figure 1-28 Bikeshed for Civic Destinations

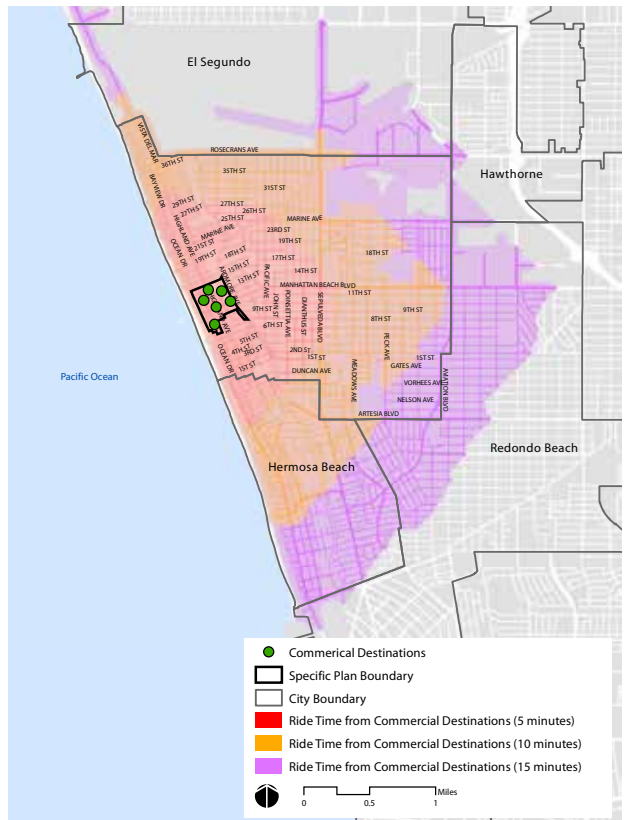


Figure 1-29 Bikeshed for Commercial Destinations

### 1.C.3. WALKING CONDITIONS

In general, Downtown Manhattan Beach has very walkable conditions. The Walkstreets and The Strand as well as Veterans Parkway all provide unique and separated facilities where most people feel safe and comfortable. The east to west options for walking are structured around the Walkstreets, and the north to south directions are covered by The Strand and Veterans Parkway, although the improvements in the parkway are minimal but could be made into important and well connected walking facilities. The alleys and streets all provide many east to west connections. The Primary Downtown streets of Manhattan Beach Boulevard, Highland Avenue and Manhattan Avenue are walkable streets with sidewalks, although the congestion (both vehicles and pedestrians) can sometimes be a deterrent.



Needed improvements include wider walkway environments and more controlled intersections. Many of the intersections have traffic signals or four-way stop intersections. However, the majority are typically two-way stop sign controlled with the east to west pedestrian connection often being in a crosswalk requiring a yield by drivers. This method of pedestrian crossing is not normally ideal for the highest level of safety, but the traffic calming and small streets tend to make this style of uncontrolled crossing acceptable and most drivers yield appropriately. However, inattentive or aggressive drivers can still create a safety issues for pedestrians.



To a lesser extent, some concern has been expressed over bikes and pedestrians using the alleyway without specific facilities to accommodate these uses. Although a marked walkway could help define where people walk and where vehicles drive, the speed of the street and the lack of defined dedicated space for each mode, should not be an issue, In fact, the nebulous nature of dedicated use areas can actually help in traffic calming by putting the driver on the defensive. Sharrow marked routes, a side walking trail painted in the alleys and increased signage could address these concerns. “Figure 5-18: Quality of Pedestrian Facilities” represents an evaluation of existing conditions from a walker’s perspective.

Figures 1-30-31 Typical Walkway Width

Figure 1-32 Parking Assets and Liabilities

**Car Parking (“C”)**

- +C1: Efficiency of parking lot layout and all possible areas used for parking.
- +C2: No dominant large surface parking lots visible.
- +C3: Parking that uses streets saves on overall space since back out aisles are the circulation streets.
- +C4: On-street parking provides buffers for pedestrians.
- +C5: Street parking is distributed throughout Downtown area.
- +C6: Major parking lots near eastern portion of Downtown near Metlox reduces the impact of vehicles moving throughout the Downtown grid.
- -C1: Overall appearance that most of the streets are dedicated to parking.
- -C2: Parking has limited the ability to widen walkways, streetscape areas and public realm social spaces.
- -C3: Presence of vehicles close to outdoor eating areas.
- -C4: Parking Lot 3 interrupts pedestrian flow and ADA requirements along 12th Street making walking down this side of the street difficult.
- -C5: Parking lots at the Beach Head create a large amount of local traffic with very few parking spaces, resulting in a car dominated recreation area.



+C3 Angled parking is efficient since it combines backout space with vehicular through movements.



-C3 The on-street parking does tent do crowd the walking environment and the interface between businesses and outdoor or open eating areas.



-C5 Parking at the pier area is very inefficient and creates unnecessary congestion and conflicts.



Figure 1-33 Bike Assets and Liabilities

**Bike (“B”)**

- +B1: Street speeds are low enough to allow most cyclists to take the lane without too much road rage from drivers.
- +B2: The Marvin Braude Bike Trail is a very important regional and local asset that works well for north-south movement for recreation or transportation.
- +B3: Use of walk streets and alleys provides a well distributed network of riding away from higher volume travel corridors.
- +B4: Downhill roadway segments allow cyclists to more closely match vehicular travel speeds.
- +B5: Veterans Parkway Greenbelt could provide an additional north-south bicycle corridor opportunity. However, it is currently restricted to a walking path only.
- -B1: Uphill segments need space to be outside of vehicular movements because of large speed differential.
- -B2: Extremely limited bike parking.
- -B3: Informal bike parking along commercial streets interrupts some pedestrian flow.
- -B4: No on-street exclusive lanes found in the study area.
- -B5: Street widths with no facilities do not allow for the three-foot minimum passing distance.
- -B6: Lack of connection between the Marvin Braude South Bay Bike Trail and the rest of the Downtown community.
- -B7: Dominance of angled parking and parallel parking along streets makes pulling out into a travel lane resulting in collisions with cyclists that much greater.



+B1 Overall, street speeds are low enough to make the tight roadway conditions acceptable for a cyclist taking a lane or allowing vehicles to pass.



+B2 Many cyclists pass by the Downtown area, but few stop and become customers, partly because of the unwelcome entry area.



-B2 The lack of parking is not only a deterrent for people riding Downtown, but it also creates congestion on walkways.

Figure 1-34 Traffic Assets and Liabilities

**Traffic flow (“T”)**

- +T1: Because of limited street widths and congestion related to parking, speeds are reasonable.
- +T2: Most traffic except along Highland and N. Valley Drive, appears to be local.
- +T3: Grid network allows for a greater number of choices.
- -T1: Clarity of streets, alleys and walk streets makes some route choices potentially confusing to visitors.
- -T2: Beach Head parking results in parking lot congestion and turn-around problems.
- -T3: Free flowing movements with no stop signs or traffic signals on some streets result in a steady stream of vehicles, making pedestrian crossings at traffic breaks more of a problem.
- -T4: Limited parking results in circling of vehicles in the Downtown grid.



+T1 The tight roadways and on-street parking tend to keep vehicle speeds under control.



+T3 Yield to pedestrians along Manhattan Beach Boulevard and Morningside is potentially an issue for safety and should be replaced with a controlled intersection.



-T1 Limited parking has been responsible for a lot of block circling that needs to be addressed through higher technology parking information and / or drop off zones and shuttles.

Figure 1-35 Walking Assets and Liabilities

**Pedestrian / Walking Environment (“W”)**

- +W1: The block length and grid system makes walking through the area relatively easy.
- +W2: Previous efforts at bulb-outs and traffic calming are successful.
- +W3: The lack of enough parking and the size of local population within walking distance would indicate the Downtown shopping district could attract many more that would come to the Downtown area if bike and pedestrian improvements are made.
- +W4: Walk streets provide a safe east-west corridors for pedestrian circulation.
- -W1: Lack of intersection control through most of the Downtown area makes street crossings rely mostly on yielding of drivers.
- -W2: Yield required signage and flashing devices have not been used much.
- -W3: The walkway widths are not adequate for the volume of pedestrians.
- -W4: The walkway width limitation is made more problematic by the lack of suitable locations for bike parking, street furnishings and business elements that are placed in the walkway path.
- -W5: ADA requirements are not being addressed in many locations.
- -W6: Some jay walking at mid-block locations has been observed.
- -W7: Although a low number of collisions have occurred, they are frequent enough to warrant looking at possible solutions.
- -W8: Steep inclines, especially near the beach, reduce pedestrian speeds and make it very difficult for individuals with limited mobility.
- -W9: Sidewalk tile is inconsistent and at times damaged, broken and chipped, causing pockets and dips along the walking surface.



+W4 Walkstreets provide great intra-community walking connections although oriented mostly for beach access.

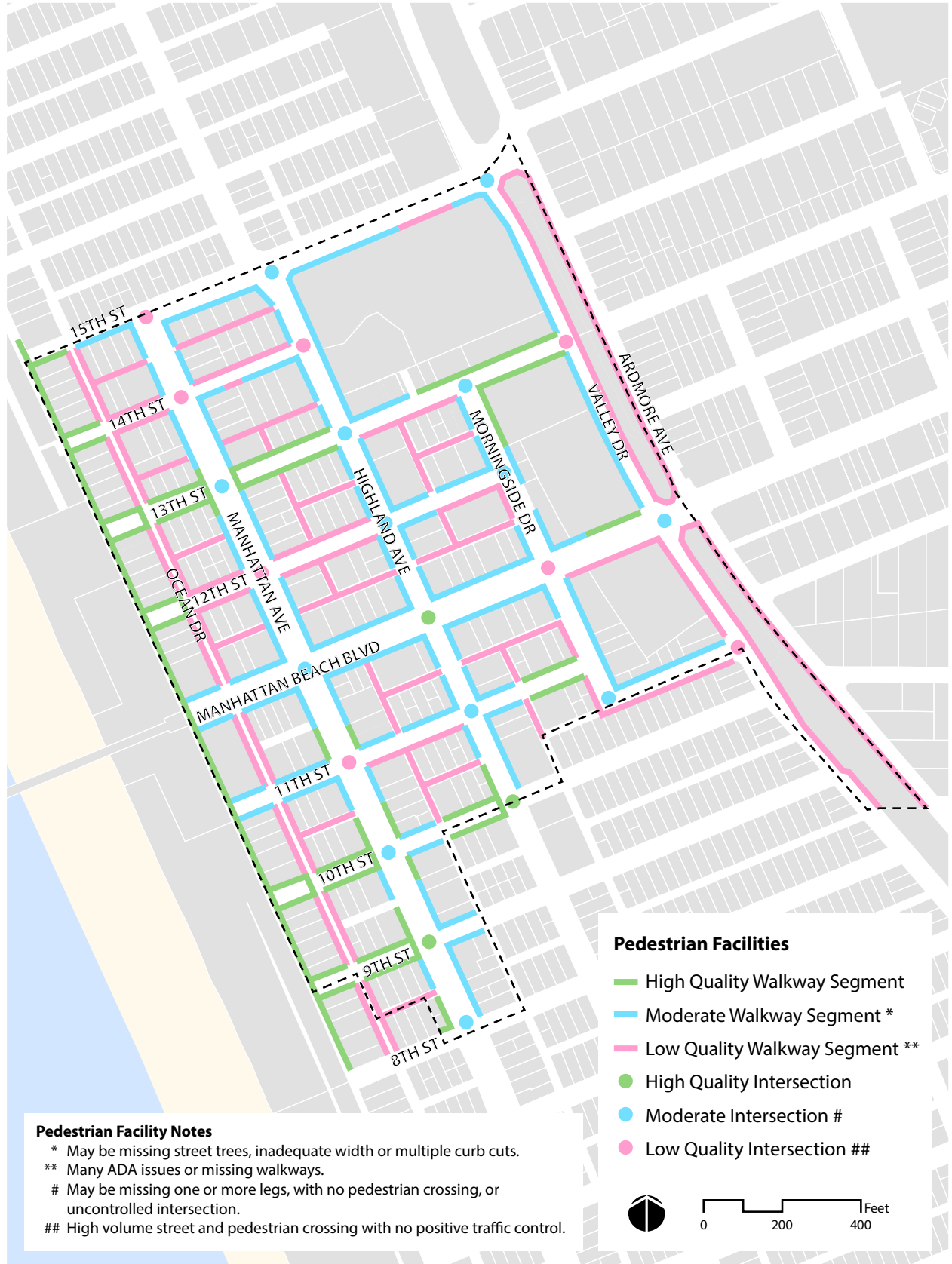


-W8 Topography increases walking effort and creates some ADA access limitations.



-W9 Although the tile walkways provide a consistent design statement, they have created maintenance issues as well.

Figure 1-36 Quality of Pedestrian Facilities



## 1.C.4. CYCLING CONDITIONS

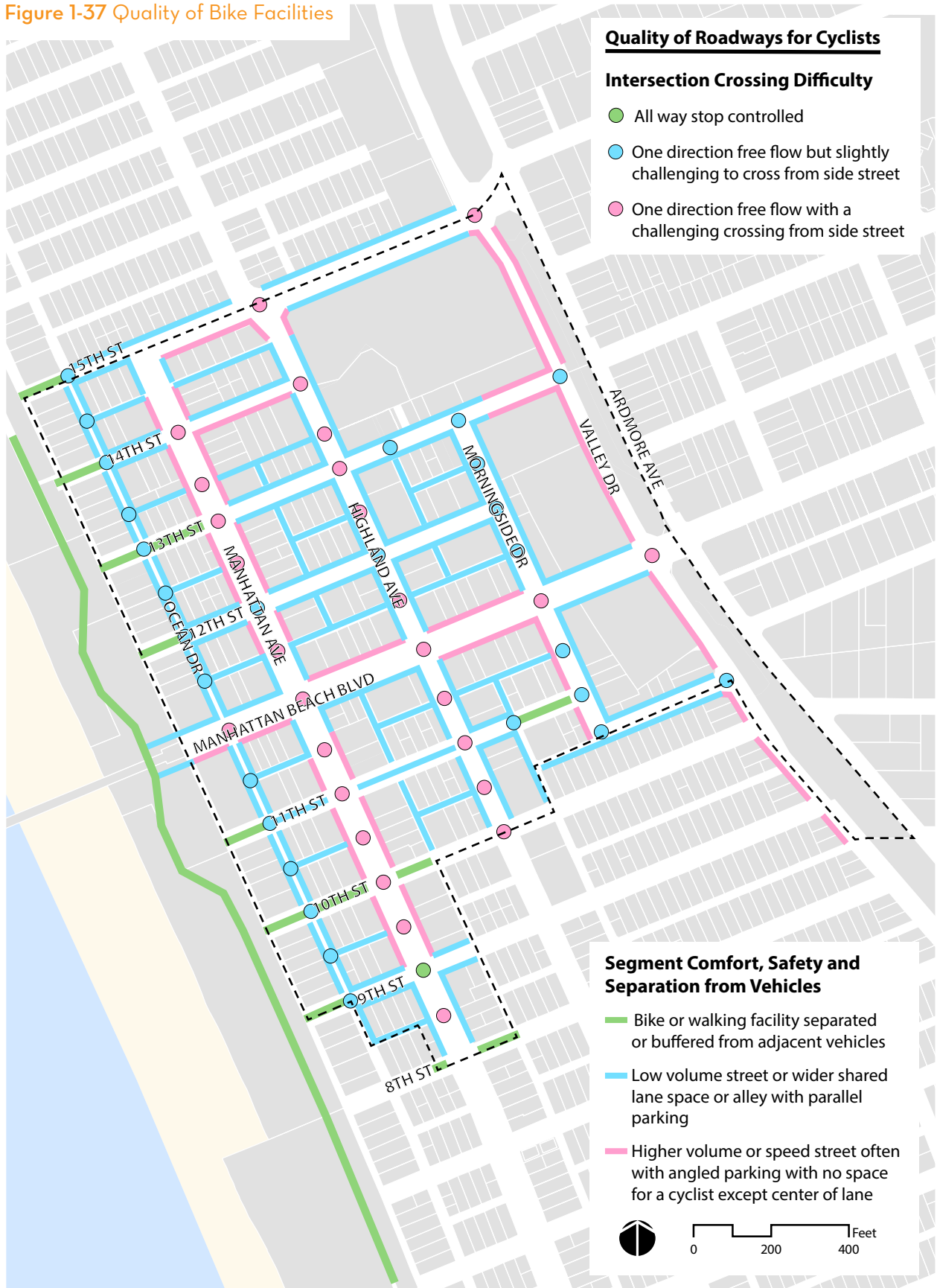
Facilities for cycling in the study area are, for the most part, missing. Although one street is marked with sharrows and a few bike racks can be found, there are no other facilities other than the Marvin Braude Bike Trail within the study area. A number of facilities have been planned over the years as advocated by the June 2014 City of Manhattan Beach Draft Mobility Plan and the South Bay Bicycle Master Plan dated 2011. The currently adopted plan is shown in

“Figure 5-19: City of Manhattan Beach adopted Bikeway Plan”. The recommendations in this Specific Plan have followed these documents and has also added a recommendation for a climbing lane on the west end of Manhattan Beach Boulevard as well as on the uphill side of 15th Street.

A summary of the current conditions and appropriateness for cycling for each street is shown on “Figure 5-20: Quality of Bike Facilities”. This map represents an evaluation of existing conditions from a cyclist’s perspective.

The largest issue related to cycling is the lack of any street in the area that has enough width to either share the lane with a car (with adequate passing width) or to allow the construction of bike lanes. Some cyclists are likely to use the side streets and alleys as alternative routes to get away from higher vehicle volumes. However, many of the cross streets do not have full intersection stop control, so crossing can sometimes be a problem. Bike wayfinding signage and bike parking are important issues that need to be resolved as well.

Figure 1-37 Quality of Bike Facilities



## 1.C.5. BIKE AND PEDESTRIAN COLLISION ANALYSIS

One factor that will discourage people from walking or riding a bike more than any other factor is their own personal safety. Collisions between bikes and motor vehicles and pedestrians and motor vehicles is generally three to four times higher than injuries to drivers when normalized for the number of total trips. In some cases, the perception of lack of safety may be just as much a deterrent for riding and walking as actual statistics on collisions may indicate. “Figure 5-21: Bike and Pedestrian Collisions” shows data collected from the Statewide Integrated Traffic Records System (SWITRS) database managed by the California Highway Patrol and contributed to by all local and county police departments. The data was collected over the last ten years, with 2015 data still not yet publicly available. In general, at least two to four collisions occur annually for pedestrians and motor vehicles and another one to three occur with bicycles and motor vehicles. This number does not include collisions that may not have resulted in any injury or that simply were not reported to the local police department. Considering the number of pedestrians, cyclists and vehicles, these numbers are relatively small. The lack of injuries is most likely related to the limited number of wide streets (more than one lane in each direction) and the relatively low speeds associated with congested traffic, on-street parking and narrow lanes. The actual location of pedestrian and vehicle collisions is shown on “Figure 5-22: Pedestrian Collisions with Vehicles (2005 to 2014)”. Locations of bike and vehicle collisions have been shown on “Figure 5-23: Bike Collisions with Vehicles (2005 to 2014)”.

**Table 1-3 Bike and Pedestrian Collisions**

Year	Pedestrian Collisions with Cars	Bicycle Collisions with Cars	Total
2005	3	3	6
2006	4	1	5
2007	4	3	7
2008	2	6	8
2009	3	3	6
2010	4	0	4
2011	2	3	5
2012	3	1	4
2013	1	3	4
2014	2	0	2
	<b>28</b>	<b>23</b>	<b>51</b>

Figure 1-38 Pedestrian Collisions with Vehicles (2005 to 2014)

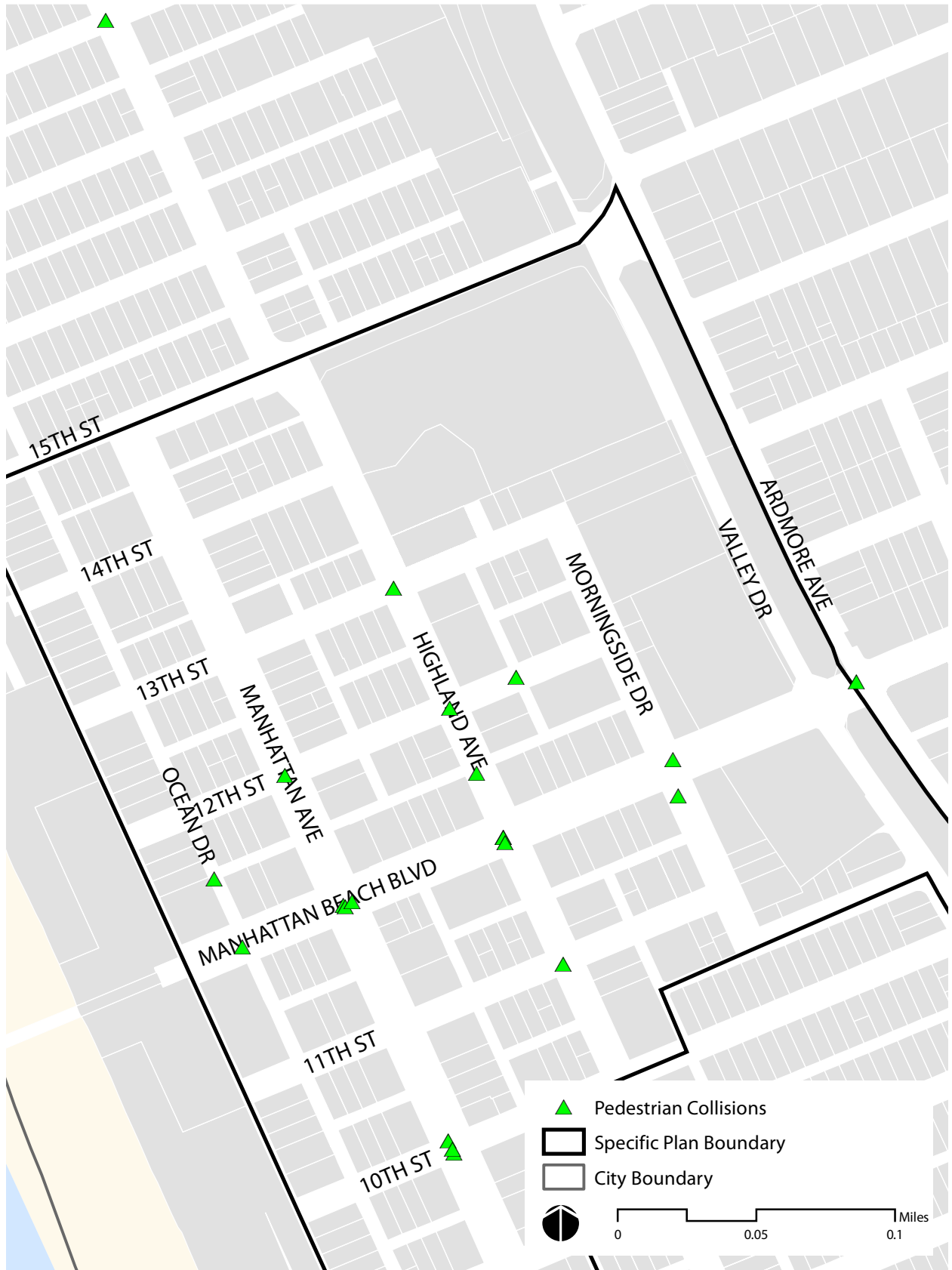
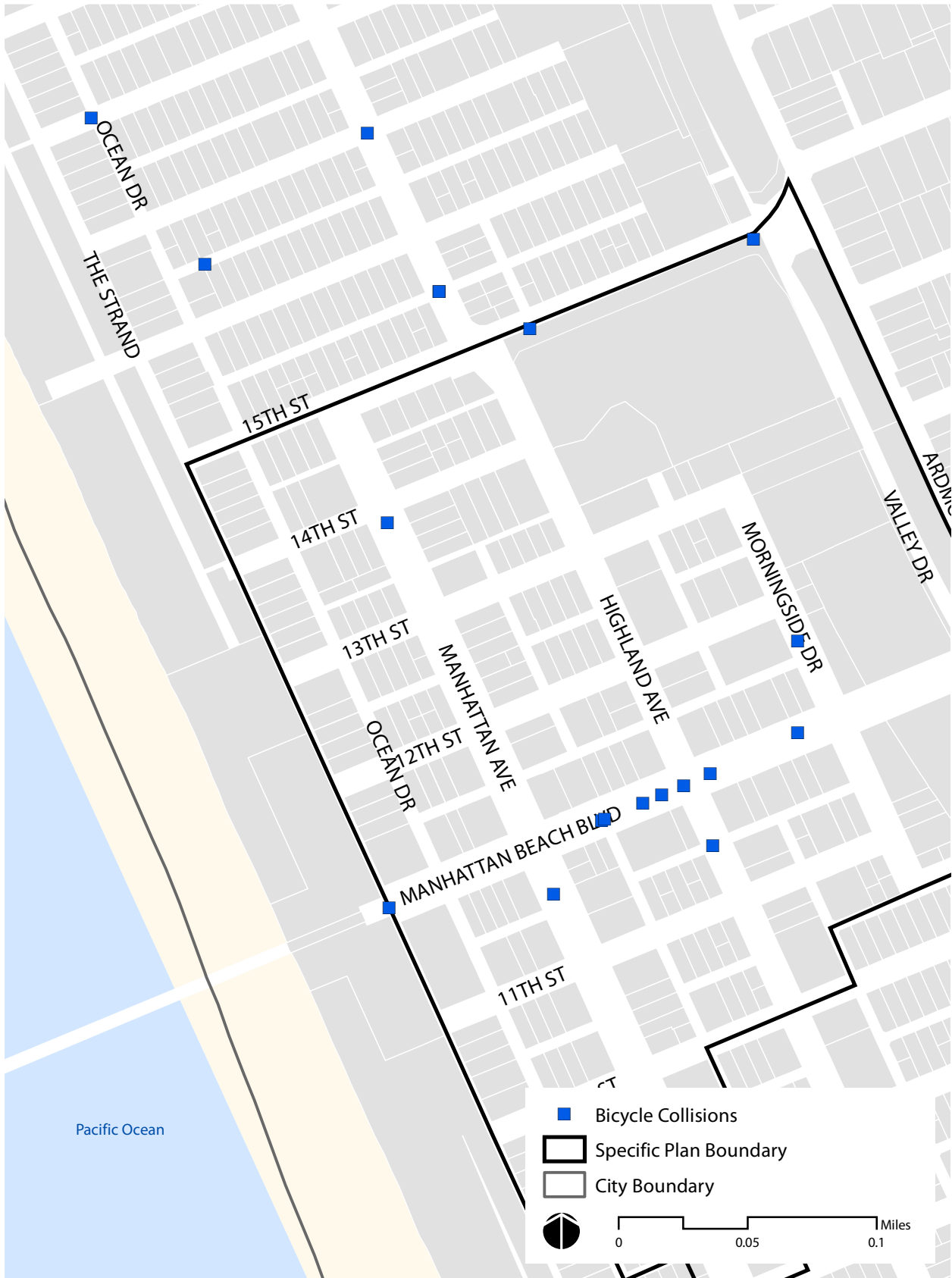




Figure 1-39 Bike Collisions with Vehicles (2005 to 2014)



## 1.C.6. BIKE PARKING

Possibly due to the very tight conditions of the walkway systems on primary, secondary and tertiary streets, only limited implementation of bike parking facilities has occurred. However, a significant number of bikes can be found throughout the Downtown area, chained up to trees, meters, signs or benches. The demand for bike parking is high but the supply is very low. Field work indicates that there are 154 locations where a bike can be parked at a rack system of some kind. In general, there should be at least 4 bike parking spaces per side of the street per block. There are 85 block faces, which would indicate the need for 340 bike parking spaces. Another 100 spaces should be available at the pier to provide for the high volumes of the bike trail. For an estimated demand of 440 spaces, 48 new bike sheltered spaces and 176 rack spaces have been identified for a total future of 378 spaces (note most racks allow two bikes secured per space). “Figure 5-24: Existing Bike Parking Locations and Recommended New Bike Parking Areas” shows the locations of existing racks and also shows potential locations for new rack systems and bike shelters.



Figures 1- 40-45 Bike parking facilities

Figure 1-46 Existing Bike Parking Locations and Recommended New Bike Parking Areas



## 1.D CIRCULATION PROJECTS

The following figures and maps show design and mobility concepts for improvements to access, circulation, and parking. This section focuses on active transportation elements; however, since the approach has been one of integrating solutions that offer multiple benefits, the proposed projects work for bicyclists and pedestrians and address parking improvements as well. The basic concept behind most solutions is that parking spaces are considered important to preserve, but they can be modified to work for many more users that arrive at Downtown locations. The parking associated with some of the improvements is considered specialty parking with the potential of delivering more employees, visitors, and customers to Downtown Manhattan Beach. The recommended improvements provide increased design opportunities for new lighting, street furnishings, and places to sit, park a bike, and enjoy public art and other historic or cultural information through interpretive signage. All aspects of new projects in the Downtown area should look to improve access and mobility, as well as the physical environment and the physical well-being of users through healthy forms of activity and transportation.

**Figure 1-47 3-D model overview looking west down Manhattan Beach Boulevard**

Proposed pedestrian projects are shown on Figure 5.35: Proposed Pedestrian Improvements and Possible Drop Off-Zones, including improvements to intersections for improved



Figure 1-48 Proposed Pedestrian Improvements and Possible Drop-Off Zones

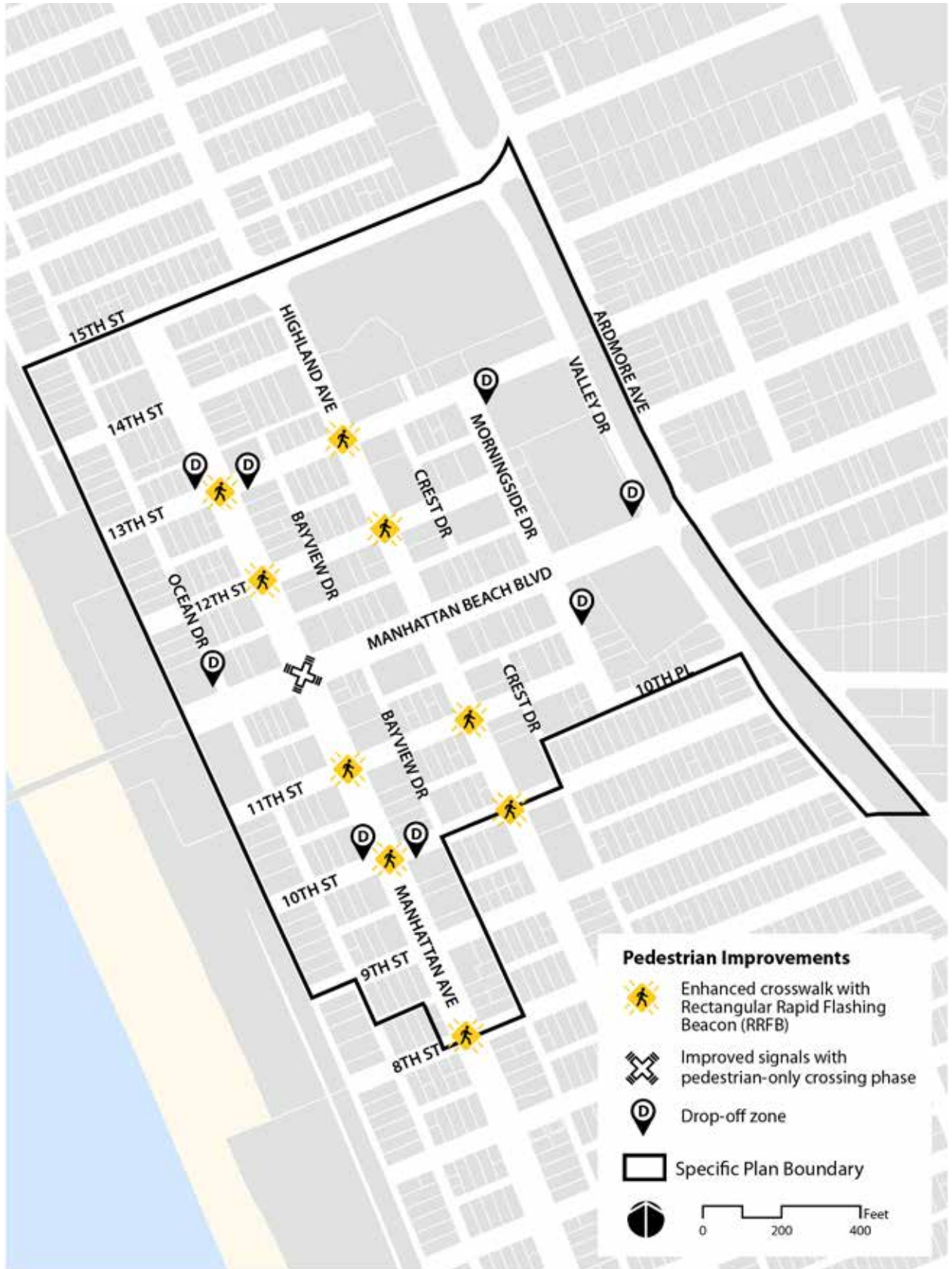
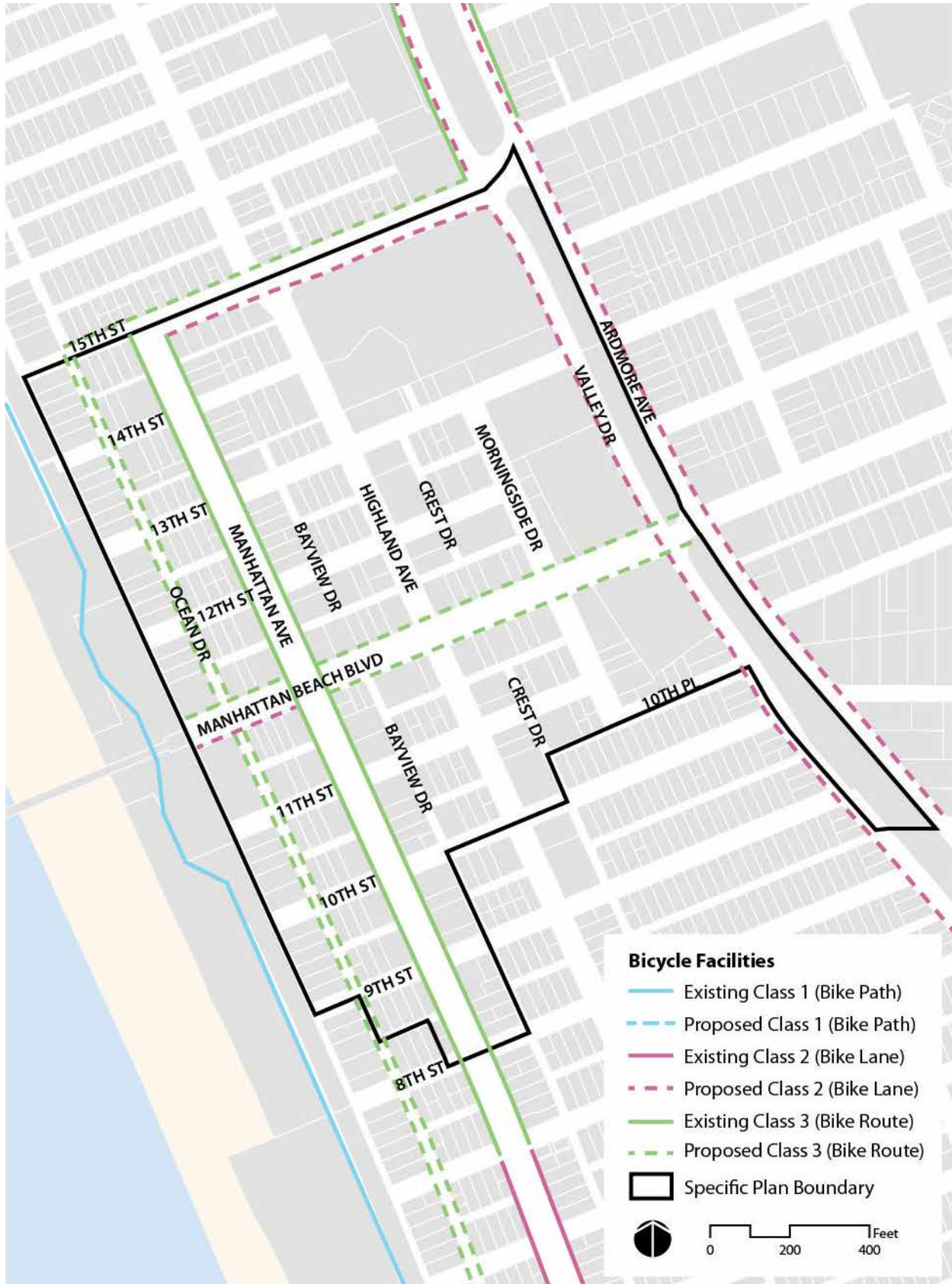


Figure 1-49 Existing and Proposed Bike Facility Improvements



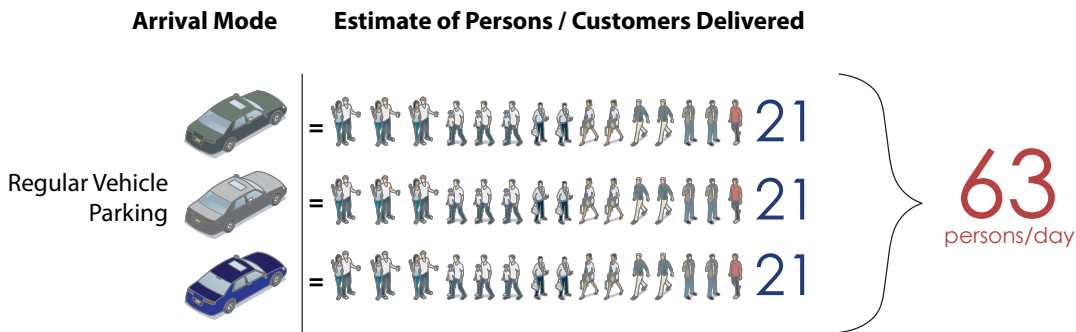
safety. Figure 5.36: Existing and Proposed Bike Facility Improvements shows suggested on-street bike improvements. These recommendations are consistent with the City's previously adopted South Bay Bicycle Master Plan. However, an uphill bike lane has been added from the pier to Manhattan Avenue as well as from Manhattan Avenue up to Valley Drive on 15th Street.

"Figure 1-29: Comparison of Regular and Smart Parking Approaches" shows the potential of increasing the number of individuals that can be brought to the Downtown area without the need for larger private vehicles that occupy parking spaces for hours on end can be increased beyond the number of lost parking spots. The concept emphasizes how the delivery of people should be used as the metric for improving access into Downtown, not vehicle parking spaces. When the area that used to be taken up by three parking spaces is converted to a multi-use parking and public realm space with drop off zones, then access can be increased. Although the numbers are just an estimate, the potential for increased access can offset the loss of the three spaces many times over. A smart parking space is a space that can be used by various modes and that tends to have faster turn over rates than a standard parking space. In addition, drop off plazas can generate a much larger number of potential customers, especially when all other parking areas have reached capacity. This approach encourages more active transportation, and a broader commitment of time spent in the Downtown area since customers arriving this way are not on the meter clock. It is clear there is no way to increase the on-street parking supply in the future since all areas have already been converted to on-street parking. A smart parking approach is needed to address the parking and access problems of Downtown.

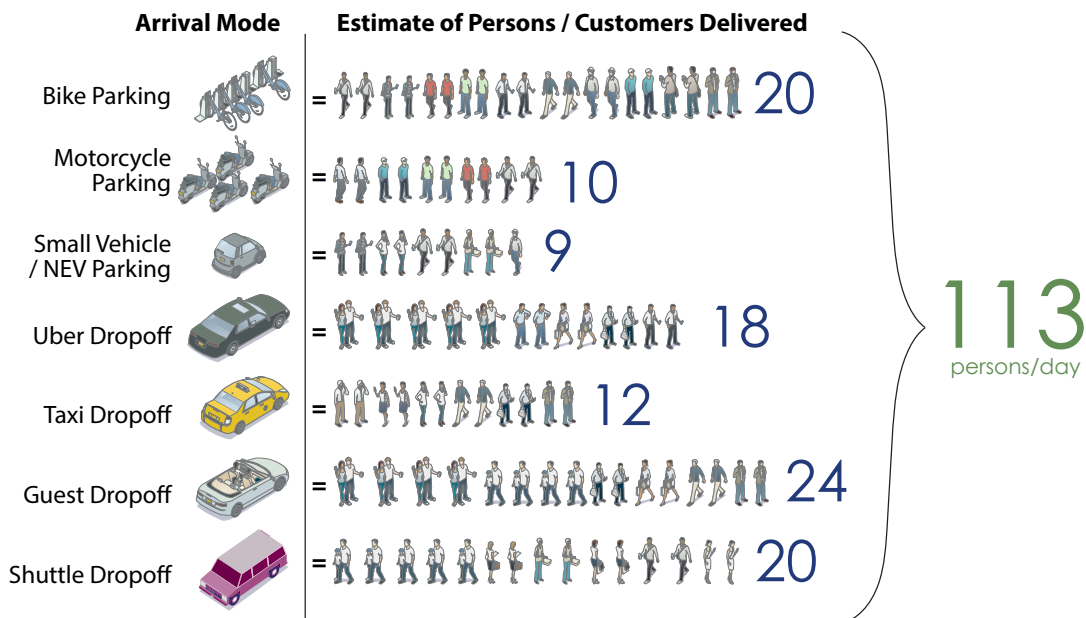


Figure 1-50 Comparison of Regular and Smart Parking Approaches

	Morning	Afternoon	Evening	Daily Parking	Persons per Vehicle	Daily Persons Accommodated
Vehicular Parking Space 1	2	4	6	12	1.75	21
Vehicular Parking Space 2	2	4	6	12	1.75	21
Vehicular Parking Space 3	2	4	6	12	1.75	21
Estimate of persons served per Day for three parking spaces						63
Bike Parking Coral (8 racks)	2	6	12	20	1	20
Motorcycle Parking (4)	1	3	6	10	1	10
Small Vehicle Parking (1)	1	2	3	6	1.5	9
Uber Drop Off	1	2	6	9	2	18
Taxi Drop Off	0	1	3	4	3	12
Valet Drop Off	0	0	12	12	2	24
Shuttle Drop Off	4	8	8	20	1	20
Delivery Trucks						Goods
Estimate of persons served per Day for three parking spaces converted over to specialty parking						113



If you replace these three spaces with the mid-block specialty parking / drop off zone, then





## 1.D.1. MULTI-PURPOSE DROP-OFF ZONE

Figures 1-51 Multi-purpose drop-off zone

Eight multi-purpose drop-off zones are proposed for the project area. The project incorporates ADA access and includes bike racks and a short-term passenger loading zone (Figure 5-37: Multi-Purpose Drop-Off Zone). The drop-off zones are intended to provide users with close, convenient access to businesses and other Downtown destinations. It also offers locations for rideshare customers to enter and exit vehicles and increases bicycle parking, reducing the project area's parking demand and congestion.

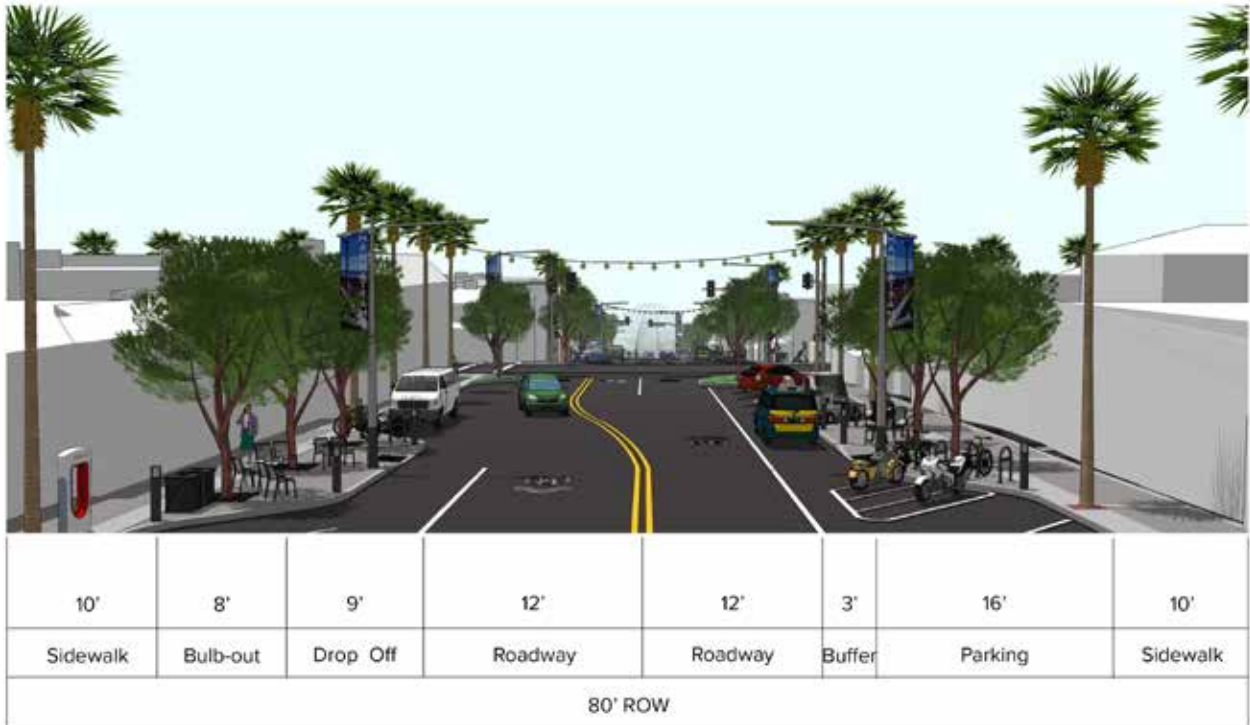
## 1.D.2. PEDESTRIAN PLAZAS, ENHANCED CROSSWALKS & INTERSECTIONS

To provide additional pedestrian spaces and drop-off locations, midblock pedestrian plazas are proposed for the project area. The proposed plazas primarily focus on improved pedestrian spaces and drop-off locations. Because of the extremely tight walkway conditions, some pop-outs are needed at the midblock locations, while the rest of the street will not be improved for walkway widths. These solutions will produce usable spaces for pedestrians and provide for specialized parking options and drop-off zones. The project includes an expanded plaza for seating, landscaping, bike racks, improved lighting, drop-off zone for shuttle, valet, taxi, rideshare, motorcycle parking, and small vehicle parking (Figure 5.38: Mid-block Plaza and Drop-Off Zones).

To provide pedestrians with safer street crossing conditions, enhanced crosswalks are proposed at nine intersections in Downtown. The proposed changes to the roadway geometry are shown on Figure 5.39: Proposed Street Cross Section Adjustments. Only the center portion of Manhattan Beach Boulevard will need to be adjusted. The remainder of the street cross section will remain the same.

Figures 1-52 Mid-block plaza and drop-off zones





More substantive improvements are proposed for one of Downtown’s primary intersections: Manhattan Beach Boulevard and Manhattan Avenue. The recommendation includes the removal of shrub planting to be replaced with a plaza for seating and other walkway furnishings. It would also incorporate new

**Figure 1-53 (top) Proposed street cross section adjustments**  
**Figure 1-54 (bottom) Intersection plaza**

lighting, trash receptacles, and public art. Specialty parking includes bike parking, motorcycle parking, electric vehicle parking with charging station, and a neighborhood electric vehicle space that can double as a drop-off zone for passengers, rideshare, taxis, and shuttles (Figure 5.40: Intersection Plaza).

Enhanced pedestrian crosswalks are also proposed for two locations on Manhattan Avenue at the walkstreets crossings. The design features will include Rectangular Rapid Flashing Beacons (RRFB), improved crosswalk markings, a bike corral for bike parking, motorcycle parking, new outdoor seating areas, and some small car or neighborhood electric vehicle parking (Figure 5.41: Proposed Street Cross Section Adjustments).

**Figure 1-55-1.56 Existing Manhattan Avenue and 10th Street crossing with proposed enhancements**



10'	10'-16'	14'	14'	10'-16'	10'
Sidewalk	Parking	Roadway	Roadway	Parking	Sidewalk
80' ROW					



To encourage movement from the pier, bike trail, and The Strand into Downtown, several improvements are proposed at the Beach Head site. They include drop-off zones, bike parking, and design treatments aimed at encouraging visitors to walk or bike up the hill (Figure 5.43: Beach Head Improvements). The modified plaza and parking plaza is shown on Figure 5.44: Beach Head Parking Area.

The steep hill on lower Manhattan Beach Boulevard creates a barrier to entering Downtown. A painted bike lane is proposed for this location. This lane will be a visible sign encouraging entry into Downtown and provide some buffer from faster-moving vehicles and parked cars (Figure 5.45: Uphill Bike Lane). Minimal changes to the public right-of-way, and no changes to the quantity in parking in this area are proposed. (Figure 5.46: Proposed Changes to the Public Right-of-Way).



Figure 1-58 (top) Beach Head parking area  
Figure 1-59 (bottom) Uphill bike lane



10'	15'	3'	12'	12'	3'	5'	8'	16'
Sidewalk	Angle Parking	Buffer	Roadway	Roadway	Buffer	Bike Lane	Parallel Parking	Sidewalk

Figure 1-60 Proposed changes to the public right-of-way





# **SECTION 2**

PUBLIC REALM

DESIGN

GUIDELINES &

IMPROVEMENTS

This section contains design guidelines and improvements for public realm development in the Specific Plan area. The public realm refers to the pedestrian-oriented public spaces that are associated with roadways, outside of the travel lanes where vehicles dominate. Public realm space is important nearly everywhere it exists. However, in central urban spaces that are surrounded by urban fringe, then further surrounded by mostly suburban communities, the design treatments are essential in providing an activated street environment that supports retail main streets.

The design guidelines should not be treated as mandates, but rather as suggestions that can provide uniformity in appearance and build upon themes and treatments that might otherwise be lost with too many independent styles and individual expressions. Public agreement on certain aspects of the built environment are important to moving the process forward with private commitment and public investment. The intent should not be on controlling individual expressions or professional design creativity, but on providing a minimum level of design continuity.

The improvements refer to possible designs for the project area's priority improvement areas. Based upon the chapter's design guidelines, the designs are conceptual. The concepts will require further design and engineering development and the necessary approvals prior to construction. The improvements are intended to provide functional and aesthetic solutions. The functional component of many of the improvements are included in Chapter 5. Conversely, this chapter concentrates on the aesthetic components.

## 2.A. DESIGN OBJECTIVES

### 2.A.1 "BALANCE BETWEEN "UNIFORMITY AND DIVERSITY"

Design guidelines can either promote a uniform and organized environment or focus on creating visual interest and aesthetic diversity through the encouragement of highly diverse street elements. The approach depends on the diversity of the built environment—and Downtown Manhattan Beach is fortunate to have a very diverse built environment. The City's aesthetic diversity should be encouraged and replicated in all private development. However, some level of uniformity is essential to project a harmonious look and feel to the public realm.

### 2.A.2. DEFINING "THE PLACE"

Manhattan Beach has the following qualities and characteristics that contribute to its character and charm:

- ▶ The scale of the urban form and public spaces are all human-scaled; in other words, both the diversity and granularity of the built environment repeat at scales of less than 50 feet in height and width.
- ▶ The diversity of architecture, signage, and storefront designs create interest in the urban form.

- The focus of the storefront and the typical attention to detail and building orientation provides some consistency that creates a main street effect.
- The scale, branding, colors, and building materials relate to the historic context of a beach community.
- The architecture supports some level of exterior and interior integration of spaces and uses.
- In many areas, the landscape is of a scale and regional character of Southern California with some design treatments focused on a semi-arid native plant materials, while other areas focus on a semi-tropical design theme.

### 2.A.3. HIGHLIGHTING “THE HISTORY”

Remnants of the historic Manhattan Beach community are recognizable in various architectural elements, but most structures have been highly modified with a relatively apparent focus on the current styles and trends at time of redevelopment. However, some forms of architecture and main street urban forms are timeless examples that relate well to historical periods. An objective of these design guidelines would be to uncover and treat this history as a focal point instead of covering it up or changing to a contemporary style.

### 2.A.4. CELEBRATING “THE ARTS”

The artist community is an integral part of Manhattan Beach and is expressed through retail outlets and some public spaces. Artistic expressions are also present in signage, storefront design, and some paving patterns. A goal of these guidelines is to highlight art as an integral element of public realm spaces. Art should be paired with historic context and storytelling through interpretive elements and art projects.

### 2.A.5. APPLAUDING “THE ACTIVITY”

Living at the beach means being involved in beach activities. Although certain sporting activities such as beach volleyball and surfing dominate the activity of the area, general beach use, walking, skating, running, and riding bikes are equally part of the beach activity. The design and branding should embrace this activity, direct people to where it is most likely to occur, and support it as part of public realm spaces.

## 2.B. CONCEPTUAL FRAMEWORK DESCRIPTIONS

The philosophy of the changes suggested in these guidelines is to make some level of improvement that can increase the clarity and perception of the built environment while protecting the current character that is unique to Manhattan Beach. Although all areas need to receive some level of design updating, the physical limitations of space within the public right-of-way requires most of

MANHATTAN BEACH DOWNTOWN SPECIFIC PLAN



Figures 2-1-6 These photos illustrate the design objectives

the public realm space to remain mostly as is. The intent is to interject new design features in newly created spaces at the middle of blocks, end of walk streets, and at intersections along the primary streets, where a greater level of opportunity exists.

## 2.B.1. CHARACTER INFLUENCES BETWEEN PUBLIC AND PRIVATE SPACES

Private improvements currently dominate the publicly seen environment of Downtown Manhattan Beach. Since public spaces are found in the very limited amount of available public right-of-way, it is difficult to create a different look and feel to the area without a wholesale change of the 1980s and 1990s design periods of most of these private spaces. The public space is likely to account for less than 10 percent of the built environment and therefore is not likely to dominate the privately developed and built spaces of the Downtown area.

## 2.C. DESIGN ASSETS AND LIABILITIES

The following pages list many of the positive aspects of design related assets, as well as some of the issues noted through the public workshop process and fieldwork efforts. “Figure 7-1: Design Assets and Liabilities” shows the general locations of a typical asset or liability, although most are scattered throughout Downtown. A plus or minus sign is listed at the front of the abbreviation and the number. It indicates an asset if it is a plus and a liability if it is a negative. A relative location of the asset or liability has been shown on the map even though multiple locations may exist. The single letter relates to the title used in the heading, for example: F= Furnishings.

Figure 2-7 Design Assets and Liabilities



Figure 2-8 Furnishing Assets and Liabilities

## 2.C.1 FURNISHINGS (“F”)

- +F1: The bulb-outs and planter areas at intersections may allow for some opportunities for new street furnishings by utilizing an efficient and comprehensive design program.
- +F2: The circular bike racks with Manhattan Beach logo are pleasing and simple.
- +F3: Existing broad surfaces of walls offer a potential palette for repainting and refreshing color schemes or to use as art murals or super graphics.
- +F4: Presence of light standards offer opportunity of public art improvements/local expression.
- -F1: Extremely limited opportunities for new street furnishings result from current space restrictions.
- -F2: No dominant style of street furnishings currently exists except lighting and trash receptacles.
- -F3: The concrete elements with tile inlay associated with bench seating and trash receptacles are very heavy looking in appearance and scale and appear to be somewhat dated.
- -F4: The concrete blocks on most corners are somewhat harsh and plain in appearance and the inlay tile dates the design theme.
- -F5: The lighting standards and fixtures are very dated and not of a pedestrian scale.
- -F6: The lighting levels are not adequate for pedestrian walkways based on height and distribution of light and fixture locations.
- -F7: Furnishings along the east-west sidewalks are constrained by the steep slopes.



+F2 Some consistency exists with bike racks



-F2 Bike parking that uses light poles, palm trees and meters, conflict with the width of the walkway and hinder pedestrian movement



-F3 The concrete benches are worn and the inlay tile motif will need to be replaced to update this outdated look



Figure 2-9 Public Social Areas Assets and Liabilities

## 2.C.2. PUBLIC REALM SOCIAL AREAS (“P”)

- +P1: The parking lots at the Beach Head and the pier do provide viewing areas and some social spaces where interaction is encouraged.
- +P2: The Strand walkway, as well as walk streets, do encourage more social interaction and activation of spaces.
- +P3: The Strand area has strong connections to a larger regional context and system of users.
- +P4: The wide expanse of beach areas and the ability to stage events on the beach has contributed to the City’s ability to promote and sustain large social and sporting events.
- +P5: The pier provides a unique and historic social gathering space, fishing location, as well a marine biology educational opportunity through the Roundhouse Aquarium
- +P6: The Metlox shopping center provides various plazas for social events and public gathering.
- +P7: The Civic Center plaza and library lawn and courtyard enables larger events and gatherings.
- -P1: Limited walkway space does not allow for the creation of many public realm spaces where social interaction can be improved.
- -P2: The outdoor seating environment is very limited, including along private spaces, due mostly to the limited walkway system and areas for expansion.
- -P3: Lack of a comprehensive design approach to outdoor spaces is at a lower design aesthetic than adjacent businesses and the customers that come to this area.



+P1 The interface with the beach and the pier is a very important asset, but could still use some improved form



+P6 The Metlox outdoor spaces are well designed and heavily used



-P1 Crowded walkways should be widened, but will not be able to without some loss of parking

Figure 2-10 Landscape Plantings Assets and Liabilities

### 2.C.3. LANDSCAPE PLANTINGS (“L”)

- +L1: Some street plantings are successful and are maintained for a balance of size, shade and maturity while providing transparency for signage and viewing corridors.
- +L2: The understory plant material does provide for some level of continuity in design forms.
- +L3: In some instances there is less water intensive and low maintenance vegetation.
- -L1: Limited space restricts most opportunities for street trees and shade.
- -L2: Utilization of palms does allow for building signage visibility and clear view corridors and provides little in the way of shade.
- -L3: The form of most of the under story plantings is somewhat redundant and not inspiring. Most appear as background planting with the need for color and unique contrasting forms missing from the current composition.
- -L4: Replacement planting is small in size and strongly out of context with existing planting; replacement planting appears under-budgeted.
- -L5: Some existing planting suggests planting conditions and soil conditions should be investigated due to these plants materials typically having a poor appearance that may be related to trampling, soils or watering.
- -L6: Understory planting lacks a comprehensive design/theme focus that would help unify planting areas.
- -L7: Street tree planting could play a greater role in defining the hierarchy of streets.



+L3 The individual nature of some of the plantings are positive, but not much variety exists



-L2 At street level, the palm trees do little for shade or to provide visual interest



-L3 The overall look and feel of the majority of planters is perhaps too consistent, with color flowers missing

Figure 2-11 Art Assets and Liabilities

## 2.C.4. ART (“A”)

- ▶ +A1: The community appreciates art and has highlighted in public plaza spaces.
- ▶ +A2: The business community understands the importance of art and has used it in some building facades and window treatments.
- ▶ +A3: Functional art (art that can be used for sitting on, shedding light, defining spaces, etc.) would probably be embraced by the community.
- ▶ -A1: Very limited art exists and is mostly associated with civic spaces.
- ▶ -A2: Most art appears to be sculptural in nature and not integrated into smaller pieces and mediums that could be more widely distributed.
- ▶ -A3: Art could be utilized to provide insight into the past and present culture of Manhattan Beach.
- ▶ -A4: Art could be utilized to distinguish the boundaries of Downtown Manhattan Beach as a part of gateway elements.



+A1 Art exists in some areas and is supported by the community, indicating that more art would be appreciated



-A1 Most of the art is found at Civic Center and not throughout a lot of the rest of Downtown



-A2 Most art found in Downtown tends to be sculptural and could be more diverse in medium and form

Figure 2-12 Design and Visual Quality Assets and Liabilities

## 2.C.5. DESIGN AND VISUAL QUALITY (“D”)

- +D1: The scale of the community is very harmonious.
- +D2: Visual diversity and interest is high with many things to look at.
- +D3: Views of the Ocean are very apparent down many streets and have clear view corridors.
- +D4: The topographical and visual relation of Manhattan Beach Blvd to the Pier and Pacific Ocean is a major community asset.
- +D5: Selected architectural elements express desirable historical details and contribute to community character.
- -D1: The view and visual quality of the area is negatively affected by the dominance of vehicles on streets and taking up a large percentage of public spaces associated with extensive on-street parking assets.
- -D2: The streetscape vision of the streets is primarily focused on building facades and dominated by vehicle parking and roadways, with little attention on the band between circulation and buildings.
- -D3: Visual access to the view of the Pier and the Pacific Ocean has been compromised when compared to earlier periods of historic development of the Downtown area and this major visual resource should be protected and enhance.
- -D4: Some architectural assets have not been well-preserved.
- -D5: No major architectural features, design features, or planting indicates a major gateway entrance, exit or center of the Downtown area.



+D1 The overall scale of the Downtown area is human and attractive



+D3 Views of the Ocean and Pier are open down some roadway corridors



-D1 The overall dominance of vehicle does degrade the positive design features and scale of many Downtown areas

Figure 2-13 Signage and Wayfinding Assets and Liabilities

## 2.C.6. SIGNAGE AND WAYFINDING (“S”)

- +S1: Although building signage exists in larger quantities, there is not a dominance or chaotic arrangement of this type of signage.
- +S2: Some gateway features exist on Manhattan Beach Boulevard and along Manhattan Avenue, although dated in branding.
- +S3: The community has natural gateways defined by Veterans Parkway and the Strand.
- -S1: Although planned, currently there is not a consistent level of directional signage that is set up in a hierarchy associated with decision points and with continuity of location.
- -S2: The node associated with the Pier and Manhattan Beach Boulevard, the Beachhead area, is ignored as an opportunity to invite the passing community on the Strand and bike trail into the heart of the Downtown area.
- -S3: Signage that currently exists does not have any thematic character and does not reference specific features of the community (e.g., history, art, natural features, etc.).



+S2 Gateways exist, although the design brand is outdated



-S1 Directional signage needs to go beyond kiosks



-S3 Current street signage does not convey local context

## 2.D. DESIGN GUIDELINES

The following sections discuss the types of treatments that are suggested along the various streets of Downtown Manhattan Beach. Since the community has expressed a low level of desire for change and is concerned with loss of parking spaces, major changes are not being proposed. The primary areas where changes will occur are at the midblocks on Manhattan Beach Boulevard; a few of the intersection bulb-outs where some plant material will be removed and replaced with level plaza areas for seating; and three new drop-off locations at the gateways to Downtown. The other area where changes are recommended is the Beach Head parking area at the end of Manhattan Beach Boulevard. Most changes are possible through the repurposing/replacement of existing parking spaces and the reconfiguration of the slopes and walkways around the existing parking plazas.

This section concludes with discussions on where the design treatments should occur and how these should be treated differently on each of the classified street types of Downtown. Refer to Chapter 5 for more descriptions on street corridor types and comparison with more standard street classification systems used for traffic engineering.

### 2.D.1. STREET FURNISHINGS

#### SEATING & TABLES

Public seating creates a comfortable, usable, and active public environment where people can rest, socialize, read, or people-watch. It is a simple gesture that can go far to create an important sense of place. Seating creates places where people can see and be seen. This ability to entice people to linger is the hallmark of great and successful public spaces. Seating and tables should be considered a requisite public expenditure just like other necessary elements of the street. Improved street vitality has been shown to improve public safety and comfort, health of local businesses, local real estate value, and transportation habits.

- Because of the constricted nature of Downtown walkways, chairs and tables must have a small footprint.
- Seating should be able to be arranged by users. A stainless steel leash and tracking device could be used to deter theft, although this has not been a problem in other Downtown areas.
- Seating should be located under trees where possible to provide shade and comfort and to integrate multiple elements.
- Benches should have a center arm to prevent sleeping on the bench, in areas where this issue has been identified.
- Informal seating (low walls, etc.) may be incorporated into other elements in the site furnishings zone, such as planter edges. Where space allows, benches can be built into planters.
- Where seating is oriented parallel to the curb, it should face toward buildings when located in the furnishings zone, or away from buildings when located in the frontage zone. On curb extensions, seating should be organized to create social spaces.



Thomas Steele (Langdon)



Forms+Surfaces (Vista)



Thomas Steele (Ashton)

**Figures 2-14-21 Street Furnishings Palette**

Recommendations are not specific to these manufacturers but are supplied here to show specific solutions available on the open market.



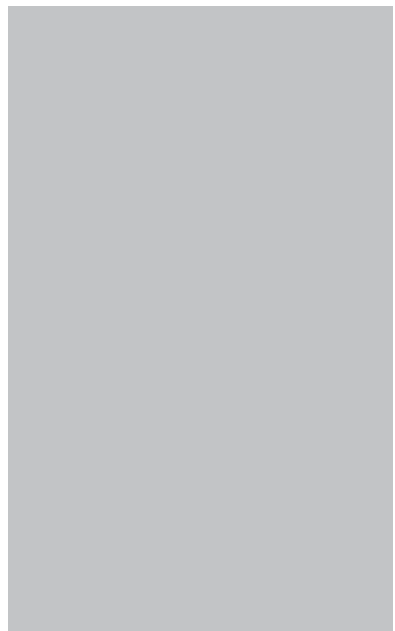
Example banner design



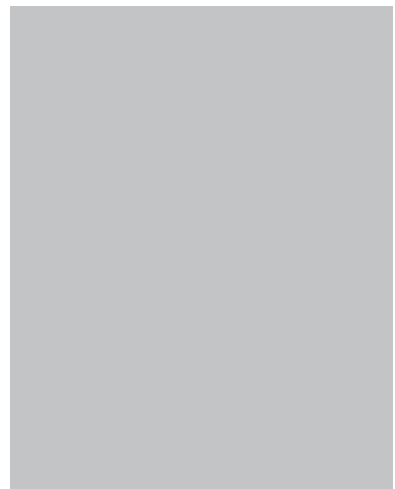
Bega pole top luminaire



Bega bollard luminaires



Example



Example

## REFUSE/RECYCLING

The presence of refuse receptacles and recycling facilities along streets with high pedestrian activity, as well as at nodes, discourages littering, resulting in a healthier and more aesthetically pleasant environment. Waste receptacles should have liners to prevent litter from leaking or falling out of the container. Plastic liners with a disposable, heavy-duty inner plastic bag are preferred. Avoid expensive metal liners that are not secured and are subject to theft. Round containers are not allowed unless they are secured.

## VEHICULAR LIGHTING

Lighting has two primary purposes. The first is to adequately illuminate for the safety of vehicular and pedestrian traffic. This is generally accomplished by taller roadway fixtures, with lighting designed to meet current minimum national standards. The second purpose of streetlights is to provide aesthetic appeal and contribute to a district's identity. Community identity can be further defined by using lower-scale pedestrian poles. Lower poles provide additional light to the roadway that can help to exceed the minimum national standards. Additional light also encourages commercial activity since it gives the pedestrian a greater sense of security.

- Lighting should be offset from street trees in a regular pattern, either midway between trees or at a consistent distance on either side.
- The light standard form should create a slight arch over the roadway, helping to frame the distant views of the ocean and the pier.
- The poles should complement the Downtown identity and theme, and be constructed with durable materials able to withstand harsh weather conditions.
- Lighting fixtures should include LED or other state-of-the-art lighting sources.

### 2.D.2. PEDESTRIAN LIGHTING

Pedestrian lighting is of a smaller scale and lower height than vehicular lighting, and can be accomplished by a short light pole or through lighted bollards.

- Pedestrian lighting should complement the selected vehicular lighting and be located in conjunction with engineering recommendations.
- Pedestrian lights should be approximately 12 to 16 feet in height and placed approximately 40 to 60 feet apart.
- Bollards should be 3 to 4 feet in height.





**Figure 2-22** Existing bike parking rack



**Figure 2-23** Existing bike parking post

## 2.D.3. BIKE PARKING

Bicycle racks are an important element of the streetscape, both as an aesthetic aspect and as a functional element for those who travel by bike. Bicyclists need reasonable protection against theft. Bicycle parking is most effective when it is located close to trip destinations, easy to find, highly visible, and accessible to riding surfaces around the site. Bicycle racks should be located according to the following guidelines:

- There must be at least a 6-foot clear walkway to comply with the Americans with Disabilities Act (ADA). This does not include frontage occupied by street furniture.
- Bicycle racks should be frequent within commercial areas. Racks should be available near major destinations such as the library, transit stops, shopping nodes, service destinations, and other locations with high pedestrian traffic. On average, there should be four bike parking spaces per block per each side of the street, for eight spaces total per block. This standard would require 340 spaces in Downtown, not counting another 100 spaces needed for the beachfront.
- Racks should be located in either the furnishings zone (see Chapter 5: Circulation & Parking Plan) or on curb extensions where possible. Placement and spacing of bicycle racks should consider dimensions when occupied. Bicycle racks should not be located directly in front of a store/building entrance or exit or in a driveway. There should be at least 3 feet of clearance between bicycles parked at racks and any other street furniture, with the exception of other bike racks, which should be placed a minimum of every 3 feet on center. Bicycles parked at a rack should have a minimum 1 foot clearance from utility vaults.
- Where there is a specialized streetscape palette with particular design schemes, bicycle racks should match the design theme of the site furnishings.
- A beach motif that personifies Manhattan Beach, as seen by the adjacent photos, can be used in bike racks.

## 2.D.4. LANDSCAPING

### STREET TREES

Planting in the public right-of-way enhances the physical, ecological, and cultural aspects of the city. Street trees and other landscaping should be used to create a distinct character for specific streets and neighborhoods. For a list of acceptable species and planting requirement, refer to the Street Tree Master Plan.

Tree planting benefits include the following:

- Environmental contributions to the urban environment by reducing air pollution, mitigating urban heat islands, sequestering carbon, and contributing to wildlife habitat.
- Economic benefits associated with increased property values and reduced maintenance costs of other streetscape elements.
- Aesthetic value in terms of form, color, and texture enhance the civic qualities of the public environment.
- Psychological benefits from the symbolic and actual contact with nature provided by a green environment, and in contrast to the urban environment.
- Improved community identity and landmark placemaking that helps in wayfinding and memory of visited locations.
- Contribution to safety as tree plantings along a street narrow the perceived width of a street, encouraging lower vehicular speed and increased awareness of pedestrians.

Street tree guidelines include the following:

- Street trees should be placed in a continuous line with consistent spacing to establish a visual rhythm and organizing logic for the streetscape.
- Other streetscape elements should be located to minimize conflicts with potential street tree locations. It is preferable to place trees slightly off the exact desired spacing than to leave a gap.
- Species native or naturalized to the region are encouraged. They tend to be easier to maintain and their appearance blends with surrounding regional vegetation.
- Tree planting should extend as close to the intersection as feasible, without affecting safety or sight lines.
- Trees and landscaping should be designed in harmony with streetlighting placement and sidewalk amenities and the building context.

### UNDERSTORY PLANTS

Understory planting simply means shrubs, vines, and groundcovers that are generally lower in nature and often under upper-story or canopy trees. Ground-level planting, including (in-ground) understory planting and containerized (aboveground planting), complements street trees and



Existing *Metrosideros excelsa*



Existing *Washingtonia robusta*



Proposed *Olea europaea*, (non-fruited variety of olive)



Existing *Cupaniopsis anacardioides*



Existing *Syagrus romanzoffiana* palms



Proposed *Pittosporum undulatum* (Victorian Box)



Proposed Palo verde tree for Beach Plaza project

Figures 2-24-30 Street Tree Palette

adds vibrancy and diversity to the streetscape while maintaining a sense of order. Refer to Table 7.1 Suggested Plant Palette.

Understory plant guidelines include the following:

- Understory planting should be consistent in spacing, scale, and shape along a block or corridor and on both sides of the street.
- Understory planting should be located near site furnishings and near the curb. Planters should come as near to corners, driveways, and other streetscape elements as possible. Understory planting can be located in tree basins or in landscaped planting strips.
- Emphasis should be placed on Mediterranean and California style landscaping, particularly indigenous plants, ornamental plants, vines, bunch grasses, and flowers.
- Choose species that are hardy and not easily affected by varying temperatures, wind, or water supply. Some damage to plants and irrigation is anticipated near pedestrian traffic and tougher plant materials will help to maintain an attractive streetscape appearance.

The following are subcategories of themes to be considered for specific areas in Downtown:

**California Seaside on Slopes:** The California Seaside palette is inspired by the nearby Palos Verdes peninsula where plant varieties feature spectacular specimens found throughout the California coast. The landscape should focus on creating a didactic opening into the City celebrating and referencing some of the native planting on the slopes. The planting areas may be planted with shredded bark mulch or similar material and contain some of the native rocks from the area. Vegetation in this category may include: Arroyo lupine (*Lupinus succulentus*), bladderpod (*Isomeris arborea*), blue dicks (*Dichelostemma capitatum*) California buckwheat (*Eriogonum fasciculatum*), California bush sunflower (*Encelia californica*), California fuchsia (*Epilobium canum*), California poppy (*Eschscholzia californica*), California sagebrush (*Artemisia californica*), coast prickly pear (*Opuntia littoralis*), dune buckwheat (*Eriogonum parvifolium*), lanceleaf liveforever (*Dudleya lanceolata*), lemonadeberry (*Rhus integrifolia*), purple sage (*Salvia leucophylla*), narrow-leaf milkweed (*Asclepias fascicularis*), sticky monkeyflower (*Mimulus aurantiacus*).

**Mediterranean Succulents in Planters:** The Mediterranean Succulent palette is inspired by succulents and shrubs from the global Mediterranean climate zones that most closely matches that of Southern California. The landscape should focus on expressing the brilliant colors, shapes and forms that are unique to the local climate. Care should be taken to avoid spiny, sharp succulents. The planting areas should include warm-colored decomposed granite or similar material to provide an uplifting and natural foundation for the planting. Vegetation in this category may include: Agave species such as: foxtail agave (*Agave attenuata*), agave ‘blue glow’, octopus agave (*Agave vilmoriniana*) and others, aloe species such as: arabian aloe (*Aloe rubroviolacea*), kana aloe (*Aloe arborescens*) and others, blue chalk sticks (*Senecio serpens*), kleinia (*Senecio mandraliscae*), yucca species such as: Adams needle (*Yucca smalliana*) and others, flax species such as: New Zealand flax (*Phormium tenax* or sundowner variety), variegated New Zealand flax (*Phormium variegatum*).

**Coastal Grasses in Swales, Mounds and Slopes:** The Coastal Grasses palette is inspired by California native and naturalized grasses. The landscape should focus on the kinetic movement



Much of the more mature existing plant material should remain and be supplemented



Sample overstory and understory plant materials



Coastal grasses



Mediterranean succulents



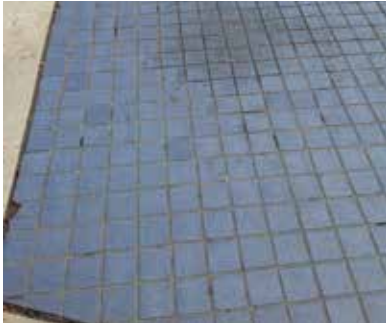
California seaside

Figures 2-31-35 Understory Plant Palette

of the coastal breeze and surrounding environment. Care should be taken to insure the selected grasses are not invasive. The planting areas should include sands and/or small stone and pebbles or similar material to help support the coastal grass theme. Vegetation in this category may include: deer grass (*Muhlenbergia rigens*), pink muhly grass (*Muhlenbergia capillaris*), carex species such as; blue Sedge (*Carex glauca*), California meadow sedge (*Carex pansa*), San Diego Sedge (*Carex spissa*) and others, fescue species such as: blue fescue (*Festuca glauca*), red fescue (*Festuca rubra* ‘molate’) and others, juncus species such as; common rush (*Juncus patens*), corkscrew rush (*Juncus effusus spiralis*), Karl Foerster grass (*calamagrostis x acutiflora* ‘Karl Foerster’), miscanthus species such as: evergreen maiden grass (*Miscanthus transmorrisonensis*), eulalia grass (*Miscanthus sinensus*) and others.

Table 2-1 Suggested Plant Palette

		Streetscape (Retail)	Streetscape (Residential & Civic)	Streetscape (Limited Planting)	Beach Head Area	Bulb-outs	Mid-block Crossings	Walk Street Entries	Entry & Accent	Beach Head Entry & Plazas
Trees	Arbutus unedo (Strawberry Tree)			X					X	
	Cupaniopsis anacardioides (Carrotwood)			X		X	X	X		
	Melaleuca nesophila (Pink Melaleuca)		X	X						
	Parkinsonia ‘Desert Museum’ (Mexican Palo Verde)			X						X
	Pittosporum crassifolium (Karo Tree)			X						
	Syagrus romanzoffiana (Queen Palm)	X		X						
	Washingtonia robusta (Mexican Fan Palm)				X					
Understory Themes	California Seaside on Slopes (shredded bark mulch)									X
	Mediterranean Succulents in Planters (with gold decomposed granite)					X		X		
	Coastal Grasses in Swales, Mounds and Slopes (with sands / small stone or pebble)								X	
	No Understory Planting (Pavers or colored concrete )	X	X	X	X					



**Figures 2-36** The current tile paving has failed in many locations and should be replaced



**Figures 2-37** Walkways with interlocking pavers



**Figure 2-38** New paving pattern with integral art rectangles



**Figure 2-39** Concrete with recycled glass tends to last a long time with few maintenance problems

## 2.D.5. PEDESTRIAN PAVING

### WALK PAVING IMPROVEMENTS

Sidewalks are important social spaces where people interact and walk together, window shop, or have a cup of coffee at a café. The sidewalk must be wide enough to accommodate movement in addition to amenities such as seating that facilitates social interaction.

- Design features such as enhanced paving on walkways, landscaping, and lighting should be used to distinguish the pedestrian route from the vehicular route.
- Sidewalks should have a “through pedestrian zone” that is kept clear of street furniture, landscape features, and other fixtures/obstructions. A minimum of 5 feet, and – preferably 8 feet–in width should be reserved to allow for two people to walk comfortably side-by-side in compliance with ADA requirements.
- Sidewalks should have appropriate widths given the use and amount of activity that is expected.
- Materials should be selected with consideration for maintenance and long-term appearance.
- Design should minimize obstructions, changes in elevation, and dramatic changes of surface materials.

### WALKWAY REPAIR & REPLACEMENT

A significant area that affects the aesthetics of the City include the condition of the walkway environments. Materials not approved for sidewalk construction can erode quickly, cause excessive slippage, or be inappropriate to the environment of a particular area. Areas that fall into this category typically include tiled improvements that occur in conjunction with specific, consistent designed layout patterns.

- For cost purposes, walkways that require new curb and gutter work should not be expanded unless this effort yields at least 4’ of new walkway space. Any less of a yield may not be worth the high expense of new curb and gutters.
- Repairs should prioritize areas for safety purposes and/or which have ADA access and barrier issues.
- Walkways should be cleaned, scoured, sandblasted, and ground as needed to maintain cleanliness and safety.



## 2.D.6. WAYFINDING

### BANNERS

Banners add variety and festiveness to commercial and arterial streets. They provide information on City-sponsored, City-funded special events and locations of the City's diverse neighborhoods. Banners are typically hung from utility poles or streetlights. Banners must be made of durable cloth, canvas, nylon, vinyl, or similar material. If dual banner installations are used on a single light pole, the designer is encouraged to coordinate the design and colors of adjacent dual banners so as to provide a cohesive visual element. The design criteria outlined above shall apply to each banner of a dual banner installation. Utility poles and streetlights must be able to accommodate the windloading of the banner area.

### SIGNAGE

In 2015, the City hired Selbert Perkins Design Collaborative to develop a signage program for Manhattan Beach. At the time of the Specific Plan's adoption, the City had not yet selected a

Figures 2-40-42 Examples of wayfinding signage





Figures 2-43-45 Art can take many forms from abstract to literal

theme or components for the program. Any wayfinding signage developed for the Downtown should complement and enhance the character and scale of the district's development. Figures 7.33–7.35 show examples of potential wayfinding signs for the Downtown.

## INFO CENTER/KIOSK

Kiosks are public elements that are sources of information, and may include maps, bulletin boards, or other useful information. The kiosk may present permanent information or include a case that allows periodic change-out of information or digitally changing messages. The case is only installed when a community has identified a group, typically the local chamber of commerce, to maintain it and oversee the information to be displayed in the case. A vertical marker or obelisk is another form of a kiosk, although it generally contains minimal information other than addresses, place names, and street names.

## PUBLIC ART

Public art is an important component of many street improvements. On a large scale, public art has the ability to unify a district with a theme or identify a neighborhood gateway. At a pedestrian scale, it can provide visual interest for passersby. The process for designing and/or installing works of art in the public right-of-way will vary for different types of projects or stakeholders. Artists, designers, community members, and City staff all play a role in the process. The Cultural Arts Commission requires review of all publicly placed art in Manhattan Beach. Other considerations need to include permits, maintenance, public process, and artist selection.

- Public art should be located so as to be a pedestrian amenity without compromising safety.
- When appropriate, consideration should be given to commission artists to create unique street elements such as light poles, benches, trash cans, manhole covers, or tree grates.
- When appropriate, consideration should be given to a design that is conducive to using streets for festivals, parades, and other community events.
- Consider art in the three categories shown on the following page.



Walking routes where health, art and history come together and tell the stories of Manhattan Beach through the vision of local artists.



**THE “HART” PROGRAM**

**1: BLOCK BY BLOCK**

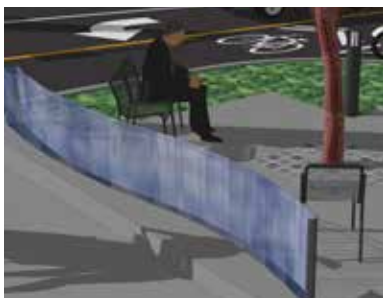
Convert the plain concrete block benches and walls at intersections into art on each block. Art can include: sand blasting of textures, words or patterns, concrete staining, inlay tiles made by the public, art tiles, southern California craft tiles, vertical glass walls, uplighting in the glass wall, glass etching, vertical sculptures and metal attachments to the concrete. A small plaque with the artist’s name and historic fact would be included.

**2: ART UNDERFOOT**

The existing tiles would be replaced by the installation of a thin set lithocrete (or equal) concrete layer that can include recycled tumbled glass, polished stones, sands, shells, colored concrete, inlay brass metal edges, sandblasting, scoring patterns and inlay letters that tell some of the story of the history of Manhattan Beach. A minimum of four art panels per street side will be needed. The signature of the artist would be placed in the concrete.

**3: ART OVER YOUR HEAD**

The new light poles can each have a bracketed art piece, placed consistently at the same height and in the same orientation as each other. The art can be up to the artist but should use laser or waterjet cut metal silhouetted against the blue sky. The story and the artist will be shown with a small placard attached to the pole itself. A total of six lights will be added per block, each with an art opportunity.



Figures 2-46-47 Block art



Figures 2-48-49 Flat art



Figures 2-50-51 Light pole art

- ▶ These guidelines should encourage the integration of art and history to tell stories of local culture and historical context.

## GATEWAYS

The beginning of Downtown areas should be identified by gateway features such as signs, fountains, special landscaping, sidewalk paving materials, landmark structures, sculptures, or similar design features. The intent of a gateway is to make an attractive, definitive transition into the commercial area that enhances Downtown identity and provides a sense of arrival. These elements serve the purpose of marking the entrance ways and throughways into the commercial/retail district (refer to Figure 7.45: Existing and Proposed Gateway Opportunity Areas).

Primary gateways will need to consider vertical obelisks or other thin profile or generally transparent elements that will not block public views. The intersection of North Valley Drive and Manhattan Beach Boulevard is the most logical location for a primary gateway. However, because of certain public view corridors down the boulevard, a great deal of care is needed to keep views open. Any potential future development of the Vons site should allow for appropriate expression of the gateway as a substantial design element featuring a mix of materials, including art elements, color, massing, and typography.

Secondary gateways are focused on the public realm and secondary access points into Manhattan Beach. These gateways are conceived as singular monuments, but designed in the same material and form vocabulary as the primary gateway and made to be consistent with the signage program.

A pedestrian gateway is recognized at the meeting of The Strand, beach, and the pier. This area provides sufficient space and vertical surfaces to serve as an important identifier to the City of Manhattan Beach, and also recognizes the large population of mobile users that walk or ride to Manhattan Beach from local or further regional areas. This gateway should feature a similar vocabulary of colors, materials, art elements, and typography, but does not necessarily possess a vertical structure, so significant views to the ocean from the east are preserved.

## 2.D.11. NODE DEVELOPMENT GUIDES

Nodes provide a possible solution to the need for wider sidewalks that are not possible in Downtown Manhattan Beach without the loss of major on-street parking resources. The intent of a node or bulb-out is to provide space for people to sit adjacent to existing narrow sidewalks. Nodes are intended as sidewalk/street furniture areas for public use, providing aesthetic elements to the overall streetscape and removing items such as trash receptacles and bike racks from a walkway system that is too small for higher levels of pedestrian activity. These bulb-outs also provide a safe gathering place for people to meet and relax and to exchange stories.

- ▶ A node must be wide enough to be of a usable size. A minimum of 8 feet in width is needed, with 12 to 14 feet considered ideal.
- ▶ Nodes must include new street trees to provide shade for users. To maximize the space,

trees should be in planters covered with tree grates. To minimize view blockage and building signage blockage, open trees with high branching patterns should be used. The larger the size of the tree at planting, the better. The trees need to be above walking heights and typical signage heights to be effective.

- Lighting must be included in these node treatment areas for evening use.
- ADA requirements of getting people from the street to the walkway system must be included.
- Trash receptacles should be provided and newspaper racks as well as bike racks should be considered for inclusion at nodes.

Figure 2-52 Existing and Proposed Gateway Opportunity Areas



## 2.E APPLICATION OF GUIDES

In order to establish a hierarchy of streets in the Downtown area, different levels of street improvements should occur to different streets. In general, the primary street corridors should receive all new treatments suggested in the previous Section 7.3, in order to make these streets stand out more. Since the primary street corridors are the widest in Downtown, they are also the logical recipients of more design treatments than the secondary or tertiary street corridors. Table 7.2 Guides Applied to Specific Street Corridors has been developed to provide a quick overview of where the design elements suggested in this chapter are best applied.

### 2.E.1. TYPICAL TREATMENTS FOR EACH STREET TYPE













Figures 7.46 through 7.49 indicate the general location and the quantity of locations that should be considered for improvements for each street type. A primary, secondary, and tertiary street corridor has been shown as an example of the varying degrees of treatment proposed. Please see Figures 7.46 and 7.47 for the primary streets, Figure 7.48 for the secondary streets, and Figure 7.49 for the tertiary streets. All other streets will remain the same with some treatments being applied to the special paths and walkways.

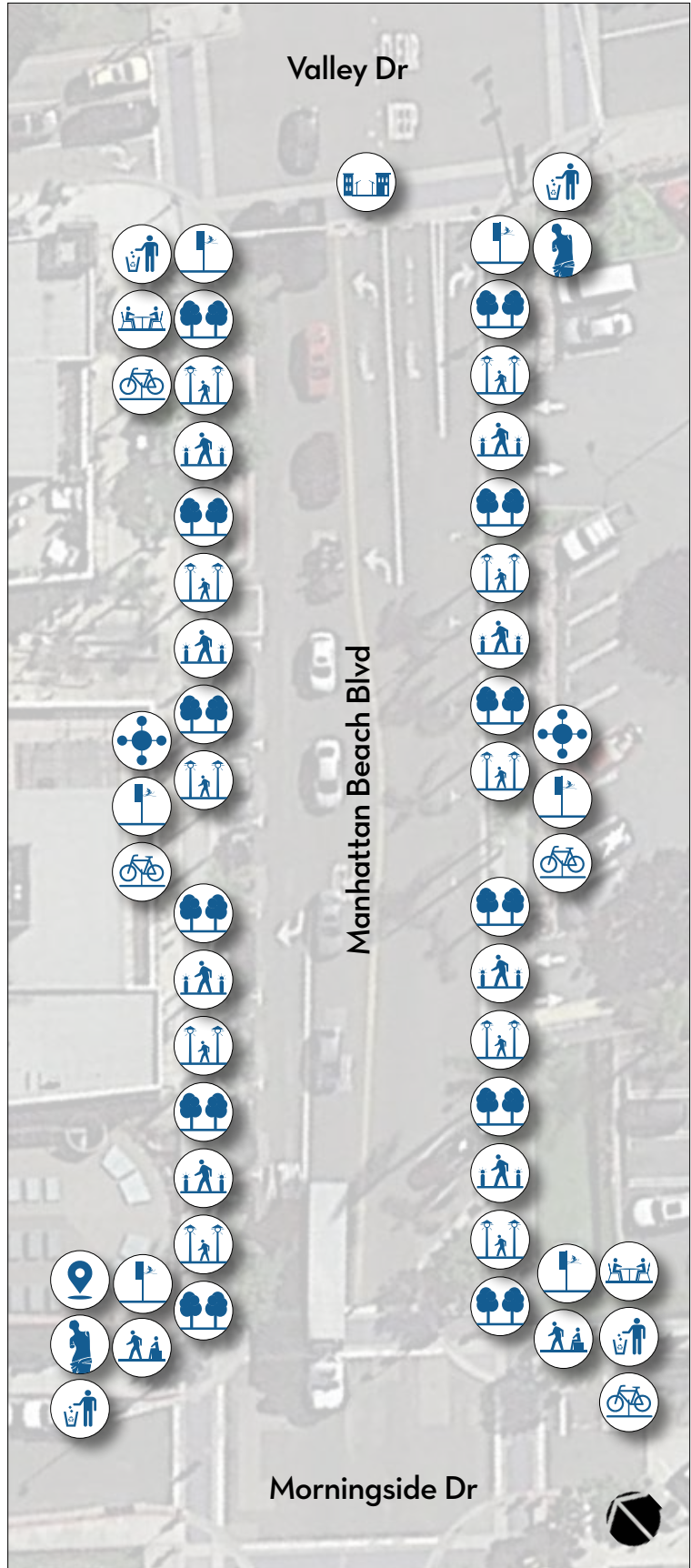
Table 2-2 Guides Applied to Specific Street Types

	Primary Streets	Secondary Streets	Tertiary Streets	Walk Streets	Alleys	Special Paths / Walks
A. Banners + Art	X	X				
B. Signage	X	X			X	X
C. Info-Centers / Kiosks	X	X				
D. Public Art	X	X				X
E. Seating and Tables	X					X
F. Refuse and Recycling	X	X				X
G. Bike Parking	X	X				X
H. Street Upper-story Tree Plantings	X	X	X			
I. Street Under-story Plantings	X	X	X			
J. Gateway Elements	X					
K. Nodes	X	X				
L. Vehicular Level Lighting	X	X	X			
M. Pedestrian Level Lighting	X	X				X
N. Walkway Paving Improvements	X	X	X		X	
O. Walkway Concrete Benches and Walls	X	X				
P. Walkway Expansion Efforts	X	X				
Q. Character Preservation				X		

Figure 2-53 Guides applied to primary street corridors

Manhattan Beach Blvd. Sample (should not be applied to Manhattan Ave. or Highland Ave.)












-  Banners + Art
-  Info-Centers / Kiosks
-  Public Art
-  Seating and Tables
-  Refuse and Recycling
-  Bike Parking
-  Street Tree Plantings
-  Gateway Elements
-  Nodes
-  Vehicular Level Lighting
-  Pedestrian Level Lighting
-  Walkway Concrete Benches & Walls





**Figure 2-54** Guides applied to primary street corridors

Manhattan Ave Sample (can be applied to Highland Ave.)

-  Banners + Art
-  Info-Centers / Kiosks
-  Public Art
-  Refuse and Recycling
-  Bike Parking
-  Street Tree Plantings
-  Gateway Elements
-  Nodes
-  Vehicular Level Lighting
-  Pedestrian Level Lighting
-  Walkway Concrete Benches & Walls

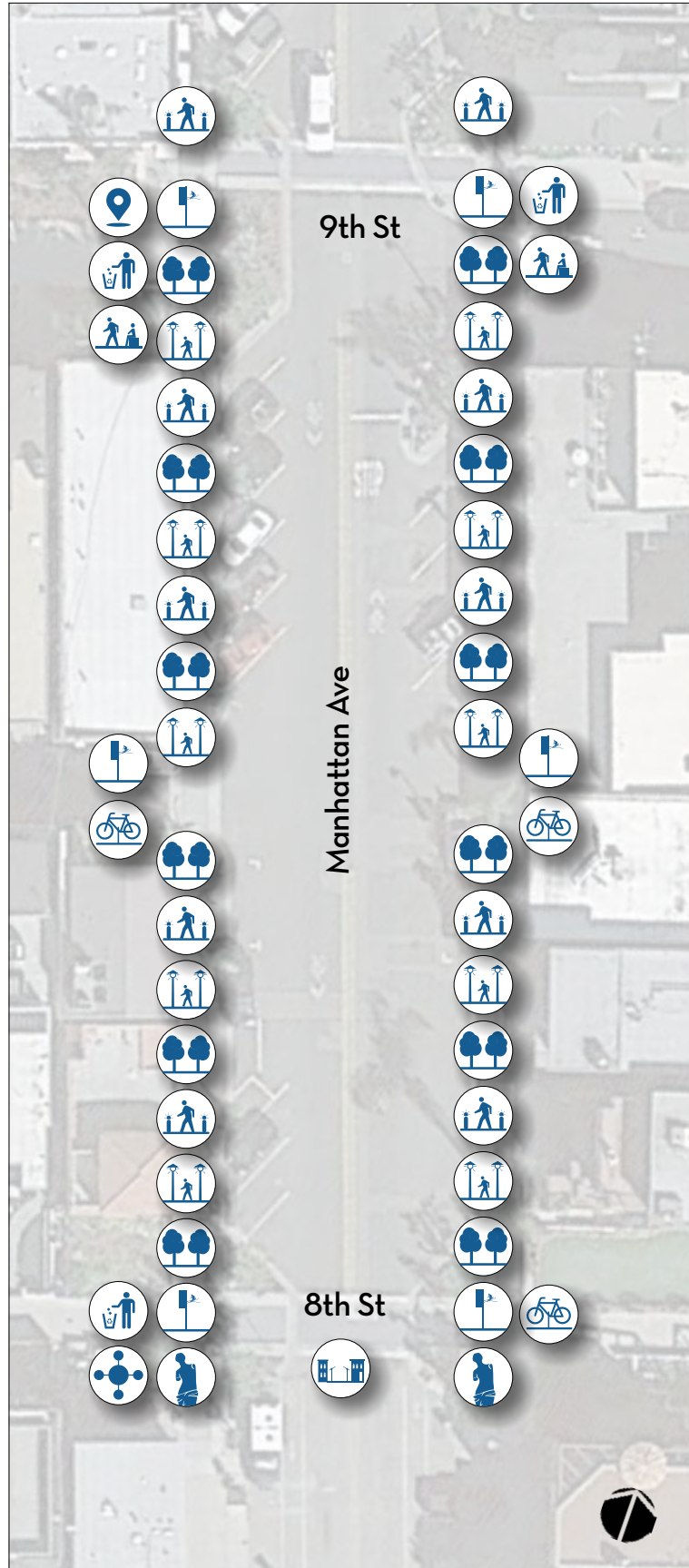











Figure 2-55 Guides applied to secondary street corridors

Morningside Drive Sample (can be applied to 15th St., 13th St., 10th Place)

-  Banners + Art
-  Info-Centers / Kiosks
-  Public Art
-  Refuse and Recycling
-  Bike Parking
-  Street Tree Plantings
-  Nodes
-  Vehicular Level Lighting
-  Pedestrian Level Lighting

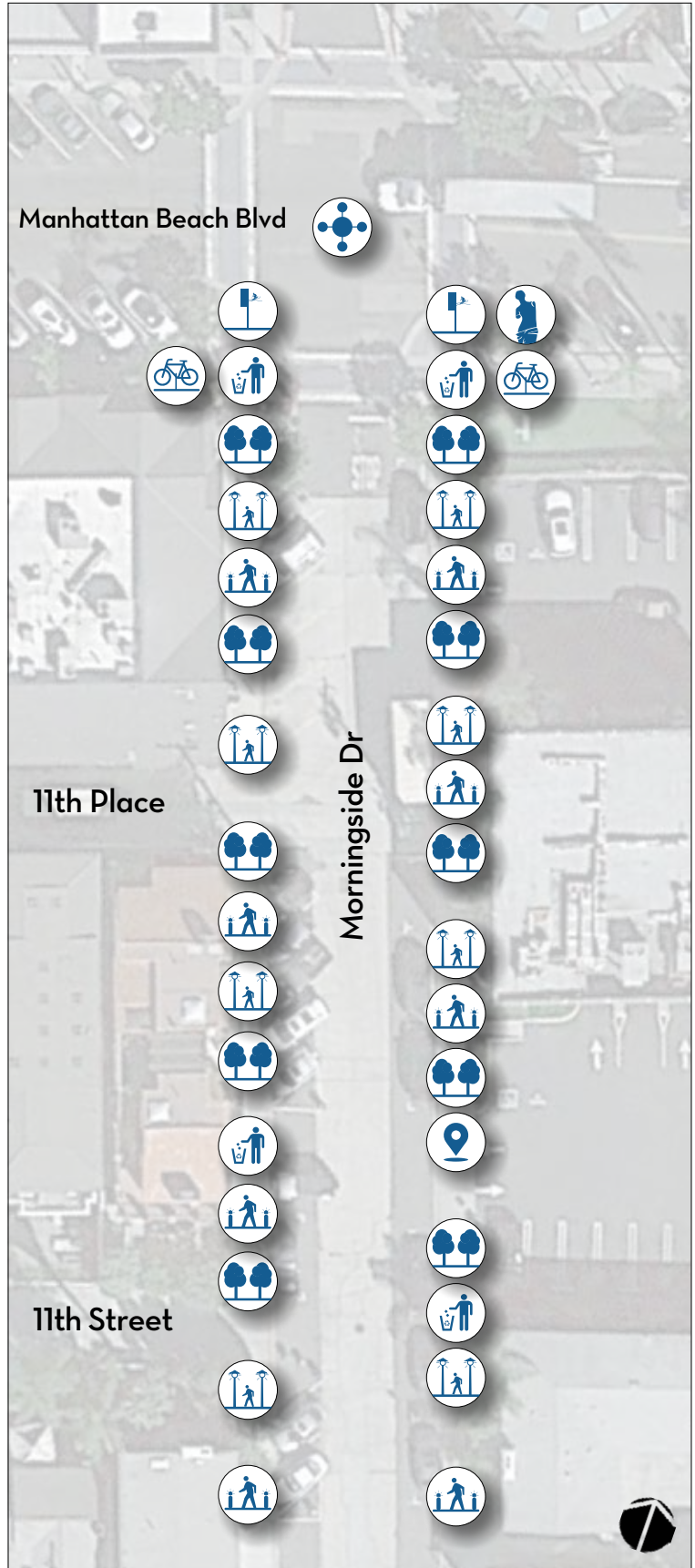



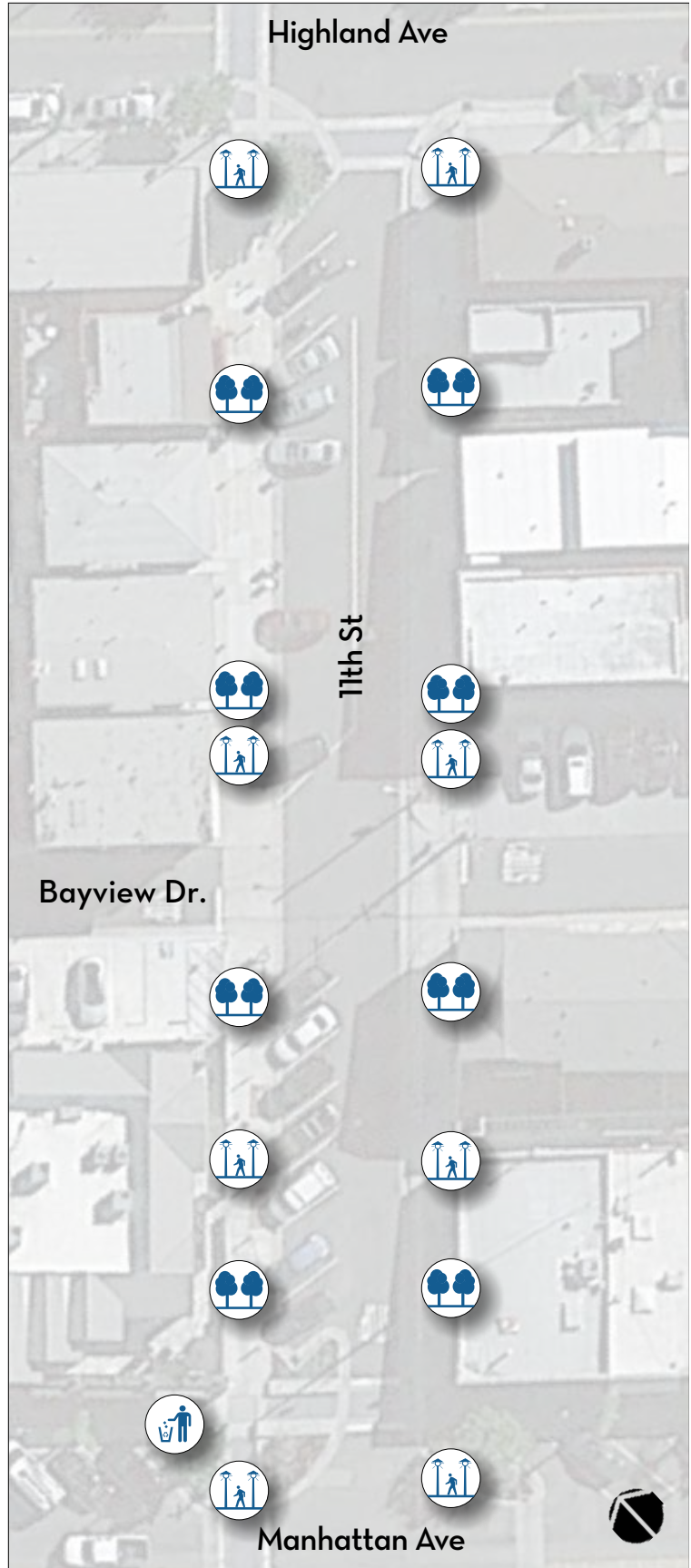


Figure 2-56 Guides applied to tertiary street corridors

Sample on 11th Street (can be applied to 15th St., 14th St., 12th St., 11th St., 10th St., 9th St.)

-  Refuse and Recycling
-  Street Tree Plantings
-  Vehicular Level Lighting



## 2.F SPECIFIC IMPROVEMENTS

This section shows design concepts that utilize the design guidelines and identify the priority improvement areas. These designs are just concepts and will need further review, approvals, engineering and design efforts prior to moving forward with construction. They are intended to supply both a functional improvement as well as an aesthetic one. As such, some of these projects also appeared in Chapter 5. This chapter concentrates on the design aspects of these projects.

### 2.F.1. DESIGN SAMPLE #1: BEACH PLAZAS AND BLOCK #1

This area represents one of the few areas in the Downtown where the public realm goes beyond the public right-of-way along streets. The project includes the need for a better turnaround point so vehicles do not get stuck in parking lots that are not designed for vehicles to turn around without having already been in a space. The project also looks at taking portions of the parking plaza decks and adding viewing areas, stairs, ramps, and plaza spaces that open up the view into Downtown, and replacing an aged slope planting area and railing system that is outdated in appearance. Refer to Figure 7.50: Design Sample #1 - West end Beach Head plaza design improvements.

### 2.F.2. DESIGN SAMPLE #2 AND #3: FOR BLOCK #2 AND #3

Too many of the primary and secondary street corridors in Downtown Manhattan Beach have similar improvements along the corridor, primarily due to the limited public right-of-way that is dominated by consistent parking spaces and narrow walkways. In order to move beyond “linear sameness,” attention to nodal treatments may be important. The proposed nodes will be expanded public realm areas at primary street midblock locations, where public realm spaces will be extended into the travel lanes to create new spaces through the reclamation of parking spaces. This nodal treatment will punctuate the overly consistent nature of the streets of Downtown Manhattan Beach. Refer to Figure 7.51 Design Sample #2 - Central block 2 design improvements, and Figure 7.52 Design Sample #3 - Central block 3 design improvements.

### 2.F.3. DESIGN SAMPLE #5: GATEWAYS FOR BLOCK #4

The proposed signage plan will be mostly responsible for turning the area at Manhattan Beach Boulevard and North Valley Drive into more of a gateway experience. One small project is proposed in this area. The current red zone is intended to become a drop-off passenger zone that would allow people to be dropped at Metlox and then leave the Downtown area quickly. This drop-off zone would also be used for valet, shuttle, taxi, and rideshare drop-offs. The design elements are minor, but could be reshaped to have an even higher level of visual impact. See Figure 7.53 Design Sample #4 - East end block 4 design improvements.

Figure 2-57 Design Sample #1 - West end Beach Head plaza design improvements



- 1: Crosswalk
- 2: Sidewalks connected to Pier
- 3: Wide sidewalks with new street trees
- 4: ADA ramps and stairs added to access parking plaza
- 5: Bike racks
- 6: Bike lane
- 7: Public art
- 8: Trash and recycling receptacles

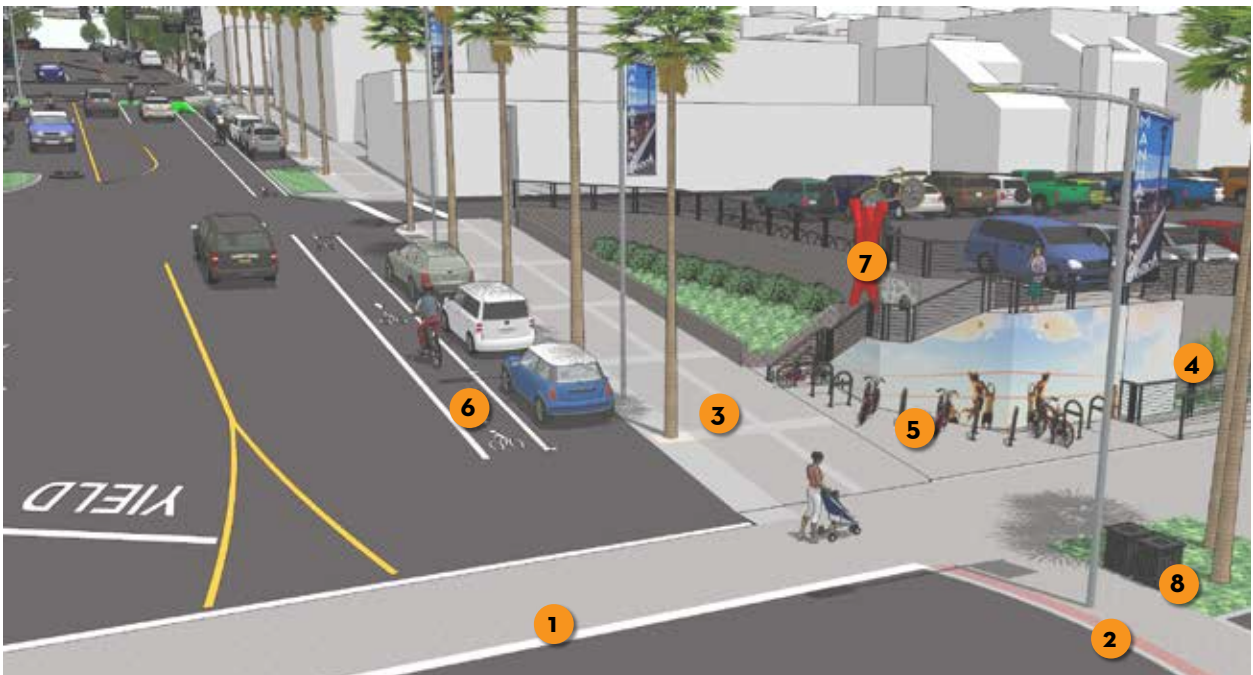


Figure 2-58 Design Sample #2 - Central block 2 design improvements



- 1: Improved intersection bulb-out with plaza
- 2: Block by block art corner project
- 3: Outdoor seating
- 4: New lighting
- 5: Bike racks

- 6: New street trees in tree grate
- 7: Mid-block plaza and seating areas
- 8: Mid-block lighting improvements
- 9: Trash and recycling receptacles

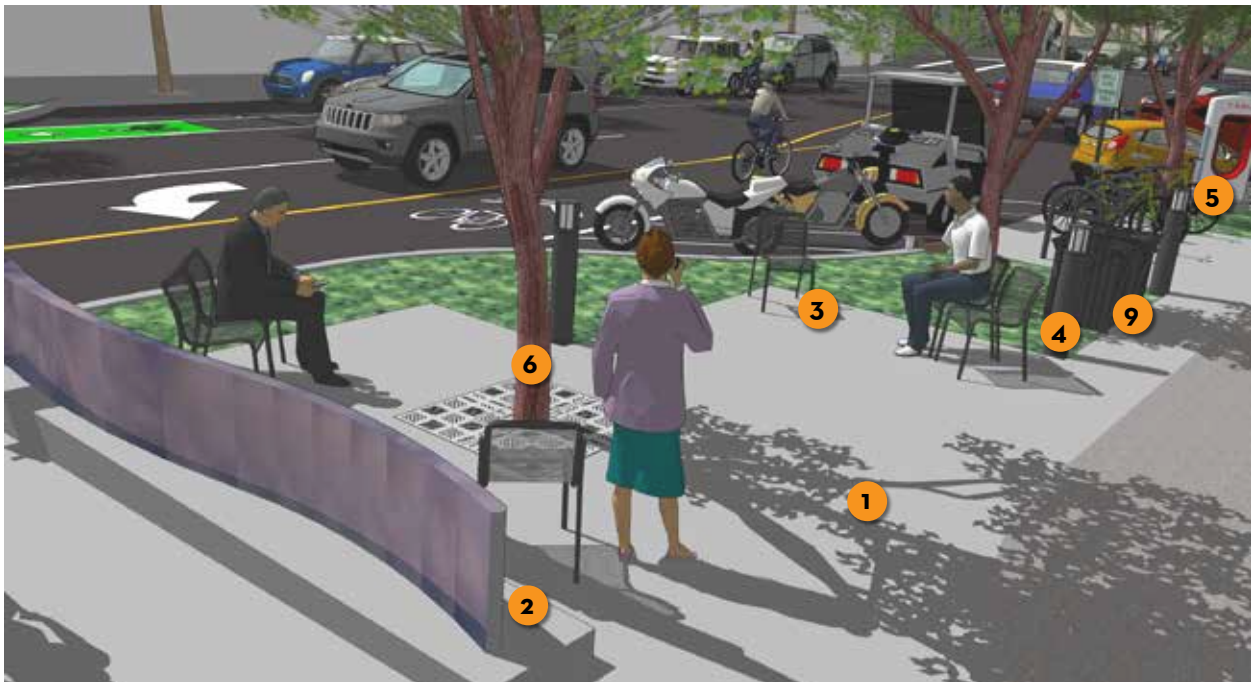
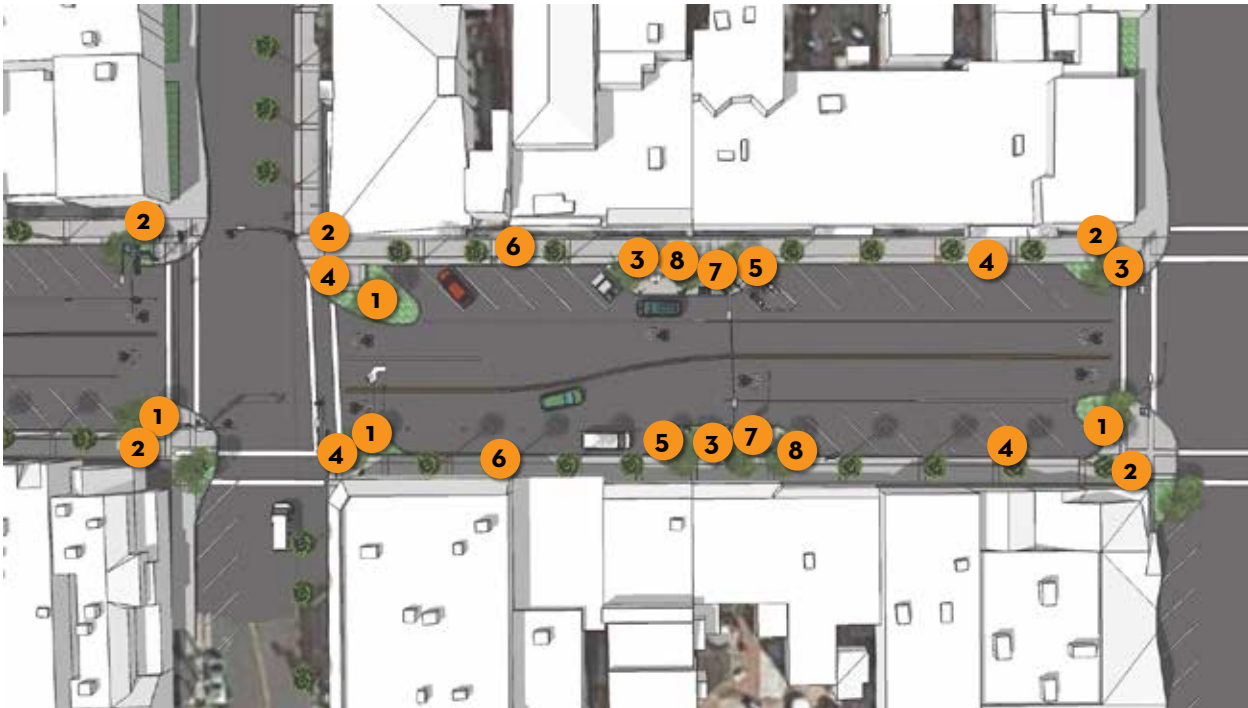


Figure 2-59 Design Sample #3 - Central block 3 design improvements



- 1: Improved intersection bulb-out with plaza
- 2: Block by block art corner project
- 3: Outdoor seating
- 4: New lighting
- 5: Bike racks

- 6: New street trees in tree grate
- 7: Mid-block plaza and seating areas
- 8: Mid-block lighting improvements
- 9: Trash and recycling receptacles

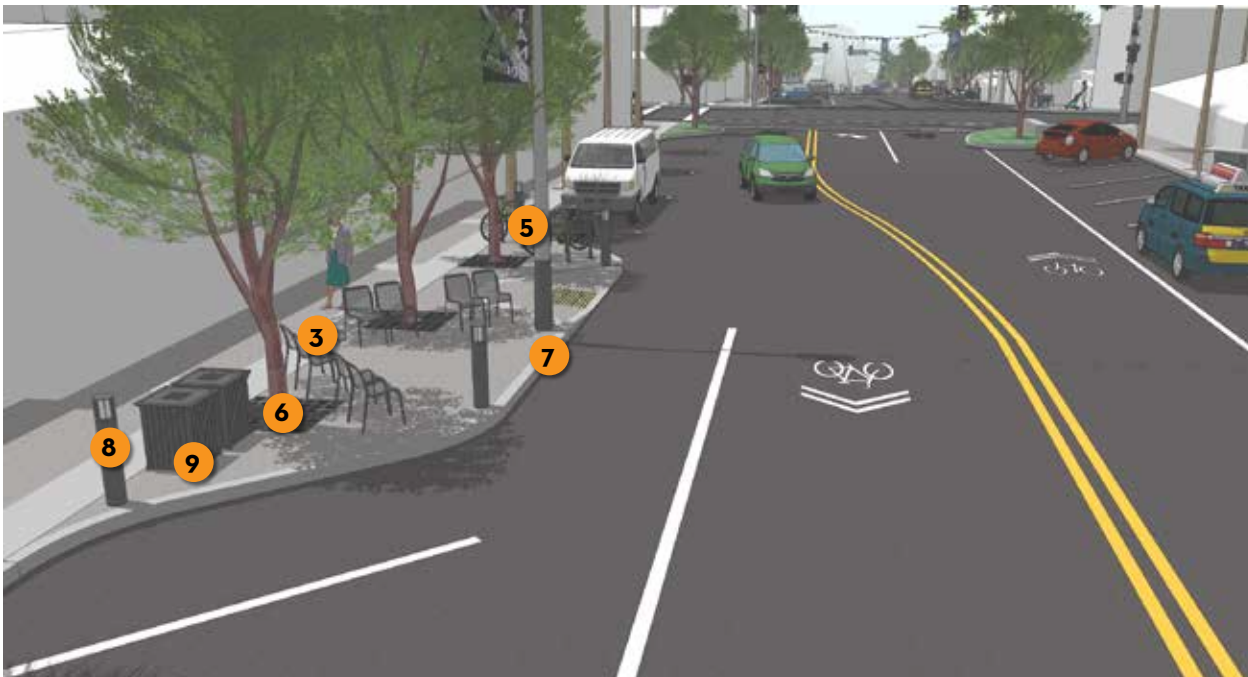


Figure 2-60 Design Sample #4 - East end block 4 design improvements



- 1: Cut-back curb line for drop-off zone
- 2: 3-minute passenger loading and drop-off signs
- 3: Improved lighting
- 4: ADA ramp
- 5: Bike racks





## Appendix 4: City of Manhattan Beach Parking Management Plan Evaluation

### Study Area

The Downtown study area is generally bounded by 15<sup>th</sup> Street to the north, Ardmore Avenue to the east, 8<sup>th</sup>, 9<sup>th</sup>, and 10<sup>th</sup> Streets to the south, and The Strand to the west. This area encompasses retail, office, civic, multi-family residential units, and single-family residences. There are three primary vehicle access routes: Manhattan Beach Boulevard, which runs east-west and leads incoming visitors directly into the Downtown retail core, and Highland Avenue and Manhattan Avenue, which each run north-south. Valley Drive and Ardmore Avenue are also frequently used access roads, and provide access between Sepulveda Boulevard in the north and Hermosa Beach in the south.

### Purpose of Parking Management Plan

The purpose of this analysis is to reevaluate the 2008 Downtown Parking Management Plan (DPMP), confirm the strategies currently being used from the 2008 DPMP, and propose new strategies to address current needs and issues with parking in the project area. The updates and strategies are based on information and feedback received from the City of Manhattan Beach, in-person intercept surveys and online surveys conducted in August 2015, and two community workshops held in the fall of 2015. No new parking quantities or parking demand data were collected for this study. Instead, data collected for the previous 2008 DPMP was used as a benchmark for this analysis. There are approximately 1,400 public parking spaces within the nine City lots, and another 440 parking spaces on Downtown city streets.

Below is an overview of the 2008 proposed strategies, their implementation, and the results:

<b>2008 Parking Management Plan Strategies</b>	<b>Objectives and Results</b>
1. Raise street meter rates to prioritize on-street parking for customers and short-term users.	Encourage use of underutilized public parking lots and open up on-street spaces.  <i>As of 2008, on-street meter rates were 75 cents an hour, and lot rates were 50 cents an hour. In 2010, the on-street rates were raised to their current rates of \$1.25 an hour, and the lot rates to 75 cents an hour. Street meter prices were kept higher to continue to encourage visitors to park in the structures, and the rate increase assisted in covering the ongoing maintenance of the meters.</i>

2008 Parking Management Plan Strategies	Objectives and Results
<p>2. Continue to provide lower meter rates (1/2 full rate) in underutilized parking lots.</p>	<p>Redirect long-term parking away from on-street parking.</p> <p><i>As noted above, the parking lots and structures maintain a lower rate. This does help direct visitors away from on-street parking.</i></p>
<p>3. Increase the number of 24-minute on-street parking spaces adjacent to certain businesses with short-term parking needs.</p>	<p>Improve street parking turnover rate and increase usage and convenience.</p> <p><i>Additional 24-minute street parking was implemented, and is found to be widely used and beneficial.</i></p>
<p>4. Increase time limits on the upper level of Metlox structure to 3 hours.</p>	<p>Encourage parking in underutilized lot for customers with multiple destinations.</p> <p><i>Time limits were increased and found to be beneficial.</i></p>
<p>5. Increase time limits on the lower level of Metlox structure to 10 hours and on the upper level of Lot 3.</p>	<p>Encourage employee parking in underutilized areas.</p> <p><i>Time limits were increased and found to be beneficial.</i></p>
<p>6. Pursue installation of ATM-style cash key recharge stations in public lots.</p>	<p>Encourage use and compliance of metered spaces in public lots.</p> <p><i>In lieu of cash key recharge stations, newer technology meters were installed that accept credit card payments. This has been found to be more convenient for all users.</i></p>
<p>7. Consider installing meters in unmetered public spaces.</p>	<p>Encourage greater parking turnover for short-term use.</p> <p><i>Additional meters were installed in unmetered parking spaces adjacent to commercial uses to increase the parking supply.</i></p>

2008 Parking Management Plan Strategies	Objectives and Results
8. Require all new restaurants to address increased parking needs through the use permit process.	<p>Reduce parking impacts caused by disproportionate parking generation.</p> <p><i>Use Permits have been used to monitor parking demand for various uses.</i></p>
9. Provide monthly merchant permits and stickers for employees who may not be able to afford biannual permits.	<p>Encourage use of merchant permits by employees.</p> <p><i>Monthly merchant permits were instituted and are popular. Monthly permits sold out in one day when they were offered.</i></p>
10. Decrease merchant permit costs in Metlox structure to make parking lots more attractive than free residential street spaces.	<p>Provide incentive for employees to park in public lots rather than on residential streets.</p> <p><i>Merchant permit costs were reduced for Metlox structure.</i></p>
11. Allow residents to override time limit parking restrictions in residential zones in the Downtown area.	<p>Relieve overflow parking demand in residential area without impacting residents.</p> <p><i>Residents are allowed to override the time limit restrictions every day of the week, which helped relieve overflow parking in those areas.</i></p>
12. Evaluate Parking Fund to determine operating expenses and revenue opportunities.	<p>Determine parking maintenance and operational needs.</p> <p><i>Parking Fund was used. Capital Program to be reestablished.</i></p>
13. Investigate opportunities for accessible parking for the disabled on streets and in public lots with minimal loss of general parking.	<p>Provide more accessible parking.</p> <p><i>ADA-compliant parking is provided in public parking lots. There are challenges to providing additional ADA-compliant parking on streets and lots due to existing site constraints and surface elevation conditions.</i></p>

2008 Parking Management Plan Strategies	Objectives and Results
<p>14. Investigate opportunities to provide carpool and “green vehicle” parking spaces in public lots.</p>	<p>Promote green practices by encouraging low emission vehicle use.</p> <p><i>Four electric vehicle charging stations were provided in the lower Civic Center parking structure. The charging stations are popular and the City is considering adding stations. Approximately 5 small car spaces were added on Downtown streets for use by electric cars.</i></p>
<p>15. Implement a Parking directional sign plan with a distinctive and clear identity.</p>	<p>Encourage greater use of public lots through education.</p> <p><i>New parking directional signs were installed in 2009 for all public lots. However, an overall review and redesign to better direct visitors to parking is needed.</i></p>
<p>16. Review effectiveness of implemented strategies.</p>	<p>Ongoing monitoring.</p> <p><i>Being conducted.</i></p>

## Public Survey Results

As part of the Downtown Specific Plan community outreach process, in-person intercept and online surveys were conducted in August 2015 to garner input on a variety of issues. Several questions related to parking were included in the survey, and the survey results concluded the following:

- Improved and increased parking was identified by respondents as one of the top priorities for Downtown.
- 52.4% of respondents identified that additional parking would encourage them to spend more time Downtown.
- Respondents ranked the following ideas on how the City could increase parking Downtown from most to least favorable:
  1. Additional structured parking
  2. Additional on-street parking
  3. Valet parking
  4. Bicycle parking
  5. Remote parking with transit and/or bike share access to the Downtown area
- Between the options of having wider sidewalks and thereby eliminating street parking, versus retaining the existing sidewalks and thereby retaining on-street parking:
  - 47.7% people favored wider sidewalks and eliminating on-street parking
  - 52.3% people favored retaining sidewalks and on-street parking
- Some respondents believe there is plenty of existing parking; however, better signage is required to direct visitors to available parking locations.
- Respondents identified the following as items which other communities are doing that they would like to see Manhattan Beach utilize:
  - Phone applications to identify and direct users to available parking
  - A shuttle system to transport locals and visitors around Downtown

## Community Workshop Findings

In the fall of 2015, two community workshops were facilitated by the Downtown Specific Plan consultant team. The purpose of the workshops was to introduce the project to community members, discuss the project's economic and business development efforts, and present overall design concepts and strategies to address those efforts. Similar to the surveys conducted at the onset of the project, the workshops allowed the community to provide input on parking-related issues and strategies.

For parking, the intent of the first workshop was to validate the findings of the 2015 Urban Land Institute (ULI) report and ensure that those findings and recommendations aligned with the community's vision. Participants were asked to select their top three parking strategies from a list of eight. The outcome of the rankings are as follows:

1. Reduce Employee Parking within the Residential Neighborhood (38 votes/31% of participants selected)
2. Better Utilize Existing Parking Lots and Structures (34 votes/28% of participants selected)
3. Increase Biking Options (17 votes/17% of participants selected)
4. Provide Additional Parking Supply (12 votes/10% of participants selected)
5. Improve Access to Parking (9 votes/6% of participants selected)
6. Reduce Residential Parking within the Downtown (6 votes/5% of participants selected)
7. Expand Valet Parking Program (4 votes/3% of participants selected)
8. Expand On-Street Parking (1 vote/<1% of participants selected)

For community workshop #2, the consultant team took the input gathered from the first workshop and refined the parking strategies to more specifically address the community's concerns. Five parking strategies were proposed and participants were asked to identify their most and least preferred parking strategy. The outcome of their preferences are as follows:

- Provide Additional Parking Supply
  - 24 votes Most Preferred
  - 19 votes Least Preferred
- Manage Employee Parking
  - 18 votes Most Preferred
  - 6 votes Least Preferred
- Utilize Existing Parking Lots and Structures
  - 13 votes Most Preferred
  - 0 votes Least Preferred
- Provide a City Operated Valet Program
  - 5 votes Most Preferred
  - 6 votes Least Preferred
- Increase Turnover of Vehicles and Available On-Street Parking (Demand Pricing)
  - 3 votes Most Preferred
  - 31 votes Least Preferred

## Parking Management Plan Strategies

Based on the feedback received from the public survey, community workshops, and discussions with the City, a new set of parking management strategies is being proposed to address the current and future master planning needs for the City. The following are recommended strategies for implementation:

Proposed Strategy	Objectives
1. Begin to utilize demand pricing for street parking meters.	Direct visitors to parking structures and lots during peak periods, and to street parking in low periods.
2. Continue to provide lower meter rates in parking structures and lots.	Lower meter rates in parking structures and lots encourage long-term parking, thereby helping to reduce the amount of long-term parking on the street.
3. Redesign parking wayfinding signs.	Clearly and expeditiously direct visitors to available parking in Downtown.
4. Utilize smart parking technologies to increase the ability to find available parking and provide a higher level of service to visitors.	Direct visitors to available parking, thereby reducing the congestion created by visitors searching for parking. Technologies also provide a higher level of service for visitors and create appeal.
5. Introduce a City-regulated valet parking program.	Valet program provides the opportunity to take vehicles off the street and park them in remote parking locations. Public or private parking lots or structures can be utilized more efficiently because valet operators can stack vehicles and allocate more vehicles in an area than standard self-parking.
6. Continue to utilize existing private parking lots and structures to create shared parking opportunities during business off-hours.	City to maintain existing, and identify new agreements with local businesses to use existing parking areas during business off-hours. Additional parking will help with parking demands during nights and weekends.
7. Maintain parking enforcement personnel and extend enforcement activity to enforce parking violations.	Enforce compliance of parking spaces and other systems established by the parking management plan.
8. Reduce allowable on-street parking time limits in residential areas.	Discourage employees from parking in residential areas for long periods of time.
9. Provide parking at existing remote parking lots with a City shuttle service for visitors and customers.	City to form agreements with surrounding businesses and institutions for use of their existing parking. Provide parking and shuttles to reduce the amount of vehicles and congestion within the Downtown
10. Provide a City-operated shuttle service for employees/merchants to utilize remote parking locations.	Reduce the amount of employees/merchants parking in the Downtown and residential areas, thereby freeing up parking spaces in Downtown for visitors and residents.

Proposed Strategy	Objectives
11. Locate employee parking in remote locations in or near the Downtown area.	Increase the amount of convenient parking spaces for visitors, and provide designated parking areas for employees.
12. Create tandem parking options for employee parking.	Maximize the amount of employee parking that can be provided in a particular lot or parking structure level.
13. Reestablish Capital Program for operations, maintenance, and new construction expenses and to create revenue opportunities.	Funding to assist with ongoing and future maintenance for parking improvements.
14. Establish intra-Downtown resident parking system.	Consider providing a residential parking permit system that provides residents within the Downtown core, parking privileges in limited areas surrounding their residence.
15. Increase special vehicle parking stalls and loading zones.	Create additional parking for electric vehicle charging, ADA parking, motorcycle parking, and passenger loading zones.
16. Re-evaluate land use parking requirements	Review Section A.64.030 of the LCP to consider adjustments in how parking is calculated for different uses.
17. Utilize valet parking operations and flat rate payment systems during large events.	Help reduce traffic congestion, maximize efficiency of available parking Downtown, and increase speeds of ingress and egress during large events.

### 1. Begin to Utilize Demand Pricing for Street Parking Meters

Demand pricing is the method by which meter prices increase during periods of high demand and makes more street parking available for those visitors wishing to pay a premium. The price increase helps direct other visitors to the parking structures and lots where they may find lower-priced parking. When there are less visitors to the Downtown and parking demand is low, meter prices will lower to encourage visitors to park along the street near businesses and retailers. The existing meters are already capable of adjusting prices throughout the day, so the City would only need to establish a protocol for programming the meters to change at certain periods of the day. No additional cost to adapt or modify the meter would be necessary. This strategy was not favored by the community; however, demand pricing does help regulate the use of parking.

As reported in the 2008 DTMP, the peak overall demand for parking occurs between 1pm and 5pm, with both weekdays and weekends having similar usage. On-street parking typically becomes occupied first, and then the parking lots and structures. Demand pricing could be used so that street meter rates increase during the peak time between 1pm and 5pm, with lower rates before and after these times. It is recommended that meter rates in the parking lots and structures remain at a lower rate to continue encouraging vehicles toward the lots and structures in lieu of on-street parking. The time frame for increased meter rates could also be expanded to earlier than 1pm, possibly 11am, due to the likely increase in visitors on the weekend during the summer months.



## **2. Continue to Provide Lower Meter Rates in Parking Structures and Lots**

Currently, parking meter rates are less in the City parking lots and structures than they are for on-street parking, excluding the beach parking lots, which have the most expensive rates due to their close proximity to the beach. Current rates in the various lots are as follows:

Beach Parking Lots - \$1.50/hour

City Parking Lots/Structures - \$0.75/hour

On-street Parking - \$1.25/hour

Providing a cost reduction for the public parking lots and structures encourages visitors to use these locations instead of the higher-priced street parking. The difference in price will help direct some vehicles away from the street, thus providing additional street parking for those willing to pay the higher prices.

The parking meter rates are comparable to the other neighboring beach cities:

Hermosa Beach: \$1.25/hour for on-street parking up to 8pm; \$1.50/hour after 8pm

Redondo Beach: \$1.50/hour in all locations

Santa Monica: \$2.00/hour at Downtown and Beach zones

To further encourage visitors to use the parking structures and lots, the beach parking lots and on-street parking could each be raised by \$0.25. Doing so establishes a premium for the convenient beach and street parking, and is still within the average of neighboring cities. However, if demand pricing were to be used, as described above, it is recommended to maintain the current meter rates as base rates. These base rates would then increase when demand increases.

## **3. Redesign Parking Wayfinding Signs**

The City's current directional and wayfinding signage is an eclectic mix of various styles, color schemes, and branding that are not unified because they have been installed over the past few decades. As a result, the current design and layout of street signage directing visitors to parking locations is difficult to follow. An overall review of sign locations and their graphic design is currently being conducted in a separate effort outside of the Downtown Specific Plan project. The updated signage will provide consistent and clear signage to direct visitors to parking locations, and will also reference where parking is located for certain activities (e.g., parking, points of interest, Civic buildings, recreational areas, and various commercial districts). In addition, signs at the entrances of parking lots and structures will clearly identify the destination along with helpful information regarding parking availability, time limits, enforcement times, and directions to nearby activities. The new wayfinding signs will improve vehicle circulation conditions throughout the Downtown as well as aid in pedestrian flow and navigation.

## **4. Utilize Smart Parking Technologies to Increase Efficiency with Finding Available Parking and Provide a Higher Level of Service to Visitors**

Smart parking technologies can be used to help address the public's comments and concerns of providing a clear path to parking and utilizing tools used by other cities. At a minimum, a mobile

application could direct visitors to the locations of parking lots and structures, relieving visitors of having to search for parking or rely on signage. To a greater extent, the mobile app could allow someone to reserve parking in a particular lot or structure, thereby providing the visitor a guarantee that they would have a parking space upon arrival to the Downtown area. The mobile app would help reduce the congestion created by visitors searching for available parking, and has the potential to greatly improve visitors' experience upon arrival knowing that they have a parking stall already reserved. Technical and communications coordination would need to occur in order to establish the system and synchronization with the City's existing metering system. Certain City parking lots or levels of parking structures could be allocated for mobile app reservations spaces. Based on demand, the quantity of reserved parking spaces could increase or decrease consistent with peak periods.

A mobile app can also allow for remote meter payments. The existing smart meters allow for credit card payments in addition to coins; however, the next step in technology would be to allow for payment to occur through one's smartphone. This service could be popular with beach-goers who may not want to carry coins or credit cards with them to the beach.

Finally, smart parking technologies can work with a City parking guidance system that uses dynamic signs to direct visitors to available parking. Not only would one be able to look for available parking through a mobile device, but dynamic signs can direct visitors to available parking with real-time information. At parking structure locations, signs indicating the quantity of stalls available and at what level would be helpful in indicating whether visitors could circulate through the structure or proceed to another lot. The City would also be able to extract and analyze parking usage and demand data from these smart technologies.

## **5. Introduce a City-Regulated Valet Parking Program**

Currently, valet systems are utilized in the Downtown at a few select locations, and they are operated by a third party. This strategy to implement a City-regulated valet parking program includes a number of objectives:

- Reduce the number of vehicles circulating the Downtown by allowing them to valet at strategic locations.
- Enable valet operators to stack parking in parking lots and structures, which allows more vehicles to be parked in a given area than compared to a self-parked system.
- Place the City in control of the valet operations so that they operate as a Downtown-wide coordinated system. This empowers the City to be able to address operational concerns from the community directly.

Although this strategy was not as widely popular with the community, valet operations are already used in a number of similar Downtown settings with great success for collecting and efficiently moving cars off of the street. Existing parking locations can be used to store vehicles. A greater number of parking stalls will need to be dedicated to a valet system; however, an overall larger number of vehicles will be able to be parked at one time throughout Downtown. Similar streetscape improvements presented in Chapter 5 can be utilized for the valet drop-off and pickup areas. Although these areas are most convenient when adjacent to pedestrian crosswalks and pathways, consideration will need to be made regarding providing space for multiple vehicle queuing and how that interacts with pedestrians and other vehicles.

In addition to having valet operations for Downtown visitors, it could also be used to assist for employee parking. Valet operations for employees and merchants would allow the amount of employee parking to be maximized, and encourage employees to not utilize on-street or residential neighborhood parking. The current area for employee parking in the Metlox parking structure could be arranged to accommodate the employee valet parking, thereby utilizing an existing parking area, and increasing the efficiency of the vehicles parked in this area by approximately one-third.

#### **6. Continue to Utilize Existing Private Parking Lots and Structures to Create Shared Parking Opportunities during Business Off-Hours**

The private valet service already has agreements in place with a few local businesses, such as Citibank and Skechers, to utilize their parking lots during nights and weekends when those establishments are closed. It is recommended to continue those agreements as they add to the quantity of available parking in the Downtown. Although not many businesses have available parking lots, the City should continue to review the option to form similar agreements with other merchants in the Downtown area, as well as other remote locations that could potentially be used for valet operations.

#### **7. Maintain Personnel and Extend Enforcement Activity to Enforce Parking Violations**

Enforcement is required to ensure that parking is utilized correctly by the public and employees. The policies and strategies established by a DTMP rely on the systems being used correctly. Enforcement has improved in Downtown over the years, but must be augmented to more systematically monitor the systems that establish public parking time limits and locations, merchant and employee compliance, valet operations, and shuttle services. Any new parking structures will also require additional enforcement to accommodate the few hundred additional parking spaces that would likely be provided.

#### **8. Reduce Allowable On-Street Parking Time Limits in Residential Areas**

Residents are concerned with the amount of employee parking that occurs in the residential neighborhoods adjacent to the Downtown area. The availability of residential street parking is already limited for residents, and when employees park there for long durations of their workday, it reduces even more of a limited resource. This strategy focuses on the residential area east of Valley Drive, where residents receive parking permits to park in a defined area surrounding their neighborhood. Street parking would be limited to short durations of time, which would accommodate residents' visitors, while deterring employees who would otherwise be constantly required to move their vehicles during their work shifts. As mentioned above, enforcement would be critical to ensure that employees are adhering to the time limits in order to make this strategy work. If and when sufficient and convenient parking is provided for Downtown employees, this strategy can be phased out.

#### **9. Provide Parking at Existing Remote Parking Lots with a City Shuttle Service for Visitors and Customers**

Another strategy to reduce parking demand and congestion in the Downtown area is to provide a shuttle system for visitors between a remote parking area and the Downtown. Due to the cost of operating and maintaining a local shuttle system, the City should be strategic and use shuttles during the peak periods, which are typically during the summer and weekends. Doing so will help reduce costs and will focus the service at times where it is needed the most. The challenges to be evaluated are how to fund the shuttles, the part-time usage, and identifying routes that are quick and convenient enough so that visitors will use them.

## **10. Provide a City-Operated Shuttle Service for Employee/Merchant to Remote Parking Locations**

The intent of this strategy is to relocate and consolidate employee parking in a remote location, allowing more of the parking spaces that are currently being occupied by employees in various lots and at Metlox to be dedicated to visitor parking. Currently, there are more merchant/employee permits in circulation than there are designated parking spaces.

Therefore, if there is a lack of available employee parking in those designated areas, employees may resort to parking in regular parking spaces or in the residential areas adjacent to the Downtown core. The six-month employee parking permit is already inexpensive, so a reduction in cost is not foreseen to make a difference on whether they use employee, visitor, or residential parking. The driving factor is the quantity of available employee spaces. Utilizing a remote lot can increase the options of available parking for employees when restricted from parking elsewhere.

Locating the employee parking remotely presents similar challenges as those discussed with the public shuttle strategy: how to fund the shuttles, and identifying routes that are quick and convenient enough so that employees will use them. Generally the community is supportive of this concept; however, merchants and employees are not as supportive.

## **11. Locate Employee Parking in Remote Locations in or near the Downtown Area**

This strategy is similar to locating employee parking in a remote location outside of the Downtown area; however, the intent here is to locate parking in the Downtown area so as to not require the use of a shuttle system. Already, employee-designated parking areas are more remote than public parking. More focus would be required to identify an available area that can accommodate the quantity of employee parking that is lacking now, while still providing a safe and accessible path for employees to walk to their work.

## **12. Create Tandem Parking Options for Employee Parking**

Creating tandem employee parking, paired per business, could allow for a greater quantity of employee vehicles to be parked in public or private lots. This strategy would require the employees from one place of employment to coordinate amongst themselves on the parking logistics. Employees choosing the tandem parking permit option may pay a reduced fee as a result of the coordination required.

## **13. Reestablish Capital Parking Program for Operations, Maintenance, and New Construction Expenses and to Create Revenue Opportunities**

The City should evaluate the process for reestablishing a Capital Program. Funding from a prior Capital Plan was used to build the Metlox parking structure and pay for meters. A new Capital Parking Program can assist with operating expenses or future costs described in these strategies, such as a parking structure, City valet system, or City shuttle system.

## **15. Establish Intra-Downtown Resident Parking System**

The intra-Downtown resident parking conditions are unique from those of the surrounding residential neighborhoods. In the Downtown core, parking for those residents is inherently limited due to the urban density found with living directly in such a location. There is a daily sharing of parking between the Downtown core residents, employees, and visitors. The residents living in the surrounding neighborhoods may have more opportunities for parking with a personal garage, driveway, or on-street parking. However the challenge is that employees and Downtown visitors park in these areas that are thought of by residents as more of a private parking area.

A possibility for assisting the intra-Downtown resident with parking is providing residential permits that allow for those residents to override the parking time restriction and meter enforcement. This would be an extension of the current residential permit program. Permits could be issued and valid for parking lots or on-street parking locations within a defined area. Fees for parking permits could be at a slightly discounted rate than what is required for the parking lots and meters.

## **16. Increase Special Vehicle Parking Stalls and Loading Zones**

Creating additional parking for electric vehicles, and motorcycles, and to meet ADA requirements, especially when grouped together and in combination with loading zones, provides a greater level of service for the public. For an explanation of the Smart Parking Concept, see Chapter 5 of the Downtown Specific Plan.

There are four charging stations currently in the lower Civic Center parking structure. With the growing popularity and increased demand of electric vehicle charging, the City should evaluate converting additional standard parking stalls to EV stalls. Funding from outside sources can typically offset the costs of the equipment.

On-street ADA parking throughout Downtown is extremely limited. Creating additional ADA parking close to businesses and the beach would be a great benefit to those visitors. The challenge with providing such parking is the geographical and spatial constraints of the Downtown streets; in many locations slopes exceed the allowable 2% required for ADA parking and there is inadequate space for ADA loading access aisles. However with the various street improvements being proposed in the Downtown Specific Plan, ADA parking and access can be designed into the street improvements. Also, making improvements to accommodate ADA access at existing parking lots, such as what is being shown in the Beach Head Plaza design in Figure 7-77 of Chapter 7, can allow for additional ADA parking with convenient beach access.

Dedicating areas for motorcycle parking allows them to park together in a smaller area and eliminates the need for them to park in standard parking stalls. This will allow motorcyclists to park quickly since they do not need to circulate to find a standard parking stall, and makes those standard parking stalls available to regular vehicles. Design concepts indicating enhanced street designs with motorcycle parking can be found in Chapter 5.

Proposed designs for loading zones can also be found in Chapter 5. The primary locations for these zones are intended to be in the east end of Downtown in order to drop-off and pick-up passengers eliminating the need for those vehicles to circulate throughout the Downtown. The loading zones are outside of the travel lane, and provide convenient access to the pedestrian way and crossings. The loading zones are also designed to accommodate ADA passengers.

## **17. Re-evaluate Land Use Parking Requirements**

The land use parking requirements specified in section A.64.030 of the LCP are generally consistent with other municipalities. Typically the requirements are evaluated in order to reduce the amount of parking required for each use in order to encourage the use of public transit and alternative modes of transportation. However, due to the location of Manhattan Beach and the limited transportation infrastructure currently available, these alternative modes of transportation are not likely to occur in a magnitude that would assist with mitigating the current parking challenges. Instead, a review to possibly increase the required parking per use for future developments may benefit the overall parking quantities available for residents, merchants, and visitors.

For future developments that require a large quantity of new parking, incentives could be offered to the owner to provide additional public parking beyond the minimum amount required. Many times the cost of adding additional parking stalls in a lot or structure is minimal once taking into account the overall construction cost. If a monetary incentive is provided the construction cost for the additional parking stalls could be covered, or often times, the owner could profit from providing the extra parking.

## **18. Utilize Valet Parking Operations and Flat Rate Payment Systems During Large Events**

Large events typically draw additional visitors to Downtown. Valet operations can be used in order to mitigate the increase in congestion and parking shortage. Locating valet stands strategically in the east end of Downtown will help intercept some of these vehicles before they enter the Downtown core and help reduce traffic congestion during these peak times. The valet operators will also be able to maximize parking in the existing parking lots by stacking vehicles. A flat rate will also be desirable as visitors will not need to be concerned with meter times during the event, and processing the flat rate will help expedite the traffic flow in and out of the area.