

City of Manhattan Beach

1400 Highland Avenue
Manhattan Beach, CA 90266



Meeting Minutes - Draft

Thursday, November 6, 2014

6:00 PM

Adjourned Regular Meeting

City Council Chambers

City Council

Mayor Wayne Powell
Mayor Pro Tem Mark Burton
Councilmember Tony D'Errico
Councilmember David J. Lesser
Councilmember Amy Howorth

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A. PLEDGE TO THE FLAG

Assisstant City Manager Nadine Nader led the Pledge of Allegiance.

B. ROLL CALL

Present: 5 - Mayor Powell, Mayor Pro Tem Burton, Councilmember D'Errico, Councilmember Lesser and Councilmember Howorth

C. CERTIFICATION OF MEETING NOTICE AND AGENDA POSTING

City Clerk Liza Tamura confirmed that the meeting was properly posted.

D. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

E. PUBLIC HEARING

1. Urban Land Institute Advisory Panel Pre-Engagement Items (Assistant City Manager Nader/Community Development Director Thompson). [14-0051](#)
REVIEW, DISCUSS, EDIT AND APPROVE THE SCOPING QUESTIONS AND THE STAKEHOLDER PROCESS AND LIST

Mayor Powell introduced City Manager Mark Danaj who gave a brief report on the Urban Land Institute (ULI).

City Manager Danaj then introduced the Vice-President of Advisory Services at ULI Thomas Eitler via teleconference. Vice-President Eitler spoke about the process and stated that he is here to answer questions from the City Council.

Mayor Powell opened the floor to public comment.

Kelly Stroman, Executive Director Downtown Business Association, wants to look at this in a very positive manner and would like to help with the process.

Tony Choueke, Manhattan Beach Property Owners (Commercial), stated that they are in the process of organizing property owners and they want to present their goals to ULI.

Jackie May, resident and home owner, thinks the downtown residents are very under represented and wants to be included in what happens.

Seeing no further requests to speak, Mayor Powell closed the public comment.

City Council discussion continued and City Manager Danaj and Community Development Director Richard Thompson responded to City Council questions.

Mayor Powell addressed the first step of selecting the compliment of stakeholders from :

Option 1

Public Officials/Staff - 15%

Downtown Business Owners - 20%

Downtown Property owners - 20%

Developers/Investors/Real Estate Brokers - 5%

Community Groups, Non-Profits, Neighborhood Associations & General Public - 40%

Option 2

Soliciting Applications with Council Review

It was unanimously decided to go with Option 1, with only one change that the last group of 40% Community Groups be changed to 35% and the remaining 5% to come from Downtown Residential Owners.

The next decision is the List of Draft Scoping Questions. After City Council discussion it was decided to change a few words in the scope of questions:

Scoping Questions

Vision

- 1. What specifically defines our small, quaint beach downtown character and how can the City maintain it?*
- 2. Describe your vision for the future of Downtown Manhattan Beach (20 years from now) in 4 sentences or less. Use descriptive adjectives.*

Market Potential

- 3. How do you see the current ratio of chain to local retail and what is a good mix of chain to local retail in the future?*
- 4. What are the pros and cons of restricting certain types of uses at the street level to ensure a quality retail experience?*
- 5. What type of business should we be retaining and/or attracting for our downtown, and what are the best methods to do that?*

Development Strategies

- 6. Provide examples of streetscape designs that should be implemented downtown? What elements need to be addressed/improved?*
- 7. What are the pros and cons of having prescribed design guidelines implemented in the overall development of downtown construction?*
- 8. How best should the community pursue effective public-private partnerships to revitalize and manage the downtown?*

Implementation

- 9. What type of parking strategies should we implement Downtown?*
- 10. What is the action plan/implementation plan with a critical path(s) forward for the above questions?*

Mayor Powell then focused on the stakeholders list with the following changes.:

Public Officials/Staff

Approximately two members from each of the Boards and Commissions

City Staff - 3-5 such as City Manager, Community Development Director, Planning Manager

*Downtown and other Business Affiliations
Add Realtors (Those with businesses in the community)*

*Realtors/Developer Organizations
ADD: Architect Groups*

*Neighborhood and Service Associations
Change Arts Manhattan to Art Avenue
ADD: Boy Scout Troops 849 and 713
ADD: Amigos Unidos
ADD: Friends of Local Artist (FOLA)
ADD: 10k Committee
ADD: Manhattan Beach Botanical Gardens
ADD: League of Women Voters
Delete Elks BPOE #1378
Delete Newcomers to the Beach*

*Education Organizations
ADD: American Martyrs School*

*Environmental Organizations
ADD: Surf Rider South Bay Chapter
ADD: Sustainable and Green Environment (SAGE)*

*Faith Organizations
ADD: Manhattan Beach Community Church*

City Manager Danaj summarized the changes and stated that Staff would make the best administrative effort to insure the geographic and demographic diversity of the City.

Mayor Pro Tem Burton also added that if Staff thinks of anything the City Council omitted, to add them.

Responding to City Council questions, Assistant City Manager Nader reported that the next step will be the notice in the paper and the targeted outreach will begin.

F. OTHER COUNCIL BUSINESS, COMMITTEE AND TRAVEL REPORTS, FUTURE DISCUSSION ITEMS

None.

G. ADJOURNMENT

At 7:22 PM the Adjourned Regular City Council Meeting was adjourned to the 6:00 PM Regular City Council Meeting on Tuesday, November 18, 2014, in the City Council Chambers in said City.

Matthew Cuevas
Recording Secretary

Wayne Powell
Mayor

ATTEST:

Liza Tamura
City Clerk