



December 1, 2015

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Project Process

PROJECT SCHEDULE



Meeting Purpose

- Provide project update to City Council
- Provide recap of outreach efforts conducted
- Seek Council direction on Workshop #2 outcomes and Administrative Draft Specific Plan



Overview of Outreach to Date

- July/August - Intercept Surveys & Open City Hall
- October 8 & 9, 2015 - Workshop #1
- November 16, 2015 - Workshop #2
- Ongoing - Stakeholder interviews/Focus Groups (5)
- Ongoing - Advisory Committee Meetings (3)
- Ongoing – City Council Study Sessions (2)



Workshop #2 Topics

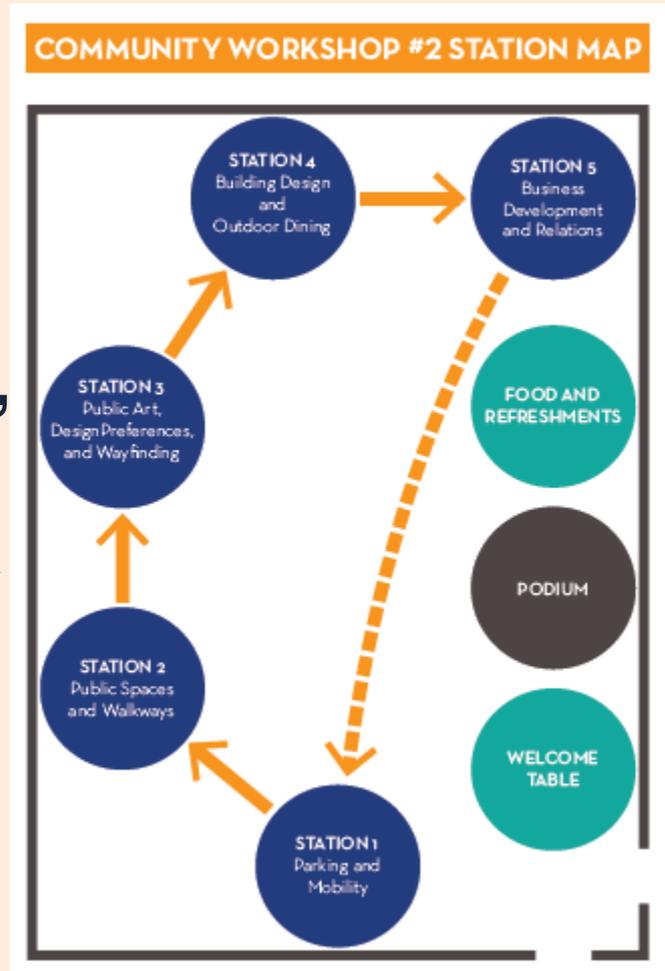
Station 1 – Parking Improvements and Mobility & Infrastructure

Station 2 – Public Spaces & Walkways

Station 3 – Public Art, Design Character, & Wayfinding

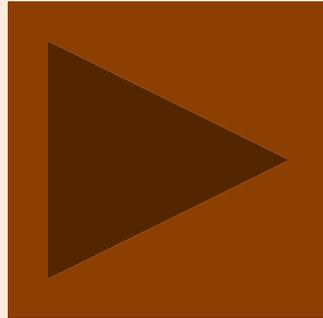
Station 4 – Building Design & Character and Private Space Design

Station 5 – Business Development & Relations



Workshop #2 Video

Station #1 – Parking Improvements



Station #1

Parking Improvements

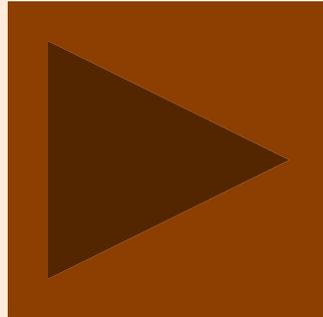
Participants were asked for their most and least preferred parking strategy which included:

- ▶ Increase turnover of vehicles and available spaces
- ▶ Manage employee parking
- ▶ Utilize existing parking lots and structures
- ▶ Provide a City operated valet program
- ▶ Provide additional parking supply



Workshop #2 Video

Station #1 – Mobility & Infrastructure



Station #1

Mobility & Infrastructure

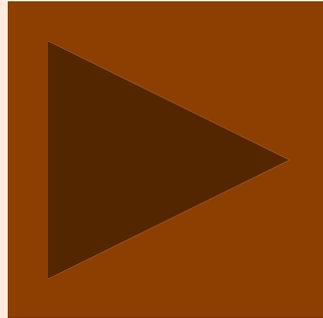
Participants were asked to select their top three preferred mobility and infrastructure solutions from the following:

- ▶ Technology improvements that display “available number of parking spaces”
- ▶ Create shuttle / valet / rideshare drop-off areas
- ▶ Install bike racks and corrals
- ▶ Encourage walking with pedestrian improvements (scrambles, warning signs, signals, etc.)
- ▶ Encourage biking by improving bicycle facilities (sharrows, bike lanes, etc.)



Workshop #2 Video

Station #2 – Public Spaces & Walkways



Station #2

Public Spaces & Walkways

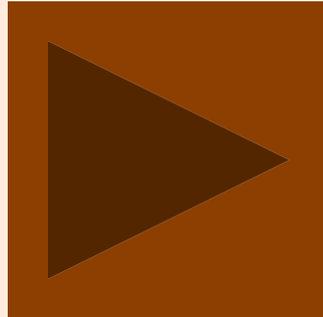
Participants were asked to rank their top three solutions from the following:

- ▶ Create additional mid-block crossings and pedestrian spaces
- ▶ Improve existing bulb-outs and underutilized areas into pedestrian spaces
- ▶ Enhance sidewalk west of Ocean Drive and replace parking with bike storage, seating, planting, etc.
- ▶ Add patterned / colored paving at MBB & Pier
- ▶ Reconfigure on-street parking to create additional pedestrian space



Workshop #2 Video

Station #3 – Public Art, Design Character, & Wayfinding



Station #3

Public Art, Design Character, & Wayfinding

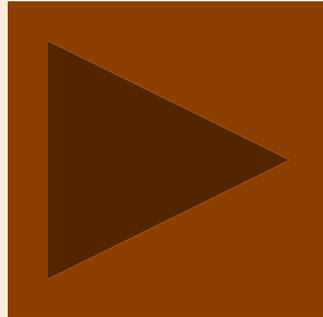
Participants were asked to select their top three preferred solutions from the following:

- ▶ Upgrade improvements at major intersections
- ▶ Invest in highly used streetscape furnishings
- ▶ Engage local artists to create public art
- ▶ Provide signage that identifies destinations / reflects beachside community
- ▶ Intensify regular maintenance efforts
- ▶ Install street lights designed to reflect beach town character



Workshop #2 Video

Station #4 – Building Design & Character and
Private Space Design



Station #4

Building Design & Character

Participants were asked to select three defining building elements from the following:

- ▶ Minimum window & door opening percentage on facades
- ▶ Second story setback / articulation
- ▶ Landscaping
- ▶ Balconies
- ▶ Roof design
- ▶ Awnings
- ▶ Signs



Station #4

Private Space Design

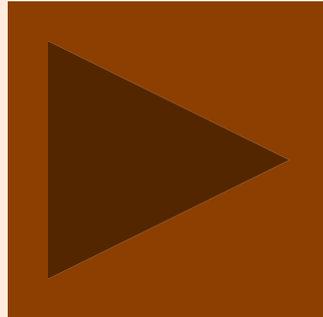
Participants were asked to select two outdoor dining options for restaurants and cafes in the Downtown from the following:

- ▶ Sidewalk seating
- ▶ Movable front facades
- ▶ Setbacks / courtyards
- ▶ Balconies



Workshop #2 Video

Station #5 – Business Development & Relations



Station #5

Business Development & Relations

Participants were asked to select three strategies related to business development and relations from the following:

- ▶ Create a proactive recruitment strategy
- ▶ Support smaller, more community based events, etc.
- ▶ Form a Downtown restaurant/drinking establishment task group
- ▶ Strengthen retention efforts
- ▶ Explore ways businesses can improve storefront presence, customer service and hours



Other Comments

- Outdoor dining is fine so long as it doesn't encroach into public walkways
- Need to underground remaining downtown utilities
- Keep eclectic style
- Don't remove any parking
- No change

