

Government Code Section 65858(d) Written Report

Government Code Section 65858(d) requires that 10 days prior to the expiration or extension of any interim ordinance, the City Council must issue a written report regarding the measures the City has taken to alleviate the condition that led to the adoption of the interim ordinance. In compliance the Government Code Section 65858(d), the City Council hereby issues this report.

The City has taken the following measures to alleviate the condition that led to the adoption of the interim ordinance. In order to address the potential conflict between the establishment of and conversion to new commercial uses that may be inconsistent with future General Plan designations and Zoning Code regulations, on July 15, 2014, the City initially enacted a 45-day Interim Ordinance No. 14-0011. Subsequently, on August 19, 2014, the City adopted Interim Zoning Ordinance No. U14-0016 further extending the regulations for 10 months and 15 days. Since adoption of the Interim Ordinance, the City has continuously engaged in outreach efforts to property owners, business owners and merchants to educate them about the City's interim regulations.

In January 2015, the City, in collaboration with the Urban Land Institute (ULI), held a five-day Advisory Services Panel comprised of land use experts to engage community stakeholders and evaluate the Downtown area (Attachment 1). The recommendations from the week-long visioning charrette were presented to the City Council, and in February 2015, the City Council awarded a contract to Pacific Municipal Consultants for preparation of a Downtown Specific Plan. In May 2015, the Downtown Specific Plan consultant team held their project kick-off with City Staff, downtown merchants, and the newly formed Downtown Specific Plan Advisory Committee, which includes several community members and Downtown merchants (Attachment 2). Preparation of the Downtown Specific Plan is scheduled to take 14 months, and staff anticipates completing the project by July 2016.



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TO: Honorable Mayor Powell and Members of the City Council
FROM: Marisa Lundstedt, Director of Community Development
SUBJECT: Urban Land Institute (ULI) Downtown Visioning Week Recap
DATE: January 20, 2015

INFORMATION MEMO

During the week of January 12, 2015 to January 16, 2015, the City, in collaboration with Urban Land Institute (ULI), held a five-day Advisory Services Panel comprised of various land use experts to engage community stakeholders and evaluate the Downtown area. The highlights of the week included the following events:

Monday, January 12, 2015

An evening public reception was held at the Joslyn Auditorium with over 80 attendees present to participate in the event. ULI staff and panel members were introduced and the public had an opportunity to mingle with panel members as well as provide written comments.

Tuesday, January 13, 2015

For a National Advisory Services Panel, the City broke the record with 123 stakeholder interviews over a one-day timeframe (see attached). Stakeholder interviewees included individuals representing various groups throughout the community including Downtown Business Owners, Downtown Commercial Property Owners, Downtown Residents as well as Residents from all parts of the City (Sand Section, Tree Section, Hill Section, Liberty Village, Manhattan Village, East Manhattan Beach), Brokers, Investors, Realtors, Architects, Non-Profit Organizations, Faith Organizations, Manhattan Beach Unified School District, Community Groups and Organizations and City Staff.

Stakeholder Group	Council Directed Goal	Actual	Number of Interviewees
Downtown Business Owners	20%	20%	24
Downtown Commercial Property Owners	20%	22%	27
Community/Faith/Non-Profit Groups, Residents	35%	33%	41
City Elected Officials and Staff, MBUSD Board	15%	17%	21
Downtown Residents	5%	4%	5
Brokers/Investors/Architects/Realtors	5%	4%	5
TOTAL	100%	100%	123

Friday, January 16, 2015

With over 100 stakeholders present, ULI Panelists presented their final report and highlighted the following implementation strategies.

Public Sector Role:

- ✓ Invest in your future—use your AAA bond rating.
 - Issue a bond to fund key infrastructure, plan for improvements in the CIP, look at other revenue sources other than property taxes.
- ✓ Balance the needs of residents, business owners, commercial property owners and visitors.
 - Be sensitive to resident concerns (noise, trash, deliveries), provide staff liaison to facilitate complaints and ensure consistent code enforcement.
- ✓ Be proactive.
 - Conduct outreach to businesses to ensure healthy downtown commercial base, actively engage the Downtown Business and Professional Association (DBPA) and the Commercial Property Owners Association (MBCPOA) to listen to their needs and work collaboratively to identify programs and incentives.
- ✓ Identify opportunities for public-private partnerships to develop key downtown redevelopment sites.
 - Seek out partnerships to encourage additional parking and desired development patterns and uses.
- ✓ Create a Downtown Specific Plan.
 - Give City Staff, developers, property owners and residents the certainty they desire for how Downtown will develop.
- ✓ Evaluate pricing and improvements to the parking system and adopt a parking management plan.
 - Use the PPIC to evaluate additional parking spaces, remote parking and use of trolley/shuttles. This also serves to enhance both the resident and visitor experience to Downtown.
- ✓ Design and construct streetscape improvements.
 - This is a critical component to enhance the Manhattan Beach vision and brand. Look at wider sidewalks, decorative elements, LED lighting, landscaping, public art and other amenities.
- ✓ Fill the Economic Development Manager position.
 - Address the traditional economic development activities citywide needed for an improved tax base, high quality jobs, etc. that will help to lessen the burden of property taxes for residents. It is also suggested to add a redevelopment scope to the job description.
- ✓ Develop Downtown Urban Design Guidelines.
 - Ensures that new and renovated buildings reflect the desired physical quality and culture of the community, serves to highlight the pedestrian nature of the commercial corridor, identifies categories such as building orientation and placement, access and driveways, parking, pedestrian access, materials, lighting, landscaping, street furniture and

signage. Consider contracting with an Urban Designer to review proposed project for compliance to the guidelines.

Private Sector Role:

- ✓ Downtown Property and Business Improvement District (PBID) formation.
 - Formation of a PBID to focus on economic development.
- ✓ Downtown retail strategy.
 - A retail strategy can show prospective retailers a plan. No shopping center should be without one and with more and more Downtowns producing them.
- ✓ Local retail marketing strategy/Downtown events strategy.
 - Getting the marketing right is critically important. DBPA can handle promotions and events. Need to use Internet and Smart Phone apps. The events in Downtown are large, and some hurt rather than help Downtown retailers. Events are scheduled on weeks or days when Downtown retail already is successful.
- ✓ Create informal Downtown Residents group.
 - Downtown residents have a unique interest and their needs to be a balance of those interests with those of businesses. Informal Downtown groups should be formalized.
- ✓ Create a public art plan.
 - There is a lack of public art Downtown. Need a public art plan to enliven public plazas and improve blank walls.

Next Steps

The City anticipates receiving the final report from ULI in late February. A City Council Study Session will be scheduled in March to present the final report, guidance on a contract for PMC consulting services to prepare either a Downtown Plan or a Specific Plan, and to receive direction from City Council regarding the report recommendations, as well as general guidance on the next steps.

Downtown Business / Owners

Damira Bacic	Shade Hotel
Dana McFarland	Beehive/Wright's
David Levin	Lulu's (closed)
Jason Shanks	Nikau Kai
Kelly Hoose	3rd Gallery
Kelly Stroman	Downtown Business and Professional Association
Kevin Scott	SK Polymers
Kierston Allen	Dealer.com
Kris D'Errico	Bella Beach/Bella Beach Kids
Kyle King	Shorwood Realtors
Lee Blakos	Growing Wild
Les Silverman	Look Optomerty
Linda Mcloughlin Figel	{Pages} a Bookstore
Lisa Gallien	Growing Wild
Manny Serrano	Bank of Manhattan
Mary Kelley	23rd Street Jewelers
Maureen McBride	Tabula Rasa
Michael Zislis	Zislis Group
Mike Simms	Simms Group
Milo Bacic	Shade Hotel
Pete Moffet	Former Business Owner
Rebo McFadden	iRubMB
Ric Arrigoni	Hush Salons
Suzanne Lerner	Michael Stars

Downtown Commercial Property Owners

Barry Deziel	224, 225, 227 MBB
Corine Laurence	1125-1131 Manhattan Ave
David Zislis	Zislis Group
Dennis Maloney	805 Manhattan Ave
Don Swanson	1200 Block Manhattan Ave
Donald Spencer	312-320 MBB
Dwight Robertson	1125-1131 Manhattan Ave
Edward Laurence	1125-1131 Manhattan Ave
Ezra Choueke	
Greg Laurence	1125-1131 Manhattan Ave
Guy Gabriel	317, 323 MBB
Heath Gregory	117 MBB
Helen Ristani	909, 1001, 1005, 1007, 1009, Manhattan Ave; 1311 10th Pl
James Wellbaum	Rep for David Piory 1141-1151 Manhattan Ave
Jay Haskell	
Jennifer Honey	
Joan Deziel	224, 225, 227 MBB
Kyle Ransford	213, 232, 300 MBB
Lando Saad	229 13th St
Matt Van Amburgh	1301 Highland Ave
Michael Goldstein	321, 323, 325, 327 MBB
Michael Greenberg	Sketchers
Nicole Fitzgerald	213, 232, 300 MBB
Phillip Cook	818 MBB
Robert Stahl	1103 Highland Ave
Tony Choueke	324/326 13th St; 1141,1143 & 1145 Highland; 116 & 324 MBB
Yolanda Baltazar	Rep for David Piory 1141-1151 Manhattan Ave

Community/Faith/Non-Profit Groups, Residents

Andrea Giancoli	Beach Cities Health District
Angie Silverman	FOLA/Tree Section Resident
Ann Kelly	Hometown Fair Association
Bill Victor	Sand Section Resident
Craig Cadwallender	Surfrider Foundation
Dan Constant	Neighborhood Watch Rep/Tree Section Resident
Debbie Wick Keen	East MB Resident
Don Gould	LA County Library
Don McPhearson	Hill Section Resident
Don Rowe	LA County Library
Ed Caprillian	Tree Section Resident
Eve Kelso	City Staff/ Dial-a-Ride & Older Adults Programs
Farnaz Flechner	MBEF
Gary McAulay	Sand Section Resident
Henrietta Mosely	League of Women Voters
Jan Buike	City Staff/Older Adults Programs
Jan Dennis	MB Historical Society/Hill Section Resident
Jennifer Jovanovic	Growing Great/Sand Section Resident
Jeri Martin/Elaine Trotter	Neptunian Womens Club/Tree Section Resident
Jim Dillavou	Sand Section Resident
Jim O'Callahan	MB Chamber of Commerce
Joanne Kreindel	East MB Resident
Jon Chaykowski	Hill Section Resident
Julie Gonella	MB Botanical Gardens/Downtown Resident
Julie Harrison	Sand Section Resident
Karol Wahlberg	MBRA/Downtown Resident
Kim Martin	Grades of Green/Tree Section Resident
Larry Kosmont	MVM Consultant
Larry Scanlan	Leadership MB
Leda Madison	East MB Resident/Downtown Business Employee
Liz Griggs	MVM Representative
Lynne Gross	Roundhouse/Sand Section Resident
Marie Colmey	Sand Section Resident
Mary Jo Ford	Beach Cities Health District/Tree Section Resident
Michael Lohnert	Hill Section Resident
Mike Murphy	Sand Section Resident
Paul Gross	Sand Section Resident
Paul Silva	The Beach Reporter
Roger Lamont	East MB Resident
Victor Algaze	East MB Resident
Wally Siembab	SBCCOG

Elected Officials/Staff/MBUSD Board

Amy Howorth	Councilmember
Bill Fournell	MUSD Board Member
Cheryl Cleamons	Library Commissioner
Christine Cronin-Hurst	MUSD Board Member
David Lesser	Councilmember
Ellen Rosenberg	MUSD Board Member
Fred Manna	P & R Commissioner
Jennifer Cochran	MUSD Board Member
Laurie Jester	Planning Manager
Loli Ramezai	Cultural Arts Commissioner
Marisa Lundstedt	Community Development Director
Mark Burton	Mayor Pro Tem
Mark Danaj	City Manager
Martha Andreani	PC Commissioner
Nadine Nader	Assistant City Manager
Quinn Barrow	City Attorney
Steve Nicholson	PPIC Commissioner
Steve Ortmann	PC Commissioner
Tony D'Errico	Councilmember
Tony Olmos	Public Works Director
Wayne Powell	Mayor

Downtown Residents

George Kaufman
Jackie May
Jim Quilliam
Joy Curry
Neil Leventhal

Brokers/Investors/Architects/Realtors

Gary Horwitz	Jones Lang LaSalle
Jim Fasola	Architect
Jon Tolkin	Tolkin Group
Louie Tomaro	Architect
Sheri Fejeran	SBAOR



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TO: Honorable Mayor Powell and Members of the City Council
FROM: Marisa Lundstedt, Director of Community Development
SUBJECT: Downtown Specific Plan Kick-Off
DATE: May 28, 2015

INFORMATION MEMO

The purpose of this memo is to inform the Council of the composition and status of the Downtown Specific Plan Advisory Committee, as well as the status of the ULI report.

Advisory Committee

On May 28, 2015, the Community Development Department will have their internal kick-off with Pacific Municipal Consultants (PMC) for the Downtown Specific Plan project. The PMC Project Team will be meeting with staff to discuss and review project objectives, scope of work, timeline and milestone dates, outreach and engagement strategies, overall project management and also take a brief tour of the Downtown area.

The team will begin their day with a brief meeting with local merchants / DBPA members, followed by a staff kick-off and tour, and end the day with a brief meet and greet with the newly formed Downtown Specific Plan Advisory Committee to discuss project objectives, roles and responsibilities.

This Advisory Committee is comprised of self-selected individuals representing a cross-section of stakeholder groups which includes the following individuals and City staff:

Advisory Committee members:

- Kris D'Errico, DBPA President
- Mike Simms, DBPA Vice President
- Kelly Stroman, DBPA Executive Director
- Dana McFarland, Downtown BID
- Roger Lamont, Manhattan Beach Commercial Property Owners Association
- Sheri Fejeran, South Bay Association of Realtors
- Jim O'Callahan, Manhattan Beach Chamber of Commerce
- Karol Wahlberg, Manhattan Beach Residents Association
- Carol Perrin, Informal Downtown Residents Group

City Staff:

Nhung Madrid, Project Manager
Marisa Lundstedt, Community Development Director
Laurie Jester, Planning Manager
Erik Zandvliet, City Traffic Engineer (as-needed)
Martin Betz, Cultural Arts Manager (as-needed)
Keith Darling, Facilities Supervisor (as-needed)

In addition to working with these key individuals as part of the Advisory Committee, staff will continue engaging with these organizations to gain input, provide information and status reports and work collaboratively to continue the positive momentum on the Specific Plan Project and implementation of ULI recommendations.

ULI Report

The delivery of the report has been delayed to the loss of a key ULI staff member. ULI has committed to delivering the report to the City by June 1. The ULI report is expected to closely mirror the PowerPoint presentation that was presented at the public forum held on January 16, 2015. All information regarding the ULI Downtown project can be found on the [Downtown Vision and Plan – ULI Study webpage](#) on the City website.