

**DOWNTOWN VISIONING FORUM**  
**AGENDA**  
**JUNE 5, 2014**

- Welcome and Introductions
- Evolution of the Downtown
- Proposed Downtown Plan Overview and Process
- Have Your Say!
- Next Steps
- Closing Comments

## **WELCOME & INTRODUCTIONS**

- Downtown Plan effort launched as high priority for the City Council
- Request for Proposal out for technical assistance
- Downtown Visioning Forum designed to kick-off process; many future opportunities for input
- Plan to use feedback gathered tonight to refine scope and assist in selecting consultant
- Please sign in with e-mail
- Stay in touch; check out the Downtown Plan Project found on the MB Forum on City's website
- Plan on finishing about 8 PM

## **EVOLUTION OF THE DOWNTOWN**

- Downtowns in general
- Historically met everyday goods and services needs – drug store, market, Five & Dime, theater, etc.
- Most retail moved to community centers and malls
- Downtowns on the decline
- Downtowns reinvented as specialty retail and activity centers
- Now new centers mimic successful downtowns (The Grove, Americana at Brand)
- Downtowns must continue to evolve

## **PROPOSED DOWNTOWN PLAN OVERVIEW AND PROCESS**

### **EXISTING DOCUMENTS**

- General Plan – Land Use Element
- Downtown Strategic Action Plan
- Downtown Design Guidelines
- Downtown Parking Master Plan
- Downtown Parking Management Plan
- Local Coastal Plan

## **PROJECT GOALS**

- Create a strong sense of community identity and sense of place.
- Enhance vibrancy and economic vitality – emphasis on unique and independent retailers and businesses.
- Set the stage for business success.
- Reinforce active street fronts with retail, entertainment, and dining to provide an attractive pedestrian oriented environment.
- Provide for the best mix of commercial, retail, and service businesses.
- Boost attractiveness for locals and visitors alike.
- Strengthen the City’s tax base.

## **PLAN ELEMENTS**

- Economic and Market Assessment
- Public and Stakeholder Engagement
- Update Design Guidelines
- Documenting Land Uses, Open Space & Civic Uses
- Business Mix Analysis
- Business Retention and Expansion Strategies
- Update Parking Plan and Strategies
- Development Standards and Regulations Review and Update
- Streetscape and Public Improvement Plan
- Environmental Review

## **HAVE YOUR SAY**

### **WHAT ARE SOME OF YOUR FAVORITE THINGS ABOUT DOWNTOWN?**

- Unique home grown business - Pages is kid friendly
- Relax rules for restaurants, encourage more outdoor dining (on public property)
- Ocean and beach
- Great restaurants
- Secure and safe
- Provides “true” small town experience
- Walkability
- Bike friendly
- Connecting pathways
- Street level diversity
- Affordable space/business
- Farmers Market

- Holiday Open House – activities
- Keep the soul of the downtown – Icons such as Kettle, Uncle Bills, shoe repair, etc.
- Travelers (including international) love our town because of the views and shops
- Diversity of retail
- Feeds (restaurant dining) community and visitors
- Downtown works well with community; accountability and familiarity – grow it.
- Prefer ease of shopping Downtown
- Keep “big box” stores at mall
- Free parking
- Clean Downtown. No trash.
- Family friendly; safe for kids to walk and gather
- Roundhouse and aquarium
- Unique buildings and architecture
- Charging stations (electric vehicles)
- Dog friendly
- Fireworks festival

#### **WHAT MAKES DOWNTOWN UNIQUE AND HOW DO WE PRESERVE AND ENHANCE IT?**

- Increase outdoor dining options
- Limit business offices to upstairs
- Mix of businesses is good now
- More community events
- Enforcement of General Plan & Zoning - use the current tools
- Preserve range of businesses with range of cost
- Downtown is the “Heart” (of our City). Protect the Heart.
- Give business owners more “credit” (for their contributions). They employ local people.....
- Help owners sustain business
- Charm
- Enhance art, art walk
- Allow “unique” business to come in
- New is also good
- Real Estate serves a function
- Affordability (space) for small business owners
- Each small business supports each other, more than “big box”.
- Make downtown more shoppable.
- Distinguish Downtown from big box (anchored centers)
- Why are big box (chains) here?

## **ARE THERE ISSUES OR PROBLEMS WHICH NEED TO BE ADDRESSED DOWNTOWN?**

- More parking
- More subterranean (parking) if possible
- Cost of Parking Tiers
- City needs to listen to the community
- Some outdoor dining areas restrict sidewalks (walkability)
- Look at statistics being produced by categories of businesses and also by Downtown quadrants—square foot comparison.
- Manhattan Beach Boulevard and Morningside needs a stoplight.
- Look at the “emotion” of Downtown and what drives it.
- Don’t lose the charm!
- Evaluate wear and tear on infrastructure
- Keep public right-of-way clear (sidewalks)—not just dining but also signs, plants, etc.
- Consider street/quadrant closures on certain weekends
- Trolley for residents
- Manhattan Beach Boulevard is not safe for bikes, cars, pedestrians
- Crosswalks need more lighting
- Can’t have retail at the expense of everyone else (use categories)

## **WHAT TYPES OF RETAILERS WOULD YOU LIKE TO SEE DOWNTOWN?**

- More gift stores (local handmade/unique or artisan items)
- More affordable art
- Hardware store
- Real estate offices
- Offer more community events
- More short term parking
- What we need vs. want and can afford
- Pharmacy
- Examine Use Permit process
- More employee parking

## **WHAT TYPES OF RESTAURANTS WOULD YOU LIKE TO SEE DOWNTOWN?**

- Don’t want “formula based” (chain) businesses
- Beach Burgers—affordable fare (example)
- Find more “creative” minded chefs and owners
- Keep family friendly dining

**WHAT TYPES OF SERVICES WOULD YOU LIKE TO SEE DOWNTOWN?**

- Dentistry
- Veterinarians

**WHAT TYPES OF ENTERTAINMENT USES OR ATTRACTIONS WOULD YOU LIKE TO SEE DOWNTOWN?**

- Pop-up Theater
- Live performances
- Art walk—close streets
- Three (or four) annual big Downtown events
- Fashion week
- Better use of Metlox Plaza (at Morningside & 13<sup>th</sup>)
- More in-store interactive entertainment

**WHAT TYPES OF PUBLIC IMPROVEMENTS OR STREETScape ENHANCEMENTS WOULD YOU LIKE TO SEE DOWNTOWN?**

- Lighted crosswalks
- Light the trees year round
- Different types of trees and plants (no sharp points – safety issue)
- Enhance movability
- More bike racks
- Hanging flower baskets
- String lights
- Update directories (digitize)
- Non-slip tiles
- Solid plan for design
- Digital bulletin boards
- Use local designers

**HOW CAN WE BEST CONNECT THE DOWNTOWN TO THE AREA'S RECREATIONAL AMENITIES?**

- Rental bikes and bike share
- Better publicize activities

**WHAT WOULD YOU SUGGEST COULD BE DONE TO HELP ENSURE THE SUCCESS OF DOWNTOWN BUSINESSES?**

- Remind people to think local first
- Enhance Small Business Saturday—do more Small Business Saturdays
- Directional signage; entry signs
- Directions/guides in every business
- Van/trolley for residents
- Get more people walking/riding bikes to town on certain days, nights, weekends
- Shared delivery system (to deliver orders to customers)
- Connect van with Downtown and school parking lots
- Off-site parking for employees and shuttle
- Alternative parking for construction workers
- Engage Seniors

**NEXT STEPS & CLOSING**

- RFP Responses due June 19<sup>th</sup>
- Consultant selection in July
- Consultant contract to City Council on July 15<sup>th</sup> (Target date)
- Process commences in August