

## Attachment 1 – Downtown Specific Plan Outreach Summary

Since June 2014, the community has been engaged in an ongoing discussion of the future of downtown. In early 2015, the City collaborated with the Urban Land Institute (ULI) to conduct a week-long visioning charrette to engage community stakeholders and evaluate the Downtown area. The recommendations from ULI's evaluation were presented to the community in a public presentation with the premise that a consultant would develop the implementation tool designed to carry out the vision and recommendations for Downtown. Based on the visioning action items presented by ULI, Staff prioritized the action items into four categories, which the City Council approved at the February 23, 2015 City Council Study Session. In addition to prioritizing the action items, City Council hired Pacific Municipal Consultants (PMC), now known as Michael Baker International (MBI) to prepare the Downtown Specific Plan.

Following prioritization of the ULI recommendations, staff has been working on implementing both public and private sector action items concurrently with the preparation of the Downtown Specific Plan. Although some of the action items may be outside the scope of a Specific Plan such as the formation of a Downtown Residents' Group (DRG) or filling the Economic Development Manager position, staff recognizes that these actions dovetail into the Specific Plan/process. To clarify, the DRG is a group of residents that have formed to address matters related to living conditions in the Downtown area. This privately formed group now has a voice and representation on the Downtown Specific Plan Advisory Committee to articulate their interests, concerns and perspectives on some of the issues to be addressed in the Specific Plan. Similarly, hiring of an Economic Development Manager is an HR function, but this Manager will be highly involved in the implementation of the economic strategies for greater business development and opportunities within the Downtown.

Attachment 1a provides a brief status update on several of the ULI recommendations that are currently underway. Moving forward, Staff will continue to provide the City Council with status updates on a quarterly basis through information memorandums.

In May 2015, the City kicked-off the Downtown Specific Plan project with the Michael Baker International Consultant Team. The team met with staff to discuss project expectations, objectives, timeline and deliverables. The team also held an introductory meeting with the Downtown Specific Plan Advisory Committee which includes a balanced representation of stakeholder groups throughout the City including:

- Downtown Business and Professional Association (DBPA)
- Downtown Business Improvement District (BID)
- Manhattan Beach Commercial Property Owners Association (MBCPOA)
- Manhattan Beach Residents' Association (MBRA)
- Downtown Residents' Group (DRG)
- Manhattan Beach Chamber of Commerce
- South Bay Association of Realtors (SBAOR)
- City Staff from the Community Development Department

### *Community Outreach*

As part of the project's continued engagement efforts with the community, the City asked residents, property owners, merchants and visitors to share their thoughts on key questions through a survey. This 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 polled participants on what their priorities are for Downtown, what types of businesses they would like to see, what would encourage them to spend more time in the Downtown, to rank parking options, and what other communities may be doing that people would like to see here.

The survey was administered throughout the month of August using the City's online engagement platform, Open City Hall. Following completion of the survey, the Open City Hall site logged 141 visitors to the topic with 172 survey responses received. That's equivalent to approximately 7 hours of public comment at two minutes per response. With public engagement being a priority for the City Council, staff also engaged in over 40 hours of weekday and weekend intercept surveys throughout the Downtown area including locations such as Metlox Plaza, along Manhattan Beach Boulevard, the Pier/Strand, Farmers Market, and also at Polliwog Park during a "Concerts in the Park" evening event. This allowed staff and the a few members of the Consultant Team to engage with the community in a very meaningful way by providing one-on-one interactions and the opportunity to respond to questions related to the project.

Following the initial Open City Hall community outreach effort, the survey results and key themes and recommendations were then used to confirm the community's vision to develop the alternative design concepts that were incorporated into the first community workshop. The key themes and recommendations include preserving the small-town beach character, improving and increasing parking, protecting small business viability, increasing outdoor dining options, considering more programming such as art walks and outdoor concerts, creating a more pedestrian/dog/kid friendly environment, wider sidewalks, more safe street crossing, supporting local businesses and limiting larger retail chains and investing in streetscaping, street art, and a façade improvement program. Attachment 1b provides a summary of the survey findings. Staff anticipates using Open City Hall for future engagement with the community on other components of the Downtown Specific Plan.

### *Community Workshop*

The first community workshop, which was held on Thursday, October 8, 2015, was a highly interactive workshop that utilized large wall mounted posters with a display of various graphics and pictures to engage and excite attendees. The workshop included a comprehensive project overview of the ULI Report, goals, process and timeline for the Specific Plan. The workshop format also allowed attendees to rotate from station to station to discuss topics related to zoning regulations such as land use, design preferences for architecture and downtown tenant mix, mobility, multi-modal circulation

and parking strategies, urban design and streetscape concepts such as street furniture, lighting, landscaping, and public spaces, and various opportunity sites and priority projects.

Attendees were engaged through techniques such as hands-on mapping exercises, and priority voting exercises using rotating small group stations. This allowed staff and the consultant team to facilitate smaller group discussions with attendees in a more manageable and meaningful way. Workshop attendees were able to have a first-hand opportunity to provide invaluable feedback essential to shaping the future of Downtown.

An additional workshop was held on Friday, October 9, 2015, in order for the business community to provide feedback on the same workshop materials that were presented the previous evening. Attachment 3 provides a comprehensive summary of the results from both workshops, and it also provides an overview of the community's preferences on the alternatives presented at both workshops.

#### *Next Steps*

Since inception of the discussions related to the Downtown Plan/Downtown Specific Plan process, the community has provided a tremendous amount of time, input and feedback through dozens of outlets including City Council meetings, Commission meetings, workshops, stakeholder interviews, and surveys to name a few. The recommendations from ULI have provided the City with strategic advice to formulate a vision for the next 20 years. Through this Downtown Specific Plan process thus far, the community has confirmed that vision through outreach opportunities mentioned above.

In summary, the purpose for the workshops were to formally introduce the project to the community and solicit input on the community design concept alternatives as presented at each interactive station. The desired outcomes include updating the community on the project status, determining the community's preference on various aspects of the project's alternatives, and educating the community on the project's economic and business development efforts. Attachment 1c is a detailed summary of the workshop outcomes.

Based on the input from the Community Workshop, several alternatives have been prepared for Council review and ranking. More specific details about each alternative will be presented at tonight's meeting. In addition, staff will also utilize Open City Hall to gain community input on the preferred alternative.

#### **PUBLIC OUTREACH / INTEREST:**

Workshop #1 outreach materials included a half page color display ad in The Beach Reporter, window display posters throughout the Downtown area, a press release, e-notifications through the City's website, information on the dedicated Downtown page at: [www.downtownmbdefined.com](http://www.downtownmbdefined.com), in-person engagement at the Farmers Market, notifications through the City's social media outlets, and email notifications (Attachment 1d).

**ATTACHMENTS:**

- 1a. Downtown Specific Plan Update Memo
- 1b. Open City Hall Survey Results
- 1c. Workshop #1 Summary Memo
- 1d. Public Outreach Collateral

**Downtown Specific Plan & ULI Recommendations Status Report**

The purpose of this memo is to provide the status of the “Low Hanging Fruit” recommendations from the ULI Report and Downtown Specific Plan.

**Downtown Streetscape Improvements**

On September 8, 2015, the City started construction on the Downtown Crosswalk Replacement and Slurry Seal project. This project includes replacing all of the blue granite tiles with a stamped colored asphalt pattern similar to the existing 2” x 2” tile pattern and color, reconstruction of damaged and uplifted sidewalk, curb, gutter, and minor street repair and slurry sealing in the Downtown area. Much of this project can be considered pre-work towards a future comprehensive project following the completion of the Downtown Specific Plan. Staff has been working closely with the Downtown Business and Professional Association (DBPA) to coordinate scheduling and outreach for all construction related activities. The project is expected to be completed by the second week in November, just in time for the Downtown Holiday Open House and Pier Lighting event.

**Parking System Improvements**

One of the parking systems improvement recommendations is to expand the valet hours and days, as well as add valet drop-off locations, particularly near restaurants of a certain size, to benefit all residents, visitors and customers. In July 2015, the City Council approved expansion of the Downtown Valet Parking Program which includes added valet locations, expansion of daytime hours on Saturdays and Sundays, valet service on all days at three locations and an increase in valet rates. Augmenting the valet service leverages 130 underutilized private parking spaces for use by the general public and provides some relief for public parking lots and on-street spaces by increasing the overall parking supply to the public. The private lots are not typically used during the valet hours, so parking would not be displaced.

Following City Council approval of the additional valet locations, the item was appealed to the Coastal Commission. The existing valet program will remain as-is until a final decision is made by the Coastal Commission. At their September 10, 2015 hearing, the Coastal Commission took staff’s recommendation to hear the item at a future meeting. Staff will continue to work closely with the DBPA on other valet options within the existing valet permit as well as reaching out to the Coastal Commission to resolve their concerns before the scheduled hearing.

## **Outreach to Businesses**

Community Development staff continues to attend the monthly Downtown Business and Professional Association (DBPA) meetings to provide progress reports and updates on the Downtown Specific Plan project. In July, Ms. Lani Lott with the Downtown Specific Plan Consultant Team attended the meeting to provide an overview of her role on the team, her strategies to gather retail/merchant information, survey results, and to encourage participation and feedback from the merchants in the Downtown. Ms. Lott also met with the DBPA's Executive Director and several other Downtown merchants as well as with members of the Manhattan Beach Commercial Property Owner's Association (MBCPOA). In addition to meeting with several stakeholders, Ms. Lott had the opportunity to spend two full days immersing herself in the Downtown as part information gathering process.

## **Downtown Specific Plan Project Update**

### *Informal Downtown Residents' Group*

At the June 16, 2015 City Council Meeting, the City Council directed staff to re-form and facilitate the Informal Downtown Residents' Group. The boundary for the group was defined as one block beyond the "Downtown Area". 1500 postcard notices were mailed to all property owners and residents/occupants within the defined area inviting them to a meeting that was held on Thursday, August 13, 2015 at Joslyn Community Center. Mayor Burton and Community Development Department staff attended the meeting and provided a brief introduction on the direction that was given by City Council for the group, as well as the group's purpose and how it relates to the Downtown Specific Plan project. Following the introduction, staff left the meeting to allow the group to continue without any City involvement.

### *Open City Hall - Intercept Survey and Public Outreach*

On Sunday, August 9<sup>th</sup>, Staff and members of the Consultant Team hit the streets of Downtown in their bright colored t-shirts and electronic tablets to promote, educate and gather data for the Downtown Specific Plan project. The Team spoke to over 100 respondents and provided information about the project as well as administering surveys that were linked to the City's public engagement platform, Open City Hall. Later that afternoon, the Team traveled to Polliwog Park for additional outreach at a very well-attended and popular City event—Concerts in the Park.

With the intercept surveys being such a success, City Staff performed additional outreach at the Farmer's Market on August 18<sup>th</sup> to continue promoting the Downtown Specific Plan project and the use of Open City Hall for community engagement opportunities. The project topic remained available on Open City Hall for a month, and a total of 172 responses were received via in-person intercept surveys, surveys

completed at the Community Development counter and those completed online directly through the Open City Hall platform. The survey results are available online and can be accessed directly through the City's website.

*Additional Parking Study*

Staff is working with Watry Consulting, one of the current sub-consultants on the DTSP project for an additional parking study to be conducted for the Civic Center site. Staff will provide more information about the study as it becomes available.

*Upcoming Important Dates*

With the Downtown Specific Plan project's aggressive timeline, please save-the-date for these upcoming Community Engagement Workshops.

*Tentative Meeting Dates*

Community Engagement Workshop #2: Monday, November 16, 2015

# Manhattan Beach Downtown Specific Plan Open City Hall 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:

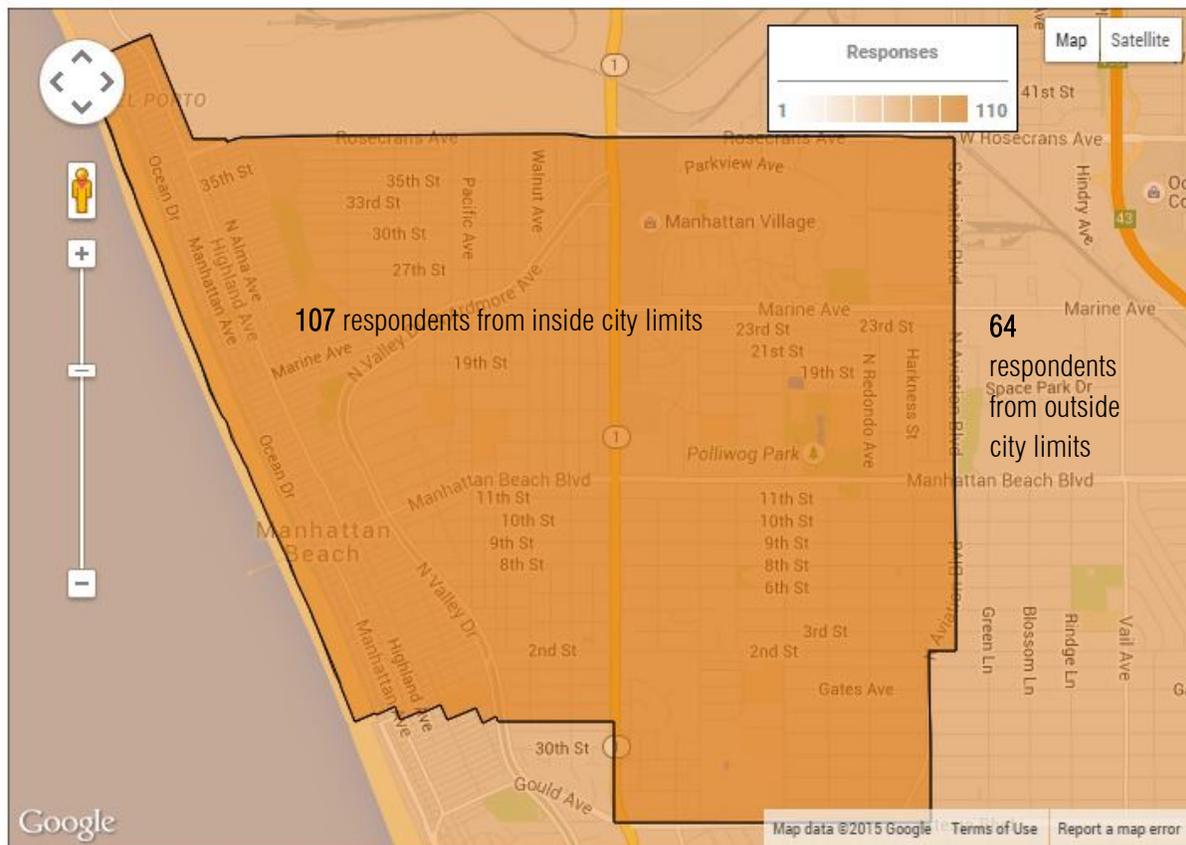
- **Priorities:** Focus on (1) preserving the small-town beach character, (2) improving and increasing parking, and (3) protecting small business viability.
- **Attracting Visitors:** Add additional parking and increase outdoor dining options.
- **Cities and Ideas to Emulate:** Consider more programming, 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





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

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**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

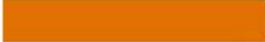
**4. What are other communities doing that you'd like to see in Downtown Manhattan Beach?**

- 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

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- 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
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- 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



## MEMO

**To:** Nhung Madrid, City of Manhattan Beach

**From:** Martti Eckert, Michael Baker International

**Cc:** Loreli Cappel, Michael Baker International

**Date:** October 12, 2015

**Re:** City of Manhattan Beach Downtown Specific Plan – Workshop I Summary

This memorandum summarizes the purpose, components, and results of the three workshops that comprise the project's workshop #1 - Community Design Concepts. We look forward to presenting this information at the upcoming City Council meeting and collaborating with staff on the project's preferred alternative!

### 1.0 WORKSHOP PURPOSE

On Thursday, October 8, and Friday, October 9, 2015, The City of Manhattan Beach hosted a series of three workshops, including one "full" workshop and two "mini" workshops, at the Fire/Police Community Room to discuss the Manhattan Beach Downtown Specific Plan. This multiple workshop approach was utilized to maximize participation amongst community members. 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 meeting times for the sessions were as follows:

- Mini Workshop 1: Thursday, October 8, 5:00 – 5:50 pm
- Main Workshop: Thursday, October 8, 6:00 – 8:00 pm
- Mini Workshop 2: Friday, October 9, 11 am – 12 pm

The community workshops were facilitated by the Manhattan Beach Downtown Specific Plan consultant 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 concept alternatives. The main workshop included the additional



purpose of summarizing demographic and market findings for the Downtown.

Desired meeting outcomes included:

- Updating the community on the project status
- Educating the community on the project’s economic and business development efforts (main workshop only)
- Determining the community’s preferences for various aspects of the project’s alternatives



### 1.1 WELCOME, INTRODUCTIONS, AND PROJECT OVERVIEW

The three workshop sessions began with a welcome and introduction of project team members by City staff. Following the introduction, the consultant team provided an overview of the meeting purpose, a brief background on the plan’s history, a summary of the project’s objectives, and an update on the status of the planning process. The status update focused on the work that has already been completed this year, including the ULI visioning process, the project’s intercept and online surveying effort, using Open City Hall, and the public meetings that are scheduled to occur before the end of the year.



### 1.2. ECONOMIC DEVELOPMENT PRESENTATION (MAIN WORKSHOP ONLY)

During the main workshop, the project team then presented a summary of the Downtown Demographics and Market Findings Technical Memorandum which was the project’s initial economic development deliverable.

### 1.3 ROTATING STATION EXERCISES

Following the presentation, attendees were invited to participate in a series of rotating station exercises and ask questions of the consultant team. The six exercises comprised of posters that allowed attendees to use sticker dots to express their preferences for various aspects of the project’s alternatives. Additional feedback was received by allowing attendees to place post-it notes on the posters and by recording the participants’ comments on large standing pads. A summary of each exercise and its results are as follows.

#### EXERCISE I – 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 (40 votes/80% of participants selected)
- Ground Floor Use – retail/restaurant versus office: more retail than office (30 votes/65% of participants selected)
- Ground Floor Use – independent retailers versus national chains: more independent retailers than national chains (29 votes/63% of participants selected)

### Elsewhere in Downtown

- Maximum Building Height: 2 stories (40 votes/74% of participants selected)
- Ground Floor Use – retail/restaurant versus office: more retail than office (27 votes/57% of participants selected)
- Ground Floor Use – independent retailers versus national chains: more independent retailers than national chains (26 votes/54% of participants selected)

### 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, 228 Manhattan Beach Boulevard (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/31% of participants selected)
2. Better Utilize Existing Parking Lots and Structures (34 votes/28% of participants selected)

**STATION 1 - DOWNTOWN DEVELOPMENT**

Station 1 includes **possible changes to land uses and the built environment** along Manhattan Beach Boulevard & throughout Downtown.

- Maximum building height
- Ground floor use – retail/restaurant vs. office
- Ground floor use – national chains vs. independent retailers

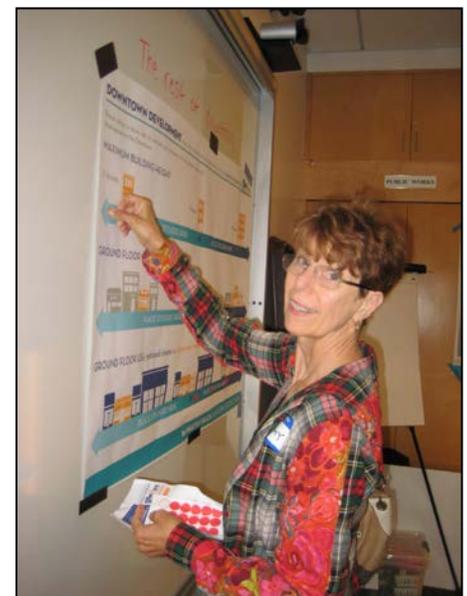
MANHATTAN BEACH DOWNTOWN SPECIFIC PLAN 19

**STATION 1 INSTRUCTIONS**

Place **1 sticker on each line** in the location that corresponds to **your preference for the character or mix of development** in Downtown.

Please place your stickers on **both posters!**

MANHATTAN BEACH DOWNTOWN SPECIFIC PLAN 20



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)



#### 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.  
(41 votes/69% of participants selected)
- 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.  
(31 votes/62% of participants selected)
- 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.  
(47 votes/80% of participants selected)
- 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.  
(38 votes/64% of participants selected)



#### 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 (13 votes), Traditional (15 votes) and Contemporary (14 votes)
2. Street Trees (12 votes), Contemporary (14 votes)
3. Trash/Recycling (12 votes), Eclectic (10 votes)
4. Bulbout Planting (11 votes), Eclectic (17 votes)
5. Bike Racks (10 votes), Eclectic (10 votes)

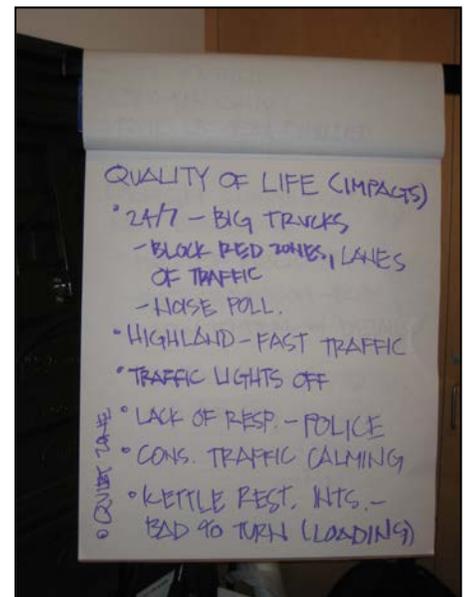
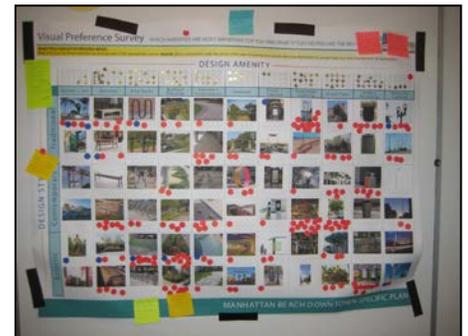
### EXERCISE 6 – MOBILITY TRADEOFFS

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. (8 votes/89% of participants selected)
- 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. (3 votes/75% of participants selected)
- 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. (20 votes/71% of participants selected)
- 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. (17 votes/85% of participants selected)

### I.4 WRAP-UP & NEXT STEPS

The workshop concluded with the consultant team thanking the attendees for participating in the event and reminding the group of the project’s second workshop on November 16, 2015.



# DOWNTOWN MANHATTAN BEACH



# DEFINED

## DOWNTOWN SPECIFIC PLAN COMMUNITY WORKSHOP #1

Thursday, October 8, 2015

6:00 P.M.

Police/Fire Community Room

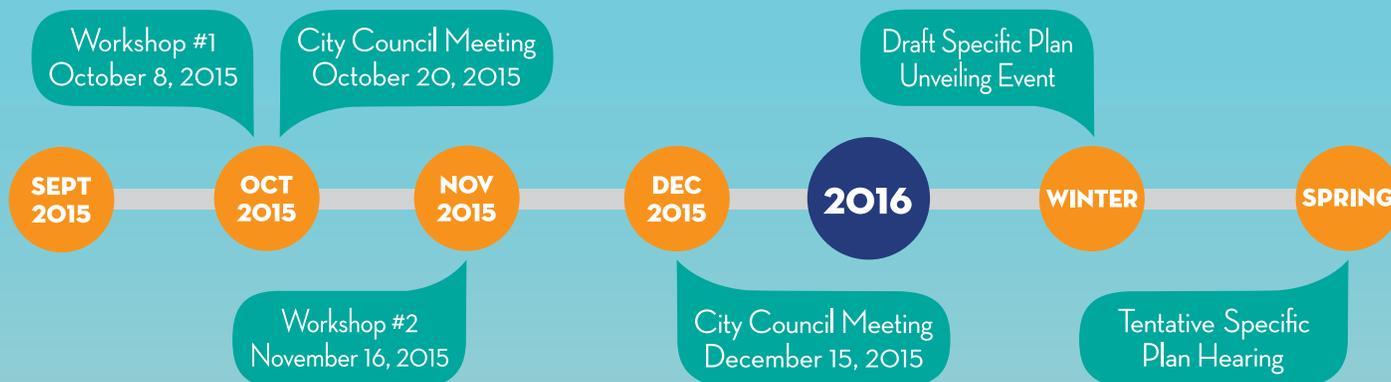
400/420 15th St, Manhattan Beach

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

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



For more information, visit [WWW.CITYMB.INFO/DOWNTOWNMBDEFINED](http://WWW.CITYMB.INFO/DOWNTOWNMBDEFINED) or contact Nhung Madrid at [nmadrid@citymb.info](mailto:nmadrid@citymb.info) or (310)802-5540.

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

