

Sepulveda Corridor Planning Initiatives

City Council Meeting
September 19, 2017

Community Development Director McIntosh &
Economic Vitality Manager Sywak



Recommendation

Discuss economic vitality, land use, parking, traffic, and corridor beautification, and:

1. Initiate a zone text amendment to:
 - Add incentives for the redevelopment of “opportunity sites” for hotels or mixed use developments;
 - Possibly limit (but don’t prohibit) new office uses using a cap, or a locational requirement, or allowing only in a mixed use project;
 - Update commercial parking requirements.
2. Amend the Sepulveda Boulevard Development Guide to include standards for addressing the commercial/residential interface on east/west streets, and at the rear of the commercial properties.
3. Consider appointing an ad hoc committee to work with staff and guide policy alternatives.



Summary

- ▶ Various studies have been performed
- ▶ Economic profile of the existing tenants and opportunity sites
- ▶ Planning, traffic, parking tools and community engagement efforts



History

- ▶ Book: Sepulveda Boulevard History
- ▶ Sepulveda Boulevard Development Guide
- ▶ Economic/Land Use and Parking Corridor Studies
- ▶ Sepulveda Boulevard Business Owners Meeting
- ▶ PCH Corridor Study
- ▶ Sepulveda Boulevard Parking Study
- ▶ Oak Avenue & Gelson's Neighborhood Traffic Studies
- ▶ Joint City Council, PPIC, PC Meeting



Economic Vitality

- ▶ 48.5% of total sales tax revenue in Q1 2017
- ▶ 12 of top 25 sales-tax generating businesses located on Sepulveda
- ▶ 1.75m sq. ft. of commercial space
- ▶ Overall vacancy rate is 1.1%

Business Mix

SIC Category	# Businesses on Sepulveda	% Businesses on Sepulveda
Services	145	30.15%
Other*	88	18.30%
Retail	78	16.22%
Professional Services	75	15.59%
Medical	53	11.02%
Eating/Drinking Establishments	42	8.73%

* Includes uses such as banks, contractors as well as uses not related to land use.



Economic Vitality

- Strongest area of demand: Hotels, Office/Medical Office
 - Medical office vacancy rate in MB=0%
- Opportunity Sites:
 - 2nd Half Sports Grill
 - Rite Aid
 - El Torito
 - Big Wok, Goat Hill and Pizza Hut
- Broker input:
 - Little interest in traditional retail brick-and-mortar at available sites
 - City should consider revenue received from property tax increases related to new development when evaluating revenue-maximizing land use policies on Sepulveda
 - Raising the height limit (35 ft.) would incentivize hotel development
- Issues raised at Joint CC/PC/PPIC Meeting



Planning & Zoning

- ▶ What is our goal from a land use perspective and do current Codes, regulations and guidelines help meet those goals/vision?
 - Development Regulations - Zone Text Amendments
 - Overlay District
 - Design Guidelines
 - Specific Plan
- ▶ Issues raised at Joint CC/PC/PPIC Meeting



Parking Standards

- ▶ Issues to consider in the update of parking standards:
 - Parking Code Update
 - Complete Street Design Features
 - Corridor Beautification
 - Public Parking
- ▶ Issues raised at Joint CC/PC/PPIC Meeting



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