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**TO:** Anne McIntosh, Community Development Director

**FROM:** Nhung Madrid, Senior Management Analyst

**SUBJECT:** Sepulveda Boulevard Corridor

**DATE:** June 12, 2017

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On May 3, 2017 the City Council and the City's Department Heads met in a facilitated retreat to discuss the City's Strategic Plan and organizational work plan to establish Council priorities, and to lay a foundation for effective governance. The Council brainstormed projects on their work plan using the Pillars of the Strategic Plan as a framework for organizing potential initiatives. During the Economic Vitality Pillar discussion, the Sepulveda Boulevard Corridor was raised as a potential project, in conjunction with utilizing the Economic Development Advisory Committee (EDAC) to discuss strategies for business development, traffic and parking, and new and/or revised development standards and guidelines.

The City's current Sepulveda Boulevard Development Guidelines and Zoning Regulation modifications were adopted in October 1997. These guidelines are intended to encourage certain desirable elements to be included within development projects on the Sepulveda Boulevard Corridor and are to be used as a supplement to the City Zoning Code requirements during Use Permit and other discretionary project reviews.

A Sepulveda Boulevard Corridor could address the following:

**Economic Vitality**

**Economic Opportunities**

- Rite Aid site, El Torito site, 1309-15 S. Sepulveda (Mattress store/car wash site)
- What changes/requests have come in recently for commercial properties on Sepulveda?
- What is the "supply and demand" for different uses on the corridor?
- Missed/future opportunities: Who is interested in building/developing on Sepulveda? (Office, Hotel, some interest in multi-family)
- Hotel use - demand, supply, opportunities
- Re-use of existing buildings
- What types of land uses are feasible, encouraged or desirable on Sepulveda?
- Skechers offices existing and proposed in HB and MB in south end of corridor- opportunity for support uses?

## **Planning**

### **Zoning**

- What are the overlay zones? Should there be additional overlay zones?
- Review the SF requirements for a Use Permit (> 5K building or >10K site automatically needs a Use Permit currently)
- Design Tools and/or Guidelines and Standards - Neighborhood and land use compatibility and interface. Integration vs. buffering of commercial and residential uses.
- Zoning Code height measurements limits development opportunities
- Parking Code restraints. Revisit standards citywide.

### **Urgent Care**

- How we do it differently than other cities?
- Urgent Care along other corridors (MBB, Rosecrans, citywide)

### **Traffic/Parking**

- Parking Code Update
  - Update Commercial Parking Standards
  - Shared Parking Code Provisions
- Minimum Sidewalk Widths and ROW Dedication
- Enhanced Pedestrian Crossings
- Furniture Zones to Separate Pedestrians and Vehicles
- Roadway and Pedestrian Level Street Lighting Standards
- Complete Street Design Guidelines
  - Pedestrian Friendly Design
  - Transit Facilities
  - Bicycle Access and Parking
  - Accessibility Standards
- City Entryway Concepts
- Street Curb Parking – Yes or No?

Additional possible next step strategies that may be considered include:

- Prepare baseline analysis for the Corridor.
- Conduct outreach in the form of a Sepulveda Corridor Task Force composed of property owners, merchants and residents over what they think are the opportunities and potentials for the Corridor.
- Depending on scope of Sepulveda Blvd. strategy session, consider activating EDAC to provide input.
- Conduct formal survey of MB businesses on Sepulveda regarding any potential PCH name change. (Fear of double listings with Hermosa Beach)
- Is there any interest in branding (image) or gateways for Sepulveda at Rosecrans, MBB and Artesia?
- Assess opportunity sites. What would be possible/feasible at these sites?
- Is there interest in a City Council subcommittee for this study?
- Consider a Sepulveda BID or Association.
- How far into the future is this Vision for the Corridor?

