

**City Council**  
**Adjourned Regular Meeting**  
**Thursday, November 6, 2014**  
**6:00 PM**  
**City Council Chambers**



***Mayor Wayne Powell***  
***Mayor Pro Tem Mark Burton***  
***Councilmember Tony D'Errico***  
***Councilmember David J. Lesser***  
***Councilmember Amy Howorth***

Executive Team

Mark Danaj, City Manager  
Quinn Barrow, City Attorney

Robert Espinosa, Fire Chief  
Cathy Hanson, Human Resources Director  
Eve R. Irvine, Police Chief  
Mark Leyman, Parks & Recreation Director  
Bruce Moe, Finance Director

Nadine Nader, Assistant City Manager  
Tony Olmos, Public Works Director  
Liza Tamura, City Clerk  
Richard Thompson, Community  
Development Director

**MISSION STATEMENT:**

**The City of Manhattan Beach is dedicated to providing exemplary municipal services, preserving our small beach town character and enhancing the quality of life for our residents, businesses and visitors.**

**A. CALL MEETING TO ORDER****B. PLEDGE TO THE FLAG****C. ROLL CALL****D. CERTIFICATION OF MEETING NOTICE AND AGENDA POSTING**

*I, Liza Tamura, City Clerk of the City of Manhattan Beach, California, state under penalty of perjury that this notice/agenda was posted on Thursday, October 30, 2014, on the City's Website and on the bulletin boards of City Hall, Joslyn Community Center and Manhattan Heights.*

**E. PUBLIC COMMENTS ON NON-AGENDA ITEMS****F. PUBLIC HEARING**

1. Urban Land Institute Advisory Panel Pre-Engagement Items (Assistant City Manager Nader/Community Development Director Thompson).

[14-0051](#)**REVIEW, DISCUSS, EDIT AND APPROVE THE SCOPING QUESTIONS AND THE STAKEHOLDER PROCESS AND LIST**

**Attachments:** [Draft Scope and Questions and Downtown Map](#)  
[Draft List of Stakeholder Groups](#)  
[Notice of ULI Engagement](#)

**G. OTHER COUNCIL BUSINESS, COMMITTEE AND TRAVEL REPORTS, FUTURE DISCUSSION ITEMS****H. ADJOURNMENT**

**In compliance with the Americans with Disabilities Act (ADA) if you need special assistance to participate in this meeting, you should contact the office of the City Clerk at (310) 802-5056 (voice) or (310) 546-3501 (TTD). Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to this meeting.**

**Agenda Date:** 11/6/2014

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**TO:**

Honorable Mayor Powell and Members of the City Council

**THROUGH:**

Mark Danaj, City Manager

**FROM:**

Nadine Nader, Assistant City Manager  
Richard Thompson, Community Development Director  
Laurie Jester, Planning Manager

**SUBJECT:**

Urban Land Institute Advisory Panel Pre-Engagement Items (Assistant City Manager Nader/Community Development Director Thompson).

**REVIEW, DISCUSS, EDIT AND APPROVE THE SCOPING QUESTIONS AND THE STAKEHOLDER PROCESS AND LIST**

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**RECOMMENDATION:**

Staff recommends that City Council:

- a) Review the scoping questions, provide input and approve; and
- b) Review the draft list of stakeholder groups, provide input and approve and discuss selection process options and approve.

**FISCAL IMPLICATIONS:**

There are no fiscal implications associated with this action.

**BACKGROUND:**

At the October 21, 2014, City Council meeting, City Council approved the contract with the Urban Land Institute (ULI) to enlist the services of their 5-Day Advisory Services Panel to develop a vision for the Downtown, which will be used as the first step to assist with creating a comprehensive development plan for the Downtown area. City Council also directed staff to return with a selection process, a draft list of stakeholders to invite for interviews during the study, and a list of questions to assist the panel with the project scope.

**DISCUSSION:**

Prior to the Advisory Services Panel's engagement, ULI requires that the City provide information for the panel, including a draft scope of the project consisting of six to ten

questions which will assist ULI in selecting the appropriate complement of professionals to serve on the ULI Panel. In addition, the City is responsible for identifying and inviting key stakeholders to be interviewed by the ULI Panel.

The following information provides the draft scoping questions as well as a draft list of stakeholder groups, both for Council consideration.

### **Scoping Question Development**

ULI staff will use these questions to help guide the recruitment of the panelists, ensuring the panel has the correct expertise represented. This draft scope provides the basic background and purpose of the panel engagement of the study area as well as the series of the 6-10 questions, and a map of the study area. ULI has recommended that the questions fall under the following categories:

1. Vision for the location
2. Market/Economic Potential
3. Development Strategies
4. Planning and Design
5. Implementation Factors

Based on this direction, staff has developed the attached scope and questions (Attachment 1). Staff will also be providing a comprehensive “briefing book” to the ULI panel that will have a complete background of the Downtown project area, including reports, studies, maps, economic data and information from the public meetings over the last year. ULI provides the City with a specific list of resources that they require.

### **Public Outreach: Stakeholder Groups/Selection Process**

#### **Option 1: Recommended Option**

As noted above, as part of the pre-engagement effort, the City needs to identify between 100 to 125 stakeholders to be interviewed by the ULI panel. Staff has developed the attached draft list of citizen and community groups for Council review (Attachment 2).

Staff is recommending that the Council review, comment and approve the attached list and direct staff to outreach to these groups for self-identification of participants from each group. We believe that having each group self-select representatives will provide a wide range of perspectives. The list is a broad cross-section of demographics and geographic locations within the City and includes a variety of interest groups with an understanding of the history of the community, as well as newer representation for a fresh perspective.

For the general public category, staff is recommending that we place a notice in the local papers to encourage residents to participate, possibly as an interviewee or during the Monday reception. A draft notice of the ULI engagement is attached to this report (Attachment 3). In the event people are interested in being interviewed based on solicitation from this notice, staff's goal is to ensure that specific areas throughout the City are represented such as the Sand Section, Tree Section, Liberty Village, Hill Section, Manhattan

Village, etc.

In addition, there will be several opportunities for general public input throughout the process for those who are not interviewed directly by ULI. For example, ULI will provide a comment sheet at the Monday reception for those who are not going to be interviewed. Also, the ULI panel will be out and about in the community throughout the week, engaging and speaking to people informally.

Based on ULI's guidance, staff is recommending the following compliment for the stakeholder breakdown:

- Public Officials/staff ~ 15%
- Downtown Business Owners ~ 20%
- Downtown Property Owners ~ 20%
- Developers/Investors/Real Estate Brokers ~ 5%
- Community Groups, Non-Profits, Neighborhood Associations and General Public ~ 40%

The ULI coordinator has indicated that creating enthusiasm and a positive atmosphere for the Downtown visioning is an important part of the process and encourages more public participation. Additionally, the questions that ULI will be using in the interview process could also be used as a survey tool at community events, particularly in the Downtown, such as the Farmers Market.

## **Option 2: Soliciting Applications with Council Review**

Another option that surfaced during staff discussions of the process was to have the Council solicit and review applications for each individual who would like to participate in the interviews, and perhaps interview interested candidates. Although this option may be consistent with other commission processes, after staff consideration of this option it was decided that the first option provides for the best cross-section of residents and interest groups within the allotted timeframe to prepare for the arrival of the ULI Panel.

Given the timing of the panel engagement and the amount of work needed to prepare, this option did not seem feasible. Also, staff felt that being interviewed by the Council may deter people from applying as some may not feel comfortable in such a public setting.

Thus, after careful review of the options, staff is recommending the above noted Recommended Selection Process. This option provides for Council approval of the stakeholder groups and also provides for self-selection by the approved list of stakeholder groups. This is the best option given the overall cross-section representation as well as fitting within the timing of the pre-engagement process.

## **Overview of Next Steps and Schedule**

- Week of November 3 - begin targeted outreach
- Week of November 10 - advertise for general public category
- November - December - Prepare all pre-engagement items (logistics, briefing book,

plan for events)

- December 2014- Finalize stakeholder list and begin scheduling interviews
- January 11-16 - ULI Panel Engagement
  - Monday: Briefing, tour, public reception
  - Tuesday: Stakeholder Interviews
  - Wednesday: Panel Deliberations
  - Thursday: Report and presentation preparation
  - Friday: Public presentation of the panel's findings

The panel will arrive on Sunday evening and will receive a brief orientation by staff.

As noted above, on Monday of the week of the engagement, a public reception will be held. This will provide for informal discussions with the panel members for those who are not being interviewed. In addition, to supplement the public outreach, ULI will offer a Public Comment Sheet at that event to provide an opportunity for individuals to express their insights on the topic.

Attachments:

1. Draft Scope and Questions and Downtown Map
2. Draft List of Stakeholder Groups
3. Notice of ULI Engagement

## **Attachment 1: DRAFT SCOPE AND QUESTIONS**

Downtown Visioning  
Urban Land Institute (ULI)

At the heart of the Community, Downtown Manhattan Beach is a key component of what makes Manhattan Beach such a desirable place to live, visit and conduct business. It is a vibrant and dynamic area that is popular with locals and also serves as a visitor destination. Downtown's success is built upon a number of key factors including outstanding year-round weather; the look and feel of the area; award-winning shopping and dining experiences that are unique to the Downtown; and in close proximity to the ocean and beach orientation and environment for outdoor activities.

The purpose of this engagement process will ensure the Downtown area maintains its unique character and encourages business success. The City, in collaboration with Urban Land Institute (ULI) is holding a five-day Advisory Panel comprised of various experts to engage local stakeholders and evaluate the Downtown area. The results of the Advisory Panel will help frame the direction on whether the City will move forward with a Downtown Plan or a Specific Plan.

### **Scoping Questions**

#### Vision

1. What specifically defines our small beach town character and how can the City maintain it?
2. Describe your vision for the future of Downtown MB (20 years from now) in 4 sentences or less. Use descriptive adjectives.

#### Market Potential

3. How do you see the current ratio of chain to local retail potentially shifting in the future?
4. What are the pros and cons of restricting certain types of uses at the street level to ensure a quality retail experience?
5. What type of business should we be attracting for our downtown, and what are the best methods to do that?

#### Development Strategies

6. Provide examples of streetscape designs that should be implemented downtown? What elements need to be addressed/improved?

7. What are the pros and cons of having prescribed design guidelines implemented in the overall development of downtown construction?
8. How best should the community pursue effective public-private partnerships to revitalize and manage the downtown?

Implementation

9. What type of parking strategies should we implement Downtown?
10. What is the action plan/implementation plan with a critical path(s) forward for the above questions?



## ATTACHMENT 2: DRAFT STAKEHOLDER LIST for U.L.I. PANEL INTERVIEWS

### Public Officials/Staff

Organization	Street Address	City	State	Zip Code
City Council (5)	1400 Highland Ave.	Manhattan Beach	CA	90266
Planning Commission - (2 representatives)	1400 Highland Ave.	Manhattan Beach	CA	90266
Board of Building Appeals - (2 representatives)	1400 Highland Ave.	Manhattan Beach	CA	90266
Cultural Arts Commission - (2 representatives)	1400 Highland Ave.	Manhattan Beach	CA	90266
Library Commission - (2 representatives)	1400 Highland Ave.	Manhattan Beach	CA	90266
Parks and Recreation Commission - (2 representatives)	1400 Highland Ave.	Manhattan Beach	CA	90266
Parking and Public Improvements Commission - (2 representatives)	1400 Highland Ave.	Manhattan Beach	CA	90266
City Staff	1400 Highland Ave.	Manhattan Beach	CA	90266

### Downtown and Other Business Affiliation

Organization	Street Address	City	State	Zip Code
Downtown Business and Professionals Association	P.O. Box 3298	Manhattan Beach	CA	90266
Downtown Business Improvement District				
Manhattan Village Mall				
MB Chamber of Commerce	425 15th Street	Manhattan Beach	CA	90266
MB Downtown Commercial Property Owners	2708 Ocean Drive	Manhattan Beach	CA	90266

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MB Roundhouse Marine Lab	2 Manhattan Beach Blvd	Manhattan Beach	CA	90266
North Manhattan Beach Business Improvement District	c/o Sea View Inn 3400 Highland Ave.	Manhattan Beach	CA	90266

### Realtors/Developer Organizations

Organization	Street Address	City	State	Zip Code
C.B. Richard Ellis	2221 Rosecrans Ave, Suite 100	El Segundo	CA	90245
Comstock/Crosser	321 12 <sup>th</sup> Street, #200	Manhattan Beach	CA	90266
Continental Development Corporation	2041 Rosecrans Ave., Suite 200	El Segundo	CA	90245
Jones Lang Lasalle	2361 Rosecrans Ave., Suite 150	El Segundo	CA	90245
Mar Ventures, Inc.	2050 W 190 <sup>th</sup> St #108	Torrance	CA	90504
Moloney Development	805 Manhattan Ave.	Manhattan Beach	CA	90266
South Bay Association of Realtors	22833 Arlington Ave	Torrance	CA	90501
Tolkin Group	51 West Dayton Street, Suite 100	Pasadena	CA	91105

### Neighborhood and Service Associations

Organization	Street Address	City	State	Zip Code
Arts Manhattan	811 John Street	Manhattan Beach	CA	90266
Boy Scouts Troop 489	1601 Valley Drive	Manhattan Beach	CA	90266

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Coordinating Council	P.O. Box 3067	Manhattan Beach	CA	90266
Elks BPOE #1378	315 Esplanade	Redondo Beach	CA	90277
Girl Scouts SU 528	1601 Valley Drive	Manhattan Beach	CA	90266
Hometown Fair Committee	P.O. Box 3068	Manhattan Beach	CA	90266
Kiwanis Club				
Leadership Manhattan Beach	P.O. Box 3046	Manhattan Beach	CA	90266
Lions Club	P.O. Box 3434	Manhattan Beach	CA	90266
MB CERT				
MB Historical Society	P.O. Box 3355	Manhattan Beach	CA	90266
MB Neighborhood Watch Groups				
MB Property Owners	540 Rosecrans Avenue	Manhattan Beach	CA	90266
MB Residents Association	P.O. Box 1149	Manhattan Beach	CA	90266
MB Senior Clubs	Joslyn & Heights			
MB Teen Center	1600 Manhattan Beach Blvd.	Manhattan Beach	CA	90266
Neptunians	P.O. Box 3291	Manhattan Beach	CA	90266
Newcomers to the Beach Cities	P.O. Box 3405	Redondo Beach	CA	90277
Rotary Club of Manhattan Beach				

## ATTACHMENT 2: DRAFT STAKEHOLDER LIST for U.L.I. PANEL INTERVIEWS

Sandpipers Philanthropic Organization	P.O. Box 72	Hermosa Beach	CA	90254
Soroptimist International of Manhattan Beach	P.O. Box 3485	Manhattan Beach	CA	90266
Village Homes	44 Fairway Drive	Manhattan Beach	CA	90266

### Education Organizations

Organization	Street Address	City	State	Zip Code
Grades of Green	519 Main Street	El Segundo	CA	90245
Grandview PTA	455 24th Street	Manhattan Beach	CA	90266
Manhattan Beach Education Foundation	P.O. Box 1110	Manhattan Beach	CA	90267
Manhattan Beach Middle School PTA	1501 North Redondo Ave.	Manhattan Beach	CA	90266
Manhattan Beach Unified School District	325 S. Peck Avenue	Manhattan Beach	CA	90266
Meadows PTA	1200 North Meadows Avenue	Manhattan Beach	CA	90266
Mira Costa High School PTSA	1401 Artesia Blvd.	Manhattan Beach	CA	90266
Pacific PTA	1200 Pacific Avenue	Manhattan Beach	CA	90266
Pennekamp PTA	110 S. Rowell Ave.	Manhattan Beach	CA	90266

## ATTACHMENT 2: DRAFT STAKEHOLDER LIST for U.L.I. PANEL INTERVIEWS

Robinson PTA	80 S. Morningside Drive	Manhattan Beach	CA	90266
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### **Health/Non-Profit Organizations**

Organization	Street Address	City	State	Zip Code
Beach Cities Health District	514 North Prospect Avenue	Redondo Beach	CA	90277
Richstone Family Center	13620 Cordary Ave	Hawthorne	CA	90250

### **Environmental Organizations**

Organization	Street Address	City	State	Zip Code
Heal the Bay	1444 9 <sup>th</sup> Street	Santa Monica	CA	90401

### **Quasi-public Organizations**

Organization	Street Address	City	State	Zip Code
Los Angeles County Public Library				
MB Dial-a-Ride	1400 Highland Ave.	Manhattan Beach	CA	90266
South Bay Bicycle Coalition				
South Bay Cities Council of Governments	20285 S. Western Ave., #100	Torrance	CA	90501

### **Faith Organizations**

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Organization	Street Address	City	State	Zip Code
American Martyrs Church	624 15th Street	Manhattan Beach	CA	90266
Chabad of the Beach Cities	2108 Vail Avenue	Redondo Beach	CA	90278
Congregation Tikvat Jacob	1829 N. Sepulveda Blvd.	Manhattan Beach	CA	90266
Journey of Faith	1243 Artesia Blvd.	Manhattan Beach	CA	90266

### Sports/Athletic Organizations

Organization	Street Address	City	State	Zip Code
Beach Cities Sports	2308 Laurel Ave	Manhattan Beach	CA	90266
MB Youth Athletics	P.O. Box 3512	Manhattan Beach	CA	90266
MB AYSO	P.O. Box 3597	Manhattan Beach	CA	90266
Mira Costa South Bay Pony	P.O. Box 216	Manhattan Beach	CA	90266
Sand and Surf	1212 Chestnut Ave.	Manhattan Beach	CA	90266
South Bay Lacrosse Club	753 35th Street	Manhattan Beach	CA	90266

### **ATTACHMENT 3: Notice of ULI Engagement**

We want your input  
Come share your vision for Downtown Manhattan Beach!

Downtown Visioning  
Urban Land Institute (ULI)

At the heart of the Community, Downtown Manhattan Beach is a key component of what makes Manhattan Beach such a desirable place to live, visit and conduct business.

During the week of January 11, 2015 – January , the City, in collaboration with Urban Land Institute (ULI) will hold a five-day Advisory Panel comprised of various land use experts to engage stakeholders and evaluate the Downtown area. The purpose of this engagement process will ensure Downtown area maintains its unique character and encourages business success.

The overall schedule for the ULI Panel for the week of January 11-16, 2015 is as follows:

- o Monday: Briefing, tour, public reception
- o Tuesday: Stakeholder Interviews
- o Wednesday: Panel Deliberations
- o Thursday: Report and presentation preparation
- o Friday: Public presentation of the panel's findings

**NOTE:** Staff will be updating the City's website with locations and times for the Monday afternoon public reception as well as the Friday morning public presentation.

If you are interested in participating in part of the Downtown Visioning process, please contact Nhung Madrid at (310) 802-5540 or [nmadrid@citymb.info](mailto:nmadrid@citymb.info). You may also go to the City's website at [www.citymb.info](http://www.citymb.info) and click "Downtown Plan" on the bottom right hand corner on the homepage.