

## City Council Adjourned Regular Meeting

City Council Strategic Plan Retreat

Wednesday, November 4, 2015

8:30 AM

Police Fire Conference Room

400/420 15th Street

Manhattan Beach, California 90266



*Mayor Mark Burton*

*Mayor Pro Tem Tony D'Errico*

*Councilmember David Lesser*

*Councilmember Amy Howorth*

*Councilmember Wayne Powell*

### Executive Team

Mark Danaj, City Manager

Quinn Barrow, City Attorney

Robert Espinosa, Fire Chief

Teresia Zadroga-Haase, 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

Marisa Lundstedt, 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 29, 2015, on the City's Website and on the bulletin boards of City Hall, Joslyn Community Center and Manhattan Heights.*

**E. PUBLIC COMMENTS**

2 MINUTES PER PERSON

**F. RETREAT WELCOME AND CONTEXT SETTING**

*Mayor Mark Burton / Julia Novak*

1. City Council Strategic Planning Retreat Documents (Assistant City Manager Nader).

[15-0497](#)

**DISCUSS CITY-WIDE STRATEGIC PLAN GOALS AND OBJECTIVES**

**Attachments:** [Manhattan Beach Employee Focus Group Summary](#)  
[Manhattan Beach Community Input Summary Report](#)

**E. CRITICAL SUCCESS FACTORS**

*Julia Novak*

*What must go well in order for the City to achieve its potential?*

**H. COUNCIL INITIATIVES**

*Julia Novak / City Councilmembers*

*Councilmembers will discuss their ideas for policy changes, short-term and long-term projects.*

**I. PRIORITIES**

*Julia Novak / City Council / Staff*

1. Reflect, prioritize and reach agreement on initiatives and issues to be included in the Strategic Plan.
2. Decide for each initiative/issue what is the problem that needs to be solved, and what does success look like?

**I. NEXT STEPS**

*Julia Novak / City Council / Staff*

*Discuss what the governing body needs from staff to maintain focus on their priority issues and how the City will move forward with the Strategic Plan.*

**J. WRAP-UP**

## **K. 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:** 11/4/2015

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**TO:**

Honorable Mayor and Members of the City Council

**THROUGH:**

Mark Danaj, City Manager

**FROM:**

Nadine Nader, Assistant City Manager  
Kendra Davis, Management Fellow

**SUBJECT:**

City Council Strategic Planning Retreat Documents (Assistant City Manager Nader).  
**DISCUSS CITY-WIDE STRATEGIC PLAN GOALS AND OBJECTIVES**

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**BACKGROUND:**

The following report provides a summary for the content of the City Council Strategic Planning Retreat to be held on November 4, 2015.

The City of Manhattan Beach initiated its 2015 City-wide Strategic Planning process in September. The Novak Consulting Group (TNCG) was selected to facilitate through a competitive Request for Proposal RFP process and multiple interviews. The group's broad range of experience and emphasis on efficiency and community engagement made them a strong fit for the needs of the City.

Over the month, Julia Novak, president of TNCG, has facilitated a number of meetings and feedback opportunities for stakeholders, including:

- Individual interviews with City Councilmembers
- City employee Strategic Planning focus groups
- Two community input meetings

The City Council Strategic Planning Retreat is the next step in the process outlined by the attached infographic.

**DISCUSSION:**

Julia Novak has facilitated the process since it started in September and conducted

interviews with City Councilmembers, City employees and residents in order to gather a broad vision of what the goals and priorities are for the future of Manhattan Beach.

At this retreat, members of the City Council will consider the above information and discuss how to best incorporate it into the 2015 City-wide Strategic Plan. This discussion will include:

- Input from community and employee meetings
- A visioning exercise to explore different perspectives of individual members of the governing body
- Exploring the critical success factors and priorities for a City-wide Strategic Plan
- Operationalization of Strategic Planning priorities
- Next steps for City Council and the community

The information and various documents attached to this report are meant as reference materials for the City Council to review in preparation for its discussions at the retreat.

## Memorandum

Date: October 26, 2015

To: Mayor Mark Burton and Members of the City Council  
Mark Danaj, City Manager  
Nadine Nader, Assistant City Manager

From: The Novak Consulting Group

Re: Strategic Planning: Employee Focus Group Summary

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On October 14, two focus group sessions were held with City employees to solicit their input into the development of the City's strategic plan. The purpose of this memo is to summarize the key themes that were articulated. In total, 25 employees participated in the two sessions.

During the focus groups we asked for three to six words that "describe" what it is like to work for the City of Manhattan Beach. The figure below represents a graphic visualization of those words, with more common responses shown in larger print.



**Figure 1 – Words Used to Describe Working for the City of Manhattan Beach**

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The following summary includes key questions and responses from the focus groups.

### Describe your best day at work – what happened and why did you feel good about it?

- Any day where we get a positive response from the community
- When someone does something wonderful – especially working with volunteers
- First day on the job
- When we can help and assist people with whatever they are asking us to do

- When we launched our website – combination of a variety of solutions with representatives from all departments which enabled us to provide more services to residents
- Every day – as long as I’m able to leave with a smile on my face at the end of the day
- When I can work with developers, applicants, and residents and develop solutions that work for everyone
- Feel best when I see us all coming together to do something new and innovative that serves the community and blows them away with service
- When we get to go out and do something fun
- Responding to crimes in progress
- When we catch people that commit crimes
- Interaction with other departments; being busy, active
- Being inspired by younger people in the department
- When I use all the training I’ve received
- When I have the opportunity to do things I don’t normally do – confidence booster
- When coworkers gave me a surprise bridal shower
- Everyone stopped what they were doing to view a sunset
- Recognition by my supervisor
- The day I got hired
- When I see one of my employees do a good job
- Taking customers to a place where they get the answers they need
- Working with my immediate coworkers and staff from other departments – know that I’m working as part of a larger team
- Recognition from a commission I work with
- Recognition from a resident about a project I did
- Watching the kids have a good time
- Hug from a resident when writing a parking ticket
- Building relationships with City staff
- Day that I am able to help solve problems for residents
- My first day on the job – knew I made the right decision, felt appreciated
- Being able to solve a problem, figure things out

### What do you believe the City Council needs to focus on in order to move the community in a positive direction?

- Develop a strategic plan to provide focus and articulate a shared vision
  - Focus on a small number of things
  - Council direction can be confusing because it changes as Council changes
- Move away from minutia that drives reactionary work
  - Reduced to a boutique operation focused on minor things rather than focusing on the big picture
  - We operate by “Drop what you are doing and focus on this one issue”
- Prioritize the important things that you want the organization to do really well and let go of the smaller issues
  - This a City of high expectations and residents get phenomenal service from dedicated staff throughout the years during changes in Council, but we are limited in resources and the Council expects a lot and add more on top of it



- Support and reinforce staff
- Stop listening to the minority
- Honor the decisions that are made publicly
  - Staff spends time on things that are not the consensus of the Council
- Honor the Code of Conduct that they have adopted
  - Disagreement is okay but need to be respectful and not abusive to staff and each other
- Develop an understanding of the workings of the City organization
  - Especially if members of the City Council don't have prior experience with City boards and commissions
- Spend time in departments to learn more about our processes
  - Understand what we go through and what it takes to respond to requests
- Developing the economy more, not so regulatory
  - The Mall specifically
- Listen to and trust your professional staff
- Listen to staff more rather than minority of vocal residents
- Develop appreciation for part time workers in the City

In terms of City Services, what are those things the City does really well – what are your organizational strengths? And where does the City need to improve – what are your organizational weaknesses?

Organizational Strengths	Organizational Weaknesses
<ul style="list-style-type: none"> <li>• Responsive</li> <li>• Staff works well together at all levels</li> <li>• Look at the City as whole – not what is best for my department</li> <li>• Interaction between departments is supportive</li> <li>• Go to any call, no matter how big or small</li> <li>• Accessibility to each other enhances ability to be responsive</li> <li>• Responsive to the community</li> <li>• Offer a lot of online services for a small city</li> <li>• Able to meet high expectations</li> <li>• Hold people's hands and help them through our processes to develop solutions, options, and alternatives</li> <li>• Outstanding, over the top customer service</li> <li>• City Manager that is asking questions about how to make things better</li> <li>• Good financial management – AAA City</li> <li>• Provide high quality and high quantity of services</li> <li>• Responsive customer service</li> <li>• Boutique services</li> </ul>	<ul style="list-style-type: none"> <li>• Staff is stretched thin</li> <li>• High workload</li> <li>• Morale – especially in the transition of the last two city managers</li> <li>• Needs to be communication and commitment to positive changes</li> <li>• Gaps of time where we don't know what is going on regarding certain initiatives</li> <li>• We have goals and plans, but nothing really changes, need follow through</li> <li>• Succession planning – need more internal promotions</li> <li>• Processes are way too slow – approvals that include the City Manager and/or City Attorney</li> <li>• Boutique services – raises expectations of residents that may not be attainable</li> <li>• Embrace technology more – citywide</li> <li>• Reduce manual processes</li> <li>• Document, clarify, streamline, and communicate processes in departments</li> <li>• Need more staff</li> </ul>

Organizational Strengths	Organizational Weaknesses
<ul style="list-style-type: none"> <li>Internal customer relations – team attitude across departments</li> <li>Employee wellness program</li> <li>Good employee benefits</li> <li>Parks and Recreation Department</li> </ul>	<ul style="list-style-type: none"> <li>Would like to hear more from senior management about strategy, vision, and how we contribute</li> <li>Make City an attractive place to work for part-time employees</li> <li>Develop standardized documents and forms</li> </ul>

As you think about the community, what opportunities do you believe the community needs to seize and what threats do you see?

Community Challenges/Threats	Community Opportunities
<ul style="list-style-type: none"> <li>Need to redevelop the Mall timely</li> <li>Conflicts of needs and desires in the community – need to find middle ground</li> <li>Unrealistic expectations of continuing to grow services without the resources</li> <li>People don't want things to change in their own 'bubble'</li> <li>Public safety not staffed to respond to significant incidents without mutual aid</li> <li>Failure to make infrastructure improvements</li> <li>Lack of broad community engagement</li> <li>Demand for more services</li> <li>Economic opportunities</li> <li>Need to develop more appealing amenities to keep people here</li> <li>Aging infrastructure – water, power, facilities</li> <li>Entitlement attitudes</li> <li>Hyper-responsiveness leads to staff burn out</li> <li>Conflict between older and newer residents</li> </ul>	<ul style="list-style-type: none"> <li>Downtown, Mall, other future development</li> <li>Strategic plan</li> <li>Involve more community members in the City's processes</li> <li>Resource and service sharing – 5 small cities in the Bay</li> <li>Partnering opportunities – parking partnerships with businesses</li> <li>Collaborate with other beach communities</li> <li>Embrace technology to address some these problems</li> <li>Internal internships – learn from other City departments</li> <li>Provide residents with more information about what we do to educate them about the City's work</li> <li>Consider a Citizens Academy</li> <li>Succession planning</li> <li>Cross training</li> </ul>

What do you see as the priorities of the City?

- Technology
- Staff
- Infrastructure
- Safety
- Training
- Recognition programs – to keep good employees here

**How do service standards differ between the Downtown, North End, and East Side? How does this impact your work?**

- Expectation of higher responsiveness in the Downtown at this current time
- Not an issue
- Residents care but we respond the same regardless of where they are

**How do you prefer to be communicated with?**

- Email
- Post in common areas, bathrooms
- Summary of what happens at a Council meeting
- Newsletter from the City Manager
- Copy staff on the Friday email update to Council
- Like meeting people in person
- Want to see City Manager and Assistant City Manager in our departments
- Email
- Need a person to go to for information
- Get too much email – would rather go to a 30 minute meeting

# City of Manhattan Beach

## Strategic Planning: Community Input Sessions

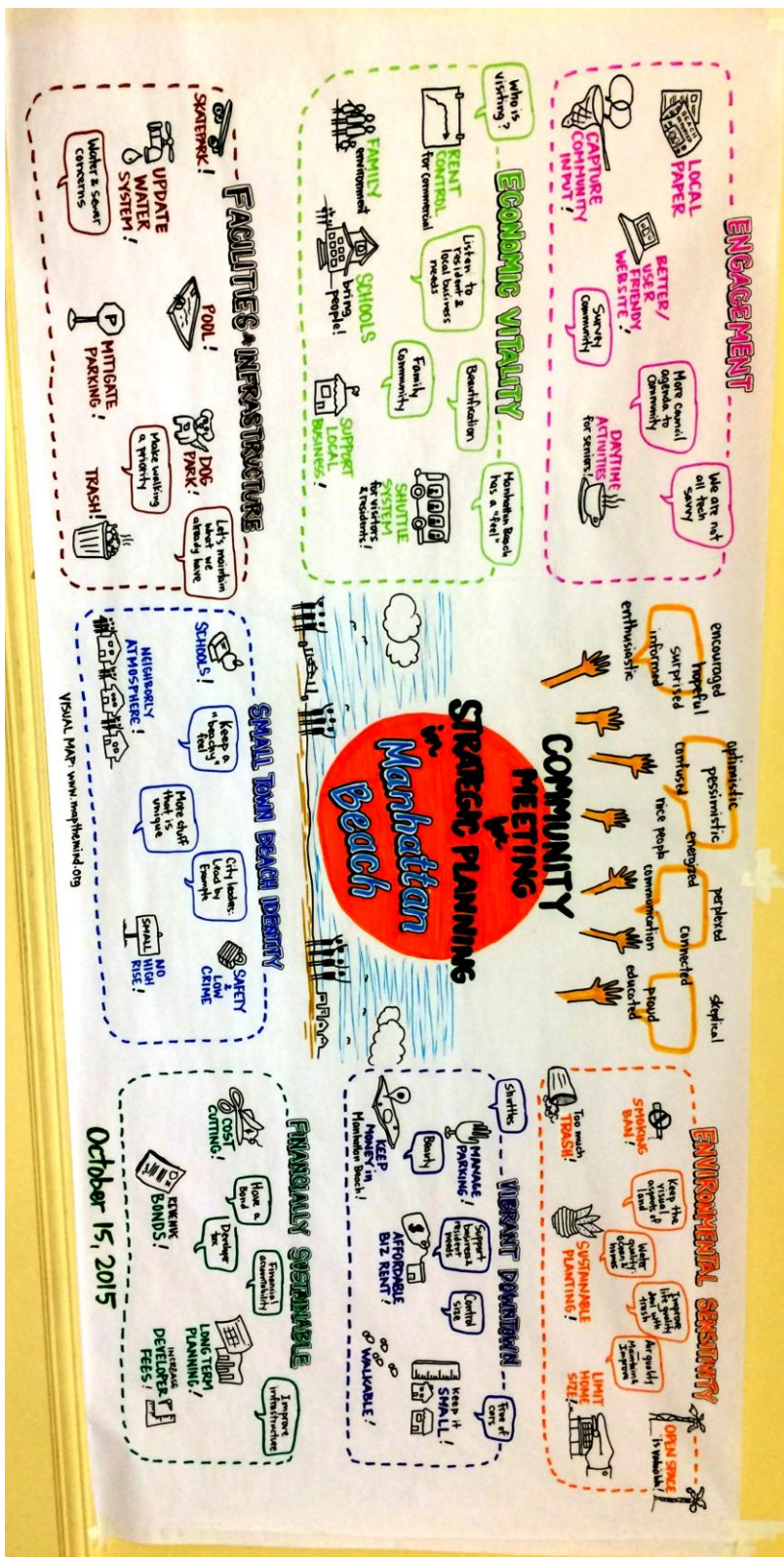
October 2015



On October 15, 2015, two community input sessions were held to solicit input for the City of Manhattan Beach's strategic planning process. A total of approximately 120 people attended the two sessions. Participants spent time discussing the seven topic areas for a specified period of time in small groups. These topic areas included:

1. **Small Town Beach Identity**  
What is special about Manhattan Beach? Why did you choose to live in Manhattan Beach? What keeps you here? What will keep you here ten years from now?
2. **Engagement**  
How do you participate in civic life in Manhattan Beach? How do you stay informed about City events and initiatives? What gets in the way of you engaging with your City government?
3. **Economic Vitality**  
What contributes to the economic vitality of Manhattan Beach? How can the City help maintain the community's economic vitality?
4. **Facilities and Infrastructure**  
What facilities do you believe the City needs to invest in? What infrastructure (maintenance) needs are most pressing from your perspective? What new facilities would you like to see?
5. **Environmental Sensitivity**  
What environmental sensitivities does Manhattan Beach need to pay particular attention to? What ideas should the City consider to protect the natural environment?
6. **Vibrant Downtown**  
What brings you to the City's Downtown? What role should the City play in preserving the character and supporting our Downtown?
7. **Financially Sustainable**  
What is possible when City government is financially sustainable? What revenue sources should the City explore to ensure long-term financial sustainability?

Key themes of the input received were summarized by participants, as depicted in the following graphic representation.



A summary of responses to these topics follows, along with a complete list of comments supplied during the community meetings.

The Novak Consulting Group  
Strengthening organizations from the inside out.





Participants discussed the attributes of Manhattan Beach that make it a unique, special place. They discussed why they chose to live in the City, and what keeps them in City. The beach, the weather, and climate were identified most frequently with 15 specific mentions. Good schools and the City's low crime rate were also common themes among conversations. Participants identified the top three themes:

1. Beachy feel – wear flip flops
2. City leads by example
3. Small town feel – open spaces and mom and pops

After the conversations, the groups were asked to summarize their discussion.

- Manhattan Beach is special due to the people and the beach
- Good schools
- Low crime rate, safe community
- Maintain small town beach culture because it impacts all other topics (i.e. infrastructure, economics, etc.)
- Open spaces, parks, gathering spots, walking, etc. for residents and families to gather
- Interaction with City officials, police, etc. being a responsive government
- Events (Hometown Fair, Concerts in the Park, Farmers Market) keep the small town feel and promote friendliness among residents
- Easy transport – shuttle service, 'no car' ordinance, shuttle parking, no more parking lots
- Merchants – rent control, keep mom and pop stores, no 'big box' merchants
- Beachy feel – Mayberry next to big city, slice of heaven, walk streets, casual (wear flip flops)
- Residents come first – less focus on tourist economy
- Businesses, commercial, property owners, residents, and City work together to maintain small town
- Keep small town feel – maintain livability, noise, traffic, etc.
- Scale – keep development at scale, keep current or downsize structures, maintain some open space
- Maintain small town feel – variety of downtown offerings, retail, butcher, supermarket, unique and eclectic, not cookie cutter, orderly, clean, up-kept
- Peace and quiet – enforce noise code, reduce din of traffic, maintain open space, noise at night
- Trees need cutting
- Leave mall alone
- Recycled water to homes
- No hotel next to senior villa
- Need to have/keep cost-conscious City financial management
- Program for older adults

- Proposition #13
- Weather
- Maintain small town identity
- Code/rule enforcement limiting one person/business bothering another
- Do not accommodate more vehicles!

A complete list of all comments received is as follows:

- Small town in the midst of a big city
- Community, family, downtown, beach, quiet (in the winter)
- Weather, people, everything in town (dine, shop, services)
- Close to everything – walkable
- Climate
- Beach
- Open space
- You can walk to everything
- School system
- Downtown is a beautiful, pedestrian-friendly place
- Convenient location – easy to get everywhere
- Exercise, walk
- View
- There is a ‘there’ there – it is a real town
- Food and services are a destination
- Don’t need air conditioner
- Work
- Fear of development – pressure of development, traffic congestion in residential areas, no short-term rentals
- Enforce current rules
- Proximity to all services and benefits of city without living in the city
- Restaurants and everyday services stay high quality and meet residents’ demand
- Keep the pier as it is
- Primary community, residential, where you raise you family
- Small town, know your neighbors
- Keep downtown activity small, small physical structures, relaxing pace
- Concerts, social events, small size
- Open space is precious
- Small casual beach look and community
- Schools, small neighborhood, no gated community
- Safe, can walk at night
- Hometown fair, concert, park, Christmas, fireworks, pet friendly, Polliwog park, all open spaces
- Maintain relaxed, small, casual beach culture and City facilities, feel access to City officials is positive and responsive, have services for residents’ needs (not all tourists needs), being able to walk and bike (kids and adults)
- Keep small beach vibe casual
- Only ‘original’ beach town in southern California
- In Mayberry, but next to big city
- Near LAX



- Little piece of heaven
- Walk streets – don't need to drive everywhere
- Good mix of services and retail
- Beachy – don't have to be formal
- Small town
- Small footprint
- Rent control
- Listen to voice of residents
- Limited commercial structures
- Shuttle service within Manhattan Beach – electric vehicles
- Resident parking permits
- 'No car' ordinance
- Stop tourist growth
- Limit parking
- Limit heights
- Enforce no smoking
- Crowd control
- Beach
- Weather
- Clean
- Nice people
- Beach
- Low crime rate
- It's rich and rich can afford good municipal services
- Excellent schools
- Has ocean and beach
- Transportation by Dial-A-Ride
- Dependent on outside money – priced for out of town visitors, not a small beach town
- Small town
- Dial-A-Ride
- Trees
- Senior activities
- Weather
- Beach
- Safety
- Weather
- Beach
- Schools
- Safe community
- Walkable City
- Nearby jobs
- Freeway connection
- Good schools
- Close to airport and beach
- Schools
- Airport

- Convenience
- Family members idea
- Lower crime
- Beach
- Walkable
- Good service from police and others
- Family, marriage, friends
- Ocean, outdoor living
- Know neighbors, shop keepers – peace of mind
- Fresh air
- Don't need a car
- Cocoon, safe, cozy
- Small town feeling
- More control on how much one neighbor can take advantage of another neighbor, tree height, parties, others parking in my driveway
- Schools, great place to raise children, amenities, walkability
- Maintain livability – noise, traffic, trash, parking, tourist boom
- As long as we keep small town feel
- Less dependent on tourist economy
- Auto park and parking downtown
- Residents and City work together to maintain small town identity
- Businesses, commercial landlords
- City financial management
- Good health
- Neighborly
- Cost-conscious City financial management
- Amenities
- Accessible government
- Schools
- Airport
- Programs for older adults
- School system
- Great, diverse community
- Climate
- Intellectual activities
- God
- Health
- Nice environment
- Proposition 13
- Gridlock elsewhere, don't overdevelop mall
- Current taxes
- Family



Participants discussed how they participate in City civic life in Manhattan Beach, as well as how they receive – and would prefer to receive – information about their City government. The groups discussed the variety of means of accessing information and the fact that different people require different forms of communication. Participants identified the top three themes:

1. How to improve engagement
2. Seniors' perspectives about engagement
3. Mechanical suggestions to improve engagement

After the conversations, the groups were asked to summarize their discussion.

- Seniors tend to not go to night activities
- Newspapers – local throwaway
- Older adults activities
- Attending the Lunch Bunch weekly
- Age
- Saving water
- Civic life – Joslyn Center highly used for senior events
- Seniors read Beach Reporter and senior newsletter more than the internet
- Newspaper (Beach Reporter)
- How to get more public engagement before decisions?
- Continually look for more ways to notify residents about upcoming meetings/issues
- Get email addresses when residents sign up for water/trash or identify as needing letter via U.S. Mail
- Mechanical suggestion = email with highlight of what is to be decided, use school's email
  - Include pro and con positions stated on issues like a ballot pamphlet – update information regarding City issues
- Don't trust use of sticky notes at October 8<sup>th</sup> meeting, some people voted multiple times
- Less use of consultants who don't understand Manhattan Beach
- Make webpage more user and Apple friendly, it should be easier to search – search results are so poor people give up
- Keep electronic calendar up to date
- Email notifications work well and are timely
- Over-controlled and restricted comment periods
- No engagement beyond the superficial
- Illogical decision making
- Biased staff reports

- Make decisions evidenced-based and logical
- Provide information and engage beyond the superficial
- Treat residents like adults and provide adult information
- Better community input mechanism – i.e. use community as focus prior to public meeting so choices are clear and make sense
- Make webpage more user and Apple friendly and searchable with up-to-date calendar
- Expand the contributor base – add schools, teachers, youth, residents, businesses; use moderated blogs – not just City site
- More practical, simplified notifications of upcoming issues, e.g. use water bills
- Get more residents to sign up for City email notifications
- Continue looking for practical ways to notify residents about upcoming meetings/issues
- Resume summaries of actions by City Council – post online and circulate via email

A complete list of all comments received is as follows:

- Attend meetings – senior advisory committee
- Attend lunch bunch weekly
- Go to lectures
- Be on commissions
- Volunteer at aquarium
- Older adult activities
- City Council
- Recycle
- Daily Day – Joslyn
- Council meetings
- No library events
- Beach cities symphony by Dial-A-Ride
- Word of mouth
- Hearing talks from people
- Newspapers, local throwaway
- City TV channel
- Computer
- Newspaper – Daily Breeze
- Joslyn newsletters
- SAC
- Day event at Senior Center
- Knowing who to talk to
- Tree ordinance
- Beach Reporter
- Senior Newsletter
- Computer
- Website
- What gets in the way of you engaging with your City government?
  - Inertia
  - Old age
  - Want a movie theater
  - Night meetings



Participants discussed what contributes to economic vitality in Manhattan Beach and ways in which the City can support and maintain that vitality. Participants identified the top three themes:

1. Shuttle system – listen to community needs, support local
2. Good schools, family environment, community
3. Beautification of lighting, downtown, good mix of business Citywide

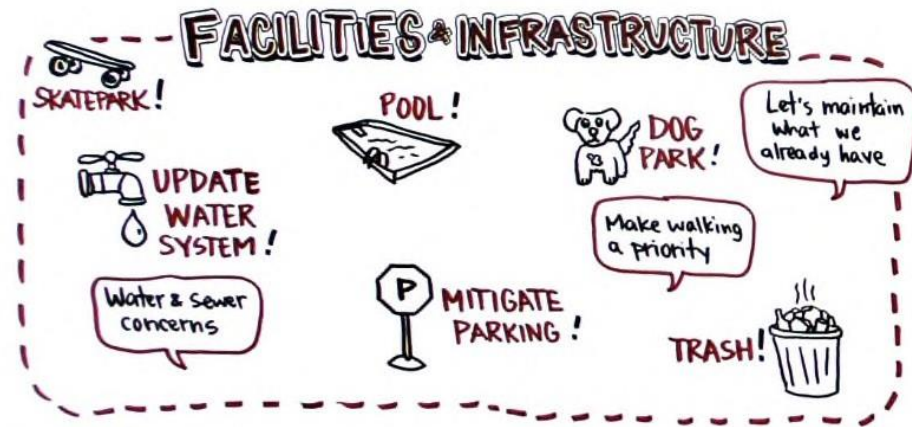
After the conversations, the groups were asked to summarize their discussion.

- Rent control for commercial properties
- Senior programs
- Safety
- Good schools
- Good family environment
- Weather
- Business that 'fits' (family friendly)
- Schools, small town feeling
- Shuttle system from hotels and for residents
- Communicating/enhancing a community identity
- Supporting local, independent merchants
- Maintaining aspects of community which make Manhattan Beach unique – schools, safety, beaches
- Shuttle hotels to downtown – brand the shuttle to convey a beach vibe
- Tourist/commerce – get right people, right time, to right businesses
- Beautification of storefronts
- Listen to the needs of residents/property owners/business owners
- Create a lighting landscape plan – lights create 'place', increase money spent, sense of happiness/safety
- Attracting the right mix of business Citywide

A complete list of all comments received is as follows:

- Beach
- Weather
- Close to freeways, LAX, metro
- Affluent community
- Good schools
- Good City services – police, fire

- Community resources – library, oasis, Dial-A-Ride
- Safety
- Good family environment
- Schools
- Small town feeling
- Affluence, education (tax base)
- Businesses that ‘fit’
- Family friendly
- Beach, safety, restaurants, eating leads to shopping, need supplemental amenities to attract people to live here, schools are key, 75% of shoppers are from out of town
- Residents support downtown retail and services, dining
- Tourists, manage the type of tourists – shuttle from hotel to downtown, “Woody” mobile shuttle
- Invest in attractiveness of downtown, tasteful, low profile signage, outdoor dining (managed so sidewalks are still accessible) – streetscape, storefront improvement, give awards for beautiful spaces
- Take care of basic needs – trash, noise, smoking, delivery trucks, code enforcement
- Enforce code so residential dwellers are not disturbed
- Downtown areas that are pedestrian only
- Provide other locations for employees to park so customers can park downtown
- Sales tax revenue, Sepulveda corridor, parking on Sepulveda, how to create businesses there, shared parking, don’t penalize the businesses, parking in post office lot on Sepulveda
- The right mix of businesses in all of Manhattan Beach including downtown
- Uber drop off spots
- Increase transient occupancy tax
- Wayfinding signs, light up how many spaces are available for parking
- Lighting the trees, wrapping the palms
- Keep small businesses viable
- Rent control for commercial properties
- Senior programs – but City seems to be getting younger
- Shuttle system from hotels to shop, visit, and eat (market to them based on businesses)
- Shuttle system for residents to shop, visit, and eat
- Is economic vitality best characterized by more tourism or more stores and services for residents?
- Growing economic vitality is challenging due to desire to be small coastal community vs. growing revenues, need to identify what you can and can’t get here
- How can we bring more independent businesses to City?



Participants discussed what facilities and infrastructure they believe are important for the City to invest in and maintain. Upgrades to/replacement of Begg Pool and a new skate park received the most mentions. Participants identified the top themes:

1. Swimming pool improvement/upgrade
2. Skateboard park and dog park
3. Shuttle system – listen to community needs – support local
4. Good schools, family environment, community
5. Beautification of lighting, downtown, good mix of business Citywide
6. Maintenance of what we already have
7. Make walking a priority
8. Preserve wide open spaces, less cement
9. Back to the future
10. Water and sewage concerns

After the conversations, the groups were asked to summarize their discussion.

- Dog park
- Night use free transit rather than new parking structures because beach goers use parking
- Kids need skateboard park
- Skate park
- Trash in downtown and beach – the strand
- Enforce parking
- Indoor swimming pool
- Pool/gym
- Additional new senior center with scout house
- Adequate maintenance should be a priority, such as fountains, water, sidewalk, potholes
- Update water and sewer systems
- Use facility strategic plan approved in 2008 for facilities for investment
- Swimming pool
- Skateboard park
- Sidewalks (reclaim public right-of-way)
- Take care of the existing facilities before building new ones
- Upgrade storm water and sewage facilities and infrastructure transformer, etc.
- Save all open space
- Need/want/very much desire a new pool! (ideally with adequate parking)



- Maintained sidewalks for safe walking – blue zone walkability
- Do not allow public land for private homes' parking – no variances
- Continue being proactive with maintenance/upgrading infrastructure (i.e. storm drains, water, power, and possible undergrounding utilities)
- Skateboard park at Begg
- Skate park depending on cost and location
- Water quality (i.e. permeable pavement)
- Make City more walker-friendly by widening sidewalks, marking crosswalks safer, more bike racks, shuttle
- Maintain parks, make them environmentally friendly and improve beach restrooms and improve Begg

A complete list of all comments received is as follows:

- Maintain existing facilities and buildings
- Improve cell service for houses below Highland
- Save permeable land in and around Polliwog
- Upgrade existing storm water runoff infrastructure and enhance (bigger capacity)
  - New pump in Polliwog
  - Outflow pipes need to be upgraded
- Upgrade sewer pipes, upgrade transformers, upgrade lateral sewer pipes
- We don't need new – we need to take care of the existing facilities
- Maintenance of parks, conversion of parks to be more environmentally friendly, move trees
- Restrooms at beach and other coastal facilities
- Safer street crossings and sidewalks, wider sidewalks to be more pedestrian friendly, changing traffic patterns
- Shuttle buses
- More bike racks
- Upgrade pool
- More community meeting spaces
- Storm drains better maintained
- Improve signs for streets
- Permeable pavement where appropriate, water quality
- Skateboard park for safety and kids learning in basic board classes at MBMS
- Where is the promised landscaping to soften the glass library
- Lack of public sidewalks are a threat to safety
- Safe walking on (blue zones) maintained sidewalks
- Sidewalks on public right-of-way
- Do not allow public property to be given to private parking and homes – all Ingleside and Johnson Avenue
- Need a new upgraded pool
- Undergrounding – want to revisit financing mechanisms
- Storm drains – key will be how much it costs; should not be paid out of operating budgets but should be bonded
- Positive: certain infrastructure is well maintained
- Skate park: should not be seen as either/or with pool
- Continue being proactive with emergency preparations
- Expand parking options downtown
- Lack of indoor and outdoor athletic fields



- Class 1 bike routes
- Dog parks
- Address aging telephone poles, possibly undergrounding or other means
- Power outages are a problems, brown outs too
- Move trees sensibly
- More downtown parking
- Replace pool with larger and better facility
- Skate park
- Reclaim public right-of-way for public use – sidewalks
- Additional new senior center with scout house
- Water and sewer system
- Indoor swimming pool
- Skate park
- Only facilities that benefit the whole population
- Use facilities strategic plan approved in 2008 for facilities for investment
- Roads
- Cal Trans
- Kids need skateboard park
- Greater maintenance should be a priority such as fountains at the soccer field, sidewalks, potholes
- New clock for Joslyn main room
- Enhance Joslyn Center
- Finish the underground
- New senior center with scout house
- Pool
- Gym
- Dog park



Participants discussed the environmental issues that most concerned them, as well as the initiatives they believe the City should consider in order to protect the environment. Participants identified the top four themes:

1. Land
2. Water quality
3. Trash
4. Air quality

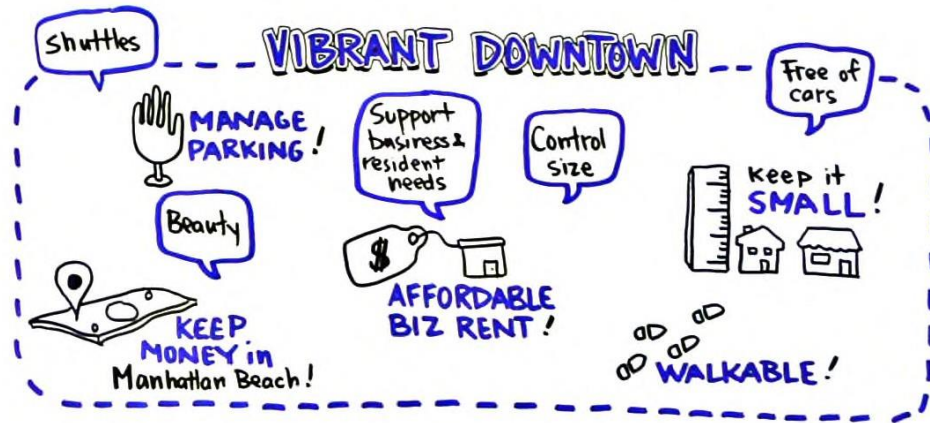
After the conversations, the groups were asked to summarize their discussion.

- Too much trash – garbage in downtown area
- Leave Polliwog Park alone! Open space is valuable – don't over develop
- No enlargement of beach parking
- Natural environment – do not block marine layer with tall buildings, encourage drought tolerant plants, no plastic lawns which heat the air and suffocate trees, require more permeable landscape for all new construction whether it is residential or civic
- Create non-idling law for vehicles
- Street sweeping mandated
- Solar panels on civic buildings
- Enforcement of leaf blowers with big fines
- Limit size of homes and forbid teardowns of newer homes
- Smoking ban please enforce throughout City
- Enforce no smoking – maybe restaurants need no smoking room/area for employees
- Sustainable planting – drought tolerant, ocean friendly
- Protect marine life – see notes on sustainable plants, fines on smoking, enforce ban, partying on pier, time limits on fishing hours of the day, see notes on trash
- Trash – more receptacles, composting, enforce ordinances
- Neighborhood quality – keep structures small, enforce building codes, more open space, no artificial turf
- Water quality – monitor ocean quality, residential quality (sandy), stormwater, increase use of recycled water, more permeable land
- Trash – more receptacles, clean alleys, more pick up in busy times

A complete list of all comments received is as follows:

- Require some permeable surface with new construction
- Drought resistant plants
- Less concrete

- Non idling law
- Enforce no smoking
- Reroute bike path
- No enlargement of beach parking
- Street sweeping
- More solar panels on civic buildings
- Limit size of houses and demolishing newer houses
- Enforcement of leaf blower noise and dust – higher penalty, huge fine
- Do not block marine layer with tall buildings
- City help residents convert lawns to drought tolerance
- Limit plastic grass to very small areas – plastic grass suffocates trees
- New houses need more permeable landscape for drainage and water table replenishment as well as cooling atmosphere
- Sewage
- Sustainable planting
- Trash control
- Drugs
- Water usage
- Noise
- Protection of marine life – ocean friendly garden
- Pollution
- Time limits on fishing off pier
- Partying on pier
- Tickets/fine on smoking
- Ocean friendly plants/drought tolerant
- More trash receptacles, composting
- 10 cent fee on shopping bags
- Better signage on smoking
- Noise pollution from all sources to construction
- More trash receptacles – sidewalks, alleys, beaches, especially downtown during high season
- Reduce, eliminate artificial turf, hard scape
- Need open, permeable land starting with schools
- Monitor ocean water quality
- Public storm drains, landscaping
- In-home water quality needs improvement
- City needs to pay attention to the water quality
- Keep structures small and enforce the building codes, no splitting lots, no mansionization
- Keep open space, Polliwog, Live Oak, all parks, convert/reclaim hardscape with permeable landscaping, no artificial



Participants discussed the issues with Manhattan Beach’s downtown area that most concerned them, as well as the initiatives they believe the City should consider in order to enhance/preserve a vibrant downtown. Participants identified the top four themes:

1. Support small business and residents needs
2. Parking and shuttle
3. Keep building height small and low
4. Downtown beautification with sustainable real native plants and permeable landscape
5. Walkable and bikeable

After the conversations, the groups were asked to summarize their discussion.

- Support sidewalk sales – “Mom and Pop” are core
- Maintain small business
- Downsize – not tall buildings
- Maintain height limits
- Have a shuttle service to take people around town – station at Metlox
- Manage parking
- Does not bring us retail stores
- Does bring us beach environment, food (Beckers, All Meals), bank, library, senior center, Vons
- Money needs to be kept in Manhattan Beach
- Make rent affordable to small business
- Keep small town 100K – no two-lot homes
- Keep rent affordable
  - Grandfather in current caps or control increase of caps for rent
- Small town feel
  - Keep buildings design and character, limit height, keep first floor retail
- Invest in buildings and no rent control
- Offsite/remote parking
- Parking
  - Offsite and shuttle for employees and permits for residents
- Have a walkable plaza/mall downtown free of cars
- Subterranean parking under greenbelt (Beverly Hills City Hall/Wallis parking under street)
- Doing local events like Farmers Market and 6-man volleyball tournaments on the weekend
- Continue to limit building heights to 30’

- City lead by example – more City employee parking elsewhere and shuttle in
- Listen to the voice of residents over developers
- Keep variety of small stores/restaurants for residents to meet and mingle (Vons, food, hair...)
- Bike racks at more useful and logical locations
- Add hop on/hop off trolley from downtown to malls and North End; do not add more traffic and parking chaos
- Increase support of business owners – lower utility and service costs, subsidize or provide parking for employees of businesses

A complete list of all comments received is as follows:

- Farmers Market
- Library
- Shopping
- Bike path
- Walk strand
- Joslyn
- Visitors
- Bank
- Dry cleaners
- Pier
- Maintain height
- Maintain small businesses
- Parking
- Money needs to be kept in Manhattan Beach
- Make rent affordable to small businesses by the beach
- Keep small town look – no more two-lot homes
- I can walk there – great food – variety of food very important to have healthy choices
- Vons
- Beach
- Round House
- Fitness
- Strand
- Greenbelt
- Library
- Relaxed area to walk
- Meeting neighbors and friends
- Small, open structures; don't blot out the sky
- No smoking needs to be enforced
- Good food, healthy
- Place to have a drink; socialize/coffee shops
- Metlox; farmers market
- Sunset
- Shop and eat, errands, social life
- Small shops, independent stores, hate malls, entertain real stores, toys, shoe repair – daily life, not bikini services

- Aging landlords means higher rents, grandfather in rent caps, rent control, keep first floor retail, no more banks
- Walkability
- Height restrictions
- Resident parking permits, resident hours, employee parking, must park off site and shuttle
- Garbage very bad downtown, not enough pick-ups
- Noisy at night
- Preserve/fix the non-conforming look, too large retail spaces (Skechers and MB Run)
- Sidewalks too crowded with chairs, podiums
- Beach, unique and varies experiences – shops, restaurants, events, personalized services, places to meet with friends
- Ability to run into friends and neighbors, common connection
- Knowing shop owners by name
- Can bring family and friends anywhere
- Code enforcement across the board; building height; setbacks, density – keep it small; retain the reduced traffic flow
- What is the plan for downtown beautification
- Listen to the voice of residents over developers; keep variety of small vendors/shops that support residents' needs
- Bring a 'hop on/hop off' from downtown to mall to keep traffic and parking down
- Keep public input forums in-person and online
- City should provide cops on bikes
- Kid friendly activities throughout downtown
- No rent control
- City should control the over grown trees/shrubs
- Better parking – offsite would be great
- Plaza, pedestrian area to shop, eat, walk
- City should let people vote with their dollars
- Allow creativity in design of new buildings to preserve and add to the eclectic nature of Manhattan Beach
- City should make downtown more walkable
- Need parking
- Maintain our casual, family culture
- Maintain local events – farmers market, bring back 6 man volleyball tournament to the weekend
- Limit building height to 30' (no changes)
- Subterranean parking
- More bike racks in more logical locations
- Increased support of business owners – utilities at lower rates, parking or shuttle for employees at low or no cost
- Relocate City staff parking away from downtown, employees of City shuttle in – set a good example, lead by example
- Clean up the alleys!



Participants discussed what it means to have a financially sustainable City government and what potential revenue sources the City could explore to further strengthen its financial sustainability. Participants identified the top four themes:

1. Be financially accountable, have a proactive fiscal, management policy, limit spending, control employee expenditures, no waste
2. Bond issues
3. Increase developers fees, taxes
4. Infrastructure – maintain, update and improve water, lighting, roads, transformers

After the conversations, the groups were asked to summarize their discussion.

- Cost cutting – live within income we have
- Stop hiring expensive consultants
- Increase developer fees
- Higher property values
- Ability to plan
- Good roads
- Bond for facilities – it can't be funded out of the General Fund
- Do we need new sources of revenue, other than long-term bonds?
- We should responsibly fund our storm water and lighting
- Control our destiny – maintain quiet beach feel and small town feel
- Prudent risk management to reduce liability
- Vigorous code enforcement – antismoking rule, noise, traffic, illegal short-term rentals and Airbnb, noise and trash in residential areas
- Bonds for facilities instead of General Fund
- Responsible funding for storm water and lighting
- Add/increase developer tax
- Reduce excessive costs and wasteful spending, control workforce and the budget

A complete list of all comments received is as follows:

- Reduce costs by automating/robots
- Curfew
- Reduce costs by operating small businesses by lowering taxes, which preserves charm
- Senior discounts
- Ability to do long-term planning



- Continued improvement
- Improve recreation facilities
- Able to improve infrastructure, like water and sewer
- During special events, police direct traffic instead of observing it
- Good roads
- Retention of quality employees
- Stop hiring expensive consultants
- Public safety
- Good infrastructure
- Maintain quiet, small town feel
- Could fix road
- Deal with trash issues, focus on environment concerns, maintain infrastructure, focus on parks, give money to schools, undergrounding, more community parking on the beach, dog parks
- Potential new revenue sources:
  - New revenue sources
  - No bonds
  - Explore cost cutting
  - Developer fees
  - No more fees for retired homeowners
  - Increase business license fees – dissent, disagree drives businesses out
  - Sales tax
  - Property tax
  - Room tax
  - Grant writers
  - Public-private sponsorships as revenue sources
  - Savings for longterm costs
  - Anticipate future costs
  - Increase developer tax
  - Increase tax for short-term rentals
  - Keep zoning restrictions on height and lot size
  - Make sure City government is responsive to residents
  - Code enforcement – noise, traffic, trash removal
  - Too much noise, short-term rentals (less than 30 days)
  - Have incentives or a plan to reduce workers comp claims (accidents), increase building permit fees for new construction, raise transient occupancy tax, cut current expenses, stop hiring expensive consultants from the outside
  - Bond for facilities, can't fund out of General Fund
  - Sales tax is volatile
  - We should responsibly fund our storm water and lighting
  - Add/increase development tax
  - Do we need new revenue? For what other than infrastructure
  - Government ends to spend/expend all revenue that comes in



## Bike Rack – Other ideas.....what's missing?

Throughout the sessions, participants were invited to submit 'bike rack' issues – ideas they have that were not discussed in their table conversations that they believe important for the City to consider. The following is a list of all bike rack comments received.

- It is rumored that the car covers (parking lots) support solar panels. Is this true?
- Parking – no more increase in beach parking; parking causes traffic congestion; shuttle workers and beach goers
- Street traffic flow – do not change any walk street to drive street
- Street re-design – do not create plaza below Manhattan Avenue
- Traffic flow at Morningside and Manhattan Boulevard – put a light, pedestrians use it to cross then delay for cars to pass
- Consider safety of bicyclists from Sepulveda to downtown
- Concern about accessible parking, broken sidewalks, needed street repairs
- Adequate maintenance should be our priority – not a grandiose downtown with slum-like surroundings
- A movie theater you can walk to – at least a theater in the new Manhattan Beach mall
- How is 'grey' water collected and distributed? Where do we see signs announcing this?
- Manhattan Beach is not a small town beach city, but rather a high end international destination, earning significant income. The population, especially older adults (24.6%) should benefit in the latest structure and comfort environment and full recreational services. Give us a piece of the action.
- Manhattan Beach lost its small town identity over 10 years ago. 60% of the population here since 2000, not confined or dependent on Manhattan Beach; high end (banks, insurance, real estate) dominate commercial area; City expenses dependent on out of city sales; City subsidizes chamber of commerce; City pays red bus to bring airport travelers to the City; City athletic activities, of which there are many, few City participants.
- What are the City's current revenue sources and estimated percentage ratios between the different sources?
- A series of typed notes were added to the bike rack. See attachment A for the details.

## Conclusion

At the conclusion of the second session, participants were asked to provide one word to describe how they were feeling about the process. The following figure represents a graphic visualization of those words, with more common responses shown in larger print.

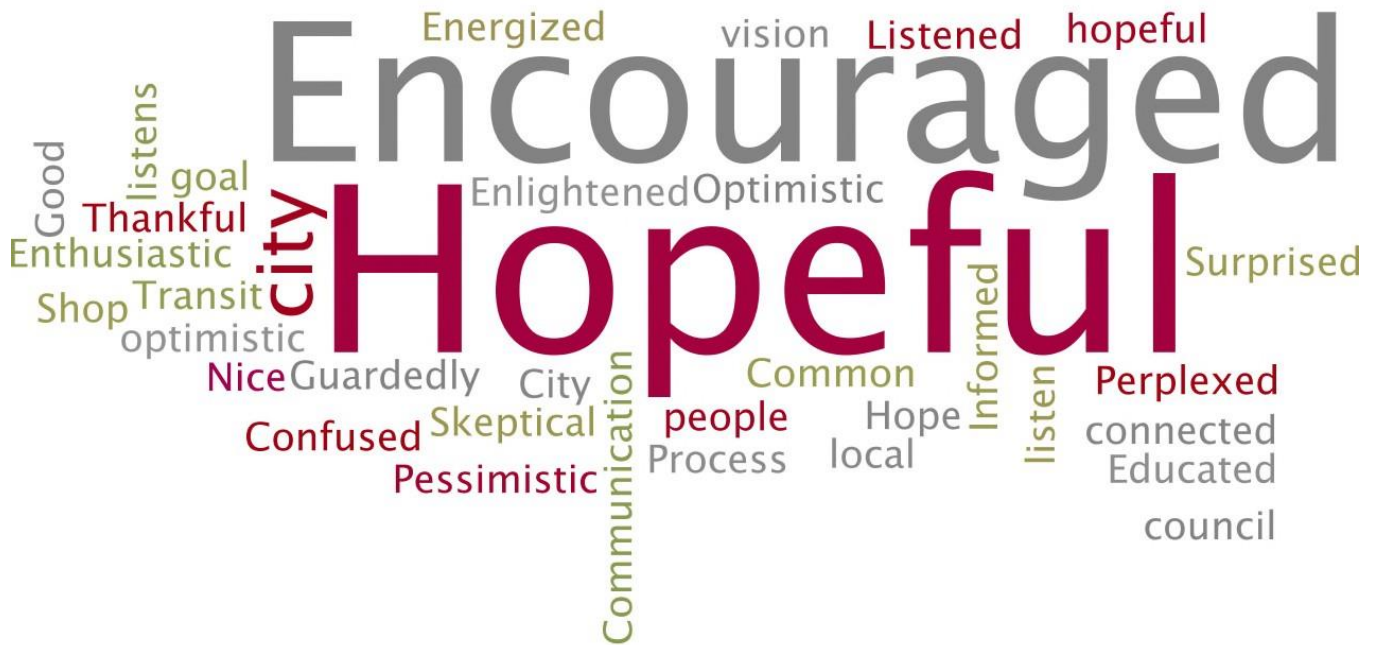


Figure 1 – Words Used to Describe Participants’ Feelings about the Strategic Planning Process

## Attachment A – Additional Bike Rack Comments

## TRASH

**Issue 1: Many businesses do not have adequate garbage facilities and are operating without adequate garbage facilities.**

**Recommended Solution:** Require a thorough evaluation of any new business application that is filed for conversion to a similar business type (i.e. restaurant to restaurant). Mandate changes to insure the business will operate with adequate trash facilities/enclosures.

**Issue 2: Overflow of recyclable trash (Cans, bottles, cardboard etc.)**

**Recommended Solution:**

1. Make part of the municipal code and part of CUPs that as of Jan 1 2016 all businesses will gather and store their recyclables on premises. Recyclable vehicles will then make pick up of the stored recyclables picking up from the businesses using the strategically placed parking places in the commercial zones (not adjacent or close to residents) that will be reserved for specific hours for vehicles to make their pick up from downtown businesses. The remaining hours those parking places are not reserved for the pickup of recyclables will be available for public parking.
2. Request also that the public trash cans/bins be maintained and cleaned on regular basis.
3. Develop and enforce a garbage management plan throughout the city

## DELIVERY SUPPLY VEHICLES

### **Issue 1: Illegal parking of delivery vehicles, deliveries during nonoperational hours and congestion from delivery supply vehicles in the downtown area**

#### **Recommended Solution:**

1. Strategically place delivery parking places in the commercial zones (not adjacent or close to residents) that are reserved for specific hours for delivery trucks to make their deliveries to downtown businesses. The remaining hours those parking places are not reserved for commercial deliveries will be available for public parking.
2. Work in partnership with businesses to monitor and insure compliance with delivery vendors.
3. Service downtown with smaller trucks and do not leave truck engines running while making deliveries.

## SMOKING

Issue 1: Sidewalks, gutters, and alleyways are littered with cigarette butts. This not only creates a visibly trashy walkway, but also is harmful to the ocean and our environment.

### Recommended Solution:

1. Implement an enforcement plan and consolidated effort among the City of Manhattan Beach police, Commercial property owners, Manhattan Beach Chamber of Commerce, Manhattan Beach Businesses and Residents for the assertive enforcement of the nonsmoking ban across the city.
2. Integrate the efforts of code enforcement and the police force for active enforcement.
3. Inform and empower the public on what they can do when encountering smoking.
4. Closing off the west end of the pier should help limit cigarette butts, given that many of them originate from the people who congregate at the end of the pier late at night.
5. Police, City personnel, business owners and residents should work to enforce existing ordinances against smoke in public.

Issue 2. Stem the use of illegal drugs in the city (I.e. smoking of marijuana etc.... in the city).

### Recommended Solution:

- I. Implement an enforcement plan and consolidated effort among the City of Manhattan Beach police, Commercial Property Owners, Manhattan Beach Chamber of Commerce, Manhattan Beach Businesses and Residents for the assertive enforcement to stem the illegal use of drugs across the city.
2. Integrate the efforts of code enforcement and the police force for active prosecution.
3. Inform and empower the public on what they can do when encountering illegal smoking of marijuana or illegal drug use.
4. Closing off the west end of the pier should help stem the use of illegal drugs, given that these drugs are predominate among the people who congregate at the pier late at night.

## NOISE

### **Issue 1: Noise and unruly behavior in and around the downtown community**

#### **Recommended Solutions:**

1. Police, City persmmel and business owners to enforce existing ordinances regarding noise and customer behavior.
2. Implement an enforcement plan and partner with Downtown Businesses, Police, Code enforcement and Residents to implement actions to deter unruly behavior.
3. Close Roll-up walls and/or windows which cause noise along pedestrian sidewalks by !Opm.
4. Enforce existing occupancy limits and management reminders to "consider our neighbors"
5. Enforce existing ordinances prohibiting and limiting loud and/or amplified music in our downtown area

#### **Overall Recommendation**

*Explore the implementation of a blanket use permit to address these current critical issues throughout the city. This will allow for implementation of conditions in a timely and efficient manner.*

#### **TRACK #2 -Address ULI recommendations not already included in the current critical Manhattan Beach issues**

PARKING-Reference ULI study pages 25-27

**Issue 1: The parking situation in downtown is such that additional parking would simply exacerbate the problems that already exist and place the city at risk of further densification.**

**Recommended Solutions:**

1. Utilize existing parking with closer enforcement of 2 hour and 24 minute time limits on parking meters
2. Implement ULI study recommendation page 27: "Move employees parking to outside the district and provide shuttle and bike-share for the "last Leg". The last leg would be destinations west of Sepulveda Boulevard."
3. Implement ULI study recommendation pages 25-26: "An effective employee parking management program will free spaces for shoppers. For every employee vehicle removed from downtown parking, up to six customer vehicles could be accommodated during the daily business hours." Relocating 50 employee vehicles would enable approximately 300 additional customer vehicles which in turn would result in more than 600 additional shoppers and visitors. From a management perspective, retailers need to be vigilant regarding employee parking. The city, store owners, and the property owners should collaborate on the best way to enforce this."
4. Implement ULI study recommendation page 27: "Create an active shuttle from Manhattan village mall or offices and schools to downtown to take advantage of their parking inventory, share visitors, and increase spending (15 minute headway)." Expand shuttle services to bring customers in from other locations.
5. Utilize non-occupied parking spaces/parking lots during the hours businesses are closed.
6. Issue permits/stickers that allow Manhattan Beach residents and their guests parking priority to shop and visit businesses.
7. Substantiate ULI Study page 25 that "Visitors provide support for 60% of the retail space in downtown"? Of the 60%, what percentage is restaurants vs. real estate office traffic, vs. clothing/retail, vs. non-Real Estate professional office traffic (doctors, dentists, etc.). Note: Our resident consensus indicates a very high percentage of residents support the retail space in downtown vs. beach visitors.
8. Recommend better enforcement of the red striped no parking areas across from garages and carports. The red curbs could ideally be painted to make visitors more aware of the no parking areas.



PUBLIC SPACE for PRIVATE USE ULI Study page 18 - Sidewalk Dining

Issue 1: The sidewalks are narrow. The existing clutter with tables and chairs reduces the use and availability of sidewalks by pedestrians. **It** is frequently difficult-to-impossible to walk two-abreast.

Recommended Solutions:

1. Enforce existing ordinances as first step to mitigate sidewalk closures due to diners and waiting diners.
2. Require "texting" and other notification systems that restaurants could utilize to advise a waiting patron that their table is available so that patrons are not stuck hovering around restaurant.
3. Eliminate restaurant use of chairs and benches encroaching sidewalk for waiting patrons. (I.e. Uncle Bills put out 4 benches for patrons to sit on while they wait for tables).
4. Examine the permit process to determine which tables and chairs have been permitted and which encroachment infractions must be enforced.
5. Remove Hostess "podiums" and tables and chairs from the public sidewalks where they are not permitted.
6. Reexamine the permits granted for outside tables and chairs

LAND USE and BUILDING RESTRICTIONS and HEIGHT LIMITS Reference ULI study pages 22-23

Issue 1: Changing land use, building restrictions, and height limits will destroy the small town character of the downtown area

Recommendations:

1. Maintain the current commercial height limits and designated commercial and residential zoning areas. Permit new construction in the commercial area (and existing mixed use buildings) for adding residential units on the upper stories.
2. Maintain the existing small store size to promote non-- chain retail uses by (1) limiting new pedestrian level commercial space to retail, (2) prohibiting or limiting the combination of existing ground floor retail space, and (3) limiting new construction that replaces existing retail space to the same size.
3. Oppose the construction of parking or other facilities on the Metlox Plaza and the beach front areas. Encourage the redevelopment of Vons, including permitting construction of additional parking spaces to be used by both patrons and non patrons.
4. Reroute the existing bike path by the pier to under the pier (depending on feasibility and cost) for enhanced safety.
5. Close the end of the pier by the roundhouse late at night to discourage current drug use in the area to insure safety on the pier.
6. Do not create more commercial space in the downtown because there is no need for it. The Metlox plaza with the existing open space was a compromise reached after considerable input from stakeholders and residents.
7. Maintain the village atmosphere of downtown. ULI acknowledges that this atmosphere is a major part of the charm of our community.
8. Recommendations from the ULI report may not include requirements that will need to be met under the California Coastal Act. Recommendations that do not insure access to the coastal recreational area will create limitations to a plan which has to be in part approved by the Coastal Commission.
9. ULI study page 20 recommends making MBB a one way street from Morningside Drive to Manhattan Ave. then making it a commercial walk street from Manhattan Ave. & Ocean Drive. Concern is that this is replicating many problems similar to Hermosa Beach and this would provide additional traffic congestion to the north and south side streets where residents live.

## BEAUTIFYING ISSUES, STREETSCAPES, SIGNAGE, UNDERGROUND WIRING

Issue 1: The downtown streetscape has deteriorated and become out-of-date. Major renovations are needed.

### Recommended Solutions:

1. Recommend that the Manhattan Beach city council formally enact the downtown area the highest priority use of 20a undergrounding funds and negotiate with the Public Utilities Commission (PUC) to start this effort as soon as possible. Note: 20a funds are generated from utility bill assessments and typically do not require the property owners to pay for the substantial costs of undergrounding. Overhead wires and poles are a detriment to our downtown and when removed would enhance the downtown streetscape and ocean views.
2. Have the Manhattan Beach Public Works Department (PWD) certify all downtown beautification plans as maintainable (kept beautiful) for 20 years using current and forecast PWD budgets and spending.
3. Construct all downtown sidewalks so they are wide enough for easy three abreast walking – two going one way and one the opposite way as a minimum. Sidewalk widths should become wider than the minimum as you transcend closer to the beach. All widening of sidewalks and provisions for safe biking will be from narrowing streets for cars, which will calm traffic.
4. Favor active transit (walking, bikes) over cars and trucks. The closer to the beach, the more active transit should be favored. This is in line with a goal of wider sidewalks and bikeways and the reduction of street widths, as you get closer to the beach.
5. Favor enforcement of current regulations of no skateboarding nor bikes on the strand. This can be done gently and respectfully by 1) making the signage of our current rules more visible, and 2) having the increased foot patrol of community police officers enforce it while they are on the strand. Skateboarders and bikes can be very dangerous on our strand to our community and visitors to our city.
6. Encourage small scattered plazas (gathering places) throughout the city by utilizing space away from residential areas similar to the successful Metlox plaza but on a much smaller scale.
7. Implement the enhancement of our landscaped islands and sidewalk cutouts and maintain trash containers and newspaper stands. These are currently poorly maintained and with

relatively little additional funds we could quickly and substantially improve the look of the downtown.

8. Encourage that undergrounding and beautification could be paid for from developer fees on new commercial buildings and redevelopments as a revenue source. These type of fees are often levied in many cities to fund public improvements. Utilization of funds from new construction could be used to improve downtown.