

City Council Study Session
Downtown Specific Plan Project Update
Monday, March 28, 2016
6:00 PM
Police/Fire Conference Room
400/420 15th Street
Manhattan Beach, California 90266



Mayor Mark Burton
Mayor Pro Tem Tony D'Errico
Councilmember David J. 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
Sanford Taylor, Information Technology 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 recognized for providing exemplary municipal services and contributing to the exceptional quality of life afforded to residents, businesses and visitors who enjoy living in and visiting California's safest beach community

MANHATTAN BEACH'S CITY COUNCIL WELCOMES YOU!

Your presence and participation contribute to good city government.

By your presence in the Police/Fire Conference Room, you are participating in the process of representative government. To encourage that participation, this agenda provides an early opportunity for public comments under "Public Comments," at which time speakers may comment on any item of interest to the public that is within the subject matter jurisdiction of the City Council, including items on the agenda. In addition, speakers may comment during any public hearing after the public hearing on that item has been opened.

Copies of staff reports or other written documentation relating to each item of business referred to on this agenda are available for review on the City's website at www.citymb.info, the Police Department located at 420 15th Street, and are also on file in the Office of the City Clerk for public inspection. Any person who has any question concerning any agenda item may call the City Clerk's office at (310) 802 5056.

In compliance with the Americans With Disabilities Act, 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 (TDD). Notification 36 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to this meeting. The City also provides closed captioning of all its Regular City Council Meetings for the hearing impaired.

BELOW ARE THE AGENDA ITEMS TO BE CONSIDERED. THE RECOMMENDED COUNCIL ACTION IS LISTED IMMEDIATELY AFTER THE TITLE OF EACH ITEM IN BOLD CAPITAL LETTERS.**A. PLEDGE TO THE FLAG****B. ROLL CALL****C. 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 Wednesday, March 23, 2016, on the City's Website and on the bulletin boards of City Hall, Joslyn Community Center and Manhattan Heights.

D. PUBLIC COMMENTS (2 MINUTES PER PERSON FOR ONE ITEM, A MAXIMUM OF 5 MINUTES IF A SPEAKER WANTS TO COMMENT ON MORE THAN ONE ITEM)

THIS IS YOUR OPPORTUNITY TO COMMENT ON ANY ITEM ON THE AGENDA THAT IS NOT A PUBLIC HEARING, AS WELL AS ANY ITEM THAT IS WITHIN THE SUBJECT MATTER JURISDICTION OF THE CITY COUNCIL. The Mayor may determine whether an item is within the subject matter jurisdiction of the City Council. While all comments are welcome, the Brown Act does not allow City Council to take action on any item not on the Agenda. Please complete the "Request to Address the City Council" card by filling out your name, city of residence, the item(s) you would like to offer public comment, and returning it to the City Clerk.

E. NEW BUSINESS

- 1. Informational Overview of the Draft Downtown Specific Plan
ACCEPT PRESENTATION

[16-0133](#)

Attachments: [Comparison of Existing Code to Proposed Specific Plan and ULI Recommendation](#)
[ULI Advisory Services Panel Report](#)
[PowerPoint Presentation](#)

F. OTHER COUNCIL BUSINESS, COMMITTEE AND TRAVEL REPORTS, FUTURE DISCUSSION ITEMS

G. ADJOURNMENT

H. FUTURE MEETINGS

CITY COUNCIL MEETINGS

April 5, 2016 – Tuesday -- 6:00 PM - City Council Meeting
April 12, 2016 - Tuesday - 6:00 PM - Joint City Council/Planning Commissions Meeting (Mansionization)
April 19, 2016 – Tuesday -- 6:00 PM - City Council Meeting/Reorganization
May 3, 2016 – Tuesday -- 6:00 PM - City Council Meeting
May 5, 2016 – Thursday -- Time TBD - Budget Study Session #1
May 10, 2016 – Tuesday -- Time TBD - Budget Study Session #2
May 12, 2016 – Thursday -- Time TBD - Budget Study Session #3
May 17, 2016 – Tuesday -- 6:00 PM - City Council Meeting
May 19, 2016 – Thursday -- Time TBD - Budget Study Session #4
June 7, 2016 – Tuesday -- 6:00 PM - City Council Meeting
June 21, 2016 – Tuesday -- 6:00 PM - City Council Meeting
July 5, 2016 – Tuesday -- 6:00 PM - City Council Meeting
July 19, 2016 – Tuesday -- 6:00 PM - City Council Meeting
Aug. 2, 2016 – Tuesday -- 6:00 PM - City Council Meeting
Aug. 16, 2016 – Tuesday -- 6:00 PM - City Council Meeting
Sep. 6, 2016 – Tuesday -- 6:00 PM - City Council Meeting
Sep. 20, 2016 – Tuesday -- 6:00 PM - City Council Meeting

BOARDS, COMMISSIONS AND COMMITTEE MEETINGS

April 11, 2016 – Monday – 6:30 PM – Library Commission Meeting
April 12, 2016 – Tuesday – 6:00 PM – Cultural Arts Commission Meeting
April 13, 2016 – Wednesday – 6:30 PM – Planning Commission Meeting
April 25, 2016 – Monday – 6:30 PM – Parks and Recreation Commission Meeting
April 27, 2016 – Wednesday – 6:30 PM – Planning Commission Meeting
April 28, 2016 – Thursday – 6:30 PM - Parking & Public Improvements Commission Meeting
May 9, 2016 – Monday – 6:30 PM – Library Commission Meeting
May 10, 2016 – Tuesday – 6:00 PM – Cultural Arts Commission Meeting
May 11, 2016 – Wednesday – 6:30 PM – Planning Commission Meeting
May 23, 2016 – Monday – 6:30 PM – Parks and Recreation Commission Meeting
May 25, 2016 – Wednesday – 6:30 PM – Planning Commission Meeting
May 26, 2016 – Thursday – 6:30 PM - Parking & Public Improvements Commission Meeting
June 16, 2016 -- Thursday -- 8:30 AM -- Finance Subcommittee Meeting

I. CITY HOLIDAYS**CITY OFFICES CLOSED ON THE FOLLOWING DAYS:**

Jan. 19, 2015 – Monday – Martin Luther King Day
Feb. 16, 2015 – Monday – President's Day
May. 25, 2015 – Monday – Memorial Day
Jul. 3, 2015 - Friday - Independence Day
Sep. 7, 2015 – Monday – Labor Day
Oct. 12, 2015 – Monday – Columbus Day
Nov. 11, 2015 – Wednesday – Veterans Day
Nov. 26-27, 2015 – Thursday & Friday – Thanksgiving Holiday
Dec. 25, 2015 – Friday – Christmas Day
Jan. 1, 2016 – Friday – New Years Day

CITY OFFICES CLOSED ON THE FOLLOWING ALTERNATIVE FRIDAYS:

April 1, 2016 - Friday
April 15, 2016 - Friday
April 29, 2016 - Friday
May 13, 2016 - Friday
May 27, 2016 - Friday
June 10, 2016 - Friday
June 24, 2016 - Friday
July 8, 2016 - Friday
July 22, 2016 - Friday
Aug. 5, 2016 - Friday
Aug. 19, 2016 - Friday
Sep. 2, 2016 - Friday
Sep. 16, 2016 - Friday
Sep. 30, 2016 - Friday
Oct. 14, 2016 - Friday
Oct. 28, 2016 - Friday
Nov. 11, 2016 - Friday
Nov. 23, 2016 - Friday
Dec. 9, 2016 - Friday
Dec. 23, 2016 - Friday

Agenda Date: 3/28/2016

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Mark Danaj, City Manager

FROM:

Marisa Lundstedt, Community Development Director
Laurie Jester, Planning Manager
Nhung Madrid, Senior Management Analyst

SUBJECT:

Informational Overview of the Draft Downtown Specific Plan
ACCEPT PRESENTATION

RECOMMENDATION:

Staff recommends that the City Council accept the presentation.

EXECUTIVE SUMMARY:

This report is intended to provide an update and overview of the content within the Draft Specific Plan. The Draft Specific Plan can be viewed in its entirety by clicking on this link:
<http://www.citymb.info/city-services/community-development/planning-zoning/current-projects-programs-/downtown-plan/downtown-specific-plan>

FISCAL IMPLICATIONS:

No fiscal impacts at this time.

BACKGROUND:

Since June 2014, the community has been engaged in an ongoing discussion of the future of Downtown. The community has provided a tremendous amount of time, input and feedback through several outlets including City Council meetings, Commission meetings, workshops, stakeholder interviews, and the City's newest public engagement platform, Open City Hall. The Downtown Specific Plan project kicked-off in May 2015 with Michael Baker International (MBI), the Consultant hired to prepare the Downtown Specific Plan.

In addition, the project team has met and still continues to engage with several key stakeholder groups, along with groups that share common interests in the Downtown to discuss the ideas and preferences for potential changes and/or revised regulations to help

maintain and enhance the Downtown's small town character and economic viability. These discussions have built upon the stakeholder outreach that took place during the ULI visioning week activities in January 2015. Because a wealth of information was received through the initial ULI interviews, the discussions with the stakeholder groups have focused on delving deeper into the important questions facing the Downtown's future. The individuals that have participated in the discussions represent a broad cross-section of the community, including Downtown and citywide residents, members of the Downtown Business and Professional Association, the Manhattan Beach Commercial Property Owners Association, local merchants and business owners, realtors, the Chamber of Commerce, and Cultural Arts Commissioners.

Moreover, the project team has been collaborating with the Downtown Specific Plan Advisory Committee since inception of the project to listen to their impressions of the Downtown area, feedback on project deliverables, including the Specific Plan document, and public outreach activity and workshop results. To date, the Advisory Committee has met on three occasions, and they will meet again after Workshop #4 to share their impressions and perspective on the Draft Plan.

DISCUSSION:

This report is intended to provide an update and overview of the Draft Downtown Specific Plan. Provided below is a list of milestones and a brief summary of each chapter contained in the Draft Specific Plan.

Milestones

As part of the community outreach process, several informational meetings and workshops have been incorporated into the public review process of the Draft Specific Plan. The following timeline shows key milestone dates that have already occurred or are currently underway for preview of the Draft Plan and outreach opportunities to receive feedback and comments from various stakeholders.

March 14: release of the public draft posted on the City website, as well as available at City Hall, the Library and the Public Safety Facility.

March 16: Community Workshop #3 (Police and Fire) - informational overview of the plan only.

March 23: Planning Commission - informational overview of the plan only.

March 24: Community Workshop #4 (Police and Fire) - this meeting will include breakout sessions where the public can ask questions and discuss main elements of the Plan. This meeting will also be an opportunity for the public to provide comments on the Draft Specific Plan. The next day the Advisory Committee will meet to debrief on the Workshop.

March 28: City Council - informational overview only of the Plan

April 12: Joint City Council/Planning Commission joint study session (Police and Fire). The purpose of this meeting is to receive specific direction from the Planning Commission and the City Council on the draft plan.

With the release of the public draft Specific Plan on March 14th, the public will have a month to provide comments up to April 12th. Comments can also be provided at future hearings with the Planning Commission and City Council when the Plan is considered for adoption in

June/July.

Specific Plan Overview

The Specific Plan includes ten chapters which in part are required pursuant to state requirements. A brief summary of each chapter is provided below.

Chapter 1- Introduction:

This chapter discusses the purpose of the Specific Plan, defines the Specific plan area, provides background, the specific plan requirements, relationship to other City documents, guiding project principles, planning process and outreach, and organization of the Plan.

Chapter 2- Existing Conditions

Discussion on the local setting, historic context, existing land use, general plan land use, and local coastal program is included in this Chapter. Additionally, a discussion of the existing circulation networks and parking, community character, urban form, and existing infrastructure and public facilities is provided. Finally, the chapter discusses the Downtown's strong economic position as well as a summary of key opportunities to improve parking, streetscape improvements, and future market opportunities.

Chapter 3- Vision

This Chapter includes a vision statement, as well as vision goals, and a definition of "small town character" as detailed below.

Vision Goals:

- Goal 1: Preserve and enhance the project area's small town character
- Goal 2: Enhance pedestrian and bicycle access to the project area
- Goal 3: Improve access to parking and alternative transportation options
- Goal 4: Encourage economic development

Small Town Character Defined:

- Relaxed, charming, eclectic beach atmosphere
- Walkable, pedestrian-oriented, clean and safe environment
- Strong sense of community with the Downtown as the heart
- Events that reinforce a shared sense of community and place
- Recognize the need of visitors and tourists to sustain local businesses
- Balance residential and commercial quality of life to maintain the community's integrity and soul

Chapter 4- Land Use Plan

The land use plan includes land use classifications within the Specific Plan areas, a discussion of the existing and proposed allowed use, as well as additional findings required for use permits for formula uses. Additional details on the proposed changes are included in the summary on the following pages.

Chapter 5- Circulation Plan

The circulation plan provides a discussion of street classifications and types, pedestrian and bike circulation, transit, automobile circulation, and parking. Proposed circulation projects are a key component of this chapter.

Chapter 6- Private Realm Development Standards and Design Guidelines

This chapter provides the development standards and design guidelines for private property development. Additional details on the proposed changes are included in the summary on the following pages.

Chapter 7- Public Realm Design Guidelines & Improvements

Design objectives, conceptual framework descriptions, design guidelines and the application of the guidelines are provided within this chapter. In addition, specific improvements to public spaces are discussed.

Chapter 8- Infrastructure & Public Facilities

Chapter 8 includes an analysis of utility infrastructure, recreation and parks, public safety, and educational, library, and cultural facilities.

Chapter 9- Economic Development & Strategies

Included within this chapter is a discussion of key strategic development issues and targeted economic development goals and strategies.

Chapter 10- Implementation

The Implementation Chapter is a framework that will be expanded once further direction is provided by the City Council on the detailed direction and provision of the Specific Plan. These strategies will include development incentives, an implementation action plan, a funding and financing strategy and plan administration.

Summary of Key Proposed Specific Plan Changes:

Attachment 1 provides a summary of the key changes, as provided in Chapters 4 and 6, proposed within the Draft Downtown Specific Plan. This table provides a comparison of the existing Code to the proposed Specific Plan and the ULI recommendations. A summary of the specific ULI recommendations are also included as Attachment 2.

Additionally, the proposed Specific Plan guidelines discuss allowing additional building height for corner towers, turrets and other accent elements, up to 6 feet in additional height, and prohibiting pole and can signs.

Other land use changes are proposed within the Downtown Specific Plan area, as discussed within Chapter 6. ULI did not make recommendations on land use changes, other than for formula and ground level office and bank uses as discussed above. The following is a summary of the proposed Land Use changes:

New Uses:

- Live/Work Units- Use Permit
- Formula Uses- Use Permit
- Senior Citizen Housing- Use Permit
- Farmers Market- Permitted

No Longer Allowed in Downtown Commercial Zone (CD):

- Animal Boarding
- Animal Hospital
- Service Stations
- Vehicle Equipment Repair

Not Allowed in Spaces Adjacent to a Sidewalk, Pedestrian Area, or on a Ground Level without a Use Permit:

- Banks, Credit Unions, Savings & Loans
- Office Uses
- Catering Services
- Communication Facilities

The goal of these proposed changes is to encourage pedestrian-oriented uses on ground level.

PUBLIC OUTREACH / INTEREST:

Workshops #3 and #4 outreach and marketing materials included color ads in The Beach Reporter, a street banner along Manhattan Beach Boulevard/Highland Avenue, e-notifications through the City's website, information on the dedicated Downtown Plan page at www.citymb.info/downtownmbdefined <<http://www.citymb.info/downtownmbdefined>>, posting on social media outlets, and emails to previous workshop attendees and other interested parties.

In addition, the City collaborated with the Downtown Business and Professional Association to distribute window posters for display in Downtown storefronts, staff participated in in-person engagement at the Farmers Market, and distributed flyers and posters in other areas throughout the City. Information was provided to the community through the "Next Door" neighborhood social network site. Workshop #3 was also televised on the City's public access channel and has been made available on the dedicated Downtown webpage. Lastly, the Advisory Committee has been instrumental in spreading information to the broader community.

ENVIRONMENTAL REVIEW

The consultant team has initiated preparation of the environmental documents for the Draft Plan. Following further direction from the City Council at the April 12th meeting, the environmental document can be finalized for public review and comment.

Attachments:

1. Comparison of Existing Code to Proposed Specific Plan and ULI Recommendations
2. ULI Advisory Services Panel Report- January 11-15, 2015 - Suggested Guidelines for a Downtown Specific Plan
3. PowerPoint Presentation
4. Draft Downtown Specific Plan (distributed separately)

STANDARD	EXISTING	PROPOSED	ULI
Maximum Setbacks			
Front	-	10 feet	-
Side	-	15 feet	-
Street Side	-	10 feet	-
Rear	-	0 feet or 10 feet	-
Height Limits			
Area A	22 feet / 30 feet 3 stories	22 feet / 30 feet 3 stories	30 - 45 feet, 3 - 4 stories
Area B	26 feet, 2 stories	26 feet, 2 stories	30 - 45 feet, 3 - 4 stories
Optional Upper Floor Stepbacks	-	5 ft for Residential 6 ft for Commercial	-
Façade Transparency	-	70%	-
Individual Building Frontage Along a Block	-	50 feet	-
Formula Uses	-	Use Permit and additional findings	30-40% max gross floor area
Office/Bank on Ground Level	Permitted	Use Permit	Linear Street- 25-30% max of blocks on MBB 40% max of blocks for rest of DT
Office Use Size	Use Permit for Offices over 2,500 sq ft	Use Permit for Offices over 2,500 sq ft	Use Permit for Offices over 2,500 sq ft
Commercial Use Size	Use Permit for Uses over 5,000 sq ft Use Permit for Land Area over 10,000 sq ft	Use Permit for Uses over 5,000 sq ft Use Permit for Land Area over 10,000 sq ft	Use Permit for Uses over 5,000 sq ft Use Permit for Land Area over 10,000 sq ft

Suggested Guidelines for a Downtown-Specific Plan

A downtown-specific plan is a regulatory tool that local governments use to implement the general plan and to guide development in a localized area. While the general plan is the primary guide for growth and development in a community, a specific plan is able to focus on the particular characteristics of a special area by customizing the planning process and land use regulations to it.

A specific plan is enacted pursuant to section 65450 et seq. of the California Government Code. Implementation is regulated through detailed development standards, design standards and guidelines, and land use regulations related to the specific plan. These important specific plan features are consistent with the goals and policies set forth in the city General Plan.

The downtown-specific plan is a tool to create public improvement projects, promote development, evaluate development proposals, and facilitate historic preservation. The provisions of the specific plan apply to all properties included in the downtown-specific plan area. No construction, modification, addition, placement, or installation of any building structure shall occur, nor shall any new use commence on any lot, on or after the effective date of this specific plan, except in conformity with the provisions of this specific plan.

ULI believes that the greatest opportunity for success exists when a locality's land economics (i.e., market potential) and its community vision interconnect. A downtown-specific plan approach can provide the community's vision component to this equation. The downtown-specific plan process requires input from residents, property owners, and business owners as well as consultant work to integrate that input into a usable plan. The panel envisions a series of specific and focused charrettes conducted by the city's consultant. The panel feels that providing some guidance to the quantitative and qualitative components of the downtown-specific plan will be helpful.

Therefore, that panel recommends the following:

- **Balance of local vs. national retail:** Several communities in this country put specific limits on the amount of gross floor area (GFA) for national retailers. Many communities limit national retailers to no more than 30 percent, 35 percent, or 40 percent. One New Jersey community has an upper limit of no more than 60 percent of total GFA for national retailers. Currently, Manhattan Beach has approximately 20 percent national retail. The panel believes that a reasonable GFA limitation should be in the range of no more than 30 to 40 percent.
- **Office vs. retail on ground floor:** Many residents and downtown small business owners expressed concern about the limitation on ground-floor offices and banks. Communities around the country impose limitations on a wide variety of uses, most often food establishments, and most often using linear street frontage as a means of calculation. The panel believes that no more than 25 to 30 percent of the linear street frontage of any one block should be office or bank uses on Manhattan Beach Boulevard and no more than 35 to 40 percent in the rest of the downtown area.
- **Height limits:** A key component of downtown character is defined by the height of the buildings. Currently, most downtown buildings are one or two stories, with an occasional three-story building that is built into the grade of the topography. Other factors such as parking and loading-space requirements would, even with current land values, limit the potential for taller buildings. The panel believes that some densification could be beneficial to the economic development goals of the city and would support higher buildings. A suggested range is three to four stories, not to exceed 30 to 45 feet, with consideration for higher buildings with a use permit.

■ **Store size (i.e., lot consolidation):** The issue of store size has been the subject of heated debate in urban planning circles for the last decade. Most arguments revolve around localities limiting big-box retail stores in suburban locations on major arterial roads. The issue of limiting store size in smaller-scale downtowns is less common but is understandable where issues of community character arise. The panel surveyed a number of communities (Huntington Beach, San Luis Obispo, Carmel, Santa Barbara, Half Moon Bay, San Clemente, Redondo Beach, Sausalito, and Santa Cruz, among others) and found a staggering array of requirements. Some communities had no square-footage regulations and relied on floor area ratio, lot size, parking, and even historic precedent to address the issue. Other locations permitted up to 16,000 square feet. Many used a range of 2,500 to 5,000 square feet as the demarcation point before a use permit was required. For such regulation to be effective, it must address the potential for circumvention. For example, a square-footage cap could be avoided by combining two adjacent spaces that effectively operate as one space. This can be addressed by defining two or more adjacent buildings operated by one company as a single retail store for the purposes of the size cap (meaning the total square footage of all the buildings cannot exceed the cap). That said, the city already has what the panel believes are appropriate square-footage thresholds for office and retail and use permits as the appropriate mechanism to ensure compliance.

■ **Quantity of space and downtown size:** The panel estimates that the downtown has approximately 400,000 square feet of retail and commercial uses. Of those uses, 70 percent are in a small-shop format that gives the city its character. Part of downtown's charm is the constantly fluctuating boundaries for downtown, and the panel would encourage this idiosyncratic style to continue. With the future redevelopment of the Vons site, the densification of some existing sites and the development of the shared office/retail building there will be an increase in this square footage. The panel believes that an upper-end goal of 500,000 square feet would be appropriate. Boundaries for this space would generally be 15th Street to Ninth Street and the Strand to Valley Drive. The downtown-specific plan and its implementation tools (use permits, rezoning process, occupancy permits) would be used to ensure this goal.

■ **Residential uses:** An important component of any successful downtown is a mix of residential and nonresidential uses. The panel suggests that the city consider upper-floor residential; however, entrances should be located off primary streets such as Manhattan Beach Boulevard, Manhattan Avenue, Highland Avenue, and Morningside Drive. In addition, to ensure that downtown retains its primarily nonresidential flavor, no more than 60 percent of any one building should be used as residential space (excluding lodging).

■ **Sidewalk cafés:** The panel has recommended that sidewalks on Manhattan Beach Boulevard be widened to accommodate both green space and sidewalk cafés. It is important that not every linear foot of the newly widened sidewalks be inundated with tables and chairs. The creation of the downtown-specific plan should address cafés in depth, but taking cues from other jurisdictions, the city should consider the following regulations for unenclosed cafés:

- The cafe may not obstruct the means of egress from any portion of a building.
- No surface cover or treatment of any kind (e.g., paint, artificial turf) may be applied to the public sidewalk.
- The maximum height permitted for any boundary marker, railing, fence, or planter (including vegetation) is 30 inches above the sidewalk.
- A space of a minimum of eight feet must be left clear on the adjacent sidewalk.
- Café awnings and umbrellas should be limited and must not project onto the eight-foot clear sidewalk.
- Only tables, chairs, and one wait staff station (maximum 24 inches wide) are permitted in café area.
- The café must be at least 15 feet from large sidewalk obstructions such as bus-stop shelters, newsstands, and wayfinding maps or signage.

If the regulations are crafted carefully, cafés should be permitted by right and not through a use permit process; however, city review and permitting should be required.



Draft Downtown Specific Plan

City Council
March 28, 2016

Workshop Purpose

- High-level overview and key elements
- Inform and educate the public
- Questions & Answers
- Draft Plan includes all solutions and strategies
- No decisions will be made at this meeting
- April 12th Joint CC/PC Meeting
 - seek specific direction on Draft Plan



Overview

Welcome & Overview	Marisa Lundstedt
Ch. 1 Introduction	Ted Faturós
Ch. 2 Existing Conditions	
Ch. 3 Vision	
Ch. 4 Land Use Plan	Laurie Jester
Ch. 5 Circulation	Erik Zandvliet
Question & Answer	
Ch. 6 Private Realm Development Standards & Guidelines	Laurie Jester
Ch. 7 Public Realm Development Standards & Guidelines	
Question & Answer	
Ch. 8 Infrastructure & Public Facilities	Nhung Madrid
Ch. 9 Economic Development & Strategies	
Ch. 10 Implementation	
Closing Remarks	Marisa Lundstedt



Upcoming Outreach Opportunities

March 16: Community Workshop #3

- Informational overview

March 23: Planning Commission Meeting

- Informational overview

March 24: Community Workshop #4

- Breakout sessions, and provide comments

March 28: City Council Meeting

- Informational overview

April 12: City Council/Planning Commission Joint Study Session

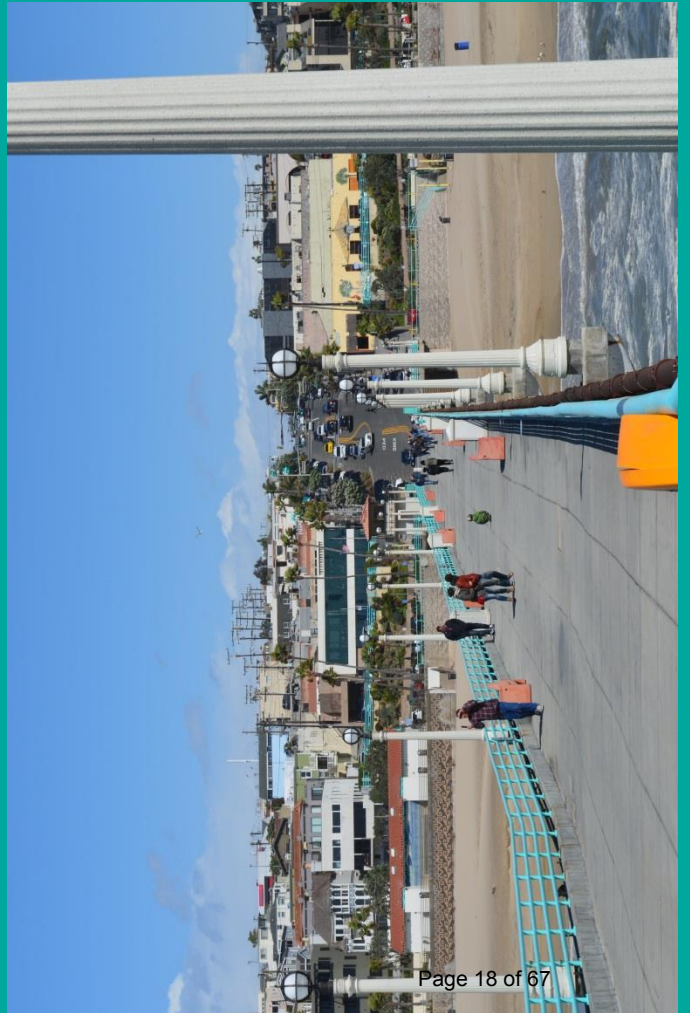
- Receive specific direction





Chapter 1

Introduction



Why A Specific Plan?

Preserve Downtown's strengths:

- Sense of community and place
- Mix of businesses
- Pedestrian friendly
- Quality of life
- Economic vitality

Accomplish through regulations and guidelines:

- Land use
- Architectural and urban design
- Circulation and parking
- Economic development and business viability



Specific Plan Area

March 28, 2016
City Council Study Session

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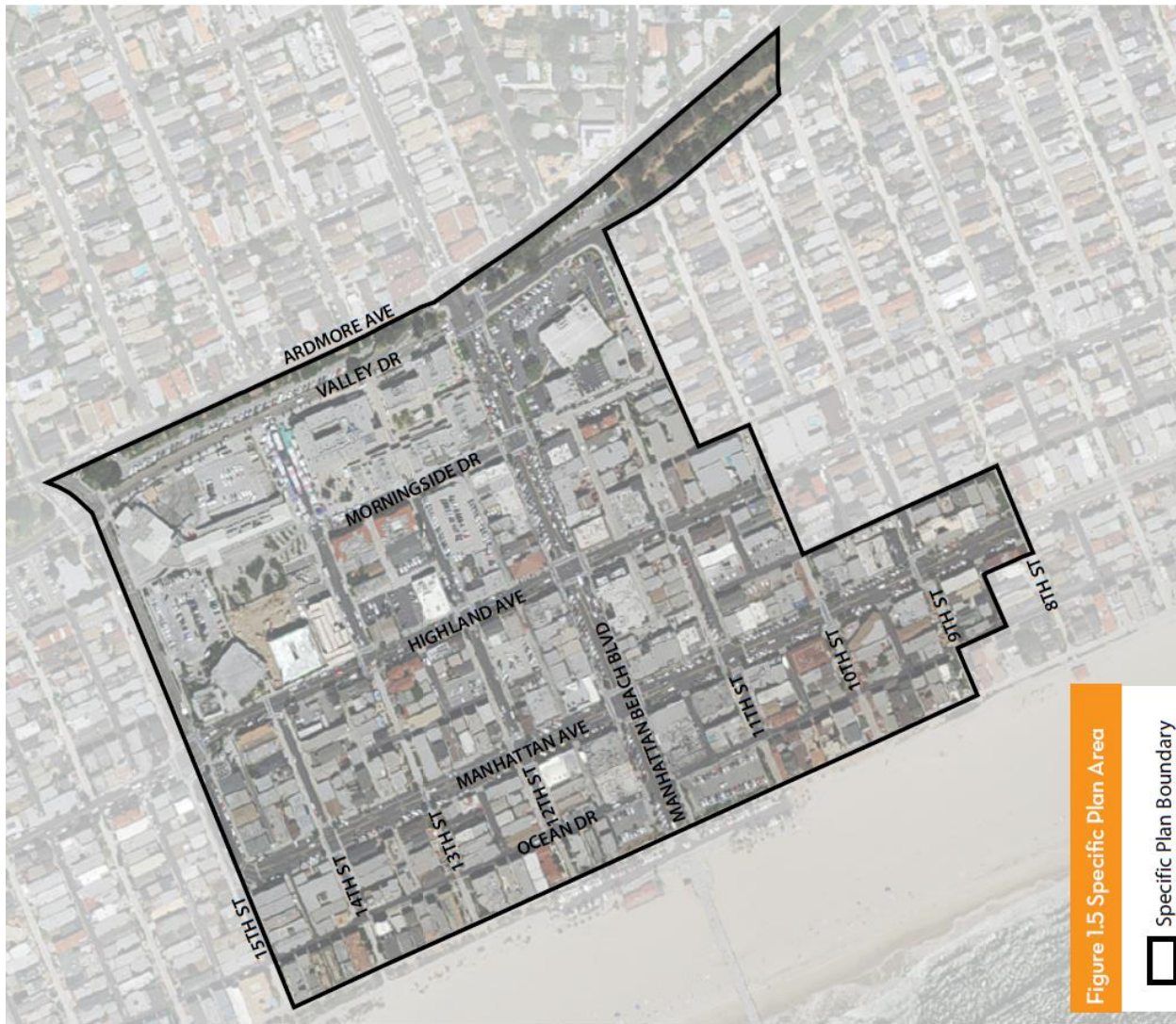


Figure 1.5 Specific Plan Area

□ Specific Plan Boundary

Specific Plan Area

March 28, 2016
City Council Study Session

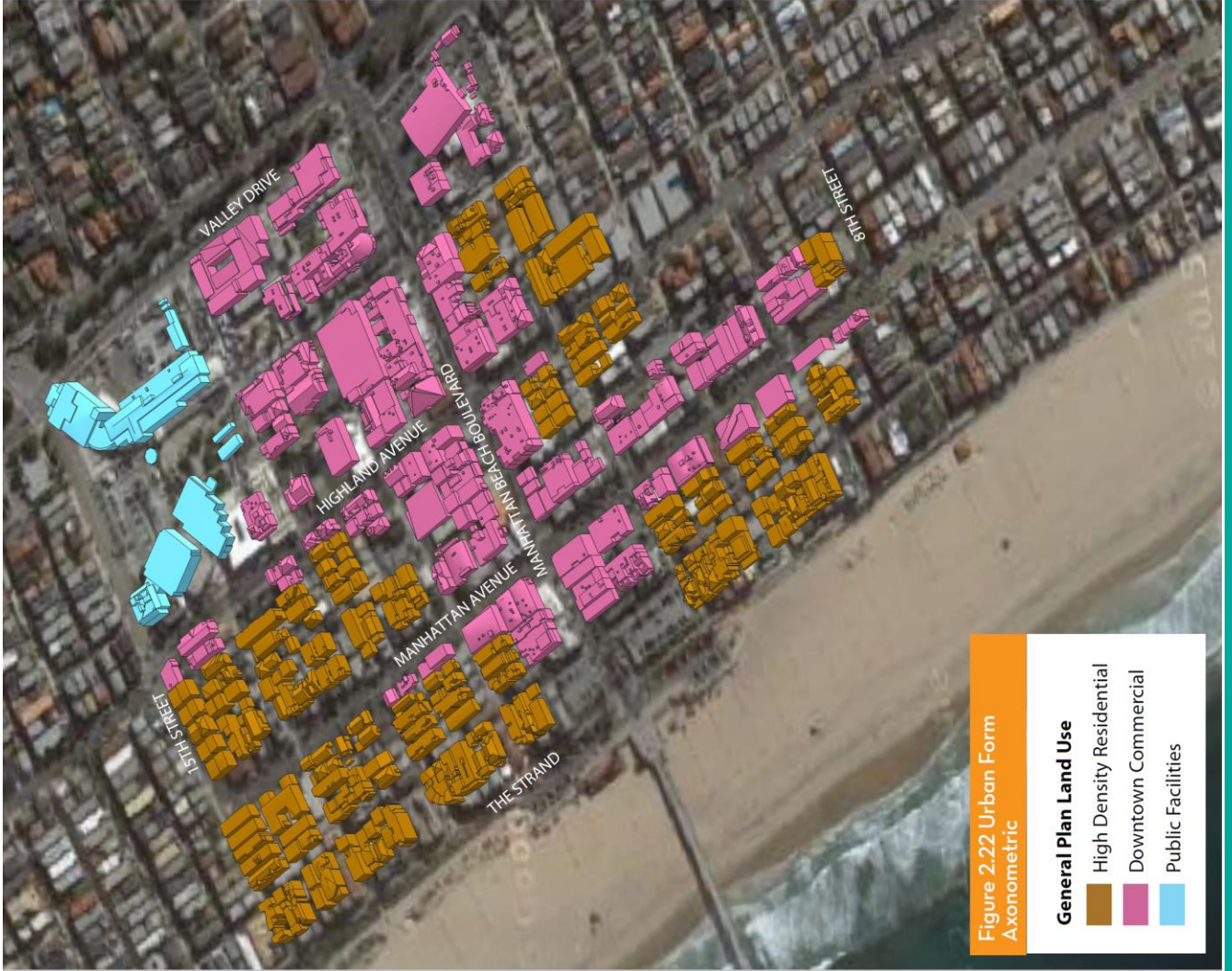


Figure 2.22 Urban Form
Axonometric

General Plan Land Use

■	High Density Residential
■	Downtown Commercial
■	Public Facilities

Downtown Specific Plan Foundation

Documents:

- Zoning Code
- Downtown Parking Management Plan (2008)
- Draft Mobility Plan
- Community Facilities Strategic Plan (2008)
- Downtown Strategic Action Plan (1996)
- Downtown Design Guidelines (1998)
- Urban Land Institute Report (2015)

Outreach:

- Stakeholder and focus group discussion
- Specific Plan Advisory Committee
- Intercept and online survey
- Public workshops
- City Council and Planning Commission meetings





Chapter 2

Existing Conditions



Existing Land Uses

Table 2.1 Existing Land Uses

Existing Land Use	Acreage	Building Area (sq ft)
Bank	0.78	18,158
Mixed-Use (Commercial and Residential)	2.56	132,004
Multi-family Residential	6.04	243,131
Office / Professional Business	8.90	96,552
Park / Open Space	2.82	0
Parking Facilities	2.19	0
Public Facilities	5.45	0
Retail and Restaurant	6.72	148,265
Single-family Residential	8.22	239,505
Grand Total	43.68	877,615



Existing Circulation Networks and Parking

- Lack of Parking Remains a Major Challenge
- 2,258 Parking Spaces in Project Area
 - 1,130 Off-Street Parking Spaces (City Lots, Structures, etc)
 - 371 On-Street Parking Spaces (Commercial Adjacent)
 - 287 On-Street Parking (Residential Adjacent)
 - 470 Private Parking Spaces



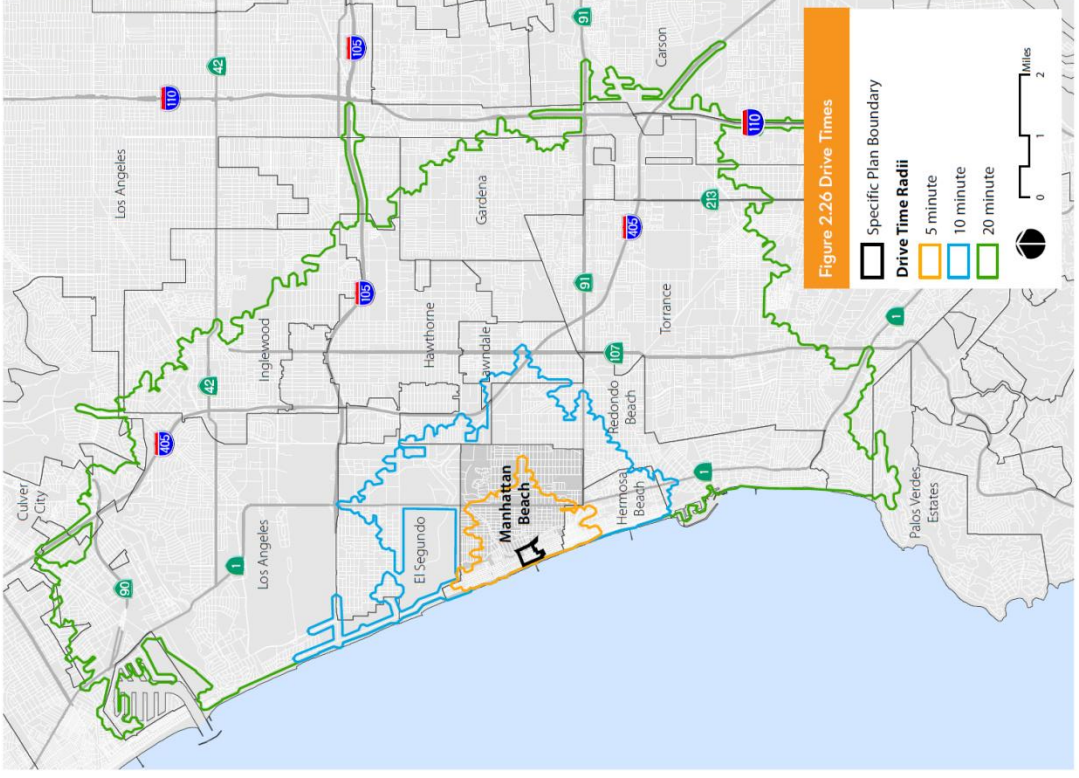
Existing Community Character and Urban Form

- Small lots
- Tight street grid
- Low scale development
- Walkable and pedestrian friendly
- Commercial buildings generally one to two stories tall
- Eclectic buildings, architectural styles, and businesses



Existing Economic Conditions and Development Potential

- Strong market position
- Healthy mix of businesses
- Businesses need locals, visitors, and tourists
- Opportunities
 - Parking solutions
 - Streetscape improvements
 - Enhanced pedestrian and bicycle facilities
- Retain and strengthen existing businesses





Chapter 3

Vision

Vision Goals

- **Goal 1:** Preserve and enhance small town character
- **Goal 2:** Enhance pedestrian and bicycle access
- **Goal 3:** Improve access to parking and alternative transportation options
- **Goal 4:** Encourage economic development



Small Town Character Defined



Small Town Character Defined

- Relaxed, charming, eclectic beach atmosphere
- Walkable, pedestrian-oriented, clean and safe environment
- Strong sense of community with the Downtown as the heart
- Events that reinforce a shared sense of community and place
- Recognize the need of visitors and tourists to sustain local businesses
- Balance residential and commercial quality of life to maintain the community's integrity and soul

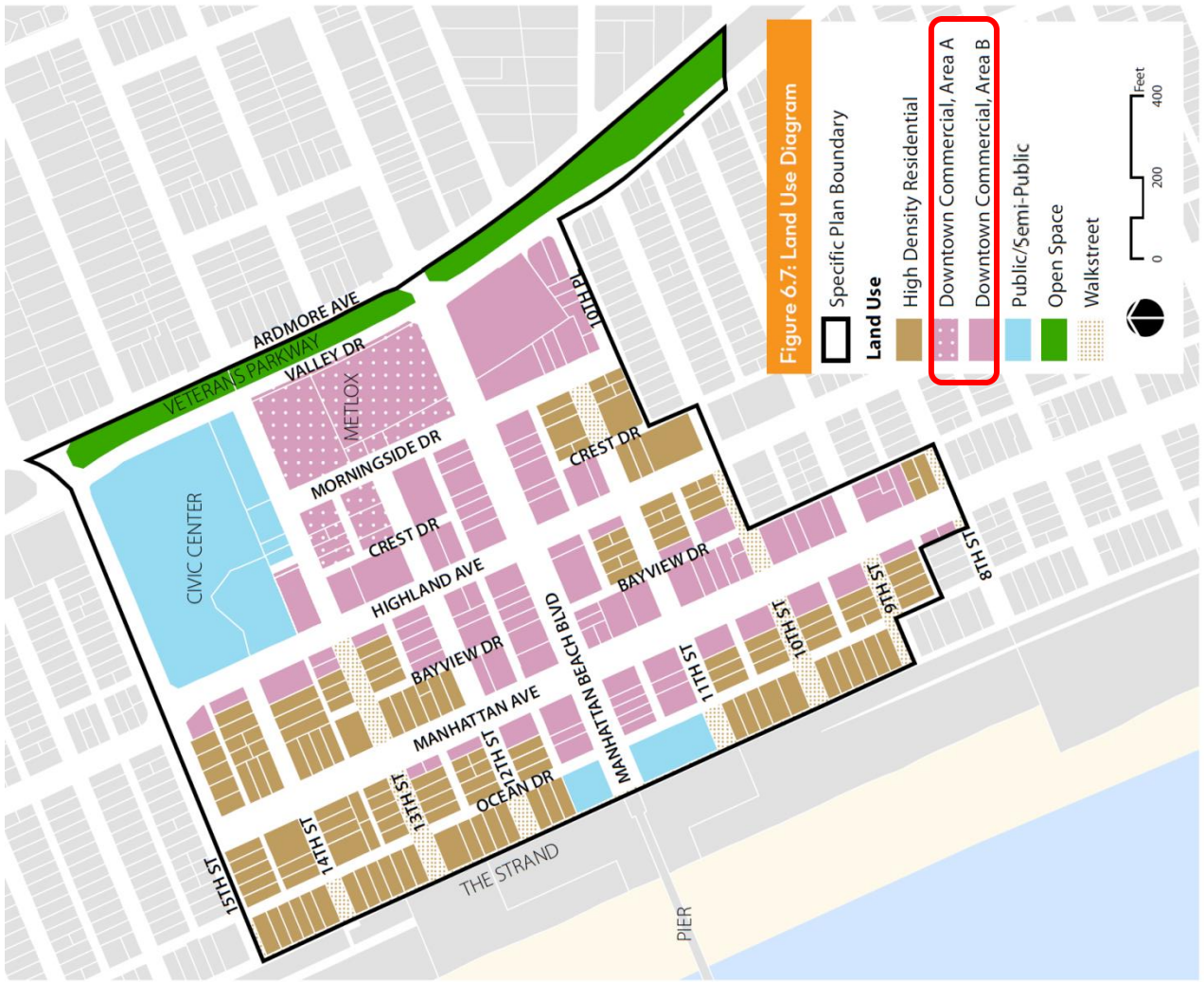




Chapter 4

Land Use Plan

Land Use Diagram



Overview of Proposed Commercial Land Use Changes

Existing		Proposed	ULI
Formula Uses	-	Use Permit	30-40% max gross floor area
Office/Bank on Ground Level	Permitted	Use Permit	Linear Street: 25-30% Max of Blocks on MBB 40% Max of Blocks in Rest of DT
Office Use Size	Use Permit for Offices over 2,500 sq ft	Use Permit for Offices over 2,500 sq ft	Use Permit for Offices over 2,500 sq ft
Commercial Use Size	Use Permit for Uses over 5,000 sq ft Use Permit for Land Area over 10,000 sq ft	Use Permit for Uses over 5,000 sq ft Use Permit for Land Area over 10,000 sq ft	Use Permit for Uses over 5,000 sq ft Use Permit for Land Area over 10,000 sq ft



Commercial Land Uses: What's Changing?

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Changes in Land Uses Shown in Yellow in Draft Plan

New Uses:

- Live/Work Units- Use Permit
- Formula Uses- Use Permit
- Senior Citizen Housing- Use Permit
- Farmers Market- Permitted

No Longer Allowed in Downtown Commercial Zone (CD):

- Animal Boarding
- Animal Hospital
- Service Stations
- Vehicle Equipment Repair



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Commercial Land Uses: What's Changing? (cont.)

Not Allowed in Spaces Adjacent to a Sidewalk, Pedestrian Area,
or on a Ground Level without a Use Permit:

- Banks, Credit Unions, Savings & Loans
- Office Use
- Catering Services
- Communication Facilities*

Goal is to encourage pedestrian-oriented uses on ground level





Chapter 5

Circulation Plan

Chapter 5 - Circulation Plan Summary

- Incorporates Complete Streets Concepts
- Defines Street Types
- No Traffic Lane Changes
- Updates Parking Management Plan
- Supports Bike Plan
- Adds Pedestrian Plazas
- Enhanced Crosswalks
- Multi-Use Drop-Off Zones
- Establishes Goals



Goals (Abbreviated):

1. Balanced Transportation System for All Users
2. Prioritize Safety
3. Enhance Walking and Biking Facilities
4. Provide Multiple Travel Mode Options
5. Improve Transit Stops
6. Explore Creative Parking Solutions

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Downtown Street Types:

- Primary
- Secondary
- Tertiary
- Walk Path
- Alley
- Special Path

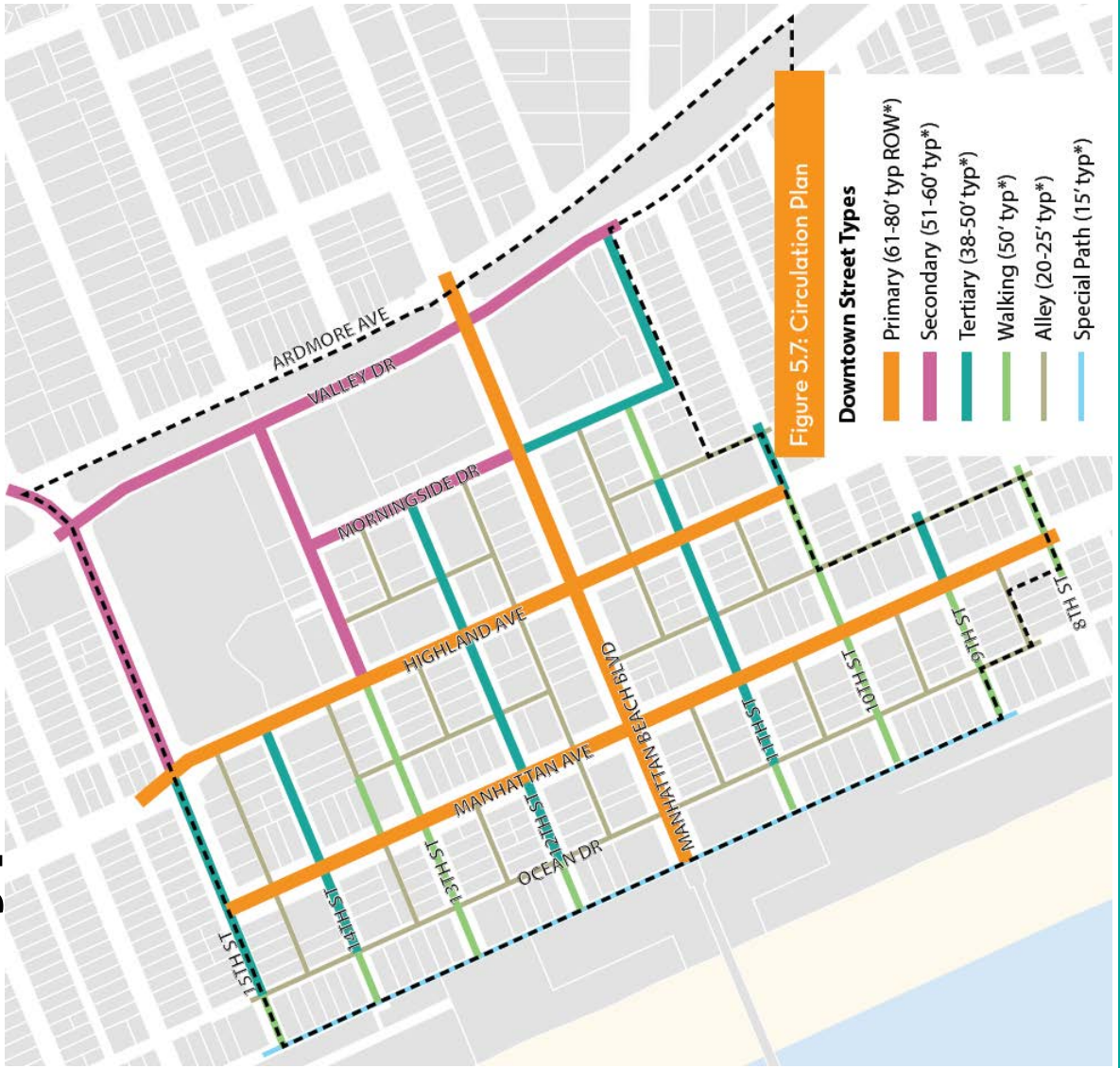


Figure 5.7: Circulation Plan

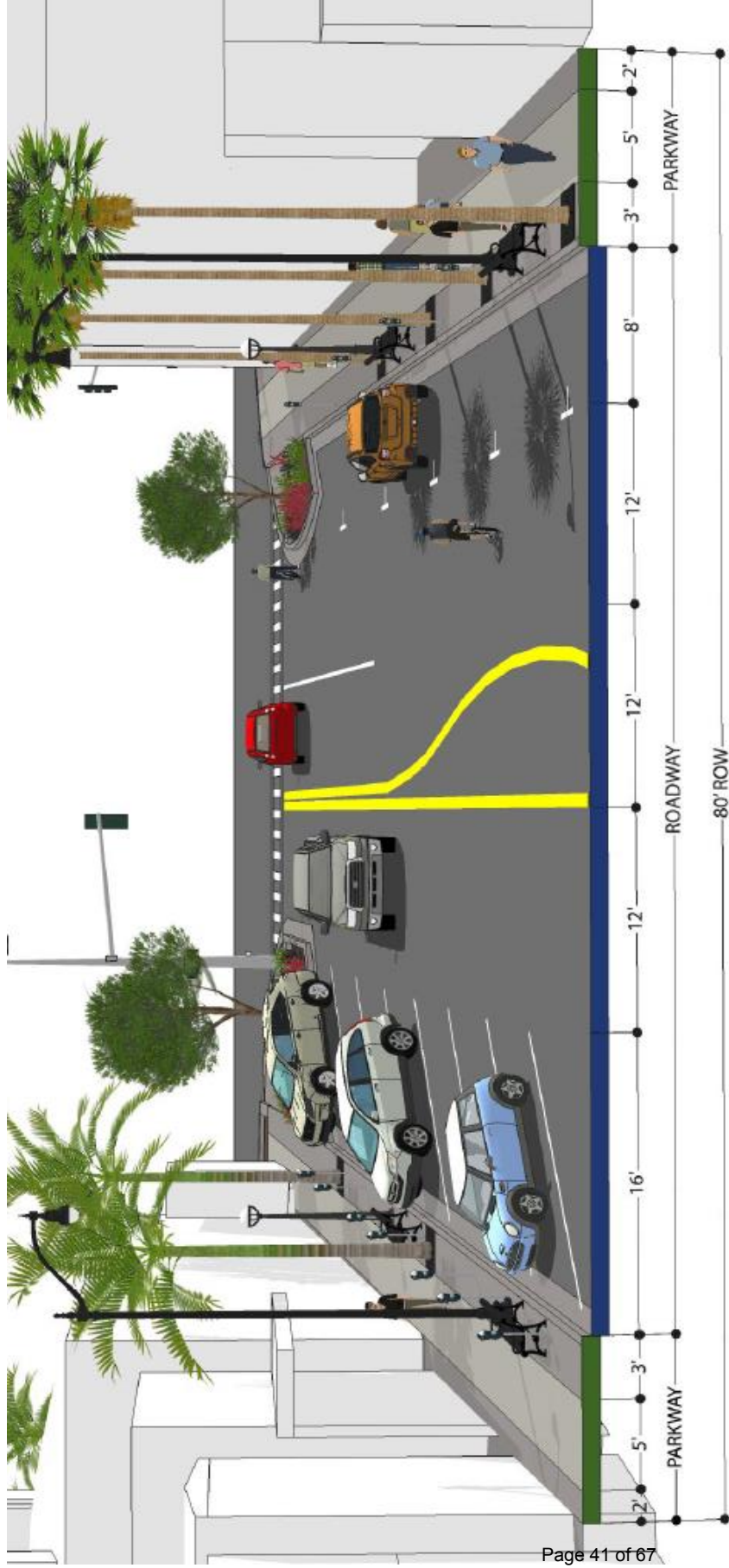
Street Elements:

Parkway

- Furnishing Zone
- Walk Zone
- Transition Zone

Roadway

- Paved Lanes
- Parking Zone



Street Projects

Multi-Purpose Drop-Off Zone



3 Minute
Drop Off
Sign

Cutback
Curb for
Drop Off



Parking Management Plan: Updated Strategies

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- Demand Meter Pricing
- Smart Parking Technologies
- New Underground Structured Parking
- Remote Parking Lots/Shuttles
- Intra-Downtown Resident Parking System
- Other Creative Parking Methods

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Question & Answer



Chapter 6

Private Realm Development Standards & Guidelines

Overview of Proposed Changes in Commercial Development Standards

Existing		Proposed	ULI
Maximum Setbacks			
Front	-	10 feet	-
Side	-	15 feet	-
Street Side	-	10 feet	-
Rear	-	0 feet or 10 feet	-
Height Limits			
Area A	22 feet / 30 feet 3 stories	22 feet / 30 feet 3 stories	30 - 45 feet, 3 - 4 stories
Area B	26 feet, 2 stories	26 feet, 2 stories	30 - 45 feet, 3 - 4 stories
Optional Upper Floor Stepbacks	-	5 ft for Residential 6 ft for Commercial	-
Façade Transparency	-	70% Minimum	-
Individual Building Frontage Along A Block	-	50 feet Maximum	-



Commercial Development Standards: What's New?

Changes in Development Standards Shown in Yellow in Draft Plan

Maximum Setbacks:

- Front Setback- 10 feet
- Street Side Setback- 10 feet
- Rear Setback- 0 feet or 10 feet
- Side Setback- 15 feet

Optional Upper Floor Stepback

Adjacent to Sidewalk/Pedestrian Spaces

- 5 feet for Residential, 6 feet for Commercial

Minimum Ground Floor Façade Transparency

Along Sidewalk/Pedestrian Spaces: 70%

Maximum Building Frontage Along a Street: 50 feet



Commercial Development Standards: What's New?

Design Guidelines

- Guidance for property owners and architects
- Addresses broad range of architectural elements
 - Site design
 - Building design
 - Lighting and landscaping
 - Signage and awnings
 - Ground floor uses
- New Guideline: Corner Building Height- Towers, turrets, roof forms can exceed max height limit by 6 feet
- New Guideline: Prohibition on pole and can signs.



Corner Height: Then and Now



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Private Realm Design Guidelines

Articulated
Façade
Various
Colors and
Materials



Awnings
Large Glass
Storefront

Pedestrian
Oriented
Storefront



Private Realm Design Guidelines



Massing
and Scale

Signage

Private Outdoor
Dining

Large
Storefront
Windows
Ground Floor
Uses





Chapter 7

Public Realm Design Guidelines & Improvements

Design Objectives

- Balance between “uniformity and diversity”
- Defining “the place”
- Highlighting “the history”
- Celebrating “the arts”
- Applauding “the activity”



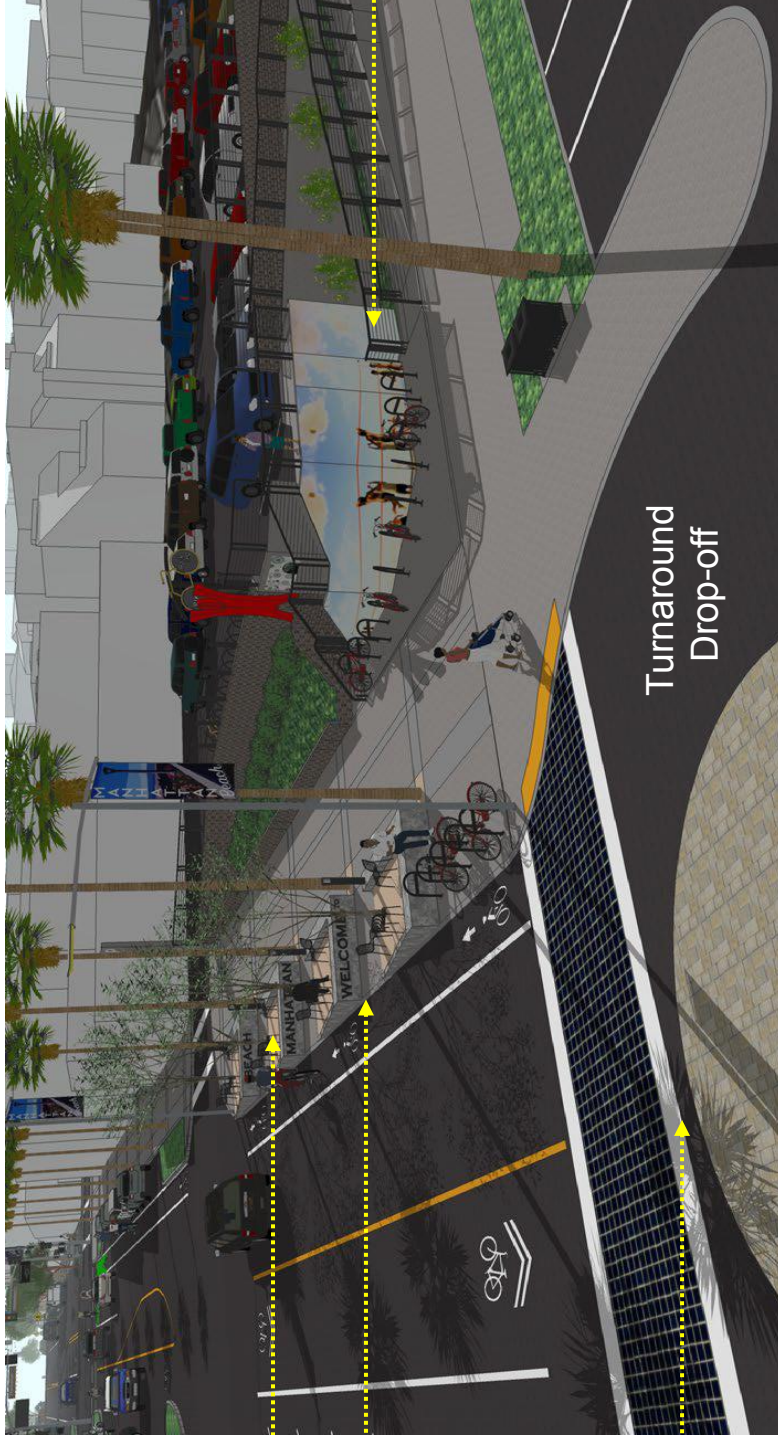
Design Guidelines

- Street Furnishings
- Landscaping Street
- Pedestrian Paving
- Wayfinding
- Node Development



Public Realm Design Improvements- Beachhead

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Terrace
Seating
Planters

Welcome
Signage

“Volleyball”

Turnaround
Drop-off

Public Art
and Bike
Racks



Public Realm Design Improvements- Midblock Crossing

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Modern Street
Furnishings

Improved
lighting

Bike
racks
Midblock
Crosswalk

Bulb out
with Plaza



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Public Realm Design Improvements- Eastern block

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3 Minute
Drop Off
Sign

Cutback
Curb for
Drop Off

Bike Racks
and ADA
ramp





Question & Answer



Chapter 8

Infrastructure & Public Improvements

Infrastructure & Public Facilities Goals

- Goal 1:** Mechanisms to construct and maintain public infrastructure
- Goal 2:** Funding for public services and utilities
- Goal 3:** Adequate water supply for existing and new development
- Goal 4:** Sewer capacity for existing and new development
- Goal 5:** Manage, maintain, and improve stormwater drainage and capacity
- Goal 6:** Fire and police services that ensure safety



Infrastructure Systems

Plan recommendations will not significantly increase demand on current infrastructure.

Utility Infrastructure

- Water, Wastewater and Stormwater Systems
- Cable, Phone, Gas and Electric

Recreation and Parks

Public Safety

- Police and Fire

Educational, Library, and Cultural Arts

- Schools, Library, and Cultural Facilities





Chapter 9

Economic Development & Strategies

Economic Development Goals & Strategies

Goal 1: Implement business strategy focused on retention/expansion.

Goal 2: Develop recruitment campaign for ground and second-story locations.

Goal 3: Implement comprehensive promotion and marketing strategy.

Goal 4: Leverage local markets to boost commercial commerce.

Goal 5: Build and sustain a strong Downtown network and organizational structure.





Chapter 10

Implementation

Development Incentives

- TBD

Implementation Action Plan

- Summarizes improvements needed to achieve short and long term goals

Funding and Financing Strategy

- Financial sources for capital improvements

Plan Administration

- Responsibility of the City

****Work in progress: More detailed information to follow**



Project Timeline

- March 16:** Community Workshop #3
- March 23:** Planning Commission Meeting
- March 24:** Community Workshop #4
- March 28:** City Council Meeting
- April 12:** City Council/Planning Commission Joint Meeting
- June 2016:** Planning Commission Public Hearing
- July 2016:** City Council Public Hearing for Final Adoption



