

## Appendix 2: Outreach Highlights

This appendix summarizes the feedback that the Manhattan Beach Downtown Specific Plan team received from the community through the Manhattan Beach Downtown Specific Plan's five public outreach activities.

### **PUBLIC OUTREACH ACTIVITY #1: INTERCEPT AND ONLINE SURVEYING**

The project's first public outreach activity was conducted in the form of a survey. Based upon the ULI study's recommendations, the survey was developed to understand how the Specific Plan can best address and reflect the needs and preferences of residents and visitors. During August 2015, the survey was available online through Open City Hall and was administered in person as an intercept survey in and around the Downtown. Specific locations included Metlox Plaza, Manhattan Beach Boulevard, the Pier, the Farmer's Market booth, and Polliwog Park. In total, 171 participants responded to the survey. The key results are as follows:

- **Priorities:** Focus on (1) preserving the small-town beach character, (2) improving and increasing parking, and (3) protecting small business viability.
- **Attracting Visitors:** Add additional parking and increase outdoor dining options.
- **Cities and Ideas to Emulate:** Consider more programming, such as outdoor concerts and art walks. Investigate ways to create a more pedestrian-friendly environment, such as car-free days, wider sidewalks, and more safe crossings. Look for ways to make Downtown more dog friendly and more kid friendly.
- **Retail:** Support local businesses and limit larger retail chains.
- **Ground-Floor Uses:** Prioritize retail and restaurants on the ground floor of buildings.
- **Parking:** Add additional structured parking to on-street parking. Look for ways to relieve traffic congestion, such as a shuttle or additional transit.
- **Sidewalks:** Retain existing on-street parking, but widen sidewalks wherever parking will not be impacted.
- **Beautification:** Invest in landscaping, street art, and façade improvement programs.

For the full results of the surveying effort, refer to Attachment 1: Survey Results Summary.

Following the completion of the survey, the consultant team, in coordination with City staff, used the results, in conjunction with the ULI study and the information received through the stakeholder interviews, to develop the project's community design concepts and strategies.

### **PUBLIC OUTREACH ACTIVITY #2: WORKSHOP I**

The second public outreach activity, Workshop 1, took place on October 8 and 9, 2015, at the Fire/Police Community Room. To maximize participation amongst community members, the activity comprised a series of three events, including one "full" workshop and two "mini" workshops. The mini workshops were primarily envisioned as additional opportunities for members of the business community to participate in the development of the project's alternatives, but were also open to other community members. In total, 47 participants attended the event.

The community workshops were facilitated by the Manhattan Beach Downtown Specific Plan project team. The meeting purpose for all of the sessions was to formally introduce the project to the community and solicit input from the community on the project's community design concepts and strategies. The

main workshop included the additional purpose of summarizing demographic and market findings for the Downtown.

Following an introductory presentation, attendees were invited to participate in a series of rotating station exercises and ask questions of the consultant team. The six exercises comprised posters that allowed attendees to use stickers to express their preferences for various aspects of the project's alternatives. A summary of each exercise and its results are as follows.

### **Exercise 1 – Downtown Development**

Participants were asked for their preferences pertaining to maximum building height and mix of ground floor commercial uses (retail/restaurant versus office) and retail tenants (independent retailers versus national chains) for properties along Manhattan Beach Boulevard and elsewhere within the Downtown. The results are as follows:

#### **Manhattan Beach Boulevard**

- Maximum Building Height: 2 stories
- Ground Floor Use – retail/restaurant versus office: more retail than office
- Ground Floor Use – independent retailers versus national chains: more independent retailers than national chains

#### **Elsewhere within the Downtown**

- Maximum Building Height: 2 stories
- Ground Floor Use – retail/restaurant versus office: more retail than office
- Ground Floor Use – independent retailers versus national chains: more independent retailers than national chains

### **Exercise 2 – Opportunity Sites**

Participants were asked to identify their two preferred opportunity sites from among the four sites listed in the ULI study. According to the votes that each site received, they were ranked in the following order:

1. Site 2, Vons Block (32 votes)
2. Site 3, Skechers Site (21 votes)
3. Site 4, Beach Head Site (13 votes)
4. Site 1, Edge of Civic Center/Metlox (6 votes)

### **Exercise 3 – Parking Strategies**

Participants were asked to select their top three parking strategies from among a list of 8 strategies included in the ULI study and/or developed by the consultant team and City staff. According to the votes that each strategy received, they were ranked in the following order:

1. Reduce Employee Parking within the Residential Neighborhood (38 votes)
2. Better Utilize Existing Parking Lots and Structures (34 votes)
3. Increase Biking Options (17 votes)
4. Provide Additional Parking Supply (12 votes)
5. Improve Access to Parking (9 votes)
6. Reduce Residential Parking within the Downtown (6 votes)
7. Expand Valet Parking Program (4 votes)

8. Expand On-Street Parking (1 vote)

#### **Exercise 4 – Mobility and Urban Design Alternatives**

Participants were asked to select their preferred strategy, from among three alternatives, for implementing a mobility and/or urban design recommendations posed by the ULI study. The preferred alternative from each recommendation is as follows:

- Adjust two-way streets to reclaim from non-vehicular uses: Clarify existing flows on one-way and limited access streets and alleys by improved signage.
- Provide treatments that encourage walking and biking: Improve pedestrian crossings and streetscape improvements for certain intersections on Manhattan Beach Boulevard, Manhattan Avenue, Highland Avenue, and 13<sup>th</sup> Streets.
- Upgrade streetscapes/street furnishings: Replace street crosswalk tiles with new concrete bands and modified ladder style pedestrian crossings. Upgrade tree and planter plantings. Provide new wayfinding signage. Upgrade lights.
- Provide treatments that encourage walking and biking: Manhattan Avenue and Highland Avenue would remain similar to current circulation patterns; however, existing intersections would be enhanced through streetscape improvements and a pedestrian scramble allowing all directions of pedestrian crossing to occur at the same time.

#### **Exercise 5 – Visual Preference Survey**

Participants were asked to select their top three amenities from among a list of 11 common streetscape amenities and their preferred style; from among three alternatives: traditional, contemporary, and eclectic; for each amenity. According to the votes that each amenity and style received, the top five choices were ranked in the following order:

1. Pedestrian Lighting (Traditional and Contemporary)
2. Street Trees (Contemporary)
3. Trash/Recycling (Eclectic)
4. Bike Racks (Eclectic)
5. Bulbout Planting (Eclectic)

#### **Exercise 6 – Mobility Tradeoffs**

Participants were asked to consider modifications to the streetscape to better accommodate alternative modes of transportation and parking. Attendees were presented with four possible responses to the modifications: strongly disagree, disagree but could agree if conditions were met, generally agree but have some concerns, and strongly agree. The preferred response to each modification is as follows:

- Should small amounts of on-street parking be converted to other public uses along Manhattan Beach Boulevard if other on-street parking on adjacent streets is found or a nearby parking garage is provided?: The majority strongly disagreed.
- Should the center of the blocks be reworked by converting a small number of spaces to mid-block crossings, bike racks, public plazas, small vehicle parking and streetscapes? The majority strongly disagreed.
- Should Manhattan Beach Boulevard be converted to a one-way street (Morningside to Ocean Dr. with 11<sup>th</sup> street westbound, Ocean Dr. northbound & 12<sup>th</sup> St. eastbound), converting extra width to parking/public amenities? The majority strongly disagreed.

- Should Manhattan Beach Boulevard be fully or partially closed between Manhattan Avenue and Ocean Drive with extra space converted to specialty parking and public spaces? The majority strongly disagreed.

For more information on Workshop 1, refer to Attachment 2: Small Group Rotating Station Activity Posters and Worksheet Comments.

Following Workshop 1, the consultant team, in coordination with City staff, used the results, in conjunction with information received through the stakeholder interviews, feedback provided by the Specific Plan Advisory Committee, and City Council direction to develop the Administrative Draft Specific Plan.

### **PUBLIC OUTREACH ACTIVITY #3: WORKSHOP 2**

The third public outreach activity, Workshop 2, took place on November 16, 2015, at the Fire/Police Community Room. 70 participants attended the event. The workshop was facilitated by the Manhattan Beach Downtown Specific Plan project team. The meeting purpose for the workshop was to answer attendee's questions about the project and the event and solicit input from the community on possible solutions and strategies for preserving the Downtown's small town character.

Input was received through a small group rotation station exercise. Upon arrival, attendees were assigned to one of the workshop's five stations, each addressing an important aspect of development in the Downtown. Each group first participated in an activity at the station where they formed, before rotating to the remaining stations. During each activity, participants were asked to vote for their most, and in one instance least, preferred solutions and strategies pertaining to the station's topic, and discuss their rationale for how they voted. Participants were also encouraged to provide any comments on a worksheet that was submitted at the end of the workshop and many of the station's posters. A summary of each exercise and its results are as follows.

#### **Station 1 – Parking Improvements & Mobility Infrastructure**

Station 1 included two activities. For the station's parking improvements activity, participants were asked to select their most and least preferred parking solution for the Downtown from among a list of 5 improvements. The votes for each improvement are as follows:

1. Increase Turnover of Vehicles and Available Parking – (3 votes for [most] preferred , 32 votes for [least] preferred)
2. Manage Employee Parking – (18 most, 6 least)
3. Utilize Existing Parking Lots and Structures – (13 most, 0 least)
4. Provide a City Operated Valet Program – (18 most , 6 least)
5. Provide Additional Parking Supply – (24 most , 19 least)

For the station's mobility and infrastructure activity, participants were asked to select their preferred mobility and infrastructure solution for the Downtown from among a list of 5 possible improvements. According to the votes that each solution received, they were ranked in the following order:

1. Available parking space signs – (34 votes)
2. Improve pedestrian crossings and walkways – (33 votes)
3. Create shuttle/valet/rideshare drop-off areas – (33 votes)

4. Install bike racks and bike parking corrals – (30 votes)
5. Encourage biking – (25 votes)

### **Station 2 – Public Spaces & Walkways**

Participants were asked to select their most preferred change to the pedestrian circulation system and/or the creation of a small public space in the Downtown from among a list of 5 improvements. Participants were also allowed to suggest and select additional solutions. According to the votes that each solution received, they were ranked in the following order:

1. Create additional mid-block crossings and pedestrian spaces (i.e., small plazas, seating areas, and locations for trash/newsracks). (52 votes)
2. Reconfigure on-street parking at select locations to create additional pedestrian space. (33 votes)
3. Improve existing sidewalk bulb-outs (extensions) and turn under-utilized planting and/or furniture areas into pedestrian spaces. (20 votes)
4. Enhance the beach plaza and sidewalk west of Ocean Drive by replacing on-street parking with bike storage, seating, planting areas, and enhanced paving. (20 votes)
5. Add patterned/colored paving to call attention to the pier at the intersection of Manhattan Beach Boulevard and the pier. (9 votes)
6. Don't remove any parking! (Solution suggested by a participant; 6 votes)

### **Station 3 – Public Art, Design Preferences, & Wayfinding Signs**

Participants were asked to select their most preferred furnishing and/or fixture improvement from among a list of 5 solutions. Participants were also allowed to suggest and select additional solutions. According to the votes that each solution received, they were ranked in the following order:

1. Install street lights designed to reflect the small town beach character and enhance pedestrian safety. (38 votes)
2. Invest in streetscape furnishings. (trash, seating, and wayfinding). (24 votes)
3. Upgrade improvements at major intersections. (22 votes)
4. Improve maintenance to address poor plant health, pedestrian walkway repairs, cleaning and upkeep of waste receptacles. (22 votes)
5. Underground Improvements. (Solution suggested by a participant; 17 votes)
6. Engage local artists in custom pieces that provide MB identity, history and education. (13 votes)
7. Provide wayfinding signage that reflects our beachside community. (10 votes)

### **Station 4 – Building Design & Character & Outdoor Dining**

Station 4 included two activities. For the station's building design and character activity, participants were asked to select their most preferred character defining building elements for the Downtown among a list of 7 elements. Participants were also allowed to suggest and select additional elements. According to the votes that each solution received, they were ranked in the following order:

1. Landscaping (35 votes)
2. Second Story Setback/Articulation (33 votes)
3. Signs (28 votes)
4. Balconies (26 votes)

5. Minimum Window and Door Opening Percentage on Facades (22 votes)
6. Awnings (21 votes)
7. Roof Design (11 votes)

For the station’s outdoor dining activity, participants were asked to select their most preferred outdoor dining option for the Downtown among a list of 4 options. According to the votes that each option received, they were ranked in the following order:

1. Moveable Front Façade (46 votes)
2. Setbacks/Courtyards (34 votes)
3. Sidewalk Seating (31 votes)
4. Balconies (12 votes)

### **Station 5 – Business Development & Retention**

Participants were asked to select their most preferred strategy to foster business development to preserve Downtown’s character and/or quality from among a list of 5 strategies. Participants were also allowed to suggest and select additional strategies. According to the votes that each strategy received, they were ranked in the following order:

1. Continue to support smaller, more community-based events, marketing, and promotions to attract residents and/or other desired markets to support downtown businesses. (45 votes)
2. Strengthen retention efforts to help existing retail tenants to grow and expand (e.g. one-on-one business visitations, link businesses with resources, etc). (26 votes)
3. Create a proactive recruitment strategy to attract desired retail/restaurant tenants on the ground floor and professional/office tenants for upper stories. (21 votes)
4. Form a downtown restaurant/drinking establishment task group to discuss solutions to issues concerning the community (e.g. noise, trash, delivery times/locations, etc.). (17 votes)
5. Explore ways that businesses can improve their storefront presence, customer service, and hours of operation to meet the needs of the consumer. (8 votes)
6. Increase police presence downtown. (Solution suggested by a participant; 8 votes)
7. Tax incentives (or deferred taxes) for locally owned and operated businesses. (Solution suggested by a participant; 6 votes)

For more information on Workshop 2, refer to Attachment 3: Workshop 2 Small Group Rotating Station Activity Posters and Worksheet Comments.

Following Workshop 2, the consultant team, in coordination with City staff, used the results, in conjunction with information received through the stakeholder interviews, feedback provided by the Specific Plan Advisory Committee, and City Council direction to refine the Specific Plan’s Administrative Draft into its Public Review Draft.

### **PUBLIC OUTREACH ACTIVITY #4: WORKSHOP 3**

The fourth public outreach activity, Workshop 3, took place on March 16, 2016, at the Police/Fire Community Room. 41 participants attended the event. The workshop was facilitated by Manhattan Beach staff. The meeting purpose was to provide the community with a high level informational overview of the Draft Specific Plan and the opportunity to ask clarifying questions about the document.

## **PUBLIC OUTREACH ACTIVITY #5: WORKSHOP 4**

The fifth and final public outreach activity, Workshop 4, took place on March 24, 2016, at the Police/Fire Community Room. The event was facilitated by the Manhattan Beach Downtown Specific Plan project team. The meeting purpose was to receive public input on the Public Review Draft Specific Plan's key elements. Fifty participants attended the event.

Attendees were first provided with a brief overview presentation of the Specific Plan's key elements. Following the presentation, the attendees were invited to visit the workshop's five stations which displayed posters describing in greater detail the Specific Plan's primary topic areas: vision, private improvements, public improvements, parking, and economic development. Attendees were encouraged to provide comments at each of the five stations. The comments most frequently received at each station are as follows:

### **Station 1 – Vision**

- Exclude visitors/tourists from the small town character definition
- Better emphasize residents in the project's vision
- Omit Goal #4: Encourage Economic Development
- Better capture small town character
- Increase police presence

### **Station 2 – Public Improvements**

- Mid-block crossings will sacrifice parking and increase congestion
- Omit terraced seating plazas by Beach Head site
- Do not allow outdoor dining on sidewalks
- Improve maintenance of streets and alleys
- Omit the drop-off zones
- Install specialty lighting, such as twinkle lights, along all major commercial streets
- Utilize discreet wayfinding signage
- Encourage outdoor dining
- Remove blue tile
- Omit drop-off concept at the Beach Head site
- Wayfinding kiosks are unnecessary

### **Station 3 – Private Development Standards and Design Guidelines and Land Use**

- Encourage small scale/massing
- Reduce maximum building frontage from 50 to 35 feet
- Omit height exceptions, because they do not support small town character
- Maintain commercial height limitation of 2-stories and disallow any 3-story development
- Perpetuate the current mixture of 1- and 2-story buildings
- Discourage ground floor non-active uses like offices/banks
- Limit retail tenant space to 1,200 square feet
- Limit formula store retail tenant space to 1,200 square feet

#### **Station 4 – Economic Development**

- Encourage more resident serving uses, rather than shops that perpetuate Downtown’s identity as a destination for tourists
- Omit the visitors’ center
- Maintain Downtown’s existing economic vitality, rather than encouraging economic development in the district. This is better suited for the Sepulveda and Rosecrans corridors.
- Do not allow vendors on the beach, pier, or streets
- Support business retention

#### **Station 5 – Parking**

- Do not increase Downtown’s parking supply
- Provide parking permits for residents who reside in Downtown’s residential areas
- Do not construct additional parking structures
- Disallow valet parking, because it reduces the available parking supply.
- Encourage valet parking
- Discourage valet parking and demand pricing, because the strategies create class conflicts.
- Focus on solutions that address seasonal parking issues
- Do not lower meter rates
- Utilize discreet directional signage
- Provide remote parking shuttle for employees
- Do not provide loading zones on major commercial streets

For more information on Workshop 4, refer to Attachment 4: Workshop 4 Station Posters.

Following Workshop 4, the consultant team, in coordination with City staff, used the results, in conjunction with information received through the stakeholder interviews, feedback provided by the Specific Plan Advisory Committee, and City Council direction to refine the Specific Plan’s Public Review Draft into its Public Hearing Draft.



# Appendix 2: Attachment 1 Survey Results Summary

## Manhattan Beach Downtown Specific Plan Survey Results Summary

Prepared by Michael Baker International, September 15, 2015



### BACKGROUND

Manhattan Beach has experienced a gradual change in the makeup of its vibrant downtown retail mix over the years. The Downtown Specific Plan is a response to community concern about the changing character of the Downtown and a desire to protect and enhance Downtown's economic viability and preserve its beach town charm.

A survey was developed to understand how the Downtown Specific Plan can best address and reflect the needs and preferences of residents and visitors. The survey was available online through Open City Hall and was also administered in person as an intercept survey in and around Downtown Manhattan Beach. Specific locations included Metlox Plaza, Manhattan Beach Boulevard, the Pier, the farmer's market booth, and Polliwog Park.

The following report summarizes findings from survey data collected online from August 7 through September 3, and in person on August 9 and 18 via intercept surveys conducted Downtown and at the farmer's market booth.

### KEY THEMES AND RECOMMENDATIONS

Based on the information collected through the online and intercept surveys, the following recommendations can be made:

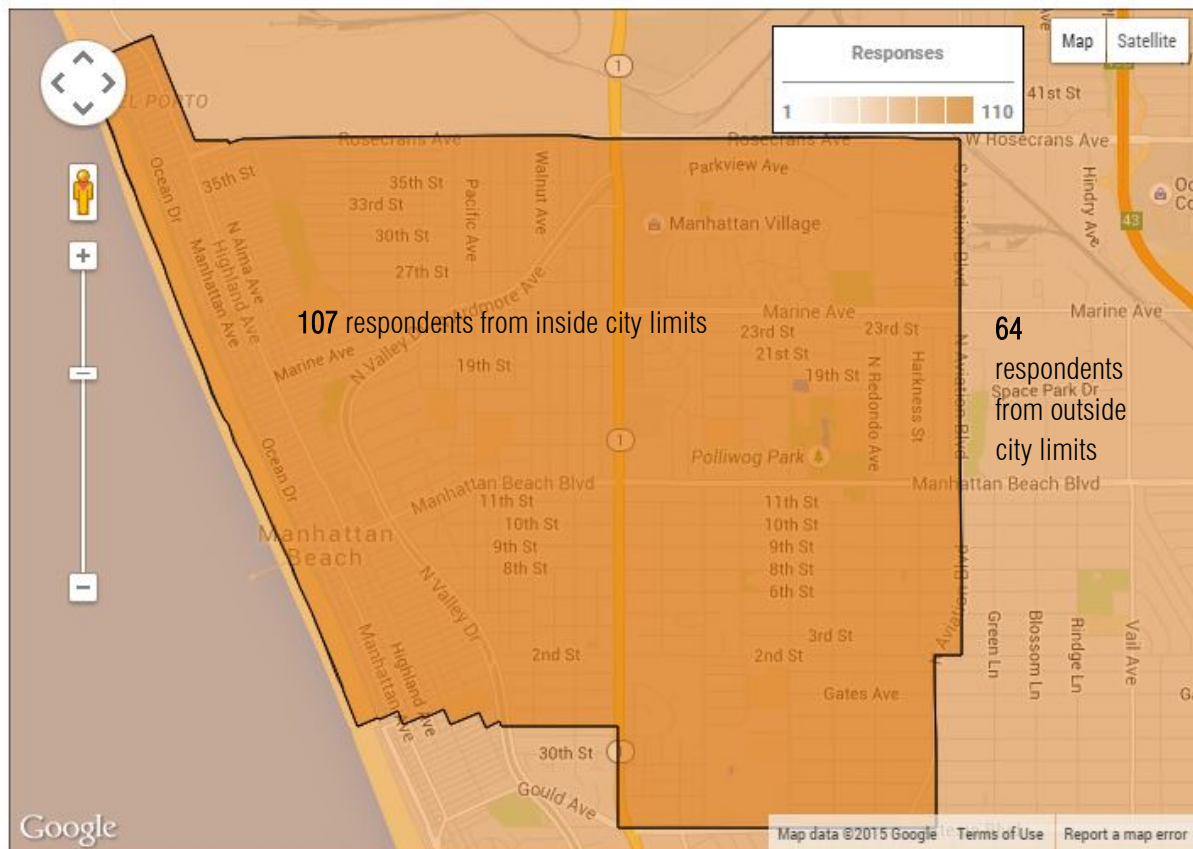
- **Priorities:** Focus on (1) preserving the small-town beach character, (2) improving and increasing parking, and (3) protecting small business viability.
- **Attracting Visitors:** Add additional parking and increase outdoor dining options.
- **Cities and Ideas to Emulate:** Consider more programming, such as outdoor concerts and art walks. Investigate ways to create a more pedestrian-friendly environment, such as car-free days, wider sidewalks, and more safe crossings. Look for ways to make Downtown more dog friendly and more kid friendly.
- **Retail:** Support local businesses and limit larger retail chains.
- **Ground-Floor Uses:** Prioritize retail and restaurants on the ground floor of buildings.
- **Parking:** Add additional structured parking to on-street parking. Look for ways to relieve traffic congestion, such as a shuttle or additional transit.
- **Sidewalks:** Retain existing on-street parking, but widen sidewalks wherever parking will not be impacted.
- **Beautification:** Invest in landscaping, street art, and façade improvement programs.

## SURVEY RESULTS

In total, 171 participants responded to the survey. Approximately 147 were collected as intercept surveys and the remainder were submitted online. Data from both sources was combined for analysis. A copy of the survey can be found in Appendix A. Complete survey data with graphs is available in Appendix B.

### Demographics

**Residents Versus Visitors:** Approximately 60% of respondents live within the city limits. Approximately 40% of respondents did not specify whether they were a resident, or reside outside of Manhattan Beach in a neighboring city, in the greater Los Angeles area, or from further afield.



### Priorities for Downtown

Respondents were asked to rank a list of priorities for Downtown (identified through a visioning process with ULI), with 1 being the most important. The following lists respondent priorities based on the average of all responses, with the most popular ideas shown in orange.

1. Preservation of Downtown's unique small-town beach character
2. Improved and increased parking
3. Strategies to protect small business viability
4. Enhanced streetscapes
5. Beautification through new street art, façade improvements, landscaping, and sidewalk cafés/parklets

6. Redevelopment of key sites
7. Enhanced pedestrian and bicycle facilities (bike corrals)

When asked if there was something important missing from this list, many respondents reiterated some of the same ideas that were already included in the list, but also offered additional suggestions. The question was optional, with 138 responses collected. A full list of responses is available in Appendix B. The following word cloud represents a summary of all of the ideas put forth, where larger words represent more frequently repeated ideas:



Some of the most popular ideas (not included in the ULI priorities list above) include:

- Periodically close off the streets to traffic to create a more pedestrian-friendly environment
- Widen sidewalks and/or keep the sidewalks clear of signs and other obstacles
- Add additional pedestrian crossings and pedestrian safety features, such as colored crosswalks
- Create more child-friendly activities and amenities, such as playgrounds
- Keep the streets clean and clear of garbage
- Enforce maintenance requirements more strictly
- Add more pet-friendly (specifically dog-friendly) amenities
- Maintain the current building height restrictions

## Attracting Visitors

Respondents were asked what would encourage them to spend more time Downtown. The top three responses were:

- Additional parking: **52.4%** (89)
- Increased outdoor/café dining: **48.2%** (82)
- Events and programs: **38.8%** (66)

## Places and Ideas to Emulate

Respondents were asked what other communities are doing that they'd like to see in Downtown Manhattan Beach. The question was optional, with 91 responses collected. The answers are summarized in the following word cloud, where larger words represent more frequently repeated ideas:



## Retail

Survey participants were asked how the City should manage local versus national retail opportunities. Respondents could select as many solutions as they liked. The top two preferred solutions were:

1. Limit larger retail chains: **69.6%** (112)

2. Initiate small business programs: **64%** (103)

## Ground-Floor Uses

When asked for their preference between office space or retail and restaurants on the ground floor, **75% (120)** of respondents indicated that they would **prefer retail and restaurants**. The second largest contingency was **15% (25)** in favor of having ground-floor spaces remain unchanged.

## Parking

Survey participants were asked to rate a set of ideas for how the City could increase parking Downtown, with 1 being the most important. The following represents respondent priorities based on the average of all responses, with the most popular ideas shown in orange.

1. **Additional structured parking**
2. **Additional on-street parking**
3. Valet parking
4. Bicycle parking
5. Remote parking with transit and/or bike share access to the Downtown area

## Sidewalks

When asked for their preference between wider sidewalks or on-street parking, respondents were divided, with **47.7%** (74) favoring wider sidewalks, compared to **52.3% (81)** in favor of retaining on-street parking.

## Beautification

Survey participants were asked how the City should beautify Downtown. Respondents could select as many solutions as they liked. The top four chosen solutions were:

1. **Landscaping: 59.6% (99)**
2. Street art: **35.5% (59)**
3. Façade improvement program: **33.1% (55)**
4. Decorative paving: **27.7% (38)**

## APPENDIX A –SURVEY

Which of the priorities identified through the ULI visioning process below are most important to you? (Rank each priority with 1 being the most important)

List Order	Item
	Preservation of Downtown’s unique small-town beach character
	Improved and increased parking
	Enhanced streetscapes
	Redevelopment of key sites
	Strategies to protect small business viability
	Beautification through new street art, façade improvements, landscaping, and sidewalk cafés/parklets
	Enhanced pedestrian and bicycle facilities (bike corrals)

Is there something important missing from the priorities list?

What would encourage you to spend more time Downtown? (Check all that apply)

- Additional parking
- Better pedestrian, bicycle, and transit access
- Increased retail options
- Increased outdoor/café dining
- Event programs

- Improved public/plaza spaces
- Reduced traffic and noise
- Other

Characters left: 255

**What are other communities doing that you'd like to see in Downtown Manhattan Beach?**



**How should the City manage local versus national retail opportunities? (Check all that apply)**

- Encourage larger retail chains
- Limit larger retail chains
- Initiate small business programs
- Other
- No additional management/oversight

**Would you prefer to see more office spaces or retail and restaurants on the ground floor?**

- I'd like to see more office space.
- I'd like to see more retail and restaurants.
- Other
- I would prefer to see ground-floor spaces remain unchanged.

**How should the City increase parking in the Downtown area? (Rank the following with 1 being the most important)**

<b>List Order</b>	<b>Item</b>
	Additional on-street parking
	Additional structured parking
	Valet parking
	Bicycle parking
	Remote parking with transit and/or bike share access to the Downtown area

**What is a higher priority, wider sidewalks or on-street parking?**

- Wider sidewalks
- On-street parking

**How should the City beautify the Downtown? (Check all that apply)**

- Façade improvement program
- Street art
- Landscaping
- Decorative paving
- Other
- None of the above



## APPENDIX B – SURVEY DATA

The data is shown here in the order that the questions appear on the survey. All graphs are displayed in the order that the answer options appear in the survey. Note that respondents were asked to select all that apply in response to the multiple choice questions. As such, percentages for each answer do not total 100%.

### 1. Which of the priorities identified through the ULI visioning process below are most important to you? (Rank each priority with 1 being the most important)

#### Average priorities over 171 responses

1. Preservation of Downtown's unique small town beach character
2. Improved and increased parking
3. Strategies to protect small business viability
4. Enhanced streetscapes
5. Beautification through new street art, façade improvements, landscaping & sidewalk cafes/parklets
6. Redevelopment of key sites
7. Enhanced pedestrian and bicycle facilities (bike corrals)

### 2. Is there something important missing from the priorities list?

- Periodic or permanent street closure to create a walkable downtown (like we do for holiday open house)
- More attention to MB history
- Library parking during the library's open hours
- Improved walk space. Get the signs and tables and chairs off the sidewalks so it is possible to walk around downtown. Limit building height and encourage setbacks on second stories to preserve sky and light.
- Retention of “mixed-use” ambiance (commercial and residential uses). I would put this at #2. Need wider sidewalks to encourage pedestrian foot-traffic.
- Yes. Many issues that were brought up and never addressed at the completion of the ULI survey. (1) What is the city garbage management plan to address garbage issues? (2) What is the enforcement plan to enforce the current CUPs of businesses? (3) What is the enforcement plan to enforce the non-smoking policy and arrest people for illegal drug use on the streets of the city? (4) More police presence in the downtown area and the beach strand area out of their cars and walking the community to take an active role to enforce the laws the city has instituted.
- What about blocking streets during weekends and busy periods
- A community transport system to downtown









- More outdoor restaurants that aren't crazy packed sports bars
- Free/cheap parking
- More restaurants
- Better traffic flow
- Keep chains out!
- Places to sit and enjoy the sunsets
- More local small biz
- Playgrounds
- Employee-focused parking
- Four-way pedestrian crossing
- More free parking, longer meters
- Free parking, change machines for parking
- Don't overbuild downtown
- Public restrooms (signage)
- We have plenty of parking. Horrible signage for Metlox underground facility.
- Clean streets
- More outdoor/pet-friendly dining options
- Affordable housing
- Affordable housing
- Development should be to scale and harmonious with character. City Hall should be improved.
- More galleries! Art!!
- More bubble fountains
- Keep the big chains out
- Parking good "as is"
- Outdoor seating/events
- Parking, parking, parking!
- Outdoor eating establishments
- Encourage more voting
- Good stuff restaurant
- Better parking signage
- More police presence
- Parking, dog friendly
- Accessible family activities sites
- Easy beach access, more parking options if you just want to go to the beach and easier with kids
- Safety
- No, parking is essential for success!

- Enforcement of existing rules – pick up trash in downtown more often, clean the streets and alleys by businesses – or make the businesses do it!
- Enhance traffic signaling (e.g., pedestrian light at MB Blvd. and street with Noah's/Jamba Juice and Pitfire Pizza on corners and single "Walk" signal so that pedestrians can cross diagonally, N, S, E, W all at once – they use this in Venice Beach at very busy intersections)
- Make it easier for pedestrians
- Change sidewalk pavement
- Public transit/trolley
- Prefer restaurants and shops to banks and offices (and real estate offices, too many)
- Re: redevelopment: Sketchers: Head "big" building on the Blvd. Add more practical benches for sitting on walkway. Focus on beach and pier. Create a downtown pathway to the sea. Have a dog area at the beach (ocean) or beach days for owners and dogs.
- Local artists participate. Dedicated benches. Sponsor a bench. Beach honor/character.
- Skate park/teen area near downtown
- Develop the Von's
- Manhattan Beach has lost its sleepy beach-town character. Too upscale.
- MB character is gone. Overdeveloped now, why overdevelop further.
- Beach park, food place on beach, rock wall
- More pedestrian-only areas. More public (clean!) bathrooms and baby changing areas.
- More streetlights/crossing lights. More time to cross them.
- There should be a 2- to 3-minute "drop-off zone" installed close to the beach. This would allow people who are in town to enjoy the beach to drop off friends/families with all the "stuff." The driver can head out of downtown to park in a more remote area with a long-term parking option. It is much easier walking to the beach empty handed and then do the reverse when it is time to leave. Many benefits to this: Beach goers wouldn't be circling/crowding the downtown streets for 10–15 minutes desperately looking for a close space to avoid lugging all their beach chairs, etc., to the water (which btw crowds our narrow sidewalks). They also wouldn't have to worry about feeding their meter/moving their car every two hours. More spaces would be available for shoppers/diners. Less overall traffic due to both shoppers and beach goers having parking solutions that involve less time circling the city streets. As an aside, beach goers tend not to spend a great deal of money in town. Those wanting to make a day of shopping will bring revenue to the city and also make retail stores profitable, but with parking being so frustrating shoppers are inclined to take a pass on MB and go elsewhere...at least on the weekends.
- Incentives for residents and pre-existing businesses owned by residents
- Better traffic management, consider scramble crosswalks
- Need street landscaping and trees, more walkability

- More little kids' stuff (playgrounds?); need amenities for kids; kid park sad; Metlox underutilized; not enough cheap, casual, kid-friendly eating; Metlox dog friendly; music, like Farmers Market (would like on a weekend); no fuel-efficient spaces; give residents access to downtown and beach
- Clubs
- Less real estate offices
- Park space like in Carmel
- Yes. Improving public facilities. All but outside shower at the pier is broken. Need to keep up maintenance.
- No neon!
- Do we really need more parking? MB is so crowded downtown.
- Retain current height limits.
- See below: better/bigger parking on outskirts of downtown.
- Need to maintain existing facilities, i.e., public outdoor showers, restrooms, etc.
- What management plan can we put in place to solve the garbage problem in the city especially the downtown area? Note: We have allowed businesses to open and operate without adequate garbage facilities and it continues to be a problem to our residents and detriment to those who visit our city. (Please let me know if you would like any pictures to substantiate what happens on a regular basis and represents center place and other downtown streets).
- What steps are we taking as a city to enforce the no smoking ban in place? The business community is not being a good neighbor or representative to have their employees adhere to the non smoking ban. I can provide several first hand examples.
- What enforcement plan is taking place to stem the use of illegal drugs in the city I.e smoking of marijuana in the city. I walk my dog at least two to three times throughout the day and evening and essentially 8 out of the 10 times I am out on the strand and downtown area there is someone violating the smoking ban and/or smoking marijuana and does not make a difference in timeframe sometimes 2pm in afternoon or 10 pm in evening hours. There is limited enforcement.
- What proactive enforcement and management plan do we have to find solutions for the noise and unruly behavior in and around the downtown community? More officer's walking the streets at night /early morning hours as a deterrent to unruly behavior. Partner with businesses to work together to make this happen?
- What proactive enforcement plan and management plan do we have for Illegal parking of vehicles and supply trucks in the downtown area? Stiffer fines and penalties may be a deterrent?
- What enforcement management plan do we have in place to successfully enforce violations to businesses CUPs? My experience is that it has to get to the point of such

egregious behavior and violations before the city would even consider levying of a fine. Why should it take months and even years before action is ever considered?

**3. What would encourage you to spend more time Downtown? (Check all that apply)**

		Response Percent	Response Count
Additional parking		52.4%	89
Better pedestrian, bicycle, and transit access		22.9%	39
Increased retail options		23.5%	40
Increased outdoor/café dining		48.2%	82
Event programs		38.8%	66
Improved public/plaza spaces		27.6%	47
Reduced traffic and noise		19.4%	33
Other		21.8%	37






**4. What are other communities doing that you'd like to see in Downtown Manhattan Beach?**

- More outdoor dining options. Additional parking structures.
- Give residents more ways to get to downtown besides cars. Right now the Strand is about the only other way in.
- Outdoor wine bar
- Phone apps showing where to find a parking spot
- Place a sense of urgency to proactively enforce the current conditional use permits with businesses in downtown Manhattan Beach. A renewed emphasis by the city staff and police force to actively enforce the current laws and CUPs that are in place throughout the city.
- Santa Monica has Third Street car free, we should do the same. Have to limit cars in downtown, encourage residents to bike, walk, and visitors to park and walk in, or small buses.
- Palm Springs downtown events and their free bus shuttle system around town
- Carmel, Coronado, Laguna Beach
- Movies outdoors in summer. Farmers market on weekend or evenings. Move the 6 Man back to weekend.
- Long Beach
- Chicago
- Small-town feel, less tourists
- Rosecrans decorative streets





- Rosecrans decorative streets
- Rosecrans decorative streets
- Rosecrans decorative streets
- Pasadena
- Variety of entertainment
- Redondo Beach
- Venice (more business)
- Kids programs – little kids (1–4 years)
- More film work – arts and film (ex. Culver City)
- Farmers market weekend
- Music events
- Bike lanes
- San Diego
- Live theater, brown bag
- Hawaii
- Pier Plaza (pedestrian oriented)
- Art walks
- Art centers, street artist, live music
- A Saturday/Friday pedestrian consideration with no cars in downtown/pier zone
- More walking options in downtown – route cars away from the main downtown area for walking – four-way crossing
- Florence, Italy – entire interior of city no vehicles
- Newport Beach
- Pasadena, Glendale, Silver Lake, Atwater, Eagle Rock
- More organic restaurants. Outdoor, kid-friendly seating, restaurants with beach view.
- More dog-friendly areas
- Coffee places/bakery, dog-friendly area, small pharmacy
- Coffee places/bakery, dog-friendly area, small pharmacy
- STEM (science, technology, engineering, math)/STEAM (science, technology, engineering, arts, math) activities for kids
- N/A, El Segundo/small-town character
- Limit retail chains
- Cultural festivals
- Playground for kids
- Fitness stations
- How about a traffic circle/roundabout to keep cars moving through downtown more smoothly??
- Keep it quaint like Carmel!
- Italy
- More dog-friendly areas
- Fireworks on July 4th, not just holiday fireworks
- Parking signs to tell you where the available parking is located. More open space/ gathering areas like Santa Monica (Third Street).
- Outdoor/cafe dining
- Stop building!
- Outdoor plaza
- Village stroll with live music and artwalk
- Redondo walking and bike paths

- Skateboard parks with toys for younger kids, family barbecue, etc.
- PD in downtown
- Open plazas with pedestrian access only
- Santa Monica – stand-alone sign that reports events, digital board in city. Place near area that will be the go-to place to find info. Also, pedestrian crosswalk lights for safety.
- Evening events – Huntington Beach's surf city nights, movie night on the beach, more sidewalk sale type events in evening
- Put in light signals where pedestrians all cross at once, so they can cross diagonally. There are signals like this in Venice Beach – seems efficient and safer (while cars are going through intersection, pedestrians stay put until the signal indicates “Walk”)
- Providing more trees/shade. Providing more aesthetic-looking architecture.
- CicLAvia (close downtown for bikes for a special event)
- More bike lanes and improved pavement markings (like Santa Monica)
- LOVE
- Seal Beach, Del Mar, Santa Barbara
- Community events
- More recycling
- Seal Beach, Huntington Beach
- Concerts? Jazz, etc. (not just for kids)
- No large retail chains
- Huntington Beach has nice grass/sidewalk concrete sitting area for groups to gather
- Less real estate offices
- Outdoor dining, dog-friendly business/beaches
- Leaving things alone. Limit parking so people stay out.
- Art galleries
- Downtown Hermosa: open, walk around, wide streets
- Elderly services
- Park-like areas (with grass) in the center of the downtown (see Aspen)
- Public transit
- More outdoor dining
- Lights with automatic walk. Don't press button. Drink on the patio outdoors.
- Carmel-by-the-Sea!! I own a home there, too! Wonderful, thriving.
- Park City – gives residents access to downtown and beach. Trolley or circle shuttle. Free bus system.
- Better public transit, El Segundo (The Point)
- More shopping – mid-priced restaurants
- Bring dog to more places. Section of dog beach or certain times.
- Shuttle parking would be great
- Carmel, Santa Barbara
- Laguna and other beach communities have signs outside of bars and on beach that state that it's a "quiet zone" after 10 pm. This protects the residents who live near downtown from excessive noise. Should also be on Strand!
- More outdoor cafés: Hermosa, Venice, Santa Monica. More interesting restaurants, but also “street food.”

## 5. How should the City manage local versus national retail opportunities? (Check all that apply)

		Response Percent	Response Count
Encourage larger retail chains		5.6%	9
Limit larger retail chains		69.6%	112
Initiate small business programs		64.0%	103
Other		15.5%	25
No additional management/oversight		8.7%	14

6. Would you prefer to see more office spaces or retail and restaurants on the ground floor?

		Response Percent	Response Count
I'd like to see more office space.		1.3%	2
I'd like to see more retail and restaurants.		75.0%	120
Other		8.1%	13
I would prefer to see ground floor spaces remain unchanged.		15.6%	25

7. How should the City increase parking in the Downtown area? (Rank the following with 1 being the most important)

**Average priorities over 171 responses**

1. Additional structured parking
2. Additional on-street parking
3. Valet parking
4. Bicycle parking
5. Remote parking with transit and/or bike share access to the Downtown area



Comments:

- The way question #7 is worded assumes that increasing parking in the downtown area has already been approved? Please clarify. Please also note that as a downtown resident that I am opposed to any new parking structures or to try to increase the









existing parking in the downtown area which is already saturated and is currently beyond capacity which is impacting the quality of life and safety of our downtown community.

8. What is a higher priority, wider sidewalks or on-street parking?

		Response Percent	Response Count
Wider sidewalks		47.7%	74
On-street parking		52.3%	81

9. How should the City beautify the Downtown? (Check all that apply)

		Response Percent	Response Count
Façade improvement program		33.1%	55
Street art		35.5%	59
Landscaping		59.6%	99
Decorative paving		27.7%	46
Other		22.9%	38
None of the above		9.0%	15

Participate online  
and watch for our  
survey team!

# DOWNTOWN MANHATTAN BEACH



Over the next year, the City of Manhattan Beach will be working with YOU to define a future for our downtown. Starting with confirmation of the community's vision, the Downtown Specific Plan process will guide the community through development of design strategies, economic development programs and a regulatory framework that will enhance and preserve the unique character of Manhattan Beach's Downtown.

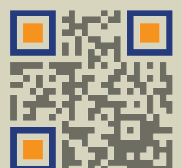
Join the conversation online or at an upcoming workshop and help the City prioritize what is important to you!



Share feedback NOW at:

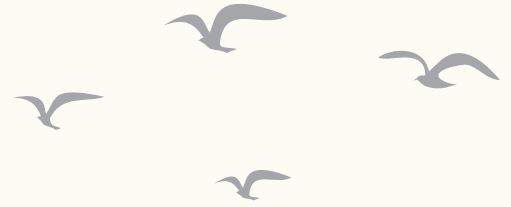
[WWW.CITYMB.INFO/DOWNTOWNMBDEFINED](http://WWW.CITYMB.INFO/DOWNTOWNMBDEFINED)

Post photos and comments about what you would like to see using #downtownmbdefined



# STARTING WITH A VISION

A week-long visioning exercise led by the Urban Land Institute (ULI) in January 2015 determined the following priorities for the Downtown area:



Preservation of Manhattan Beach's unique small town beach character



Strategies to protect small business viability



Improved and increased parking



Creation of shared office space and small-scale retail



Enhanced streetscapes with facilities for pedestrians and cyclists



Beautification through new street art, façade improvements, landscaping & sidewalk cafes



Strategic redevelopment of key sites to achieve community goals



Engaging Downtown businesses & property owners to lead and fund improvements

## KICKING OFF THE SPECIFIC PLAN

To help finalize the community vision for Downtown, share your thoughts via Open City Hall on these key questions:

## DOWNTOWN MANHATTAN BEACH



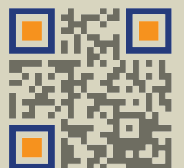
## DEFINED

- Which of the priorities identified through the ULI visioning process above is most important to you?
- Is there something important missing from the priorities list?
- What would encourage you to spend more time Downtown?
- What are other communities doing that you'd like to see in Downtown Manhattan Beach?
- How should the City manage local versus national retail opportunities?
- Would you prefer to see more office spaces or retail on the ground floor?

Share feedback NOW at:

[WWW.CITYMB.INFO/DOWNTOWNMBDEFINED](http://WWW.CITYMB.INFO/DOWNTOWNMBDEFINED)

Post photos and comments about what you would like to see using #downtownmbdefined



**ATTACHMENT 2: WORKSHOP I SMALL GROUP ROTATING STATION ACTIVITY POSTERS  
AND WORKSHEET COMMENTS**

# DOWNTOWN DEVELOPMENT

WHICH ARE YOUR PREFERRED DEVELOPMENT REGULATIONS ALONG MANHATTAN BEACH BLVD?



Please place a sticky dot to indicate your preference for the character and mix of development in the Downtown.

## MAXIMUM BUILDING HEIGHT

2 Stories

3 Stories

4 Stories

PLACE STICKERS HERE

PLACE STICKERS HERE

PLACE STICKERS HERE

## GROUND FLOOR USE: office vs. retail/restaurants

PLACE STICKERS HERE

PLACE STICKERS HERE

PLACE STICKERS HERE

## GROUND FLOOR USE: national chains vs. independent retailers

PLACE STICKERS HERE

PLACE STICKERS HERE

PLACE STICKERS HERE

# DOWNTOWN DEVELOPMENT

WHICH ARE YOUR PREFERRED DEVELOPMENT REGULATIONS FOR THE REST OF THE DOWNTOWN?



Please place a sticky dot to indicate your preference for the character and mix of development in the Downtown.

## MAXIMUM BUILDING HEIGHT

2 Stories

3 Stories

4 Stories

PLEASE DON'T REDUCE SUNLIGHT AND VIEWS (NO VARIANCES) - SUNSHINE

Please do not Develop any more in Downtown. Not needed & worse than character of MB.

PLACE STICKERS HERE

PLACE STICKERS HERE

PLACE STICKERS HERE

GROUND FLOOR USE: office vs. retail/restaurants

## GROUND FLOOR USE: national chains vs. independent retailers

PLACE STICKERS HERE

PLACE STICKERS HERE

PLACE STICKERS HERE

PLACE STICKERS HERE

Keep square footage small

pls only independent retailers

Feel more national legacy brands to call be independent

Need to have the "feel" of the retail

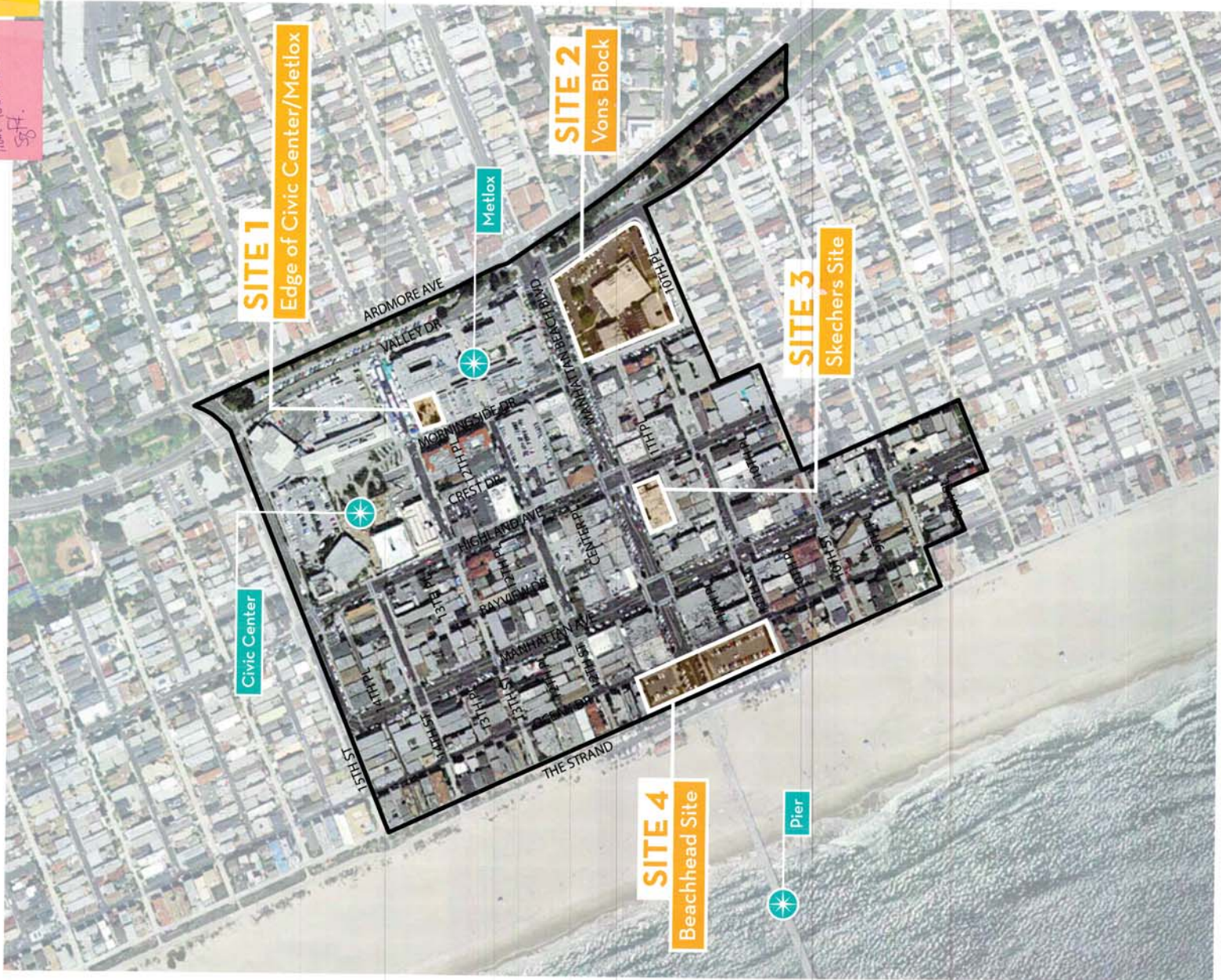
NHATTAN BEACH

N SPECIFIC PLAN

# OPPORTUNITY SITES

## WHICH ARE YOUR PREFERRED SITES FOR NEW DEVELOPMENT?

Please place a sticker on Your TWO preferred sites.



### OPPORTUNITY SITE MAP



Her most Beach

ABSOLUTELY NO NEW OPPORTUNITY NEEDED!

NONE

DISAGREE WITH GOAL OF EXPANDING BUSINESS from 400K to 500K sqft.

### SITE 2 Yons Block (410 Manhattan Beach Boulevard)

**Proposed - Gateway Mixed Use Project with:**

- Ground floor retail
- Upper story office and/or residences
- 2-3 stories of subterranean parking

**EXISTING**

**PROPOSED**

Place your sticker here

Handwritten notes: "Add for go to parking", "Parking for residents + patrons only"

### SITE 1 Edge of Civic Center/Metlox (SE corner of Morningside Drive and 13th Street)

**Proposed:**

- Ground floor retail and retail kiosks
- Upper story offices

**EXISTING**

**PROPOSED**

Place your sticker here

Handwritten notes: "NO NEW Development - NOT NEEDED", "No new development"

### SITE 4 Beachhead Site (Intersection Manhattan Beach Blvd & Ocean Dr)

**Expansion of the lower lots to occupy area underneath the existing upper lots:**

- Plaza Space on the top level
- Grand staircase designed to preserve views of the Strand and pier that leads from the plaza down to Ocean Dr
- Public art and landscaping
- The rerouting of the bike path under pier

**EXISTING**

**PROPOSED**

Place your sticker here

Handwritten notes: "NO Absolutely", "GO AWAY LEAVE US ALONE", "Completely against this"

### SITE 3 Skechers Site (228 Manhattan Beach Boulevard)

**Proposed:**

- Ground floor retail and retail kiosks
- Upper story offices

**EXISTING**

**PROPOSED**

Place your sticker here

Handwritten notes: "No money to Skechers", "Maybe if Building stays same Dimensions and Same Height level"

# MANHATTAN

# BEACH DOWNTOWNS

# IC PLAN



# PARKING IMPROVEMENTS WHICH ARE YOUR PREFERRED PARKING STRATEGIES?

Please place a sticky dot on the THREE strategies that you think will work best to improve parking in the Downtown.

*Disrupting downtown car use, please use on*

*Reduce excessive accessibility to downtown streets*

### Expand On-Street Parking

**Examples include:**

- Removing excess curb cuts and driveways to increase the number of on-street parking spaces.
- Use demand pricing on parking meters.

*Disrupt downtown car use, please use on*

*Remove excess curb cuts and driveways to increase the number of on-street parking spaces.*

*Use demand pricing on parking meters.*

**Trade-Offs:**

- Cost of Downtown parking may increase.
- Merchant and residential parking may become limited in Downtown area.
- Minimal interruption to existing parking by adjusting pricing and permits.
- Minimal disruption to Downtown.

**Place your sticker here**

### Reduce Employee Parking, Especially within the Residential Neighborhood

**Examples include:**

- Remote parking with shuttle service to employers within the Downtown.
- Create incentives for ridesharing.

*Remove parking with shuttle service to employers within the Downtown.*

*Create incentives for ridesharing.*

**Trade-Offs:**

- Merchant parking may become limited in the Downtown.
- Minimal disruption to Downtown, since existing off-site parking sites are already available for use.
- Operations and cost of satellite shuttles will need to be determined.
- Shuttle will add time to the journey Downtown for visitors and merchants.

**Place your sticker here**

### Provide Additional Parking Supply

**Examples include:**

- Build new parking structures at Vons, Beachhead, Chamber Post Office, and/or Live Oak Park.

**Trade-Offs:**

- New structured parking is costly and takes several years to build.
- Construction may cause disruption to Downtown (e.g. noise, congestion).
- New structured parking may draw additional vehicle traffic into Downtown.

**Place your sticker here**

### Expand Valet Parking Program

**Examples include:**

- Organize with businesses to allow use of private lots at night and on weekends.
- Improve signage to identify valet drop-off locations.
- Website and mobile app to assist with wayfinding.

**Trade-Offs:**

- Minimal disruption to Downtown by utilizing existing business and office lots.

**Place your sticker here**

### Improve Access to Parking

**Examples include:**

- Improved wayfinding signage and mobile app to direct users towards public parking.
- Create smartphone payment methods for parking.

**Trade-Offs:**

- Minimal disruption to Downtown by utilizing existing business and office lots.

**Place your sticker here**

### Increase Biking Options

**Examples include:**

- Create bikeshare program to transport users from remote parking sites to Downtown.
- Provide additional bike parking (e.g. racks, corrals).

**Trade-Offs:**

- Minimal disruption to Downtown.
- Operation and cost of bikeshare program will need to be determined.
- Installation of bike corrals may result in loss of a few on-street parking spaces Downtown.

**Place your sticker here**

### Reduce Residential Parking within the Downtown

**Examples include:**

- New shuttle/transit service to transport locals to certain destinations Downtown.
- Revise residential parking permit program.

**Trade-Offs:**

- Minimal disruption to Downtown.
- Residential parking may become limited in Downtown area.
- Operations and cost of shuttle/transit service will need to be determined.

**Place your sticker here**

### Better Utilize Existing Parking Lots & Structures

**Examples include:**

- Remote free/low-cost parking for beach-bound visitors, with shuttle or bikeshare program to complete journey.
- Shared parking between uses (e.g. office parking during day, public parking at night).

**Trade-Offs:**

- Minimal disruption to Downtown, since existing parking sites are already available for use.
- Operations and cost of satellite shuttle will need to be determined.
- Shuttle will add time to the journey visitors and merchants.

**Place your sticker here**

**Place your sticker here**

**Place your sticker here**

**Place your sticker here**

**Place your sticker here**

**Place your sticker here**

**Place your sticker here**

**Place your sticker here**

**Place your sticker here**

# MANHATTAN BEACH DOWNTOWN SPECIFIC

*Shuttles for beach, office, etc. Shuttle will add time to the journey visitors and merchants.*

*How can we possibly increase the number of non-residential permits?*

*Why only make parking water-adjacent?*

*Place your sticker here*

*Place your sticker here*

*Place your sticker here*

*Place your sticker here*

*Place your sticker here*



**Question 1: Should small amounts of on-street parking be converted to other public uses along Manhattan Beach Blvd. if other on-street parking on adjacent streets is found or if a nearby parking garage is provided?**

ARE YOU KIDDING?

WHAT YOU CAN DO TO PROVIDE INPUT: Please read the statements below before deciding on your response to the question above.

POSSIBLE DISADVANTAGES	TRADEOFFS	PROBABLE BENEFITS
<ul style="list-style-type: none"> <li>Loss of some Manhattan Beach Blvd. on-street parking</li> <li>Conversion of angled parking to parallel parking</li> <li>Some block circling looking for alternative parking</li> <li>Costs of converting public parking to public uses</li> <li>Increased traffic on adjacent streets looking for parking</li> </ul>	<ol style="list-style-type: none"> <li>Plentiful parking near businesses versus the reuse of the street for better walking, biking, shopping and socializing.</li> <li>Quick access to businesses (assuming avail. parking) versus having more walky shoppers throughout the district.</li> <li>Options for biking, motorcycles, scooters, valet, shuttle, carshare, small electric vehicles versus reduced storefront parking</li> </ol>	<ul style="list-style-type: none"> <li>Creating parking solutions on adjacent streets</li> <li>Creating parking solutions with a new parking structure</li> <li>Bike parking and bike lanes added</li> <li>Widened walkways, public spaces and streetscapes</li> <li>Places to sit, view and talk with others</li> </ul>

STRENGTHEN WITH ADDED BIKE LANES AND ANGLED PARKING STRIPES

Please place one colored dot on the bar below that matches your response to the topic question above.

STRONGLY DISAGREE WITH TOPIC SUGGESTION	DISAGREE BUT COULD AGREE IF CONDITIONS WERE MET	GENERALLY AGREE BUT HAVE SOME CONCERNS	STRONGLY AGREE WITH TOPIC SUGGESTION

## Question 2: Should the center of the blocks be reworked by converting a small number of spaces to mid-block crossings, bike racks, public plazas, small vehicle parking & streetscapes?

Should have Electric Charging Spaces

WHAT YOU CAN DO TO PROVIDE INPUT: Please read the statements below before deciding on your response to the question above.

### POSSIBLE DISADVANTAGES

- A loss of 6 parking spaces per block (3 per side)
  - Construction costs
- Vehicles would have to yield to pedestrians at mid-blocks
  - Delayed movement if pedestrians are present

### TRADEOFFS

1. Limit pedestrian crossings to standard intersections **versus** providing shorter locations to cross the street.
2. Reserve full block length for parking cars **versus** accent the mid-block segments with public spaces.
3. Provide continuity of crossing at mid-blocks where alleys are located **versus** keep standard alley driveways.

### PROBABLE BENEFITS

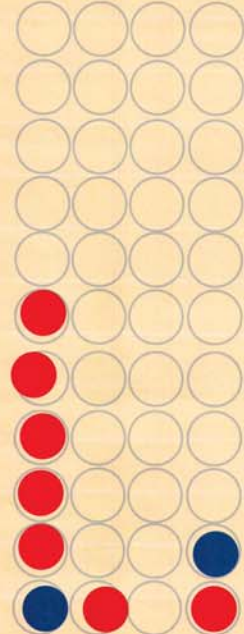
- Increased safe street crossing points & traffic calming
- Bike parking can be in corridors and not on crowded walks
- New spaces for NEV, carshare, valet, shuttle & drop-offs
  - Increased street trees and planted areas
  - Outside seating areas
  - Outside dining areas
- Spaces for public art, signage, kiosks & information

Please place one colored dot on the bar below that matches your response to the topic question above.

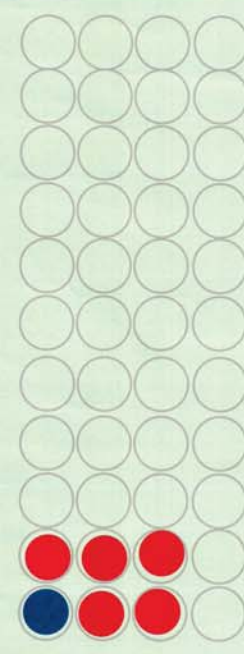
#### STRONGLY DISAGREE WITH TOPIC SUGGESTION



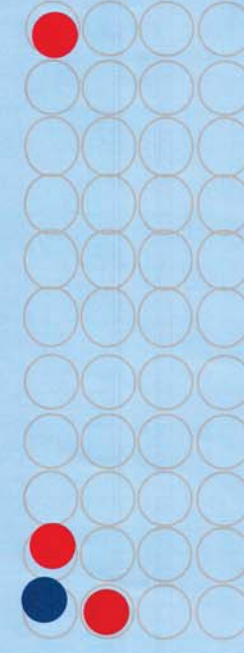
#### DISAGREE BUT COULD AGREE IF CONDITIONS WERE MET



#### GENERALLY AGREE BUT HAVE SOME CONCERNS



#### STRONGLY AGREE WITH TOPIC SUGGESTION



### Question 3: Should Manhattan Beach Blvd. be converted to a one-way street (Morningside to Ocean Dr. with 11th St. westbound, Ocean Dr. northbound & 12th St. eastbound), converting extra width to parking / public amenities?

WHAT YOU CAN DO TO PROVIDE INPUT: Please read the statements below before deciding on your response to the question above.

#### POSSIBLE DISADVANTAGES

- Costs for construction
- Will require some getting used to new street directions
  - More traffic on adjacent streets
- Some congestion of movements at Ocean Drive

#### TRADEOFFS

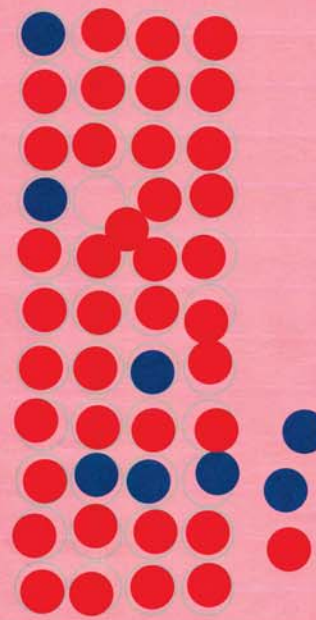
1. Status quo for current traffic movements **versus** reclaiming space for other public uses.
2. Maintain current street and parking configurations **versus** increasing parking and walkway uses.
3. Maintain the current curb and gutter at walkway edges **versus** rebuilding expanded walkways.

#### PROBABLE BENEFITS

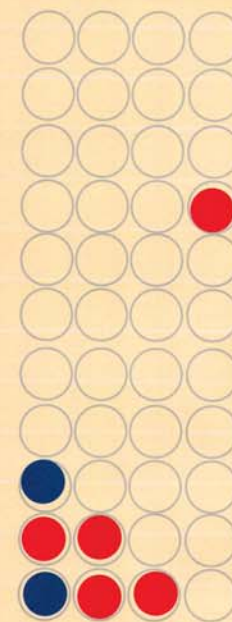
- Add angled parking on one side where currently parallel
  - Add bike lanes and bike parking corrals
  - Add street trees, plaza, public art & signage
  - Wider walkways and new bike lanes
- Free left turns and right turns without oncoming traffic
  - Pedestrian street crossings would be shorter
  - Walkers would only navigate one direction of traffic

Please place one colored dot on the bar below that matches your response to the topic question above.

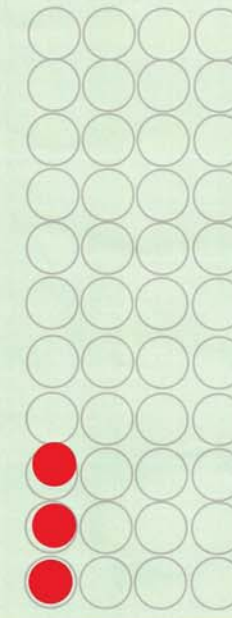
#### STRONGLY DISAGREE WITH TOPIC SUGGESTION



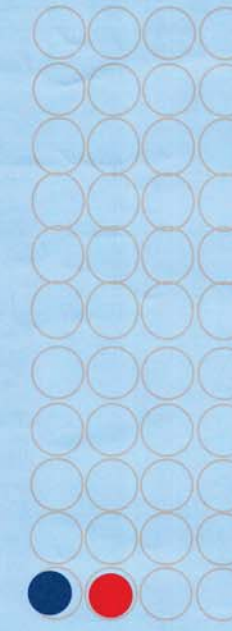
#### DISAGREE BUT COULD AGREE IF CONDITIONS WERE MET



#### GENERALLY AGREE BUT HAVE SOME CONCERNS



#### STRONGLY AGREE WITH TOPIC SUGGESTION



## Question 4: Should Manhattan Beach Blvd. be fully or partially closed between Manhattan Ave. to Ocean Dr. with extra space converted to specialty parking and public spaces?

**WHAT YOU CAN DO TO PROVIDE INPUT: Please read the statements below before deciding on your response to the question above.**

POSSIBLE DISADVANTAGES	TRADEOFFS	PROBABLE BENEFITS
<ul style="list-style-type: none"> <li>• Construction costs</li> <li>• Loss of parking in front of some businesses</li> <li>• May block some views if not carefully designed</li> <li>• Distance to travel to get down to garages or beach</li> </ul>	<ol style="list-style-type: none"> <li>1. Maintain traffic and parking down to pier <b>versus</b> concentrating people without vehicles in this location.</li> <li>2. Keep people on walkways <b>versus</b> allowing people to be in the middle of the street or converted road to plazas</li> <li>3. Leave the low intensity parking garages as is <b>versus</b> redeveloping the area to increase parking &amp; improve access</li> </ol>	<ul style="list-style-type: none"> <li>• Create a major public gathering space</li> <li>• Draw customers up into downtown instead of passing by                             <ul style="list-style-type: none"> <li>• Connect plaza / public space with Pier &amp; Beach</li> <li>• Increased public views of Pier / Beach / Ocean</li> </ul> </li> <li>• Reworked county parking structures</li> <li>• Easy and safe street crossings</li> </ul>

**Please place one colored dot on the bar below that matches your response to the topic question above.**

<b>STRONGLY DISAGREE WITH TOPIC SUGGESTION</b>	<b>DISAGREE BUT COULD AGREE IF CONDITIONS WERE MET</b>	<b>GENERALLY AGREE BUT HAVE SOME CONCERNS</b>	<b>STRONGLY AGREE WITH TOPIC SUGGESTION</b>

Place dot on here parking!

# Visual Preference Survey

WHICH AMENITIES ARE MOST IMPORTANT FOR YOU AND WHAT STYLES DO YOU LIKE THE MOST?

## WHAT YOU CAN DO TO PROVIDE INPUT:

First pick your top three amenities by placing a star in the appropriate column. **Second**, place a colored dot (red, blue, or green) in the appropriate row to indicate your preference for a style.

AMENITY DESIGN ELEMENTS TO BE REVIEWED IN A MAT REVIEW COMMUNITY MEETING INCLUDE EACH OF THESE AMENITIES

DESIGN STYLE: Traditional, Contemporary, Eclectic

## DESIGN AMENITY

Design Style	Banner + Art	Benches	Bike Racks	Bulbout Planting	Concrete + Paving Treatments	Gateway	Kiosks + Signage	Pedestrian Lighting	Street Trees	Trash + Recycling	Vehicular Lighting
Traditional	5 stars, 1 red dot	5 stars, 1 red dot	5 stars, 1 red dot	5 stars, 1 red dot	5 stars, 1 red dot	5 stars, 1 red dot	5 stars, 1 red dot	5 stars, 1 red dot	5 stars, 1 red dot	5 stars, 1 red dot	5 stars, 1 red dot
Contemporary	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot
Eclectic	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot	5 stars, 1 blue dot

One of our biggest problems is that there are not enough trash receptacles at all workstations.

We would have less trash in the street, particularly visor trash, if they had trash cans.

This should all go through the NET Commission. We are working on this.

To improve look (the Downtown) this would be a good idea.

PLEASE EXCHANGE PLANTER HEIGHT RESTRICTIONS

Check MB plan bike racks when on works

# MANHATTAN BEACH DOWNTOWN SPECIFIC PLAN



# Mobility and Urban Design Alternatives: WHAT IDEAS DO YOU LIKE?

## WHAT YOU CAN DO TO PROVIDE INPUT:

Please indicate ideas that you like by placing a dot under the Design Element / Strategy

### ALTERNATIVE 'A': (MINIMAL STREETSCAPE CHANGE DUE TO NO NET ON-STREET PARKING LOSS)

Key.# ULI Category of Change Design Elements / Strategies

1 Adjust Two-Way Streets to Reclaim for Non-vehicular Uses

Clarify existing flows on one-way and limited access streets and alleys by improved signage.

2 Allow Manhattan Beach Blvd. to Serve Multiple Street Users

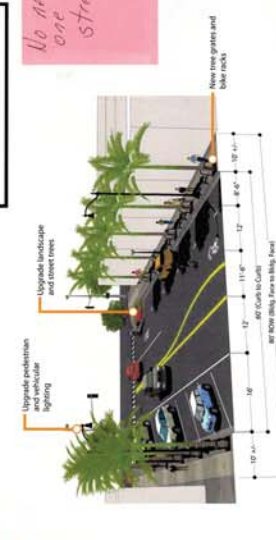
2a. From Valley to Morningside Dr., replicate Metlox streetscape. From Morningside to Manhattan Ave., improve walkability / safety.  
2b. At Ocean Dr., provide outdoor cafes, vending, & a beach plaza incorporating high quality landscaping, improved landscaping and public art.

3 Provide Treatments that Encourage Walking and Biking

Improve pedestrian crossings and intersections on Manhattan Beach Blvd., Manhattan Ave., Highland Ave. & 13th Street.

4 Upgrade Streetscapes / Street Furnishings

Replace street crosswalk tiles with new concrete bands and modified ladder style pedestrian crossings. Upgrade tree and planter plantings. Provide new wayfinding signage. Upgrade lights.



A Bulb-out Enlargement  
See above map for typical enlargement locations

### ALTERNATIVE 'B': (MODERATE STREETSCAPE CHANGE WITH LOW ON-STREET PARKING LOSS)

Key.# ULI Category of Change Design Elements / Strategies

1 Adjust Two-Way Streets to Reclaim for Non-vehicular Uses

1a - Convert 12th St. to one-way eastbound and add back in angled parking. 11th St. would remain westbound.  
1b - Ocean Drive would be northbound only between 11th and 12th Streets.

2 Allow Manhattan Beach Blvd. to Serve Multiple Street Users

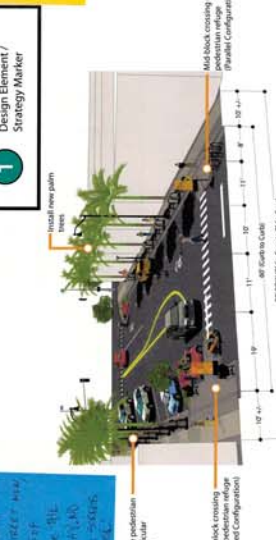
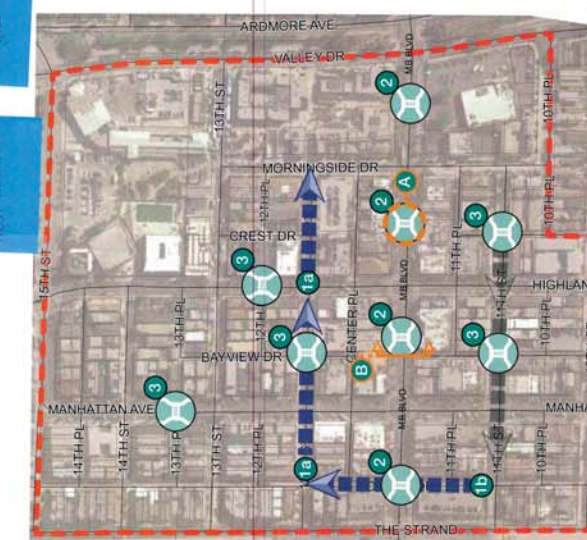
On MBB between Morningside and Ocean Dr., provide four new mid-block crossings resulting in more public realm space and landscape opportunities. Some hardscape would be replaced.

3 Provide Treatments that Encourage Walking and Biking

Provide mid-block crossings on Manhattan Ave. and Highland Ave. Lost parking would be regained on adjacent streets such as 12th St., Center and 11th St. through use of resurfacing and parking policy changes.

4 Upgrade Streetscapes / Street Furnishings

Walkway pavements would be replaced at mid-block crossings and intersections with increased plantings and furnishings including new paving patterns and public art on intersection pavements. New lighting & signage.



B Proposed Section at Manhattan Beach Blvd.  
See above map for enlargement locations

### ALTERNATIVE 'C': (MODERATE STREETSCAPE CHANGE WITH LOW ON-STREET PARKING LOSS)

Key.# ULI Category of Change Design Elements / Strategies

1 Adjust Two-Way Streets to Reclaim for Non-vehicular Uses

1a - Flip one-way on 11th St. to be east bound, keep parking as back in parking.  
1b - Make 12th Street a one-way street eastbound to Morningside.  
1c - Make Center Place a two-way local street with a diverter at Ocean Dr. that allows bikes and peets through but not cars.

2 Allow Manhattan Beach Blvd. to Serve Multiple Street Users

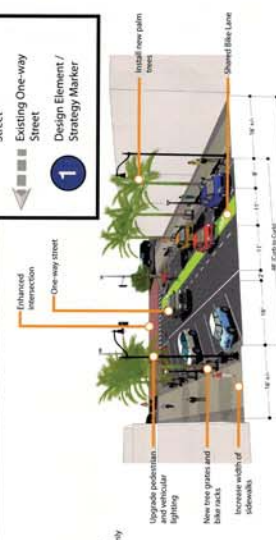
2a - Make Manhattan Beach Blvd. a roadway from Morningside to Manhattan Ave. with increased walkways, parking and streetscapes.  
2b - Make MBB from Manhattan Ave. westward to Ocean Dr. one-way westbound for bikes and cars. Parking would be removed to make room for motorcycle parking, street plantings and shuttle / valet drop off zones.

3 Provide Treatments that Encourage Walking and Biking

Manhattan Ave. and Highland Ave. would remain similar to current circulation patterns; however, existing intersections would be enhanced through streetscape improvements and a pedestrian scramble allowing all directions of pedestrian crossing to occur at the same time.

4 Upgrade Streetscapes / Street Furnishings

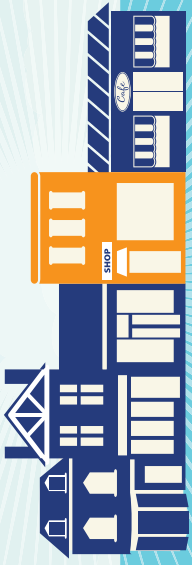
The new curbs/quarters will result in major new hardscape elements and planting areas. Bulb-outs between parallel parking sets would increase street tree volume. All new pavings, plantings and lighting with new wayfinding signage.



B Proposed Section at Manhattan Beach Blvd.  
See above map for section location

# MANHATTAN BEACH DOWNTOWN SPECIFIC PLAN

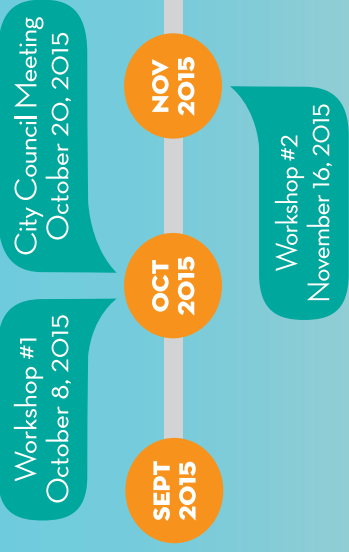
# DOWNTOWN MANHATTAN BEACH



# DEFINED

The City of Manhattan Beach will be working with YOU to define a future for our downtown through the Downtown Specific Plan process. Join the conversation by attending the first community workshop and help the City prioritize what is important to you!

## TENTATIVE SCHEDULE



**DOWNTOWN SPECIFIC PLAN  
COMMUNITY WORKSHOP #1**  
**Thursday, October 8, 2015 at 6:00 P.M.**  
 Police/Fire Community Room  
 400/420 15th St, Manhattan Beach

During this workshop, you will share your preferences on topics such as:

- Land uses and downtown tenant mix
- Design preferences for streetscaping and public spaces
- Mobility and parking
- Priority projects

**ATTACHMENT 3: WORKSHOP 2 SMALL GROUP ROTATING STATION ACTIVITY POSTERS  
AND WORKSHEET COMMENTS**



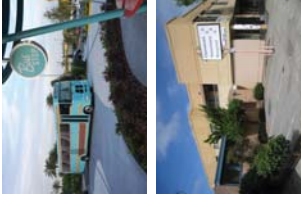






# PARKING IMPROVEMENTS WHICH ARE YOUR PREFERRED PARKING STRATEGIES?

Please choose your most (green sticker) and least (red sticker) preferred strategy for parking within and around the Downtown.

## PARKING STRATEGIES

<p><b>Increase Turnover of Vehicles and Available On-Street Parking</b></p> <p><b>Examples include:</b></p> <ul style="list-style-type: none"> <li>• Increase the overall cost of parking at meters, and use demand pricing to open up spaces during peak times and encourage parking during non-peak times.</li> <li>• City review of meter enforcement procedures.</li> </ul> 	<p><b>Manage Employee Parking</b></p> <p><b>Examples include:</b></p> <ul style="list-style-type: none"> <li>• Provide remote parking outside of Downtown, with shuttle service for employees.</li> <li>• Allocate employee parking in dedicated remote parking areas within Downtown.</li> <li>• Reduce allowable on-street parking time limits to reduce employee parking in residential areas generally east of Valley Drive (residents would get permits to park longer).</li> </ul> 	<p><b>Utilize Existing Parking Lots &amp; Structures</b></p> <p><b>Examples include:</b></p> <ul style="list-style-type: none"> <li>• Allocate parking at existing remote parking lots and provide a City shuttle service for users.</li> <li>• Create shared parking with Downtown businesses (e.g. office parking during day, public parking at night).</li> </ul> 	<p><b>Provide a City Operated Valet Program</b></p> <p><b>Example:</b></p> <ul style="list-style-type: none"> <li>• Valet program regulated by the City. Operators would be allowed to stack parking in existing lots, thereby fitting more cars into existing parking lots. This will take vehicles off the street and reduce circling.</li> </ul> 	<p><b>Provide Additional Parking Supply</b></p> <p><b>Examples include:</b></p> <ul style="list-style-type: none"> <li>• Build new parking structures at Yons, Beachhead, Chamber Post Office, and/or Live Oak Park.</li> </ul> 
<p><b>Most Preferred: 3 Votes</b></p> <p><b>Least Preferred: 31 Votes</b></p> <p>Place your sticker here</p>	<p><b>Most Preferred: 18 Votes</b></p> <p><b>Least Preferred: 6 Votes</b></p> <p>Place your sticker here</p>	<p><b>Most Preferred: 13 Votes</b></p> <p><b>Least Preferred: 0 Votes</b></p> <p>Place your sticker here</p>	<p><b>Most Preferred: 5 Votes</b></p> <p><b>Least Preferred: 6 Votes</b></p> <p>Place your sticker here</p>	<p><b>Most Preferred: 24 Votes</b></p> <p><b>Least Preferred: 19 Votes</b></p> <p>Place your sticker here</p>

# MOBILITY & INFRASTRUCTURE



## WHICH ARE YOUR PREFERRED SOLUTIONS?

**PROBLEM STATEMENT:** Downtown Manhattan Beach is suffering from a continuous cycle of parking supply expansion followed by increased demand and visitation. The end result is the parking situation may keep locals away from the area and it creates a “search and circle or hold” vehicular pattern that adds congestion and noise, lowers air quality, and increases parking frustration.

Please place a sticky dot on your top *THREE* solutions.

### SOLUTIONS

Add technology improvements that measure and display “available number of parking spaces” signs at parking structure and lot entrances.



30 Votes

Place your sticker here

Create shuttle/valet/rideshare drop-off areas to encourage use of employee shuttles and ridesharing, without impacting flow of traffic.



31 Votes

Place your sticker here

Install bike racks and bike parking corrals throughout Downtown to accommodate bikeshare and regular bike parking needs.



31 Votes

Place your sticker here

Encourage walking by improving pedestrian walkways and crossings through the use of 4-way/diagonal pedestrian crossings (“scrambles”), warning signs, signals, lighting etc.



34 Votes

Place your sticker here

Encourage biking by improving/adding bike facilities such as sharrows, bike lanes, and buffered/protected bike lanes.



25 Votes

Place your sticker here

**Do you have other suggested solutions?** If so, please write them below:

See Attachment

# MANHATTAN BEACH DOWNTOWN SPECIFIC PLAN



# PUBLIC SPACES & WALKWAYS WHICH ARE YOUR PREFERRED SOLUTIONS?

**PROBLEM STATEMENT:** Downtown Manhattan Beach has a charming, small beach town atmosphere. However, the pedestrian environment does not allow for adequate pedestrian circulation or gathering spaces, and does not entice those walking and biking along the beach to stop and visit the Downtown.

Please place a sticky dot on your top **THREE** solutions.

## SOLUTIONS

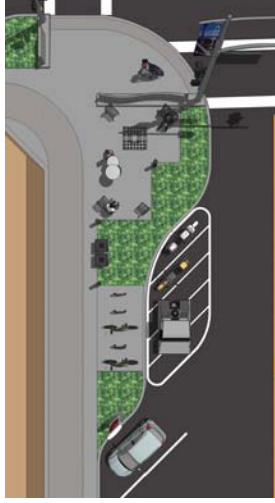
Create additional mid-block crossings and pedestrian spaces (i.e., small plazas, seating areas, and locations for kiosks, trash receptacles, and newspaper stands, etc.).



**13 Votes**

Place your sticker here

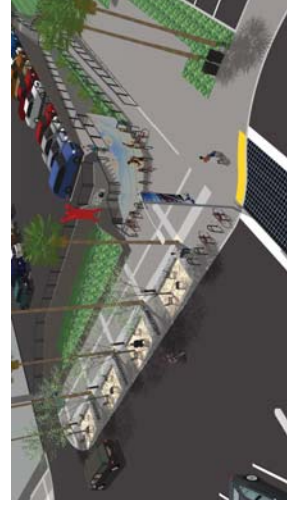
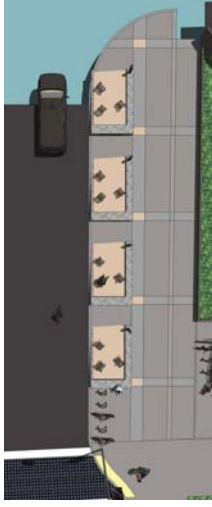
Improve existing sidewalk bulb-outs (extensions) and turn under-utilized planting and/or furniture areas into pedestrian spaces.



**20 Votes**

Place your sticker here

Enhance the beach plaza and sidewalk west of Ocean Drive by removing on-street parking and replacing it with bike storage, seating, planting areas, and enhanced paving.



**21 Votes**

Place your sticker here

Add patterned/colored paving to call attention to the pier at the intersection of Manhattan Beach Boulevard and the pier.



**9 Votes**

Place your sticker here

Reconfigure on-street parking at select locations to create additional pedestrian space.



**32 Votes**

Place your sticker here

**Do you have other suggested solutions?** If so, please write them below:

**See Attachment**

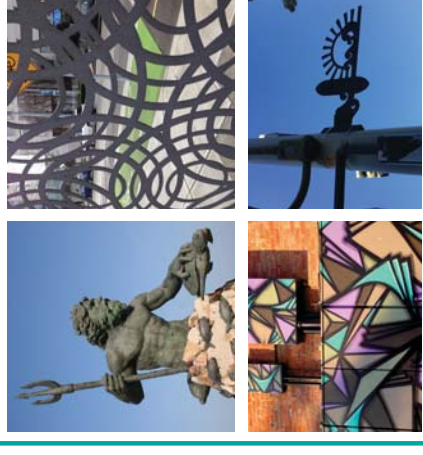


# PUBLIC ART, DESIGN CHARACTER, & WAYFINDING WHICH ARE YOUR PREFERRED SOLUTIONS?

**PROBLEM STATEMENT:** Public spaces in Downtown Manhattan Beach are made up of an aged, eclectic, and sometimes absent mix of street furnishings, public art, and wayfinding signs. The existing treatments lack a unified design language and identity, and do not reflect the potential of this highly desirable beachside community.

Please place a sticky dot on your top **THREE** solutions.

## SOLUTIONS





<p>Upgrade improvements at major intersections (examples include enhanced paving, updated concrete seat walls, benches, public art, shade trees, and beach-themed gardens).</p> 	<p>Invest in highly used streetscape furnishings such as waste receptacles, seating, and wayfinding kiosks.</p> 	<p>Engage local artists to create public art that expresses the identity of Manhattan Beach and provides historical context and education.</p> 	<p>Provide signage that identifies public destinations and reflects/promotes the identity of the beachside community (in conjunction with the city wayfinding plan).</p> 	<p>Intensify regular maintenance efforts to address poor plant health, pedestrian walkway repairs, cleaning and upkeep of waste receptacles.</p> 	<p>Install street lights designed to reflect the small town beach character and enhance pedestrian safety.</p> 	<p><b>Do you have other suggested solutions?</b> If so, please write them below:</p> <p><b>See Attachment</b></p>	<p><b>22 Votes</b></p> <p>Place your sticker here</p>	<p><b>23 Votes</b></p> <p>Place your sticker here</p>	<p><b>13 Votes</b></p> <p>Place your sticker here</p>	<p><b>10 Votes</b></p> <p>Place your sticker here</p>	<p><b>53 Votes</b></p> <p>Place your sticker here</p>	<p><b>38 Votes</b></p> <p>Place your sticker here</p>	<p><b>Underground Utilities</b></p> <p><b>16 Votes</b></p>
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# BUILDING DESIGN & CHARACTER WHICH ARE YOUR PREFERRED CHARACTER DEFINING BUILDING ELEMENTS?



Please place a sticky dot on your top **THREE** character defining building elements that you most prefer for the Downtown.

## CHARACTER DEFINING BUILDING ELEMENTS

MINIMUM WINDOW & DOOR OPENING PERCENTAGE ON FACADES	SECOND STORY SETBACK/ARTICULATION	LANDSCAPING (I.E. PLANTERS)	BALCONIES	ROOF DESIGN (I.E. PITCHED, FLAT, ETC.)	AWNINGS	SIGNS	OTHER SUGGESTIONS?
							See Attachment
22 Votes	31 Votes	35 Votes	27 Votes	11 Votes	21 Votes	28 Votes	
Place your sticker here	Place your sticker here	Place your sticker here	Place your sticker here	Place your sticker here	Place your sticker here	Place your sticker here	

# PRIVATE SPACE DESIGN OUTDOOR DINING OPTIONS



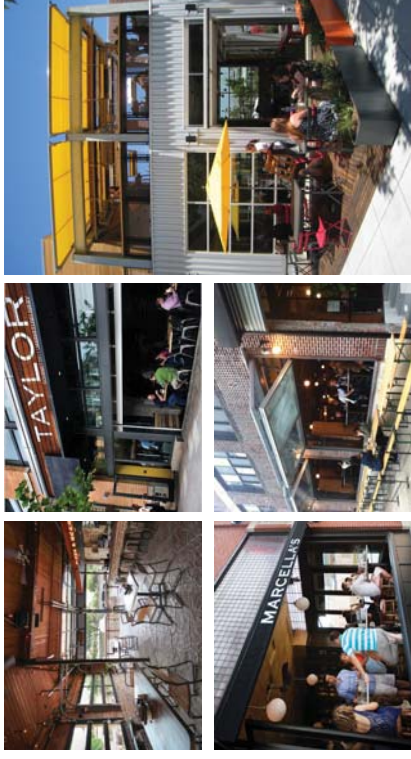
Please place a sticky dot on your top TWO outdoor dining options for restaurants/café's in the Downtown.

## OUTDOOR DINING OPTIONS

### SIDEWALK SEATING



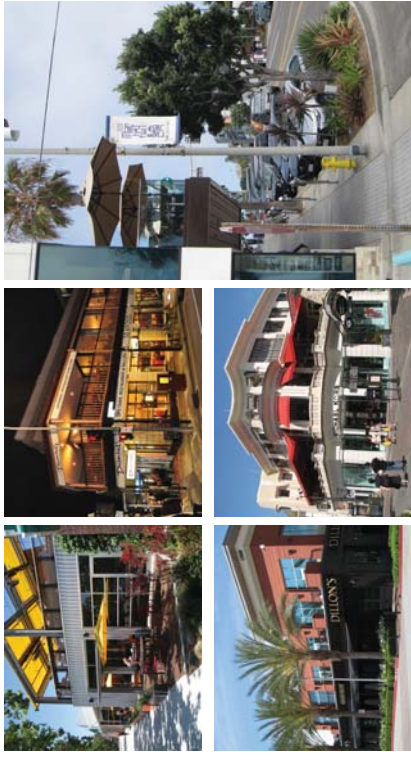
### MOVABLE FRONT FACADES



### SETBACKS/COURTYARDS



### BALCONIES



31 Votes

Place your sticker here

47 Votes

Place your sticker here

34 Votes

Place your sticker here

13 Votes

Place your sticker here



## BUSINESS DEVELOPMENT & RELATIONS WHICH ARE YOUR PREFERRED STRATEGIES?

Which strategies do you support to foster business development in a manner that preserves the Downtown's small town character and quality of life? Please place a sticky dot on your top **THREE** solutions.

*Components of the Downtown's small town character include active ground floor commercial tenants, small retail spaces, independently owned stores and restaurants, locally owned franchises or chains, and professional offices on upper stories.*

### BUSINESS DEVELOPMENT & RELATIONS STRATEGIES

<p>Create a <b>proactive recruitment strategy</b> to attract desired retail/restaurant tenants on the ground floor and professional/office tenants for upper stories.</p>	<p><b>21 Votes</b></p> <p>Place your sticker here</p>
<p>Continue to <b>support smaller, more community-based events, marketing, and promotions</b> to attract residents and/or other desired markets to support downtown businesses.</p>	<p><b>45 Votes</b></p> <p>Place your sticker here</p>
<p>Form a <b>downtown restaurant/drinking establishment task group</b> to discuss solutions to issues concerning the community (e.g. noise, trash, delivery times/locations, etc.).</p>	<p><b>17 Votes</b></p> <p>Place your sticker here</p>
<p><b>Strengthen retention efforts</b> to help existing retail tenants to grow and expand (e.g. one-on-one business visitations, link businesses with resources, etc).</p>	<p><b>26 Votes</b></p> <p>Place your sticker here</p>
<p>Explore ways that businesses can <b>improve their storefront presence, customer service, and hours</b> of operation to meet the needs of the consumer.</p>	<p><b>8 Votes</b></p> <p>Place your sticker here</p>
<p><b>Do you have other suggested solutions?</b> If so, please write them below:</p>	<p><b>See Attachment</b></p>





## Comment Summary from Workshop #2

10/16/2015

### Station 1: Parking

- Coming west on Manhattan Beach Blvd, our “drama” and individualism is THE OCEAN. DO NOT block with a bunch of signs.
- Restart parking permits for downtown.
- I had to move my business (office) out of Downtown because of employee parking limits and probably would love to see bold, practical, and dedicated employee parking. A focus on this to help business and limit resident impacts.
- If you build it, they will come and change the character of the town. NO new structures.
- Employee parking outside downtown with shuttle service is a good idea and will free up spaces for people who want to do business downtown.
- We need preferred resident parking as in Hermosa.
- No big parking structures.
- I don't like the “avail # of spaces” signs. Take away from cute character.
- I like more valet.
- A consistent reliable and frequent shuttle service with primary routes on Rosecrans, MB Blvd, Highland, Aviation, etc. for the residents to use must be consistent reliable and frequent.
- On both subjects under #1, some of your proposed ideas are inconsistent with the overall guidance of maintaining a small town feel.
- Don't build additional parking.
- Create parking by better utilization of existing parking. Employees of Downtown biz (and City Hall) must park outside of Downtown and be shuttled in.
- Open up valet parking spaces to all in the evening and weekend (one red dot).
- Residents don't want employees parking in front of homes ANYWHERE in City- even off Sepulveda in Residential. Put shuttle employee parking at 8<sup>th</sup> & Sepulveda since City is so divided about Gelsons!
- #1 priority- move underground parking at city lots and one private property- Vons best place. Find other places for employees.
- Don't invest in parking – parking structures will be obsolete in 20 years with driverless cars.
- Increase turnover of vehicles and available on street parking. Employee shuttles need to be strongly encouraged by their employees – maybe even an incentive to do so.
- Have permits for residents so get reduced rates. Really need to manage employee parking.
- Parking already expensive, not a good idea.
- If valet parking by City, subsidize cost so this is viable.
- More Downtown parking spaces will cause more problems.
- Utilize available parking better-private lots, valet, off-site, shuttle, public lots.
- Have employees park elsewhere with shuttle.

- City valet could work well in the evenings for restaurants.
- No additional parking at Live Oak Park. Too congested.
- Do not reduce parking.
- Provide solutions to accommodate need.
- 2-hr parking is more conducive for business.
- Beach parking alternative needed.
- The only add'l parking should be permits for downtown residents. Additional parking will simply fuel expanded retail development and beach traffic. Even shuttle will simply add volume & congestion.
- Perhaps underground parking in appropriate spot. Do not eliminate any street parking.
- I believe we should move employee parking to remote areas with shuttle service. At the same time we should utilize existing parking lots and structures to park weekend and night time traffic. Existing parking at Vons can be increased as well. If we want to promote retail, we need parking.
- [Illegible] first need to address the nature of businesses in downtown.
- I am in favor of utilizing existing lots as much as possible, including banks, Skechers, after hours. I am completely against adding parking west of Morningside (i.e. beachhead) – will drastically increase downtown gridlock in summer. I am in favor of developing Vons w/ underground parking. I am in favor of some.
- I'd like to see the underutilized spaces such as Bank of America lot on Morningside and Vons extension used. Buy it from the owner.
- All the parking public around the sand section should be made available to residents (that pay the taxes).
- The premise here is that we need more parking, why? I thought the guiding principle was "small town atmosphere." Also many of these premises pre-suppose more government and a higher city budget.
- No more parking! We are NOT a tourist destination and DO NOT want to become one.
- Provide additional parking supply – designate a percentage as in lieu for employees, mixed use.
- You only give me one red dot (don't like). Really? I don't think parking is such a problem. There is enough parking to support the right amount of people in the downtown at any period of time. It doesn't stop hundreds from coming in for events, does it?
- For any parking spaces removed for public spaces & walkways, they must be replaced with new spaces. Underground parking beneath the upper pier parking lots could help with lack of parking or loss of existing spots.
- We need the result of parking study before we move forward. Providing employee parking will solve 80% of parking issues in Downtown. The right parking at the right time for the right people!! Provide priority parking for MB residents so they can support downtown businesses. Better utilize parking space for delivery trucks at certain times, away from residents. The study should show that managing existing parking will provide solution for parking.
- Less street parking, more public/pedestrian walkways/landscaping

## Comment Summary from Workshop #2

10/16/2015

### Station #1: Mobility & Infrastructure

- I am totally fine with losing a few downtown parking spaces in favor of many improvements shown here. All help more than one carload of people and enhance the feel of downtown. I assume parking supply can be made up off the main roads.
- More bike racks won't encourage bike riding, fewer cars will.
- Be more pedestrian friendly, uncluttered sidewalks.
- Highest priority is easy walking everywhere, all the time, easier biking is nice but not high priority. Clam car traffic, especially looking for parking places.
- Approve electric care share, like in San Diego. Downtown MB is ideal for this.
- Increase bike lane safety.
- Applications with information on parking availability.
- Encourage bikes, need bike racks.
- Have off-site parking with shuttle.
- Residential permit parking Downtown – create this
- Scramble crosswalk is a good idea.
- No parking structure or added parking was provided.
- Lots of ideas on circulation and reduction.
- Bike racks. Limit where shuttles, limos, and party busses can stop!
- Eliminate bicycles on Highland or at VERY LEAST, prohibit biking from rush hour/weekdays, e.g. no bikes from 6am-10am and 4pm-7pm.
- I don't think it's a good idea to decrease the number of parking spaces in downtown Manhattan Beach.
- Providing additional bicycle stands provides NO incentive for riding bikes. Unless traffic is diminished/discouraged.
- Open up an in city bus route to local residential locations to encourage residents to walk.
- I love the scramble concept which allows traffic to flow better. Btw (the delay of the light after the pedestrian walk (white) light is genius. Thanks for doing that).
- No parking structures.
- More bike options and spaces. Let's promote more opportunities for walking and biking – small town character is being able to meet & communicate in a safe and quiet environment!!
- Downtown small area – no downtown feel when quality of area is compromised 24/7 with commuter traffic (Highland), truck parking, loading on major streets (in red zones), loud trucks, motorcycles. No police presence, monitoring.

## Comment Summary from Workshop #2

10/16/2015

### Station #2: Public Spaces & Walkways

- No taking public encroachments and turning into dining.
- No podiums or chairs outside business, i.e. Mama D's or the Creamery.
- Yes to creating more pedestrian space and small plaza type areas at the expense of street parking.
- I do not agree with the description of the problem. Eliminating tables, etc. will approve pedestrian access.
- I don't know how to solve the problem, but these solutions seem short-sighted. They take away necessary parking. They the tentative solutions don't anymore mobility. It doesn't seem focused on retention of small town ambiance.
- Don't spend much money on this but off the shelf stuff that is sturdy and reasonably priced. Highest priority is more space for [incomplete]
- Include more benches and encourage gathering; need to balance against pedestrian flow.
- Need electric vehicle spaces.
- Need to underground electric and get rid of the poles and overhead wires.
- Typically people who bike or go to the beach do not go shopping. And shops do not cater to bikers and beach goers except Vons and Man. Grocery, maybe Starbucks.
- Need to focus on Strand [illegible] extending N & S of pier.
- Like public space.
- Add parklets along Strand.
- Invest in underground utilities.
- Not a significant problem, no solutions necessary. Pedestrian "congestion" is a part of the self-limiting constraints that help maintain & preserve the scale of development.
- Perhaps underground parking in appropriate spot. Do not eliminate any street parking.
- Promoting biking, etc. is good, just not at the expense of parking places.
- Mid-block crossings seem dangerous and messy in a town with such short blocks.
- Walkstreets may not be changed or built upon. This is a peoples law passed in 1987. No one can drive or change these.
- I favor maintaining all the parking we have and increase if possible. If the priority is freer movement for pedestrians, I support that and changing the bulb-outs to improve that. Improve the space/intersection at the Strand & MB Blvd, make room to turn around.
- Ok!
- "We are a bedroom community 1<sup>st</sup>" – excellent point. Cannot eliminate walkstreets. I'm still in favor of undergrounding. I assume you have rejected making MBB pedestrian only w. of Manhattan Ave? Parking follow a budget – for every space eliminated – create one somewhere else – or plan won't sell.
- Support improving sidewalks for pedestrians (bulb-outs).

- You cannot take public parking and provide to a business to make outdoor dining – please do not allow this to happen. NO CHANGES to these public spaces and walkways!!

## Comment Summary from Workshop #2

10/16/2015

### **Station #3: Public Art, Character, & Wayfinding**

- Need to give Arts Commission more authority and power to choose and place public art – no so much City Council.
- Take steps to make public more aware of the public art we have. Periodic art walks, brochures, articles in local paper featuring pieces.
- No huge signs blocking view and causing visual clutter.
- I bike and run on the bike path and Strand and think the landscaping between the Strand and the bike path could be significantly enhanced. I would also like to see the stairs, and pathways to the beach be replaced as they are in desperate need of repair and the retaining segments of telephone poles replaced!
- Better lighting at crosswalks.
- Need better trash pickup and receptacles.
- Would like to see inspired use of light, whimsical public art and improvements at prominent spots/intersections. Metlox shows how simple, bold expressions can overhaul the character of an area and add accents consistent with a theme.
- Undergrounding wires would be the best investment in beautification.
- Underground electric/utility poles.
- I think we need a consistent clean and uniform approach to streetscape, to tie the town and the community together. Also need underground utilities.
- Do not block views of ocean with plantings.
- Underground utilities trumps all ideas.
- Intensify maintenance can, and should be done now. No strategic plan necessary. Provide shade trees (not queen palms) and climate appropriate landscaping.
- Need trash receptacles, wayfinding directories (not a sign every 10 feet) and appropriate seating.
- Please keep the kitschy, tacky example of the so-called “upgrades” presented as examples. These will be dated before they’re even installed. The scale of downtown is part of the charm of downtown. Over-designed, busy, non-functional “beautifications” have a high possibility of adding clutter to the streetscape.
- Low priority both for spending and taking space. No unified approach. Let eclectic store front be the character.
- Underground. More public seating will attract more homeless.
- Need street lights to enhance public safety. The light on 12<sup>th</sup> and Manhattan Ave isn’t even on! Do not need more seating. I like the eclectic look- we don’t want to look like we have no history.
- Don’t keep same. Integrate aspects of downtown but reap general eclectic nature.
- Important not to spend money on things that aren’t needed; prioritize.

- Maintain and improve what we have.
- Waste receptacles – need many more.
- Like the current eclectic look of different styles, time periods, etc.
- Get rid of elective poles – underground.
- Using local artists might create pride in our community. Regular maintenance is needed.
- Need to include Strand area around pier – neglected. Storage containers on Strand – ugly and inappropriate on the beach. Maintenance of existing amenities is a requirement; not an option.
- We do not need a contrived unified look that is indicative of a constructed pedestrian mall – this is not The Grove. More trash receptacles and maintenance – of course.
- As long as nothing is drastically changed. Keep character the same. We don't want a Santa Monica or Venice.
- Good – not at the expense of parking.
- Would like to see improved landscaping. (NO palm trees), need to soften. Reduce signage – do not add to it.
- Investing in maps or map-type signage seems unnecessary when everyone has a smart phone. The maps, assuming they contain merchant info, for example, would be outdated very quickly and would require costly updates. Thematic artistic elements are great for creating a cohesive city center, identity. Please don't be too literal w/ the interpretation!
- Ok!
- How about something less unsightly than concrete? Public art - should agree on a theme. Art – not necessarily local artists & pervasive.
- Don't spend precious public dollars on public art. Instead, allow residents wanting to “donate” and pay for a memorial bench to pay for art chosen by the city. Do not create seating that attracts homeless.
- Please let's get utility poles and electric lines underground – let's make this happen in the next 2 years for all of downtown!
- Process – professional: design and public art.

## Comment Summary from Workshop #2

10/16/2015

### Station #4: Building Design & Character

- Second story setback/articulated
- Awning
- No 3 Stories
- Not a fan of lots of glass like Trina Turk.
- This is too vague – What is important is what the future regulation states. It's virtually impossible to register a vote without the vision of how it would come to life. It's all in the execution.
- Second story setback articulation is a positive design feature. No 3 story balconies. Although balconies are nice, no balcony over sidewalks/public space.
- No 3 stories!!! Only 2. Small independently owned stores only. No chains in all MB.
- Articulation and scale – very important to character of the place. Individual building planters problematic for sidewalk space and will conflict with new streetscaping. Excessive setbacks/courtyards need to be approached very carefully to avoid a disjointed, [unreadable] street façade. Signs must be controlled for size/programmed lighting.
- No taller than now, eclectic design and character, like most of whole city, keep size of business interiors about the same. No combining of spaces. Encourage renewing frontage especially. Options for “votes” not as important as above.
- Poorly written question. Awnings should be prohibited.
- Size of sign is very important – no to anything like the Point in El Segundo has. Too big and garish. Landscaping should not impede pedestrian walking.
- Variety would seem important- everything should not be the same. Maybe think in terms of “clusters”.
- Important to consider implementation when choosing a design. Not all choices carry the same financial impact for the business. Simpler solutions should be considered first.
- Encourage nice signs (smaller, classic, consistent and good/low water landscaping).
- Balconies, setbacks, roof designs are all great ideas but can't/shouldn't be enforced. Minimum impact and keeping to-scale is important.
- Want the design to be different between buildings as long as they are only two-story.
- Should have multiple styles and design – eclectic – we do not want to be Orange County.
- Movable front facades but too much noise into neighborhoods.
- Sidewalk seating is a pedestrian disaster.
- Balconies make for private parties for businesses, not friendly.
- Like sidewalk seating but patron passage needs to be established. Articulating storefronts creates interest.
- Setback second story, open space, sign limits. Resist the imposition of design standards, keep to a minimum. No exception of sidewalk dining – no room! Any removable facades should include sound mitigation as a requirement.



- No changes
- I don't think we should be too strict in building regulation. I don't want the city to look like Irvine. I am in favor of balconies and design elements to make the building attractive. I think many of these elements can result in beautiful buildings.
- Prefer landscaping & awnings to provide "character." NO big windows in hair salons & nail salons.
- No balconies for restaurants or bars.
- I don't feel qualified to voice an opinion.
- Public buildings must comply with the same requirements and construction constraints (hours, parking, space allowed for materials) as the public they serve.
- This seems doomed. The time frame of the plan isn't long enough to achieve the objective – look @ Downtown L.A.
- Allow flexibility and diversity in building design. \*Awards for best designs! Downtown re-development should be at least 2 stories.
- Please do not entertain increasing the height restrictions in MB = keep only 2 level properties in downtown!!
- Downtown community? – [illegible] contrasting hardscape design vs old downtown, unify?

## Comment Summary from Workshop #2

10/16/2015

### Station #4: Private Space Design

- Setbacks
- Usage of square feet rented, No use of public sidewalks.
- For outdoor dining, sidewalk seating is impractical under current and expected sidewalk/parking setups. With wider sidewalks we would welcome more outdoor dining for sure. Moveable facades becomes the practical choice if not top aesthetic choice.
- Outdoor dining should be restricted to footprint of private space and should not be placed on public spaces like sidewalks.
- We need to encourage design diversity, not conformity.
- I prefer setbacks for outside dining to leave space on sidewalk to walk.
- Keep small town feel in mind for all of these.
- Don't impede pedestrian flow with tables and chairs in sidewalks.
- Higher priority to have enough space on sidewalks for people to walk 3 abreast. Great to have outdoor dining if it does not take sidewalks space.
- Great if pedestrians can easily walk past.
- Design that encourages people outside and community relations rather than inside and isolation. "Clusters" idea is a good one.
- Like outdoor dining but only within the restaurants footprint, not blocking pedestrians.
- Movable fronts. Inside out.
- That would be the one pleasant change. More outside dining, if compatible with walkway.
- No balconies! No tables outside- blocking sidewalks. Like removable fronts.
- It's [illegible]
- Great! But not if encroach parking space.
- All good ideas. Do we need uniformity? Or just options?
- Support moveable front facades.
- Get diners off the sidewalk, please. They are in the way. Potential lawsuits.
- Please no additional balconies in downtown. Balconies are in conflict with small town environment. Movable facades are 90% on sidewalk areas – take away from small town environment. Balconies, movable facades and sidewalk seating are in conflict with having a small town environment for MB.
- Can't expand landscaping without giving up parking ok by me.

## Comment Summary from Workshop #2

10/16/2015

### Station #5: Business Development

- Keep real estate and professional offices... [unreadable].
- Rent control or rate abatement? As rents get higher no small businesses can exist or survive.
- The city can and should help pick winners with incentives, tax relief, and assistance to targeted small, local, designed businesses.
- Enhance resident parking to support the businesses.
- Less real estate on street level.
- More community events like the Farmers Market.
- Fundamentally I disagree with the premised of your question: You ask which strategies do we support to foster business development downtown. None of the Above. As a resident, I do not think the city should be foster downtown business development. Want to foster a residential community downtown with only businesses the residents need. For your revenue, the city should focus business development on Manhattan Village mall and Sepulveda. The way to protect our downtown small town character and quality of life is to address our growing crime issue.
- No more chains in all of MB.
- LOVE the vibrant restaurant scene – to be able to walk to some of the best eating in LA is wonderful – please continue to support. Only thing that’s great about downtown is that it’s vibrant day and night. One can feel safe walking downtown well into the evening. Please preserve us from a downtown that rolls up the sidewalks at 10pm – Horrible.
- This should be for Rosecrans and Rosecrans. NOT FOR DOWNTOWN.
- Noe of the above. Only problem with downtown is the lack of police presence. The city needs to have cops walking downtown.
- Keep it fun and full of action. Keep if unique. Bookstore and mens store add women’s store that carry above size 2 and less trendy and above 20-30 year old.
- Agree with independent stores – not chains or franchises.
- Events that target residents are not larger/outside population.
- Stores are off balance – mainly restaurants and high end clothing stores. Should support our simple independent.
- Bookstore - they seem to support more the visitor/tourist but not enough for residents.
- Manhattan Beach is and should remain a residential community. We should only focus on businesses that support residents and needs of residents.
- If downtown had the retail/services/restaurants that residents require, more residents will come and shop downtown.
- Do not want to attract more tourists – they shop minimally and leave trash and other nuisances.
- Businesses need to have more services for residents – not more dress shops!
- Small business is tough to finance the resources necessary to operate. Encourage.
- Promote local small single use retailers.

- No change.
- I think more community based events such as art shows, fairs, etc. are good for keeping & growing existing retail.
- Retention [incomplete].
- Address permits. Limit non-commercial uses of downtown 1<sup>st</sup> story stores/space.
- Set a limit to the number of women clothing stores (and I am one).
- These solutions seem to assume the free market can't handle these issues. I don't think we have a problem here that our current DBA can't alleviate.
- Let the market determine what business succeeds financially.
- More community policing – assign police officers to specific geographical areas. Proactive enforcement of laws. Cater to residents to support and develop businesses!!
- Variety would be best, but given high rent, mom/pop – unrealistic. (I [illegible] haven't had much to bring me to downtown for decades). Less real estate/escrow! on lower floors.

## Comment Summary from Workshop #2

10/16/2015

### Other Comments:

- Most of the issues and ideas were too amorphous to really discuss.
- The fact that Loreli cannot answer “what problems are we trying to resolve” and what are the objectives of this project is core to how this project is flawed. (and \$\$ spent wisely?) You are missing the opportunity to address the biggest threat to our “small town community”- Crime. Please take the money and energy you’ve exerted here and focus on more foot patrols and visible policing.
- Use the internet so each MB resident family can weigh in on community issues. One reside one vote. Assign a number to each family so all voices are heard equally.
- Great exercise in incorporating small town atmosphere.
- No change
- Utilities exposed are a safety & fire hazard. Please underground.
- Johnrymac123@msn.com
- Include a beautification program.
- I was told “write on a post-it,” “write on this comment sheet,” “write on the board.” Please be more organized, this is serious!
- The more we open and cram people into small spaces and create more balconies and moveable facades the more this takes away and is a detriment to the small town environment of MB. Our solutions need to complement and enhance MB and not conflict with putting at risk the town environment.
- Quality of life, visual, noise, smells – not addressed – compounded by: smokers (despite ordinance), truck traffic, illegal unloading, car/truck, motorcycle pollution, noise. And no police presence.
- I felt that the items we voted on had mixed messages. Under “Business Development,” I agree with retention of present businesses but I do not think that means they need to grow & expand. I want Vons to stay downtown, but it does not need to expand.
- Again, dots hands out and plastered all over the charts before any instruction and before meeting started.
- Start on time! Meet at Joslyn center so we aren’t so crowded.
- Address public health in plan. Air pollution from auto congestion monitor area. How?: lower speed limit, less cars, less traffic. No police presence downtown. Bring back pile police. Should reduce: volumes, speeds, large truck traffic, noise.

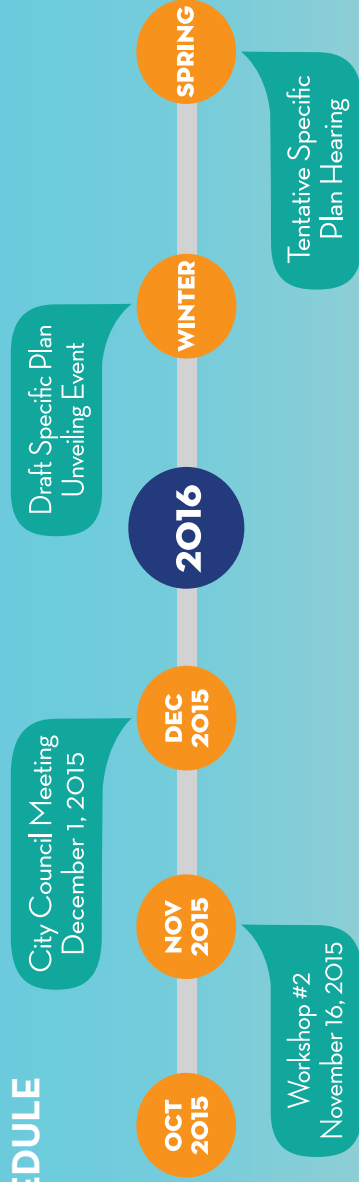
# DOWNTOWN MANHATTAN BEACH



# DEFINED

62 The City of Manhattan Beach wants YOU to help define the future of our downtown through the Downtown Specific Plan process. Join the conversation by attending our next community workshop and help the City prioritize what is important to you!

## TENTATIVE SCHEDULE



**DOWNTOWN SPECIFIC PLAN  
COMMUNITY WORKSHOP #2**  
Monday, November 16, 2015, 6:00 – 8:00 PM  
Police/Fire Community Room  
400/420 15th St, Manhattan Beach

During the workshop, you will share your preferences for how to preserve Downtown’s small town character and quality of life. Discussion topics include:

- Building design
- Streetscaping and public spaces
- Mobility and parking
- Business development and relations

# WHAT IS THE SPECIFIC PLAN'S VISION?

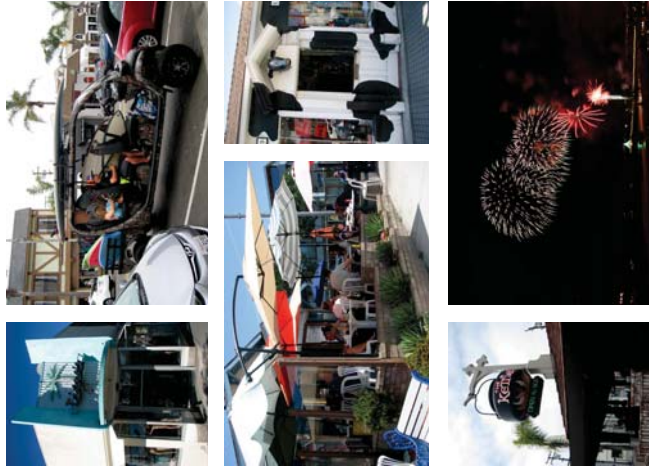


## VISION STATEMENT

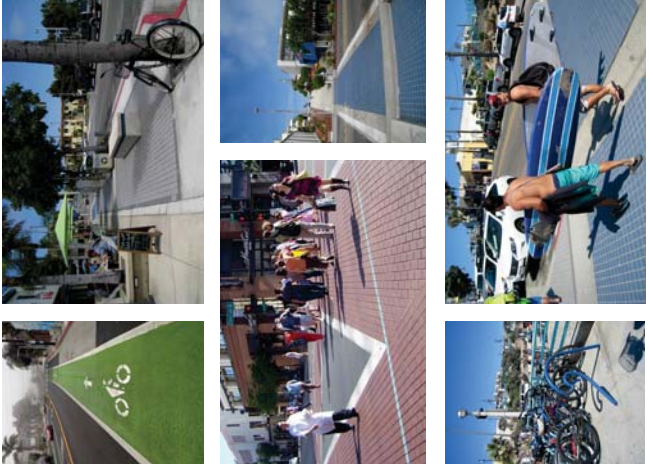
The vision for the future Downtown Manhattan Beach is of a vibrant, charming, commercial mixed-use and residential district that serves as the city's central gathering place and heart of the community. Residents and visitors are drawn to the district's numerous retail, restaurant, and service businesses. The district's eclectic buildings, open spaces, and streets foster a sense of community and exemplify the ideal characteristics of an urban district in a small, Southern California beachside community. As a compact, walkable urban district, the project area provides excellent facilities for pedestrians and bicyclists. The district is readily accessible by and provides efficient parking options for all modes of transportation.

## 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 choices



**Goal 4:** Encourage economic development



## WHAT IS MEANT BY "SMALL TOWN CHARACTER?"

- 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



# MANHATTAN BEACH DOWNTOWN SPECIFIC PLAN

# CIRCULATION PLAN

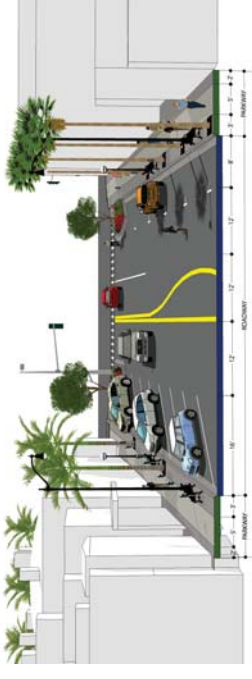
The Specific Plan area includes 6 street types:



• CIRCULATION MAP

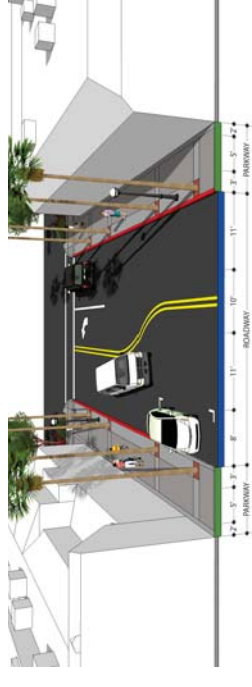
## PRIMARY STREETS

- Main streets in the downtown area that represent the major east-west and north-south corridors
- Generally 80' right-of-way including the travelway and parkway
- Highland Avenue, Manhattan Avenue, and Manhattan Beach Boulevard
- Main gateways to downtown and the beach



## SECONDARY STREETS

- Streets in the business district that serve as merchant corridors
- Similar treatments as the Primary Streets, less emphasis on significant gateway markers and less amenities
- 15th St (from Highland to Valley), 13th St (from Manhattan Ave to Valley), Morningside Dr (from 13th St to Manhattan Beach Blvd), and N. Valley Dr (from 15th St to 10th Place)
- Range in configuration and right-of-way width



## TERTIARY STREETS

- Mainly distributed throughout the residential areas
- Minor treatments in comparison to the Primary and Secondary streets
- Less emphasis on merchant needs and more emphasis on safety and planting enhancements
- Ocean Dr, 15th St (from the beach front to Highland), 14th St, 12th St, 11th St, and 9th St
- Range in configuration and right-of-way widths from 40 to 50 feet



## WALK STREETS

- East-west corridors designated as pedestrian only streets
- Provide a strong connection to the beach from the nearby communities



## ALLEYS

- Utility, loading, service, and access corridors
- Run throughout the commercial and residential areas



## SPECIAL PATHS

- Recreational and circulatory paths throughout the Downtown
- The Strand, Veterans Parkway, and Marvin Braude Bike Trail





# PUBLIC REALM IMPROVEMENTS

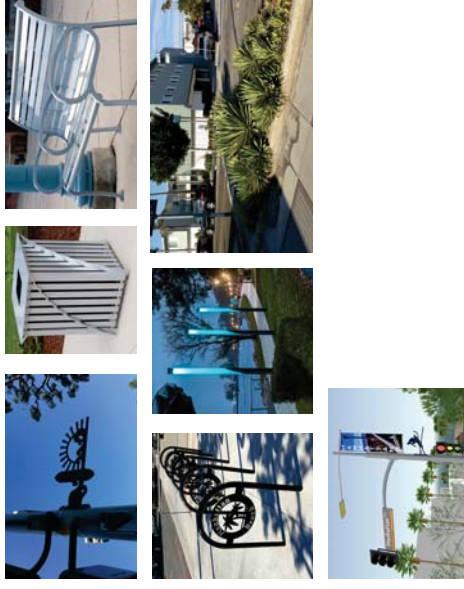
## PUBLIC REALM DESIGN GUIDELINES

The Specific Plan includes design guidelines for street furnishings, walkways and paving, and wayfinding signs, among others, intended to create a public realm that complements and enhances the project area's traditional, small town character and urban form, and accommodates all of the district's users.

### STREET FURNISHINGS

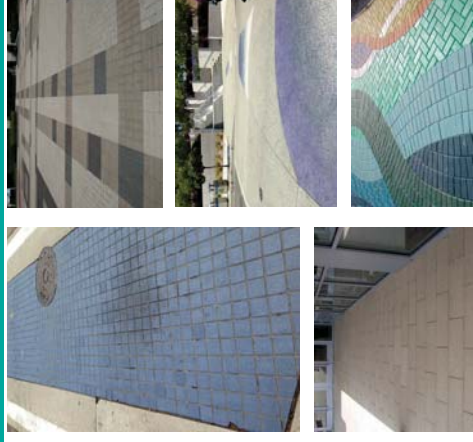
Cohesive street furnishings, including:

- Bulb-outs
- Planter areas
- Public lighting
- Public seating (i.e. benches, etc.)
- Trash and recycling receptacles
- Bicycle racks



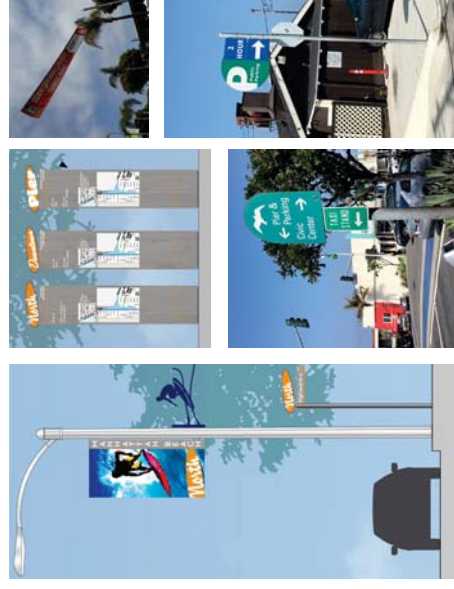
### WALKWAYS & PAVING

- Wider sidewalks
- Enhanced paving on walkways
- Landscaping and lighting along pedestrian routes
- Sidewalks should leave room for pedestrian movement
- Durable and attractive materials



### WAYFINDING

- Banners
- Information kiosks
- Signage with a consistent thematic character
- Gateway features to call attention to major entries into Downtown (i.e. signs, fountains, special landscaping, sculptures, etc.)



## PROPOSED STREETSCAPE IMPROVEMENTS

Specific streetscape improvements are proposed for several key locations/intersections in the Specific Plan area.

### PROPOSED PEDESTRIAN IMPROVEMENTS



### PROPOSED BICYCLE IMPROVEMENTS



#### Mid-block Crossing and Central Plaza



- 1: Mid-block crosswalks
- 2: Mid-block plaza and seating areas
- 3: Bollards
- 4: New street trees in tree grate
- 5: Bike racks

#### Multi-purpose Drop Off Zone



- 1: Cut-back curbline for drop off zone
- 2: 3 minute passenger loading and drop off signs
- 3: Improved lighting
- 4: ADA ramp
- 5: Bike racks



#### Beach Head Parking Area, Strand, and last block of MBB

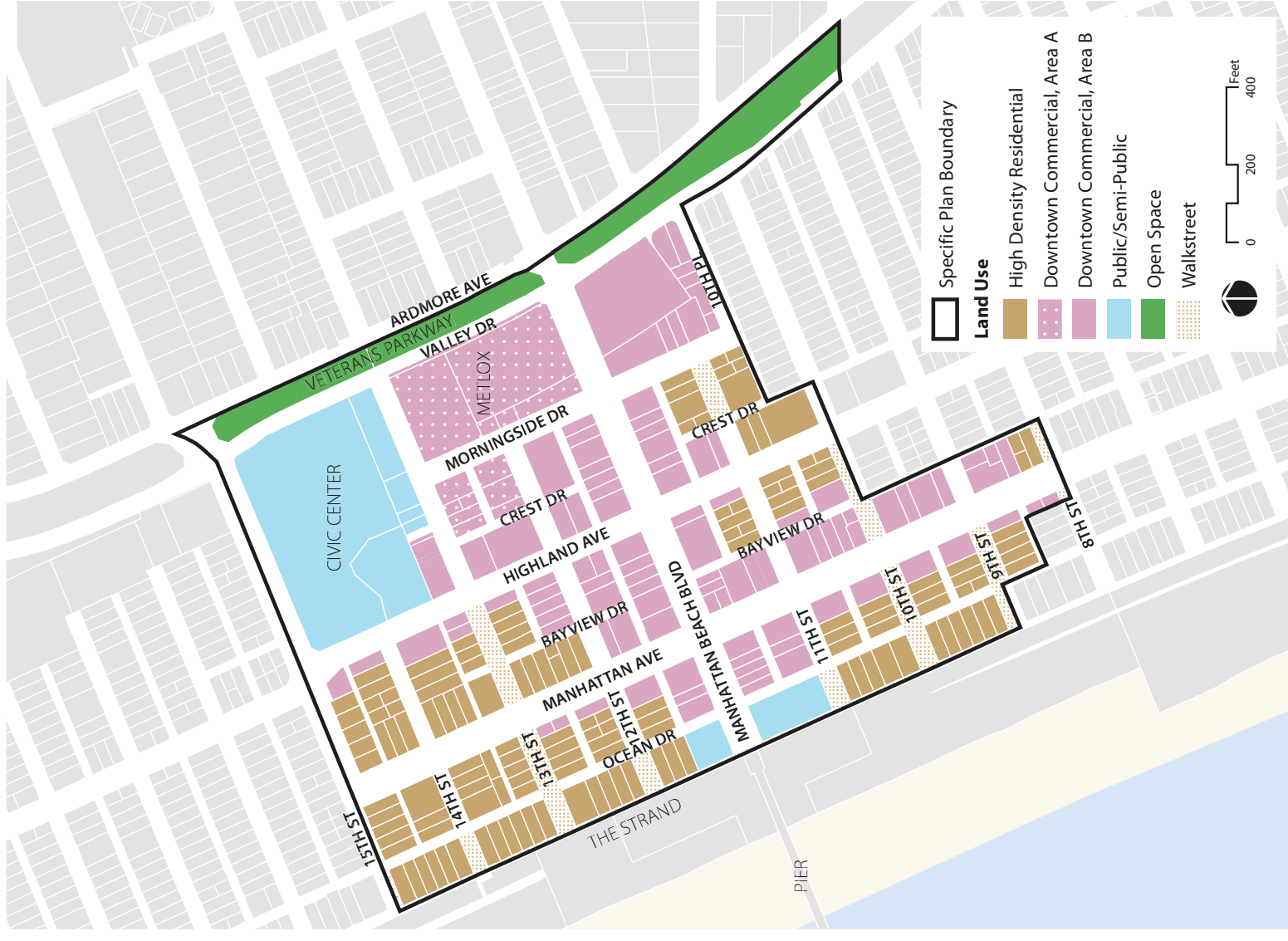


- 1: Subtle crosswalk net and volleyball
- 2: Turnaround drop-off locations
- 3: Plaza created from reconstructed slopes
- 4: ADA ramps and stairs added to access parking plaza
- 5: Bike racks
- 6: Climbing bike lane
- 7: Bike parking
- 8: Public art
- 9: Terrace seating planters
- 10: New street trees



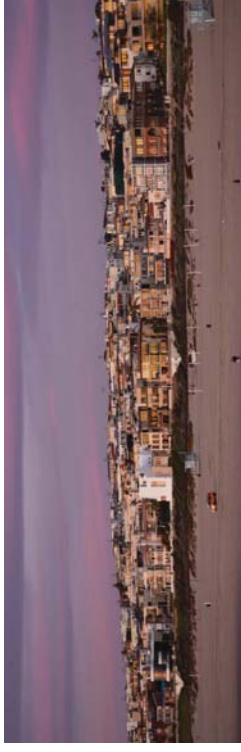


To perpetuate Downtown's small town character, the Specific Plan area includes the following 4 land use designations:



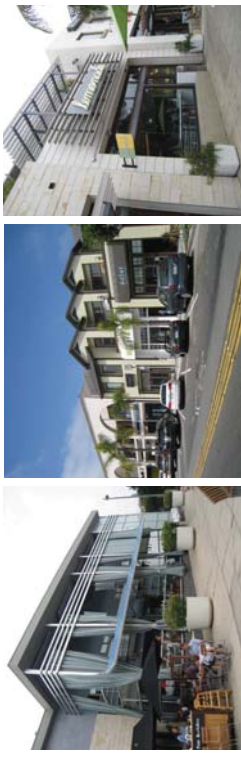
## HIGH DENSITY RESIDENTIAL

- Single family homes
- Apartments
- Condominiums
- Senior housing
- Parks and recreation facilities, schools, public safety facilities, and facilities for religious assembly



## DOWNTOWN COMMERCIAL

- Commercial businesses, residential uses, and public uses
- Focus on pedestrian-oriented commercial businesses that serve Manhattan Beach residents
- Visitor-oriented uses limited to low-intensity businesses providing goods and services primarily to beachgoers



## PUBLIC/SEMI-PUBLIC

- Public schools, government offices, and facilities such as libraries, cultural centers, and neighborhood/community centers
- Semi-public facilities, hospitals, and medical institutions
- Development standards established through discretionary review



## OPEN SPACE

- Public parks (Veterans Parkway)
- Limited recreational facilities and commercial uses in support of the principal park use
- Development standards established through discretionary review



LAND USE MAP

# CIRCULATION PLAN

The Specific Plan area includes 6 street types:



CIRCULATION MAP

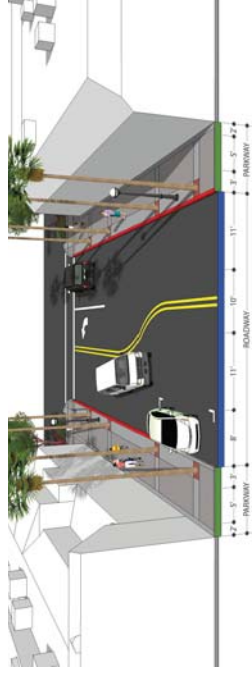
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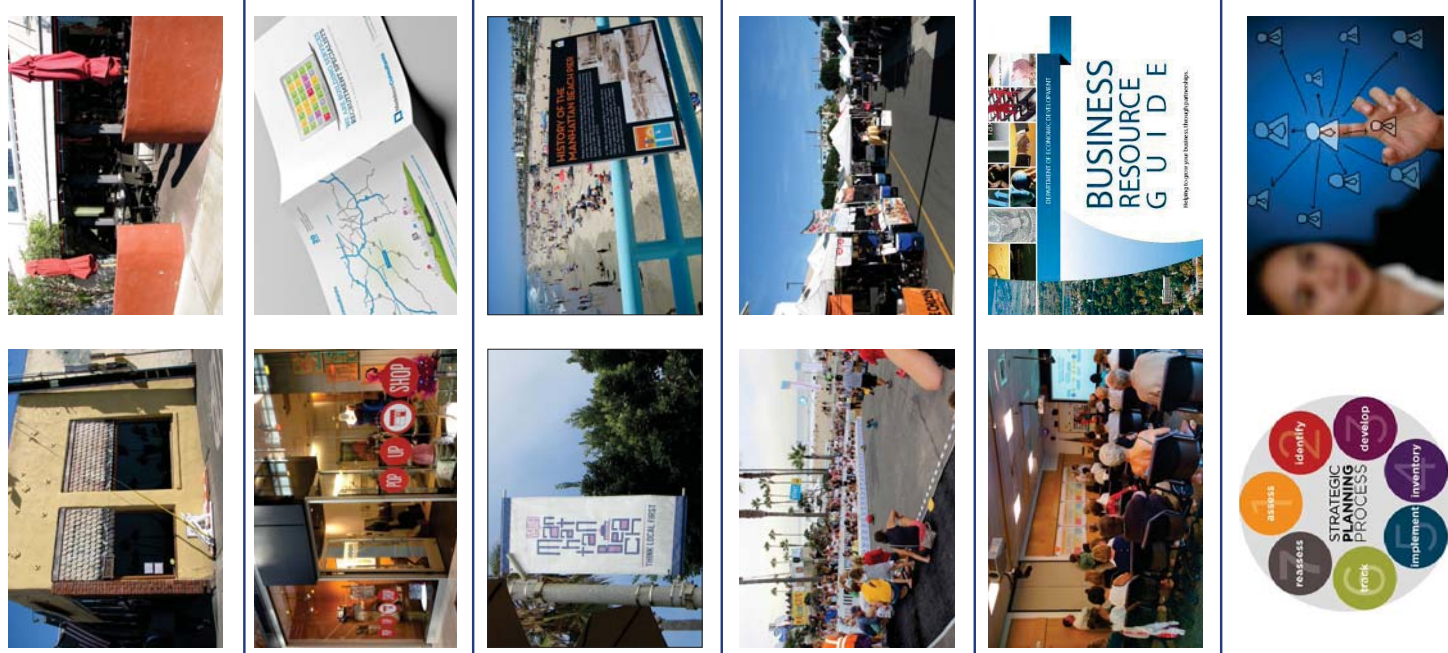


# ENCOURAGING ECONOMIC DEVELOPMENT



The Specific Plan includes the following goals and strategies to foster business development in a manner that preserves the Downtown's small town character and quality of life.

EXAMPLE STRATEGIES	
<p>Implement a business-strengthening strategy focused on business retention and expansion.</p>	<ul style="list-style-type: none"> <li>• Provide education and technical assistance to businesses</li> <li>• Form a "Downtown Restaurant and Bar" task force to address community concerns (e.g. noise, trash, delivery times/locations, etc.)</li> <li>• Initiate a program to help improve building façades</li> </ul>
<p>Develop a recruitment campaign targeting specific types of business.</p>	<ul style="list-style-type: none"> <li>• Create a business recruitment packet</li> <li>• Explore "pop-up" businesses to temporarily activate vacant storefronts</li> </ul>
<p>Implement a comprehensive promotion and marketing strategy.</p>	<ul style="list-style-type: none"> <li>• Redesign Downtown Manhattan Beach's logo and slogan</li> <li>• Establish a visitor center</li> <li>• Maintain and grow the website and social media for Downtown</li> <li>• Showcase Manhattan Beach's history, art, and culture</li> </ul>
<p>Leverage local markets to boost Downtown's economy and consumer base.</p>	<ul style="list-style-type: none"> <li>• Draw day workers into Downtown</li> <li>• Consider weekend activities that could attract locals back to Downtown</li> <li>• Sustain a vibrant calendar of visitor events as well as more local, community-focused events</li> </ul>
<p>Build and sustain a strong Downtown business community.</p>	<ul style="list-style-type: none"> <li>• Maintain consistent communication between members, stakeholders, partners, and the community</li> <li>• Create a "Main Street" program</li> </ul>
<p>Ensure that the Downtown Business Professional Association (DBPA) has the technical and staffing capacity to meet the current and future demands of its program and activities.</p>	<ul style="list-style-type: none"> <li>• The DBPA should develop a five-year strategic plan.</li> <li>• The DBPA should explore ways to increase its funding base</li> <li>• Consider a Property Based Improvement District Assessment</li> </ul>



# MANHATTAN BEACH DOWNTOWN SPECIFIC PLAN

# IMPROVING ACCESS TO PARKING



Building upon the Downtown Parking Management Plan, the Specific Plan includes the following strategies to improve access to parking in and around Downtown.

PARKING GOALS	EXAMPLE STRATEGIES	IMAGERY
<p>Increase turnover of vehicles and available on-street parking</p>	<ul style="list-style-type: none"> <li>• Demand pricing</li> <li>• Lower meter rates in parking structures and lots</li> </ul>	
<p>Clearly and expeditiously direct visitors to available parking</p>	<ul style="list-style-type: none"> <li>• Parking wayfinding signs</li> <li>• Smart parking technologies</li> </ul>	
<p>Provide a City regulated valet parking program</p>	<ul style="list-style-type: none"> <li>• Valet program regulated by the City</li> </ul>	
<p>Provide additional parking supply with new underground structured parking</p>	<ul style="list-style-type: none"> <li>• Build new parking structures</li> </ul>	
<p>Better utilize existing private parking lots and structures</p>	<ul style="list-style-type: none"> <li>• Shared parking opportunities during business off-hours</li> </ul>	
<p>Manage employee parking</p>	<ul style="list-style-type: none"> <li>• City operated shuttle service for employees/merchants to remote parking locations</li> <li>• Employee parking in remote parking areas</li> <li>• Reduced on-street parking time limits in residential areas</li> <li>• Tandem parking options for employees</li> </ul>	
<p>Reduce number of vehicles and congestion within Downtown</p>	<ul style="list-style-type: none"> <li>• Parking at remote parking lots with a City shuttle service for visitors and customers</li> <li>• Electric, disabled, motorcycle, and passenger loading zones</li> </ul>	
<p>Increase biking options</p>	<ul style="list-style-type: none"> <li>• Additional bike parking (e.g. racks, corrals)</li> <li>• Bikeshare program</li> </ul>	

# DOWNTOWN MANHATTAN BEACH



## DEFINED

### DOWNTOWN SPECIFIC PLAN COMMUNITY WORKSHOP #3

Wednesday, March 16, 2016, 6:00-8:00 P.M.

### COMMUNITY WORKSHOP #4

Thursday March 24, 2016, 6:00-8:00 P.M.

Both meetings to be held in the Police/Fire Community Room, 400/420 15th St, Manhattan Beach

During these workshops, we will present the Public Draft Downtown Specific Plan document. You will have the opportunity to review key elements of the Plan and provide your input. Key elements include:

- Building design
- Streetscaping and public spaces
- Mobility and parking
- Business development and relations

The City of Manhattan Beach wants YOU to help define the future of our downtown through the Downtown Specific Plan process. Join the conversation by attending our community workshops and help the City prioritize what is important to you!

### TENTATIVE SCHEDULE



For more information, visit [WWW.CITYMB.INFO/DOWNTOWNMBDEFINED](http://WWW.CITYMB.INFO/DOWNTOWNMBDEFINED) or contact Ted Fatusos at [tfatusos@citymb.info](mailto:tfatusos@citymb.info) or (310) 802-5512.

Post photos and comments about what you would like to see using #downtownmbdefined

