



Background

Jan. 8, 2018





I. Planning Overview

II. Economic Baseline & Opportunity Sites

III. Traffic and Parking



City Council Work Plan Direction

(Sept. 19, 2017)

- ▶ Initiate a zone text amendment to:
 - Add incentives for the redevelopment of “opportunity sites” for hotels or mixed use developments;
 - Possibly limit (but not prohibit) new office uses using a cap, or a locational requirement, or allowing only in a mixed use project; and
 - Update commercial parking requirements.

- ▶ Amend the Sepulveda Boulevard Development Guide to include standards for addressing the commercial/residential interface on east/west streets, and at the rear of the commercial properties.

- ▶ Appoint a working group committee to work with Staff and guide policy alternatives.



Planning Overview- General Plan and Zoning

General Plan Goals and Policies-

- Commercial Uses- Local and Regional serving
- Economic Viability and Diversity
- Commercial-Residential interface

Zoning Standards-

- Commercial General (CG) – majority of Sepulveda and Community Commercial (CC)- Manhattan Village
- Development Standards- Heights (22 or 30'), setbacks (0'), floor area ratio (1.5), landscaping, signs, parking
- Use Permit requirements- Uses and size of building/site (5,000 and 10,000 SF)
- Land Uses- Commercial, Public/Semi-Public, Industrial, Residential
- IZO Health Care and Medical Urgent Care Code Amendment
- Oak Avenue Overlay



Planning Overview- Sepulveda Boulevard Development Guide- 1997

Development Standards-

- Heights, setbacks, floor area ratio, landscaping, signs, parking

Guidelines-

- Reciprocal access, right-turn pockets, driveway throats, sidewalk dedication, building orientation, visual aesthetics, residential nuisances, pedestrian access, landscaping, signs, utility undergrounding



Sepulveda Blvd. Economic Baseline

- ▶ Generated 47.8% of total sales tax revenue in Q1 2017
- ▶ 12 of top 25 sales-tax generating businesses located on Sepulveda
 - 8 of the city's 12 hotels (52% of hotel rooms)
- ▶ 1.75m sq. ft. of commercial space (all commercial uses including the mall)
- ▶ Overall vacancy rate is 0.9%

Business Mix

SIC Category	# Businesses on Sepulveda	% Businesses on Sepulveda
Services	145	30.15%
Other*	88	18.30%
Retail	78	16.22%
Professional Services	75	15.59%
Medical	53	11.02%
Eating/Drinking Establishments	42	8.73%

* Includes uses such as banks, contractors as well as uses not related to land use.



Development interest / Opportunity Sites

- Strongest area of demand: Hotels, Office/Medical Office
 - Medical office vacancy rate in MB=0%
- Opportunity Sites:
 - 2nd Half Sports Grill (516 N. Sepulveda Blvd.)
 - Rite Aid (1100 Manhattan Beach Blvd., 1100 N. Sepulveda Blvd.)
 - El Torito (600 S. Sepulveda Blvd.)
 - Big Wok, Goat Hill and Pizza Hut (250-400 N. Sepulveda Blvd.)
 - Application submitted for Senior Care facility
- Broker input:
 - Little interest in traditional brick-and-mortar at available sites
 - City should consider revenue received from property tax increases related to redevelopment when assessing revenue-maximizing land use policies on Sepulveda
 - Raising the height limit (35 ft.) would incentivize hotel development



Existing Traffic Conditions

- Volumes

SEGMENT	1995	2000	2005	2010	2015	2016
Artesia Bl. to 2 nd Street	52,000	50,000	55,000	47,500	48,500	49,500
2 nd St to Manhattan Beach Bl.	64,000	54,000	65,000	50,000	51,000	52,000
Manhattan Bch Bl. to Marine Ave	54,000	53,000	63,000	59,000	60,000	61,000
Marine Ave to Rosecrans Ave	59,000	59,000	61,000	66,000	67,000	68,000

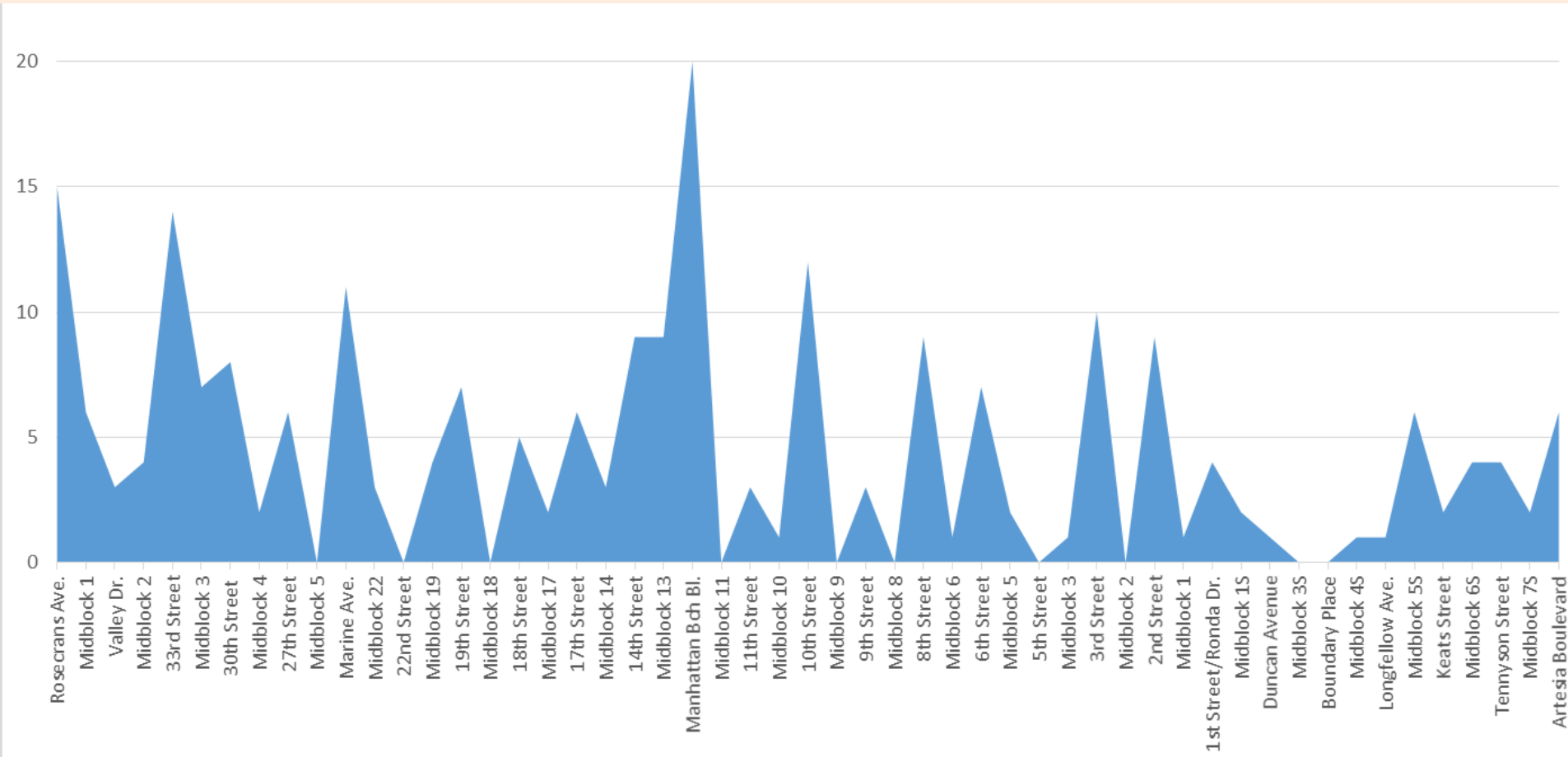
- Speeds

SEGMENT	Prevailing (85 th) Speed	Speed Limit
Artesia Bl. to 2 nd Street	40	35
2 nd St to Manhattan Beach Bl.	40	35
Manhattan Bch Bl. to Rosecrans Ave	40	35



Existing Traffic Conditions

- Collisions – 2012 to 2016



Parking Codes and Rates

Single Land Uses (MBMC Section 10.64.030)

LAND USE	CITY PARKING CODE* (Spaces / 1,000 sq.ft.)	ITE PARKING GENERATION* (Spaces / 1,000 sq.ft.)
Retail	5 / 1k sq.ft. (under 5k sq.ft) + 4 / 1k sq.ft. (over 5K) 1 / 1k sq.ft. (storage area for bldg > 5K sq.ft)	2.94 to 4.67
Office	3.33	2.84
Medical Office	5	3.20
Bank	3.33	4
Food/Beverage Sales	5	3.92
Pharmacy	5 / 1k sq.ft. (under 5k sq.ft) + 4 / 1k sq.ft. (over 5K) 1 / 1k sq.ft. (storage area for bldg > 5K sq.ft)	2.94



Parking Codes and Rates

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LAND USE	CITY PARKING CODE* (Spaces / 1,000 sq.ft.)	ITE PARKING GENERATION* (Spaces / 1,000 sq.ft.)
Restaurant-Take Out	13.33	10 to 12.4
Restaurant-Quality	20 / 1k sq.ft. (seating area only)	16.41 (GFA)
Restaurant-Family	20 / 1k sq.ft. (seating area only)	13.5 (GFA)
Restaurant with Live Entertainment	28.57 / 1k sq.ft. (seating area + dance floor)	N/A
Coffee Bar	5	14.44



Parking Codes and Rates

Single Land Uses (MBMC Section 10.64.030)

LAND USE	CITY PARKING CODE* (Spaces / 1,000 sq.ft.)	ITE PARKING GENERATION* (Spaces / 1,000 sq.ft.)
Car Repair Service	3.33	5
Car Wash	5	N/A
Health/Fitness (Athletic) Center	5 / 1k sq.ft. (activity area) + 4 / 1k sq.ft. (other)	3.55 to 5.27
Personal Services	3.33	N/A
Personal Improvement	4	5.27
Dance/Music Studios	1.67	N/A
Religious Assembly	10	8.37



Parking Codes and Rates

Single Land Uses (MBMC Section 10.64.030)

LAND USE	CITY PARKING CODE* (Spaces / 1,000 sq.ft.)	ITE PARKING GENERATION* (Spaces / 1,000 sq.ft.)
Day Care Services	0.14 / student	0.24 / student
Residential Care	0.33 / bed	0.35 / bed
Senior Housing	0.5 / unit + 1 guest / 5 units + 1 / employee	0.59
Hotels/Motels	1.1 / room + 20 / 1k sq.ft. other	1.2



Parking Codes and Rates

- MBMC Section 10.64.040
 - Allows reduced parking supply for multiple uses
 - Reduction shall not exceed 15%,
 - Based on a shared parking study
- MBMC Section 10.64.050B
 - Allows reduced parking with a use permit
 - Based on a shared parking study
 - No anticipated increase in future demand



Parking Discussion Topics

- Simplify/Consolidate Parking Codes
- Reduce Parking Rate To Incentivize Certain Uses
- Increase Parking Rate to Discourage Certain Uses
- Reduce Parking Supply to Encourage Mixed Uses
- Reduce Parking Rates For Walking/Biking/Transit Use
- Street Parking Vs. Travel Lane Vs. Complete Streets
- Parking Space Dimensions and Compact Vehicles
- Alternate Fuel Vehicle Parking Requirements
- Ride-Hailing and Car-Sharing Services
- Autonomous and Connected Vehicles



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