

# UPDATE OF DOWNTOWN TASK FORCE RECOMMENDATIONS



Study Session - June 16, 2014

# General Overview

- Downtown Task Force (DTTF) created by the City Council in July 2013
- 14 Task Force Recommendations presented to City Council on April 21, 2014
- Staff given direction to study the DTTF Recommendations



# DTTF Recommendation #1

Paint inside of the Main–Promenade Parking Structure bright white so as to provide increased security and visibility, deter crime, and potentially make patrons feel safer

# Main–Promenade Parking Structure

Staff investigated options:

- A. Strategic painting of inaccessible areas to a lighter color
- B. Upgrade from existing light fixtures to brighter, long life LED
- C. Comprehensive lighting re–design interior and exterior lights



# Strategic Painting

## A. Investigated with co-owner of building

- Concerns about cost of re-painting and graffiti/vandalism
- Agreed on painting inaccessible areas lighter color (such as bottom of stairs and above 8 feet) which will reflect light and brighten the area
- Estimated cost of limited painting \$100,000

# Interior Light Retrofit

## B. Upgrade of existing light fixtures to brighter & longer life fixtures

- Estimated cost \$350,000
- No energy savings, due to increased fixtures but some maintenance savings
- Included as an option in utility street light buyback project with Siemens

# Comprehensive Redesign

C. Comprehensive redesign of interior and exterior lighting including new lighting in troublesome areas

- Improve lighting around exterior and in known trouble areas
- Estimated cost \$700,000

## Staff Recommendation:

In Fiscal Year 14–15, as part of the CIP Budget, strategic painting (A – \$100,000) is recommended. In Fiscal Year 15–16, as part of the CIP Budget, the existing lighting fixtures will be requested to be update (B – \$350,000).

## DTTF Recommendation #2

Reduce size and scope of US Open of Surfing to eliminate concerts, expo and non-competition related items

### Completed

- No live concerts
- Scaled down venue
- Earlier close down time on Sunday
- Enhanced security
- Minimized vendor booths

## Staff Recommendation:

Debrief after 2014 event and consider recommendations for the following year's US Open.

## DTTF Recommendation #3

Consider providing additional security  
in public parking lots within  
District 1

The Police Department is finalizing a public private partnership to launch a Downtown Ambassador program. The program will be a pilot program starting in July funded by the City, the Downtown BID, and the Downtown bar owners. The ambassadors will be employed by a private security firm and trained by the Police Department and Visit HB personnel. The pilot program will be managed by the Police Department.

### **Staff Recommendation:**

Evaluate the program after the summer and explore options for permanent funding if successful.

## DTTF Recommendation #4

That a mechanism be developed to increase the use of the public parking structure for employees that work late night shifts in the downtown

(similar to DTTF #11)

The City and BID conducted a survey of Downtown businesses, 42 responded as follows:

- The survey asked where the business believed their employees parked – 33 answered at the Main Promenade Parking Structure/or Other Parking Structures and 21 in the Neighborhood areas.
- Only 8 provide escorts or security for late night employees walking to their vehicles.
- Only 5 of 33 would be willing to contribute to the cost of providing additional security at the Main Promenade Parking Structure.
- If the price was reduced for late night parking, 20 believed their employees would purchase a monthly pass and 19 stated they would not.

**Staff Recommendation:**

Create a parking pass for late night employees to be sold for \$15 per month (a \$5 discount, with proof of late night shifts). A 6-month trial period should be established for review.

## DTTF Recommendation #5

That City Council Resolution 2013-24, establishing conditions of approval for eating and drinking establishments with alcoholic beverage sales and live entertainment in District 1 become a zoning text amendment with the exception of those items already contained within the Huntington Beach Municipal Code

- Currently, all new and modified eating and drinking establishment requests are required to comply with the conditions of City Council Resolution No. 2013-24.
- Per the resolution, only the City Council can modify the conditions.
- Incorporation of the conditions into the Downtown Specific Plan (DTSP) would require approval by the California Coastal Commission (CCC).
  - Could result in other unintended changes to the DTSP.
  - Subsequent changes to conditions would require CCC approval resulting in longer process (6-24 months) and no guarantee that Council adopted changes would be approved.

### **Staff Recommendation:**

Continue to incorporate CC Reso. No. 2013-24 as part of the CUP process.

## DTTF Recommendation #6

HBDRA will attempt to acquire the required support of those within the proposed new parking permit district(s) by following the procedures identified by the Public Works Department. After costs are established, late-night businesses within District 1 will be asked to discuss the possibility of participating financially in the cost of establishing the district

## THREE (3) CONDITIONS WITH DIFFERING REQUIREMENTS

- 1) Outside Coastal Zone and DTSP
  - a) Can be submitted any time and processed through DPW
  
- 2) Within Coastal Zone, outside DTSP
  - a) Standard permit parking process through DPW
  - b) Requires CDP with findings
  
- 3) Coastal Zone and DTSP jurisdiction
  - a) First, requires Specific Plan Amendment (to allow permit parking)
  - b) Standard permit parking process through DPW
  - c) Requires CDP with findings

## HBDRA has officially initiated Parking Permit Requested Outside Coastal Zone and DTSP

- a) 7th, 8<sup>th</sup>, 9<sup>th</sup> Streets – Walnut to Palm (15 blocks)
- b) 10 PM to 5 AM, 7 days/week request

### Staff Recommendation:

Continue processing request per current Municipal Code requirements.

## **DTTF Recommendation #7**

**Consider increasing the number of cameras in the downtown, pursuant to input by the Police Chief**



The Police Department implemented 7 cameras in the downtown area December 2013 as follows:

- 3 cameras located at the 200 block of Main Street
- 1 camera at Tower Zero on the Pier
- 3 cameras underneath the Pier capturing the bike racks and beach walk

# Success Stories

- The Police Department has the ability to monitor the cameras from the main police station.
- They have observed criminal activity ranging from assaults causing great bodily injury to minor violations such as drinking alcohol in public.

# Video clip of major assault

# Assault with great bodily injury

- Officers viewed this assault and were able to dispatch officers to affect the arrest
- No testimony was required by the officer since it was caught on video

# Success Stories

- Officers take several reports a month of stolen bicycles from the downtown area.
- The cameras captured a picture of a suspect/thief which was posted on Facebook.
- The suspect was captured within a week after a citizen reported seeing him in the area.

# Update on additional cameras

- The Police Department is currently adding 10 cameras to the downtown area.
- The new cameras will support the existing cameras by providing additional coverage with several cameras in fixed positions rather than a rotational system.

## Staff Recommendation:

Continue program and update City Council as needed.

## **DTTF Recommendation #8**

Consider increasing the number of trash receptacles during special events, including lining local streets around Main Street with temporary containers

### **Staff Recommendation:**

As part of the Special Events process additional trash receptacles will be part of the conditions.



## **DTTF Recommendation # 9**

**Review formatting of existing signage in the downtown to increase visibility, more organized and consolidated and updated where possible**



# Improved Public Identification of Downtown Parking Areas

## 1. Four (4) Publicly Accessible Parking Structures

- a) City-owned/operated
- b) City/private partnership (The Strand)
- c) Private lots (Plaza Almeria, Pierside Pavilion)

## 2. Provide consistent design and message

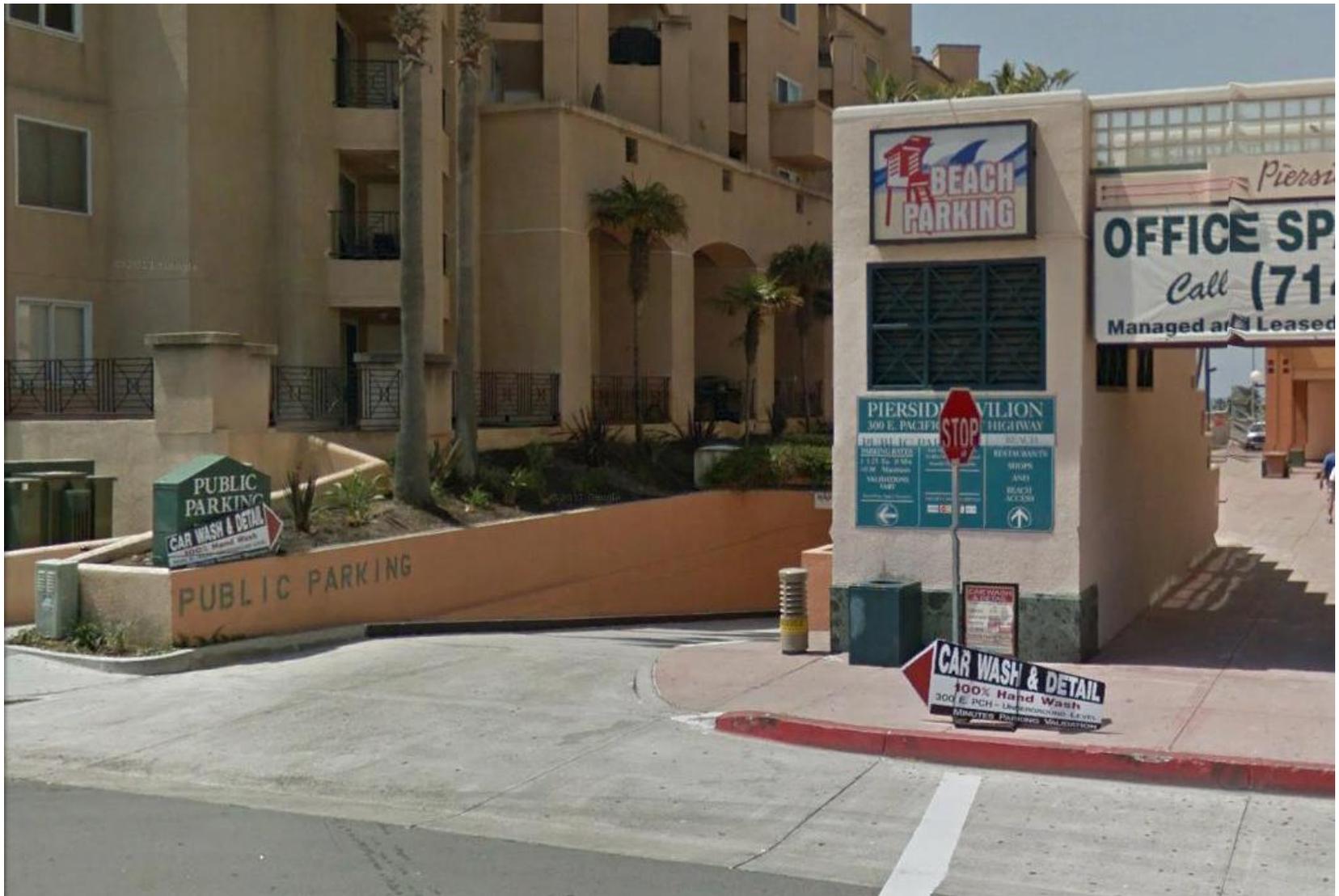
## 3. Improve visibility and recognition



Main Promenade Parking Structure



Plaza Almeria Parking Structure



Pierside Pavilion Parking Structure



The Strand Parking Structure

## Staff Recommendation:

1) Research the cost of the International Parking Sign and other building signs similar to The Strand



2) Work with the two private parking structure owners to update parking signage

3) Review potential directional signage for placement and visibility

## **DTTF Recommendation #10**

**Hold a City Council study session to explore and discuss regulation (limitation) of various business types in the downtown**



## Staff Research on other Cities with similar regulations

### Laguna Beach

- Most uses require a Conditional Use Permit within the Downtown Specific Plan
- Specific findings required to demonstrate that issuance of CUP will not contribute to an incremental effect of similar uses that would be detrimental to City
- Dessert/ice cream stores: special findings require that not more than 10 establishments be located within Downtown Specific Plan
- Off-site alcohol sales: must be a minimum 200 yards from main beach
- Retail clothing stores: special finding requires that the business is not primarily engaged in retail sale of bathing suits or t-shirts
- Formula-based business (national chains): special findings require that business will enhance destination quality of the Downtown Specific Plan and not exhibit local/regional saturation

## Pasadena

- Regulation/limitation of uses occurs through separation requirements in the Zoning Code
- Alcohol Overlay District: Minimum separation requirements (250' or 1,000' depending on location) for new uses that sale alcohol for on- or off-site consumption and existing uses that change from beer and wine to full liquor/alcohol license
- Other uses with separation requirements (boarding houses, day care, donation collection facilities, arcades and internet game centers, emergency shelters, massage, pawn shops) not relevant to Huntington Beach DTSP

### Staff Recommendation:

Maintain existing regulations within the DTSP.

## **DTTF Recommendation # 11**

**Consider designating the top level of the Main Promenade Parking Garage for employee parking after 3:00 or 4:00 PM on Friday and Saturday  
(Similar to DTTF # 4)**



As mentioned in Recommendation #4, The City and BID conducted a survey of Downtown businesses, 42 responded as follows:

- Only 17 of 22 believed their employees would park at the top level of the Main Promenade Parking Structure if designated.
- Main Promenade Parking Structure has ample parking spaces available after 6 PM; therefore, the top level parking would not need to be reserved.
- Additional staffing would be required to reserve and monitor the top level late night parking structure.

**Staff Recommendation:**

Staff does not recommend that this be implemented.

## **Recommendation #12**

**That a Zoning Text Amendment and Local Coastal Program Amendment be processed to amend the Downtown Specific Plan so that residential permit parking can be allowed**



- The process would require CCC approval (approx. 12-18 month process)
- In 2011, CCC adopted DTSP Update that included language to specifically prohibiting preferential parking districts (includes residential permit parking)
- CCC staff indicated that preferential parking districts affect coastal access and would not recommend/support amendment
- Could result in other unintended changes to the DTSP

**Staff Recommendation:**

Do not pursue amendment to DTSP .

## **DTTF Recommendation # 13**

**That meters be enforced until 2:00 AM in residential neighborhoods in the downtown and add signage to existing meters to promote flat-rate Fri/Sat night parking in the Main Promenade Parking Garage.**



## Staff Concerns:

- This action may push cars further into neighborhoods, basically moving the problem to non-metered streets
- Confusion over end times at different locations
- Not having late night staff to enforce

## Staff Recommendation:

Focus on directing people to the garages and leave enforcement of meter times at 12 midnight.

# DTTF Recommendation #14

Establish a permanent Downtown Committee that meets on a quarterly basis, consisting of three (3) City Council members, three (3) downtown resident representatives, one representative from the Downtown Business Improvement District, and one (1) representative of a Downtown restaurant that holds a valid liquor license

# Options for Consideration:

- Retain current DTTF structure and conduct quarterly meetings
- Create new committee with three Council Members and downtown residents and conduct meetings as needed
- Downtown Economic Development Committee (DTEDC) – Reformat to include Downtown residents monthly meetings

## Summary of Downtown Task Force and Staff Recommendations

#	DTTF Recommendation	Staff Recommendation
1	Paint inside of the Main-Promenade Parking Structure bright white so as to provide increased security and visibility, deter crime, and potentially make patrons feel safer.	In Fiscal Year 14-15, as part of the CIP Budget, strategic painting (A - \$100,000) is recommended. In Fiscal Year 15-16, as part of the CIP Budget, the existing lighting fixtures will be requested to be update (B - \$350,000).
2	Reduce size and scope of US Open of Surfing to eliminate concerts, expo and non-competition related items.	Debrief after 2014 event and consider recommendations for the following year's US Open.
3	Consider providing additional security in public parking lots within District 1.	Evaluate the program after the summer and explore options for permanent funding if successful.
4	That a mechanism be developed to increase the use of the public parking structure for employees that work late night shifts in the downtown.	Create a parking pass for late night employees to be sold for \$15 per month (a \$5 discount, with proof of late night shifts). A 6-month trial period should be established for review.
5	That City Council Resolution 2013-24, establishing conditions of approval for eating and drinking establishments with alcoholic beverage sales and live entertainment in District 1 become a zoning text amendment with the exception of those items already contained within the Huntington Beach Municipal Code.	Continue to incorporate CC Reso. No. 2013-24 as part of the CUP process.

## Summary of Downtown Task Force and Staff Recommendations

#	DTTF Recommendation	Staff Recommendation
6	HBDRA will attempt to acquire the required support of those within the proposed new parking permit district(s) by following the procedures identified by the Public Works Department. After costs are established, late-night businesses within District 1 will be asked to discuss the possibility of participating financially in the cost of establishing the district.	Continue processing request per current Municipal Code requirements.
7	Consider increasing the number of cameras in the downtown, pursuant to input by the Police Chief.	Continue program and update City Council as needed.
8	Consider increasing the number of trash receptacles during special events, including lining local streets around Main Street with temporary containers.	As part of the Special Events process additional trash receptacles will be part of the conditions.
9	Review formatting of existing signage in the downtown to increase visibility, more organized and consolidated and updated where possible.	<ol style="list-style-type: none"> <li>1. Research the cost of the International Parking Sign and other building signs similar to The Strand.</li> <li>2. Work with the two private parking structure owners to update parking signage.</li> <li>3. Review potential directional signage for placement and visibility.</li> </ol>
10	Hold a City Council study session to explore and discuss regulation (limitation) of various business types in the downtown.	Maintain existing regulations within the DTSP which requires a CUP for alcohol related businesses.
11	Consider designating the top level of the Main Promenade Parking Garage for employee parking after 3:00 or 4:00 PM on Friday and Saturday.	Staff does not recommend that this be implemented.

## Summary of Downtown Task Force and Staff Recommendations

#	DTTF Recommendation	Staff Recommendation
12	That a Zoning Text Amendment and Local Coastal Program Amendment be processed to amend the Downtown Specific Plan so that residential permit parking can be allowed.	Do not pursue amendment to DTSP.
13	That meters be enforced until 2:00 AM in residential neighborhoods in the downtown, and to add signage to existing meters to promote flat-rate Fri/Sat night parking in the Main Promenade Parking Garage.	Focus on directing people to the garages and leave enforcement of meter times at 12 midnight.
14	Establish a permanent Downtown committee that meets on a quarterly basis, consisting of three (3) City Council members, three (3) downtown resident representatives, one representative from the Downtown Business Improvement District, and one representative of a Downtown restaurant that holds a valid liquor license.	<p>Options to consider:</p> <ul style="list-style-type: none"> <li>• Retain current DTTF structure and conduct quarterly meetings.</li> <li>• Create new committee with three Council Members and downtown residents and conduct meetings as needed.</li> <li>• Downtown Economic Development Committee (DTEDC) – Reformat to include Downtown residents monthly meetings.</li> </ul>