

**CITY OF HUNTINGTON BEACH
SUPPLEMENTAL COMMUNICATION**

**Joan L. Flynn, City Clerk
Office of the City Clerk**

TO: Honorable Mayor and City Councilmembers

FROM: Joan L. Flynn, City Clerk *JLF*

DATE: 9/15/2014

SUBJECT: SUPPLEMENTAL COMMUNICATIONS FOR THE SEPTEMBER 15, 2014 REGULAR CITY COUNCIL/PFA MEETING & SPECIAL MEETING OF THE SUCCESSOR AGENCY

Attached are Supplemental Communications to the City Council (received after distribution of the Agenda Packet):

STUDY SESSION

#1 PowerPoint communication submitted by Scott Hess, Director of Planning and Building, dated September 15, 2014, entitled *Downtown Specific Plan, District 1 – Alcohol/Use Regulations*.

#2 PowerPoint presentation by Walker Parking Consultants dated September 15, 2014, entitled *Downtown Huntington Beach – Parking Utilization, Permits and Signage*.

PUBLIC HEARING

#14. PowerPoint communication submitted by Travis Hopkins, Director of Public Works, entitled *Energy Efficient LED Upgrade Project*.

Downtown Specific Plan

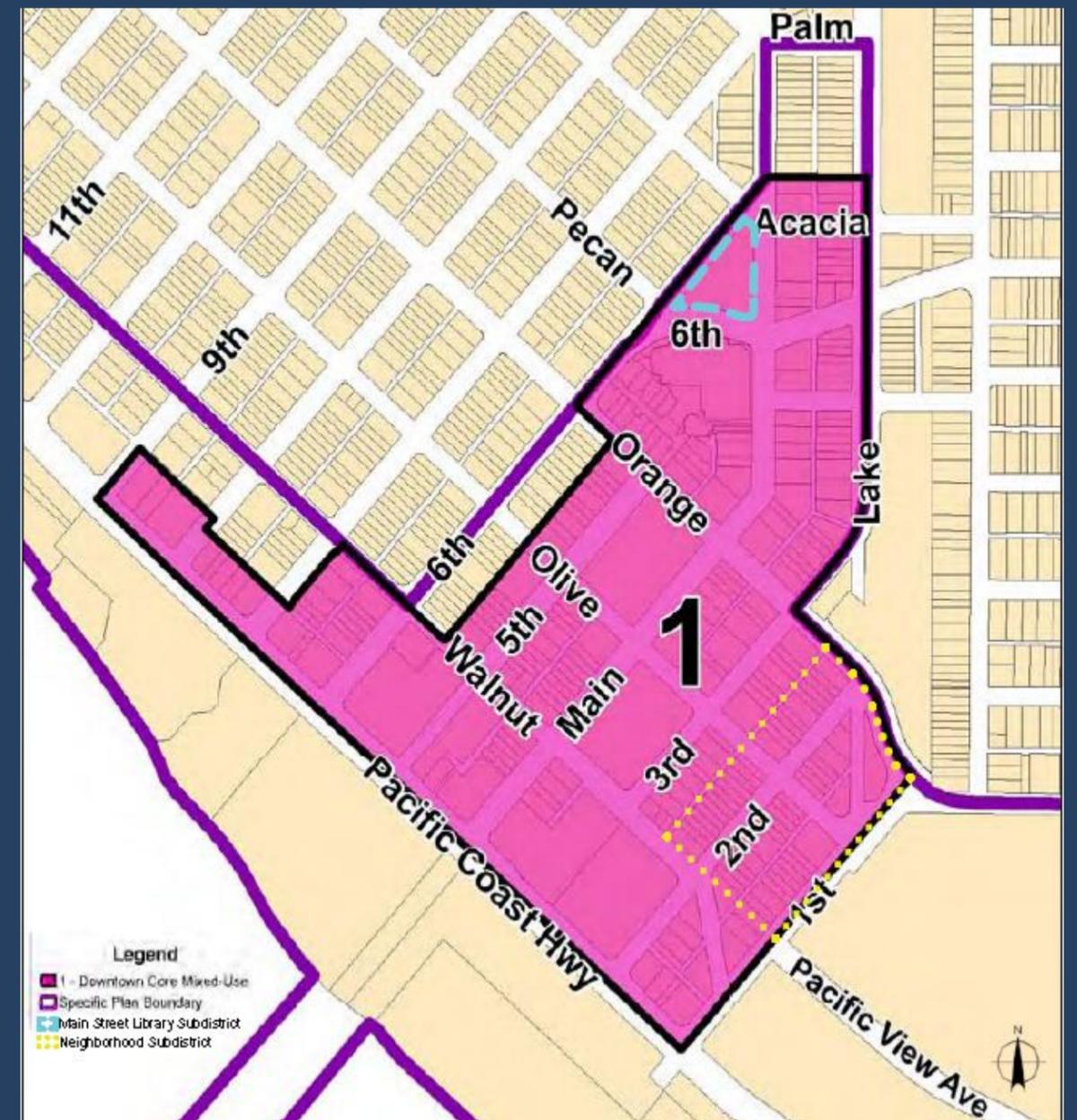
District 1 – Alcohol/Use Regulations

City Council Study Session

September 15, 2014

Background

- June 2014: City Council directed staff to present options for the regulation of uses in DTSP District 1 based on the recommendations of DTTF
 - Two issues
 - Alcohol
 - Mix of uses



City Council actions to date:

Alcohol Regulations:

- July 2013, adopted Resolution 2013-24 establishing revised standard CUP conditions of approval for restaurants with alcohol and alcohol w/live entertainment
- **October 2013, approved amendment to DTSP prohibiting off-site alcohol sales**
- July 2014, directed staff to amend the DTSP to restrict any new restaurant with alcohol sales (and expansion to existing restaurants) in District 1 from serving alcohol past 10:00 PM Sunday through Thursday, and 11:00 PM Friday and Saturday, but allow food service until midnight.

Issue 1 - Alcohol

- **DTTF Recommendation:**
 - **Consider amending DTSP to incorporate CUP standard conditions of approval
(adopted City Council Reso. 2013-24)**
 - **Review alcohol policies of Laguna Beach and Pasadena**

Examples of other cities alcohol regulations

Laguna Beach

- Downtown Specific Plan
- Applicable to uses selling alcohol for off-site consumption
- Minimum distance 200 yards from Main Beach

Pasadena

- AD Alcohol Overlay District
- Applicable to new bars, taverns, billiards, nightclubs, uses selling alcohol for off-site consumption and existing bars, taverns and off-site sales changing from beer and wine to full alcohol
- AD-1: 250 feet from existing
- AD-2: 1,000 feet from existing

Next steps for alcohol use regulations

- **Staff Recommendation:**
 - **Prepare DTSP amendment as directed by City Council in July 2014**

Issue 2: Mix of Uses – District 1 DTSP

- **DTTF Recommendation:**
 - Review policies of Laguna Beach and Pasadena and consider amending DTSP to regulate mix of uses

Laguna Beach

- Most uses require a CUP 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**
- **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

- Uses with separation requirements are regulated by Zoning Code
- **Include boarding houses, daycare, donation collection facilities, arcades and internet game centers, emergency shelters, massage, & pawnshops**

DTSP – District 1

- **Currently District 1 consists of approx.**
 - **55 Food/Restaurant Uses (e.g. – restaurant, ice cream, coffee shop, sandwich shop)**
 - **44 Retail Uses (e.g. – gifts shops, apparel, market)**
 - **57 Service Uses (e.g. – fitness studios, yoga, salon)**
 - **50 Office Uses (e.g. – Grupo Gallegos, Innocean)**
- **All uses are either Permitted (by right) or regulated through CUP, AP, TUP and additional provisions**

Excerpt from DTSP District 1

Permitted Uses District 1*					
Use*	Permitted	Admin Permit	CUP from ZA	CUP from PC	TUP from ZA
Accessory dwelling units		✓			
Artists' studios ¹	✓				
Banks and savings and loans branch offices ²	✓				
Carts and kiosks ³		✓			
Commercial parking ⁴			✓		
Cultural institutions				✓	
Eating and drinking establishments ⁵		✓			
Eating and drinking establishments, with less than 12 seats	✓				
Eating and drinking establishments, with alcohol (hours of operation up to 11 pm M-TH and 12 am Fri-Sun.)			✓		
Eating and drinking establishments, with alcohol (hours of operation past 11 pm M-TH and/or 12 am Fri-Sun.)				✓	
Eating and drinking establishments, with dancing				✓	
Eating and drinking establishments, with live entertainment				✓	
Food and beverage sales, without alcoholic beverage sales	✓				
Health and sports clubs				✓	
Home occupations ⁶		✓			
Hotels, motels, and bed and breakfasts				✓	
Live/work units ⁷		✓			
Offices, business and professional ⁸	✓				
Personal enrichment services ⁹		✓			
Personal services	✓				
Public facilities			✓		
Real estate businesses	✓				
Religious assembly			✓		

***The sale of alcohol for off-site consumption is prohibited for any use in District 1.**

¹ Must include retail sales

² With no drive through windows and not to exceed 5,000 square feet

³ Pursuant to Section 230.94 of the HBZSO

⁴ Not permitted on street level, street frontage for properties fronting Main Street and/or Pacific Coast Highway.

⁵ Pursuant to Section 3.2.24 Outdoor Dining

⁶ Pursuant to Section 230.12 of the HBZSO

⁷ Provided that:

- The live/work unit is permitted to be a maximum of 3,000 square feet.
- The non-residential area is permitted to be a maximum 50% of the area of each live/work unit.
- The non-residential area function shall be limited to the first or main floor only of the live-work unit.
- A maximum of 5 non-residential worker or employees are allowed to occupy the non-residential area at any one time.
- Dwelling units that include an office that is less than ten percent of the area of the dwelling unit shall not be classified as a live/work unit.

⁸ Pursuant to Section 3.3.1.3. Permitted Uses, items 1), and 2)

⁹ Not to exceed 5,000 square feet

¹⁰ That comply with the standards provided in Section 3.3.4. District 4 - Established Residential and the standards contained in the Residential Infill Lot Developments Ordinance in Section 230.22 of the HBZSO

Next steps for additional use regulations

- **Staff Recommendation:**
 - **Maintain current permit process as specified in the DTSP**

Discussion

Questions?

Downtown Huntington Beach



Parking Utilization, Permits and Signage

September 15, 2014

Presentation Outline

- Objectives of preliminary study
- Data review
- Findings
- Recommendations



Downtown Task Force Recommendations

- Develop a mechanism to increase the use of the public parking structure by employees.
- Examine the HBDRA request for new parking permit district.
- Review formatting of existing signage in the downtown to increase visibility, organize, consolidate and update where possible.
- 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.
- Enforce meters 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.

Objectives of the Walker Preliminary Study

Improve the parking experience Downtown through:

- Signage and wayfinding;
- Options for more efficient use of street spaces in adjacent residential neighborhood;
- Incentives for greater employee use of garages.



Findings – Downtown Peak

Location	Inventory	Effective Supply @ 95%	1:00 PM		4:00 PM		7:00 PM	
			Occupancy	Space Surplus (Deficit)	Occupancy	Space Surplus (Deficit)	Occupancy	Space Surplus (Deficit)
Downtown Promenade	826	785	697	88	775	10	682	103
Pierside Pavilion	283	269	75	194	151	118	121	148
The Strand	424	403	243	160	342	61	308	95
Plaza Almeria	171	162	106	56	161	1	95	67
Total	1704	1619	1121	498	1429	190	1206	413

- Peak parking demand in the four Downtown garages occurs Saturdays about 4:00 pm;
- ~130 – 190 spaces of 1704 total structured spaces are considered effectively still available at this time.

Findings – Downtown Off-Peak

Month	Monday	Tuesday	Vednesda	Thursday	Friday	Saturday	Sunday
January	1438	1644	1384	1339	1819	2202	1669
February	1445	1668	1321	1358	1902	2331	1818
March	1472	1989	1449	1530	2173	2639	2142
April	1526	2050	1603	1610	2159	2555	2084
May	1682	2054	1586	1621	2294	2588	2274
June	1694	2280	1824	1906	2391	2601	2151
July	1862	2265	1886	1865	2433	2578	2027
August	1500	2026	1551	1726	2223	2468	2075
September	1473	1698	1286	1359	1912	2246	1968
October	1240	1671	1262	1240	1678	2069	1807
November	1284	1603	1252	1227	1574	1863	1649
December	1299	1546	1290	1365	1749	1830	1597

- Peak conditions are projected to occur 2± hours/day, 34 days/year;
- 400+ to 500+ structured parking spaces found available during lunch, dinner and evening hours on Saturday.
- More spaces available other six days/week.

Current Signage Hinders Efficient Use of Spaces



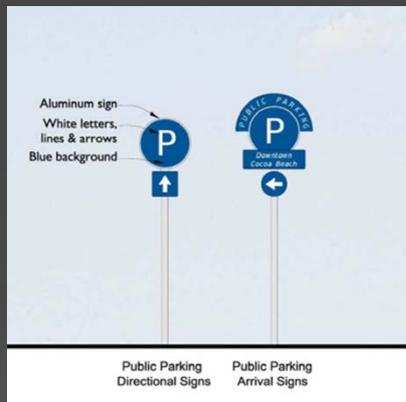
Recommendations

1. Increase on-street meter pricing during peak hours to increase turnover to push Downtown parkers into the Main Promenade Parking Structure.



Recommendations

2. Improve signage and wayfinding, including possible parking guidance systems.



Recommendations

3. Promote the current \$20 employee permit.
4. Reevaluate credit card fees charged to parkers at the Main Promenade structure.



Recommendations

5. The City should focus on management and operations to maximize parking space availability.
6. Evaluate the new Parking District being proposed to determine if it encourages usage of the Parking Structure.

Downtown Task Force

Recommendations: Responses

- Develop a mechanism to increase the use of the public parking structure for employees
 1. Improve Signage and Wayfinding;
 2. Promote the availability of monthly employee passes
- HBDRA request for new parking permit district.
 - > Evaluate the impact if implemented and adjust pricing if necessary
- Review format of existing signage in the downtown to increase visibility, more organized and consolidated and updated where possible.
 - >Through wayfinding and improved signage
- 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.
 - >Not recommended due to ample parking availability

Downtown Task Force

Recommendations: Responses (cont.)

- 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.

>Extension of meter enforcement in the commercial area after midnight is not recommended:

- Meter enforcement tends to “turn” spaces, resulting in more vehicles parked at these spaces. If the goal is to reduce the number of cars parking on the street, enforcing meters is not typically used;
- Meter enforcement after midnight is an expensive use of resources that could likely be applied more cost effectively in different locations and/or at different times;
- Meter enforcement is not typically used to limit parking, but rather increase parking space availability for the public.



Discussion

Questions?



Energy Efficient LED Upgrade Project





Public Hearing

- ❖ Agreement with Siemens
- ❖ Government Code 4217.12
 - ❖ Allows the City to enter into an energy service contract where the cost of the services is less than the savings realized by the energy conservation measures



Facility Improvement Measures (FIM)

- ❖ Street and Parking Light LED Upgrade
- ❖ Walnut and Olive Street Light LED Upgrade
- ❖ The Strand Parking Garage LED Upgrade
- ❖ Investment Grade Assessment





Energy Conservation Measure (ECM)

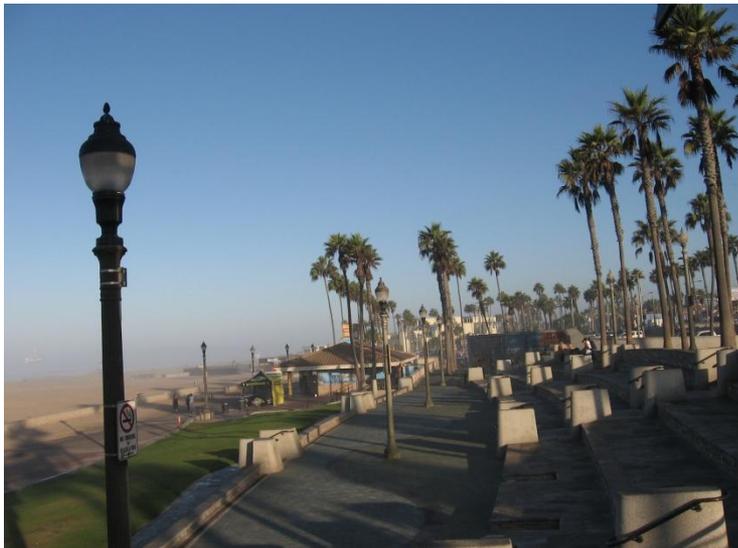
- ❖ City-owned Street, Area and Pole Lighting LED Upgrades
- ❖ Central Library
- ❖ Pier Plaza
- ❖ Time-of-Use Rate Changes
- ❖ 7th Street LED Light Conversion
- ❖ Local Government Direct Install





Energy Efficient Upgrade Project Funding

- ❖ General Fund Appropriations (\$950,000)
- ❖ Financing (\$1,083,000)
- ❖ Energy Efficiency Fund (\$234,000)
- ❖ Strand Parking Structure Fund (\$320,000)





Projected Costs and Savings

- ❖ Costs:
 - ❖ FIM - \$ 950,000
 - ❖ ECM – \$1,613,000
 - ❖ Debt Service (10 years) - \$218,308
- ❖ Savings:
 - ❖ \$5.87 million energy reduction costs over 20 years
 - ❖ SCE Rebates - \$329,000
 - ❖ Operational Savings – less maintenance



Recommended Actions

- ❖ Adopt Resolution – per government code
- ❖ Approve agreement with Siemens
- ❖ Authorize financing
- ❖ Authorize appropriations
- ❖ Authorize execution of additional agreements to complete project (escrow, etc.)



Energy Efficient LED Upgrade Project



The City of Huntington Beach is among the first to make use of energy efficient LED street lighting.