

Items Implemented by the Downtown Image Committee (2009)

Downtown Task Force
An Advisory Group to the City Council

September 26, 2013



Downtown Image Committee

- **Ad Hoc Committee**
Established by City Council in December 2008
- **Goal:** Improve the environment of the downtown
- **Consisted of residents, business owners, property owners, who met over a ten-month period to develop policy recommendations aimed at meeting Committee goals**
- **Group broke into four subcommittees: Public Safety, Cultural, Maintenance, and Business Variety/Attraction**
- **Each Subcommittee developed recommendations considered by the Ad Hoc Committee**
- **Ad Hoc Committee took many to City Council for action, others did not require Council action to be implemented**

Public Safety

Recommendation	Status
Increase fine schedule for Entertainment Permit Violations	Completed
City position on new ABC licenses in downtown area should be to “conditionally disapprove” the new license request	Completed
Establish standardized conditions for new Entertainment Permits in the core downtown area	Completed
New Entertainment Permits adjacent to a residential area should only allow types and hours of entertainment that will not impact the quality of life of the adjacent residential area	Completed

Public Safety

Recommendation	Status
Footbeat and patrol officers should spend more time in downtown neighborhoods between midnight and 2:30	Completed
Utilize CHP and OCSD for DUI enforcement	Huntington Beach already participates in OC DUI Enforcement Task Force. Closed.
Establish expectation for bars regarding “over serving” of patrons	Completed.
Establish residential permit parking zones in residential neighborhoods surrounding downtown to reduce late night noise and disturbances	Completed

Public Safety

Recommendation	Status
Establish new CUP conditions when bars change ownership	Closed. Could not occur.
Seek grant money to fund two officers to enforce ABC laws in downtown area	Closed. No grant money available.
Keep footbeat officers roving to keep crowds moving	Completed
Have the footbeat officers establish a closer relationship with business owners to help keep communication lines open	Completed

Cultural

Recommendation	Status
Create a quarterly Art Walk in Huntington Beach; Library-use as a venue for an author with book signing and/or poetry reading; Encourage outdoor movies on beach	Implemented
The City of Huntington Beach should continue and maintain for the long term, the existing land uses on the Main Street Library site	Implemented
Encourage unique boutique retail	On-going
Encourage new unique businesses at the Library or Art Center	Not implemented.

Cultural

Recommendation	Status
Encourage/incentive cultural uses at Pierside Pavilion's movie theater location	On-going
Encourage neighborhood-serving retail, north of Orange with visitor/tourist orientation south of Orange	On-going
Work towards limiting installation/de-installation timeframes of beach events	On-going

Maintenance

Recommendation	Status
Install a Business Directory for businesses	On-going – funding issue.
BID to encourage business to take personal responsibility for their general vicinity	On-going
Limit parking to the public on all surrounding residential streets after 8 PM	Not implemented.
Public Awareness Program – “Don’t Trash my HB”	On-going – implemented cigarette receptacles
BID and City are in the process of establishing an MOU for better maintenance, additional cleaning	Implemented and expanded

Business Variety & Attraction/Nightlife

Recommendation	Status
Create a Buffer Area around the Core Area	Partially implemented through DTSP and Alcohol Resolution
Target 30+ Year Olds	On-going
Transportation	Implemented shuttle, bicycle committee
Parking	Flat rate implemented in evening
Library site maintained for public use	Implemented