

CITY MANAGER'S WEEKLY REPORT

September 12, 2011

CITY CLERK

City Historian/Archivist Re-Appointed

The City of Huntington Beach is pleased to report the reappointment of Jerry Person as City Historian/Archivist. The City Historian is responsible for collecting, managing, and maintaining original and reprinted historical photography, documents, and maps. He also assists the public, members of the media, and government bodies in historical research. Mr. Person has been instrumental in scanning and indentifying nearly 3,000 historical photos that are now available to the public on the City's website at <http://records.surfcity-hb.org/public/index/Default.aspx>. In addition to serving as docent at the City's historic Newland House Museum for the past 29 years, Jerry also answers historical questions about former residents and events for the public.

Jerry is asking for help from the public in locating photographs of former Huntington Beach Mayors from 1912 to 1975. Mayors include W. Seely, E. French, M. Helme, W. Tarbox, J. Vavra, R. Drew, L. Ridenaur, C. Booster, E. Conrad, W. Warner, J. Greer, V. Langenbeck, R. Seabridge, V. Terry, E. Irby, E. Gisler, R. Lambert, J. Stewart, A. Coen, N.J. Green, G. McCracken, and J. Matney. Anyone with personal photographs of the above individuals is asked to call the City Clerk's Office at 714-536-5227.

COMMUNITY SERVICES DEPARTMENT

Huntington Beach Art Center

Join us as we celebrate the 10th Annual Art of the Brew on Thursday, September 22 from 6 – 9 pm, featuring ten brewers, hors d'oeuvre pairings, musical entertainment, and a special reserve beer tasting room. General admission is \$25 in advance with \$10 additional for the Special Reserve tasting, or \$30 at the door and \$15 for Special Reserve. Please call the Art Center at 714-374-1650 for reservations.

Family Arts Day is Sunday, September 25 from noon - 4pm. Free art activities will be offered for kids of all ages. The event includes pottery making, drawing painting, sculpture and more. Polynesian dance performances and entertainment will be held throughout the afternoon. Call the Art Center for information at 714-374-1650.

Parent and Child Aquatics

The City Gym and Pool offers year round American Red Cross Aquatics Courses including Parent and Child aquatics. American Red Cross Parent and Child Aquatics works to familiarize young children (from ages 6 months to about 3 years) with the water preparing them to "learn to swim". This program also gives parents safety information and teaches techniques to help orient their children to the water. For more information regarding Parent and Child Level 1 or Level 2, or any other American Red Cross swimming course, please contact the City Gym and Pool at (714) 960-8884.

Huntington Beach Senior Services

The tap class dancers from the Michael E. Rodgers Seniors Center, surprised shoppers at Bella Terra with a "flash tap" on Saturday, September 3 to recognize Senior Center Month. The flash tappers can be viewed on www.youtube.com Search for "Senior Tap at Bella Terra." Rodgers Seniors Center offers beginning through advanced tap classes for adults and seniors beginning this week. More

information can be found in the Sands www.hbsands.org. Tap classes increase balance and memory. For more information call 714-536-9387.

ECONOMIC DEVELOPMENT

Surf City Savings

Surf City Savings was created to encourage shopping locally to keep our tax dollars in our community to provide funding for essential services that our citizens rely on each and every day. One of the first participants in the program was **Combest General Store** at 5 Points and, after 47 years in Huntington Beach, the owners have decided to retire. Within two months the store will be closing its doors. Their Store Closing specials include 20% off regular priced items and select items at 50%-90% off. View their offer under the retail section of the participants and swing by to wish them well.

www.surfcityavings.com is what you want to visit often to view and print out all the many discounts from a wide variety of merchants all over Huntington Beach

FIRE

National Preparedness Month

Emergency Notification Systems

During an emergency, public safety officials must quickly provide the community with life-saving information. The City of Huntington Beach uses various methods to provide emergency information to the public, including the Emergency Alerting System (EAS), AlertOC, the Siren System, and HBTV 3. Once an emergency notification from public safety officials is delivered, follow the instructions provided and DO NOT call 911 for information. This congests the 911 system and could prevent someone with a life threatening emergency from receiving services.

- Emergency Alert System (EAS)

EAS is a national public warning system that requires radio, TV and cable TV stations to provide federal, state and local authorities a means to deliver important emergency information. Orange County's primary station is FM 107.9 KWVE and will broadcast all EAS messages. The EAS system will be activated and provide instructions on actions to take before, during, and after an emergency.

- Alert OC

AlertOC is a mass notification system designed to keep Orange County residents and businesses informed of emergencies and certain community events. By registering with AlertOC, time-sensitive voice or text messages from the County or City in which you live or work, will be sent to the specified phone number or e-mail account. Messages may also be sent hearing impaired receiving devices. To register, visit www.AlertOC.org

- Siren System - "Seek More Information"

Huntington Beach has sirens located at all eight city fire stations. The sirens are tested on the first Friday of each month at noon. The sirens may be activated for ANY impending emergency and are not specific to a particular type of situation.

If you hear the sirens, and it is NOT the first Friday of the month at noon, turn on your television and radio (FM 107.9 KWVE) and await further instructions.

On-line Resources

www.ReadyOC.org
www.HuntingtonBeachca.gov/CERT
www.Ready.gov
www.ShakeOut.org
www.AlertOC.org

For more information on Emergency Notification Systems, please contact the Emergency Management & Homeland Security Office at 714-374-1565.

Commercial Structure Fire

At approximately 10:00 p.m. on September 10, 2011, fire department units responded to Beachside Recycling located on Edison Drive for a reported commercial structure fire. Upon arrival, firefighters reported smoke showing from the rear of a single story commercial recycling center.

Firefighters initiated fire attack operations and found the fire was burning in multiple large bales of recycled paper. All of the material had to be removed and overhauled outside the structure in order to extinguish the fire completely with water and Class A firefighting foam. The Beach Maintenance division assisted with the removal of the large bales of paper and the Public Works Wastewater Division collected the runoff from the firefighting operations and prevented it from going into the storm drain system.

Overhaul operations were also conducted inside the structure including cooling machinery, checking the walls and roof in the fire area with a thermal imager, and having representatives from Southern California Edison cut electrical power to the machinery that had been involved in the fire. Units cleared the scene at approximately 3:10 a.m. There were no injuries reported. Building damage estimates set at approximately \$250,000.

Huntington Beach 9/11 Monument

The Huntington Beach Police Officers' Foundation (HBPOF) and the Huntington Beach Firefighters' Association (HBFA) were selected to receive two sacred sections of World Trade Center steel that were recovered by the FDNY and the Port Authority Police of New York and New Jersey. The HBPOF and HBFA are committed to creating a fitting monument to honor the men and women that lost their lives on that tragic day.

A public campaign is being conducted to design a fitting 9/11 monument to be placed at City Hall. The public is being invited to submit design ideas for the monument by December 15, 2011. For detailed information on the design criteria and location of this monument, please contact 714-842-8851 or visit www.hbpoa.org.

In order to complete the construction of this sacred monument, the HBPOF and the HBFA are currently seeking private and corporate donations. Checks should be made payable to the HBPOF 9/11 Memorial and sent to HBPOF 9/11 Memorial Fund, PO Box 896 Huntington Beach, CA 92648.

INFORMATION SERVICES

City of Huntington Beach Web Surfing Tips

View information about the City rubberized asphalt pavement resurfacing street projects at: http://www.huntingtonbeachca.gov/government/departments/public_works/rubberized-asphalt-project.cfm

LIBRARY SERVICES DEPARTMENT**Verizon Generously Supports Library Literacy Efforts**

Literacy Volunteers-HBPL received a \$20,000 grant from Verizon for the Family Literacy Program. Verizon continues to be a vital partner in adult literacy efforts around the country. Verizon recently collaborated with ProLiteracy to offer teaching and learning resources for professionals, volunteers, and adult learners. The new website can be found at: www.proliteracyednet.org. Fiscal year 2011-2012 looks to be a challenging one for Literacy Volunteers-HBPL. This Verizon grant will be combined with city, CDBG, State Library Funding, and local fundraising efforts to continue providing literacy services for adults in the Huntington Beach community.

Adult Literacy Volunteer Training

The ability to read and write has never been more important than it is now in our complex, technologically advanced society. Huntington Beach Library Literacy Services trains community volunteers to assist other adults with the literacy skills they need to succeed.

The next workshop for Adult Literacy Services begins Monday, October 10. Classes will be Monday and Wednesday for five sessions from 6:00 pm to 9:00 p.m. at the Central Library. Class size is limited. Contact Literacy Services at 714-375-5102 for more information or to register. *Volunteer today!*

Homework Club Begins

Homework Club is an after-school tutoring program offered at the Central Library and the Oak View Branch Library. The program begins on September 12, 2011, and ends May 30, 2012. The Central Library Homework Club is held every Monday and Wednesday from 3:30 p.m. to 5:00 p.m. in the Maddy Room, downstairs by the Coffee Cart. Parents and children will need to register with the Homework Site Coordinator before children are tutored.

The Oak View Homework Club meets every Monday, Tuesday, and Thursday from 2:00 p.m. to 5:00 p.m. and on Wednesday from 12:30 p.m. to 4:30 p.m., at the Oak View Branch. There will be no Homework Club at either location during Winter Break or Spring Break. For more information about the program, or to become a homework tutor or onsite coordinator, please contact Barbara Richardson at (714) 374-5338.

College Preparation Workshop

The Friends of the Children's Library will sponsor a College Application Essay workshop Saturday, September 17, from 10:00 a.m. to 11:30 a.m. in the Talbert meeting room at the Central Library. This is part of an ongoing series provided by Kaplan Services that will prepare college-bound high school students to write the best essay about themselves. Students will learn writing techniques to demonstrate their volunteer efforts, extracurricular activities and job experiences. Many colleges and universities rely on these essays as an important factor in admissions criteria. Learn the best way to showcase important life skills college recruiters want. The cost is \$10 per student. For additional information, call (714) 375-5107.

PLANNING & BUILDING DEPARTMENT**Planning Commission**

On September 13, 2011, the Planning Commission will conduct a public hearing on the following items:

- 1) **CONDITIONAL USE PERMIT NO. 11-001 (TAPHOUSE RESTAURANT)** to review the proposed establishment, maintenance, and operation of a two-level indoor restaurant and 1,082 sq. ft. outdoor dining area with alcohol sales and live entertainment as well as an outdoor storage area and a reduction in the number of required parking (8901 Warner Avenue, 92647- northwest corner at Magnolia Street ; Bridgecreek Plaza). Contact Ethan Edwards, project planner, at 714-536-5271 for further information.
- 2) **CONDITIONAL USE PERMIT NO. 11-014 (CHILE VERDE RESTAURANT ALCOHOL SALES)** to review a proposal to permit the sales and service of alcoholic beverages (beer and wine) for on-site consumption within an existing eating and drinking establishment (18900 Beach Boulevard, Suite 112, 92648- east side of Beach Boulevard, north of Garfield Avenue). Contact Tess Nguyen, project planner, at 714-536-5271 for further information.

The Planning Commission will also review the following non-public hearing item:

GENERAL PLAN CONFORMANCE NO. 11-01 (MARIGAYLE CIRCLE EASEMENT VACATION) to review a request to determine if the vacation of an existing public right of way easement is in conformance with the goals, objectives, and policies of the General Plan (Marigayle Circle-southwest of Ellis Avenue and Edwards Street). Contact Hayden Beckman, project planner, at 714-536-5271 for further information. A copy of the agenda is available on the City's website.

Beach and Ellis Draft Environmental Impact Report

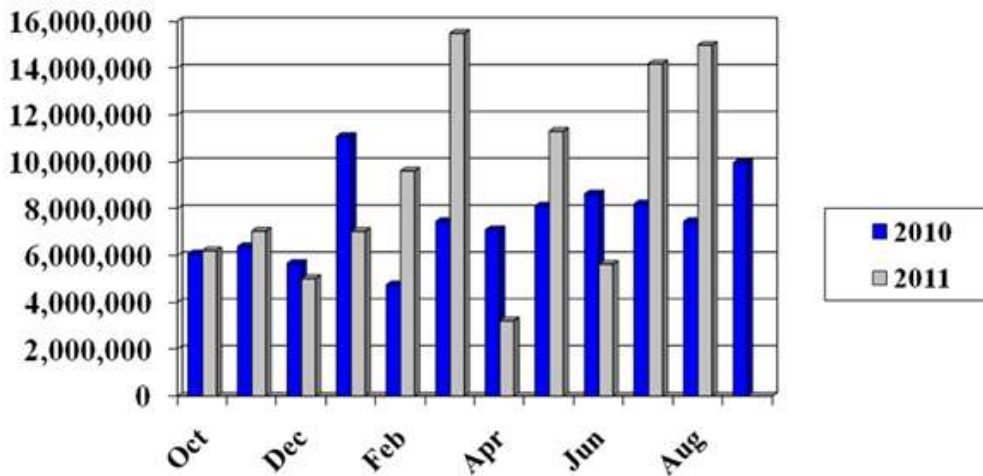
On Friday, September 9, 2011 the 45 day review period commenced for the Beach and Ellis EIR. Draft EIR No. 10-004 analyzes the potential environmental impacts associated with the proposed Beach and Ellis Mixed Use Project located at the southeast corner of the Beach Boulevard and Ellis Avenue intersection in the City of Huntington Beach (currently addressed as 18502 and 18508-18552 Beach Boulevard). The Draft EIR analyzes development of a project consisting of up to 105 residential units, 37,000 square feet of commercial space and common area on the 2.7 acre site, and evaluates alternatives to the project that include an increased residential project with up to 274 residential units, private and public open space and 8,500 square of commercial space as well as a commercial alternative with 77,300 square feet of retail and office space. The existing buildings (Shell Gas Station, retail/office building and restaurant) will be demolished to accommodate the project. A Public Comment meeting is scheduled for Thursday, October 6, 2011, at 6:00 PM at Central Library, Lower Level Rooms C & D. Any person wishing to comment on the request may provide written comment to Rosemary Medel, Associate Planner, City of Huntington Beach, CA 92648. The review period will close on Monday, October 24, 2011 at 5:00 PM. The DEIR can be reviewed online at: <http://www.huntingtonbeachca.gov/Government/Departments/Planning/major/index.cfm>.

Contact Rosemary Medel, project planner, at 714-536-5271 for further information.

Construction Valuation Up

Total construction valuation for fiscal year 2010-11 to date is \$99,654,924; compared to the same time last year (\$81,090,330) valuation is up 23%. Overall building permit activity is up 6% compared to this time last year. In August, 25 new single family homes (Pacific Shores) were permitted with a valuation totaling \$8,809,555. These 25 homes are the first real boom we have seen in the new single family market since 2007/2008.

Construction Valuation (\$)
Residential, Commercial & Industrial



POLICE DEPARTMENT

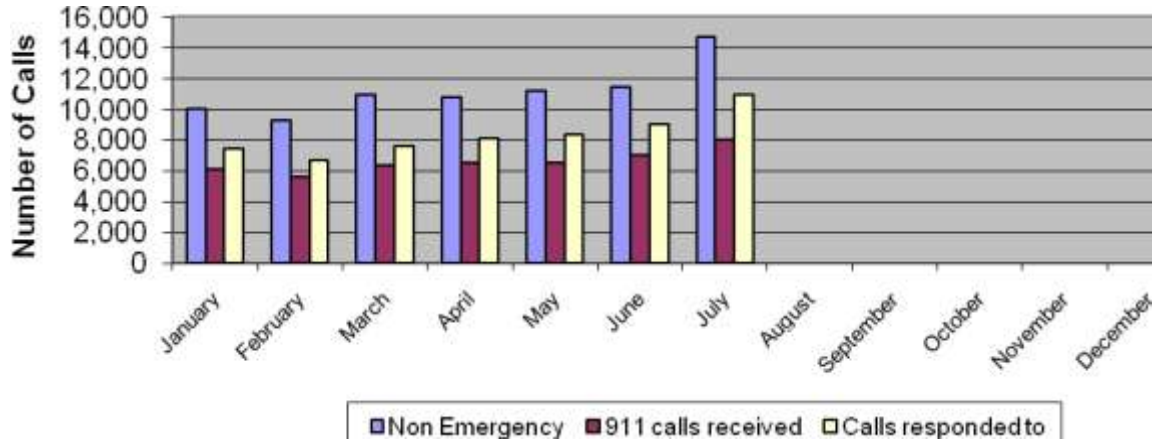
Calls for Service Increase Significantly During the Summer

During the summer months, the activity level for police services in Huntington Beach increases significantly. The number of people coming to Huntington Beach for the beaches, special events and other tourist activities are all factors in the increase in police service activity. Of the several ways we track our service activity level, three include the number of 911/emergency calls received to the police department, the number of non-emergency calls received to the police department, and the number of calls police officers responded to. Calls responded to does not include police officer self initiated activity, such as traffic enforcement or observation arrests.

Comparing the slower winter activity of February 2011, to the busier summer activity of July 2011, the level of activity increases significantly:

Calls for Service (Average Number per Day)

911 Calls +30%
 Non-Emergency Calls +44%
 Calls Police Officers Responded To +47%



	January	February	March	April	May	June	July
Non Emergency	10,034	9,275	10,928	10,813	11,216	11,467	14,720
911 calls received	6,077	5,570	6,383	6,502	6,516	7,006	8,003
Calls responded to	7,446	6,718	7,648	8,124	8,398	9,001	10,941

PUBLIC WORKS

The hot weather we've been experiencing puts a strain on your landscape and your water bill. Efficient irrigation practices can help:

- When practical, consider using a hand-held hose with an automatic shut-off. Studies show this is actually the most efficient way to irrigate and customers who do so use on average 33% less water for their outdoor needs.
- If you use an automatic irrigation system, check it frequently to ensure that it is in good working order. Low flow or drip irrigation is the most efficient automated system.
- If possible, install "smart" weather-based irrigation controllers that water your garden based on climate information from local weather stations.
- Irrigate only in the early morning hours to reduce evaporation.
- Rather than one long cycle, split your irrigation times into two shorter cycles giving the first cycle time to soak into the soil.
- As soon as you see runoff, turn off the sprinkler system. The soil is saturated.
- Apply a minimum 3" of mulch to flower beds to help retain moisture.
- Consider replacing thirsty turf lawns, or portions thereof, with low water use plants

For more tips and helpful links, please visit www.surfcity-hb.org/hbwater . Also, check out the Huntington Beach Water Facebook page.

(See usage chart on next page)

