

From: [Estanislau, Robin](#)
To: [Moore, Tania](#); [Switzer, Donna](#)
Subject: FW: Urgent commnets On: Agenda item 24-479 Proposed Charter Amendment
Date: Tuesday, July 2, 2024 2:57:17 PM

You should receive this from Cathy as well, but can we call it out separately on our SC memo? This is important.

From: Dave Garofalo <hbnews1@aol.com>
Sent: Tuesday, July 2, 2024 2:00 PM
To: CITY COUNCIL (INCL. CMO STAFF) <city.council@surfcity-hb.org>
Cc: Parra, Eric (PD) <EParra@hbpd.org>; Gates, Michael <Michael.Gates@surfcity-hb.org>; Hopkins, Travis <thopkins@surfcity-hb.org>; jennifer@surfcityusa.com; Estanislau, Robin <Robin.Estanislau@surfcity-hb.org>
Subject: Urgent commnets On: Agenda item 24-479 Proposed Charter Amendment

HUNTINTON BEACH AUTO DEALERS ASSOC.

Dear Mayor Van Der Mark

and Honorable Members of the Huntington Beach City

Council.

CC: City Clerk, Planning Director
City Manager, City Attorney

The Huntington Beach Auto Dealers Association (HBADA) COMPRISED OF 12 NEW CAR DEALERS, OCCUPYING ABOUT 50 acres of property on Beach Blvd., generating about \$1 Billion in annual sales representing almost 15% of the total sales tax revenue enjoyed by the city. We have a few concerned about the to-be-considered changes to the Beach Edinger Corridor Specific Plan (BECSP) on the potential impact of their individual properties. The referenced item is scheduled for discussion July 2 (**Agenda item 24-479 Proposed Charter Amendment**)

We do not know what a New Car Dealership might look like in 10, 15 or 20 years from today. Generally speaking, future dealerships might not look like what we have today. That is of significant concern to my 12 members. Change is a constant. The average size of a current HBAD site is about 3 acres.

The current process outlined in the current BECSP is a complete package of entitlements that almost every dealer has incorporated into their long terms financial plan with pre-expensed entitlement cost, etc. **As we understand the proposed changes:**

1. Should the City be party to a change in land use to support a desired applicant's needs then future EIR cost would have already been paid and a **City-wide vote would be required** to accommodate that new partnership use. This somewhat Measure C vote would be a serious obstacle. Honestly. who knows

what potential partners could knock on our doors in the future wherein the city-partnership is the only way the proposed land use beneficial to the city -could happen...and leave that to a measure "C" vote...I think that would be tragic, particularly because there would be No Master Planning GOING ON.

2. Alternately, the private property owner could move forward independent of the City but then have to re-certify the plan with a new EIR, etc. with upward cost of perhaps \$350,000. And not to be ignored is the issues that: THESE PRIOPERTY OWNERS HAVE VALUED THEIR PROPERTIES BASED ON THE MONETARY AND LAND USE VALUES CREATED BY THE CURRENT BECSP GUIDLINES.

The proposed new approach to the DEVELOPMENT POLICIES ACCOMODATED BY THE CURRENT BECSP seem punitive. You all know me, and I never resist anything without having alternative options. For Example:

**Why not consider reversing the incentives in the current BECSP
by significantly incentivizing **Commerical Developers**
to turn developer focus to this specific location.*

****Convene a think-tank group,
clearly state the goals and adopt
positive legislative alternatives to accomplish them.***

WE already have the think-tank in place, City's Planning Department.

Please reconsider, any action tonight. Assemble two or three of the current landowners, discuss creative solutions, use the strengths and knowledge of staff and let's develop a plan that meets your goals.

Sincerely and respectfully,

*Dave Garofalo
Executive Director
HB Auto Dealers Assoc.
714.914.9797
HBNews1@aol.com*

PS: Please excuse this letter not being on letter head -time is of the essence.

SUPPLEMENTAL COMMUNICATION

Meeting Date: 7/02/2024

Agenda Item No. 13 (24-479)