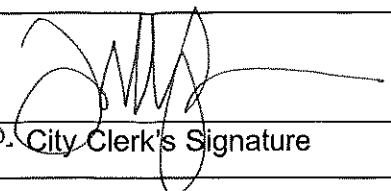


11/03 - D. Biggs, ECON. DEV.

Council/Agency Meeting Held: <u>11-05-01</u>	 City Clerk's Signature
Deferred/Continued to: _____	
<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Conditionally Approved <input type="checkbox"/> Denied <u>APPROVED (-1 BANNER NO)</u>	
Council Meeting Date: November 5, 2001	Department ID Number: ED 01-34

CITY OF HUNTINGTON BEACH REQUEST FOR COUNCIL ACTION

SUBMITTED TO: Honorable Mayor Pro Tem and City Council Members

SUBMITTED BY: Pam Julien Houchen, Chair – Downtown Issues Subcommittee on behalf of Council Members Dave Garofalo and Shirley Dettloff

EK for PJH

PREPARED BY: David C. Biggs, Director Of Economic Development *DCB*

SUBJECT: ACCEPT MAIN STREET OPTIONS CLOSURE EVALUATION

Statement of Issue, Funding Source, Recommended Action, Alternative Action(s), Analysis, Environmental Status, Attachment(s)

Statement of Issue: On July 16, 2001, the City Council requested staff to evaluate options and issues associated with the possible conversion of Downtown's Main Street into a pedestrian mall. Staff has completed a Main Street Closure Options Evaluation. The report sets forth a recommended action that needs to be considered by the Council.

Funding Source: The Main Street Closure Options Evaluation was completed by staff at no direct cost other than staff time. There may be limited costs associated with undertaking the second phase analysis which would be accommodated within existing departmental budgets if pursued.

Recommended Action: Motion to:

1. Accept the Main Street Closure Options Evaluation, and
2. Direct staff to undertake the Phase Two Report in order to design an implementation program for the potential closure of the second block of Main Street and evaluate possible future closure of the first and third blocks, including the establishment of a Business Improvement District.

Alternative Action(s): Accept the Main Street Closure Options Evaluation but do not pursue the Phase Two Report.

2001 NOV - 1 A 10:11
CITY OF HUNTINGTON BEACH, CA

N-1a

REQUEST FOR COUNCIL ACTION

MEETING DATE: November 5, 2001

DEPARTMENT ID NUMBER: ED 01-34

Analysis: The City Council requested that staff evaluate options and issues associated with the possible conversion of Downtown's Main Street into a pedestrian mall. This action was taken on July 16, 2001, in response to a recommendation made by the Council's Downtown Issues Committee. Since that time, a staff working group has completed the attached Main Street Closure Options Evaluation. Part of this effort included a survey of Main Street merchants and a review of experiences in other communities.

A draft of the Main Street Closure Options Evaluation was presented and discussed at the Council's Downtown Issues Committee meeting of October 26, 2001. Approximately 20 Main Street Merchants and property owners were in attendance. Following the presentation of the report, questions, and discussion from those in attendance, a motion was made and passed by the Committee to forward to the Council for action.

Environmental Status: No environmental review is required for the Phase Two Analysis. Some level of environmental review may be required to implement elements of the conversion if ultimately pursued.

Attachment(s):

City Clerk's Page Number	No.	Description
	1.	Main Street Closure Options Evaluation Report

RCA Author: D. Biggs, ext. 5909

ATTACHMENT #1

MAIN STREET CLOSURE OPTIONS EVALUATION

City of Huntington Beach

October 26, 2001

Executive Summary

City staff has evaluated options related to the possible closure of Main Street and the conversion of the street into a pedestrian mall. This report is a first phase analysis which recommends pursuing a detailed development effort for a partial closure of Main Street only if the following conditions can be satisfied:

- 1) Clear evidence of basic support for the project is obtained from a majority of Downtown business owners;
- 2) A funding source identified, such as a Business Improvement District, to fund the increased levels of maintenance, security, and programming necessary to ensure a successful pedestrian and business environment;
- 3) The proposal is deemed through the entitlement process to be consistent with other development goals established for the Downtown.

Given the level of Downtown Business support indicated, an initial closure of just the second block could be pursued, with other segments to be considered for possible closure in the future.

A second phase analysis is necessary before making the final determination regarding the conversion of Main Street into a pedestrian mall on either a temporary or permanent basis. This second phase analysis would allow for staff to make recommendations as to the type and nature of the public improvements required based physical and environmental requirements for the project. The second phase would also include preliminary design and engineering of improvements, cost estimates for the completion of improvements, environmental analysis, Coastal Commission status review, and a recommendation for funding the improvements and operation of the pedestrian mall.

Introduction

On July 10, 2001, the Huntington Beach City Council requested Staff to evaluate options and issues associated with the possible conversion of Downtown's Main Street into a pedestrian mall. A copy of the City Council "C" item is included in this report as Attachment 1. This concept had been explored at the Council's Downtown Issues Committee over the prior few months, with some residents and business owners advocating a street closure. With Downtown becoming an increasingly popular destination for locals and visitors alike, a street closure has been suggested as a means to accommodate peak pedestrian traffic, facilitate outdoor dining, eliminate vehicular cruising, create a more inviting family environment and enhance public safety.

Prior Analysis

City staff recalls numerous prior discussions regarding the possible closure or reconfiguration of Main Street. Prior to the late 1980's when the most recent enhanced public improvements were completed, the street has had a number of configurations, including being one-way for a period of time.

In 1999, there was discussion at the Council's Downtown Committee of the possible closure of Main Street. The end result of these discussions was the reconfiguration of the Main and PCH signal to allow for an all-pedestrian phase. The City Council authorized these improvements on July 5, 2000, and they have been completed and are operational.

The following memorandums and correspondence regarding this evaluation are included in this report at Attachment 2:

- *May 19, 1999 Memorandum from Tom Brohard to Daryl Smith: "Main Street and Pacific Coast Highway – Traffic Signal Operation and Potential Street Closure"*
- *May 21, 1999 Memorandum from Tony Sollecito to Ray Silver: "Downtown Street Closure"*
- *August 11, 1999 Memorandum from Tony Sollecito to Ronald Lowenberg: "Pedestrian Crossing at Main and Pacific Coast Highway"*
- *July 5, 2000 RCA – Approve Implementation of the Pacific Coast Highway Congestion Reduction Plan (prepared by Robert F. Beardsley)*

Current Conditions

For this first phase analysis, staff proceeded with its general working knowledge of the current conditions in the area. This includes the recent reconfiguration of the Main/PCH signal to allow for a pedestrian only phase. The Police Department also regularly limits access to Main Street from PCH during peak periods by coning off the left turn and right turn access to Main Street from PCH. Main Street is also closed on occasion for special events, with the Fourth of July Parade incorporating the Downtown portion of Main Street for the first time this year. These experiences are reflected in this first phase evaluation.

Part of the second phase analysis would be to complete a comprehensive inventory of existing conditions on Main Street as well parallel and perpendicular streets, including the following:

- Physical widths
- Parking space inventory
- Traffic/Pedestrian/Bike volumes
- Congestion points
- Traffic Controls
- Accident history
- Access points
- Drainage System layout
- Utilities location and access

- Landscape inventory
- Street light inventory
- Traffic impact analysis

This evaluation also reflects the current level of development in the Downtown. Consideration should be given in the Phase Two report to the impact of future development including the completion of the following projects:

Hyatt Regency Huntington Beach Resort & Spa
South Beach Improvements – Phase 1 & 2
The Strand (Blocks 104 & 105)
Pacific City (31 acres)

Experience in Other Communities

While there are many examples of communities where downtown shopping streets have successfully been converted to pedestrian malls, there are far more examples where pedestrian mall conversions have been unsuccessful. We have endeavored to catalogue the lessons learned and best practices from some of these communities. This has been done through a review of literature and by contacting a number of communities directly. The *Survey of Communities regarding 'Pedestrian Malls'*, Attachment 3, highlights the experiences of active pedestrian malls and other communities with experience with this issue. The communities highlighted are the California cities of Santa Monica, Riverside, Sacramento, Burbank, and Santa Cruz; the Colorado cities of Boulder and Denver, the communities of Kalamazoo, Michigan, and South Beach, Florida.

Alternatives

The staff working group evaluated options related to the possible closure of Main Street and has reviewed a number of alternatives. In all instances we would recommend that the cross streets of Walnut, and Olive, continue to permit through traffic across Main Street. Through traffic on the cross streets is necessary to preserve access to parking and alleys for service and deliveries, minimize traffic circulation impacts and facilitate emergency vehicle access. The closure alternatives considered were:

1. Main Street - first block only;
2. Main Street - first and second blocks only;
3. Main Street – first to third blocks;
4. Main Street – second block only.

In addition, staff considered the idea of seasonal closures, where the street and public improvements are designed for closure during the peak season.

Closing segments of Main Street, such as the second block alone initially will require that thought be given to issues associated with possible future phases of street closure if pursued. This would be addressed in the second phase analysis.

Issues to Be Addressed

Traffic

Traffic is a key consideration. Unless the first block was to remain open, Main & PCH would require reconfiguration. Pedestrian crossings at Main and PCH would be facilitated with closure by eliminating the need to serve any significant cross traffic or turns. The inability to turn left or right onto Main from PCH would require that the City better identify access to downtown via First/Second and Fifth/Sixth and the cross streets. The possible impacts of the Main Street traffic being diverted to other streets would need to be evaluated as part of the second phase report. In order to maintain alley and service/delivery access, we would recommend that the cross streets remain open to traffic. Signals would be needed at the cross streets to control pedestrian flow and allow through traffic. Any closure alternative that includes the Third block of Main will need to address Post Office access from Main for deliveries.

Parking Access

Parking access to three main supplies of parking: Pierside Pavilion, Main Promenade, and Plaza Almeria would occur from Walnut and Olive. Street parking on Walnut and Olive would be preserved, though additional delivery and loading zones may need to be identified in these areas. There would need to be an enhanced directional system/signage to parking garages, possibly showing number of available spaces for each garage.

Replacement Parking

Street closure would eliminate 58 on-street parking spaces on Main Street if all three blocks were closed. Replacement parking on a one-to-one basis is required under Downtown Parking Master Plan and likely a condition of Coastal Commission approval. The possibility exists to add spaces at an incremental cost to The Strand project proposed for Blocks 104 & 105 at an estimated incremental cost of \$1.2 million. If not, alternative sites for the provision of these replacement parking spaces would need to be identified downtown and within the Coastal Zone, if not within the Downtown Parking Master Plan area boundary. Should only the second block be closed, twenty (20) on-street parking spaces would need to be replaced.

Public Improvements

The type and cost of the public improvements could vary considerably. One major factor would be the ultimate scope of the closure, depending upon which alternative is selected. Preliminary design and cost estimating would be done as part of the Phase Two analysis. Goals for the closed street would include reconfiguring public improvements to facilitate outdoor dining adjacent to buildings. The improvements would also need to allow for public safety, utilities, and maintenance access. Common amenities included in most successful pedestrian malls include: enhanced paving, kiosks, vending, seating, public art, water elements, trees and enhanced landscaping. An additional design consideration will be the need to facilitate post office deliveries if no alternatives are available.

There will be other design challenges as well, these include:

- A. Addressing temporary versus permanent closure scenarios
 - Ease of changing from closed to open (and vice versa)
 - Change of traffic signal operations (pedestrian to traffic with turning movements)
 - Create pedestrian friendly environment that also accommodates storm water drainage and parking barriers without representing tripping hazards
 - Motorist/visitor confusion
 - Barriers that can be moved to keep motorists out of pedestrian areas
 - Aesthetics – achieving aesthetic goals while maintaining temporary nature of the treatments
- B. Pedestrian treatment alternatives
- C. Parking replacement
 - A more specific analysis of where to provide the replacement parking would be undertaken as part of the Phase Two report.
 - Opportunities for replacement include: 1) approximately 50 to 60 spaces on 1st, Orange and Olive (Railroad property) – Approximate cost - \$150,000, though outside of the Downtown Parking Master Plan boundary, 2) Add spaces at the incremental cost to the subterranean parking structure proposed for the Strand on Blocks 104 & 105.
- D. Traffic safety
- E. Public Utility access
 - Utility maintenance access
 - New services
 - New facilities
- F. Emergency Vehicle Access – Temporary versus permanent
- G. Maintenance access and schedule
- H. Ability to accommodate the 4th of July Parade with a permanent closure.

Public Safety

The Police Department believes that the main benefits of a street closure would be the facilitation of pedestrian flow on peak dates and times, plus the elimination of vehicular cruising, though vehicular cruising has diminished in recent times. Police note the need to facilitate cross traffic at Walnut and Olive given pedestrian flows; a pedestrian activated signal is likely required at Main/Walnut and Main/Olive. The Fire Department would like to ensure that the public improvements implemented as part of any street closure maintain fire access with at least a one-way 14-foot clear lane; they also need the side streets need to remain open and existing full width alleys to remain open.

Signage/Directions

An enhanced signage/directional system will be needed to get people to parking and Main Street via other streets. Any change of a local street pattern requires an extra effort to ensure that those familiar with the area can quickly become accustomed to the new patterns. This would include a more intensive short-term signage effort leading up to and immediately after the change, plus a longer-term program to ensure the Downtown is visitor friendly. This may also include ensuring that information on parking supply and availability, as well as rates and validation programs, are readily available to the visitor.

Programming/Special Events/Parade

Most successful pedestrian malls have an active series of events and entertainment programmed for the space. There are a number of special events that occur in the Downtown currently and City staff is familiar with the requirements for these special events. These include the Fourth of July Parade and the merchants Halloween Festival. The programming of a pedestrian mall and the special events to be accommodated will require that the public improvements be designed to facilitate the types of events desired.

Also, many pedestrian malls become a magnet for street entertainers and buskers. Under a controlled environment with the right permitting, these activities can be an added amenity to a pedestrian mall. The City would need to establish a mechanism to foster and issue the permits for these types of activities.

In addition, many pedestrian malls also have a series of planned entertainment and activities. The second phase report will need to address the level of funding which might be required to actively program the pedestrian mall to help ensure its long-term viability.

Financial

Preliminary design and cost estimates for the public improvements would be a product of the Phase Two report. This would also explore alternatives of how to finance the public improvement costs. Though Redevelopment Agency funds could be used and these have tentatively been identified as the most likely funding source. For example, it will cost approximately \$75 per pole to relocate and remove old parking meter poles.

Loss of existing meter revenue, currently estimated to be at least \$200,000 per year from Main Street, is another factor that will need to be evaluated. If the metered parking spaces are replaced however, then all or a portion of the meter revenue could be recovered. This will depend on where and how we are able to replace these high productivity meters.

Increased maintenance costs for an enhanced level of public improvements will also need to be evaluated. Since there is already an enhanced level of public improvements along most of Main Street, the increase in costs will be incremental. In addition, the City would eliminate some existing street maintenance cost. These factors will be evaluated after there is a level of preliminary design done as part of a Phase 2 report. As previously stated, it is common for some of this increased maintenance cost to be funded through a Business Improvement District or other special benefit mechanism.

Other Issues

Impact on Business community -- A later section of this report discusses the community/business outreach that has been done as part of this first phase assessment. In all case studies reviewed, there have been businesses for which a pedestrian mall has been positive, some negative, and of course for some a combination thereof. In those areas where a pedestrian mall has been successful, the overall economic activity in the district has increased.

Legal issues -- There may be legal issues not yet identified which may arise out of a street closure. These factors would be further addressed as part of the Second Phase report.

Business Improvement District -- Most successful pedestrian malls have enhanced maintenance, security and programming. A Business Improvement District funds many of these. A Business Improvement District is a supplemental assessment on the District's businesses and property owners that generates the income needed to provide the enhanced amenities in the area. A board comprised of the business owners and property owners in the District manages the levy and expenditure of the funds collected. It would be our recommendation that a BID be formed as a condition of City spending Redevelopment dollars on public improvement.

Utilities -- The design of any public improvements would need to be done in conjunction with both the franchised and public utilities that serve the area. Franchise utilities include:

- Gas Company
- SoCal Edison
- Cable
- Telephone

Public utilities include:

- Sewer
- Water
- Street lighting/Public area lighting
- Storm drains

Maintenance – While discussed in various sections of this report, this is an area which will require more specific evaluation during the Phase Two report. This is especially critical if the public improvements include specialty items or amenities. Factors to be evaluated include:

- Street/Area sweeping
- Landscaping
- Water features
- Lighting
- Pedestrian signals and traffic signals
- Trash

Entitlements

The Downtown Specific Plan contemplated the possible closure of Main Street and requires a public hearing before the City Council to do so. It is not anticipated that the public street would be vacated which would require a more extensive process. The proposed public improvements and uses or activities within the pedestrian mall may require separate conditional use permits (CUP), coastal development permits (CDP) and planned sign program (PSP) approvals. Replacement of any parking removed on a one-for-one basis would be a key issue is securing these approvals. In addition, staff would need to undertake an environmental assessment to determine the level of environmental review that may be necessary for implementation of the closure and related improvements. The entitlements required are more fully outlined in a memorandum from the Planning Director dated September 18, 2001 (Attachment 4). In addition to what the Planning staff has identified, the City would need to consult with Caltrans and obtain the appropriate permits from them since a Main Street closure would impact Pacific Coast Highway.

Community/Business Outreach

Economic Development staff developed a Main Street Merchant Survey to gather the input of the business community along Main Street (Attachment 5, Exhibit A). This survey was hand delivered to over 80 businesses along Main Street with each recipient asked to ensure that the business owner or manager completed the survey. At the September 28th City Council Downtown Committee meeting the attending merchants were asked to respond and encourage their counterparts to do so as well. Fifty responses were received and these are summarized in the Main Street Merchants Survey Summary, Attachment 5.

The overall survey results (Attachment 5, Exhibit B) are that feelings are relatively split between keeping Main Street the same and making a change. However, if a change were made, there is more support for permanently closing the second block. A more in-depth analysis of the block-by-block data shows that the second block merchants would tend to favor this alternative (Attachment 5, Exhibit C). Overall, there is more support for a permanent closure rather than a seasonal closure. There is also strong support to keeping the cross streets open to vehicular traffic. A major concern is maintaining and increasing ample convenient parking.

The range of comments provided in response to the open-ended questions (Attachment 5, Exhibits D & E) was very diverse and needs to compliment the summary data. Many of the concerns or issues raised would be addressed as design and operational issues if the second phase analysis were undertaken

The City Council Downtown Committee meeting of October 26, 2001, was mostly devoted to receiving comments on the draft of this report. In order to encourage the participation of the Downtown community in this meeting, a letter advising that the draft report was available and inviting those interested to the meeting was hand delivered on October 15, 2001. Based on the direction of the City Council Downtown Committee on October 26th, a summary of all comments received is set forth in Attachment 6.

Phase Two Report

Throughout this initial analysis, there have been numerous factors that have been identified as needing additional analysis in order to more fully answer many of the questions and issues raised regarding the possible closure of Main Street.

A Phase Two Report would address the following factors:

- Preliminary design of public improvements and cost estimates, including the development detailed information on the current conditions and consultation with utilities;
- Evaluation of maintenance costs associated with the enhanced public improvements;
- Development of possible funding scenarios for the public improvements;
- Evaluation of a Business Improvement District or other vehicle for financing ongoing maintenance, security and programming, including outreach to the business community to determine the level of support for a BID.

City staff would do a portion of this effort, though elements might be better done by using outside experts. Staff has not developed a full scope for the Phase Two Report, but will do so prior to proceeding with the effort and will return to the City Council with an estimate of cost for the work. The Redevelopment Agency's budget is the anticipated funding source for this next phase. It is estimated that the Phase Two Report could be completed in not more than six months once the Council provides direction to staff regarding the need for a Phase Two Report.

Recommendation

Undertake the Phase Two Report in order to design an implementation program for the closure of the second block of Main Street, and evaluate possible future closure of the first and third blocks, on either a temporary or permanent basis, including the establishment of a Business Improvement District to fund increased levels of maintenance, security, and programming.

Staff Evaluation Committee:

David C. Biggs, Director of Economic Development

Larry Neishi, Supervisor, Beach Operations –Community Services

Steve Benson, Supervisor, Parking/Camping Facilities – Community Services

Carol Runzel, Assistant Project Manager – Economic Development

Duane Olson, Division Chief – Fire Department

Robert Culhane, Fire Protection Specialist – Fire Department

Wayne Carvalho, Associate Planner – Planning Department

Gary Meza, Sergeant – Police Department

Daniel Johnson, Lieutenant – Police Department

Tom Brohard, Transportation Consultant – Public Works

Bob Stachelski, Transportation Manager – Public Works
Jim Jones, Supervisor, Parks Maintenance – Public Works

Attachments:

1. C Item for July 10, 2000
2. Prior Analysis Memorandum and Correspondence
3. Survey of Communities regarding “Pedestrian Malls”
4. Planning Director Memorandum
5. Main Street Merchant Survey Summary
6. Summary of Comments from October 26th City Council
Downtown Committee Meeting

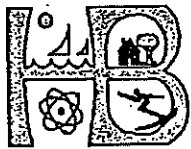
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C Item for July 10, 2001

ATTACHMENT #1

7113 - E. KUHNE, ADM.

07-16-01:
[APPROVED 7-0]



CITY OF HUNTINGTON BEACH

CITY COUNCIL COMMUNICATION

TO: Mayor Pro Tem and City Council Members

FROM: Mayor Pam Julien Houchen *ex for pjt.*
Chair, Downtown Issues City Council Committee

SUBJECT: "C" Item for July 16, 2001 City Council Meeting
Downtown Issues City Council Committee Recommendation
Regarding Closure of Main Street Study

DATE: July 10, 2001

RECEIVED
CITY CLERK
CITY OF
HUNTINGTON BEACH, CA
2001 JUL 11 P 19

STATEMENT OF ISSUE:

At the Downtown Issues City Council Committee meeting of June 22, 2001, the Committee voted 2-0 to request that the City Council direct staff to provide the Committee a written analysis including various alternatives and costs associated with the possibility of closing Main Street to vehicular traffic in the downtown area. Members of the Downtown Issues City Council Committee include Mayor Julien Houchen (Chair) and City Council Members Garofalo and Dettloff. City Council Member Dettloff was not in attendance.

FUNDING SOURCE:

Not applicable.

RECOMMENDED ACTION:

Motion to:

"Direct staff to provide the Downtown Issues City Council Committee a written analysis including various alternatives and costs associated with the possibility of closing Main Street to vehicular traffic in the downtown area."

- c: William Workman, Assistant City Administrator
- City Clerk, *Cannie Brockway*
- Howard Zelefsky, Director of Planning
- Scott Hess, Principal Planner

C-1 b

Prior Analysis Memorandum and Correspondence

ATTACHMENT #2

road ave
parking

MEMORANDUM

RECEIVED

SEP 19 2001

DEPARTMENT OF

To: Daryl Smith
From: Tom Brohard *TWB*
Subject: Main Street and Pacific Coast Highway – Traffic Signal Operation and Potential Street Closure
Date: May 19, 1999

As recently requested, a review has been conducted to identify various traffic issues associated with a potential street closure of Main Street east of Pacific Coast Highway. Additionally, discussions have also been held with Caltrans regarding the timing and operation of the Main Street/Pacific Coast Highway traffic signal.

BACKGROUND - I understand that Main Street east of Pacific Coast Highway has been a one way street toward the ocean, and also a one way street inland. For various reasons, both of these one way restrictions were changed back to the present two-way traffic flow. Consideration is now being given to the potential closure of one or more blocks of Main Street to create a pedestrian mall.

DATA - To evaluate typical non-summer conditions, vehicle/pedestrian/bicycle counts were made at Pacific Coast Highway and Main Street between noon and 6 PM on two recent weekdays during spring break as follows:

- On April 7 during light rain, about 3,300 pedestrians and only a very few bicyclists crossed Pacific Coast Highway during the 6 hours. This pedestrian volume equates to about 14 pedestrians during each traffic signal cycle. During each signal cycle, slightly less than two vehicles turned left and two vehicles turned right from Main Street to Pacific Coast Highway. Similarly, an average of four vehicles per signal cycle turned right onto Main Street from Pacific Coast Highway, with about three vehicles per signal cycle making a left turn onto Main Street.
- During better weather on April 15, about 5,000 pedestrians crossed Pacific Coast Highway during the same six- hour period, about 21 pedestrians per signal cycle. On that day, the vehicle volumes turning from Main Street were slightly higher, but still averaged about two left turns and two right turns per signal cycle. Similarly, an average of five vehicles per signal cycle turned right onto Main Street from Pacific Coast Highway, with about three vehicles per signal cycle making a left turn onto Main Street. Over the six hours, about 360 bicyclists crossed Pacific Coast Highway, an average of 1.5 bicyclists per traffic signal cycle.

TRAFFIC SIGNAL OPERATION

PREVIOUS TIMING – The data recently gathered has been discussed with Caltrans representatives in charge of traffic signal operations along this portion of Pacific Coast

Highway. Until today, the State operated a 100-second traffic signal cycle during weekday morning and afternoon peak traffic hours, with a 90-second cycle used during other times on weekdays as well as at all times on weekends. During each traffic signal cycle, vehicles from Main Street as well as pedestrians crossing Pacific Coast Highway received up to a maximum of 25 seconds as determined by the demand at that time.

NEW SIGNAL TIMING – After reviewing the data, the State modified the traffic signal timing today to provide additional time to clear vehicles from Main Street. To accomplish this, the State now runs a 100-second signal cycle from 6 AM to 7 PM weekdays and from 8 AM to 7 PM on weekends, with 90 seconds used at other times. Pedestrians crossing Pacific Coast Highway will continue to receive 25 seconds. If vehicles are still waiting on Main Street at the end of this time, then the signal will remain green for Main Street for up to 10 additional seconds to allow them to enter Pacific Coast Highway.

ENFORCEMENT – Together with the change in the traffic signal timing, additional enforcement of the pedestrian signal indications at this location would be appropriate. Overall, the goal should be one of continuing education of pedestrians so they only begin crossing Pacific Coast Highway during the “WALK” indication. In this way, pedestrians should be discouraged from beginning their crossings during either the flashing “DON’T WALK” or the solid “DON’T WALK” indications, thereby allowing vehicles an appropriate opportunity to clear from Main Street.

OTHER OPTIONS – The signal timing change together with the proposed additional enforcement will be monitored closely by our traffic engineering staff and by Caltrans. If this combination fails to improve conditions at this intersection, then Caltrans will consider an all-pedestrian phase and necessary changing of the signal indications. At this point, however, they are reluctant to do this in that the same problems of pedestrian crossings at the wrong time in the signal would be likely to occur. In fact, they have experienced poor compliance with the pedestrian indications at other locations and have found that many pedestrians follow the vehicle indications instead.

STREET CLOSURE ISSUES

There are several issues associated with the closure of Main Street to vehicles including the following items:

PARKING – On street parking is limited to one hour on both sides of each block of Main Street, and there are also short time limit green zones in each block as well. Closure of the street to vehicles would eliminate on street parking in the impacted block or blocks. The following is an inventory of on street parking in each block:

ON STREET PARKING INVENTORY

<u>LIMITS</u>	<u>SIDE</u>	<u>ONE HOUR</u>	<u>GREEN</u>	<u>TOTAL</u>
PCH to Walnut	North	7	1	8
	South	10	3	13
SUBTOTAL		17	4	21
Walnut to Olive	North	3	1	4
	South	14	2	16
SUBTOTAL		17	3	20
Olive to Orange	North	0	0	0
	South	12	5	17
SUBTOTAL		12	5	17
<u>TOTAL</u>	Both	46	12	58

VEHICLE ACCESS – Only the parking lot for postal vehicles and employees at the southeast corner of Olive and Main takes direct vehicular access from Main Street in these three blocks. While their parking lot also can be accessed from the alley to the rear, postal delivery trucks would have difficulty turning from the alley to their parking lot. Closure of Main Street from Olive to Orange would impact this parking lot and mail delivery vehicle circulation at the post office. Such a closure would need to be closely coordinated with the post office to minimize impacts upon their operation.

AREA CIRCULATION – Traffic volumes on Main Street are light as indicated above and they can be accommodated on the adjacent streets in the area. This portion of Main Street is a local street, and is not included in the City's Circulation Element of the General Plan. Walnut in this area is shown as a part of the Circulation Element. Third Street does not extend to Pacific Coast Highway, and there is a potential that Fifth Street may be closed on the ocean side of Walnut as well. Closure of a block or blocks of Main Street will create some circuitous driving within the downtown area. If a block of Main Street is to be closed, then the crossing streets should remain open at both ends of each of the closed block.

EMERGENCY VEHICLE ACCESS – Any street closure along Main Street needs to accommodate emergency vehicle access into the closed block or blocks.

IMPACT ON ADJACENT BUSINESSES – Any street closure needs to have the full support of the businesses in the impacted block or blocks prior to implementation. Other cities including Santa Ana and Burbank have experienced very undesirable results in converting streets to pedestrian malls, with these projects severely impacting the adjacent properties. In the case of Santa Ana, Second Street east of Main Street was converted to a pedestrian mall. Subsequently, the adjacent businesses have closed. In Burbank, San Fernando Road, a four-lane street, was converted to a pedestrian mall. After several years, the adjacent business community convinced the City to construct a two-lane

roadway, opening the pedestrian only mall to vehicular traffic once again. In the case of Main Street, therefore, it is critically important to receive the total support of the adjacent businesses before closing a block or blocks to vehicular traffic.

CONCLUSION – Should the City desire to close a portion of Main Street to vehicular traffic, it is recommended that such a closure be done on a trial basis for about six months. It is suggested that the block between Walnut and Olive be considered for such a trial closure as long as the businesses in this block are supportive of such a test. During the closure, both Walnut and Olive would remain open to provide vehicular circulation around the closed section. The precise method of closure needs to meet the appropriate conditions of the City's Fire and Police Departments so that emergency access can be maintained at all times.



CITY OF HUNTINGTON BEACH
INTER-DEPARTMENT COMMUNICATION

*Council
Dept Head*

TO: RAY SILVER
City Administrator

VIA: RONALD E. LOWENBERG
Chief of Police

FROM: TONY SOLLECITO, Lieutenant
South Area Commander

DATE: May 21, 1999

RECEIVED
MAY 21 1999
CITY OF HUNTINGTON BEACH
ADMINISTRATIVE OFFICE

SUBJECT: DOWNTOWN STREET CLOSURE

In order to properly address the downtown problem of cruising and juvenile loitering on weekends, the police department will be proposing to the Council Downtown Committee closing Main Street to vehicular traffic on Friday and Saturday evenings, beginning this summer.

It has long been felt that this would have a significant impact on these problems, however, in deference to the downtown merchants concerns we had not previously proposed it. However, at a recent meeting of the Downtown Sub-Committee (dealing specifically with these concerns) the subject was discussed, and seemed to get a generally favorable response.

Today Captain Poe and I met with Steve Daniels, president of the Downtown Merchants Association, to discuss the specifics of the street closure. Mr. Daniels stated that he would support the closure, as long as it was on a trial basis. He had requested that I write him the attached letter concerning the closure so he could get input from the other affected merchants.

Mr. Daniels told me that he would be at the May 28, 1999, meeting of the Council Downtown Committee and express his support for the street closure.

If you like I can make copies of the attached letter and diagram for the City Councilmembers.

RECEIVED
DEPT. OF PUBLIC WORKS

MAY 24 1999

HUNTINGTON BEACH, CA



CITY OF HUNTINGTON BEACH

2000 MAIN STREET
P. O. BOX 70

POLICE DEPARTMENT

CALIFORNIA 92648
Tel: (714) 960-8811

RONALD E. LOWENBERG
Chief of Police

May 21, 1999

Steve Daniels
200 Main Street #106
Huntington Beach, CA 92648

Dear Mr. Daniels:

At the May 28, 1999, meeting of the Council Downtown Committee the police department is planning to propose a trial closure of Main Street on Friday and Saturday nights this summer. As we have discussed, this closure would take effect at 9:00 p.m. each evening, and would encompass the 100 and 200 block of Main Street.

As depicted on the attached diagram, both turn pockets of Pacific Coast Highway onto Main Street would be closed. Main Street would then be barricaded at P.C.H., Walnut and Olive. Signs would direct southbound P.C.H. traffic northbound on 6th Street and east on Olive to the Olive Street entrance of the parking structure. Northbound Pacific Coast Highway traffic would be directed north on 1st Street to westbound Walnut and into the Walnut Street entrance to the structure.

As stated previously, this would be a trial program, the success of which would be evaluated as the summer progressed. We would appreciate your input, and that of the other downtown merchants, at the May 28th meeting.

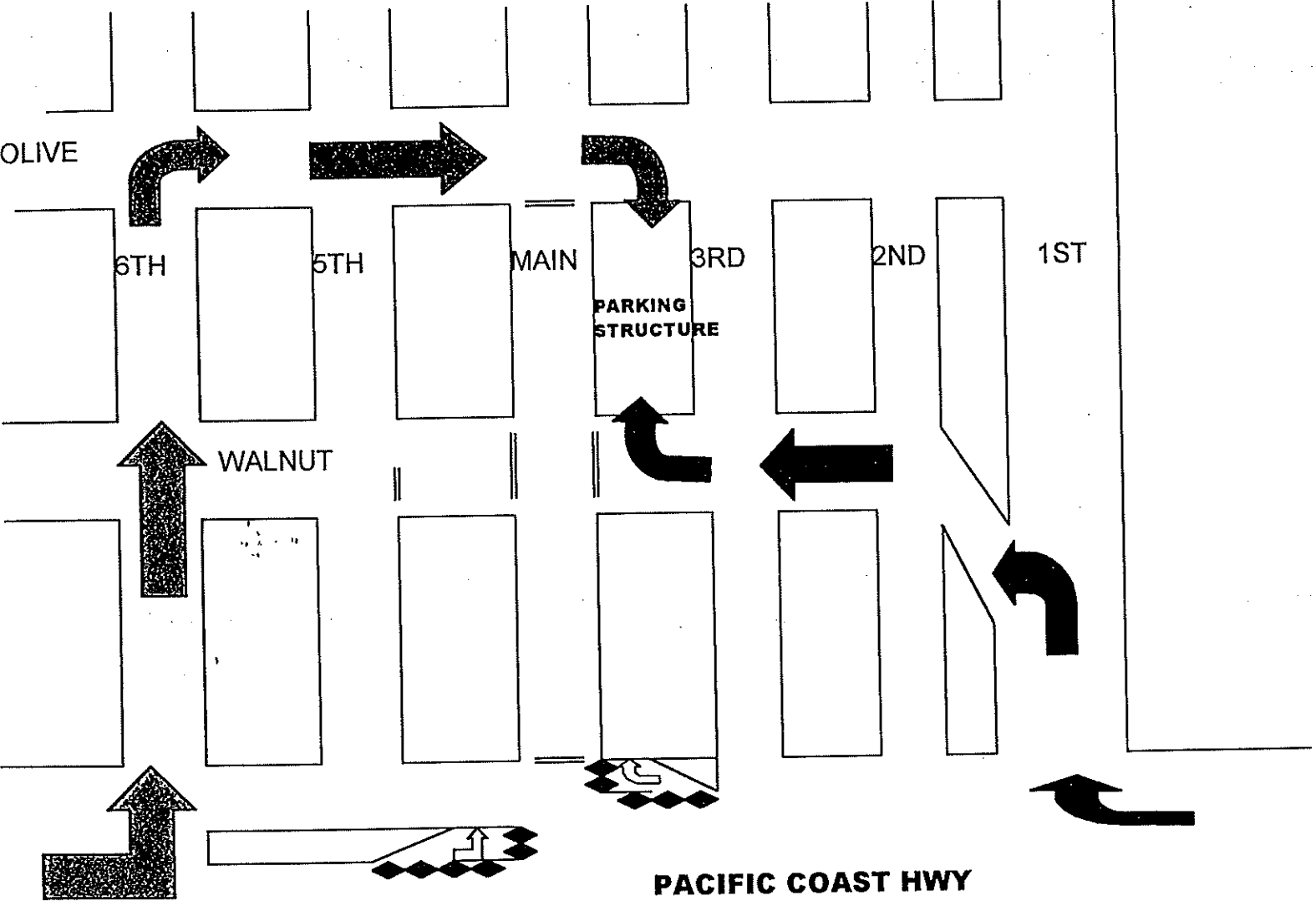
Thank you for your support on this matter.

Sincerely,
RONALD E. LOWENBERG
Chief of Police


ANTHONY J. SOLLECITO, Lieutenant
South Area Commander

REL:AJS:ts

**DRUG USE
IS
LIFE ABUSE**





CITY OF HUNTINGTON BEACH
HUNTINGTON BEACH POLICE
INTER-DEPARTMENT COMMUNICATIONS CHIEF

'99 AUG 10 16:08

TO: RONALD E. LOWENBERG
Chief of Police

FROM: ANTHONY J. SOLLECITO, Lieutenant
South Area Commander

DATE: August 11, 1999

SUBJECT: PEDESTRIAN CROSSING AT MAIN AND PACIFIC COAST HWY

With the increasing popularity of the downtown Huntington Beach area, as well as the dramatic increase in specific events downtown and on the beach, the pedestrian crossing at Pacific Coast Highway and Main Street has increased as well. In fact, what used to be a summertime weekend problem of too many pedestrians trying to get across the highway has become an everyday problem. It is not unusual during a summer weekday afternoon to sit through at least two signal phases to turn from Main Street onto PCH in either direction.

The ultimate solution to this situation would be a pedestrian bridge over the Highway. However, in the interim I would like to propose the following steps be taken to help alleviate the problem:

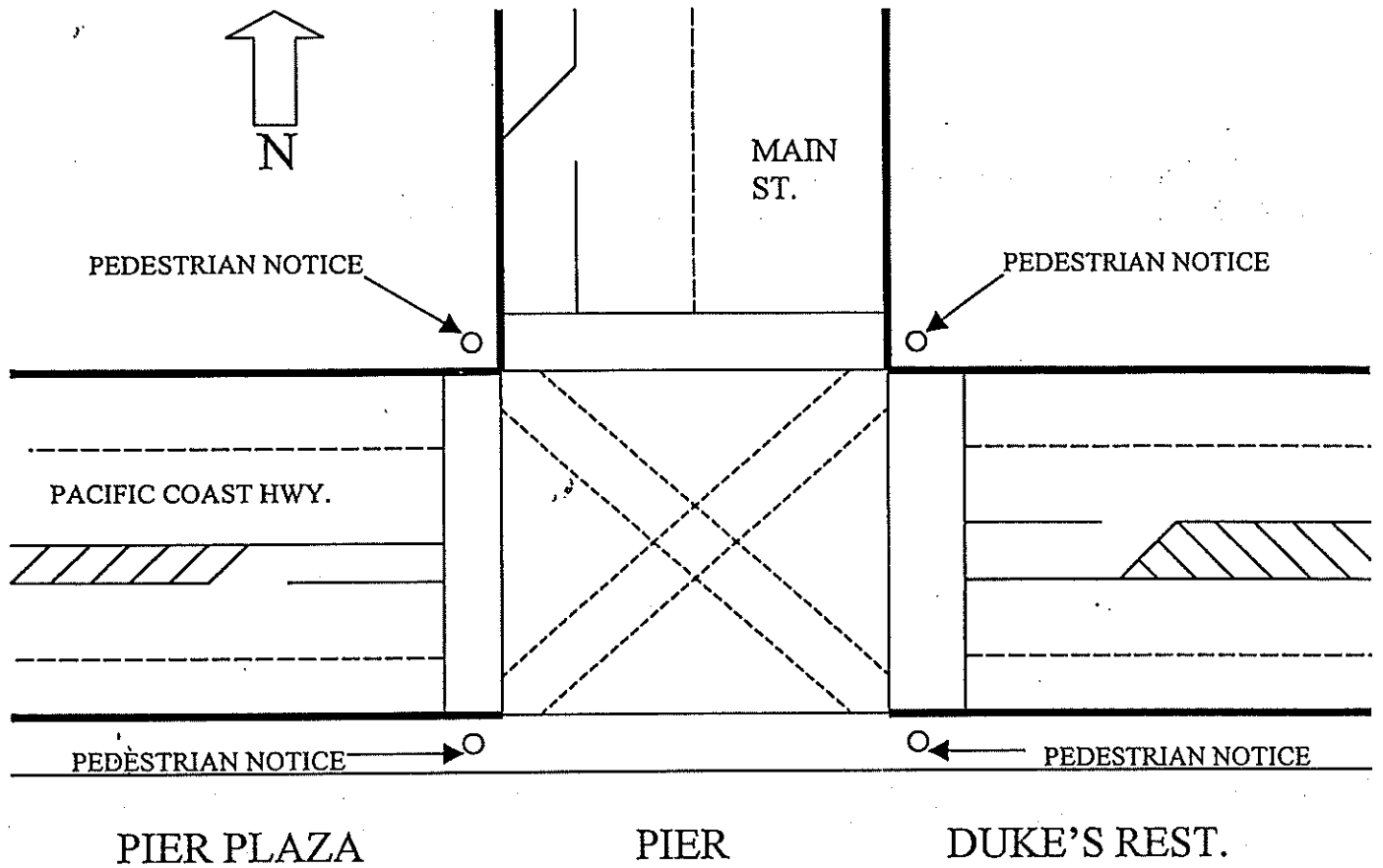
1. The traffic signal should be programmed to allow for an all pedestrian crossing phase. This would allow for pedestrians crossing in all directions, with all vehicular traffic stopped. Once vehicular traffic begins to move, there will be no pedestrian crossing allowed. This should eliminate the problem of cars turning onto PCH or Main having to wait for pedestrians to finish crossing.
2. Signs posted on the sidewalk at the entrance to each crosswalk reading the following:
"PEDESTRIAN NOTICE: DO NOT ENTER ROADWAY AGAINST STEADY OR FLASHING RED PEDESTRIAN SIGNAL. STRICTLY ENFORCED." The biggest problem at the intersection involves pedestrians who start across after the pedestrian light starts flashing. This leaves vehicles in the intersection waiting to turn until their light turns red, resulting in a bottleneck. In stopping pedestrians who do this, the majority tell me that they were not aware that the flashing signal meant they could not enter (they just think it means they should hurry across).
3. Strict enforcement of the pedestrian crossing signal. It should become common knowledge, at least among the locals, that if they cross against the light they will probably be cited.

I believe any one of these suggestions, if taken individually, will help the situation. However, if taken collectively, I believe we will see a noticeable improvement.

Attachments:

1. Diagram of intersection indicating location of diagonally crossing crosswalks and pedestrian notice signs.
2. Sample pedestrian notice sign.

AJS:ts



PEDESTRIAN NOTICE

**DO NOT ENTER
ROADWAY AGAINST**



**STEADY *OR FLASHING*
RED PEDESTRIAN
SIGNAL**

STRICTLY ENFORCED

21456 CVC HBPD

MEETING NOTES
CITY COUNCIL DOWNTOWN COMMITTEE
August 27, 1999, 8:30 AM
City Hall, Room B-8

In Attendance:

Council Members: Chair Dave Garofalo, Pam Julien, and Shirley Dettloff (absent)

Staff: Melanie Fallon, Mike Strange, Gus Duran, Capt. Bill Mamelli,
Lt. Tony Sollecito, Sarah Lazarus, Ron Hagan

Public: Steve Daniel, Ron Davis, David Martin, Eron Ben-Yehuda,
Moe Kanoudi, Emil Varona, Bob Bolen, Rene Walters,
Joyce Riddell, Diane Baker, Ken Vasilik, Sheryl Caverly,
Bill Gallegos, Ron McLin, Mike Adams, Dave Reyes

Item 1: *Public Comments* –Bill Gallagos, downtown property owner, complained that the high-pressure steam cleaning of the sidewalks was performed at 11:00 PM, disrupting their sleep. He also noted that the walking mall signs posted between Main and 5th Street and Olive and Walnut should be taken down or reworded. Finally, he objected to the 15% discount on validations in the parking structure for members of the Business and Merchants Group.

Emil Varona, 205 Main Street, asked for an update on the steam cleaning of the sidewalks.

Bob Bolen, 322 Main Street, stated that the businesses which abuse the parking validation program and impact the parking structure should not get a discount but be charged more.

Sheryl Caverly, 201 Main Street, stated that the farmer's market/art fair severely impacts the downtown businesses. She noted that the barricades for the street closure are put up at approximately 11:15 AM and vendors start setting up shortly thereafter. She stated that the barricades discourage access by their regular customers.

Ron Hagan, Community Services Director, reported that Community Services had offered to hold the Market/Fair at Pier Plaza; however half of the merchants want it on Main Street while the other half do not.

Steve Daniel, Business and Merchants Group agreed that there are basic problems with the art fair portion of the event not the farmer's market

Item 5: *Follow-up Items* –Chairman Garofalo reported that the sidewalk on Main at Fifth Street is not being cleaned. He asked staff if legal measures are available to enforce business owners clean their sidewalks.

Mike Strange, Senior Planner, said that this matter would be forwarded to Daryl Smith, Park, Tree and Landscape Superintendent for follow up.

Legal Opinion – Regulation of Music – Sarah Lazarus, Deputy City Attorney, reported that the City may not regulate the content of musical or other performances through the entertainment process unless the performance meets the legal definition of obscenity, incites a riot, or constitutes a criminal act, such as solicitation for prostitution or conspiracy.

Street Closures – Lieutenant Tony Sollecito reported on the temporary closure of the 1st and 2nd blocks of Main Street during the summer weekends. The temporary closures were to determine if the cruising and loitering problems would improve. He advised that the experiment had been very successful as evidenced by fewer arrests since June.

Steve Daniel reported that the businesses affected by the Main Street closure are the ones who stay open after 9:00 PM. He noted that people coming to the area have no way of knowing if an incident had occurred and if businesses are open. He urged improved signage to attract customers when the barricades are in place.

Melanie Fallon, Assistant City Administrator, suggested the appropriate department representatives get together to review methods to resolve the barricade and customer access issue.

Chairman Garofalo requested that a future subcommittee meeting focus on street closure during major events, four way street crossing and police issues.

Lt. Sollecito reported that pedestrian crossing at Pacific Coast Highway has dramatically increased. He noted vehicles quite often sit through two signals to turn from Main Street onto PCH in either direction thus creating a bottleneck. The Police Department recommends that the traffic signal be programmed to allow for an all pedestrian crossing phase. This would allow pedestrian crossings in all directions with all vehicles stopped. The Police Department also recommends that signs be posted advising pedestrians not to enter the roadway against steady or flashing red pedestrian signals.



CITY OF HUNTINGTON BEACH

INTERDEPARTMENTAL COMMUNICATION

*Rec'd
9/29/99*

TO: Daryl Smith *DS*

FROM: Tom Brohard, Interim Transportation Manager

DATE: September 17, 1999

SUBJECT: **Main Street and Pacific Coast Highway Pedestrian Crossings**

On September 8, we met with Caltrans to discuss the pedestrian crossings of Pacific Coast Highway at Main Street. We provided them with recent pedestrian count data, my May 19 memo to you, and Lt. Sollecito's recent memorandum recommending an all pedestrian crossing phase together with supporting sketches.

Mr. Joe Hecker, Caltrans District Division Chief of Operations and Maintenance, agreed to study our request for an all-pedestrian phase. As part of that work, their staff will be making observations during weekends over the next several weeks. They expressed concern about the negative impact that this could have on their ability to progress traffic along Pacific Coast Highway. His staff indicated that there was an all-pedestrian phase at this intersection in the 1980's, but it was not effective and was subsequently removed. Joe also advised us that this would clearly set a precedent in today's times. Evidently, other beach communities have made similar requests recently, only to be denied by the State. However, it is my opinion that the other communities do not have 1,000 pedestrian crossings per hour as we do.

While Caltrans evaluates our request, we have agreed to install two additional traffic vehicle detection loops on the south side of the crosswalk across Main Street. These loops will extend the green time for vehicles trying to turn onto Pacific Coast Highway while they wait for pedestrians to clear. Staff will install the loops in or before early October.

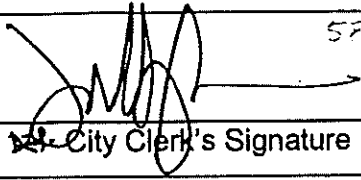
We will continue to keep the Downtown City Council Subcommittee updated on this intersection and on the results of the Caltrans study.

TB:gc

*9/24/99
- OK - provide update @ next meeting -*

ITEM 4

(The) - R. BRAMBURY, PPW
7 - T. BOHANA, PPW

Council/Agency Meeting Held: <u>7-5-00</u>	 571
Deferred/Continued to: _____	City Clerk's Signature
<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Conditionally Approved <input type="checkbox"/> Denied APPROVED 6-0-1 (CITY ASSISTANT)	Department ID Number: PW 00-056
Council Meeting Date: <u>JULY 5, 2000</u>	

**CITY OF HUNTINGTON BEACH
REQUEST FOR ACTION**

SUBMITTED TO: HONORABLE MAYOR AND CITY COUNCIL

SUBMITTED BY: RAY SILVER, CITY ADMINISTRATOR *RS*

RF **PREPARED BY:** ROBERT F. BEARDSLEY, DIRECTOR OF PUBLIC WORKS

SUBJECT: APPROVE IMPLEMENTATION OF THE PACIFIC COAST HIGHWAY CONGESTION REDUCTION PLAN

RECEIVED
CITY CLERK
HUNTINGTON BEACH, CA
2000 JUN 23 12:53

Statement of Issue, Funding Source, Recommended Action, Alternative Action(s), Analysis, Environmental Status, Attachment(s)

Statement of Issue: The City and the California Department of Transportation (Caltrans) have jointly studied traffic and pedestrian movements along Pacific Coast Highway at 1st Street and at Main Street. Implementation of the resulting Pacific Coast Highway Congestion Reduction Plan will greatly improve traffic flow. Should the City Council approve relocation of 58 on-street metered parking spaces and the prohibition of parking on Pacific Coast Highway in the Downtown area to enable this plan to be implemented?

Public Works Commission Action: On April 19, 2000, the Public Works Commission approved the recommendation to work with Caltrans to implement the Congestion Reduction Plan by a vote of 5-0-2 (Commissioners Johnson and Snyder were absent.)

Funding Source: The total cost of all work is estimated at \$15,000 and is already budgeted within the City's existing operating accounts for the current fiscal year.

- Recommended Action:** Motion to approve the recommendation of the Public Works Commission and direct staff to work with Caltrans to:
1. Relocate 58 metered on-street parking spaces from both sides of Pacific Coast Highway between 800' south of 1st Street (Grinder driveway) and 7th Street to other portions of Pacific Coast Highway and to adjacent city streets.
 2. Prohibit parking on Pacific Coast Highway from 800' south of 1st to 7th Streets.
 3. Stripe a third northbound and a third southbound lane on Pacific Coast Highway in the area from 1st Street to 6th Street.
 4. Incorporate an all-pedestrian phase into the traffic signal on Pacific Coast Highway at Main Street.

F-1

REQUEST FOR ACTION

MEETING DATE: JULY 5, 2000

DEPARTMENT ID NUMBER: PW 00-056

Alternative Action(s):

1. Do not approve the staff recommendation outlined above.
2. Suggest revisions to the staff recommendation outlined above.

Analysis: Over the years, concerns have been expressed periodically about congestion in the Downtown area at the intersections on Pacific Coast Highway (State Route 1.) Continuing growth and activity in this area have generated additional pedestrian volumes across Pacific Coast Highway, primarily at the intersections at Main Street and at 1st Street. Caltrans owns, operates, and maintains Pacific Coast Highway and the traffic signals at these intersections.

The City's pier is located opposite Main Street and considerable pedestrian volumes are generated across Pacific Coast Highway at this "T" intersection. On April 15, 1999 under sunny weather conditions, about 6,000 pedestrians crossed Pacific Coast Highway between Noon and 6 PM. This average of about 1,000 pedestrians per hour, or about 30 pedestrian crossings of Pacific Coast Highway every signal cycle, is considered very high. During the same six hours, nearly 400 bicyclists also crossed Pacific Coast Highway. In combination, these pedestrian and bicyclist crossings make it difficult for vehicles on Main Street to turn left or right onto Pacific Coast Highway. With the high traffic volumes on Pacific Coast Highway, the intersection at Main Street operates at 95% of capacity (Level of Service "E"), resulting in significant congestion.

A major access to beach parking lots forms the fourth leg of the intersection at 1st Street, where pedestrian crossings of Pacific Coast Highway are also significant. With multiple turning lanes to accommodate the left turns entering Pacific Coast Highway from 1st Street and the beach parking lots, the traffic signal must serve these two movements separately. As a result, there is less time available for vehicles on Pacific Coast Highway. This intersection also operates at Level of Service "E", with congestion similar to Main Street.

In May 1999, Caltrans changed the traffic signal timing at Main Street to a slightly longer overall signal cycle length. This change provided up to an additional 10 seconds for vehicles turning from Main Street, but generally, vehicles were still delayed and some were unable to enter Pacific Coast Highway before the signal cycle ended. In October, additional vehicle detection was installed beyond the crosswalk across Main Street to hold the green signal indication for this movement. Unfortunately, these changes have only provided nominal improvement.

Additional meetings and discussions have continued with Caltrans regarding the Main Street/Pacific Coast Highway intersection. In March 2000, "countdown" pedestrian signal displays were installed by the City under an encroachment permit issued by the State. These devices have been well received by the community and have improved pedestrian compliance with the pedestrian signal indications. As a result, there are now fewer pedestrians in the intersection when the traffic signal changes, providing more

REQUEST FOR ACTION

MEETING DATE: JULY 5, 2000

DEPARTMENT ID NUMBER: PW 00-056

opportunities for vehicles to enter Pacific Coast Highway from Main Street. However, the intersection still operates poorly, with delay and congestion continuing.

Both Caltrans and the City staffs have performed further analyses of congestion along Pacific Coast Highway in the Downtown area. We jointly agree that the operation of the signalized intersections at Main Street and at 1st Street can be greatly improved by adding vehicular capacity on Pacific Coast Highway. Calculations indicate that the present Level of Service "E" conditions being experienced at both intersections would improve to Level of Service "C" by implementing the Congestion Reduction Plan.

On April 19, 2000, the Public Works Commission approved the Congestion Reduction Plan for Pacific Coast Highway (Attachment 1.) This plan includes the installation of an all pedestrian phase at the traffic signal on Pacific Coast Highway at Main Street and striping of a third lane in the downtown area between 1st and 6th Streets only. To accommodate these improvements, it is necessary to prohibit parking on both sides of Pacific Coast Highway from 800 feet south of 1st Street (at the driveway to the Grinder) to 7th Street and to replace the 58 on street metered parking spaces that will be impacted.

One week prior to the Commission's meeting, a copy of the Notice of Public Meeting attached to the Public Works Commission staff report was hand delivered to all properties along this portion of Pacific Coast Highway and to all businesses in the first block of each side street. There were no speakers at the Commission's April 19 meeting on this issue.

The City is prohibited from reducing the total number of parking spaces in the affected area. Initially it was believed a lease could be negotiated quickly with Capital Pacific Holdings, Inc. (CPH) for the temporary replacement of 58 parking spaces on its 31-acre site. However, we found that negotiations for the temporary replacement parking would take many months to complete. While we have also considered construction of a temporary replacement parking lot on City-owned property at the southwest corner of 1st Street/Atlanta Avenue/Orange Street, this project would also take many months to implement. After additional review, we have concluded that the 58 metered parking spaces on Pacific Coast Highway between 1st Street and 7th Street could be relocated expeditiously to nearby portions of Pacific Coast Highway and to adjacent streets.

Existing Parking

A total of 30 metered on street parking spaces are now located on the ocean side of Pacific Coast Highway, as listed below and shown on Attachment 2:

- From 7th Street to 6th Street - 9 spaces
- From 6th Street to 5th Street - 9 spaces
- From 5th Street to Main Street - None (existing red curb)
- From Main Street to 2nd Street - 12 spaces
- From 2nd Street to 800' south of 1st Street - None (existing red curb)

REQUEST FOR ACTION

MEETING DATE: JULY 5, 2000

DEPARTMENT ID NUMBER: PW 00-056

A total of 28 metered on street parking spaces are now located on the inland side of Pacific Coast Highway, as listed below and shown on Attachment 2:

- From 800' south of 1st Street to 1st Street - 15 spaces
- From 1st Street to 2nd Street - 3 spaces
- From 2nd Street to Main Street - None (existing red curb)
- From Main Street to 5th Street - 7 spaces

- From 5th Street to 6th Street - 1 space
- From 6th Street to 7th Street - 2 spaces

Proposed Parking

Under the proposed plan to relocate existing on-street parking, a total of 29 metered on-street parking spaces will be provided on the ocean side of Pacific Coast Highway, as listed below and shown in Attachment 3:

- East of 14th Street - 2 spaces (remove red curb, shorten bus stop)
- East of 11th Street - 3 spaces (remove red curb, shorten bus stop)
- East of 8th Street - 1 space (remove red curb, shorten bus stop)
- West of Huntington Street - 4 spaces (remove red curb)
- East of Huntington Street - 3 spaces (remove red curb)
- West of Beach Boulevard - 16 spaces (remove red curb)

On street parking that is now practiced on the inland side of Pacific Coast Highway will be relocated to adjacent city streets within the coastal zone under the proposed plan. Of these 29 spaces, eight are within the first block, seven are within the second block, and the remaining 14 are within three blocks of PCH. After parking, motorists can walk on existing sidewalks to reach Pacific Coast Highway, and then safely cross to the beach under the protection of the existing traffic signal at 1st Street. Under the proposed plan, a total of 29 metered on street parking spaces will be provided inland of Pacific Coast Highway as listed below and shown in Attachment 3:

- On the east side of 1st Street from Pacific Coast highway to Orange Avenue - 19 spaces (restripe roadway and remove existing red curb)
- On the south side of Orange Avenue west of 1st Street - 7 spaces (remove red curb that is no longer needed at bus stop)
- On the south side of Atlanta Avenue east of 1st Street - 3 spaces (remove red curb)

Each of the new parking spaces to be installed under the plan will be metered, with the same rates for parking as presently exist. While this plan temporarily adds 26 parking spaces to the inventory shown in the Downtown Parking Master Plan, these spaces eventually will be relocated into future development projects.

The plan to replace the impacted parking spaces has been discussed in detail with the City's Planning Department. The Pacific Coast Highway Congestion Reduction Plan is categorically excluded from coastal development permits because it meets the criteria of Section 245.10(b) of the Huntington Beach zoning and subdivision ordinance as quoted

REQUEST FOR ACTION

MEETING DATE: JULY 5, 2000

DEPARTMENT ID NUMBER: PW 00-056

here: "Municipal improvement projects of less than \$50,000 in cost and only where such projects would not alter vehicular capacity of public streets or intersections by more than 10 percent (except traffic control devices such as stop signs or lights), would not alter on or off-street parking that would decrease the number of spaces, and would not alter circulation patterns that would impair beach access."

An encroachment permit application was submitted on June 1 to Caltrans for their review. Upon their approval and following approval by the City Council, city crews will perform the necessary work to implement the Congestion Reduction Plan for Pacific Coast Highway.

One week prior to the City Council meeting, a notice will have been delivered to all properties on this portion of Pacific Coast Highway as well as to all businesses on both sides of the first block of each side street. A copy of this notice is shown as Attachment 4 to this report.

Public Works Commission Action: On April 19, 2000, the Public Works Commission approved the recommendation to work with Caltrans to implement the Congestion Reduction Plan by a vote of 5-0-2 (Commissioners Johnson and Snyder were absent).

Environmental Status: Not Applicable

Attachment(s):

City Clerk's Page Number	No.	Description
	1.	Public Works Commission Report from April 19, 2000 Meeting
	2.	Conceptual Striping Plan for Pacific Coast Highway
	3.	Proposed Replacement Parking Drawings
	4.	Public Meeting Notice for July 5, 2000 City Council Meeting

RCA Author: Tom Brohard:jm

Survey of Communities Regarding Pedestrian Malls

ATTACHMENT #3

Survey of Communities regarding “Pedestrian Malls”

The following report is an overview of the literature review and research on the status of the “pedestrian mall” experience. In a 1998 comprehensive report by the National Trust for Historic Preservation, National Main Street Center, the “pedestrian mall” experience for several communities was described. It noted that several cities continue with successful programs, while others have reintroduced traffic, reporting an increase in retail activity. In general, it was concluded that the success of the remaining “pedestrian malls” was due to a strong management program promoting the businesses in the area and the destination aspect of the area in general. In the 90’s, many cities re-thought their “pedestrian malls” and returned to the traditional downtown reintroducing traffic. The “pedestrian mall” experiment worked for a while, but because office buildings, that provide many shoppers, were too far way to support the retail and restaurants uses. For many of these cities, it was suggested that it would have been wise to clear abandoned buildings from core areas, making sites available for office buildings that would have provided customers for the downtown stores.ⁱ Some of the articles outline the causes for the “pedestrian mall” deterioration and decline as the spaces became a place for youth to socialize using loud boom boxes, a place for homeless and vagrants, and a place for drug dealing. Literature also suggests that downtown retailing was not dying because people couldn’t walk in the street. “It was dying because consumers with the most money found shopping more convenient and more diverse at suburban centers.”ⁱⁱⁱ The goals and possible impacts for closing Main Street, or other alternatives such as widening the sidewalks and adding streetscaping, needs to be carefully refined and explored. Are the goals to improve the economics of the downtown or improve public safety? To assure the success of any change, the planning and implementation of any change will require the full participation and support of the Downtown Merchants and property owners.

Active Pedestrian Malls

Third Street Promenade, Santa Monica, California

In 1965, 3 blocks of Third Street were converted into a pedestrian mall, Third Street Promenade. In 1980, competition from the nearby new Santa Monica Place contributed to the economic downturn in the Promenade. In 1986 a revitalization plan resulted in 30-foot wide sidewalks and new sidewalk cafes soon followed. A “mixed-use zone” down the center of Third Street became a place for kiosks, newsstands, art displays, seating areas, and topiary dinosaurs. This broke up the long blocks into smaller areas. The 1986 plan gave priority to entertainment and food rather than retail.

A common local complaint was that over time the national retail chains have displaced some of the locally owned businesses that gave the Promenade its distinctive character and that Third Street catered to tourists at the expense of the local residents.

In 1997, Santa Monica City Council approved a 5-phase, \$18.7 million downtown streetscape plan aimed at improving traffic and transit patterns, creating stronger pedestrian and transit linkageages, and luring new shops and restaurants to the 28-block downtown core. The plan called for improved traffic circulation to reduce congestion, making two one-way streets, Fifth and Broadway, two way; redirecting traffic onto other underused streets; and ensuring slow-speed vehicular access throughout the downtown, giving pedestrians priority over vehicles. The plan also called for a gateway entrance, improved landscaping, and street furniture. A lane of traffic was removed from Santa Monica Blvd and curbside parking was eliminated in four blocks where sidewalks were widened by 12 feet. The center of the roadway has one lane of traffic in each direction. One curbside lane is designated for transit and the other is set aside for cabs, valet parking for restaurants and loading activities. The redesign was intended to lead people past the Third Street Promenade intersection to Ocean Avenue and Palisades Park, and over to the Santa Monica Pier.ⁱⁱⁱ

The Bayside District Corporation (BDC) oversees the management of the Mall Assessment District for Third Street Promenade. The BDC reports that vehicular traffic has not been re-introduced on the mall even on a seasonal or part-time basis. In 1999, the district reported that there were over 530,000 square feet devoted to retail in the district increasing demands on City parking facilities. At that time, the City

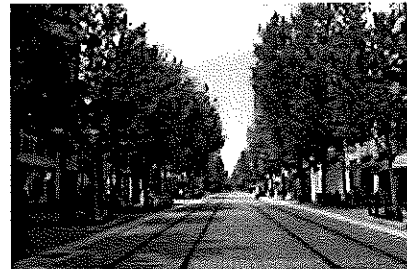
Council considered revising the Bayside District Specific Plan to deal with two concerns: a shift in encouraging more retail over restaurant uses and a planned conversion of a particular food court on the Promenade into a food court. A public hearing was held.^{iv}

Main Street Pedestrian Mall, Riverside,

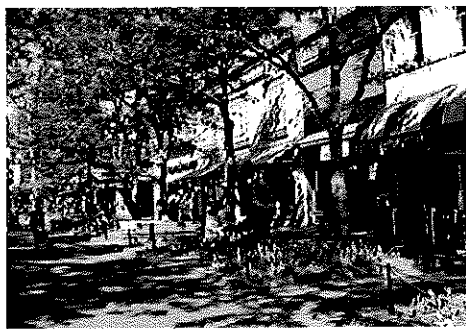
The eight block Riverside Pedestrian Mall was formed in the 1960's. The mall has undergone some changes over the years, adding amenities such as landscaping and street furniture. Some see it as an urban refuge; some business owners have mixed views. Over the years, there have been discussions regarding re-introducing traffic to the area. A Business Improvement District was formed and is known as the Downtown Partnership with funding coming annually from the Redevelopment Agency of approximately \$60,000 and from the annual BID assessments. The annual budget is approximately \$250,000 per year.

K Street Mall, Sacramento, CA

There is continued planning and implementation for destination-oriented retail to compliment existing developments such as the IMAX Theatre and Esquire Plaza office building, the Crest Theatre renovation and expansion, and the Convention Center expansion and the new Convention Center Hotel. Redevelopment Agency staff report that K-Street has its challenges. K Street is a long address involving seven blocks (each block is 320' of frontage) with great anchor activities at both ends and a cathedral approximately in the center. There are multiple property owners that do not have a common vision. A light rail system is active on the street and traffic occurs at each cross street. Traffic signals are at each intersection. The corner properties that have the viability from the traffic are more valuable.



The Downtown Sacramento Partnership is funded and managed by downtown merchants and property owners and operates within the Downtown District representing 200 property owners and 600 merchants. Their activities include retail recruitment, special events, and marketing programs, and the Community Service Guide Program (offering hospitality services and assists the police in general crime prevention). Partnership representatives reported that is more retailers than restaurants and that the general vacancy rate ranges between 12-15% compared to 3% at the nearby Westfield Plaza where there are more nationally known retailers. There is a year round events program such as having an ice-rink in the middle of the mall for a three-month period during the winter months. A parking validation program is available.



Downtown Boulder and the Pearl Street Mall, Boulder, Colorado.

The Mall is a four block outdoor pedestrian mall boasting a show of seasonal flowers and native trees. On any given night street performers ply their trade and musicians play while passers by pause to enjoy. Annual festivals celebrating Boulder's diverse community are staged here too. Beautifully preserved historic buildings continue all along East and West Pearl where the shopping and dining continues. Boulder maintains many of its historic buildings from the city's origins as the supply center for mining operations during the late 1800's.



The Central Area General Improvement District (CAGID).

The Central Area General Improvement District was created September 23, 1970 for the purpose of providing parking and related improvements to the area. The District is a 35 block area in the center of downtown with over 160 shops and 80 restaurants, as well as business offices. Many of the buildings in CAGID date from the 1870's and are protected under the

Landmarks Preservation District. Historic residential neighborhoods surround the District. The University of Colorado at Boulder is located a few blocks away.

The Downtown Management Commission (DMC) was established January 1, 1988 to manage, control and supervise the business affairs of the Central Area General Improvement District (CAGID) in historic downtown Boulder. The five member Commission is appointed by City Council. They meet monthly with their Director and staff to review CAGID's policies, programs and operations.^v

The City of Boulder is currently seeking public input for the proposed design changes to the Downtown Mall.

Kalamazoo Mall, Kalamazoo, Michigan

Claims to be the first city in the nation (1959) to create a pedestrian mall with a three-block area. Voters approved an amendment to the mall ordinance allowing vehicular traffic on the Mall. Plans were developed to open two of the four closed blocks. The design was somewhat of a compromise since it allowed only one-way traffic with very wide sidewalks. The construction was completed in October 1998.

It is believed that the re-introduction of traffic helped with the redevelopment of two key anchor department stores sites that have closed in the last two years. The number of storefront vacancy on the new mall is about 10%.^{vi}

Lincoln Road Mall, South Beach, Florida.

This pedestrian-only street mall is considered as a cultural center in South Florida. It is a 12 block pedestrian mall that stretches from the beach and Atlantic Ocean to Biscayne Bay, with approximately 400 businesses within the commercial area. Recent surveys of the Lincoln Road business owners demonstrate that the mall does not yet manage to attract as much visitors as it should. Since 1996, when the majority of the capital improvement projects were completed, Lincoln Road experienced substantial changes in its tenant mix. This included many more restaurants and sidewalk cafes than in the past, along with a shift back to retail.^{vii} Their web site contains virtual tours of the mall's views from various intersections.



16th Street Pedestrian Mall, Denver Colorado

The BID was formed in 1982 as the 16th Street Mall Management District, and was renewed and expanded to its current 120-block boundaries in 1992. The Downtown Denver Business Improvement District (BID) is a management organization funded by Downtown property owners. The BID maintains the 16th Street Mall and enhances basic City services by funding district-wide security, marketing and business support programs to provide a clean, safe and vibrant Downtown environment. All operations are financed through annual tax assessments on privately owned commercial property. In November 2001, Downtown commercial property owners will conduct an election to enhance the services of the BID throughout the 120-block district. The BID's 2001 budget is \$2,427,695.^{viii}

Other Communities and the Pedestrian Mall experience

Burbank, California

In 1989, the Golden Mall was reopened and traffic again flowed down San Fernando Boulevard after 20 years as an outdoor pedestrian mall. After years of effort, the City finally obtained a major retail shopping center on a 41-acre site bounded by the Golden State Freeway, Burbank Blvd., Third St., and Magnolia Blvd. The downtown area has been revitalized with a wide variety of restaurants and multi-screen movie theatres.^{ix} Businesses did not do well and the pedestrian mall was a place where homeless people began to frequent. There was the option of creating a four-lane road, but the community opted for creating a two-lane road, one in each direction, and added non-metered diagonal parking. In addition the public parking garages offered free parking or leased parking for reserved spaces. With the conversion of the pedestrian mall a Business Improvement District was formed.

In 1994 an Assessment District was formed. An Administrative Agreement between the Downtown Burbank Stakeholders Association and the City of Burbank allows the assessments collected by the City to be transferred to the Association for BID activities, including the Executive Director's salary (about 50% of the budget), promotional materials and events. The annual BID budget approximates between \$70,000-\$80,000 a year. The Assessment District was not well received by the business owners in spite of the downtown stakeholders meetings that were held. Each year the City Council must approve the assessment that pays for the promotional materials and events. The City formed the Business Improvement Assessment (BID) Advisory Board and Council appoints its board members annually (many of the board members are members of the Stakeholders Association. Few business owners formally protest the annual assessment.

Staff reports that they would like to see more office use in the eight-block district.^x

"The City Centre Project Area (Downtown Burbank) continues to strengthen and evolve with the completion of the Media Village (mixed use, retail, restaurant, and senior housing) and the opening of new restaurants including Gordon Biersch and the Elephant Bar. In FY 2001-02, construction will be initiated for a 250-room Marriott Residence Inn on the former Bombay Bicycle Club site. The AMC theater/retail project and the mixed-use project proposed for Opportunity Site No. 2 (Olive, San Fernando, Angeleno, and Third) will also commence construction in FY 2001-02. The Agency will be spotlighting the project area through the design of new freeway signage directing traffic into the downtown area and additional signage throughout the downtown area directing customers to businesses and public parking."^{xi}

Santa Cruz, California

Santa Cruz does not have a pedestrian mall but has discussed the idea for about ten years. A Business Improvement District (BID) was formed after the earthquake. The Downtown Association runs the BID and uses the funds for promotional materials, events, maintaining a web site, and funding downtown hosts (who enforce certain ordinances) and a downtown information booth. The BID has 575 members that include retail and office users. The assessment amount is based upon a formula that factors in the linear feet and the zone within the district. The web site for the district is: www.downtownsantacruz.com.

ⁱNational Trust for Historic Preservation, National Main Street Center. "An Information Brief on Urban Pedestrian Malls," presented to the Downtown Seattle Association, 1998.

ⁱⁱHoustoun, Jr. Lawrence. "From Street to Mall and Back Again", *Planning*, June 1990.

ⁱⁱⁱLockwood, Charles, ROMA Design Group, American Planning Association. "Onward and Upward in Downtown Santa Monica", Case Study, 63 (9); 14-16, September 1997 (Abstract).

^{iv}City of Santa Monica. <http://santa-monica.org/cityclerk/council/agendas/1999/s1999081709-C.html>

^v<http://www.ci.boulder.co.us/duhmd/Downtown/index.html>

^{vi} E-mail from Steve Deisler, Director, Downtown Planning and Development Downtown Kalamazoo Inc., Sept 27, 2001.

^{vii} http://www.ci.miami-beach.fl.us/newcity/tourism/lincoln_road.htm

^{viii} <http://www.downtowndenver.com/>, 10/8/01

^{ix} <http://www.ci.burbank.ca.us/citymanager/history.htm>, 10/8/01

^x Interview with Bill Emmett, Burbank Redevelopment Association, 10/5/01.

^{xi} <http://www.burbankca.org/redevelopment/rindex.html>, 10/8/01.

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- City of Santa Monica, Bayside District. <http://pen.ci.santa-monica.ca.us/resource_mgmt/EDDPages/BaysideAssessment.htm> (September 27, 2001).

Downtown Denver Business Improvement District. <<http://www.downtowndenver.com/ddpbid.htm>> (October 8, 2001).

Downtown Kalamazoo, Inc. <<http://www.central-city.net/dki.cons.gate.html>> (September 27, 2001).

Downtown Partnership, Sacramento, California. <http://www.downtownsac.org/about.html>> (October 10, 2001)

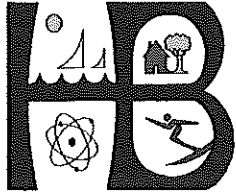
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Planning Director Memorandum

ATTACHMENT #4



CITY OF HUNTINGTON BEACH

Inter Office Communication

TO: David Biggs, Director of Economic Development
FROM: Howard Zelefsky, Director of Planning *HZ by Sh*
DATE: September 18, 2001
SUBJECT: MAIN STREET CLOSURE

RECEIVED

SEP 19 2001

DEPARTMENT OF
ECONOMIC DEVELOPMENT

This memo responds to your request to identify Planning Department issues related to the closure of Main Street to vehicular traffic and use as a pedestrian mall. Planning forwards the following comments:

The possible closure of Main Street is analyzed in two parts, 1) the closure and/or vacation of the street, and 2) the use of the area. The closure of Main Street for a pedestrian mall is subject to a public hearing before the City Council. If Main Street is to be vacated, Section 4.2.16 Street Vacations of the Downtown Specific Plan (DTSP) specifies the following:

- (a) Streets shall be vacated only after the City has analyzed the impacts on circulation patterns and determined that the vacation will not be detrimental.
- (b) Where streets are to be vacated, the cost of relocating all utilities shall be borne by the developer; the City Council may waive this requirement.
- (c) Any public parking lost by street vacations must be replaced either on or off site or through in lieu fees. Such parking shall be in addition to required parking for the proposed use.
- (d) Consolidations that require vacation of a portion of Main Street north of Orange Avenue shall provide a public plaza space that will enhance the Main Street corridor to the pier. The type of facility and its design shall be approved by the City.
- (e) At the discretion of the City Council, all or portions of Main Street may be used for a pedestrian mall, subject to a public hearing.
- (f) Any development proposing the vacation of streets intersecting PCH in District 2 and District 3 shall provide a view corridor not less than the width of the former street between Walnut Avenue and PCH. No structures greater than forty-two (42) inches in height shall be allowed within such view corridor. A pedestrian easement ten (10) feet wide shall be provided through the development generally parallel to the vacated street.

Main Street Closure
September 18, 2001
Page Two

The vacation of a public street requires a General Plan Conformance approved by the Planning Commission. The request is typically submitted by Public Works. As part of either process, an environmental assessment of the project's potential impacts would be conducted pursuant to CEQA guidelines. Final environmental determination would depend on the project description.

With respect to proposed improvements and uses or activities within the pedestrian mall, separate conditional use permits (CUP), coastal development permits (CDP) and Planned Sign Programs (PSP) may be required. In addition, additional environmental review may be necessary depending on the project description. As discussed at our September 12, 2001 staff meeting, creating a pedestrian mall would probably consist of a Business Improvement District (BID) to address public improvements, maintenance, programming, etc. These projects would require approval of the aforementioned entitlements by the Planning Commission. A complete evaluation of the DTSP and Coastal Element will be necessary to ensure consistency with adopted City policy. Any amendments to these documents will require Coastal Commission review and approval.

As you already addressed in the draft evaluation, the potential removal of the 58 on-street parking spaces between PCH and Orange Avenue would require to be replaced on a one-for-one basis. To compound this challenge, the 58 spaces are currently included in the inventory of the Downtown Parking Master Plan (DPMP). As a result, these spaces are required to be replaced within the DPMP, which is generally bounded by PCH, Second St., Acacia Ave. and Sixth St.

x: Scott Hess, Principal Planner
Herb Fauland, Senior Planner
Wayne Carvalho, Associate Planner

0901wc3

Main Street Merchant Survey Summary

ATTACHMENT #5

Huntington Beach Main Street Merchants Survey Summary

Background:

In September, Economic Development staff began distributing the Downtown Merchants Main Street Survey to the businesses in the first three blocks of Main Street. All businesses with street level frontage on Main, PCH, Olive, Walnut, and Orange were given the survey, unless the property was vacant or soon expected to move from the downtown. Restaurants located at the second level also received the survey. Although office users were not given the survey, two such businesses submitted a response. It was requested that either the business owner or the manager complete the survey. Fifty responses were returned out of eighty-three delivered. In some instances, the survey represents the views of up to three businesses as some retail businesses are owned by the same interest. These responses are not weighted in the summary data. These responses need to be looked at individually so that consideration can be given to business interests at multiple locations. Also, in some instances some businesses opted not to answer questions 1-5, but provided narratives in questions 6 and 7, sometimes adding lengthy written comment. These written comments need to be reviewed and considered in the overall results of the Downtown Merchants Survey.

Exhibits:

- A. Merchants Survey
- B. Overall Summary Data
- C. Block by Block Summary Data
- D. Answers to Questions 6 & 7
- E. Written Comments

Quick Overview of the Summary Data:

The overall summary data, (Exhibit B):

Question 1- Feelings are split between having any change made to Main Street and that the streets need to be generally open to vehicular traffic.

Question 2 – Permanent Closure:

- 73% disagree that the First Block should be closed permanently
- 63.4% feel that the Second Block should be closed permanently
- 54.3% disagree that the Third Block should be closed permanently

Question 3 – Weekend Closure:

- 69.4% disagree that the First Block should be closed on weekends
- 52.9% feel that the Second Block should be closed on weekends
- 63.6% disagree that the Third Block should be closed on weekends

Question 4 – Summer Closure:

- 63.9% disagree that the First Block should be closed during the summer only
- 54.3% feel that the Second Block should be closed during the summer only
- 57.6% disagree that the Third Block should be closed during the summer only

Question 5 – Cross Street to Remain Open:

- 76.9% agree that the cross streets should generally remain open to vehicles.

The Block-by-Block data-subset (Exhibit C) shows:

100 BLOCK:

For the 100 Block respondents, 64.29% agreed that there should be no change to Main Street. In order of preference the 100 Block respondents disagreed that the Third Block should be permanently closed (88.89%), then the First Block (70%), and lastly the Second Block (50%). Disagreement regarding closing the First and Third Blocks on a weekend basis was also apparent, 72.73 and 75% respectively, and a close

split in favor regarding the Second Block. Regarding closing Main Street during the summers only, the 100 Block respondents were closely split in favor for closing the 100 Block, more divergent in favor of the Second Block and evenly split for the a seasonal closure of the Third Block. In looking at the raw data, it must be noted that the surveys for Huntington Surf & Sport and Jack Surfboards each represent three other businesses each in the 100 Block that are not weighted in this summary data. Both of these businesses interests strongly agree to keep Main Street generally open to traffic.

200 BLOCK:

For the 200 Block respondents, feelings are mixed about making changes to Main Street. The 200 Block respondents disagreed at a higher rate (85.71%) about permanently closing the 100 Block, agreed (64.71%) to closing the 200 Block, and was relatively split about closing the 300 Block. Again, the 200 Block respondents disagreed at a higher rate to closing the 100 Block on the weekends (73.33%) and for the summers only (80%). The 200 Block respondents were more in favor of closing the 200 Block, 64% permanently, 60% weekends, and 60% summers only. The 200 Block respondents were more in disfavor about the closing the Third Block on a seasonal or weekend basis.

300 BLOCK:

The 300 Block respondents were more in disfavor of making any changes to Main Street by 63.64%. They were more in favor of closing the Second Block permanently (71.43%) than the Third Block (57.14%) and were opposed to closing the First Block (57.1%). In all cases the Third Block respondents disagreed to closing any segments weekends only and in the summers only.

Exhibits D & E:

Review of these written responses need to be viewed and further analyzed as many offer more insights than in the collective summary data reviewed in Exhibits B & C.

MAIN STREET MERCHANT SURVEY

Exhibit A

Dear Huntington Beach Downtown Merchant:

Recently, an interest in exploring the opportunities of closing Main Street to vehicular traffic and promoting a "pedestrian mall" atmosphere has been suggested by some downtown merchants. The suggestion has been broad, not suggesting particular blocks, durations, seasons, temporary, or permanent closures.

In order to summarize the opinions of our downtown businesses owners, you are invited to participate in this Main Street Merchant Survey that needs to be returned by Friday, September 21, 2001. The survey information will be summarized and reported to the Department of Economic Development who will use the information in discussing this issue. Your time and thought given to this issue is greatly appreciated. For questions regarding this survey, please call Carol Runzel, Assistant Project Manager at (714) 536-5224.

PLEASE PRINT:

Business Address: _____
 Business Name: _____
 Business Owner/Manager completing this survey: _____
 Business Owner/Manager Phone: _____
 Business Type: _____
 Years in Business in the Downtown: _____

Please indicate your opinion to the statements below by checking the appropriate box:

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
1) No change – Main Street should generally be open to traffic, except for special events.					
2) Main Street segments that may be permanently closed to vehicular traffic:					
(i) PCH to Walnut (100 Block)					
(ii) Walnut to Olive (200 Block)					
(iii) Olive to Orange (300 Block)					
3) Main Street segments may be closed on weekends only to vehicular traffic					
(i) PCH to Walnut (100 Block)					
(ii) Walnut to Olive (200 Block)					
(iii) Olive to Orange (300 Block)					
4) Main Street segments may be closed during the summer only to vehicular traffic					
(i) PCH to Walnut (100 Block)					
(ii) Walnut to Olive (200 Block)					
(iii) Olive to Orange (300 Block)					
5) The cross streets (Walnut, Olive, & Orange) should generally be open to vehicles.					

(OVER)

6) If any portions of Main Street are closed to vehicular traffic, what are your suggestions/ideas for successfully transitioning to a “pedestrian mall”? Use additional paper if needed.

7) Please address your concerns about closing Main Street to vehicular traffic here. Use additional paper if needed.

Survey Return Due Date: September 21, 2001

Again, thank you for filling out this survey form. Please FAX to (714) 375-5087 or mail this form to:

**Main Street - Merchants Survey
Department of Economic Development
P.O. Box 190
Huntington Beach, CA 92648**

Huntington Beach
Downtown
Merchants Survey

Exhibit B

	No change – Main Street should generally be open to traffic, except for special events.	Main Street segments that may be permanently closed to vehicular traffic:			Main Street segments may be closed on weekends only to vehicular traffic			Main Street segments may be closed during the summer only to vehicular traffic			The cross streets (Walnut, Olive, & Orange) should generally be open to vehicles.
		PCH to Walnut (100 Block)	Walnut to Olive (200 Block)	Olive to Orange (300 Block)	PCH to Walnut (100 Block)	Walnut to Olive (200 Block)	Olive to Orange (300 Block)	PCH to Walnut (100 Block)	Walnut to Olive (200 Block)	Olive to Orange (300 Block)	
Ans.5	15	9	21	10	8	11	7	8	11	7	24
Ans.4	6	1	5	6	3	7	5	5	8	7	6
Ans.3	3	8	2	3	5	3	4	3	2	2	1
Ans.2	17	19	13	16	20	13	17	20	14	17	8
Ans.1	2	1	2	2	1	2	1	1	1	1	0
Ans Total	43	38	43	37	37	36	34	37	36	34	39

	21	10	26	16	11	18	12	13	19	14	30	
Majority:	Agree	21	10	26	16	11	18	12	13	19	14	30
	Disagree	20	27	15	19	25	16	21	23	16	19	9
Percentage:	Agree	51.2%	27.0%	63.4%	45.7%	30.6%	52.9%	36.4%	36.1%	54.3%	42.4%	76.9%
	Disagree	48.8%	73.0%	36.6%	54.3%	69.4%	47.1%	63.6%	63.9%	45.7%	57.6%	23.1%

How Merchants answered by BLOCKS within BLOCK GROUPS Exhibit C

No change – Main Street should generally be open to traffic, except for special events.	Main Street segments that may be permanently closed to vehicular traffic:			Main Street segments may be closed on weekends only to vehicular traffic			Main Street segments may be closed during the summer only to vehicular traffic			The cross streets (Walnut, Olive, & Orange) should generally be open to vehicles.
	PCH to Walnut (100 Block)	Walnut to Olive (200 Block)	Olive to Orange (300 Block)	PCH to Walnut (100 Block)	Walnut to Olive (200 Block)	Olive to Orange (300 Block)	PCH to Walnut (100 Block)	Walnut to Olive (200 Block)	Olive to Orange (300 Block)	

100 Block

Strongly Agree	6	3	4	0	2	3	0	3	3	1	4
Agree	3	0	1	1	1	2	2	3	3	3	4
Disagree	0	1	1	2	1	0	0	0	0	0	0
Strongly Disagree	4	6	5	6	7	4	6	5	4	4	2
No Opinion	1	0	1	0	0	1	0	0	0	0	0
Ans Total	14	10	12	9	11	10	8	11	10	8	10
AGREE	64.29%	30.00%	41.67%	11.11%	27.27%	50.00%	25.00%	54.55%	60.00%	50.00%	80.00%
DISAGREE	28.57%	70.00%	50.00%	88.89%	72.73%	40.00%	75.00%	45.45%	40.00%	50.00%	20.00%

200 Block

Strongly Agree	6	1	8	3	2	5	5	1	5	4	12
Agree	2	1	3	4	2	4	2	2	4	3	2
Disagree	3	2	0	1	3	2	3	2	1	2	0
Strongly Disagree	6	10	6	5	8	4	5	10	5	6	2
No Opinion	1	0	0	1	0	0	0	0	0	0	0
Ans Total	18	14	17	14	15	15	15	15	15	15	16
AGREE	44.44%	14.29%	64.71%	50.00%	26.67%	60.00%	46.67%	20.00%	60.00%	46.67%	87.50%
DISAGREE	50.00%	85.71%	35.29%	42.86%	73.33%	40.00%	53.33%	80.00%	40.00%	53.33%	12.50%

300 Block

Strongly Agree	3	5	9	7	4	3	2	4	3	2	8
Agree	1	0	1	1	0	1	1	0	1	1	0
Disagree	0	5	1	0	1	1	1	1	1	0	1
Strongly Disagree	7	3	2	5	5	5	6	5	5	7	4
No Opinion	0	1	1	1	1	1	1	1	1	1	0
Ans Total	11	14	14	14	11	11	11	11	11	11	13
AGREE	36.36%	35.71%	71.43%	57.14%	36.36%	36.36%	27.27%	36.36%	36.36%	27.27%	61.54%
DISAGREE	63.64%	57.14%	21.43%	35.71%	54.55%	54.55%	63.64%	54.55%	54.55%	63.64%	38.46%

Main Street Merchants Survey
Answers to #6 #7

Exhibit D

Bloc k	Address	Ste.	Name	Owner/Manager	6. Suggestions for transitioning to a "pedestrian mall"	7. Concerns about closing to Vehicular Traffic	Additional
103	116 Main		Taco Bell	Jon Bunning	We believe any planned closures would be detrimental to our business. We would look to the city to compensate us for any losses	Main St. should be blocked off weekends only and should not be blocked off during the Winter and Spring. Street should be open during the early morning because of quick pick-ups and deliveries otherwise affecting the livelihood of certain businesses. Huntington Beach needs to enforce rules of conduct and safety, especially during the 4th of July holiday.	
103	120 Main		Wahoos Fish Tacos	Ed Lee	Huntington Beach would need to provide notification through media, signs, handouts, posters, etc. There should also be signs re-directing the traffic	will congest residential areas	Recommendation: Pedestrian stop lights to allow traffic to flow
103	124 Main		Merrilee's	Merrilee		A. During the last surf competition Walnut btwn Main & 3rd were closed without prior notification. Foot traffic and revenue substantially dropped. B. I attended a Downtown City Council meeting Friday prior to Surf Competition's final weekend. No hint of closure. C. I had payroll responsibilities and no foot traffic to support my expected income. D. If carts are placed on Main my customer flow will drop.	
103	126 Main	102	Surf City Candy	Ken Vasilik-Gin	Vendors should not compete with existing vendors on a block by block basis. No alcohol service on the street or sidewalks. No food service.	None. Both respondents have been residents for years. "Closing Main Street" would greatly enhance business & the perception of HB.	Strict enforcement of who/what could be sold and by whom is important. We don't want a flea market and/or swap meet.
103	126 Main	201	Arriba Baja Cantina	Jim Hooper/ Chris Fenderson			

Main Street Merchants Survey
Answers to #6 #7

Exhibit D

Bloc k	Address	Ste.	Name	Owner/Manager	6. Suggestions for transitioning to a "pedestrian mall"	7. Concerns about closing to Vehicular Traffic	Additional
103	300 PCH	104	Huntington Surf & Sport	Aaron Pai	cohesive, warm, friendly design; Disneyland clean sidewalks; retail/commercial tenant mix; at Thanksgiving put Xmas tree on Pier; more movies @ Pier Plaza	Discuss w/all key people: Police; Fire; Merchants, etc.	
103	300 PCH	107A	Pierside Gallery	Wayne Heller	should be used as outdoor mall only in the busy season (summer). At that time on weekends there can be a variety of festivals!	during winter season no need	
103	300 PCH	113	Gallagher's Pub & Grill	Eugene Gallagher	Push restaurant seating back on sidewalk up to facade; build fountains create light show; plants and flowers; level the ground; install more attractive lighting; install toilets	we lose 22 parking spaces but it's a perfect excuse to widen the net of meters	
104	117 Main		Perq's	Gary Mulligan	only concern would be to limit the number of street vendors allowed and not allow them to sell same or similar products as permanent retailers.	no convenient parking if closed	
104	121 Main		The Closet	Michael Sheldon	The success of Business on Main St. and the downtown area, in general, require ease of access and reasonably priced parking. Mall concept is not good for Main St.	If Main St. is going to be closed to traffic it needs to be all or nothing. Only by closing it permanently to traffic would it be truly beneficial. This way the street could be redone and turned into a real promenade.	
104	127 Main		Surf City - Lane Rentals (Beach Island)	James A. Lane		one way street flowing north from PCH to Orange would reduce traffic by 30-40% on Main St. but still allow easy access to the parking structure and public parking. Would require only blocking entry to Main at Walnut, Olive and Orange. Temporary trial basis for 1 yr to see if works as a permanent solution. Include Bicycle lane from PCH to Orange & addtl bicycle parking in 2nd block using 4 remaining parking spaces in that block.	
203	200 Main	105	Coach's Mediterranean Grill	Murat Koc		no comment	

Main Street Merchants Survey
Answers to #6 #7

Exhibit D

Block	Address	Ste.	Name	Owner/Manager	6. Suggestions for transitioning to a "pedestrian mall"	7. Concerns about closing to Vehicular Traffic	Additional
			Rocky Mountain Chocolate Factory	Steve Daniel	Make the Pedestrians use both sides of street not center of it. No carts should be allowed in walking mall. Money will need to be spent, who is going to for for it?	1. Why stop a good thing. 2. What did your study com up with. 3. Additional parking will be needed. 4. Keep pkg rates affordable. 5. Will the city spend the money to do it right? 6. People like to come to cruise, is that all bad. 7. Will the local people really come. 8. it could be a large hang out for teenagers, how will we control it?	Depends on study of other city's and what their results were - we don't want to ruin a good thing that we have going.
203	200 Main	106	Main Street Eye Wear and Boutique	Moe Kanoudi	1. Additional Parking, 2. No merchandise carts, no food carts, 3. Acceptable landscaping, 4. Entertainment events for off months	1. This area hasn't bee developed enough - need 3-4 more yrs before any changes can be successful. 2. By closing Main St., surface parking problem, current parking problem June-Aug. 3. Except few weeks in yr, we are not yet a tourist destination	
203	200 Main	107	Beach Store	Leia S. Cha	You need to supply much more parking. Lower merchant parking costs so merchants can afford to validate parking at garage	want people to come visit & shop Downtown w/convenience of parking on the street - "in and out" - don't extend Farmer's Market, no more carts/kiosks w/swap meet items	
203	200 Main	114	Sea Nails	Lisa Huey		access to parking garage restricted by Main St. closures. My customers try to avoid the area at these times especially when parking garage fills up. I've even seen Main St. virtually empty with garage parking at a premium. The last surfing contest was a disaster for my business. my customers purposely stayed away. One reason vehicular traffic seems heavy are the delays at main st. intersections due to heavy pedestrian traffic. Traffic lights can improve traffic flow and improve pedestrian safety.	

Main Street Merchants Survey
Answers to #6 #7

Exhibit D

Block	Address	Ste.	Name	Owner/Manager	6. Suggestions for transitioning to a "pedestrian mall"	7. Concerns about closing to Vehicular Traffic	Additional
203	200 Main	201	Hurricane s Bar and Grill	Kerry Lovett	recommend 2nd/3rd blocks as transition - 100 block necessary to bring in customers into downtown and to access parking facility without bringing in major traffic congestion through residential streets - main pedestrian thorough fare should be in existing main street area and existing businesses brought up to frontage	by eliminating cars you eliminate possibility of major accidents and potential injury - and will increase revenue due to more impulse purchases	
204	201 Main		Sakal Surfboard As	Jerry Cleland	Disagree with the idea strongly	our customers love the drive in quick method of shopping.	We have experienced this type of closure with the street fairs and dramatically noticed a decline in our business. Please discard this idea.
204	201 Main		Baskin Robbins	Kathy Henry	Not a successful idea	Baskin Robbins only has 2 spaces to park which limits their cake service which is a booming business for other Baskin Robbins stores. Because of the parking problem there is no exposure to the downtown businesses on Main Street and business is lacking as a result of the lack of exposure.	
204	201 Main		H.B. Beer Company	Peter Andriet		A strong, intelligent survey about how this will enhance city. Is city willing to sacrifice meter/fine money and spend to really do it beautifully. Have good harmony between City and merchants on final decision.	I don't eat outside on weekends due to the amounts of exhaust from so many cars backing up to Orange.
204	209 Main		ibiza Bistro	John Gallagher	See comments from Gallagher's Restaurant		

Main Street Merchants Survey
Answers to #6 #7

Exhibit D

Bloc k	Address	Ste.	Name	Owner/Manager	6. Suggestions for transitioning to a "pedestrian mall"	7. Concerns about closing to Vehicular Traffic	Additional
					Have detour signs and/or traffic control operators	At present on busy days it is impossible to get across Walnut. Something does have to be done on busy weekends and summer. It would be nice to make the street paver and pedestrian friendly, but downtown is a seasonal place and we feel we do need thru traffic on the off season and in bad weather.	
204	213 Main		Sugar Shack	Tim & Michele Turner	See Attachments from owner and manager. no closure unless area is upgraded to attract people to area	See Attachment - becoming a Dead Zone; people won't continue from Pier to 2nd and 3rd block	My Biggest concern is to close off area to test without the proper design and lose the momentum of the downtown area.
204	217 Main		The Longboard Restaurant	Ron McLin, Manager, Bruce Milliken	See Attached comments - phased closures	See Attached Comments - permanent closure Main between Walnut & Olive	Questionnaire is a bit confusing, am I negating one or more answers by responding to all seeing how they are set up to be mutually exclusive?
204	221 Main		TEAM Real Estate	Keith Bohr	Close Main from Walnut to Olive permanently (construct streetscape). Remove parking btwn PCH & Walnut and create one-way traffic lane from PCH to Walnut (direct cars to parking garages) create bike lane from PCH to Walnut add large bike parking area at 2nd block (Walnut & Main). Remove most parking from Main Olive to Orange	Retailers need to be presented with examples of successful street closings to win their support	
204	221 Main		Team Design & Construction	Jeff Bergsma			

Main Street Merchants Survey
Answers to #6 #7

Exhibit D

Block	Address	Ste.	Name	Owner/Manager	6. Suggestions for transitioning to a "pedestrian mall"	7. Concerns about closing to Vehicular Traffic	Additional
204	411 Olive		H.B. International Surfing Museum	Natalie Kotsch/Ann Beasley	Benches & Flowers, Fountains	Business Owners do not have convenient parking for customers	
303	303 3rd		24 Hour Fitness	Luke Seewoster	Using the Vegas Strip as an example, put K Rails or cement pillars (like the ones presently on the corners) on the sections to be closed. Make sure parking meters and structure time is expanded.	The parking situation needs to be addressed.	
303	316 Olive		U.S. Post Office	Jess L. Vargas		only concern would be parking for the post office and our truck getting to the building. The carrier that delivers main street uses a push-cart, so a closure would not hinder him.	need main street open from Olive to Orange, with west side vehicle entrance there
303	320 Main		Makin Waves Salon	Susanna Smith	Advertisement in all local papers, banners hung.	I don't wish to lose additional parking spaces, as it is already difficult for my clients to find parking, but I do see a need for pedestrians to be able to walk in the area. Also I drive through these streets daily myself and it is increasingly difficult to cross through the stop signs as a motorist because there area so many pedestrians using the cross walks.	
303	322 Main		H.B. Realty, Inc.	Robert Bolen	Make sure you budget enough money to put it back the way it was, after the business owners and property owners complain about the loss of business.	To close it off would be a costly mistake based on the previous attempts to modify Main St. which have failed, including the Friday Fairs. Not enough conveniently located parking spaces to have successful business in the downtown area.	
303	328 Main		Great Western Sanitary Supplies	Mark J. Stephan	Shouldn't be done at this time.	At this time the downtown area has a big parking problem. Until we resolve the problem we shouldn't add to it. Everyday we have customers complaining about the lack of parking. I believe parking is a problem for every business downtown.	

Main Street Merchants Survey
Answers to #6 #7

Exhibit D

Block	Address	Ste.	Name	Owner/Manager	6. Suggestions for transitioning to a "pedestrian mall"	7. Concerns about closing to Vehicular Traffic	Additional
304	301 Main	101	Inka Grill	Kevin Ives	suggest a round fountain in middle of Olive & Main. Use large rounded colored concrete or pebble/smooth finish as demarkation to keep traffic from coming through. Add streetscaping, trees, benches, etc. make sure to include plenty of benches and fountains to encourage people to wander around and relax	No concerns. We feel this is the best idea for improving the downtown area. Make certain 1st block is left open for traffic from PCH to enter. Close 2nd and 3rd block. Every time Main St is closed off for events we see a direct increase in our business day. I strongly support the idea of closing off Main St permanently all the way thru Orange. Being on the 300 block this will push traffic down our way - hopefully the 300 block will not be left out in this decision	
304	301 Main	108	Salon 218	Jennifer Fair	There have to be reasons for people to come to downtown. Good shops, restaurants, atmosphere, etc. Fountains are always a draw. There must be something for all age levels and incomes. Parking provided and easy.	Access to parking structures must be provided from PCH and from the North. Cross traffic at Olive & Walnut at Main Street will have cars stopped in the intersections which isn't good but you don't want the cost of overhead walkways.	
304	301 Main	112	ReMax Cold Stone Creamery	Thomas L. Sutro	Permanently close 2nd & 3rd blocks. Project should be done between Labor Day and Beginning of Spring. Many suggestions attached.	Allow Dogs on leashes. Bicycles must be walked. Incorporate plenty of bike racks. Plan many benches. Create a Village type atmosphere with Surf City in mind.	
304	416 Olive			Jerry Holden	Put moving post in the ground to let delivery trucks in. 3rd Street Promenade in Santa Monica is a good example	None. Should have been done a long time ago.	
304	424 Olive		Downtown Deli	Annelies Van Steenberg			

Exhibit E

**Main Street Merchants Survey
Additional Written Comments**

Pedestrian Promenade Ideas:

For transitioning the 2nd and 3rd blocks of Main Street. I recommend the 2nd and 3rd blocks as the 100 block of Main Street is necessary to bring in customers into the downtown area and to access the parking facility without bringing in major traffic congestion through the residential streets of 1st 2nd and 3rd.

For defining the 2nd and 3rd blocks, the main pedestrian thoroughfare should be in the existing main street area whereas the merchants existing patio and sales areas should be brought up to frontage of their businesses. This will allow businesses to serve alcohol responsibly as well as other business to access and control their products without having pedestrians milling through the area.

My concerns that I see with vehicle traffic is that it has grown explosively over the past nine years. That along with the pedestrian traffic jams and potential injury is growing along with the increased traffic. By eliminating the cars you eliminate the possibility of a major accident. I also believe that by increasing pedestrian traffic and by giving the customers a comfortable promenade to enjoy the downtown businesses along with our weather and pier activities that the downtown merchants will increase revenue due to more impulse purchases.

I understand that some merchants feel that the 'quick in and out' customers will be displaced by the removal of the existing parking spaces on Main Street but these spaces and customers are minimal compared to the overall project and the projections.

If the City looks at the increases in revenue that Promenades in Long Beach, Hermosa, Manhattan Beach, and other local communities have achieved by creating these outdoor business centers all have been super successful since completion. Business has increased not decreased.

Hurricanes feels it is a positive and necessary step to continuing the downtown improvements and looks forward to having The Main Street Promenade completed in a timely manner.

Respectfully Submitted,
Kerry D. Lovett
General Manager

6) IF ANY PORTIONS OF MAIN STREET ARE CLOSED TO VEHICULAR TRAFFIC WHAT ARE YOUR SUGGESTIONS /IDEAS FOR SUCCESSFULLY TRANSITIONING TO A "PEDESTRIAN MALL"?

1. NO CLOSURE SHOULD TAKE PLACE UNLESS THE AREA IS UPGRADED WITH PAVERS, BENCHES, PLANTERS AND SIGNAGE. IT MUST LOOK UPGRADED TO ATTRACT PEOPLE TO AREA.
2. AREA MUST BE DESIGNED TO KEEP PEOPLE FROM FLOWING DOWN THE MIDDLE THROUGH THE USE OF PLANTERS AND KIOSK. WE NEED TO INSURE RETAILERS STILL GET EXPOSURE.
3. AREA MUST BE DESIGNED TO HANDLE PROMOTIONS, ART EXHIBITS AND MUSIC AND ATTRACT FAMILIES.
4. SIGNAGE AND OR DIRECTORIES MUST GUIDE PEOPLE TO RETAILERS AND PARKING
5. THIS AREA MUST BECOME A CENTER PIECE FOR THE DOWNTOWN AREA

7) PLEASE ADDRESS YOUR CONCERNS ABOUT CLOSING MAIN STREET TO VEHICULAR TRAFFIC HERE.

1. BECOMING A DEAD ZONE IN THE AREA BY CLOSING OFF STREET AND NOT PROPERLY MARKETING AND DESIGNING AREA TO ATTRACT PEOPLE.
2. NO VISIBILITY OR SIGNAGE TO TRAFFIC TO ADVERTISE BUSINESSES. PEOPLE WON'T KNOW WHAT BUSINESS IS IN BLOCK.
3. PEOPLE WILL NOT CONTINUE FROM PIER TO SECOND BLOCK AND THIRD.

MY BIGGEST CONCERN IS TO CLOSE OFF AREA AS TEST WITHOUT THE PROPER DESIGN AND LOOSE THE MOMENTUM OF THE DOWNTOWN AREA. I FEEL WE NEED TO ATTRACT PEOPLE TO THIS AREA AND UPGRADE AS OTHER PROJECTS DEVELOP i.e. PACIFIC CITY AND CIM PROJECTS.

RON McLIN MANAGER OF LONGBOARD RESTAURANT AND WITH THE RESTAURANT ASSOCIATION.

Longboard Restaurant
Ron McLin

DOWNTOWN 2ND BLOCK CLOSURE
WE NEED AGREED ON SPECIFIC PLAN!

Big picture this has become a hot topic again. I also feel timing is right with CIM and Pacific City projects in the works. We are also in the need of good retail.

1. We have a serious traffic problem down 2nd block Traffic is jammed.
2. We have a serious cruising problem.
3. We have packed sidewalks so it's not comfortable to stroll as families.
4. We have a pedestrian crossing problem at Olive and Walnut that needs a traffic light now.

Pros

1. Cut cruising of cars by undesirables
2. Create family atmosphere and shopping destination
3. Create more customers through promotion area.
5. Create a draw from pier and First Street.
6. Will direct traffic to parking structures
7. Create non-profit displays for retail in city
7. Pedestrian problem would be helped
8. Money will be saved on lights

Cons

1. Parking Loss
2. No drive by visibility
3. Will cut through way to city
4. City could hurt retail with carts
5. Cost money from city

Main Street – Merchants Survey
Dept. of Economic Development

These are meeting notes from Downtown Merchants meeting six months ago if they are of any use?

Longboard Cent.

MAIN STREET MERCHANT SURVEY

- 6) If Main Street is closed from Walnut to Orange leaving Walnut, Olive and Orange open I would suggest the following:

Permanently close 2nd and 3rd blocks . Put up directional signs at Walnut and Orange for public parking in each direction. Take out meters on Main and start construction of fountains, planters, trees, pavers, ect. There will be no easy transition. This project must be done right to be succesfull and not just close the street temporary or do a partial job . When the project starts please make it after labor day and finish before late spring or the tourists will start to go elsewhere. In order for down town to stay healthy and keep up with competition from the Huntington Beach Hilton, Pacific City and the Strand projects I feel the City of Huntington Beach must take a very pro active part in this project so we don't loose the momentum the downtown merchants have created to date. Also at the intersection for pedestrian crossing of Orange, Olive and Walnut a sign in the middle of intersections stating PEDESTRIANS HAVE THE RIGHT OF WAY Thank You City of Huntington Beach. The resturant outdoor seating should be pulled back to the front of there building and have the entrance threw the tables. This would help running into servers with hot coffee and food.

- 7) Dogs on leashes should be allowed.

Bicycles should be walked threw the malls.

Plenty of Bicycle racks should be incorporated into the plan.

Plan alot of Benches for people watching.

This needs to be both comfortable for people and practical for the Business's.

Somehow we need to create a VILLAGE type atmosphere. Keeping SURF CITY in mind.

1st Block, take out parking on Main and expande sidewalk. This would help traffic flow. Maybe two one way lanes from PCH and then split both directions at Walnut.

FOR DOWNTOWN TO CONTINUE TO GROW AND PROSPER THIS PROJECT NEEDS TO MOVE FORWARD.

Thank You, for you'r Consideration



Jerry Holdren, Cold Stone Creamery and local Resident

Summary of September 26th Comments

ATTACHMENT #6

MEETING NOTES
CITY COUNCIL DOWNTOWN COMMITTEE
October 26, 2001, 8:30 AM
City Hall, Room B-8

In Attendance:

Council Members: Chair Pam Julien Houchen, Dave Garofalo, Shirley Dettloff

Staff: Scott Hess, Naida Oslin, Dan Johnson, David Biggs, Paul Emery, Bob Stachelski, Wayne Carvalho, Carol Runzel,

Public: Tom Black, Ron McLin, Steve Daniel, Maxine Daniel, Deb LaBriola, Scott Rinehart, John Tillotson, Jeff Holden, Kevin Ives, Dan Hause, Ken Vasilik, Jan Shomaker, Keith Bohr, Jeff Bergsma

Public Comments – None.

Downtown Business Association - Steve Daniel discussed plans for the October 31st Halloween Festival downtown, estimating about 7,000 to 8,000 visitors will attend. The event takes place from 5:00 p.m. to 8:00 p.m. and includes nine (9) carnival rides.

Steve also mentioned plans for a large, decorated Christmas tree to be a part of the winter holiday celebrations downtown.

Visitors & Conference Bureau - In Diane Baker's absence, Steve Daniel reported that the Bureau is about to appoint a new Director. Details will be provided at the next meeting.

Specific Events - Naida Oslin, Special Events Supervisor, mentioned upcoming events that include the November 11 Veteran's Day Celebration at Pier Plaza, the "Light of Love" and parade and November 25, and the Pacific Shoreline Marathon scheduled for January 27, 2002.

Farmer's Market/Crafts Fair - David Biggs, Economic Development Director, reported that the Farmer's Market/Crafts Fair continues to run very smoothly at Pier Plaza and there were no issues to report.

Downtown Development - Scott Hess, Principal Planner, had nothing to report on recent zoning and planning activities in the downtown.

Action Items –

- a. Main Street Closure Report: Review and comment on draft report prior to it being placed on the City Council Agenda for November 5, 2001.

David Biggs, Economic Development Director, presented the Main Street Closure Options Evaluation report provided to the Committee and available to the public through the Economic Development Department. He defined Business Improvement District (BID) and Public Improvement District (PID), and outlined sections including Prior Analysis, Current Conditions, Experience in Other Communities, Alternatives, and Issues to be Addressed (traffic, parking access, replacement parking, public improvements, public safety, signage/directions, programming/special events/parades, financial and other issues).

He discussed results of the Main Street Merchants Survey and plans to consider a Phase Two Report scheduled for City Council consideration on November 5, 2001.

The Committee inquired about funding assistance at the state or federal level. Mr. Biggs mentioned that a lobbyist hired by the City would be researching options available to the City, and through an "Economic Stimulus Package".

The Committee suggested continuing recommending a Phase Two Report to the City Council only if fully supported by the downtown merchants, and if financial options/benefits are available.

The Committee's opinions on a trial closure of Main Street were mixed.

Steve Daniel stated that he was in full support of a Phase Two analysis, but voiced concerns about BID's and marketing/promoting the third block.

Kevin Ives supports a Phase Two analysis but suggested that an alternative plan be developed for the Downtown Business Association.

Tom Black suggested that the City and Downtown Business Association address current issues that affect the downtown, including aesthetic improvement to Main Street, relocating the homeless, and discouragement of inappropriate press material distribution.

Ron McLin supports a Phase Two analysis.

It was the consensus of the Third Block (Plaza Almeria) business representatives to be included within the Phase Two analysis.

A motion was made by Garofalo, second by Dettloff, to direct the City Council to undertake a Phase Two Report in order to design an implementation program for

the closure of the second block of Main Street, and evaluate possible future closure of the first and third blocks, on either a temporary or permanent basis, including the establishment of a Business Improvement District to fund increased levels of maintenance, security, and programming by the following vote:

AYES:	Dettloff, Julien Houchen, Garofalo
NOS:	None
ABSTAIN:	None
ABSENT:	None

MOTION PASSED

Council Member Garofalo encouraged downtown business owners to communicate ideas on downtown trees and landscaping to the Beautification, Landscape, and Tree Committee.

Jeff Bergsma spoke in support of palm trees and vine-type vegetation.

Adjourn - The meeting was adjourned to Friday, December 7, 2001 at 8:30 AM.

SH:rl

RCA ROUTING SHEET

INITIATING DEPARTMENT:	Economic Development
SUBJECT:	Main Street Closure Options Evaluation
COUNCIL MEETING DATE:	November 5, 2001

RCA ATTACHMENTS	STATUS
Ordinance (w/exhibits & legislative draft if applicable)	Not Applicable
Resolution (w/exhibits & legislative draft if applicable)	Not Applicable
Tract Map, Location Map and/or other Exhibits	Not Applicable
Contract/Agreement (w/exhibits if applicable) <i>(Signed in full by the City Attorney)</i>	Not Applicable
Subleases, Third Party Agreements, etc. <i>(Approved as to form by City Attorney)</i>	Not Applicable
Certificates of Insurance <i>(Approved by the City Attorney)</i>	Not Applicable
Financial Impact Statement (Unbudget, over \$5,000)	Not Applicable
Bonds (If applicable)	Not Applicable
Staff Report (If applicable)	Not Applicable
Commission, Board or Committee Report (If applicable)	Not Applicable
Findings/Conditions for Approval and/or Denial	Not Applicable

EXPLANATION FOR MISSING ATTACHMENTS

REVIEWED	RETURNED	FORWARDED
Administrative Staff	()	(<i>ck</i>)
Assistant City Administrator (Initial)	()	()
City Administrator (Initial)	()	(<i>mas</i>)
City Clerk	()	<i>C-Item</i>


EXPLANATION FOR RETURN OF ITEM:

<i>(Below Space For City Clerk's Use Only)</i>

2001 NOV -5 A 10:45

Main Street Closure Options

November 5, 2001
C-1



Phase I Report

- Prior Analysis
- Current Status
- Experience in Other Communities
- Main-Street Merchants Survey

Closure Options

■ Duration	■ Location
■ Permanent	■ First Block Only
■ Seasonal	■ First & Second Block Only
■ Weekends	■ First to Third Blocks
	■ Second Block Only

Phase I - Evaluation

- Recommendation
 - Second Block - Permanent
 - Phase II Report

Recommended Actions

- Accept the Main Street Closure Options Evaluation
- Direct Staff to undertake the Phase II Report

Phase II Report

- Design an Implementation Program for the second block closure
- Evaluate the possible future closure of the first & third blocks
- Begin the process to establish a Business Improvement District (BID)
- Three of the above strategies will be pursued concurrently

LATE COMMUNICATION

C-1a