

RECEIVED

Council/Agency Meeting Held: <u>6/5/06 2006 MAY 31</u> AM ID: 26	
Deferred/Continued to: _____	
<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Conditionally Approved <input type="checkbox"/> Denied	CITY CLERK CITY OF HUNTINGTON BEACH <i>[Signature]</i> City Clerk's Signature
Council Meeting Date: June 5, 2006	Department ID Number: ED 06-22

**CITY OF HUNTINGTON BEACH
REQUEST FOR CITY COUNCIL ACTION**

SUBMITTED TO: HONORABLE MAYOR AND CITY COUNCIL MEMBERS

SUBMITTED BY: PENELOPE CULBRETH-GRAFT, DPA, CITY ADMINISTRATOR *[Signature]*

PREPARED BY: STANLEY SMALEWITZ, DIRECTOR OF ECONOMIC DEVELOPMENT *[Signature]*

SUBJECT: FORM AN AD-HOC COMMITTEE TO STUDY THE CLOSURE OF DOWNTOWN MAIN STREET TO VEHICULAR TRAFFIC

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

Statement of Issue: The formation of an ad-hoc committee is necessary to study the issues and strategize the next steps to potentially closing downtown Main Street to vehicular traffic. The future developments of Pacific City and The Strand will heavily impact the downtown foot traffic and revisiting the possibility of a Main Street Pedestrian Mall is critical for its future vitality.

Funding Source: Not Applicable

Recommended Action: Motion to:
Form an ad-hoc committee comprised of the City Council Downtown Economic Development Committee (EDC), key staff members from required city departments and the Downtown Business Improvement District (BID) Board of Directors to study and strategize for a potential Main Street Pedestrian Mall Pilot Project.

Alternative Action(s):
Do not approve the proposed ad-hoc committee thereby terminating the research necessary to conduct the Main Street Pedestrian Mall Pilot Project.

Analysis: On May 3, 2006 City Council Officials and the Downtown BID participated in a joint study session at Santa Monica to learn about the successful closure to vehicular traffic on the Third Street Promenade. At the Downtown EDC meeting on May 11, staff presented their analysis on this study session and the next steps that need to be taken to

REQUEST FOR CITY COUNCIL ACTION

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potentially close downtown Main Street to vehicular traffic. On May 24, 2006 staff received a letter from the Downtown Business Improvement District reviewing the issues to be addressed in the committee study and work plan (Attachment 1).

A draft framework (Attachment 2) presents some of the key issues that need to be further researched by various departments. A proposed ad-hoc committee to study Main Street would be comprised of the City Council Downtown EDC, key city staff from required departments, and the Downtown BID Board of Directors. This project requires the participation of multiple city departments to compile and prepare information needed, including but not limited to:

- Research various street closure projects nationwide
- Parking feasibility and alternatives
- Street cleaning and maintenance
- Identify resources and in-kind services
- Identify potential blocks
- Required permits
- Signage and store directory
- Activities and organized street performers
- Public art
- Homeless
- Investigate the potential for a pilot street project
- Prepare a budget of costs associated with any possible closure should the pilot project be implemented.

The proposed committee will be comprised of the Downtown BID Board of Directors, staff from Economic Development, Planning, Public Works, Fire, Police, Community Services, and the City Council Downtown EDC. Should the City Council approve the formation of an ad-hoc committee, the City Administrator at her discretion, shall prioritize this project and direct required city departments contribute staff time to compile and prepare information necessary to study and strategize a potential pilot project. It is anticipated that the ad-hoc committee shall meet on a weekly basis for one to two hours and report monthly progress to the Downtown EDC.

Environmental Status: Not Applicable

Attachment(s):

City Clerk's Page Number	No.	Description
	1.	Letter from the Downtown Business Improvement District
	2.	Staff Analysis: Draft Framework for Potential Downtown Main Street Pedestrian Mall

ATTACHMENT #1

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
HUNTINGTON BEACH, CA

May 23, 2006

Honorable Mayor,
City Council and Staff
Huntington Beach, CA

RECEIVED

MAY 24 2006

CITY OF HUNTINGTON BEACH
ADMINISTRATION OFFICE

RE: Main Street Proposed Closure and Related Matters

Dear Mayor, Council Members and Staff:

A majority of Main Street merchants are reporting a modest increase in business over the same period of 2005. 2006 has been hampered a bit by inclement weather, but early signs of spring have brought increased traffic to Main Street.


If there were one question that remains unanswered in all of the BID area it would be: What are the City's goals and objectives in its proposal to close Main Street? It is the general consensus of the Merchants within the BID that they would hope the answer would be (1) Increase the sales activities within the BID, (2) Provide a cleaner and safer retail, commercial and entertainment environment within the BID area that would lead to increased business activity, and (3) Provide sufficient parking which is visitor friendly within the BID area to help accomplish items 1 and 2.

It is our desire to work with you to develop and refine those goals and to establish a series of action-oriented plans to accomplish them. We know you agree that closing Main Street in and of itself will not cause any of the above to happen. Main Street has been closed periodically over the last twenty years making it a one-way street, farmers' market, art fair, etc., with none of these venues being successful. Band-aids indicate bleeding. We are not sure where the cut is, except the streets and sidewalks remain dirty and current parking policies are penal in nature, enforcement and availability.

We support leadership that provides a working Plan developed in concert with the members of the BID. This Plan should result in a comprehensive set of circumstances helping to accomplish the three general consensus issues listed above. Independent of that forum, I have been instructed by the Executive Committee of the BID to state that the current Proposal falls short of the issues discussed above.

If I can be of assistance in any way, please do not hesitate to contact me.

Most Respectfully,



Stephen C. Daniel, President
HB Downtown BID

Attachment: List of Issues presented by BID Members

Downtown Huntington Beach Main Street Closure Goals & Priorities

Goals of the Street Closure Project:

- Establish measurable goals that will incrementally determine the success or failure of the project: Evaluate progress monthly
 1. Restaurants
 2. Retail
 3. Services
- Establish an "Escape Clause", should defined goals fail to materialize. Minimize the "Downside" effect that would *impact* local merchants
- Increase Sales Tax Revenue (Overall increase of sales of downtown merchants/improve the downtown business prospects)
- Create a *more popular* Destination Area for Local Residents **Off Season** support
- Increase Visitor & Tourist traffic
- Beautify the Downtown Business Area:
 - Art
 - Plantings
 - Cleanliness/Daily maintenance
- Obtain additional parking:
 - Affordability
 - Accessibility
 - Adequate quantity
- Minimize impact of any redevelopment of the Downtown area
- Create more "Events" that will draw people to the Main Street "Promenade"

Challenges Facing the City and the BID

- Parking: more, convenient and affordable
 - Loss of 57 Main St parking places (3 blocks)
 - Impact on public parking entrances on Olive and Walnut
 - Employee parking
- Undesirable elements:
 - Adverse impact of the Homeless, Transients, Street Entertainers and Pan Handlers on local business
- Cleanliness
 - Daily maintenance, trash collection, street cleaning
- Toilet Facilities
- Traffic flow:
 - Loss of our Main Arterial access and egress
 - Redirecting the traffic from the Main Street through adjacent residential side streets, residential impact
 - Impact on Post Office access

- Downtown Huntington Beach Business Improvement District -

AGENDA

At Large Members Meeting

Open to all Bid Members and The General Public

Thursday January 26, 2006 - 5:30 pm

BJ'S Pizza & Grill • 200 Main St. • 714-374-2224

Huntington Beach, CA 92648

Welcome

Presidents Report:

- Christmas Wrap Up

Financial Update:

Naida Osline: Specific Events Director, City Of Huntington Beach

- Calendar Of Events for 2006

Pacific Shoreline Marathon Update:

- Sunday February 5, 2006

Committee Assignments:

Proposed Main Street Closure:

- Primary Goal Of City Council in Closure of Main Street?
- Obtain facts from "Main St". Company in Minnesota
- Closure Of blocks 1, 2, 3
- Homeless, Transients, Street Entertainers, Pan Handlers
- Affordable Parking → Replacement Parking for existing/lost parking spots
- Cost Of Re-Development
- Temporary Closure (Weekends & Special Events)/ Permanent Closure
- Measurable Goals: What determines the success or failure of the project.
- Escape Clause . . . what if?
- Lost Business during re-development. How will businesses survive?
- What happens to traffic flow when segments of Main St are closed? What effect will it have on other streets and neighborhoods?
- What lessons were learned in Huntington Beach from the previous failed attempt at Main Street closure?

Downtown Marketing Plan

Priority Projects List for 2006

New Business

Adjourn

6. COST

How much will it cost and who will pay?

- A. Increased Street Cleaning
- B. Loss of Parking Revenue
- C. Increased Law Enforcement
- D. Possible loss of Retail Income
- E. Possible loss of Sales Tax Revenue
- F. The cost of the closure
- G. Will the City of H.B. reimburse the merchants for any loss of revenue?
- H. The cost of changing it back

CONCLUSION

We are a Main Street and not a third street. We are a Main Street and not a promenade. There is no real benefit in closing Main Street. The majority of the merchants are not in favor of closing Main Street. The City Council voted it down in 2004! Why is it back?

12: We need to look at whole downtown area to keep it improving as The Strand, Pacific City and increased businesses come on line. We need to have a game plan for improvement over the next few years. 1-3-5 year plan for parking, traffic, cleaning, security, police and basic infrastructure. We have not had time to accomplish a plan. Let's try and accomplish a plan and future before spending time and money to close Main Street that is not broken just needs a little care and cleaning.

We are spending staff and our time and money to study the impacts of closing Main Street. The last time we did this study it was voted down. It was felt that some improvements had to be made for a true test. It was also a problem deciding what was best the Second block was to only block that could be truly closed feasible for "test closure". Cost in 2004 was \$41,200.00 basic closure plus lost revenues for parking (not including tickets) \$27396.00 Total cost three months \$68596.00. This could be used for 2 hour free parking and maintenance better tool to increase sales and ambiance of Main Street.

If recent newspaper headlines are to be believed, Huntington Beach's downtown will soon be receiving a Santa Monica Promenade facelift.

Unfortunately, that's not the case. Santa Monica has spent hundreds of millions of dollars to revitalize their downtown area which features six parking garages with free parking, extensive landscaping and streetscaping, public art, entertainment and umpteen movie screens that draws millions of people each year.

Huntington Beach's proposal: Stick up some concrete barriers at each end of the street and presto! we have a downtown pedestrian mall.

The problem is that city officials have long neglected to provide adequate resources to maintain the downtown infrastructure.

Downtown merchants have been asking the city for the last decade to provide more parking choices for residents, but city bureaucrats don't have the political will to create affordable downtown parking.

Downtown merchants have also asked the city to provide more frequent trash removal and street cleaning, along with more security and police presence, only to be told there's no money to do it with.

How can the city ask the downtown merchants to sign onto any plan when the city doesn't maintain the current infrastructure?

Members of the Downtown Huntington Beach Business Improvement District would like nothing more than to see the city plan and deliver a downtown pedestrian mall that locals can be proud of and that provides a place for families to gather and enjoy a peaceful stroll along a beautifully landscaped walkway. That would be a fitting welcome for the millions of people who visit downtown Huntington Beach each year.

But temporary cement barriers at each end of Main Street? That is not the solution.

If you take a walk downtown these days, you'll notice that new, vibrant businesses are on the increase. You'll see couples walking to the beach, families shopping and dining together and a general vitality up and down Main Street all the way up to the fourth, fifth and sixth block.

But you'll also see the highest parking rates in Orange County, streets and sidewalks that need to be cleaned, a growing homeless population and a need for more traffic enforcement.

Despite these problems, downtown businesses are thriving.

Subject: Street Closure concern list

Date: Saturday, May 13, 2006 11:51 AM

From: BRETTDUKES@aol.com

To: <store4482@theupsstore.com>

Hi Steve,

Here's mine in no particular order:

All infrastructure issues, including:

Developing a comprehensive parking plan, with a funding plan as well.

Develop a restroom plan, with a maintenance plan, with funding.

Develop a beautification and maintenance plan, with funding.

Ensure use of bollards.

Develop a shuttle program, with funding.

Do we have the ability to attract a productive tenant mix with our lack of adequate parking?

Put off any implementation until at least 2009, to ensure it is done correctly the first time.

Who manages it?

I'm sure I'll think of more.....

Thanks,

Brett Barnes
Managing Partner
Duke's Huntington Beach

Downtown Merchants Say More Time and Study Needed for Main Street Closure

City Wants Labor Day Closure; Downtown Merchants Urge Caution

You've probably heard by now that the City Council has again brought up the issue of closing Main Street to traffic to allow pedestrian access on the streets from Orange to PCH.

In 2004 the idea was defeated after opposition by Downtown business owners. At that time, there was no Downtown Business Improvement District (BID), only a loose coalition of downtown merchants who opposed the measure before the City Council.

When Councilmember Dave Sullivan became mayor this past year, he stated that closing Main Street was one of his priorities for the coming year. It's not a coincidence that this is an election year and the idea of closing Main Street is widely popular among city residents, fueled by a cheerleading local press. Of course the idea is a crowd-pleaser. Most people imagine a landscaped, streetscaped walkway such as Santa Monica's Third Street Promenade and neither the *Independent* nor the *Wave* have looked at the issue in serious depth.

The city jumpstarted the proposal to close Main Street, when incoming Economic Development Director Stanley Smalewitz and his staff proposed a "study session" with members of the City of Santa Monica Economic Development staff, the executive

What are your opinions on closing Main Street?

The Downtown BID wants to know what you think. Please fill out the attached survey to let your opinion be known.

Also be sure to attend the next general Downtown BID meeting, June 1, at 5:30PM at Coach's Restaurant.

**General Meeting,
Downtown BID
June 1
5:30 PM
Coach's Restaurant**

director of the Bayside District of Santa Monica, and Santa Monica real estate developers and urban planners on May 3.

At the meeting in Santa Monica, Downtown BID members Bob Bolen, Steve Grabowski, Steve Daniel, Brett Barnes and Ron McLin heard about the Third Street Promenade's success and how it's become one of the few thriving pedestrian malls in the United States.

There are several keys to Santa Monica's success:

1. Affordable abundant parking. Santa Monica has six public parking garages, all of which offer 2-hour free parking. There are nearly 8500 public and private parking spots in Santa

Monica's downtown area, with plans for 2000 more in the near future..

2. Millions of dollars were spent on relandscaping Third Street. Sidewalks and streets were reconstructed to make them pedestrian friendly. The former asphalt of old Third Street was overlaid with hexagon-shaped tile, with both ends of the avenue secured by large fountains.

3. Vital to the pedestrian mall's success is the presence of three movie theater multiplexes, which attract thousands of people to the mall. Other entertainment attractions include a variety of street performers.

4. More than \$300 million was invested in the Third Street Promenade project which began nearly 20 years ago. Extensive planning and studies were undertaken by city staff, local businesspeople and an array of urban planners and architects.

The meeting left Downtown BID members with the feeling that there were many obstacles in the way of a successful pedestrian mall on Main Street.

Nevertheless, Huntington Beach press reports of the study sessions left the unrealistic impression that Downtown Huntington Beach may be transformed into something like the Third Street Promenade, even though Huntington Beach doesn't have the vast resources that were invested by the City of Santa Monica.

On May 11, city economic development staff, Councilmen Gil Coerper,

See Main Street on page 3

What's On Your Mind?

It's our job to be a voice for downtown businesses and we take that job seriously.

Help us to know what issues we should focus on. As we enter a new year for the BID, your feedback will help us to shape the downtown agenda.

Please bring this form with you when you come to the next General Meeting June 1 or you may e-mail your concerns to the Downtown BID at dhbbid@socal.rr.com

What issues are confronting your business at this time?

What issues do you think the Downtown BID should focus on?

Main Street

continued from page 1

Dave Sullivan and members of the Board of the Downtown BID met at a regularly scheduled economic development meeting, to discuss what was learned in Santa Monica.

Downtown BID members were surprised by the presentation of a proposal to close Main Street beginning Labor Day, since the proposal was not on the agenda.

BID members were dismayed that a proposal had been made so quickly, with no consultation from downtown merchants. As a part of the closure plan, city staff asked that the board of the Downtown BID participate in a series of meetings this summer to iron out the details of a trial closing.

The Downtown BID board then met on May 16th to discuss all the developments. All agreed that the city's

proposal was flawed for the following reasons:

1. There is not enough time between now and Labor Day to do the amount of planning necessary for even a trial closure, especially when downtown merchants are approaching the busiest season of the year.

2. City staff are rushing a closure without studying the traffic impact, the parking impact and the economic impact on downtown businesses.

The Downtown BID board are adamant in requesting that proper economic impact studies, parking studies and traffic studies are conducted before any further plans for a closure go forward.

The Downtown BID board also believe that closing Main Street by Labor Day is too ambitious, because a closure requires more planning and more time to properly study.

Help Keep the Fireworks Downtown!

The Downtown BID has joined with the Huntington Beach Fourth of July Committee in an effort to keep the annual fireworks display at the pier.

The Fourth of July Committee has provided attractive donation boxes for downtown merchants to place on counters to encourage our customers to donate to this popular cause.

Each year, the Fourth of July Committee, a volunteer organization, is charged with raising up to \$400,000 for the costs of the Fourth of July Parade and Fireworks. Please help us with keeping this important downtown event downtown!

Visit us on the web at:
www.hbdowntown.com

Santa Monica Third Street Promenade
Current Available Parking

City Owned Parking.....	3,224 Spaces
SM Place (City Owned).....	<u>700 Spaces</u>
Total City Spaces	4,924 Spaces
<hr/>	
Private Spaces.....	<u>4,500 Spaces</u>
Total Spaces	8,424 Spaces

Future City Spaces.....	<u>1,712 Spaces</u>
Total Future Space	10,136 Spaces

City Cleans Street & Sidewalks
They Have a Chronic Homeless Problem

MAY 2016



BAYSIDE

BEAT

DOWNTOWN SANTA MONICA &
THIRD STREET PROMENADE

On the Homeless Front

On a recent day in Downtown Santa Monica, Saad Galal was managing his souvenir shop in the usual way – one eye towards helping potential customers and the other watching a homeless man who had just wandered into his store.

Though Galal usually chases the homeless out if they smell or are harassing customers, the vacant look in the man's eyes told him to handle the situation in a different manner.

"Within a few minutes, the man took his arm and went like this," Galal said, making a motion across his body with his arm curved like a scythe.

In one movement, the homeless man knocked every item off a nearby shelf onto the floor. But Galal did not confront the man, who he feared was mentally ill. Instead, he cleaned up the mess and went back to business.

For merchants, such as Galal, dealing with the homeless is part of the daily routine of conducting business Downtown. To help them cope with the problem, the Chamber of Commerce has launched a program that provides guidelines for dealing with the

hundreds of homeless individuals who gather in the heart of this beachside town.

Instead of relying on instinct, chamber officials hope business owners and their workers will reach for one of the 6,000 newly distributed 3 1/2 by six inch cards that will help them handle situations like the one Galal faced. The cards, which are similar to the ones the City began issuing to visitors, residents and City employees in March include helpful tips and phone contacts.

"If everyone responds the same way, then you won't have situations as much where someone wants to do something out of the kindness of their hearts, but are actually enabling the homeless," said Kathy Dodson, the chamber's president and CEO.

continued on page 3

Is Homelessness a Problem For Your Business?

There are people you can call to help you and help those in need.



SANTA MONICA
CHAMBER OF COMMERCE
www.smchamber.com
310.393.9825



SANTA MONICA
www.santamonica.com
310.319.6263

- If you or someone else is having an EMERGENCY, dial 911
- If you see someone engaged in illegal activities right at this moment, dial Police Dispatch at 458.8491
- For ongoing homelessness issues, leave a message for HLP Team Police Officers at 458.8953
- Instead of giving handouts, donate or volunteer your time. To find out more, call the Westside Shelter & Hunger Coalition at 314.0071
www.westsideshelter.org

THE CHAMBER'S CARDS
INCLUDE HELPFUL TIPS AND CONTACTS.

SPECIAL ISSUE
HOMELESS

MORE HOMELESS...

MERCHANT FAQ

LT. FRANK FABREGA, THE S.M.P.D. SPOKESMAN, ANSWERS FREQUENTLY ASKED QUESTIONS POSED BY DOWNTOWN MERCHANTS.

Q: If a transient is screaming at the top of his/her lungs on what basis can you call the cops?

A: Anybody can call the police at any time. When police get there, they will make a determination how to progress with the subject.

Q: What is the definition of "aggressive panhandling" as opposed to panhandling in general? What action can be taken against aggressive panhandling?

A: Aggressive panhandling is if I stop to ask you for 50 cents and you say no and I continue to be persistent both physically and verbally, or I continue to follow you. If this happens, you can call the police department and an officer will go to the scene. If it's a misdemeanor and the officer was not present to witness the incident, the officer will ask if you want to make an arrest. If you don't, the officer will conduct a field interview to identify the person and determine if there is a warrant for his or her arrest.

Q: If a transient refuses to leave a place of business after being asked by shopkeepers, what steps do you suggest to get them to leave?

A: We would ask the shopkeeper to call the police department. When the officer arrives, he or she will talk to the shopkeeper to find out what the incident is about. They will then ask the subject to leave. But there has to be a reason, such as bothering customers or standing in the doorway. Shops are public places that are open to the general public. If the person refuses to leave, they will be arrested for trespassing if the shopkeeper wants to press criminal charges. Without the shopkeeper's consent, the police can't force the person out.

Q: If an individual feels threatened or is threatened by a transient, what can that person do to report this and what action will be taken?

A: In all cases, the police department should be notified. If it rises to the level of a criminal action, the police will take a report and go to the scene. If the person is still there, the police will ask if the caller wants to make a citizen's arrest. An officer cannot arrest someone for a misdemeanor crime not witnessed in his or her presence.

"THERE SEEMS TO BE A REAL CHANGE IN THE CITY COUNCIL AND THE AREA'S APPROACH TO HOMELESSNESS THAT HAS BEEN VERY POSITIVE."

KATHY DODSON

continued from page 5

The Chamber has also taken on the task of tackling homelessness in a more regional manner.

The board has voted to back using the Veteran's Administration building near Westwood as a center to help and house homeless veterans, many of whom sleep on the streets of the Westside, which claims the largest share of homeless vets in the county, according to the census. The decision on how the land will be used is pending before federal officials, who are expected to decide the matter soon.

In addition, at a historic April 28th meeting of the Westside Council Chambers of Commerce organized by the local chamber, business leaders addressed key problems the homeless pose in larger business communities, as well as explored potential solutions to the problem.

The Chamber has been hard at work organizing the meeting, which was not open to the public and was informational in nature, Dodson said, adding that she hopes it will be only the first of many meetings to address the issue.

"There seems to be a real change in the City Council and the area's approach to homelessness that has been very positive," she said. "The top leaders for Westside Chambers were in attendance.

"We want to take action to get people together and examine what are some really fresh ideas out there," said Dodson, who noted that there has been more of a political will to act on the issue of homelessness, both locally and in regional governments.


City Council member Bobby Shriver, who is spearheading the effort to house homeless veterans at the VA facility in Westwood, has been urging greater political involvement.

"Individuals can have a positive impact by letting their elected officials know that more and more people are following this issue and expecting them to act," Shriver said. "Homelessness is a political problem and has a political solution. Every political solution begins with pressure from the public."

Shriver urges writing to county supervisor Zev Yaroslavsky, who represents the Westside; L.A. Mayor Antonio Villaraigosa and members of the City Council. Santa Monica council member Richard Bloom, a participant of Bring L.A. Home, a taskforce that spent two years carving out a regional approach to end homelessness in ten years, agrees.

"The public should pay particular attention to those politicians who profess that their communities bear no responsibility or refuse to assist in the solution," Bloom said. "Instead of knee-jerk refusals to accept any social services in our communities, the public should demand of their elected officials that essential services be provided in a responsible manner."

The chamber's efforts are no panacea to the vexing problem of homelessness, Dodson acknowledges, but they are a start.

"We wanted to tackle some bite-sized pieces to help us get a handle on the larger problem of homelessness," she said. "We're at the beginning of this effort." 

INDEPENDENT NEWS
SUN - THE MONDAY MORNING

MORE HOMELESS...

COMMUNITY Q&A

Q: What can a business or individual do to have a positive impact on the homeless population?



BILL TUCKER
*Board Chair,
Bayside District
Corporation*

A: Individuals and businesses seeking to make a positive impact in their area should encourage and support a regional approach to addressing the homeless problem. We are all linked together with the common goal of reducing or solving this problem in a humane manner; however, without the cooperation and support of all the interested parties, the solution will be doomed to failure. It must be addressed in a united fashion.



JIM HONE
*Fire Chief,
Santa Monica
Fire Department*

A: If you see someone who looks like they need immediate medical help, don't ignore it – call 911 and request assistance. Don't enable people to continue life on the streets. Instead of giving handouts, donate food, clothing and money to homeless agencies and food banks. Vote for elected officials or ballot measures that address the regional impact of homelessness. This is a national, state and countywide problem that the City of Santa Monica can't solve alone.



KATHY DODSON
*President & CEO,
Santa Monica
Chamber of Commerce*

A: The most important thing anyone can do is to help people transition out of homelessness. This is not done by giving handouts, but by working with the many professionals in Santa Monica who dedicate their lives to helping the homeless find jobs (Chrysalis), deal with mental illness (Step Up On Second), provide showers and meals (OPCC) and many others. Donate or volunteer your time – a great place to start is the Westside Shelter and Hunger Coalition at www.westsideshelter.org.

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movie house that has sat vacant since the 1994 Northridge earthquake.

"It's a very difficult situation when you're dealing with human beings," said Fischer, whose gentle demeanor seems in stark contrast to the fiery tattoo climbing up one arm. "You have some good, you have some bad. There's no cut-and-dry situation across the board."

Fischer's policy is to take matters into his own hands when dealing with people inside his store, or when they're causing trouble outside. He rarely calls the police, but he works closely with them on a regular basis, Fischer said.

"I know the cops," he said. "They have a nightmare time out there."

"I boil it down to respect," Fischer concluded.

TWO BLOCKS SOUTH on Broadway, Laszlo Vandor, a hair stylist with David McCann's salon, has taken a more active approach to dealing with the homeless on his block.

"I decided one day that somebody has to do something," said Vandor, a Hungarian immigrant who has worked at the salon for five years. Everyday, Vandor deals with the homeless who hang out outside the shop.

"They sleep, urinate, defecate, smoke joints and drink alcohol right out front here," said Vandor, adding that it was worse when double benches were located outside his store, and the homeless would set up camp there.

Now, Vandor informally patrols his stretch of street with the help of business clerks who work nearby. It is part of a grassroots effort Vandor calls a "clean block" approach.

"A homeless person I was moving along asked me one day who I was and what I was doing, and I joked that I was the 'block commander.' It just kind of came out."

"I DECIDED ONE DAY THAT SOMEBODY HAS TO DO SOMETHING."

LASZLO VANDOR

Vandor the "block commander" considers himself a benevolent guardian, though, distinguishing the "good guys" from the "dirt."

"I'm not talking about your regular homeless person that we're telling to get off our street," he said. "Many homeless are clean and make an effort to get up in life. I'm talking about the violent types who are overly aggressive."

But when trouble comes – such as when homeless people steal from the liquor store next door – Vandor is quick to act. "If I see someone hanging out in front of the liquor store or around the corner, I call the police," Vandor said.

When the police aren't around, he's not afraid to take matters into his own hands. In the latest incident, a homeless man tried to fight a store clerk next door, spitting on him and using racial slurs.

"I stopped doing highlights and went out and put the guy under citizen's arrest," Vandor said.

But the store clerk – a much smaller Asian man – didn't want to press charges, because he was afraid and would have to deal with the man again.

Still, Vandor continues his patrols, which several neighboring merchants say they appreciate.

Carol Seo works at the liquor store next door to David McCann's salon. The woman smiled slightly as she talked about Vandor's efforts, which she said she backs.

"I like what Laszlo's doing when he's around," she said. "I feel safer knowing that he's out there."

Seo, who tries not to work nights because she feels it is less risky, wryly

THE WORD

BY ED MOOSBRUGGER

Selling the Essence of California



Tourism leaders may want your help in imprinting the city's new destination branding program on the fabric of Santa Monica.

And just what is the promise to visitors that they want the community to embrace and bring to life?

Here it is, developed after more than a year of research and analysis:

"Santa Monica...the best way to discover LA; an unforgettable beach city experience filled with eye-catching people, cutting edge culture and bold innovations. It is the essence of the California lifestyle."

If you're like me, it will require a little translation to put this into practice. And that is the phase the Santa Monica Convention & Visitors Bureau has entered following a Santa Monica Destination Brand Summit on March 24 at the Loews Santa Monica Beach Hotel.

Many of the planned programs, including training opportunities, will be aimed at businesses, but City leaders want the whole community involved.

As the Santa Monica Destination Brand Blueprint says, "This is a community wide initiative that will involve city leaders and residents, the business community, and all others that depend on a vibrant and healthy economic flow to Santa Monica."

It's not just about jobs, said Duane Knapp, president of BrandStrategy Inc., which helped the SMCVB develop the branding program.

It's also about the lifestyle of Santa Monica residents, because a strong tourism industry supports many things, including restaurants, that local people also enjoy, he told the brand summit.

No part of the city has more at stake than Downtown, because its hotels, restaurants, shops, arts and entertainment are key parts of the product Santa Monica offers to visitors.

"It's all about perception," Knapp said. "How you want people to feel... It's delivering the experience people want."

Although Santa Monica has a strong tourism industry, the city can do more.

There are significant latent positive perceptions about Santa Monica, but the city is not really well known in some key markets, such as Chicago, New York and London, Knapp told the brand summit meeting.

Both strengths and weaknesses emerged in interviews and focus groups conducted as part of the brand development process. Many of these will be no surprise to Downtown residents, employees and business owners.

The top ten strengths are friendly/healthy people, the beach, shopping, the experience/atmosphere,

cleanliness/safety, attraction/sightseeing, the weather, location, transportation and visitor services.

The top ten perceived weaknesses are homeless/solicitors/teen dropouts, traffic, expense, lack of experience/atmosphere, lack of public transportation, cleanliness/safety, need of more restaurants, grumpy or mean locals, weather and grocery stores.

As you can see, perception is in the eye of each individual visitor. Some say the locals are friendly, others say they are grumpy. It probably depends on who they dealt with. And that is why programs to encourage the community to welcome visitors are important. It can be as simple as cheerfully helping visitors find their way around Downtown.

Several programs are planned this year to make the promise of the Santa Monica brand a reality. They include guest contact service training, sales staff training, a training guide, SMCVB staff brand training and beach summit.

The goal of "being better at the beach" is a big one, said Gary Sherwin, president of Believable Brands, a consultant to the SMCVB.

The people in attendance at the brand summit seem to agree because when Sherwin called for ideas to improve the beach experience, numerous attendees spoke up.

Just a few of the many ideas given were a beach concierge concept, festivals on the beach, a sand tram and beach tours and eliminating eyesores such as the city dumpsters that spoil the view when emerging from the McClure Tunnel. Other ideas were better signs to help pedestrians know where they are and how to get where they want to go, cheaper beach parking rates and more short-term parking.


The active participation of the people who attended the brand summit was encouraging, since an effective branding program will require that.

"A Brand Promise...should be a focal point for everyone in the community so it is clearly understood by both visitors and residents, what defines the unique Santa Monica experience," Sherwin wrote in a recent SMCVB newsletter.

The stakes are high.

The high room rates that hotel visitors pay in Santa Monica means they have high expectations of what they will experience, said hotel consultant Bruce Baltin, senior vice president of PKF Consulting in Los Angeles.

"It is important to deliver," he said.

That is the essence of the brand campaign in which Santa Monica will be sold as a destination with unique and distinctive attributes. 

Downtown Employee Discount Program



Enjoy the Perks of Working Downtown!
For the most updated list of participants,
log on to downtownsm.com

Just show proof of your employment in the Downtown Santa Monica area to start receiving discounts from the following participating businesses. Check with the businesses for additional limitations and restrictions that may apply. Businesses with an asterisk (*) extend discounts to all Santa Monica employees. Merchants located in the Santa Monica Place Mall are noted as "SM Place." Offers expire December 31, 2006.

BUSINESS	PHONE	OFFER
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Beauty

Bay Cities Beauty Supply Co.	310.393.3700	10% off
David McCann Salon	310.917.9177	20% off
Salon Vivace (SM Place)	310.260.0123	20% off, haircuts, hair care

Bookstores

Arçana: Books On The Arts*	310.458.1499	10% off, in-store purchases only
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Clothing

Hanna Hartnell Studio	310.393.6587	10% off, regular items only
Leather Expo (SM Place)	310.458.2884	GWP - Free Leather Day Timer with every leather jacket purchase of \$150 or more while supplies last
Max Studio	310 587 3226	10% off

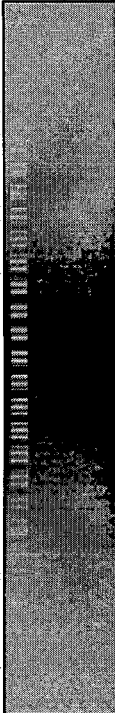
Dining

Angelato Café*	310.656.9999	10% off
Barney's Beanery	310.656.5777	10% off, alcohol excluded
Benihana*	310.395.1688	10% off dining room only; not valid on holidays or with Emperor's Club or any other discount.
Border Grill	310.451.1655	20% off Monday -Friday lunch/dine-in only, not valid with other discounts, alcohol excluded
Cento & Fanti (SM Place)	310.451.3031	10% off regular entrée only, not valid with specials
Charlie Burger (SM Place)	310.395.1077	10% off regular entrée
Charlie Kabob (SM Place)	310.393.5535	10% off regular entrée only, not valid with specials
Coffee Bean & Tea Leaf	310.394.9737	10% off, Third St Promenade location only
Fatburger*	310.393.7331	10% off
Gotham Hall	310.394.8865	20% off food and bar items
Great Steak and Potato (SM Place)	310.576.7470	10% off combo meals only
Hot Dog on a Stick (SM Place)	310.395.0668	10% off
I Cugini	310.451.4595	20% off lunch only Monday - Saturday, alcohol, tax and gratuity excluded
Il Fornaio	310.451.7800	20% off lunch, 11:30 a.m. - 3 p.m., limit party of six, alcohol excluded
Locanda del Lago	310.451.3525	10% off, parties 8 or more excluded
Monsoons Café	310 576 9996	10% off
Mrs. Fields Cookies (SM Place)	310.395.3575	Buy 3 cookies or brownies and get 1 FREE
Ocean Avenue Seafood*	310 394 5669	10% off
Trastevere	310.319.1985	10% off
Yankee Doodles*	310.394.4632	20% off lunch only Monday - Friday, alcohol, tax and gratuity excluded
Ye Olde Kings Head Pub & Restaurant	310.451.1402	20% off lunch only Monday - Friday, food only, specially booked parties excluded


* All Santa Monica Employees

[Continued on other side]

ATTACHMENT #2



Proposed Study and Strategy for Downtown Pedestrian Mall



Analysis of Issues Confronting Transition to a Pedestrian Mall

- Economic impact to merchants, property owners and City
- Scope of closure including required permits
- Parking alternatives
- Signage and Street Directory
- Street Cleaning and Maintenance
- Activities & organized street performers
- Homeless Issues
- Public Art
- Security

Steps for Analyzing Issues Raised

- Form an ad-hoc committee
- Research various street closure projects nationwide
- Determine feasibility/scope/budget and schedule associated with a Pilot Project
- Monthly reporting to Downtown EDC

Formation of Ad-hoc Committee

Committee Members:

Downtown BID Board of Directors
Economic Development Department Representatives
Public Works Department Representatives
Planning Department Representative
Community Services Department Representative
Police Department Representative
Fire Department Representative
City Council Downtown EDC

Committee will report back to the
Downtown EDC on a monthly basis.

RCA ROUTING SHEET

INITIATING DEPARTMENT:	Economic Development
SUBJECT:	Approve Committee for Study of Main Street Pedestrian Mall
COUNCIL MEETING DATE:	June 5, 2006

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

EXPLANATION FOR MISSING ATTACHMENTS

REVIEWED	RETURNED	FORWARDED
Administrative Staff	()	()
Assistant City Administrator (Initial)	()	(PE)
City Administrator (Initial)	()	(acg)
City Clerk	()	

EXPLANATION FOR RETURN OF ITEM:
<i>(Below Space For City Clerk's Use Only)</i>

RCA Author: **Punongbayan**



**CITY OF HUNTINGTON BEACH
INTERDEPARTMENTAL COMMUNICATION**

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

TO: Honorable Mayor and City Council
FROM: Joan L. Flynn, City Clerk
DATE: June 5, 2006
**SUBJECT: LATE COMMUNICATIONS TO THE CITY COUNCIL FOR THE
JUNE 5, 2006 CITY COUNCIL MEETING**

Attached are the Late Communications to the City Council received after distribution of the Agenda Packets:

Consent Calendar

E-4. Voicemail communication submitted by Anthony Ourenzo and Robert Mull, residents of Seventh Street, stating support for the closure of Main Street into a Promenade and requesting Council consider a Traffic Impact Report be done concerning how the overflow traffic will impact their neighborhood.

E-12. Communication submitted by Paul Emery, Deputy City Administrator, dated June 2, 2006, and titled *Late Communication Item E-12, Adopt Resolution for the Property Tax Exchange Between the City of Huntington Beach and the County of Orange for the Signal Landmark Property Annexation and Approve the Out of Service Area Agreement*, noting the omission of the Legal Description referred to as Exhibit "A" in Attachment No. 2.

Administrative Items

F-1. Communication submitted by Jill Hardy, Chair, on behalf of the Intergovernmental Relations Committee Members, Mayor Pro Tem Coerper and Councilmember Hansen, dated June 5, 2006, and titled *Item F-1 Intergovernmental Relations Committee Recommendations*, submitting copies of two amended bills.