



Nov. 12, 2020

City of Huntington Beach

Attention: City Council 2000 Main St. Huntington Beach, CA 92648

Re: Huntington Beach Downtown BID Ask Letter, Main Street Closures

Dear Mayor Semeta and City Council Members,

By turns tough and transformative, 2020 is coming to a close. It has been an extra-ordinary time for Downtown Huntington Beach, particularly the last 5 months and the closures of the 2nd and 3rd blocks of Main Street. Those closures are set to expire on Dec. 31, 2020. Unfortunately, COVID restrictions have not changed since August, in fact they have worsened in many neighboring counties, and Downtown has entered the slow season. The purpose of this ask is to present recently collected data and recommendations for possible courses of action.

Situation Analysis

2nd Block Main Street: The businesses on the 2nd block are very consistent in their support for a continued closure which is reflected in their survey responses.

BID Recommendation: The BID Board of Directors voted 8-0 in favor of recommending that the 2nd block of Main Street remain closed through Labor Day pending any major changes to COVID policies and restrictions.

3rd Block Main Street: The businesses continue to be divided in their view of the closure which is reflected in their survey responses.

BID Recommendation: After an extended and in-depth discussion, the BID Board of Directors voted 8-0 in favor of recommending that the 3rd block of Main Street remain closed through Labor Day pending any major changes to COVID policies and restrictions.

Public Survey: The BID distributed a survey to its consumer database in late October. The BID collected 429 responses and 190 comments. Public sentiment about the closures is overwhelmingly positive. However, the BID represents the business community, not the public at large.

1st Block Main Street Conversations: In conversation, property and business owners on the 1st block are inclined to let the businesses determine the best course of action for themselves. They understand that the closure has been very positive for some and quite negative for others. The 1st block did express concern about traffic planning and parking solutions should closures continue for an extended time.

General Feedback: One of the issues brought up frequently in meetings this fall is the overall aesthetic of the closure. There is the opinion that this could (and should) be improved if closures continue with smart planning and investment.

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In Conclusion: Vision is more than just seeing. COVID has created a period of intense challenge and opportunity. There is no doubt it has created a greater sense of community in Downtown Huntington Beach. The BID would like to work with The City to find smart solutions to enhance the 2nd and 3rd block experience, including additional adjacent parking options. The BID also welcomes the opportunity to begin a larger dialogue about the future of Downtown to ensure success in the coming years.

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