


# DOWNTOWN CORE REVITALIZATION STRATEGY

## Council Actions and Consensus

Project Components	<u>April 22, 2014</u> Council Study Session	<u>Sept. 9, 2014</u> Council agreed that it desires a comprehensive strategy to increase the economic vitality of the downtown area, which is the focus of social life and the City's brand	<u>Nov. 11, 2014</u> Council reached consensus on all components, except where pertaining to determining public benefit for catalyst project and building height increases	<u>Feb. 24, 2015</u> Council accepted Catalyst Project component of the Strategy	<u>June 23, 2015</u> Council "received and filed" the updates to the Strategy
Hermosa Ave Improvements		Referred to Staff and Commissions for refinement and input	Consensus		
Pier Plaza/Beach Improvements		Referred to Staff and Commissions for refinement and input	Consensus		
Parking		<p>1. Council generally agrees that consolidated (centralized), publicly managed parking to serve multiple developments or uses is a desired use of city assets in the Downtown Core</p> <p>2. Additional parking should be evaluated at the Civic Center or Community Center</p> <p>3. Parking requirements should be potentially modified to facilitate community objectives</p>	Consensus	Directed staff to return with a comprehensive discussion of downtown and Interceptor parking facilities	Reviewed the draft Downtown Parking Conceptual Master Plan
Land Use and Zoning			<p>1. Return for further discussion regarding increases in height.</p> <p>2. Deemed categorically exempt per CEQA</p>	Modified Strategy with the addition of a section stating that it is the responsibility of any potential developer to obtain (through a city-wide vote) an increase in the building height limit	
Catalyst Projects			Return for further discussion	Accepted Guidelines for Catalyst Projects	