

## DOWNTOWN CORE REVITALIZATION STRATEGY Council Actions and Consensus

Project Components	April 22, 2014 Council Study Session	Sept. 9, 2014 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	Nov. 11, 2014 Council reached consensus on all components, except where pertaining to determining public benefit for catalyst project and building height increases	Feb. 24, 2015 Council accepted Catalyst Project component of the Strategy	June 23, 2015 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		<ol style="list-style-type: none"> <li>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</li> <li>2. Additional parking should be evaluated at the Civic Center or Community Center</li> <li>3. Parking requirements should be potentially modified to facilitate community objectives</li> </ol>	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			<ol style="list-style-type: none"> <li>1. Return for further discussion regarding increases in height.</li> <li>2. Deemed categorically exempt per CEQA</li> </ol>	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