



Staff Report

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**Honorable Mayor and Members of the Hermosa Beach City Council
Adjourned Regular Meeting of September 17, 2018**

CITY COUNCIL DOWNTOWN SUBCOMMITTEE UPDATE
(Continued from meeting of August 28, 2018)
(Assistant to the City Manager Nico De Anda-Scaia)

Recommended Action:

It is recommended that the City Council:

1. Receive and file the Downtown Subcommittee's update; and
2. Consider and affirm the Subcommittee's pursuit of public-private partnerships for the purpose of funding an aesthetic string lighting project in the downtown.

Background:

In November 2016, the City Council established the Downtown Subcommittee (comprised of Mayor Pro-Tem Armato and Councilmember Massey) to work with the City Manager's Office and City Departments in establishing a plan to address ongoing safety concerns and enhance the overall environment of the City's downtown core. This decision came on the heels of several public discussions regarding the negative impacts of late night activities in our downtown, as well as a high profile incident which occurred on Pier Plaza that resulted in injury to three Hermosa Beach Police Officers.

To this end, in October 2017, the Downtown Subcommittee proposed a comprehensive set of strategies based upon the following four key elements (or "Tracks"):

1. Crime Prevention through Environmental Design
2. Enhanced Enforcement Presence/Prevention through Education
3. Land Use/Economic Vitality and Incentives
4. Compliance Mechanisms/Legislative Tools

Attachment 1 of this report is the first Downtown Subcommittee report (dated October 10, 2017), including the Council-adopted Downtown Enhancement Plan.

Following Council's adoption, the Downtown Subcommittee has continued to meet on a monthly basis with City staff to implement the Plan. Per Council direction at their regular meeting of July 26, 2018, the following is an update on the status of the Subcommittee and Downtown Enhancement

Plan-related efforts to date.

Analysis:

As part of this agenda item, the Downtown Subcommittee will provide a status update on their efforts over the past several months, including proposed next steps related to the ongoing implementation of the Downtown Enhancement Plan.

Additionally, for Council's reference, listed below is a brief status update on select/ongoing downtown enhancement plan-related items:

Downtown Cleanliness

- Various Cleaning Services - Adjustments to cleaning service schedules have been made in the past year to improve cleanliness in the downtown area. These have included increased frequency and enhanced steam and spot cleaning of Pier Plaza, Hermosa Avenue, downtown sidewalks, The Strand and the Parking Structure.
- Athens Cleaning Contract - Contract amendments to both the Street Sweeping and Solid Waste contracts will be presented to City Council as separate agenda items (currently scheduled for September). Staff expects to recommend added porter services of three additional shifts to improve cleanliness in the downtown area during high-traffic periods. Scrubber services for the downtown area will also be included in the revised Athens Contract. Costs for these items have been approved by Council and budgeted in FY2018-19.

Public Safety

- Private Security Contract - The Police Department released an RFP earlier this year for new private security services for the downtown and is in the process of selecting a new provider. Onboarding of a new security company is anticipated for fall of this year. HBPD will train the new provider and its staff on desired community patrol and engagement methods.
- Downtown PD Substation - The City's downtown substation renovation is nearing completion and is expected to be functional within the next 60 days. The substation is intended to provide a base of operations for our downtown unit, enhancing efficiencies and effectiveness of existing resources.
- Ongoing PD Collaboration with Late Night Establishments - HBPD continues to meet and conduct trainings on a regular basis with management of the City's downtown establishments. These meetings/trainings identify key areas of concern, develop processes and programs to mitigate problems, and foster partnerships with Late Night Establishments to improve safety and enhance the overall environment of the City's downtown core.
- Homelessness - In May 2018, City Council adopted a comprehensive City Homelessness Plan which was developed in coordination with neighboring cities, community partners and the County of Los Angeles. Implementation of this 5-year Plan is ongoing.

The Subcommittee expects to return later this year with an update from HBPD and Code

Enforcement on crime/enforcement trends to measure progress in achieving the goals of the Downtown Enhancement Plan.

Code Enforcement Efforts

- Staffing - Code Enforcement is now fully staffed with two new full time officers, including an officer on shift every day of the week. The City's Code Enforcement office has been relocated to "Base 3" and this facilitates enhanced partnerships and communication with the Police Department/Community Services Division.
- CUP/ABC License Information - Staff recently completed a draft comprehensive update of the City's on-sale alcohol matrix which includes easily accessible information on our web site when working with and monitoring establishments for compliance with provisions of their CUP's and ABC licenses. The updated document is available to the public here: <http://www.hermosabch.org/modules/showdocument.aspx?documentid=8631>
- CUP Reviews - The Hermosa Beach Planning Commission has begun implementing a tri-annual review process (up from 2 times per year) as approved by Council in order to assess on a more frequent basis whether the City's on-sale alcohol establishments are operating in a manner that causes adverse impacts to the community, and therefore warrant a formal CUP review.

Public Realm Enhancements

- Parking Lot D Improvements - This project includes renovation of the City's parking lot to enhance parking and ADA accessibility, upgrade lighting and electrical systems, add electric vehicle and bicycle transportation infrastructure, and provide other enhancements. The City's consultant is proceeding with 90% design plans following an on-site community outreach meeting on August 22, 2018.
- Downtown Enhancements - New trash bins have been installed on Pier Plaza and up Pier Avenue and the prior trash bins have been relocated within the City. Plaza benches have been refinished. Tree grates have been ordered for Hermosa Avenue.
- Street and Highway Improvements - Although separate from the Downtown Enhancement Plan, various enhancements are planned for downtown, including: Repaving Hermosa Avenue; new crosswalk designs at downtown intersections; and new bus shelters and transit benches on Hermosa and Pier Avenues.
- Downtown Lighting - City staff have engaged a lighting consultant to develop design options for a comprehensive Downtown Lighting Project which will include both safety and aesthetic lighting improvements. The priority is immediate safety/security lighting improvements in the downtown (e.g. Lot A, Lot B, Beach Drive). Funds for a Phase 1 of the Project have been approved and budgeted in FY2018-19. When final design options are finalized for the broader project, Public Works will return to City Council for formal direction.

Downtown Parking/Transit Improvements

- Coastal Zone Parking Management Study - The City has engaged a parking consultant to evaluate parking in the Coastal Zone and provide recommendations on how to effectively

manage the limited resource in the context of parking permit programs, metered spaces and parking lots/structures, off-street parking requirements for private development, and other mobility options to efficiently bring people downtown without cars. Staff are completing their analysis of parking counts/utilization rates and anticipate conducting outreach and providing recommendations to Council later this fall.

- Rideshare Zones - The City is conducting a pilot test of downtown rideshare zones in collaboration with rideshare companies Uber and Lyft. The objective is to mitigate safety and other impacts of rideshare traffic and congestion during peak visitor times by establishing dedicated pick-up/drop-off zones in high-traffic areas downtown. Staff will update Council as needed on the progress of the test prior to returning for Council direction/adoption of permanent zones.

Enhancing Daytime Business

- Low Impact Entertainment (fka STEP - Short Term Entertainment Permits) - The Low Impact Entertainment program is a process to enable local businesses to offer low impact entertainment during slower business times with an easy and low cost permit (as opposed to a Conditional Use Permit which is required for higher impact live entertainment). The Planning Commission is reviewing ordinance changes and permitting processes to implement this program, which is scheduled to go before City Council for final consideration this fall.
- Farmer's Market - The Downtown Subcommittee has been tasked by Council to review the current Farmer's Market Contract with the Hermosa Beach Chamber of Commerce and Visitors Bureau. The Subcommittee expects to return this fall with formal recommendations to City Council.
- Potential String Lighting Project - In April 2017, Council expanded the role of the Downtown Subcommittee to include collaborating with local stakeholders in identifying opportunities to increase daytime patronage and economic vitality throughout the downtown. The Subcommittee has met with merchants and acted on their interest in an aesthetic String Lighting Project over Hermosa and Pier Avenues. The Subcommittee requests Council's input in pursuing this Project, including public-private funding opportunities. If Council supports the Project in concept, more details will follow in a separate Council agenda item.

Fiscal Implications:

No immediate fiscal implications associated with the recommended action. Funds have been budgeted in FY2018-2019 for components of the Downtown Enhancement Plan, including relevant Capital Projects. Staff will return to Council with detailed financial information on Enhanced Cleaning Services and the Downtown Lighting Project as separate discussion items for formal Council direction.

Attachments:

1. Downtown Subcommittee Council Report (October 2017)

Respectfully Submitted by: Nico De Anda-Scaia, Assistant to the City Manager

Approved: John Jalili, Interim City Manager