

UPPER PIER AVENUE COMMITTEE
MEETING OF WEDNESDAY, MAY 2, 2007
CITY HALL, COUNCIL CHAMBERS
1315 VALLEY DRIVE
7:00 P.M.
ACTION MINUTES

The meeting was called to order by Councilmember Bobko at 7:15 p.m.

1. Flag Salute – Ms. Merriman led the salute.

2. Roll Call

Present: Committee Members: Bobko, Brittain, Gross, Hoffman, Klade, MacMillan, Marinelli, Nota, Peha, Pizer, Tucker

Absent: Hoffman

Also Present: Public Works Director Richard Morgan, Community Development Director Sol Blumenfeld, Rhea Punneo, Administrative Assistant, Public Works Department, Ken Robertson, Senior Planner, Community Development, Richard Denniston, Associate Planner, Community Development

3. Approved Action Minutes of April 4, 2007

4. Public Comment: Anyone wishing to address the Committee on items other than those on this agenda pertaining to this Committee may do so at this time.

Jim Lissner: Asked that minutes for Town Hall Meeting and other UPAC meeting minutes be available in detail over the internet; also asked that UPAC information be placed on same web page as commissions so easier to find.

Sam Perotti: Had traffic question – had questions about traffic at intersection of Pier and PCH. Mr. Morgan advised that changes at that intersection were implemented approximately three years ago and have greatly improved pedestrian safety.

Dave Rodriguez: Mr. Rodriguez's comments and suggestions included Site Specific zoning for pier area reviewed by public; make Ardmore one way to encourage traffic to pier and increase safety (or widen and maintain 2-way traffic); extend; consider a Greenbelt cut-out to encourage circular traffic flow like MB pier area Valley Ardmore; implement speed humps on high volume residential streets; Greenbelt-wide crosswalks on streets that cut-through the Greenbelt; lighted crosswalks (in ground) on Pier and Hermosa Avenues where car and pedestrian traffic are heavy; parking structure at Tennis Courts (no view impact, encourages Pier pedestrians); enforce noise laws on vehicles (Laguna Beach) and post noise law enforcement signs (Long Beach); enforce speeding tixs; create a police force retention plan, fully staff force; cease expansion of bars; create objective definition of bars vs. restaurants.

Patty Egerer: Noted that numerous heritage trees at Pier and PCH had been removed would like to keep a park environment on that corner – would like to see a heritage tree program to maintain trees for future generations; would like to see that corner remain non-

commercial; said would like to see encroachments reversed on Pier Avenue; would like to see the Pier Avenue School (Community Center) named an historically significant site and said Vets Memorial is most important reason to keep area park-like.

5. Written Communication – All written communication was received and filed.

6. Items for Committee Consideration

- a. Sol Blumenfeld introduced and Ken Robertson narrated the *Aviation Boulevard – A Vision for Community Enhancement* report as an example of the information collection steps necessary to go forward with a planned area improvement.

Also presented: a video taken by the Economic Development Review Committee of other cities' downtown areas was started then was stopped and Mr. Tucker explained what was seen on the tape - members of the EDRC had gone to several Southern California cities to see what had been in the downtown areas.

Action: After much discussion, it was suggested that the Committee may want to break up into teams to visit other cities and bring photos back to the Committee.

7. Sub-Committee Reports

- a. Survey of Business Owners – Mr. Gross, Mr. Klade, Mr. Marinelli

- i. Discussion of the survey of the business owners highlighted the following:

- o It was noted that Mr. Hoffman would be doing a statistical analysis of the gathered information
 - o Surveys were received from approximately 50 businesses
 - o Many business owners believe Monterey is the dividing line between Upper and Lower Pier Avenue
 - a. Most east of Pier Ave. are in favor of increasing pedestrian traffic
 - b. Most west of Pier Ave. have no interest in adding pedestrian traffic – may be getting spillover from Hermosa Ave.
 - o Most not in favor of mixed use
 - o None in favor of lane reduction
 - o Some would like to see addition of daytime foot police patrol
 - o Others would like more police presence on Pier Plaza

- b. Survey of Property Owners – Ms. Brittain, Mr. Pizer, Mr. Tucker

- i. Discussion of the survey of the property owners highlighted the following:

- o Determined that more time needed to do proper report
 - o Many do not see crime as a problem

- c. Public Relations – Mr. Bobko, Ms. MacMullan

- i. Discussion of public relations for the committee highlighted the following:

- o Ms. MacMullan advised that they were developing a strategy to keep the community informed as to the progress of the committee
 - o Committee needs to be very clear as to what they are trying to accomplish

d. General Discussion highlights

- i. All design planning follows on the heels of a study
- ii. Would be beneficial to have packet for upper Pier Avenue similar to that of Aviation Boulevard presented at the meeting
- iii. Could be in best interest of committee to outsource the research to a professional consultant
- iv. Suggested meetings in the community in various locations around the City
- v. It is unacceptable to take as long as it took lower Pier Ave. – Goal is one year for this committee – want to “see the dirt move” in two years
- vi. Need to define where headed
- vii. Should have another town hall meeting
- viii. Maybe should put the/survey on Survey Monkey [surveymonkey.com]
- ix. Need to determine goal of committee
- x. Will need traffic study
- xi. Said would like to use the same survey for residents
- xii. It was requested of Mr. Nota and Mr. Peha that a report similar to that presented by Mr. Robertson and Mr. Denniston be prepared for UPA
- xiii. More input from community is needed
- xiv. Ms. Merriman said booth at Fiesta would be made available to the committee
- xv. It was determined that the sub-committees would be given thirty more days to complete the surveys
- xvi. The public relations committee would prepare a survey for the community

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Jim Lissner: Wanted to be sure all knew there's approximately \$2 million waiting to be spent on this project; said would like to see priorities of property and business owners; wants the minutes to be more detailed; doesn't think there should be non-televised meetings; said there shouldn't be a free ride for property owners; said is in favor of the survey; perhaps could use incentives (money) for replies.

David Rodriguez: Agrees with suggestion of using Survey Monkey; said would kick in some of his own money to buy email address list

Patty Egerer: Noted Hermosa is a village; asked if intended to put parking structures in residential areas; asked that no traffic is diverted onto residential streets.

9. Adjournment – 8:57 p.m.