



## AGENDA MEMORANDUM

Public Hearing for Planning Commission Meeting of February 21, 2018

**DATE:** February 13, 2018

**TO:** Planning Commission

**FROM:** Daniel McGinn, AICP, CFM, Director, Planning and ESI  
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Public Hearing – North Beach Redevelopment Initiative

### **CAPTION:**

Ordinance adopting “The North Beach Redevelopment Initiative” specific plan

### **PURPOSE:**

The realignment of the Harbor Bridge and associated freeway system creates numerous challenges to the community but also offers tremendous opportunity for growth and redevelopment. To seize this moment and take full advantage of opportunities on North Beach, the City hired Gateway Planning to lead a planning effort that outlined redevelopment concepts and engaged the North Beach community for input.

### **BACKGROUND AND FINDINGS:**

The Planning Commission received a briefing on the North Beach Redevelopment Initiative by the Gateway Planning consultant on April 19, 2017. Staff originally intended to complete the North Beach Redevelopment Initiative in the fall of 2017 and bring the plan to Council for adoption as an appendix to the Downtown Area Development Plan. However, additional redevelopment concepts had come forward. Following Council direction given during the August 15, 2017 City Council meeting, staff worked with Gateway Planning to update the redevelopment concept to ensure all redevelopment ideas have been considered for the North Beach area.

Staff held a community Open House on North Beach on February 15, 2018 to present the updated redevelopment concepts and gather community feedback.

**ALTERNATIVES:**

Denial of the proposed North Beach Redevelopment Initiative with suggestions to the Planning & ESI Department

**OTHER CONSIDERATIONS:**

Not Applicable

**CONFORMITY TO POLICY:**

The proposed North Beach Redevelopment Initiative conforms to City policy.

**EMERGENCY /NON-EMERGENCY:**

Non-emergency

**DEPARTMENTAL CLEARANCES:**

**FINANCIAL IMPACT:**

Operating       Revenue       Capital       Not applicable

<b>Fiscal Year: 2016-2017</b>	<b>Project to Date Expenditures (CIP only)</b>	<b>Current Year</b>	<b>Future Years</b>	<b>TOTALS</b>
Line Item Budget				
Encumbered / Expended Amount				
This item				
BALANCE				

Fund(s):

**Comments:** None

**RECOMMENDATION:**

Staff recommends approval of the North Beach Redevelopment Initiative.

**LIST OF SUPPORTING DOCUMENTS:**

PowerPoint – North Beach Redevelopment Initiative  
Exhibit A – North Beach Redevelopment Initiative