



AGENDA MEMORANDUM

Public Hearing and First Reading for the City Council Meeting of March 20, 2018
Second Reading for the City Council Meeting of March 27, 2018

DATE: February 27, 2018

TO: Margie C. Rose, City Manager

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

CAPTION:

Ordinance adopting North Beach Redevelopment Initiative Specific Plan; and amending the Comprehensive 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:

After working with the community to create redevelopment concepts between September 2016 and July of 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 Alternative 1 and Alternative 2, along with a Capital Improvements Projects Map and Capital Improvements Projects List, and to 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:

Planning and ESI Department, Planning Commission – recommended approval February 21, 2018.

FINANCIAL IMPACT:

☐ Operating ☐ Revenue ☐ Capital ☒ Not applicable

Fiscal Year: 2017-2018	Project to Date Expenditures (CIP only)	Current Year	Future Years	TOTALS
Line Item Budget				
Encumbered / Expended Amount				
This item				
BALANCE				

Fund(s):

Comments: None

RECOMMENDATION:

Staff and Planning Commission recommend approval of the North Beach Redevelopment Initiative.

LIST OF SUPPORTING DOCUMENTS:

Ordinance with Exhibit A – North Beach Redevelopment Initiative Presentation