CITY OF LOS ALAMITOS

3191 Katella Avenue
Los Alamitos, CA 90720

REVISED AGENDA
CITY COUNCIL
SPECIAL MEETING

Monday, February 23, 2015 – 5:00 p.m.

I, Richard D. Murphy, as Mayor of the City of Los Alamitos, do hereby call a special meeting of the City Council of the City of Los Alamitos, to be held at the time and place listed above to discuss the matters listed below.

Richard D. Murphy, Mayor of the City of Los Alamitos

NOTICE TO THE PUBLIC

This Agenda contains a brief general description of each item to be considered. Except as provided by law, action or discussion shall not be taken on any item not appearing on the agenda. Supporting documents, including staff reports, are available for review at City Hall in the City Clerk's Office or on the City's website at www.cityoflosalamitos.org once the agenda has been publicly posted.

Any written materials relating to an item on this agenda submitted to the City Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office, 3191 Katella Ave., Los Alamitos CA 90720, during normal business hours. In addition, such writings or documents will be made available for public review at the respective public meeting.

It is the intention of the City of Los Alamitos to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee, or a participant at this meeting, you will need special assistance beyond what is normally provided, please contact the City Clerk's Office at (562) 431-3538, extension 220, 48 hours prior to the meeting so that reasonable arrangements may be made. Assisted listening devices may be obtained from the City Clerk at the meeting for individuals with hearing impairments.

Persons wishing to address the City Council on any item on the City Council Agenda will be called upon at the time the agenda item is called or during the City Council's consideration of the item and may address the City Council for up to three minutes.

1. CALL TO ORDER

2. ROLL CALL

Council Member Grose
Council Member Hasselbrink
Council Member Kusumoto
Mayor Pro Tem Edgar
Mayor Murphy

3. PUBLIC HEARING

A. Extension of Urgency Ordinance Adopting a Citywide Moratorium on the Establishment, Expansion, Intensification or Relocation of New and Existing Massage Establishments and Massage Practitioners

Staff recommends extending the 45 day moratorium on Massage Establishments that was originally adopted January 20, 2015. A Moratorium provides the necessary "time out" wherein the City can draft appropriate codes to address the newest laws without new applicants filing applications. This extension would be for 10 months, 15 days or until the new ordinance takes effect.

Recommendation:

1. Open the Public Hearing, take public testimony; and if appropriate;

2. Adopt Ordinance No. 2015-02, entitled, "AN URGENCY ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LOS ALAMITOS, CALIFORNIA, EXTENDING URGENCY ORDINANCE NO. 2015-01, ADOPTING A CITYWIDE MORATORIUM ON THE ESTABLISHMENT, EXPANSION, INTENSIFICATION OR RELOCATION OF NEW AND EXISTING MASSAGE ESTABLISHMENTS AND MASSAGE PRACTITIONERS."

4. SPECIAL ORDERS OF THE DAY

A. Los Alamitos Boulevard Beautification

Since 2009, the City of Los Alamitos has worked on improving the Los Alamitos Boulevard Commercial Corridor. Toward that end, the Draft General Plan will solidify that vision into Goals and Policies which have been through Stakeholder interviews, Focus Group Meetings, Community Open Houses, and over 28 study sessions including those of Commissions meeting jointly. Support for beautifying Los Alamitos Boulevard is clearly documented. The next step is to decide what public improvements are necessary to implement that vision.

Recommendation: Review and discuss a path toward implementing beautification and improvements to Los Alamitos Boulevard and direct staff to develop an implementable multi-year Capital Improvement Plan for the Los Alamitos Boulevard Corridor.

5. CLOSED SESSION

A. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION

Pending litigation pursuant to subdivision (d)(4) of Section 54956.9. One potential case.

6. ADJOURNMENT – The City Council will adjourn to March 23, 2015 for the purpose of holding an Adjourned Regular meeting.

I hereby certify under penalty of perjury under the laws of the State of California, that the foregoing Agenda was posted at the following locations: Los Alamitos City Hall, 3191 Katella Ave.; Los Alamitos Community Center, 10911 Oak Street; and, Los Alamitos Museum, 11062 Los Alamitos Blvd.; not less than 24 hours prior to the meeting.

Windmera Quintanar, CMC, City Clerk

Date 2/21/15

City of Los Alamitos

Agenda Report Public Hearing	February 23, 2015 Item No: 3A

To: Mayor Richard D. Murphy & Members of the City Council

From: Steven A. Mendoza, Community Development/Public Works Director

Via: Bret M. Plumlee, City Manager

Subject: Extension of Urgency Ordinance Adopting a Citywide Moratorium on the Establishment, Expansion, Intensification or Relocation of New and Existing Massage Establishments and Massage Practitioners

Summary: Staff recommends extending the 45 day moratorium on Massage Establishments that was originally adopted January 20, 2015. A Moratorium provides the necessary "time out" wherein the City can draft appropriate codes to address the newest laws without new applicants filing applications. This extension would be for 10 months, 15 days or until the new ordinance takes effect.

Recommendation:

1. Open the Public Hearing, Take Public Testimony; and if appropriate;
2. Adopt Ordinance No. 2015-02, entitled, "AN URGENCY ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LOS ALAMITOS, CALIFORNIA, EXTENDING URGENCY ORDINANCE NO. 2015-01, ADOPTING A CITYWIDE MORATORIUM ON THE ESTABLISHMENT, EXPANSION, INTENSIFICATION OR RELOCATION OF NEW AND EXISTING MASSAGE ESTABLISHMENTS AND MASSAGE PRACTITIONERS."

Background

Staff is requesting adoption of Ordinance 2015-02 which extends Ordinance 2015-01 regarding a massage moratorium. The City Attorney's office has begun working on the permanent ordinance which go to the Planning Commission for recommendation to City Council for adoption.

Cities have traditionally had local control over zoning and land use matters pertaining to massage establishments. However, in 2008 the California Legislature adopted SB 731, the Massage Therapy Act, which effectively eliminated local zoning authority over massage establishments and limited the City's ability to regulate business licensing and zoning for those establishments.

In September 2014, the Governor signed AB 1147 into law, which took effect on January 1, 2015, and returns some land use and regulatory authority of massage establishments back to local governments. Given the language of AB 1147, there is still some ambiguity over the scope of regulation that cities will have over massage establishments and only a few cities have yet adopted an ordinance compliant with the provisions of the bill.

Discussion

Due to the negative secondary effects caused by massage establishments and their potential to harm the public health, safety and welfare, Staff recommends that the City Council adopt an interim "urgency ordinance" prohibiting the establishment, expansion or relocation of new and existing massage establishments until City Attorney's Office, Planning Staff, and the Planning Commission study and plan an approach to regulate massage establishments consistent with the provisions of AB 1147.

Pursuant to Government Code Section 65858(f), the City is permitted to adopt additional moratoria on the same subject matter provided that the new moratorium relates to an event, occurrence, or set of circumstances different from the event, occurrence, or set of circumstances that led to the adoption of the prior moratorium. Here, there is a different event, occurrence, and set of circumstances in that with the adoption of AB 1147, the City has been given new tools to more effectively deal with the negative impacts associated with massage establishments and practitioners. It is therefore necessary for the City to explore its zoning and other options under the new provisions of State law.

A moratorium on the establishment of new or the relocation of existing massage establishments is advisable to provide time to study and plan an approach to massage regulation following the Governor's approval of AB 1147. The proposed extension will allow the City Council to address community concerns regarding the establishment and operation of massage establishments, study the impacts massage establishments have on the public and determine what regulations are legally permissible under the provisions of AB 1147, determine the appropriate zones for massage establishments, and tailor the appropriate controls for primary and secondary impacts associated with massage establishments, in an effort to protect the public health, safety and welfare.

Given the provisions of AB 1147, Staff will study and recommend amendments to the City's Code to establish clear, legally consistent, and uniform regulations pertaining to the establishment, operation, and location of massage establishments in the City.

Pursuant to the provisions of Government Code Section 65858, the City may establish a moratorium prohibiting any uses that may be in conflict with a zoning proposal that the legislative body or the Planning Department could consider, or intends to study within a reasonable time. The City may adopt a moratorium on an urgency basis provided the City finds there is a threat to the public health, safety and welfare.

The proposed extension will prohibit the issuance of business licenses and any other entitlements for massage establishments and practitioners, and the expansion or relocation of existing massage establishments; however, there are a number of exceptions. The moratorium would not prohibit the following:

- The renewal of a business license for an existing massage establishment provided the applicant maintains its current location, is operating in a manner, and is housed at a location that complies with all applicable laws.

- The renewal of a business license for a massage practitioner provided the practitioner remains employed at a permitted Los Alamitos location and there are no existing violations of any applicable laws.

- Physicians, surgeons, chiropractors, osteopaths, nurses, physical therapists or acupuncturists who are duly licensed to practice within the scope of their licenses; persons employed at hospitals, nursing homes, sanitariums, or any other health facility duly licensed by the State; coaches or trainers acting within the scope of their employment at accredited high schools, junior colleges, colleges or universities; trainers of amateur, semi-professional or professional athletes or athletic teams while engaged in their training responsibilities for and with athletes; and trainers working in conjunction with a specific athletic event, such as road races, track meets, triathlons, or similar single occurrence athletic events or recreational events.

Staff is concerned that without the moratorium, massage professionals will begin researching cities to see which ones have not adopted new massage related codes. Staff is aware that Stanton and other area cities are tightening up their codes, so we remain vulnerable to those who may seek alternative cities.

Fiscal Impact

None.

Submitted by:

Steven A. Mendoza
Community Development/Public Works Director

Bret M. Plumlee
City Manager

Attachment: *1. Ordinance No. 2015-02*

ORDINANCE NO. 2015-02

AN URGENCY ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LOS ALAMITOS, CALIFORNIA, EXTENDING URGENCY ORDINANCE NO. 2015-01 ADOPTING A CITYWIDE MORATORIUM ON THE ESTABLISHMENT, EXPANSION, INTENSIFICATION OR RELOCATION OF NEW AND EXISTING MASSAGE ESTABLISHMENTS AND MASSAGE PRACTITIONERS

THE CITY COUNCIL OF THE CITY OF LOS ALAMITOS, CALIFORNIA, DOES ORDAIN AS FOLLOWS:

SECTION 1.

The City Council adopts this ordinance based upon the following findings and determinations:

A. The City of Los Alamitos ("City") has an overriding interest in planning and regulating the use of property within the City. Implicit in any plan or regulation is the City's interest in maintaining the quality of urban life and the character of the City's neighborhoods. Without stable, well-planned neighborhoods, areas of the City can quickly deteriorate, with tragic consequences to social, environmental and economic values.

B. Cities have traditionally had a high degree of local control related to local zoning and land use.

C. Chapter 5.32 of the Los Alamitos Municipal Code ("Code"), which prohibits any person from practicing massage without having a CAMTC certificate or a City massage practitioner permit and prohibits the operation of a massage establishment without first securing a massage establishment license. Chapter 5.32 established standards for massage technicians and massage establishments, and ensured that those offering massage services are qualified, adequately trained, and conduct their work in a lawful and professional manner.

D. Chapter 5.32 of the City's Code established employee reporting requirements, operational standards for a massage establishment and background and certain hygiene regulations upon massage businesses. Chapter 5.32 did not, however regulate the location or zoning of massage establishments or the number of practitioners or establishments within the City.

E. The City's Zoning Code (Title 17, Zoning) no longer list such use as a conditional use as is now permissible by law.

F. In 2008, the California Legislature adopted Senate Bill 731, the Massage Therapy Act, (Cal. Bus. & Prof. Code §§ 4600 *et seq.*), which placed substantial

limits on a city's ability to regulate business licensing, zoning, and health, safety and welfare issues related to massage establishments.

G. The 2008 State law has had the unintended consequence of resulting in a proliferation of massage establishments throughout California, many of which are believed to be fronts for prostitution and/or sex or human trafficking.

H. In September 2014, the Governor signed AB 1147, which returns to local governments the authority to more strictly regulate the zoning requirements of massage establishments. The new law, which became effective on January 1, 2015, authorizes cities and counties to enforce their zoning requirements on massage establishments, subject to certain restrictions.

I. The City's massage regulations have not been updated since 2011, and the City does not have sufficient zoning regulations pertaining to massage establishments as now allowed by AB 1147.

J. Without appropriate land use and development standards and regulations, massage establishments and technicians pose a number of immediate threats to the public health, safety and welfare of the City, including potential negative secondary effects including increased crime and blight, which in turn may adversely affect the City's ability to attract and retain consumers, thereby damaging the City's economic vitality. Further, the location of massage establishments may result in an incompatibility of uses throughout the City.

K. Pursuant to Government Code Section 65858(f), the City is permitted to adopt additional moratoria on the same subject matter provided that the new moratorium relates to an event, occurrence, or set of circumstances different from the event, occurrence, or set of circumstances that led to the adoption of the prior moratorium. Here, there is a different event, occurrence and set of circumstances in that with the adoption of AB 1147, the City has been given new tools to more effectively deal with the negative impacts associated with massage establishments and practitioners. It is therefore necessary for the City to explore its zoning and other options under the new provisions of State law.

L. On January 20, 2015, the City adopted Ordinance No. 2015-01, An Urgency Ordinance of the City Council of the City of Los Alamitos, California, adopting a citywide moratorium on the establishment, expansion, intensification or relocation of new and existing massage establishments and massage practitioners.

M. The City is taking steps to update its Municipal Code and Zoning Ordinance to ensure the City's laws are consistent with the goals, policies and standards of the General Plan, State law, including AB 1147, and the goals of the City Council, all which are meant to protect the public health, safety, and welfare.

N. The City will consider other existing and potential land uses within the City to assure a degree of compatibility between the location of massage practice and surrounding properties, and study revisions to the existing Zoning Ordinance.

O. The City seeks to extend the moratorium on establishment, relocation, or expansion of massage technicians and establishments to provide the City adequate time to study and plan its approach to massage regulation following the approval of AB 1147.

SECTION 2. Imposition of Moratorium.

A. The City Council finds and determines that the Recitals set forth in Section 1 are true and correct and are incorporated herein by reference.

B. In accordance with the authority granted pursuant to Government Code Section 65858, from and after the effective date of this Ordinance, no person, partnership, corporation, or other entity shall commence doing business as, or operations of, a massage practice or massage establishment, nor shall a business permit or other entitlement be issued to a massage practitioner or massage establishment unless specifically excluded herein. Massage establishments are prohibited from expansion during the time of this Ordinance.

C. Exemptions:

This Ordinance shall not prohibit the following:

1. The renewal of a business license for an existing massage establishment provided that the renewal seeks to maintain the business in its current location, and the massage establishment is operating in a manner, and housed within a building, which complies with all City, State, Federal or otherwise applicable, codes, rules, regulations or laws; or,

2. The renewal of a massage practitioner permit, as long as the practitioner remains employed at a permitted Los Alamitos establishment as long as there are no existing violations of City, State, Federal or otherwise applicable, codes, rules, regulations or laws by the massage practitioner or the massage establishment; or,

3. (a) Physicians, surgeons, chiropractors, osteopaths, nurses, physical therapists or acupuncturists who are duly licensed to practice within the scope of their licenses; (b) Persons employed at hospitals, nursing homes, sanitariums, or any other health facility duly licensed by the state; (c) Coaches or trainers acting within the scope of their employment at accredited high schools, junior colleges, colleges or universities; (d) Trainers of amateur, semi-professional or professional athletes or athletic teams while engaged in their training responsibilities for and with athletes; and trainers working in conjunction with a

specific athletic event, such as road races, track meets, triathlons, or similar single occurrence athletic events or recreational events.

4. The issuance of a business license to, or relocation of, a massage establishment certified by the California Massage Therapy Council until AB 1147 takes effect on January 1, 2015.

D. Unless extended, pursuant to by Government Code 65858, this moratorium shall last until a detailed study may be made and the zoning and public hearing process pertaining to those matters is completed, or until ten (10) months and fifteen (15) days from the date of adoption of this Ordinance, whichever occurs sooner.

SECTION 3. Purpose.

Pursuant to the provisions of Section 65858 of the Government Code of the State of California, this is an urgency interim zoning ordinance extending the urgency ordinance moratorium established by Ordinance No. 15-01. This ordinance shall take effect upon the expiration of Ordinance 15-01, and shall expire ten months, fifteen days thereafter unless extended by the City Council after notice and public hearing, or replaced by a permanent Ordinance covering the same subject matter. The facts constituting the current and immediate threat to the public peace, health and welfare necessitating an urgency ordinance are based on the Recitals set forth in Section 1, and on the following:

A. The purpose of this ordinance is to protect the public safety, health and welfare from a current and immediate threat posed by the establishment or relocation of new and existing massage establishments in the City, in light of the State Legislature's recent passage of AB 1147, which reinstates significant local control over massage establishments to local jurisdictions, until such reasonable time as a detailed study of the possible adverse impacts such establishments might have on commercial and residential uses and the general public health, safety and welfare.

B. The City Council finds that massage establishments, whether as a result of the manner or hours of operation, security, or lack thereof, siting, or maintenance, have the potential of becoming a source of criminal or other activity, resulting in the creation of a public nuisance.

C. There are no existing enforceable regulations within the City's zoning ordinance that address the location of massage establishments, and massage is not prohibited adjacent to schools, public parks, or public libraries in the City. Locations such as these can be particularly sensitive to the potential harmful effects of massage establishments. As applications for business licenses are submitted to the City, there is no determination as to whether the locations of such uses are consistent with the purpose and intent of the City's Zoning Code. Unregulated locating of such establishments may be in conflict with contemplated

zoning and with the public peace, health and welfare. Further, with the State Legislature's recent passage of AB 1147, which became law on January 1, 2015, cities are able to re-establish some local land use control over massage establishments.

D. Issuing business licenses prior to the completion of the City's study of the potential impact of massage establishments and practitioners poses a current and immediate threat to the public health, safety and welfare.

E. The City has concluded that the best method of protecting the public safety, health, and welfare is to revise regulations concerning location and operation of new, relocated and expanded massage establishments.

F. The City Council finds that it is necessary to ensure that these types of businesses are properly located and regulated within the City, both to protect the public health, safety and welfare, and to ensure that these businesses are located in a manner that is consistent with City standards, goals and policies.

G. The City Council also finds that it is necessary to ensure that massage technicians are properly regulated in order to protect the public health, safety and welfare and needs time to develop a proper regulatory scheme for individuals that are not CAMTC certified.

H. Thus, in view of the facts set forth in this ordinance, it is necessary to immediately study, hold public hearings, and consider an amendment of the City's Municipal Code and Zoning Ordinance and adoption of restrictions or regulations as they may be recommended to the City Council by the Planning Commission and City Staff. A comprehensive set of restrictions and regulations cannot be enacted without due deliberation, and it will take an indeterminate length of time to work out the details of such comprehensive restrictions. It would be destructive of the proposed restrictions if, during the period they are being studied and are the subject of public hearings, parties seeking to evade the operation of these restrictions in the form which may be adopted are permitted to operate in a manner which might progress so far as to defeat in whole or in part the ultimate objective of those restrictions. Therefore, the approval of additional use permits, variances, building permits, or other entitlement to use which is required in order to comply with the City's zoning ordinance would result in a threat to public health, safety or welfare.

I. On the basis of the foregoing findings, all evidence in the record, including but not limited to, the staff report and testimony from staff, the City Council finds that the prohibiting the establishment, relocation and expansion of massage practitioners and massage establishments is justified in accordance with California Government Code section 65858.

SECTION 4.

This Ordinance is exempt from CEQA based on the following findings:

A. This ordinance is not a project within the meaning of Section 15061(b)(3) of the CEQA Guidelines because it has no potential for resulting in a physical change in the environment, directly or indirectly.

B. This ordinance is categorically exempt from CEQA under Section 15308 of the CEQA Guidelines, as it is a regulatory action taken by the City pursuant to its police power and in accordance with Government Code Section 65858, to assure maintenance and protection of the environment and adoption of contemplated local legislation, regulation and policies.

C. This ordinance is not subject to CEQA under the general rule set forth in Section 15061(b)(3) of the CEQA Guidelines that CEQA only applies to projects which have the potential for causing a significant effect on the environment. For the reasons set forth in subparagraphs (1) and (2) above, it can be seen with certainty that there is no possibility that this ordinance will have a significant effect on the environment.

SECTION 5. Severability.

If any provision of this ordinance or the application thereof to any person or circumstance is held invalid, the remainder of the ordinance, including the application of such part or provision to other persons or circumstances, shall not be affected thereby and shall continue in full force and effect. To this end, provisions of this ordinance are severable. The City Council hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause or phrase hereof irrespective of the fact that any one or more sections, subsections, subdivisions, paragraphs, sentences, clauses or phrases be held unconstitutional, invalid or unenforceable.

SECTION 6. Effective Date.

This Ordinance shall take effect upon the expiration of Ordinance 15-01 on or about March 6, 2015, as an urgency ordinance necessary for the immediate preservation of the public peace, health or safety, pursuant to the California Government Code Section 36937 (b).

SECTION 7. The City Clerk shall certify to the adoption of this Urgency Ordinance.

PASSED, APPROVED, AND ADOPTED this 23rd day of February, 2015

_____
Richard D. Murphy, Mayor

ATTEST:

_____
Windmera Quintanar, CMC, City Clerk

APPROVED AS TO FORM:

_____
Cary S. Reisman, City Attorney

STATE OF CALIFORNIA)
COUNTY OF ORANGE) ss.
CITY OF LOS ALAMITOS)

I, Windmera Quintanar, CMC, City Clerk of the City of Los Alamitos, do hereby certify that the foregoing Urgency Ordinance No. 2015-02, was adopted at a special meeting of the City Council on the 23rd day of February, 2015, pursuant to Government Code Section 36937 (b), by the following roll-call vote, to wit:

AYES: COUNCIL MEMBERS:
NOES: COUNCIL MEMBERS:
ABSENT: COUNCIL MEMBERS:
ABSTAIN: COUNCIL MEMBERS:

_____
Windmera Quintanar, CMC, City Clerk

City of Los Alamitos

Agenda Report	February 23, 2015
Special Orders	Item No: 4A

To: Mayor Richard D. Murphy & Members of the City Council

Via: Bret L. Plumlee, City Manager

From: Steven A. Mendoza, Community Development/Public Works Director

Subject: Los Alamitos Boulevard Beautification

Summary: Since 2009, the City of Los Alamitos has worked on improving the Los Alamitos Boulevard Commercial Corridor. Toward that end, the Draft General Plan will solidify that vision into Goals and Policies which have been through Stakeholder interviews, Focus Group Meetings, Community Open Houses, and over 28 study sessions including those of Commissions meeting jointly. Support for beautifying Los Alamitos Boulevard is clearly documented. The next step is to decide what public improvements are necessary to implement that vision.

Recommendation: Review and discuss a path toward implementing beautification and improvements to Los Alamitos Boulevard and direct staff to develop an implementable multi-year Capital Improvement Plan for the Los Alamitos Boulevard Corridor.

Background

The Los Alamitos Boulevard corridor is a primary area of the City with potential for economic growth. The corridor provides a window to Los Alamitos for consumers, potential businesses, as well as current and future City residents. Currently 30,437 vehicles per day travel along this 1/2 mile corridor that runs north and south from Cerritos Avenue to Katella Avenue. Given the strategic location of this corridor, Los Alamitos Boulevard offers tremendous opportunity for attracting business and mixed use development to serve the numerous residents, visitors, students and workers living in and around Los Alamitos. Commercial uses along Los Alamitos Boulevard are concentrated at four key intersections - Cerritos Avenue, Sausalito, Florista and Katella. Surrounding these commercial nodes are the established residential neighborhoods of Old Town East and Old Town West. Although economically successful, the business and activity corridor is not currently maximizing its potential.

How it all Began

In May of 2009, the City Council authorized the application for a Southern California Association of Government's (SCAG) Compass Blueprint Planning Grant in order to develop a vision for the City's Corridors. The City was awarded the Grant and, soon after, SCAG hired a consultant to develop a plan. That plan eventually developed into the Los Alamitos Commercial Corridors Plan which developed land use policy and design to facilitate the City's future development needs. The plan considers transportation networks, economic conditions, air quality management, and challenges created by neighboring cities' development as well as the accommodation of the overall growth of the region.

In 2010, the City Council was presented with the results of the Compass Demonstration Project, which was entitled Katella + Los Alamitos Commercial Corridor Plan. Council may recall this as the 11" X 17" bound color document. This demonstration project analyzed and outlined actions the City can take to capitalize on the forthcoming Bus Rapid Transit (BRT) routes/stations, stimulate new private investment and redevelopment, and ultimately create great places in Los Alamitos. BRT features of a real-time BRT system include: frequent service; limited stops; enhanced bus stops shelters and transit signal priority systems. Compass Blueprint is a new way to look at how Southern California grows. SCAG's work aims to influence the development of the Regional Transportation Plan and Sustainable Communities Strategy, assists local government planning efforts, and is driven by four key principles:

Mobility -	Getting where we want to go
Livability -	Creating positive communities
Prosperity -	Long-term health for the region
Sustainability -	Ensuring that today's decisions do not compromise future generations

In addition to the Compass Blueprint Principles the demonstration project was driven by six specific project goals:

1. Enhance the corridors and at key gateways.
2. Create a central, pedestrian- and bicycle-friendly place for those who live, work, learn, and shop in Los Alamitos.
3. Create a reason for people to turn left or right from Katella Ave. onto Los Alamitos Blvd.
4. Consolidate scattered office, medical, retail, and service uses into logical districts and nodes.
5. Develop strategies for the reuse of key commercial centers and other under-utilized parcels and incentivize lot consolidation.
6. Maximize the multimodal nature of the corridors and capitalize on future BRT investments.

The City Council embraced the results of the demonstration project, particularly as it related to improvements along Los Alamitos Boulevard. The Council requested staff to provide a staff report that discusses the necessary steps to move forward with the project. At the September 7, 2010 meeting, the City Council was presented information which explained how the project was broken down into five phases, and staff was authorized to start Phase 1.

Phase 1 - Funding and Preliminary Public Outreach
- Seek available funding opportunities
- Begin Public Outreach

Phase 2 - Conceptual Design
- Gather data
- Prepare Existing Condition Maps
- Prepare Preliminary Concept of Plan
- Identify utility relocations, water, sewer, storm drain, electrical, gas, oil, telephone, cable TV, manholes, vaults, bus pads, poles, and lights
- Identify right-of-way requirements for public improvements
- Prepare construction cost estimates
- Present Conceptual Design to City Council

Phase 3 - Public Outreach
- Prepare Public Outreach material and presentation
- Traffic Study
- Present Conceptual Design to the public and business owners
- Prepare Final Alternative
- Present Final Alternative to City Council, public and business owners

Phase 4 - Environmental Documentation
- Prepare Negative Declaration
- Public review period
- Finalize report

Phase 5 - Construction Documents
- Final Plan
- Specification
- Estimates
- Prepare Community Outreach for construction activities

During the January 3, 2011 meeting, the City Council was provided a presentation of the status of the Downtown Revitalization Funding and Public Outreach for the City of Los Alamitos. The City Council authorized $90,000.00, to start Phase 2 and 3.

• Phase 2 – Conceptual Design	$40,000.00
• Phase 3 – Traffic Study/Public & Bus. Outreach	$50,000.00
TOTAL	**$90,000.00**

Where we have been

During the March 7, 2011, meeting the City Council was provided a presentation of the status of the Downtown Revitalization Concept Plans and the traffic study was started. Plans were presented for each alternative and cost estimates were provided. In April 2011, staff obtained proposals from firms to provide an outreach component to the Los Alamitos Boulevard Revitalization Project. City Council requested an extensive outreach be conducted prior to proceeding on the Los Alamitos Boulevard Revitalization Project.

A Request For Proposal (RFP) asked proposers to include the cost of providing project initiation; outreach notification and advertising; and, conducting outreach meetings. The outreach meetings would include two residential meetings, supplemented with parent outreach; four meetings with the school district and PTA to secure parental involvement; and, one business meeting. The consultant would be responsible for providing a summary and recap of outreach efforts to the Planning Commission and the City Council.

On July 13, 2011, the Los Alamitos Boulevard Corridor Traffic Study was presented to the Traffic Commission. It was an analysis of traffic-related impacts associated with the implementation of the proposed Los Alamitos Commercial Corridor Plan for Los Alamitos Boulevard between Cerritos Avenue and Katella Avenue. This study included analysis of potential project-related traffic impacts on the surrounding circulation system, along with assumptions, methodology, findings, and recommendations. This staff report was pulled by the Downtown Revitalization Sub-Committee and therefore not presented.

On July 18, 2011 the City Council denied the award of a contract to conduct Public Outreach Related to the Los Alamitos Boulevard Revitalization Project and the project has had no activity since then.

Fiscal Year 2014-2015 Budget discussions included the adoption of a City Wide Seven Year Capital Improvement Plan (CIP) including conceptual design and public outreach monies for the Los Alamitos Blvd. Revitalization Project. This CIP project included $40,000 for 2014-2015 and $160,000 in year 2015-2016.

On January 20, 2015, the City Council, when considering the release of a Public Outreach RFP, requested a workshop be conducted. On that date, staff brought forward a Scope of Work for an Outreach Consultant to perform the necessary outreach related to improvements along Los Alamitos Boulevard.

Discussion

Where are we going

Given the strategic location of this busy corridor, Los Alamitos Boulevard offers tremendous opportunity for attracting businesses and mixed use development to serve the numerous residents, visitors, students and workers living in and around Los

Alamitos. The City Council has requested a workshop on this topic before further steps are taken. In order for the retail along Los Alamitos Boulevard to be successful, the corridor must offer a unique experience that the other corridors lack; it must become a destination where people want to go to spend their time. It must become a unique and identifiable commercial corridor for Los Alamitos that is an economically viable, self-sustainable, and pedestrian-friendly destination.

The Draft General Plan Supports Los Alamitos Boulevard Improvements

The City's Commissions, while working jointly on the General Plan, never forgot the vision developed by the Los Alamitos Commercial Corridor Plan and incorporated the following Goals and Policy's into the City's Draft General Plan. These Policies have made their way through public outreach meetings and into the Future General Plan. The General Plan uses the terms "downtown" and "town center" interchangeably to refer to a walkable, human-scaled area where people shop, work, eat, have fun, and spend quality time with friends and family. People can also live adjacent to or in a downtown area. It can also be thought of a central business, shopping, and social district. Such an area may also serve the primary place where the people of Los Alamitos gather to celebrate as a community. The future General Plan has been designed to support these policies for future implementation. Should Council be uncertain regarding policy support, the General Plan Policies have been made public and been through Stakeholder interviews, Focus Group Meetings, Community Open House, and over 28 study sessions including those of Commissions meeting jointly. Those Policy's have been through the following outreach:

- **Stakeholder Interviews -** Twenty Eight (28) interviews of Los Alamitos and Rossmoor residents, businesses, and service providers

- **Focus Group Meeting -** Roundtable discussion about key topics such as historical preservation, culture, and heritage

- **Community Open Houses -** Four open houses in Los Alamitos (3) and Rossmoor (1)

- **Commission and Council Study Sessions** Twenty Eight (28) study sessions held throughout the update process: - Four (4) with City Council - Twenty Four (24) with City Commissions (Planning; Traffic, and Parks; Recreation and Cultural Arts), including five (5) held as Joint Commission meetings

The Draft General Plan envisions the City of Los Alamitos as:

> ***Los Alamitos is an attractive, dynamic, and modern city renowned for its world-class schools, parks, and recreation facilities, as well as a nationally-recognized medical center.***

The City is comprised of well-maintained neighborhoods that enjoy strong identities, generate civic pride, and collectively offer wide range of places to live.

Los Alamitos hosts a town center that defines the popular image of the City and offers multiple places for the residents, workers, and students of Los Alamitos to meet friends, stroll, enjoy great food, and shop.

The City is home to successful businesses that provide the City with a diversity of tax revenue and fiscal support, helping ensure Los Alamitos is economically sustainable.

Los Alamitos maintains a system of streets and trails that are safe for everyone and every form of transportation—be they children, families, workers, or customers who walk, bike, ride transit, or drive.

The following Goals and Policies are incorporated into the Land Use, Economic Development and Mobility and Circulation Elements of the General Plan.

Land Use Element
Goals and Policies

Goal 1: An attractive and pedestrian-friendly town center that serves as the heart of the community.

Policy 1.1 **Town center.** Promote the development of a unique town center around Los Alamitos Boulevard, with spaces designed for community celebrations and events.

Policy 1.2 **Public investments.** Invest in public improvements to transform Los Alamitos Boulevard into an attractive and pedestrian-friendly street.

Policy 1.3 **Diverse businesses and activities.** Attract and retain a variety of shopping, dining, and entertainment options for residents and visitors in the town center. Encourage the creation of daytime, nighttime, and weekend activity in the town center.

Policy 1.4 **Vertical mixed-use.** Encourage development that provides retail on the ground floor and office, hotel, or residential uses on upper floors in the town center along Los Alamitos Boulevard.

Policy 1.5 **Outdoor dining.** Encourage existing and new restaurants to incorporate outdoor dining along Los Alamitos Boulevard.

Policy 1.6 **Public art.** Encourage the incorporation of art in public and private spaces that celebrates the community's history and imagines a greater future.

Economic Development Element
Goals and Policies

Goal 3: Distinctive shopping and entertainment corridors and districts that attract consumer spending by residents, workers, and regional visitors.

Policy 3.1 **Town center.** Prioritize municipal decisions, initiatives, investments, and development approvals that contribute to the vision of a town center as an amenity-rich, multi-modal, and mixed-use district that is a unique regional destination and that emphasizes experience-oriented shopping.

Policy 3.2 **Business development.** Collaborate with the Chamber of Commerce, the Orange County Small Business Development Center, and other economic development partners to improve access by Los Alamitos small businesses and independent retailers to business development services.

Policy 3.3 **Quality retail environments.** Require new, redeveloped, and revitalized retail centers to provide street furniture, shading, pedestrian circulation, and gathering spaces that enhance the experience of shopping.

Policy 3.4 **Parking districts.** Support voluntary efforts by commercial property owners to establish parking management districts (or other tools) to facilitate shared parking solutions and encourage pedestrian-oriented mixed-use buildings.

Policy 3.5 **Public-private partnerships.** Prioritize municipal initiatives and investments in areas in which private sector businesses and property owners are voluntarily providing private funding through special financing districts (such as assessment districts and business improvement districts).

Policy 3.6 **Diversification.** Prioritize municipal initiatives, investments, and development approvals that bring businesses in economic sectors not currently represented in Los Alamitos.

Mobility and Circulation Element
Goals and Policies

Goal 1: A context-sensitive network of streets, bikeways, and pedestrian areas that promote the safe and efficient movement of people and goods.

Policy 1.3 **Downtown connectivity.** Downtown Los Alamitos shall be safely and comfortably accessible by car, by bike, or on foot while maintaining Los Alamitos Boulevard as a four-lane facility with sufficient space for turning movements and queuing space for school access.

As indicated within the Mobility and Circulation Element, the future General Plan maintains Los Alamitos Boulevard as a four-lane facility, thus alleviating concerns that development along the Boulevard would eliminate any lanes. Knowing that the support is there for implementation of the above mentioned Goals and Policies, the question remains in the implementation of improvements toward that goal. The goals are established, implementation is not. Through our discussion tonight, staff will gain a

better understanding of the Council objectives and be able to develop an implementation plan.

Improvements

Improvements to the corridor should meet the Council's ultimate vision for the area and be implemented in an incremental manner, while remaining consistent to the vision. Some of the easier ideas to grasp for a basic improvement project could include the capital improvement projects listed below.

Center Medians

A **median** is the area between opposing lanes of traffic. Center Median Street improvements can significantly impact the nature and feeling of a commercial area creating a cohesive, beautiful, and efficient city and ensure the safe and efficient movement of goods and people. Medians also are functional. The U.S. Department of Transportation's Federal Highway Administration (FHWA) encourages medians and refuge islands because they can increase both pedestrian and motor vehicle safety. They do this by allowing pedestrians to cross one direction of traffic at a time, often allowing them to focus on just two to three lanes rather than the entire 120' wide Los Alamitos Blvd. Medians. Improved lighting has been shown to reduce nighttime pedestrian fatalities at crossings by 78 percent. Raised medians provide additional benefits above and beyond reducing pedestrian crashes, including the following:

- Reducing motor vehicle crashes by 15%
- Decreasing delays (>30%) for motorists
- Increasing capacity (>30%) of roadways
- Reducing vehicle speeds on the roadway
- Providing space for landscaping.
- Beautification

Street Furniture, Planters, Tree Wells

Actions can be taken to improve the streetscape, or the area between the buildings and street. Making this area pedestrian-friendly can give the space a real street presence. One of the best investments is to plant trees and other vegetation. Besides providing shade to pedestrians, street trees are also a way to slow down vehicular traffic. By bringing a bit of greenery into a Commercial Corridor the street begins to develop individual character, making it more inviting to the pedestrian. One of the best investments is to plant trees and other vegetation. Besides providing shade to pedestrians, street trees are also a way to slow down vehicular traffic. By bringing a bit of greenery into a Commercial Corridor the street begins to develop individual character, making it more inviting to the pedestrian.

Wayfinding Signage

The purpose of a Wayfinding Program is to create comprehensive signage. It is believed that an effective wayfinding program could have many benefits including:

- Improve the flow of traffic through better navigation
- Identifying points of interest, and their proximity, lessening vehicle usage
- Promoting guest safety and an improved overall visitor experience
- Provide directional guidance to various public and private destinations in Los Alamitos
- Reduce visual clutter to the extent feasible

Identity/Branding

Development of a brand or identity of the Boulevard will go far in obtaining support for the development of any strategy for improvement. The public will be more likely to champion project that has a perceived identity. How will people know where the "place" is if it does not have name. Identity and Branding gives citizens the ability to display their pride of the place. It helps stakeholders to share a common language. It presents a face to a project and shows that the City is confident of its worth and is willing to see a plan though to the end. In turn, investors in the community will see a City that is willing to stand behind its plans for the future.

The creation of a new district along Los Alamitos Boulevard would help the City define itself internally, brand itself to those outside of Los Alamitos, and enhance the economic synergy among related land uses.

THE BLVD

the BLVD

The BLVD

BOULEVARD

Implementation

The City is at a crossroads toward implementing improvement efforts along Los Alamitos Boulevard. Consequently, all plans for improvements in the public right-of-way, all plans for establishing a distinctive identity for the Boulevard, and any general changes to the character of the Boulevard have been stalled.

The Los Alamitos Corridor Plan and the Draft General Plan have developed a vision of an improved corridor. Implementation of that vision obtained early public support before finalization of the document. The decision to move forward toward developing a strategy that represents the goals of the City Council, while meeting the needs of the Community, is up for consideration tonight.

Fiscal Impact

The current year's adopted budget includes $40,000 for Project Outreach funded by General Fund Reserves. The Seven Year Capital Improvement Plan includes another $160,000 in Fiscal Year 2015-2016.

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