



PACIFIC GROVE WEEKLY SUMMARY

April 24, 2015

COMMUNITY DEVELOPMENT

Architects Seek Input on Possible Hotel Design. Nader Agha, the owner of the Holman Building site, has proposed splitting the parcel into two. He is under contract to sell the southerly portion of the site, on which the Holman Building sits (Parcel 1). He is retaining the northerly portion of the site (Parcel 2) for his own development. The lot split request was denied by the Planning Commission on a 3-3 tied vote on April 2. Mr. Agha has appealed the Planning Commission's denial of the lot split to the City Council. The appeal will be heard May 20.

In the meantime, both the potential buyers of Parcel 1 and Mr. Agha, for Parcel 2, are starting to work on ideas for the development of the resulting two parcels, should be Council approve the lot split. After many, many years of inactivity, such efforts would be highly anticipated.

Mr. Agha has retained the RRM Design Group to work with the community on the development of a possible hotel on Parcel 2. RRM's architects have asked to meet informally with the City's Architectural Review Board (ARB), requesting this pre-application workshop to discuss design issues that the project might encounter. The workshop has been scheduled for Wednesday, May 6th from 11am to 1:30 p.m. in the Holman Building, on the second floor.

The meeting with the ARB is a public meeting (not a "public hearing") and all who are interested are invited to attend. No formal application has been made to the Community and Economic Development Department. The applicant's architects have met with City staff on two previous occasions.

Mark Brodeur, Director of the Community and Economic Development Department, noted, "We don't do this type of early review on many projects, but given this location and the possibility of a great addition to the Downtown, it is appropriate for the developer to get some early input" Brodeur said. The concept being considered would construct a 135-room hotel with on-site parking, restaurant, and meeting room.

"Whenever possible, we like to encourage architects/designers to meet with members of our ARB before filing a formal application and having to go through the more formalized public hearing process" Brodeur said. "This provides the architect and the ARB the opportunity for a free exchange of ideas and suggestions. It is a good process that I wish more applicants availed themselves of," he added.

The ARB invites the community to be present and to offer their ideas for the design of the site. No formal action can take place, as no project application has been submitted; it is still a good opportunity for the applicant to get early input, before proceeding very far with his own ideas.

"Among the issues to be addressed for this site are water and parking," Brodeur said. The applicant will need to secure the necessary water before the project can move forward. Several options have been discussed and the applicant is continuing to study and consider these options. The site also presents other challenges. The building height is controlled by the amount of the site that is covered with buildings and impervious paving.

“This is a unique site” Brodeur said, “It has a unique set of zoning standards established by a vote of the community and those standards create a significant challenge to designing a hotel.” Development on this parcel is controlled by Measure E, which was passed by Pacific Grove voters in 1994, with over 81% of those voting supporting the initiative.

The public is encouraged to attend to learn more about the design of the project and to understand the various challenges the architects will face before submitting a formal application to the City.

Please find attached the ARB Meeting Notice for the 11:00 a.m. Wednesday, May 6 workshop. The site location is 542-546 and 554 Lighthouse.

CalAm Pumphouse Historic Demolition Permit HDP14-405. The project consists of demolition of a pumphouse located at 260 Sinex Ave, in the roundabout. The structure is listed on the City's Historic Resources Inventory. [Notice of Preparation](#) Monday, April 13, 2015 through Wednesday, May 13, 2015 EIR Scoping Meeting on April 30, 2015 @ 7pm at the Pacific Grove Community Center

FINANCE

Effective 4-1-15, the Sales Tax in Pacific Grove increased 1/8 cent due to the Monterey Salinas Transit's (MST) successful measure on the November 2014 ballot. On June 18, 2014, MST requested the City Council approve a resolution allowing the measure to be placed on the ballot. The increased sales tax is used to provide enhanced transportation services for veterans, persons with disabilities, and seniors. For more information, you can refer to the [agenda report brought to the City Council on June 18, 2014](#).

FIRE DEPARTMENT

Safety Presentation. On April 22, 2015, Fire Inspector Jim Gunter provided a safety presentation to some 70 residents and staff at Canterbury Woods residential facility in Pacific Grove. The presentation included a ten-minute video that explained how to escape from a fire; how to shelter in place during a natural disaster; how to “stop, drop, and roll” if clothing catches fire; how to operate a fire extinguisher; and how to identify and remove trip hazards. A question and answer period followed. An actual fire alarm drill (held quarterly at Canterbury Woods) took place, giving residents the opportunity to practice exiting the building and to learn where to gather for accountability. Designated individuals are assigned in each living area to count heads and to ensure that all residents are out of danger in the event of a fire. **Planning Your Safe Escape –** If a fire breaks out in your home, you may have only moments to safely escape once the smoke alarm sounds. Follow these safety tips:

- Make a home escape plan: draw a map and share with everyone in your home.
- Know at least two ways out of every room, if possible and insure that all doors and windows open easily.
- Designate an outside meeting place that is a safe distance from your home.
- Practice your home fire drill both at night and during the day twice a year.
- Practice using various ways out of your home.
- Teach children how to escape in case you are unable to help them.

If the alarm sounds:

- Get out and stay out!
- Close the doors behind you as you leave.
- If you have to escape through smoke, get low and go.
- Call 911 from outside your home!

Public Education at Hilltop Park Center Preschool. On March 20, 2015, the Monterey Fire Department participated in a “Community Helpers Day” which was sponsored by the Monterey Youth Center Preschool Program along with the City of Monterey’s Recreation Department. The event included 60 children between the ages of 3 and 5 years of age. The purpose was to help them understand the work that Firefighters, Police, Ambulance and Forestry personnel do for their communities. The firefighters presented safety tips, how and when to call 911 and showed the children firefighting equipment and fire trucks as well as a question and answer session. The children were grateful to learn about what we do and recently sent the participating firefighters the below thank you card.

LAW/POLICE DEPARTMENT

Weekly Highlights. Attached you will find Chief Myers’ Weekly Police Report for the week of April 17, 2015 to April 23, 2015, with the Year-to-Date Monthly Highlights.

MUSEUM

Science Saturday. Identification Day is Saturday, April 25, from 11 a.m. to 3 p.m. Museum admission is free for all guests on Science Saturday! <http://www.pgmuseum.org/museum-events/2015/4/25/science-saturday-identification-day>

Panama-Pacific International Exhibit. Be sure to visit the Museum to see the new Panama-Pacific International Exposition exhibit. The exhibit is on display through the end of the year and features a chair made from an oak tree under which Father Junipero Serra is thought to have conducted his first sermon after arriving in Monterey. <http://www.pgmuseum.org/exhibitions/#PPIE>

Nature Exhibit. The Museum’s Illustrating Nature exhibit, featuring science illustrations from California State University, Monterey Bay, kicks off May 1 with an opening reception held during Pacific Grove’s First Friday Art Walk from 5-7 p.m. The exhibit will be on display through June 14. <http://www.pgmuseum.org/museum-events/2015/5/1/illustrating-nature-opening-reception>

PUBLIC WORKS

Painting Parking Tees. This week Public Works has begun work on repainting some of the many parking tees throughout the community. On Monday the crews started to paint all of the parking tees along Ocean View Boulevard and surrounding the American Tin Cannery building. This took the crews about three days to complete. Now that the parking tees in these locations have been completed for the parallel parking spots, crews have already moved to the downtown

area, to start repainting the diagonal stripes. They will start with the striped parking spots, refreshing the paint, and then will evaluate the parking tees along the side roads in the downtown area. It should take crews a week to complete the downtown painting.





The Fair Housing Act requires the U.S. Department of Housing and Urban Development (HUD), to develop voluntary programs to achieve fair housing goals. HUD's Voluntary Affirmative Marketing program is designed to engage the private sector, including builders, developers, lenders, and the real estate industry, in national and local efforts to improve housing choice.

Voluntary efforts include local agreements to further fair housing, the establishment of citizen Community Housing Resource Boards (CHRB) to maximize communication among racial and ethnic minorities, women, and the real estate industry, in connection with enforcement of the agreements.

The Opportunity Counseling Program, also known as Mobility Counseling Program, is designed to assist families with Housing Choice Vouchers (formally known as Section 8) to move from high-poverty to low-poverty neighborhoods. Public housing agencies, in partnership with local non-profit organizations, provide counseling services and conduct outreach to landlords. The five major objectives of this program are to:

1. Expand landlord participation in the Housing Choice Voucher Program and increase the number and diversity of neighborhoods in which Housing Opportunity Voucher families live;
2. Assist and encourage Housing Choice Voucher Program families to move to low poverty neighborhoods that offer quality housing, education, and employment opportunities;
3. Address existing barriers to mobility and opportunity in the Housing Choice Voucher Program, including administrative barriers to portability;
4. Promote greater cooperation and joint problem solving among Housing Choice Voucher Programs operating in a metropolitan housing market; and
5. Create or strengthen institutions that administer the Housing Choice Voucher Program on a regional basis, including the provision of regional mobility counseling.

Check out the Fair Housing Planning Guide on the HUD website to learn more about Affirmatively Furthering Fair Housing.

[HUD.gov](https://www.hud.gov)



JUST RUN!

April 11, 2015

Dear Pacific Grove Neighbor,

The kids are back! On Saturday morning, April 25, the By the Bay 3K run will return to Pacific Grove. This community event, organized by the Big Sur International Marathon, is a key element of the marathon weekend. Nearly 3,500 children representing more than three dozen Monterey County schools along with parents and teachers will participate. Many of these kids, especially those from the Salinas Valley, have never even seen the ocean! We look forward to making this a fun and very special occasion for the participants while minimizing the impact to local residents.

The race will begin at 8 a.m. on a new out-and-back course along Ocean View Blvd. from Lovers Point west to Coral Street and back. There will be five separate wave starts approximately five minutes apart. The last runners should be finished by approximately 9 a.m. Pre and post-race festivities will be held at Lovers Point Park.

The City of Pacific Grove will be posting **No Parking-Tow Away** notices for **Saturday morning, April 25, beginning at 5 a.m. along Ocean View Blvd. from Fountain Ave. to Asilomar Blvd. near the golf course. The road will be closed beginning at 6 a.m. and will reopen in stages with most of the roadway fully open by 11 a.m.** Residents on Ocean View must park on a side street if an early morning exit is needed; residents along Mermaid Avenue will be allowed to exit on to Sea Palm only. Hotel guests needing to exit the area between these hours will also need to park off the course for easy exit access.

The **By the Bay 3K** fun run is a 'goal race' for schools throughout Monterey County, especially for those involved in the marathon's JUST RUN youth fitness program. The Big Sur Marathon holds a Schools' Competition within this race and awards cash prizes to schools based on their level of participation. This year the marathon will provide nearly \$14,000 to 20 local schools.

We thank you for your cooperation and patience during this event. We encourage you to come out and cheer for the kids, making them feel welcome and energized as they run along our beautiful coastline.

Sincerely,

A handwritten signature in black ink that reads "Doug Thurston". The signature is written in a cursive, flowing style.

Doug Thurston
Race Director
Big Sur International Marathon

P.S. If you have any questions or concerns, please feel free to call the marathon office - 831-625-6226, or the Special Events Department of Pacific Grove - 831-648-5722.



STARTUP CHALLENGE

2015

VENTURE SHOWCASE

Register now for the Startup Challenge Venture Showcase!

The Showcase is a celebration of entrepreneurship in the Monterey Bay region and will feature exhibits by Startup Challenge contestants, speakers on entrepreneurship, networking opportunities for all, and the inaugural **Otter Tank** competition for the Venture Division grand prize.

The Showcase is free and open to the public and will be held on **Friday, May 1, 2015 at the University Center on the campus of California State University, Monterey Bay.** This unique event will not only give you a view into the process of developing a business but will also be a great networking opportunity. Please join us for this Celebration of Entrepreneurship!

Register at startupchallenge2015.eventbrite.com

Schedule for the Venture Showcase:

3PM: Exhibit Hall opens. Come meet the new entrepreneurs in the Exhibit Hall.

4-6PM: Main program. See the three finalists in the Venture division compete in the **Otter Tank**.

6-7PM: Reception: Celebrate with the winners and network with the new entrepreneurs.

Congratulations to the businesses selected to be 2015 Startup Challenge finalists

VENTURE DIVISION

Head Injury Treatment Tool (HHITT)
HeavyConnect
Innovative Configuration
International PROOF Systems
KinaTouch
LukaBlue
Mooki
Nanotricity
Peaceful Planet Products
Saludos
Sasa Designs
UCE JUICE
Ushü
VicalityTM

MAIN STREET DIVISION

Boardshorts and Boots
Eagle Eye Agriculture Technologies
Rock The Foob
Sarah By The Sea
Zocalo Tamales

STUDENT DIVISION

Brewmann
Crigger Ridder
HEMPire
Streamflow Technologies

We would like to thank our major sponsors:

MARQUIS SPONSOR



DIAMOND SPONSORS



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GOLD SPONSORS



SILVER SPONSORS



For more information and to register go to: startupchallenge2015.eventbrite.com

www.TheStartupChallenge.org Tel: 831-831-582-3230 Facebook.com/TheStartupChallenge @StrtupChallenge

Foundation for Performing Arts Center Pacific Grove & Leadership Monterey Peninsula
PRESENTS



BATTLE OF THE BANDS | **BROADWAY ON THE BAY**
MAY 1ST | **MAY 2ND**

7-10 PM FOR TICKETS VISIT

Performing Arts Center
Pacific Grove
835 Forest Avenue, PG

Proceeds benefit

"Keeping the Arts Alive"
in our schools

ONLINE @
www.performingartscenterpg.org

BOOKMARK MUSIC
307 Forest Ave. Pacific Grove

ROCKSTAR DANCE STUDIO
510 Lighthouse Ave. Pacific Grove

ONE NIGHT:
STUDENTS-\$5 • GENERAL-\$10

THE BOOK WORKS
667 Lighthouse Ave. Pacific Grove

DO RE MI MUSIC
Carmel Rancho Shopping Center

MONTEREY ROCK & ROLL EXPERIENCE
380 Alvarado St. Monterey

TWO NIGHTS:
STUDENTS-\$7 • GENERAL-\$15

THANK YOU TO OUR SPONSORS & COMMUNITY PARTNERS





PACIFIC GROVE
CHAMBER OF COMMERCE
& TOURIST CENTERS

Present

Mazda Raceway Laguna Seca All Chamber Mixer

Thursday, April 30th from 5:30 to 7:30 pm

Hospitality Pavilion

1021 Monterey Salinas Highway

Chamber shuttle available from Pacific Grove Chamber of Commerce

Departure at 4:45...return at 6:30 pm

Join Mazda Raceway Laguna Seca Thursday, April 30th for a fun-filled mixer to kick off the Continental Tire Monterey Grand Prix. Enjoy hors d'oeuvres and wine, meet drivers, and have a chance to win raffle prizes. Members \$10, Non-Members \$20.

For more information, contact Jeannie Sumners at (831) 242-8204 or
Jeannie@MazdaRaceway.com

Pacific Grove Chamber of Commerce 100 Year Celebration

Friday, May 1st from 12 noon to 3 pm

Lovers Point Park

Join the Pacific Grove Chamber of Commerce & Tourist Centers as we celebrate the 100th anniversary of our incorporation.

R.S.V.P. by April 24th to (831) 373-3304 or rita@pacificgrove.org
Chamber Members Only

First Friday

Friday, May 1st from 6:00 to 9:00 pm

Grassroots event sponsored by several local participating businesses in downtown Pacific Grove. Community • Art • Entertainment

Look for the Green flags to signify participating businesses. Green for GO!

Pacific Grove Art Center will have a Gala Opening from 7:00 to 9:00 pm.

For more information, contact Artisana Gallery at 831-655-9775 or
www.facebook.com/1stFridayPacificGrove

Hambrook's 25th Anniversary Celebration & Auction Preview

Friday, May 8th from 4:00 to 7:00 pm

Hambrook's Auction House - 481 Lighthouse Avenue

Join the Pacific Grove Chamber of Commerce and Hambrook's Auction House for an auction preview and 25 years in business celebration.

Complimentary refreshments will be provided.

Lighthouse Door Company

10th Anniversary Ribbon Cutting

1213 Forest Avenue, Suite A

Thursday, May 14th from 5:00 pm to 6:30 pm

Please join the Pacific Grove Chamber in congratulating owners Eric and Monica Wason on celebrating 10 years in business. Lighthouse Door Company installs, services, and repairs garage doors. Complimentary refreshments.

For more information 831-373-3304 or www.pacificgrove.org

Chamber's James R. Hughes Citizen of the Year Award Presentation

Saturday, May 30, from 6:00 to 8:00 p.m.

Asilomar Conference Grounds, Merrill Hall - 800 Asilomar Boulevard

Public Official of the Year – David Potter, County Supervisor

Citizen of the Year – Ken Hinshaw

Business of the Year – Ted and Cindy Walter, Passionfish

Chamber Volunteer of the Year – Nina Grannis

Nonprofit of the Year - Tony Prock & Pacific Grove Citizens Police Academy

\$55.00 per person • Menu: Steak or Veggie

RSVP at www.pacificgrove.org/events

www.pacificgrove.org

