



NOTICE OF MEETING

CITY OF PACIFIC GROVE ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING AGENDA

Thursday, March 12, 2020, 4:00 P.M.

Council Chamber – City Hall – 300 Forest Avenue, Pacific Grove, CA

1. CALL TO ORDER AND ROLL CALL

2. APPROVAL OF AGENDA

3. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)

4. REPORTS OF COUNCIL LIAISON

5. GENERAL PUBLIC COMMENT

(Comments from the audience cannot receive Commission action. Comments must deal with matters subject to the jurisdiction of the Commission and not on the regular agenda. Comments will be limited to three minutes. Whenever possible, letters are to be submitted to the Commission in advance of the meeting.)

6. CONSENT AGENDA

A. Approval of February 13, 2020 EDC Regular Meeting Minutes

7. REGULAR AGENDA

A. Presentation on Successful Downtowns and Economic Development Strategies

Reference: Barry Foster, Principal, and Angela Tsui, Senior Advisor, HdL's ECONsolutions

Recommended Action: Receive information and discuss potential economic development and enhancement strategies.

CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

8. ADJOURNMENT

NOTICE OF ADA COMPLIANCE: Pursuant to Title II of the Americans with Disabilities Act (Codified At 42 United States Code Section 12101 and 28 Code of Federal Regulations Part 35), and Section 504 of the Rehabilitation Act of 1973, the City of Pacific Grove does not discriminate on the basis of race, color, religion, national origin, ancestry, sex, disability, age or sexual orientation in the provision of any services, programs, or activities. The City of Pacific Grove does not discriminate against persons with disabilities. City Hall is an accessible facility. A limited number of assisted listening devices will be available at this meeting. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting or provide the requested agenda format.



 MINUTES

**CITY OF PACIFIC GROVE
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING**

Thursday, February 13, 2020, 4:00 P.M.

Council Chamber – City Hall – 300 Forest Avenue, Pacific Grove, CA

1. CALL TO ORDER AND ROLL CALL

Commissioners Present: Mia Jarick (Chair), Tama Olver (Vice Chair), Willy Nelson, Moe Ammar, Amber Kerchner, Sarah Fontecchio (Secretary), Debby Beck

2. ELECTION OF OFFICERS

Commissioner Nelson nominated Mia Jarick as Chair, the Commission voted 6-0-0-0 to appoint Mia Jarick as Chair. Chair Jarick nominated Tama Olver as Vice Chair, the Commission voted 6-0-0-0 to appoint Tama Olver as Vice Chair. Chair Jarick nominated Sarah Fontecchio as Secretary, the Commission voted 6-0-0-0 to appoint Sarah Fontecchio as Secretary. All nominations were unanimously approved.

3. APPROVAL OF AGENDA

On a motion by Vice Chair Olver, seconded by Commissioner Fontecchio, the Commission voted 6-0-0-0 to approve agenda. Motion passed.

4. COMMISSION AND STAFF ANNOUNCEMENTS (City-Related Items Only)

Commissioner Ammar provided an update on new businesses coming to Pacific Grove. New EDC commercials and Chamber Commercials were shown to the Commission.

5. REPORTS OF COUNCIL LIAISON

Council Liaison Councilmember McAdams provided an update on voting ballot drop boxes, the revision of single use plastics, changes to the smoking ordinance, and e-bikes.

6. GENERAL PUBLIC COMMENT

Public Comment was received from: Richard Davis

Please reference audio recording found on the EDC website from February 13, 2020 meeting for more information.

7. CONSENT AGENDA

A. Approval of January 9, 2020 EDC Regular Meeting Minutes

On a motion by Chair Jarick, Seconded by Commissioner Nelson, the Commission voted 6-0-0-0 to approve minutes. Motion passed.

8. REGULAR AGENDA AND ONGOING BUSINESS

A. Trial Farmers Market Concept

Reference: Mia Jarick, EDC Chair

Recommended Action: Discuss Subcommittee's recommendations regarding a proposed trial Farmers Market concept.

CEQA: Does not constitute a "Project" as defined by CEQA Guidelines Section 15378.

Chair Jarick provided a presentation and sub-committee information to recommend to the City Council to add an additional Farmers Market to Thursday evenings from 3pm – 7pm each week on a six-month trial basis on Lighthouse Ave between 17th and Forest. Information provided by Pacific Grove Police Chief Cathy Madalone on traffic and parking.

Public Comment was received from: Ron Shank, Hester Parker, Reid Norris, Lisa Ciani, Joy Colangelo, Murieta Baine, Kristy Mason, Inge Lorentzen Daumer, Wendy Gile, Richard Davis, Steve Thomas, David Van Sunder, Kathryn Bar.

Commission discussed the item. On a motion by Chair Jarick, seconded by Commissioner Nelson, the Commission voted 3-3-0-0 (Commissioners Olver, Fontecchio and Beck oppose) to move that the EDC recommend to the City Council an additional Farmers Market be added on a six-month trial basis for Thursday evenings from 3pm – 7pm on Lighthouse Ave. Motion failed.

Please reference audio recording found on the EDC website from February 13, 2020 meeting for more information.

B. EDC Budget Update

Reference: Haroon Noori, Management Analyst

Recommended Action: Receive information.

CEQA: Does not constitute a “Project” as defined by CEQA Guidelines Section 15378.

Per Commissioner Fontecchio’s request to receive an updated budget on allocated and available funds for recommendations to be spent before the end of the fiscal year. Spreadsheet provided to the commission. Commission discussed the item. Commissioner Beck requested a full accounting of expenditures with corresponding dates to be sent out to the commission.

Please reference audio recording found on the EDC website from February 13, 2020 meeting for more information.

10. ADJOURNMENT 5:20 P.M.

APPROVED BY THE ECONOMIC DEVELOPMENT COMMISSION

Sarah Fontecchio, Secretary

Date

The 18-Hour Downtown Live, Work, Visit, Shop, Dine & Play in Downtown Pacific Grove

Pacific Grove Economic Development Commission
Thursday, March 12, 2020



HdL[®] ECON Solutions



Terms and Definitions

A Successful 18-Hour Downtown is the Goal



An 18-Hour Downtown has activity from the morning throughout the evening hours offering retail, dining, entertainment, work, and living opportunities to create a vibrant Downtown area.

A place where people spend more than just eight hours behind a desk or a quick shopping trip and then drive home.

A place to live, work, visit, shop, dine, and play...





Terms and Definitions

What really makes a downtown area successful?

A “downtown area” is defined as a central or core business and commercial area of a city or town. This is the area that is often the “heart” of a city, pumping with businesses, people, food, and retailers – a hub of activity.

A downtown is considered “vibrant” when measured against several criteria, including: walkability, retail and dining, popular nightlife, community and special events, a rising population, diversity, and strong economic opportunities.





Essential Components

Successful downtowns are gathering places enticing people to stay in the downtown for an extended period of time. A successful downtown helps people develop an attachment to a city.





Essential Components

Essential Elements to a Vibrant & Successful Downtown Area

- Critical Mass of Successful Businesses
- Mix of Uses
- Evening/Night Life
- Gathering Places and Interesting Spaces
- A Regular Special Events Schedule
- Walkable Pedestrian Thoroughfares with Landscape Features
- Residential Base
- Branding
- Uniform and Evening Store Hours
- Gateway Features and Wayfinding Signage
- Parking Availability





Placemaking

Diverse mixed-uses, entertainment and attractions, and walkability, all living and working together.

Placemaking helps to retain and attract residents, workers and shoppers, which in turn retains and attracts business to the downtown and surrounding area of the community.





Land-Use & Planning

Example: Santana Row is Silicon Valley's premier destination for shopping, dining, living, working and playing. It features 615 luxury rental homes, 219 privately-owned condos, 690,000+ SF of Class A office space, 50 shops, 30 restaurants, 10 spas and salons, a boutique hotel, and a movie theatre.





Land-Use & Planning

Example: Old Town Monrovia established a Master Plan for its Downtown 25 years ago serving as a blueprint for redevelopment and enhancement of Old Town Monrovia. It included mixed-use zoning introducing residential, retail, office, and City-owned parking, as well as anchored with a movie theater. The City also adopted design guidelines and introduced the Monrovia Friday Night Street Fair.





“Alive After Five” Community Events

These events, typically held from 5:00pm-9:00pm, are aimed to draw people back to the city’s core with music, food and retail specials, and other activities.





Special Events



The Monrovia Friday Night Street Fair's mission is "to encourage residents and guests to come to Old Town to patron our local eateries, merchant shops and our Friday Night Vendors. By creating a family-centric atmosphere with quality vendors and entertainment the Street Fair has been designed to enhance the community's quality of life."





Special Events



Monthly Makers Market at Santana Row



Paws on Main at Main Street Cupertino



Summer Concert at Main Street Cupertino



Special Events



[EVENTS](#) ▾ [EXPLORE](#) ▾ [MAP](#) ▾ [ABOUT](#) ▾ [NEWS & MEDIA](#) [RESOURCES](#) ▾



DTA! is produced by Downtown Lafayette Unlimited

Downtown Alive is produced by Downtown Lafayette Unlimited an organization that has served and supported Downtown businesses since 1983. So much more than live music every Friday night, Downtown Lafayette Unlimited focuses on connecting the community's business leaders, artists, residents, and visitors—keeping Downtown as the thriving heart of Lafayette.



DTA! Happiest Hour

Starts at 5:00 PM, get to DTA before the show for limited availability drink specials, find a spot to set up for the show, and get ready for the coming fun. Happiest Hour is always hosted by a Downtown bar or restaurant



DTA! Kids Zone

The kids are always welcome at DTA! Our concerts feature safe, fun, and educational activities for the young ones so the whole family can enjoy their night Downtown. DTA Kids Zone is programmed in cooperation with Lafayette Parish Library, Lafayette Science Museum, Deuxieme Vie Creative, The Children's Museum of Acadiana, and a rotating cast of activity providers from face paint and balloon animals to fun jumps and obstacle courses. Generations of Lafayette natives have grown up going to Downtown Alive! Don't let your kids miss the fun!



DTA! Manger

Bring your appetite Downtown on Friday night! DTA happily hosts local food vendors to satisfy your cravings and give you fuel for the dance floor. If you want something a little more formal, you can always find a spot at one of Downtown's many dining establishments after the show.



Aligning Goals with Outcomes

What are Pacific Grove's Goals for Its Downtown?

- Financial stability and growth for local business owners and their employees
- Economic diversity and increased revenues for the City to provide residents with an excellent quality of life
- Retail and services to serve residents and visitors
- Effective placemaking to attract visitors year-round
- Successful mixed-use projects to create a residential component, along with attractive retail and restaurant uses
- Pursue special events to showcase Downtown Pacific Grove and to help with "Placemaking"



Recent Milestones

Helping Pacific Grove Achieve Its Downtown Goals...

- Council approval of Hotel Durrell project
- Opening of three new restaurants: Poppy Hall, Wild Fish, and Monarch Pub
- Success of “Salud Pacific Grove 2019”



Salud
PACIFIC GROVE
AN EVENING OF FOOD AND WINE
11.2.19 | 5 PM | GRAND AVE
\$75/PERSON
WWW.CITYOFPACIFICGROVE.ORG/SALUD



More to Come

Pacific Grove is Looking to Add...

- More restaurants
- Brew pubs and microbreweries
- Introduce wine tasting rooms
- Create more special events to further establish and market Downtown Pacific Grove
- Create more residential opportunities in Downtown Pacific Grove
- Pursue an 18-hour downtown environment