



Minutes

Lakewood City Council

Adjourned Regular Meeting held
December 3, 2015

MEETING WAS CALLED TO ORDER at 6:00 p.m. by Mayor Wood in the Executive Board Room at the Civic Center, 5000 Clark Avenue, Lakewood, California.

ROLL CALL: PRESENT: Mayor Jeff Wood
Vice Mayor Ron Piazza
Council Member Steve Croft
Council Member Diane DuBois
Council Member Todd Rogers

PROPOSED REGULATIONS FOR LAKEWOOD CENTER MALL SPECIFIC PLAN

In joint session with the Planning and Environment Commission, the City Council heard about the proposed regulations for the Lakewood Center Mall Specific Plan. Commissioners in attendance included Linda Manis, Jan McKinnon, Pete Samaniego, Vicki Stuckey and Chairman Bob Quarto.

Also in attendance were representatives from Macerich, owner and property managers of Lakewood Center including Deena Henry, Mall Manager; Nicole Flynn, Assistant Vice President, Marketing; Annette Norwood, Senior Manager, Marketing; Allen Trench, Operations Manager; and Enrique Martinez, Security Manager.

Community Development Director Sonia Southwell made a presentation based on the report in the agenda and reported that an application had been submitted by Macerich to amend the Specific Plan No. 2011-2 and to allow temporary outdoor activities in designated event areas. Upon evaluation of the request, staff had prepared the proposed ordinance and believed that the limitation of temporary uses and additional procedures were necessary to have a successful outdoor program that did not negatively affect mall operations and parking availability. Currently, such temporary outdoor activities were not allowed. The proposed procedures and performance review would allow the listed temporary events to be conducted through 2017 as a pilot program for Lakewood Center to be reviewed, evaluated and modified.

Ms. Henry and Ms. Flynn highlighted some of the requested uses such as a farmer's market, national and local branded pop-up tours, outdoor events and festivals, movie premieres, seasonal sales, car shows, ride and drive events, art shows, ice skating rink, Santa's village, and parking lot promotions.

In response to Mayor Wood's questions regarding the benefit to residents of such events, Ms. Flynn stated that such events provided the convenience of access to fresh, locally grown produce and other activities which would engage the community and build loyalty.

PROPOSED REGULATIONS FOR LAKEWOOD MALL SPECIFIC PLAN - Continued
Council Member DuBois stated appreciation with staff's recommended listing of events and inquired about the degree of effort involved with the different permits. Ms. Southwell responded by stating that depending on the type of event, more detailed analyses would be required to determine impacts such as traffic configurations, parking and security needs.

Council Member Croft noted the redundancy of a concert series as the City already held the Concerts in the Park in the summer. He spoke in favor of family friendly events such as the Nickelodeon slime or Nintendo gaming events which were popular among younger participants. He concurred with Council Member DuBois that the list of recommended events provided a good balance.

Council Member Rogers acknowledged appreciation for the financial benefits of the proposed events but expressed concern regarding the potential for negative impacts to residents and preferred to evaluate each event on a case by case basis rather than providing blanket approval.

Ms. Henry explained that having to obtain approval for each proposed event had the potential for missed opportunities due to the timely nature of the requests from some of the companies and brands. She stated that having some type of guidelines would help them to move forward since such outdoor activities were currently not allowed by the code.

Vice Mayor Piazza recognized the Mall operators' efforts to attract Lakewood residents and elevate their impression of the mall noting a preference to allow them more latitude rather than having to check for each outdoor event.

Responding to Mayor Wood's inquiry regarding mall security uniforms, Mr. Martinez stated that the officers were identifiable as Lakewood mall security by their name tags.

City Attorney Steve Skolnik explained that procedurally, since this was a zoning ordinance amendment, the City Council could provide direction to staff and the Planning and Environmental Commission regarding the temporary outdoor activities to be authorized, the parking lot areas to be used, and the performance review in 2017, including a procedure to extend authorization for additional years.

Chairman Quarto and Commissioner Manis expressed support for the proposed ordinance noting that subsequent to a performance review, it could be rescinded.

Mr. Skolnik offered that should the City Council require additional time to consider options, another study session could be scheduled.

City Council Minutes

December 3, 2015

Page 3

ADJOURNMENT

There being no further business to be brought before the City Council, Mayor Wood adjourned the meeting at 7:05 p.m.

Respectfully submitted,

Jo Mayberry, CMC

City Clerk