



Adopted November 2, 2009

Huntington Beach DOWNTOWN SPECIFIC PLAN NO. 5 GUIDELINES AND STRATEGIES



HUNTINGTON BEACH
DOWNTOWN
SPECIFIC PLAN
GUIDELINES & STRATEGIES
NO. 5
- BOOK 2 -



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Prepared for:
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

Prepared by:



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Chapter 4

INTRODUCTION

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

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Chapter 4 - Design Guidelines

4.1. Introduction

The goal of this chapter is to provide clear and useful recommendations for the design, construction, review, and approval of development in Downtown Huntington Beach. The guidelines are intended as a reference point for a common understanding of the minimum qualitative design expectations for the downtown. The guidelines are offered as one way of achieving attractive and functional projects that compare favorably with established community standards. All development shall comply with the spirit and intent of the design guidelines presented in this chapter.

Designers and developers are urged to become familiar with these guidelines and to apply the guidelines to the design of projects from the very beginning to assure that the design, review, and permitting processes are as efficient as possible. **Designers and developers are also urged to recognize that these guidelines are a minimum starting point for quality development.** No claim can be made that these guidelines encompass every possible technique for achieving a high level of design quality. The designer is encouraged to use his or her own creativity and experience to improve upon the means for realizing this highest level of quality design. However, it is of utmost importance that project designers incorporate ocean inspired elements into their streetscape and hardscape designs. Incorporating an ocean theme into projects will unify the downtown and create a visual reminder of the City's "Surf City" culture and create an iconic downtown environment.

The design guidelines may be interpreted with some flexibility in the application to specific projects, as not all design criteria may be appropriate for each project. In some circumstances, one guideline may be relaxed in order to accomplish another, more important, guideline. The overall objective is to ensure that the intent and spirit of the design guidelines are followed and to attain the best possible design within reason.

Following are design guidelines for commercial, single-family, and multi-family development within the Specific Plan Area. There are also additional guidelines for special design considerations, such as mixed-use projects, corporate architecture, hotels, and public open space.

Design guidelines that promote sustainable design features are marked with a leaf symbol. 

4.2. Commercial

This chapter provides general guidelines for the design of commercial development; any addition, remodeling, or construction requiring a building permit within any commercial land use district should adhere to these guidelines.

The following topics are addressed:

- Site Planning and Design.
- Landscaping.
- Building Design.
- Utilitarian Aspects.
- Signs.
- Public Art.

4.2.1. Site Planning and Design

Site planning refers to the arrangement of buildings and parking areas, the size and location of pedestrian spaces and landscaping, and how these features relate to one another. Site design addresses the scale and size of outdoor spaces, spaces between buildings and parking areas, and the relationship of site elements that create a comfortable pedestrian environment. In addition, location, orientation, and massing decisions made in the early stages of design have a profound effect on the energy and environmental impacts of buildings and establish the potential for passive renewable energy use.



Buildings should be placed adjacent to, and oriented toward, the street without parking lots interrupting the commercial parking along the street frontages

4.2.1.1. Site Layout

- 1) Buildings should be placed adjacent to, and oriented toward, the street. Prominent architectural features should be located near corners and intersections.
- 2) Storefronts and major building entries should be oriented towards major streets, courtyards, or plazas.
- 3) Create continuous pedestrian activity in an uninterrupted sequence by minimizing gaps between buildings.
- 4) Avoid placing parking lots that interrupt commercial space along street frontages.
- 5) Functional and aesthetic vehicular and pedestrian connections to adjacent sites should be considered during site plan development.
- 6) Use recesses in building forms to create small pedestrian plazas along the street wall.
- 7) Include an employee patio or lunch area near the parking lot where employees can monitor the area.
- 8) Plazas, landscaped areas, fountains, public art, textured pavement, and vertical building features are encouraged and should be combined to create focal points and identity.
- 9) Building design shall be cognizant of adjacent low density uses. For example, avoid balconies overlooking rear yards.
- 10) Buildings and landscaped open spaces should be oriented for maximum benefit of sunlight, circulation, and views.
- 11) The design of buildings and open spaces along the first block inland from Pacific Coast Highway should take into account the strong prevailing westerly winds.
- 12) The shadowing effect that a new building will have on adjacent development should be addressed.



Plazas and public art are encouraged as on-site amenities

- 13) Atriums and outdoor courtyards should be used to increase the variety and number of views and to bring additional sunlight into large developments.
- 14) Consider wrought iron fencing where fences or walls are necessary. Attractive wrought iron fences provide a barrier while still allowing visibility into and from the property.
- 15) Service or loading areas should not face public streets.
- 16) Create an environment that provides opportunities to view the surroundings with minimal obstructions to allow more control over one's safety.

4.2.1.2. Views

- 1) Buildings should be designed to take advantage of ocean views by providing windows, balconies, stairway landings, and other design features.
- 2) View corridors should be designed through large developments.
- 3) Infill buildings should be designed to respect the views of existing buildings, when possible, including placement of windows, doors, open spaces, etc.
- 4) Rooftops should be visually attractive when viewed from adjacent buildings.



View corridors should be preserved

4.2.1.3. Circulation and Parking

Site plans should balance the need to provide adequate vehicular access with the need to eliminate unnecessary driveway entrances and to provide reciprocal access points that are coordinated with other properties. Parking lots should be heavily landscaped and connected to buildings with a number of well designed pedestrian paths, trellis paseos, and walkways. Parking lots should be located out of sight from the public right-of-way where feasible. Pedestrian connectivity should be provided through commercial developments. Parking areas should be designed so that cars and pedestrians are separated.

- 1) Parking should be concentrated in areas behind buildings and away from the street whenever possible.
- 2) Parking lots on corner sites should not be placed adjacent to the street edge.
- 3) Structures and on-site circulation systems should be located to minimize pedestrian and vehicle conflicts.
- 4) Parking access points should be located as far as possible from street intersections to allow adequate stacking room.



The need for pedestrians to cross parking aisles should be minimized

- 5) Dead end drive aisles should be avoided.
- 6) Ensure that the placement of trees and lights within parking lots does not interfere with the effectiveness of the parking lot lighting system by creating a shadow over vehicles.



Create pedestrian paseos to parking lots at the rear of buildings

- 7) The on-site pedestrian circulation system should be directly connected to off-site public sidewalks.
- 8) Pedestrian links to nearby neighborhoods, other commercial projects, and the street edge should be provided.
- 9) Create pedestrian paseos to parking lots and adjoining development at the rear of buildings.
- 10) Existing paseos should be enhanced to become more inviting.
- 11) Attention to lighting and lower height landscaping should be given along non-linear passageways and pedestrian walkways to allow pedestrians to see clearly ahead and around the walkways.

4.2.1.4. Parking Lot Screening

Screening at the periphery of all parking lots should be provided.

- 1) Parking lots should be screened from adjacent street views but should not be hidden from the view of passersby and police.
- 2) A landscaping buffer should be provided between parking areas and public rights-of-way. The landscaped buffer area



A buffer should be provided between parking and the public right-of-way

should not be included when calculating the minimum landscaping required within the parking lot interior.

- 3) A 36-inch to 42-inch high berm, headlight hedge, or aesthetically pleasing masonry wall or wrought iron fence should be provided to screen any parking at the street periphery. Combinations of these features is highly recommended.
- 4) When walls or fences are used to screen parking, breaks should be provided to allow pedestrian circulation, and the walls should be low enough for safety and security purposes.
- 5) Walls should be finished and designed to complement the surrounding development.
- 6) Both sides of all perimeter walls or fences should be articulated.
- 7) Long expanses of fence or wall surfaces should be offset and architecturally designed to prevent monotony and landscaping pockets should be incorporated.



Where walls are used for screening parking lots, breaks should be provided to allow pedestrian circulation

4.2.1.5. Paving Treatments

Special paving should be provided adjacent to building entries or facades and in plazas and courtyards or seating areas.

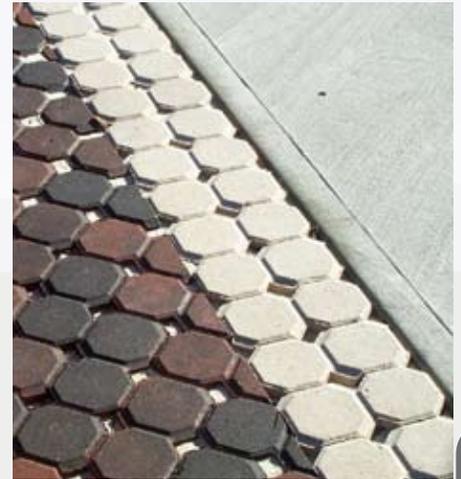
- 1) Patterns and colors should be installed in paving treatments



Patterns and colors should be installed in paving treatments to add interest

using concrete or brick pavers, tile, and scored, colored, and textured concrete in order to provide clear identification of pedestrian access points into buildings, parking features (i.e., handicap spaces, pedestrian loading areas, bus stops and pull-outs, etc.), entry drives, and pedestrian crossings within the site.

- 2) Durable, smooth, non-slip, even surfaces should be used in well-traveled areas.
- 3) Surfaces that encourage storm water infiltration (i.e., porous asphalt, power blocks, and lattice blocks/grasscrete) should be considered whenever feasible.
- 4) The reuse of materials such as brick and flagstones should be specified where possible.
- 5) Tile or metal inlays can be used for artistic interest as well as to serve as public or functional art, such as a directional marker or historical anecdote.



Pervious paving materials should be considered where feasible

4.2.1.6. Public Open Spaces

Specialized, defined public open spaces should be incorporated into the overall building and project design to create a pleasant pedestrian environment.

- 1) Open areas, such as plazas, interior arcades, galleries, rooftop gardens, and scenic view places, should be incorporated within areas with intensive urban developments. Pedestrian oriented squares, courtyards, arcades, atriums, verandas, balconies, and roof terraces should be placed and designed to encourage attention and the presence of people day and/ or night.
- 2) Public open space areas should be surrounded by attractively designed buildings and landscaping elements, as



Specialized, defined public outdoor spaces should be incorporated into the overall building and project design

- well as uses that effectively shape and energize the open space to create a focal point for activity.
- 3) Open spaces should have clear, recognizable shapes that reflect careful planning and not be a result of “left over” areas between structures.
 - 4) Where possible, larger public spaces should be located near the main pedestrian access to a development.



Open space should provide areas for informal meetings and social interaction with other people

- 5) Open space areas of various shapes, sizes, and configurations should be included throughout a development.
- 6) Open spaces should be designed and/or located to ensure that the space is usable year-round. Areas that have awnings, wind breaks, sun shade, and/or landscaping that can provide shelter from the elements should be incorporated.



Pedestrian links should be provided between buildings

- 7) Plazas and other public open spaces should have an articulated edge through the use of buildings, benches, landscaping, etc. to define the area and create comfortable space.
- 8) Public open spaces should create a pleasant pedestrian environment.
- 9) Public open space areas should create places for informal meetings and social interaction with other people or areas for passive and active uses as appropriate.
- 10) Public outdoor spaces should be a part of an interconnected pedestrian system throughout the development and adjacent land uses.
- 11) Pedestrian links should be provided between buildings, public open spaces, and parking areas and should be visually emphasized through the use of landscaping or trellis features, lighting, walls, and/or distinctive paving.
- 12) Spaces should provide an overall theme and visual connection between space and uses within the development.



Public open spaces should create a pleasant pedestrian environment

- 13) Public open spaces should energize commercial retail activity.
- 14) Shade trees that provide relief from the sun should be incorporated within public outdoor spaces. Special sub-surface construction may be required.
- 15) Site amenities, such as benches, drinking fountains, provisions for bicyclists, water features, and public art, should be utilized and should complement the project's architectural character.

4.2.1.7. Service and Loading Areas

Service and loading areas should be located and designed for convenient access by tenants, for easy access by service vehicles, and to minimize circulation conflicts with other site uses.

- 1) Service, utility, and loading areas should be carefully designed, located, and integrated into the site plan. These critical functional elements should not detract from the public viewshed area or create a nuisance for adjacent property owners or vehicle traffic.
- 2) Loading areas should be located in the rear of a site, where feasible, but should not be completely hidden from view.
- 3) When commercial properties are located adjacent to residential properties or where a mixed-use project is proposed, loading and delivery facilities should be located at the side of the buildings away from the residences or screened with mature vegetation.
- 4) The location of the service and loading areas should consider noise impacts to adjacent properties, which may necessitate enclosing the service or loading area.
- 5) The location of service and loading areas shall not have negative impacts on vehicular access, including not blocking alleys or residential parking areas.



Loading areas should be located to rear of the site where feasible

4.2.2. Landscaping

Landscaping should be used to define building entrances, parking lots, and the edge of various land uses. Landscaping should be used to buffer and screen neighboring properties. Safety, environmental impacts, and accent elements should all be considered when selecting and locating landscaping elements. Drought tolerant landscaping should also be used to conserve water.



Plants should be used to frame views and enclose spaces

4.2.2.1. General Landscaping

- 1) Landscaping should consist of a combination of trees, shrubs, and ground cover in a variety of sizes.
- 2) The design, placement, and details of landscaping should provide for natural surveillance of the space.
- 3)  Trees and shrubs should be located and spaced to allow for mature and long-term growth of canopies and root spaces.
- 4) Special sub-surface construction may be required to facilitate proper tree growth and maturity.
- 5) Select trees and shrubs that cause minimal root problems. Root barriers should be installed at each tree planted within six feet of the curb or walk and should extend six feet to each side of the trunk of the tree. Root barriers should be three feet deep on the curb side and two feet deep on the walkway side.
- 6) Trees should be used to create an intimate scale, enclose spaces, and frame views, but tree placement should respect the long-range views of surrounding neighbors.
- 7) Utilize shrub species that grow to a low to medium height, usually not to exceed three feet in height, to contribute to natural surveillance of the area.

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- 8) Shrubs should be planted flush to the walls, when feasible, thus not allowing a hiding place for an offender or privacy for transients between the shrub and the wall.
- 9) Plant material such as evergreens should be used to enhance building design rather than as a mask to justify poor building design.
- 10) Seasonal shading from trees and shrubs should be considered when developing planting schemes for courtyards and streetscapes on south and west facing facades. Deciduous trees should be used to provide solar control during summer and winter while providing fall color, seasonal flowers, and other desired effects.



- 11) Accent planting should be used around entries and key activity hubs.

- 12) Formal planting designs and color-spots are encouraged in courtyards, plazas, and tree wells along the street frontages. Water features should be used with landscaping and natural materials in courtyards and plazas.



Accent planting can be used around entries and at key activity hubs

- 13) Vines, espaliers, and potted plants should be used to provide wall, column, and post texture and color and to accentuate entryways, courtyards, and sidewalks.
- 14) Large planters may be incorporated into seating areas. Such planters should be open to the earth below and should incorporate permanent irrigation systems.
- 15) Lawn areas should be limited to areas that serve a functional purpose. Sod should be used for turf installation.
- 16) Plants should be grouped into high and low traffic areas, high and low maintenance zones, and per water requirements.
- 17) Native and low water use plants should be considered when developing the landscaping palette.



- 18) Irrigation systems should be designed to apply water slowly, allowing plants to be deep watered and reducing runoff. Low volume irrigation drip systems should be used in all areas except turf irrigation and small ornamental planting. Each street tree should be watered by at least two deep watering bubblers separate from all other irrigation.
- 19) Irrigation systems should utilize water conserving methods and incorporate water efficient technologies such as drip emitters, sub-grade capillary action irrigation for turf areas, evapotranspiration controllers, and moisture sensors.
- 20) Explore opportunities to reuse rain water and/or grey water for irrigation.
- 21) Planting should be used to screen less desirable areas from public view, i.e., trash enclosures, parking areas, storage areas, loading areas, and public utilities.
- 22) Berms at a level higher than three feet can impede visual surveillance opportunities, both passive and active by passersby and police. When designing an open space that includes a berm, consider keeping the height of the berms to no more than three feet wherever possible.
- 23) Pedestrian lights and street lights should be placed an appropriate distance away from trees in order to maximize the effectiveness of the lighting. Trees and lights should not be in competition, thus reducing the effectiveness of the light.
- 24) Lighting of landscaping elements is discouraged.

4.2.2.2. Parking Lot Landscaping

Landscaping within parking lots should be given special consideration. These areas are typically located out of the public right-of-way and should contain different planting materials than a neighboring street.

- 1) Areas not used for buildings, vehicle parking or maneuvering, or the movement of pedestrians to and from vehicles should be used for landscaping to reduce “heat island” effects.
- 2) Required trees should be sized at 24-inch box or larger at the time of installation and should be distributed throughout the parking lot instead of merely at the ends of parking rows.
- 3) Flowering trees and shrubs can be used to add color to parking areas.
- 4) Consideration of plant material adjacent to parking spaces should be a priority. Plants containing thorns, stickers, or sharp leaves should be avoided.



Flowers and shrubs can add color to parking areas



Landscaping should be placed throughout the parking area

- 5) Parking lot trees shall be located in the parking lot in such a manner that the trees do not interfere with the effectiveness of the parking lot lights. The size of mature tree canopies shall be considered when planting trees in parking lots. A mature tree shall not interfere with parking lot lighting by creating a shadow over the parked vehicle from the light.

4.2.3. Building Design

Building forms and facades influence cohesiveness, comfort, and aesthetic pride and at the same time can generate pedestrian activity, encourage shopping, and increase a sense of security.

Where commercial buildings are neighbors to residential buildings or where infill buildings are being constructed, consideration of scale, detail, and materials is very important. At the same time, any good design should take into consideration fundamental design principals including continuity, mass, scale, rhythm, and proportion.

The following guidelines are intended to provide a general framework for design, and do not mandate specific architectural styles, themes, or details. The City will be open to considering innovative, alternative design concepts that were not envisioned at the time that these guidelines were written; however a significant attempt should be made to comply with the general intent of the guidelines provided.

4.2.3.1. Massing

Mass is defined as a three-dimensional form such as a cube, box, cylinder, pyramid, or cone. The way the forms are sized directly relates to the way building elements are emphasized or de-emphasized. Voids or open spaces in the forms can change the forms' appearance and make the building more interesting and less imposing.



Variation in massing is desired

- 1) Tall buildings should be made less imposing by stepping back from the street level on elevations above the ground floor.
- 2) Monolithic street wall facades should be broken by horizontal and vertical articulation.
- 3) Desirable massing includes:
 - a) Variation in the wall plane (projecting and recessing elements).
 - b) Variation in wall height.
 - c) Roofs containing different forms and located at different levels.
- 4) Surface detailing should not serve as a substitute for distinctive massing.
- 5) Exterior wall planes should be varied in depth and/or direction. Wall planes should not run in one continuous direction for more than 50 feet without a significant offset.
- 6) Minimize the vertical emphasis of architectural design elements by incorporating features such as horizontal bands, reveals, trims, awnings, eaves, and overhangs or other ornamentation, along different levels of the wall surface.
- 7) Minimize blank walls by:
 - a) Adding window openings and/or entrances and other relief.
 - b) Providing recessed glazing and storefronts.
 - c) Adding vertical pilasters which may reflect internal building structure.
 - d) Changing color and texture along the wall surface.
 - e) Varying the planes of the exterior walls in depth and/or direction.
 - f) Adding trims, projections, and reveals along different wall surfaces.
 - g) Articulating the building facade by varying juxtaposition of building elements.



Upper stories can be stepped back from street level to make large buildings less imposing to pedestrians

- 8) Consider using narrow floor plan depths to maximize daylight, exterior views, and natural ventilation. Courtyards and atriums can also be used to bring light and air into interior spaces.

4.2.3.2. Scale

Scale is the proportion of one object to another. “Human” or “intimate” scale incorporates building and landscape elements that are modest in size. “Monumental” scale incorporates large or grand building elements. The individual components of the building also have a relationship to each other and the building as a whole, which creates the overall scale of the building.



Architectural details on lower walls relate to human scale

- 1) Building facades should be detailed in such a way to make the structure appear smaller in scale. Building scale can be reduced by articulating the separate floor levels with horizontal bands or by increasing the level of detail on the structure at the street level.
- 2) Architectural details and materials on lower walls that relate to human scale should be utilized. Examples include arches, trellises, or awnings, structural bays, roof overhangs, wall materials, moldings, fixtures, and other details.
- 3) Windows and storefront distribution and shape can be a significant building scale determinant.
- 4) Articulated storefronts with carefully arranged doors, windows, arches, trellises, or awnings, rather than blank walls, should face onto pedestrian spaces and streets.

4.2.3.3. Proportion

Proportion is the ratio of one dimension to another. Proportions can describe height-to-height ratios, width-to-width ratios, and height-to-width ratios, as well as ratios of massing. Unequal proportions can create horizontal or vertical emphasis.

- 1) Proportions that are historically related to the selected architectural style should be achieved.
- 2) The characteristic proportions of traditional facades should be reflected in new infill development.
- 3) Entries should be proportional to the overall building massing.
- 4) Proportion and scale are important in the design of arches and columns. Careful attention should be given to the ratio of height, width, and depth of arches to emphasize strength and balance.
- 5) The relationship between the height of a column and its mass or thickness should be visually consistent with the weight of the overhead structure the column supports.



Proportion and scale are important in the design of arches and columns

4.2.3.4. Continuity

Continuity among individual buildings in the area contributes to community identity, levels of pedestrian activity, and economic vitality. Commercial street facade rhythm helps to visually tie the downtown streets together.

- 1) Design solutions should take into account the physical scale of the area and adjacent buildings.
- 2) Infill buildings that are much wider than the existing facades should be broken down into a series of appropriately proportioned structural bays or components.



Continuity among individual buildings is important to creating a pleasing streetscape

- 3) Pleasing transitions should be created between the height of new development and the height of adjacent existing development.
- 4) The selection of materials should complement adjacent buildings and surroundings and the desired architectural character of the community.

4.2.3.5. Rhythm

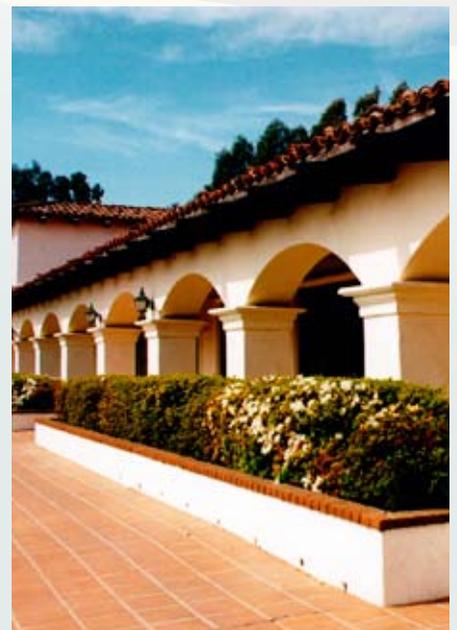
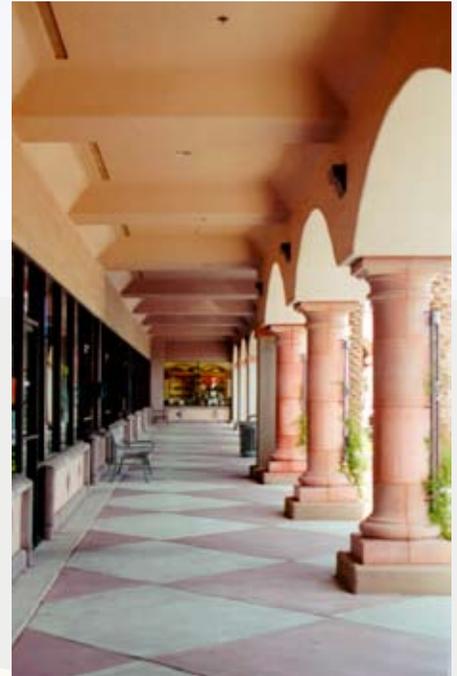
Rhythm describes the relationship of building components, as well as the relationship of individual buildings, to one another.

- 1) Rhythms should be more complex than simply the repetition of one or more architectural details.
- 2) Rhythm should be expressed by using elements such as columns and pilasters or by changing materials or color.
- 3) Traditional horizontal rhythm intervals generally do not exceed 25 feet to 30 feet at the ground level, irrespective of a building's total width. Continuation of this familiar, human-scaled rhythm should be incorporated in new construction.
- 4) If maintaining a horizontal rhythm or alignment in an infill building is very difficult or otherwise impossible, the use of fabric canopies or awnings is encouraged to establish a shared horizontal storefront rhythm.

4.2.3.6. Articulation

Building designers should incorporate 360-degree architecture, which is the full articulation of all building facades, in all buildings and remodels, including variation in massing, roof forms, and wall planes, as well as surface articulation.

- 1) Acknowledging sensitivity to budget, it is expected that the highest level of articulation will occur on the front facade and facades visible from public streets. However, similar and complementary massing, materials, and details should be incorporated into side and rear facades.



Rhythm can be expressed by using elements such as columns and pilasters or by changing materials or color

- 2) Blank walls should be avoided. Architectural elements such as windows, overhangs, trellises, arcades, projections, awnings, insets, materials, textures, and colors should be incorporated into every building facade.
- 3) Details such as wall surfaces constructed with patterns, changes in materials, building pop-outs, columns, and recessed areas should be used to create shadow patterns and depth on the wall surfaces.
- 4) Storefronts should convey an open, inviting appearance rather than a closed, fortress look. Well-designed storefronts, including windows, doors, wall composition, colors, and materials should be used to create a sense of entry and pedestrian scale.



Well-designed storefronts, including windows, doors, awnings, colors, and materials should be used to create a sense of entry and pedestrian scale



Details such as wall surfaces constructed with patterns, changes in materials, building pop-outs, columns, and recessed areas should be used on wall surfaces

- 5) Storefronts should include a minimum of 60 percent glass.
- 6) Vertical building focal elements are encouraged. Towers, spires, or domes become landmarks and serve as focal and orientation points for the community.
- 7) Murals, trellises, or vines and espaliers should be placed on large expanses of walls at the rear or sides of buildings to soften the wall and create interest.
- 8) Marquee display cases may be provided between buildings in pedestrian linkage areas.
- 9) Balconies are encouraged and can create opportunities for community interaction. Balconies can be designed as deep insets on the building form or as projections from the building.
- 10) Ample windows and open wrought iron balconies provide opportunities for residents to passively observe and report suspicious activity.
- 11) Restaurants and cafes should use sides of buildings for outdoor seating.
- 12) Architecturally compatible lighting should be provided between buildings to ensure security.
- 13) Preserve and incorporate structures which are distinctive due to their age, cultural significance, or unique cultural style in the project.



Restaurants and cafes should use sides of buildings for outdoor seating

4.2.3.7. Corner Sites

Buildings located at intersections or on corner lots are typically a focal point in the urban fabric and should therefore be given careful design consideration. Parking should be located behind the structures and street facing facades should be equally and fully articulated.

- 1) Buildings located at key intersections should incorporate special architectural elements that create an emphasis of importance on that location. Example elements include:
 - a) Clock towers.
 - b) Diagonal walls at the corner.
 - c) Windows.



Buildings located at key intersections should incorporate special architectural elements that create an emphasis of importance on that location

- d) A substantial art form or fountain.
- e) A taller, prominent rooftop element.
- 2) Buildings on corners should include storefront design features on at least 50 percent of the side street elevation wall area.
- 3) Renovations to existing corner buildings with blank walls should include additional articulation and detail, display windows, and extended facade material, colors, and treatments.
- 4) Parking lots on corner sites should not be placed adjacent to the street edge.

4.2.3.8. Roof Forms

Roof forms should be varied to break up building massing and define the architectural character of the building.

- 1) Roof materials and colors should be consistent with the desired architecture.
- 2) Roof materials most indicative of Mediterranean architecture are encouraged, including:
 - a) Clay shingle tile.
 - b) Concrete shingle tile.
 - c) Mission tile.
 - d) Other tile-like designs.
 - e) Painted metal.

- 3) Mansard-style roofs have no historical context in Downtown Huntington Beach and should be avoided.



Roof materials and forms should be consistent with the desired architectural style

- 4) Multi-form roofs, gable roofs, and shed roof combinations should be used to create an interesting and varying roof form that will lessen the mass of the building and add visual appeal.
- 5) Long, unbroken, horizontal roof lines are discouraged.
- 6) Deep roof overhangs are encouraged to create pedestrian arcades, verandas, and passive solar benefits.



4 - DESIGN GUIDELINES

- 7) Flat roofs are strongly discouraged unless an ornamental roof cornice is included.
- 8) Flat roofs should utilize “cool” roof to reduce solar heat gain.
- 9) Consider installing photovoltaic solar panels on commercial rooftops to produce a building’s energy on site.
- 10) Rooftop decks should be integrated with the design and architecture of the building rather than creating a railing or faux parapet wall at the building line.

4.2.3.9. Parapets

Parapets should be designed as an integral part of the building and should provide a visual cap to the building facade.

- 1) Parapets should have sufficient articulation of detail, such as precast treatments, continuous banding or projecting cornices, lentils, caps, corner details, or variety in pitch (sculpted).
- 2) Rooftop equipment on flat roofs should be screened and should not be visible from ground level. Buildings with flat or low-pitched roofs should incorporate parapets, pitched facades, or architectural elements designed to screen roof mounted mechanical equipment.
- 3) Parapets should not appear “tacked on” and should convey a sense of permanence. If the interior side of a parapet is visible from the pedestrian and/or motorist area of the project, it should receive appropriate detail and proper application of materials should be utilized.

4.2.3.10. Main Entryways

It is important that the main entrance to a building is clearly identifiable and unique. It is the primary point of arrival and should be treated with significance.

- 1) Two or more of the following methods should be incorporated in the entrance design:
 - a) Placement of art or decorative detailing at the entry.
 - b) A projecting element above the entrance.
 - c) A change in material or detailing.
 - d) Implementation of architectural elements such as flanked columns or decorative fixtures.
 - e) Recessed doors, archways, or cased openings.



A tile path highlights this recessed entryway

- f) A portico or formal porch projecting from or set into the surface.
 - g) Changes in the roof line, a tower, or a break in the surface to the subject wall.
 - h) Tile lead-in path to door.
- 2) Recessed or projecting entries and articulation in the storefront mass is encouraged.
 - 3) Awnings or signs should be used to help clearly demarcate building entries and help orient pedestrians.
 - 4) Doors should be in scale with the building elevation on which the door is located.
 - 5) Storefront doors within a single facade should be of the same style and height.
 - 6) Retail storefronts should include a high percentage of glass area.
 - 7) Upper floor and secondary entries should be clearly identifiable and distinctly designed while complementing the main building entry.



Awnings can be used to highlight entries



Upper floor should be clearly identifiable and distinctly designed

4.2.3.11. Rear Entrances

- 1) The rear entry door design should be compatible with the front door.
- 2) An awning can soften rear facades and provide a pleasant protected space.
- 3) Security lighting should be focused on the rear entry door.
- 4) Signs should be modestly scaled.
- 5) Selective use of tree planting, potted plants and other landscaping should be used to improve a rear facade.
- 6) Refuse containers and service facilities should be screened from view. Use landscaping to screen walls and help deter graffiti.



Rear entry doors should be articulated and compatible with the front door

4.2.3.12. Windows

Windows help to define the architectural style of a building while providing daylight to interior spaces and visual interest to building facades.

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- 1) Window type, material, shape, and proportion should complement the architectural style of the building entry.
- 2) Windows should be in scale with the building elevation on which these features appear.
- 3) Retail storefronts with display windows are encouraged within a creatively designed facade. Glass curtain walls and/or glass buildings are discouraged.
- 4) Maximum visibility should not be the determining factor in dealing with retail display windows. Balance and the effect on the overall facade design should be carefully considered.
- 5) Storefront windows should be as large as possible with a minimum 18 inch bulkhead. By limiting the bulkhead height, the visibility to the storefront displays and retail interior is maximized. Maximum bulkhead heights for new construction should be approximately 36 inches.
- 6) Storefront windows within a single facade should be of the same style and height.
- 7) Windows should be designed as accent elements and should provide variety along street frontage. At the street level, windows should have pedestrian scale and detail. The following is a list of appropriate window treatments:
 - a) Tile borders.
 - b) Colored window framing.
 - c) Shutters.
 - d) Moldings.



Retail storefronts with display windows are encouraged within a creatively designed facade



Windows should be designed as accent elements and should have pedestrian scale at the street level

- e) Divided lights.
 - f) Plant-on relief features.
 - g) Iron or wooden grills.
 - h) Projecting bay windows.
 - i) Window boxes.
 - j) Window pop-outs.
- 8) Recessed windows provide depth and should be used where appropriate to the architectural style.
 - 9) Simple shape window forms are preferred.
 - 10) Windows that let in more light, such as transoms, clerestory windows, skylights or greenhouse windows and wells, are strongly encouraged.
 - 11)  Windows should be located to maximize daylighting and views.



Simple shape windows are preferred

12) Awnings, landscaping, spectrally selective glass, and controllable blinds should be provided to reduce heat gain through windows.

13) South and west facing windows should be shaded with an overhang, deciduous trees, or awnings to reduce summer exposure. Passive solar design can reduce heating requirements by 30 percent to 50 percent, thus saving money and energy.

14) When windows are added or changed, the established facade theme and window rhythm along the whole block should be taken into consideration. Introducing or changing the location or size of windows or other openings that alter the architectural rhythm or character of the original building is strongly discouraged.



Windows that let in more light, such as transom windows, are strongly encouraged

4.2.3.13. Awnings

Awnings add color, forms, relief, and pedestrian protection from the elements. Awnings can also create a space for identification signs. Permanent shading devices can be aesthetically pleasing while assisting in cooling the building during summer months. Property owners should not propose installing awnings unless they are prepared to maintain and regularly replace the awnings every eight to ten years. Guidelines for signs on awnings are covered in Section 3.2.22.4. Awning Signs.



Awnings of a single color are encouraged



Awnings within a project should have elements of consistency such as color, pattern, or shape



Awnings should be made of a durable commercial grade fabric, canvas or similar cloth material

- 1) Awnings and umbrellas should be made of a durable commercial grade fabric, canvas or similar cloth material. Glossy, shiny plastic or vinyl, and other similar awning materials are strongly discouraged.
- 2) Awnings should not dominate the facade but should be in scale with the rest of the building.
- 3) Awnings within a project should have elements of consistency such as color, pattern, or shape.
- 4) Awnings limited to a single color or two color stripes are encouraged. Lettering and logos utilizing other colors is permitted.

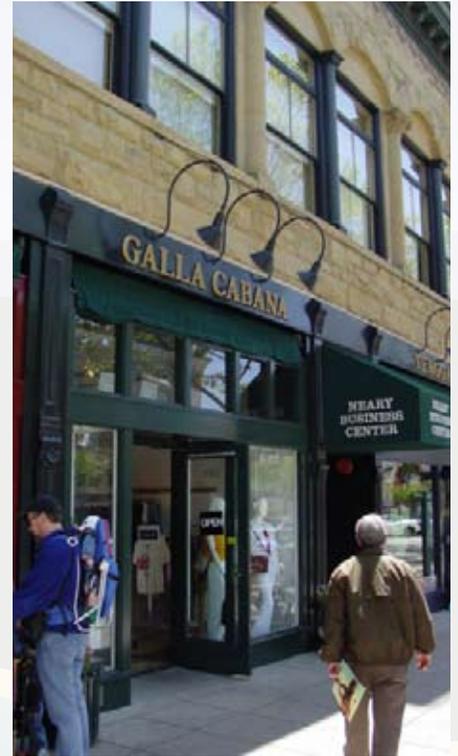
4.2.3.14. Materials

The selection and placement of building materials should provide visual interest at the pedestrian level. Heavier materials should be used to form the building base, where appropriate, and as accents on upper stories and walls. Architectural details should be used to enhance the buildings and adjacent pedestrian spaces by adding color, shadows, and interesting forms.

- 1)  At least 20% of construction/building materials should be non-toxic, recycled-content materials and should be utilized whenever possible.

4 - DESIGN GUIDELINES

- 2) Different parts of a building's facade can be articulated by changes in materials.
- 3) The following materials are considered appropriate for building in Downtown Huntington Beach:
 - a) Stucco (smooth or textured).
 - b) Smooth block.
 - c) Granite.
 - d) Marble.
- 4) Accent materials should be used to highlight building features and provide visual interest. Accent materials may include any of the following:
 - a) Wood.
 - b) Glass.
 - c) Glass block (transom)
 - d) New or used face-brick.
 - e) Tile.
 - f) Brick.
 - g) Concrete.
 - h) Stone.
 - i) Cloth awnings.
 - j) Plaster (smooth or textured).
 - k) Painted metal.
 - l) Wrought iron.



Different parts of a building's facade can be articulated by changes in materials



Accent materials should be used to highlight building features and provide interest

4.2.3.15. Colors

The appropriateness of any given color for a particular building depends on a number of factors, including architectural style, building material, building features and details, building size, building orientation, building context, and climatic considerations. Well-coordinated color palettes that integrate with the other exterior features of a building should be used.

- 1) Use subtle or muted colors on larger and simpler buildings.
- 2) Use multiple and more intense colors on small buildings or those with elaborate detailing.
- 3) Contrasting colors that accent architectural details are encouraged.
- 4) No more than three colors should be used on any given facade, including natural colors such as unpainted brick or stone.
- 5) Avoid using colors that are not harmonious with colors found on adjacent buildings.
- 6) Light building colors in soft tones are encouraged; large areas of intense light color should be avoided. Soft tones ranging from white to very light pastels are preferred. Neutral colors such as off-white, beige, and sand are also acceptable. Avoid using bright whites for wall planes.
- 7) Muted, earth tone colors should be used on the primary building surfaces. Richer accent colors should



Contrasting colors that accent architectural details are encouraged



Muted earth tones should be used on the primary building surfaces with richer colors used as accents

be limited to windows, doors, trims, inlays, wall recesses, reveals, and other special architectural features.

- 8) Door and window trims, awnings, and wall tiles should be used to provide an opportunity for color that adds interest and texture to storefronts or building bases. The color of trim should be coordinated with the wall colors and accent colors.
- 9) Colors should coordinate with natural, unpainted materials used on the facades such as pressure treated wood, terra cotta tile, brick, and stone.
- 10) Natural materials should remain unpainted.
- 11) The orientation of buildings affects color appearance and should be considered when selecting colors. Colors on south and west facades appear warmer than if placed on north or east sides.



Use multiple and more intense colors on buildings with elaborate detailing

4.2.4. Utilitarian Aspects

Every element within a project should be considered and detailed as an integral part of the design process. Utility service areas should be part of the early building design process, rather than an afterthought at the construction document phase.

4.2.4.1. Utilitarian Features

- 1) All utility equipment including, but not limited to, electric and gas meters, electrical panels, cable boxes, and junction boxes should be located in a utility room within the building.



Natural materials should remain unpainted



Screening should be architecturally integrated with the adjacent structure

- 2) Roof access should be provided from the interior of the building. Exterior roof access ladders are not appropriate.
- 3) Any outdoor equipment, whether on a roof, on the side of a structure, or on the ground should be appropriately screened from view and should not be placed adjacent to



Where screening is required, a combination of elements should be used, including solid masonry walls, berms, and landscaping



Any outdoor equipment should be screened from view

public ways. The method of screening should be architecturally integrated with the adjacent structure in terms of materials, color, shape, and size.



Direct drainage to permeable areas

- 4) Where screening is required, a combination of elements should be used, including solid masonry walls, berms, and landscaping.

- 5) Outdoor equipment should be placed in an area where the equipment cannot be used as a foothold to get on a roof or over a wall into an adjacent property.
- 6) Utilities and connections that are located above ground should not interfere with or adversely impact access, visibility, appearance, or the character of the structures near which these elements are located.
- 7) Consideration should be given to the design of new and remodeled structures to incorporate easy access to fire apparatuses, which should be installed per City, County, and State requirements.
- 8) Access for fire apparatus should be part of the planning process to avoid disrupting the visual integrity of a project.

- 9) Drainage should be directed to permeable areas such as yards, open channels, or vegetated areas, avoiding discharge to roads, the storm drain system, and trash collection areas, where possible.
- 10) All developments are strongly encouraged to incorporate as many low impact development best management practices (BMPs) as possible.
- 11) Examples of some common storm water BMPs that could be incorporated into developments are:
 - Vegetated swales

- Porous pavements
 - Infiltration basins
- 12) Ramps should be integrated into the site design and can be used to create functional or unique spaces.
 - 13) Stairways should not appear tacked on but should be designed as an integral part of the overall architecture of the building and should complement its massing and form.
 - 14) Stairways should be designed with decorative features such as tile risers and rails to create visual interest while meeting functional needs.
 - 15) Exterior stairwells should be well lit and recorded via surveillance cameras 24 hours a day. Surveillance tapes should be saved for at least a 30-day period.
 - 16) Allow visibility into the stairwell from the exterior by using a material that allows people to see into the stairwell. Solid concrete stairwells are not appropriate.
 - 17) Roof scuppers are a device placed in an opening in the wall or parapet that allows water to drain from a roof and prevents clogging of the drain. Roof scuppers should not be used in areas that are



Ramps should be integrated into the site design and can be used to create functional or unique spaces



Stairways should not appear tacked on but should be designed as an integral part of the overall architecture of the building and should complement its massing and form

visible to the street or public spaces unless these elements are integrated into the overall building design.

18) Chimneys, guardrails, gutters, downspouts, roof flashing, vents, and other protrusions on the exterior of the building should be decorative or designed to integrate with the building facade.



Common mailbox enclosures should be designed similar in form, materials, and color to the surrounding buildings

19) Common mailbox enclosures should be designed similar in form, materials, and color to the surrounding buildings and should be located in alcoves away from the streetscape.

20) Wall and fence materials should allow visibility to, from, and around the property.

21) A surveillance camera recording 24 hours a day is recommended at the shipping and receiving area. Surveillance tapes should be saved for at least a 30-day period.

22) Formal surveillance methods, such as closed-circuit television, electronic monitoring, fixed guard posts, and organized security patrols should be used when natural surveillance alone cannot sufficiently protect an area. Areas that are potentially vulnerable locations where the application of formal surveillance methods may be justified include, but are not limited to, elevators, parking lots, public areas of buildings accessible after business hours, and exterior pedestrian pathways.



23) Wherever possible, comply with CEC's voluntary Tier II Energy Efficiency standards in effect at the time building construction begins.



Downspouts and other protrusions on the exterior of the building should be decorative

4.2.4.2. Trash and Recycling Enclosures

The trash and recycling enclosure should be designed to be consistent with the project and building architecture and should be carefully sited and screened to minimize the visual impact.

- 1) Similar or the same materials should be used on the trash and recycling enclosure as the building. The enclosure should have a solid roof structure that is designed to be architecturally compatible with the buildings.
- 2) Every property should provide trash and recycling enclosures that are capable of handling the refuse generated by that site. At least half of the trash and recycling area should be dedicated to recycling containers. Composting facilities should be provided if possible.
- 3) A pedestrian entrance should be provided to the trash and recycling enclosure so that large access gates do not have to be opened as often.
- 4) Trash and recycling enclosures should be separated from adjacent parking stalls by minimum three-foot wide planters with low-growing plant materials to ensure that adequate space is available for passengers to access a vehicle in an adjacent parking space.



Similar or the same materials should be used on the trash and recycling enclosure as the building

4.2.4.3. Lighting

Effective lighting provides safety and direction for vehicles and pedestrians as well as visibility and security for businesses, while enhancing architectural building and landscape details. Lighting should create a festive atmosphere and encourage nighttime use by pedestrians.

- 1) Light fixtures should be designed or selected to be architecturally compatible with the main structure or theme of the building.
- 2) The quality of light, level of light as measured in footcandles, and type of bulb or source should be carefully addressed. Lighting levels should not be so intense as to draw attention to the glow or glare of the project site.
- 3) Spot lighting or glare from any site lighting should be shielded from adjacent properties and directed at a specific object or target area.
- 4) Exposed bulbs should not be used. Cut-off lighting is preferred.

- 5) High-efficiency lighting conserves energy and should be used in the landscape when possible.

- 6) Timers and sensors should be incorporated to avoid unnecessary lighting.



Light fixtures should be selected to be architecturally compatible with the building

- 7) Lighting should not be blocked by trees or other landscape elements.
- 8) Uplighting of building elements and trees should use the lowest wattage possible to minimize impacts to the night sky. Light sources for wall washing and tree lighting should be hidden.
- 9) Landscape lighting should be used to accent walkways and entries and/or seating areas and specimen plants.
- 10) Exterior lighting should be located on all walkways and alcoves.
- 11) Walkways and paseos should be lit to ensure safe nighttime conditions. Consider the amount and color temperature of the light provided.
- 12) Wall-mounted lights should be utilized to the greatest extent possible to minimize the total number of freestanding light standards.
- 13) The height of a light pole should be appropriate in scale for the building or complex and the surrounding area.
- 14) All commercial buildings operating during hours of darkness must remain adequately lit throughout the hours of darkness. The hours of darkness are defined as the period beginning 30 minutes after sunset and ending 30 minutes before sunrise.

4.2.5. Signs

Signs play an important role in the success of any business by providing identification and necessary advertising. When signs are integrated into the building design, signs provide a personal quality that contributes to the ambiance of the commercial complex or streetscape, especially the more unique signs. Conversely, signs should not be applied as an afterthought and intrude upon pleasant surroundings. These guidelines are intended to balance the legitimate advertising needs of businesses with the need to prevent visual clutter.

4.2.5.1. General Sign Design

- 1) Signs should be coordinated with the building design in terms of materials, color, size, and placement.
- 2) Signs should be consistent with the proportion and scale of building elements within the facade.
- 3) Figurative signs, or signs reflecting the type of business through design, shape, or graphic form are encouraged.
- 4) Creative signs that identify and accentuate building entries are encouraged.
- 5) Back-lighted, reverse channel letters are encouraged.
- 6) To conserve energy, there should be a standard shut-off time for illuminated signs for businesses that do not operate at night.



Signs reflecting the type of business through design or shape are encouraged



Projecting and hanging signs should be attached at a 90 degree angle from the face of the building

4.2.5.2. Sign Placement

- 1) Sign placement on the building facade should complement building elements.



Flush mounted signs should align with others in the project center to maintain a pattern across the building facade

- 2) Signs should be placed near the main building entrance.
- 3) Flush mounted signs should be positioned within architectural features, such as the window or panel above the storefront or flanking the doorways.
- 4) Flush mounted signs should align with other signs in the project center to maintain the existing pattern.
- 5) Projecting and hanging signs should be attached at a 90 degree angle from the face of the building.



Simple type faces are easier to read

4.2.5.3. Lettering

- 1) Fewer words make a more effective message. Use symbols only if the symbols are easily recognizable.
- 2) The overall sign shape should be kept simple to avoid detracting from the message.
- 3) As a general rule, letters should not appear to occupy more than 75 percent of the sign area.

- 4) For signs on awnings, the sign or logo areas should not occupy more than 30 percent of the awning panel.
- 5) Avoid hard-to-read and overly intricate typefaces. The letter style chosen should be appropriate to the business and the building.
- 6) Limit the number of lettering styles in order to increase legibility. The number of different lettering types should be limited to no more than two for small signs and three for larger signs.
- 7) Avoid spacing letters and words too close together. Crowding of letters, words, or lines decreases legibility.



Messages on awning signs shall be limited to the business name and logo

4.2.5.4. Color and Materials

- 1) Sign color and material should be selected to contribute to the sign's legibility.
- 2) Sign color should be compatible with building colors.
- 3) A light sign background matching the building with dark lettering is often best visually.
- 4) No more than two primary colors should be used on a sign with a third secondary color used for accent or shadow detail.
- 5) Bright fluorescent colors are distracting and should generally be avoided.
- 6) Limited use of fluorescent colors may be acceptable if the colors are integrated within the overall sign design.



Sign color should be compatible with the building colors

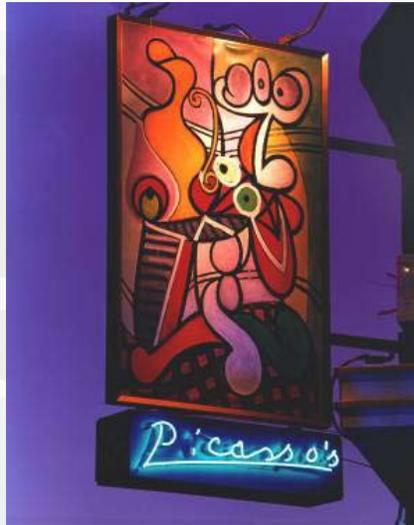


No more than two primary colors should be used on a sign

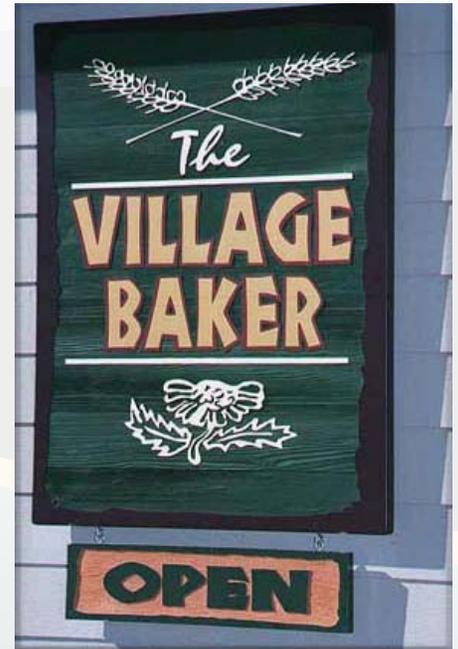


Limited use of fluorescent colors may be acceptable if the colors are integrated within the overall sign design.

- 7) The following materials are recommended for signs in Downtown Huntington Beach:
 - a) Wood (carved, sandblasted, etched and properly sealed, primed and painted, or stained).
 - b) High-density pre-formed foam, if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to complement the building architecture.
 - c) Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion).
 - d) Custom neon tubing, when used as an accent in conjunction with other sign types.



Custom neon tubing, when used as an accent in conjunction with other sign types, may be appropriate



Wooden signs are appropriate for Downtown Huntington Beach

4.2.5.5. Monument Signs

- 1) Monument signs should be well-articulated and well proportioned.
- 2) Monument signs should incorporate complementary colors, materials, and lettering fonts used on the buildings and should be compatible with the predominant visual elements of the project architecture.
- 3) More than one material is recommended on the monument sign structure.
- 4) Monument signs should be accented with landscaping.
- 5) Monument signs should be positioned to provide clear lines of sight at intersections and driveway approaches.



Monument signs should be accented with landscaping

4.2.6. Public Art

Display of public art is an important way of expressing the personality and character of a community. Public art can engage local artists in representing various aspects of the City greatly personalizes a community. Public art can include various methods that incorporate art either as stand alone individual pieces or incorporated into the design of other urban improvements such as paving, benches, street lights, etc.

Incorporation of public art is an intriguing way to enhance the pedestrian environment of sidewalks, plazas, paseos, or other pedestrian spaces.

Locations for public art pieces are suggested at most public spaces, such as streets, plazas or along pedestrian passageways.

1. Public art can be used in a variety of locations. It can be created in small elements such as tile banding on a stair riser or in larger pieces such as interpretive sculptures and functional art.
2. Public art can be an interactive media, such as video projections, a climbing structure, or other features like fountains or water elements.
3. Public art can be used as a way finding feature to attract pedestrians to key locations such as a plaza or paseo or can be developed as murals representing the area's unique history and people of significance.
4. Art can be in the form of decorative tiles integrated into paving on benches, walls, stairs, and entries.



Decorative tiles can be used as part of a public art project



Public art can be incorporated into a project in a variety of ways

5. Seating areas and signs are also opportunities for public art.
6. Public art shall adhere to Resolution #2000-87, the City of Huntington Beach Design Guidelines, Chapter 10.

4.3. Single Family

This section provides general guidelines for the design of single family homes. The City encourages new development to use designs and an urban form that recall the area's history and small town character. Desirable features include:

- Houses on lots oriented toward the street.
- Relatively narrow lots.
- Landscaped parkways between curbs and sidewalks.
- Large canopy trees with yards.
- The use of alleys and detached or recessed garages located at the rear of the lot.

The following topics are addressed:

- Site Planning and Design.
- Building Design.
- Utilitarian Aspects.



Houses on relatively small lots characterize single-family Downtown Huntington Beach residences

4.3.1. Site Planning and Design

4.3.1.1. Lot Design

- 1) New single-family detached housing units should use design layout techniques that give individuals maximum privacy within and outside the homes. Such techniques include:
 - a) The offset of windows between neighboring units.
 - b) Locating outdoor patio areas to maximize privacy.
 - c) Consideration of fence height in relation to grade changes.
- 2) The garage should not be the dominate feature from the street. Offsetting the garage behind the front facade will help reduce negative visual impacts on the streetscape.
- 3) The home's front door should be oriented toward the street.
- 4) The design and orientation of single-family houses on a lot should take advantage of available sunlight and views and should be sheltered from the noise and traffic from adjacent streets or other incompatible uses.
- 5) Open space should focus on areas that are usable to the residents and not merely remainder parcels with marginal utility.

4.3.1.2. Garages and Driveways

- 1) Garages or side yards should be designed to accommodate three 90-gallon containers for garbage, recycling, and green waste.
- 2) Driveways should be long enough for a vehicle to be able to park completely on the driveway without having to overhang into the sidewalk or street.
- 3) Consider installing pervious paving systems or "Hollywood" style driveways, where the tracks for the car are separated by strips of green lawn, to reduce runoff.
- 4) Consider providing additional space within a two car garage to accommodate a tandem parking space for a third vehicle.
- 5) Garage doors should be recessed two inches to four inches within the wall plane to add shadow and visual interest.

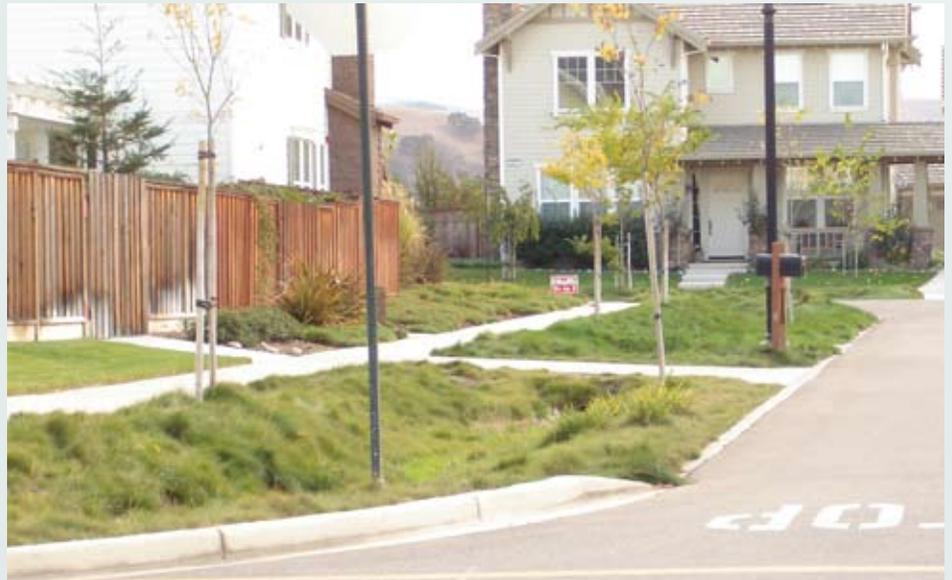


Driveways should be long enough for a vehicle to park completely on the driveway

4.3.1.3. Landscaping

Integrating mature landscaping at the time of construction can help a lot look established and welcoming.

- 1) Each unit should provide at least one 24-inch box size tree from a City approved list, with a minimum height of 9 feet and a spread of 3 feet to 4 feet. The trees should be provided within the development at a ratio of one box-size tree per ten trees provided, not including street trees.
- 2) Street trees should be located no closer than five feet to utilities.
- 3) Street trees should be located no closer than 15 feet to street lights, unless otherwise directed by the City.
- 4) Root barriers should be installed at each tree planted within six feet of the curb or walk. Root barriers on the curb side should be three feet deep and root barriers on the walkway side should be two feet deep. Root barriers should extend six feet to each side of the trunk of the tree. Special sub-surface construction may also be required.
- 5) Each street tree should be watered by two deep watering bubblers separate from all other irrigation. Bubbler installation should comply with applicable City standards and details.
- 6) Deciduous trees should be planted along the west facing side of homes to provide shade in the summer and allow maximum solar gain in the winter.
- 7) Drought tolerant grasses should be used for lawn areas where possible. Drought tolerant/native plants should be used in all landscaped areas where possible.
- 8) Sod should be used for turf installation. Special permission shall be obtained from the City to install lawns by seeding. Synthetic turf may be allowed at the discretion of the Director of Public Works.



Street trees should be located away from utilities and street lights



- 9) Irrigation systems should utilize water conserving methods and should incorporate water efficient technologies, such as drip emitters, sub-grade capillary action irrigation for turf areas, evapotranspiration controllers, and moisture sensors.
- 10) Landscaping that is installed by a developer should include hardscape coverage such as decorative paving, wood decking, decorative stone, and similar non-irrigated areas.

4.3.1.4. Walls and Fences

While walls and fences are a functional part of the project, these elements should add visual interest and prove to be an enhanced site feature.

- 1) Materials such as wood, wrought iron, and stone should be used for walls and fences.
- 2) Walls and fences should be designed in a style, material, and color that complement the dwelling units to which the wall or fence is attached.
- 3) Natural colors that are consistent with the architectural theme are encouraged.
- 4) Stone and brick walls should remain the natural color.

4.3.2. Building Design

Building forms and facades influence cohesiveness, comfort, and aesthetic pride and can generate pedestrian activity and increase a sense of security. Any good design should take into consideration fundamental design principals including continuity, mass, scale, rhythm, and proportion. All new buildings and remodels should incorporate 360-degree architecture.

The following guidelines are intended to provide a general framework for design and do not mandate specific architectural styles, themes, or details. The City will be open to considering innovative, alternative design concepts that were not envisioned at the time that these guidelines were written; however an attempt should be made to comply with the general intent of the guidelines provided.

4.3.2.1. Massing

Mass is defined as a three-dimensional form, such as a cube, box, cylinder, pyramid, or cone. The way the forms are sized directly relates to the way building elements are emphasized



Walls should complement the dwelling unit



Variety in building design is encouraged

or de-emphasized. Voids or open spaces in the forms can change the appearance of the forms and make the building more interesting.

- 1) Massing design should include:
 - a) Variation in the wall plane (projection and recess).
 - b) Variation in wall height.
 - c) Roofs located at different levels.
- 2) All street fronting facades and facades facing a space greater than 20 feet between 2 houses or structures should be fully articulated and should include variation in massing.
- 3) Include architectural elements that add visual interest, scale, and character to the neighborhood, such as recessed or projecting balconies, verandas, porches, etc.

4.3.2.2. Articulation

Building designers should incorporate 360-degree architecture into every design, which is the full articulation of all building facades, including variation in massing, roof forms, wall planes, and surface articulation.

- 1) Building facades should be well-articulated with windows, moldings, pilasters, exposed chimneys, variation of building materials, etc.
- 2) Buildings should be designed with the integration of varied texture, relief, and design accents on all walls.
- 3) Acknowledging sensitivity to a budget, it is expected that the highest level of articulation will occur on the front facade and facades visible from public streets. However, similar massing, materials, and details should be incorporated into every other building elevation.
- 4) There should be a change in wall planes on all sides of the house visible from a public street.
- 5) Materials and articulation used on the front facade should be incorporated into side and rear facades that are visible from a street or similarly important viewshed.
- 6) Surface detailing should not serve as a substitute for well integrated and distinctive massing.



Massing should include variation in the wall plane and wall height and roofs located at different levels

- 7) Architectural elements that add visual interest, scale, and character, such as recessed or projecting balconies, trellises, recessed windows, insets, verandas, porches, and changes in materials and textures are strongly encouraged. These features should be used to create shadow patterns that contribute to a building's character.
- 8) The incorporation of balconies, porches, and patios is encouraged.
- 9) Building elements and details should be consistent with the chosen architectural style.
- 10) Chimneys should be exposed as architectural features rather than hidden within a wall surface. Chimney caps should be decorative and conceal spark arrestors.

4.3.2.3. Roof Forms

Roofs should reflect a residential appearance through roof pitch and material selection.

- 1) Roof overhangs should be sized appropriately to the desired architectural style.
- 2) Multi-form roofs, gabled roofs, and shed roof combinations are encouraged to create varying roof forms.
- 3) Flat roofs and A-frame type roofs are discouraged unless appropriate to the architectural style.
- 4) Roof lines should vary in height and long horizontal roof lines should be broken up to create variation.
- 5) Roof materials and colors should be consistent with the desired architectural style.
- 6) Rooftop decks should be integrated with the design and architecture of the building rather than creating a railing or faux parapet wall at the building line.
- 7) Solar panels should be utilized where possible.



Multi-form roofs are encouraged



4.3.2.4. Windows and Doors

Windows and doors help to define the architectural style of a building while providing daylight to interior spaces and visual interest to building facades.

- 1) Window and door type, material, shape, and proportion should complement the architectural style of the home.
- 2) Maximize daylighting and views through window placement and design.
- 3) Use external shade devices where necessary to prevent excess solar heat gain in the summer season.
- 4) Window articulation, such as sills, trim, kickers, shutters, or awnings, should be applied where appropriate to the architectural style to improve the facade of the home.
- 5) Primary upper and lower windows should stack vertically whenever possible.
- 6) To enhance privacy, windows on side elevations of adjacent homes should be staggered whenever possible. Windows should not be positioned directly opposite of windows in an adjacent structure.
- 7) Where appropriate to the architectural style, windows should be generously inset from building walls to create shade and shadow detail. The minimum inset should be three inches.
- 8) Any faux shutters should be proportionate to the adjacent windows to create the appearance of a real and functional shutter.
- 9) EPA “Energy Star” labeled windows with low-e coatings are encouraged.



NOT THIS



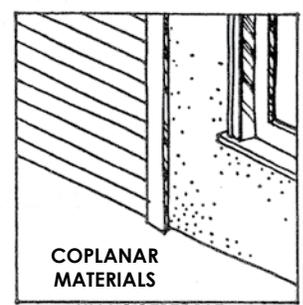
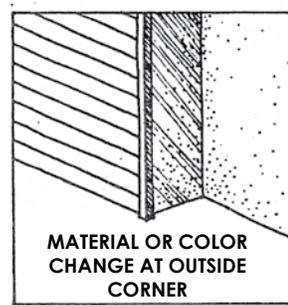
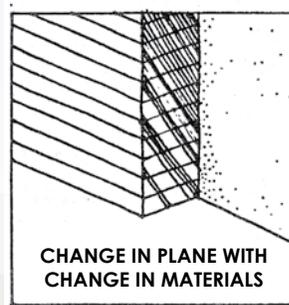
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Faux shutters should be proportionate to the adjacent window

4.3.2.5. Materials and Colors

The selection and placement of building materials should provide visual interest at the pedestrian level. Materials and colors should be used to enhance buildings by adding color, shadows, and interesting forms.

- 1) Piecemeal embellishment and frequent changes in materials should be avoided. All structure elements should be architecturally treated.



Material changes should occur at intersecting planes to appear substantial and integral to the facade. Avoid material or color changes at the outside corners of structures.



- 2) Materials should be utilized that reduce the transfer of heat into and/or out of the building.
- 3) Material changes should occur at intersecting planes to appear substantial and integral to the facade. Avoid material or color changes at the outside corners of structures.
- 4) At least 20% of the building/construction materials should be recycled content materials, such as wood substitutes, recycled concrete, and asphalt, as well as non-toxic materials, and should be used whenever possible.
- 5) Natural materials such as brick, stone, or copper should be left the natural color.
- 6) Large areas of intense color should be avoided. While more subdued colors usually work best for overall building color, bright or accent colors are typically appropriate for trim, windows, doors, and key architectural elements.



4.3.3. Utilitarian Aspects

4.3.3.1. Utilitarian Features

Any equipment, whether on the side of a structure or on the ground, should be screened. The method of screening should be architecturally compatible in terms of materials, color, shape, and size. The screening design should blend with the building design, which may include a continuous screen.



Utility equipment should be screened from view

- 1) Rain gutters, downspouts, vents, and other roof protrusions should complement the adjacent materials and/or colors.
- 2) Utility connections located above ground should not interfere with or adversely impact access, visibility, appearance, or the character of the structures near which the connections are located and should be screened with landscaping.

4.4. Multi-family

Multi-family developments are higher density residential buildings such as apartments, condominiums, and townhomes. These developments are typically comprised of attached units with common facilities such as parking and open space and recreation areas. This section provides general guidelines for the design of multi-family developments. The provisions of this section should apply to any addition, remodeling, relocation, or construction requiring a building permit.

The following topics are addressed:

- Site Planning and Design.
- Landscaping.
- Building Design.
- Utilitarian Aspects.



Multi-family developments are higher density residential buildings such as apartments, condominiums, and townhomes

4.4.1. Site Planning and Design

4.4.1.1. Site Layout

The primary project objective should be to construct a high quality residential environment. Residential developments surrounded by high walls, parking lots, and rows of carports and/or garages along public streets should be avoided.



Structures should be clustered

- 1) The design of multi-family developments should consider compatibility with the surrounding neighborhood.
- 2) Dwellings should incorporate porches, trellises, landscaping, and other features to extend the living area toward the street and soften the transition between the street and the dwelling. When placed correctly, these elements can also provide shading.
- 3) New structures should be clustered. Clustering creates plazas or pedestrian malls and prevents long “barrack-like” or continuous rows of structures. Attempt to give each cluster its own identity through the use of color, signs, and/or design.
- 4) Buildings should be placed close to, and oriented toward, the street.
- 5) View corridors should be preserved as much as possible.
- 6) Where possible, utilize courtyards or other methods to break up the building mass and provide natural ventilation.
- 7) Building placement should not limit solar access by shading adjacent rooftops.
- 8) Orient buildings on an east/west axis to maximize the use of natural daylighting, but protect west-facing windows from excess solar gain in the summer season.
- 9) Narrow floor plan depths should be used to maximize daylight, exterior views, and natural ventilation. Use a courtyard atria to bring light and air into interior spaces.

4.4.1.2. Circulation and Parking

Site plans should balance the need to provide adequate vehicular access with the need to eliminate unnecessary driveway entrances and should provide access points that are coordinated with other properties.

- 1) Long rows of garages or parking spaces should be avoided.
- 2) The site area adjacent to the street should not be dominated with parking. Parking should be concentrated in areas behind buildings and away from the street when possible.
- 3) Dwelling units should be visible from the parking areas servicing the units.

- 4) Large projects should break up parking areas into a series of smaller connected parking areas to create visual interest and reduce “heat island” effects.
- 5) Parking areas should be separated from a building with both a raised pedestrian sidewalk a minimum four feet wide and a landscape strip a minimum of eight feet wide.
- 6) Parking lots should be landscaped with shade trees.
- 7) Parking lots should provide areas for bicycle and motorcycle parking.

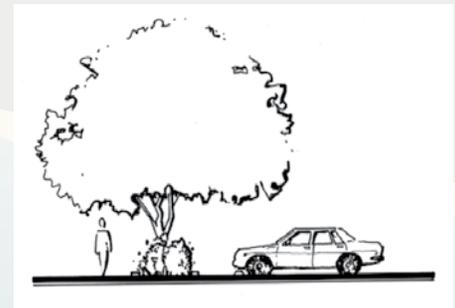


Large projects should break up parking areas into a series of smaller parking areas

4.4.1.3. Parking Lot Screening

Screening should be provided at the periphery of all parking areas.

- 1) A landscaping buffer should be provided between parking areas and public rights-of-way. The landscaped buffer area should not be included when calculating the minimum landscaping required within the parking lot interior. This buffer should be designed to provide storm water retention through swales, sumps, etc.
- 2) A 36-inch to 42-inch high berm, headlight hedge, or masonry wall should be used to screen any parking at the street periphery. Breaks should be provided to allow pedestrian circulation. A combination of walls, berms, and landscape material is highly recommended.
- 3) Where topography allows, parking lots could also be located above or below the adjacent street grade to effectively screen parking without the addition of substantial screen walls or landscaping.
- 4) Parking lots graded at least 48-inches below the adjacent street grade will effectively be screened without the addition of a 36-inch to 42-inch high wall or landscaping, but the hillside should still be landscaped.
- 5) Both sides of all perimeter walls or fences should be architecturally treated. Walls should be finished and designed to complement the surrounding development. Long expanses of fence or wall surfaces should be offset and architecturally designed to prevent monotony. Landscape pockets should be provided.



Screening should be provided at the periphery of all parking areas

4.4.1.4. Entry Drives

Easily identifiable and aesthetically pleasing entrances designed to complement the style of the project should be provided.

- 1) The principal vehicular access into a multi-family housing project should be through an entry drive rather than a parking drive. Colored, textured, and/or permeable paving treatments at entry drives are encouraged.
- 2) A combination of the following accent features shall be incorporated into the project entry:
 - a) Ornamental landscaping.
 - b) Landscaped medians (minimum seven feet).
 - c) Water features.
 - d) Architectural monuments.
 - e) Decorative walls.
 - f) Enhanced paving (colored, textured, and/or permeable).
- 3) Project entry features should reflect the overall architectural identity or character of the development.
- 4) Driveway entries should align with existing or planned median openings and adjacent driveways.
- 5) The number of site access points should be minimized.



Easily identifiable entry drives should be provided

4.4.1.5. Pedestrian Access

Convenient pedestrian connections are an important part of every development. Within a development, pedestrians and vehicles should be separated.

- 1) The need for pedestrians to cross parking aisles should be minimized. Landscape island walkways should be used to connect parking and building entries.
- 2) Pedestrian linkages to nearby neighborhoods and other commercial projects should be provided.
- 3) Provide easily identifiable pedestrian access from the street and/or sidewalk to key areas within the site.



Convenient pedestrian connections are important parts of multi-family developments

The on-site pedestrian circulation system should be directly connected to off-site public sidewalks.

- 4) Meandering paths are generally preferred over long straight path alignments. Maintain visual access throughout the path through lighting and low landscaping.
- 5) Paths made from permeable materials, such as decomposed granite, can create a more park-like setting and allow for stormwater percolation.

4.4.1.6. Paving Treatments

Specialty paving should be provided adjacent to building entries or facades, in plazas and courtyards or seating areas, at intersections, at mid-block between buildings, and adjacent to parks.

- 1) Patterns and colors should be installed in paving treatments using tile, brick, or textured concrete in order to provide clear identification of pedestrian access points into buildings, parking features (i.e., handicap spaces, pedestrian loading, bus stops/pull-outs, etc.), entry drives, and pedestrian crossings within the site.
- 2) Permeable surfaces, such as loose aggregate, paving stones, or wooden decks, should be used for pedestrian surfaces.
- 3) Specify reuse of materials such as brick and flagstone where possible.
- 4) Install surfaces that encourage pedestrian traffic and stormwater infiltration, such as porous asphalt, paver blocks, lattice blocks, and grasscrete, whenever traffic requirements allow.
- 5) Light colored paving should be incorporated near buildings to reduce the amount of heat radiating onto buildings and people.

4.4.1.7. Garages and Accessory Structures

Garages, carports, and other accessory structures should be designed as integral parts of the development.

- 1) Garages and parking areas should be located to have the least amount of visual impact on the street.
- 2) When viewed from the street, garages should be subordinate to the main living area. Where possible, the garage should be recessed behind the dwelling unit and not located between the main living area and the street.



Garages should be designed as integral parts of the development

- 3) Garage doors should be recessed into, rather than flush with, the exterior wall.
4. Detached garages and accessory structures should be designed as an integral part of the architecture of the project and should be similar in materials, color, and detail to the principal structures of a development.
5. Detached garages and accessory structures should incorporate roof slopes and materials similar to the principal structures of a development. Flat roofs are discouraged.

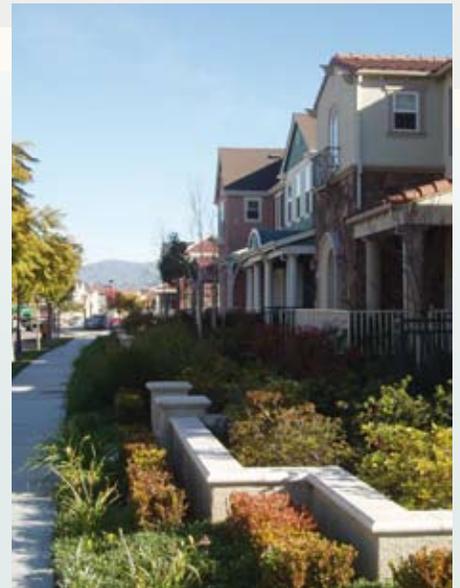
4.4.1.8. Open Space

Private or common open space, as well as pedestrian connections to such spaces, should be provided to enhance the living environment and contribute to a walkable neighborhood character.

- 1) Residents of multi-family developments should have safe, efficient, and convenient access to usable open space, whether public or private, for recreation and social activities.
- 2) Convenient access to public or private parks should be incorporated into the project by way of bicycle and pedestrian pathways.
- 3) Where possible, connections should be provided between neighborhood parks and the larger community-wide park system, such as bicycle paths.
- 4) Open space should focus on areas that are usable to the residents and not merely remainder parcels with marginal utility.
- 5) Infrastructure elements such as stormwater retention basins should be incorporated into the overall open space plan.
- 6) Buildings, parking areas, and open space should be arranged to minimize the use of sound walls next to arterial and/or collector streets.



Multi-family developments should provide easily accessible open space



Landscaping should be used to define edges

4.4.2. Landscaping

Landscaping should be used to define building entrances, parking lots, and the edges of various land uses. Landscaping should be used to buffer and screen neighboring properties. Consider safety, environmental impacts, and accent elements when selecting and locating landscaping features.

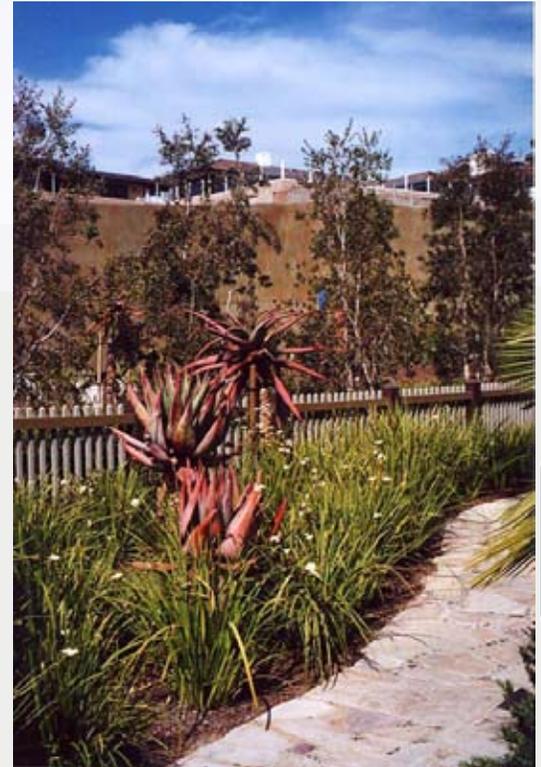
4.4.2.1. General Landscaping

- 1) Landscaping should include 24-inch, 36-inch, and 48-inch box trees (15-gallon size in slopes), 5-gallon and 15-gallon size shrubs, and ground cover.
- 2) Trees and shrubs should be located and adequately spaced to allow for mature and long-term growth. Trees and shrubs that create minimal root problems should be selected. Special sub-surface construction may be required.
- 3) Trees should be used to create an intimate scale, enclose spaces, and frame views, but placement should respect the long-range views of surrounding neighbors.
- 4) Seasonal shading from trees and shrubs on southern and western facades should be used when developing planting schemes for courtyards and streetscapes. Deciduous trees provide solar control during summer and winter while providing fall color, seasonal flower, and other desired effects.
- 5) Vines and potted plants should be used to provide wall, column, and post texture and color, as well as to accentuate entryways, courtyards, and sidewalks.
- 6) Accent planting should be used around entries and key activity hubs.
- 7) Lawn areas should be planted to serve a functional purpose. Sod should be used for turf installation; special permission should be obtained from the City to install lawns by seeding.
- 8) Plants should be grouped into high and low maintenance zones and high and low traffic areas.
- 9) Street trees should be located no closer than five feet to utilities.
- 10) Street trees should be located no closer than ten feet to street lights, unless otherwise directed by the City.
- 11) Root barriers should be installed at each tree planted within six feet of the curb or walk. Root barriers on the curb side should be three feet deep and root barriers on the walkway side should be two feet deep. Root barriers should extend six feet to each side of the trunk of the tree.
- 12) Drought tolerant grasses should be used for lawn areas where possible.
- 13) All plants should be coordinated with irrigation plans. Native and low water use plants should be used in conjunction with an efficient water system, such as drip irrigation. Drip irrigation systems should be used in all areas except for turf irrigation and small ornamental plantings. The irrigation systems should be designed to apply water slowly, allowing plants to be deep watered. Each street tree should be watered by two deep watering bubblers separate from all other irrigation.



Plants should be grouped into high and low maintenance zones and high and low traffic areas

- 14) Irrigation systems should utilize water conserving methods and incorporate water efficient technologies such as drip emitters, sub-grade capillary action irrigation for turf areas, evapotranspiration controllers, and moisture sensors.
- 15) Explore opportunities to reuse rain water and/ or gray water for irrigation.
- 16) Landscaping planted directly below the eaves or at a rain gutter outlet should be sturdy and have a subsurface matrix of roots to tolerate heavy sheet flow and periodic saturation.
- 17) Urban runoff can be greatly reduced by diverting storm water from impervious areas, such as concrete surfaces, to landscaped areas. Infiltration basins where water can seep into the ground should be used.
- 18) Short lived plants, plants susceptible to disease, and large expanses of single plant varieties should be avoided due to an unchanging appearance and the potential for complete loss of landscaping if struck with disease.
- 19) Planting should be used to screen less desirable areas from public view, i.e., trash enclosures, parking areas, storage areas, loading areas, public utilities, and mechanical equipment.

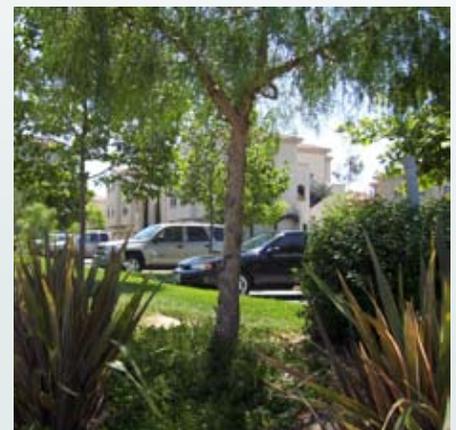


Drought tolerant grasses should be used where possible

4.4.2.2. Parking Lot Landscaping

Provide well landscaped parking areas. Landscaping should create a functional and attractive parking environment.

- 1) Parking lot trees with 30-foot to 40-foot canopies should be planted to shade parked cars and create a more attractive environment. Special sub-surface construction may be required.
- 2) For trees planted within the vicinity of parking lot lights, ensure that tree canopies do not create shadows from the lights and do not interfere with the effectiveness of the lights.



Canopy shade trees should be used in parking areas

- 3) Consideration of plant materials adjacent to parking spaces should be a priority. Thorns, stickers, and sharp leaves should be avoided.
- 4) Landscape islands should be a minimum of five feet wide to allow tree growth and to avoid hitting tree trunks. Special sub-surface construction may be required.
- 5)  Where more than ten automobile parking spaces exist on a lot or parcel of land, areas not used for vehicle parking and maneuvering, or for the movement of pedestrians to and from vehicles, should be used for landscaping to reduce “heat island” effects. The required trees should be distributed throughout the parking lot to maximize the aesthetic effect and compatibility with adjoining uses.
- 6) Parking spaces should be allowed to overhang into a landscaped area a maximum of two feet. However, the two feet encroachment and the required protective curb area should be counted only as a part of the length of the parking stall and should not be calculated as landscaped area or setback.

4.4.3. Building Design

Building forms and facades influence cohesiveness, comfort, and aesthetic pride and can generate pedestrian activity and increase a sense of security. Any good design should take into consideration fundamental design principals including continuity, mass, scale, rhythm, and proportion. All new buildings and remodels should incorporate 360-degree architecture.

The following guidelines are intended to provide a general framework for design and do not mandate specific architectural styles, themes, or details. The City will be open to considering innovative, alternative design concepts that were not envisioned at the time that these guidelines were written; however an attempt should be made to comply with the general intent of the guidelines provided.



Any good design should take into consideration fundamental design principals including continuity, mass, scale, rhythm, and proportion and all new buildings and remodels should incorporate 360-degree architecture

4.4.3.1. Massing

Mass is defined as a three-dimensional form, such as a cube, box, cylinder, pyramid, or cone. The way the forms are sized directly relates to the way building elements are emphasized or de-emphasized. Voids or open spaces in the forms can change the appearance of the forms and make the building more interesting and less imposing.

- 1) Large projects should be broken up into groups of structures of various heights.
- 2) Several smaller, compact building footprints, rather than one large building, should be used to provide an intimate scale and a more efficient envelope for optimizing daylighting and passive solar heating and cooling functions.
- 3) Buildings designs should include a combination of the following techniques:
 - a) Variation in the wall plane (projecting and recessed elements).
 - b) Variation in wall height.
 - c) Roofs located at different levels.
- 4) Combinations of units of different heights should be used to create visual interest and variation in the massing and building height.
- 5) The upper stories of new multi-family buildings should be stepped back to reduce the scale of facades that face the street, courtyards, or open space areas.
- 6) Structures with greater height should include additional setbacks and steps within the massing to create a transition in heights from adjacent properties and to avoid dominating the character of the neighborhood.



Combinations of different heights should be used to create visual interest



Stagger and job wall planes to create interesting designs

- 7) Vertical elements such as towers may be used to accent horizontal massing and provide visual interest.

4.4.3.2. Scale

Scale is the proportion of one object to another. “Human” or “intimate” scale incorporates building and landscape elements that are modest in size. “Monumental” scale incorporates large or grand building elements. The individual components of the building also have relationships to each other and to the building as a whole, which contributes to the overall scale of a building.

- 1) Building scale should be reduced through the proper use of window patterns, structural bays, roof overhangs, wall materials, awnings, moldings, fixtures, and other details.
- 2) Architectural details and materials on lower walls that relate to human scale such as arches, trellises, or awnings should be utilized.
- 3) Window distribution and shape can be a significant building scale determinant and should be considered in building design.

4.4.3.3. Articulation

Building designers should incorporate 360-degree architecture in all buildings, which is the full articulation of all building facades, including variation in massing, roof forms, wall planes, and surface articulation.

- 1) Long, unbroken facades and box-like forms should be avoided. Elements such as balconies, porches, arcades, dormers, and cross gables should be used to add visual interest.
- 2) To the extent possible, each of the dwelling units should be individually recognizable. The following methods could be used to break up building massing:
 - a) Vary front setbacks within same structure.
 - b) Stagger and jog unit planes.
 - c) Design a maximum of two adjacent units with identical wall and roof lines.
 - d) Vary building orientations to avoid monotony and long garage door corridors.
- 3) Building facades should be well-articulated with windows, wall articulations, moldings, pilasters, trellises, exposed chimneys, variation of building materials, etc. Blank walls should be avoided.
- 4) Buildings should be designed with the integration of varied texture, relief, and design accents on all walls.



Building facades should be well-articulated

- 5) Acknowledging sensitivity to a budget, it is expected that the highest level of articulation will occur on the front facade and facades visible from public streets. However, similar massing, materials, and details should be incorporated into all building elevations.
- 6) There should be a change in wall planes on all sides of the structure visible from a public street. Wall planes should not run in one continuous direction for more than 50 feet without a significant offset.
- 7) Architectural elements that add visual interest, scale, and character, such as recessed or projecting balconies, trellises, recessed windows, insets, verandas, porches, and materials and textures are strongly encouraged. These features should be used to create shadow patterns that contribute to a building's character.
- 8) Building elements and details should be consistent with the chosen architectural style.
- 9) Surface detailing should not serve as a substitute for well integrated and distinctive massing.
- 10) Guardrails or low walls should be utilized on balconies and porches where necessary for safety purposes.
- 11) Chimneys should be exposed as architectural features rather than hidden within a wall surface. Chimney caps should be decorative and conceal spark arrestors.

4.4.3.4. Roof Forms

Roofs should reflect a residential appearance through roof pitch and material selection.

- 1) Roof lines should be varied in height, and long horizontal roof lines should be broken up.
- 2) Roofs covering the entire building, such as hips and gables, are preferred over mansard roofs.
- 3) Roof materials, colors, and forms should be consistent with the desired architecture.
- 4) Rooftop decks should be integrated with the design and architecture of the building rather than creating a railing or faux parapet wall at the building line.
- 5) Solar panels should be utilized where possible.



Roof lines should be varied in height



4.4.3.5. Roof Gardens

Gardens on balconies, terraces, and roofs add visual interest, provide habitat for wildlife, slow storm water runoff, and create opportunities for decorative gardens.

- 1) Incorporate roof gardens where possible.
- 2) Where appropriate, drought-tolerant perennial grasses and ground covers that require minimal maintenance should be planted on moderately sloped and flat roofs.
- 3) Soil depths, roof drainage, and waterproof membranes should be considered during the structural design of the building.
- 4) Drip irrigation systems should be used with roof gardens to conserve water.

4.4.3.6. Windows and Doors

Windows and doors help to define the architectural style of a building while providing daylight to interior spaces and visual interest to building facades. These features may be accented through the use of awnings.

- 1) Window and door type, material, shape, and proportion should complement the architectural style of the structure.
- 2) Maximize daylighting and views through window placement and design. Passive solar design can be used to reduce heating requirements by 30 percent to 50 percent, thus saving money and energy.
- 3) Window articulation, such as sills, trim, kickers, shutters, or awnings, should be applied, where appropriate to the architectural style, to improve the facade of the home.
- 4) For organization of the facade, primary upper and lower windows should stack vertically whenever possible.
- 5) To enhance privacy, windows on side elevations of adjacent structures should be staggered whenever possible. Windows should not be positioned directly opposite of windows in the adjacent structure.
- 6) Where appropriate to the architectural style, windows should be generously inset from the walls a minimum of three inches to create shade and shadow detail.



Window and door type, material, shape, and proportion should complement the architectural style of the structure



Maximize daylighting and views through window placement and design

- 7) Any faux shutters should be proportionate to the adjacent windows to create the appearance of real and functional shutters.
- 8) EPA “Energy Star” labeled windows with low-e coatings are encouraged.
- 9) Permanent shading devices such as awnings and canopies on south and west-facing facades should be incorporated into building designs to provide aesthetic enhancement while assisting in cooling the building during the summer months.
- 10) Awnings should be incorporated to define building entries and better orient pedestrians.
- 11) Awnings should be used to add color, form, and relief to the building.
- 12) Property owners should not propose installing awnings unless they are prepared to maintain and regularly replace the awnings every eight to ten years.
- 13) Awnings should be made of cloth and not plastic or vinyl.

4.4.3.7. Dwelling Unit Access

All entrances should be clearly identifiable and emphasized using lighting, landscaping, and architecture.

- 1) Access points to units should be clustered in groups of four or less. Long, monotonous access balconies and corridors that provide access to five or more units should be avoided.
- 2) The entrances to individual units should be visible from nearby parking areas where possible. Building entrances should be emphasized through the use of lighting, landscaping, and architecture.



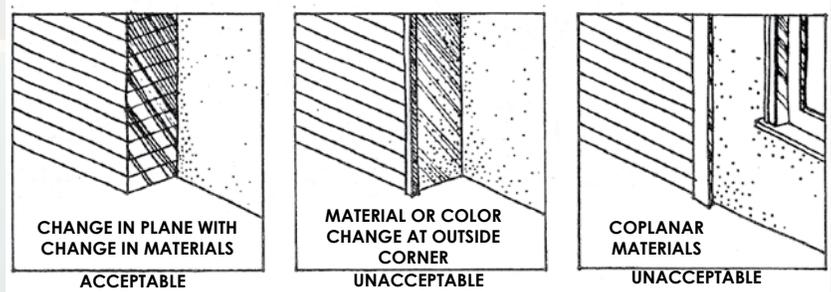
Handrails should be provided on stairways

- 3) Simple, clean, bold projections of stairways should be used to complement the architectural massing and form of multi-family structures.
- 4) Stairways should be constructed of smooth stucco, plaster, or wood, with accent trim of complementary colors. Stairwells that are open and have visibility into and from the stairwell are recommended. Thin-looking, open metal, prefabricated stairs are discouraged.
- 5) Handrails should be provided on stairways.

4.4.3.8. Materials and Colors

The selection and placement of building materials should provide visual interest at the pedestrian level. Heavier materials should be used to form the building base and as accents on upper stories and walls. Materials and colors should be used to enhance buildings and adjacent pedestrian spaces by adding color, shadows, and interesting forms.

- 1) Utilizing a variety of materials on a wall plane is encouraged.
- 2) Material changes should occur at a change in plane where the changes tend to appear substantial and integral to the structure, preferably at an inside corner. Material changes not occurring at a change in plane appear “tacked-on” and should be avoided.



Material changes should occur at intersecting planes to appear substantial and integral to the facade. Avoid material or color changes at the outside corners of structures.

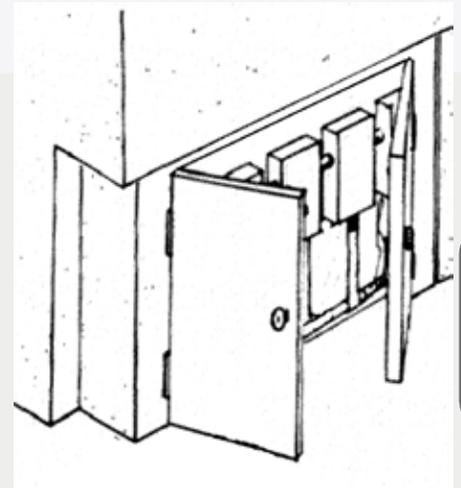
- 3) Materials selected for multi-family projects should be aesthetically pleasing but very durable and should require low maintenance.
- 4) Materials should be utilized that reduce the transfer of heat into and/or out of the building.
- 5) At least 20% of the building/construction materials should be recycled content materials, such as wood substitutes, recycled concrete, and asphalt, as well as non-toxic materials, and should be used wherever possible.
- 6) Natural materials, such as brick, stone, copper, etc., should be left the natural color.
- 7) Large areas of intense light color should be avoided. While more subdued colors usually work best for overall building color, bright or accent colors are typically appropriate for trim, windows, doors, and key architectural elements.

4.4.4. Utilitarian Aspects

4.4.4.1. Utilitarian Features

All utilitarian equipment and features should be integrated into the site plan and should either be aesthetically screened from view or designed to complement the architectural style of the project. Utility service areas should be part of the early site design process, rather than an afterthought at the construction document phase.

- 1) Any outdoor equipment, whether on a roof, side of a structure, or the ground, should be appropriately screened from view. The method of screening should be architecturally integrated with the adjacent structure in terms of materials, color, shape, and size.
- 2) Utility service areas, such as electrical panels, should be placed within enclosures that are architecturally integrated into the building design.
- 3) A combination of elements should be used for screening, including solid masonry walls, berms, and landscaping.
- 4) Where screen walls are used, the walls should be designed to blend with the site's architecture.
- 5) Satellite dishes should not be mounted on the roof or be visible from the street.
- 6) Guardrails should complement the architectural style of the building.
- 7) Ramps should be integrated into the site design and can be used to create functional or unique spaces.
- 8) The design of new and remodeled structures should incorporate easy access to all fire apparatus.
- 9) Access for fire apparatus should be part of the planning process so as not to disrupt the visual integrity of a project.
- 10) Gutters and downspouts on the exterior of the building should be decorative or designed to integrate with the building facade.
- 11)  Wherever possible, comply with CEC's voluntary Tier II energy Efficiency standards in effect at the time building construction begins.



Utility features should be screened



Gutters and downspouts should be decorative

- 12) Drainage should be directed to permeable areas such as yards, open channels, or vegetated areas, avoiding discharge to roads and minimizing discharge to the storm drain system.
- 13) Common box mailbox enclosures should be designed similar in form, materials, and color to the surrounding buildings.

4.4.4.2. Trash and Recycling Enclosures

Trash and recycling enclosures should be carefully designed, located, and integrated into the site plan.

- 1) Every property should provide a trash and recycling enclosure that is capable of handling the refuse generated by that site. Composting receptacles are encouraged.
- 2) At least half of the trash and recycling area should be dedicated to recycling containers.
- 3) The Huntington Beach Business Improvement District should help to facilitate coordination between Downtown business owners and commercial trash service providers to help ensure placement and size of bins and level of service provides for a safe and clean environment downtown.
- 4) Trash and recycling enclosures should be screened with landscaping and wall materials that are architecturally compatible to the building design.
- 5) The trash and recycling enclosure should be consistent with the design of the project and the building architecture. Similar or the same materials should be used on the enclosure as the surrounding buildings. Architecturally designed roof structures should be used to create a finished looking structure.
- 6) A pedestrian entrance to the trash and recycling enclosure should be provided so that the large access gates do not have to be opened as often.
- 7) Trash and recycling bins should be conveniently accessible for collection and maintenance and should not block access drives during loading operations.
- 8) Trash and recycling enclosures should be separated from adjacent parking stalls by a minimum three-foot wide planter with low-growing plant materials to ensure that adequate space is available for passengers to access a vehicle in an adjacent parking space.
- 9) Drainage from adjoining roof and pavement should be diverted around the trash and recycling area.



Trash and recycling enclosures should be carefully integrated into the site plan

4.4.4.3. Lighting

Effective lighting provides safety and direction for vehicles and pedestrians while enhancing architectural building and landscape details. These guidelines apply to on-site lighting for parking areas and lights associated with the building in private development projects. Light types may include pole lights, spotlighting, wall-mounted sconces, parking lighting, and landscape lighting.

- 1) Light fixtures should be designed or selected to be architecturally compatible with the main structure or theme of the development.
- 2) The intensity of light, level of light as measured in footcandles, and the type of bulb or source should be carefully addressed. Lighting levels should not be so intense as to draw attention to the glow or glare of the light source.
- 3) Spotlighting or glare from any site lighting should be shielded from adjacent properties and directed at a specific object or target area.
- 4) Exposed bulbs should not be used. Cut-off lighting is preferred.
- 5) Uplighting of building elements and trees should use the lowest wattage possible to minimize



Light fixtures should be architecturally compatible with the main structure



Walkways and paseos should be lit to ensure safe nighttime conditions

4 - DESIGN GUIDELINES

- impacts to the night sky. Light sources for wall washing and tree lighting should be hidden.
- 6) Where landscaping is lit, low-voltage lighting should be used whenever possible to conserve energy. Energy efficient lamps and ballasts, controlled by photoelectric methods or timers, should be incorporated.
 - 7) The height of a light pole should be appropriate in scale for the building or the complex and the surrounding area.
 - 8) Recreational amenities and courtyards should be well lit to enhance the pedestrian experience and create a safe environment.
 - 9) Accent lighting should be used to illuminate walkways, entries, seating areas, and/or specimen plants and trees.
 - 10) Walkways and paseos should be lit to ensure safe nighttime conditions.
 - 11) Use renewable energy sources for lighting.



The entire mixed-use development should utilize a consistent architectural style and materials

4.5. Special Design Considerations

4.5.1. Mixed-Use

The following supplemental design guidelines are provided to guide the design process for mixed-use developments. A mixed-use project should follow the relevant guidelines stated in previous design guidelines sections of this document. For example, the design of storefronts should be consistent with the commercial section of this document, and the residential portion should be designed in accordance with the residential sections of the Huntington Beach Design Guidelines.

Overarching key elements to consider are the existing architectural character of the neighborhood and/or district; the continuity of building scale and architectural massing; the transition to adjacent developments; the treatment of the street level and upper level architectural detailing; roof forms; the rhythm of windows and doors; and the relationship of buildings to public spaces such as streets, plazas, other open spaces, and public parking.

1. Where multiple buildings are planned in a mixed-use development, the structures should be of varying heights to create visual interest from the street.



Mixed-use structures should consider the character of the existing neighborhood



The design of the structures shall address privacy between residential units and non-residential areas



All facades should be given equal design consideration

4 - DESIGN GUIDELINES

2. The more public areas of residential units, such as lobbies, exercise rooms, living rooms, or dining areas, should face the street while more private areas, such as bedrooms, should be located in the rear of the building.
3. The design of the structures should address privacy between residential units and non-residential areas on the site and on adjacent properties. The design should provide visual and physical cues that mark the public space from the private space.



Mixed-use projects should use a minimal amount of commercial signs

4. Adequate open space and amenities should be provided to support both commercial and residential uses, including, but not limited to, plazas and landscaped walkways or parkways.
5. Common open spaces for residential uses should provide activity areas for interaction. Barbecue areas, benches, and games bring residents together and builds neighborhood cohesiveness.
6. Where possible, provide clearly marked entrances, separated driveways and parking areas for each proposed use.
7. Security gates should be considered for access to residential uses and residential parking areas.
8. Mixed-use projects should use a minimal amount of commercial signs and place signs only where most appropriate.

4.5.2. Corporate Architecture

The use of corporate “chain” architecture detracts from the unique character of the community and is strongly discouraged. Corporate tenants should design their buildings to fit the scale and character of the community within which the building is proposed. Several examples of well-designed corporate buildings have been provided to illustrate the advantages of applicants veering away from corporate architecture.

1. Corporate signs should not dominate the building facade.
2. Roof forms help to establish the architectural style of the building. Mansard roofs are discouraged; however if these types of roofs are used, the roof should wrap around the entire perimeter of the structure. Piecemeal mansard roofs that are placed only on portions of the building should not be utilized.
3. Gas station canopies should be consistent with the design of the project and building architecture. Similar or the same materials should be used on the canopy as the buildings. The roof structure should be designed to be architecturally compatible.

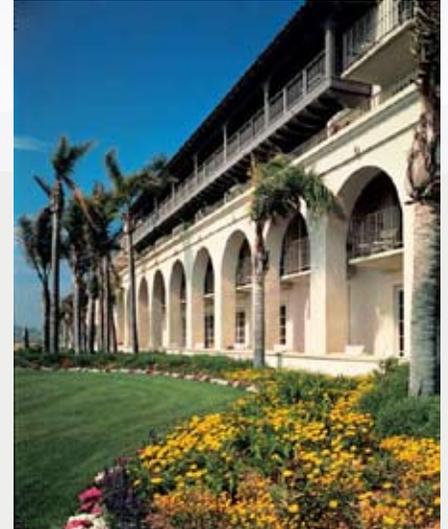


Roof forms help to establish the architectural style of the building



Gas station canopies should be consistent with the design of the project

4. Columns supporting a canopy structure should be of sufficient thickness to emphasize a sense of strength, balance, and traditional masonry proportions. The columns should also include a cap and a base. The base should be furred out three to four inches to enhance and anchor the structure.
5. For gas stations, lush perimeter landscaping or other attractive and appropriate measures should be provided to screen paved areas.
6. In gas stations, provide a clear line of sight from the cashier to the gas pumps.
7. Service bays should not be designed to face on to the street and should be setback a minimum of 25 feet from adjoining residential properties.



Maximize optimal views in the hotel site design

4.5.3. Hotels

4.5.3.1. Site Design

- 1) Maximize optimal views in the hotel site design.
- 2) The buildings and not the parking areas should establish the image and character for the development along street frontages.
- 3) Short term parking should be provided in close proximity to office/check-in areas.
- 4) Small parking lots away from public view or underground parking structures are encouraged.
- 5) Valet parking is encouraged to promote compact parking solutions.
- 6) The privacy of guests should be considered in the site design.
- 7) Recreational facilities should be designed to offer privacy to facility users.
- 8) Hotel grounds, including outdoor parking areas, should be heavily landscaped.
- 9) Pedestrian connections should be provided to adjacent streets and within the hotel grounds.
- 10) Landscape islands and pedestrian walkways should be used to connect parking and building entries.
- 11) Delivery and loading areas should be located at the rear of the hotel, away from guests' view, and should not be visible from public streets.

4.5.3.2. Project Entry Features

- 1) Project entries should be easily identifiable and aesthetically pleasing.
- 2) Project entry features should reflect the overall architectural identity or character of the development.
- 3) A combination of the following accent features should be incorporated into the project entry:
 - a) Ornamental landscaping.
 - b) Landscaped medians.
 - c) Water features.
 - d) Architectural monuments.



Project entries should be easily identifiable and aesthetically pleasing

- e) Decorative walls.
- f) Enhanced paving (colored, textured, and permeable).
- 4) Driveway entries should align with existing or planned median openings and adjacent driveways.
- 5) Entries to large parking areas should include:

- a) A minimum 40 feet of stacking distance between the edge of the travel lane and the first parking space.
- b) A minimum of a four-foot wide sidewalk on at least one side of the drive aisle.

4.5.3.3. Building Design

- 1) A standard corporate design theme is strongly discouraged.
- 2) All hotel structures should incorporate the same design theme.
- 3) All sides of all hotel buildings should be architecturally detailed.
- 4) Exterior corridors on multi-level buildings are strongly discouraged and should not be located adjacent to residential uses. Structures over two stories should incorporate interior access to guest rooms. Room entrances directly adjacent to parking lots or exterior walkways are discouraged.
- 5) Balconies for individual rooms are encouraged.
- 6) Walkway, stairway, and balcony railings and other similar details should be stylistically consistent with the building design.
- 7) A variety of materials should be used on building surfaces.
- 8) Multiple roof forms are strongly encouraged.
- 9) Mechanical equipment of all types, including equipment associated with swimming pools, should be screened from public view.



Balconies for individual rooms are encouraged

4.5.4. Parking Structures

Parking structures are typically dominated by strong horizontal lines with a flat roof. To soften the horizontal lines and greatly enhance the look of the structure, elevations should be articulated and elements added that give the structure proportions that reflect a regular building. The deck and railing pattern should not dominate the elevation.

Parking structure designs must also minimize risk and opportunities for crime. Security measures may include lighting, emergency telephones, closed-circuit television, on-site security, placement of stairwells and elevators, and other similar features.

1. To give the structure proportions reflective of a regular building, design openings to look more like window openings than long, horizontal parking garage openings.
2. Framing that mimics windows should be added to openings. The framing should have vertical members to de-emphasize the horizontal lines of the structure.
3. Substantial massing should occur at the corner of the structures to anchor the building and give the structure proportions more similar to a regular commercial building. These panels should incorporate relief to create shadow patterns and add visual interest.
4. Height should be added to the parapet at key areas on the building structure to accent entries and reduce the long, horizontal facade that is typical of parking structures.
5. Horizontal openings should be broken up with vertical columns to create a rhythm of openings, again reflecting proportions of a regular commercial building.
6. Awnings or trellis structures should be added at vehicular and pedestrian entrances to create more pedestrian scale.
7. Where appropriate and feasible, retail spaces should provide articulation at the ground floor.



Where appropriate, retail spaces should wrap the ground floor of the parking structure



Landscaping at the ground level and interesting window framing enhances the design of this parking structure

8. Where retail is not provided on the ground floor, the structure should be located on “landscape islands” so that the structure does not directly abut paved areas. A minimum of a five-foot to seven-foot landscaping strip should be provided between parking areas and the structure. This landscaped area should be designed to provide storm water retention.
9. Consider providing landscaping and vines on building facades to help reduce the visual impact of the structure.
10. Landscaped berms at the perimeter of the garage can be used to screen lower levels to provide an attractive aesthetic appearance without concealing activity or compromising public safety.
11. Surveillance cameras are recommended at the entrances and exits of the structure. Ideally, cameras should be located throughout the structure as well. The cameras should record 24 hours a day and it is recommended the recording be kept on file for a minimum of 30 days.
12. Elevator locations should be clearly marked so that pedestrians can find their way to the elevator quickly and without confusion.
13. A person should not have to enter a vestibule before entering into the elevator waiting area. A preferred design would have people entering and exiting elevators in an area seen by passersby with cars and activity.
14. Elevator areas and stairwells should be well lit and recorded via surveillance cameras 24 hours a day, every day.
15. Lighting in parking structures should optimally be placed over and between the parked vehicles, as crimes mainly occur between vehicles. Use lights that throw light to the side, thus lighting pedestrians and parked cars.
16. Lighting should focus on all pedestrian areas of the parking structure.
-  17. Use energy-efficient lighting where possible.
-  18. Use as much natural light as possible.
-  19. Interior walls and ceilings should be painted white to add more light to the structure by reflection.
-  20. Solar panels should be utilized where possible.

Chapter 5

CIRCULATION & PARKING

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

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Chapter 5 - Circulation & Parking

5.1. Introduction

Achieving the Specific Plan goals and objectives will require improvements to the existing transportation system. Improvements will include construction of wider sidewalks that provide increased capacity and ADA paths of travel from streets to building entrances, realignment of selected roadways, expansion of bicycle and transit facilities, strategies to better manage the parking demand and increase the parking supply. The improvements are intended to make it easier for residents, employees, and visitors to bicycle, walk, and utilize transit to get to and from downtown.

This chapter includes a summary analysis based upon detailed technical reports completed in coordination with the Specific Plan and summarized improvement recommendations from those reports.

5.2. Existing Street Network Characteristics

The streets within the Specific Plan Area make up a majority of the publicly-owned property, providing for vehicular, bicycle, and pedestrian access. The Downtown circulation system generally consists of a grid system of two-lane streets running parallel and perpendicular to Pacific Coast Highway. Exceptions to this occur at the north end of Downtown, where the Main Street alignment turns north approximately 45 degrees, and the adjacent streets are oriented accordingly.

A system of public alleys between the streets provide delivery and loading access for businesses, access to private parking areas and access to residential garages and carports. Some businesses also have a rear entrance to accommodate customer access from the alley. The existing street network is described below.

5.2.1. Main Street

Main Street is a two-lane roadway designated as a local street and is the “main” street downtown. It carries moderate levels of vehicular traffic and has significant pedestrian levels. Main Street experiences vehicular congestion during the peak summer season and on event days due to increased parking, bicycle and pedestrian activity. Metered parking is provided between Pacific Coast Highway and Palm Avenue.

5.2.2. Pacific Coast Highway

Pacific Coast Highway (SR-1) is a State Highway divided by a raised median with four and six lanes in the Specific Plan area. Four lanes exist where on-street parking is provided. It provides regional access to the downtown area and is classified as a six-lane Major Highway (divided) by Caltrans. Beach Boulevard (SR-39) is a State Highway designated as an eight-lane Smart Street on the County of Orange Master Plan of Arterial Highways (MPAH) through the City of Huntington Beach. Beach Boulevard is currently six lanes within the Specific Plan Area.

5.2.3. Goldenwest Street

Goldenwest Street is classified as a six-lane Major Roadway on the City's Circulation Plan. The six-lane roadway is divided by a raised median and parking is prohibited on both sides.

5.2.4. Walnut Avenue

Walnut Avenue is a two-lane undivided roadway classified on the City's Circulation Plan as a secondary roadway between 6th Street and 1st Street and as a Primary Roadway east of 1st Street, where it is to become Pacific View Avenue. Parking is available on both sides of the roadway, with metered parking within the downtown core.

5.2.5. Pacific View Avenue

Pacific View Avenue is a four-lane roadway divided by a raised median. With the completion of the Pacific City development, the roadway will be extended westward from its current terminus at Huntington Street to connect with Walnut Avenue at 1st Street. Parking is prohibited on both sides of the roadway. Pacific View Avenue is classified as a Primary Roadway on the City's Circulation Plan.

5.2.6. Olive Avenue

Olive Avenue is a two-lane undivided roadway with metered parking through downtown.

5.2.7. Orange Avenue

Orange Avenue is currently a two-lane undivided roadway that is classified as a four-lane Primary Roadway on the City's Circulation Plan. Orange Avenue becomes Atlanta Avenue east of 1st Street. Metered parking is provided on both sides of the street.

5.2.8. Lake Street

Lake Street borders the eastern edge of the Specific Plan Area from Palm Avenue to Orange Avenue. Lake Street is classified as a four-lane Primary Roadway north of Orange Avenue on the City's Circulation Plan. Lake Street is a two-lane roadway within the Specific Plan Area and has Class II bicycle lanes on both sides of the street between Palm Avenue and 6th Street.

5.2.9. 6th Street

6th Street is a two-lane undivided roadway that starts at Pacific Coast Highway and ends at Main Street. Parking is allowed on both sides of the roadway. 6th Street is classified as a four-lane Primary Roadway from Pacific Coast Highway to Orange Avenue, and as a two-lane Secondary Roadway between Orange Avenue and Main Street on the City's Circulation Plan.

5.2.10. 1st Street

1st Street provides two travel lanes and a center median between Pacific Coast Highway and Atlanta Avenue. Parking is currently restricted due to construction on the adjacent property. 1st Street is designated as a four-lane Primary Arterial on the City's Circulation Plan.

5.2.11. 17th Street

17th Street is a two-lane divided roadway that starts at Pacific Coast Highway and ends at Main Street. Parking is allowed on both sides of the roadway. 17th Street is classified as a four-lane Primary Roadway on the City's Circulation Plan.

5.2.12. Other Numbered Streets

The other numbered streets within the Specific Plan Area provide one vehicle lane in each direction with metered parking on both sides of the street. All streets have parallel parking except for 5th Street, which currently has 90-degree parking.

5.3. Proposed Street Network Characteristics

The Specific Plan includes development that would result in changes to the circulation network in the downtown area. The network changes are illustrated on Figure 5-1. A description of the improvements and the effect on the transportation network are described in Section 5.3.1. A description of the proposed roadway realignments are described in Section 5.3.2. The new cross-sections and proposed roadway classifications are described and illustrated in Section 5.3.3. The cross-sections illustrate the curb-to-curb uses as well as the parkways, sidewalks and setback dimensions.

5.3.1. Street Improvements

The pedestrian realm will be enhanced along Main Street and 5th Street within the downtown core. Parking will be eliminated to provide for expanded sidewalks.

5.3.1.1. Main Street

Main Street will continue to have one vehicle traffic lane in each direction and will only be closed to vehicle traffic during select special events. The expanded sidewalk width will be gained by removing on-street parking from Pacific Coast Highway to Orange Avenue and relocating the parking into nearby lots and structures. A cross section of Main Street between Pacific Coast Highway and Orange Avenue is shown in Figure 6-3.

North of Orange Avenue, existing on-street parking will remain in place and existing sidewalk widths will be maintained. However, design treatments and streetscape enhancements similar to the other portions of Main Street will be implemented. A cross section of Main Street between Orange Avenue and Acacia Avenue is shown in Figure 6-4.

The width of the sidewalk in the section from Pacific Coast Highway to Orange Avenue has been increased to 26 feet, which provides pedestrians with plenty of space to walk while also providing enough room for expanded outdoor dining and plaza areas. Any removal of on-street parking shall be replaced at a 1:1 ratio within walking distance of the existing site pursuant to HBZSO Section 231:28.

5.3.1.2. 5th Street

5th Street will remain one traffic lane in each direction but the width of sidewalks along 5th Street will increase by converting the current head-in parking spaces to parallel parking spaces. Any parking spaces lost due to the reconfiguration will be replaced in nearby lots and structures. A cross section of 5th Street between Walnut Avenue and Orange Avenue is shown in Figure 6-7.



Figure 5-1 Conceptual Street Network Changes

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 DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

An additional 10 feet of sidewalk will be gained with the new parking arrangement for a total new sidewalk width of 20 feet. This widened sidewalk area will allow for increased dining opportunities and small plazas along the street.

5.3.2. Roadway Realignment

The changes include realignment of roadways to better serve the adjacent land uses and some new roadway cross-sections to provide additional bicycle and pedestrian access.

5.3.2.1 Walnut Avenue

Walnut Avenue will be realigned to intersect with 1st Street at a right angle to align with the extension of Pacific View Avenue. This realignment is consistent with current City plans. The existing diagonal portion of Walnut Avenue between 1st Street and 2nd Street would be vacated by the City. The City will need to acquire the land for the public right-of-way between 1st Street and 2nd Street.

5.3.3. Roadway Classification and Cross-Sections

The new cross-sections would change the roadway classifications as they are currently defined by the MPAH because the defined functions of the roadways would change – from primarily vehicular-serving to multi-modal facilities. There would be no 4-lane roadways in the Downtown area, and none are needed based upon the traffic forecasts and the Specific Plan objectives.

5.3.3.1. 6th Street

6th Street is a two-lane roadway but is currently designated on the City’s Circulation Plan as a four-lane “Primary Roadway” from Pacific Coast Highway to Orange Avenue, and as a two-lane “Secondary Roadway” between Orange Avenue and Main Street. The Specific Plan would change the classification to a “Downtown Avenue” with 2 travel lanes (one in each direction) and parking on both sides shared with bicycle lanes on the segment between Orange and Main. The cross-sections below illustrate the 6th Street segments between PCH and Orange, and Orange and Main.

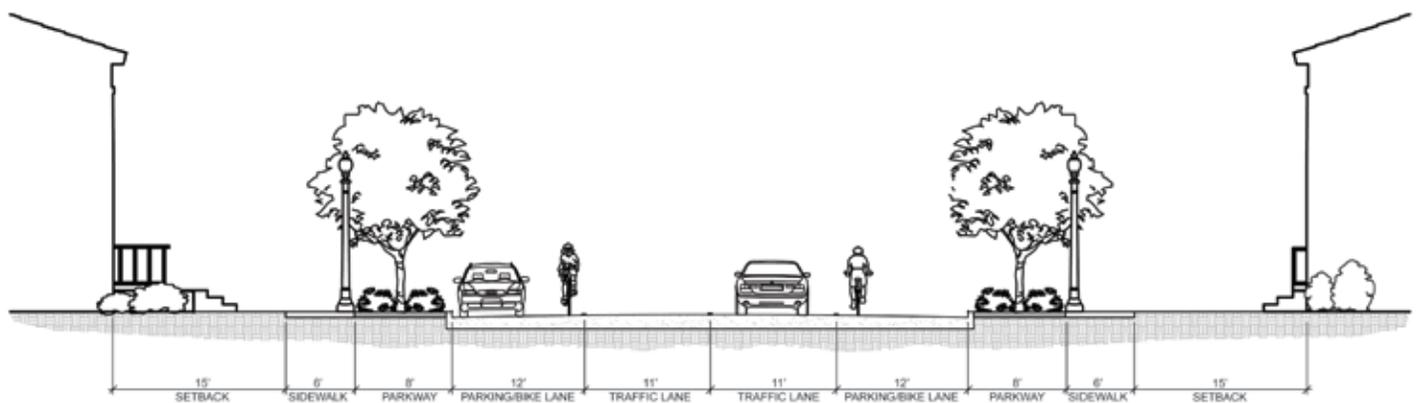


Figure 5-2 Proposed cross section of 6th Street from Pacific Coast Highway to Orange Avenue

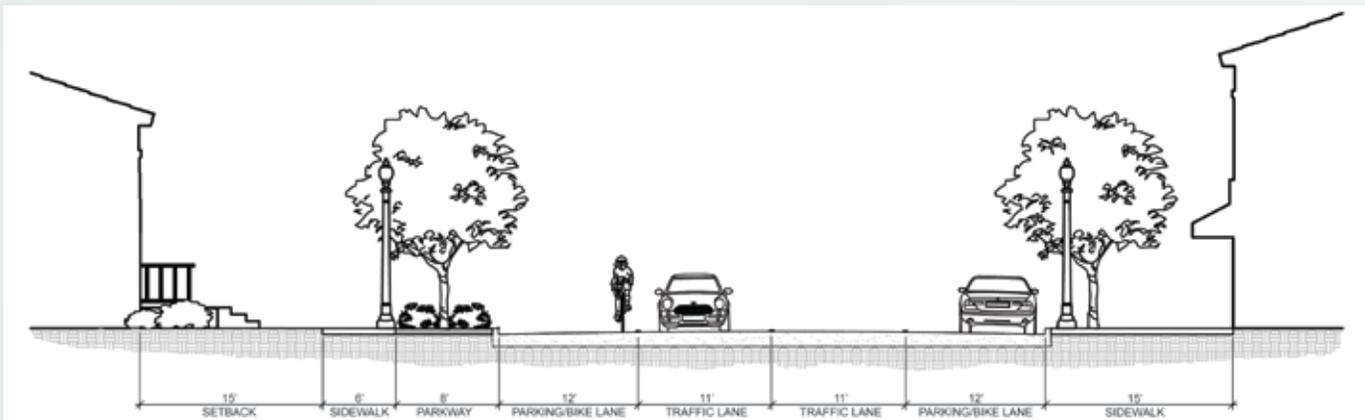


Figure 5-3 Proposed cross section of 6th Street from Orange Avenue to Main Street

5.3.3.2. Lake Street

Lake Street is also currently classified as a four-lane “Primary Roadway” that would be re-classified as a 2-lane “Downtown Avenue” with parking on both sides shared with bicycle lanes. The new cross-section for Lake Street north of Orange Avenue is illustrated below.

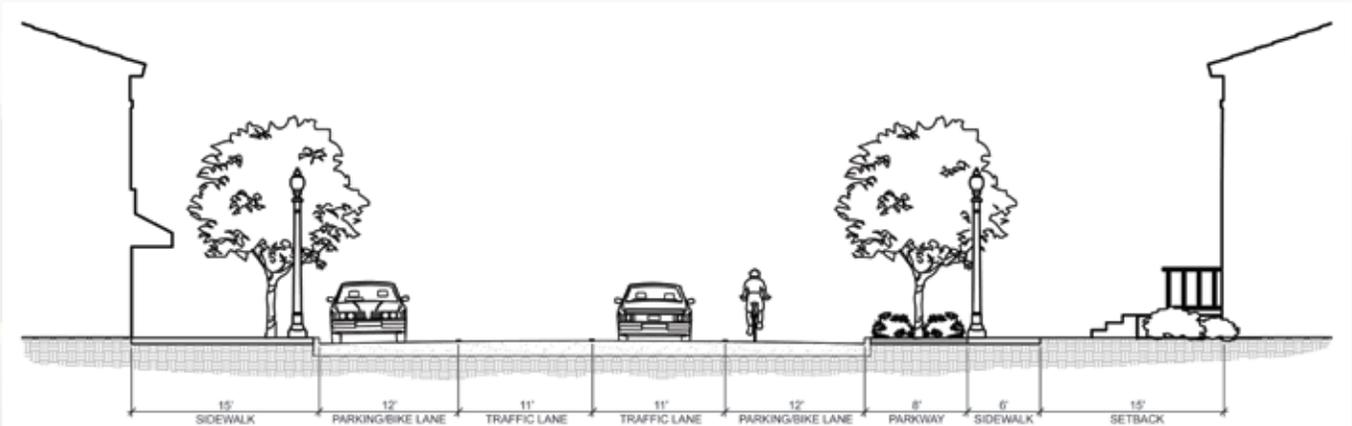


Figure 5-4 Proposed cross section of Lake Street north of Orange Avenue

5.3.3.3. Orange Avenue

Orange Avenue is currently classified as a four-lane “Primary Roadway” that would be re-classified as a 2-lane “Downtown Avenue” with parking on both sides shared with bicycle lanes. The new cross-section for Orange Avenue between 1st and 6th Streets is illustrated below.

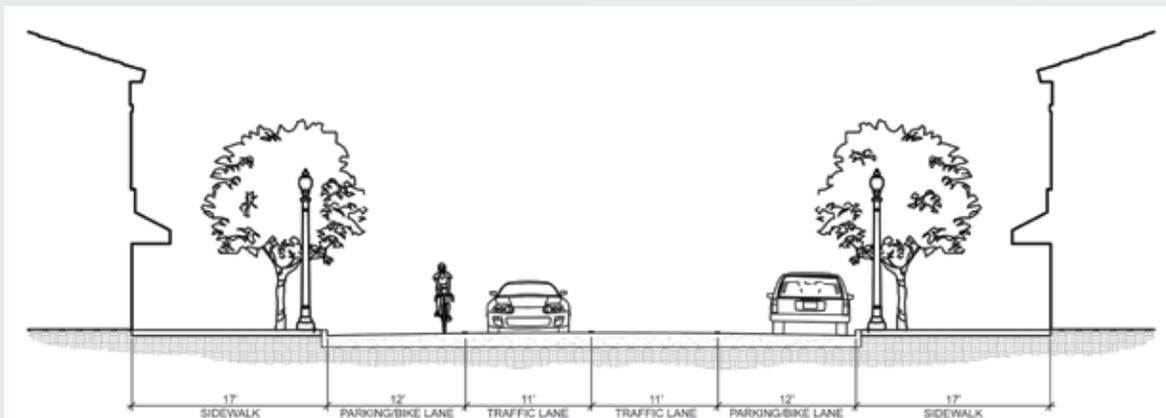


Figure 5-5 Proposed cross section of Orange Avenue between 1st Street and 6th Street

5.3.3.4. Walnut Avenue

Walnut Avenue is currently classified as a secondary roadway between 6th Street and 1st Street and as a “Primary Roadway” east of 1st Street. The Specific Plan would change the classification to a “Downtown Street” with 2 travel lanes, parking on both sides of the street and no bicycle lanes. The cross-section below illustrates the Walnut Avenue segment between 1st and 6th Streets.

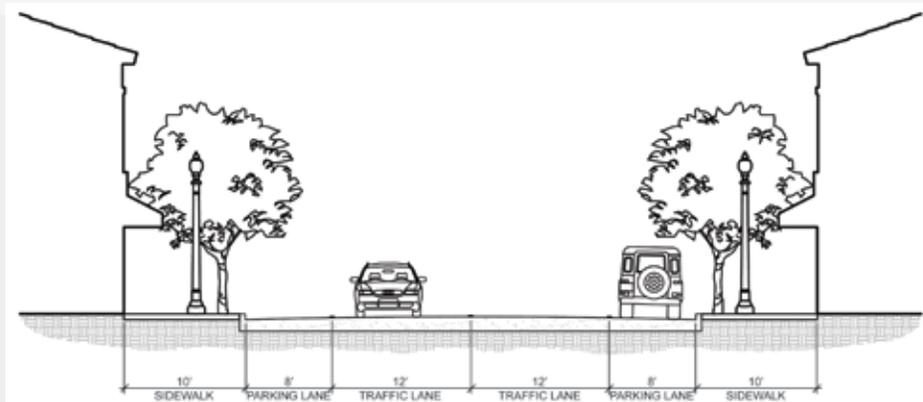


Figure 5-6 Proposed cross section of Walnut Avenue between 1st Street and 6th Street

5.3.3.5. 1st Street

1st Street is designated as a four-lane Primary Arterial on the City’s Circulation Plan. The Specific Plan would change the classification to a “Downtown Boulevard” with 2 travel lanes, a center turn-lane, striped bicycle lanes and no on-street parking. The cross-section below illustrates the 1st Street segment between PCH and Orange Avenue.

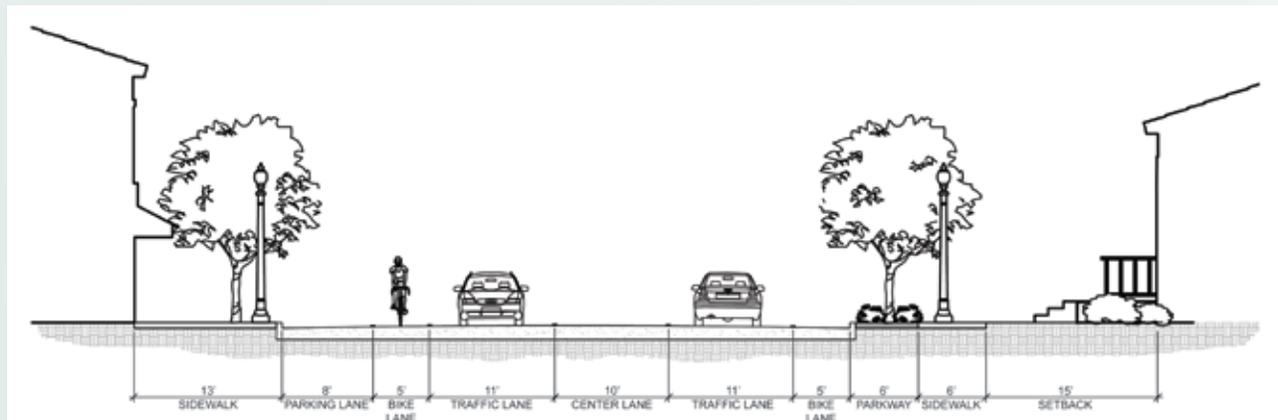


Figure 5-7 Proposed cross section of 1st Street between Pacific Coast Highway and Orange Avenue

5.4. Bicycle Facilities

5.4.1. Existing Facilities

The Specific Plan Area includes a combination of bicycle facilities. Class II Bicycle Lanes, which are striped on the roadway and marked with signs, currently exist on Lake Street between Palm Avenue and Pecan Avenue, on Goldenwest Street and on 17th Street. On Lake Street south of Pecan Avenue to Orange Avenue, the bicycle lanes become a Class III Bicycle Route, which is marked by signs only. The Specific Plan Area also features a Class I multi-use recreational path along the beach through the Specific Plan Area. The City's Bicycle Plan indicates that a Class II Bicycle Lane is planned within the Specific Plan Area on Atlanta Avenue. Figure 5-8 shows the existing bicycle facilities in the Specific Plan Area.

There is significant bicycle travel in the downtown, particularly for local residents. The existing bicycle facilities are well-used and connect residential areas with downtown. Bicyclists also frequently use the downtown streets without dedicated bicycle lanes, such as Main Street, 5th Street, and 6th Street, as well as the streets crossing Main Street; on these streets the bicyclists must share the road with vehicles.

Demand for bicycle parking downtown significantly exceeds the supply of bicycle rack parking. This shortage of formal bicycle parking does not stop people from riding their bicycles downtown. Bicyclists either do not park their bicycles, riding the bicycles throughout the downtown instead of walking, or the bicyclists park and lock their bicycles to fixed structures other than bicycle racks, including sign posts, parking meters, trees, fences, and gates.

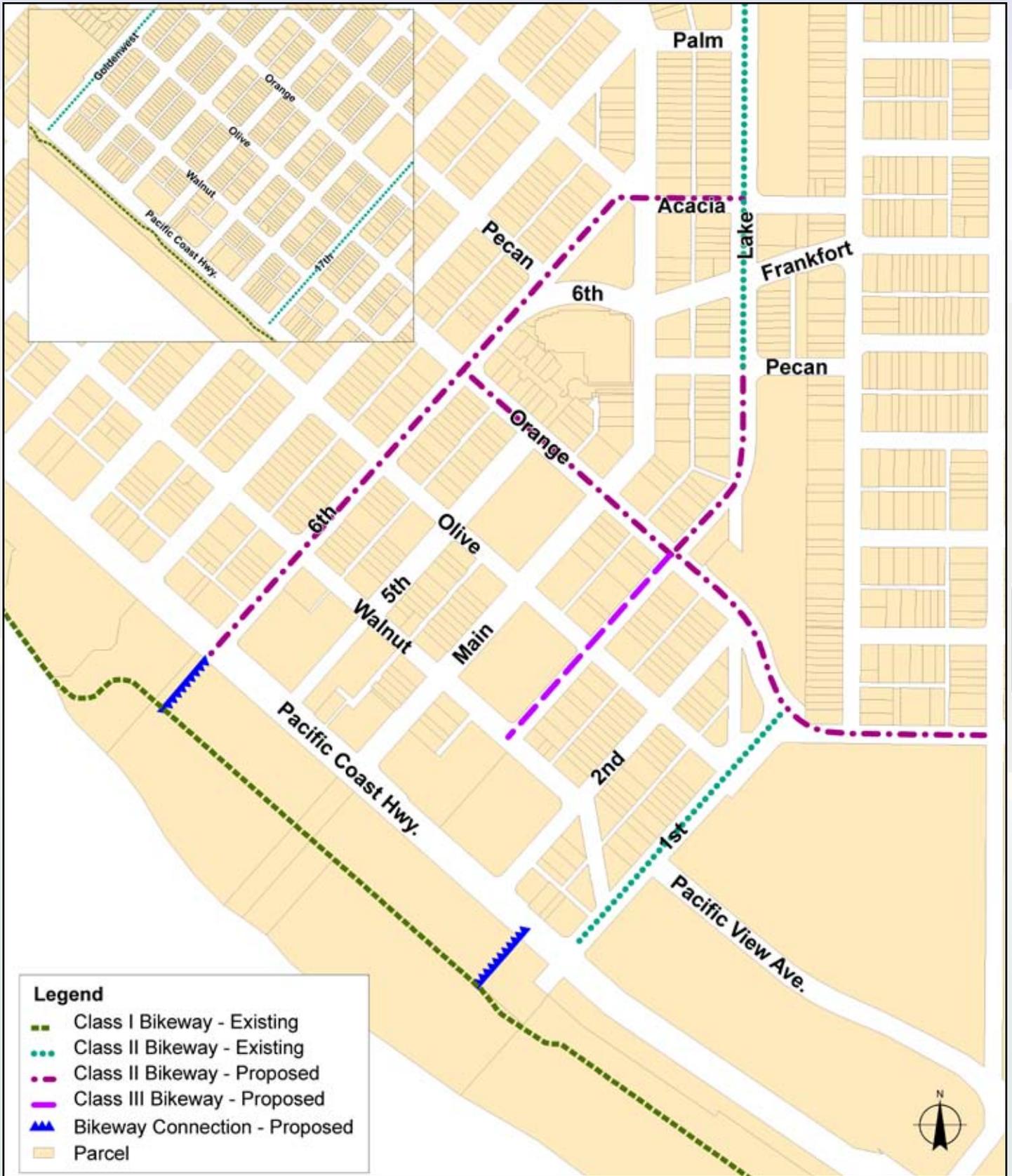


Figure 5-8 Existing and Proposed Bicycle Facilities

5.4.2. New Bikeways

New bicycle facilities within the core downtown will be provided to provide additional incentive for more people to bike to and from downtown, and to better serve the large number of existing bicycle enthusiasts. The new connections are shown on Figure 5-8.

Bicycle connections will be incorporated into the beach area near 1st Street and 6th Street to provide convenient links to the Class I bicycle path on the sand from Pacific Coast Highway. With improved crossings at 1st Street and 6th Street, the connections will help link the existing separated bicycle path to other parts of the downtown.

Class II bicycle lanes will be provided along 6th Street from Pacific Coast Highway to the realigned intersection with Main Street at Acacia Avenue. From there, the bicycle lanes will cross Main Street and travel along Acacia Avenue to link to the existing bicycle lane along Lake Street.

Class II bicycle lanes will also be provided on Atlanta Avenue and Orange Avenue, from Huntington Street to Lake Street. At the Orange Avenue/Lake Street intersection, the lanes will continue north on Lake Street to connect with the existing bicycle lanes. This connection will link the existing Class II route along Huntington Street to the existing Class II facility along Lake Street.

Class III signed bicycle route signs will be installed along 3rd Street from Orange Avenue to Walnut Avenue and along Orange Avenue from Lake Street to 6th Street. The existing right-of-way along these roadways does not allow for striped Class II bike lanes. The bike route designation will provide for designated connections within the core downtown.

5.4.3. Additional Bicycle Parking

Additional bicycle racks will be dispersed throughout the downtown in areas where available space permits without impeding pedestrian movement or requiring the removal of parking. New bicycle racks can be added at the following locations:

- On-street, in the triangle-shaped, chevron-striped areas at the end diagonal parking rows.
- On the sidewalk, along red-striped curbs where parking is prohibited, or where an extended sidewalk area is provided.
- At the end of corner curb extensions.
- Adjacent to or near buildings, out of the walking path.

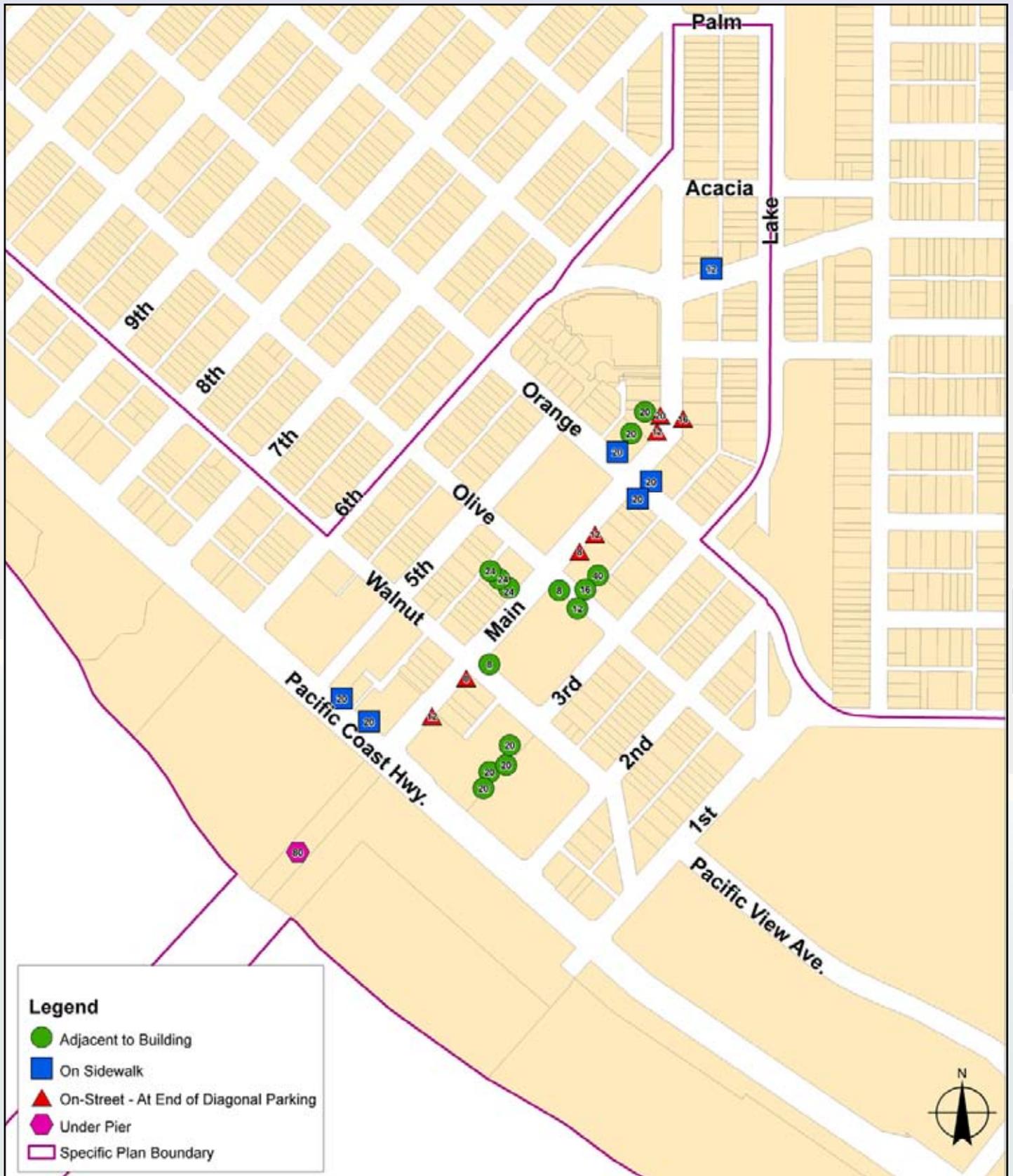


Figure 5-9 Potential New Bicycle Rack Locations

Potential bicycle rack locations are shown on Figure 5-9. The locations represent space for approximately 550 additional bicycles.

A bicycle station with organized storage facilities and attendants could be located within the downtown. Some City-owned paseos could be prime locations for new bicycle parking, such as the paseo extending west from Main Street on the block between Walnut Avenue and Olive Avenue. Additional bicycle parking could also be provided in some private developments, such as the plaza and breezeway areas of the Pierside Pavilion, in and around Plaza Almeria, and inside other parking structures.

In addition to these spaces within the downtown, there is opportunity for additional bicycle parking spaces on the beach side of Pacific Coast Highway. A high-capacity bicycle parking facility could be located in the Pier Plaza, under the Pier, and in and around the Pier Parking areas.

The location of public bicycle parking facilities that accommodate ten or more bicycles will be identified as part of the downtown sign program.

Specific bicycle parking requirements are found in Section 3.2.26.5. Bicycle Spaces Required of this Specific Plan.

5.5. Transit Facilities

5.5.1. Existing Service

The Orange County Transportation Authority (OCTA) provides local and regional bus service to the City of Huntington Beach. Figure 5-10 illustrates the five bus routes operated by OCTA within the Specific Plan Area and the location of the existing bus stops. In general, the downtown area is served by transit seven days a week with fairly regular service of less than 30-minute intervals (headways) between buses. The downtown can be accessed via transit from all directions by one or more routes.

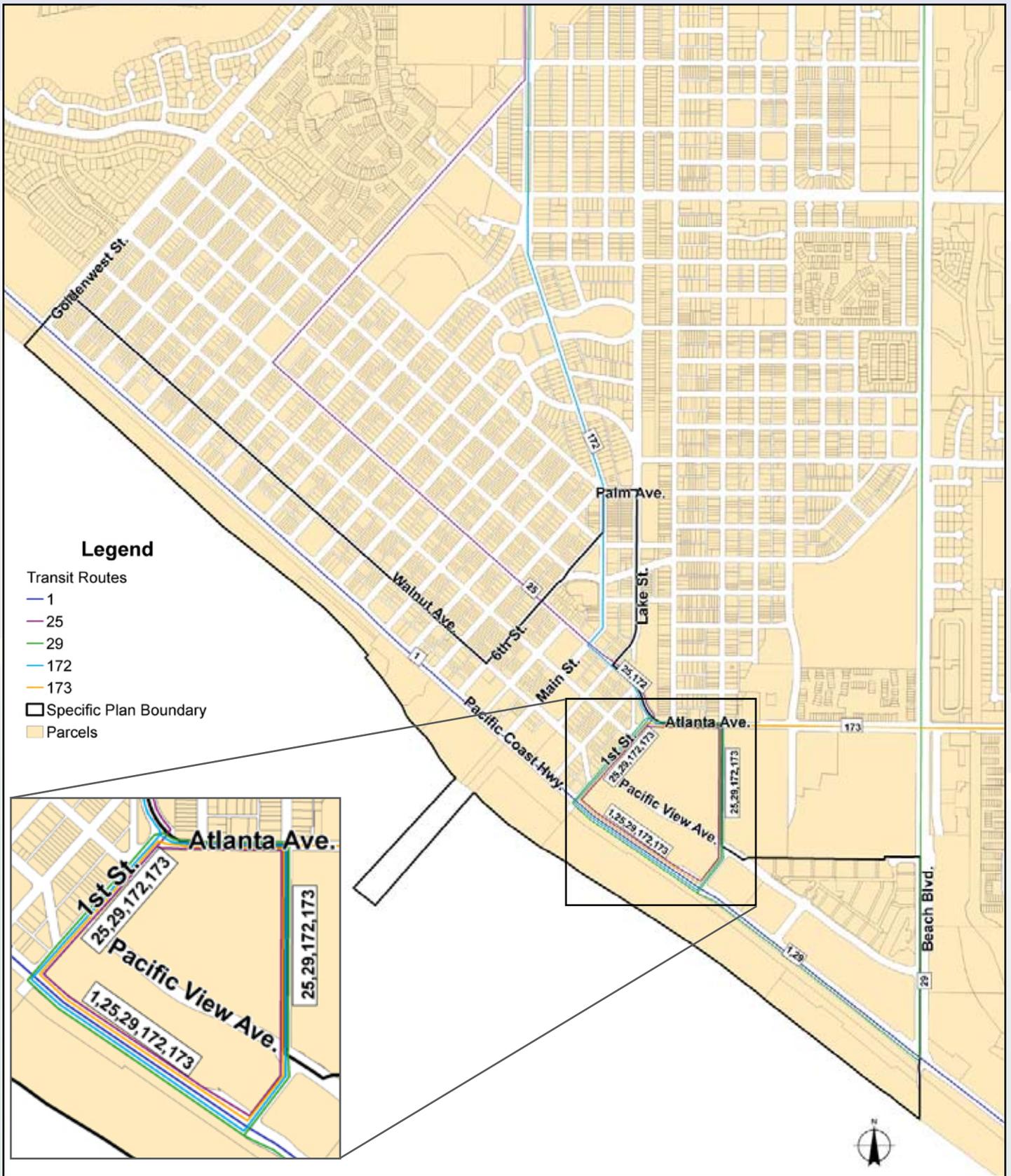


Figure 5-10 Existing Transit Service

The transit routes through the downtown have been designed to avoid having buses travel on Main Street, with buses traveling primarily on Orange Avenue, 1st Street, or Pacific Coast Highway through the Specific Plan Area. Bus stops are located on Orange Avenue east of Main Street and on the north and south side of Orange Avenue near 1st Street. Bus stops for Route 1 are also located at various locations along both sides of Pacific Coast Highway through the Specific Plan Area. A bus layover zone with bus stops for all five routes is located on Pacific Coast Highway between 1st Street and Huntington Avenue. Facility improvements are currently planned for the bus layover zone.

The downtown area, including the beach and the pier, are within easy walking distance for downtown employees and visitors from the existing bus stop locations.

5.5.2. Transit Improvements

Improvements to the transit system can provide additional incentive or motivation for people to choose transit to get to and from downtown, instead of driving and parking their vehicle. And some of the pedestrian improvements defined in this Specific Plan will provide for improved access to transit stops.

5.5.2.1. PCH Bus Layover Zone

Facility improvements are planned for the bus layover zone on PCH between 1st and Huntington Street. This zone accommodates stops for all five of the routes that serve the downtown. The improvements include street furniture amenities and trash cans.

5.5.2.2. Trolley System

A downtown “trolley” service may be provided to circulate between the hotel development closer to Beach Boulevard, the Pacific City development, the core downtown, and the residential neighborhoods surrounding downtown. The trolley is envisioned to be a bus-like vehicle with tires that would allow nearby residents who work in or visit downtown to do so without driving and parking. It would also allow visitors to move easily between the hotels, Pacific City, the Cultural Arts area, and the downtown core and the Strand, by allowing these visitors to park their vehicles once and access the other areas of the downtown through an interesting trolley system.



Example of a trolley

Trolley stops would be clearly marked and designed with a consistent theme, and the shuttle schedule should be posted and advertised. The frequency of shuttle arrivals and the duration of service, including starting and ending times, will be dependent on seasonal demand and ridership levels.

Implementation of a shuttle service would require additional analysis. The routes, headways, and costs would need to be defined. The service could be operated by the City or by a private provider. The costs could be based upon fares (user fees) or be paid for by the downtown businesses or the City. Similar services that exist in other southern California cities, such as free Manhattan Beach Ocean Express Trolley could be studied for implementation.

5.6. Parking Facilities

5.6.1. Existing Parking Conditions

The public parking supply includes all on-street spaces, City-owned off-street parking facilities, privately-owned off-street parking facilities that are available to the general public, and privately-owned off-street parking lots that are available for use only by the employees and customers of some businesses. There are currently 1,875 parking spaces located within the Specific Plan Area and another 397 spaces downtown. Of the total, 760 spaces are located on streets and 1,512 are located in off-street facilities. Analysis of the current parking demand did not include off-street parking spaces reserved for residential uses.

There are four existing parking structures located downtown and all are pay facilities available to the general public. All other off-street parking is privately-owned, with use generally restricted to the patrons of those businesses. A detailed analysis of existing parking conditions as well as strategies and action items to address existing parking issues is provided in Appendix E of the Specific Plan.

Parking in the downtown area is seasonal in nature, with significant fluctuations throughout the day, week and year influenced heavily by beach-goers. The current parking supply generally accommodates the typical demand on weekdays and weekends during the non-peak seasons. The demand increases with at-capacity or over-capacity conditions occurring during peak summer days, particularly on weekends. The parking demand exceeds the supply on summer holidays and special event days. The chart below summarizes the current parking demand.

Season	Winter Weekday / School in Session	Winter Weekends / School Breaks	Typical Summer		Summer Special Events
			Weekday	W-end	
# days per year	175	85	70	20	15
%-age	48%	23%	19%	5%	4%
The Parking Experience	Plenty of parking throughout downtown. Any parking encroachment in neighborhoods is to avoid paying for parking, and not due to lack of parking supply.	Adequate parking, no major facilities full, free street parking taken, increased parking occurs on neighborhood streets.	All street parking full, residents increasingly impacted. Beach-goers parking in downtown structures. Some parking still available throughout downtown.	Promenade Structure full. Difficult to find parking	Supplemental parking and transportation measures needed, residents severely impacted.

Figure 5-11 Current parking demand

5.6.2. Future Parking Demand and Supply

As new development occurs over the life of the Specific Plan, it is anticipated that approximately 300 to 400 additional off-site parking spaces will be necessary to support the net new development expected within the downtown. All residential and hotel development will required to have all parking on-site. Non-residential and non-hotel development will be required to provide parking on-site. In some cases, the requirement may be satisfied by paying an in-lieu fee, if applicable. All new development will be required to replace any parking lost due to construction as well as providing any net new parking required. Any loss of on-street parking spaces will be required to be replaced at a one to one ratio. Refer to Section 3.2.26. - Parking for specific parking requirements.

The number of additional off-site parking spaces that will be required was calculated from the maximum development potential estimated for the Specific Plan Area and the on-street spaces that will be lost due to the redesign of Main Street. Figure 5-12 illustrates the zones where the additional off-street parking will be provided.

The downtown is divided into three zones, with 50 percent of the needed parking proposed in zone A and 25 percent of the needed parking proposed in zones B and C. Zone A includes the Cultural Arts Overlay area, which will provide additional public parking in an underground structure.

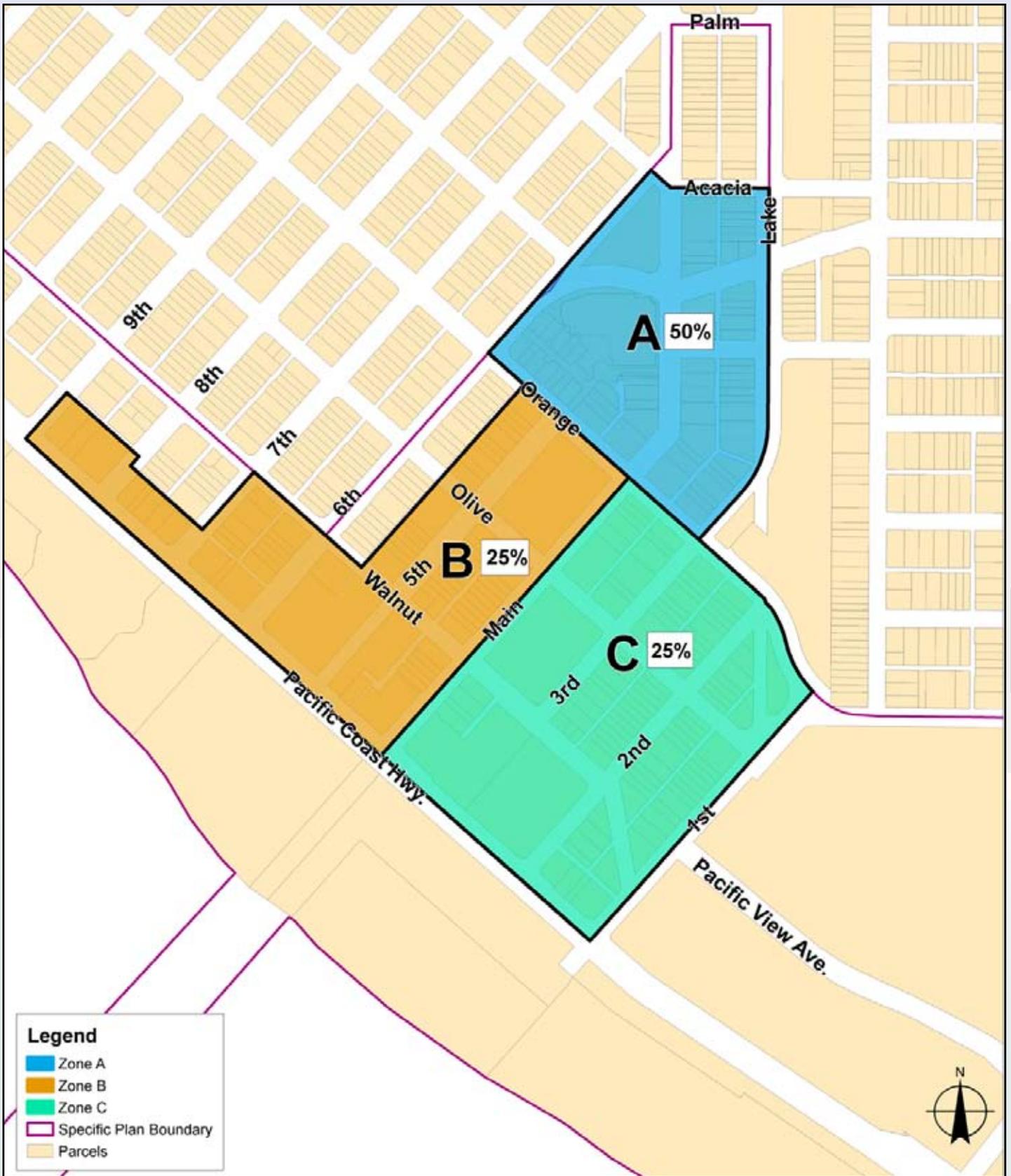


Figure 5-12 Additional Off-site Parking Spaces Needed Due to Net New Development

5.6.3. Parking Improvement Strategies

The parking improvement strategies described in the following sections will work in combination to manage the parking demand (who parks where, for how long and how much they pay) and increase the parking supply. These strategies were developed based upon the parking analysis, stakeholder input, and comments from residents at workshops to address future downtown needs and issues. The recommended improvements identified below are intended to represent a “toolbox” of strategies that can be implemented based upon opportunity. Some of the strategies, such as implementing a valet program, could be easily and quickly achieved. Other strategies, such as constructing temporary lots and forming business-to-business agreements, will require additional effort and time to achieve. One of the most important aspects to consider is that most of the strategies are, and should be, interconnected. For example, parking in remote facilities with a shuttle service can be provided on the busiest event days, or serve as an option for employees in the future – which would reduce the demand for employee parking spaces downtown. As each improvement is implemented, the remaining strategies may need to be redefined.



Figure 5-13 Residential Parking Boundary

5.6.3.1. Residential Parking

Visitors to the beach and Downtown and employees of downtown businesses often park on residential streets. On a typical day, this is an issue primarily on the streets closest to the downtown commercial businesses. On high demand days, such as summer weekends and downtown event days, parking encroachment into the neighborhoods extends further. Implementation of a parking meter / residential permit system would preserve the spaces for residents as long as they have a permit. The boundary area recommended for this program is illustrated in Figure 5-13.

The cost to park on these streets should be comparable to the cost to park by the hour at the beach or downtown. The meters should have time limits and the permits should be restricted to specific streets.

5.6.3.2. Valet Parking Program

A valet parking program would increase the parking capacity by as much as 40 percent, due to the ability of attendants to park more vehicles more efficiently. Valet parking could be useful in any new or existing parking structure and might be especially beneficial for hotel uses. The Pierside structure lower level is already striped for both regular and valet parking operations and the valet striping can accommodate approximately 60 more vehicles. The lower floor and the two upper floors of the Promenade structure could accommodate approximately 125 additional vehicles. The Strand parking structure is already configured for valet parking, but the Plaza Almeria structure would not yield as many additional spaces due to of the configuration of the parking aisles and support columns.

A valet parking program could be organized in many different ways, such as being led by businesses or the City, provided all or only part of the time, and/or with or without formal agreements. The parking study report provides more detailed information regarding the options for how a valet program could be implemented.

5.6.3.3. Commercial Parking

Commercial parking is a pay lot operated by a private entity. This use is allowed in some parts of the Specific Plan Area, including the core downtown area of District 1. To expedite this private sector investment, the City could either use its own land for a parking facility or the City could purchase land and actively recruit a parking developer to create a privately-operated parking venue. Depending upon the size of the property, the facility could be conventional surface parking, an automated parking structure, or a conventional parking structure.

5.6.3.4. Parking Fees

The rates (fees) currently charged to park downtown do not reflect the variable demand. Rate modification will help the City manage the demand by influencing where people park and for how long and improve parking conditions for all users. Rate changes will likely also increase revenues, which will allow the City to better manage the parking assets by providing for long-term maintenance and increase parking supply. The rate study will compare rates charges in similar, nearby cities and will include analysis of all City parking programs; beach parking, validation, residential

5.6.3.5. Shuttle Service

Access to parking spaces outside of the downtown area could increase the available parking supply on the days that have been defined as the highest demand. There are approximately 1,300 existing parking spaces north of downtown that have been identified for potential use as remote parking sites. A shuttle or trolley service could be provided between these locations and the Specific Plan Area. Agreements between the City and property owners may be required

5 - CIRCULATION & PARKING

Chapter 5

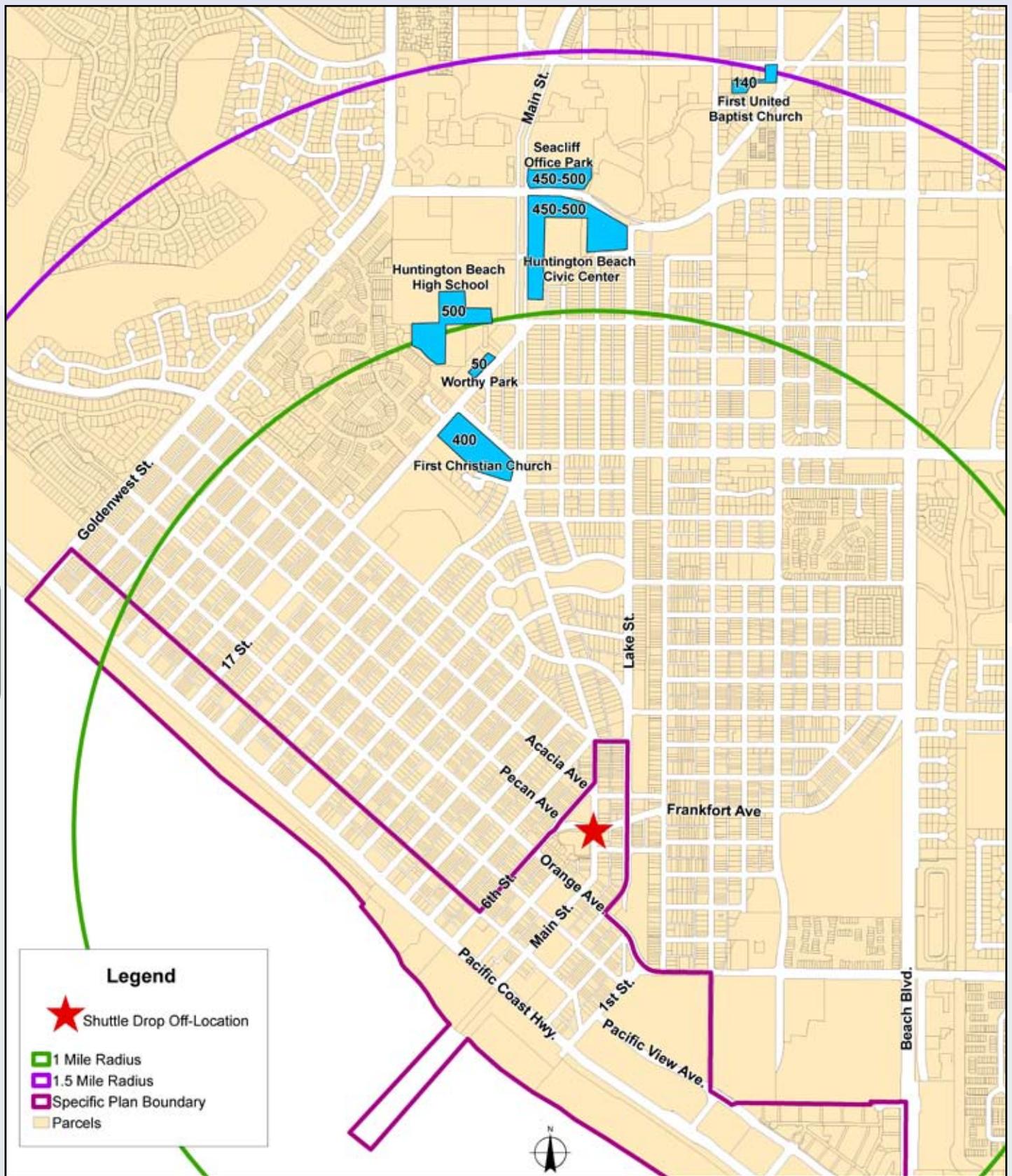


Figure 5-14 Potential Shuttle Service Parking Lot Locations

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5 DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

to use these parking facilities. The shuttle service would be needed to transport users and demand would increase as the demand downtown increases. Implementation of a shuttle service would require many defined actions and responsibilities, including who would fund, operate and manage the service – which would likely be the City, a private entity or the Business Improvement District (BID). Advertisement and signs would be required. A pick-up/drop-off point for the shuttle should be located near the north end of downtown to allow the shuttle to complete its circuit between downtown and the remote lots more quickly. These remote lots could be used for special events and/or could provide parking for employees; some spaces could be designated for employees only whenever the shuttle service is provided. Figure 5-14 illustrates the locations of these public and private lots, which are described below.

- Huntington Beach City Hall has approximately 450 spaces, which are generally available during evenings and weekends.
- Seaciff Office Park has approximately 500 spaces, which are generally available during evenings and weekend. These spaces are privately owned and may need an agreement with the City.
- The City of Huntington Beach Central Library and Sports Complex is located 2 miles away from the core downtown and has approximately 700 spaces. While the number of spaces available for downtown events would depend upon the schedule of events slated for this location, it is estimated that 300 spaces are available during most evenings and weekends. Since the location is 2 miles away, use of these spaces may be most feasible for the larger downtown events, such as 4th of July weekend.
- On a case-by-case basis, parking supplies in nearby school, park, and church parking lots may also be available for event parking, depending on the days, times, and whether or not the school or church has their own activities scheduled. The potential for another approximately 1,100 parking spaces is identified in a number of school and church parking lots within a 1.5-mile radius of downtown.

5.6.3.6. Public/Private Partnerships

The City/agency could partner with developers of larger parcels to provide additional public parking in excess of the needs for the subject project. The recently constructed Strand project is an example of how this system could work.

5.6.3.7. Employee-Only Parking

Designated employee-only parking spaces could be provided in the downtown area. Some employers currently provide parking validation for their employees, but those employees often utilize the most prime public parking spaces for long periods of time. The lowest levels of the Plaza Almeria and Pierside Pavilion structures and the upper level of the Promenade structure could be designated for employees only. Monthly permits or employer validations could compensate the garages. Reduced rates could be charged, even if only during non-peak

demand times. Businesses could also enter into agreements with each other, with those with more spaces than needed being compensated in some way by businesses needing spaces for their employees. The new lots constructed on vacant parcels could also serve employees only.

5.6.3.8. Parking Structures

Additional new conventional or automated parking structures will be needed within the downtown to accommodate the future parking demand.



An automated parking structure adjacent to the Art Center would provide approximately 200 new parking spaces - Images compliments of Apex Parking

5.6.3.9. Parking Wayfinding Signage

A series of static and electronic parking wayfinding signs should be installed throughout the downtown. The signs will indicate the location of parking facilities and the number of

spaces available at each designated location. The signs will direct users to harder-to-find spaces, manage the parking supply more efficiently, and minimize vehicle circulation. These information and direction signs should be located on the approaches to Downtown to inform the driver of where parking spaces are available, so that drivers can make the appropriate driving decisions prior to reaching a parking structure that is already full. The signs should also be posted near the major parking facilities, indicating how much parking is available at that facility, and directing drivers to other locations where parking is available, if necessary.

Sign locations and design should be coordinated with other direction and wayfinding signs within the Specific Plan Area.

5.6.3.10. Utilize Vacant Parcels

Small parking lots should be constructed on currently vacant parcels as an interim use until that property is developed. This could include both City-owned and private properties. Lots located on the downtown periphery could be designated for employee-only parking and employers could be required to purchase or provide validations. The lots shall be designed with lighting, paving, and marked spaces in accordance with Chapter 231 of the ZSO. Monitoring and enforcement would be required. Vacant parcels and the potential number of parking spaces that could be gained are identified on Figure 5-15. Up to 265 parking spaces could be provided if this strategy were implemented. As each property is developed, these spaces would be eliminated and would likely need to be replaced either as part of the development or in another location.



Figure 5-15 Potential Parking Available on Existing Vacant Lots

5.6.3.11. Parking Information and Guidance System

A system that provides real-time information regarding parking space availability should be developed and implemented for all of the existing and future large parking facilities. The benefits of real-time information are greater than what can be provided with static parking wayfinding signs. The system would help users identify spaces faster, spend less time driving to look for spaces and better understand the practical parking capacity – the perception as it relates to the operational efficiency and accessibility of a parking supply. Currently, only the Promenade parking structure provides real-time parking supply information in the form of a small digital sign over both entrances.

A parking information and guidance system should be provided for the parking structures, plus other select locations, in downtown to assist users in finding parking and maximizing the use of available parking. This system is estimated to result in approximately 10 percent additional efficiency in the existing structures, or approximately 100 available parking spaces.



A system that provides real-time information regarding parking space availability should be implemented for all existing and future parking facilities

Chapter 6

STREETScape & PUBLIC AMENITIES

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

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Chapter 6 - Streetscape & Public Amenities

6.1. Intent

The intent of streetscape improvements and public amenities is to create a pleasant and inviting downtown that enhances the surrounding architecture and activities, without disturbing the current positive atmosphere that attracts visitors and locals. The goal is to provide a consistent and cohesive theme that will unify and highlight the distinctive characteristics of the Specific Plan Area.

The area will continue to develop into an exciting downtown that provides a unique visitor experience within a setting that is able to serve both large-scale special events and everyday commerce. This chapter provides recommendations for public streets within the Specific Plan Area and includes a coordinated streetscape and landscaping program devised to integrate street furnishings, unique paving treatments, enhanced pedestrian connectivity, new public gathering spaces, and public art.

6.2. Overall Design Concept

The design concept for the Specific Plan Area is to bring the ocean theme into the downtown. From furnishings that mimic a sunset over the ocean to wave patterns flowing along the sidewalks of Main Street, downtown's relationship to the ocean inspires the streetscape design.

Incorporating ocean themes throughout the downtown will remind all downtown patrons of the importance of the ocean to Downtown Huntington Beach, whether or not the individual is actually visiting the beach. Creating an ocean experience downtown will build on the "Surf City" culture and create an iconic downtown environment.

Beginning with significant streetscape improvements to Main Street, the new design concept will effectively create a natural extension of the pier down Main Street. The improvements will continue from the pier area to Acacia Avenue, thus drawing visitors and residents along the street to the north end of the downtown.

The ocean theme will also spread to other local streets in the downtown through a variety of features, such as paving patterns and furnishings. The level of design detail given to each street within the Specific Plan is carefully considered to create a special atmosphere for each street that is reflective of the existing and expected new uses along the street.

The main goal of the streetscape design concepts is to create a pedestrian-friendly environment throughout the Specific Plan Area where both residents and visitors can peruse shops, go to work, and stroll and relax.

6.3. Streetscape Improvement Themes

Streetscape improvements are delineated for each of the streets within the Specific Plan Area. Each street has a designated streetscape improvement theme, or set of coordinated recommendations, for varying degrees of streetscape improvements, depending on the character and activity of the street.

Seven streetscape themes were developed based on the activity expected along that street. The Streetscape Improvements Themes Locations, shown in Figure 6-1, designates the location of each streetscape improvement theme. The following discussion details the location of each streetscape treatment and the specific elements and street furnishings for each theme.

While there are separate streetscape treatments, the objective is to create a unified public realm that provides a cohesive element for the downtown.

It is also important to note that while the boundaries of the Specific Plan only extend to the center lines of the streets on the edges of the boundary, the recommendations of this Specific Plan extend to encompass both sides of these streets to further promote cohesive development of these streetscapes.

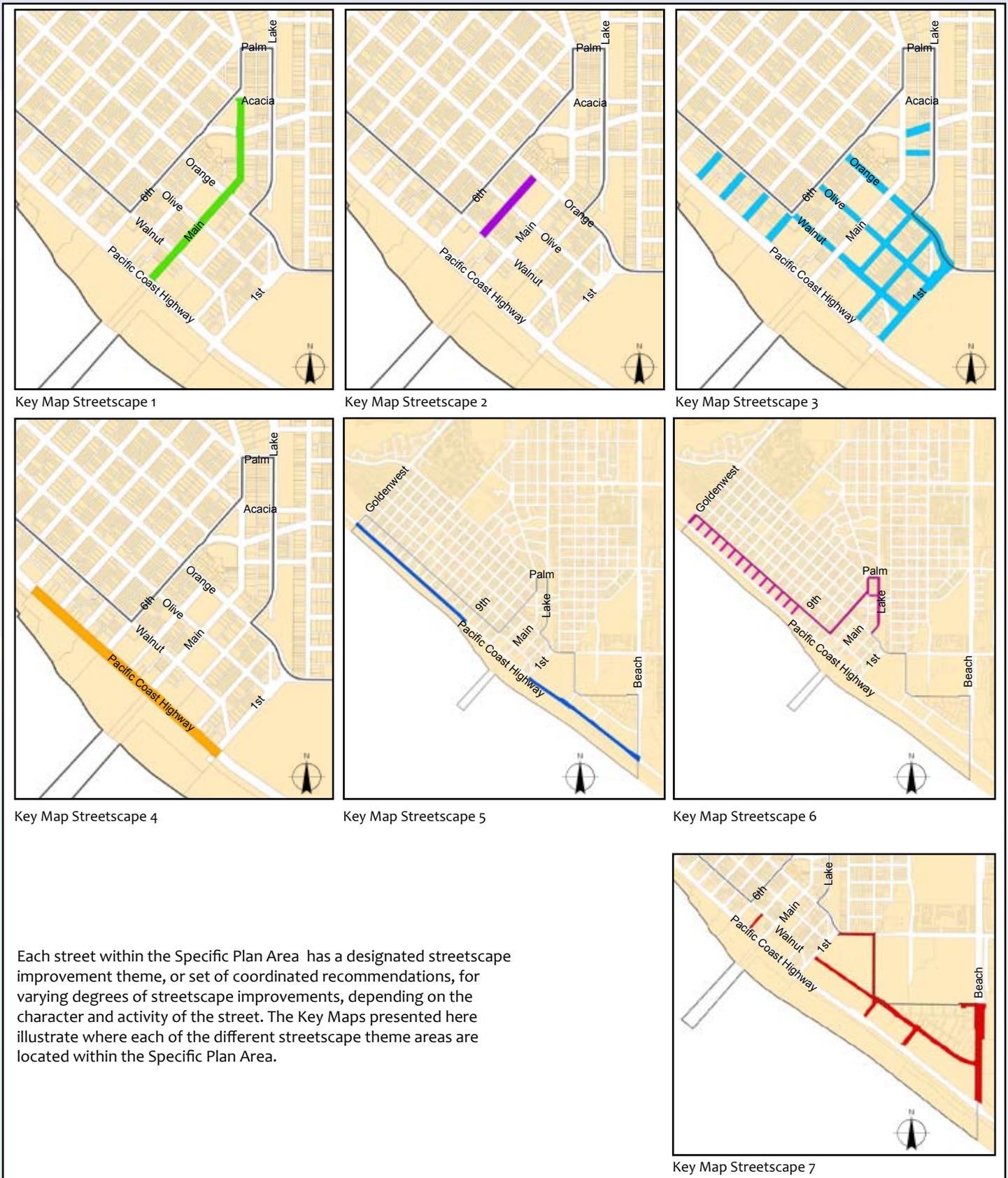


Figure 6-1 Streetscape Improvement Themes Locations

6 - STREETScape & PUBLIC AMENITIES

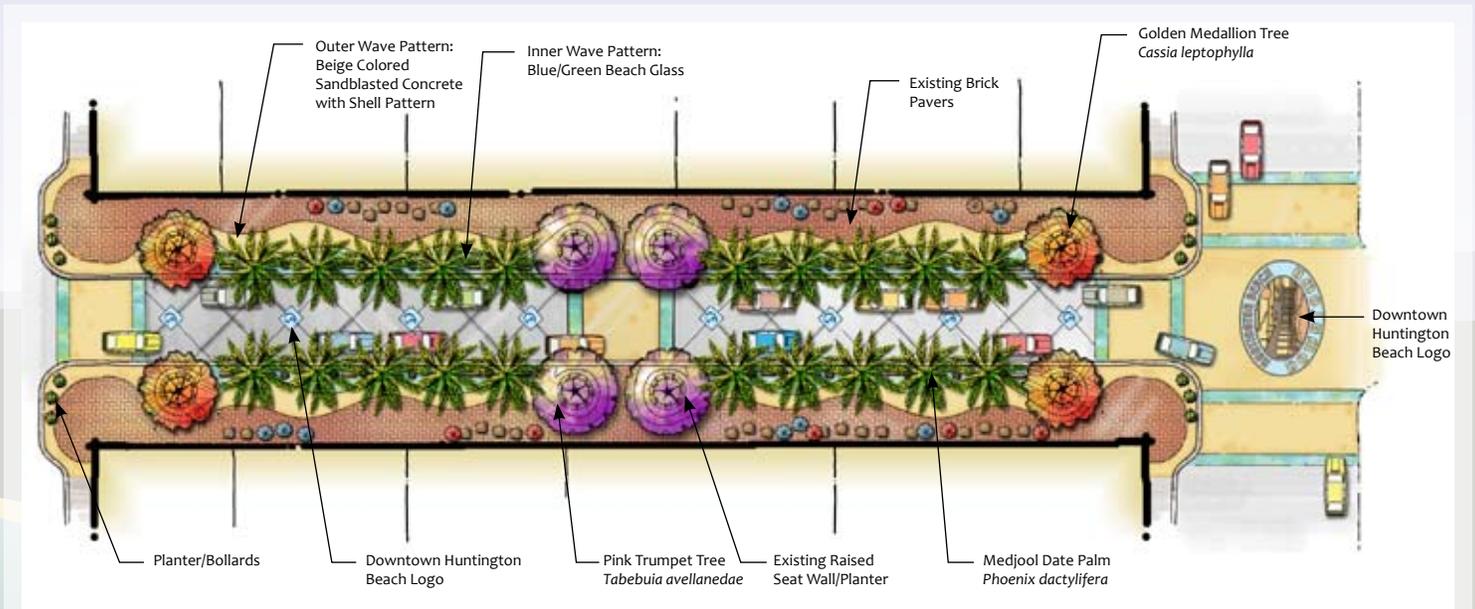


Figure 6-2 Plan view with trees of Streetscape 1 - Main Street between Walnut Avenue and Orange Avenue

6.3.1. Streetscape 1: Main Street

Streetscape 1 is located along Main Street from Pacific Coast Highway to Acacia Avenue. This street contains the heaviest pedestrian traffic of any street in downtown Huntington Beach, and, as a result, it will receive the highest level of design treatment and furnishings.

Streetscape improvements shall provide pedestrians with safe, convenient, and attractive passage throughout this retail and entertainment center; improvements will factor in vehicular traffic and will accommodate temporary road closures for special events.

The look and feel of Main Street will become more intimate, with expanded sidewalks that will result in a more pleasant walking experience and dining experience along the street. **The result will be a plaza-like atmosphere across the whole street that will work whether Main Street is open to vehicles, as it will be most of the time, or whether it is closed to vehicles during special events.** In effect, Main Street will function as a true pedestrian-oriented corridor.

Main Street will continue to have one vehicle traffic lane in each direction and will only be closed to vehicle traffic during select special events. The expanded sidewalk width will be gained by removing on-street parking from Pacific Coast Highway to Orange Avenue and relocating the parking into nearby lots and structures. A cross section of Main Street between Pacific Coast Highway and Orange Avenue is shown in Figure 6-3.

North of Orange Avenue, existing on-street parking will remain in place and existing sidewalk widths will be maintained. However, design treatments and streetscape enhancements similar to the other portions of Main Street will be implemented. A cross section of Main Street between Orange Avenue and Acacia Avenue is shown in Figure 6-4.

From Pacific Coast Highway to Orange Avenue, the traffic lanes of Main Street will be paved with a distinctive gray concrete in diagonally scored pattern to indicate the unique nature of this part of Main Street and contribute to the plaza-like atmosphere. A portion of the downtown logo will be incorporated into the paving pattern at select intervals. The concrete paving pattern will help to create a plaza setting for Main Street when the street is closed to vehicle traffic for special events but will also serve as an attractive driving surface when the street is open. **Decorative removable bollards can be used to block off Main Street to vehicle traffic during special events.**

The most significant feature of the Main Street streetscape is the enhancement of the sidewalk area. **The width of the sidewalk in the section from Pacific Coast Highway to Orange Avenue has been increased to 26 feet**, which provides pedestrians with plenty of space to walk while also providing enough room for expanded outdoor dining and plaza areas. **Outdoor dining will be relocated adjacent to the restaurants with a clear passage area required between the curb and the outdoor dining area.** Plazas and public open spaces are required with most new

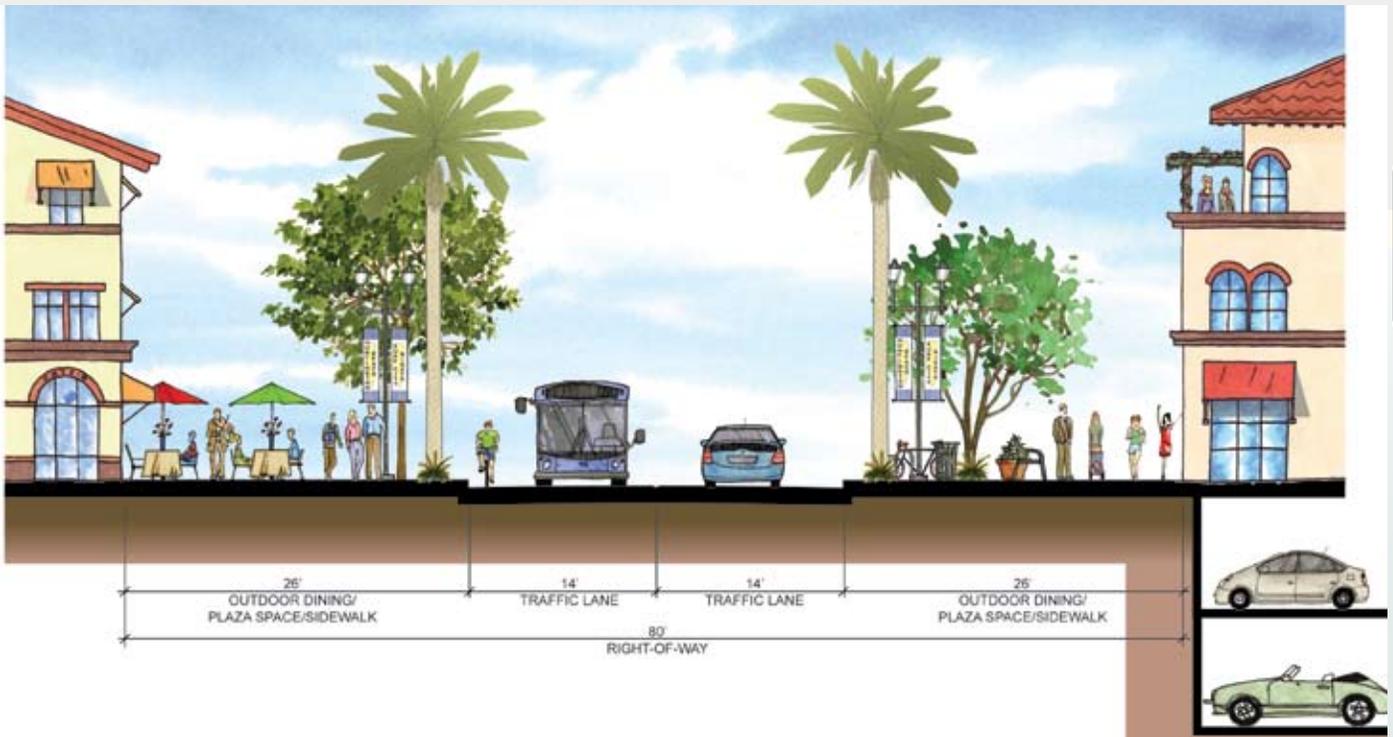


Figure 6-3 Cross section of Main Street from Pacific Coast Highway to Orange Avenue

6 - STREETScape & PUBLIC AMENITIES

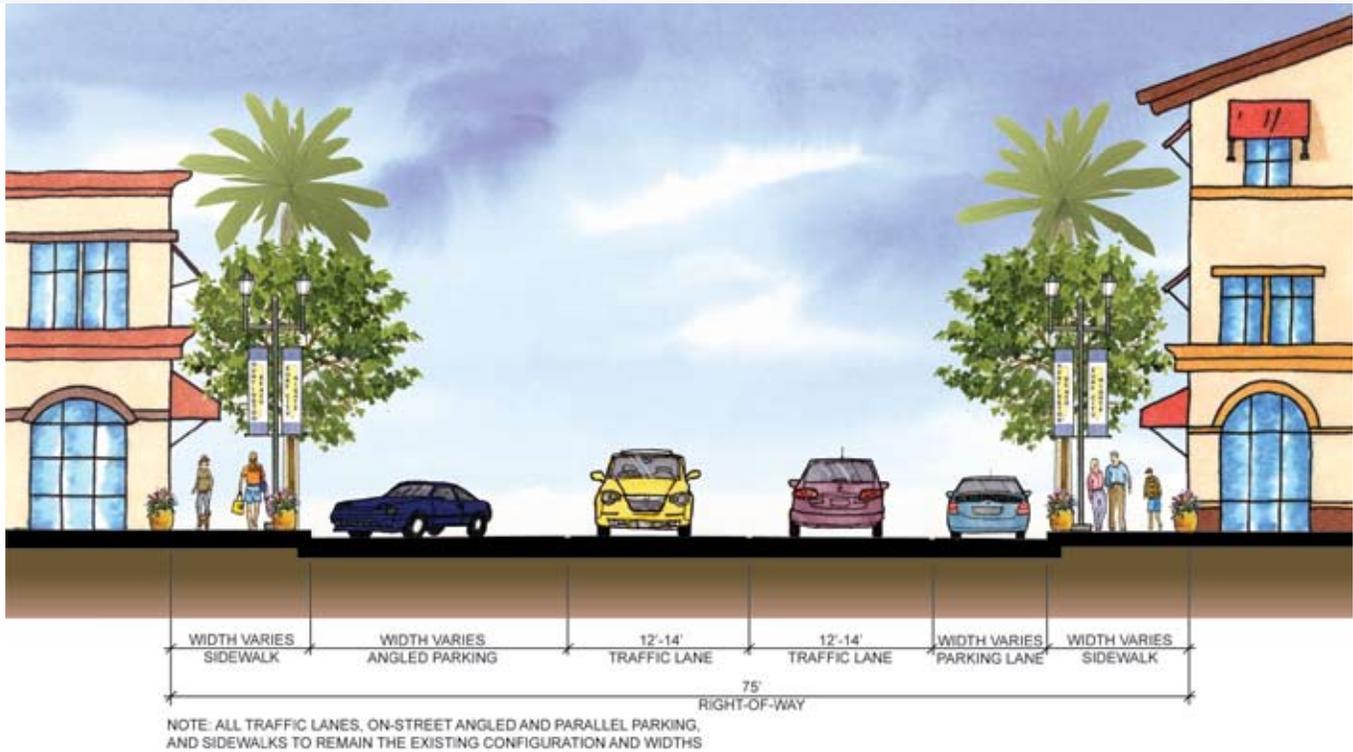


Figure 6-4 Cross section of Main Street from Orange Avenue to Acacia Avenue

development. These new plazas will provide convenient public gathering and rest areas and will be furnished with a variety of amenities such as benches, trash receptacles, double-arm pedestrian lighting, bicycle parking, ornamental planters, and street trees in tree grates.

The sidewalk area along Main Street from Pacific Coast Highway to Acacia Avenue will have a unique paving design that highlights the distinctive character of downtown Huntington Beach. The new sidewalk design will retain the existing pavers closest to the building facades. In the area between these pavers and the curb edge, a double layer wave pattern will be placed on the sidewalk.

The portion of the wave closest to the pavers will be composed of a crushed composite in a lighter beige color that is reminiscent of sand and crushed seashells. The other side of the wave close to the curb edge will be paved with a Lithocrete® composite of tumbled beach glass in whites, blues, and greens. The wave pattern should be reflective of random, undulating waves and should not mirror the patterns across the street.

This sidewalk design will easily incorporate the existing “surfing walk of fame” plaques and provide for a continuation of this feature along the streetscape.

On Main Street, from Orange Avenue to Acacia Avenue, the sidewalk will remain the existing width and the wave pattern will be adjusted to accommodate these features in smaller bands. Outdoor dining, plazas, and enhanced street furnishings will be incorporated into the sidewalk design in this section as well.

In some areas, existing pavers may need to be removed to incorporate the new paving design; these pavers will be reused for areas that currently have concrete sidewalks instead of pavers. The wave pattern on the sidewalks will be designed to wrap around the existing large circular planter seat walls found along the street at intersections and mid-block crossings. These large planter seat walls will also be incorporated into the street at intersections and mid-block crossings where the planters do not currently exist.

All large planters at mid-block crossings between Walnut Avenue and Acacia Avenue will feature new pink trumpet trees to provide shade and color to the streetscape, while the larger planters at intersections will hold golden medallion trees. On the first block of Main Street between Pacific Coast Highway and Walnut Avenue, multi-trunk New Zealand Christmas Trees will be used at mid-block crossings and single-trunk New Zealand Christmas Trees will be used at the Pacific Coast Highway and Main Street intersection. Decorative square tree grates will be incorporated close to the street edge approximately every 20 feet to hold tall Medjool date palms. Trees in tree grates will feature tree guards to protect the tree trunk. Special sub-surface construction is required around trees to provide a longer street infrastructure life span.

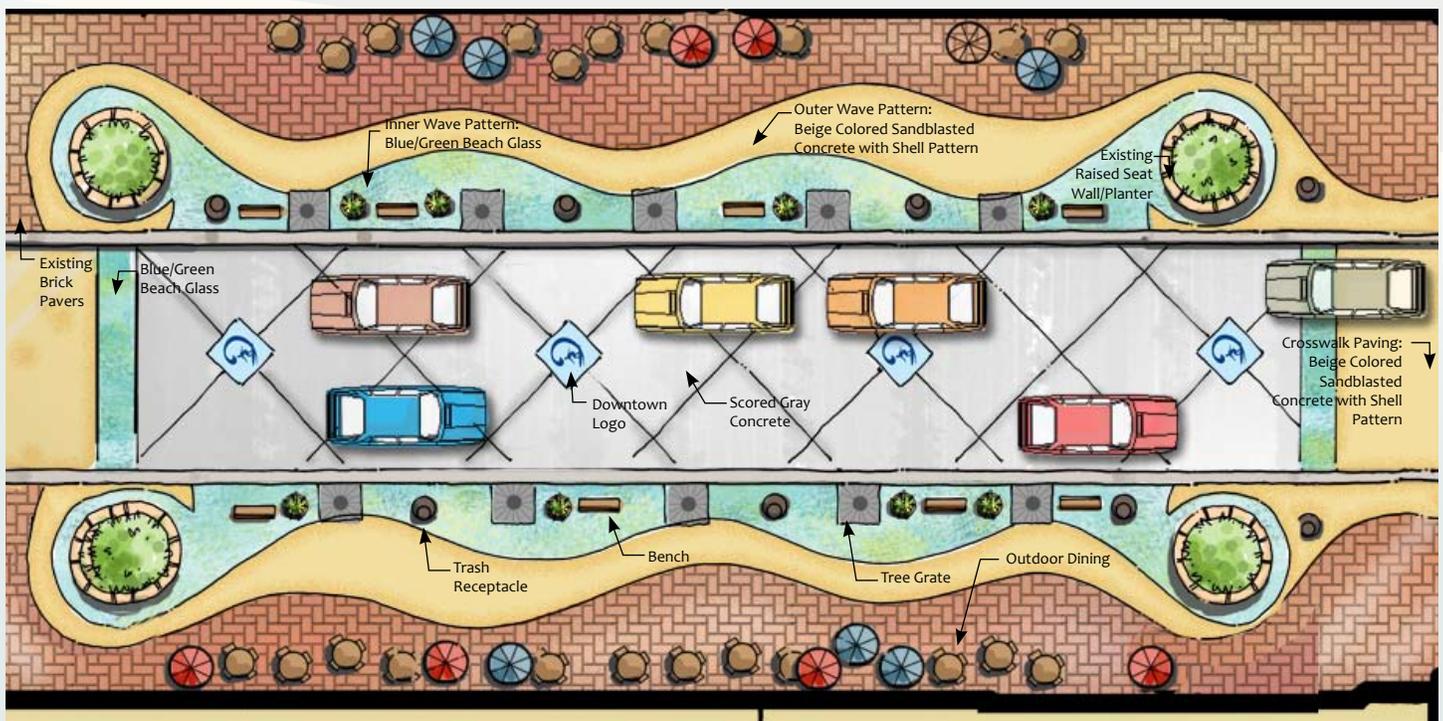


Figure 6-5 Plan view along Main Street featuring a wave pattern of tumbled beach glass incorporated into the sidewalk paving

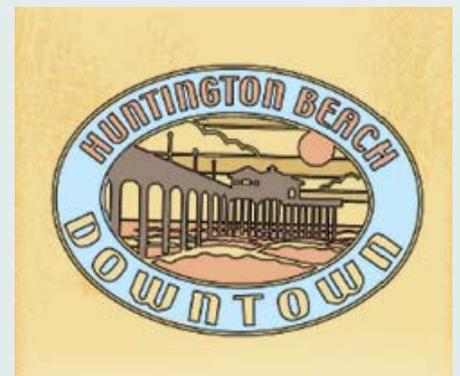
Crosswalks and mid-block crossings along Main Street will consist of the beige sandblasted shell concrete and will be outlined on each side by a strip of the tumbled beach glass. The mid-block crossings will have in-pavement lights to improve safety. The crosswalks will highlight pedestrian areas within the street without creating interference for the crossing vehicle and will incorporate all required ADA standards.

The intersections of Main Street with Pacific Coast Highway, Walnut Avenue, Olive Avenue, Orange Avenue, Pecan Avenue, and Acacia Avenue will be treated with an accent paving pattern that matches the beige sand paving patterns in the waves along Main Street. **These intersections will incorporate Huntington Beach downtown logo at the center of the intersection.**

Benches will be frequently placed to provide an abundance of convenient resting places along the street. **Benches should be placed in groups of two to provide a comfortable seating arrangement.** Trash and recycling receptacles will also be placed frequently along the street to contribute to a cleaner downtown and should be coordinated with the placement of the benches. Ash urns can be placed along the street as needed. Lighting will create a pleasant and safe environment along Main Street. **A traditional style double-arm light fixture will provide plenty of light** while adding style to the streetscape. **Banners may be affixed to the light poles. Cobra-head street lights are not appropriate along Main Street.**



Crosswalks will be outlined with tumbled beach glass and accented by pink trumpet and Medjool date palm trees, as shown in the illustrative example above



A logo depicting the Huntington Beach Pier will be placed in the paving within the major intersections, as shown in the illustrative example above



Main Street, from Orange Avenue intersection looking towards Pecan Avenue

Street light posts, tree grates, and tree well areas, should incorporate electrical outlets for decorative lighting and downtown events.

New bicycle parking will provide a much needed amenity for local bicycle riders. The existing bicycle racks are often overwhelmed by demand for bicycle parking and many new, efficient racks will be incorporated along Main Street and in paseos adjacent to Main Street. Portions of the expanded sidewalk will create opportunities for bike parking. Most racks will be high efficiency systems but the City will also have the opportunity to incorporate a few custom bicycle rack designs, such as wave or surfboard shapes, that reflect the local beach culture.

Where paseos and parking structure entrances intersect alleyways, the asphalt paving of the alleys will be imprinted with a distinctive wave pattern to highlight these openings in the building facades. The imprinted paving may also be used to link these openings within an alley to guide pedestrians safely along the alleyway. While alleys are not intended for pedestrian use, the imprinted paving will be provided to guide pedestrians safely across the alley and to cue motorists to pedestrian crossings.

Selected furnishings prescribed for Streetscape 1 are detailed in Figure 6-6.

6 - STREETScape & PUBLIC AMENITIES



Key Map - Streetscape 1



6' Bench
Keystone Ridge Designs
Catalina Series



Planter
Quick Crete
California Series



Trash Receptacle
Keystone Ridge Designs
Catalina Series



Ash Urn
Keystone Ridge Designs
Crescent



Pedestrian Light
Double Arm Acorn



Tree Grate
Iron Age Designs
Square Oblio



Bike Rack
Peak Racks



Bike Rack
Creative Metalworks Custom Design

Figure 6-6 Streetscape furnishings for Streetscape 1: Main Street (1 of 2)

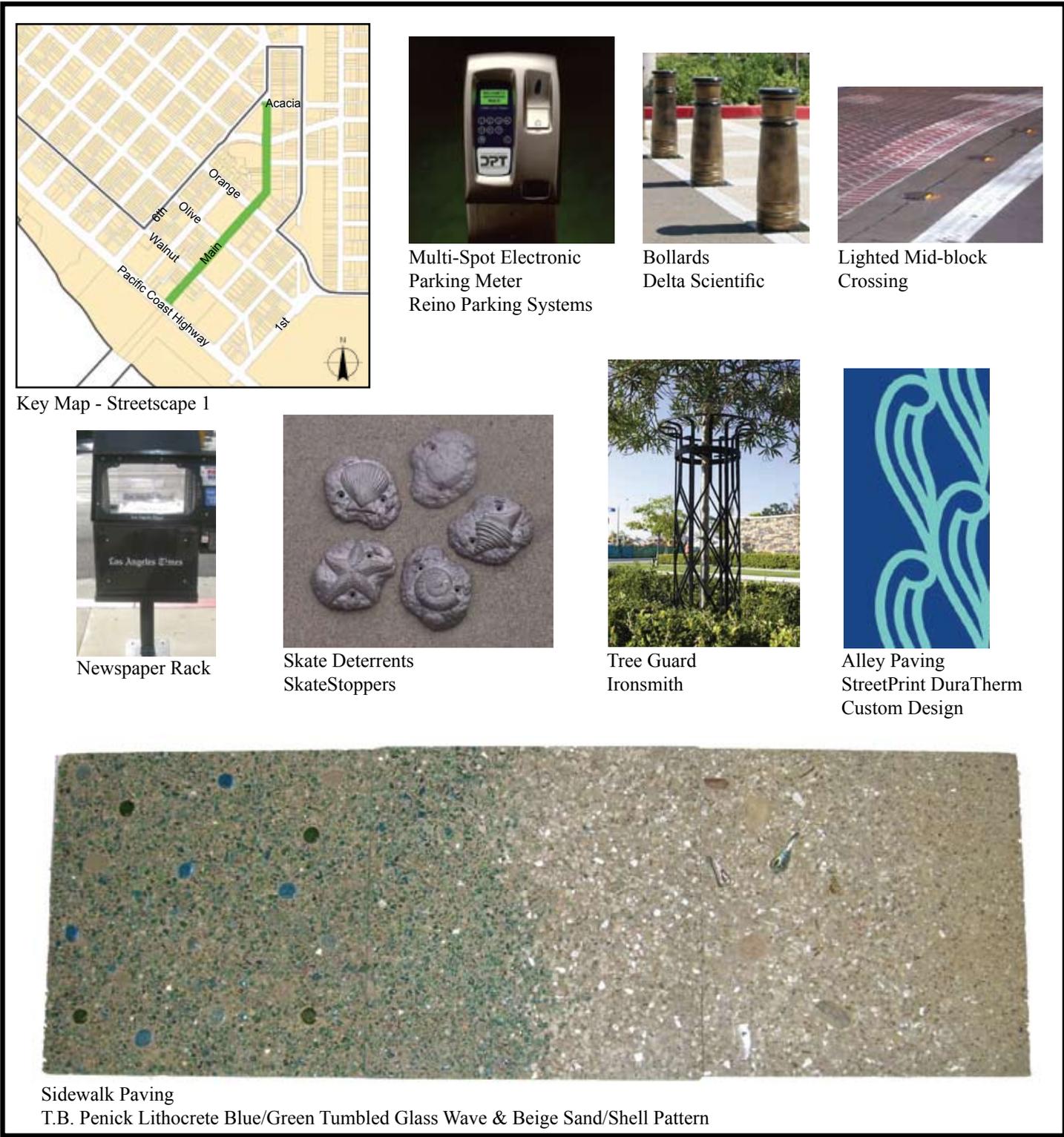


Figure 6-6 Streetscape furnishings for Streetscape 1: Main Street (2 of 2)

6.3.2. Streetscape 2: 5th Street

Streetscape 2 is located on 5th Street between Walnut Avenue and Orange Avenue. This street is expected to become nearly as busy as Main Street as the downtown redevelops and new streetscape improvements will provide pedestrians with an enhanced walking experience along this street.

5th Street will remain one traffic lane in each direction but the width of sidewalks along 5th Street will increase by converting the current head-in parking spaces to parallel parking spaces. Any parking spaces lost due to the reconfiguration will be replaced in nearby lots and structures. A cross section of 5th Street between Walnut Avenue and Orange Avenue is shown in Figure 6-7.

An additional 10 feet of sidewalk will be gained with the new parking arrangement for a total new sidewalk width of 20 feet. This widened sidewalk area will allow for increased dining opportunities and small plazas along the street.

Benches, trash and recycling receptacles, and bicycle racks will also be placed frequently along 5th Street. **Streetscape furnishings will be distinct from the furnishings found in the remainder of**

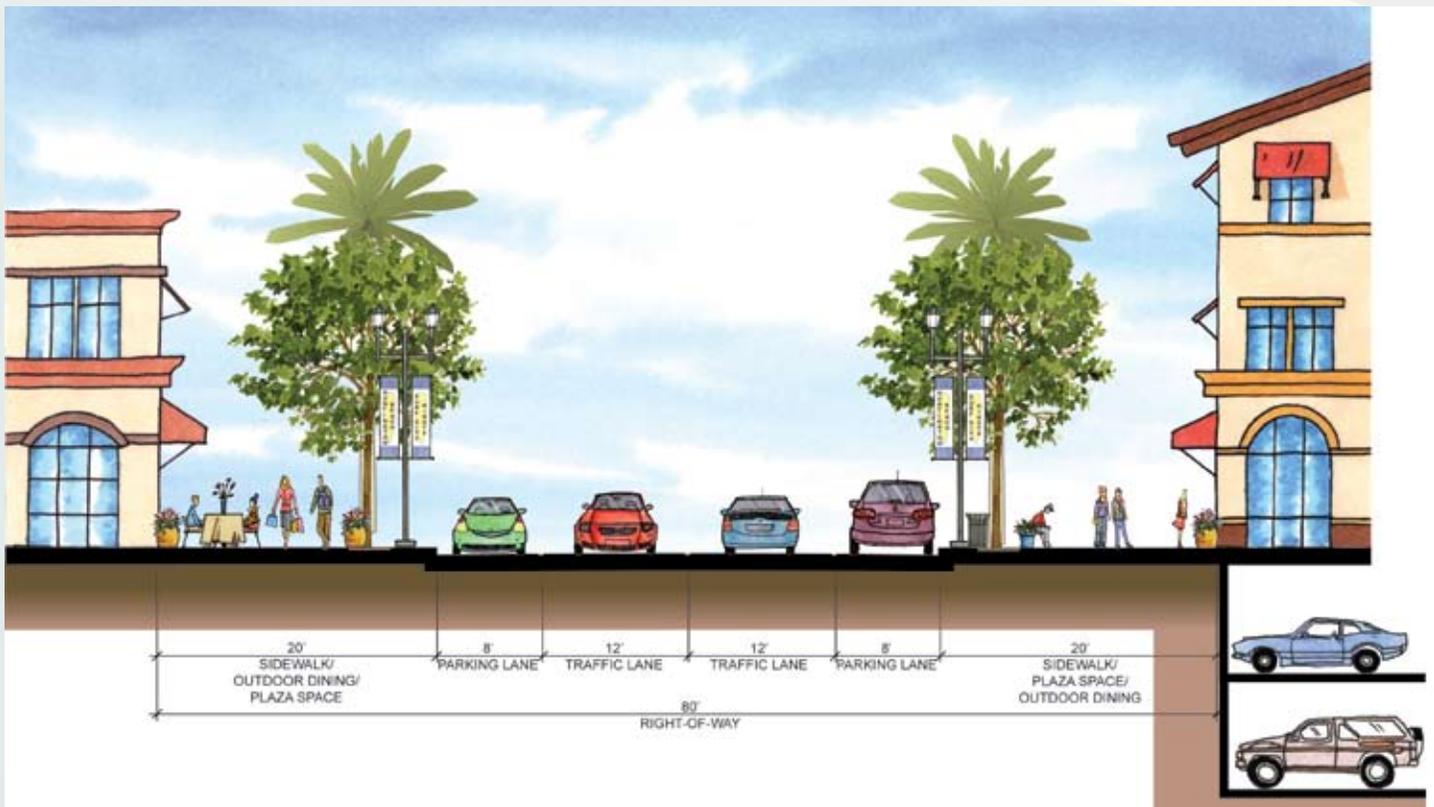


Figure 6-7 Cross section of 5th Street between Walnut Avenue and Orange Avenue

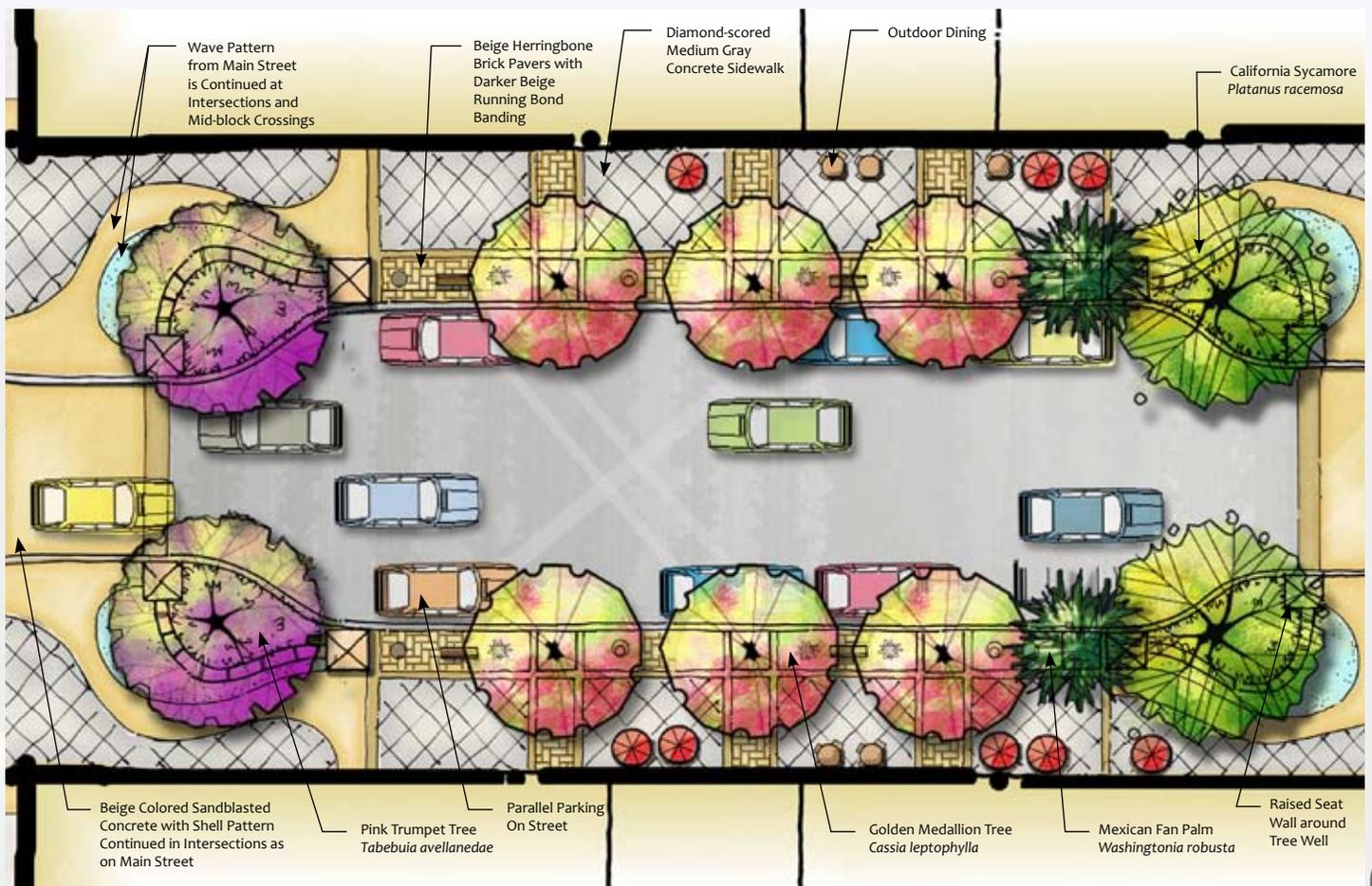


Figure 6-8 Plan view with trees of 5th Street

downtown and will continue the furnishings in place at The Strand development on 5th Street between Pacific Coast Highway and Walnut Avenue. Street light posts, as well as tree grate and tree well areas, should incorporate electrical outlets for decorative lighting and downtown events.

Sidewalks will contain a decorative beige brick herringbone pattern paver strip for the 5' adjacent to the curb. **Flowering golden medallion trees with protective tree guards will be placed in square tree grates within the paver strip.** Special sub-surface construction will be required in tree planting areas.

Where tree grates exist, a perpendicular herringbone paver strip will connect the area between the tree grate and the buildings. The remainder of the sidewalk will be paved with a diamond-scored gray concrete. A darker beige brick will be used to lay a running bond band between the herringbone pattern and the scored concrete.



5th Street will have its own identity while incorporating some of the enhanced elements from Main Street

Larger raised planter with seat walls will be incorporated at mid-block crossings and intersections to match the planters found along Main Street. These planter seat walls will feature pink trumpet trees to provide shade and color.

Tall Mexican fan palm trees (*Washingtonia robusta*) and London Planter trees (*Platanus x acerifolia* 'Columbia') will be located near the mid-block crossings. These trees will be placed in round tree grates that match the patterns of the square tree grates around the golden medallion trees and will also feature tree guards to protect the trees.

Paving in the mid-block crossings will match the herringbone pattern edged with horizontal brick banding. The intersections of 5th Street with Walnut Avenue, Olive Avenue, and Orange Avenue will be paved with a beige sand colored concrete between the crosswalks, similar to the intersections on Main Street but with no logo in the center of the intersection. The mid-block crossings will have in-pavement lights to improve safety. The crosswalks will highlight pedestrian areas within the street without creating interference for the crossing vehicle and will incorporate all required ADA standards.

Selected furnishings prescribed for Streetscape 2 are detailed in Figure 6-9.

Key Map - Streetscape 2

Bench
Bowery
To match the Strand design

Trash Receptacle
To match the Strand design

Planter
Quick Crete
California Series

Tree Grate
Ironsmith
Camelia Series

Tree Grate
Ironsmith
Camelia Series

Seat Wall/Planter
To match the Strand design

Lighted Mid-block Crossing

Accent Paving
Pavestone, Holland Herringbone

Pedestrian Light
To match The Strand design

Newspaper Rack

Tree Guard
Ironsmith

Skate Deterrents
SkateStoppers

Multi-Spot Electronic Parking Meter
Reino Parking Systems

Bike Rack
Peak Racks

Figure 6-9 Streetscape furnishings for Streetscape 2: 5th Street

6.3.3. Streetscape 3: Downtown Core Mixed-Use Streets

Streetscape 3 is comprised of Orange Avenue, Olive Avenue, and Walnut Avenue between 1st Street and 6th Street; 1st Street, 2nd Street, and 3rd Street between Pacific Coast Highway and Orange Avenue; 6th Street, 7th Street, 8th Street, and 9th Street between Pacific Coast Highway and Walnut Avenue; and Frankfort Street and Pecan Avenue between Main Street and Lake Street. These streets make up the majority of the remainder of downtown and provide link to adjacent neighborhood uses. While these streets are heavily traveled by pedestrians, the streets are not anticipated to demand as high of pedestrian use as Main Street or 5th Street.

The majority of Streetscape 3 consists of a mix of residential and light retail and office uses. Much of these streetscapes function as a passage between the downtown retail uses and the outlying residential uses, and, as a result, the recommended street improvements reflect this intermediate use. All streets will contain one traffic lane in each direction with an eight-foot parallel parking lane on each side. A typical cross section of these mixed-use streets is shown in Figure 6-10. **New street furnishings such as benches, trash receptacles, planters, and single-arm pedestrian street lights will be added.**

Street furnishings in this streetscape section will be similar in color to but fewer in number than furnishings along Main Street. **New Zealand Christmas Trees (*Metrosideros excelsus*) will line the streets at regular intervals and existing tree grates will be relocated from Main Street to protect all Streetscape 3 trees.** Tree guards over the tree trunks will also offer protection to the trees. Sidewalks will be traditional gray concrete and intersections with striped crosswalks designed to make drivers aware of pedestrian crossings.

Selected furnishings prescribed for Streetscape 3 are detailed in Figure 6-11.

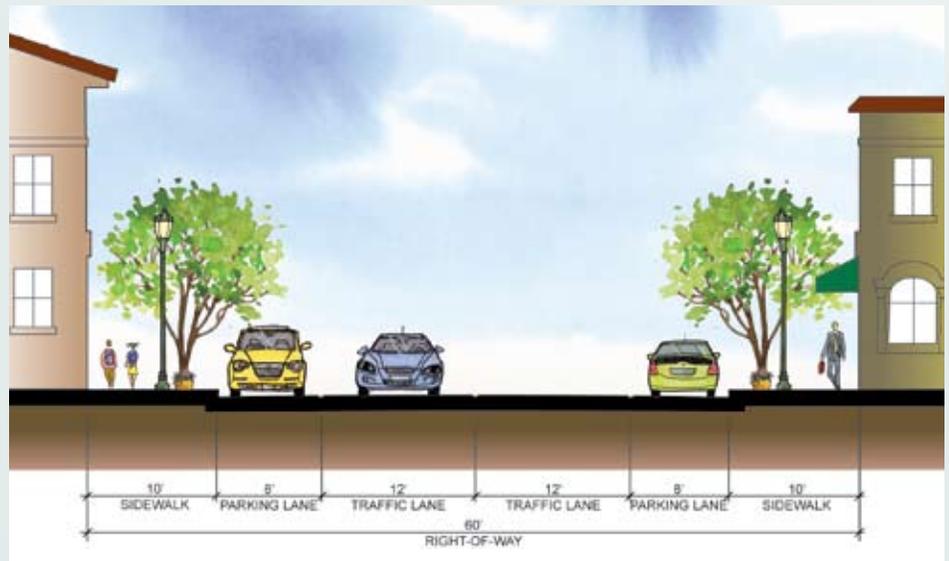


Figure 6-10 Cross section of mixed-use streets within the downtown core

Key Map - Streetscape 3
 A map showing a grid of streets in a downtown area. Streets labeled include Acacia, Orange, Olive, Main, Walnut, 5th, and 1st. Pacific Coast Highway is also shown. A north arrow is present in the bottom right corner.

6' Bench
 Keystone Ridge Designs
 Catalina Series

Trash Receptacle
 Keystone Ridge Designs
 Catalina Series

Planter - Quick Crete
 California Series

Bus Shelter

Pedestrian Light
 Single Acorn

Multi-Spot Electronic Parking Meter
 Reino Parking Systems

Tree Guard
 Ironsmith

Bike Rack - Peak Racks

Tree Grate - Relocated from Downtown Core

Piano-Key Crosswalk

Figure 6-11 Streetscape furnishings for Streetscape 3: Downtown Core Mixed-Use Streets

6.3.4. Streetscape 4: Pacific Coast Highway from 1st Street to 9th Street

Streetscape 4 is located along Pacific Coast Highway between 1st Street and 9th Street. This stretch spans the downtown core area and has higher volumes of foot traffic than other areas of Pacific Coast Highway due to its proximity to the downtown core. Much of the foot traffic along this zone is the result of pedestrians moving back and forth between the beach and the core downtown area, in addition to visitors to the adjacent retail uses.

Pacific Coast Highway is under the jurisdiction of Caltrans. In this section the roadway currently contains at least two traffic lanes in each direction and one center turn lane. Additional turning or traffic lanes exist within the right-of-way at various points along the segment. Parallel parking is available on both sides of the street between 7th Street and 9th Street. While no changes to the existing traffic or turning lanes or parking is expected in this section, recommendations are made below for sidewalk area improvements.

Streetscape 4 will receive new street furnishings such as benches, trash receptacles, tree grates, tree guards, special sub-surface construction, and bus shelters. Streetscape furnishings will be similar and design and style to the furnishings along Main Street. **New decorative paving will be applied to the sidewalks as well as the crosswalks** at 1st Street, Main Street, 6th Street, and 9th Street. **Combination street lights and pedestrian lights will line both sides of the street, as will new Mexican fan palms (*Washingtonia robusta*) and New Zealand Christmas Trees (*Metrosideros excelsus*).** Selected furnishings prescribed for Streetscape 4 are detailed in Figure 6-13.

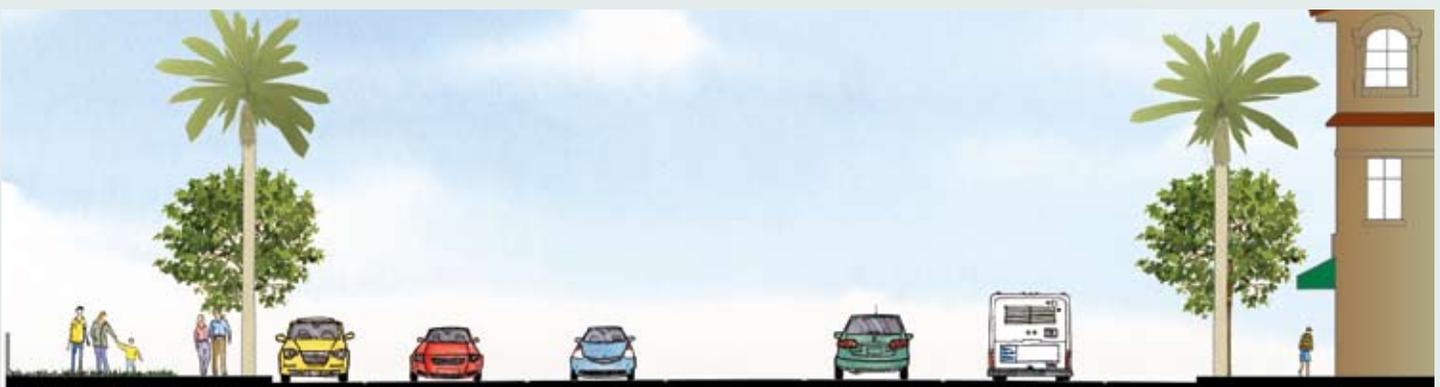


Figure 6-12 Cross section of Pacific Coast Highway from 1st Street to 9th Street



Key Map - Streetscape 4



6' Bench
Keystone Ridge Designs
Catalina Series



Multi-Spot Electronic Parking Meter
Reino Parking Systems



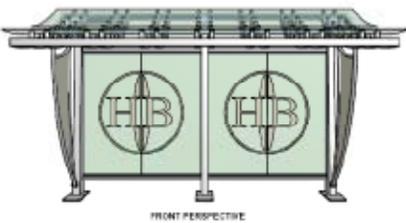
Tree Guard
Ironsmith



Trash Receptacle
Keystone Ridge Designs
Catalina Series



Combination Street Light and Pedestrian Light Arm & Pole



Bus Shelter



Tree Grate
Iron Age Designs

Figure 6-13 Streetscape furnishings for Streetscape 4: Pacific Coast Highway from 1st Street to 9th Street

6.3.5. Streetscape 5: Pacific Coast Highway from Beach Boulevard to 1st Street and from 9th Street to Goldenwest Street

Streetscape 5 is comprised of all areas of Pacific Coast Highway within the Specific Plan Area not included in Streetscape 4. This section of Pacific Coast Highway is also under the jurisdiction of Caltrans. The existing street conditions are two traffic lanes in each direction, a center median that varies in width and is sometimes landscaped, turn lanes at intersections, and parallel parking on both sides of the street. While no changes to the existing traffic or turning lanes, median, or parking is expected in this section, recommendations are made below for improvements to the sidewalk areas.

This area receives considerably less pedestrian traffic than the downtown core, which limits the need for extensive streetscape improvements. **Many of the existing street furnishings along Main Street and other areas of the downtown core receiving new furnishings will be relocated to Streetscape 5**, including concrete benches, concrete trash receptacles, and existing tree grates.

Sidewalks will be of traditional gray concrete. **New bus shelters will be placed as necessary along bus routes. Combination street lights and pedestrian lights will illuminate the street and sidewalks. Both Mexican fan palms and New Zealand Christmas Trees will line the edges of the street.** Areas on the beach side of Pacific Coast Highway from 9th Street to Goldenwest Street should continue the currently prescribed bluff-top landscaping.

Selected furnishings prescribed for Streetscape 5 are detailed in Figure 6-15.

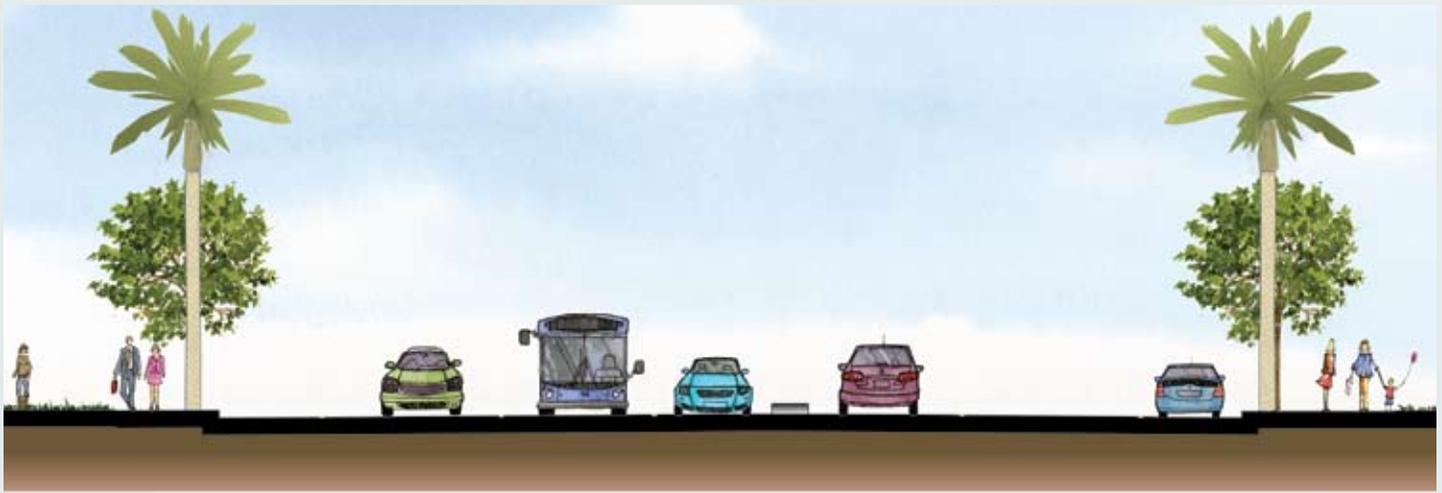


Figure 6-14 Cross section of Pacific Coast Highway, from Beach Boulevard to 1st Street and from 9th Street to Goldenwest Street



Key Map - Streetscape 5



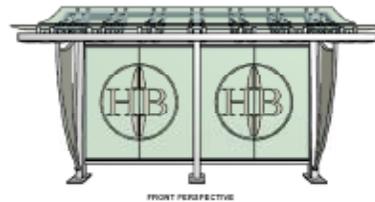
Combination Street Light and Pedestrian Light Arm & Pole



Bench - Relocated from Downtown Core



Multi-Spot Electronic Parking Meter
Reino Parking Systems



Bus Shelter



Trash Receptacle - Relocated from Downtown Core



Tree Grate - Relocated from Downtown Core

Figure 6-15 Streetscape furnishings for Streetscape 5: Pacific Coast Highway, from Beach Boulevard to 1st Street and from 9th Street to Goldenwest Street

6.3.6. Streetscape 6: Primarily Residential Streets

Streetscape 6 is comprised of 6th Street from Walnut Avenue to Main Street; Pecan Avenue from 6th Street to Acacia Avenue; Main Street from Acacia Avenue to Palm Avenue; Acacia Avenue; Palm Avenue; Lake Street; Walnut Avenue from 6th Street to Goldenwest Street; and all numbered streets from 10th Street through Goldenwest Street.

These streets are primarily residential streets lying on the outskirts of the downtown Specific Plan Area and will have one traffic lane and one parallel parking lane in each direction. An example cross section of these primarily residential streets is shown in Figure 6-16. These streets currently have landscaped parkways with a variety of canopy street trees adjacent to the parallel parking. **The landscaped parkway will remain along these streets and chitalpa trees with special sub-surface construction are recommended where new trees are needed.** Sidewalks of traditional gray concrete will abut the landscaped parkway.

Benches and trash receptacles will be located as necessary along these streets, as will bus shelters. The benches and trash receptacles will be the existing concrete furnishings currently found in the downtown core that will be relocated to these outer portions of the Specific Plan Area. **New single-arm pedestrian lights will be used to illuminate the sidewalks.** The existing street lights will remain in place. The streets will have standard stripe crosswalks at intersections.

Selected furnishings prescribed for Streetscape 6 are detailed in Figure 6-17.

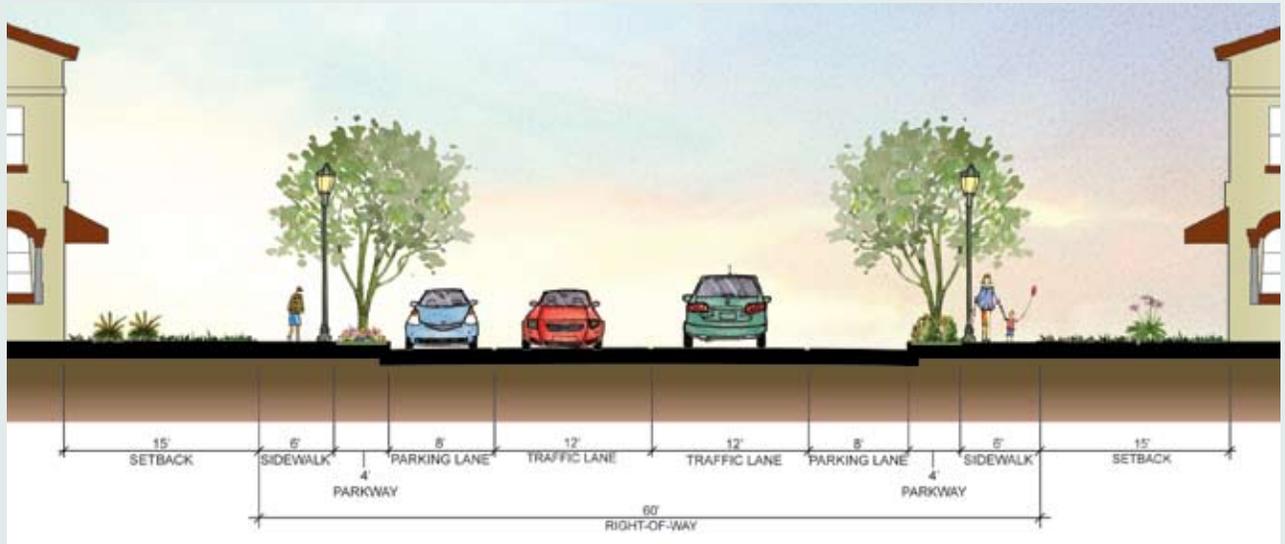
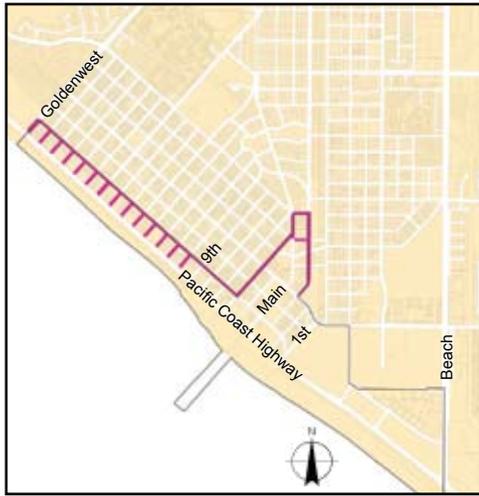


Figure 6-16 Example cross section of primarily residential streets, as right-of-way may vary among streets



Key Map - Streetscape 6



Bench - Relocated from Downtown Core



Pedestrian Light
Single Acorn



Trash Receptacle
Relocated from Downtown Core



Standard Stripe Crosswalk



Landscaped Parkway



Typical Street - Tree-lined with one traffic lane and one parking lane in each direction



Multi-Spot Electronic
Parking Meter
Reino Parking Systems

Figure 6-17 Streetscape furnishings for Streetscape 6: Primarily Residential Streets

6.3.7. Streetscape 7: Other City Streets

Streetscape 7 is comprised of 5th Street from Pacific Coast Highway to Walnut Avenue; Atlanta Avenue from Orange Avenue to Huntington Street; Huntington Street from Pacific Coast Highway to Atlanta Avenue; Pacific View Avenue, Twin Dolphin, Beach Boulevard from Pacific Coast Highway to Sunrise Street; and Sunrise Street. **These streets will continue under the designated treatment and design as previously determined by the City.** If appropriate, street furnishings removed from the downtown area due to improvements specified for other streetscape themes may be relocated to streets in Streetscape 7. The streets part of Streetscape 7 are shown in Figure 6-18.



Figure 6-18 Key Map of Streetscape 7: Other City Streets

6.4. Streetscape Furnishings

Streetscape furnishings include prominent and frequent items, such as benches, trash receptacles, tree grates, bicycle racks, planters, and pedestrian-scaled street lights, as well as less frequently placed elements such as specialty paving, newspaper racks, bollards, skate deterrents, and bus shelters.

The streetscape furnishings presented in Figure 6-19 have been selected to represent the character of Huntington Beach, while presenting a fun and unique representation of the local beach culture.

Figure 6-19 illustrates each element and details the recommended manufacturer, model, color, and material for each item. If the recommended item's manufacturer and model is unavailable or cost prohibitive, an alternative product may be selected, provided that the alternative product's appearance, function, and aesthetic quality is similar to the item recommended in this Specific Plan. The particular Streetscape Improvement Theme area in which each element is located is also listed, as is the suggested location and spacing of each item.

Site furniture should be durable and vandal resistant and should be permanently secured. The design of site furniture should discourage overnight sleeping and skateboard use. The light quality of pedestrian and street lights shall be as determined necessary by the City.

Streetscape Furnishings				
Product	Manufacturer (or similar)	Color & Material	Streetscape	Location
 <p>Bench</p>	Keystone Ridge Designs	Black Powder-coated Steel	Streetscape 1, Streetscape 3, Streetscape 4	1/100 ft. and at plazas Multiple benches may be clustered if necessary
 <p>Bench</p>	To match The Strand design	Black Powder-coated Steel Concrete	Streetscape 2	1/100 ft. and at plazas Multiple benches may be clustered if necessary
 <p>Bench</p>  <p>Bench</p>	Existing City Benches		Relocated from downtown core streets to Streetscape 5 & Streetscape 6	As needed

Figure 6-19 Streetscape Furnishings Chart (1 of 8)

Streetscape Furnishings

<u>Product</u>	<u>Manufacturer (or similar)</u>	<u>Color & Material</u>	<u>Streetscape</u>	<u>Location</u>
 Trash receptacle	Keystone Ridge Designs	Black Powder-coated Steel	Streetscape 1, Streetscape 3, Streetscape 4	1/100 ft. and at plazas and transit shelters Trash and recycling receptacles may be clustered
 Trash receptacle	To match the Strand design	Black Powder-coated Steel	Streetscape 2	1/100 ft. and at plazas and transit shelters Trash and recycling receptacles may be clustered
 Trash receptacle	Existing City trash receptacle	Concrete	Relocated from downtown core streets to Streetscape 5 & Streetscape 6	At transit shelters and as needed
 Ash urn	Keystone Ridge Designs	Black Powder-coated Steel	Streetscape 1	As needed

Figure 6-19 Streetscape Furnishings Chart (2 of 8)

Streetscape Furnishings				
<u>Product</u>	<u>Manufacturer (or similar)</u>	<u>Color & Material</u>	<u>Streetscape</u>	<u>Location</u>
 Planter	Quick Crete	Concrete	Streetscape 1, Streetscape 2, Streetscape 3	In plazas, at street intersections, and as needed
 Planter	To match The Strand design	Concrete	Streetscape 2	At mid-block crossings and intersections
 Bicycle Rack	Peak Racks	Black Powder-coated Steel	Streetscape 1, Streetscape 2, Streetscape 3	Every 200 ft. and in plazas
 Bicycle Rack	Creative Metalworks	Black Powder-coated Steel Cast Aluminum	Streetscape 1	In special plaza locations on Main Street
 Skate Deterrents	SkateStoppers		Streetscape 1, Streetscape 2,	As needed on the edge of planters, walls, and benches in random intervals

Figure 6-19 Streetscape Furnishings Chart (3 of 8)

6 - STREETSCAPE & PUBLIC AMENITIES

Streetscape Furnishings				
Product	Manufacturer (or similar)	Color & Material	Streetscape	Location
 <p>Newspaper Rack</p>	K-Jack	Olive Gray Powder-coated Steel	Streetscape 1, Streetscape 2,	Must be consistent with Section 12.37 of the Huntington Beach Municipal Code
 <p>Multi-bay Parking Meter</p>	Reino Parking Systems	Stainless Steel	Streetscape 1, Streetscape 2, Streetscape 3, Streetscape 4, Streetscape 5, Streetscape 6	1/8 parking spaces
 <p>Bollard</p>	Delta Scientific	Olive Gray Powder-coated Steel	Streetscape 1	Intersections of Main Street with Walnut Avenue and Olive Avenue
 <p>Tree Guard</p>	Ironsmith	Olive Gray Powder-coated Steel	Streetscape 1, Streetscape 2, Streetscape 3, Streetscape 4	On all single street trees not in large planters

Figure 6-19 Streetscape Furnishings Chart (4 of 8)

Streetscape Furnishings				
Product	Manufacturer (or similar)	Color & Material	Streetscape	Location
 <p>Tree Grate</p>	Iron Age Designs	Cast Iron	Streetscape 1, Streetscape 4	1/street tree not in planter
 <p>Tree Grate</p>	Ironsmith	Cast Iron	Streetscape 2	1/street tree not in planter
 <p>Tree Grate</p>	Ironsmith	Cast Iron	Streetscape 2	1/street tree not in planter; palms only
 <p>Tree Grate</p>	Existing City tree grate	Cast Iron	Streetscape 3, Streetscape 5	1/street tree not in planter

Figure 6-19 Streetscape Furnishings Chart (5 of 8)

Streetscape Furnishings

Product	Manufacturer (or similar)	Color & Material	Streetscape	Location
 <p>Double Arm Pedestrian Light</p>	To match existing City lights	To match existing City lights; light quality per City direction	Streetscape 1	1/100 ft. on center or based on electrical engineer's instruction
 <p>Single Arm Pedestrian Light</p>	To match existing City lights	To match existing City lights; light quality per City direction	Streetscape 3, Streetscape 6	1/100 ft. on center or based on electrical engineer's instruction
 <p>Single Arm Pedestrian Light</p>	To match Strand design	To match Strand design; light quality per City direction	Streetscape 2	1/100 ft. on center or based on electrical engineer's instruction
 <p>Combination Street Light & Pedestrian Light</p>	Arm & Pole: Ameron; Globe: King Luminaire	To match existing light poles; light quality per City direction	Streetscape 4, Streetscape 5	1/100 ft. on center or based on electrical engineer's instruction

Figure 6-19 Streetscape Furnishings Chart (6 of 8)

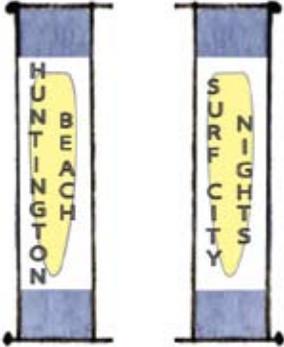
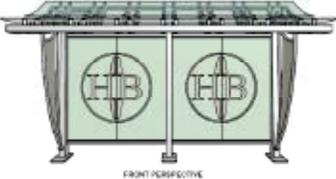
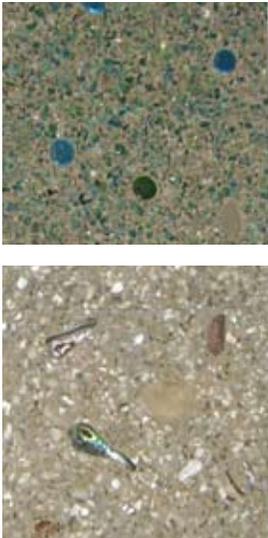
Streetscape Furnishings				
Product	Manufacturer (or similar)	Color & Material	Streetscape	Location
 <p>Banners</p>	To be determined	Colors will vary Cloth or vinyl	Streetscape 1, Streetscape 2	On light posts
 <p>Bus Shelter</p>	Lacor Streetscape	RAL 5003 Powder-coated Steel	Streetscape 3, Streetscape 4, Streetscape 5	At transit stops
 <p>Specialty Paving</p>	T.B. Penick	Blue/Green and Sand Concrete & Glass	Streetscape 1	Along Main Street sidewalk

Figure 6-19 Streetscape Furnishings Chart (7 of 8)

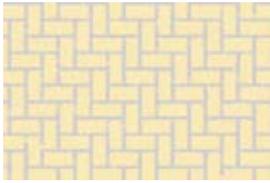
Streetscape Furnishings				
Product	Manufacturer (or similar)	Color & Material	Streetscape	Location
 Specialty Paving	Pavestone	Beige Concrete	Streetscape 2	Along 5th Street sidewalk
 Specialty Paving	StreetPrint	To match sign program	Streetscape 1	In alleys, to connect paseo and parking structure entrances and exits
 Lighted Mid-block Crossing	N/A	N/A	Streetscape 1, Streetscape 2	At mid-block crossings
 Piano-Key Crosswalk	N/A	White Paint	Streetscape 3, Streetscape 4, Streetscape 5	At crosswalks
 Landscaped Parkway	N/A	N/A	Streetscape 6	Along street edge

Figure 6-19 Streetscape Furnishings Chart (8 of 8)

6.5. Street Trees

Street trees within the Specific Plan Area will create a green environment that softens the expanses of buildings, streets, and sidewalks. The trees will add color and provide shade to the streetscape. Adding trees will help in the effort to reduce the heat island effect.

Street trees have been selected for each portion of the Specific Plan Area based on the particular Streetscape Improvement Theme. The selected street trees are detailed in Figure 6-20.

The chart includes the common and botanical name of the species, the Streetscape Improvement Theme in which the tree is located, and the approximate spacing suggested for each tree.

Some tree species in locations within the downtown may require special sub-surface construction to provide a rooting space that will allow those trees to grow for 30 to 50 years without resulting in the removal of the tree to repair infrastructure and without causing damage to the infrastructure that would require root cutting. Root cutting ultimately shortens the life span of the tree and sometimes results in tree failure or the trees' removal to repair the infrastructure. The elements of this Special sub-surface construction are an excavated area that has an imported special growing medium prepared for tree root growth. This growing space is to be located within the area approximately 3 feet to 4 feet below the finish surface and can be up to 30 feet in radius around each tree. The imported material proposed to fill this excavated space is the growing medium. All proposed use and installation of special sub-surface construction shall be per the City of Huntington Beach Public Works Design Specifications and Standard details.

Street Trees

<u>Tree</u>	<u>Common Name</u>	<u>Botanical Name</u>	<u>Location</u>	<u>Spacing</u>
	Date Palm	Phoenix dactylifera 'Medjool'	Streetscape 1	1 tree per 20 ft.
	Mexican Fan Palm	Washingtonia robusta	Streetscape 2	At mid-block crossings
			Streetscape 4, Streetscape 5	1 tree per 20 ft., alternating with New Zealand Christmas Tree

Figure 6-20 Street Trees Chart (1 of 3)

<u>Trees</u>				
<u>Tree</u>	<u>Common Name</u>	<u>Botanical Name</u>	<u>Location</u>	<u>Spacing</u>
	Golden Medallion Tree	Cassia leptophylla	Streetscape 1 (Walnut to Acacia)	At street intersections
			Streetscape 2	1 tree per 20 ft.
	Pink Trumpet Tree	Tabebuia avellanedae	Streetscape 1 (Walnut to Acacia)	At mid-block crossings
			Streetscape 2	At street intersections
	London Planetree	Platanus x acerifolia 'Columbia'	Streetscape 2	At mid-block crossings

Figure 6-20 Street Trees Chart (2 of 3)

Trees

<u>Tree</u>	<u>Common Name</u>	<u>Botanical Name</u>	<u>Location</u>	<u>Spacing</u>
	New Zealand Christmas Tree <ul style="list-style-type: none"> • Standard soil in all locations 	Metrosideros excelsus	Streetscape 1 <ul style="list-style-type: none"> • Single trunk at Main/PCH intersection • Multi-trunk at mid-block crossing between PCH & Walnut 	As specified in location section
			Streetscape 3 <ul style="list-style-type: none"> • Single trunk 	1 tree per 25 ft.
			Streetscape 4, Streetscape 5 <ul style="list-style-type: none"> • Single trunk 	1 tree per 20 ft., alternating with Mexican Fan Palms
	Chitalpa	Chitalpa tashkentensis	Streetscape 6	1 tree per 20 ft.

Figure 6-20 Street Trees Chart (3 of 3)

6.6. Public Signs and Wayfinding System

An effective wayfinding and public sign system is a very important component to a successful downtown. A unified sign program also creates a visual identity for an area. Gateway signs, direction signs, and information signs are important elements of a sign program. **All signs within the sign program shall have similar design materials and components to provide consistency and unity.**

The following conceptual sign program was created to build off of the existing ocean theme in the area. Examples shown will need to be detailed further as an implementation item but are intended to illustrate different sign types and potential design characteristics for the purposes of this document.

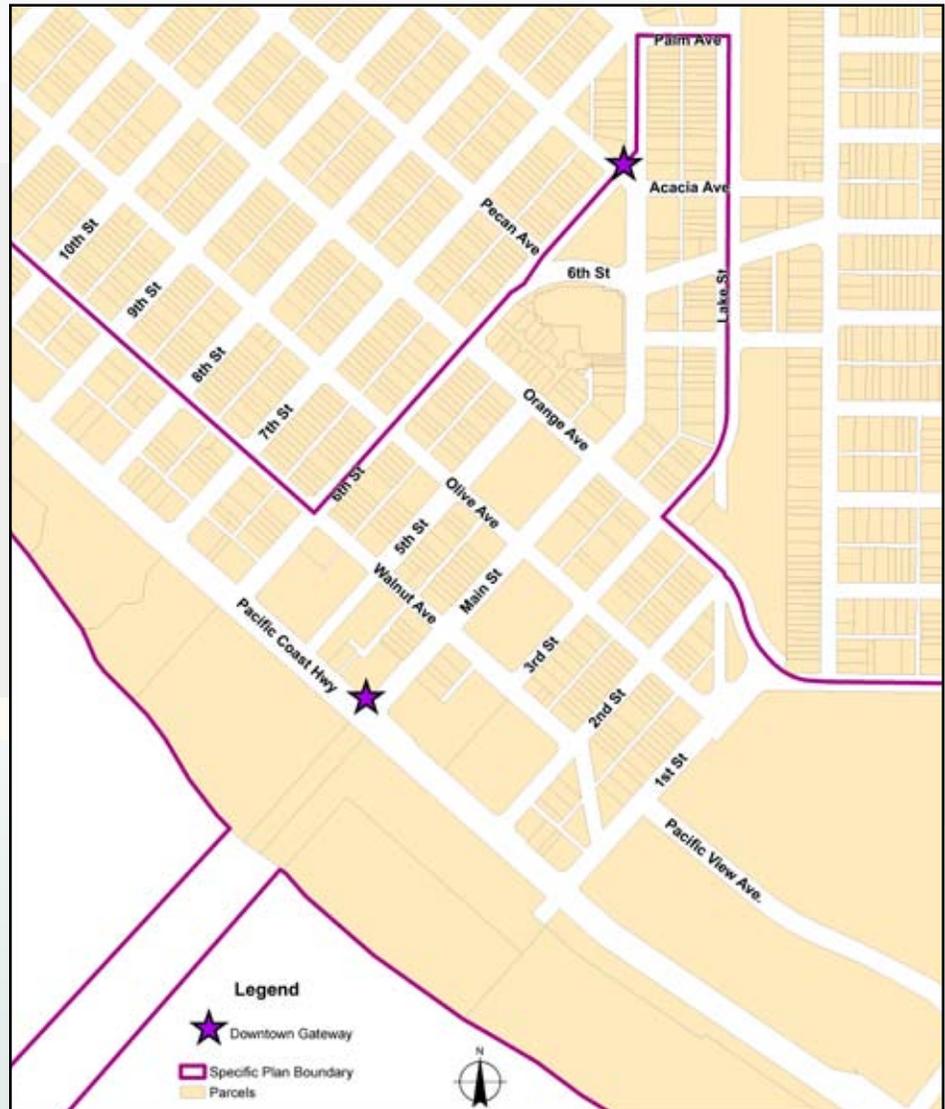


Figure 6-21 Downtown Gateway Map

6.6.1. Gateways Signs

Gateways announce entry into the downtown area and set the tone for improved streetscapes, wayfinding systems, and the overall character of the downtown. New gateway signs will be instrumental in providing a sense of arrival and transition into the downtown. **Gateway signs will be placed along Main Street at the northeast corner of the intersection with Pacific Coast Highway and at the northwest corner of the intersection with Acacia Avenue.** Gateway sign locations are shown on Figure 6-21.



Gateway signs will announce entry into the downtown

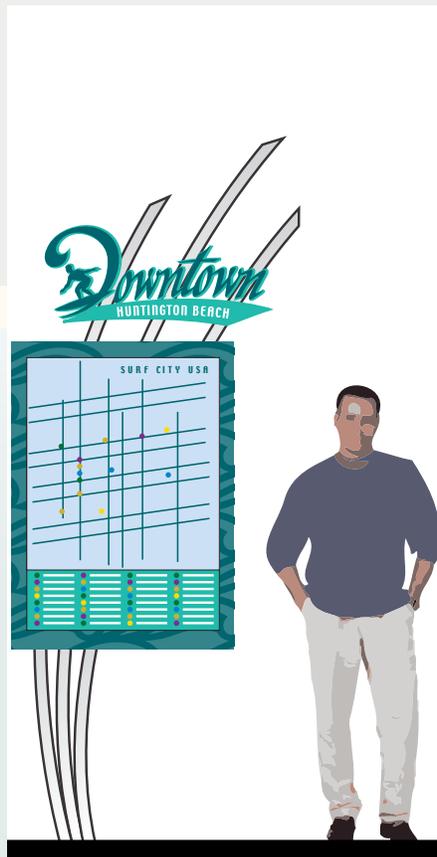
6.6.2. Information Signs

Additional signs that should be incorporated into a sign program include interpretive signs to highlight key buildings with historical or architectural significance, maps with pedestrian directories, public parking identification signs, and facility identification signs.

6.6.3. Direction Signs

A clear and attractive directional sign system is an important component of a public sign program. Easy to read and visually attractive direction signs facilitate the movement of pedestrians and vehicles to different areas within the downtown.

These signs are intended to provide direction to important services and destinations such as public parking, the library, and performance venues. Direction signs should include direction arrows and labeling to denote key shopping areas, public parking, civic buildings, and tourist attractions. A directional sign program should also include informational signs for historical sites and structures.



Information signs should be incorporated in the downtown wayfinding system



Easy to read direction signs facilitate the movement of pedestrians and vehicles within the downtown

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Chapter 7

PUBLIC SERVICES & FACILITIES

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

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Chapter 7 - Public Services & Facilities

7.1. Introduction

The Specific Plan will allow for revitalization of and an increase of density in downtown Huntington Beach. Increasing the density however, will put increased demand on the existing infrastructure and may require upgrades to utilities, services, and facilities that have reached capacity. The following sections summarize the current conditions of public services and facilities within the Specific Plan Area and identify potential problematic areas and solutions.

For estimation purposes, the average household size of units projected within the Specific Plan Area is assumed to be 2.41 persons. The General Plan Housing Element indicates that between 55 percent and 76 percent of housing units in the Specific Plan Area are rental properties and the 2006 American Community Survey sponsored by the U. S. Census Bureau indicates that the average rental household size for Huntington Beach is 2.41 persons per household.

Information has been compiled from site visits, interviews with Public Works Department staff; GIS files containing existing utility line data provided by the City; the Huntington Beach General Plan; the Sewer Master Plan prepared in 2003; the Urban Water Management Plan prepared in 2005; the Urban Runoff Management Plan; the previous Downtown Specific Plan Environmental Impact Report (EIR) 82-2 dated July of 1983; and the Pacific City EIR prepared in 2003, the Waterfront Development Project EIR prepared in 2002, and the Strand at Downtown Huntington Beach EIR, which were all prepared by EIP Associates, which is now part of PBS&J.

7.2. Public Service

7.2.1. Water System Conditions

7.2.1.1. Water Supply

Water supply for Huntington Beach is currently provided by the City of Huntington Beach, which acquires approximately 64 percent of the water from groundwater production and 36 percent from imported water purchased from the Municipal Water District of Southern California (MWD). Imported water is supplied from northern California through the State Water Project and from the Colorado River.

There are ten wells located in Huntington Beach that aid in extraction of groundwater from the Santa Ana River Groundwater Basin. The basin is managed by the Orange County Water District (OCWD) and covers approximately 350 square miles and ranges up to 2,000 feet deep. The wells

have a total pumping capacity of 25,050 gallons per minute (gpm) and could normally supply 21,400 gpm if the City operated all of the wells at 100 percent throughout the year.

Imported water is supplied to the City through three imported service connections known as the OC-9, OC-35 and OC-44. The combined capacity of the service connections is 22,000 gpm.

Per historical water data, in 2005 the City pumped approximately 14,945 acre feet per year (afy) of groundwater and purchased 17,847 afy of imported water. Water projections indicate an increase in both imported and groundwater supplies by 2010. However, recent statewide initiatives could potentially reduce the imported water supply as a result of interim pumping restrictions on the State Water Project that could reduce supply by up to 30 percent in the near future. It is through aggressive water conservation and efficient water use that will continue to allow the City to provide reliable water service to its customers.

7.2.1.2. Water Demand

The 2005 Urban Water Management Plan (UWMP) projects that in 2010, under a normal year, the City of Huntington Beach will use approximately 35,000 afy of water and during multiple dry years the City could consume as much as 37,000 afy. In order to maintain and ensure water reliability, it is necessary that the City's available water supply satisfies the total water demand of the Specific Plan Area under multiple dry year conditions. Based on preliminary analysis, the proposed increase in density within the Specific Plan Area will increase the total City water demand specified in the 2005 UWMP by approximately one percent. Recently adopted conservation measures influence the water demand factors used to determine water demand for the Specific Plan Area. Implementation of aggressive conservation measures will increase the water supply reliability.

The water supply availability for each project will be analyzed based on the water surplus identified in the most recently adopted UWMP. The water supply analysis has been analyzed under the Water Supply Assessment and Wet Utilities Study. In addition, the City shall require each development to prepare an equivalent of a Water Supply Assessment that is not otherwise subject to Senate Bills 610 and 221 (or at least those developments that cross a certain development threshold) to ensure that adequate water supplies can be provided as each development proceeds.

7.2.1.3. Water Conservation

In an effort to comply with statewide water goals and reduce water usage by 20 percent in per capita water use statewide by the year 2020, the City is recommending conditions of approval that could reduce residential demand by as much as 35 percent. Recommended conditions of approval for projects within the Specific Plan Area should aid in reducing the overall water usage.

Conversion of existing buildings and public areas to comply with the same conservation measures can further assist in meeting the 20 percent reduction goal. The following water saving technologies can be implemented on a project basis to comply with these requirements.

- Waterless or lower flush urinals should be specified in all public areas, including restaurant and commercial bathrooms.
- Low-flush toilets should be installed in all new residential units and encouraged through rebates or other incentives in existing homes.
- Low-flow shower heads and water faucets should be required in all new residential and commercial spaces and encouraged in existing developed properties.
- Water efficient kitchen and laundry room appliances should be encourage through rebates for both residential and commercial units.
- Landscaping should be completed with drought tolerant plants and native species.
- Irrigation plans should specify the use of smart controllers, have separate irrigation meters, and follow the City of Huntington Beach “Water Efficient Landscape Requirements”.
- Water features should be designed with consideration to conserve water.

7.2.1.4. Water Distribution

The existing water infrastructure serving the Specific Plan Area consists of a 20-inch transmission supply loop in Lake Street that continues into 3rd Street at Orange Avenue and then runs northwest along Olive Avenue to Goldenwest Street. There is also an existing 18-inch line in Olive Avenue running southeast from Lake Street to 1st Street and then southwest down 1st Street to Pacific View Avenue where it again turns southeast and continues down Pacific View Avenue to Beach Boulevard. There are 12-inch and 8-inch distribution lines in Pacific Coast Highway and 8-inch lines in most streets running perpendicular to Pacific Coast Highway. Some existing lines running in the alleyways and streets within the Specific Plan Area are currently 6 inches in diameter.

The additional demand produced by each development within the Specific Plan Area, along with the typical fire flow required by the Huntington Beach Fire Department for this type of proposed land use, will be used to adequately size the pipelines within the Specific Plan Area. Additional hydraulic water studies will be required as individual development occurs to verify the pipeline diameter required to adequately support each specific project.

Pacific Coast Highway and Beach Boulevard are Caltrans right-of-ways and will require dual water lines, with one pipeline in each side of the roadway. This arrangement would minimize impacts to traffic flow by avoiding the need to cross these major arterials to construct and

maintain water services to each development. The minimum pipeline diameter required is 12 inches. All water facilities, including the number and placement of meters and location of backflow protection devices shall satisfy the latest Department of Public Works Standards and Policies and require Department of Public Works approval.

7.2.2. Wastewater System Conditions

7.2.2.1. Wastewater Treatment

The Orange County Sanitation District (OCSD) provides wastewater collection and treatment services for the City of Huntington Beach. The City of Huntington Beach maintains many of the collection lines that flow to the OCSD maintained trunk lines. OCSD operates both Plant 1 in Fountain Valley and Plant 2 in Huntington Beach, 27 lift stations throughout the City, and the large regional trunk lines running to the treatment facilities.

Plant 1 processes about 83 million gallons per day (mgd) and Plant 2 processes about 151 MGD. According to the Huntington Beach Sewer Master Plan, all projected buildout within the City of Huntington Beach is estimated to increase total flow by 1.95 MGD. Wastewater from the Specific Plan Area is treated at Plant 2. Staff at Plant 2 indicate that there are no current capacity issues and that the existing treatment facilities should, at minimum, meet area demand until 2050.

7.2.2.2. Wastewater Generation

The following wastewater demand factors were used to determine the total anticipated maximum flow produced by the Specific Plan Area. These factors will be required to size pipes within developments in conjunction with City standards. The Specific Plan Area could increase flows to 0.67 MGD during peak usage points, but average daily flow should fall between 0.3 MGD and 0.4 MGD. A peak hour demand of 0.67 MGD will not surpass the estimated 1.95 MGD planned for by the OCSD.

7.2.2.3. Wastewater Collection

The Specific Plan Area is served by a network of city lines that flow to a 54-inch trunk line in Walnut Avenue operated by the OCSD. The Public Works department has indicated that the 54-inch trunk was originally designed to support upstream development that was ultimately rerouted to an alternative line. Therefore, current demand on the line is significantly less than capacity and should support increases in flow from the Specific Plan Area without issue.

Existing collection lines within the Specific Plan Area vary in size from 8-inch and 10-inch in most streets to 15-inch in the abandoned portion of the Lake Street right-of-way between 1st Street and 2nd Street. City lines running southwest merge with the southeast flowing trunk line in

Walnut Avenue. Lines consist of an 8-inch pipe in the alley between 5th Street and 6th Street, an 8-inch pipe in the alley between Main Street and 5th Street, an 8-inch line in Main Street, an 8-inch line in the alley between 2nd Street and 3rd Street, and a 10-inch line in the alley between 1st Street and 2nd Street.

Based on existing information, the system appears sufficient for the current loads, and no points have been identified at which demand is surpassing capacity. Pipe segments downstream of larger diameter pipes will need to be upsized when any development occurs upstream. The 8-inch line in Main Street is downstream of several 10-inch segments and may need replacement with any additions in flow.

Realignment of Walnut Avenue between 1st Street and 2nd Street will require relocation of the 54-inch trunk main in that location. The 15-inch line in the abandoned section of Lake Street should also be relocated to Orange Avenue and should directly connect with the 10-inch and 18-inch lines in Atlanta Avenue at the three-way intersection of Atlanta Avenue, Orange Avenue, and 1st Street. All lines within the Specific Plan Area should be analyzed on a project by project basis and sized based on the provided demand factors and City design criteria to determine if upsizing is required.

7.2.3. Storm Drainage Conditions

7.2.3.1. Storm Drainage Facilities

Runoff from the Specific Plan Area currently drains to the beach or to the Huntington Beach Channel in a system of storm drain pipes. The Orange County Flood Control District (OCFCD) is responsible for design and maintenance of regional drainage facilities.

When the majority of the facilities were constructed in the area, the established design criteria required the ability to accommodate 65 percent of a 25-year storm event. More recently, the County has modified the design criteria to require that all facilities accommodate 100 percent of a 100-year storm event. All new facilities have since been constructed with an increased capacity, and many existing areas have been upgraded.

The City operates 15 pumping stations that pump drainage into the Pacific Ocean through various channels. The three drainage facilities that are located within the Specific Plan Area are the Atlanta Storm Water Pump Station (ASWPS), the First Street Storm Drain System (FSSDS), and the pipe system that reaches the beach at 7th Street.

7.2.3.2. Storm Water Management

Currently the majority of the Specific Plan Area is already covered by impervious area. New development will minimally increase the impervious area, which will therefore limit the amount of additional runoff to a negligible amount. New developments adjacent to streets where the current system is inadequate will be required to upgrade facilities.

According to local residents and business owners, drainage at the intersections of Main Street with Walnut Avenue, Main Street with Olive Avenue, and Main Street and Orange Avenue is insufficient and flooding of the side streets occurs during most storms.

A water quality priority project is a type of development project that has a high potential to discharge pollutants that can harm the quality of downstream receiving water bodies. Priority projects are required to incorporate treatment control BMPs, in addition to source control and site design BMPs to reduce pollutants to the maximum extent practicable. Refer to the website www.ocwatersheds.com for more information.

7.2.3.3. Flooding Conditions

Portions of the Specific Plan Area lie within the Federal Emergency Management Act (FEMA) 100-year flood boundary. According to Flood Insurance Rate Maps (FIRM), during a one percent chance storm, the area east of Huntington Street to Beach Boulevard would become inundated up to nine feet deep in some areas. FEMA maps are in the process of being updated to reflect the recent construction of levees around the canal; therefore, published flood depths could decrease in the near future.

7.2.4. Electrical and Gas System Conditions

7.2.4.1. Electricity Supply

Southern California Edison (SCE) is the primary electricity service provider in the Specific Plan Area. Service facilities include transmission, distribution, and communication lines. SCE maintains approximately 280 miles of cable in the City of Huntington Beach, including service and distribution lines. There is one generating station located at 21730 Newland Street and operated by AES Corporation and six substations located at 15971 Graham Street, 8081 Warner Avenue, 1875 Edwards Street, 730 Lake Street, 21202 Brookhurst Street, and 19118 Ward Street.

Within the Specific Plan Area, there are aerial transmission lines that run along 1st Street operated by SCE and regional 66-kV transmission facilities along Atlanta Avenue. Though proposed development within the Specific Plan Area should create a significant increase in electricity demand, the demand should not surpass the quantity of electricity available to the Specific Plan Area.

7.2.4.2. Electricity Distribution

While quantity of supply can be met by SCE, there are several bottle neck areas where supply can not be delivered based on a large quantity of electrical demand in one location at the same time. This is currently, and will continue, resulting in power outages in small zones within the Specific Plan Area. SCE is specifically having trouble delivering power to the second block of Main Street, between Walnut Avenue and Olive Avenue.

It should also be noted that an increase in density within the Specific Plan Area will likely lead to vertical growth and the quantity of elevators and escalators within the Specific Plan Area may increase, thus creating a greater demand for electricity. Currently, incremental repairs and boosters are being added as development occurs. Several new circuits and lines will need to be installed to provide the required supply without impairing the levels of service to the surrounding area. Each development will be required to pay for the development's share of infrastructure improvements to electrical systems per SCE requirements.

7.2.4.3. Gas Distribution

Southern California Gas Company currently provides natural gas service to the Specific Plan Area through a network of underground gas lines. Company staff indicated that there are no existing issues regarding gas supply or distribution. The proposed density increases will not require line upsizing in the public streets, but additional service connections will need to be planned for new development projects. Lines should be located by the service providers prior to construction activity to avoid conflicts or accidents.

7.2.5. Solid Waste Conditions

Rainbow Disposal provides residential and commercial trash service to the City of Huntington Beach. An automated waste collection system began in April of 2007 throughout the communities within the service area. Automated waste collection takes place weekly using clean natural gas-powered vehicles, which are equipped with a mechanical arm that lifts and empties waste carts. Carts have wheels for easy handling and an attached lid that helps keep out rain water and helps to prevent trash from contaminating storm drains. Residential units typically receive three 95-gallon or 65-gallon carts for trash, recycling, and green waste. Commercial spaces can receive multiple waste options including one-yard, two-yard, or three-yard commercial bins. Trash service provides compactor pick-up service, 40 cubic yard roll-offs, ten cubic yard low-boys, and three cubic yard Rent-A-Bins for commercial, construction, and residential properties.

A state-of-the-art Material Recovery Facility (MRF) is also provided, which guarantees compliance with California state laws. The following products are considered hazardous waste and are not allowed in regular trash: batteries, used motor oil, old paint, solvents, pesticides,

used automotive batteries, household cleaning products and pool chemicals. All development will be required to comply with current solid waste standards.

Rainbow Disposal operates a waste transfer station in Huntington Beach where all waste is thoroughly sorted both mechanically and manually. Materials that can not be salvaged for reuse are sent to the Frank R. Bowerman Landfill in Irvine. Permitted capacity for the landfill is limited to 8,500 tons per day. Trucks are diverted to one of the other two landfills in the county if the per day capacity is reached at the Bowerman Landfill. The 725-acre facility opened in 1990 and is planned for closure in 2053, based on permitted maximum daily use. The increase in density of the Specific Plan Area is within the planned buildout quantity assumptions of Huntington Beach and is accounted for by local waste facilities in long term service projections.

7.2.6. Police Department Services

Police Service to the Specific Area is provided by the Huntington Beach Police Department. The Police Department has a substation that is currently located within the Specific Plan Area at 204 5th Street. The substation may be relocated in the future to the Pacific City development. Additional parking would be requested at the new substation. The Police Department headquarters is located approximately a mile outside the Specific Plan Area at 2000 Main Street.

The majority of the downtown core is served by officers staffed out of the police substation, including a Special Enforcement Team currently comprised of one sergeant and 12 officers, 10 of which are assigned to the downtown. A Directed Enforcement Team also operates out of the substation that consists of one sergeant and four officers. The officers work a rotating schedule to service the area. Additionally, parking spaces are limited at the downtown substation.

At present, due to the late night activity on Main Street, the officers are often required to work overtime to adequately meet the public safety needs of the area. An increase in development within the downtown will require a proportionate increase in the amount of Police Department staff and services by the City.

7.2.7. Fire Department Services

The closest Huntington Beach Fire Department station to the Specific Plan Area is Fire Station 5 located at 530 Lake Street between Acacia Avenue and Frankfort Avenue. This station opened in 1981 and serves the downtown, beach, and pier. This station is staffed by 10 fire personnel 24 hours a day, 7 days a week. The station is home to one paramedic engine with four personnel,

one truck company with four personnel, and one emergency transport vehicle with two personnel.

An increase in development within the downtown will require a proportionate increase in the amount of public safety staff, fire station facilities, fire apparatus, and equipment.

7.2.8. Communication Services

Cable service to the Specific plan Area is currently provided by Time Warner Cable. Phone service to the Specific Plan Area is currently provided by Verizon. No changes are proposed to the existing cable and phone service systems.

There is a need to maintain the line of sight communications for the City's ability to communicate via the 4.9 GHZ microwave. There is currently a link between the City Hall Police Department, Lifeguard headquarters, the south police substation, and Edwards fire station.

7.3. Public Facilities

7.3.1. School Facilities

The Specific Plan Area is serviced by the Huntington Beach City School District, which provides elementary and middle schools, and the Huntington Beach Union High School District, which provides high schools.

While both school districts have open enrollment policies, the primary schools servicing the Specific Plan Area include John R. Peterson Elementary School, Agnes L. Smith Elementary School, Ethel R. Dwyer Middle School, and Huntington Beach High School.

The Huntington Beach City School District is currently experiencing a declining enrollment. Therefore, the increase in population projected by the Specific Plan is not expected to have an effect on the necessary elementary and middle school facilities needed within the City.

While Huntington Beach High School has experienced a decline in enrollment over the last several years, in 2008 the enrollment level for the high school was at 98 percent.

7.3.2. Parks

The General Plan sets a standard of 5 acres of park space per 1,000 people. The City has a current estimated population of 202,250 people and currently has 1007.05 acres of park space. Therefore, at this time, the City is approximately 4.2 acres below the necessary park space recommended.

The projected development within the Specific Plan Area is estimated to require 7.8 acres of additional park space within the City.

Currently, the city has the following three proposed parks planned for development within the next 12 to 36 months:

- A two-acre park within the residential portion of the Pacific City development north of Pacific View Avenue, between 1st Street and Huntington Street.
- A 1.7 acre park as part of the Parkside Estates residential development on the west side of Graham Street, south of Warner Avenue.
- A two-acre park as part of the Blue Canvas residential development west of Newland Street, between Hamilton Avenue and Atlanta Avenue.

Additionally, a 2.6 acre park is planned within the future residential development on the former Lamb School site. Development at this location is anticipated to be within the next three to five years.

The addition of these park spaces will bring the City within approximately 10 acres of the City's park space goal. The City is also examining additional options for expanding park space within the City, including considering former school sites for development of park land.

Chapter 8

IMPLEMENTATION & PUBLIC BENEFITS PLAN

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

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Chapter 8 - Implementation

8.1. Introduction

This chapter outlines the implementation program for the Specific Plan. The implementation program includes the following components:

- An overview of the ways a specific plan can bring about economic investment and desired physical improvements;
- A review of the existing economic conditions influencing current and future development potentials in the Specific Plan Area;
- A summary of the types of new development that are likely to be economically viable in the Specific Plan Area;
- A description of various economic development “tools” or implementation approaches available to the City of Huntington Beach to achieve the Plan objectives;
- An Implementation Action Plan and summary of recommendations; and
- A review of potential funding mechanisms for implementation of key Plan initiatives.

8.2. Attracting Private Investment and Providing Public Benefits

An effective specific plan typically involves both the public and private sectors. Whereas development of the land uses envisioned for a Specific Plan Area is often “kick started” by various public sector initiatives, the ultimate goal of this type of planning effort is to attract desired private investment. Broadly speaking, there are two major ways that a municipality can facilitate private development:

1. By creating a “conductive development environment” that is consistent with prevailing market demand for various land uses. This may include the following types of actions or policies:
 - Zoning, design guidelines, etc. that are responsive to market needs at the individual establishment level, while maintaining the overall character of the Specific Plan Area that preserves and enhances its general marketability;
 - Information about the concepts, intent, etc. of the Specific Plan Area to prospective investors/tenants;
 - Streamlined permitting and entitlement processes;

- Area-wide infrastructure investments, including parking facilities and street improvements;
 - Area-wide “amenity” investments, including landscape and streetscape improvements;
 - Marketing programs to enhance the area’s identity and recognition among consumers; and
 - Improvements to neighboring areas.
2. By providing focused development support to area businesses, property owners, and key development projects. This can involve the following types of initiatives:
- Assembling development or redevelopment sites;
 - Financially structuring shared infrastructure improvements that increase the productivity of the area in ways that are advantageous to development, such as shared parking;
 - Investing in general infrastructure improvements in the Specific Plan Area

Each of these potential implementation items is described in greater detail below in Section 8.5. Creating the Conditions for Attracting Private Investment and 8.6. Implementation Action Plan.

8.3. Economic Conditions Influencing Development Potential

An effective Specific Plan needs to be based on a realistic understanding of the market conditions affecting the Specific Plan Area. Simply changing zoning on a map will not attract development unless there is an underlying market demand for a particular land use. On the other hand, if there is immediate demand for a desirable land use that is not permitted under existing zoning, a change in zoning can bring about very significant results. Moreover, appropriate zoning changes can be made more effective if coupled with policies that address other existing barriers to development, such as insufficient infrastructure.

The following is a summary of key existing conditions that will influence the realistic range of future development opportunities in the Specific Plan Area.

- The Specific Plan Area is largely “built out.”
- Prevailing property values in the Specific Plan Area reflect the fact that most parcels are already developed with existing viable uses. This situation will tend to limit the financial feasibility of redeveloping these parcels with lower-density land uses. That is, in most cases, new development would need to be relatively high density in order for the ultimate value of the development to justify the costs associated with buying and clearing land that is currently occupied with other uses. While there may be some (currently underutilized) sites that are exceptions to this observation, it should apply as a good rule of thumb for defining the types of opportunities that are likely to exist for most parcels.

- The relatively limited availability of public parking, at least during peak periods, currently serves as a constraint to development in the Specific Plan Area.
- The above conditions suggest the following major conclusions about the types of opportunities that are likely to apply to existing or future development in the Specific Plan Area:
 - Most new development will likely need to be relatively high density given prevailing land values, as well as the related cost of assembling viable development sites.
 - Developers will seek to leverage the activity generated by major projects currently being developed, especially The Strand and Pacific City, by catering to the special needs of new types of residents and patrons that these projects could bring.
 - Smaller, infill development projects will face the greatest challenges of financial feasibility, and this is particularly the case when residential, even low-density residential, uses already exist; as the residential market, since it is effectively global and not just localized, can, in circumstances where demand is particularly strong, out-bid local-serving businesses for land.
 - Parking solutions for mixed-use need to be as creative as possible, and these concepts are addressed in the Implementation Action Plan below.
 - The area should benefit from additional focus on visitor-oriented marketing and leveraging existing events and the Special Events Plan that IMG/Action Sports will develop; and owners, developers, and tenants should be encouraged to shift their business focus towards the messages embodied in these programs.
 - The preceding points all suggest that the City is well served by a flexible approach that anticipates the above issues and is responsive to the accompanying needs and market demands.

8.4. Summary of Demand Projections

As part of the background research for this Specific Plan, The Natelson Dale Group, Inc. (TNDG) prepared a market study to identify long-range demand for various types of development in the Specific Plan Area. Key findings from TNDG's market analysis are summarized below.

8.4.1. Summary of Potential Land Use Demand

Figure 8-1 provides a summary of conservative and aggressive demand for new development in the Specific Plan Area over the next 20 years.

Summary of Potential Land Use Demand		
Land Use	Market Demand ¹	
	Conservative	Aggressive
Retail	231,258 sq.ft.	388,770 sq.ft.
Restaurant	75,783 sq.ft.	91,830 sq.ft.
Office	108814 sq.ft.	225,897 sq.ft.
Residential	449 units	1,198 units

¹ Capturable Demand Estimates for 2025, TNDG

Figure 8-1 Summary of Potential Land Use Demand

8.4.2. Pro Forma Analysis

The feasibility of new development and redevelopment in the Specific Plan Area was examined in three phases by TNDG. First, demand for different land uses was estimated based on unconstrained supplies of land. Second, practical limits on development/redevelopment activity were examined in cooperation with RRM planners. Third, TNDG prepared analyses of financial feasibility through a series of pro formas that included factors such as existing land values.

In order to assess, at a preliminary level, the financial feasibility of redevelopment of underutilized properties in Downtown Huntington Beach, TNDG prepared a series of analysis models for hypothetical redevelopment scenarios based on prototypes developed by RRM. The models combined data on land costs, floor-area-ratios (FAR), parcel sizes (using actual parcels as project examples), building costs, parking requirements, potential building rents and sale prices (for condominiums), and potential development value based on projected cash flows.

The evaluated prototypes included three mixed-use projects and one hotel project. The mixed-use projects included retail, restaurants, and office (one project) and/or condominiums (two projects), with one project having a bed & breakfast component as an option. Data for the assessments came from a variety of sources, including RRM Design Group (design configurations, parcel data including existing development at specific case-study sites, parking requirements, and cost estimates), construction cost estimating websites, and our internal data on development cost and project operational costs and other information.

Assessments of this type are subject to many cost/profitability factors and results should be viewed as providing preliminary and general indications only. The particular circumstances that pertain to specific sites, owner/developer motivations and efficiencies, shifting market conditions, functionality of projects, and the like, each affect, sometimes significantly, the

“bottom line” of such projects. As such, there are an almost infinite number of combinations of input values and, consequently, analysis results that pertain to assessments of this type.

In the discussion that follows, the pro forma assessments assume that all uses are equally leasable/saleable within the market – an assumption that focuses the analysis on the relative profitability of individual uses but is not necessarily accurate from the standpoint of a development business plan.

The results of the assessments, in general terms, indicate the following:

- Parking requirements, along with the need to place much of the parking underground, are a significant challenge to profitability of these projects. The high parking ratio that applies to restaurants is particularly challenging for that use; consequently, retail tends to be more profitable than restaurants. In this regard, profitability improves considerably with the option for developers to pay in-lieu fees to the City instead of actually building underground parking at roughly twice the cost per space as the in-lieu fees.
- Office is generally more profitable than retail, due to lower operating costs and more favorable capitalization rates. It should be noted, however, that the projected demand for office space (in terms of total square feet absorbable through 2025) is less than half of the projected demand for retail space.
- The pattern of current land prices suggests (preliminarily, as we have not analyzed this issue comprehensively) that residential use is perhaps more valuable than commercial, which creates an additional burden for prospective redevelopers.
- A hotel development should be profitable in a redevelopment scenario, but this use has perhaps the widest range of potential variation to input values, so any generalization should be considered in that regard.
- Development of bed and breakfast facilities is challenging based on typical performance factors for this type of project. While there is virtually no such thing as a “typical” bed and breakfast, they tend to have lower occupancy rates than hotels and are very owner-specific in terms of acceptable rates of return, etc. Owners and operators of such facilities are not necessarily as focused on profitability as on a career lifestyle.
- The residential units tend to be infeasible as apartments, but condominium sales should yield very satisfactory returns – perhaps better than any of the commercial uses. This conclusion regarding the financial attractiveness of condominium development would not likely apply under current housing market conditions, but – consistent with the long range focus of this planning effort – TNDG has assumed that the evaluated redevelopment scenarios would occur in several years once the market has returned to more normal conditions.

8.5. Creating the Conditions for Attracting Private Investment

8.5.1. Zoning

From an economic perspective, two key issues need to be addressed as it relates to zoning within the Specific Plan Area:

- Allowable densities need to be high enough to facilitate market-driven redevelopment of selected parcels given the relatively high land values in the Specific Plan Area.
- Zoning should allow the flexibility to develop desirable land uses for which the future market is uncertain.

8.5.2. Streamlined Permitting and Entitlement

A key advantage to adopting a Specific Plan is that it provides a vehicle for expedited approval of development proposals that are consistent with the community vision established by the Specific Plan. Developers consistently cite this type of provision as a key factor in selecting the communities where they will pursue projects. In this regard, it is essential that the adopted plan remove to the maximum degree possible the need for discretionary approvals for projects that fall within the development “envelope” established by the Plan.

8.5.3. Area-wide Infrastructure and “Amenity” Investments

The specific infrastructure and amenity improvements proposed as part of this Specific Plan are identified in Chapter 5. Circulation and Parking, Chapter 6. Streetscape and Public Amenities, and Chapter 7. Public Services and Facilities.

8.5.4. Marketing Program

Marketing initiatives can improve the Specific Plan Area’s prospects with respect to attracting both investors (i.e., new development and revitalization of existing uses) and customers. A key thrust of the overall Plan implementation should be to make certain the Specific Plan Area is appropriately represented in promotional literature for the region, in ways that elevate the image and market “identity” of the Specific Plan Area. The following types of marketing activities are appropriate for the Specific Plan Area:

- Establish a marketing committee representing a broad spectrum of interested stakeholders (property owners, business owners, developers, area residents, etc.), and existing organizations with a promotional role, such as the Surf City USA, Marketing and Visitors

Bureau and its affiliated organizations – the Huntington Beach Hotel/Motel Association, the Huntington Beach Restaurant Association, the Huntington Beach Downtown Business Improvement District, and the Huntington Beach Chamber of Commerce.

- Assess, through the committee, the existing marketing material that applies to the Specific Plan Area, particularly the official Visitors Guide and other web-based information currently produced and distributed by the Surf City USA, Marketing and Visitors Bureau, in terms of how best to ensure that the Specific Plan Area is reflected in existing materials in ways that correctly interpret its relative importance to the overall region’s tourism appeal.
- Identify any new “messages” for the marketing campaign, including those that apply to the Special Events Plan that will be developed by IMG / Action Sports, and incorporating data from previous visitor surveys done by Surf City USA, Marketing and Visitors Bureau.
- Prepare a marketing Action Plan incorporating the types of programs outlined below and reflecting the specific input and priorities of the marketing committee.
- Develop new graphic materials and color palettes to support the identified marketing messages, if needed.
- Implement streetscape, signs, and other physical improvements that reinforce the “flavor” and desired name recognition of the Specific Plan Area. As a potential supplement to permanent improvements, a pole banner or similar program could be implemented on a seasonal basis to expand consumer recognition of the Specific Plan Area as a “place” and to support specific special events, etc. This type of activity will be especially important for promoting pedestrian-oriented uses.
- Update the annual calendar of special events, including those events identified by IMG/ Action Sports, as appropriate, aimed at attracting additional “foot traffic” to the Specific Plan Area.
- Coordinate with Surf City USA, Marketing and Visitors Bureau and other producers of existing promotional material, to design and implement a print media advertising campaign that reflects the committee’s recommendations. Where appropriate, the print media campaign can be supplemented by radio advertising.
- Implement a direct mail campaign to existing businesses within the Specific Plan Area to encourage their participation in the marketing program and in planned public and private improvements occurring in the Specific Plan Area.

It should be emphasized that marketing programs of this nature are typically most effective when supported by both the public and private sectors. Whereas it is likely that the City would have a continuing role in facilitating the marketing program, it is anticipated that the business community would be responsible for long-term management of the effort. Potential funding mechanisms for the indicated marketing program are described below.

8.5.5. Improvements to Neighboring Areas

As discussed below in Section 8.7. Potential Funding Sources and Financing Mechanisms, Community Development Block Grant (CDBG)-funded Enhancement Areas include the Yorktown neighborhood north of the Specific Plan Area. As such, housing programs for this area can indirectly improve the image of the Specific Plan Area. The Specific Plan Area is partially included in one of the Southern California Association of Governments' (SCAG) "2% Strategy Opportunity Areas", which are target areas in the SCAG region that represent two percent of the total land area, and where SCAG intends to focus investments in planning efforts and resources, in order to "yield the greatest progress toward improving measures of mobility, livability, prosperity and sustainability for local neighborhoods and their residents." In Huntington Beach, the 2% Strategy Opportunity Area is centered on the Beach Boulevard corridor, shown in Figure 8-2, which could therefore be an area of potential planning focus that would indirectly enhance the downtown Specific Plan Area.



Figure 8-2 SCAG 2% Strategy Opportunity Areas

8.6. Implementation Action Plan

The Implementation Action Plan presented here details all of the actions, programs, studies, initiatives, and improvement projects necessary to make the Specific Plan recommendations a reality.

The Implementation Action Plan details the selected action, program, or project and indicates a short, medium, or long-term priority for each item. A short-range priority indicates the item should be completed in the next year, while a medium-range priority indicates expected completion within the next two to five years. A long-term priority may take five or more years to complete.

The Implementation Action Plan also details which group is responsible for the completion of the item and identifies potential funding sources for each item.

Implementation Action Plan				
Action	Priority	Responsibility		Potential Funding Sources
		Lead	Support	
REGULATORY ACTIONS				
Adopt General Plan/Local Coastal Plan/Zoning Amendments	1	PL	R&ED	N/A
Adopt Specific Plan	1	PL	R&ED	N/A
Create public amenity in-lieu fee	1	R&ED	BID	N/A
Create Restaurant Alcohol Permit	1	PL	BID	N/A
Create Security Fund to provide protection for restaurants with alcohol permits	1	PL	BID	N/A
Designate the Specific Plan Area as an underground utility district	1	PW	PL	N/A
Develop employee parking provisions	1	PL	BID	A,B
Revise existing downtown parking permit program	1	R&ED	BID	A,C
PROGRAMS, STUDIES AND INITIATIVES				
Allow and incentivize private parking structures (conventional/automated)	2	R&ED	PBID	C,D
Create parking opportunities on City-owned lots	1	PW	R&ED	A,B,C
Design development for Streetscape 1	1	PW	R&ED	G,H,I
Design development for Streetscape 2	2	PW	R&ED	G,H,I
Priority: 1 = Short Range (1st year), 2 = Mid-Range (2-5 years), 3 = Long Range (5+ years)				
Responsibility: PL = Planning, R&ED = Redevelopment and Economic Development, BID = Business Improvement District, NG = Neighborhood Groups, PW = Public Works, PBID = Property and Business Improvement District, CS = Community Services (Parks), Pvt = Relevant Private Firms, Con = Consultant				
Potential Funding Sources: A = Vehicle Parking District, B = Parking Lot Revenues, C = Parking In-Lieu Fees, D = General Fund, E = Foundation Resources, F = Foundation Grants, G = CIP, H = Caltrans, I = PBID, J = BID, K = Tax Increment Funds, L = Gas Tax, M = Proceeds from Sale of Assets				

Figure 8-3 Implementation Action Plan (1 of 4)

<u>Implementation Action Plan</u>				
<u>Action</u>	<u>Priority</u>	<u>Responsibility</u>		<u>Potential Funding Sources</u>
		<u>Lead</u>	<u>Support</u>	
PROGRAMS, STUDIES AND INITIATIVES				
Design development for Streetscape 3	2	PW	R&ED	G,H,I
Design development for Streetscape 4	2	PW	R&ED	G,H,I
Design development for Streetscape 5	2	PW	R&ED	G,H,I
Design development for Streetscape 6	3	PW	R&ED	G,H,I
Implement downtown trolley system	2	PW	R&ED	H,J
Implement off-site/remote parking with shuttle for events	1	PW	R&ED	A,B,C,J
Institute valet operations in existing parking lots/structures	1	BID	R&ED	B,C
Relocate existing outdoor dining adjacent to the buildings	1	PL	BID	N/A
Reopen Pecan Avenue to through traffic	2	PW	R&ED	G,L
Review and refine parking in-lieu fee amount and program	1	R&ED	PW	A,B
Shared Parking Agreements – Business to Business	1	R&ED	BID	A,C
Vacate Acacia Avenue between 6th Street and 7th Street	2	PW	R&ED	G,L,M
Vacate portion of Walnut Avenue between 1st Street and 2nd Street	2	PW	R&ED	G,L,M
Priority: 1 = Short Range (1st year), 2 = Mid-Range (2-5 years), 3 = Long Range (5+ years)				
Responsibility: PL = Planning, R&ED = Redevelopment and Economic Development, BID = Business Improvement District, NG = Neighborhood Groups, PW = Public Works, PBID = Property and Business Improvement District, CS = Community Services (Parks), Pvt = Relevant Private Firms, Con = Consultant				
Potential Funding Sources: A = Vehicle Parking District, B = Parking Lot Revenues, C = Parking In-Lieu Fees, D = General Fund, E = Foundation Resources, F = Foundation Grants, G = CIP, H = Caltrans, I = PBID, J = BID, K = Tax Increment Funds, L = Gas Tax, M = Proceeds from Sale of Assets				

Figure 8-3 Implementation Action Plan (2 of 4)

<u>Implementation Action Plan</u>				
<u>Action</u>	<u>Priority</u>	<u>Responsibility</u>		<u>Potential Funding Sources</u>
		<u>Lead</u>	<u>Support</u>	
IMPROVEMENT PROJECTS				
Acquire potential sites for additional parking (surface lots and structures)	2	R&ED	Pvt	A,C,M
Acquire right-of-way for Walnut Avenue between 1st Street and 2nd Street to align with Pacific View Avenue	2	PW	R&ED	G,L,M
City-private partnering - Augment on-site parking for new development	2	PW	R&ED	A,C
Conduct alley paving improvements at intersections with paseos	3	PW	R&ED	G,L
Construct and install gateway monuments	2	CS	R&ED	I
Create new bike lanes/routes	2	PW	R&ED	G,L,H
Develop City wayfinding system - locate and install signs	1	PW	Con	G,J
Implement electronic monitoring/status notification for parking structures	1	PW	Con	B,C,J
Implement improvements to City-owned paseo off the north side of Main Street between Walnut Avenue and Olive Avenue	2	PW	R&ED	G,L
Priority: 1 = Short Range (1st year), 2 = Mid-Range (2-5 years), 3 = Long Range (5+ years)				
Responsibility: PL = Planning, R&ED = Redevelopment and Economic Development, BID = Business Improvement District, NG = Neighborhood Groups, PW = Public Works, PBID = Property and Business Improvement District, CS = Community Services (Parks), Pvt = Relevant Private Firms, Con = Consultant				
Potential Funding Sources: A = Vehicle Parking District, B = Parking Lot Revenues, C = Parking In-Lieu Fees, D = General Fund, E = Foundation Resources, F = Foundation Grants, G = CIP, H = Caltrans, I = PBID, J = BID, K = Tax Increment Funds, L = Gas Tax, M = Proceeds from Sale of Assets				

Figure 8-3 Implementation Action Plan (3 of 4)

<u>Implementation Action Plan</u>				
<u>Action</u>	<u>Priority</u>	<u>Responsibility</u>		<u>Potential Funding Sources</u>
		<u>Lead</u>	<u>Support</u>	
IMPROVEMENT PROJECTS				
Introduce new bike parking/racks downtown	1	PW	CS	G,L,H
Realign Acacia Ave/Main Street intersection to 90 degrees	2	PW	R&ED	G,L,M
Priority: 1 = Short Range (1st year), 2 = Mid-Range (2-5 years), 3 = Long Range (5+ years)				
Responsibility: PL = Planning, R&ED = Redevelopment and Economic Development, BID = Business Improvement District, NG = Neighborhood Groups, PW = Public Works, PBID = Property and Business Improvement District, CS = Community Services (Parks), Pvt = Relevant Private Firms, Con = Consultant				
Potential Funding Sources: A = Vehicle Parking District, B = Parking Lot Revenues, C = Parking In-Lieu Fees, D = General Fund, E = Foundation Resources, F = Foundation Grants, G = CIP, H = Caltrans, I = PBID, J = BID, K = Tax Increment Funds, L = Gas Tax, M = Proceeds from Sale of Assets				

Figure 8-3 Implementation Action Plan (4 of 4)

8.7. Potential Funding Sources and Financing Mechanisms

Several major categories of funding mechanisms are potentially applicable to the Specific Plan Area. These potential funding mechanisms are listed and described further below.

- Sale of City assets, such as abandoned streets.
- In addition to the existing Downtown Huntington Beach Business Improvement District, formation of a Property and Business Improvement District (PBID) to fund various specific/ location-specific improvements and activities within the Specific Plan Area.
- Establishing a “Public Amenity In-lieu Fee” to fund public open space areas such as the proposed plazas and paseos.
- Formation of a Vehicle Parking District to fund needed parking improvements in the Specific Plan Area.
- Parking in Lieu Fees.
- General Fund allocations for planning efforts and program administration.
- Funding allocations through the City’s annual Capital Improvement Plan (CIP) process (for major infrastructure improvements in the Specific Plan Area).
- Grants to fund various improvements and activities (particularly transportation-related) in the Specific Plan Area, and this might include involving other, non-governmental, entities in applying for and administering grants.
- Development agreements (contributions). These are contractual arrangements between developers and government to either pay fees or to construct infrastructure in the Specific Plan Area.
- Local gasoline tax revenues for improvements to local roads and streets.
- Rule 20A funds to pay for the conversion of overhead power lines and other equipment to underground facilities (“undergrounding”).
- Community Development Block Grant (CDBG) Funds, although these funds are most likely to only indirectly affect the Specific Plan Area, by improving housing conditions in targeted areas such as the nearby Yorktown neighborhood.
- Tax increment funds available through the Redevelopment Agency, which are already programmed to help fund redevelopment projects in the Specific Plan Area.

- Transient Occupancy Tax (TOT), which currently helps fund the Surf City USA, Marketing and Visitors Bureau.
- Parking revenues from the beach and downtown lots and meters, as well as annual beach passes.

8.7.1. Sale of City Assets

The Plan contemplates the abandonment of various streets in the Specific Plan Area, and these sites could potentially be sold for development, and/or perhaps included as part of land-assemblage packages.

8.7.2. Property and Business Improvement District

A Property and Business Improvement District (PBID) – authorized by the Property and Business Improvement District Law of 1994 – could augment the existing merchant-based BID and could be more ideally suited to fund certain planned physical improvements in the Specific Plan Area. Whereas the existing BID assesses merchants in the Specific Plan Area – for purposes of marketing and other programmatic activities that serve to directly benefit area businesses – a PBID assesses the owner of the real property. In this respect, the PBID would be a more appropriate means of funding permanent physical improvements that stand to improve property values in the area. A PBID is limited to a maximum of five years of assessments.

While it is beyond the scope of this Specific Plan effort to conduct a feasibility study for the formation of a PBID, it is recommended that this step be pursued during the initial stages of the Specific Plan implementation. As a first step, the City would propose the new district by adopting a resolution of intention, which would identify the types of improvements and activities to be financed. The City would then be required to send notices to all affected property owners publish public notices in local newspapers and to hold a public hearing. If not protested by a majority of property owners, the PBID is established and an advisory board is appointed.

8.7.3. Public Amenity In-lieu Fee

An “Public Amenity In-lieu Fee” would provide a mechanism for new development projects to contribute to an “public amenity” fund. The funds collected for this fee could be used to finance the development of public open space areas such as the public plazas, paseos, and the like.

8.7.4. Vehicle Parking District

A Vehicle Parking District is a mechanism local government agencies use for financing the acquisition of land, the construction, operation and maintenance of facilities and garages. This is one potential financing approach that could apply to funding the comprehensive parking management and facility recommendations in Chapter 5. Circulation and Parking of this Specific Plan. With this approach to finance the costs of a parking structure project the City would levy assessments and may issue bonds.

Given that a Vehicle Parking District is a form of a benefit assessment and a type of assessment district, only properties that directly benefit from the parking structure are assessed the fees. In this case, the Vehicle Parking District would be formed and would include property only in the Specific Plan Area, given that these are the properties that would benefit from a potential parking structure.

The following outlines the steps to create a parking district (or any other type of benefit assessment).

- The first step would require the City to prepare a detailed engineer's report, which would include a report outlining the proposed area, proposed parking structure costs, the annual cost to each property, and the benefit formula used to determine each property's share of the cost.
- All landowners in the proposed Vehicle Parking District are sent a ballot and notice of public hearing. The City must consider all protests at the public hearing. A majority of the ballots must vote in favor of the Vehicle Parking District to approve its formation. In addition, ballots are weighted according to the proportional financial obligation of each property. Once approved, the assessment is created and is billed on property tax bills each year.
- As opposed to traditional property taxes, benefit assessments, by law (Proposition 13), cannot be based on property value. In this case, each parcel in the Vehicle Parking District is assessed according the specific benefit it receives, as determined by the engineer's report, from the parking structure.

8.7.5. Parking In-Lieu Fees

Parking In-Lieu Fees could be used as an alternative to the Vehicle Parking District. The existing in-lieu fee amount must be re-evaluated and adjusted to reflect the market-rate value of constructing the additional parking space. The intent of the fee is to allow projects who have no ability to park on-site ability to add additional development through the payment of an in-lieu fee. Utilization of the in-lieu fee program will be contingent on the availability of off-site

parking spaces prior to or concurrent with the payment of in-lieu fees. This may require some new development will wait until there is a solution to the off-site parking issues, but will limit the potential for a parking problem downtown.

8.7.6. General Fund

General Fund allocations are used for planning efforts, capital improvement projects and program administration. General Fund revenues are monies collected by the City from property taxes, sales and use tax, transit occupancy tax, and other forms of revenue and are used by the City to fund municipal operations such as fire, police, development services, public works, recreation, and a wide variety of other municipal services.

8.7.7. Funding Allocations through the City's Annual Capital Improvement Plan (CIP) Process

These allocations would generally apply to major infrastructure improvements in the Specific Plan Area, and would be coordinated with other capital-improvement needs throughout the City. Having these projects in the CIP increases the likelihood that the cost-effectiveness of the work will be maximized, due to economies of scale.

8.7.8. Grants

A number of grants from both private and public sources are available to fund many of the recommended Plan improvements. Given the existing downtown BID's status as a nonprofit organization, a number of grant sources of funding would be available. Some of the resources the BID could use to pursue various grant funding sources include the Center for Nonprofit Management, located in Los Angeles, which provides a comprehensive database on current local, state, and federal grant sources for community development projects. In addition, the center provides additional resources for nonprofit organizations, such as workshops on grant seeking, proposal writing, financial management, etc. A valuable online source of grant information is the Catalog of Federal Domestic Assistance (CFDA), which provides access to a database of all Federal programs available to state and local governments and private profit and nonprofit organizations and institutions.

In addition to grant sources available to the nonprofit organizations, the City is also eligible to apply for a number of funding sources itself as a local government agency. For example, Caltrans has the Community-Based Transportation Planning program, a transportation planning program that could support the planning phase of comprehensive concepts in community improvement in which parking, streetscape enhancements, and travel modes are addressed.

Other planning and technical assistance programs could aid in development of a local transit system, namely the Transit Technical Planning Assistance, for planning transit functions, and Transit Professional Development, to build capacity in terms of analyzing transit options, etc.

Transportation programs that could potentially provide funds for construction of projects are described in Caltrans' Transportation Funding Opportunities Guidebook, and these include programs such as the Congestion Mitigation and Air Quality (CMAQ) program and the Transportation Enhancements (TE) program.

In some cases, existing non-governmental institutions could be encouraged to serve as grant channels more suitable to certain types of projects, or new institutions could be created for such purposes. For example, funding for a Cultural Arts complex might best be accomplished through existing foundations such as the Huntington Beach Art Center Foundation, a non-profit private corporation, or the Orange County Community Foundation. Certain private granting organizations, for example the James Irvine Foundation, will favor awarding arts-related grants to such entities.

Given the inherent uncertainty in obtaining grant funding based on the competitive application process, the City may choose to expand its staff capability for grant writing and applications.

8.7.9. Development Agreements (Contributions)

As a form of a contractual arrangement between the local government and the developer, development agreements have the advantage in that they are not subject to AB 1600 requirements, unlike development impact fees which are subject to those requirements (see above). One particular form of a development agreement would require a developer of a project in the Specific Plan Area to pay fees or donate infrastructure related to the physical improvements proposed in the Specific Plan in return from some form of assistance from the City. As an example, a "bonus density" agreement would allow a developer to build a residential or commercial project at higher densities in exchange for the developer donating infrastructure that is part of the recommended physical improvements in the Specific Plan Area. Alternatively, the developer could pay a fee for the needed infrastructure improvements. In the case of the Specific Plan Area, which is largely built out with existing uses, land values tend to be relatively high. As a consequence, increased densities are often necessary to make new development, or redevelopment of existing uses, financially feasible. In addition to increasing allowable densities, zoning should allow the flexibility to develop desired land uses as the future market is uncertain (e.g., live/work space).

8.7.10. Rule 20A Funds

Rule 20A undergrounding projects are financed by SCE ratepayers through the Rule 20 tariff approved by the California Public Utilities Commission (PUC). Undergrounding projects qualifying for funding must meet one or more of the following criteria:

- The location has an unusually heavy concentration of overhead facilities.
- The location is heavily traveled.
- The location qualifies as an arterial or major collector road in a local government's general plan.
- The overhead equipment must be located within or pass through a civic, recreational or scenic area.

Given that the Specific Plan Area meets at least some of the criteria described above, Rule 20A funds would be a viable source of financing the recommended undergrounding of utilities.

8.7.11. Community Development Block Grants

As a designated Community Development Block Grant (CDBG) entitlement community, CDBG funds are a source of annual entitlement money that accrue to the City on annual basis for the purposes of investing in a variety of community projects from street improvements to façade rehabilitation to housing projects. In Huntington Beach, 70 percent of funds benefit persons of 80 percent median income or less and are generally applied to CDBG Enhancement Areas meeting certain income criteria throughout the City. As such, these funds are most likely to only indirectly affect the Specific Plan Area, by improving housing conditions in targeted areas such as the nearby Yorktown neighborhood.

8.7.12. Tax Increment Funds

These funds are available through the Redevelopment Agency of the City of Huntington Beach. The Specific Plan Area is part of the Agency's 619-acre "Merged Project Area", so tax increment revenues from the five sub-areas are available to be spent throughout the merged area. The Agency has funds allocated for the Specific Plan Area in its Five Year Implementation Plan 2005-09.

8.7.13. Transient Occupancy Tax

Receipts from this tax, paid by guests staying in hotels, have grown steadily in Huntington Beach as the city increasingly becomes a destination resort area. Of the 10 percent Transient Occupancy Tax (TOT) levy, 10 percent is currently allocated to the Surf City USA, Marketing and Visitors Bureau. The City could increase funding to the Surf City USA, Marketing and Visitors Bureau by keeping the 10 percent base allocation and supplementing that with a higher share of new increments of tax receipts that accrue in future years.

8.7.14. Parking Revenues

According to the City of Huntington Beach Budget Message, Fiscal Year 2008/09, revenue from all parking sources is expected to be \$9.0 million for FY 2008/09, and some of these funds could be earmarked for parking improvements.

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Appendix A

SPECIFIC PLAN BOUNDARY

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

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Appendix A - Specific Plan Boundary

The property described herein is included in this Specific Plan and shall be subject to policies and development standards set forth in this article. Precisely, this Specific Plan includes the real property described as follows:

Beginning at the most northerly corner of Lot 22, of the Map of Huntington Beach Seventeenth Street Section, as recorded in Book 4, Page 10 of Miscellaneous Maps, records of Orange County, State of California; thence northerly 50 feet approximately to a point, said point being the centerline intersection of Goldenwest Street (formally Twenty-third Street) and Walnut Avenue, said point also being the True Point of Beginning; thence southwesterly along said centerline of Goldenwest Street and its southwesterly prolongation 780 feet approximately to a point on the high tide line of the Pacific Ocean; thence southeasterly along said high tide line 6,100 feet approximately to a line parallel with and 72.50 feet northwesterly, measured at right angles from the southwesterly prolongation of the centerline of Main Street; thence southwesterly along said parallel line 1,470 feet approximately to a line parallel with heretofore said high tide line; thence southeasterly along said parallel line 145 feet approximately to a line parallel with and 72.50 feet southeasterly, measured at right angles from said southwesterly prolongation of the centerline of Main Street; thence northeasterly along said parallel line 1,470 feet approximately to the heretofore said high tide line; thence southeasterly along said high tide line 5,470 feet approximately to the southerly prolongation of the Survey Centerline of Beach Boulevard; thence northerly along said Survey Centerline of Beach Boulevard 2,800 feet approximately to the easterly prolongation of the southerly line of Tract No. 9580, as shown on a map recorded in Book 444, Pages 29 through 31 inclusive of Miscellaneous Maps, records of Orange County, State of California; thence westerly along said easterly prolongation and the southerly line of said Tract No. 9580 and said southerly lines westerly prolongation 1,800 feet approximately to the centerline intersection of Pacific View Avenue; thence northwesterly along said centerline of Pacific View Avenue 220 feet approximately to the centerline intersection of Huntington Street; thence northerly along said centerline of Huntington Street 1,240 feet approximately to the centerline intersection of Atlanta Avenue; thence westerly along said centerline of Atlanta Avenue 750 feet approximately to the centerline intersection of First Street, said intersection is also the centerline intersection of Orange Avenue; thence northwesterly along said centerline of Orange Avenue 650 feet approximately to the centerline intersection of Lake Street, thence northerly along said centerline of Lake Street 1,830 feet approximately to the centerline intersection of Palm Avenue, thence westerly along said centerline of Palm Avenue 332 feet approximately to the centerline intersection of Main Street; thence southerly along said centerline of Main Street 430 feet approximately to the centerline intersection of Sixth Street; thence southwesterly along said centerline of Sixth Street 1,750 feet approximately to the centerline intersection of Walnut Avenue; thence northwesterly along said centerline of Walnut Avenue 5,533 feet approximately to the True Point of Beginning.

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Appendix B

SPECIFIC PLAN AMENDMENTS

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

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Appendix B - Specific Plan Amendments

<u>Date</u>	<u>Ordinance No.</u>
Adopted November 16, 1983	Ordinance No's. 2646-A, B & C and Resolution No's. 5308-A, B & C
Amended June 18, 1984	Resolution No. 5392
Amended March 2, 1987	Resolution No. 5760
Amended June 15, 1988	Ordinance No. 2942
Amended January 19, 1989	Ordinance No. 2981
Amended November 19, 1990	Resolution No. 6229
Amended February 1, 1993	Ordinance No. 3180
Amended October 25, 1993	Resolution No. 6522
Amended November 16, 1994	Ordinance No. 3239
Amended June 1, 1995	Ordinance No. 3280
Amended June 15, 1995	Ordinance No. 3248
Amended May 7, 1997	Ordinance No. 3351
Amended January 5, 2000	Ordinance No. 3433
Amended November 6, 2000	Ordinance No. 3482
Amended December 20, 2000	Ordinance No. 3483
Amended January 6, 2002	Ordinance No. 3532
Amended May 2, 2005	Ordinance No. 3713
Amended October 10, 2007	Ordinance No. 3774

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Appendix C

COMMUNITY OUTREACH

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

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Appendix C - Community Outreach

C.1. Summary of Community Outreach

c.1.1. Key Stakeholder Interviews

A series of interviews were conducted in later 2007 and early 2008 with residents, property owners, developers, agencies, and organizations with strong interests in the downtown area. A list of interviewees is located in Figure C-1. The purpose of these meetings was to listen to the issues and observations from key persons about the Specific Plan Area. The interviews were quite informative for laying a foundation of background information and for identifying many issues as well as visions for the downtown area. Overall, most of the stakeholders voiced consistent feedback.

Key Stakeholder Interviewees

Name - Affiliation

Jamal Abdelmuti - Property Owner
 Michael C. Adams - Developer, Former Planning Director
 Jeff Bergsma - Business Owner
 Robert Bolen - Property Owner, Business Owner
 Steve Bone - Robert Mayer Corporation
 Tammy Bui - Southern California Edison
 Ryan Chamberlain - Caltrans
 Steve Daniels - Downtown Business Improvement District
 Ramiro Fernandez - Property Owner
 Joe Gergen - Property Owner
 Bill Goodman - Property Owner
 Scott Goodman - Property Owner
 Richardson Gray - Townsquare Condominiums
 Dick Harlow - Citizen, Former Planning Director
 Kate Hoffman - Huntington Beach Art Center
 Ronald Hsueh - Property Owner
 Ed Karens - HB Tomorrow
 Robert Koury - Property Owner
 Fred Lahijani - Property Owner
 Jason Miller - Property Owner
 Robin Ott - Huntington Beach Public Library, Main Street Branch
 Connie Pedenko - Downtown Business Improvement District
 Joyce Riddell - Huntington Beach Chamber of Commerce
 Gary Scwazblatt - Property Owner
 Kristin Stilton - Citizen, Pier Colony HOA
 Ethan Thatcher - Makar Properties
 John Tillotson - Property Owner
 Doug Traub - Huntington Beach Convention and Visitor's Bureau
 Mike Williams - Townsquare Condominiums
 Robert Wurl - CIM Group

Figure C-1 Key Stakeholder Interviewees

C - COMMUNITY OUTREACH

The following issues were consistent topics of concern.

- Parking.
- The potential for closure of Main Street.
- Transportation issues.
- Downtown events.
- Regular downtown activity and land uses.
- Downtown appearance.
- Development standards.
- Architectural style.
- The need for a significant feature on the north end of downtown.

Some of the most frequent comments included the following ideas.

- Additional areas, including the western side of 5th Street and eastern side of 3rd Street, should be added to Parking Master Plan in order to utilize the in-lieu fee program.
- Need a parking structure at north end of town, north of Orange Avenue.
- Don't permanently close off Main Street; occasional closures, including Surf City Nights, are good.
- Integrate a trolley system to connect hotels, downtown, and neighborhoods.
- Make Walnut Avenue a pedestrian-oriented thoroughfare.
- Increase bike facilities – paths and parking.
- Downtown is missing live entertainment, live bands, dancing, comedy club, theater.
- Attract a higher economic level, higher level of restaurants and retail; fewer bars and more family atmosphere.
- Need more residential downtown.
- Need neighborhood services - specialty grocery, dry cleaners, video store, drug store, book store.
- Need to move away from white wall/red tile roof approach to a variety of the available styles found in the Mediterranean.

- An eclectic mix of architectural styles is preferred.
- Raise cleanliness level of downtown, currently perceived as dirty.
- Needs to be more pedestrian-oriented, in terms of landscaping and seating areas, wayfinding, identification of pedestrian corridors.
- Need some sort of attraction at the north end of Main Street; Vision of arts center/cultural district.

C.1.2. Public Workshop #1

The first public workshop was held on November 27, 2007 at the Main Street Branch of Huntington Beach Public Library. The workshop was well attended by over 50 individuals concerned about the future of the downtown.

The purpose of the first workshop was to introduce the update to the Specific Plan and the purpose of the planning effort and to get initial thoughts and ideas about problems and desires for the Specific Plan Area. After a brief introductory presentation explaining the function of a Specific Plan, workshop participants broke into groups to provide feedback on five salient topics: Parking and Transportation, Land Uses and Activities, Design and Architecture, Downtown Appearance and Identity, and Pedestrian Orientation and Street Design. Following is a summary of feedback received on each topic. A copy of the presentation can be found in Section B. Public Workshop #1 Presentation in this Appendix.



Interactive groups provide feedback on parking issues at Public Workshop #1

C - COMMUNITY OUTREACH

C.1.2.1. Parking and Transportation

- Parking meters should accept more quarters; extend amount of parking meters.
- Consider a residential parking pass to alleviate parking problems on numbered streets.
- Management of all public parking is needed; should all parking facilities be combined under one company?
- Consider remote parking with a shuttle system.

C.1.2.2. Land Uses and Activities

- Residential should be allowed above first floor throughout the Specific Plan Area.
- Need uses for a variety of age groups.
- More outdoor dining is desirable.
- Encourage upscale uses – Bristol Farms, Trader Joe’s – within walking distance.



Public Workshop #1 gathered information from citizens on a variety of salient topics

C.1.2.3. Design and Architecture

- Don't increase height in downtown; keep the first block of Main Street to four stories.
- Buildings should vary in height and higher stories should step back.
- Lots of landscaping is good.
- Mediterranean style is desirable but without a cookie-cutter identical approach.

C.1.2.4. Pedestrian Orientation and Design

- Enhance and maintain sidewalks.
- Provide furnishings and lights.
- Integrate all areas throughout the Specific Plan Area; use branding to create a specific theme.

C.1.2.5. Downtown Appearance and Identity

- Create a gateway with surf city theme and logo.
- Integrate public art; use interpretive signs and iconic landmark sculptures.

C.1.3. Public Workshop #2

The second public workshop was held on February 20, 2008 at the Huntington Beach Art Center. The workshop brought out over 85 individuals interested in changes to the downtown.

The purpose of the second workshop was to present initial concepts for land use districts, traffic and circulation, and streetscape improvements. After a brief recap of the project purpose and information collected to date, workshop attendees participated in an interactive presentation where each set of concepts was presented and explained and public comments and questions were taken. All comments were recorded on large banners which were placed around the room next to exhibits describing the concepts to collect further comments throughout the meeting. Following is a selection of comments and questions addressed during the presentation. A copy of the presentation can be found in Section C. Public Workshop #2 Presentation in this Appendix.



Over 85 interested citizens attended Public Workshop #2

C.1.3.1. Land Use Concepts

- Can you create Cultural Center at the library and other city parcels?
- Preserve green/open space – downtown already has too little.
- Build in green compliance/sustainability/LEED within the plan.

C - COMMUNITY OUTREACH

C.1.3.2. Traffic and Circulation Concepts

- Clean up city-owned properties and utilize for public use, i.e. open space, park, parking, water quality.
- Slow traffic on residential streets leading to Main Street; protect neighborhoods from fast-moving traffic and promote the safety of locals.
- Pedestrian and vehicle separation mechanism is needed at the intersections of Main Street with Orange Avenue, Olive Avenue, and Walnut Avenue.
- Paseos need to be more pedestrian friendly.
- Treat alleys as paseos.
- Public transportation is needed from downtown to Goldenwest Street.
- A trolley is a great idea in combination with parking structures outside of the downtown area to reduce congestion downtown.

C.1.3.3. Streetscape Concepts

- Main Street enhancements should provide better pedestrian experiences.
- Most innovative part of presentation is the cultural designated area at the north end of Main Street.
- Need public bathrooms in downtown.

C.1.3.4. Parking Issues

- Allow shared parking spots reserved for residents after 5pm but available to businesses during open hours.
- Provide additional parking downtown.
- Consider building additional parking as a parking deck under existing beach parking west of Pacific Coast; parking should not be higher than the adjacent level of Pacific Coast Highway.

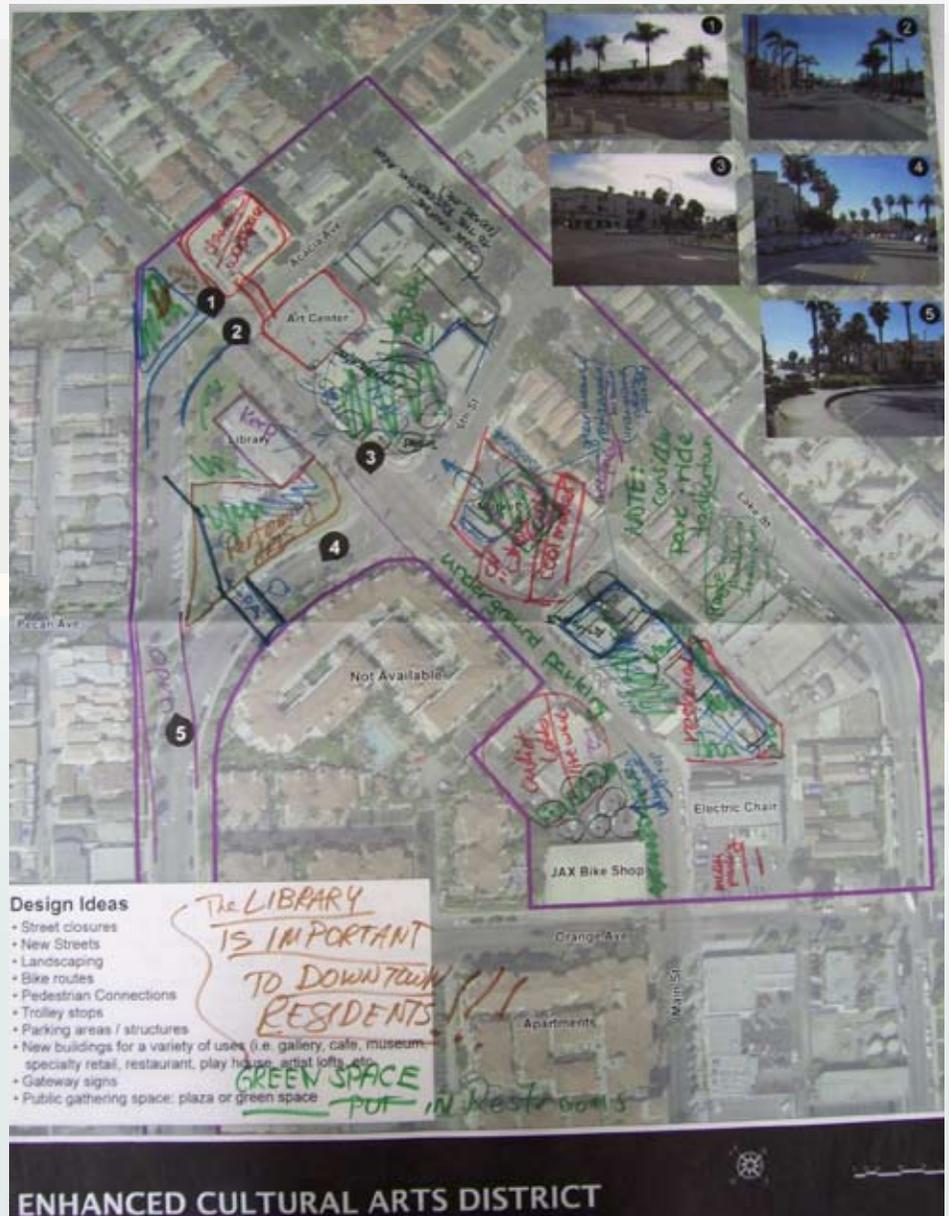


Groups brainstormed ideas for the north end of Main Street at Public Workshop #2

Following the interactive presentation, workshop participants took part in a design charrette activity for the north end of Main Street. The goal was to solicit community ideas about what these individuals would like to see happen in the area near the existing Main Street Branch of the Huntington Beach Public Library and Huntington Beach Arts Center. Workshop attendees broke into eight groups and were able to draw and record their thoughts on large aerial maps of the area. Each group then gave a brief presentation to the entire assembly at the end of the workshop. A summary of the results of the brainstorming exercise is presented below.

C.1.3.5. Common Ideas

- Create underground parking; also consider multi-story above ground parking structures.
- Put underground parking at intersection of Orange Avenue and Main Street at Jax Bicycle Center and Electric Chair properties.
- The former Mandic Motors site is critical for drawing people up Main Street.
- Develop a gateway feature for the downtown.
- Add theater, performing arts, improv, music, dance, and/or museum venue on library site.



One result of an interactive charrette for the north end of Main Street is shown above

C - COMMUNITY OUTREACH

- Consider an amphitheater, with sound protection for adjacent residential areas.
- Create and preserve green space throughout.
- Enhance existing Art Center, either through new innovative building or adding on to existing building.
- Add bistros, cafes, upscale restaurants.
- Add a small grocery market.
- Consider artists' lofts and craft centers.

C.1.3.6. Other Ideas

- Have shuttle parking from outlying sites.
- Create water feature on library site to draw children and families.
- Create a pedestrian walkway between library and Arts Center.

C.1.3.7. Conflicting Ideas

- Leave original library building vs. tear down library and build a new venue.
- Leave 6th Street open to traffic as is vs. close 6th Street to create larger parcel for cultural area.

C.1.4. Public Workshop #3

A third public workshop was held on April 23, 2008 at the Huntington Beach Central Library. Approximately 65 people attended the workshop to discuss parking issues in the downtown.

A presentation was given in two parts, with time for questions, comments, and discussion after each portion. The first part of the presentation was delivered the City's traffic and parking consultant, Kimley-Horn Associates, and provided information on data collection and existing conditions. Results indicate that the City approaches a parking problem approximately 30 percent of the year, mainly during the summer months and on special event days. Impacts during those periods include a lack of adequate bicycle parking and downtown parking encroaching into residential neighborhoods. Following are some parking strategies presented that can be implemented in the near future to help alleviate parking issues through the year. A copy of the presentation can be found in Section D. Public Workshop #3 Presentation in this Appendix.

C.1.4.1. Parking Strategies to Support Downtown Today

- Evaluate strategies to reduce parking impacts on residential streets.
 - Install meters with residential permits.
 - Place time restrictions with residential permits.
- Increase bicycle parking.
- Create wayfinding parking signs.
- Develop an electronic monitoring/status notification system.
- Conduct a parking fee analysis.
 - Review all downtown parking time restrictions/allowances and pricing.
 - Cost analysis.
 - Strategize on parking rates.
- City-private partnering.
 - Augment on-site parking for new development.
 - Arrange for off-hour use of private business lots.
 - Develop parking agreements – City to Business and Business to Business
- Create employee parking provisions.
- Add downtown parking on City-owned lots, temporarily on vacant lots, and with new development.
- Construct conventional and automated structures.
- Develop a local shuttle or trolley.
- Investigate valet operations in existing lots/structures.



Increasing bicycle parking is one strategy to deal with parking issues today

C - COMMUNITY OUTREACH

- Utilize remote lots.
- Maximize parking capacity.
- Create off-site/remote parking with a shuttle for special events.

After the initial comment session, the City's Specific Plan consultant, RRM Design Group, presented the Downtown Specific Plan Update concepts and the effect of new development on downtown parking. Several strategies were presented for handling parking issues in the future as new development occurs.

C.1.4.2. Parking Strategies to Support Additional New Development

- Continue Urban Land Institute shared parking ratios and expand the area to which shared parking ratios apply.
- Allow in-lieu fee payment concurrent only with available additional public parking.
- Provide additional public lots and/or conventional/ automated structures.
- Replace existing parking lost due to new development and streetscape improvements.
- Incentivize public/private partnerships to provide additional public parking (i.e. Plaza Almeria).
- Allow and incentivize private parking structures (conventional/ automated).



During the summer months, street parking may reach 99 percent capacity

Huntington Beach Downtown Specific Plan Update

Community Workshop
11/27/07



Agenda

- ◆ 6:30 Welcome and Project Overview
- ◆ 7:00 Workstation Activities
- ◆ 8:00 Summary and Next Steps



HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN
11/27/07 COMMUNITY WORKSHOP 1



Project Objectives



- ◆ Update the existing Downtown Specific Plan
- ◆ Create a healthy mix of land uses
- ◆ Create an urban village that serves as a destination to both residents and visitors
- ◆ Implement Development Standards and Design Guidelines to encourage development of underused parcels with a mix of uses and unique architecture
- ◆ Ensure adequate parking
- ◆ Integrate pedestrian pathways

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN
11/27/07 COMMUNITY WORKSHOP 1



Specific Plan Area



Legend
■ Specific Plan Boundary
■ Building Footprints
■ Parcels

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN
11/27/07 COMMUNITY WORKSHOP 1



HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

Your Team



- ◆ City of Huntington Beach
- ◆ RRM Design Group -
Land Planning and Urban Design
- ◆ The Natelson Dale Group, Inc. -
Economic and Market Analysis
- ◆ Kimley-Horne & Associates, Inc.-
Parking and Traffic Analysis
- ◆ Graphic Solutions -
Sign Program
- ◆ Hodge & Associates -
Environmental Planning

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN
11/27/07 COMMUNITY WORKSHOP 1



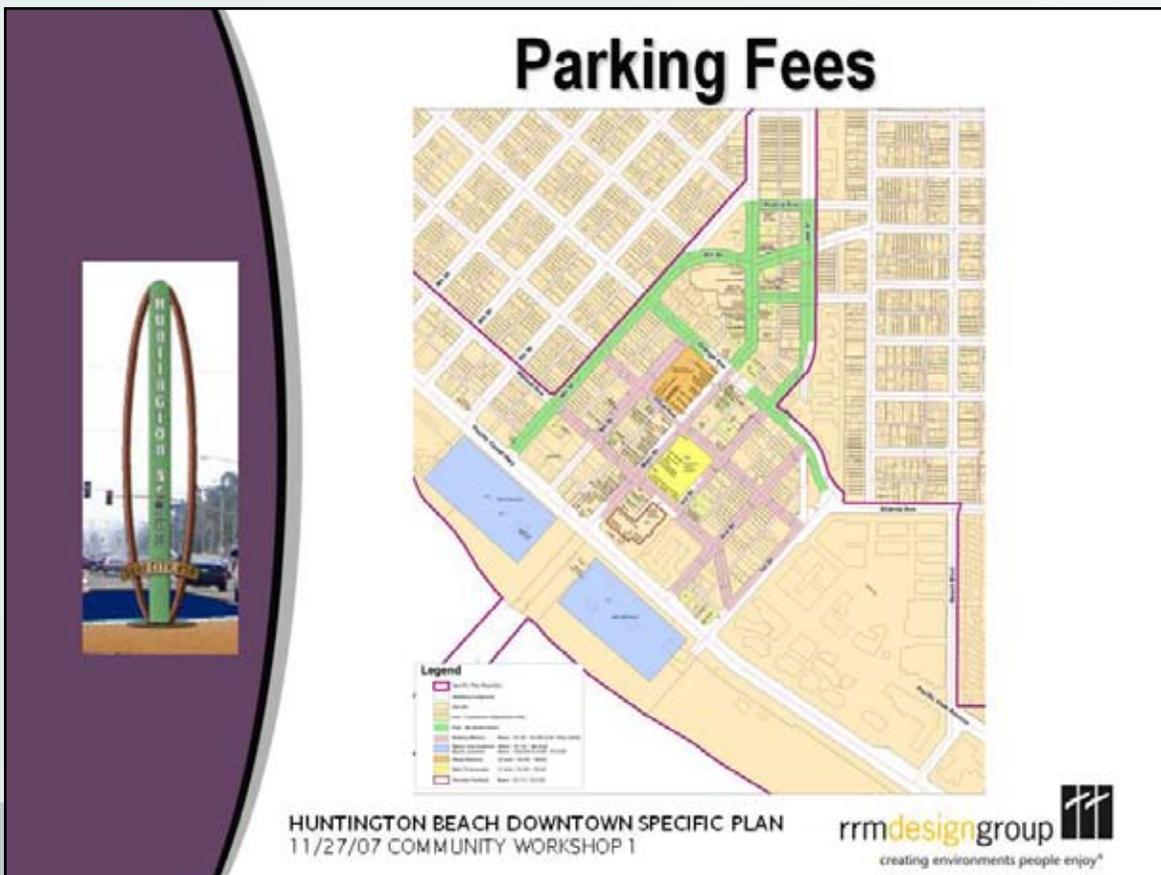
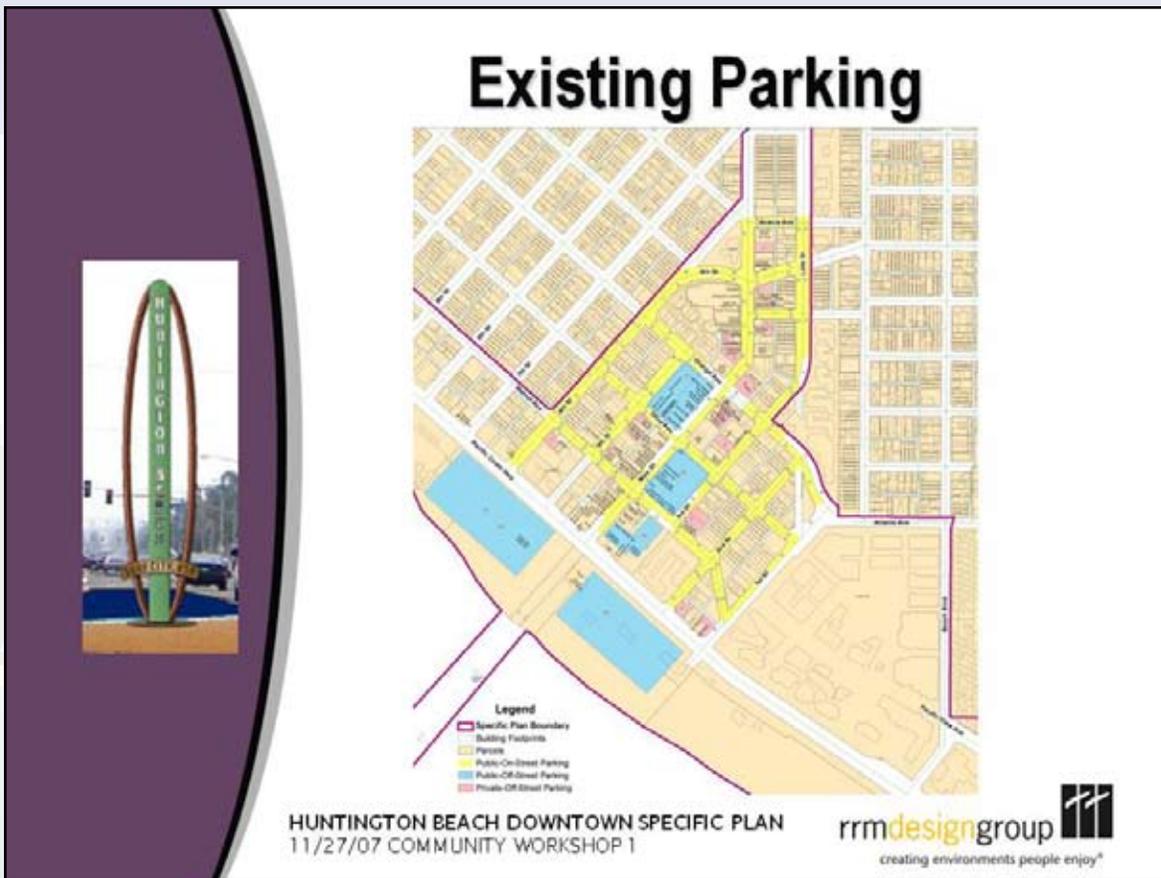
Outreach Process



- ◆ Stakeholder Interviews
- ◆ Community Workshop #1 -
Data gathering and issue identification
- ◆ Meeting with Business Improvement District
Community Workshop #2 -
Presentation of land use and urban design concepts and gather input
- ◆ Community Workshop #3 -
Presentation of recommended plan elements
- ◆ Public Hearings

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN
11/27/07 COMMUNITY WORKSHOP 1





Issue Identification Exercise



HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN
11/27/07 COMMUNITY WORKSHOP 1



Specific Plan Process



- ◆ Project Understanding
 - Identify Opportunity and Constraints
 - Analyze Current and Future Market Potential
 - Parking and Boundary Analysis
- ◆ Public Outreach
- ◆ Specific Plan Development and Revised Design Guidelines
- ◆ Develop Sign Program
- ◆ Program EIR
- ◆ Specific Plan and EIR Adoption

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN
11/27/07 COMMUNITY WORKSHOP 1





Next Steps

Land Use and Circulation Concepts

- ◆ Modification of District Boundaries
- ◆ Desired and undesired uses
- ◆ Development regulations including:
 - Building setbacks, building height limits, parking standards
- ◆ Circulation elements

Urban Design and Pedestrian Enhancements Concepts

- ◆ Urban design framework
- ◆ Landscape/ Streetscape concepts
- ◆ Proposed streetscape improvements

Workshop #2 – February 2008

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN
11/27/07 COMMUNITY WORKSHOP 1

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Downtown Huntington Beach Specific Plan Update

Public Workshop #2
February 20, 2008

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2



Agenda

- I. Introduction
- II. Summarize Community Input
- III. Review Ideas and Concepts
- IV. Mini-Charrette – Design Cultural Arts Hub
- V. Next Steps

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2



Project Team

- City of Huntington Beach
- RRM Design Group – *Land Planning and Urban Design*
- The Natelson Dale Group, Inc. – *Economic and Market Analysis*
- Kimley-Horn & Associates, Inc. – *Parking and Traffic Analysis*
- Graphic Solutions – *Sign Program*
- Hodge & Associates – *Environmental Planning*

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2

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Community Outreach

- **Key Stakeholder Interviews:**
 - Residents, merchants, property owners, business owners, decision makers, developers, architects, community leaders
- **Workshop #1 – 11/27/07:**
 - Interactive information gathering exercise – parking; circulation / transportation; land uses; design / architectural character; downtown appearance; pedestrian enhancements / streetscape design

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COMMUNITY WORKSHOP #2

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HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

Community Input Summary

Land Use and Activities

- Specific Plan & Parking Master Plan need to work together
- Need more residential downtown – multifamily and above retail
- Encourage neighborhood services downtown – grocery store, bookstore, cafes, drug store
- Encourage upscale shops, restaurants, and galleries
- Need uses for a variety of ages - balance between bars and family oriented uses
- Downtown needs live entertainment – comedy club, playhouse / theater, small performance venue
- Arts center / cultural district should be located at north end of Main Street



HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2

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Community Input Summary

Circulation and Parking

- Temporary closures of Main Street – special events, weekend, summer activities
- Manage pedestrian and vehicular congestion along Main and PCH
- Expand parking district and develop comprehensive parking strategy – public parking, in-lieu fees, alternative transportation, pricing, remote parking, local trolley, partner with private development, etc.
- Minimize parking and circulation impacts on surrounding neighborhoods
- Provide more dedicated bicycle parking areas
- Connect Walnut Avenue to Pacific View Avenue



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COMMUNITY WORKSHOP #2

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DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

Community Input Summary

Downtown Appearance

- Maintain & enhance Downtown's appearance - clean, safe, welcoming
- Improve pedestrian environment – lights, trees, street furnishings, wide sidewalks, outdoor dining, paseos
- Create a brand & wayfinding system in Downtown – logo, gateways, directional signs, banners
- Integrate public art
- Mediterranean style (as currently defined) is too restrictive – allow variety and “eclectic design style”
- Better connect beach events and activities to the Downtown
- Beautify Pacific Coast Highway



HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2

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Plan Goals / Objectives

- Healthy mix of land uses that create an urban village serving both residents & visitors
- Implement standards & guidelines that encourage development of underused parcels with mixed uses and unique architecture
- Ensure adequate parking is made available
- Improve pedestrian environment throughout Downtown - create connections
- Create an anchor with cultural arts focus at north end of Main Street
- Strategic marketing between beach events / activities and Downtown area
- Minimize negative impacts on surrounding neighborhoods

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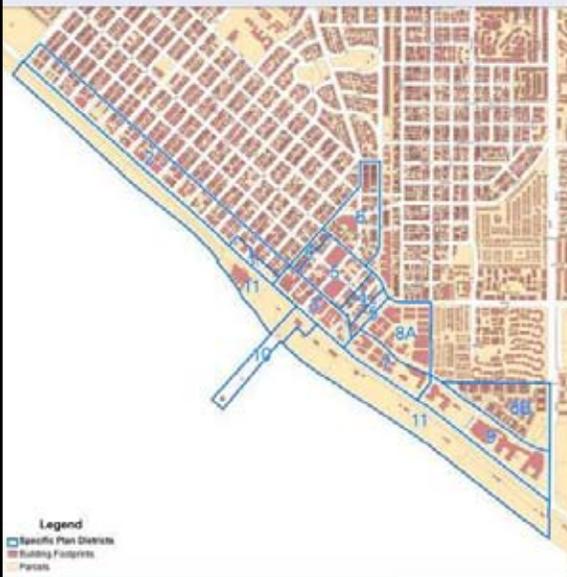
Preliminary Ideas / Concepts

- **Districts / Land Uses**
- **Traffic / Circulation**
- **Streetscape Improvements**

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2



Districts & Land Uses



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DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

District 1



Downtown Mixed Use Core

- Commercial at ground floor
- Mixed-use; office and residential, above ground floor
- Primarily visitor-serving uses; hotels, B&B, Inns, restaurants, retail
- In-lieu fee parking district



Downtown Mixed Use Core

- Ground floor level must be commercial
- Allow mixed use, including residential, above ground floor
- Intend is for visitor-serving uses
- Entire area will be included in an in-lieu fee parking district

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District 2

Neighborhood-Serving Mixed-Use

- Commercial/office at Ground floor
- Mixed-use; Office and residential above ground floor
- Primarily serves surrounding residents
- Potential concentration of cultural uses—Cultural arts hub
- Consider a parking structure, either above or below ground
- In-lieu fee parking district



Neighborhood-Serving Mixed-Use

- Ground floor level must be commercial/office
- Allow mixed-use, including residential, above ground floor
- Intend is for uses that serve the surrounding residents
 - Grocery Store
 - Cleaners
 - Family Restaurants
- Potential concentration of cultural uses in an arts/cultural district
 - Redevelopment of Library Parcel
 - Museum
 - Performance Venue/Dinner Theater/Art House/Music Theater
 - Gallery Spaces
 - Upscale Restaurants
- Consider a parking structure, above or below ground
- Entire area will be included in an in-lieu fee parking district

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District 3, 4, & 5

3-Transitional Mixed-Use

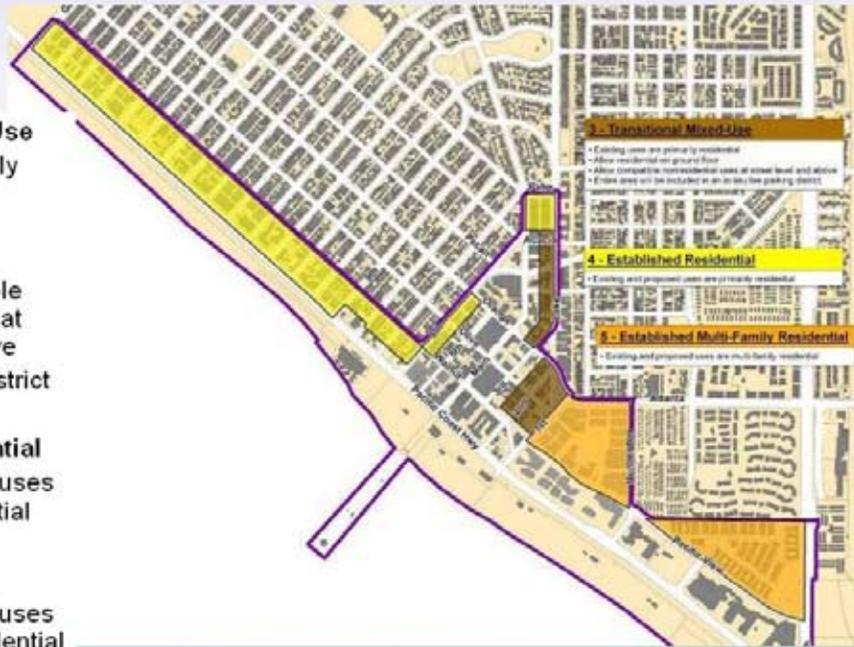
- Existing uses primarily residential
- Allow residential on ground floor
- Allow other compatible non-residential uses at street level and above
- In-lieu fee parking district

4-Established Residential

- Existing & proposed uses are primarily residential

5-Established MFR

- Existing & proposed uses are multi-family residential



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District 6, 7, & 8

6-Tourist-Serving Commercial

- Uses that serve visitor population—Hotels, restaurants, retail

7-Pier

- Maintain existing coastal dependant and serving uses

8-Beach

- Maintain existing coastal dependant and serving uses



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Road Closures & New Roads

DRAFT

Potential Road Closure

- Opens up space for potential Cultural District
- Eliminates direct access from Walnut Avenue
- Eliminates awkward intersections at angles other than 90 degrees

Potential New Roadway

- Provides more direct access along major roadways
- Walnut avenue through to Pacific View Avenue
- 6th Street through to Main Street

Temporary Road Closures

- Special Events
- Surf City Nights (Farmer's Markets)
- Fairs & Parades
- Surf, volleyball, and other sports competitions
- Seasonal closures in the future

Roundabout

- Traffic calming measure slows vehicles upon entering downtown area
- Symbolic barrier between residential and mixed land uses

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Pedestrian Connections

Pedestrian Vehicle Separation

- Enhanced traffic control
- More defined separation between pedestrians and vehicles at intersections

Paseo Improvements

- Provide access between streets
- Improved lighting increases safety
- Provides new shopping display opportunities
- Opens up new dining opportunities
- Provide bicycle parking when possible
- Future paseo features potentially include:
 - Special paving
 - Public art
 - Water features
 - Mini plazas
 - Seating

Exclusive Pedestrian Signal Phase

- Provides safe passage across Pacific Coast Highway for pedestrians
- Stops vehicle traffic in all directions to allow exclusive pedestrian crossings
- Provides connectivity to the beach

Proposed Mid-Block Crossings

- Marked street crossings
- Specialty paving or scored concrete provide visual cue to vehicular traffic

Downtown Access

- New street/paseo elements are compatible with existing elements beyond specific plan boundary
- Vehicular and pedestrian access into and out of downtown area

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Bicycle Connections

Multi-use Path

- Multi-use path for pedestrians and bicyclists
- Provides additional connections to Downtown from surrounding neighborhoods
- Portions of path utilize old rail right-of-way

Bikeways

- Class I Existing
 - Class II Existing
 - Class II Proposed
 - Class III Proposed
- Class I - Bike Path or Multi-use Trail - completely separated from any street
 - Class II - Bike Lane - striped and stenciled lane for travel on a street
 - Class III - Bike Route - identified by signs only and shared with vehicles



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Potential Trolley Route

Potential Trolley Route

- Provides a connection between hotel district, the downtown, and the beach
- Allows travel throughout the downtown and minimizes vehicle traffic



HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2



Comments on Circulation and Traffic

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Streetscape Concepts



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November 2, 2009

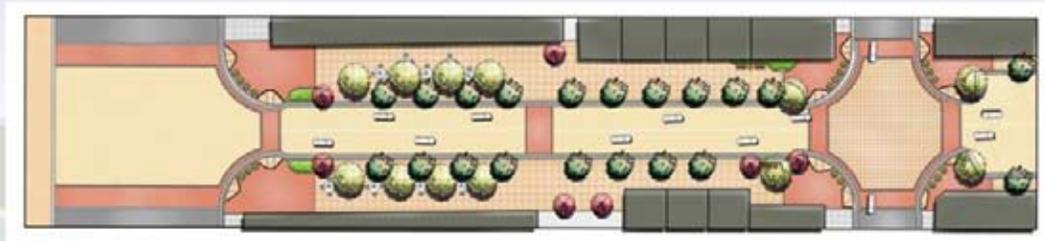
Main Street



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Main Street



Design Features

- Plaza-like paving throughout
- Planters and landscaping
- Street trees – palms and accent trees
- Wide sidewalks with outdoor dining, plazas, public art, water features
- Vendor kiosks
- Benches
- Bollards for temporary closure
- Waste and recycling receptacles
- Bike parking
- Wayfinding signage, banners and event signage

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HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

5th Street



Option A

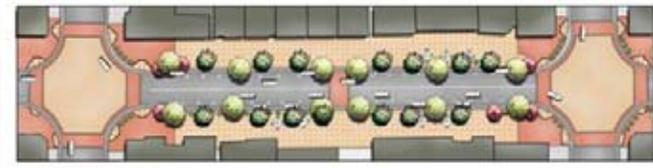


Option B

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
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5th Street



Design Features

- Special paving on expanded sidewalks
- Street trees – palms and open canopy trees
- Wide sidewalks with outdoor dining, plazas, public art, water features
- Enhanced crosswalks
- Benches
- Waste and recycling receptacles
- Bike parking
- Wayfinding signage, banners and event signage

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2



Downtown Streets



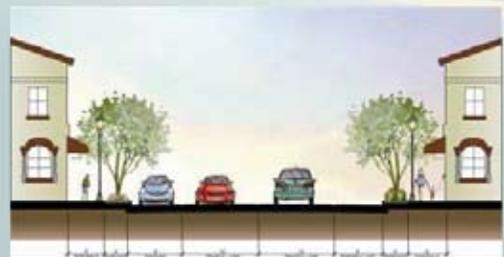
Design features:

- Improve sidewalk paving throughout
- Pedestrian lights
- Street trees in grates
- Enhanced cross walks—piano key

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
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Residential Streets



Design features:

- Pedestrian lights
- Street trees
- Landscaped parkways
- Enhanced cross walks—piano key

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2



Pacific Coast Highway

Design features:

- Pedestrian lights
- Palm trees and shade trees
- Enhanced crosswalks
- Landscaped medians Main to Beach Blvd
- Wind protected bus shelters
- Benches, waste and recycling receptacles
- Create greenway from Pier plaza to condos



HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2



Comments on Streetscape Concepts

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2



Cultural Arts Brainstorming Exercise



HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2



Next Steps

- Develop gateway and sign concepts
- Conduct 3rd workshop on parking and alternative transportation—March/April
- Begin developing draft specific plan
- Conduct 4th workshop to review draft specific plan—June/July

*For more information contact: Paul DaVeiga
pdaveiga@surfcity-hb.org*

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2



Huntington Beach Downtown Specific Plan Update

Community Workshop
4/23/08



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Agenda

- ◆ Background
- ◆ Existing Downtown Parking Master Plan
 - Present findings of existing parking inventory
 - Present strategies to aid existing parking issues
- ◆ Downtown Specific Plan Update
 - Present parking issues for new development
 - Present strategies for new development
- ◆ Gather your input on parking strategies
- ◆ Next Steps



HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN
4/23/08 COMMUNITY WORKSHOP 3



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Project Team

- ◆ City of Huntington Beach
- ◆ Kimley-Horn & Associates, Inc. - *Parking and Traffic Analysis*
- ◆ RRM Design Group - *Land Planning and Urban Design*
- ◆ The Natelson Dale Group, Inc. - *Economic and Market Analysis*
- ◆ Graphic Solutions - *Sign Program*
- ◆ Hodge & Associates - *Environmental Planning*

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Process to Date

- ◆ Existing Conditions and Opportunity and Constraints Analysis
- ◆ Market Analysis
- ◆ Key Stakeholder Interviews
- ◆ Public Workshop #1
 - Gathering input on design character, downtown appearance, parking, land use, and pedestrian atmosphere
- ◆ Public Workshop #2
 - Presenting land use, circulation, and streetscape improvement strategies

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Downtown Parking Master Plan (DPMP) Update



- ◆ Identify Existing 2008 Parking Inventory
- ◆ Conduct Parking Demand Data Collection
- ◆ Identify Parking Issues
- ◆ Develop Parking Strategies
- ◆ Update and Integrate Parking Master Plan into Updated Downtown Specific Plan

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Downtown Parking Master Plan Area

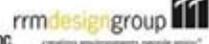


FIGURE 1
STUDY AREA

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN
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DPMP Update 2008 Status

- ◆ Parking and Land Use Inventory
 - Existing 2008
 - Near-term Future
 - ◆ (With Development Approved / Under Construction)

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DPMP Update 2008 Parking Inventory

- ◆ On-Street
- ◆ Off-Street
 - Public
 - ◆ Promenade structure
 - Public / Private
 - ◆ Plaza Almeria
 - ◆ Pierside
 - Private Business Lots
- ◆ Beach Pier Lots (not part of DPMP)

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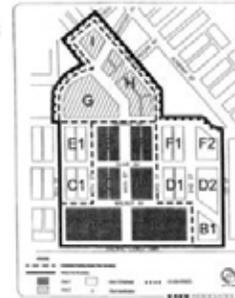


2008 Parking Inventory



Inventory Location	Spaces
On-Street	756
Off-Street - General Public	1,280
Private Business Lots	232
Total	2,268

- Includes public parking in privately-run structures
- Does not include private residential parking



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Near-term Future Parking Inventory

with Development Approved / Under Construction



Inventory Location	Spaces
On-Street	756
Off-Street - General Public	1,729
Private Business Lots	232
Total	2,717

- Includes public parking in privately-run structures
- Does not include private residential parking



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Parking and Land Use Summary



- ◆ Existing 2008
 - 2,268 spaces
 - 510,000 SF
- ◆ Near-term Future
 - 2,717 spaces
 - 717,640 SF



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DPMP Update Parking Demand Data Collection



- ◆ Parking Demand Surveys conducted:
 - Summer Weekday
 - Summer Weekend
 - Major Event / Summer Holiday

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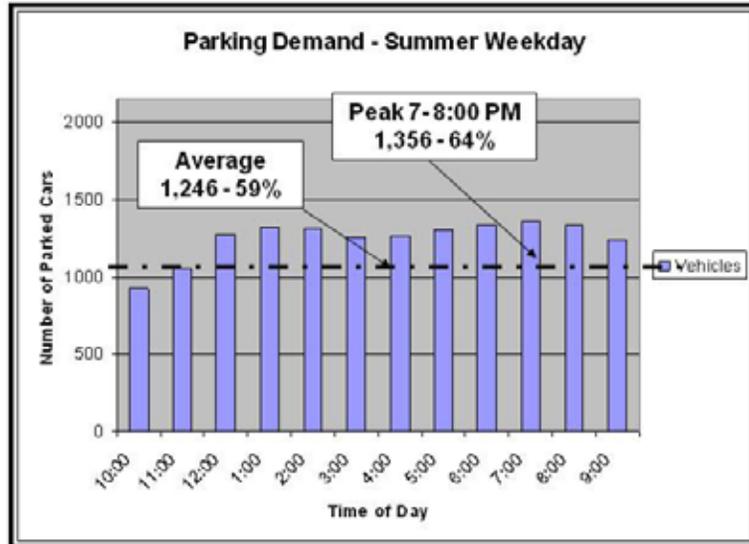
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Parking Demand



(Beach parking peaked at 71% at 12 noon)

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Summer Weekday

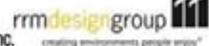
Available Parking 7:00 – 8:00 PM



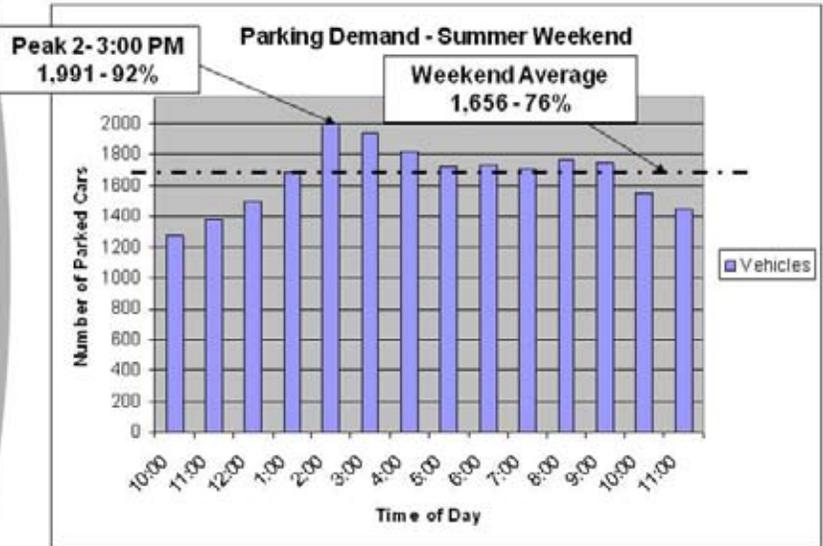
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Parking Demand



(Beach parking peaked at 93% at 1 - 2 PM)

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Peak Parking Demand

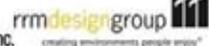


Street parking 99% full

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Seasonal Peak Parking Demand



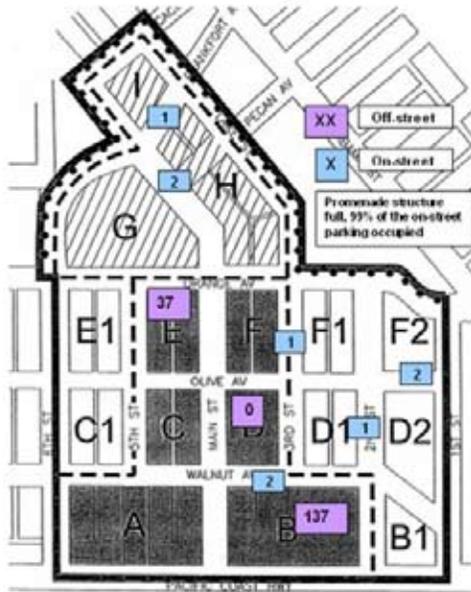
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Summer Weekend Available Parking 2:00 – 3:00 PM



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Seasonal Parking Fluctuations

2008



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Seasonal Parking Characteristics

HUNTINGTON BEACH DOWNTOWN PARKING
SEASONAL CHARACTERISTICS



Season	Winter Weekday / School in Session	Winter Weekends / School Breaks	Typical Summer		Summer Special Events
			Weekday	Weekend	
# days per year	174	86	70	20	15
% age	48%	24%	19%	5%	4%
The Parking Experience	Plenty of parking throughout downtown. Any parking encroachment in neighborhoods is to avoid paying for parking, and not due to lack of parking supply.	Adequate parking, no major facilities full, free street parking taken, increased parking occurs on neighborhood streets.	Street parking more heavily utilized, residents increasingly impacted. Summer beach rates in effect. Beach-goers parking in downtown structures. Some parking still available throughout downtown.	Prognostic structure full. Difficult to find parking	Supplemental parking and transportation measures needed, residents severely impacted.

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Preliminary Parking Strategies for Downtown Today



Evaluate strategies to reduce parking impact on residential streets

- Meter w/ residential permit
- Time restrictions w/ residential permit
- Seasonal
- Employee parking provisions

Increase bicycle parking

Parking Fee Analysis

- Review all downtown parking time restrictions / allowances and pricing
- Cost analysis
- Strategize on parking rates

Parking signs / wayfinding / directional

Electronic monitoring / status notification

Employee parking provisions

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Preliminary Parking Strategies for Downtown Today



City-private partnering

- Augment on-site parking for new development
- Arrange for off-hour use of private business lots
- Parking Agreements - City to Business
- Parking Agreements - Business to Business

Add downtown parking

- On City-owned lots
- Short-term use of vacant lots
- With new development
- Conventional and automated

Local Shuttle or Trolley

Valet operations in existing lots/structures

- Utilize remote lots
- Maximize parking capacity

Off-site / remote parking with shuttle for events

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Preliminary Parking Strategies

- Evaluate strategies to reduce downtown / beach visitor parking in neighborhoods
 - Employee parking provisions
 - Meters with residential permits
 - Time restrictions
 - Seasonal provisions
- Potential Benefit – Improved parking experience / environment for residents
- Potential Effect – Will push some parking demand into beach and downtown parking facilities

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Preliminary Parking Strategies

- Increase bicycle parking throughout the Downtown

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Increase Bicycle Parking



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Increase Bicycle Parking



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Preliminary Parking Strategies

- Increase bicycle parking throughout Downtown
 - Fill in small pockets on-street, alleys, adjacent to buildings
 - Install new, high-capacity racks
 - Re-orient, maximize existing bike racks
 - Require on-site bike racks for new development
- 105 spaces recently added, another 70 +/- planned
- Potential Benefits - Increase in bicycle ridership, less cars driving and parking
- Potential Effects - Space required - Loss of parking, walking areas

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Preliminary Parking Strategies

- Review Public Parking Rates and Time Restrictions throughout the Downtown

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Review Public Parking Rates



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Review Public Parking Rates



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Preliminary Parking Strategies

- ◆ Review Parking Rates throughout Downtown
 - Evaluate the cost to park, time allowances, time restrictions
 - Standardize hourly, maximum costs
 - Standardize validation
 - Reduce cost to residents: easier access to annual parking pass
- ◆ Potential Benefits
 - Maximize turn-over of close-in street parking
 - Reduce beach impacts on downtown parking structures
 - Simplify/standardize process for the visitor and merchant
- ◆ Potential Effects

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Preliminary Parking Strategies

- ◆ Parking Information and Guidance

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Parking Information and Guidance



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Preliminary Parking Strategies

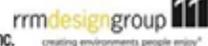


- ◆ Parking Information and Guidance
 - Directional, wayfinding signs
 - Electronic status reporting
 - Area-wide information throughout the downtown
- ◆ Potential Benefits
 - Improve the usability (find-ability) of available parking
 - Reduce visitor frustration
 - Reduce loss of business
- ◆ Potential Effect
 - Cost to implement, maintain
 - Downtown image vs. high tech

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Parking Information and Guidance



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Preliminary Parking Strategies



- ◆ Provide for employee parking needs
 - Business-to-business partnership
 - Reduced rates / validation for excess parking
 - ◆ Lower levels in Almeria and Pierside structures
 - ◆ Beach parking, during non-peak
 - Remote parking with shuttle
 - City use in-lieu fees to provide employee parking on downtown perimeter
- ◆ Potential Benefits
 - Free up prime downtown parking for customers
 - Reduce employee reliance on neighborhood streets
- ◆ Potential Effects
 - Security concerns for remote locations / late night shifts
 - Enforcement

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Preliminary Parking Strategies



Arranged Use of Private Business Lots
-- Use by others of excess and off-hours private business parking space

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Arranged Use of Private Lots



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Preliminary Parking Strategies



Arranged use of private business lot parking through parking agreements

- Business-to-business parking agreements - i.e., allow permit parking for other's employees
- Public - private partnering - City commitment to indemnify, meter, etc.

Potential Benefits:

- Increase in available parking - 100 spaces
- Reduce employee reliance on prime downtown parking, neighborhood streets

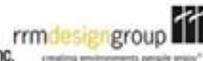
Potential Effects:

- Cost to the business - time, monitoring, maintenance, drafting and managing agreements
- City indemnify / reimburse business

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Preliminary Parking Strategies



- ◆ Add downtown parking
 - On City-owned lots
 - ◆ Surface
 - ◆ Structured - conventional or automated
 - Arranged interim use of vacant lots
 - With new development
 - ◆ Self-parked projects
 - ◆ City use of in-lieu fees to augment on-site parking

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Preliminary Parking Strategies



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Preliminary Parking Strategies



- ◆ Valet operations in existing lots and structures
 - Utilize temporary perimeter lots
 - Maximize existing parking or structure capacity with tandem and stacked parking techniques.

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Preliminary Parking Strategies



- ◆ Arrange for remote parking lots with shuttle transportation for major event days and summer holidays.
 - City Hall lot
 - City partnership with area groups
 - ◆ School lots
 - ◆ Church lots
 - ◆ Library / Sports Park lot
 - Complimentary shuttle

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Downtown Specific Plan Update



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Key Specific Plan Objectives



- ◆ Create a healthy mix of land uses
- ◆ Create a vibrant urban village that serves as a destination to both residents and visitors
- ◆ Implement Development Standards and Design Guidelines to encourage development of underused parcels with a mix of uses and unique architecture
- ◆ Enhance downtown pedestrian environment and connections to Pacific City and The Strand
- ◆ Ensure adequate parking and update and integrate Parking Master Plan into Updated Downtown Specific Plan

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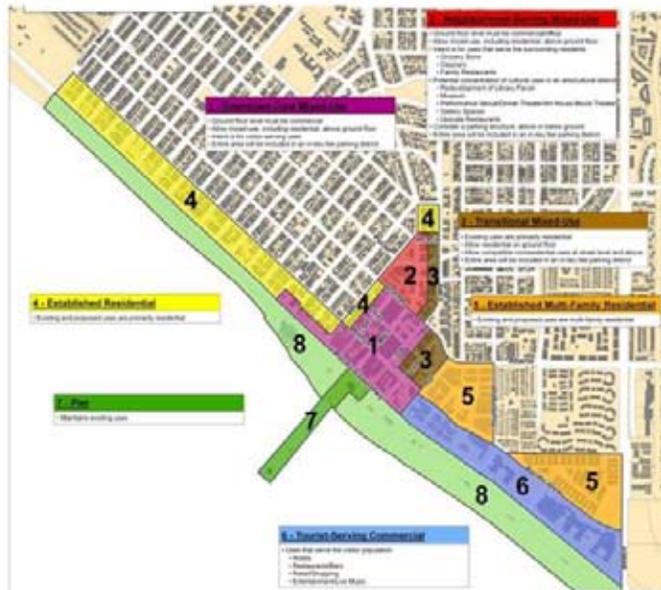
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Potential Specific Plan Districts



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Parking Issues for New Development

- ◆ Requiring parking on-site will severely impede new mixed-use development
- ◆ Establish parking ratios appropriate for mixed-use environment and solve summertime/event parking impacts
- ◆ In-lieu fee is essential; however, it must be closely linked to new parking solutions
- ◆ Some on-street parking will be lost to improve downtown pedestrian environment/create a plaza-like Main Street and needs to be replaced
- ◆ Additional parking must be provided to support net new development
- ◆ Existing private parking removed due to redevelopment must be replaced



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HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

Market Demand Results (2025) Net Increase



- ◆ 280,000 SF Retail
(plus 271,000 SF approved)
- ◆ 84,000 SF Restaurant
(plus 108,000 SF approved)
- ◆ 167,000 SF Office
(plus 145,000 SF approved)
- ◆ Approximately 800 Residential Units
- ◆ Additional Hotel, Inn, and B&B Rooms

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Approximate Parking Demand for Net New Development*



Use	Parking Spaces
280,000 SF Retail	840
84,000 SF Restaurant	840
167,500 SF Office	335
Miscellaneous (performing arts/museum)	200
800 Residential Units	All provided on-site
Additional Hotel Rooms	All provided on-site
On-street parking lost	100
Current in-lieu fee spaces	226
Total	2541

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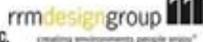
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*excluding DPMP development potential

Potential Development Opportunity Sites



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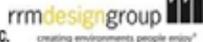
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Parking Strategies to Support Additional New Development



- ◆ Continue ULI shared parking ratios and expand the area to which shared parking ratios apply
- ◆ Allow in-lieu fee payment concurrent with available additional public parking
- ◆ Provide additional public lots and/or conventional/automated structures
- ◆ Replace existing parking lost due to new development and streetscape improvements
- ◆ Incentivize public/private partnerships to provide additional public parking (i.e. Plaza Almeria)
- ◆ Allow and incentivize private parking structures (conventional/automated)
- ◆ Implement parking management strategies outlined in Part I of this presentation

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN
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ULI Shared Parking Ratios

- ◆ Expand shared parking ratios to include Districts 1, 2, and 3 of Specific Plan Area
- ◆ Residential
 - 2 spaces/unit - same as current ratio
 - # of guest spaces reduced from 0.5 spaces/unit to 0.25 spaces/unit
 - Must be provided on-site
- ◆ Non-Residential
 - Same as current ratios
 - Retail - 1:333
 - Restaurant - 1:100
 - Office - 1:500
 - May be provided on-site, off-site, or payment of in-lieu fee
- ◆ Visitor Accommodations - Hotel, Inn, B&B
 - 1.1 spaces/room
 - Must be provided on-site



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Expanded Shared Parking Boundary

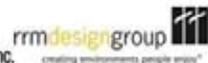


- ◆ Proposed Shared Parking Boundary
- ◆ Existing Parking Plan Boundary
- ◆ 1 - Downtown Core Mixed-Use
- ◆ 2 - Neighborhood-Serving Mixed-Use
- ◆ 3 - Transitional Mixed-Use
- ◆ Specific Plan Boundary

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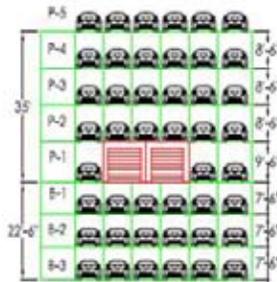
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Provide Additional Public Parking



- ◆ Identify and secure additional public parking locations
 - City-owned lots/structures
 - Public/private partnerships



Example of Automated Structure

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Incentivize Public/Private Partnerships

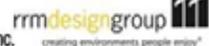


- ◆ Incentives for:
 - Lot consolidation
 - Private automated parking structures
 - Providing additional public parking in excess of project needs
- ◆ Incentives:
 - Greater height limit
 - Higher Floor Area Ratio
 - Financial participation from Agency
 - Priority processing

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4/23/08 COMMUNITY WORKSHOP 3



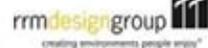
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Questions, Comments & Discussion



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Next Steps

- ◆ Develop draft Specific Plan
- ◆ Update and integrate Parking Master Plan into Downtown Specific Plan
- ◆ Conduct 4th workshop to review draft Specific Plan—June/July



*For more information contact:
Kellee Fritzal
kfritzal@surfcity-hb.org*

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Appendix D

DOWNTOWN HUNTINGTON BEACH PARKING STUDY

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN NO. 5
DOWNTOWN SPECIFIC PLAN GUIDELINES AND STRATEGIES

November 2, 2009

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