

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

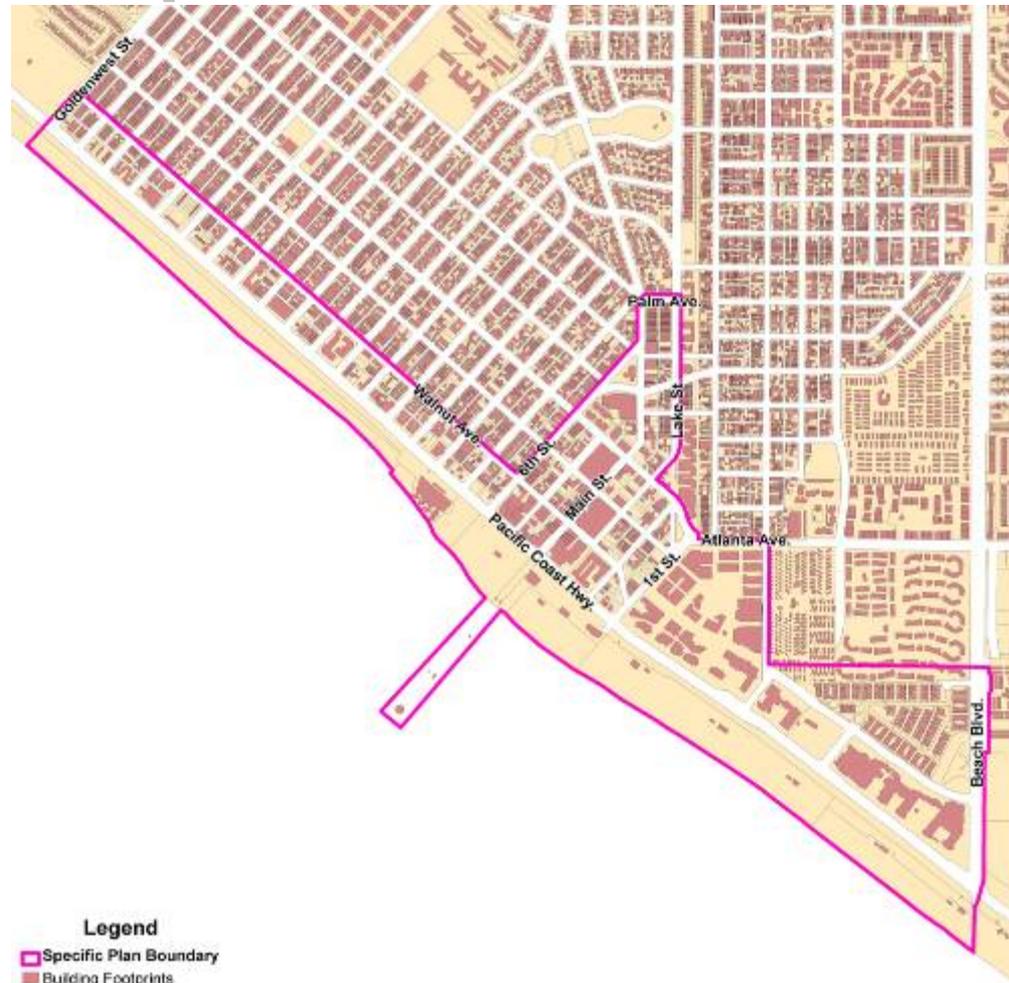


Project Objectives



- ◆ 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

Specific Plan Area



- Legend**
- Specific Plan Boundary
 - Building Footprints
 - Parcels

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

Your Team



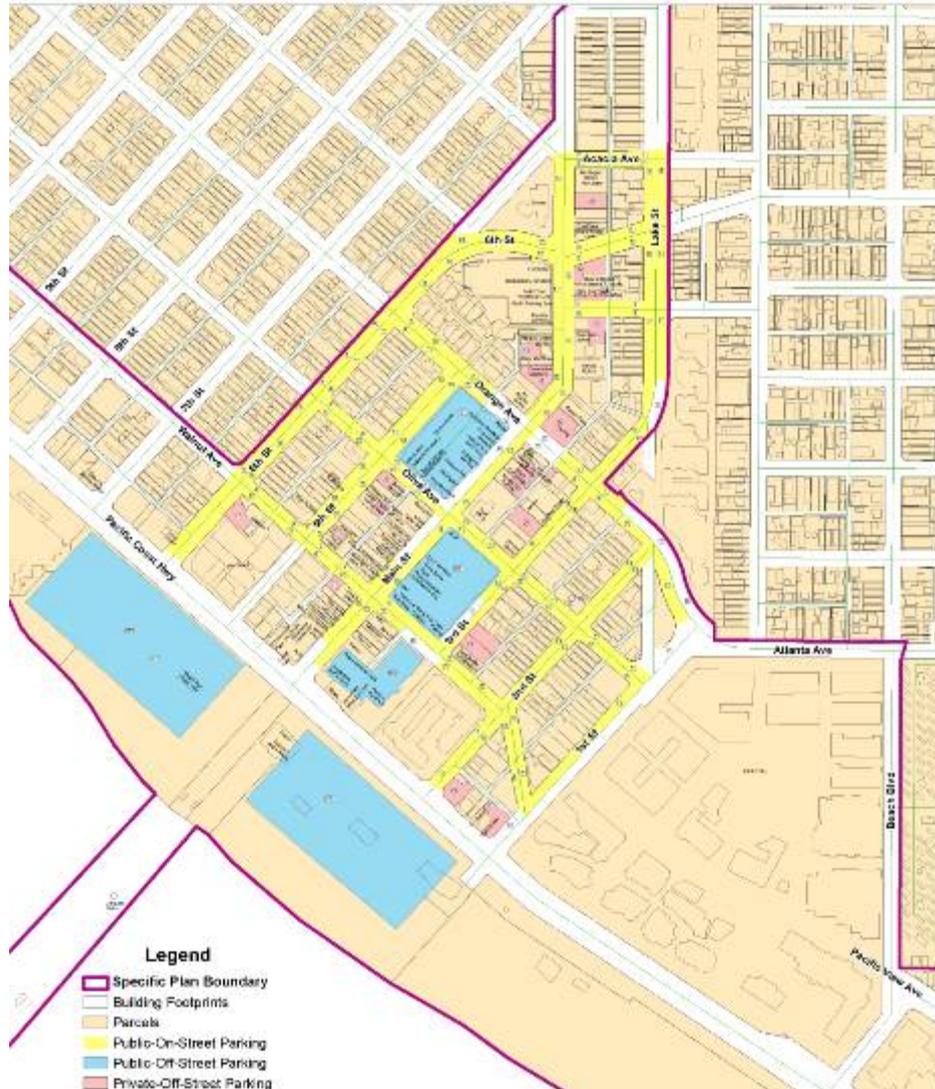
- ◆ City of Huntington Beach
- ◆ RRM Design Group -
Land Planning and Urban Design
- ◆ The Natelson Dale Group, Inc. -
Economic and Market Analysis
- ◆ Kimley-Horne & Associates, Inc.-
Parking and Traffic Analysis
- ◆ Graphic Solutions -
Sign Program
- ◆ Hodge & Associates -
Environmental Planning

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

Existing Parking



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



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

