

# Huntington Beach Downtown Specific Plan Update

Community Workshop  
4/23/08



Kimley-Horn  
and Associates, Inc.

rrm**design**group   
creating environments people enjoy®

# 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



# 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*



# 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



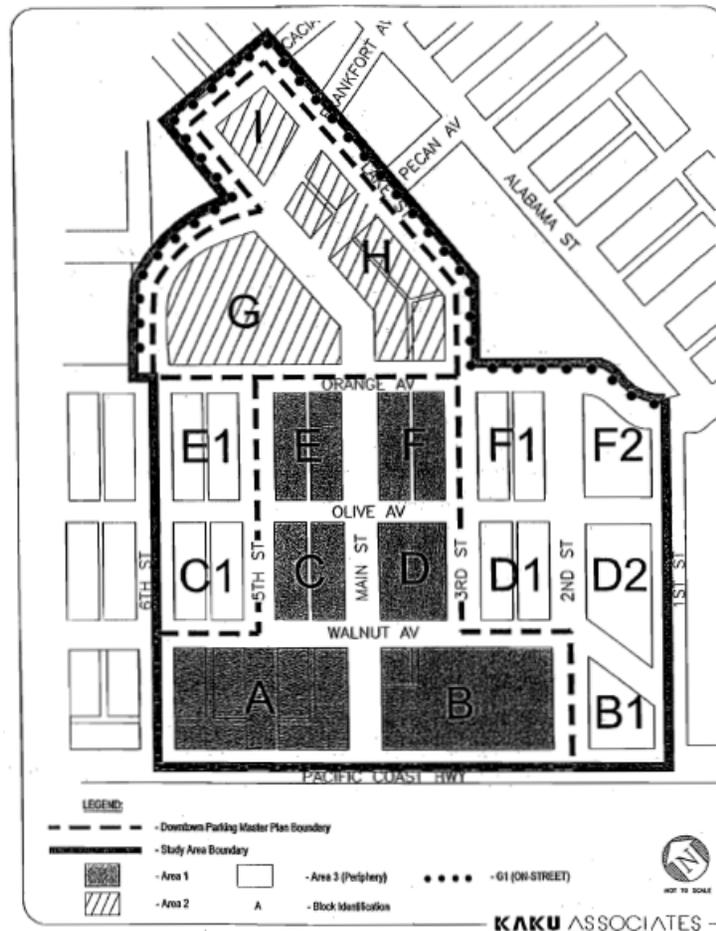
# Downtown Parking Master Plan (DPMP) Update



- ◆ 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



# Downtown Parking Master Plan Area



- - - - - DPMP Boundary  
 ————— Study Area Boundary

FIGURE 1  
 STUDY AREA  
 2

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



Kimley-Horn  
 and Associates, Inc.

rrmdesigngroup  
 creating environments people enjoy®

# DPMP Update 2008 Status



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

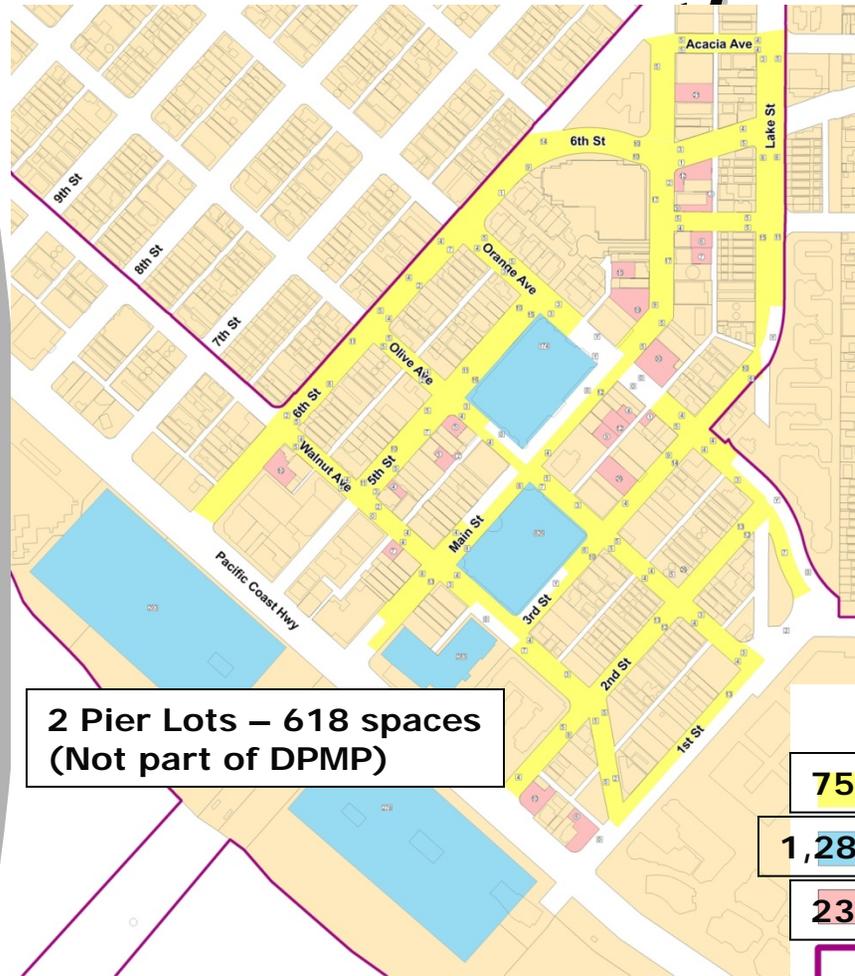
# DPMP Update

## 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)



# 2008 Parking Inventory



2 Pier Lots – 618 spaces  
(Not part of DPMP)

## Legend

- 756 Public On-Street Parking
- 1,280 Public Off-Street Parking
- 232 Private Off-Street Parking
- Specific Plan Boundary
- Building Footprints
- Parcels

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



Kimley-Horn  
and Associates, Inc.

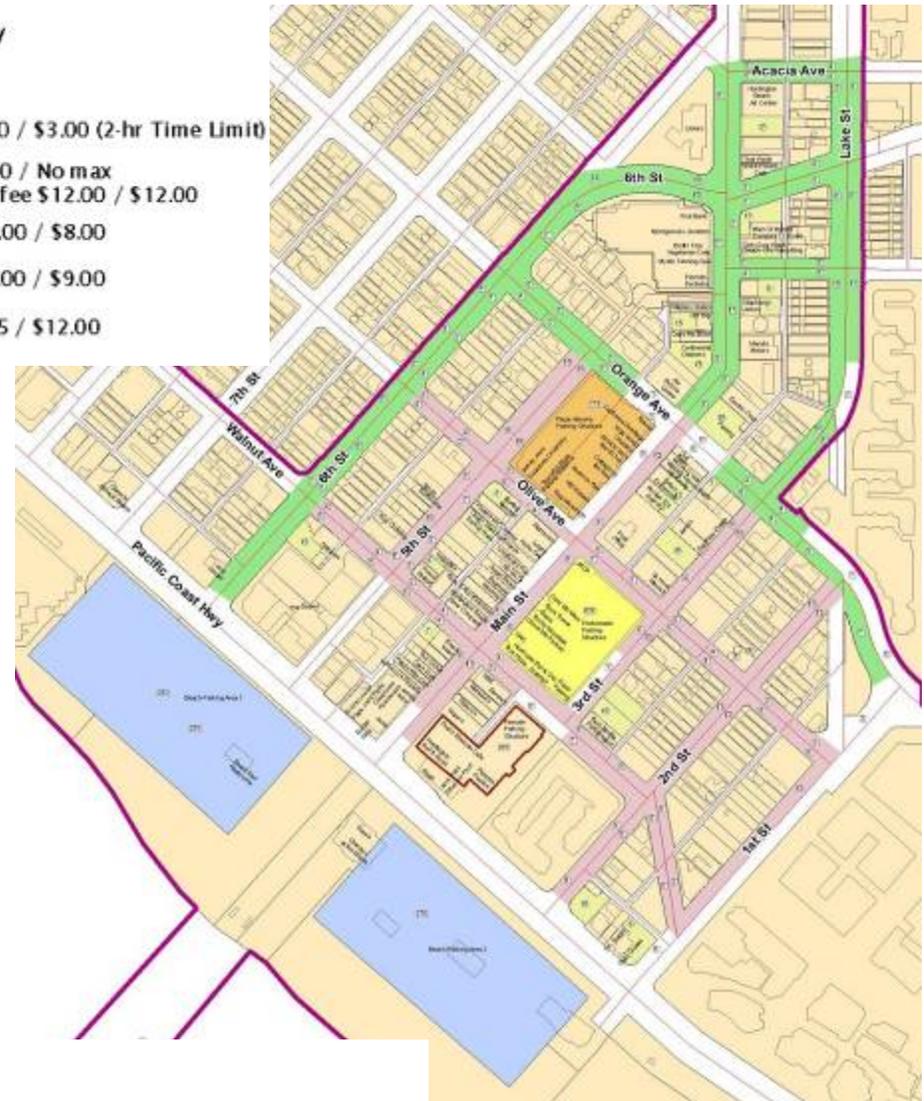
rrmdesigngroup  
creating environments people enjoy®



# Parking Fees



- Free - Customers/Employees Only
- Free - No Restrictions
- Parking Meters:    None / \$1.50 / \$3.00 (2-hr Time Limit)
- Beach, non-summer: None / \$1.50 / No max
- Beach, summer:    None / Flat fee \$12.00 / \$12.00
- Plaza Almeria:        30 min / \$2.00 / \$8.00
- Main Promenade:    15 min / \$2.00 / \$9.00
- Pierside Pavilion:    None / \$3.75 / \$12.00



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



Kimley-Horn  
and Associates, Inc.

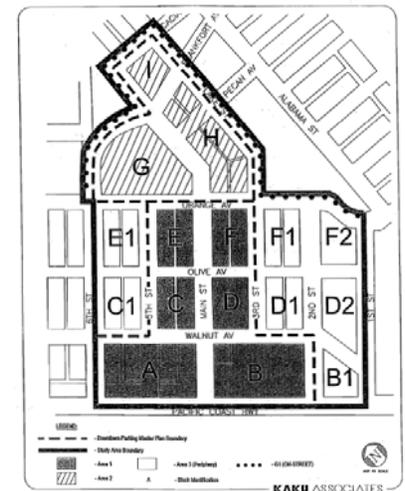
rrmdesigngroup   
creating environments people enjoy®

# 2008 Parking Inventory



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

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



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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



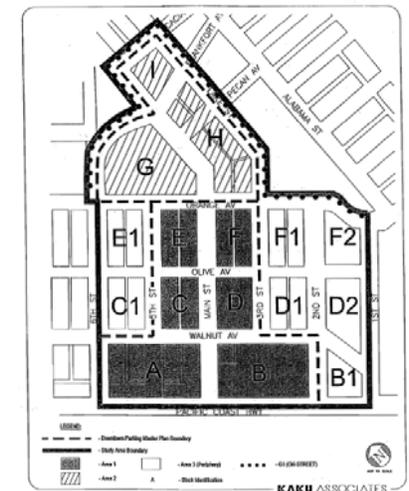
# Near-term Future Parking Inventory

with Development Approved / Under Construction



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

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



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



Kimley-Horn  
and Associates, Inc.

rrm design group  
creating environments people enjoy®



# Parking and Land Use Summary



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



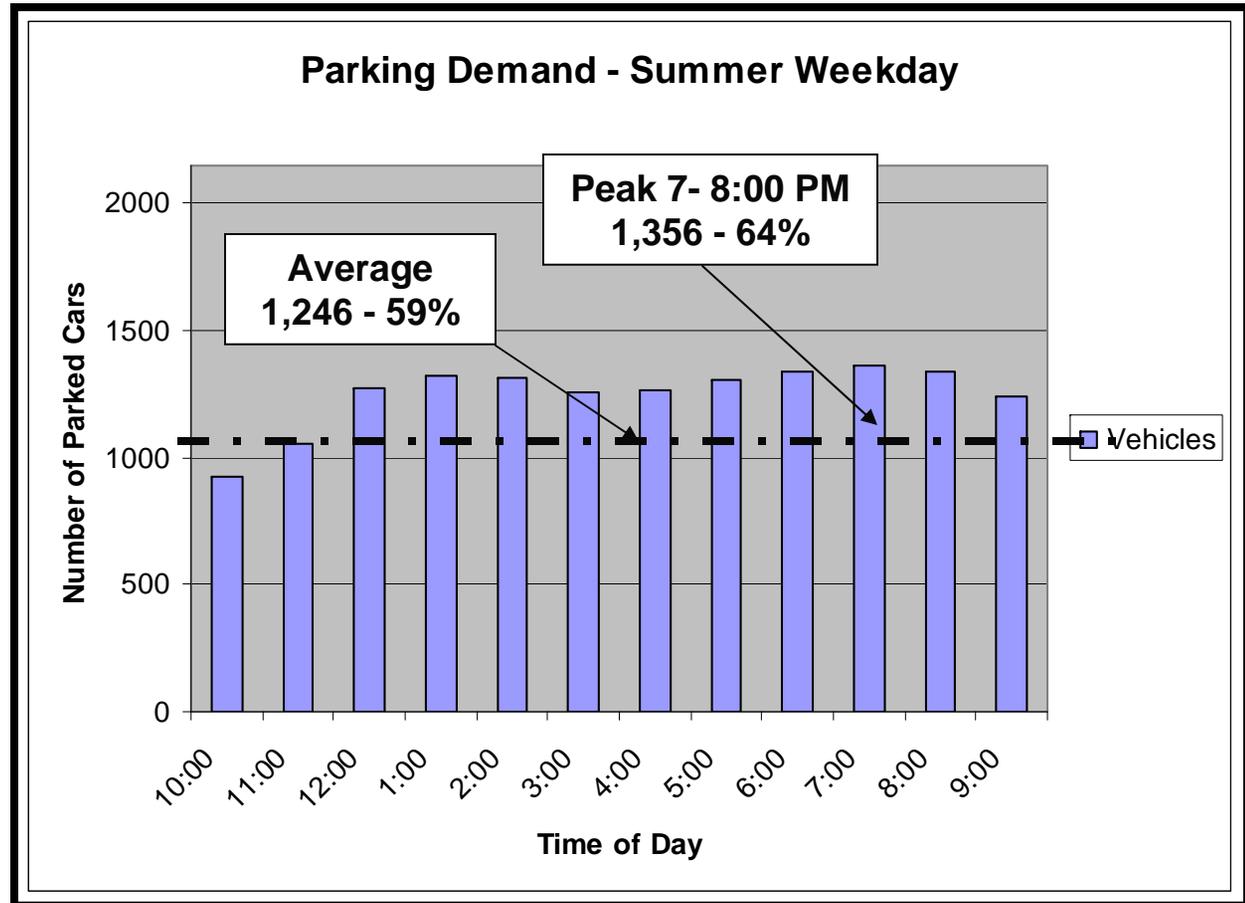
# DPMP Update

## Parking Demand Data Collection



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

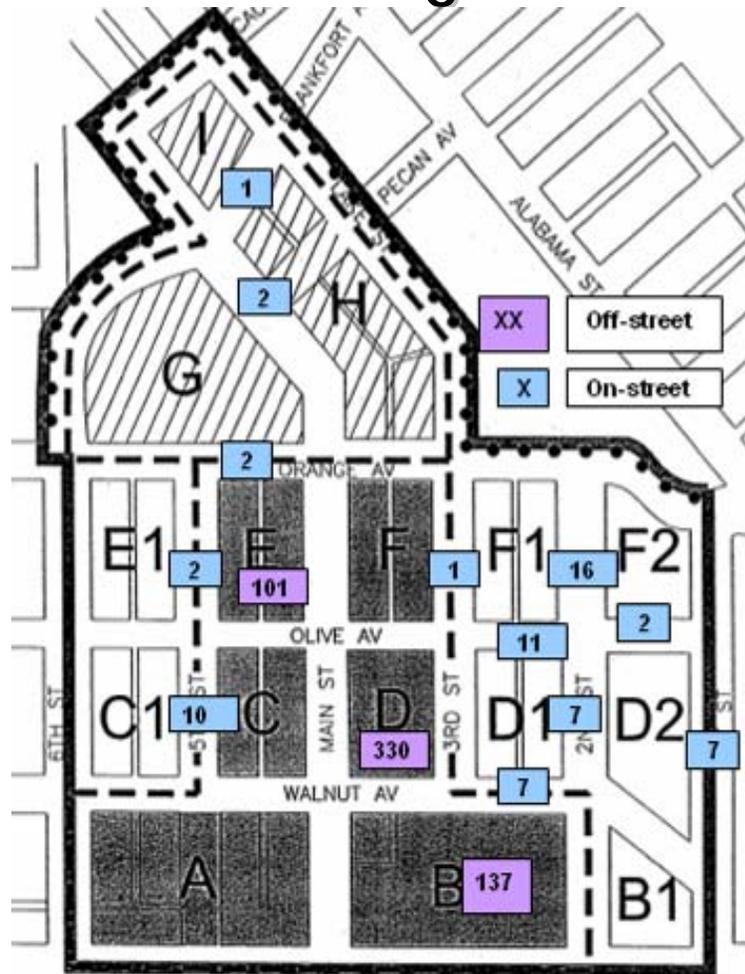
# Parking Demand



(Beach parking peaked at 71% at 12 noon)

# Summer Weekday

## Available Parking 7:00 – 8:00 PM



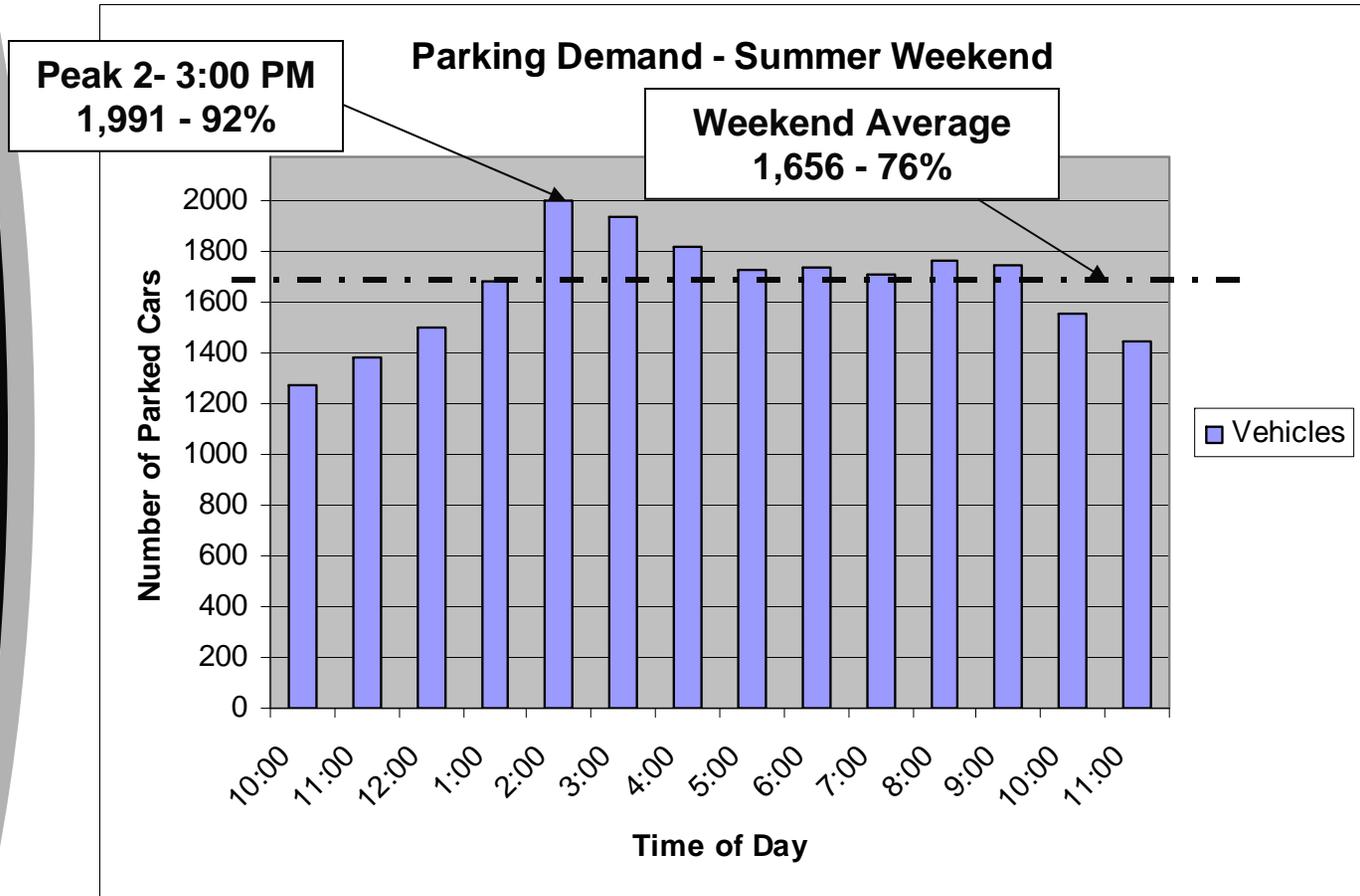
HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN  
4/23/08 COMMUNITY WORKSHOP 3



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®

# Parking Demand



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

# Peak Parking Demand



Street parking 99% full

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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



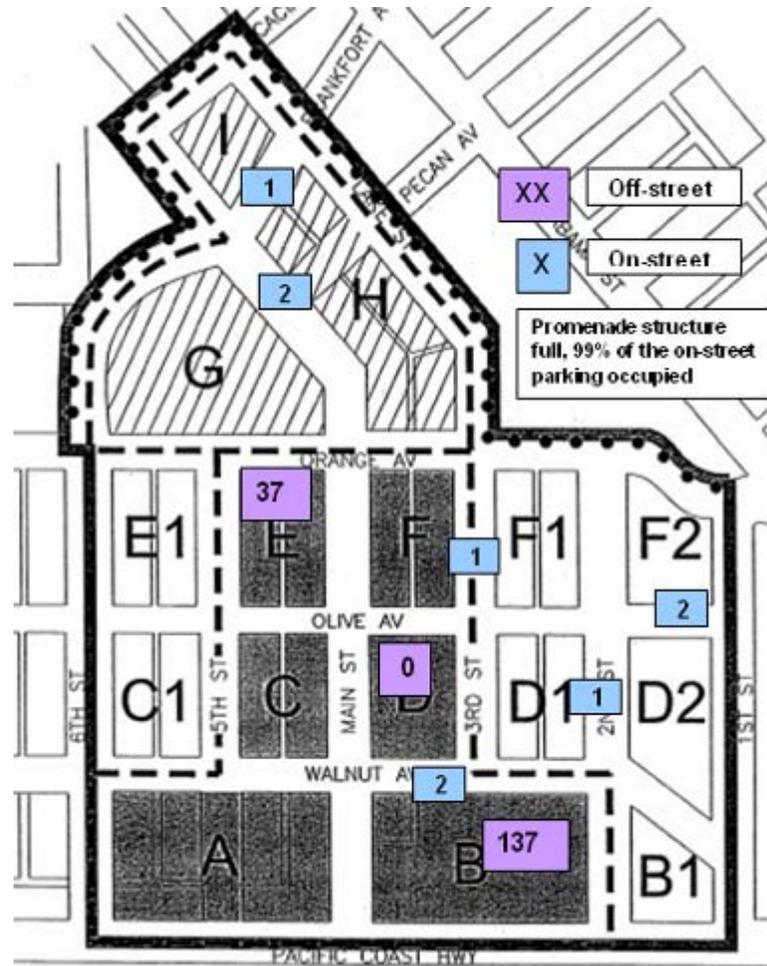
# Seasonal Peak Parking Demand



Promenade Structure full

# Summer Weekend

## Available Parking 2:00 – 3:00 PM



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



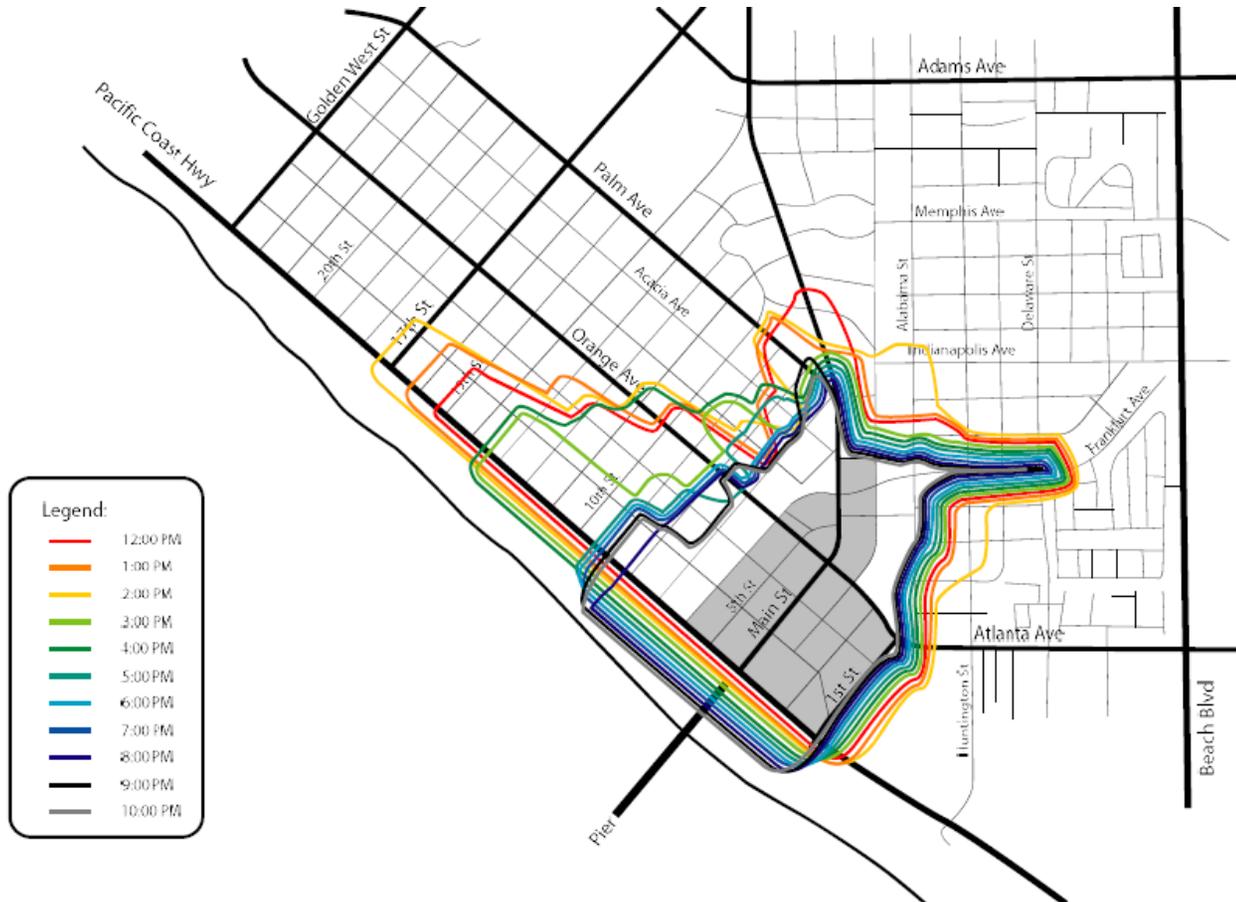
Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



# Neighborhood Parking

## Typical Summer Weekend



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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



# Neighborhood Parking

## Holiday Weekend



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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



# Seasonal Parking Fluctuations

2008



JANUARY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

MARCH						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE						
S	M	T	W	T	F	S
1	2	3	4	5	6	14
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JULY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



# 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	W-end	
# days per year	174	86	70	20	15
%-age	48%	24%	19%	5%	4%
<b>The Parking Experience</b>	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.	Promenade Structure full. Difficult to find parking	Supplemental parking and transportation measures needed, residents severely impacted.



# 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



# 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

# 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

# Preliminary Parking Strategies



- ◆ Increase bicycle parking throughout the Downtown



# Increase Bicycle Parking



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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



# Increase Bicycle Parking



HUNTINGTON BEACH DOW  
4/23/08 COMMUNITY WORKSHOP 3



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



# 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

# Preliminary Parking Strategies

- ◆ Review Public Parking Rates and Time Restrictions throughout the Downtown



# Review Public Parking Rates



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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



# Review Public Parking Rates



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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®

# 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

# Preliminary Parking Strategies

- ◆ Parking Information and Guidance



# Parking Information and Guidance



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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



# 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

# Parking Information and Guidance



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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®





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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



# 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



# Preliminary Parking Strategies



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

# Arranged Use of Private Lots



# 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



# 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

# Preliminary Parking Strategies



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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy

# 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.

# 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



# Downtown Specific Plan Update



Kimley-Horn  
and Associates, Inc.

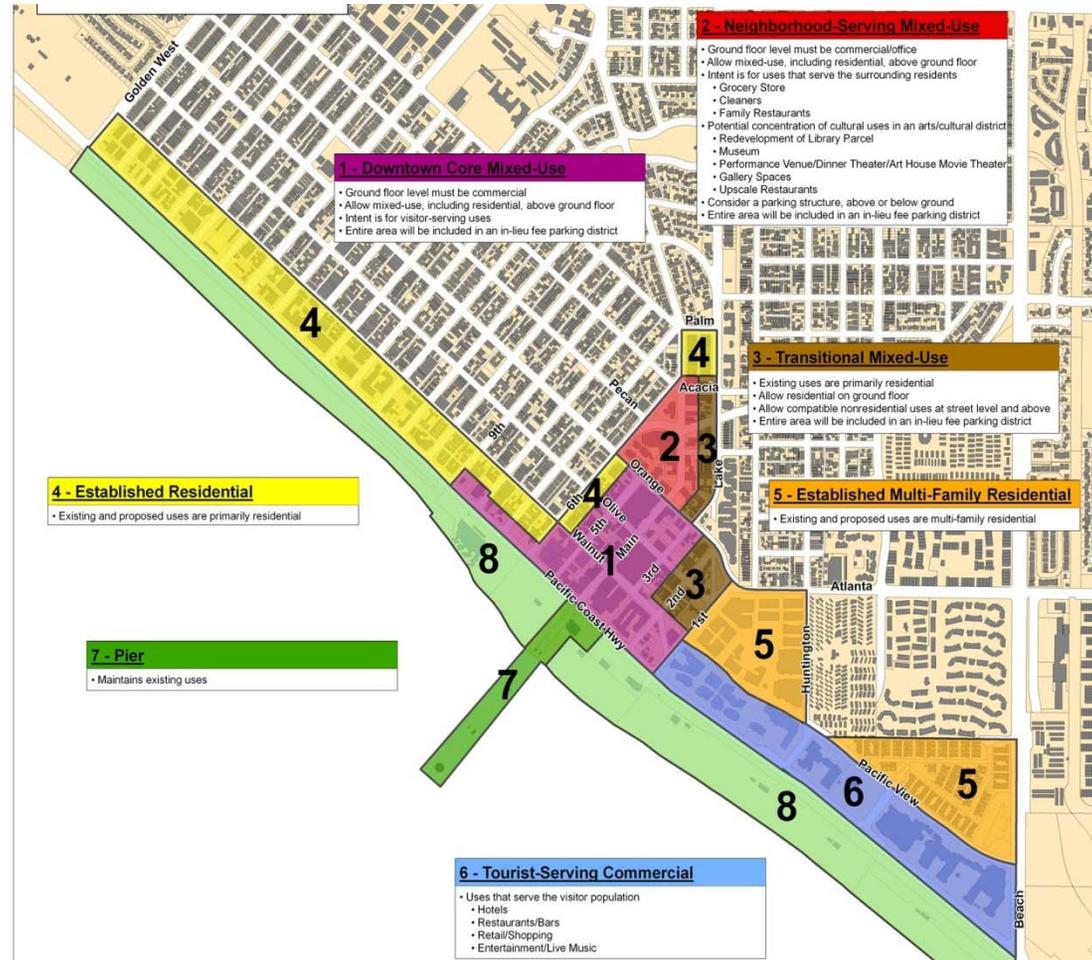
rrmdesigngroup   
creating environments people enjoy®

# 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



# Potential Specific Plan Districts



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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



# 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



# 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

# 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
<b>Total</b>	<b>2541</b>

\*excluding DPMP development potential



# Potential Development Opportunity Sites



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



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



# 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



# ULI Shared Parking Ratios

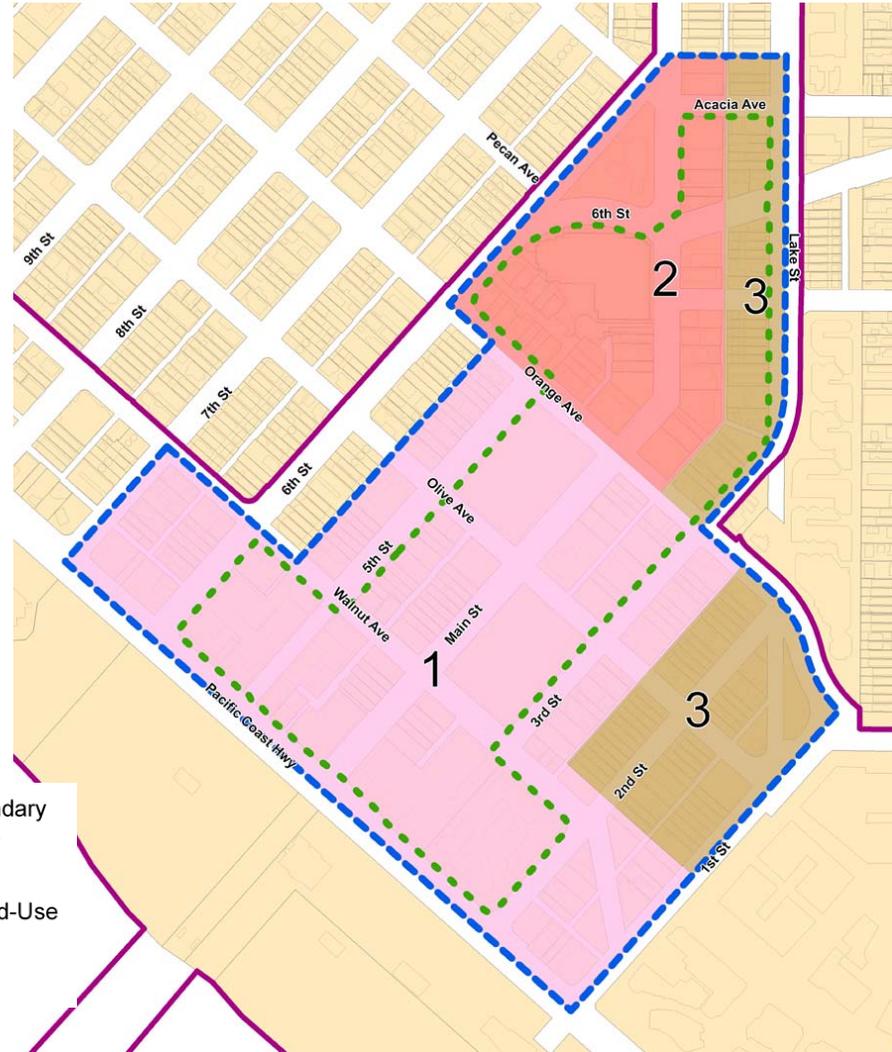
- ◆ Expand shared parking ratios to include Districts 1, 2, and 3 of Specific Plan Area
- ◆ Residential
  - 2 spaces/unit - same as current ratio
  - # of guest spaces reduced from 0.5 spaces/unit to 0.25 spaces/unit
  - Must be provided on-site
- ◆ Non-Residential
  - Same as current ratios
  - Retail - 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



# 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



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

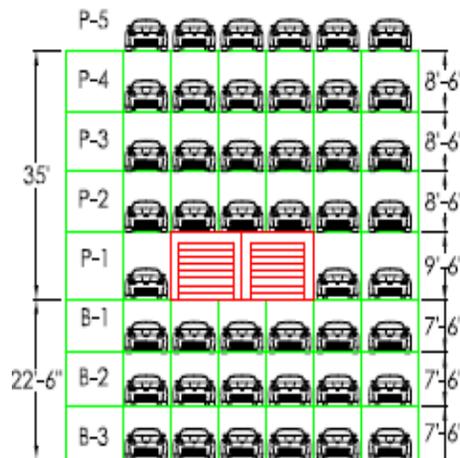


Kimley-Horn  
and Associates, Inc.

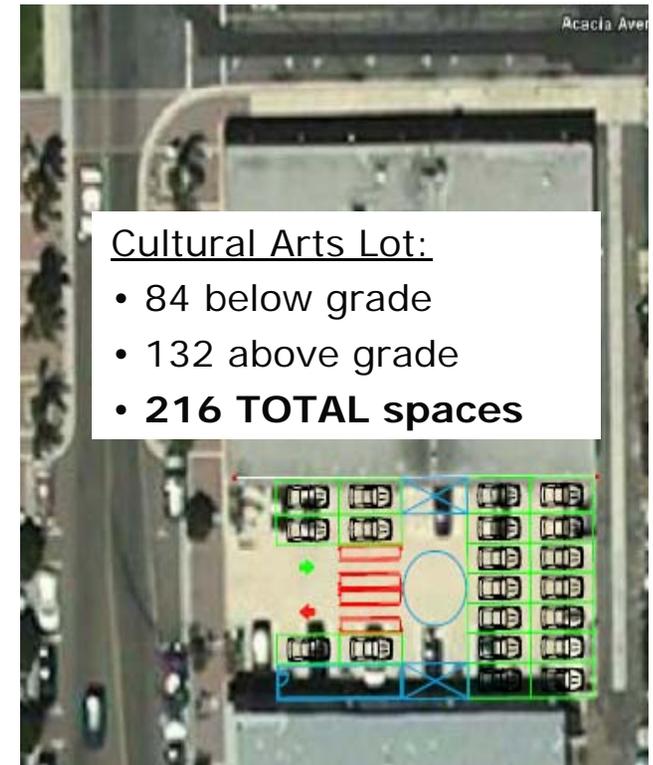
rrmdesigngroup   
creating environments people enjoy®

# Provide Additional Public Parking

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



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



## Cultural Arts Lot:

- 84 below grade
- 132 above grade
- **216 TOTAL spaces**

Example of Automated Structure



Kimley-Horn  
and Associates, Inc.

rrmdesigngroup  
creating environments people enjoy®



# 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

# Questions, Comments & Discussion



Kimley-Horn  
and Associates, Inc.

rrm**design**group   
creating environments people enjoy®

# Next Steps

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

*For more information contact:  
Kellee Fritzal  
[kfritzal@surfcity-hb.org](mailto:kfritzal@surfcity-hb.org)*

