

Downtown Specific Plan Update

June 23, 2009



DTSP Update

- Zoning Text Amendment No. 08-004
- General Plan Amendment No. 08-007
- Local Coastal Program Amendment No. 08-002
- Environmental Impact Report No. 08-001

Agenda/Study Session Strategy

Study Session #1 – Tonight’s Agenda

- Purpose of Plan Update
- Process
- Background and Analysis
- Major Changes to DTSP

Study Session #2 – Ch. 2 Administration, Book II, DRB comments, revised development standards

Study Session #3 –Parking

Study Session #4 - EIR

Project Team

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

Background & Purpose

- The existing DTSP identifies a development threshold of 715,000 square feet within the downtown parking master plan area (“downtown core”).
- In 2006, the City Council directed staff to process an update to the Downtown Specific Plan to accommodate/encourage future development and redevelopment within the DTSP area.
- The purpose of the DTSP Update is to develop a document that builds upon the existing DTSP and incorporates new standards, guidelines and strategies that will accommodate future development in the downtown area.

City Council Goals & Objectives

Goals

- Vision and Land Use
Establish the vision and create a land use plan for reuse of critical parcels so that the next phase of the community investment and improvement can begin.
- Tourism
Create an environment that promotes tourism to increase revenues to support community services and transform the City's economy.
- Update Existing Documents
Update and revise development standards, design guidelines, and Downtown Parking Master Plan

Objectives

- Objective 1
Create a healthy mix of land uses that are geared toward creating an urban village that serves as a destination to both residents and visitors.
- Objective 2
Implement development standards and design guidelines that encourage development of underused parcels with a mix of uses and unique architecture.
- Objective 3
Ensure that adequate parking is available and is integrated into the framework of pedestrian pathways within the downtown, taking into account Pacific City and the Strand.

Process

- Existing Conditions and Opportunity and Constraints Analysis
- Key Stakeholder Interviews
- Market Analysis—15 year forecast of demand
- Traffic and Parking analysis
- 4 Public Workshops – meetings with interested groups; downtown development community; City Council study session
- Draft Specific Plan
- Program EIR
- Coastal Commission Staff Meetings
- Planning Commission Study Sessions
- Planning commission Public Hearing
- City Council Public Hearing
- Coastal Commission Public Hearing

Background and Analysis

- Environmental Conditions Assessment
- Economic and Market Demand Study
 - 20 year horizon
 - Demand for retail, office, restaurants, residential, hotel
 - Excluded all “pipeline” projects i.e. Strand, Pacific City
- Traffic and Parking Analysis
 - Existing conditions
 - Future conditions
- Infrastructure Analysis
 - Water, sewer, storm water, public services
- Events Study
- Coastal Commission Coordination

Vision

- A mix of land uses-visitor serving retail, restaurant, office and residential
- Connect and protect established residential neighborhoods
- Preserved view corridors to the ocean
- Architectural diversity
- New and vibrant streetscapes
- Sustainable development practices
- Public parking solutions
- Public directional signs
- California Coastal Commission and public involvement
- Focal point at each end of Main Street
- Bicycle and transit opportunities
- Strong pedestrian connectivity



Net New Development Potential

Net New Development Potential – based on July 2008 Market Study

- Land Use

- Retail: 213,467 square feet
- Restaurant: 92,332 square feet
- Office: 92,784 square feet
- Cultural Facilities: 30,000 square feet
- Residential: 648 units
- Hotel: 235 rooms

- New development potential anticipated to occur over a 20-year period.
- Anticipated to occur within the reconfigured/expanded “downtown core” (District 1)
- Utilized in determining revised development standards that would accommodate new development

Key Changes to Existing Plan

- Two book format
- Consolidated/Reconfigured Districts (11 districts into 7 districts)
 - “Downtown Core” expanded – existing Districts 1,3,5, portions of 4 and 6 into revised District 1)
- Revised Development Standards
 - No changes to development standards proposed for Districts 2,3,5,6 & 7
 - Most changes in General Provisions, District 1, District 4
- Elimination of Downtown Parking Master Plan (DPMP)
- Incorporation of Design Guidelines (eliminate adherence to Mediterranean style)

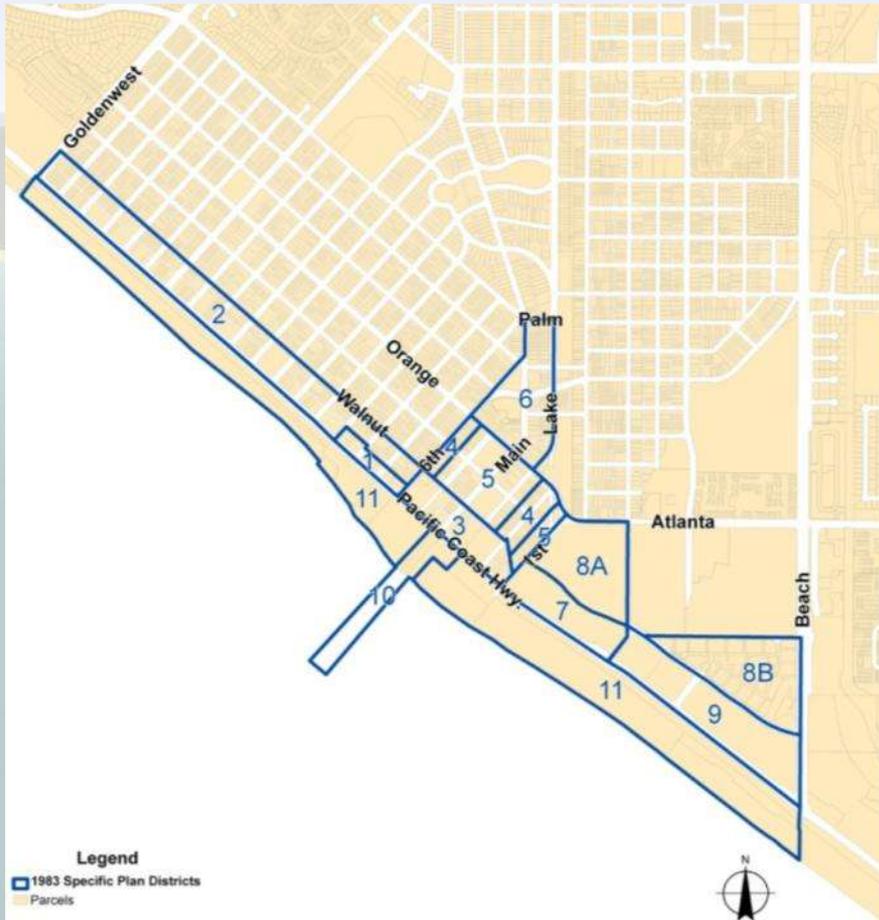
DTSP Update Format

- Book I: provides the regulatory framework for development in the DTSP area
 - **Chapter 1. Introduction** - provides an introduction to the Specific Plan; contains a summary of existing conditions, community outreach, and a vision for the future
 - **Chapter 2. Administration** - administration of the Specific Plan; provides definitions for terms used within the Specific Plan
 - **Chapter 3. Land Uses and Development Standards** - general provisions; permitted land uses and development standards for each district within the Specific Plan Area.

DTSP Update Format

- Book II: includes the Design Guidelines, Circulation and Parking, Streetscapes and Public Amenities, Infrastructure and Public Facilities and Implementation chapters as well as the Appendices.
- Book II provides guidelines and strategies to facilitate development and successful growth in the DTSP area, but does not include requirements for any particular guideline or strategy to be implemented.

District Changes



EXISTING SPECIFIC PLAN DISTRICTS

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN

OCTOBER 8, 2008



SPECIFIC PLAN UPDATE DISTRICTS

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN

OCTOBER 3, 2008



rrm design group

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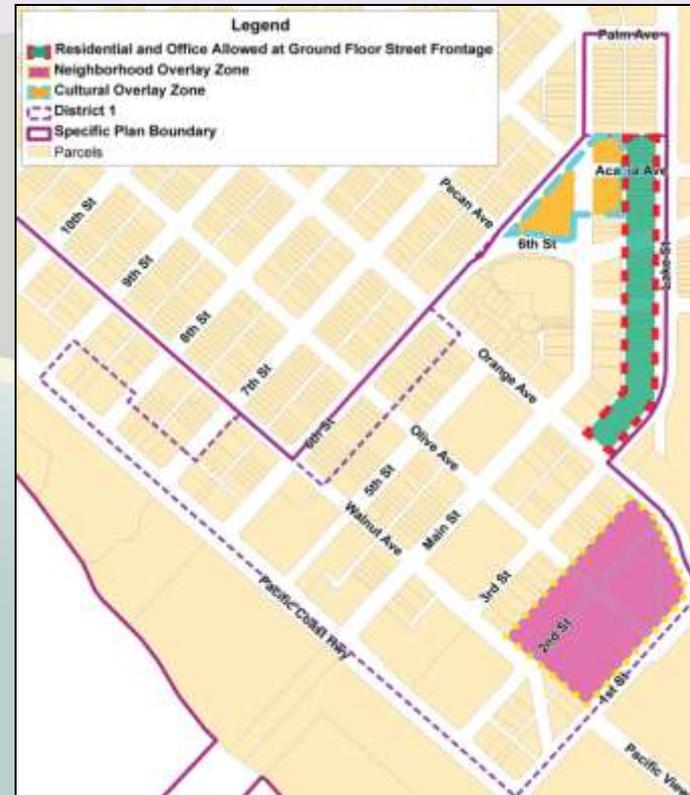


General Provisions

- Sustainable/green building practices
- Mixed Use development standards
- Residential buffer requirements
 - (upper story setbacks for projects adjacent to single-family)
- Elimination of DPMP
 - expand existing DPMP parking ratios and in-lieu fee approach to all of district 1

District 1 – Key Changes

- FAR requirement eliminated
- $\geq 25,000$ s.f. = 5 stories / 55' max
 - Currently 4 stories / 45' max
- $< 25,000$ s.f. = 4 stories / 45' max
 - Currently 3 stories / 35' max
- Average setback on 4th and 5th floors
 - Currently 2nd, 3rd and 4th floors
- Max. Density = 60 du/ac
 - Currently 25-30 du/ac
- Minor setback changes
- 2 overlay zones

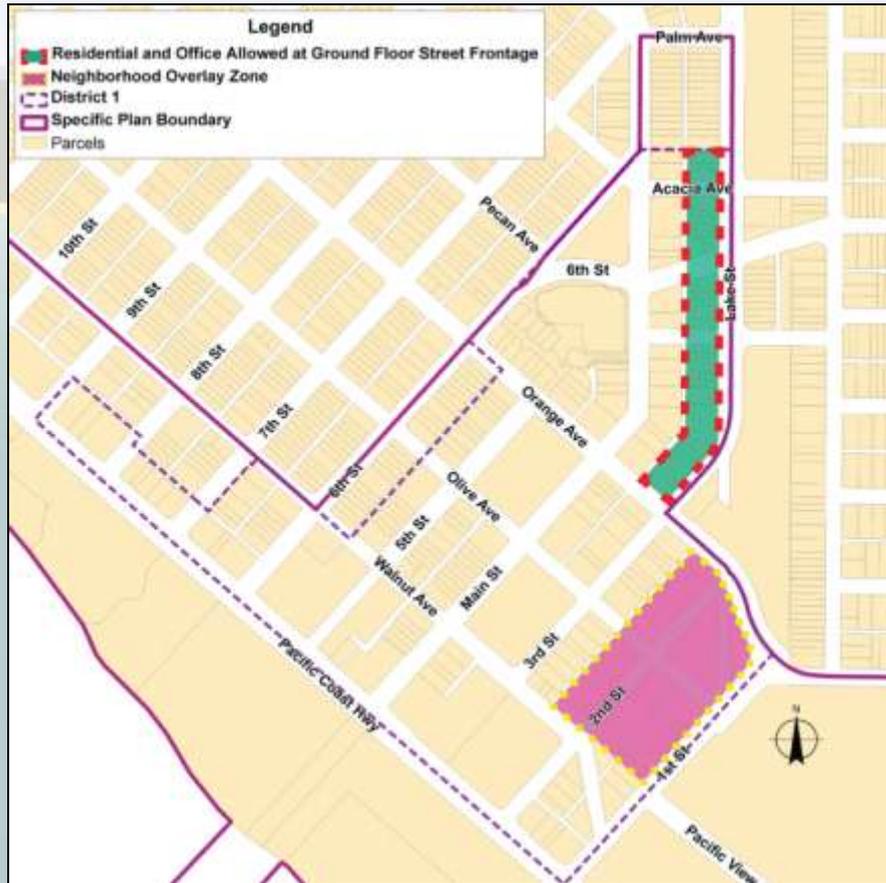


District 1 – Key Changes

- Visitor-serving commercial required on ground floor (with exceptions) - Ratio of types of uses within a single development removed
- New standards for paseos, public open space, public art, storefront development standards
- Streamlined development review
 - $\geq 100'$ street frontage – CUP from Planning Commission
 - $< 100'$ street frontage – CUP from ZA

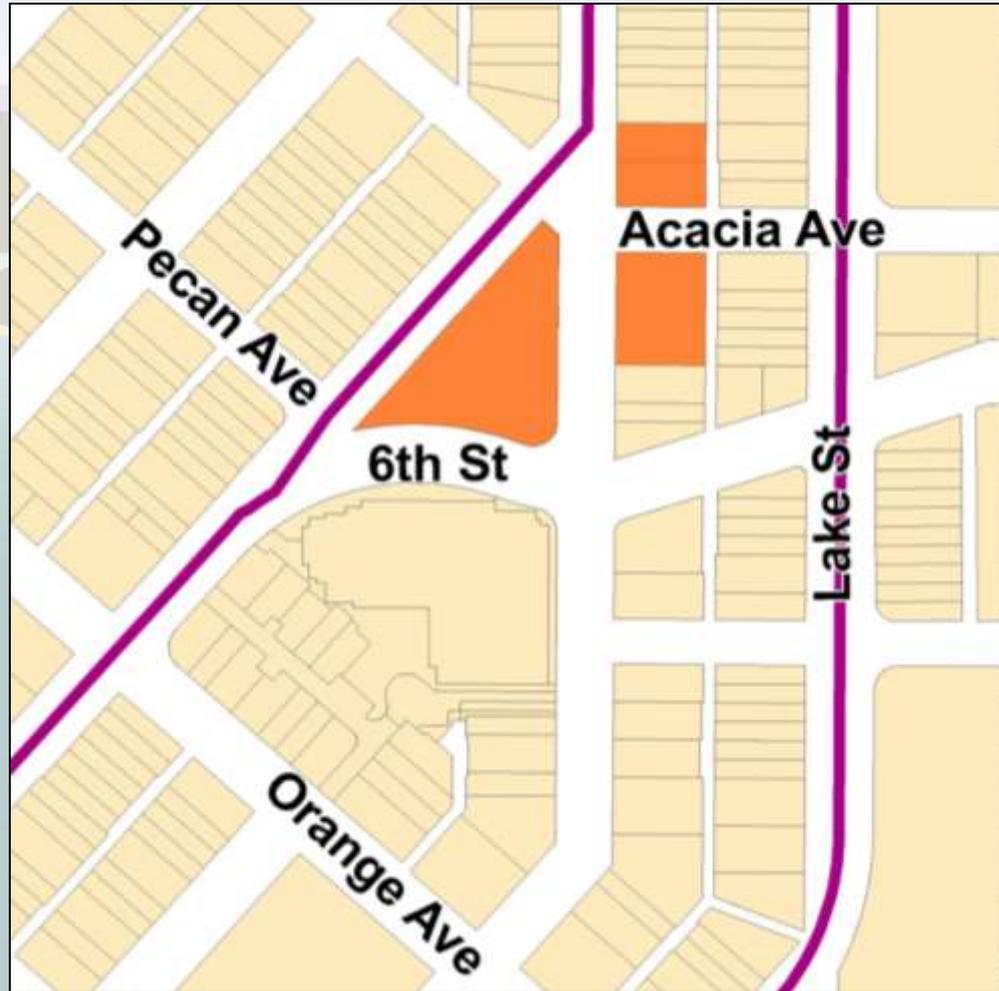


Neighborhood Overlay



- Lake Street – Residential allowed on ground floor
- 1st and 2nd Street – Residential, office, and limited commercial allowed
- Similar development standards and permitted uses to existing DTSP
- Single-family residential permitted

Cultural Arts Overlay



Cultural Arts Overlay

Standard	Existing	Proposed
Lot coverage	None	50%
Density	25 du/acre	Res. not permitted
Height	Full block: 4 stories/45'	3 stories/35'
Setbacks	Front: 15'; 5' on Main St. Ext. side: 15' Rear: 3'	None; 20' setback required from adjacent existing residential
FAR	2.0	None
Upper-story setbacks	10' from 2 nd story facade	Residential buffer req.
Open space	5% net site area; public plaza	30% net site area; 1,000 s.f. public plaza; no net loss of green space

District 4 – Key Changes

District Changes

- Consolidates District 2 and portions of District 4 and 6 - proposed development standards similar to existing District 2
- Allows greater densities on smaller lots
 - Current DTSP: 1 unit on lots w/ <50' street frontage; 50' street frontage = 4 units
 - Proposed DTSP: 1 unit on lots w/ <25' street frontage; 4 units on lots w/ 25'-50' street frontage
- Front porch element required (proposed front setback same as existing for main structure)



- FAR = 1.0 for s.f. development; none for multi-family
- 35' maximum building height (existing portion of District 6 allows up to 45')
- Upper story setbacks

Other District Changes

- Existing District

- District 7 (Pacific City commercial)
- District 9 (Waterfront hotels)
- District 8 (Pacific City residential & Waterfront residential)
- District 10 (Pier)
- District 11 (Beach)

- Proposed District

- District 2 (no changes)
- District 3 (no changes)
- District 5 (elimination of resource production overlay)
- District 6 (no changes)
- District 7 (tiered parking structure)