

*Beach Boulevard & Edinger Avenue  
Corridors Specific Plan*

**Beach & Edinger**  
Revitalization Strategy &  
Envisioned Future Corridors

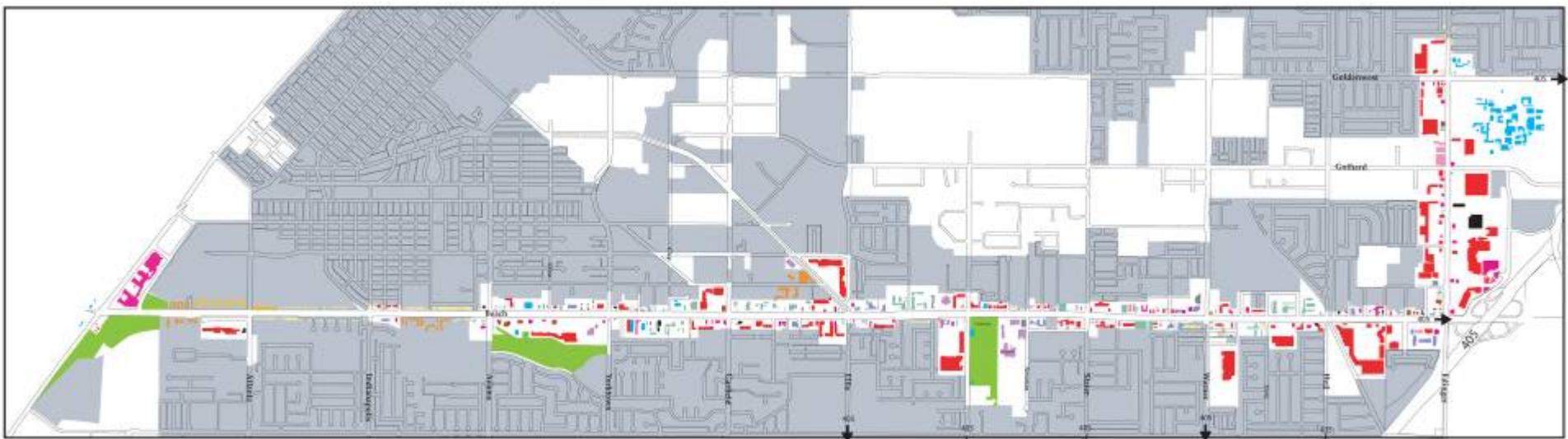
*City Council Study Session  
April 17<sup>th</sup> , 2008*

# Corridor Specific Plan Team

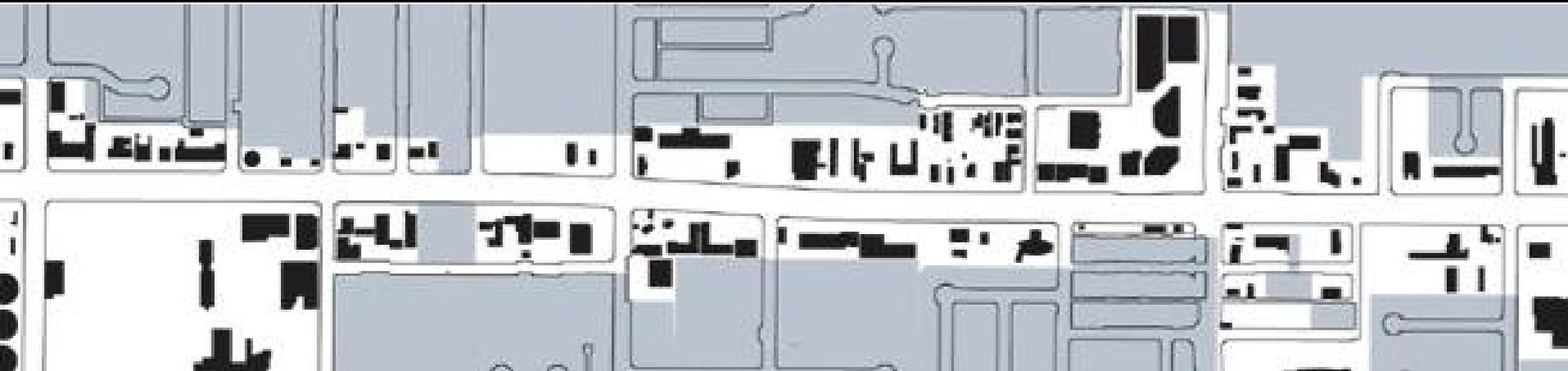
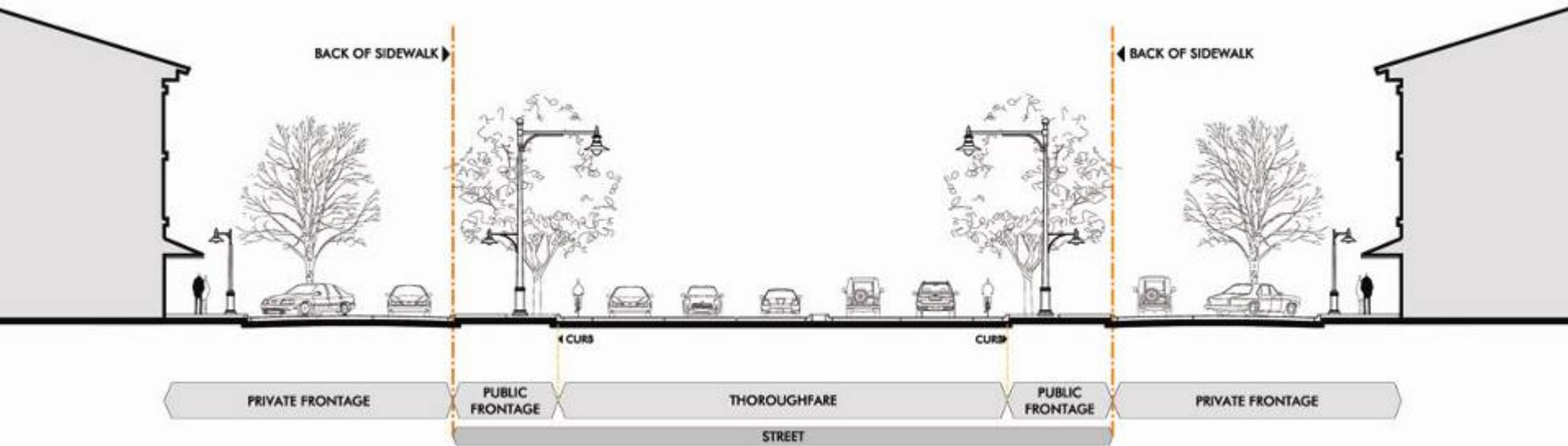
- City Staff Core Team
- Everything
- Freedman  
Tung &  
Bottomley
- Corridor Revitalization  
Land Use, Urban Design &  
Development Regulations
- Tierra West Advisors  
in partnership with  
Linda S. Congleton &  
Associates
- Market and  
Fiscal Analyses
- Austin-Foust  
Associates
- Circulation &  
Access

# Beach/Edinger Corridors

## Specific Plan Study Area



# Definition of Terms: "The Corridor"



# Specific Plan Purpose

To enhance the economic performance, functionality and beauty of the Beach and Edinger Corridors in accordance with the forces of the free market and the community's vision for its primary commercial corridors.

# Study Session Objectives

1. To present recommendations for the revitalization of the Beach Boulevard & Edinger Avenue Corridors.
2. To report on focus group and community workshop participant input on these issues.
3. To receive comment and informal direction *prior to the preparation of the Specific Plan.*

# The Specific Plan

## **1. Community Intent**

*The Envisioned Future Corridor  
Corridor Revitalization Strategy*

## **2. Development Regulations**

## **3. Planned City Actions**

# Plan Framework: Key Community Meetings

- Focus Groups
- Community Workshop 1: Existing Conditions and Community Aspirations
- Community Workshop 2: “Broad-Brush” Revitalization & Planning Concepts
- Community Workshop 3: Traffic
- Community Workshop 4: Making the Most of Current Opportunities: The Vision for the Edinger Corridor
- City Council/Planning Commission Study Session: Recommendations for the Edinger Corridor
- Community Workshop 5: Character & Identity
- Community Workshop 6: Beach Boulevard – Revitalization Strategy & Envisioned Future Corridor
- City Council/Planning Commission Study Session: Recommended Plan Framework

# PLAN FRAMEWORK: KEY COMMUNITY MEETINGS - NEXT

- Planning Commission Hearing(s) – Specific Plan Review.
- City Council Hearing(s) – Specific Plan Review and Adoption.

# Community Aspirations & Project Intent

Focus Groups

# Chamber of Commerce

- **Huntington Beach residents and visitors would like better local shopping opportunities**, especially apparel and quality grocery. Potential for major retailers limited because of proximity of Costa Mesa and Westminster malls
- Need for driveway consolidation on Beach
- **Beach Boulevard needs aesthetic upgrade** – not a proper entry to the City
- Many successful and stable businesses along both corridors

# Property Owners, Developers

- HB not a desirable office address. Residential “missing” in Edinger corridor. Interest in creating a mixed use place, with some single use projects.
- Beach is not a positive entry: need a “Wow” factor, and “eye appeal” now it looks like “junky flea market” Upgrades need to be aesthetic and economic
- Property owners want intensification of entitlements and streamlining of process. Change will take a long time, they want flexibility in terms of use. Stand alone residential is probably what would develop most quickly

# Property Owners, Developers

- Concern that traffic issue will “shut it down,” i.e. limit increases in intensity. “Have to make traffic flow.”  
Interest in transit potential within and to City
- North HB businesses losing customers because of mall – especially delis, etc.
- On Beach, there is “huge demand” for office, especially medical. Small parcels big development challenge
- Parking “drives everything” Many over-parked properties, “sea of unused parking”
- Some properties ready for submittal now – Red Oak, DJM among them.

# CalTrans

- Caltrans owns Beach Boulevard
- Changes in the Edinger corridor have major impact on Caltrans facilities (405 and interchanges)
- All changes to Beach will require Caltrans' full agreement and participation
- Caltrans will comment on changes along Edinger; City will be required to analyze traffic in conformance w/Caltrans procedures.

# Community Aspirations & Project Intent

Community Workshops

# Community Workshop 1 - Comments

- Beach Boulevard is our gateway to the City and to the Pacific Ocean.
  - Accessibility transportation
  - Pleasant drive
  - Surf city identity
- Nothing unique about Beach Blvd.
- Keep “flavor” of Beach Blvd.
- Terrible eyesore
- Limited depth on Beach Blvd. parcels
- There has been a history of citizen meetings regarding Beach Blvd.

# Community Workshop 1 - Comments

- Beach is not a good “walkable” street
- Beach Blvd – sea of concrete
- Setbacks and other devices to deal with wide highway
- More landscape setbacks on Beach Blvd.
- Need innovation to keep flow of traffic

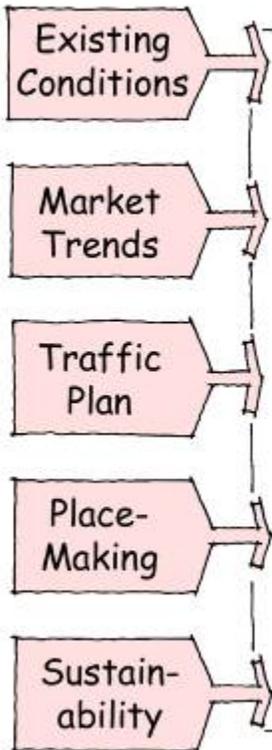
# Community Workshop 1 - Comments

- New Horizontal mixed-use development would be a good idea
- Convert commercial property to residential property
- Boeing will need housing in corridor
  - Healthy, affordable mix of housing
- Need for increased residential density
  - Modes of increased density
- Affordability attracts a young and vibrant population
- Mixed-use reduces traffic
- Plaza Almeria is a good example of vertical mixed-use
- Need a variety of housing options

# Factors Conditions What is Possible

## Starting Point: Plan Inputs

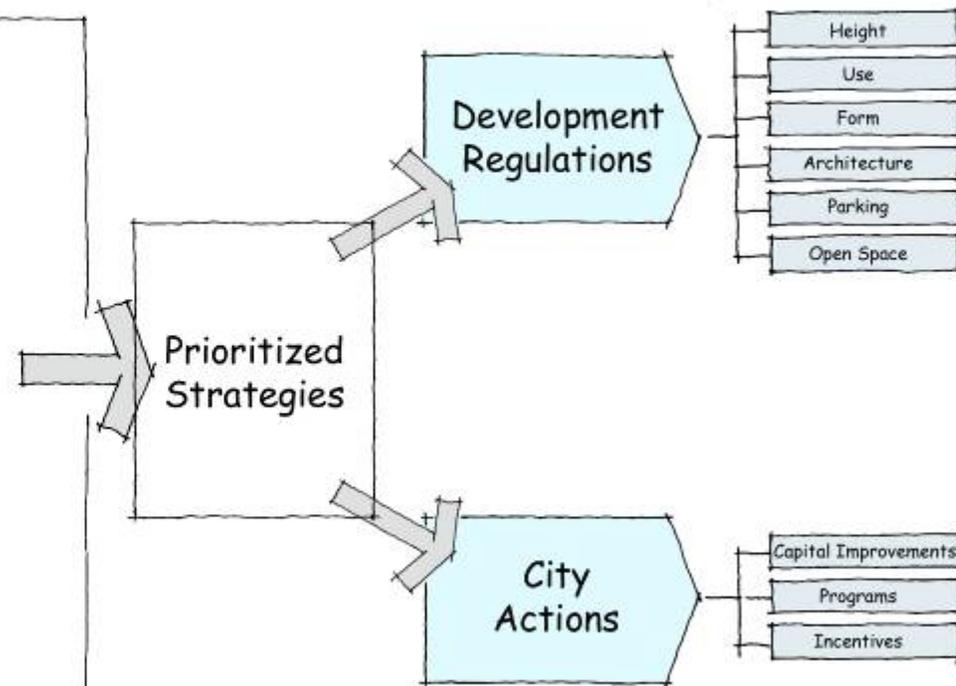
### CONDITIONING FACTORS



### COMMUNITY INTENT



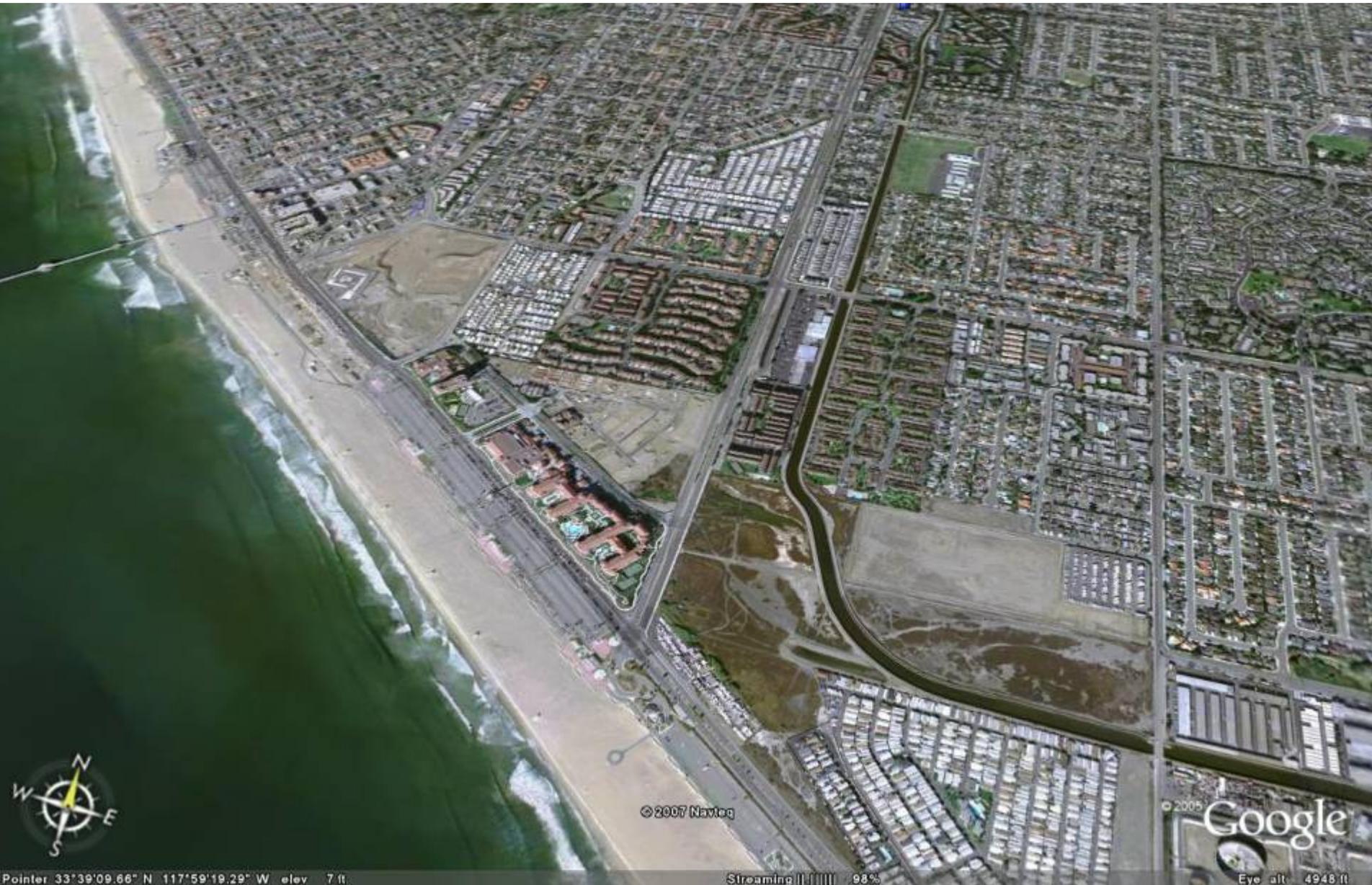
### TOOLS



# PCH to Adams



# PCH to Adams



# Everything Else

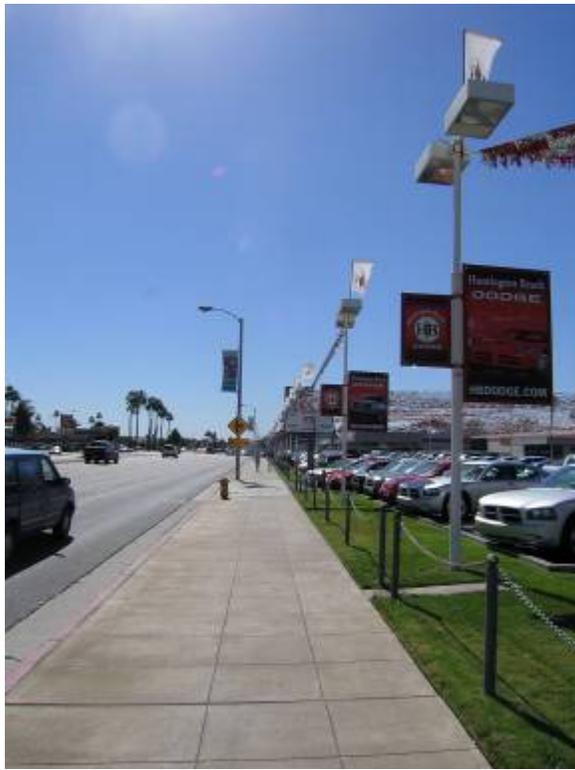


Small Scale,  
Older  
Commercial  
Development



# New Commercial Development in Anchored Centers





## Intermittent Auto Sales & Services



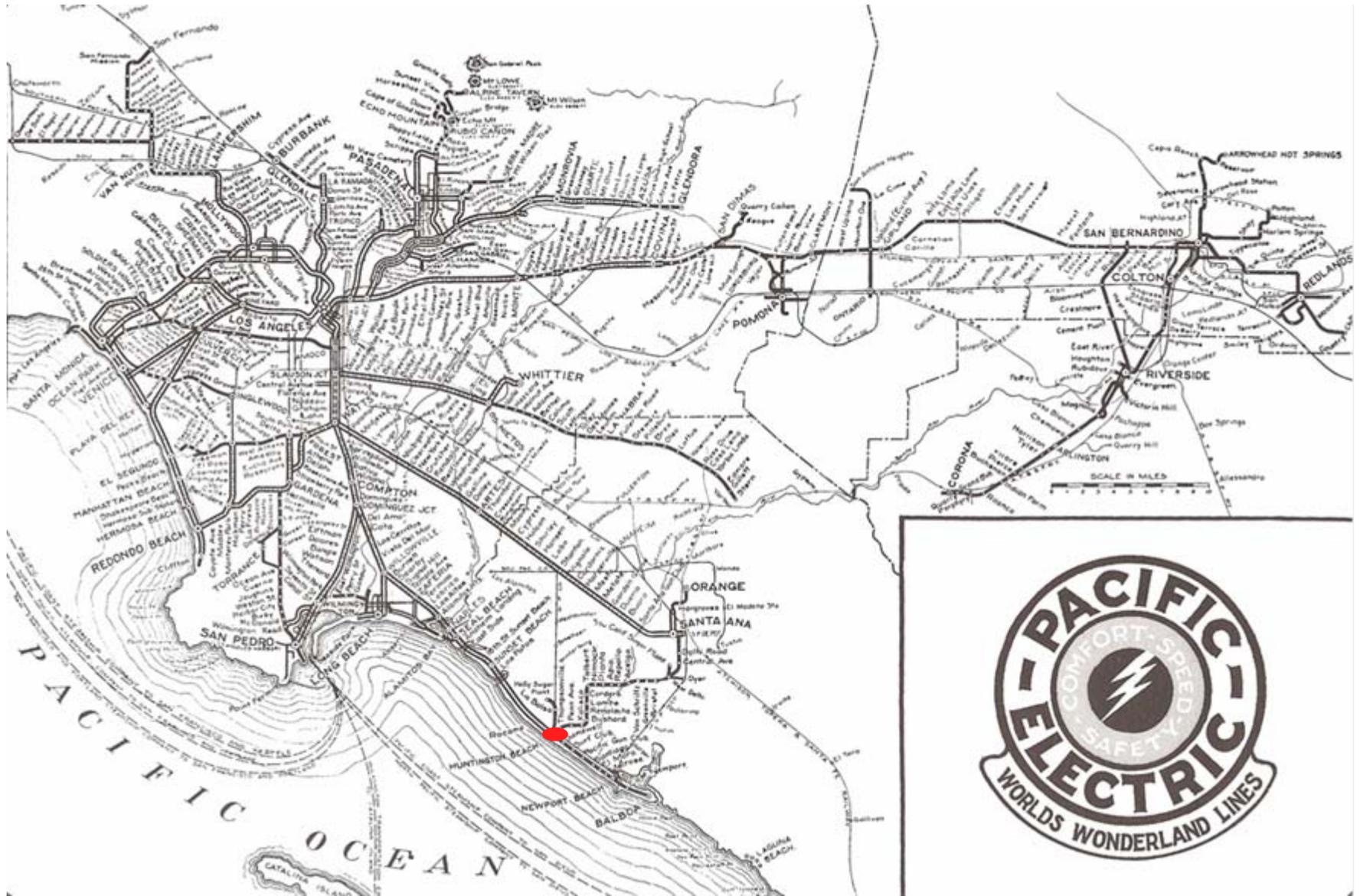
# Development Type: Commercial Strip



# Market Trends

Clues regarding the optimum future for the corridors can be found by examining the **driving forces** that resulted in the development of the commercial strip, and that are now forcing its transformation.

1904 – The streetcar or “red car” runs along the coast and arrives in Huntington Beach from LA.



Looking north on Main Street - HUNTINGTON BEACH, CALIFORNIA.

GW 1176

*Golden West*  
L. S. & Co. Inc.



*Greetings From Huntington Beach*



# Beach Blvd. 1930's



Aerial of Downtown &  
Beach Blvd. – 1938



1932 - Looking North on Beach Blvd. at  
Talbert. Beach Blvd. is designated as a  
state highway in 1939.



# The Advent of Suburbia





Indianapolis Ave.

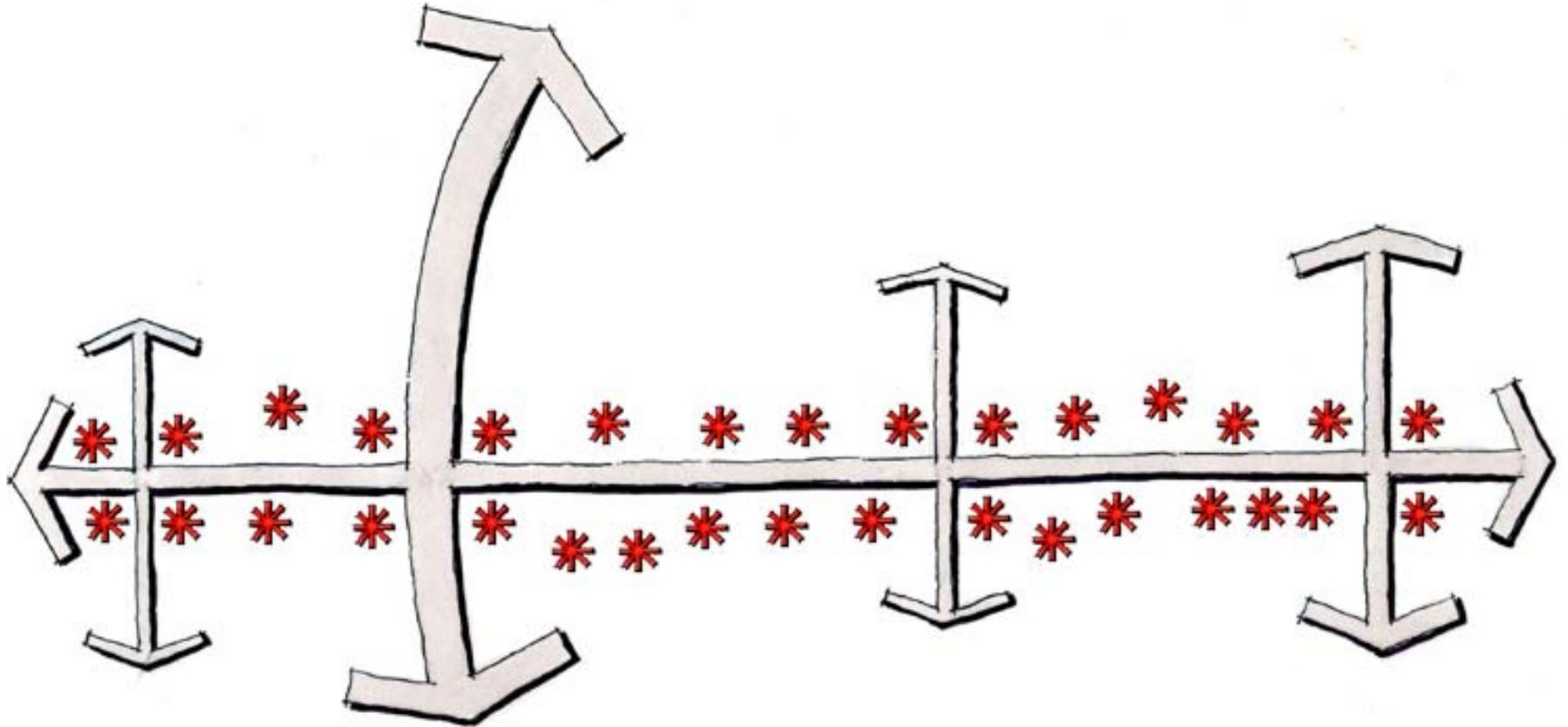
Beach Blvd.



Five Points Shopping Center

Aerial of Beach Blvd. – 1959

# "The Strip"



A linear pattern of commercial development along suburban arterial roadways



\* Free-standing \* Exclusively Auto-oriented \* Surface Parked \*

Small Scale,  
Older  
Commercial  
Development



1963



1963

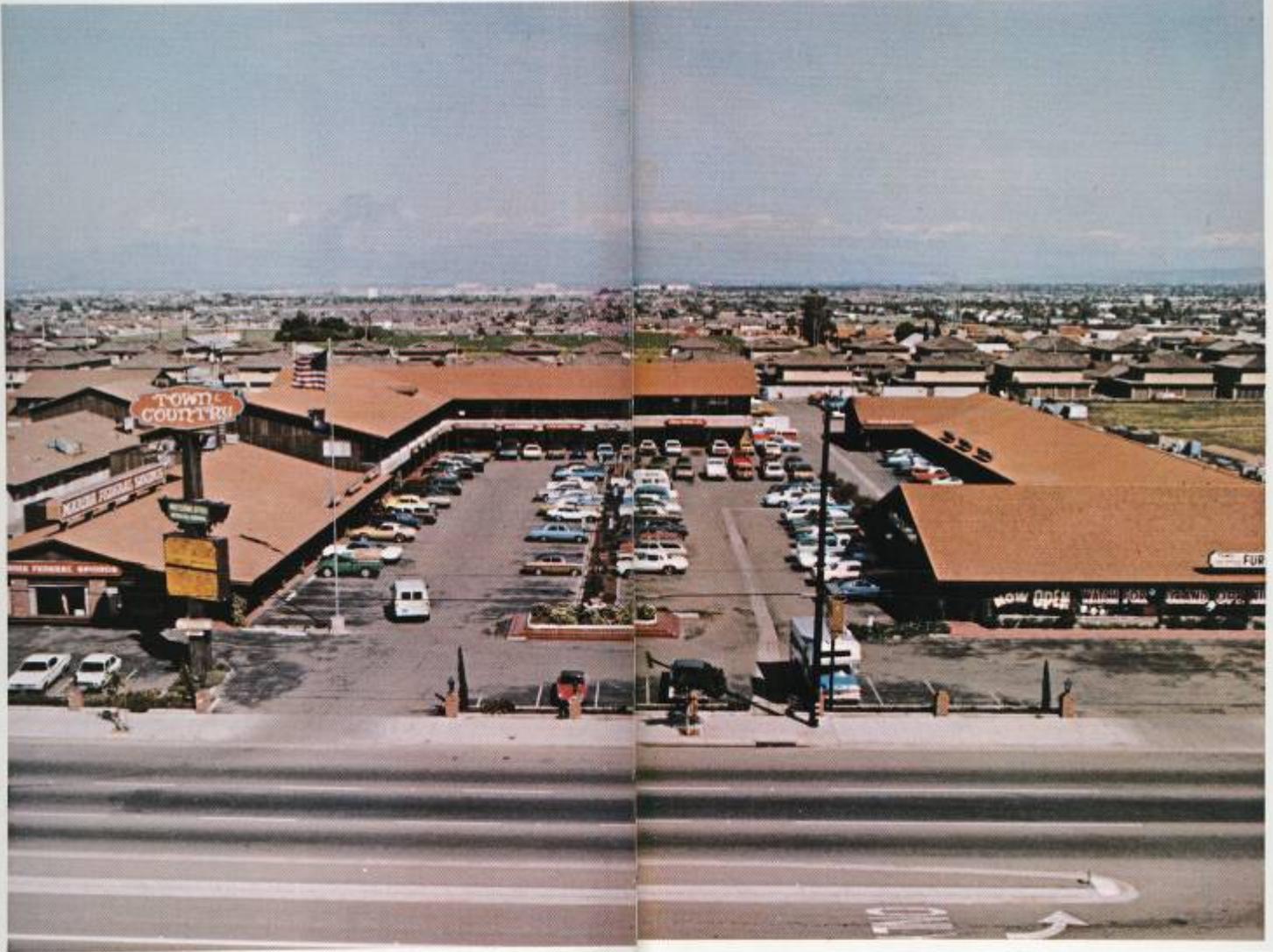
McDonnell-Douglas  
locates in Huntington  
Beach

employing 8,000  
people by 1968

# 1964



1974



TOWN & COUNTRY SHOPPING CENTER

18582 Beach Blvd., Huntington Beach, California

# 80s/90s: Enlarged Retail Formats Replacing Strip Retail



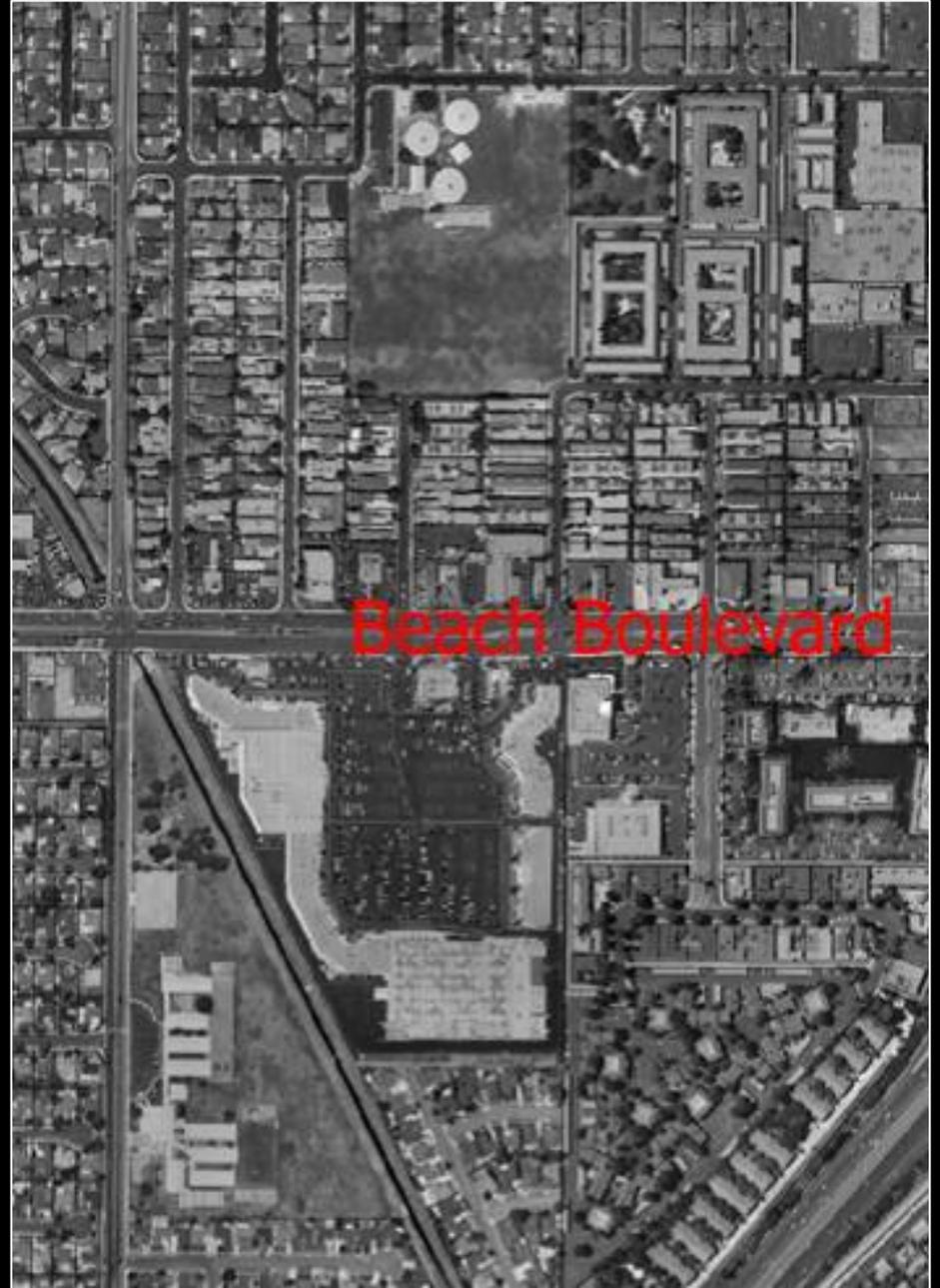
# New Commercial Development in Anchored Centers



1980



Now



Beach Boulevard

1980



Now





## Retail Centers

City of Huntington Beach - Beach Boulevard & Edinger Avenue Revitalization Strategy and Specific Plan



These crossroads-located centers have been draining economic vitality from retail properties located everywhere else.

(and there is not much physical value in place)

# Disinvestment



# Disinvestment



# Decreasing Reinvestment; Decreasing Rents



Commercial Corridors  
have entered a period of  
accelerating transition

## *Forces of Change:*

Shopping center investment has been concentrating in increasingly large clusters at major intersections and freeway off-ramps.

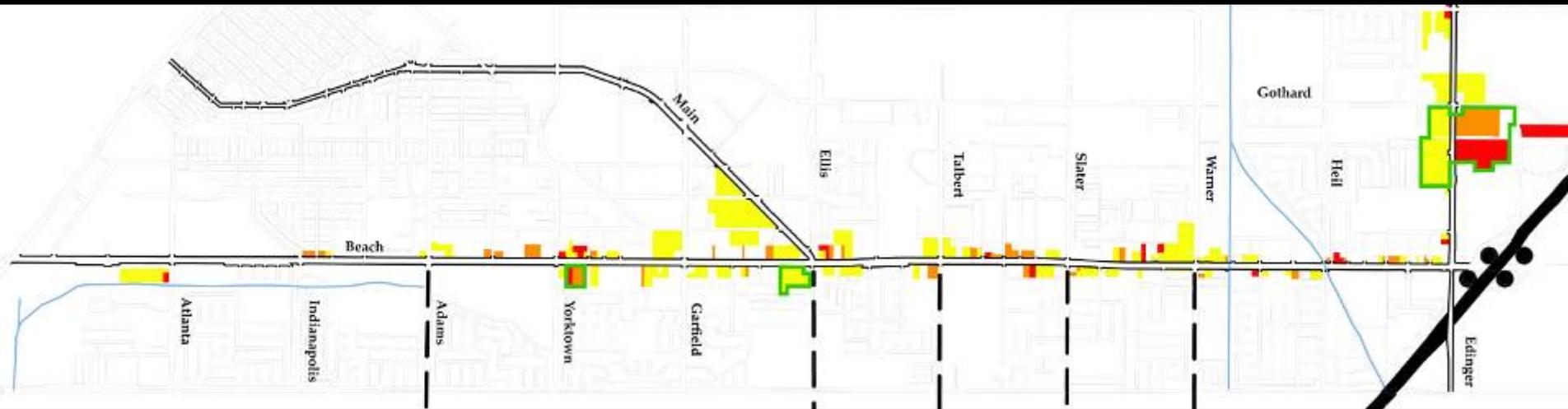
# *Forces of Change:*

The financial conditions underpinning strip development have evaporated, beginning with incentives to construct low cost buildings with short economic lives.



To succeed with corridor revitalization, and to benefit city finances our strategy must respond to **the changing requirements of retail development.**

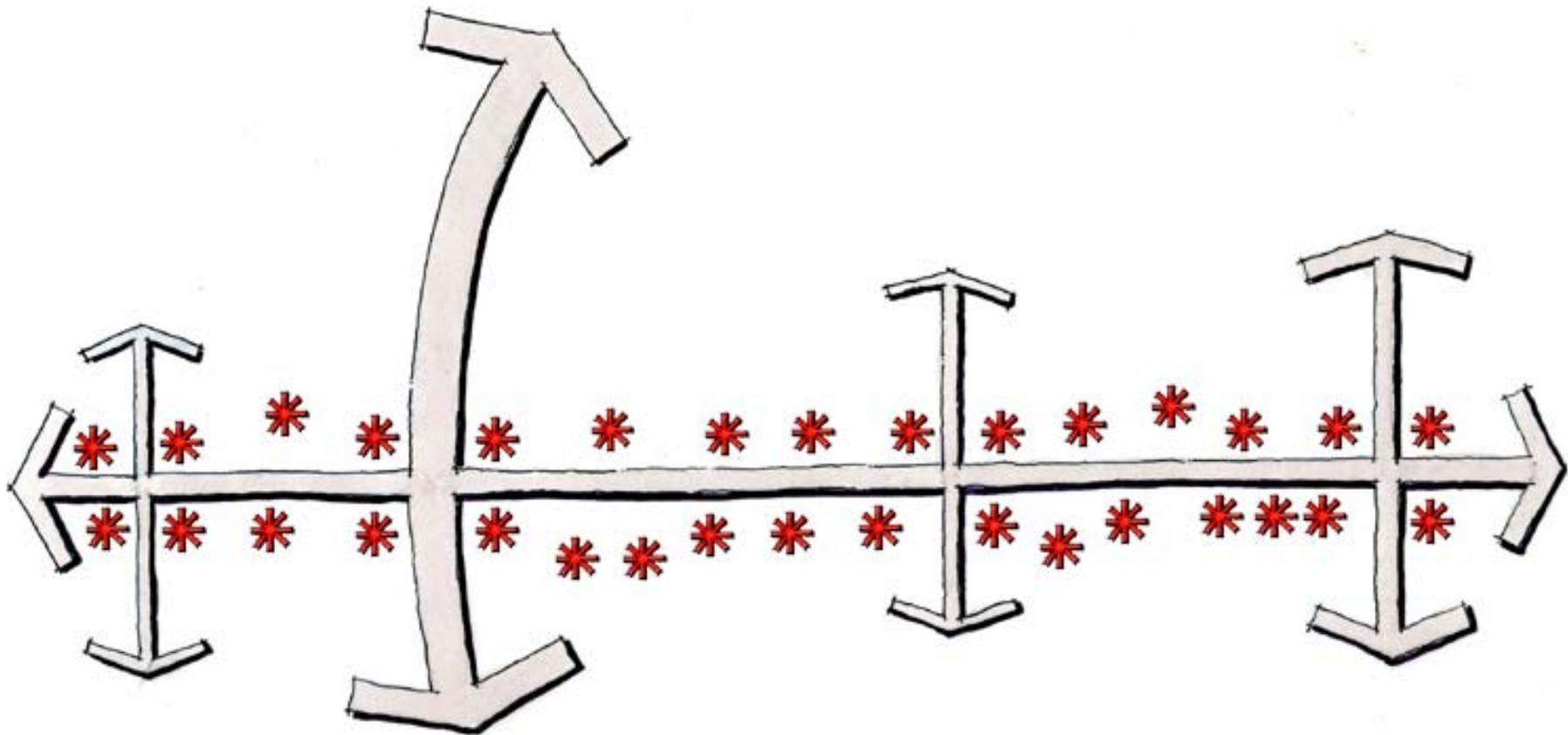
To re-align the Corridor with the contemporary marketplace, the community must plan the transition. . . .



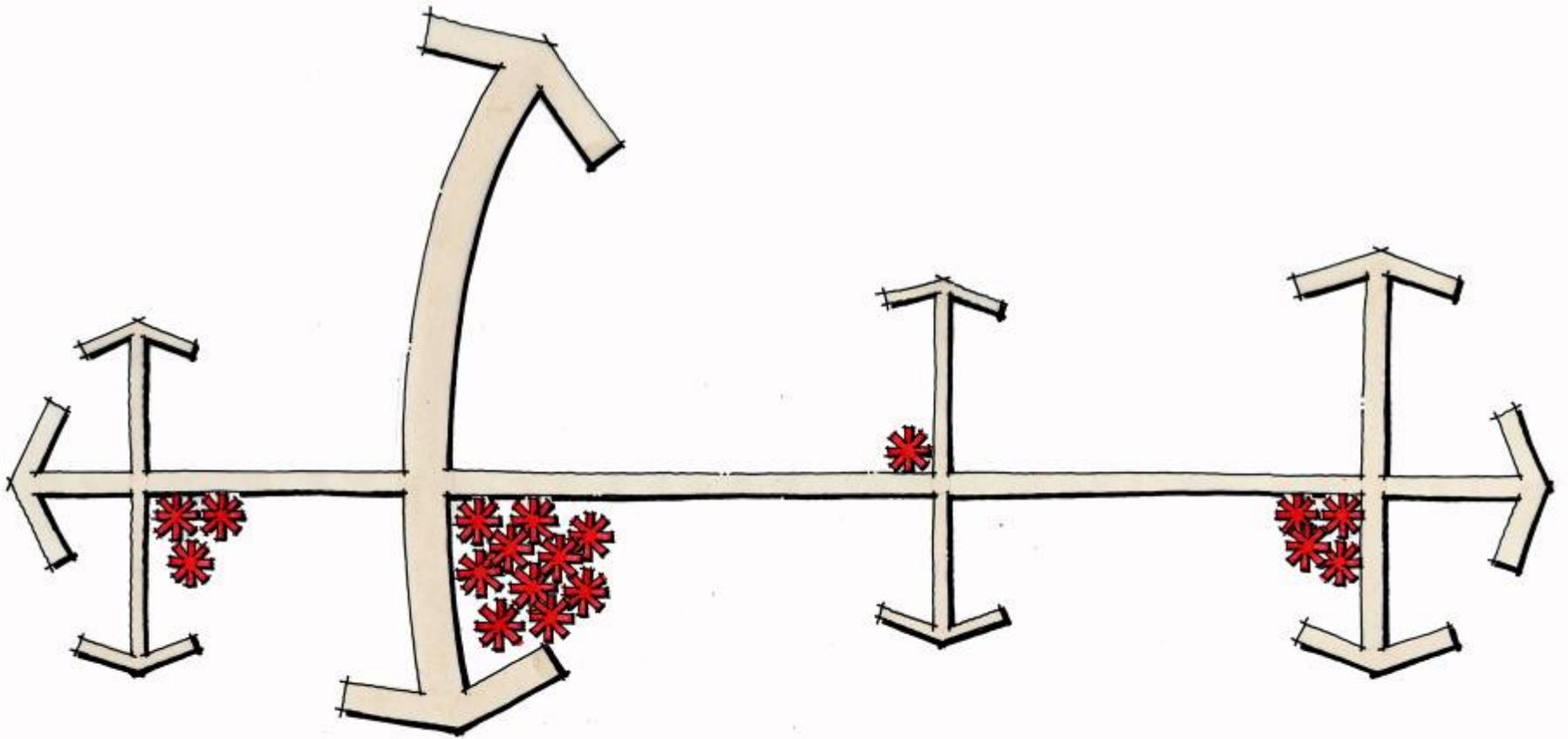
5.7 miles; 547 properties

1. Accommodate the market's preference for retail concentrations at major crossroads

# Falling out of Favor: Linear Strip format



# Contemporary Formats: Anchored Clusters at Primary Crossroads



2. Plan the corridor retail as part of a supportable city & regional hierarchy of centers.

# Neighborhood Center

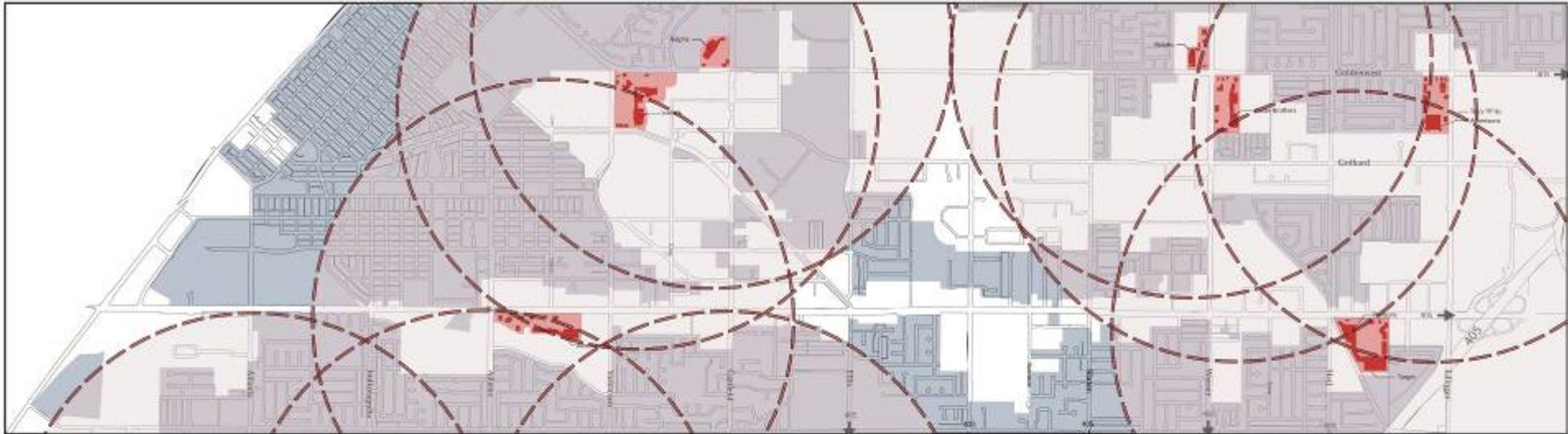


Neighborhood service retail & services featuring *contiguous* small scale shopfronts.

10,000 - 25,000 s.f. for unanchored center.

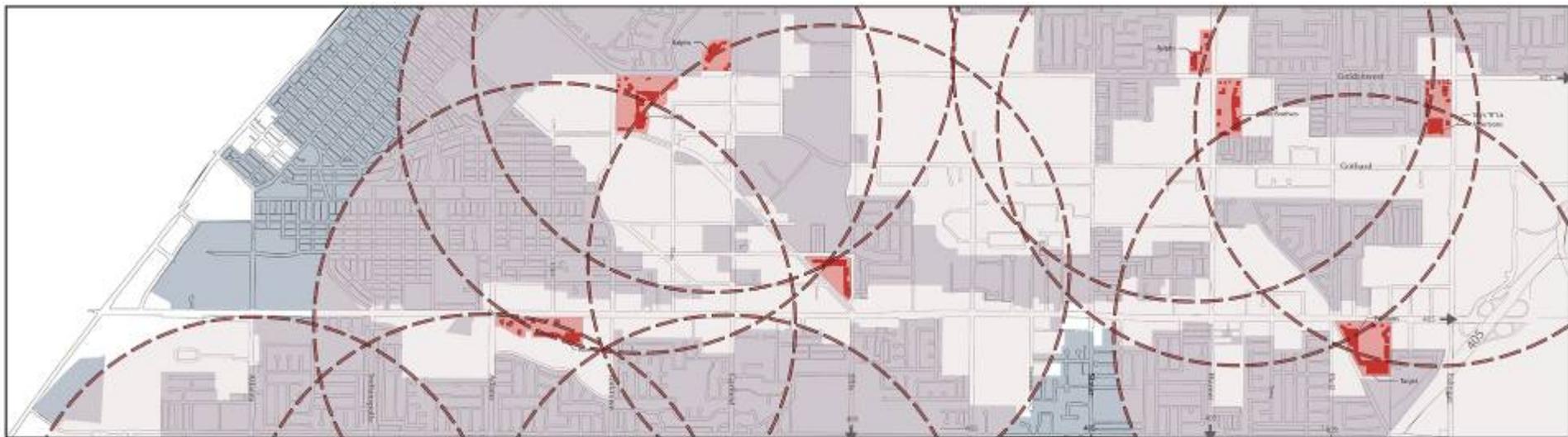
Anchored center:  
Supermarket up to 65,000 s.f.; total 60 – 90K s.f.

1 to 2 mile trade area:  
5,000 – 8,000 households needed.



## Grocery Store Anchored Neighborhood Centers and Trade Area

City of Huntington Beach - Beach Boulevard & Edinger Avenue Revitalization Strategy and Specific Plan



## Grocery Store Anchored Neighborhood Centers and Trade Area

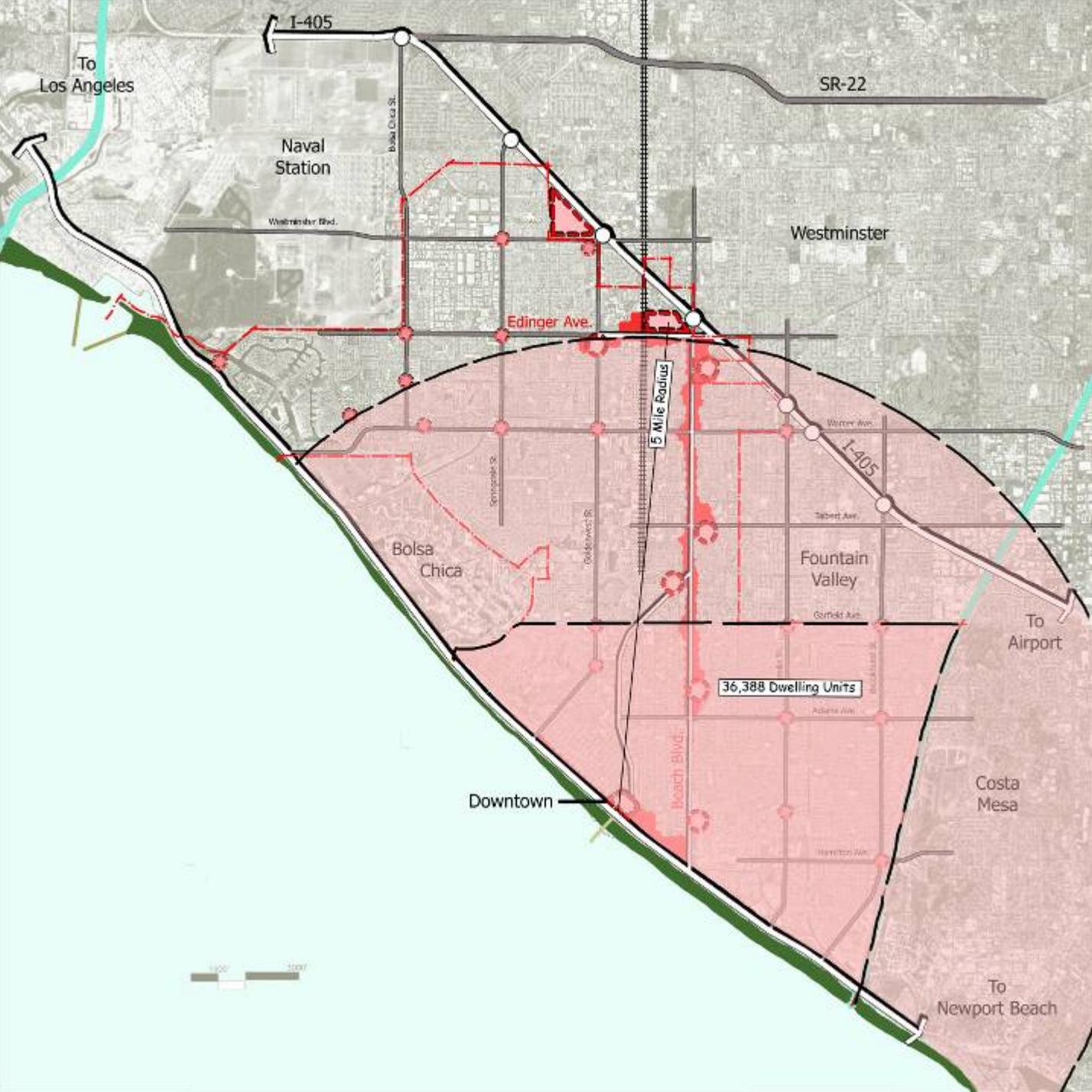
City of Huntington Beach - Beach Boulevard & Edinger Avenue Revitalization Strategy and Specific Plan

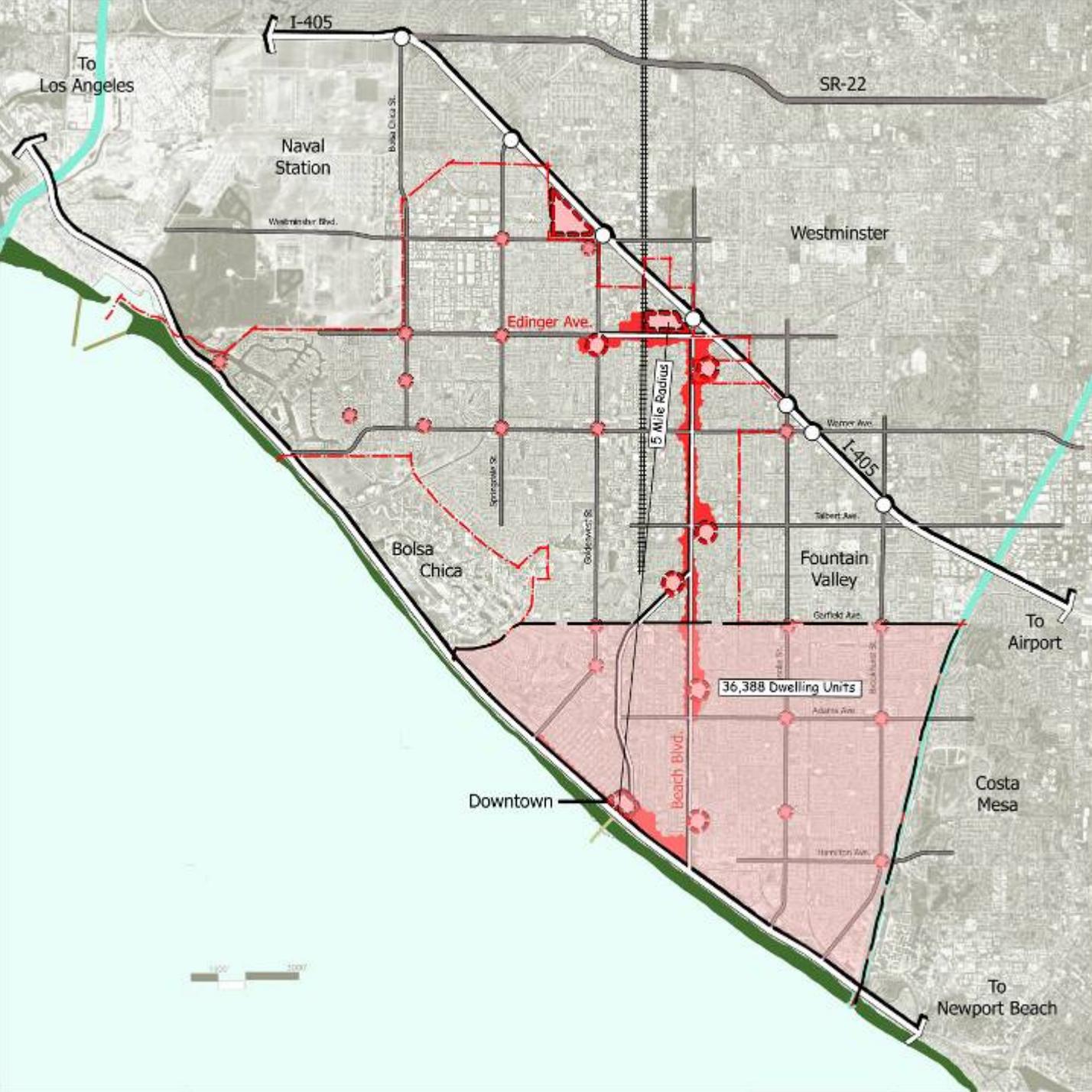


# City Center (Downtown) Retail

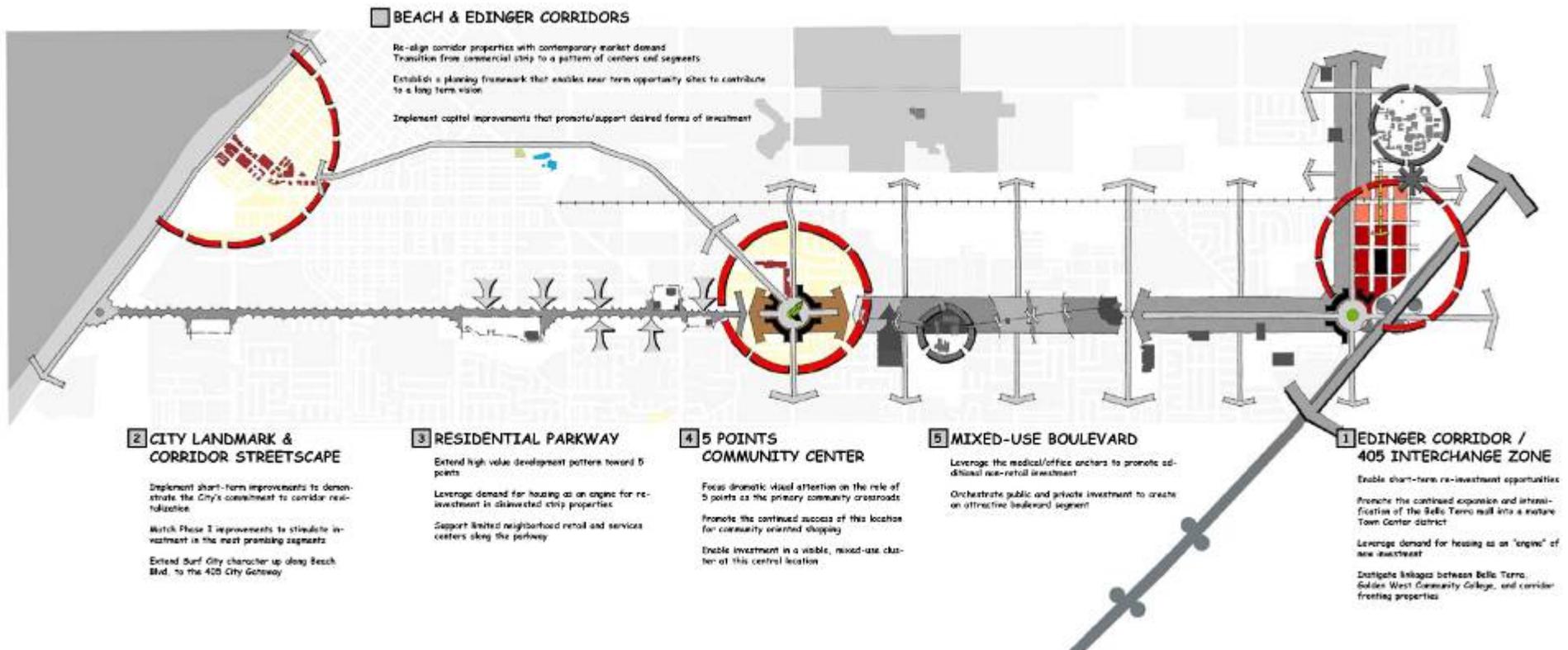
- **Anchors** e.g. discount department store, supermarket.
- **Retail shops** e.g. apparel, crafts, books, home improvement, office supply, pet supply, sporting goods, specialty food, specialty goods.
- **Eating and Drinking** Establishments.
- **Entertainment** and Recreation uses and anchors
- Banks; **Personal & Business Services**
- **Arts and Culture; Civic Buildings**, esp city hall, library, courthouse, post office.
- **Central Location within the City**
- **5 – 7 mile trade area; requires 30,000 – 50,000 households.**
- **Mixed Use:** Upper levels & adjacent blocks must include housing, office, lodging.







# Pattern of City Centers

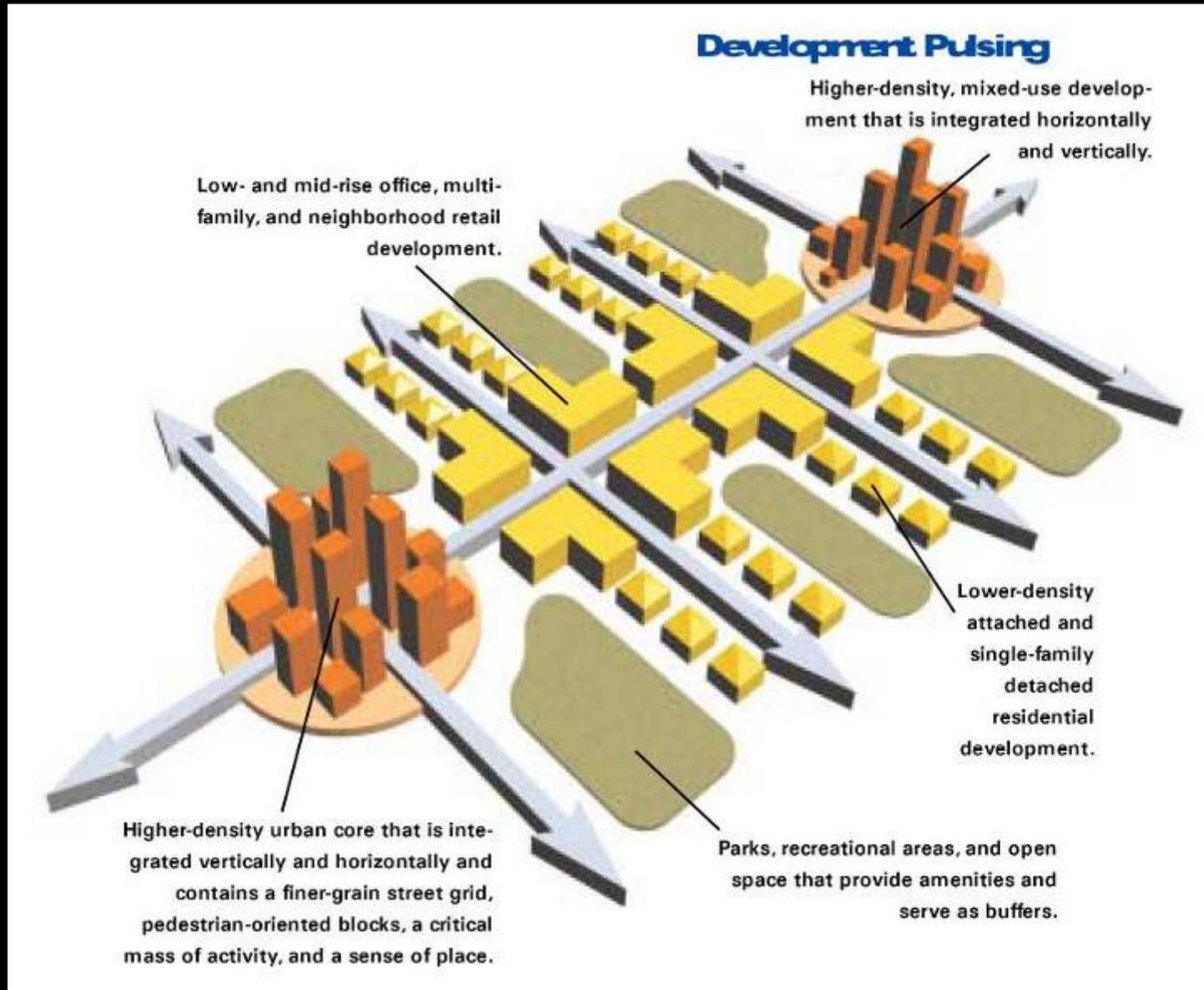


1. The pattern of retail will be transformed from linear to nodal
2. Plenty of land is left in between the centers that is unappealing for retail investment
3. The pattern of retail clusters sets up the primary framework for the restructuring plan

3. To realign corridors with the forces of market demand – as well as to address long term mobility & sustainability:

Plan Real Centers

Real Centers are concentrations of activity, synergy, and mix



Source – ULI: the current consumer & investor preference AND more sustainable

# Real Centers are **Walkable**



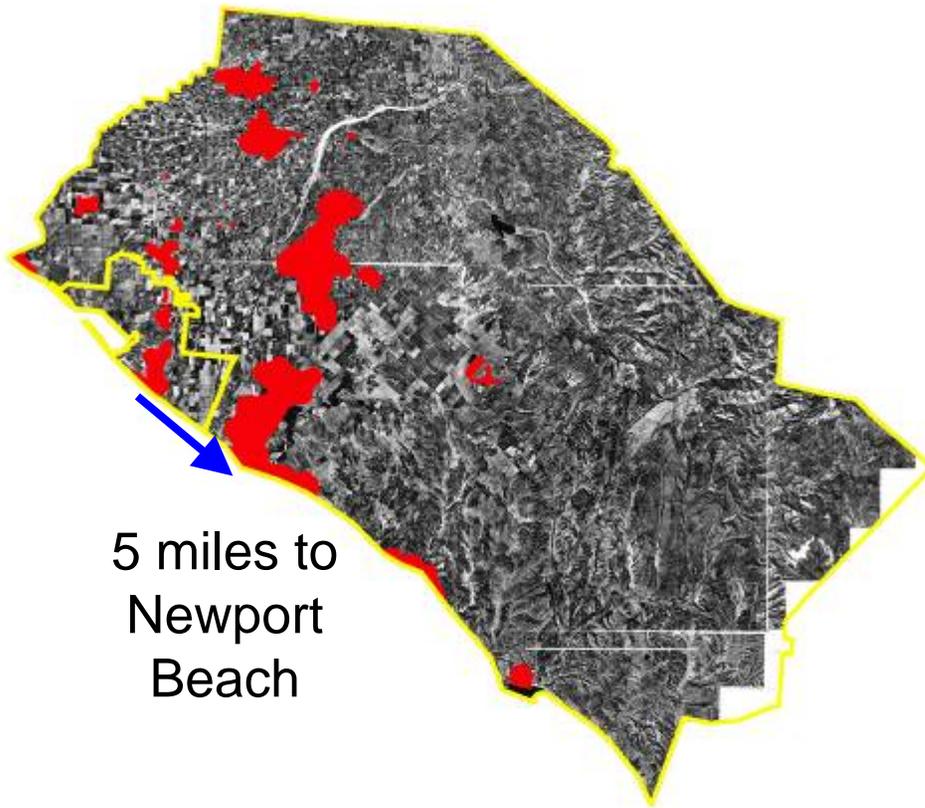
Real Centers are nodes  
of **accessibility**



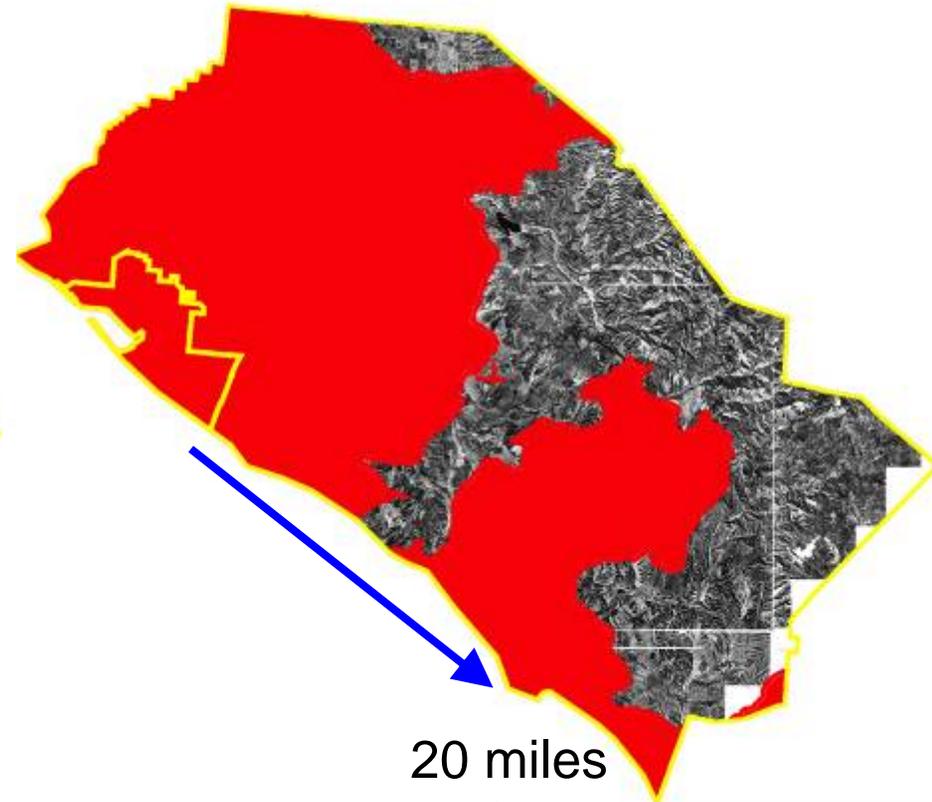


In 1950 People  
Traveled Around  
10 miles per day

Today People  
Travel Over  
40 miles per day

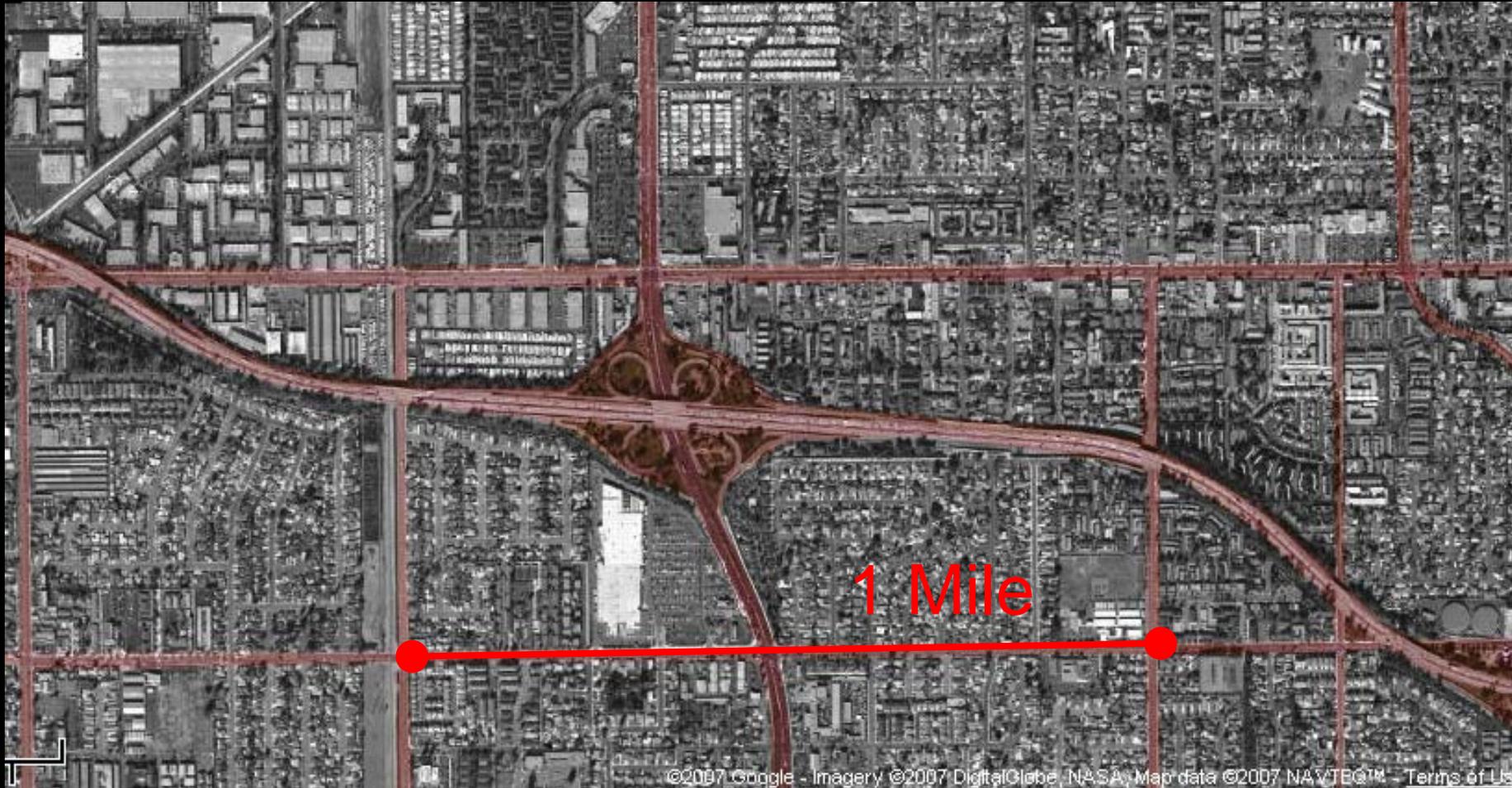


5 miles to  
Newport  
Beach



20 miles  
to Dana  
Point

*The cause:* a **sprawling development pattern** served by a conventional transportation network of highways and arterials.



Design of environment discourages walking, bicycling, transit stop waiting.



Uniform low-density development  
does not warrant the development  
of transit facilities



This existing pattern of development is **no longer sustainable** in terms of energy, water and other resource consumption.

Growth over the next 30 years is projected to roughly equal the past 30 years.

Population change 1970-2000	
LA	2,492,270
San Diego	1,460,030
Orange	1,423,310
Riverside	1,098,950
San Bernadino	1,034,650

Population change 2000-2030	
Riverside	1,524,530
LA	1,469,470
San Diego	1,345,740
San Bernadino	1,152,200
Orange	1,134,370

Source:  
Woods &  
Poole -  
Nationwide  
County Rank

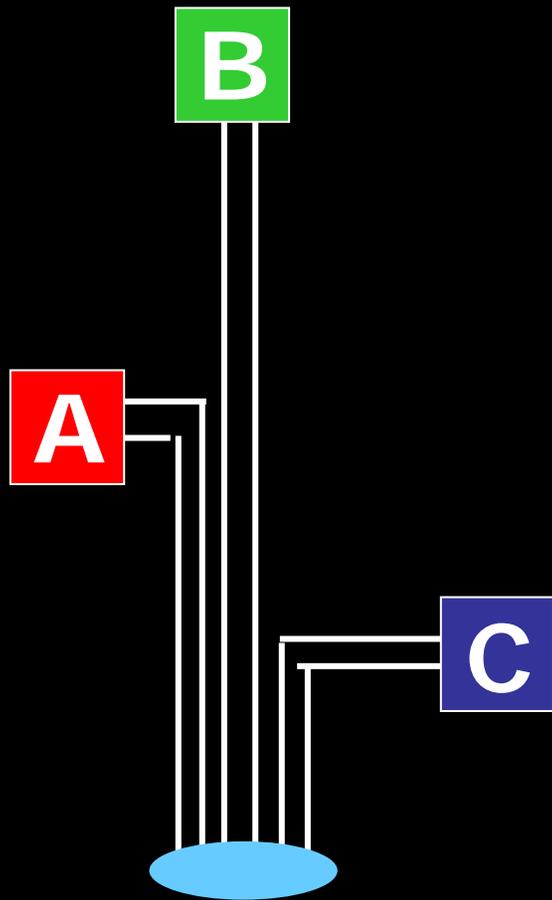
How Can We Plan for Continued  
Investment & Revitalization that  
does not degrade the Quality of  
Life in our City?

# Principles for Growing Smarter

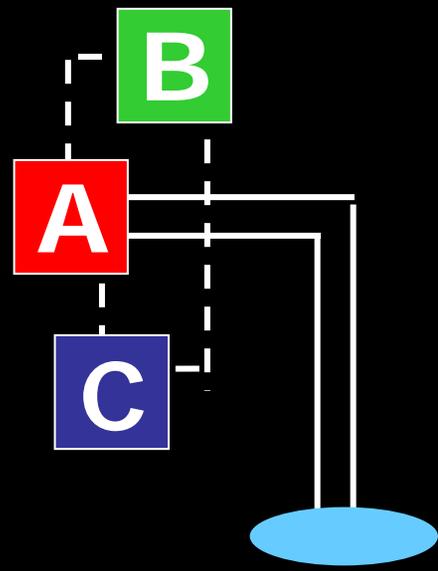
Single Use Everywhere vs.  
Some Mixed-Use Centers

# BENEFITS OF MIXED-USE:

- \* REDUCED TRIPS &
- \* FEWER MILES TRAVELED



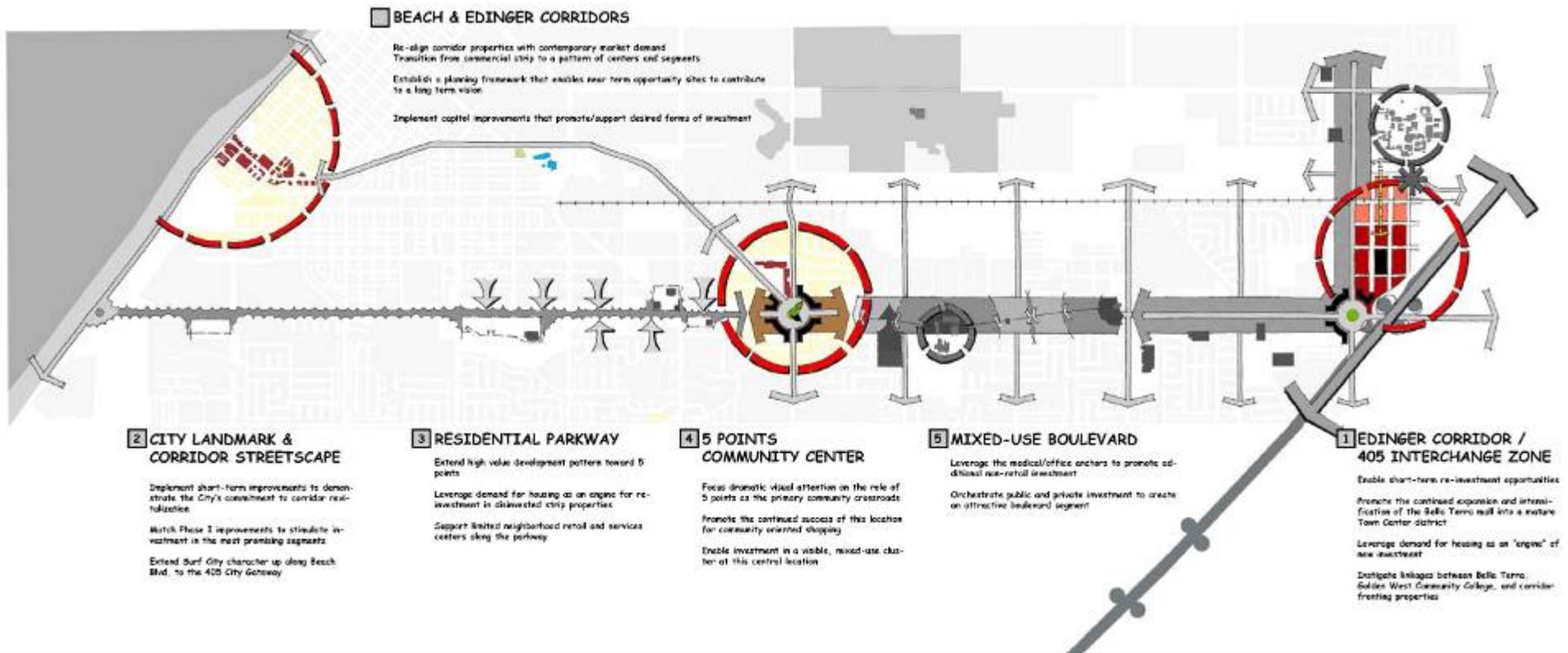
3 Destinations  
6 ITE Trips



3 Destinations  
2 ITE Trips

Disappearing Trips

# Pattern of City Centers

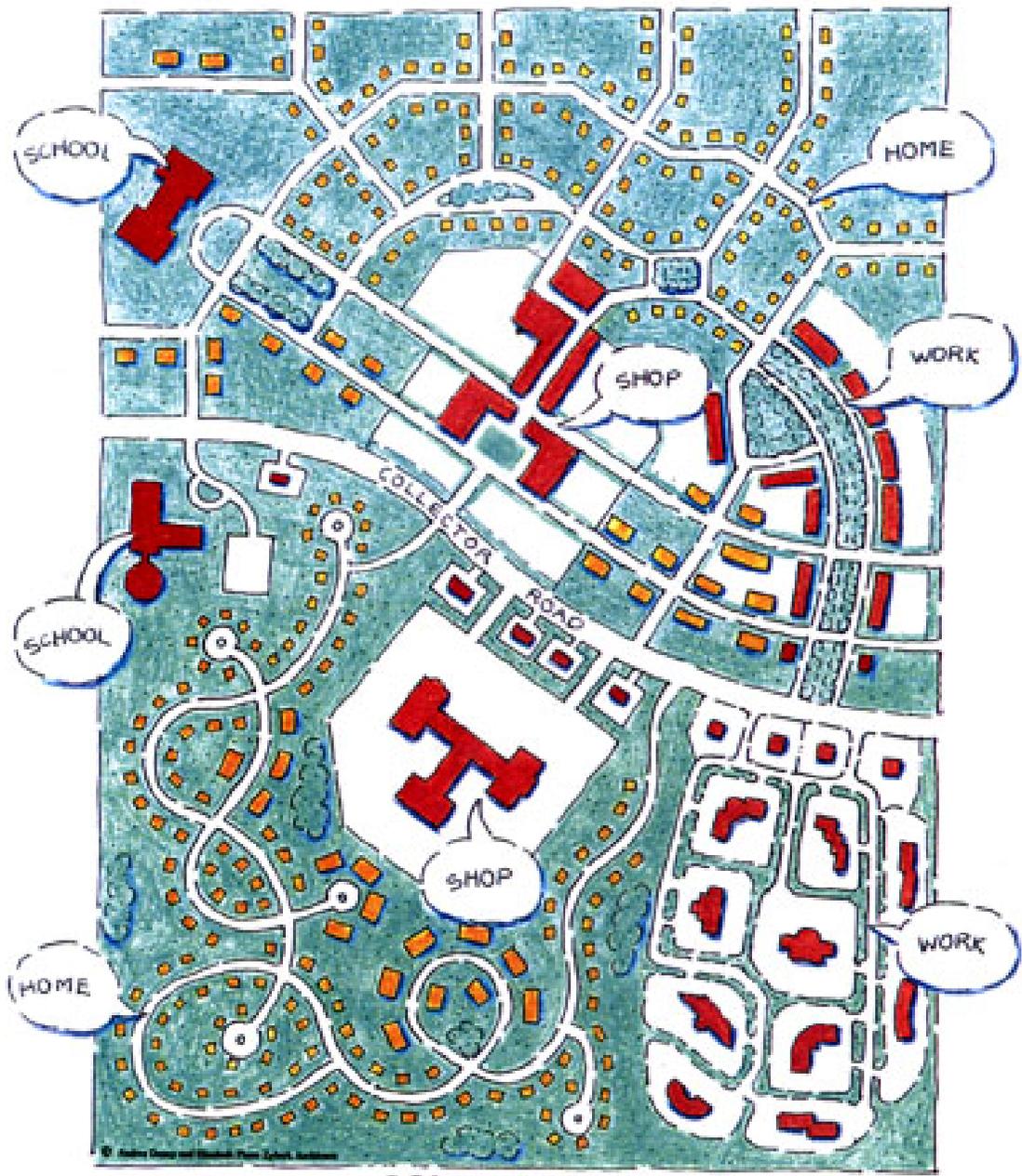


1. The pattern of retail will be transformed from linear to nodal
2. Plenty of land is left in between the centers that is unappealing for retail investment
3. The pattern of retail clusters sets up the primary framework for the restructuring plan

# Principles for Growing Smarter

Superblock vs. Fine-Grained  
Street Network

TRADITIONAL NEIGHBORHOOD

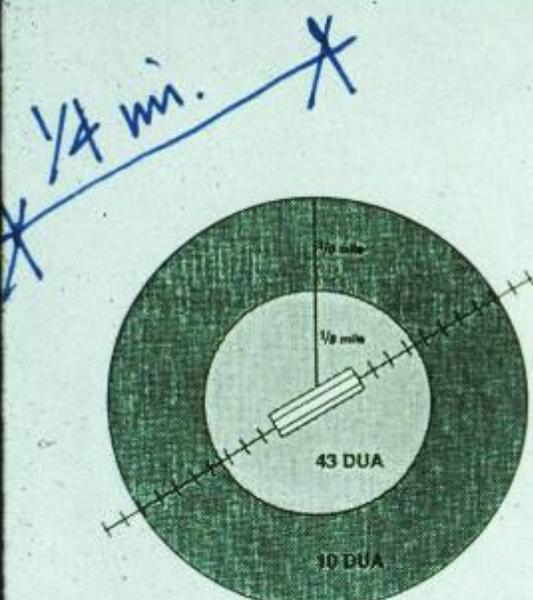


SUBURBAN SPRAWL

© Robin Dunbar and Elizabeth Patten School Architecture

# Principles for Growing Smarter

Uniform Low Density vs. City Centers with Greater Density



**Housing Density Needed to Support a Fixed Transportation System**

North Carolina DOT Study

But how about that old villain, "lifestyle"? Some people argue that Americans simply love their cars and won't do without them. As the story goes, people like the privacy and the sense of independence that comes with locking the door, turning the key and playing the radio.

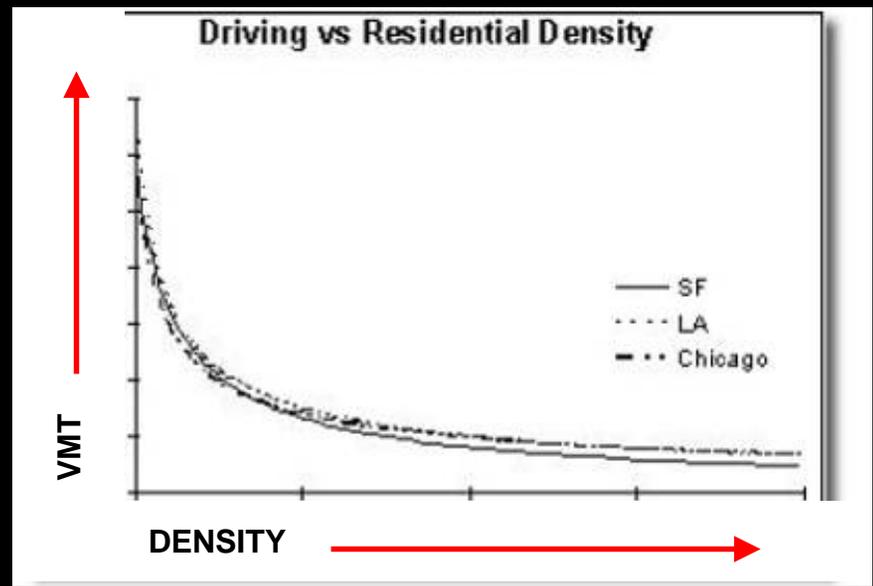
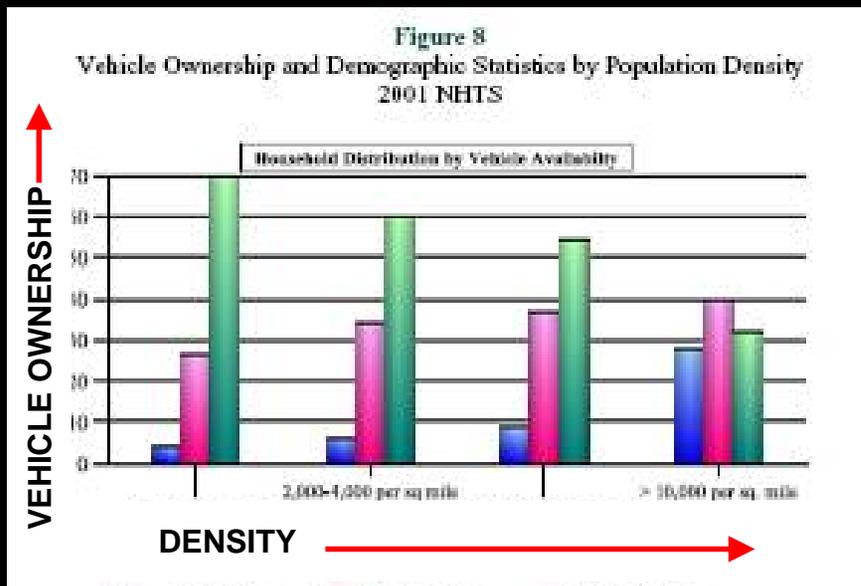
But in the final analysis, isn't this really a matter of economics? Among those who have a choice, most people now prefer private automobiles to the alternatives. But if public transit was faster and more convenient and if the daily cost of driving was clearly more expensive than the alternatives, how many people would stick to their cars as a matter of lifestyle choice?

Public transit cannot be faster and cheaper without ridership support. And people will only support public transit if it is conveniently located. Boris Pushkarev and Jeffrey Zupan discuss this problem in their 1977 book, *Public Transportation and Land Use Policy*. As communities become more compact, the demand for public transit increases. Where there are more people, cars become both less convenient and more costly. According to Pushkarev and Zupan, to support transit, the general rule is there must be at least seven units of housing per acre and the downtown area must contain at least 10 million square feet of office space. For very frequent bus service, a community needs at least 8 units per acre. A study published in 1990 for the North Carolina Department of Transportation, found that to support a fixed guideway system, a community should have 43 units of housing per acre within one-eighth mile of a station and 10 units per acre in the next one-eighth mile.

e.g. big city

\*

# BENEFITS OF HIGHER DENSITY: SUPPORTS TRANSIT



# Principles for Growing Smarter

Patterns that Discourage Walking, Bicycling vs. City Patterns that Encourage Walking, Bicycling, Transit-riding

# **BENEFITS OF BIKING/PEDESTRIAN INFRASTRUCTURE:**

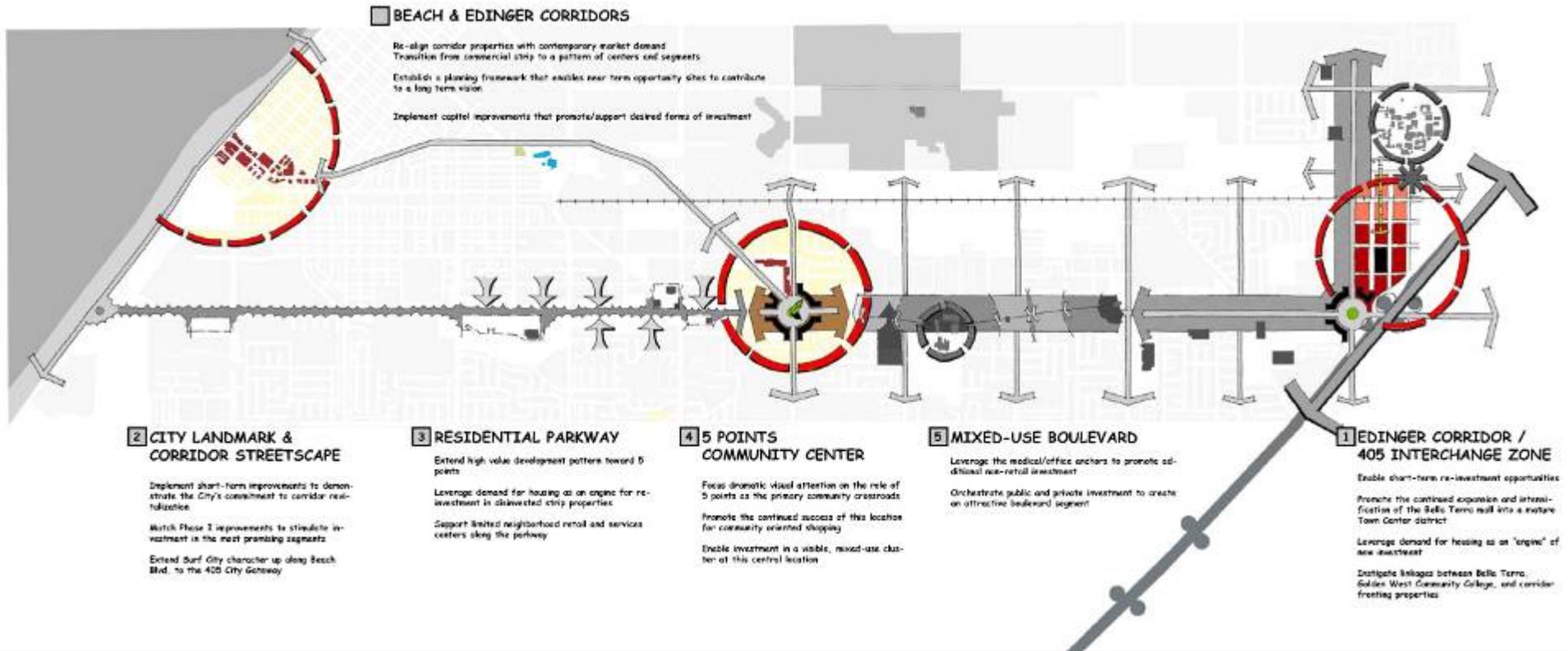
**LESS VEHICLE MILES TRAVELED**

**HEALTHIER PEOPLE**

**MORE ATTRACTIVE ENVIRONMENT**

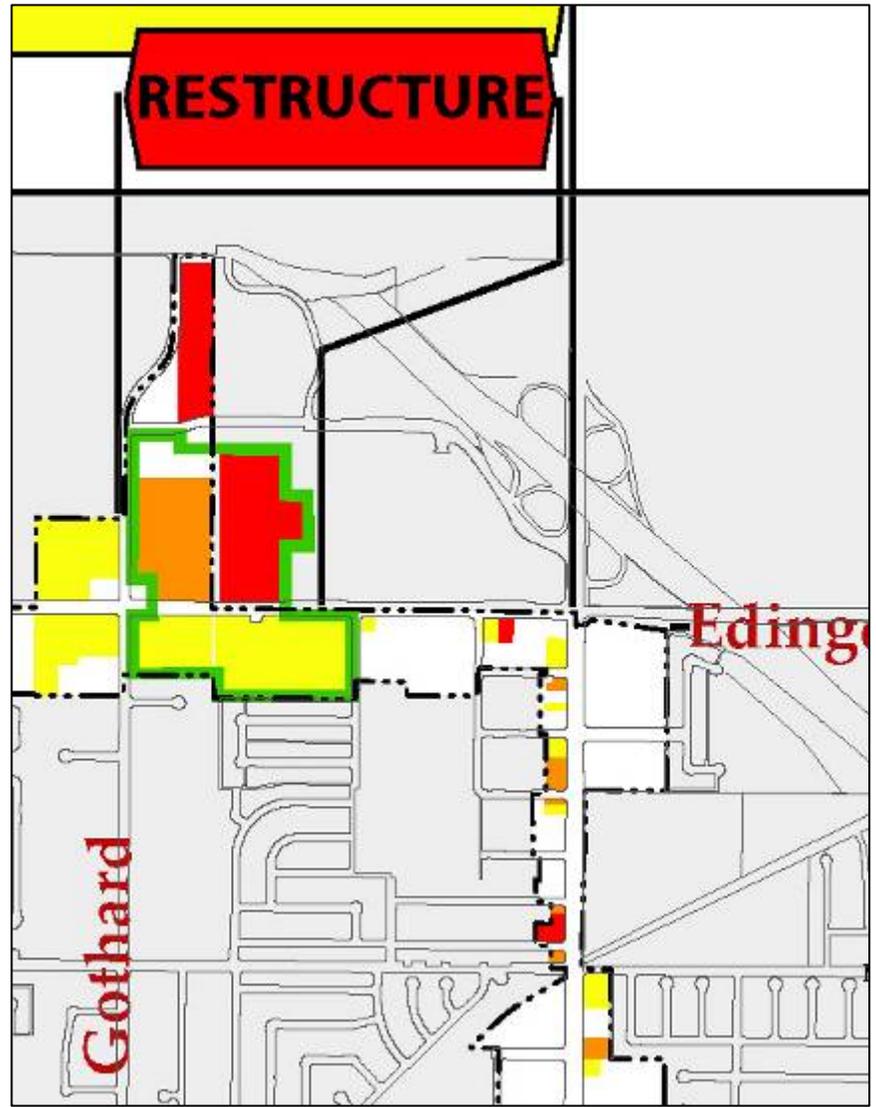


# Optimum Pattern of City Centers

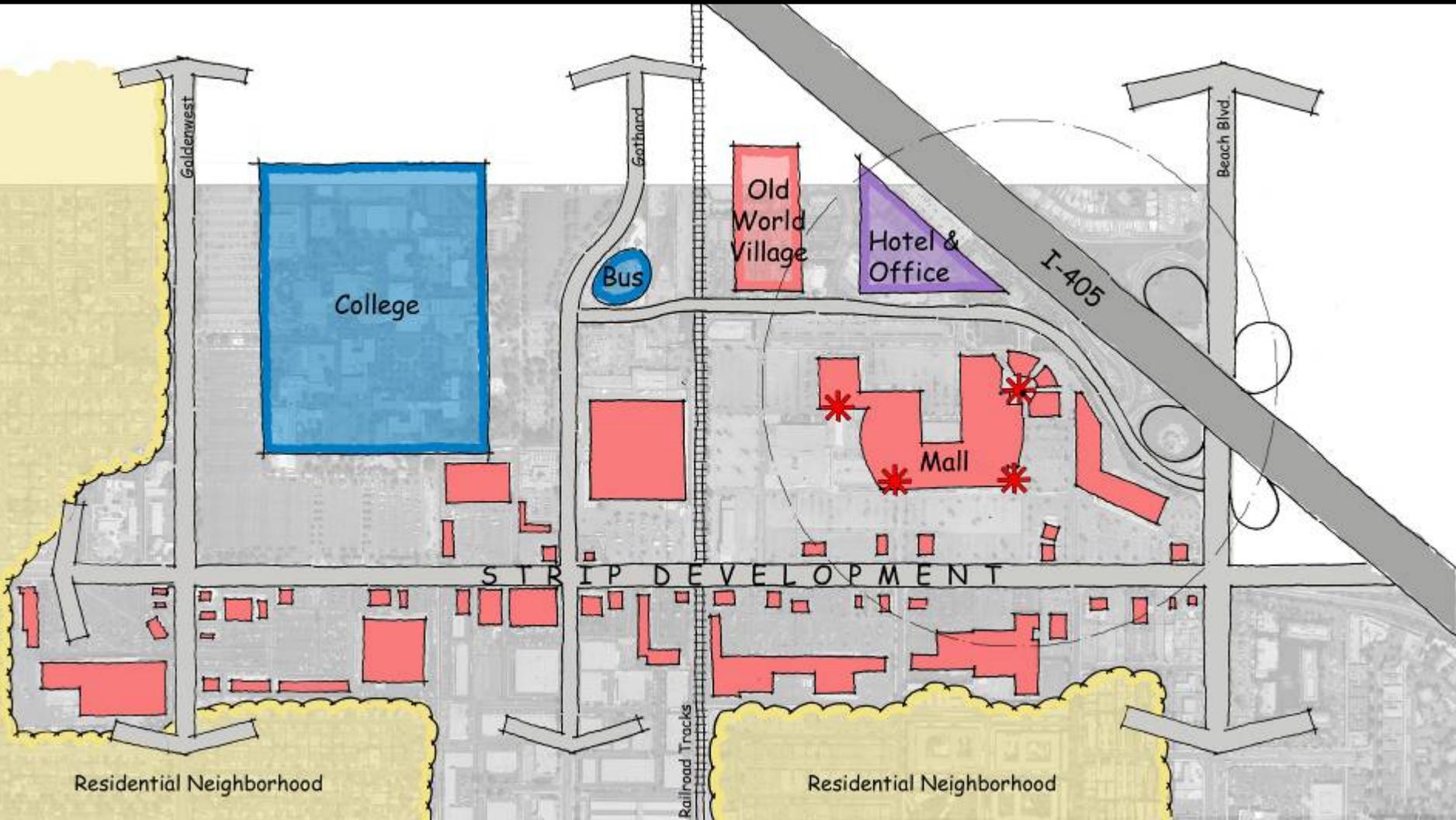


## Revitalization Framework

# Between Goldenwest College and Bella Terra Mall

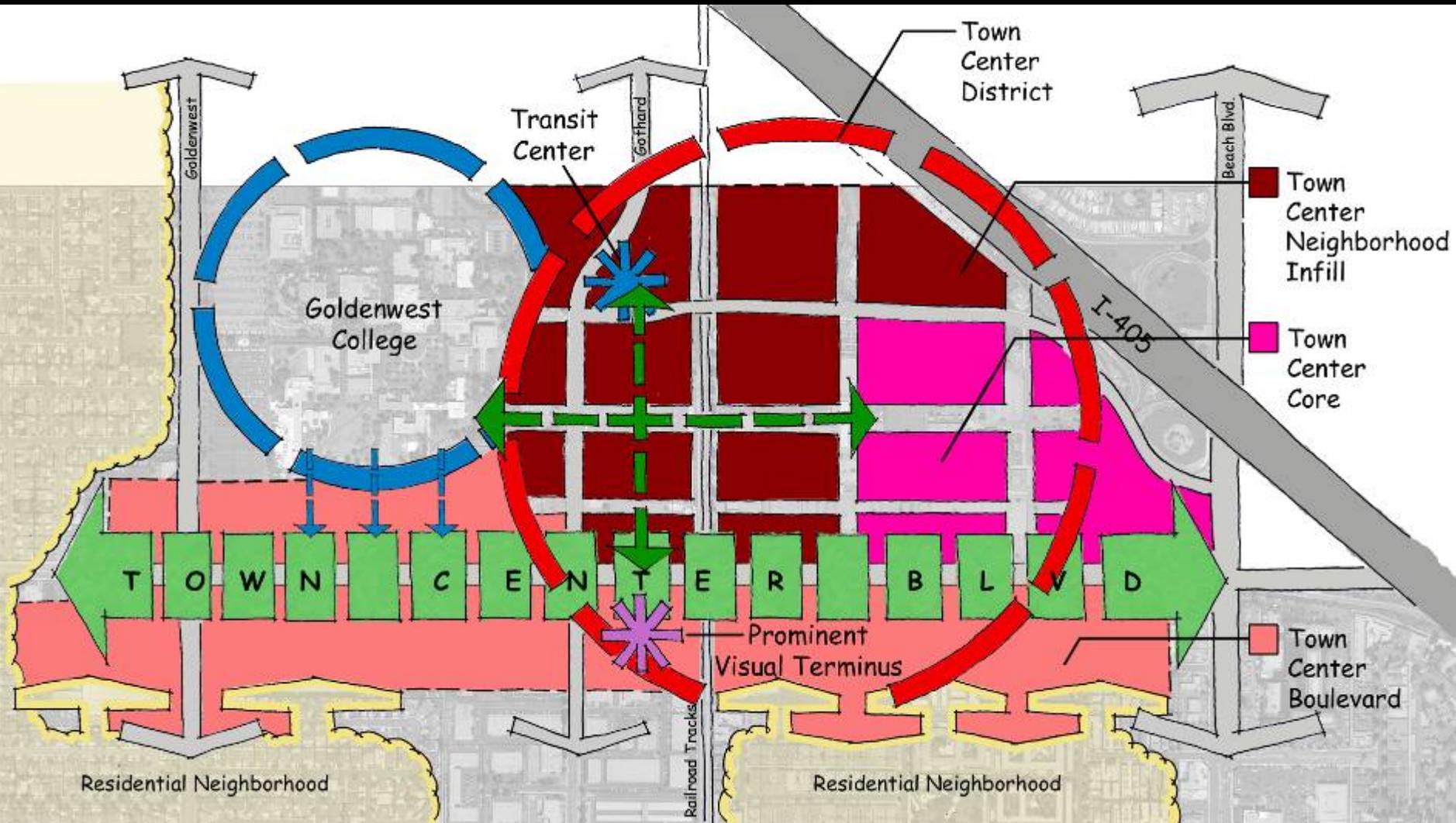


# The Existing Pattern of Development in the Edinger Corridor & Environs



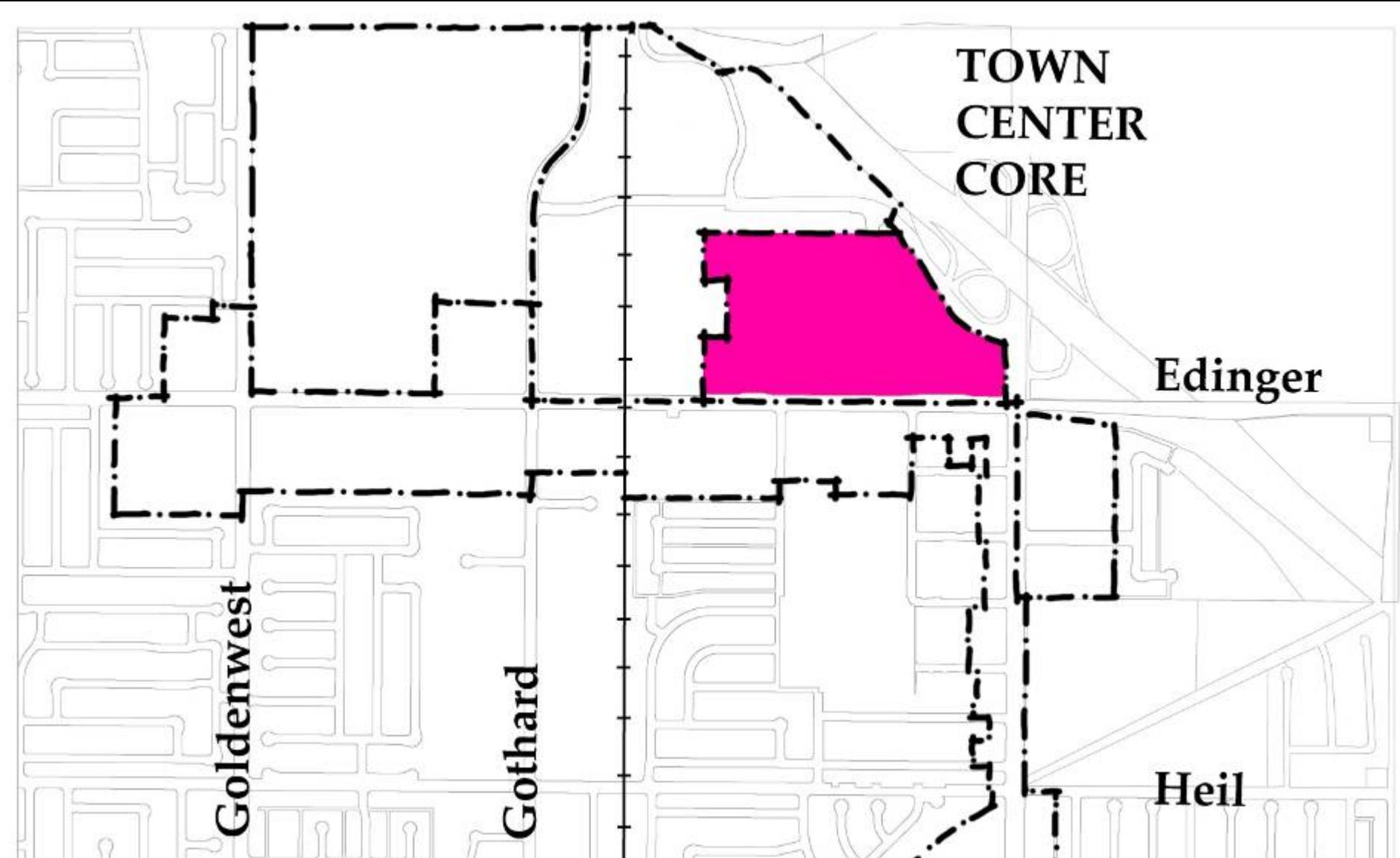
Isolated, low intensity, single use development in an auto-dominated environment

# Revitalization Framework



Connected, mixed use development in a pedestrian friendly environment, oriented to a city center

# Town Center Core



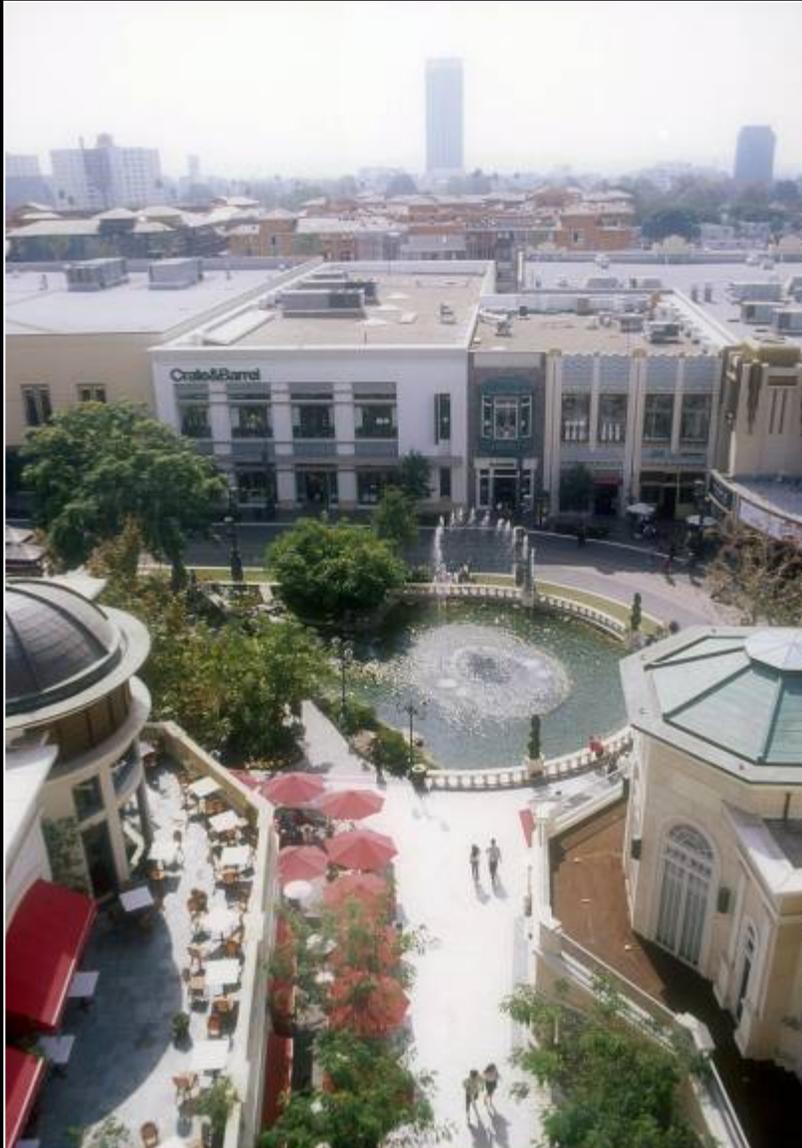
- RETAIL AND/OR
- THEATER
- RESTAURANT/CAFE
- RETAIL SPECIALTY
- SERVICE
- VACANT

NOTE:  
 SQUARE FOOTAGE LISTED IN THIS COLOR KEY REPRESENTS ONLY  
 THE GROSS SQUARE FOOTAGE OF THE BUILDING FOOTPRINT. IT DOES NOT  
 INCLUDE THE SQUARE FOOTAGE OF THE ROOF OR THE SQUARE FOOTAGE  
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 "BUILDING FOOTPRINT" TABLE.





# Current Preference for Anchored Urban Formats (“Lifestyle Centers” - “City Centers”)

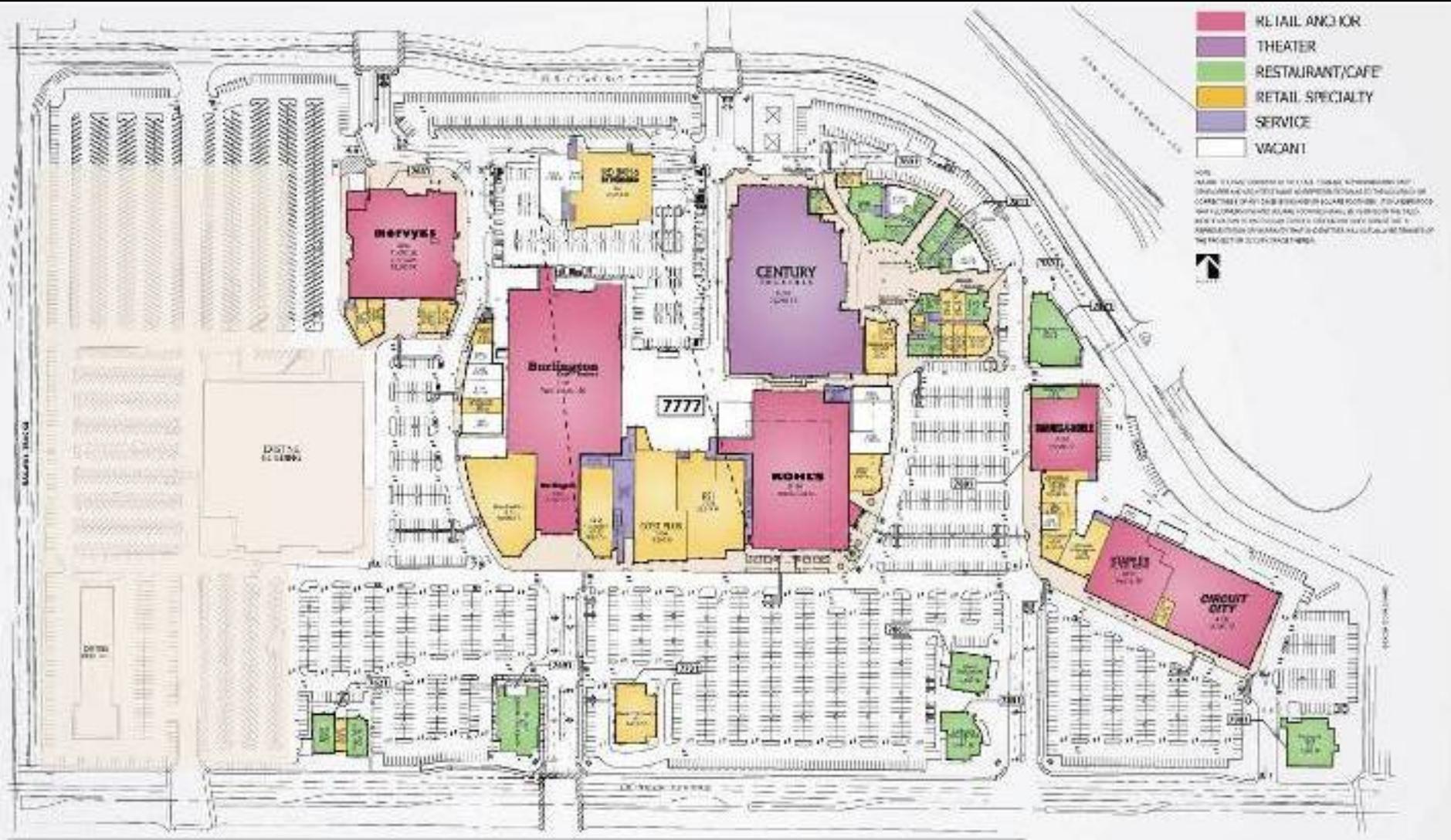




Pedestrian Amenity & Housing are now considered essential to success



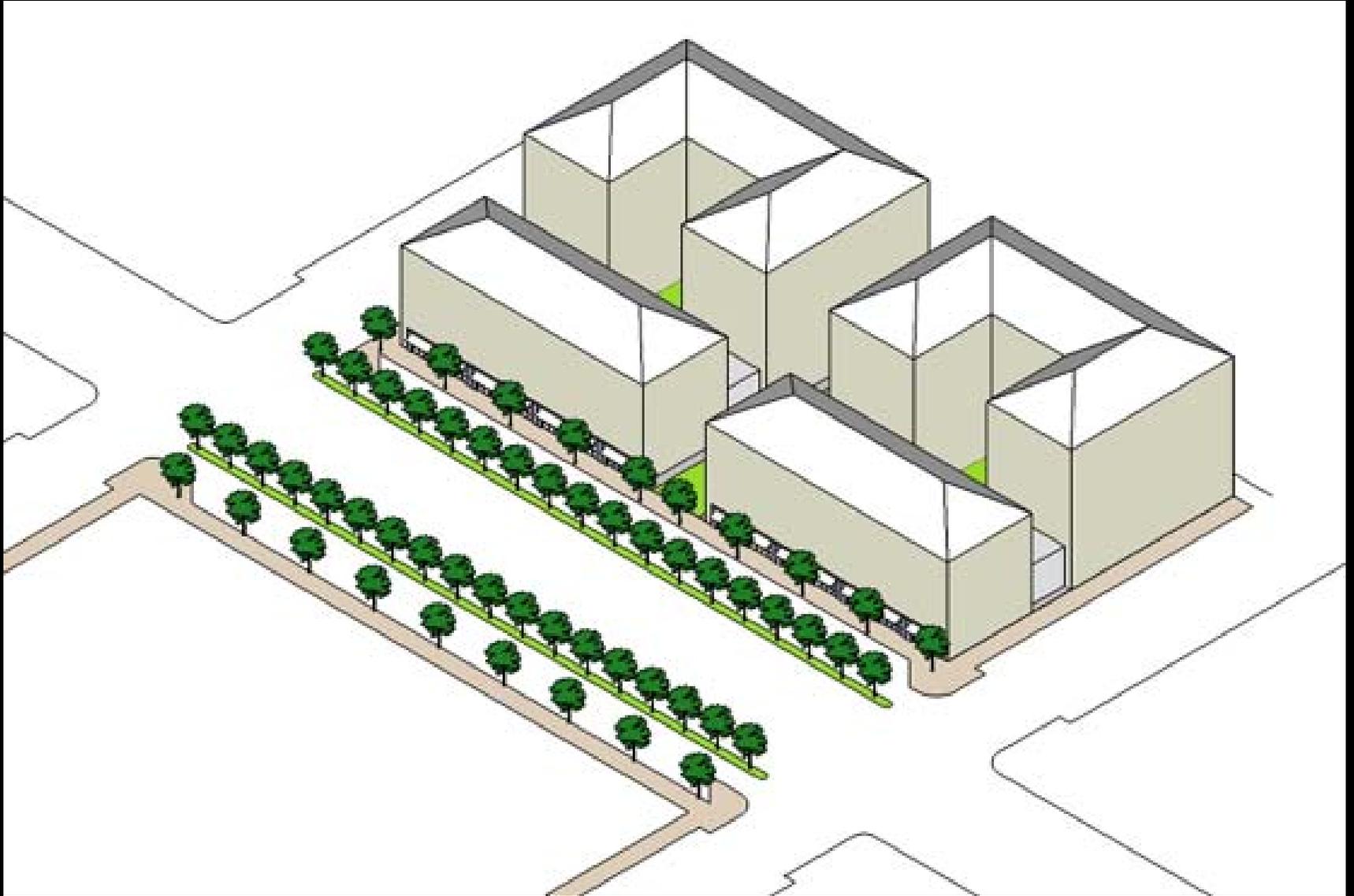
# Bella Terra: hybrid mall + lifestyle center



Missing: Housing, Pedestrian Connectivity

4. To bolster the continued success of **Bella Terra**, establish a policy framework that supports the continued augmentation of Bella Terra with critical features that cater to contemporary consumer preferences.

# Development Types: Town Center Core

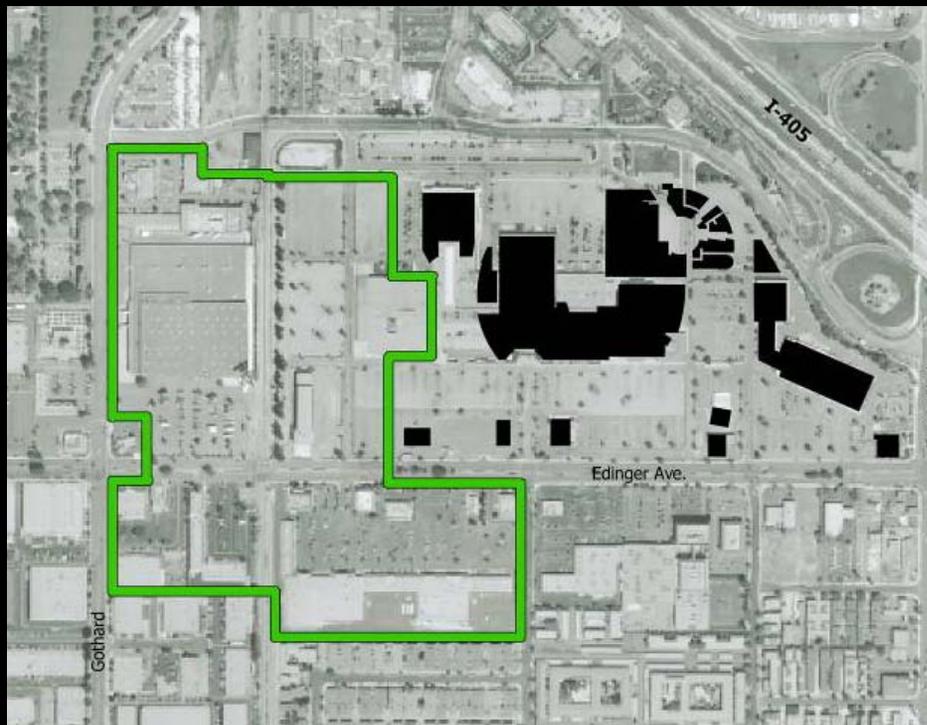


# Town Center Core

*Envisioned Character of Infill Development*

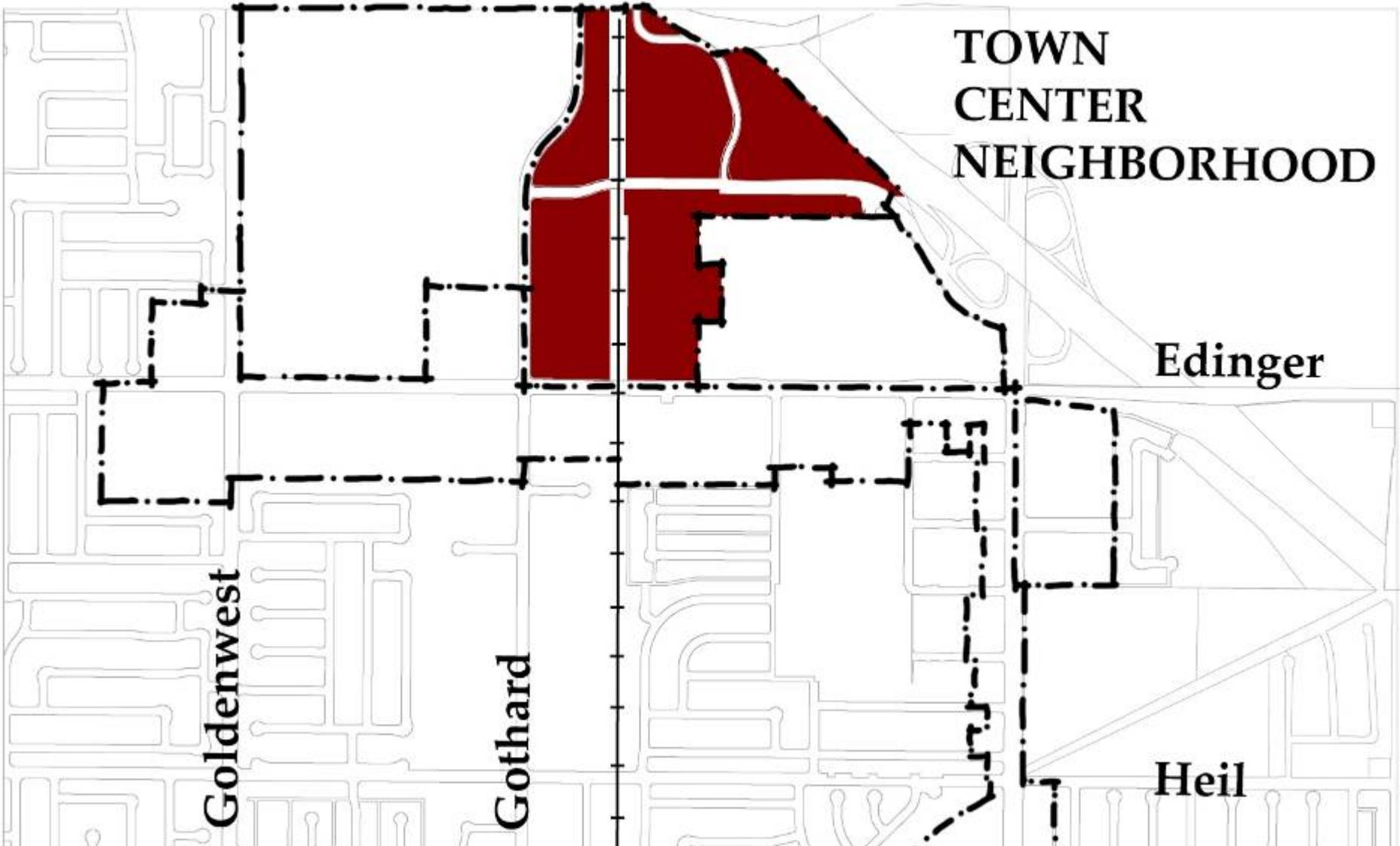


# Lingering Disinvestment = Opportunity to bolster the performance of Bella Terra/Edinger. . .



. . . and enhance the identity of this part of the City

# Town Center Neighborhood







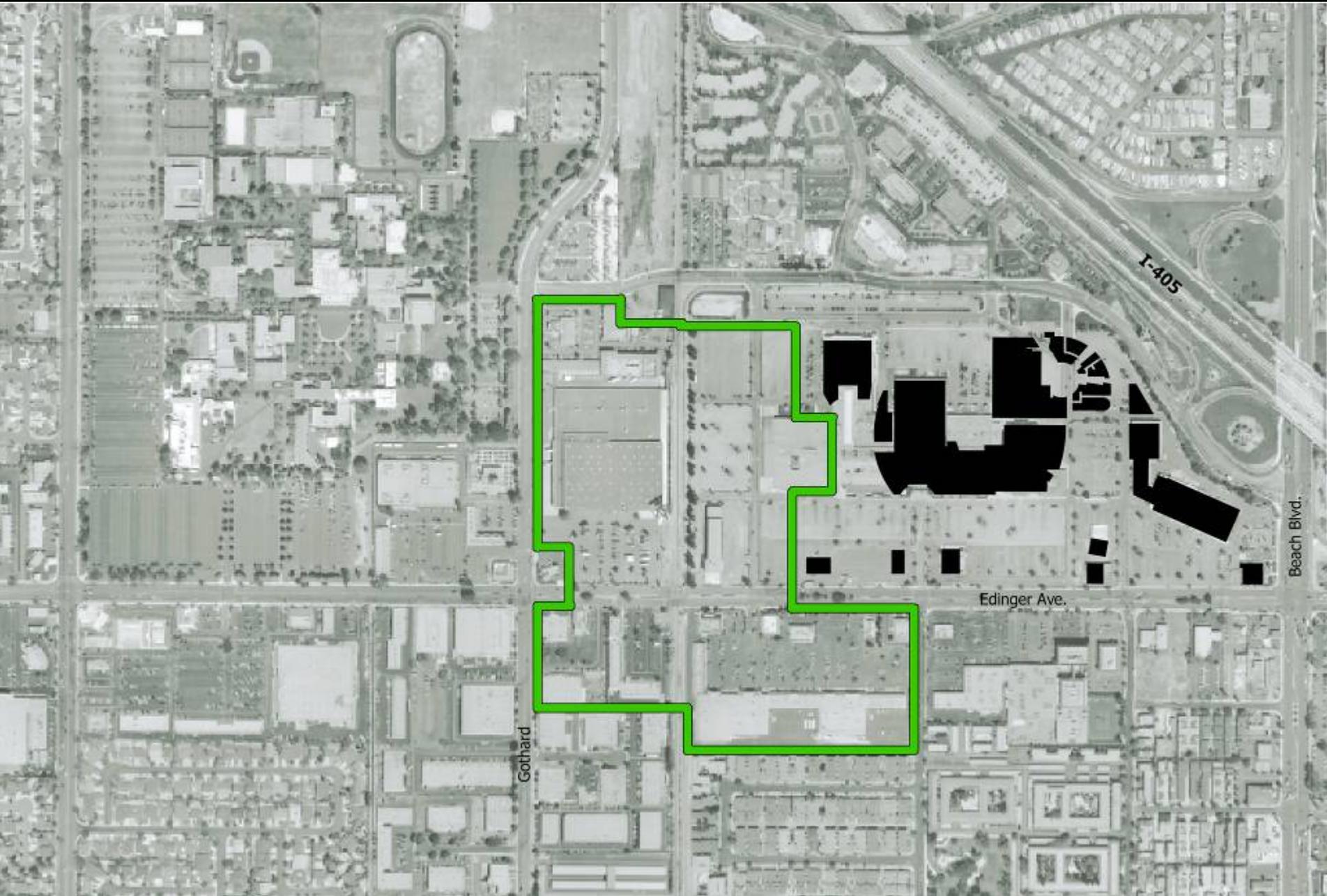
WALDO

Massage Envy

FALCETS FACORS

mervyns

STOP



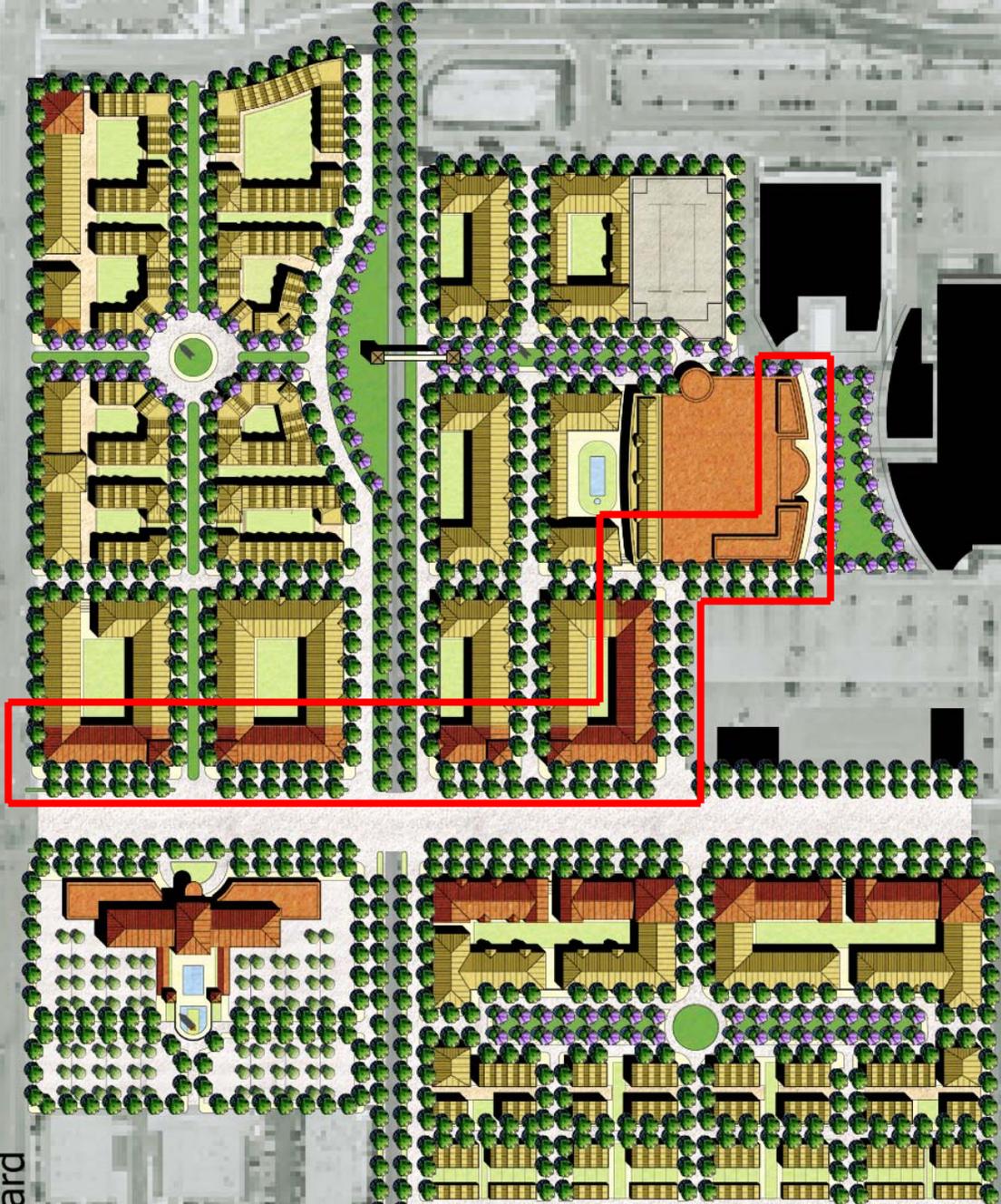
I-405

Gothard

Edinger Ave.

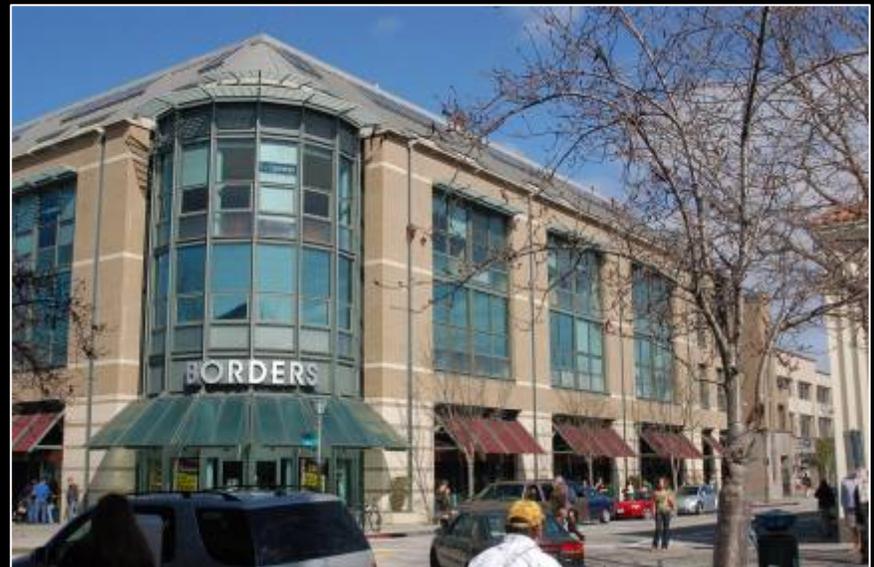
Beach Blvd.

Town Center  
Neighborhood:  
Core Edge



othard

# Along Bella Terra and Lining Edinger: Ground-Level Retail Shopfronts

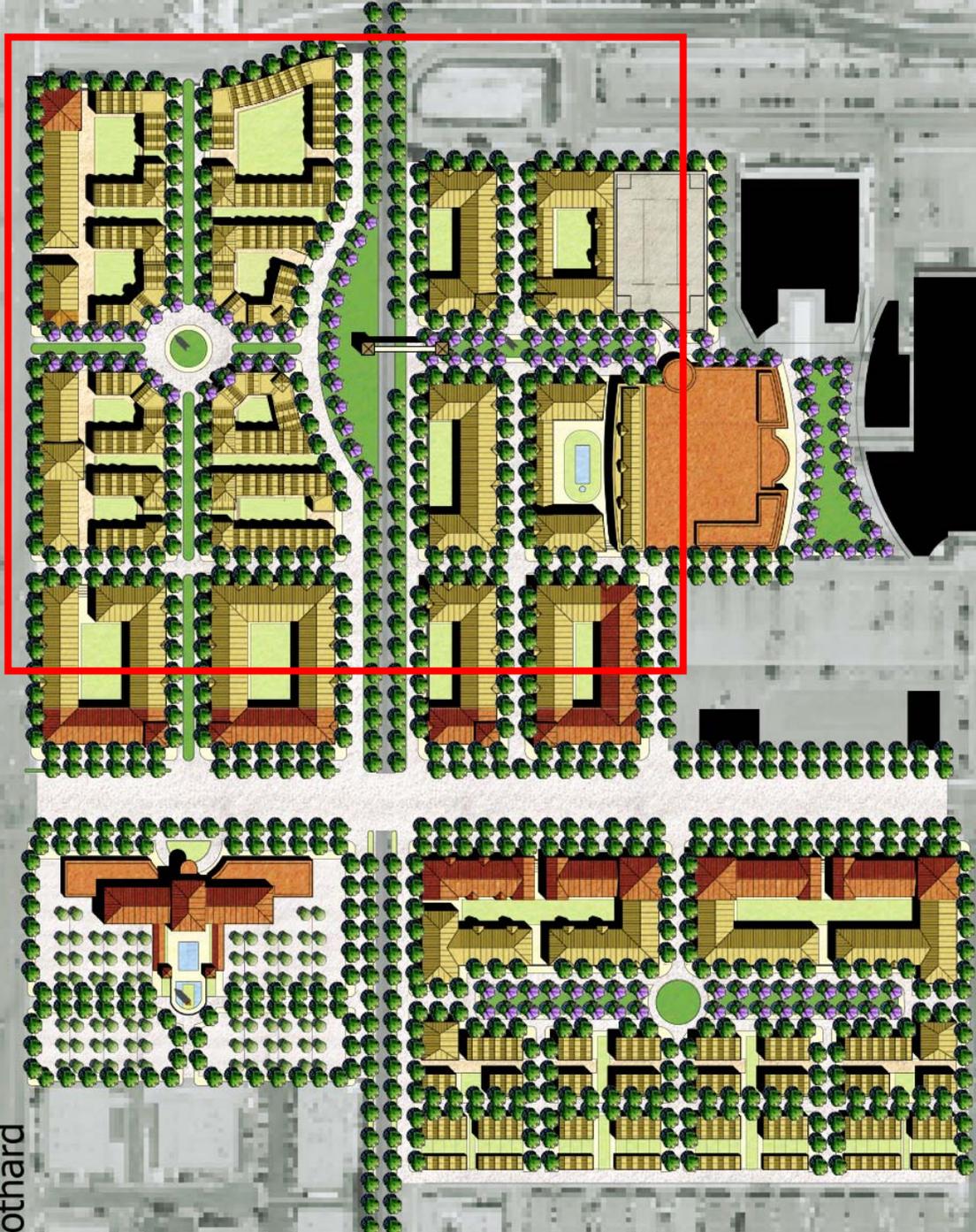


# Envisioned Character: Core Edge

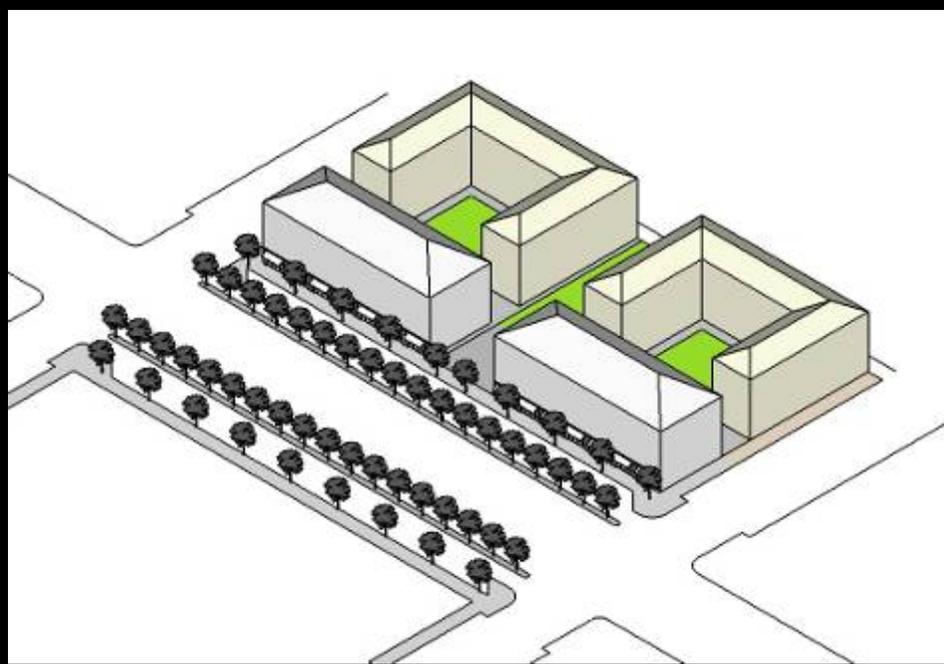


Cohesive building types and  
frontage treatment

# Town Center Neighborhood Interior



# Envisioned Form: Town Center Neighborhood



Minimum 2 Stories  
Maximum 6 Stories



Housing, Office Lodging,  
Corner Store Retail

# Envisioned Form: Town Center Neighborhood



Housing, Office Lodging,  
Corner Store Retail

Minimum 2 Stories  
Maximum 6 Stories

# Envisioned Character: **Town Center Neighborhood** Mixed-Use / Housing, Office, and Lodging



# Not Permitted



# Envisioned Character: Town Center Neighborhood Interior

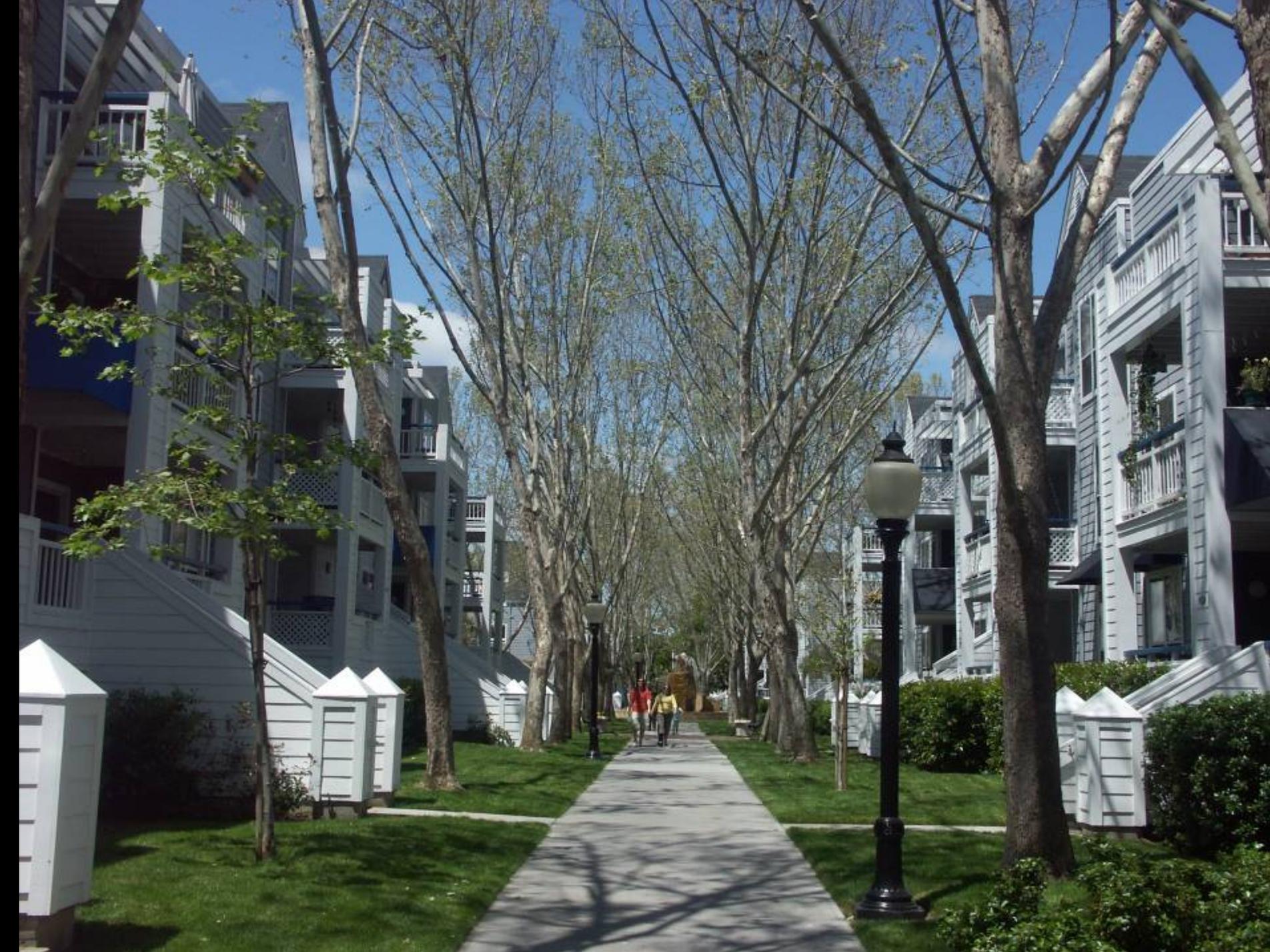


Ground-level entrances and windows facing public streets and public open spaces

# Not Permitted



No usable public space; mostly impermeable surfaces





## Huntington Beach Character Summary ~ Buildings and Architecture



- Elegant, traditional feel
- Good for mixed-use
- Arched elements
- Compliments Bella Terra
- Projections and recesses
- Balconies and rails
- Horizontal elements distinguishes uses/floors
- Attractive roof line
- Variation, not a box



- Timeless
- Breaking up of the mass
- Spanish stucco style
- Variation, not a box
- Balconies
- Arches
- Mixed-use and good integration of multiple uses
- Corner element and tower feature



- Modern interpretation of the beach
- Simple
- Ocean colors
- Mix of materials
- Large windows
- Stone
- Siding
- Scale



- Clean look
- Classic
- Timeless architecture
- Scale
- Interaction with the street
- Flexible format for multiple uses



- Beach feel
- Good colors
- Cottage architecture
- Varied height and masses
- Appropriate near the beach



Image © 2007 DigitalGlobe

Google

Pointer 33°43'49.38" N 117°59'52.90" W

Streaming 94%

Eye alt 886 ft

# Envisioned Character: Town Center District



# Town Core Edge

Ground Floor  
Retail Required

Residential,  
Office, Lodging  
Above

Minimum 2 Stories  
Maximum 4 Stories



# Town Core Edge

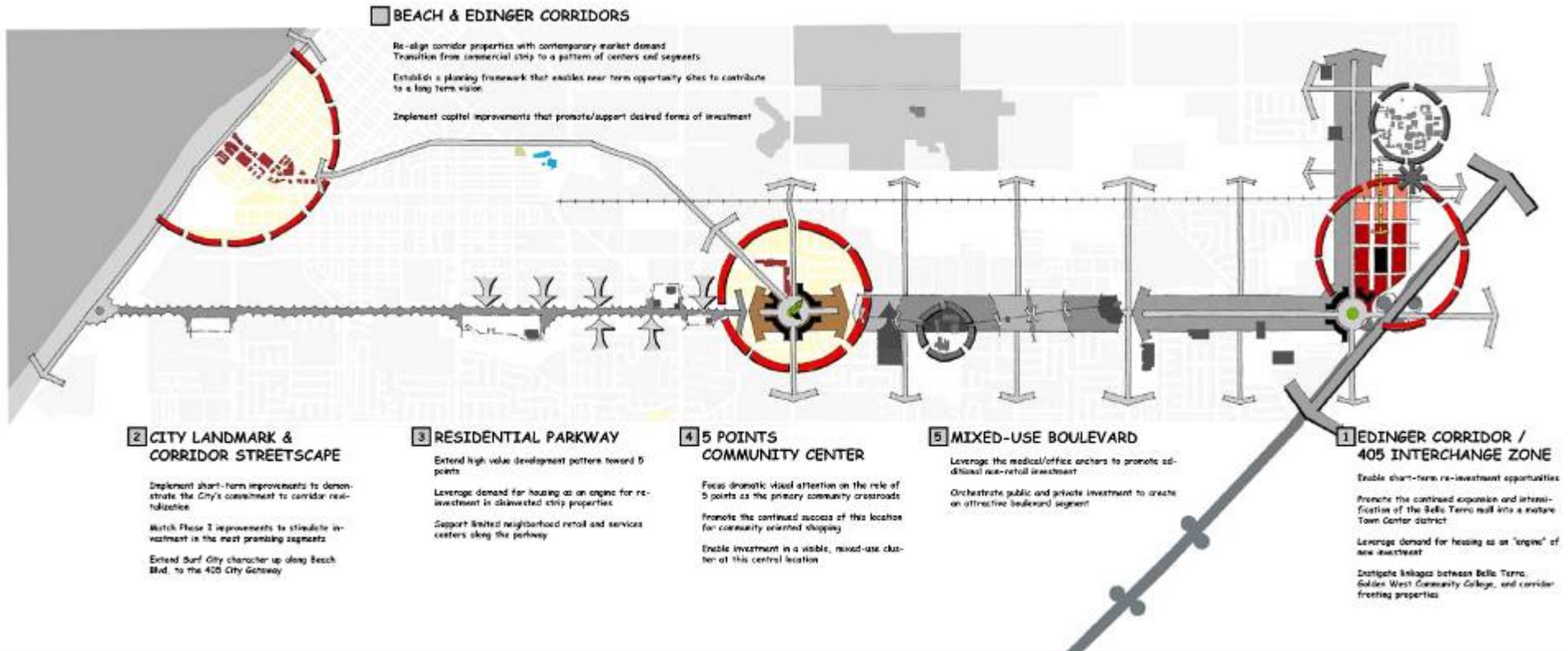
Ground Floor  
Retail Required

Residential,  
Office, Lodging  
Above

Minimum 2 Stories  
Maximum 4 Stories

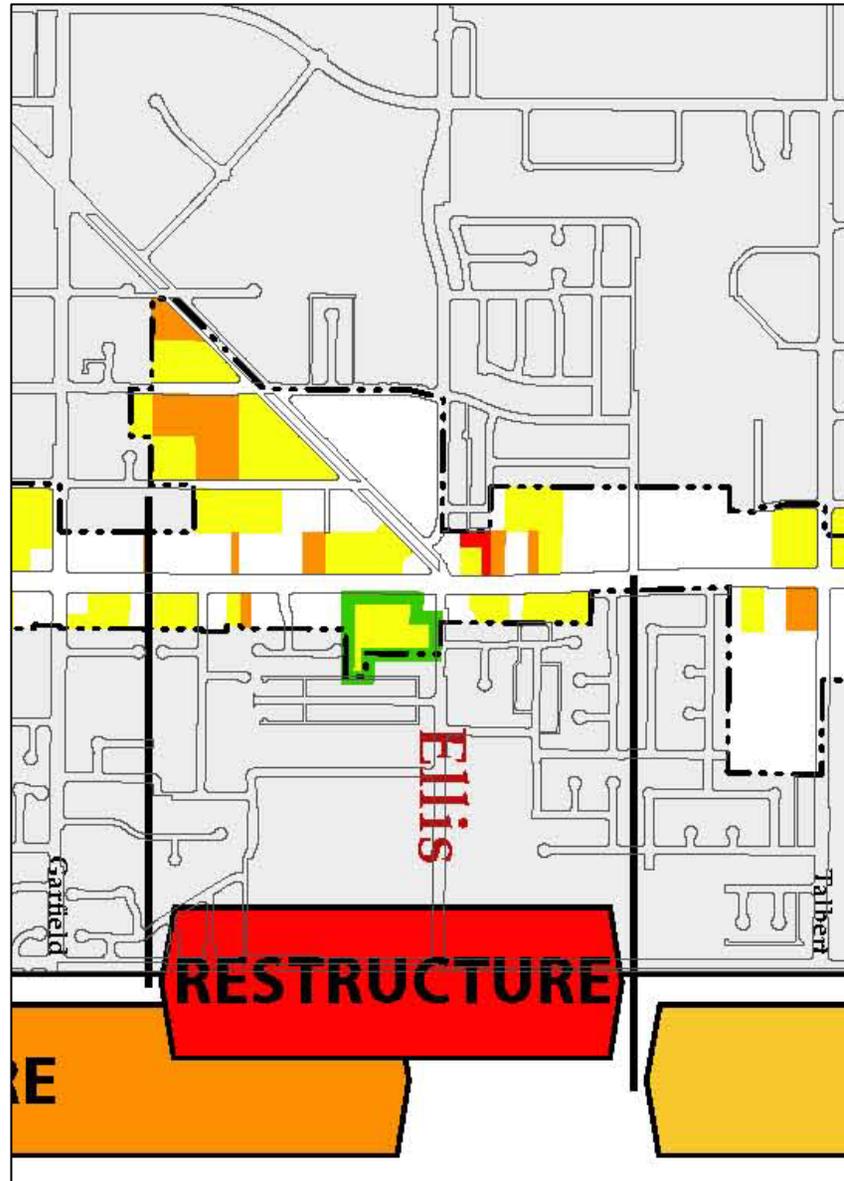


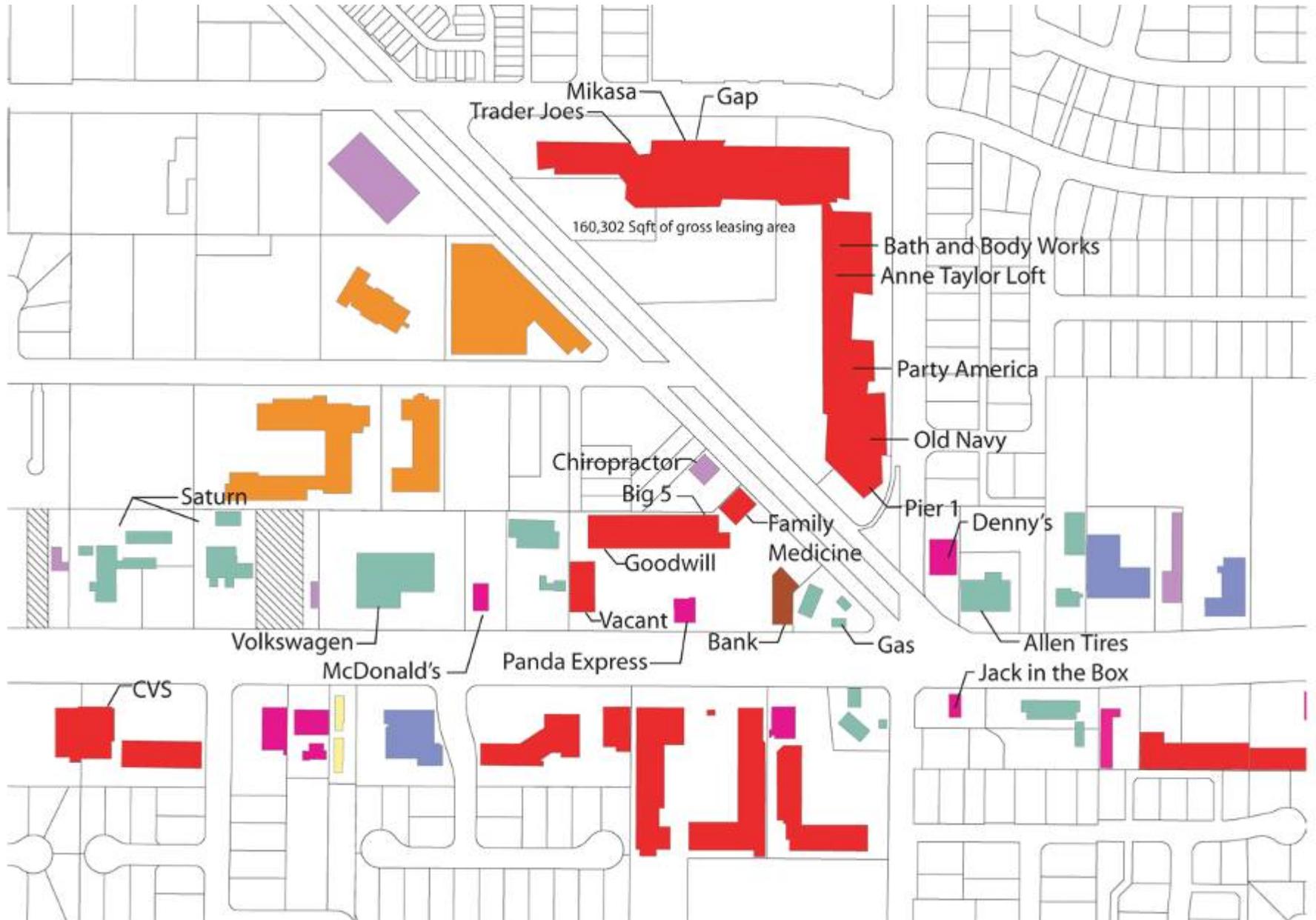
# Pattern of City Centers



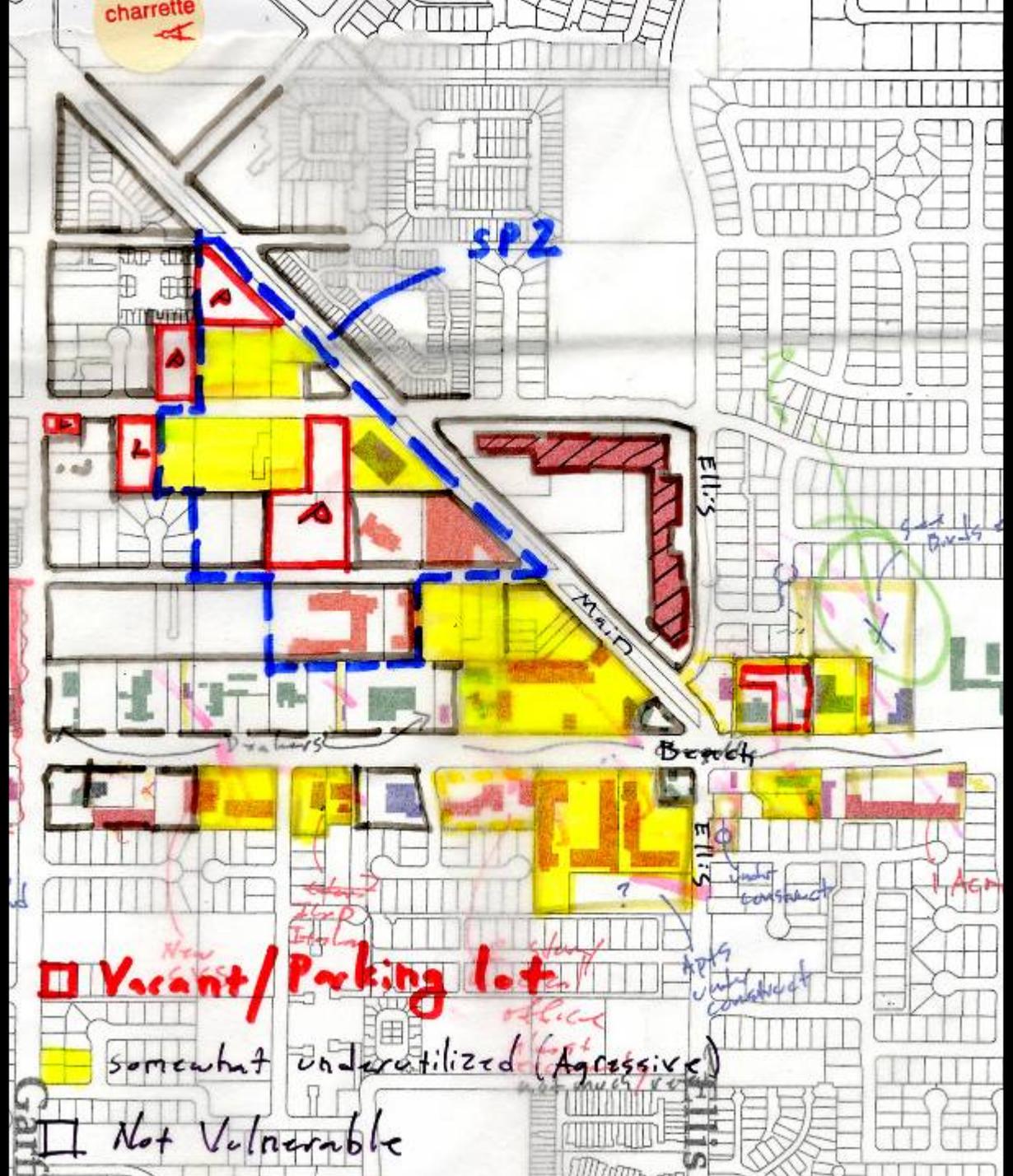
## Revitalization Framework

# Five Points

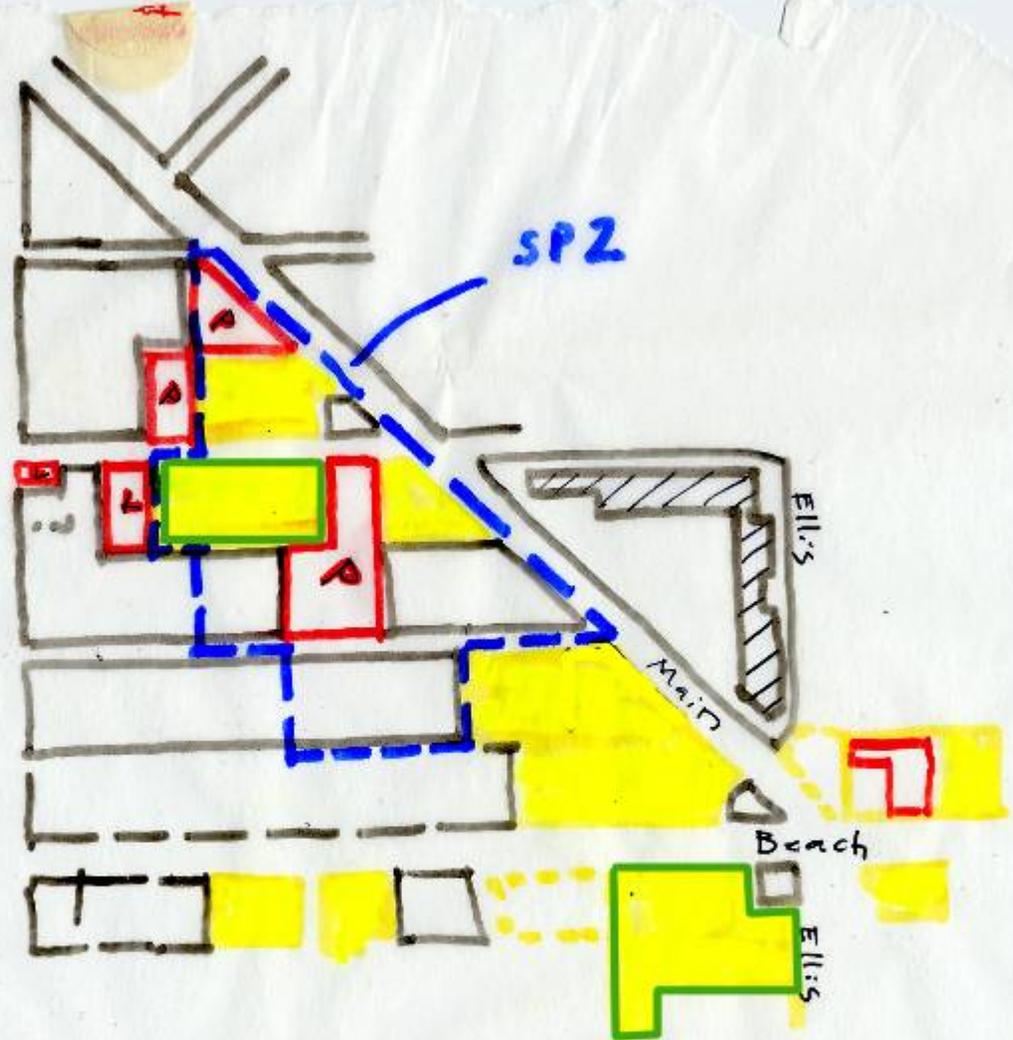




# Five Points: Micro- Vulnerability Analysis



# Five Points: Micro- Vulnerability Analysis



□ Vacant/Parking lot

■ somewhat underutilized (Aggressive)

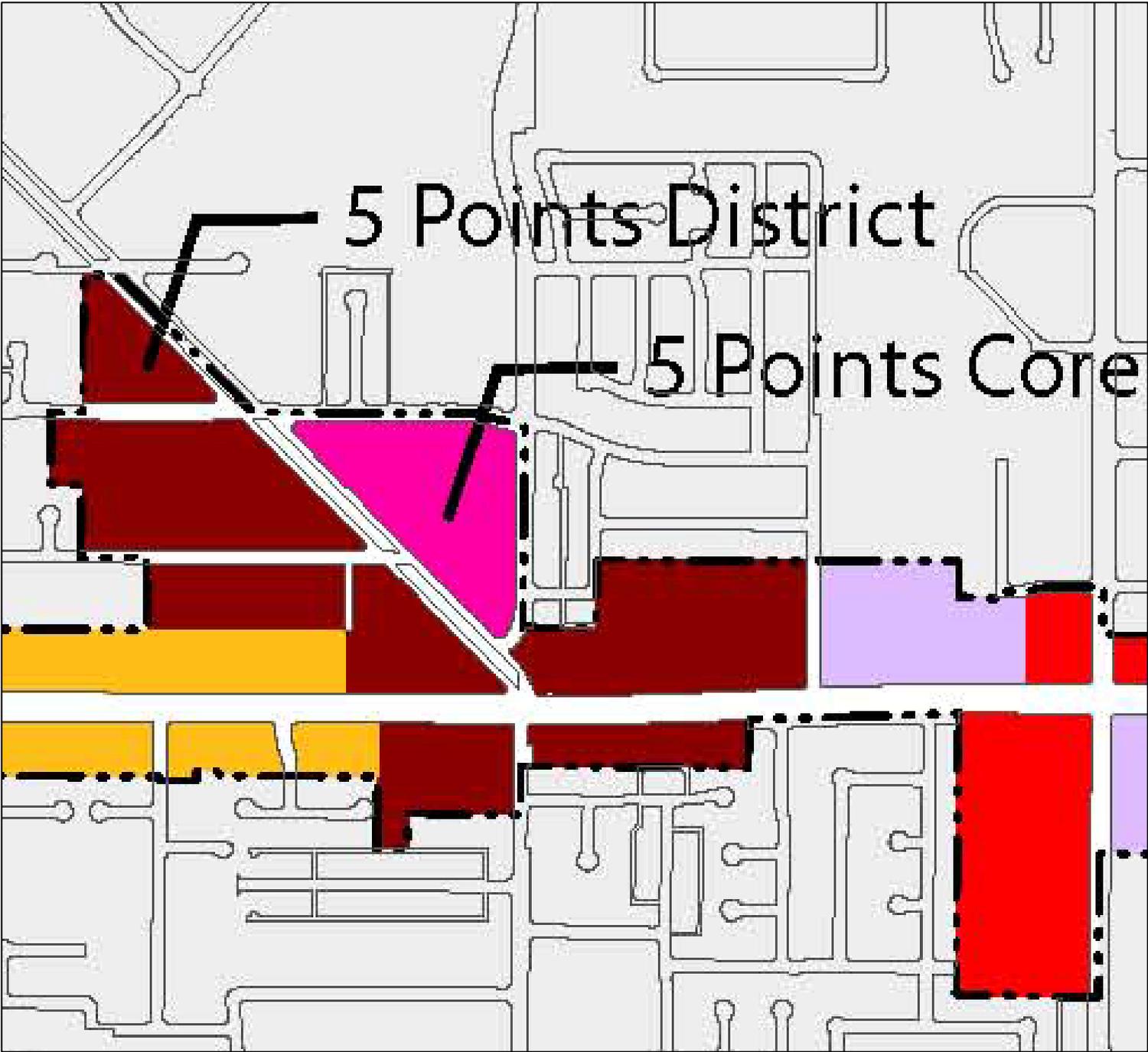
□ Not Vulnerable

Five Points:  
Not  
Vulnerable  
To Change

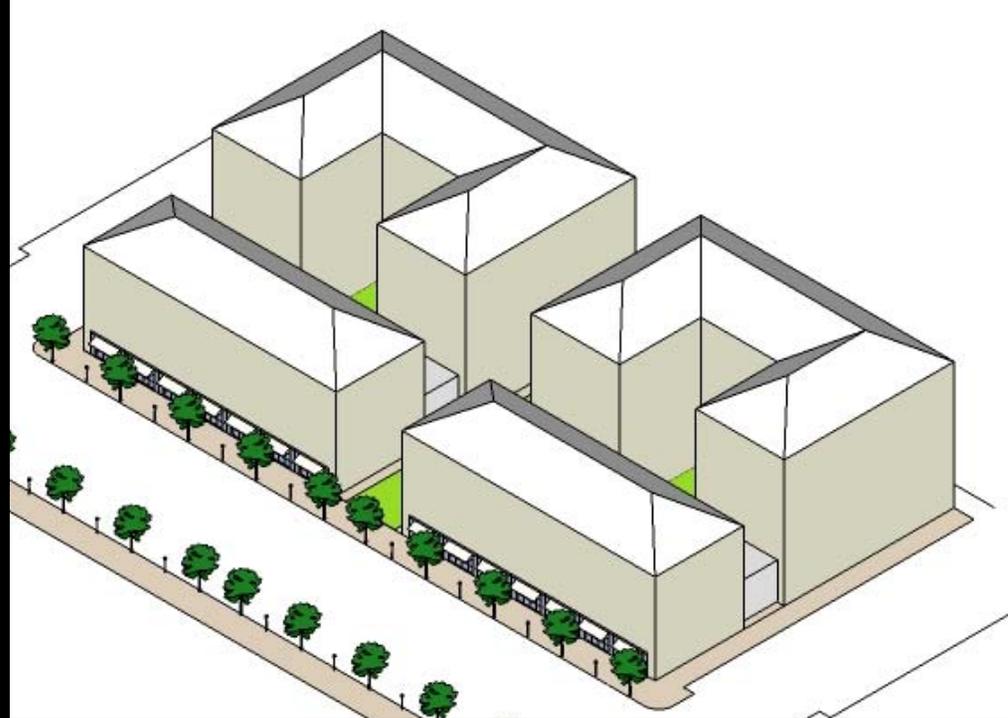


# Five Points: Somewhat underutilized (aggressive)

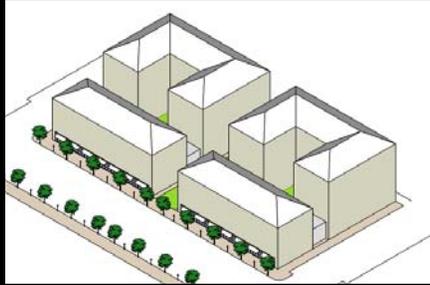




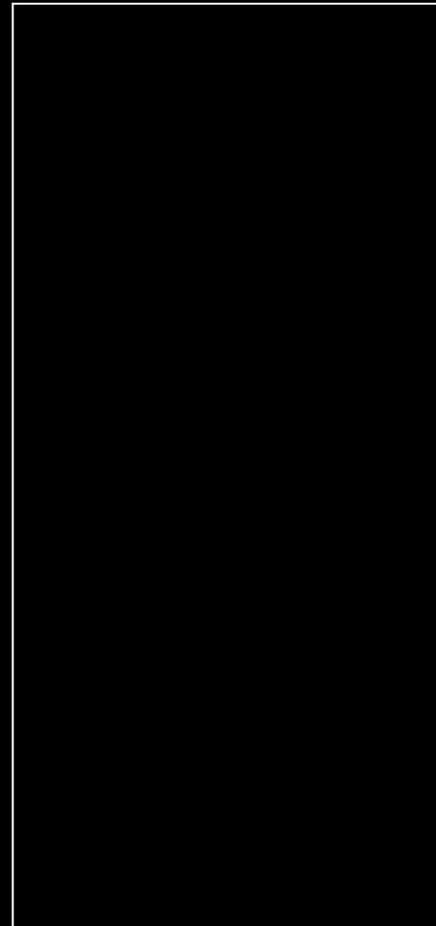
# Five Points – Core

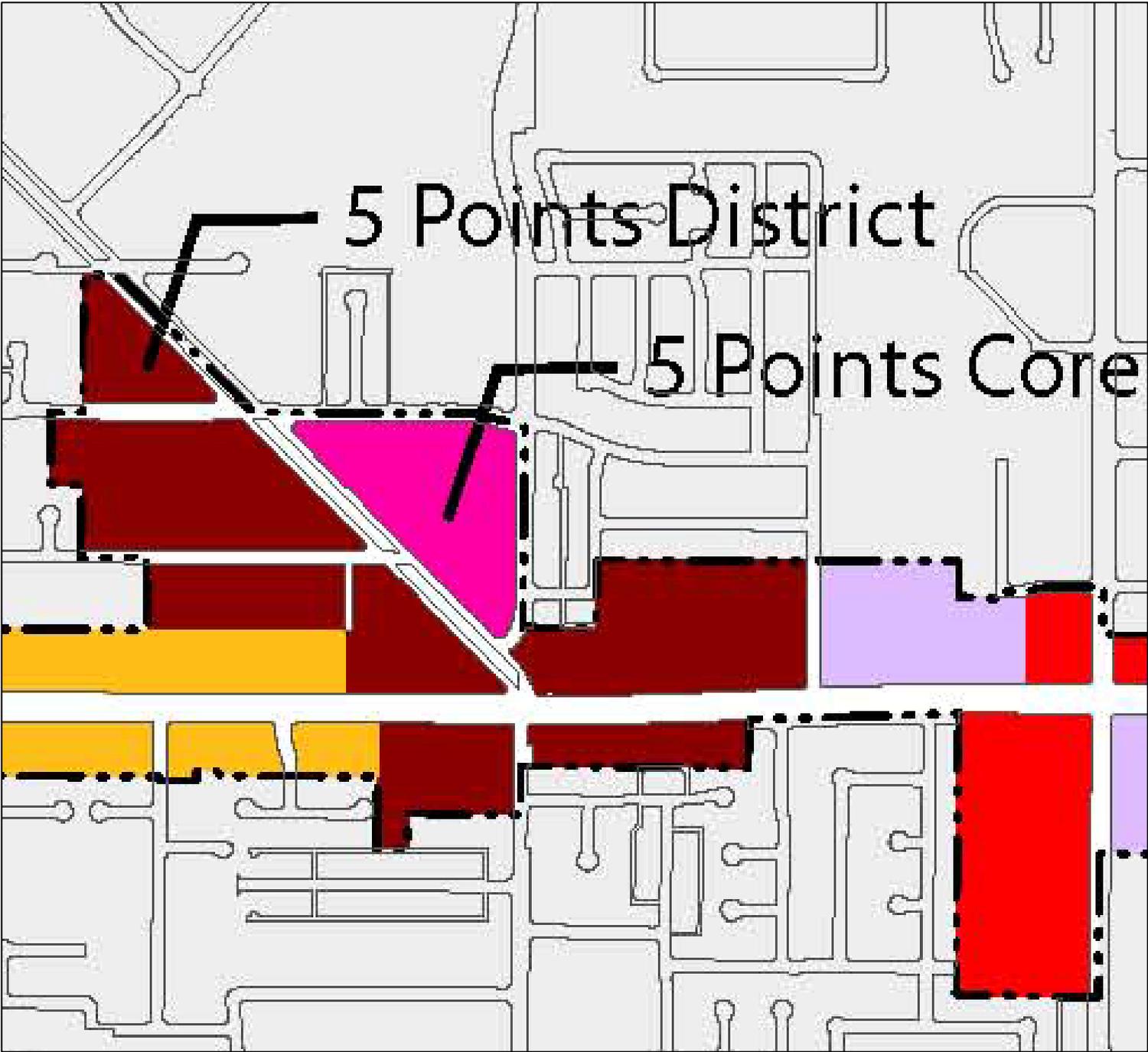


# 5-Points Core

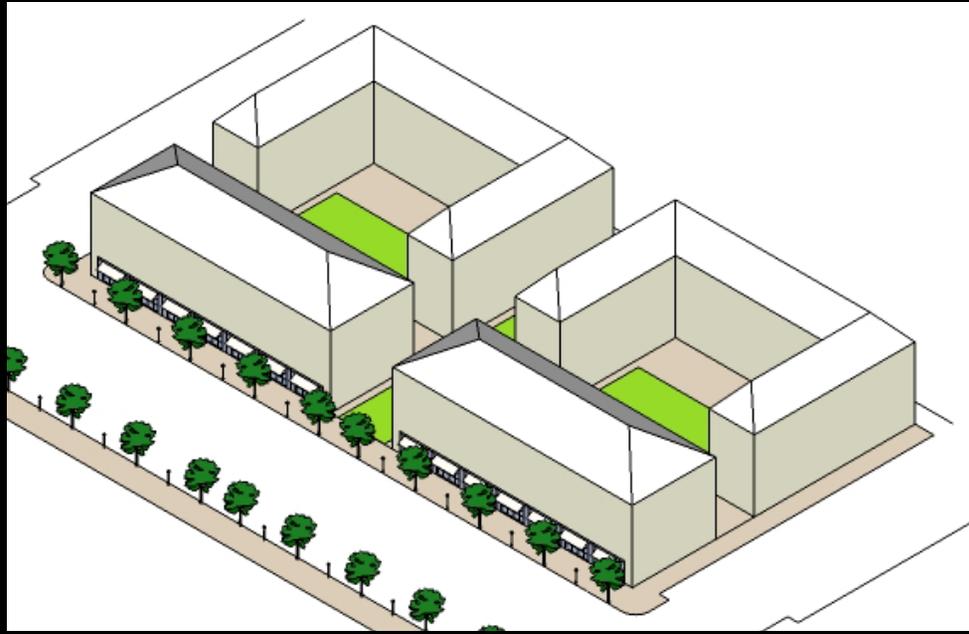


- *Required:*  
Ground floor  
retail shopfronts
- *Permitted:*  
Housing, office,  
lodging above
- 3 – 8 Floors
- Urban frontage  
treatments: Wide  
sidewalks with  
trees in grates  
and pedestrian  
scale streetlights

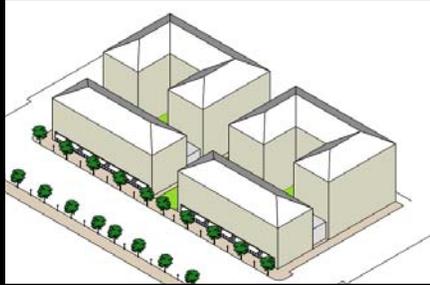




# Five Points - District

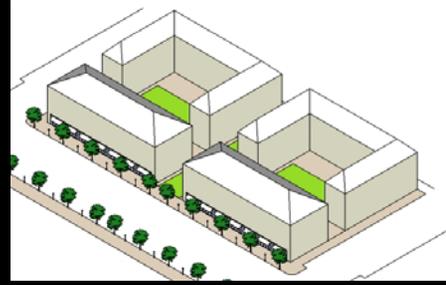


## 5-Points Core



- ***Required:***  
Ground floor  
retail shopfronts
- ***Permitted:***  
Housing, office,  
lodging above
- 3 – 8 Floors
- Urban frontage  
treatments: Wide  
sidewalks with  
trees in grates  
and pedestrian  
scale streetlights

## 5-Points District



- ***Permitted:***  
Housing, Office,  
Lodging,  
Neighborhood  
Retail
- 2 – 6 floors
- Urban frontage  
treatments: Wide  
sidewalks with  
trees in grates  
and pedestrian  
scale streetlights

## BEACH & EDINGER CORRIDORS

Re-align corridor properties with contemporary market demand  
 Transition from commercial strip to a pattern of centers and segments  
 Establish a planning framework that enables near-term opportunity sites to contribute to a long-term vision  
 Implement capital improvements that promote/support desired forms of investment

### 2 CITY LANDMARK & CORRIDOR STREETSCAPE

Implement short-term improvements to demonstrate the City's commitment to corridor revitalization

Match Phase 1 improvements to stimulate investment in the most promising segments

Extend Surf City character up along Beach Blvd. to the 420 City Gateway

### 3 RESIDENTIAL PARKWAY

Extend high-value development patterns toward 5 points

Leverage demand for housing as an engine for re-investment in disinvested city properties

Support limited neighborhood retail and services centers along the parkway

### 4 5 POINTS COMMUNITY CENTER

Focus dramatic visual attention on the role of 5 points as the primary community crossroads

Promote the continued success of this location for community-oriented shopping

Enable investment in a visible, mixed-use cluster at this central location

### 5 MIXED-USE BOULEVARD

Leverage the medical/office anchors to promote additional retail investment

Orchestrate public and private investment to create an attractive boulevard segment

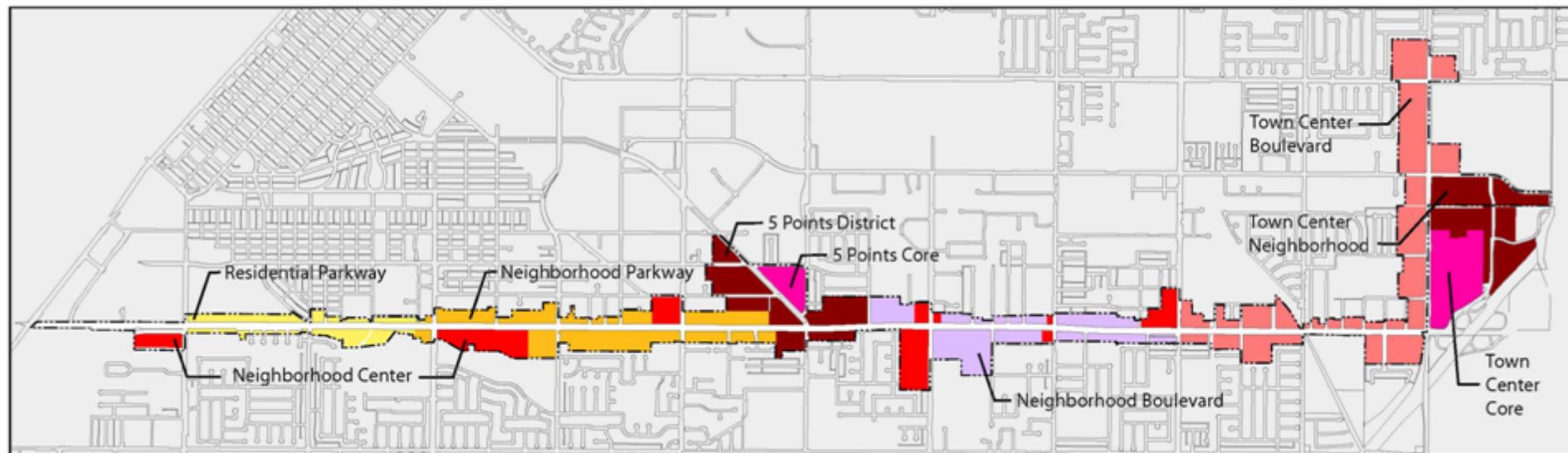
### 1 EDINGER CORRIDOR / 405 INTERCHANGE ZONE

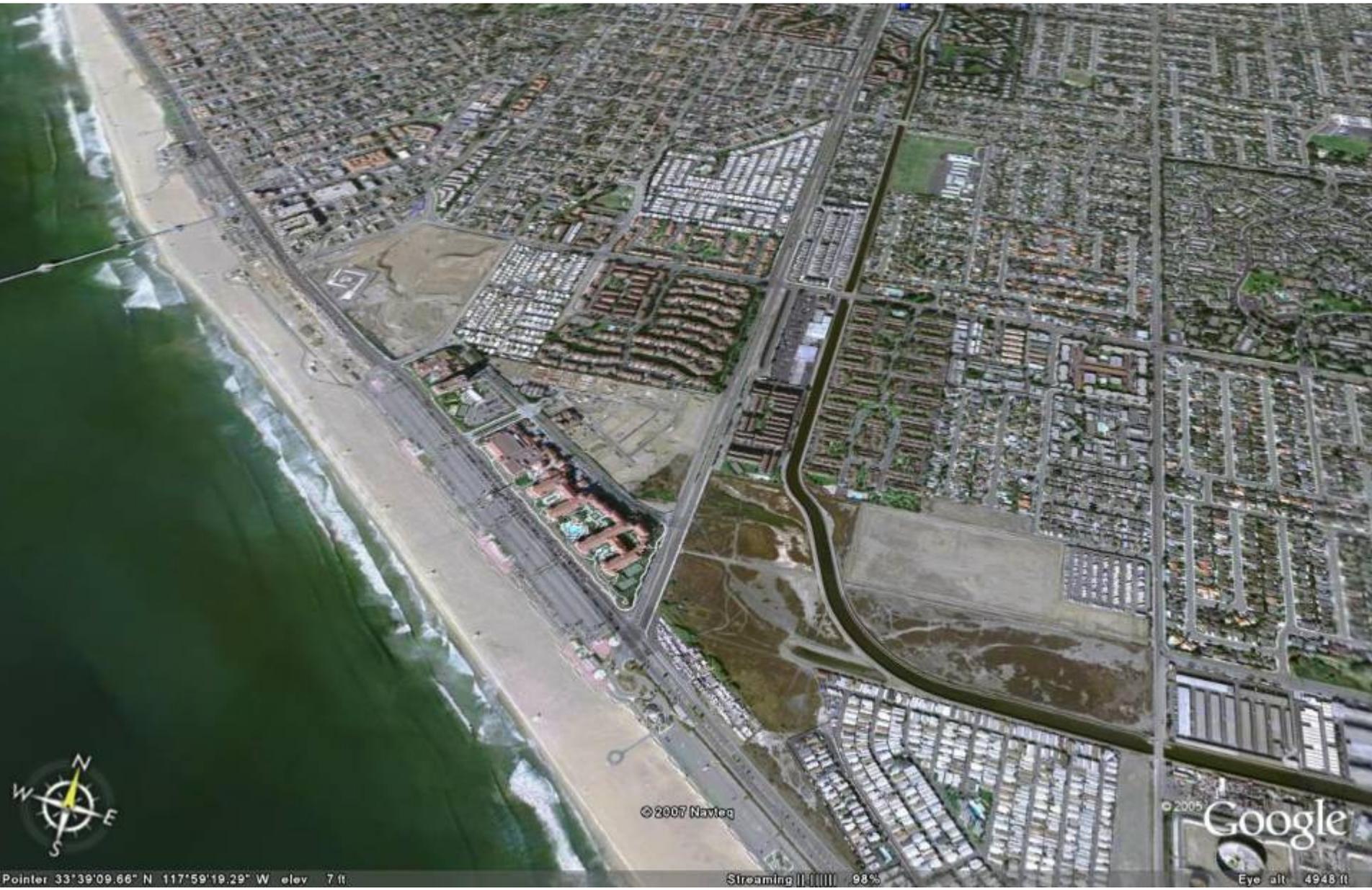
Enable short-term re-investment opportunities

Promote the continued expansion and intensification of the Belle Terre rail into a vibrant Town Center district

Leverage demand for housing as an "engine" of new investment

Integrate linkages between Belle Terre, Golden West Community College, and corridor-fronting properties





© 2007 Navteq

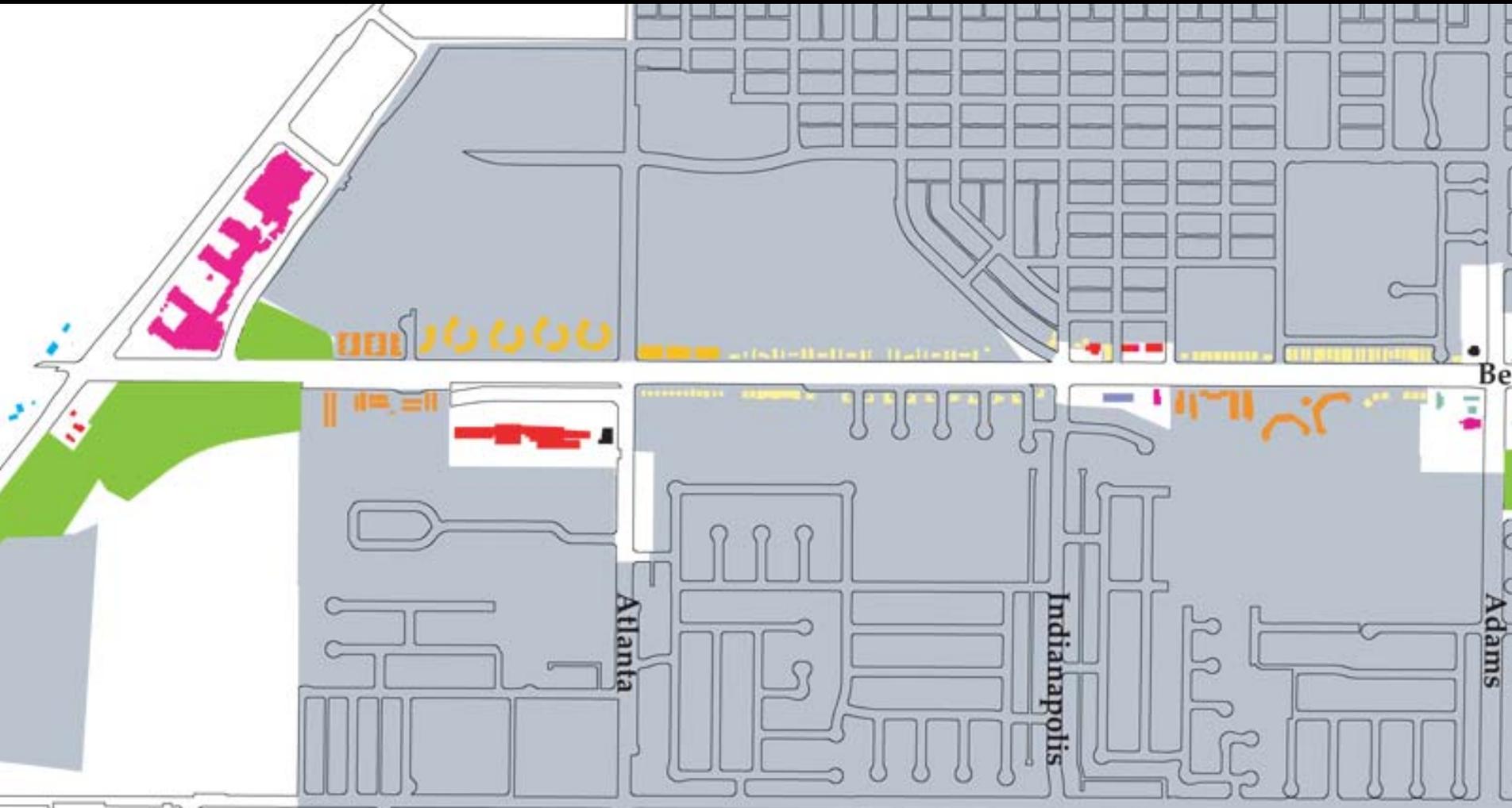
© 2005 Google

Pointer 33°39'09.66" N 117°59'19.29" W elev 7 ft.

Streaming | | | | | 98%

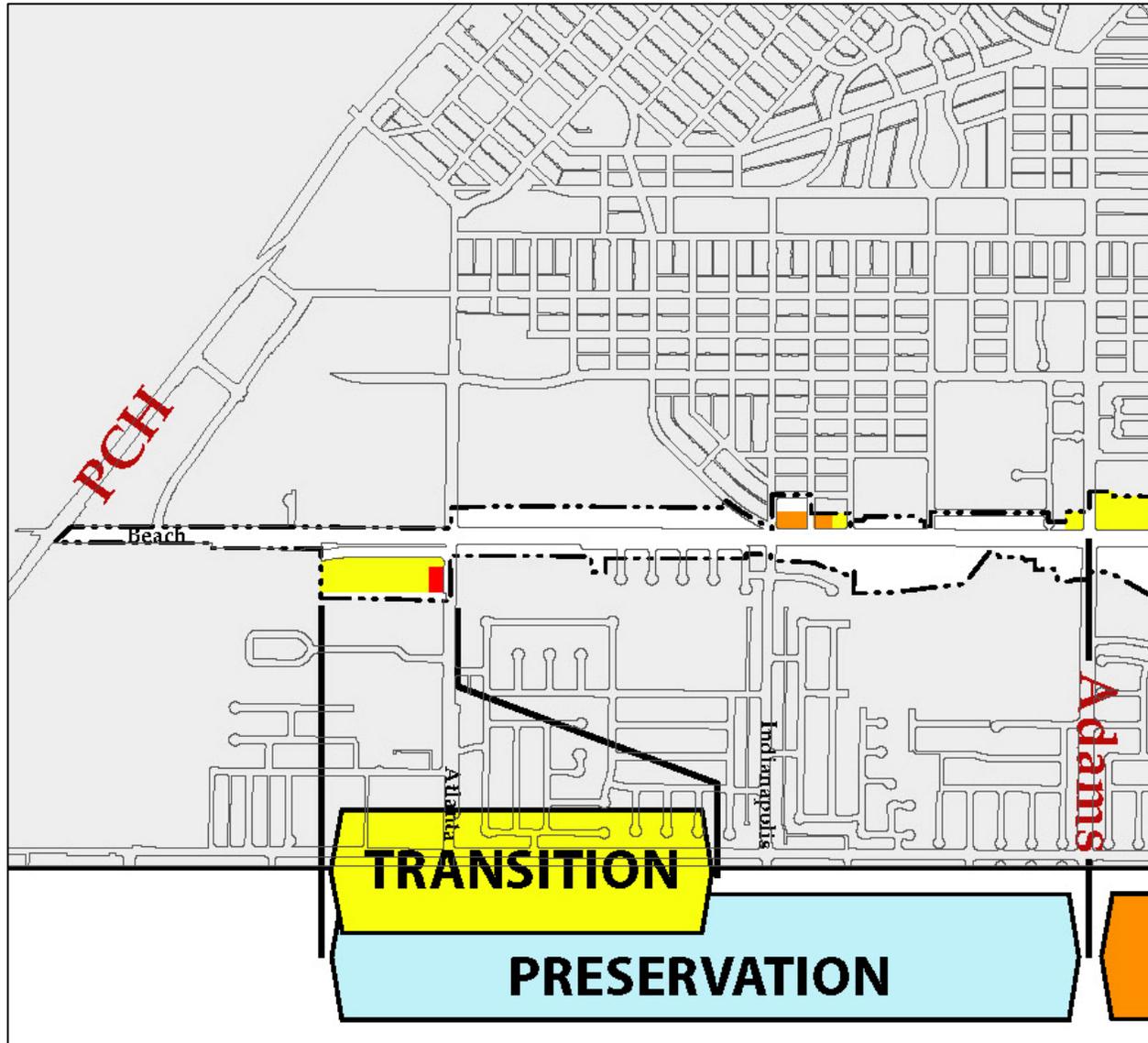
Eye alt 4948 ft

# PCH to Adams

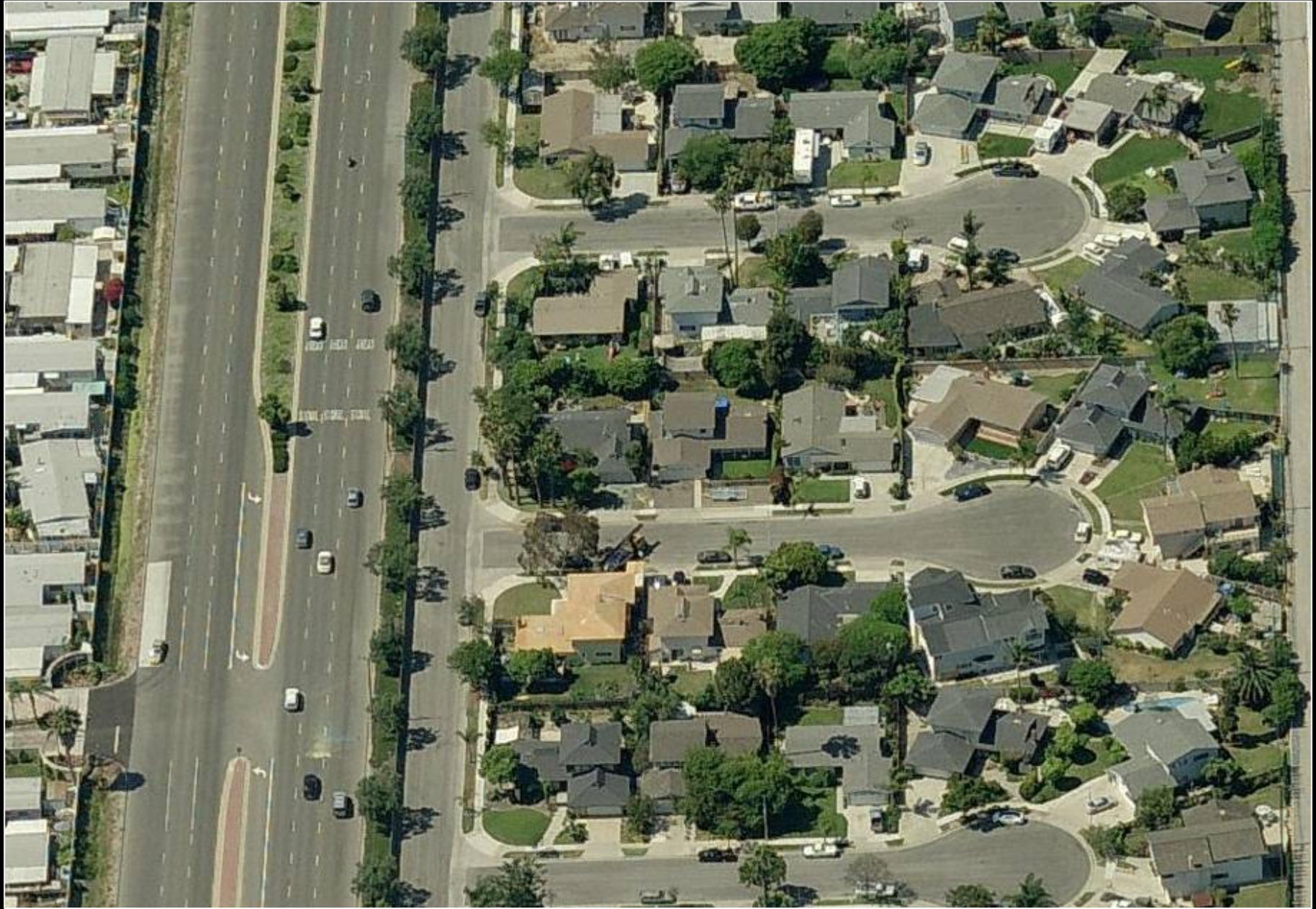


# PCH to Adams Segment

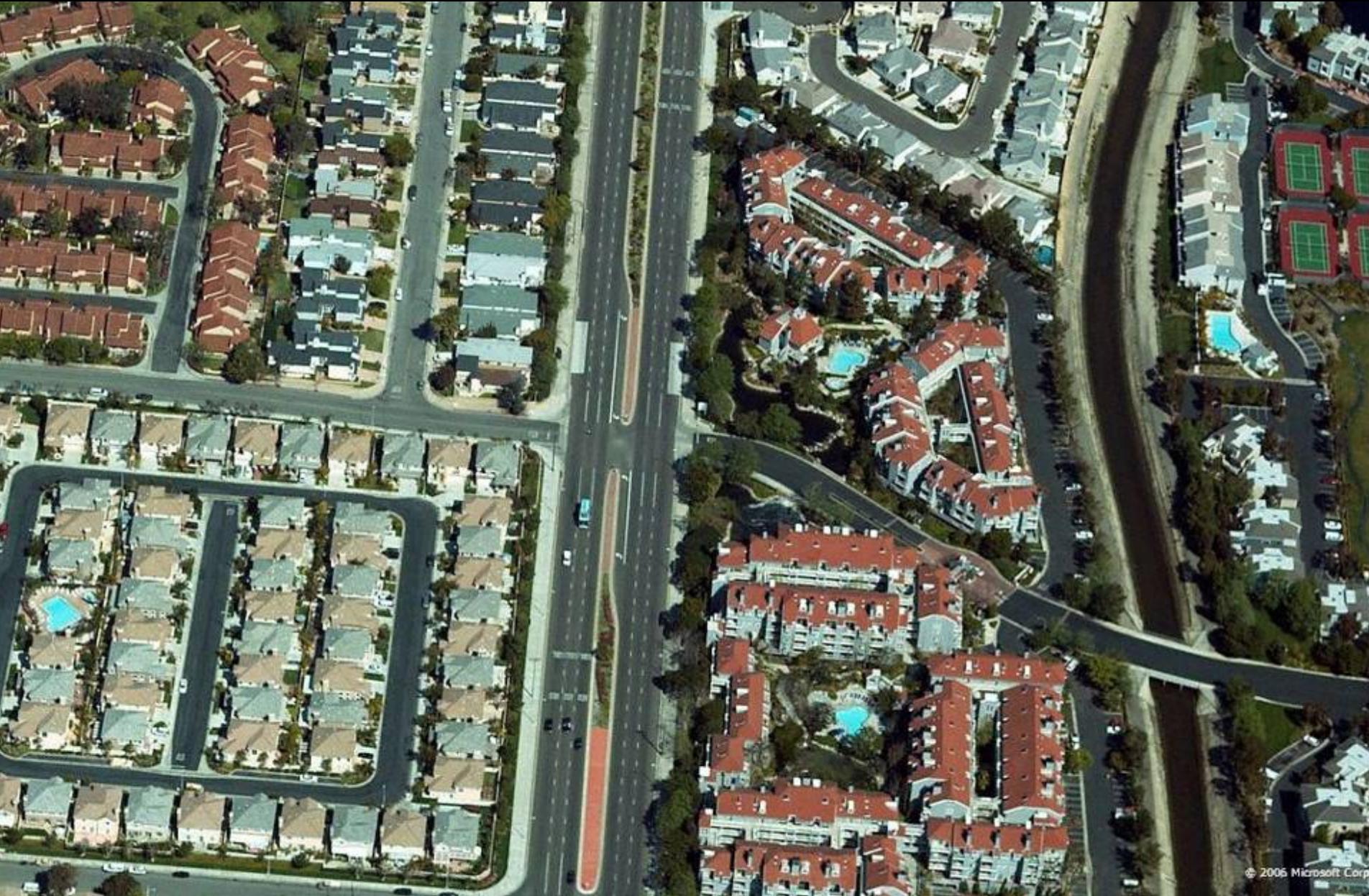
## *Residential Parkway*



# PCH to Adams: Typical Development Types



# PCH to Adams: Typical Development Types



# PCH to Adams: Frontage Types



Screen Walls at Boulevard Frontage

# Residential Parkway



Side street frontage



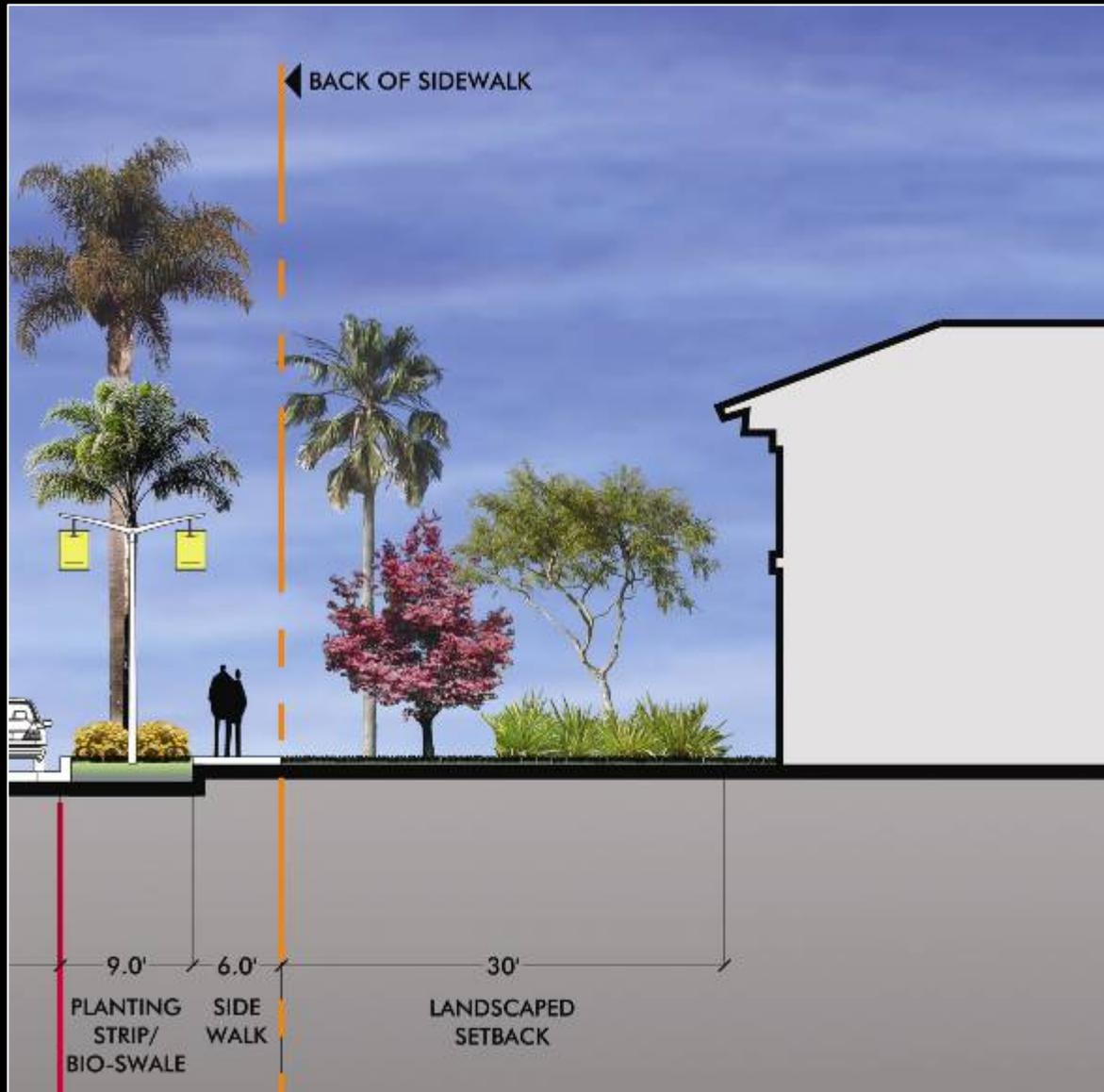
# Residential Parkway

Development Oriented to Side Streets.

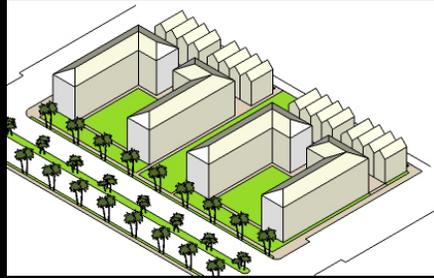
Landscaped setbacks; decorative walls & fences.



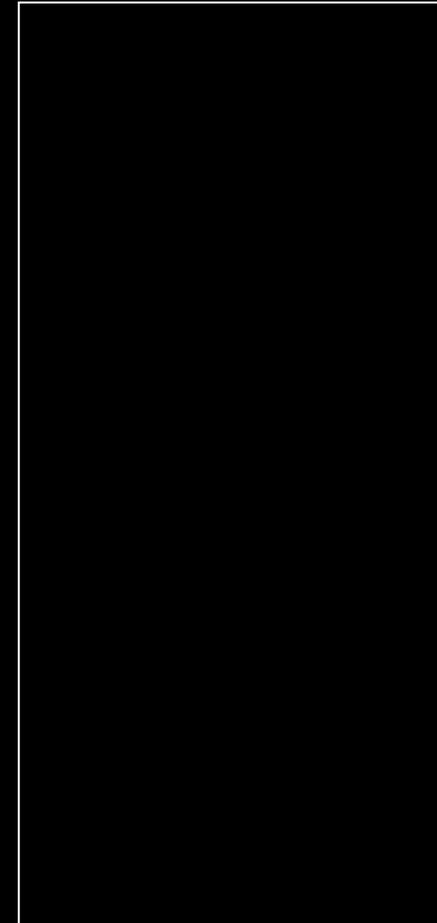
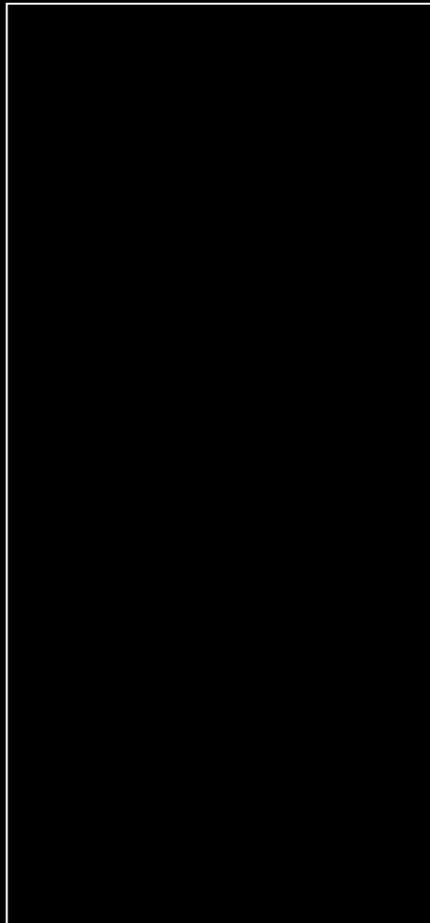
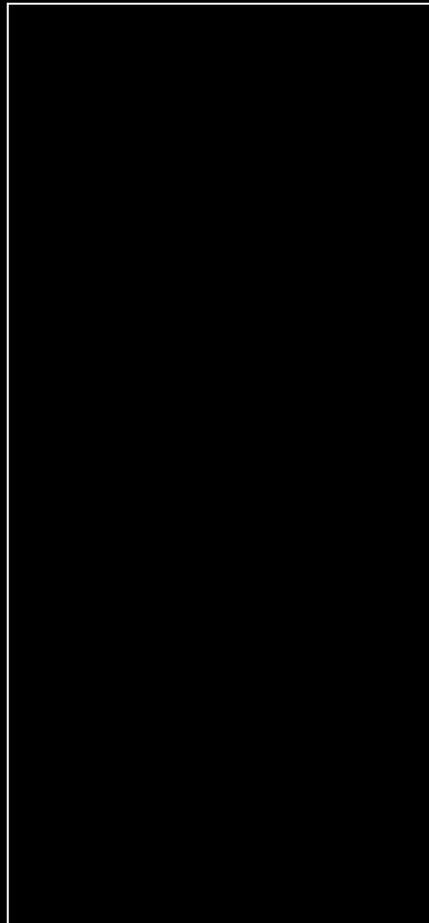
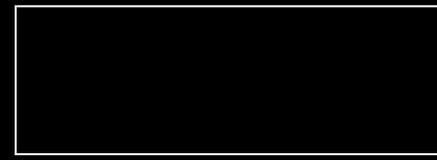
# “Parkway” Frontage Treatment Required – All Uses



# Residential Parkway



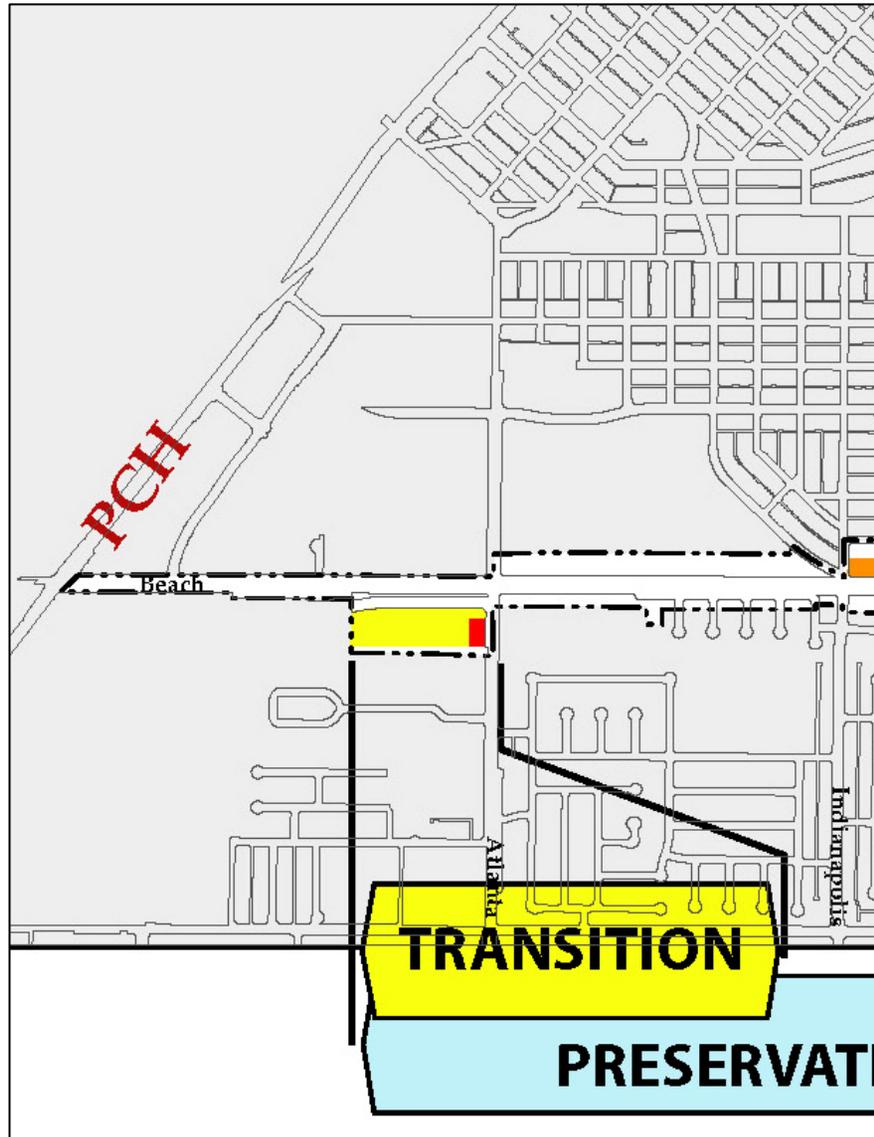
- ***Permitted:***  
Residential;  
Corner Store  
Retail
- 1 – 4 floors
- Development  
oriented to **SIDE  
STS.**
- **Setback Zone:**  
substantial  
planting and/or  
decorative walls  
& fences



# Neighborhood Center



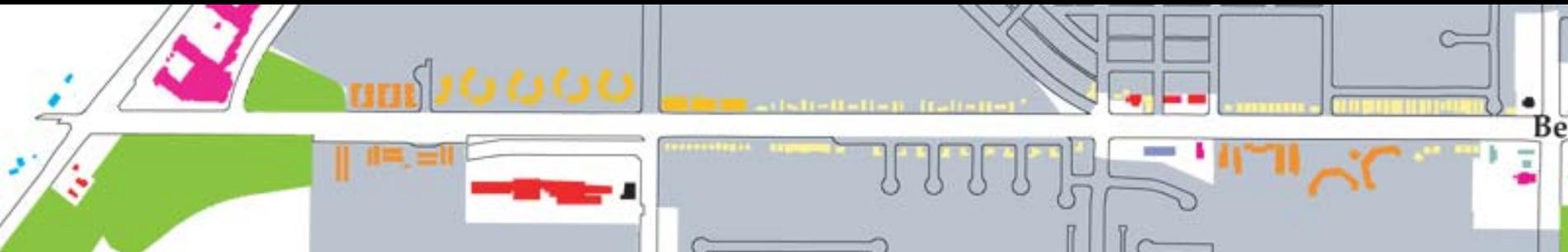
# Neighborhood Center



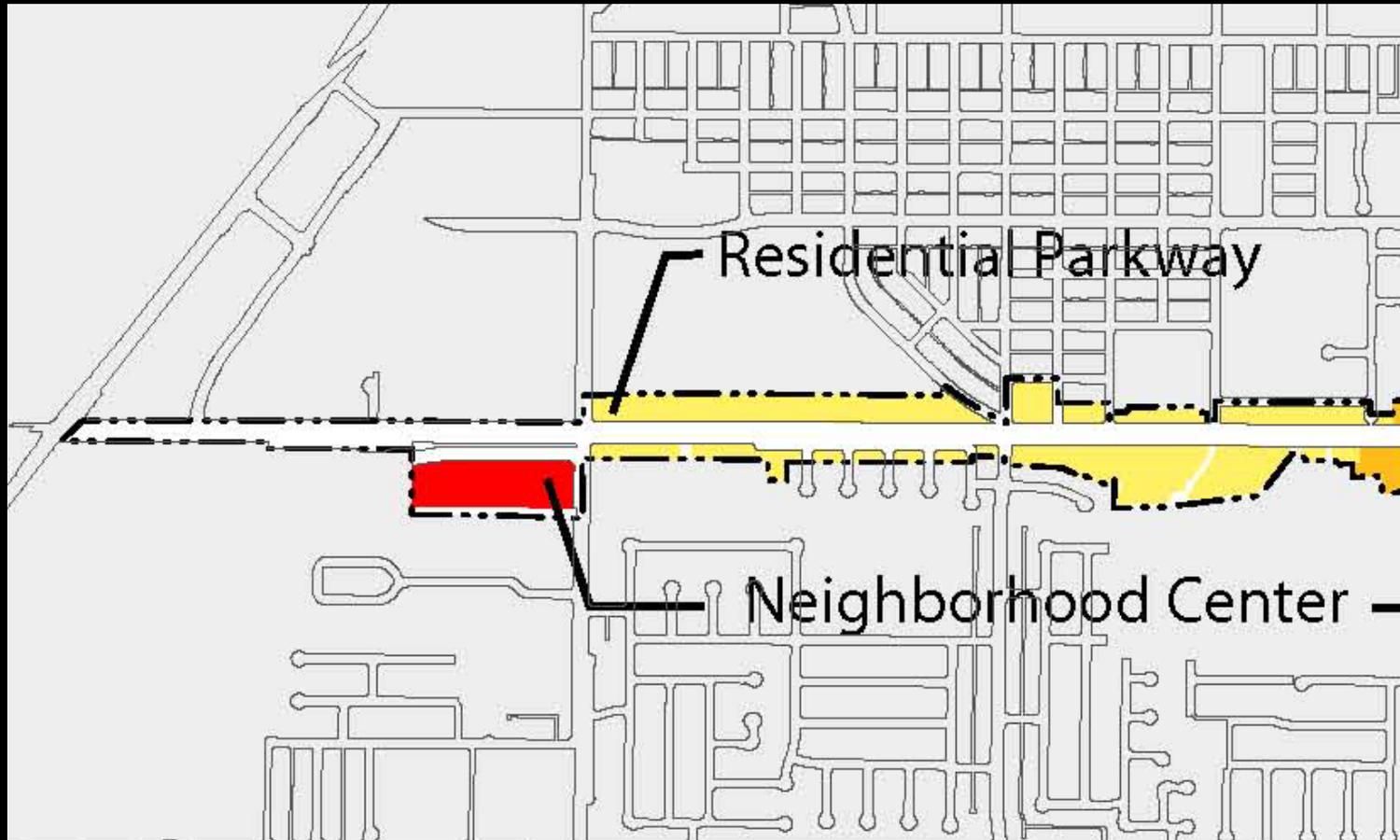
# Different Development Type / Different Development Policies



# Beach to Adams: Neighborhood Retail Center



# Neighborhood Center



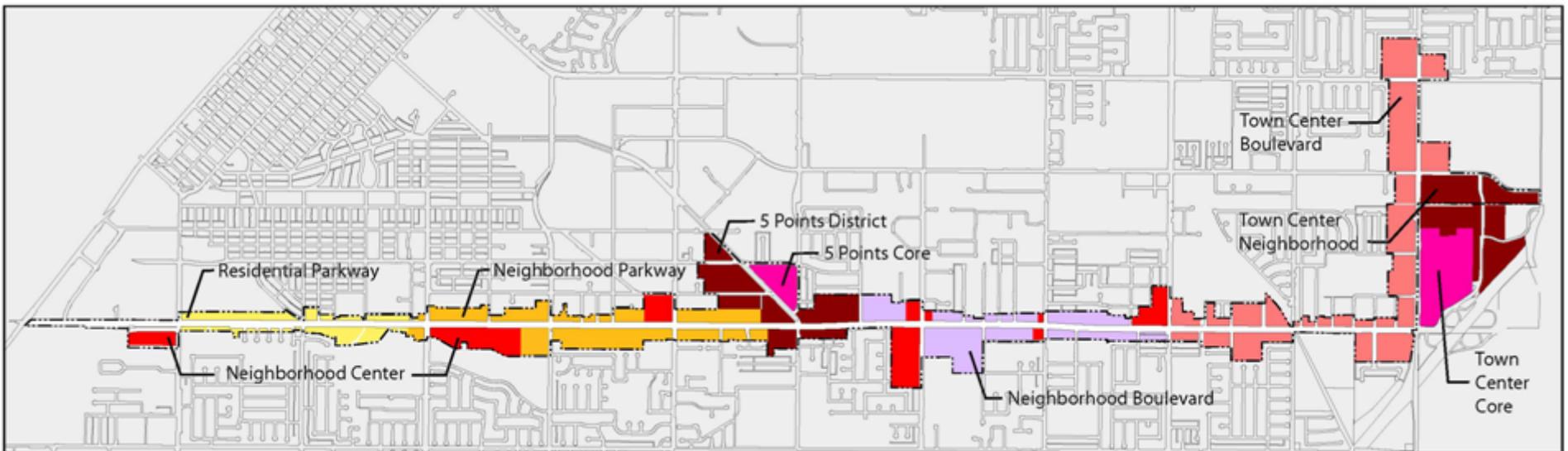
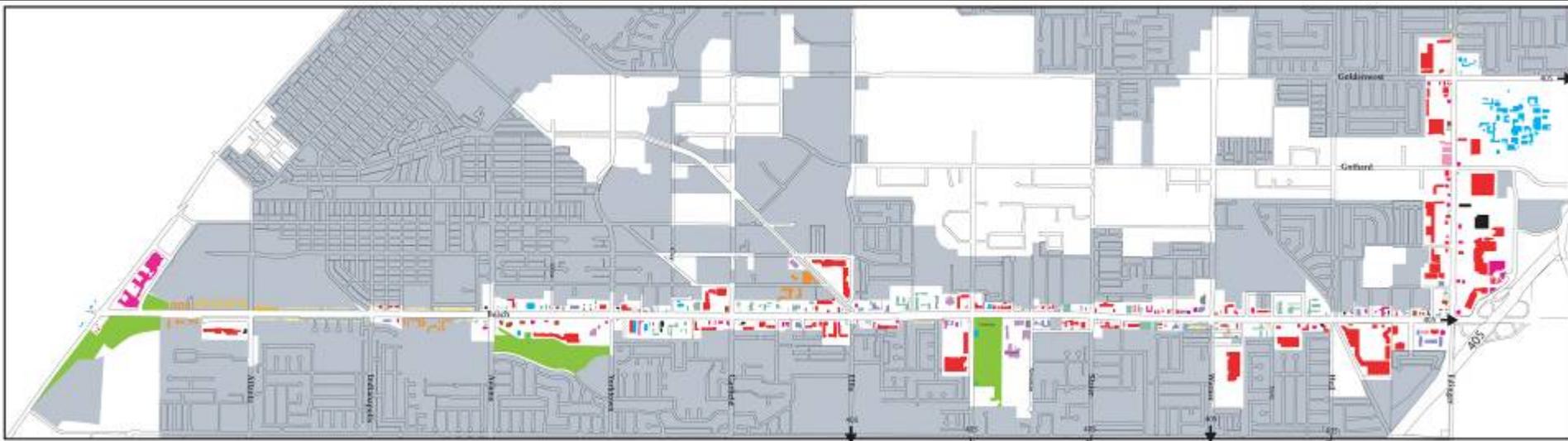
- \* Neighborhood- serving retail required on ground level
- \* Upper level housing, office or lodging permitted
- \* Frontage Coverage @ 50% with building entrances facing public sidewalks
- \* Sidewalks minimum 12 ft wide; planting strips or curb-side parking required

# Neighborhood Center



# Adams to Five Points







## Opportunity Sites and Investment Generators

### Legend

- Short Term Potential for Change
- Medium Term Potential for Change
- Long Term Potential for Change
- Opportunity Sites Identified by Economist

Best Current Opportunities:  
Large Assembled properties at  
Edinger/405 Interchange Zone

Longer Term Opportunities:  
Distributed Throughout Beach  
Blvd. north of Yorktown.

## Segments:

### In Between the Centers

The Restructuring Plan must serve as an instrument for replacing disinvesting strip development with boulevard segments that dramatically improves the identity of the city.

# Market Demand Analysis

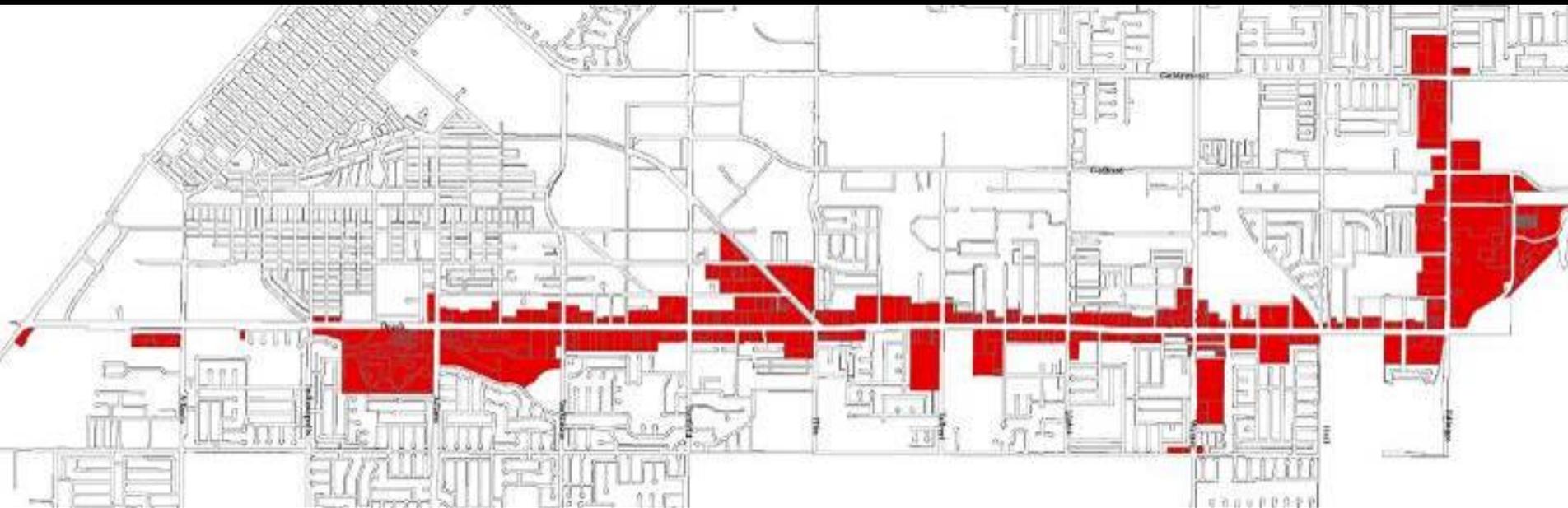
- There appears to be little to no demand for net new retail development, with the possible exception of a missing retail anchor use or two, and some expansion potential at Bella Terra.
- One or two existing retail centers could be redeveloped with new anchored retail – this would be a replacement.
- Overall, sites without retail should not be expected to receive substantial interest in new retail development.

# Market Demand Analysis

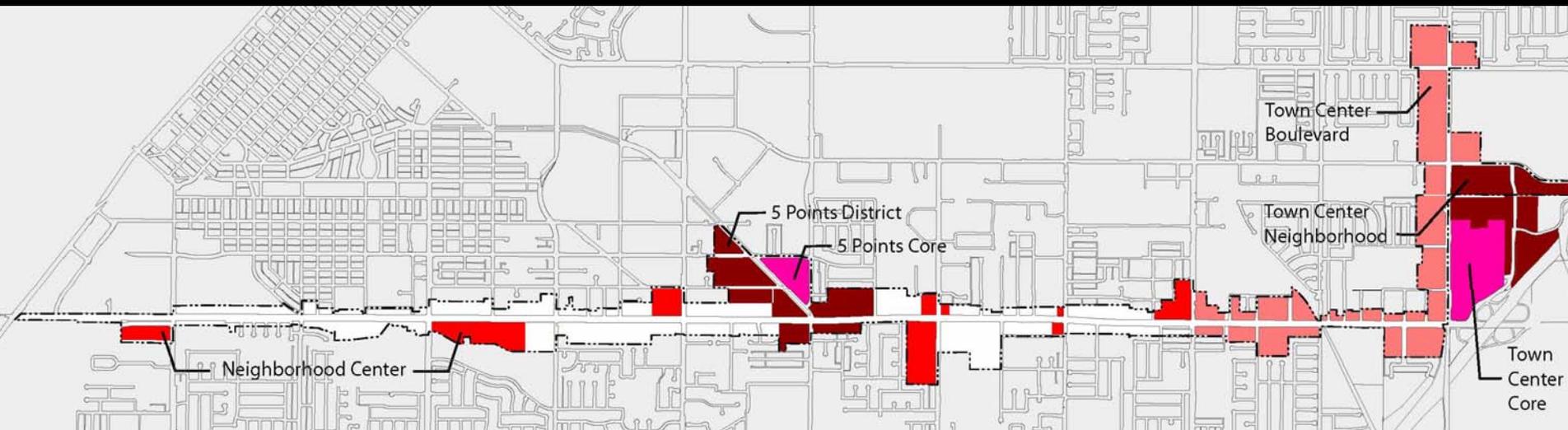
- There is strong demand for new investment in new residential development. Current demand is strongest in the luxury rental area, but the prospects for overall residential development remain strong.
- There is demand for some additional lodging.
- There is limited demand for new office, office/medical along the corridors.

5. Reverse the creeping disinvestment by identifying the “highest and best use(s)” for the Corridor as a whole (and as part of a healthy city/region).

How do we **create value** for  
properties no longer  
advantageously positioned for  
retail investment?



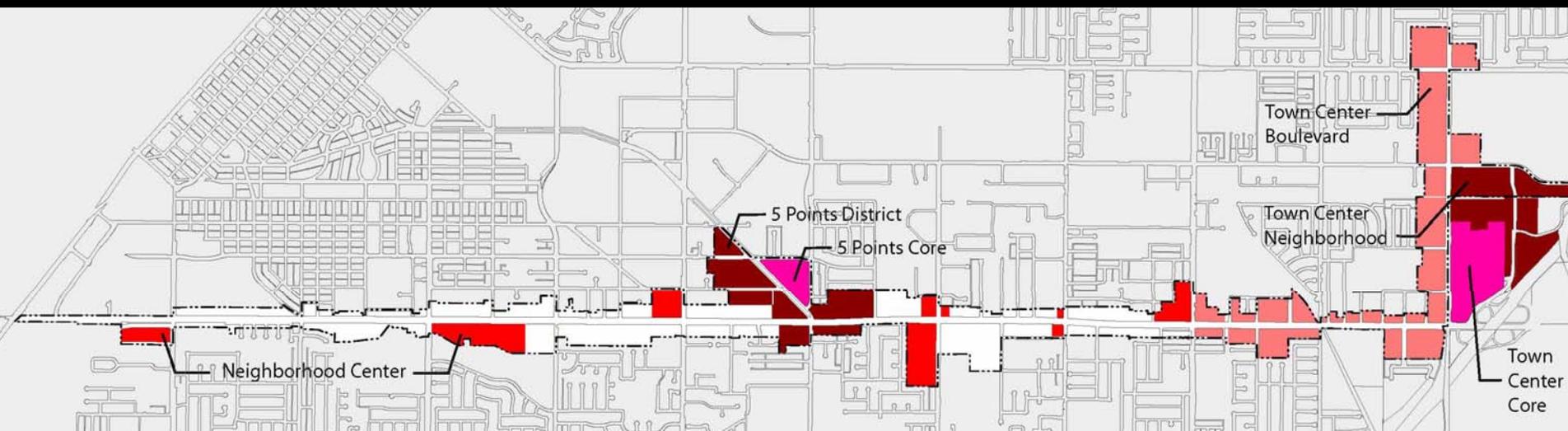
Existing Zoning – Retail Entitlements



Supportable Pattern of Centers



Existing Pattern of Retail Centers



Optimum Future Pattern of Centers

# Huntington Beach Land values – New development

## Multi-family:

Condominiums	\$70
Apartments	\$50
Retail	\$30

*Multi-family density approximately 60 units per acre, values as of 2<sup>nd</sup> quarter 2007. Values have declined since. Retail values based upon floor area ratio of 0.25, monthly average rent of \$2.00 per sq. ft. per month NNN*

*Source – Tierra West Advisors February 2008*

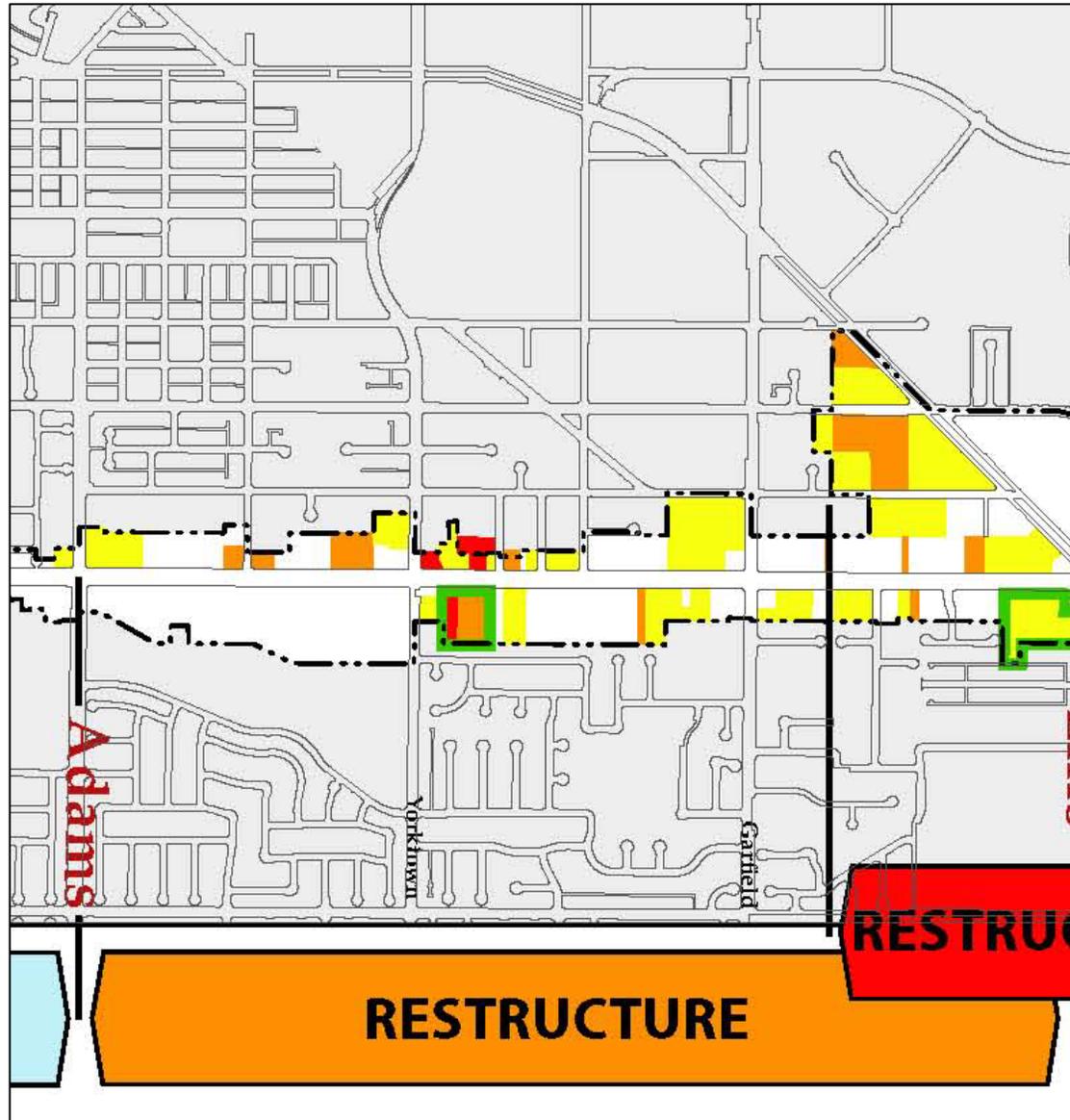
# Existing Zoning Residential Development Permitted



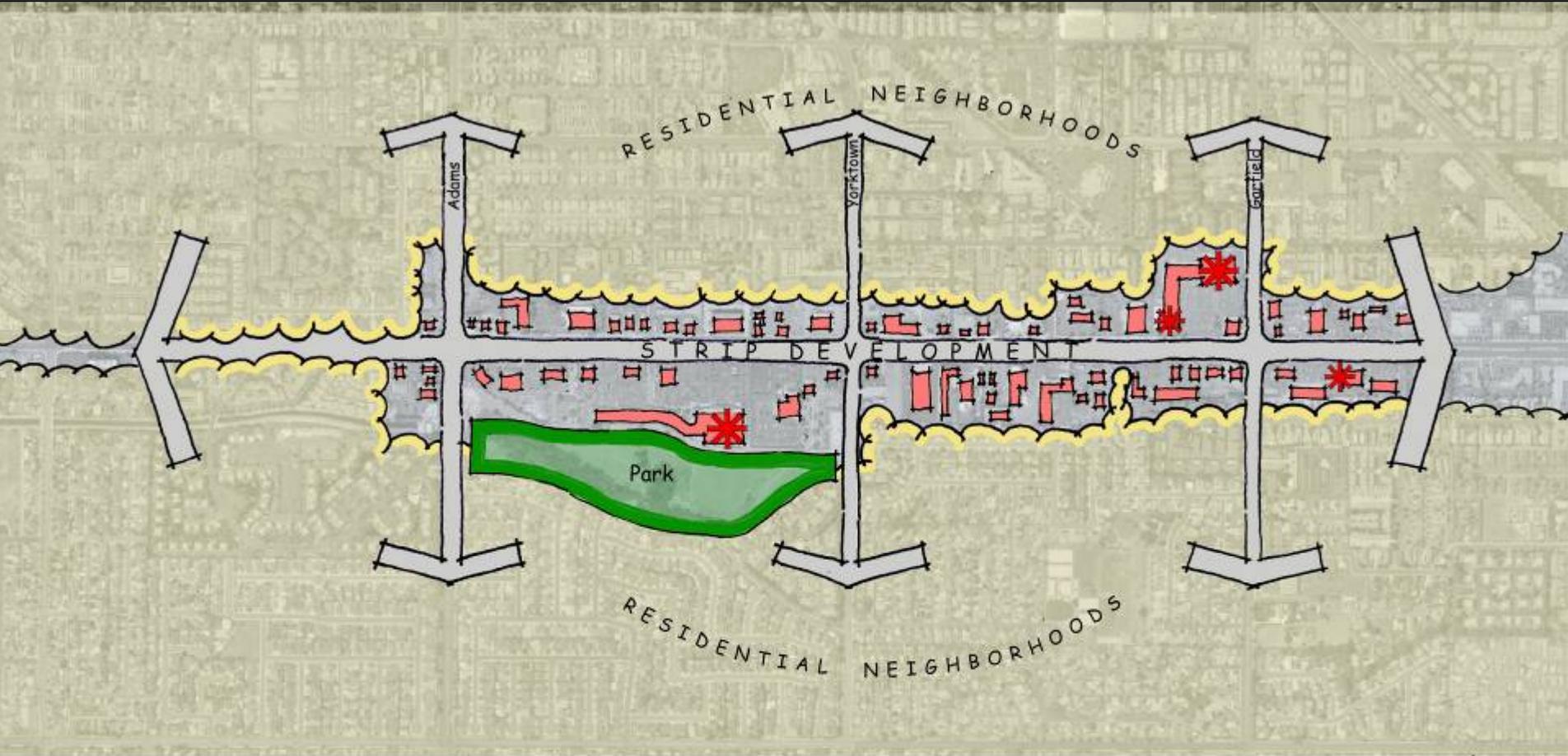
6. To maximize property owner return on property investments, extend residential entitlements to all/most properties along the Corridor.

# Adams to Five Points

## *Neighborhood Parkway Segment*



# Existing Pattern of Development



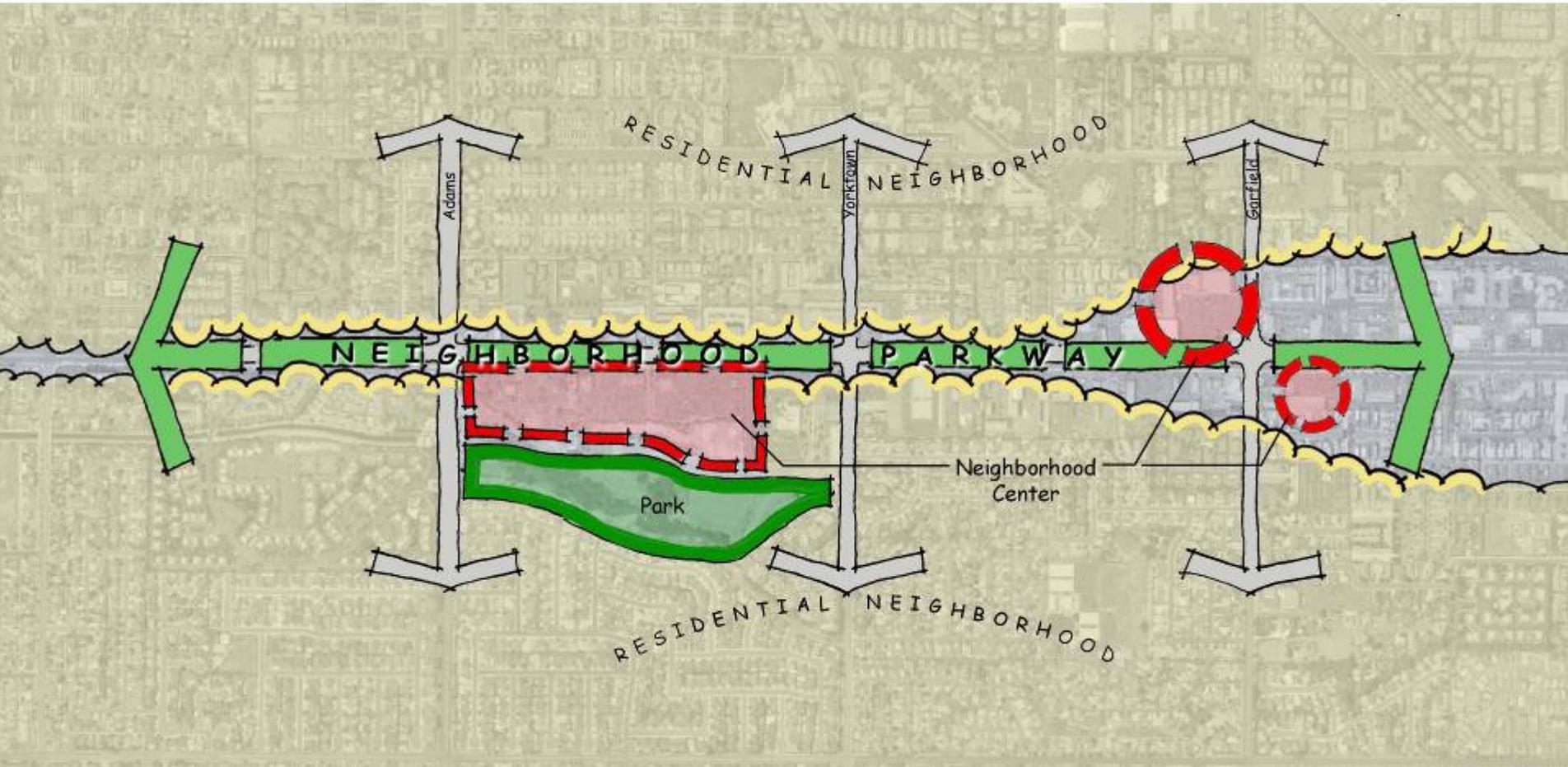
EXISTING

DIAGRAM 1

1" = 1000'



# Revitalization Strategy (Long Term): “Pull the Value up”



# Neighborhood Parkway: Micro-vulnerability analysis (maximum vulnerability to chg)



— Vulnerable

— Opportunity Site  
Identified by  
Economist

# Not Vulnerable to Change



Vulnerable to Change  
– shorter and longer  
term



# Likely Future Opportunity Sites



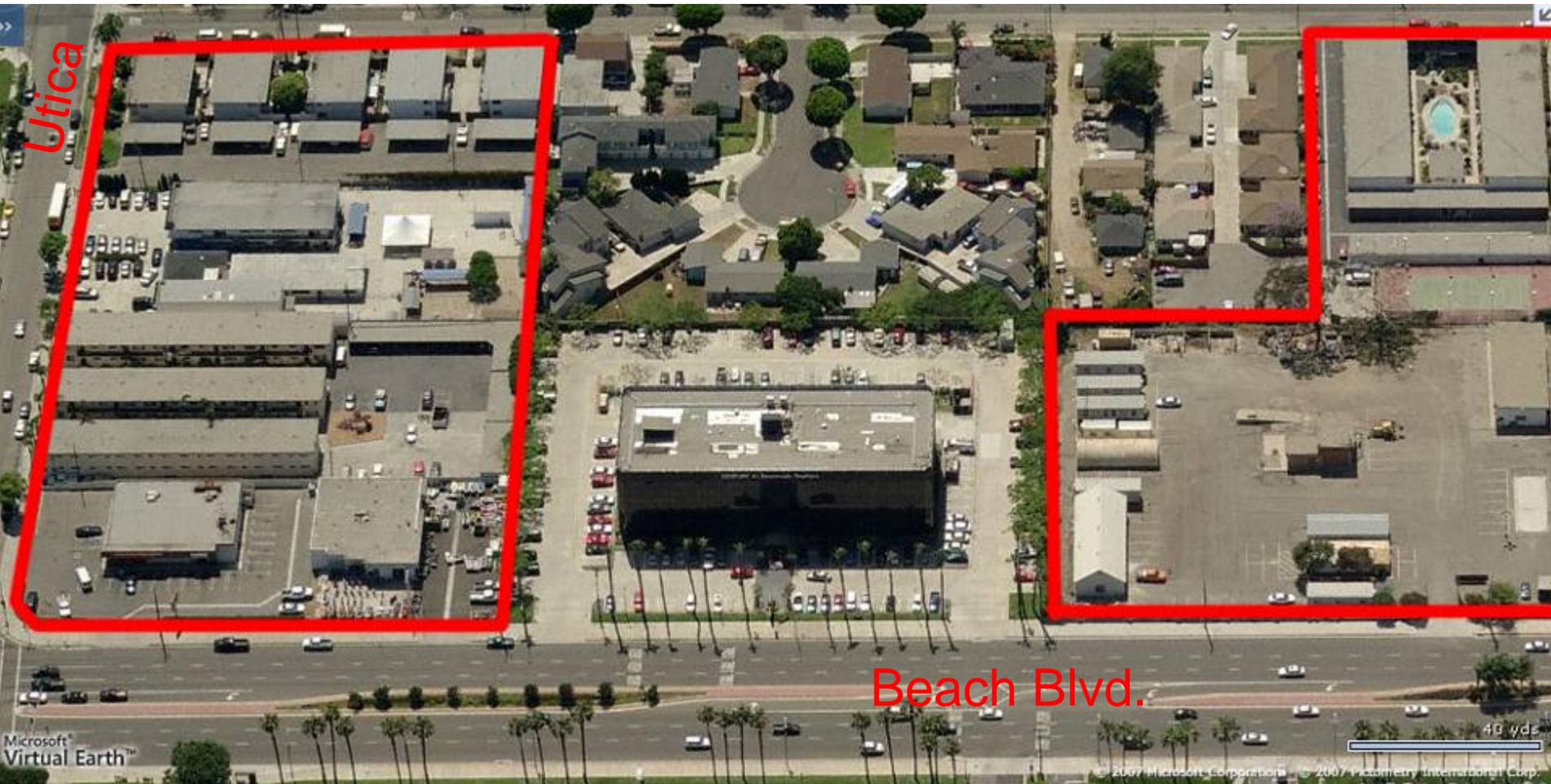
# Likely Future Opportunity Sites



# Likely Longer-Term Vulnerability to Change



# Likely Future Opportunity Sites



# Envisioned Result of Revitalization Strategy: Value extended from resid pkwy

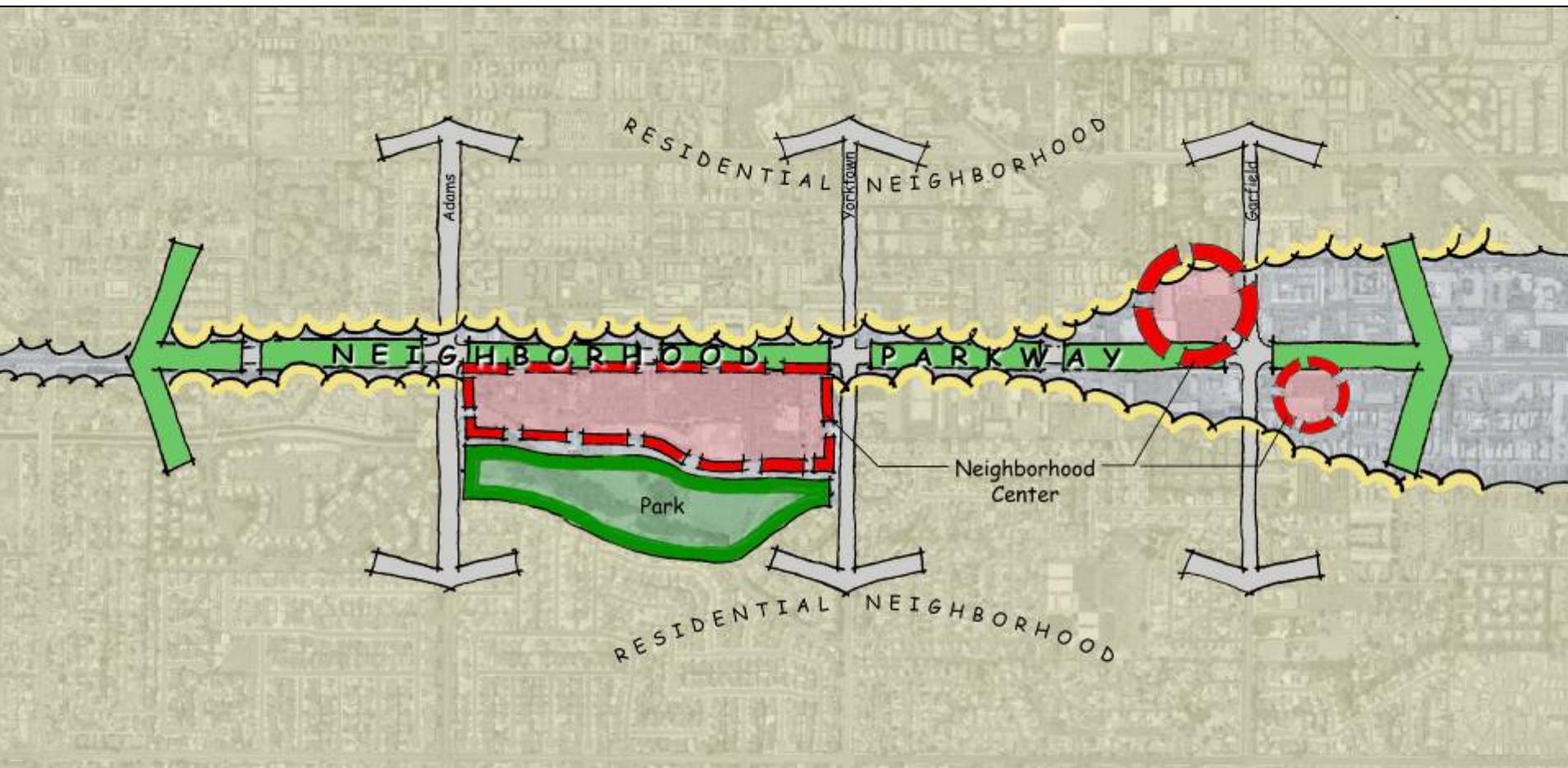


DIAGRAM 2

1" = 100'

0 100'

# Neighborhood Parkway



Side street frontage



# Neighborhood Parkway

Development Oriented to Side Streets.

Landscaped setbacks; decorative walls & fences.



# Neighborhood Parkway: Micro-vulnerability analysis (maximum vulnerability to chg)

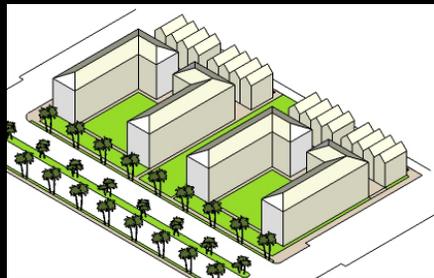


— Vulnerable

— Opportunity Site  
Identified by  
Economist

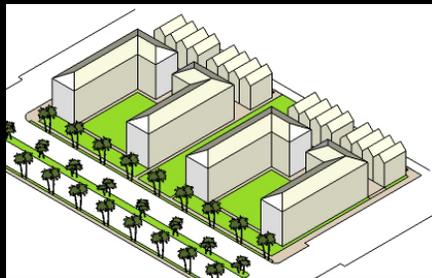


## Residential Parkway

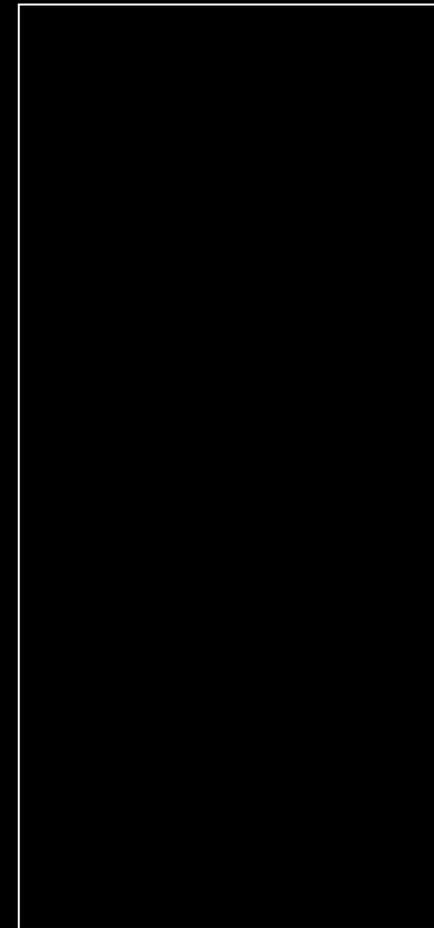
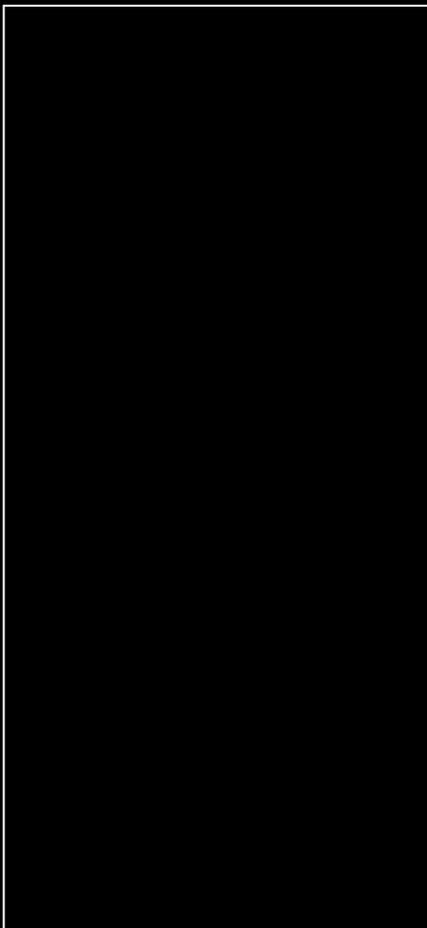
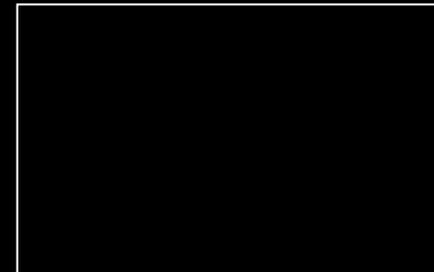
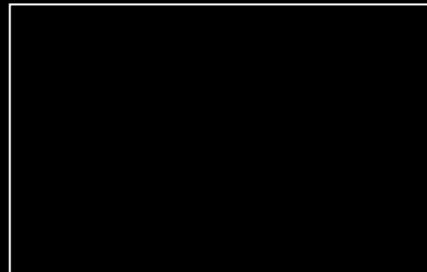
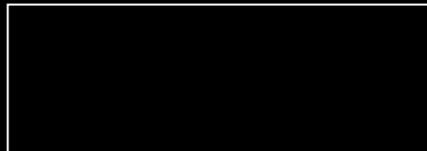


- **Permitted:**  
Residential;  
Corner Store  
Retail
- 1 – 4 floors
- Development oriented to SIDE STS.
- Setback Zone: substantial planting and/or decorative walls & fences

## Neighborhood Parkway

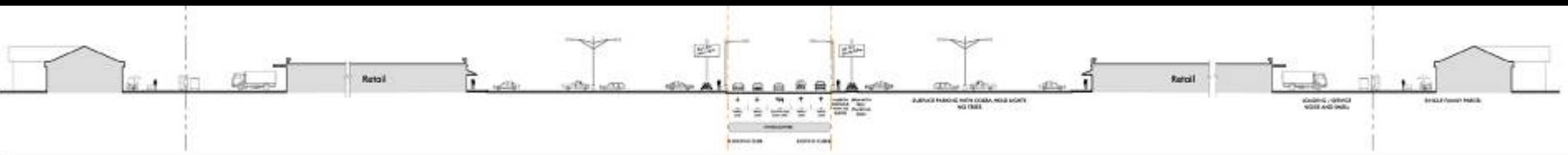


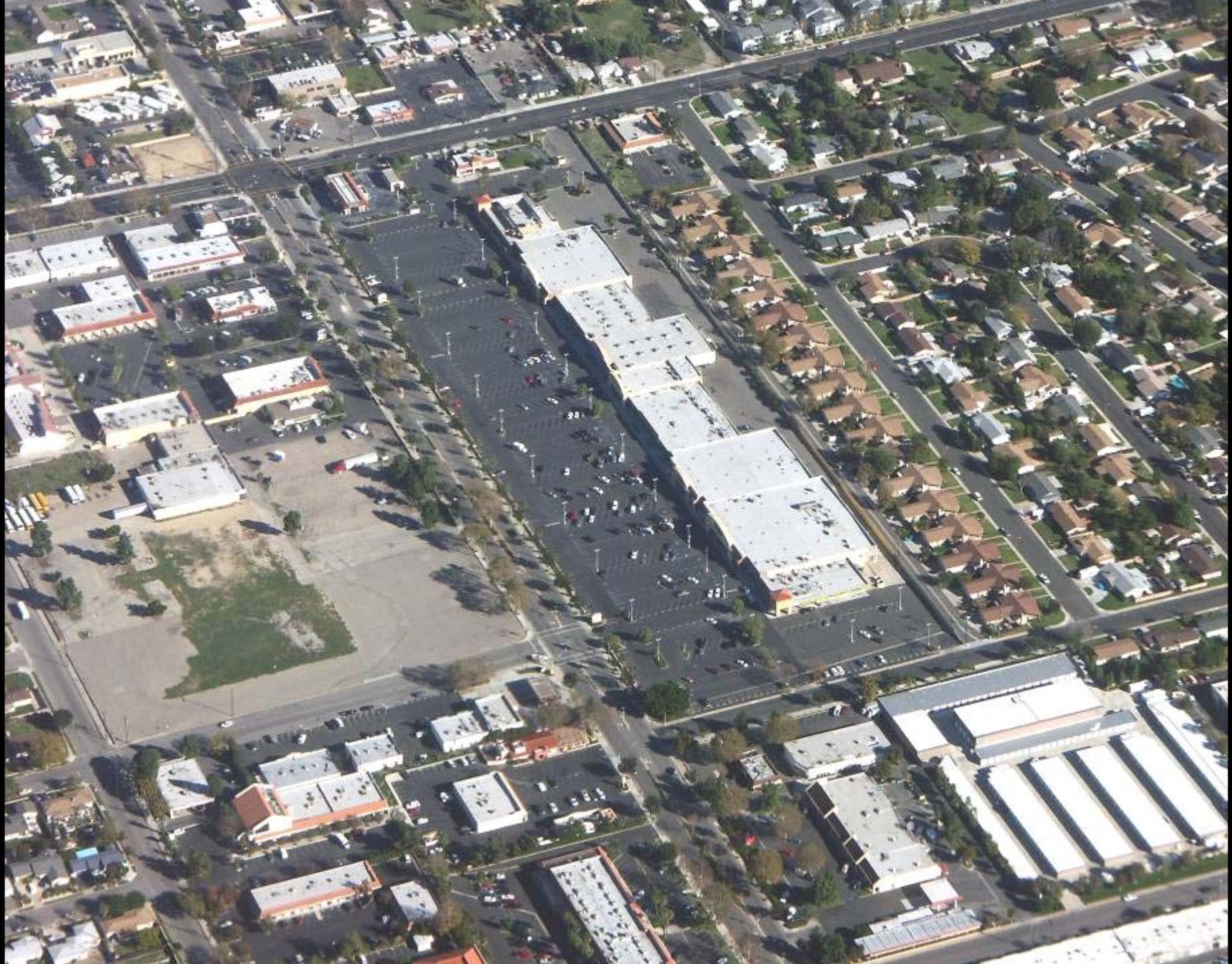
- **Permitted:**  
Housing, office,  
and lodging
- 1 – 4 floors
- **Conditional:**  
Neighborhood  
/Commercial  
Corridor Retail;  
(with screening)
- Development oriented to SIDE STS.
- Setback zone: substantial landscaping

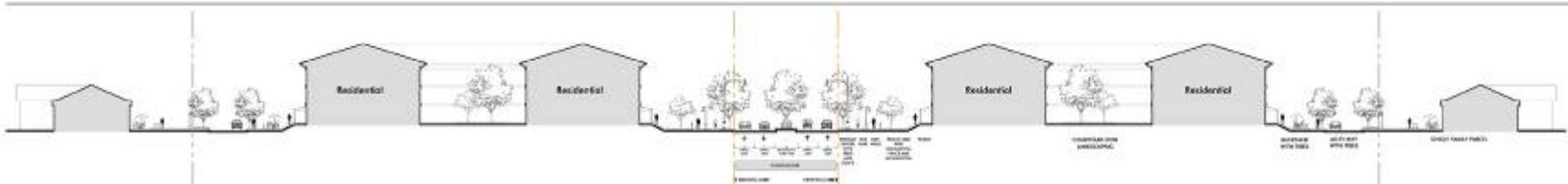
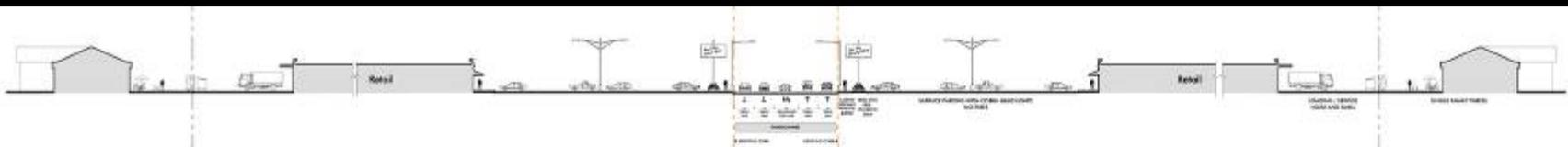


# Transition Approach – Land Use

- Residential – preferred
- Office – designed to be compatible w residential neighbor
- Lodging – designed to be compatible w residential neighbor
- Auto Sales (new cars) – Expansion of Existing Dealerships permitted anywhere in this segment.
- Neighborhood Serving Retail; Commercial Corridor Retail – conditional; must include substantially landscaped setback frontage.

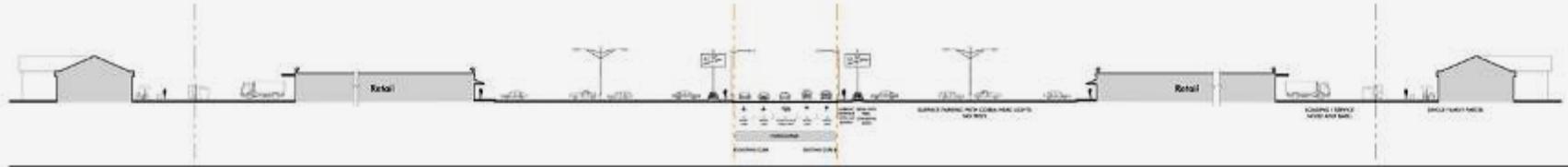






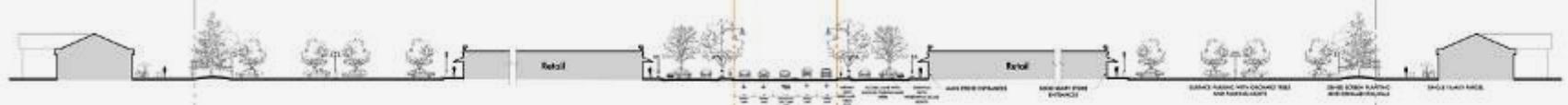
**EXISTING CORRIDOR SEGMENT**

**TYPICAL STRIP RETAIL**  
**LANDSCAPE**



**RESTRUCTURED CORRIDOR**  
**SEGMENT APPLICATIONS**

- 1. REGIONAL RETAIL SUPPORT
- 2. NEIGHBORHOOD CONFERENCE CLUSTER



- 1. REGIONAL COVER
- 2. REGIONAL CENTER SUPPORT
- 3. TOWN CENTER
- 4. NEIGHBORHOOD CONFERENCE CLUSTER



- 1. REGIONAL COVER
- 2. REGIONAL CENTER SUPPORT
- 3. TOWN CENTER
- 4. NEIGHBORHOOD CONFERENCE CLUSTER



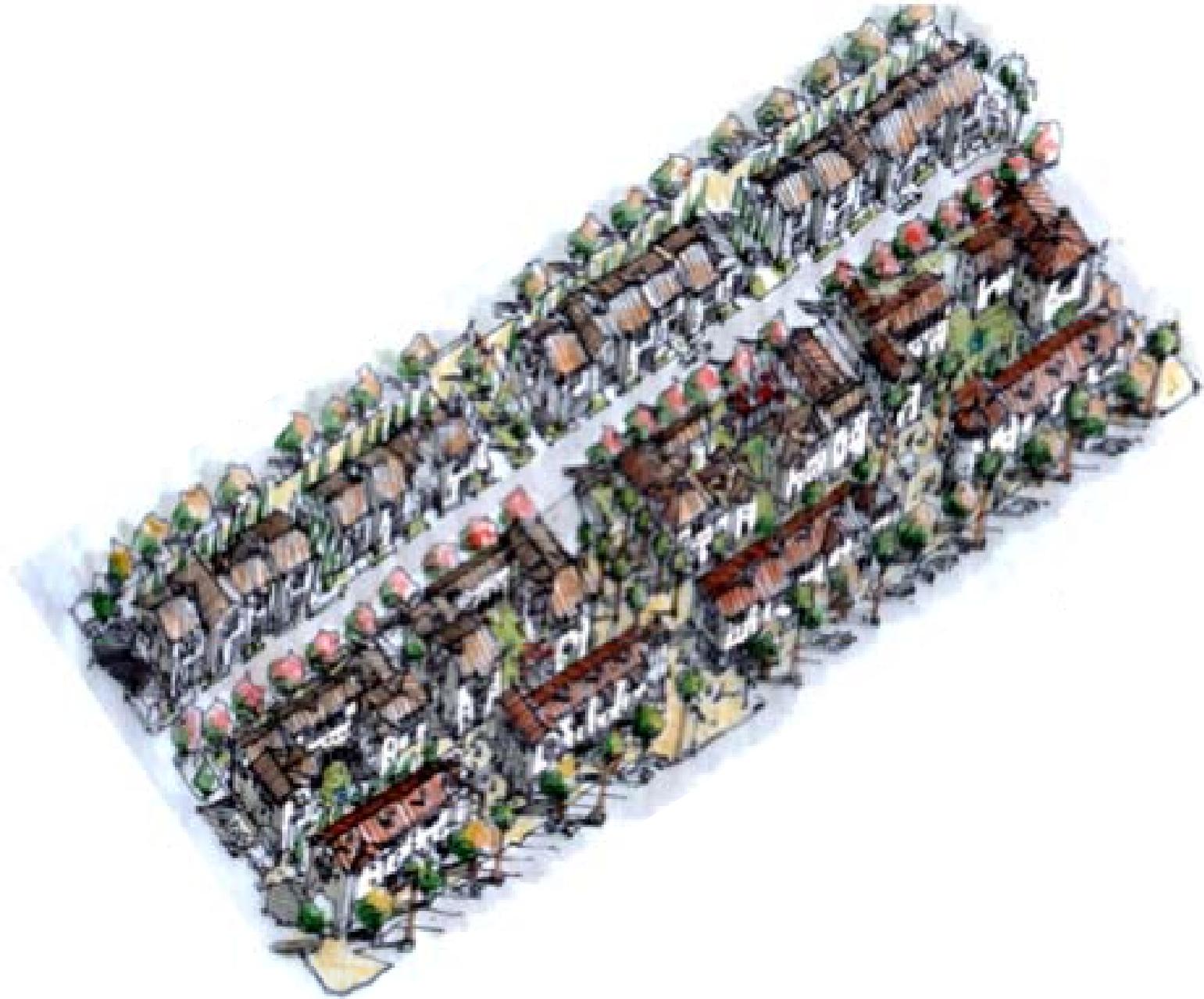
- 1. NEIGHBORHOOD COURSEWORK



- 1. NEIGHBORHOOD COURSEWORK

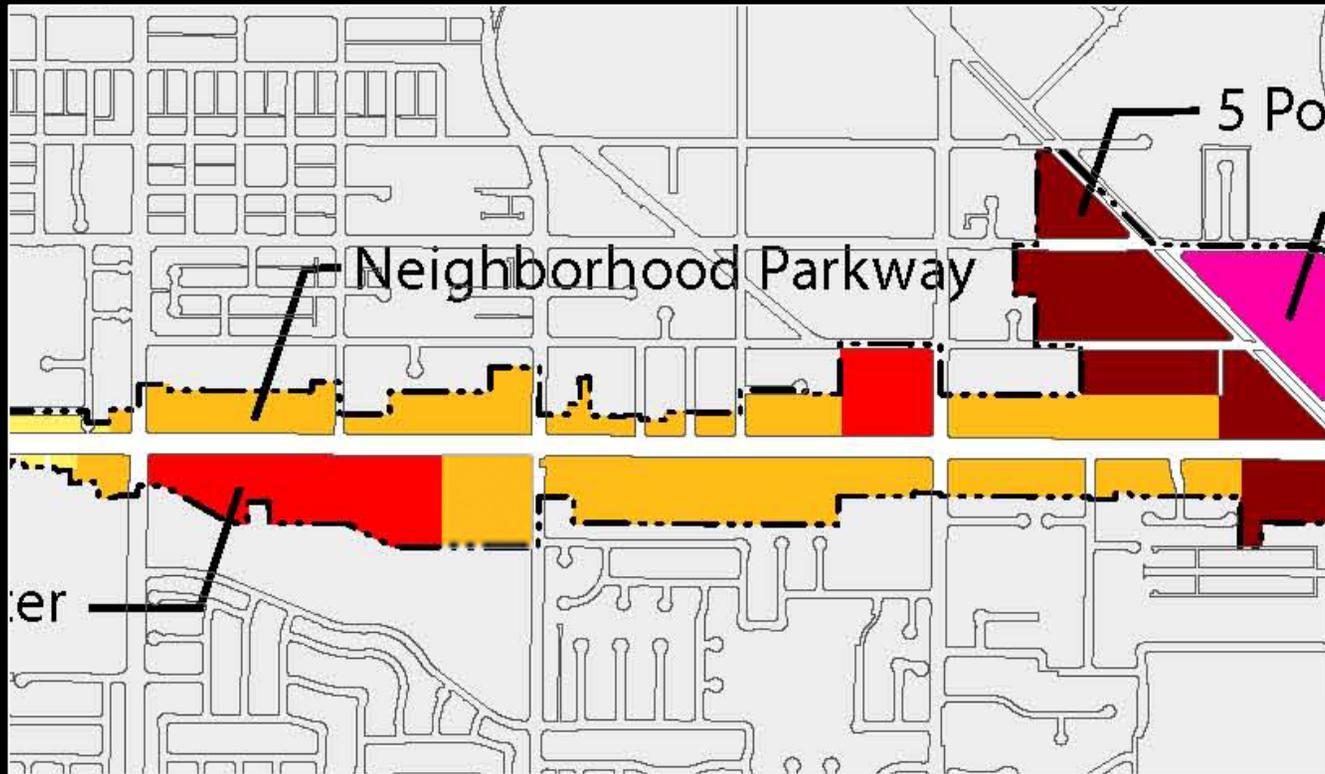






Axonometric Sketch Scale 1"-40'

# Neighborhood Center



- (Neighborhood centers are limited to acreage shown in District Zones map)
- Neighborhood- serving retail required on ground level
- Upper level housing, office or lodging permitted
- Frontage Coverage @ 50% with building entrances opening out onto public sidewalks
- Sidewalks minimum 12 ft wide; planting strips or curb-side parking required.

# Neighborhood Center

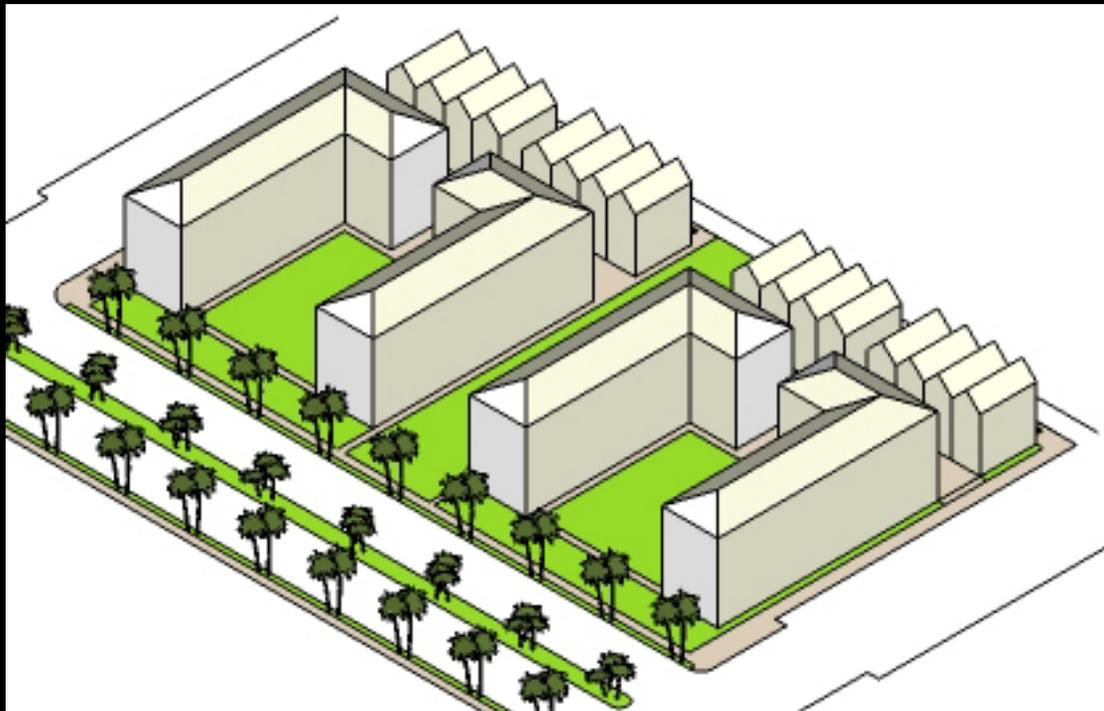


# Suburban Supermarket vs. Urban Supermarket



# Street Design: Parkway Segments

*South of Five Points*



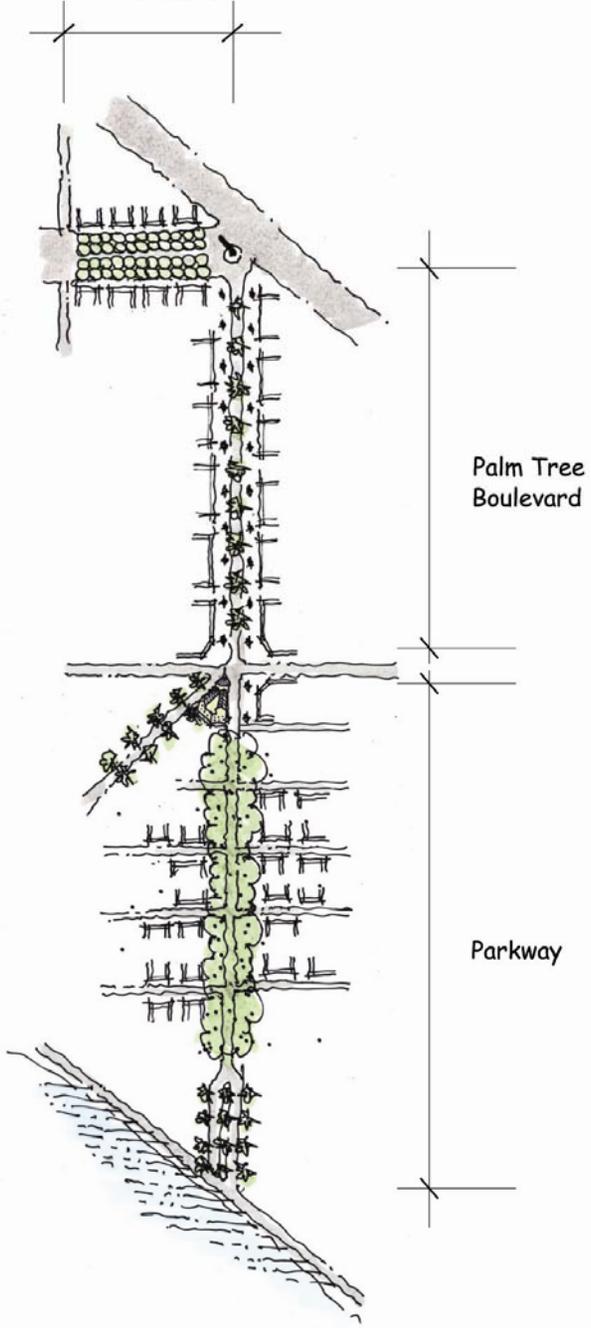
The Specific Plan Coordinates Private *and* Public Investment to further community goals

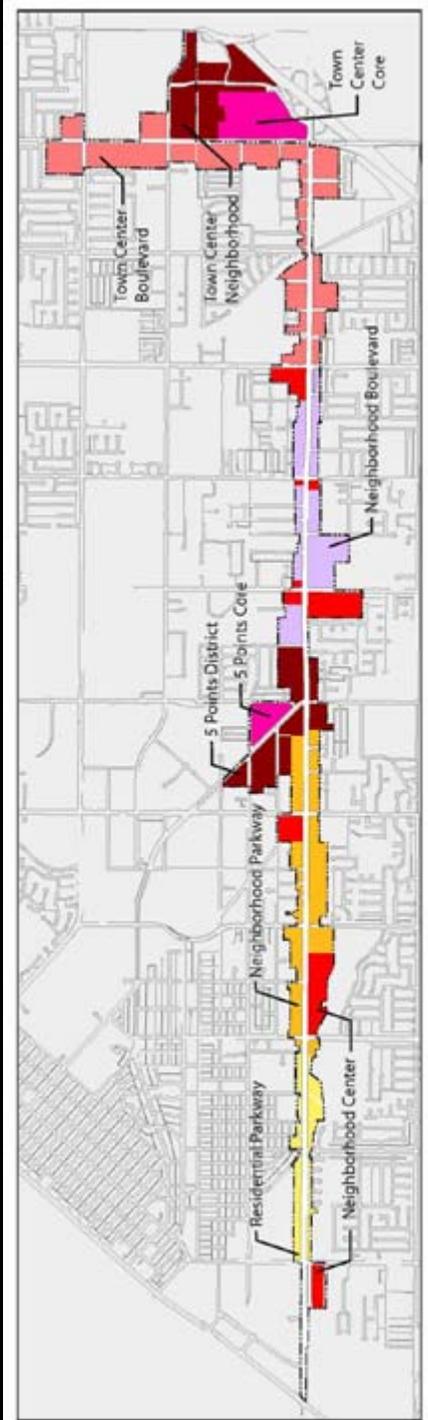
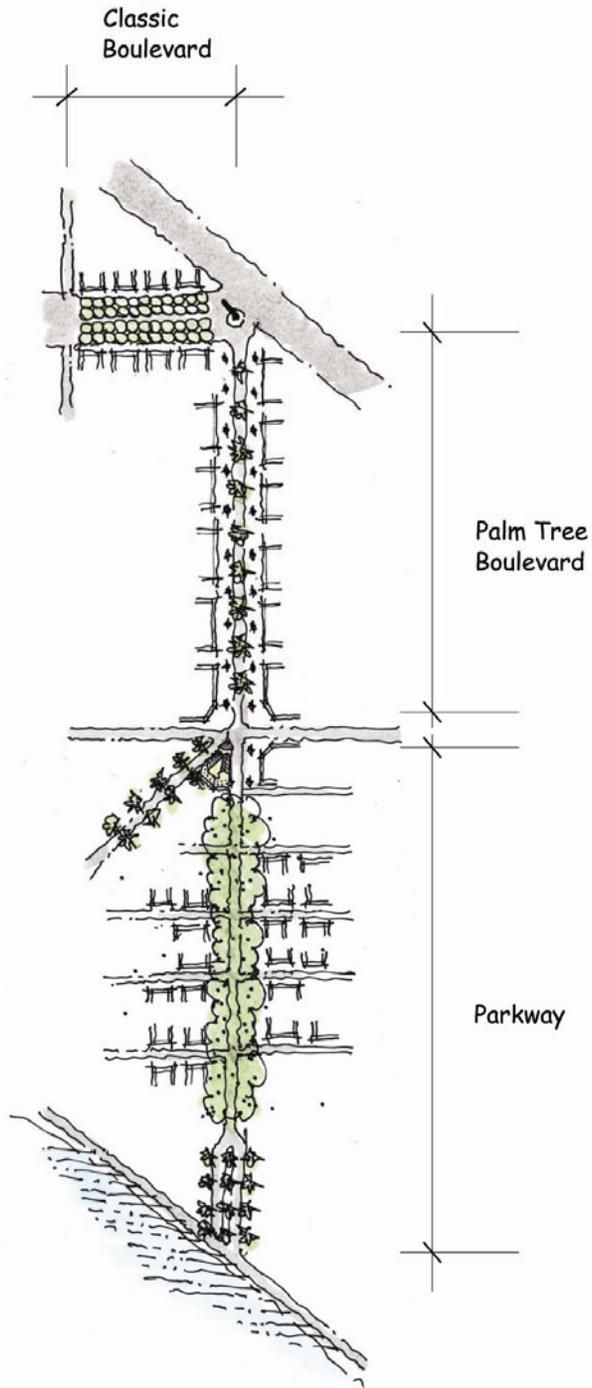
7. As resources allow, implement street improvements that provide environments that promote and support the desired types of exiting & new investment.

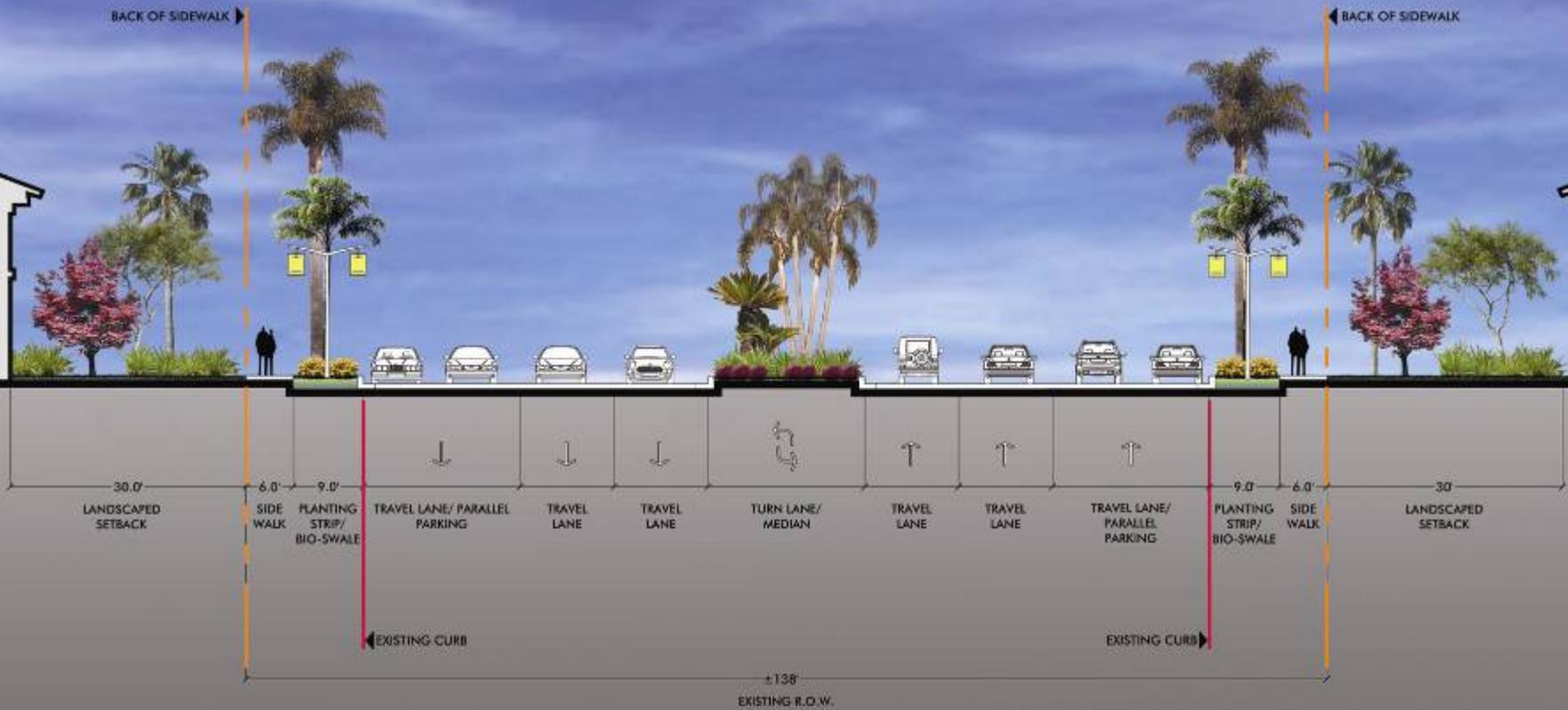




Classic  
Boulevard

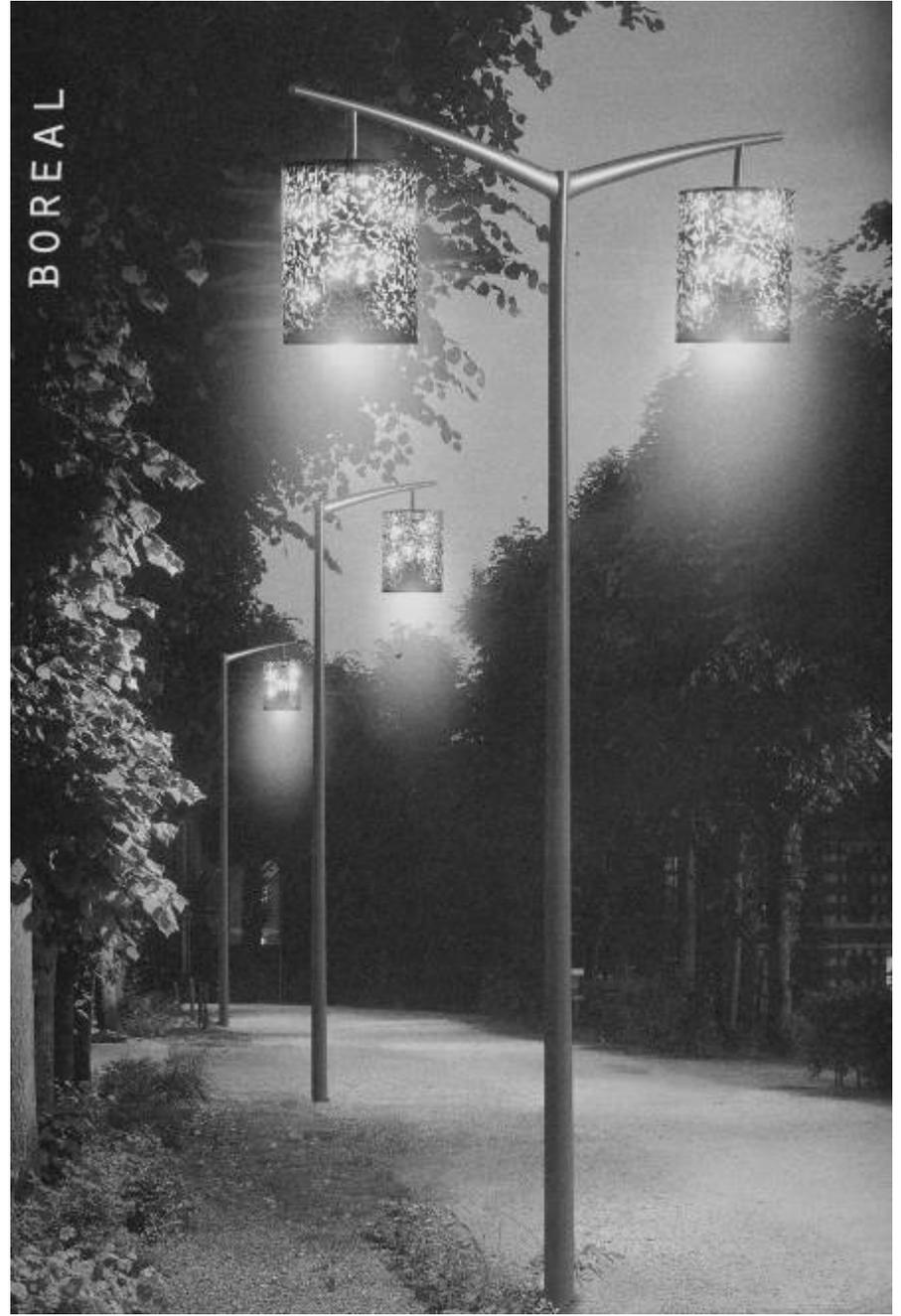






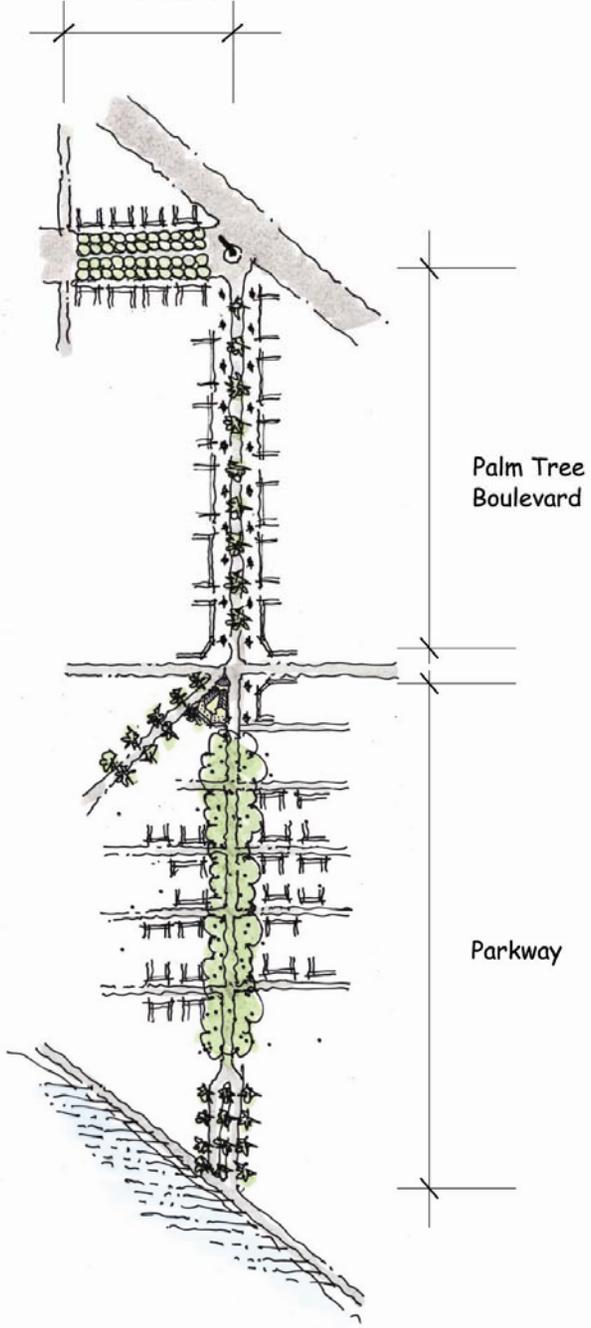


-  Multi-trunk palm tree
-  Single-trunk medium-height palm tree
-  Cycas
-  Broad-leaf tall grasses
-  Low/ Medium groundcover - small flowers
-  Low/ flowery groundcover



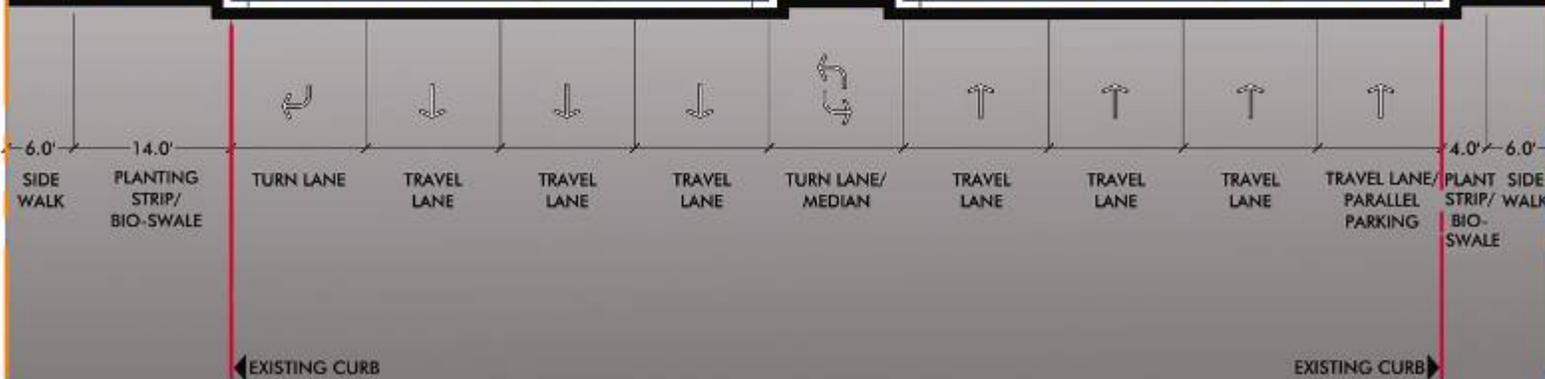
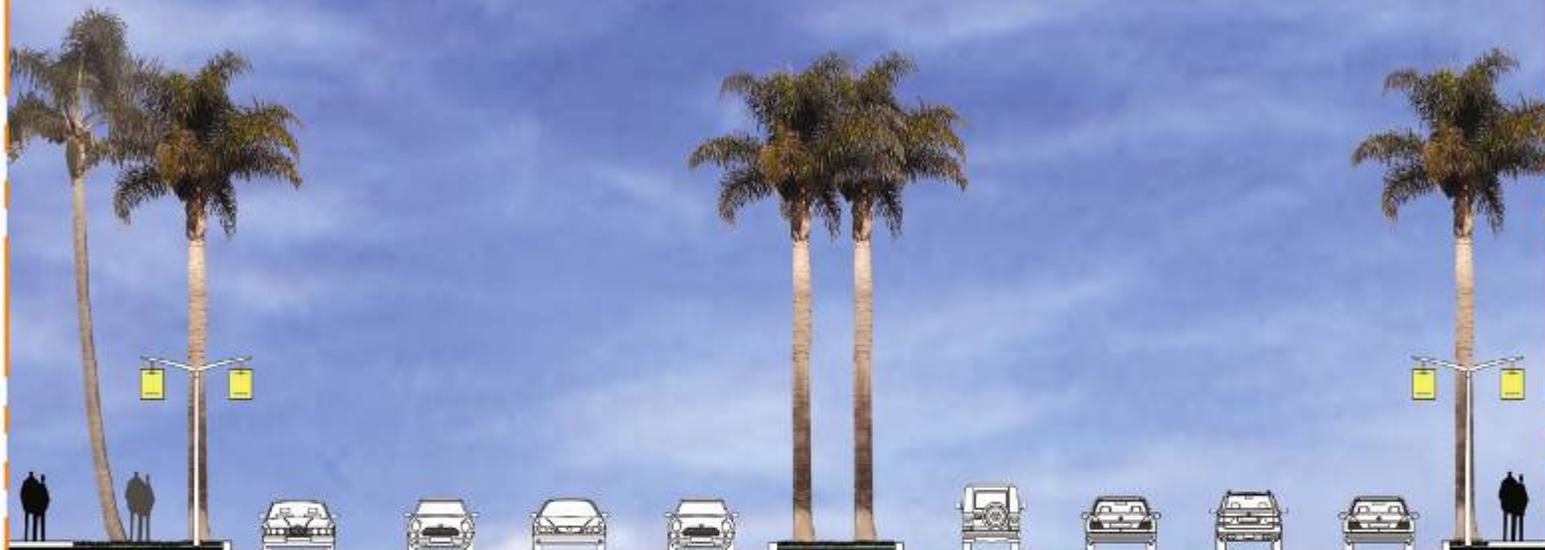


Classic  
Boulevard



◀ BACK OF SIDEWALK

BACK OF SIDEWALK ▶



6.0'  
SIDE WALK

14.0'  
PLANTING STRIP/  
BIO-SWALE

TURN LANE

TRAVEL LANE

TRAVEL LANE

TRAVEL LANE



TURN LANE/  
MEDIAN



TRAVEL LANE



TRAVEL LANE



TRAVEL LANE



TRAVEL LANE/  
PARALLEL  
PARKING

4.0' - 6.0'  
PLANT SIDE STRIP/  
WALK  
BIO-SWALE

◀ EXISTING CURB

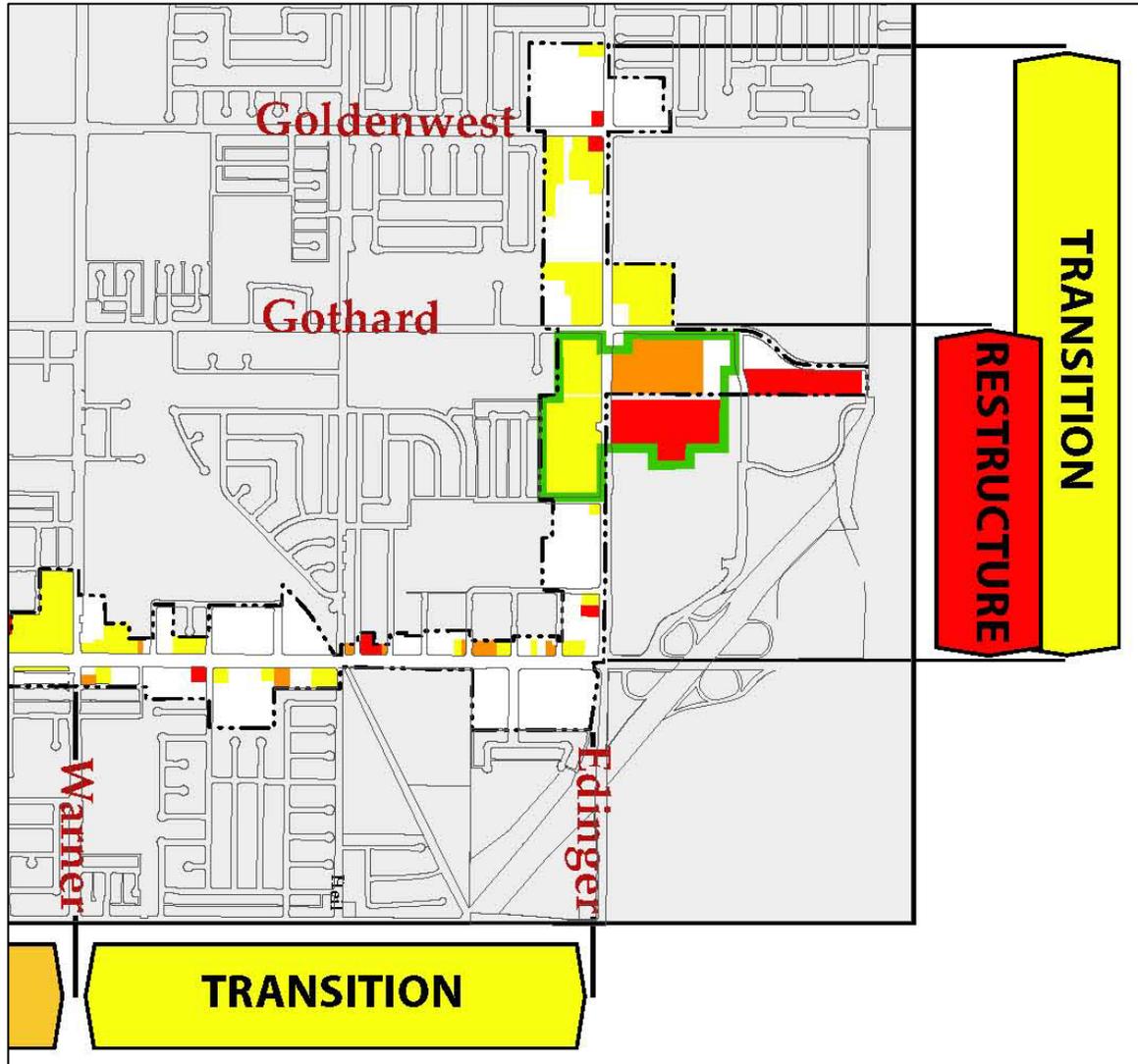
EXISTING CURB ▶

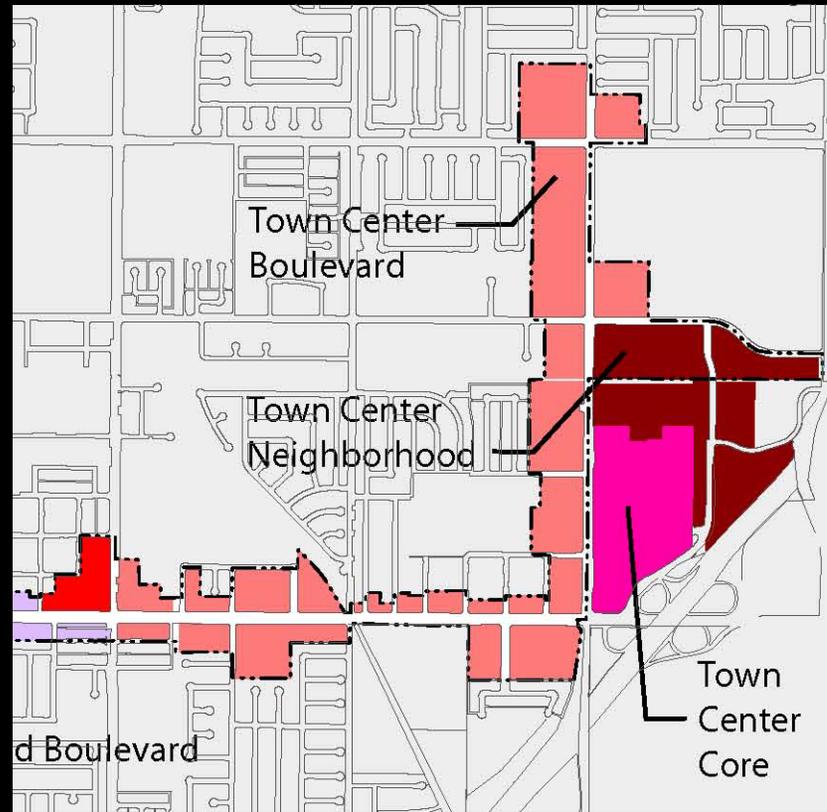
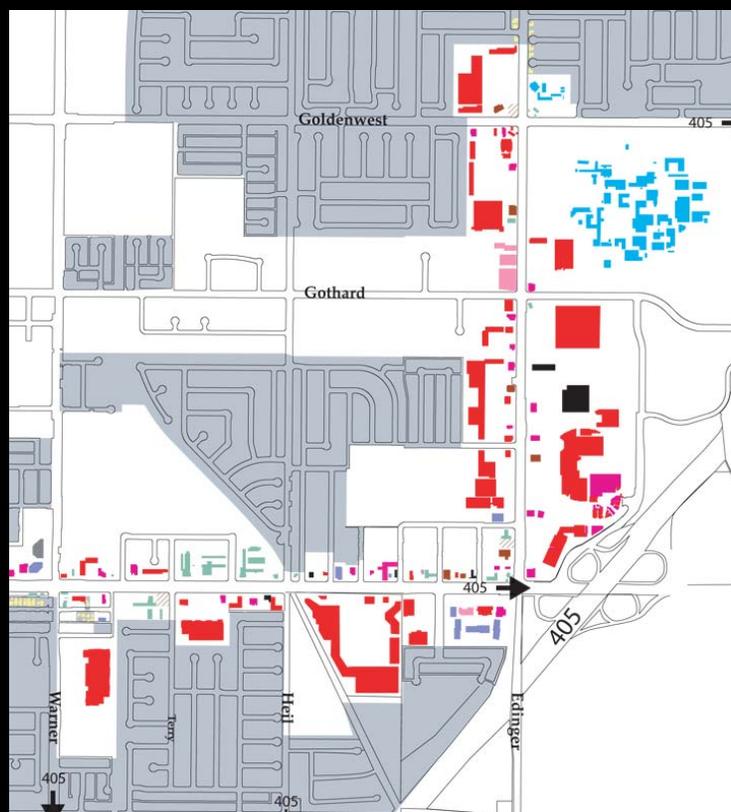
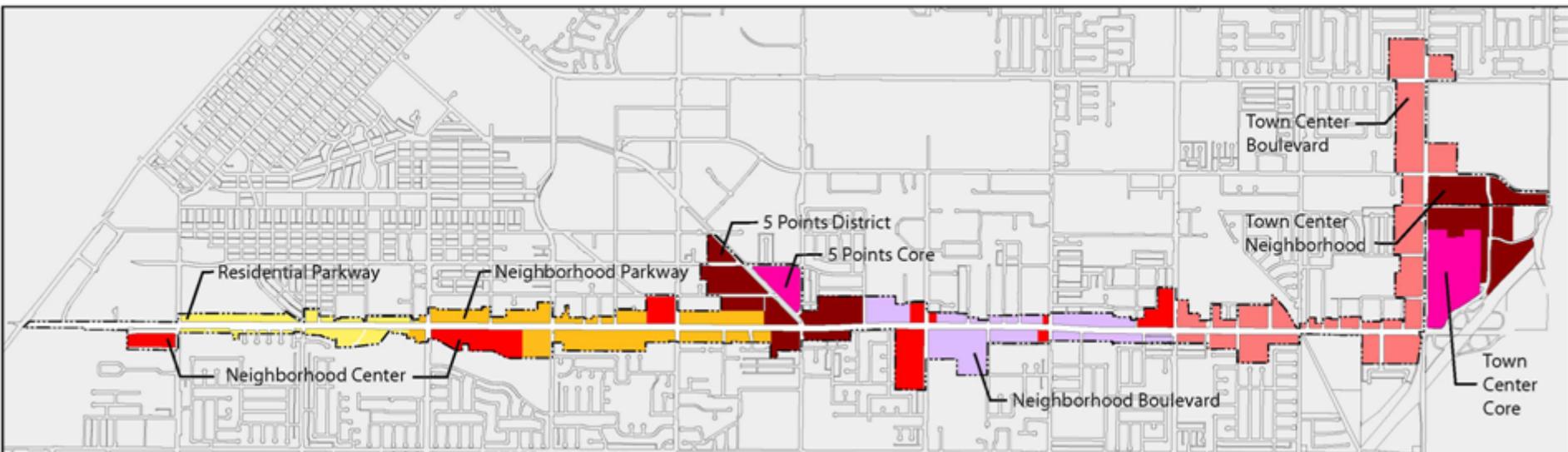
±138'  
EXISTING R.O.W.



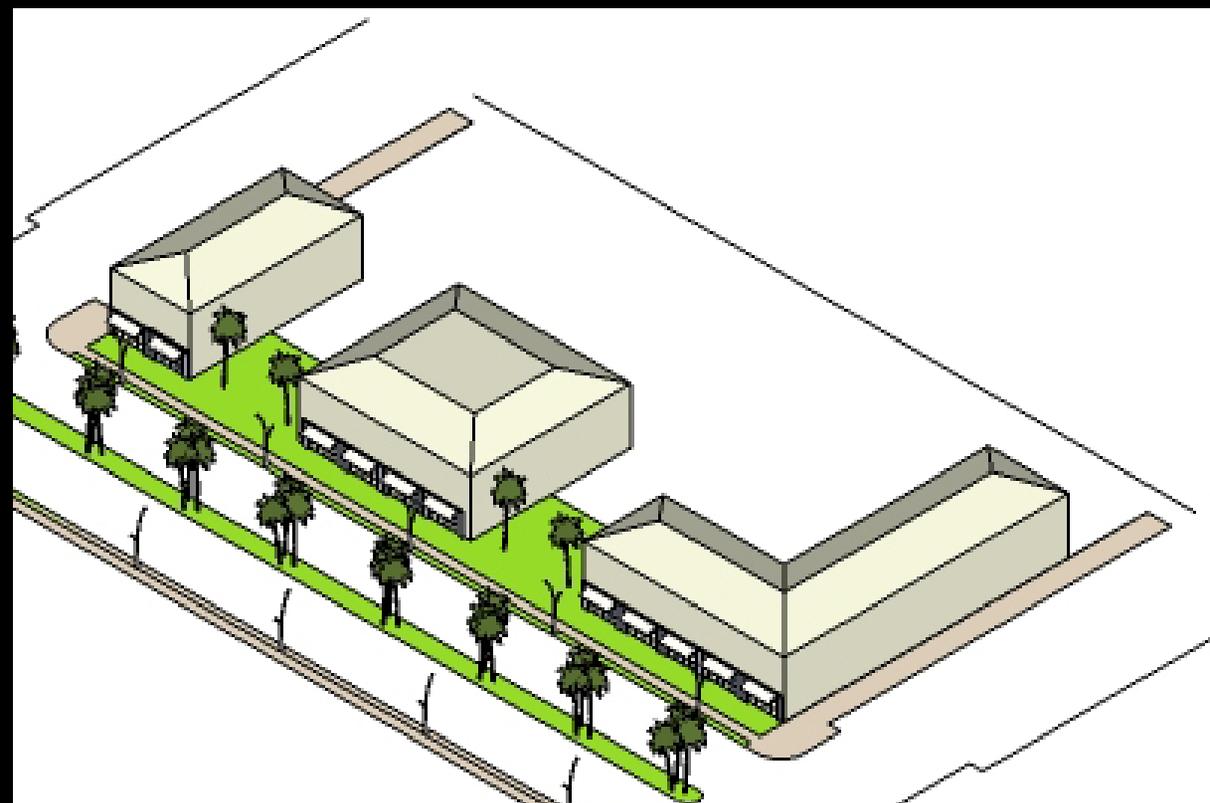


# Edinger to Warner Beach to Goldenwest





# Town Center Boulevard



# Definition of Terms: “Parkway” vs. “Boulevard”



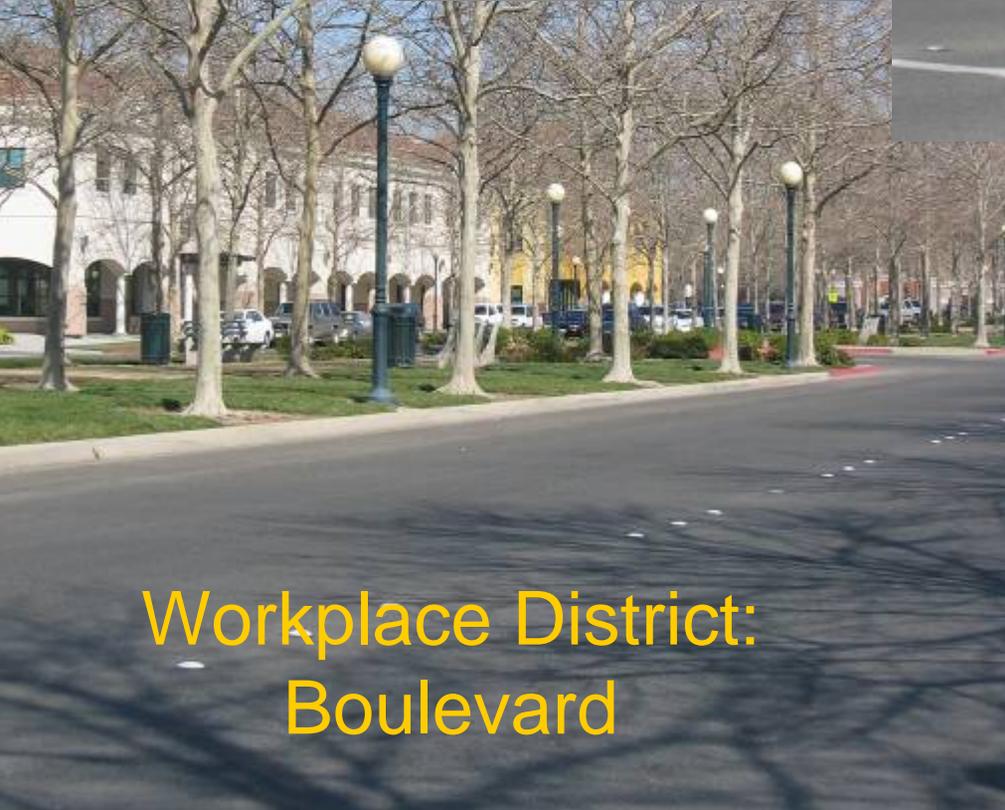


# Segment Character: Residential Parkway



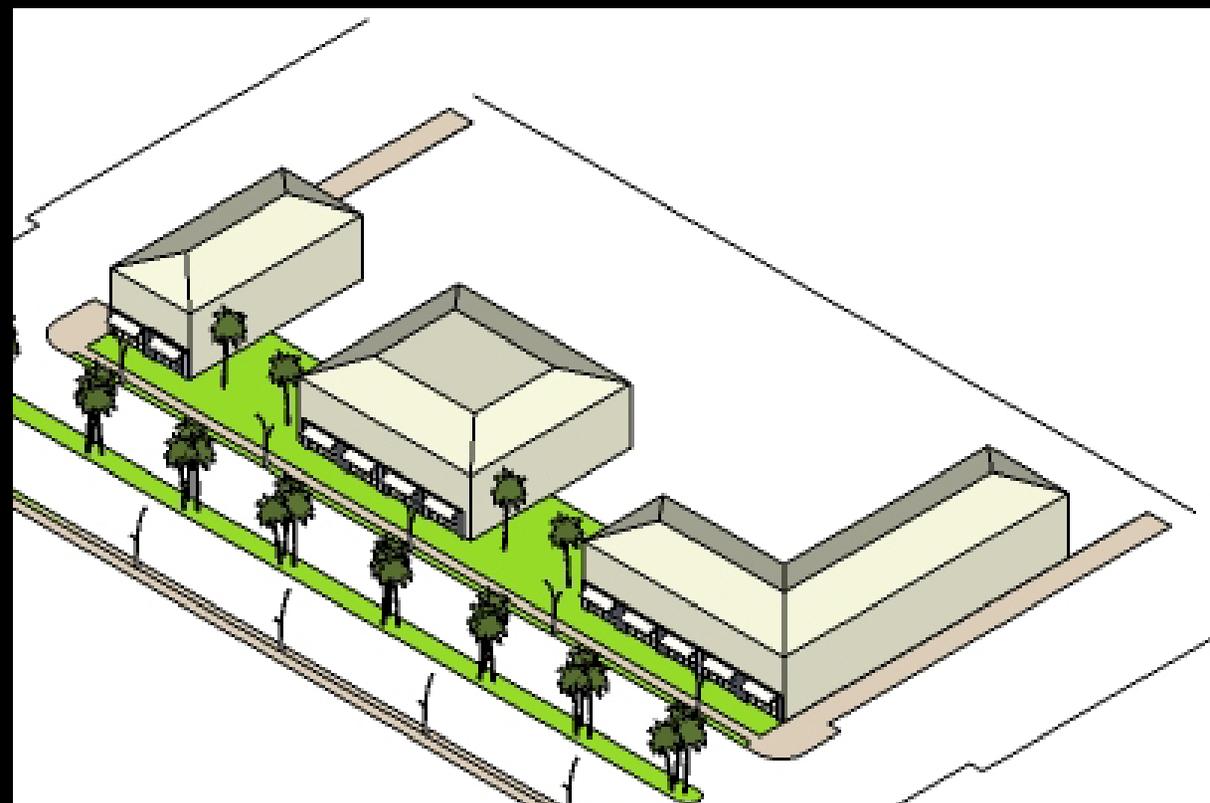






**Workplace District:  
Boulevard**

# Town Center Boulevard



Reminder: 4  
story 100%  
coverage dev  
allowed in  
here too







Buildings, Primary Entrances face Beach / Edinger  
Landscaped front setbacks  
Sidewalk, Parkway Strip and Decorative Streetlights  
Side and rear parking lots; Some Buildings Built along Frontage  
Surface parking lots buffered from adjacent uses

## 8. Support the Retention and Expansion of Auto Dealerships

- Permit existing Auto Dealerships to expand anywhere on the corridor.
- Encourage new Auto Sales Dealership Development along segments closer to 405, particularly north of Five Points.
- City will work with existing auto dealerships to investigate the potential for off-site overflow fleet storage.

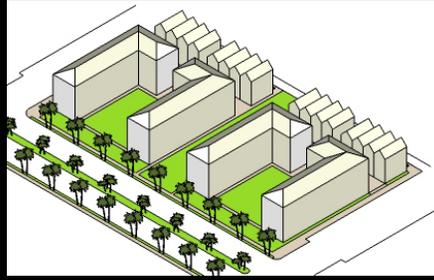
HAWAIIAN BEACH  
**HUBCAPS**  
BUY-SELL-TRADE-REPAIR

**HUBCAPS**  
WHEELS



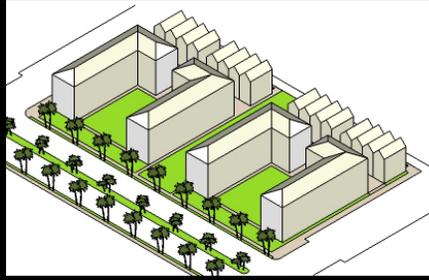


## Residential Parkway



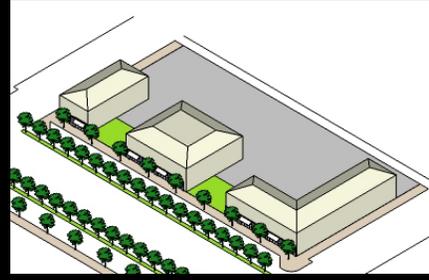
- **Permitted:** Residential; Corner Store Retail
- 1 – 4 floors
- Development oriented to SIDE STS.
- Setback Zone: substantial planting and/or decorative walls & fences

## Neighborhood Parkway



- **Permitted:** Housing, office, and lodging
- 1 – 4 floors
- **Conditional:** Neighborhood /Commercial Corridor Retail; (with screening)
- Development oriented to SIDE STS.
- Setback zone: substantial landscaping

## Town Center Boulevard



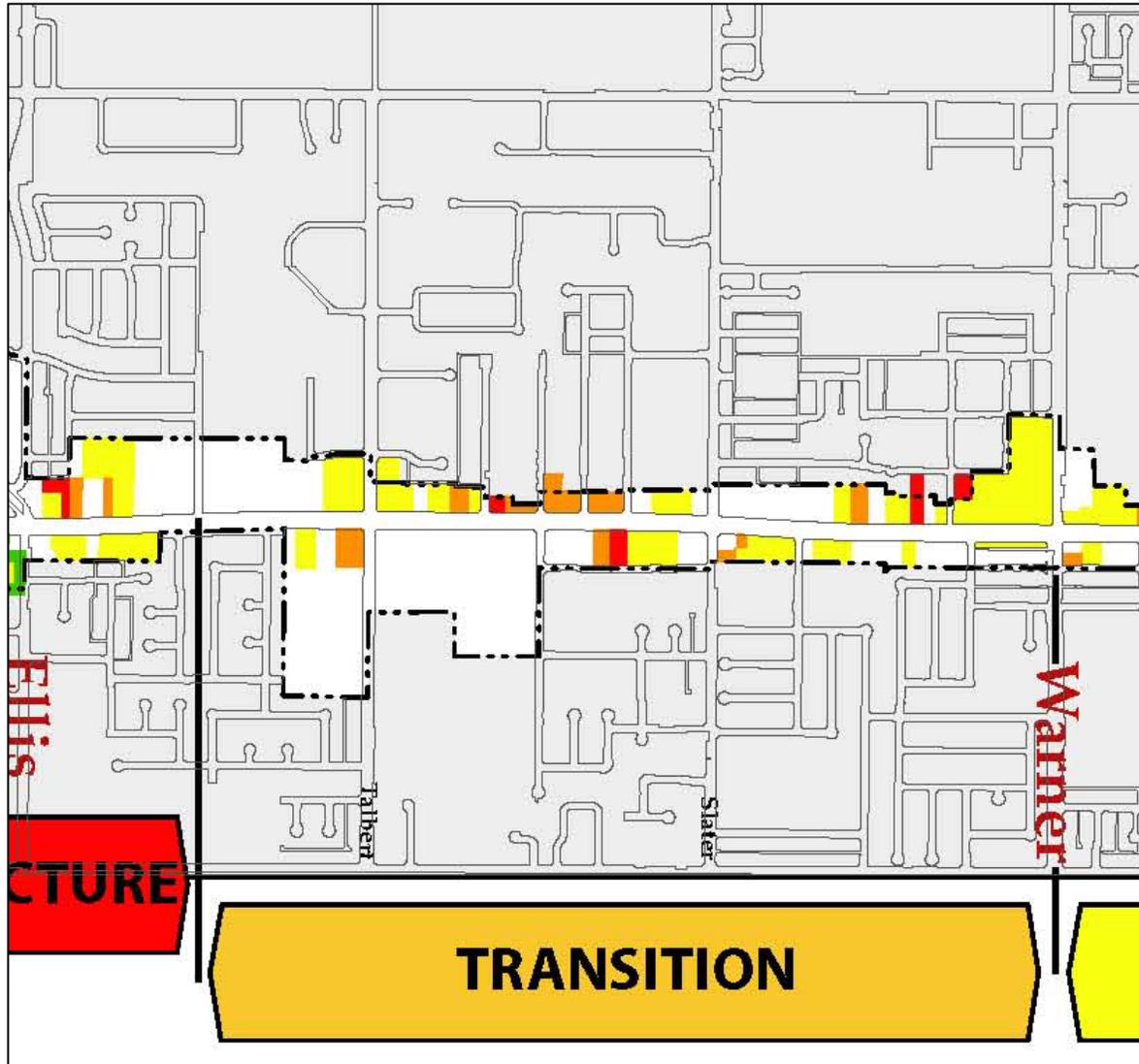
- **Permitted:** Retail, Auto Sales, Office, lodging, housing
- 1 – 4 floors
- Development fronts Beach Blvd./Edinger
- Moderate setbacks w/ formal landscaping

# Warner to Five Points

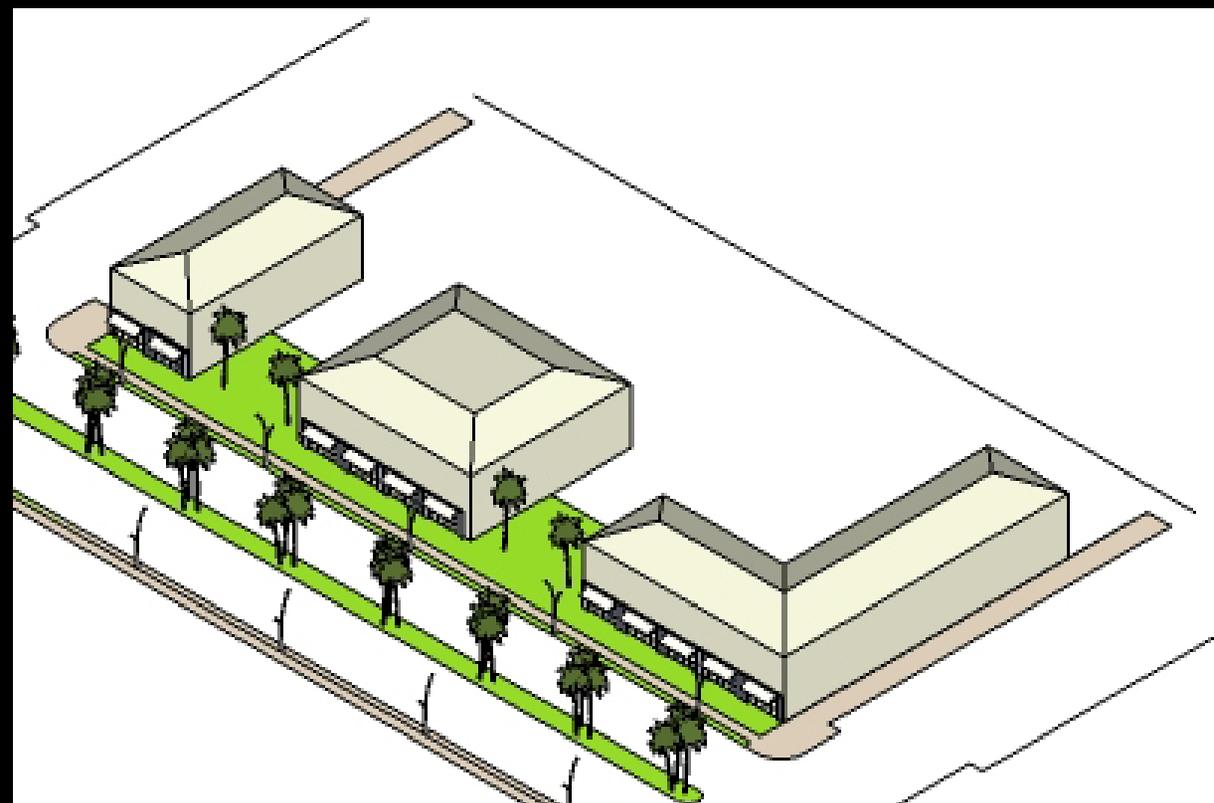


# Warner to Five Points

## *Neighborhood Boulevard Segment*



# Neighborhood Boulevard





Buildings, Primary Entrances face Beach / Edinger  
Landscaped front setbacks  
Sidewalk, Parkway Strip and Decorative Streetlights  
Side and rear parking lots; Some Buildings Built along Frontage  
Surface parking lots buffered from adjacent uses



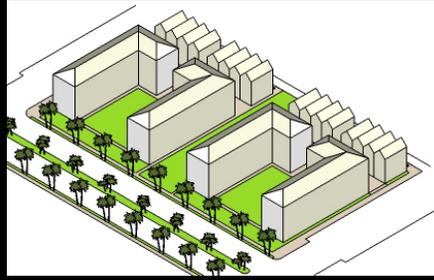
HAWAIIAN BEACH  
**HUBCAPS**  
BUY-SELL-TRADE-REPAIR-USED

**HUBCAPS**  
WHEELS



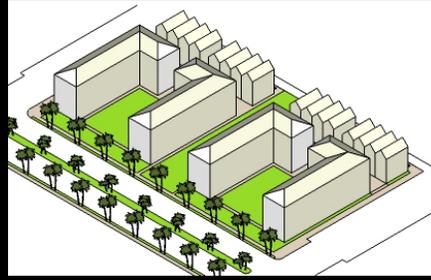


## Residential Parkway



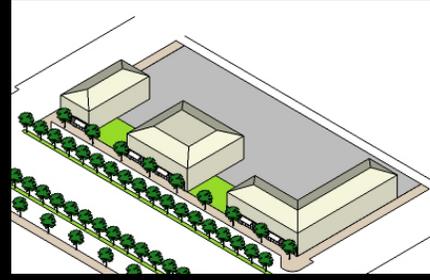
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- Setback Zone: substantial planting and/or decorative walls & fences

## Neighborhood Parkway



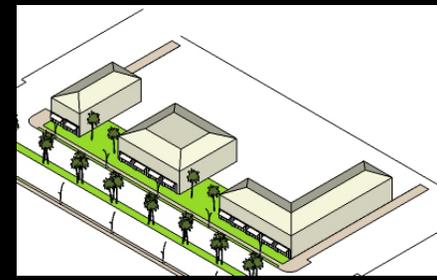
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## Town Center Boulevard



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- 1 – 4 floors
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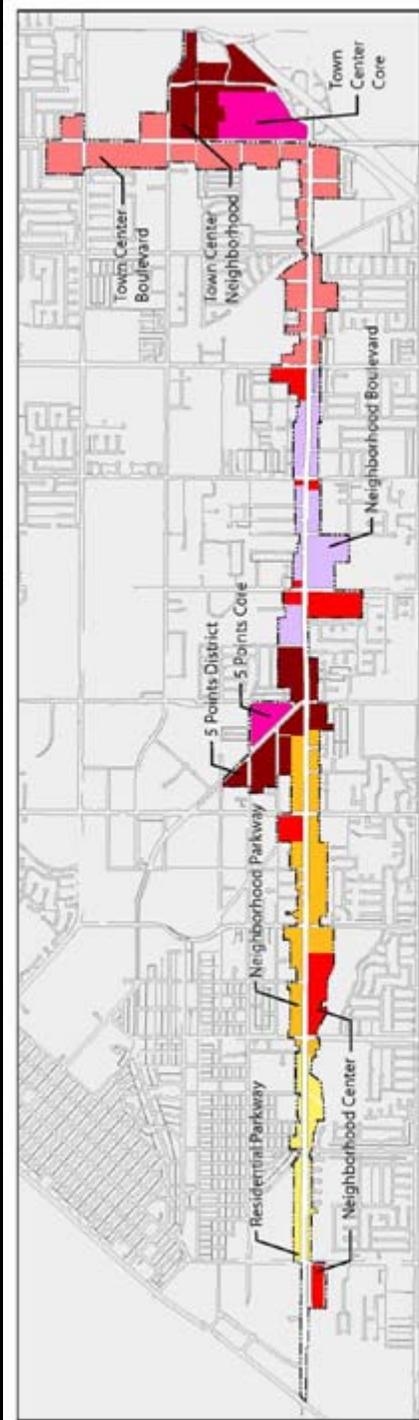
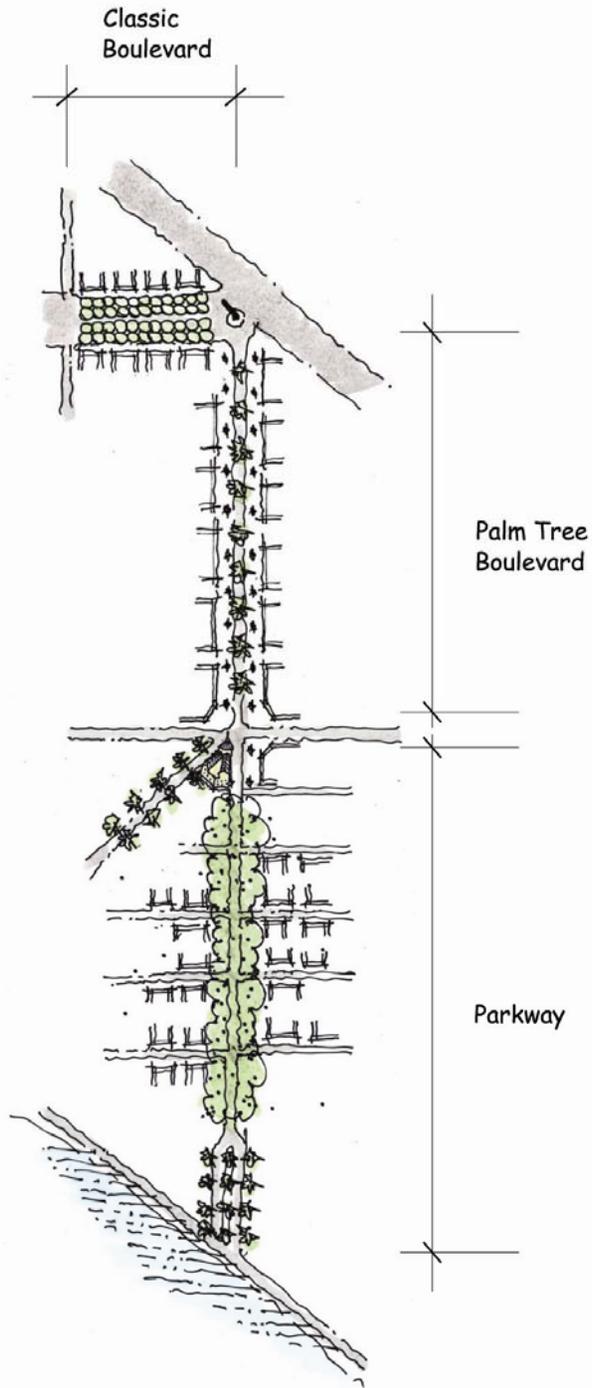
## Neighborhood Boulevard



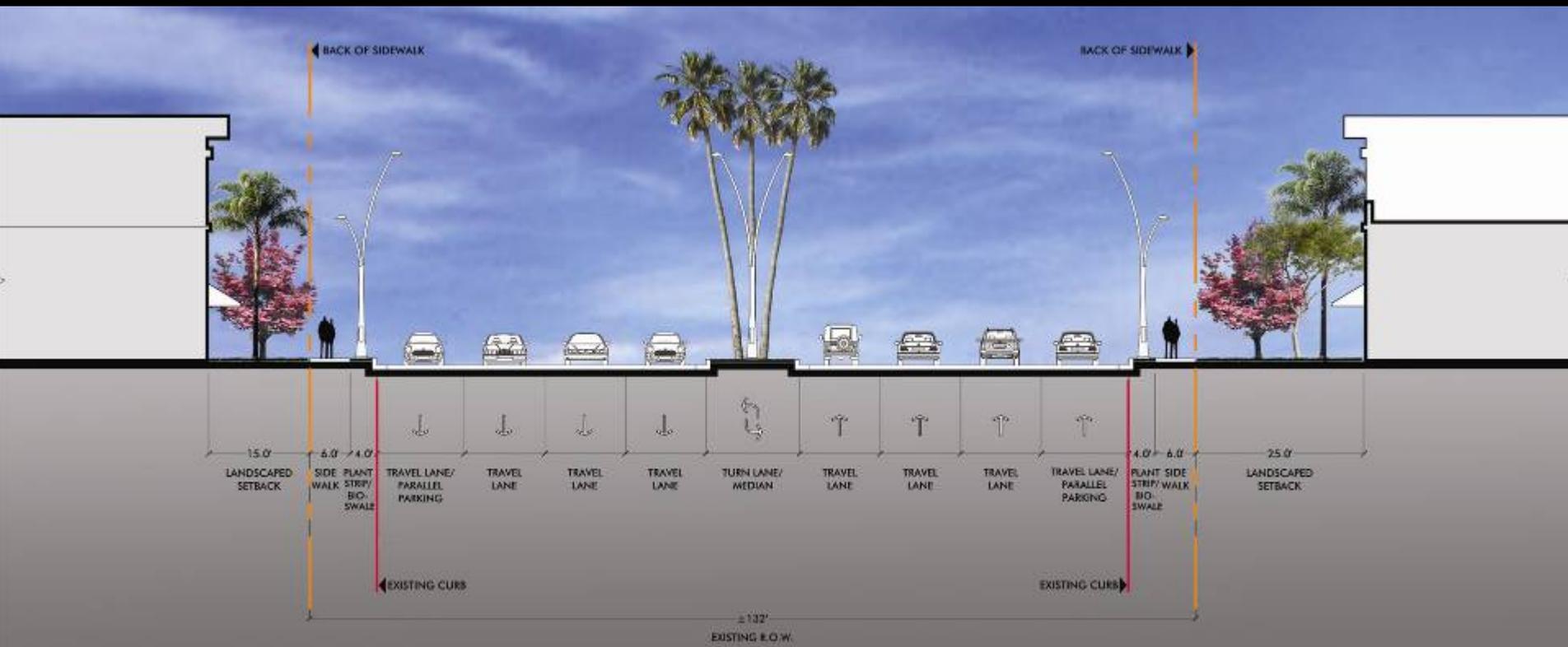
- **Permitted:** Medical, Office, lodging, and housing; Neighborhood Serving Retail & Auto Sales
- 1 – 4 floors
- Development fronts Beach Blvd.
- Moderate setbacks w/ formal landscaping

# Street Design – Boulevard Segments

*North of Five Points*







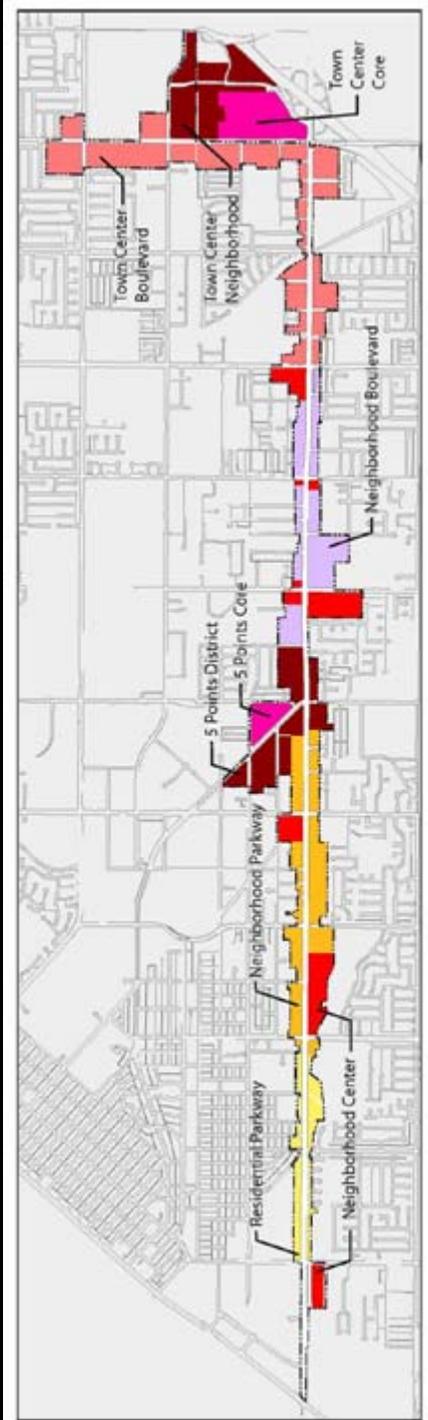
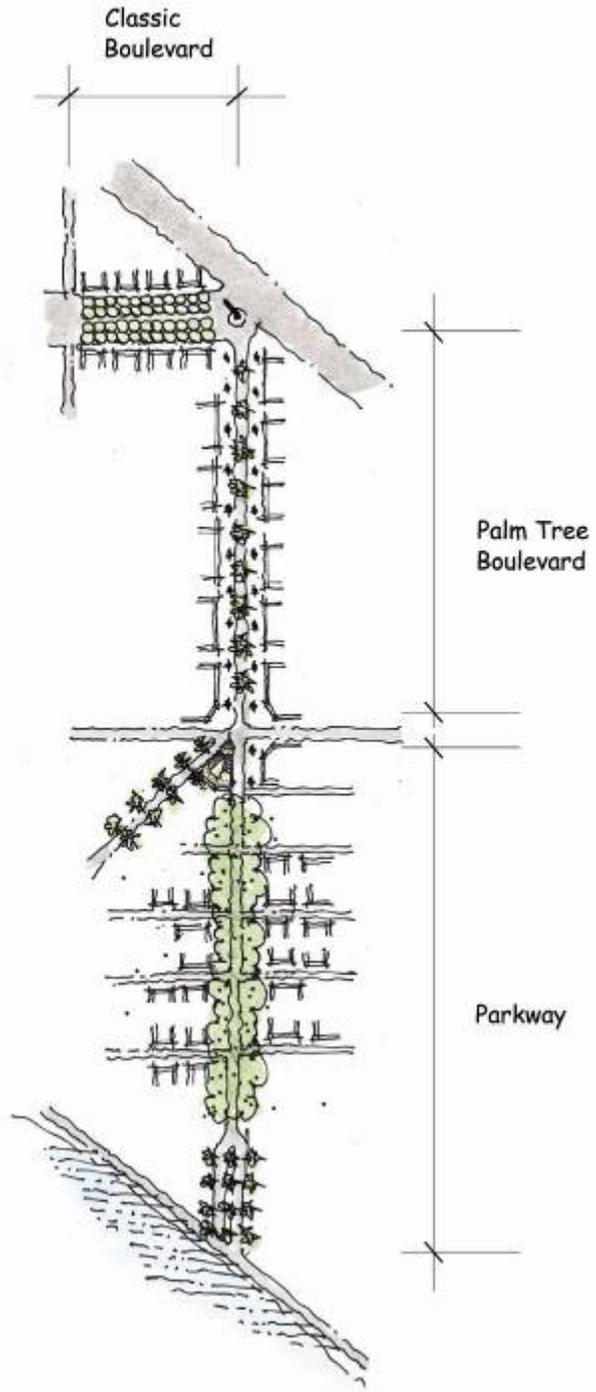


HAWAIIAN BEACH  
**HUBCAPS**  
BUY-SELL-TRADE-REPAIR-USED

**HUBCAPS**  
WHEELS







## BEACH & EDINGER CORRIDORS

- Re-align corridor properties with contemporary market demand  
Transition from commercial strip to a pattern of centers and segments
- Establish a planning framework that enables near-term opportunity sites to contribute to a long-term vision
- Implement capital improvements that promote/support desired forms of investment

### 2 CITY LANDMARK & CORRIDOR STREETScape

Implement short-term improvements to demonstrate the City's commitment to corridor revitalization.

Utilize Phase 1 improvements to stimulate investment in the most promising segments.

Extend Surf City character up along Beach Blvd. to the 405 City Gateway.

### 3 RESIDENTIAL PARKWAY

Extend high-value development patterns toward 5 points.

Leverage demand for housing as an engine for re-investment in disinvested city properties.

Support limited neighborhood retail and services centers along the parkway.

### 4 5 POINTS COMMUNITY CENTER

Focus dramatic visual attention on the role of 5 points as the primary community crossroads.

Promote the continued success of this location for community-oriented shopping.

Enable investment in a visible, mixed-use cluster of this central location.

### 5 MIXED-USE BOULEVARD

Leverage the medical/office anchors to promote additional non-retail investment.

Orchestrate public and private investment to create an attractive boulevard segment.

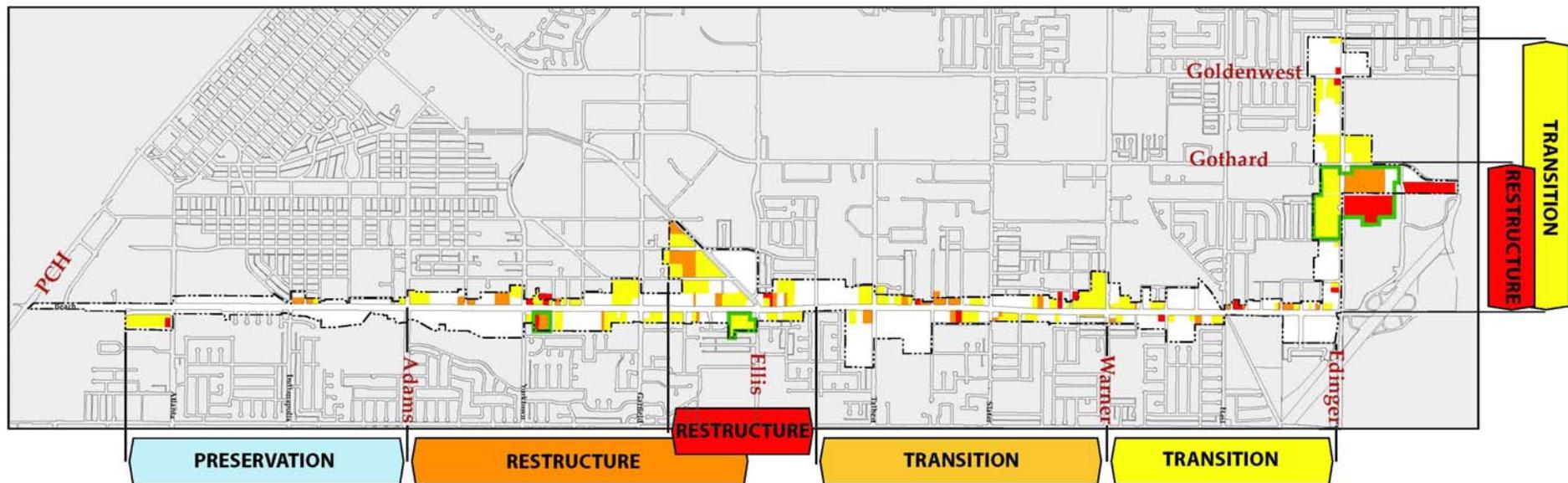
### 1 EDINGER CORRIDOR / 405 INTERCHANGE ZONE

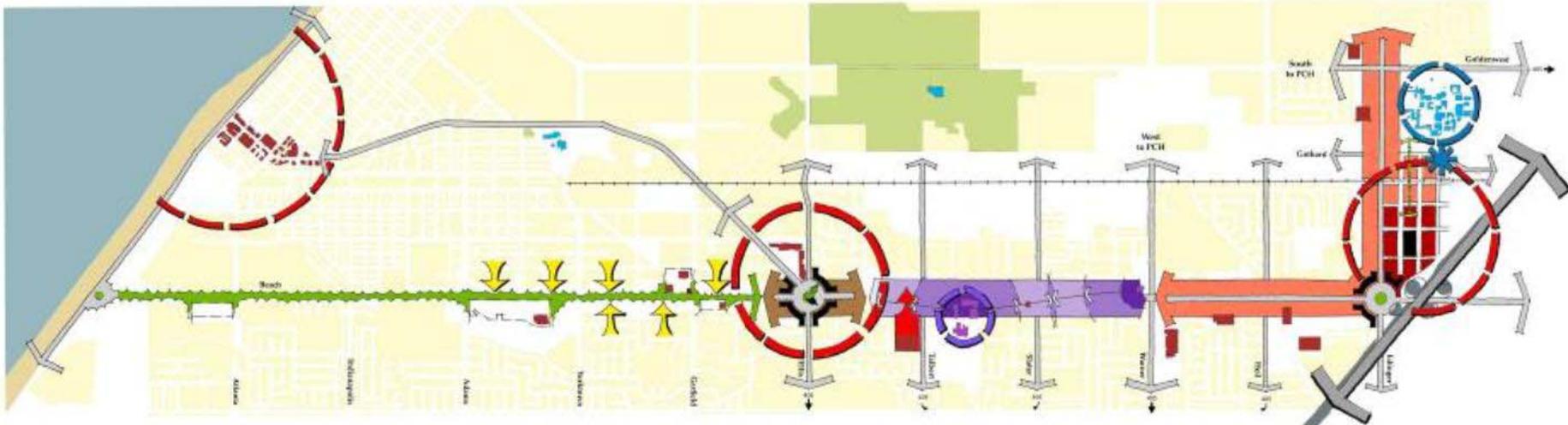
Enable short-term re-investment opportunities.

Promote the continued expansion and intensification of the Belle Terre mill into a mature Town Center district.

Leverage demand for housing as an "engine" of new investment.

Initalize linkages between Belle Terre, Golden West Community College, and corridor-fronting properties.





**2 CITY LANDMARK & CORRIDOR STREETSCAPE**

Implement short-term improvements to demonstrate the City's commitment to corridor revitalization

Match Phase I improvements to stimulate investment in the most promising segments

Extend Surf City character up along Beach Blvd. to the 405 City Gateway

**3 RESIDENTIAL PARKWAY**

Extend high value development pattern toward 5 points

Leverage demand for housing as an engine for re-investment in disinvested strip properties

Support limited neighborhood retail and services centers along the parkway

**4 5 POINTS COMMUNITY CENTER**

Focus dramatic visual attention on the role of 5 points as the primary community crossroads

Promote the continued success of this location for community oriented shopping

Enable investment in a visible, mixed-use cluster at this central location

**5 MIXED-USE BOULEVARD**

Leverage the medical/office anchors to promote additional non-retail investment

Orchestrate public and private investment to create an attractive boulevard segment

Support continued neighborhood serving retail centers in select locations

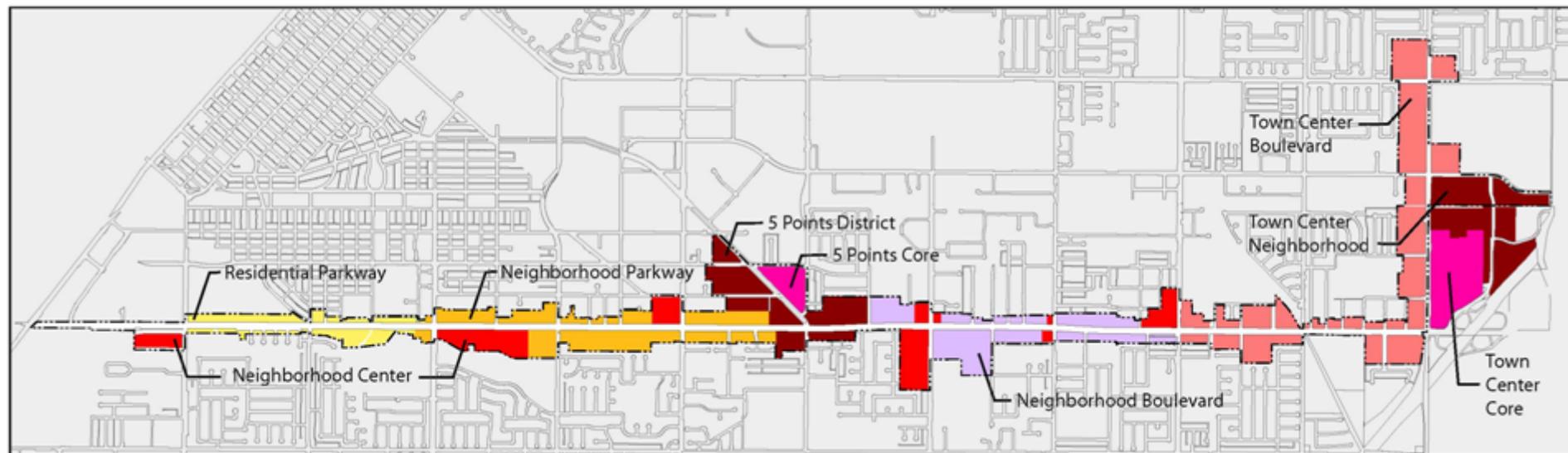
**1 EDINGER CORRIDOR / 405 INTERCHANGE ZONE**

Enable short-term re-investment opportunities

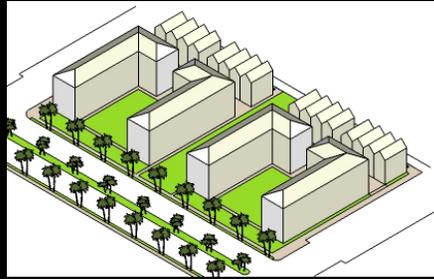
Promote the continued expansion and intensification of the Bella Terra mall into a mature Town Center district

Leverage demand for housing as an "engine" of new investment

Instigate linkages between Bella Terra, Golden West Community College, and corridor fronting properties

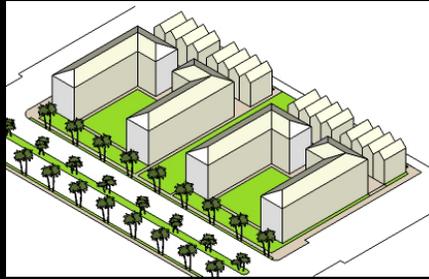


## Residential Parkway



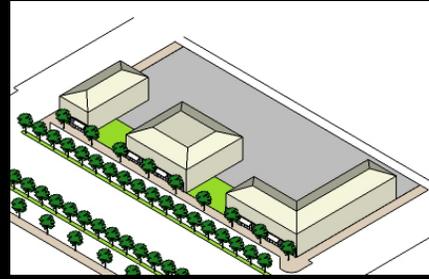
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## Neighborhood Parkway



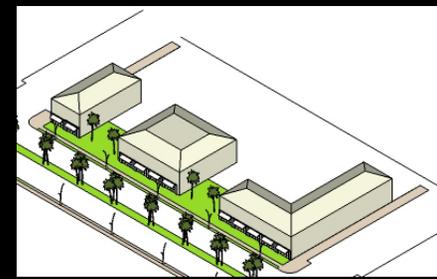
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## Town Center Boulevard



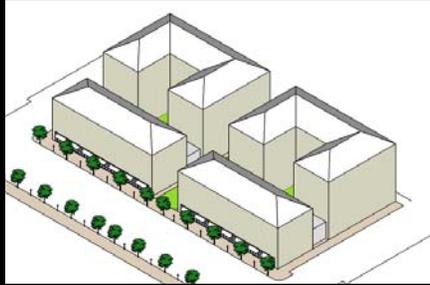
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- Development fronts Beach Blvd./Edinger
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## Neighborhood Boulevard



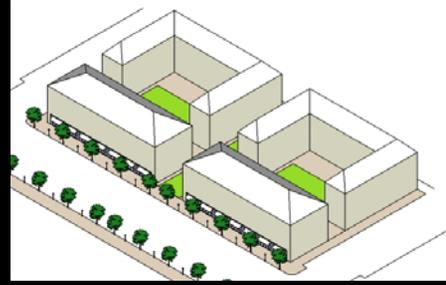
- **Permitted:** Medical, Office, lodging, and housing; Neighborhood Serving Retail & Auto Sales
- 1 – 4 floors
- Development fronts Beach Blvd.
- Moderate setbacks w/ formal landscaping

## 5-Points Core



- ***Required:***  
Ground floor  
retail shopfronts
- ***Permitted:***  
Housing, office,  
lodging above
- 3 – 8 Floors
- Urban frontage  
treatments: Wide  
sidewalks with  
trees in grates  
and pedestrian  
scale streetlights

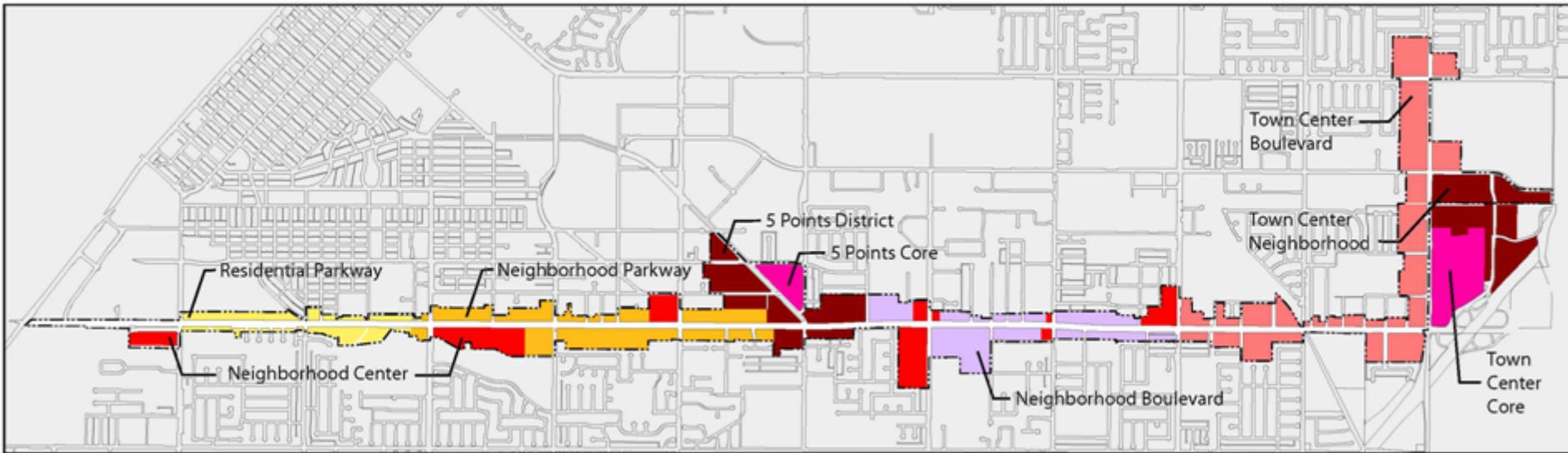
## 5-Points District



- ***Permitted:***  
Housing, Office,  
Lodging,  
Neighborhood  
Retail
- 2 – 6 floors
- Urban frontage  
treatments: Wide  
sidewalks with  
trees in grates  
and pedestrian  
scale streetlights

# Pattern of Centers & Segments

## *Land Use and Development Framework*

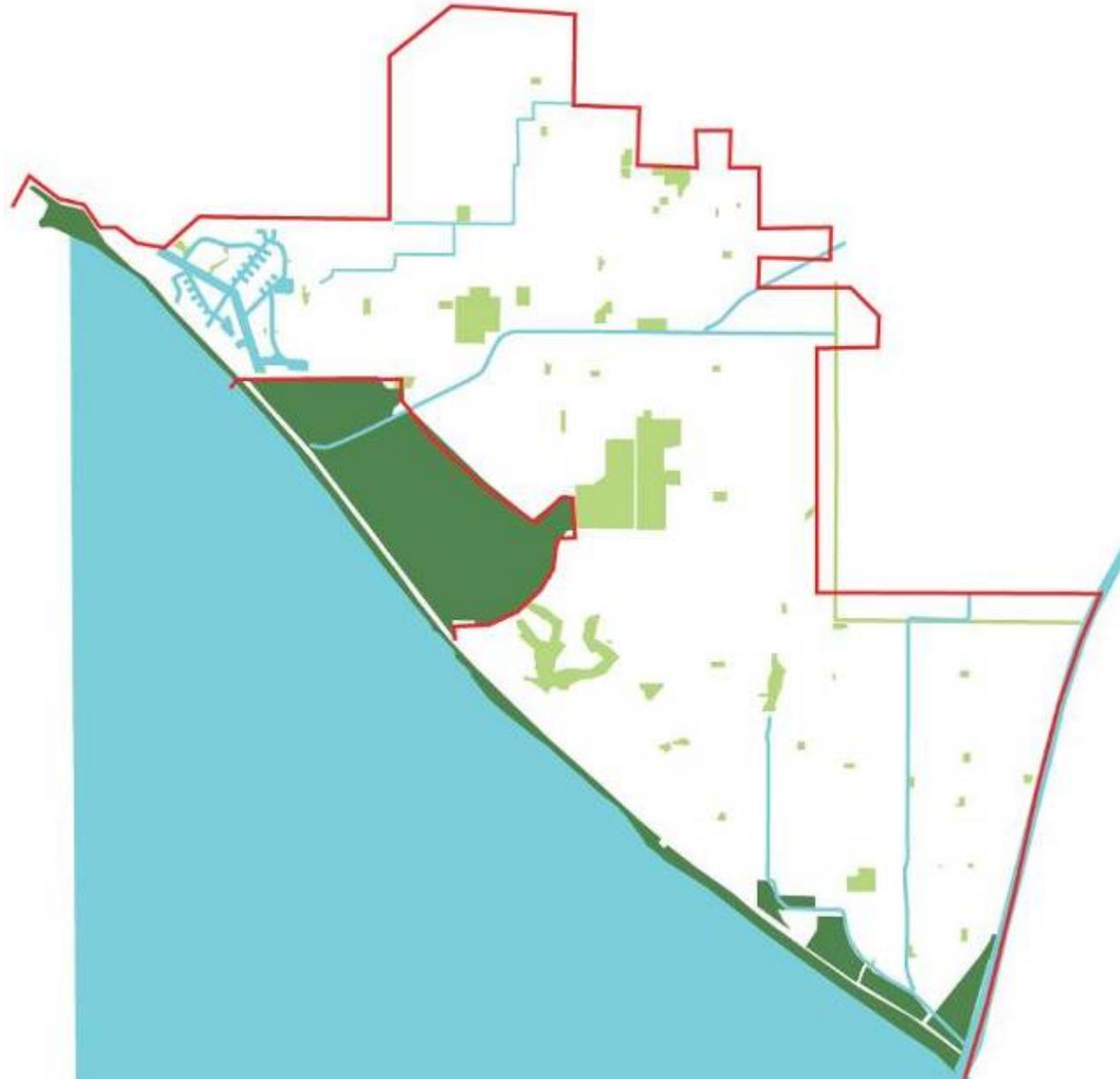


# A Fragmented City-Wide Green Network

Parks & Open Spaces

Natural Preserves

Waterways



# The Specific Plan Area in Relation to the City-Wide Green Network



# Building A More Sustainable City Pattern

- Mixed-use Centers With Appropriate Densities
- Infrastructure To Accommodate Walking, Biking, & Transit
- Connected Streets & Walkable Scaled Blocks
- Streetscape & Frontage Improvements
- Green Buildings
- Green Parking Lots & Structures
- Opens Space Provision
- Enhance / Create Connections to Existing Green Network
- Utilize Existing Railroad Tracks / R.O.W.

