

Beach Boulevard & Edinger Avenue Corridors Specific Plan

Enabling Near Term Opportunities: The Vision for the Edinger Corridor

Community Workshop #4
September 20, 2007



Agenda

1. Welcome, Introduction – *Scott Hess, City of Huntington Beach*
2. Orientation to This Evening's Workshop - *Michael Freedman, Freedman Tung & Bottomley*
3. Presentation: Making the Most of Near-Term Opportunities - *Michael Freedman, Freedman Tung & Bottomley*
4. Community Discussion & Response
5. Next Steps; Adjourn

Orientation

Beach/Edinger Corridors Specific Plan Study Area



A Specific Plan is the community's most powerful tool to guide change to "make a better city"

The Specific Plan

1. Community Intent
2. Development Regulations
3. Planned City Actions

The Specific Plan

- 1. Community Intent**

*The Envisioned Future Corridor
Corridor Revitalization Strategy*

2. Development Regulations
3. Planned City Actions

Our Task: Formulate
a Recommendation
to the City Council.

Corridor Specific Plan Team

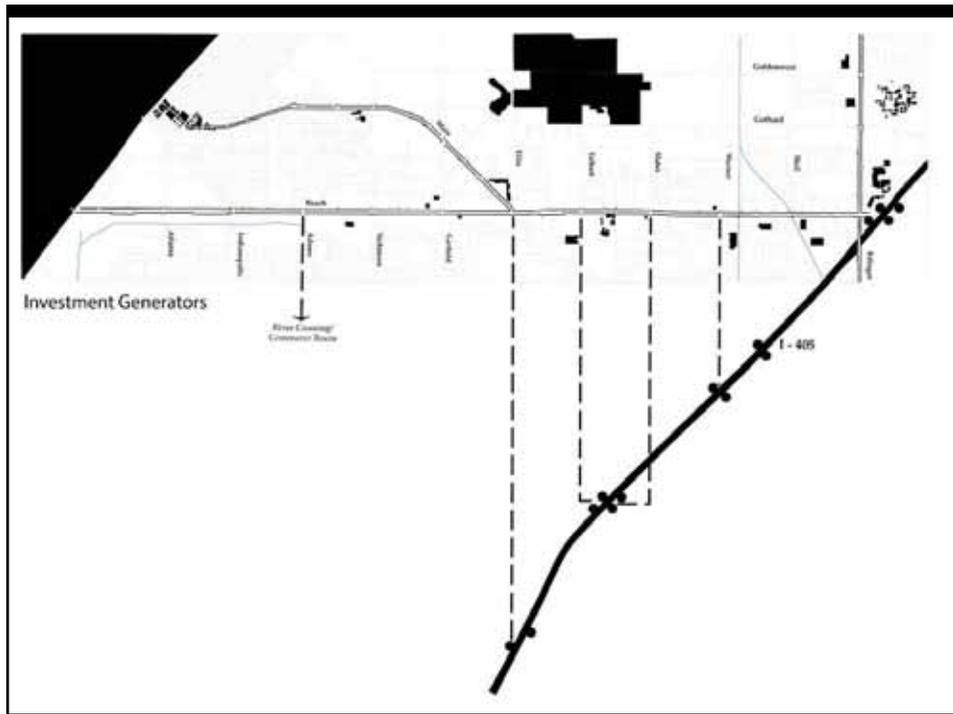
- City Staff Core Team
- Everything
- Freedman Tung & Bottomley
- Corridor Revitalization Land Use, Urban Design & Development Regulations
- Tierra West Advisors in partnership with Linda S. Congleton & Associates
- Market and Fiscal Analyses
- Austin-Foust Associates
- Circulation & Access

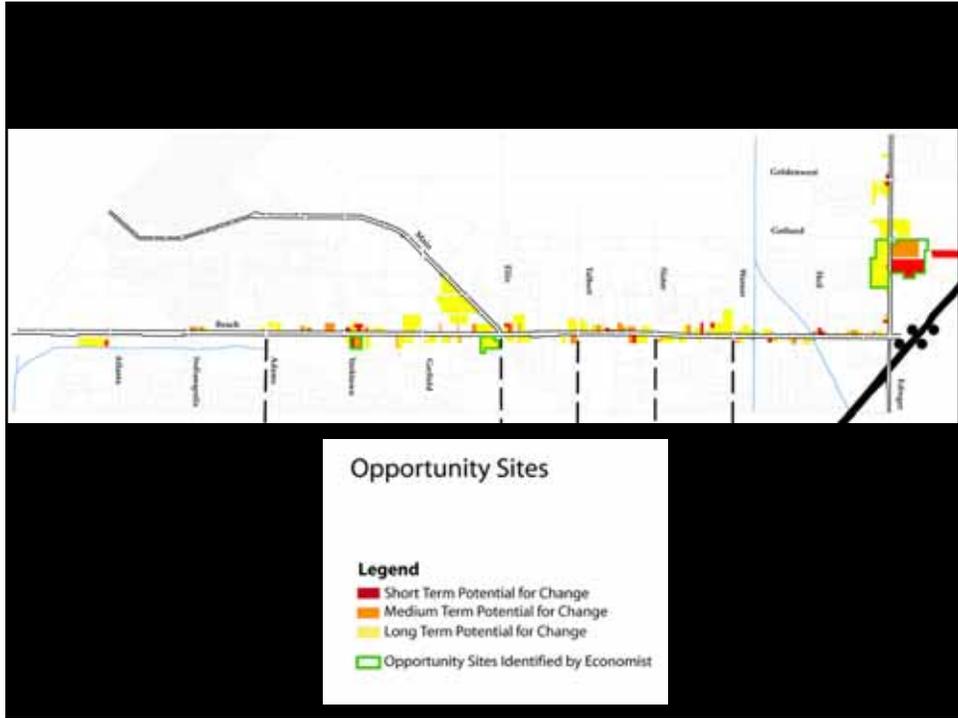
Plan Framework: Key Community Meetings

- 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: Refine Edinger Vision or Focus on Beach Boulevard Corridor (Depends on Discussion in Workshop 4)
- Community Workshop 6 (if needed): Beach Boulevard Corridor
- City Council/Planning Commission Study Session: Recommended Plan Framework

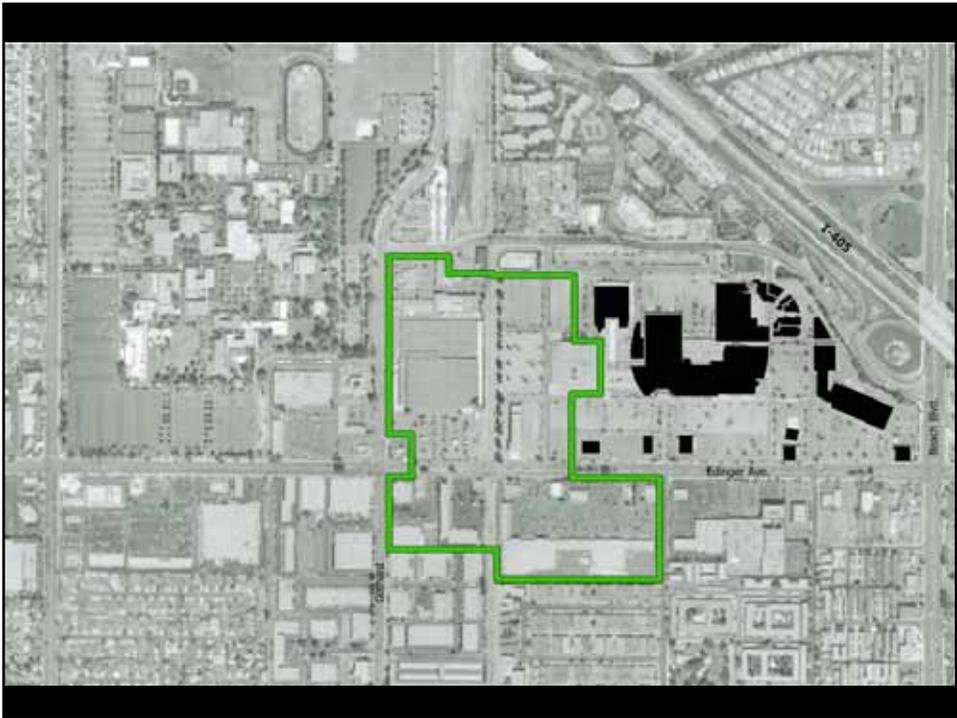
Near Term Opportunities for New Investment & Revitalization

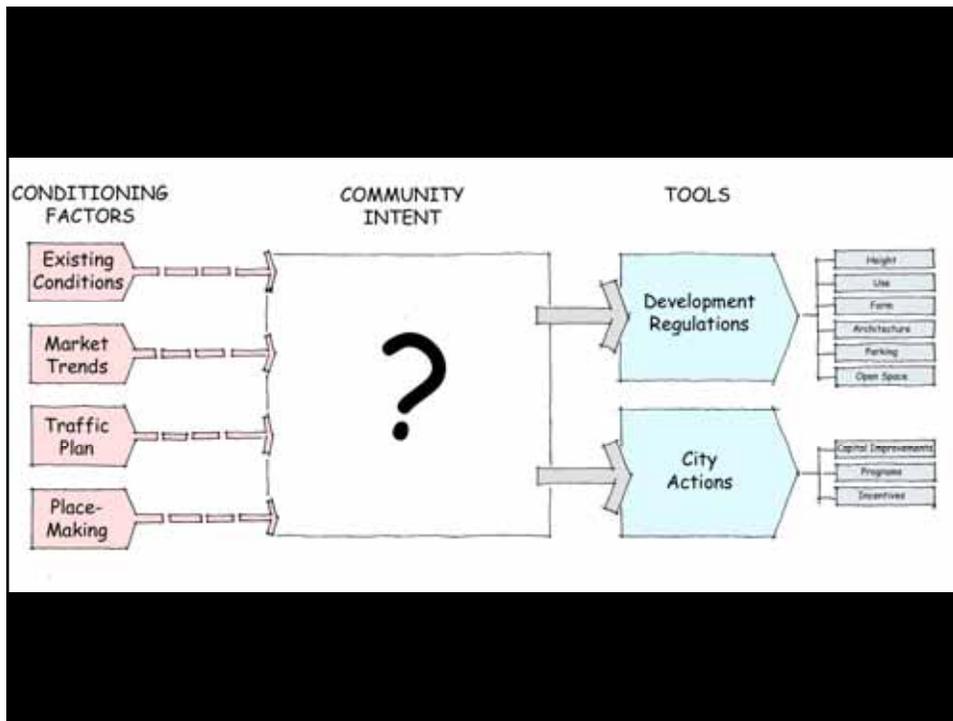
along the Beach Boulevard and
Edinger Avenue Corridors









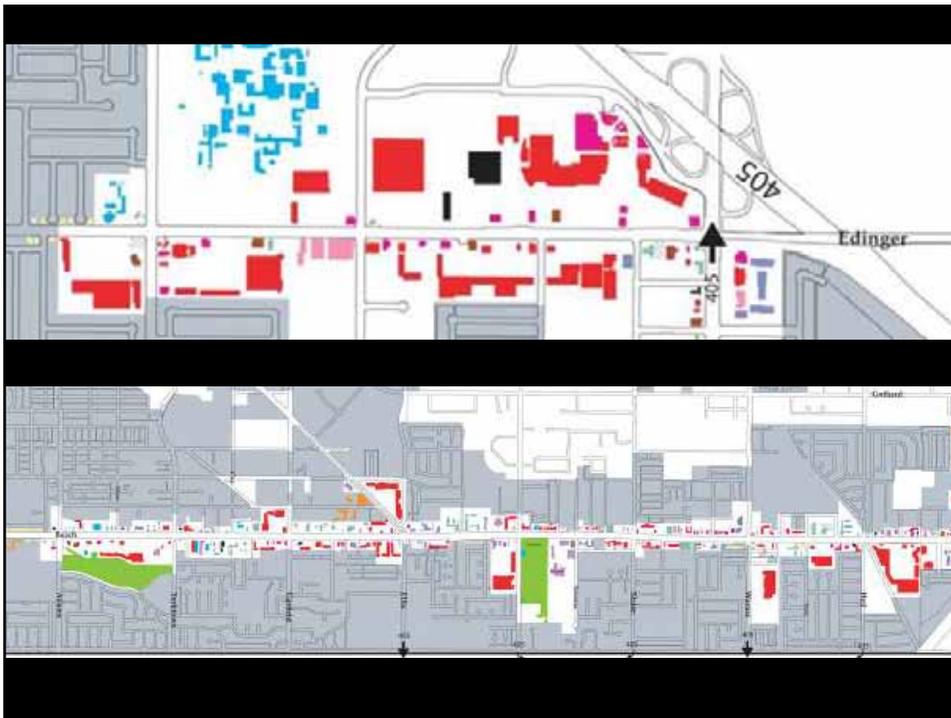


Existing Conditions

along Edinger

Edinger Avenue Corridor

Existing Development



Edinger Corridor: Strip Development



Bella Terra Mall



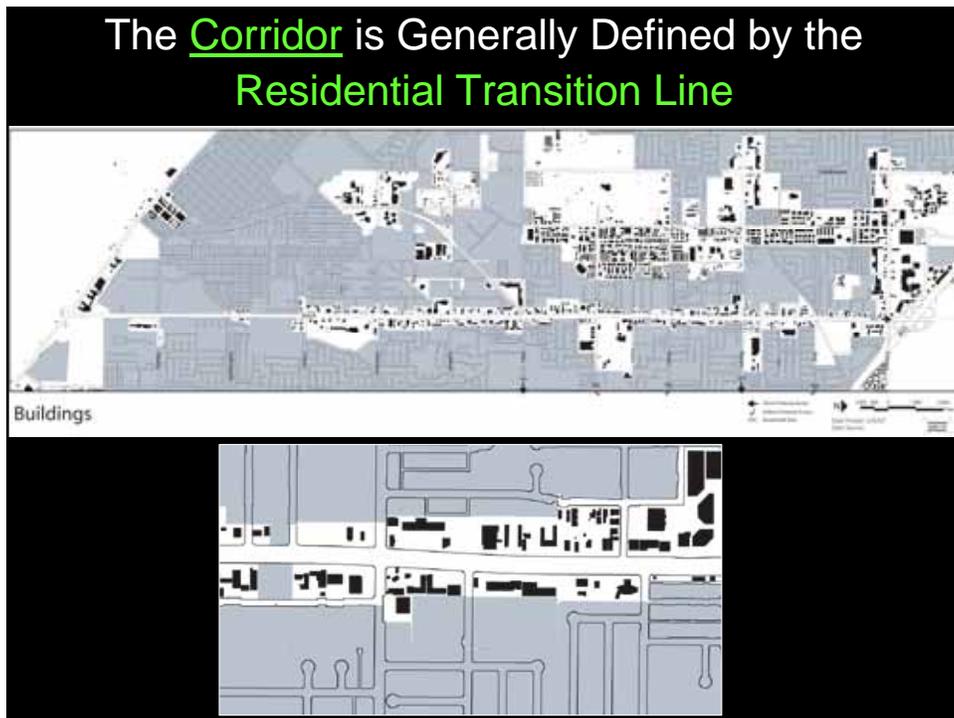
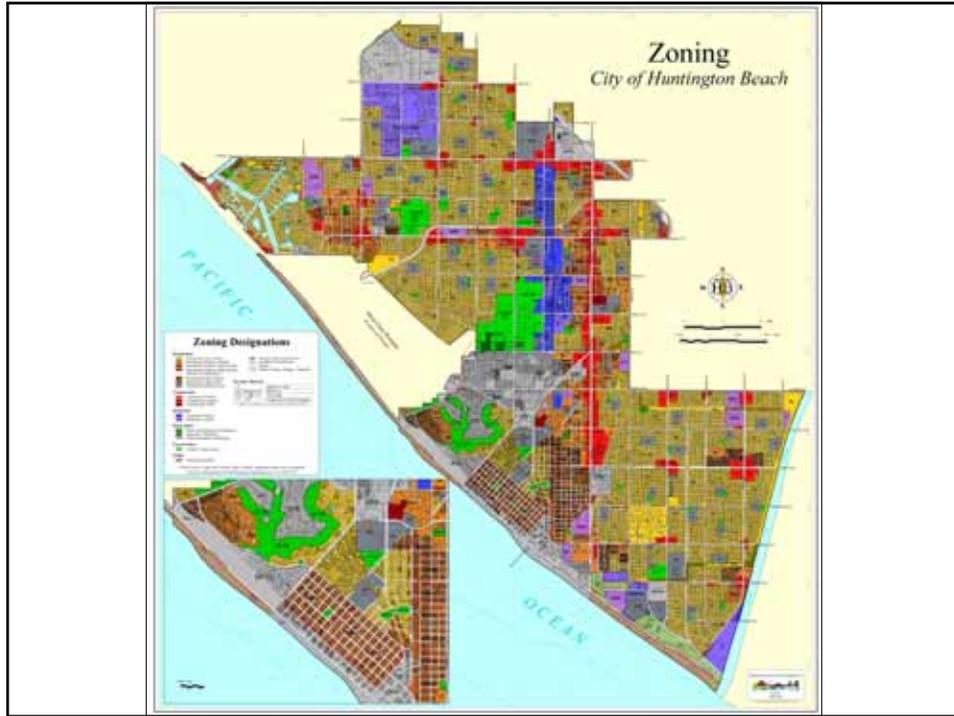


Transit Center Behind
the Bella Terra Mall



Golden West College



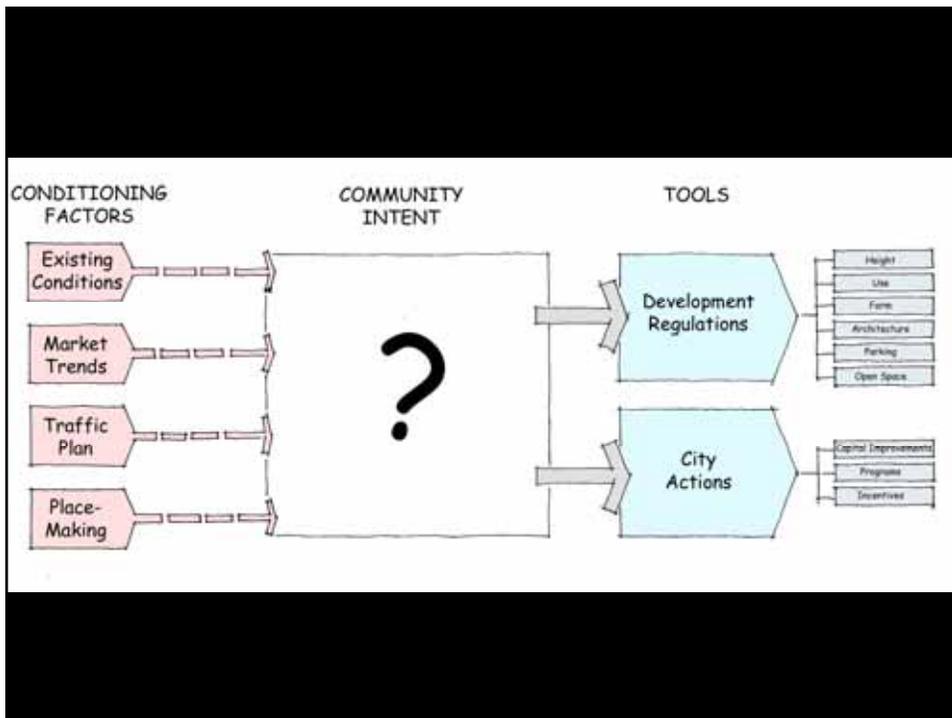
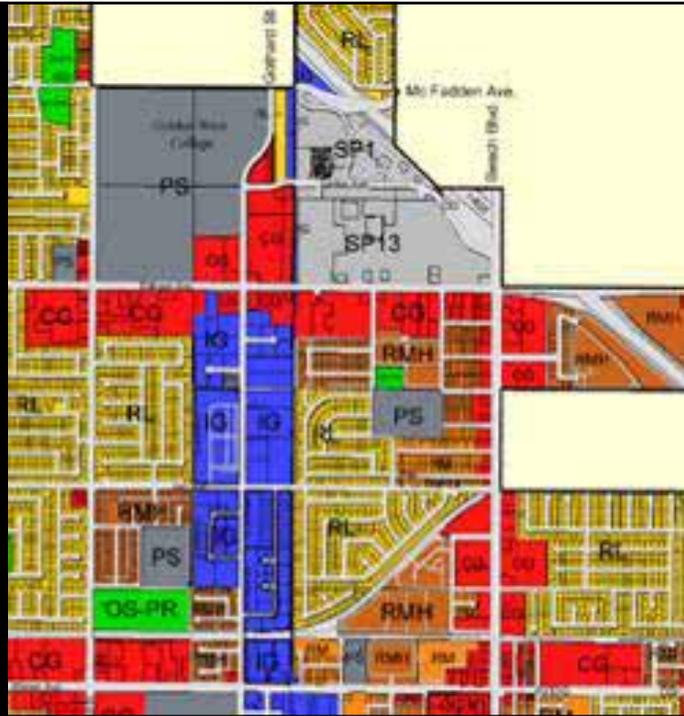


Existing Zoning

Permitted Uses:
Retail
Office
Public/Semi-Public

Building Height:
Bella Terra - 75 ft.
Edinger - 50 ft.

Minimum Setback:
50 ft.



Market Trends

Forces of Change Operating on
Shopping Malls

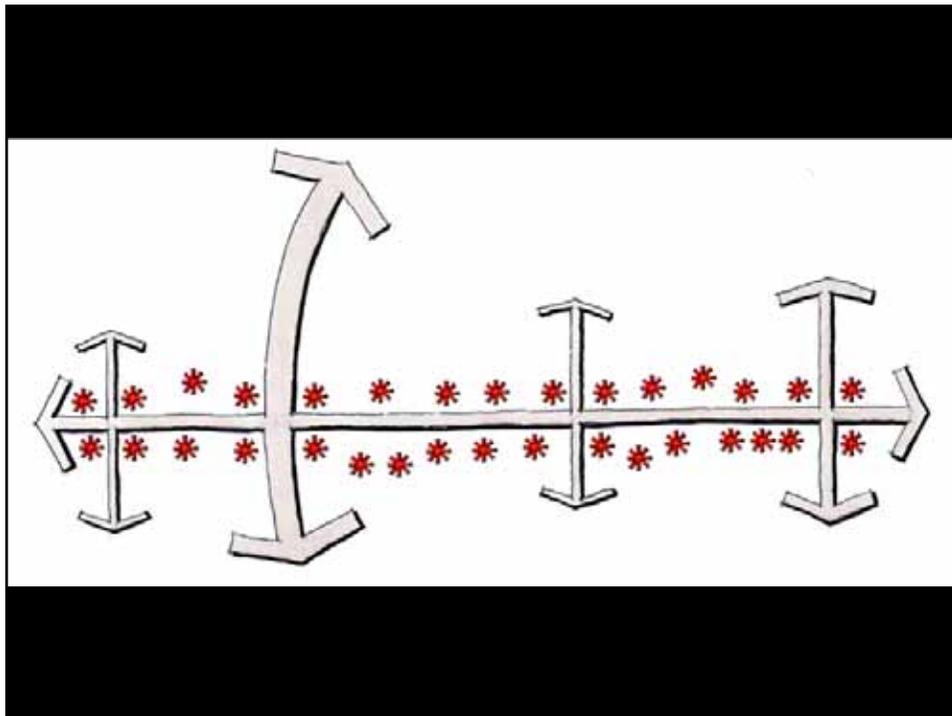
Market Demand Analysis

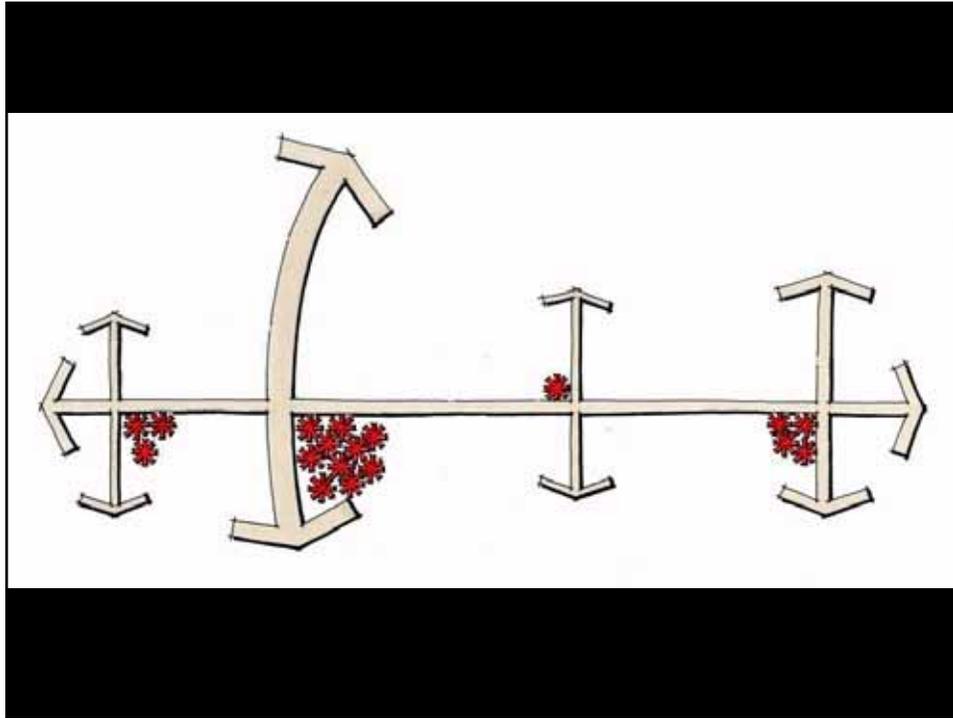
(Underway)

- 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 (Underway)

- 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.





Enlarged Retail Formats Replacing Strip Retail

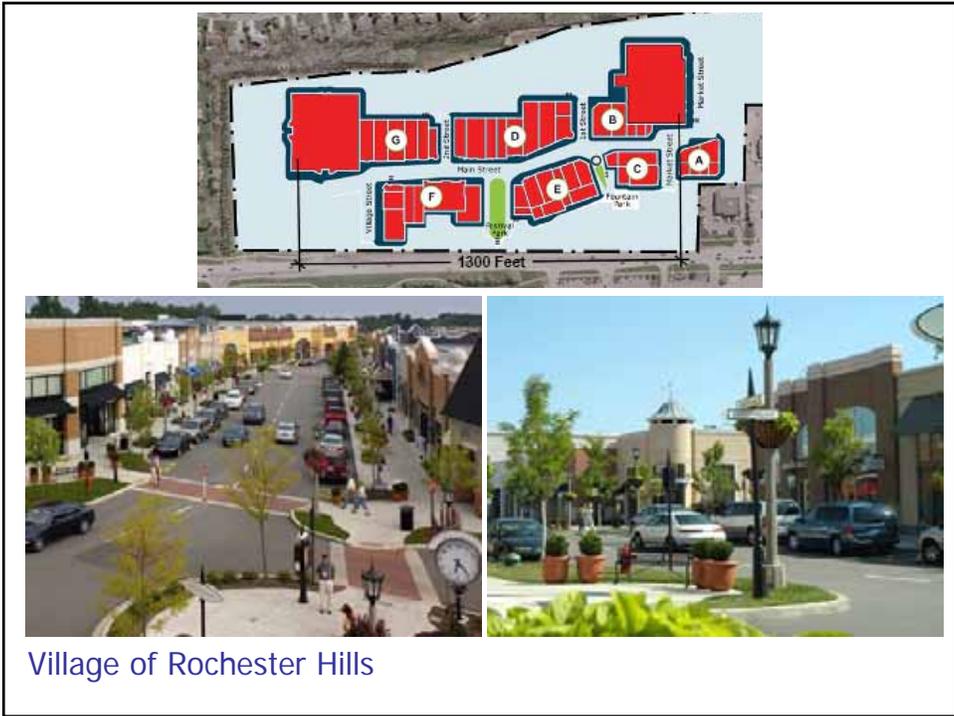






"Lifestyle Centers"









Neighborhood Center

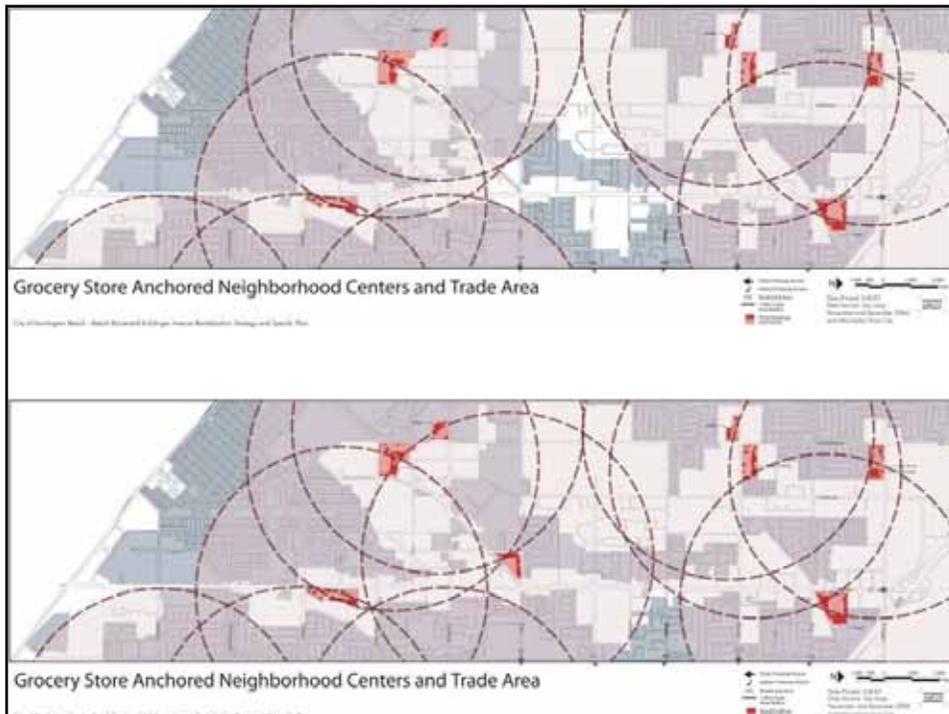


Neighborhood service retail & services featuring *contiguous* small scale shopfronts.

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.



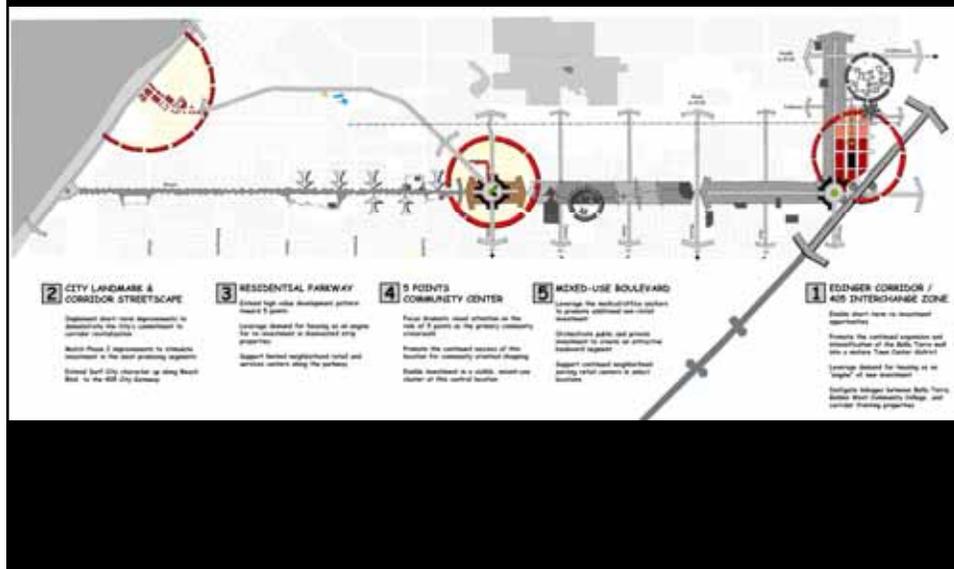
City Center (Downtown) Retail

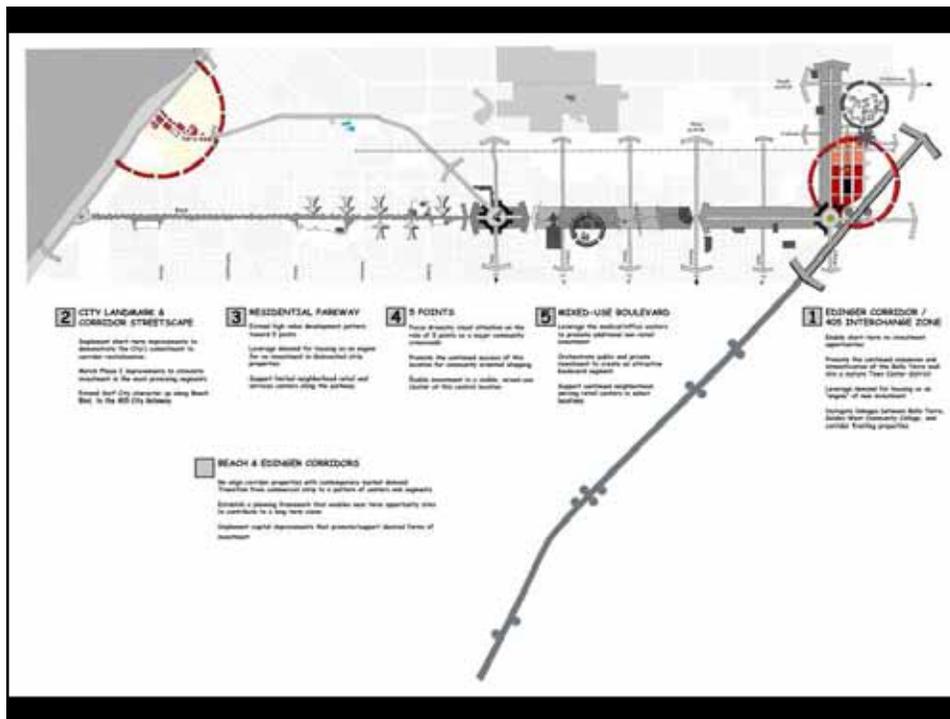
- **Anchors** e.g. discount department store, supermarket.
- **Retail shops** e.g. apparel, crafts, books, home improvement, office supply, pet supply, sporting goods, specialty food, specialty goods.
- **Eating and Drinking** Establishments.
- **Entertainment** and Recreation uses and anchors
- Banks; **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.



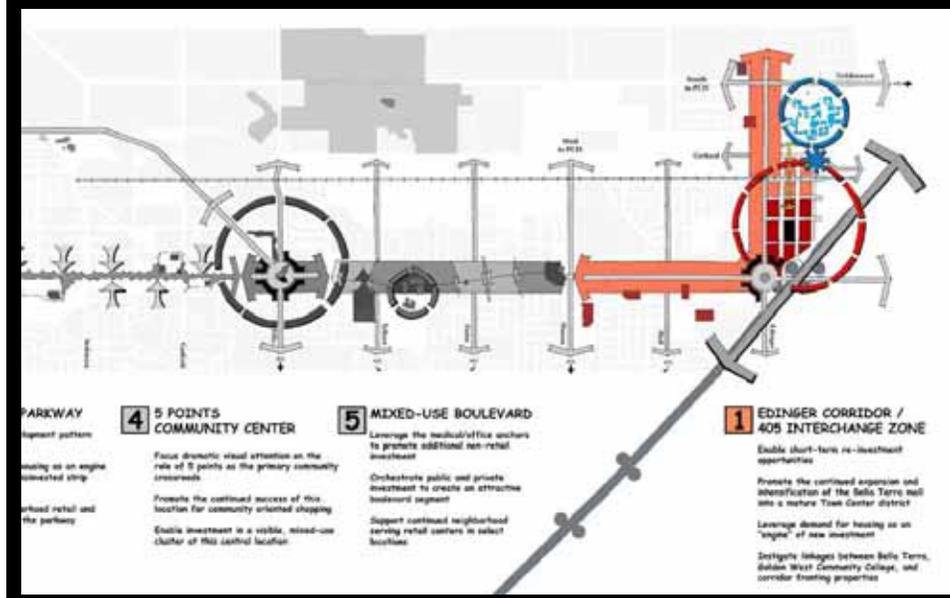


Pattern of City Centers

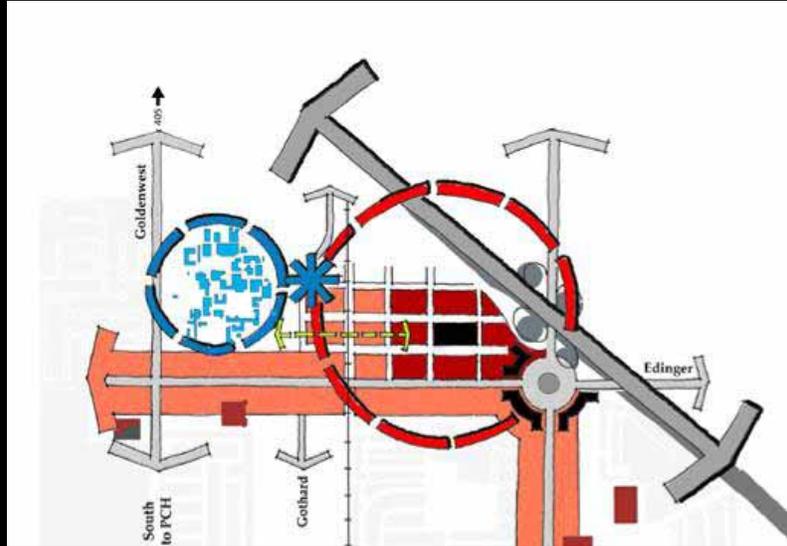


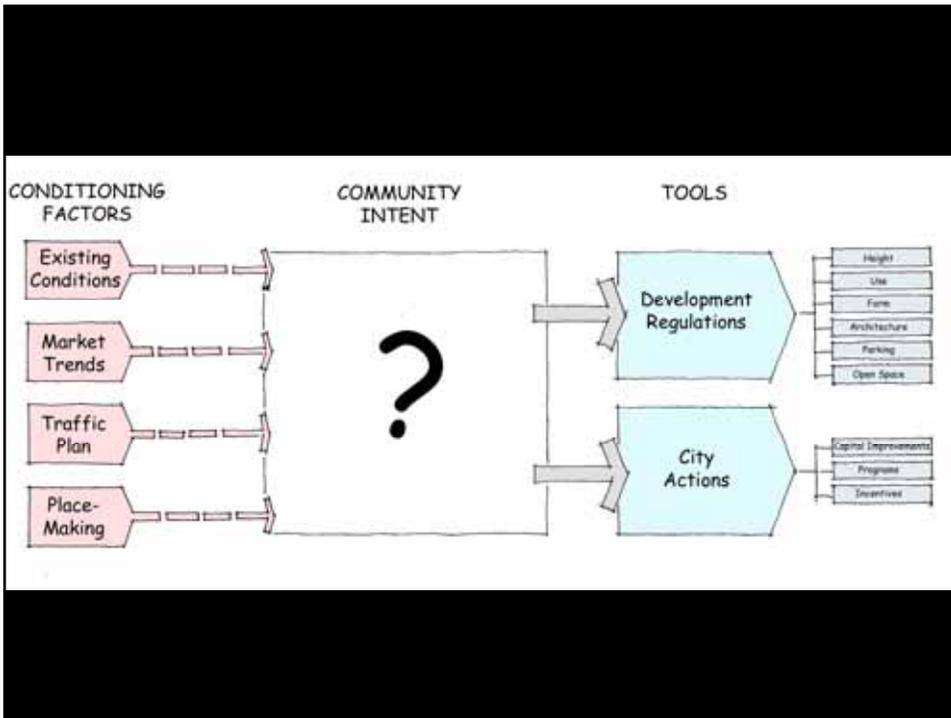


Strategic Action Area 1: Edinger/405 Interchange Zone



Strategic Action Area 1: Edinger/405 Interchange Zone – Edinger Corridor





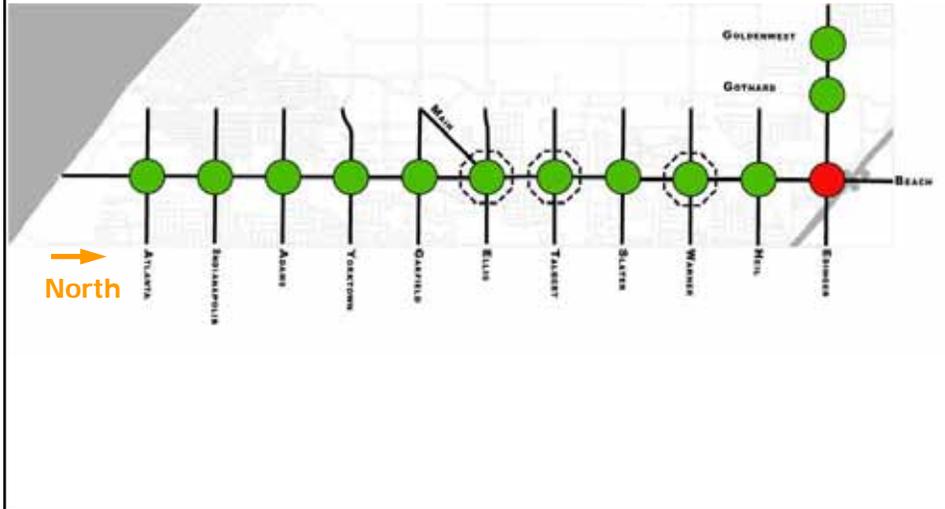
Traffic

Building Patterns that Improve
Long-Term Mobility

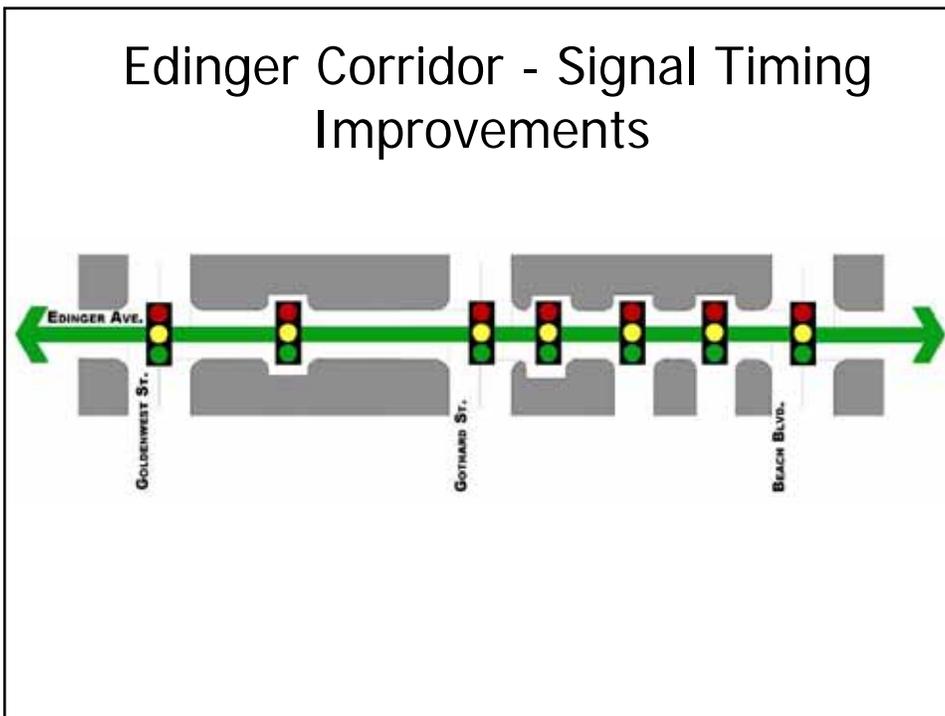
Summary

1. The Corridors are in need of investment & revitalization; there is market demand to provide it.
2. Current mobility problems are a cause of concern in the community.
3. A package of near-term improvements will be necessary to a) improve mobility to acceptable standards, and b) allow new near-term investment without violating those standards.

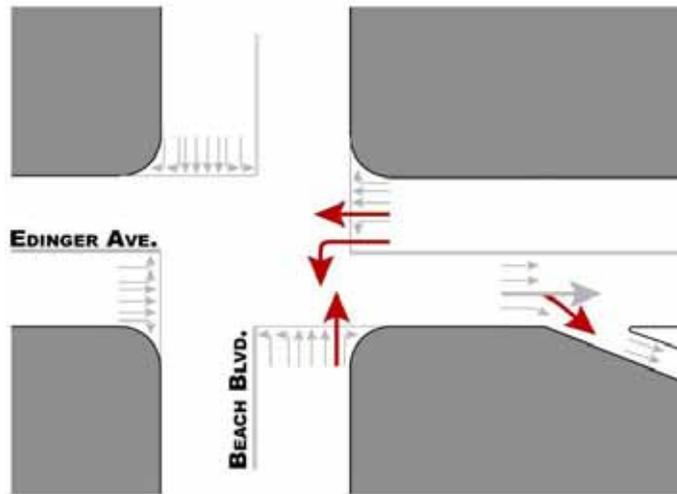
Evening Traffic:
Existing Conditions in the
Weekday P.M. Peak



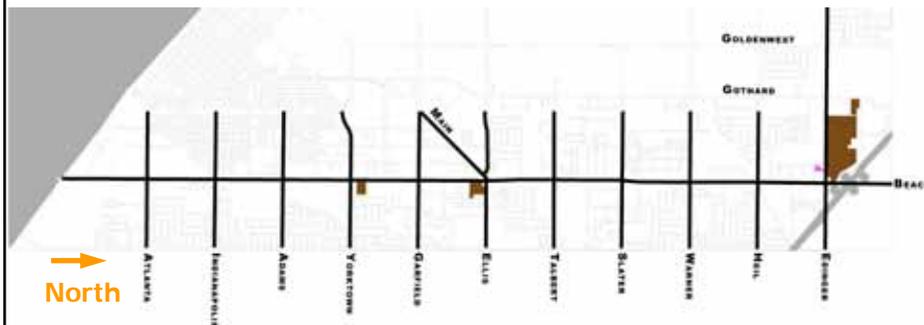
Edinger Corridor - Signal Timing Improvements



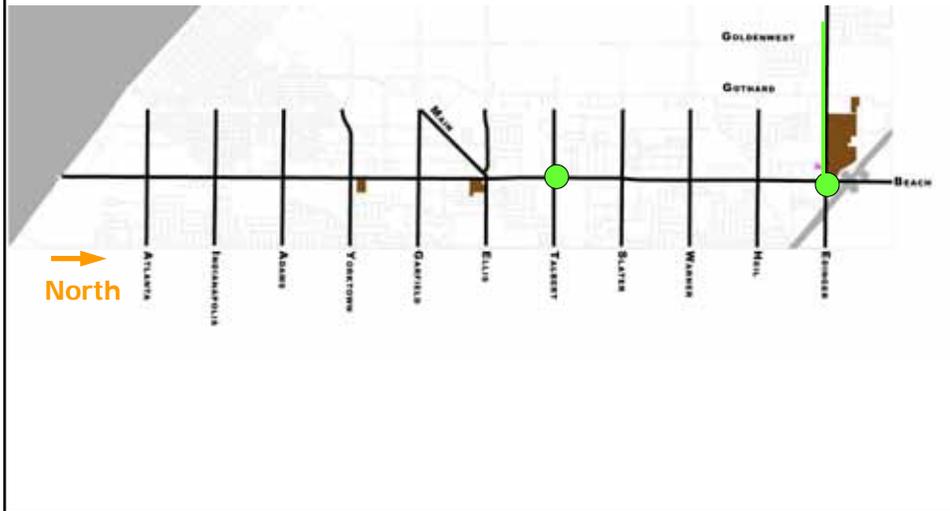
#1. Edinger/Beach Intersection Improvements



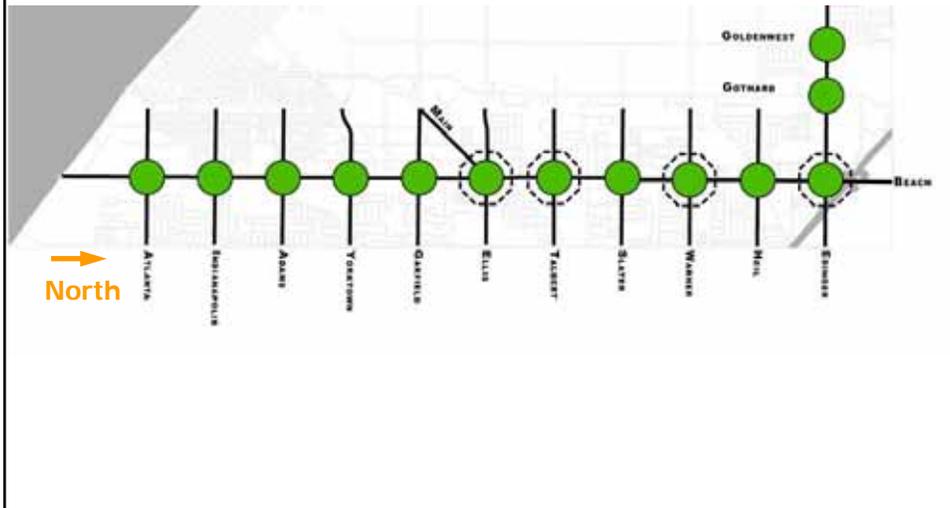
Potential Short-Term Investment



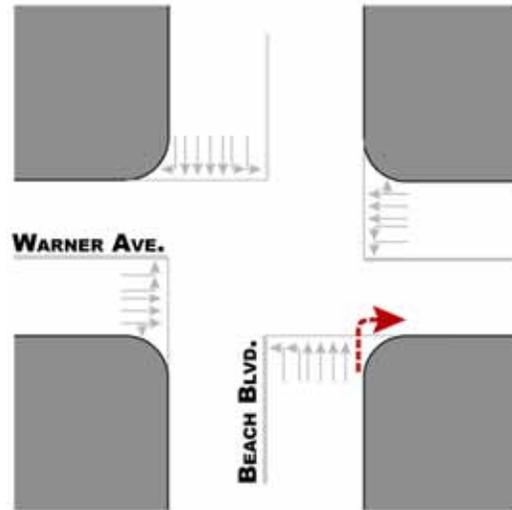
Potential Short-Term Investment + Traffic Improvement Locations



PM Peak Hour: Short-Term Scenario



Mid-Term #1. Beach/Warner Intersection Improvements



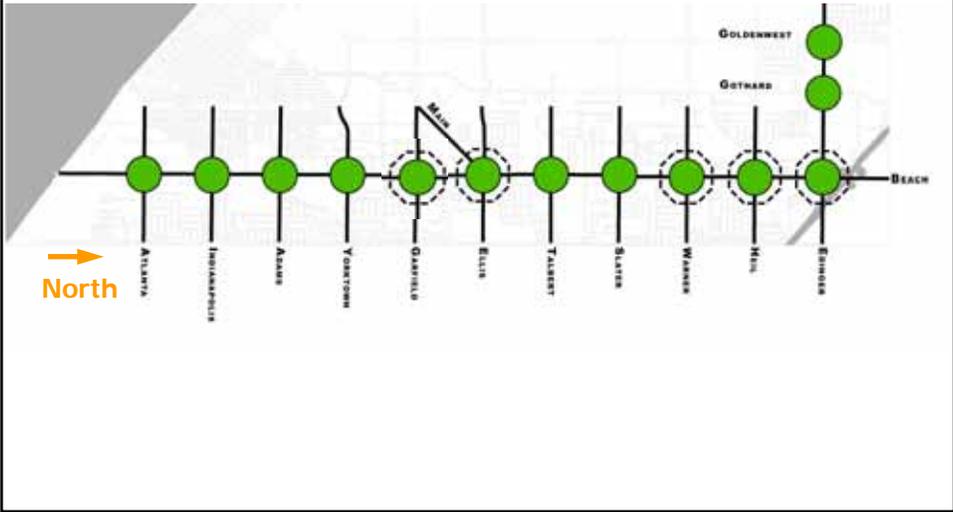
Mid-Term #2. Additional Beach/Talbert Intersection Improvements



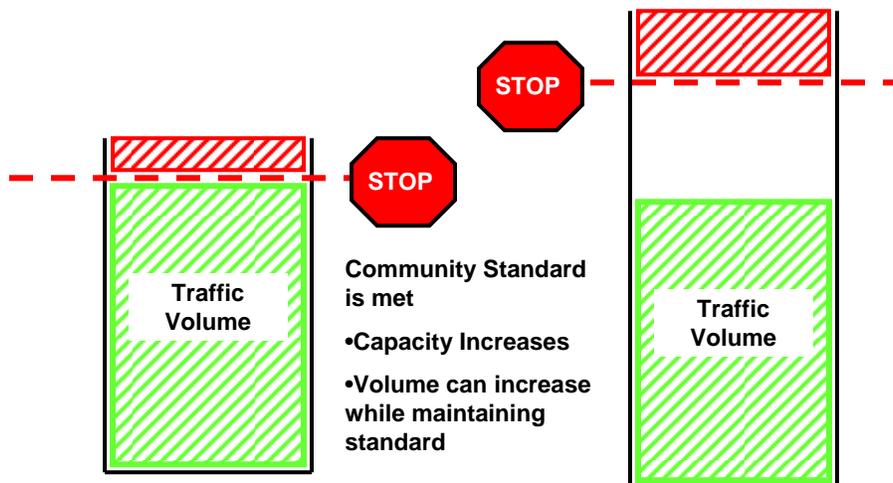
Potential Medium-Term Investment + Traffic Improvement Locations



PM Peak Hour: Mid-Term Development Scenario



Intersection Improvements



What We Have Learned

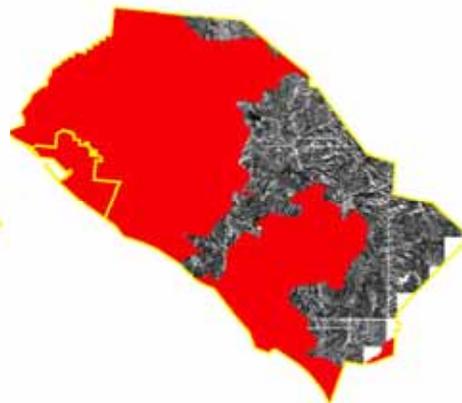
1. The Community has the Potential to **Choose** to Accommodate Reinvestment while enhancing mobility.
2. The amount of new investment that can be accommodated within the community's standard for traffic mobility is limited to that tested in the Mid-Term Scenario.

Using new Investment & Re-
investment to Enhance Future
Mobility

Orange County
1947

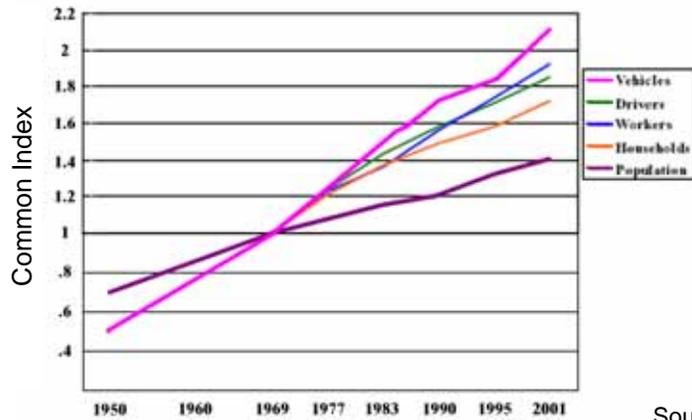


Orange County
Now



Even this population growth rate has been dwarfed by Vehicle growth rate:

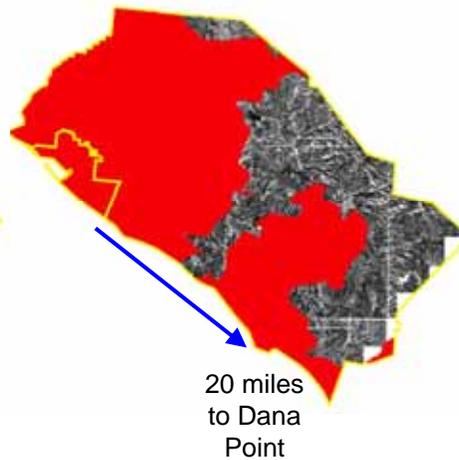
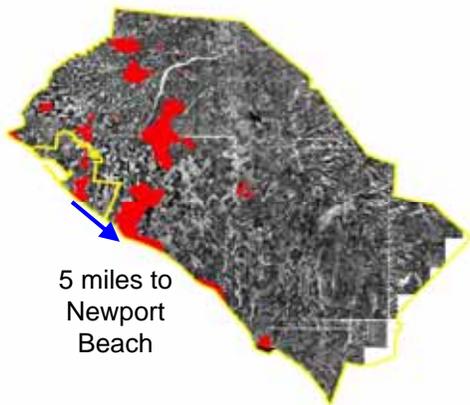
The number of vehicles has increased at a rate 1.5 times that of the rate of population increase.



Source – NPTS

In 1950 People Traveled Around 10 miles per day

Today People Travel Over 40 miles per day



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



Typical Pattern of Development:
Sprawling, low-intensity, single-use.



A

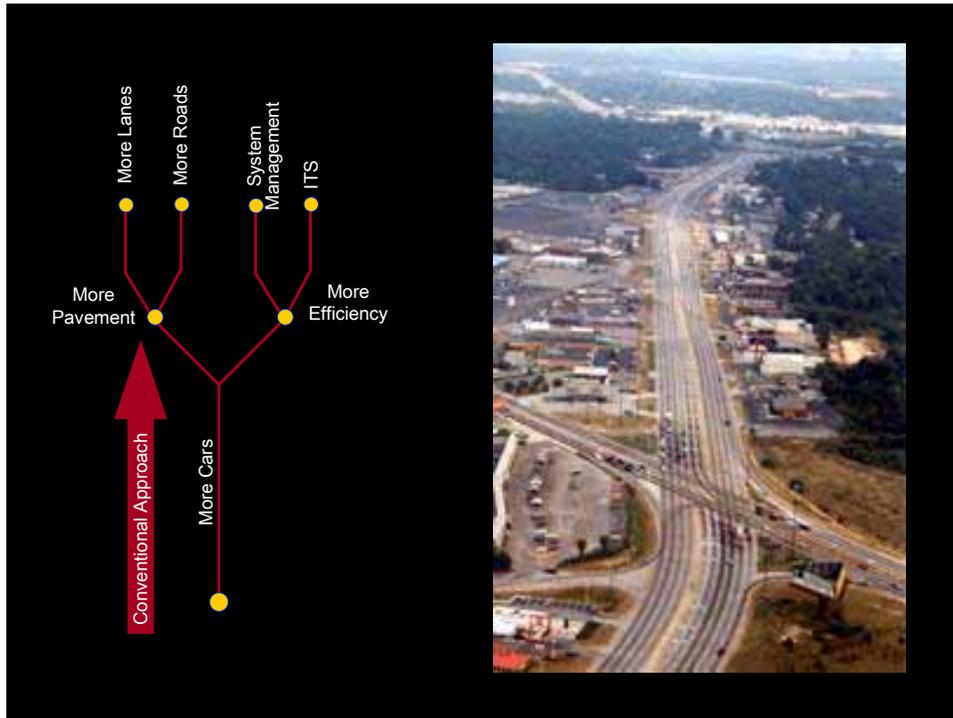
B



C

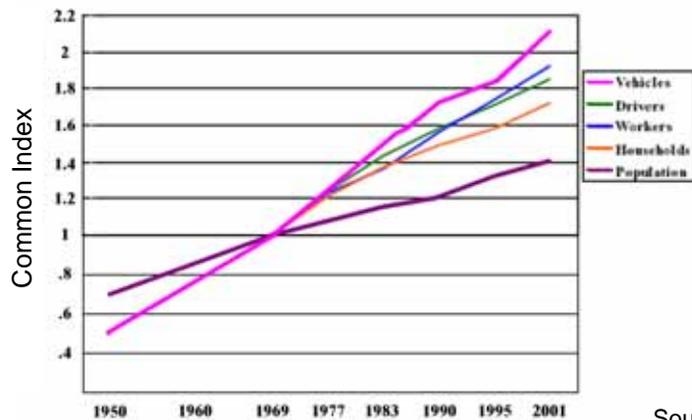


3 Destinations
6 ITE Trips



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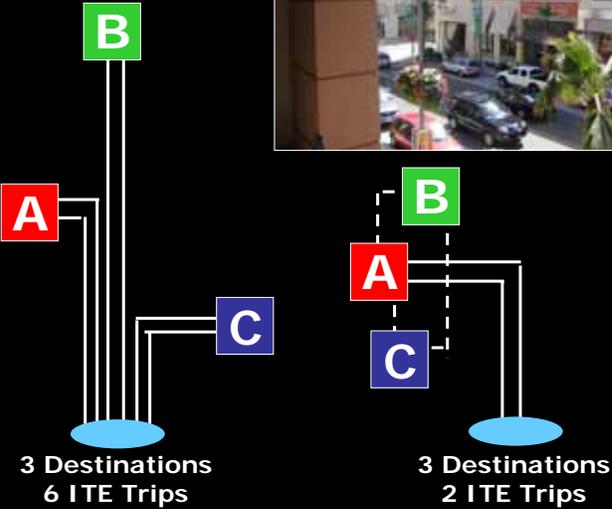
Source – NPTS

Principles for Growing Smarter

Single Use Everywhere vs. Some Mixed-Use Centers

BENEFITS OF MIXED-USE:

- * REDUCED TRIPS &
- * FEWER MILES TRAVELED

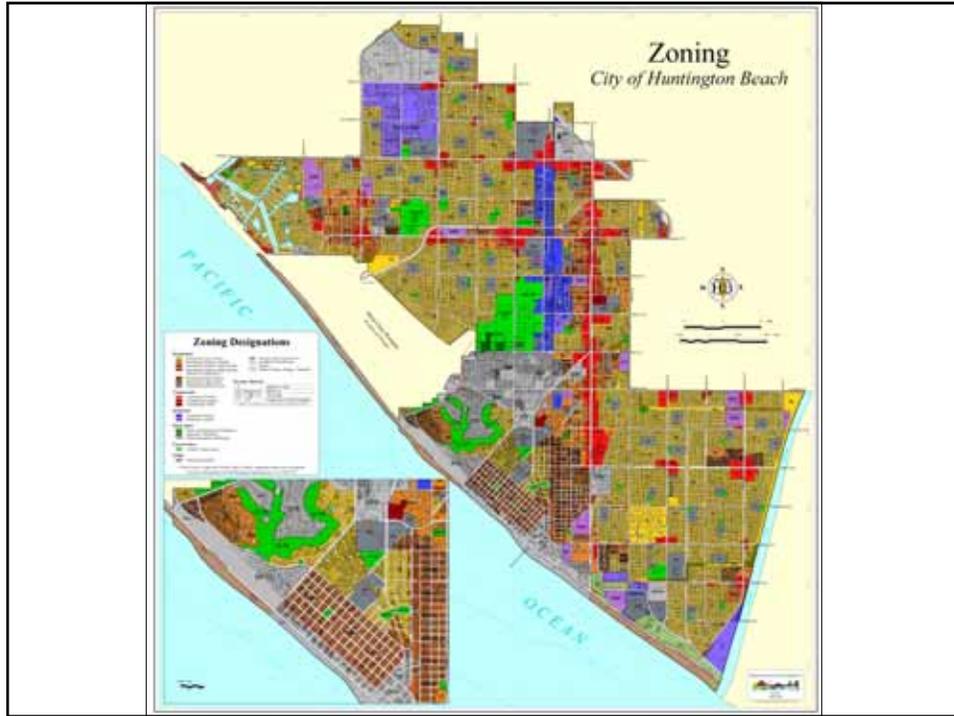


3 Destinations
6 ITE Trips

3 Destinations
2 ITE Trips

Disappearing Trips

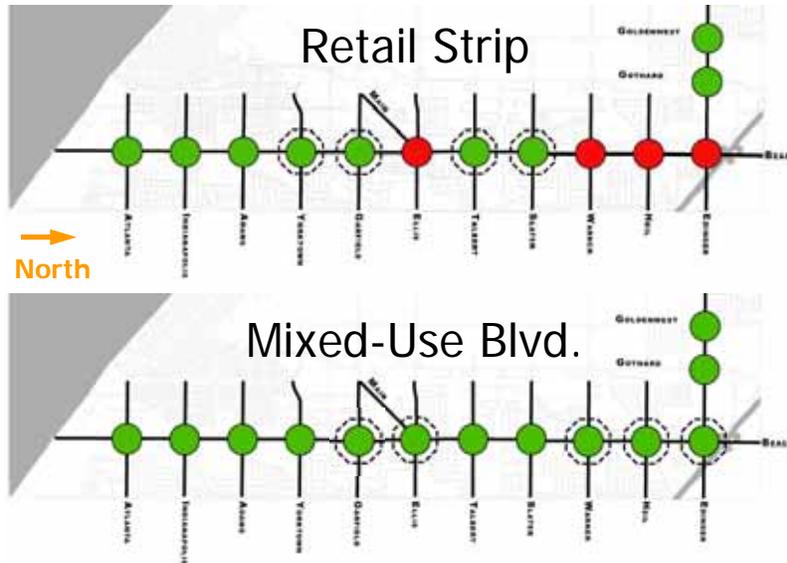




Medium-Term Investment Scenario Alternatives

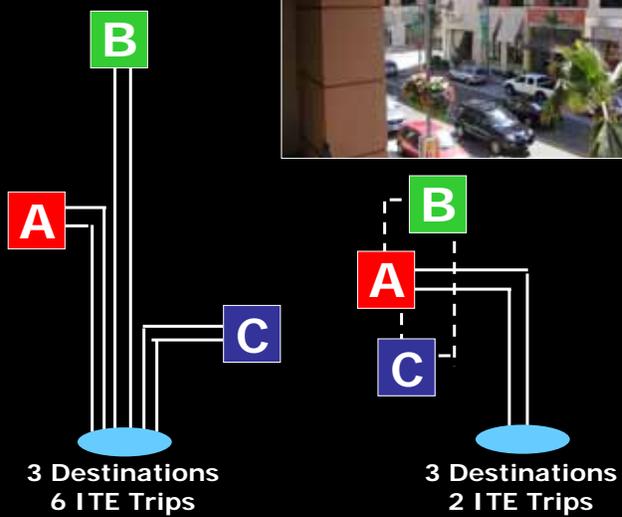


PM Peak Hour: Comparison



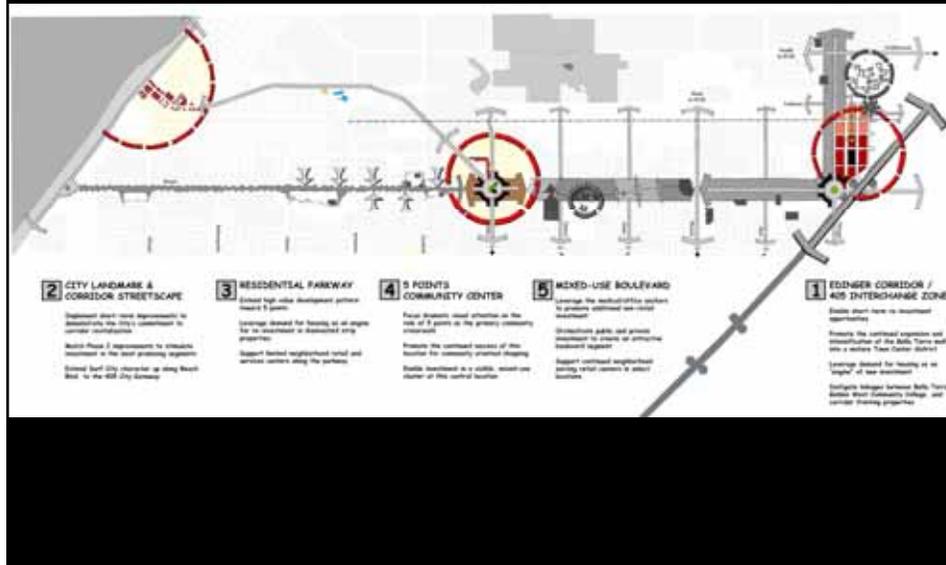
BENEFITS OF MIXED-USE:

- * REDUCED TRIPS &
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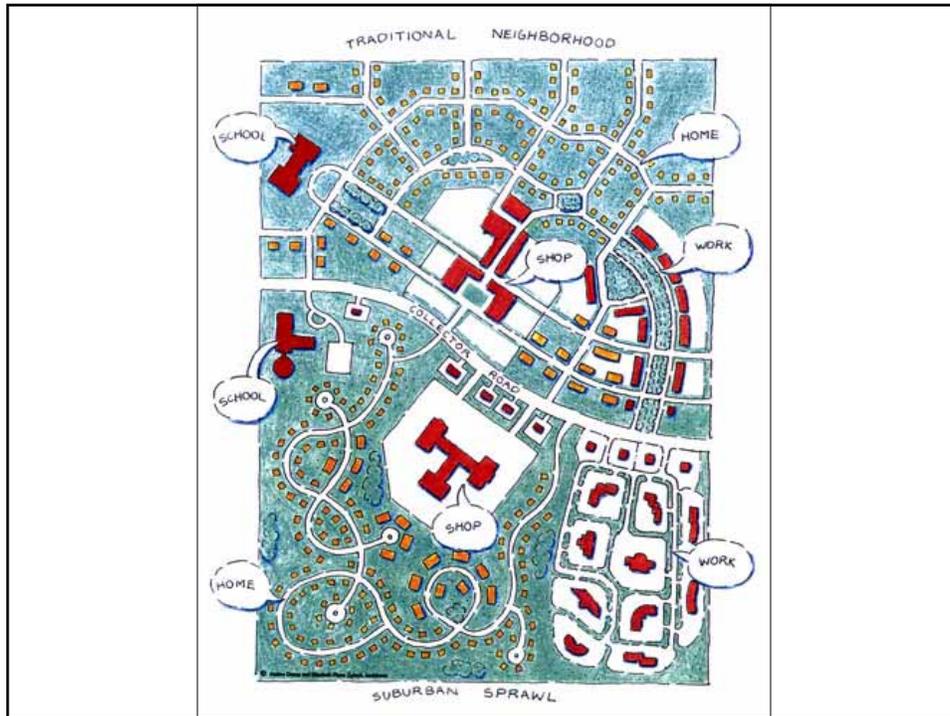
Disappearing Trips

Pattern of City Centers

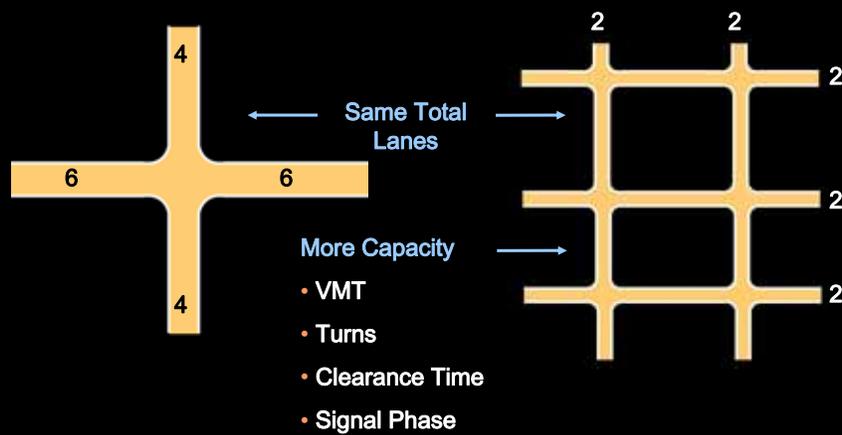


Principles for Growing Smarter

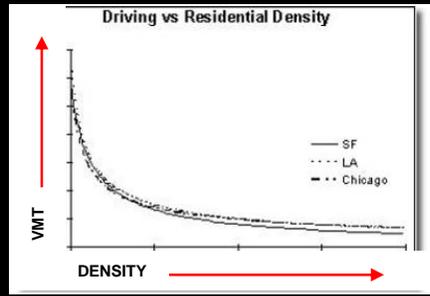
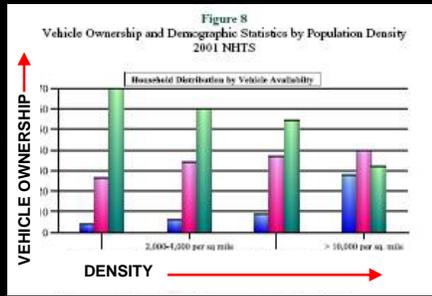
Superblock vs. Fine-Grained Street Network



**BENEFITS OF A CONNECTED NETWORK:
SMALLER STREETS & MORE CAPACITY**



BENEFITS OF HIGH DENSITY: SUPPORT TRANSIT



Principles for Growing Smarter

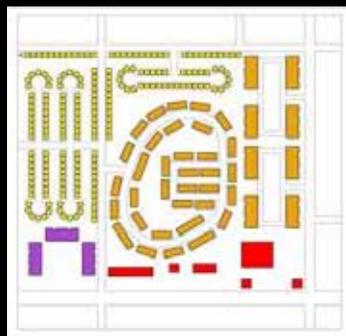
Patterns that Discourage Walking, Bicycling vs. City Patterns that Encourage Walking, Bicycling, Transit-riding

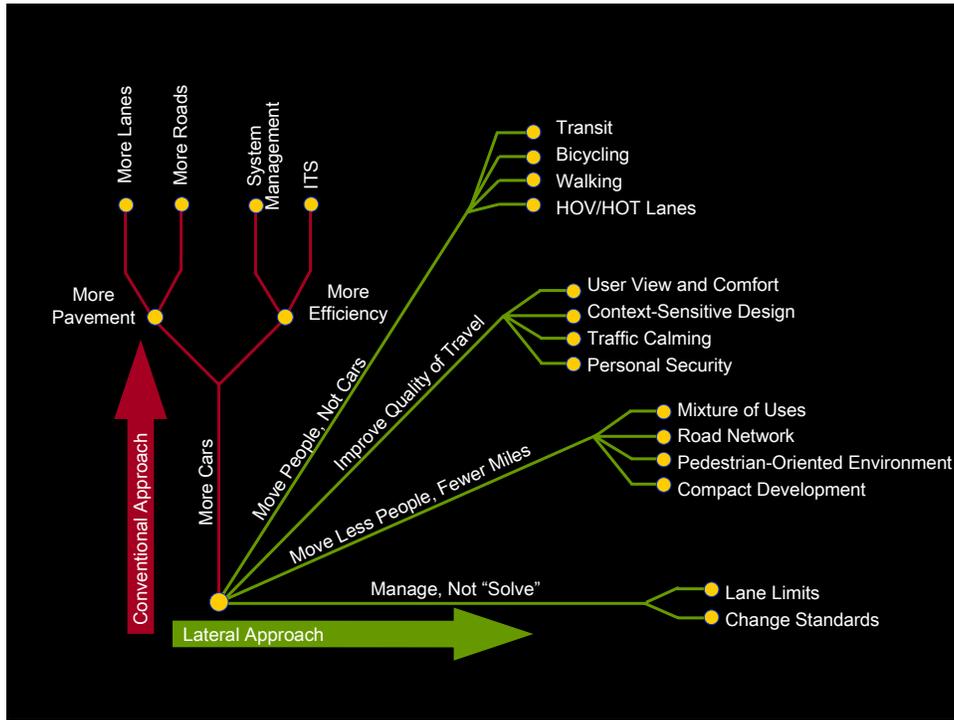
**BENEFITS OF BIKING/PEDESTRIAN
INFRASTRUCTURE:**

LESS VEHICLE MILES TRAVELED

HEALTHIER PEOPLE

MORE ATTRACTIVE ENVIRONMENT





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?

Specific Plan – Near Term Strategy

- Implement **Near Term Network Improvements**; Enforce **community Standard of Mobility**.
- Use the SPPLN to **limit new development** to amount that these new improvements can accommodate (within community std.)

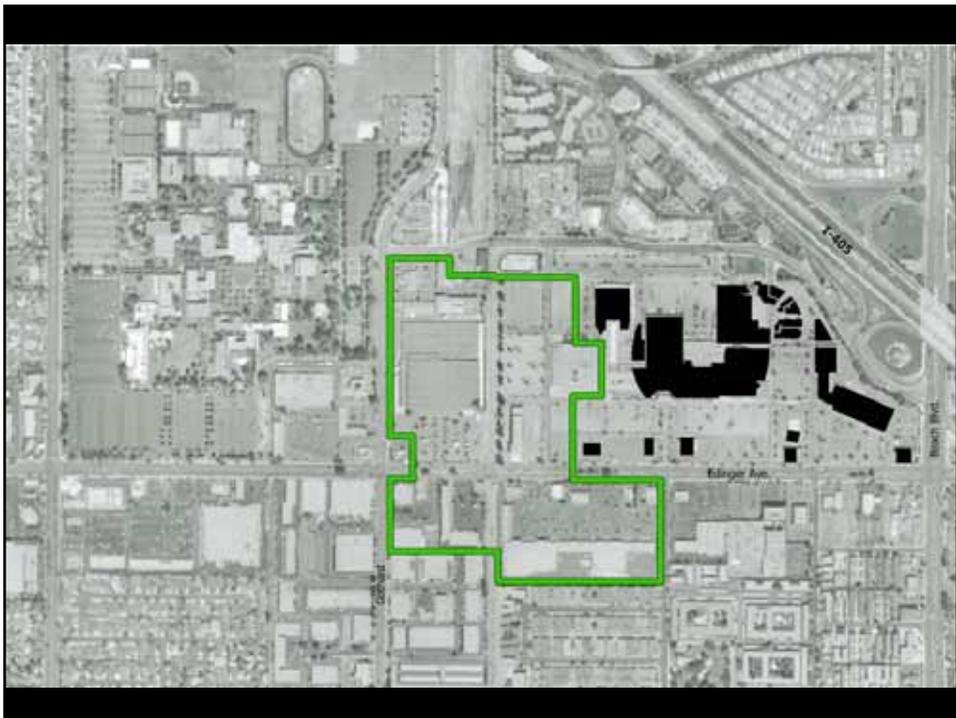
Specific Plan: Medium to Long Term Strategy

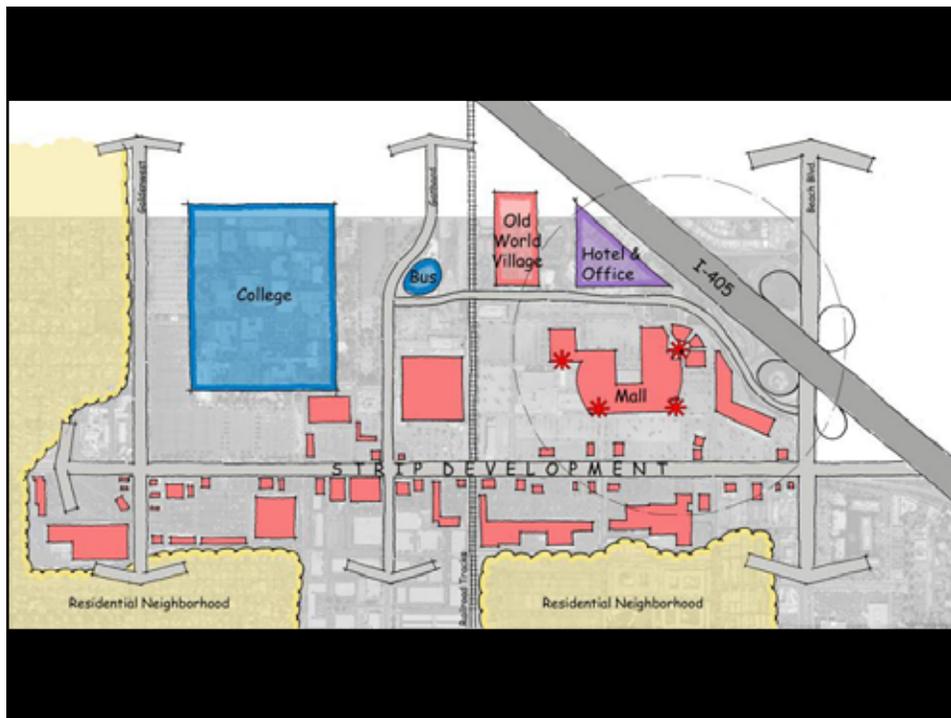
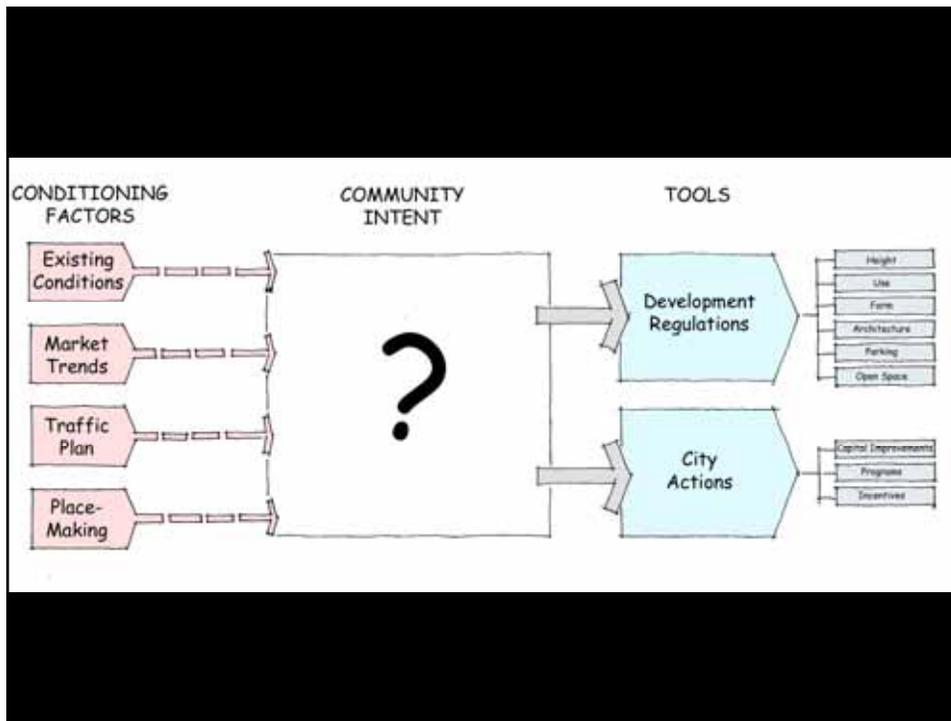
Use the SPPLN to ensure that new development is organized to include:

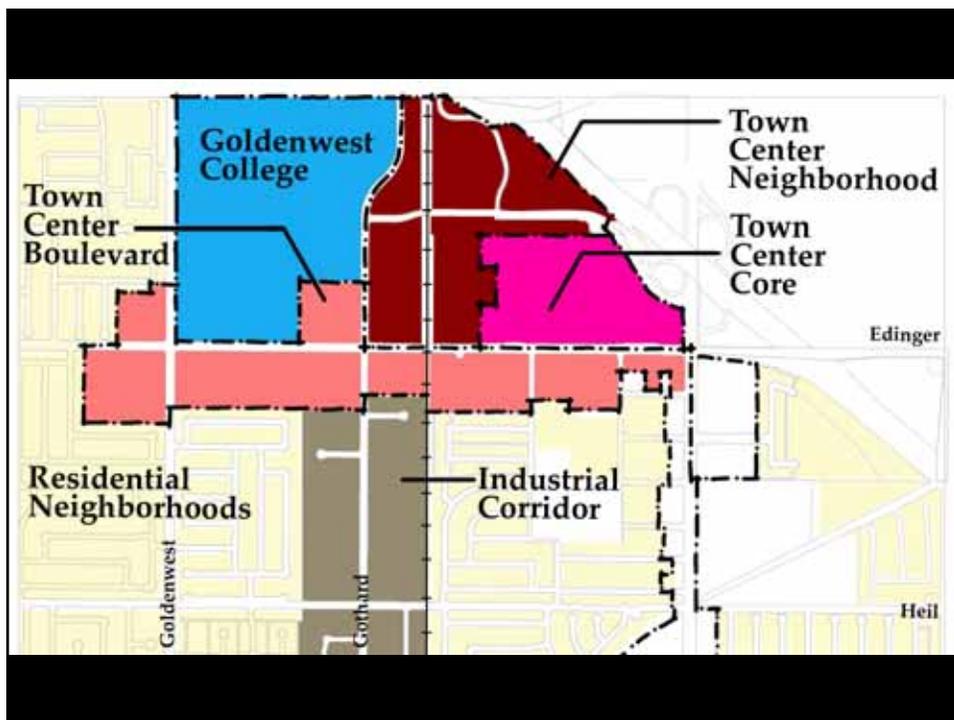
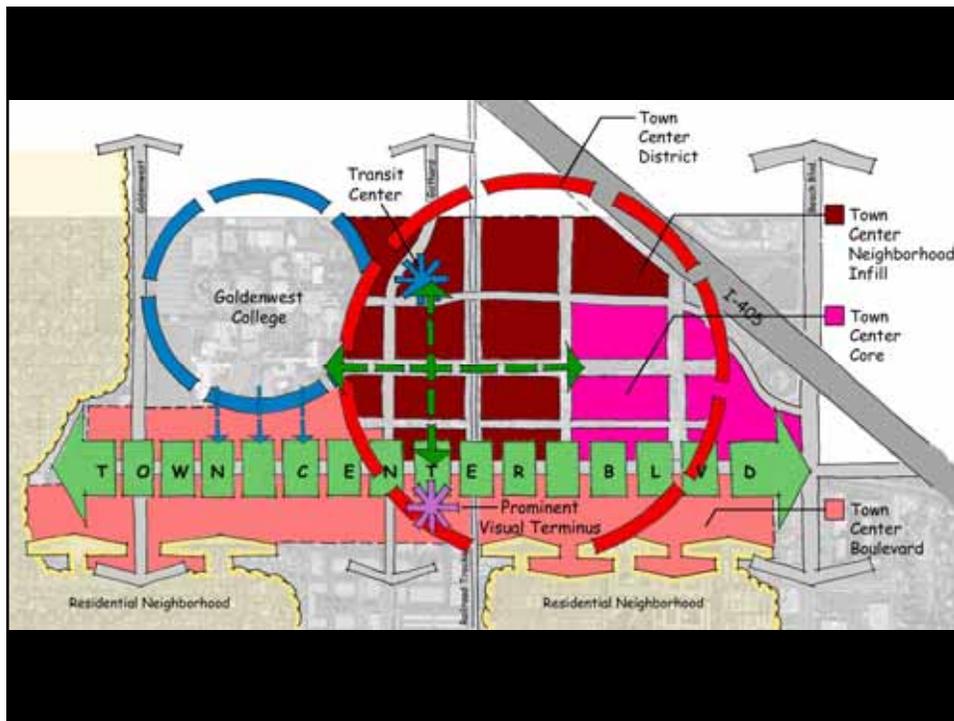
- City Centers with **mixed-use** and appropriate levels of **density**
- Connected **streets** and walkable scaled **blocks**
- Infrastructure to accommodate **walking, bicycling, and transit use.**

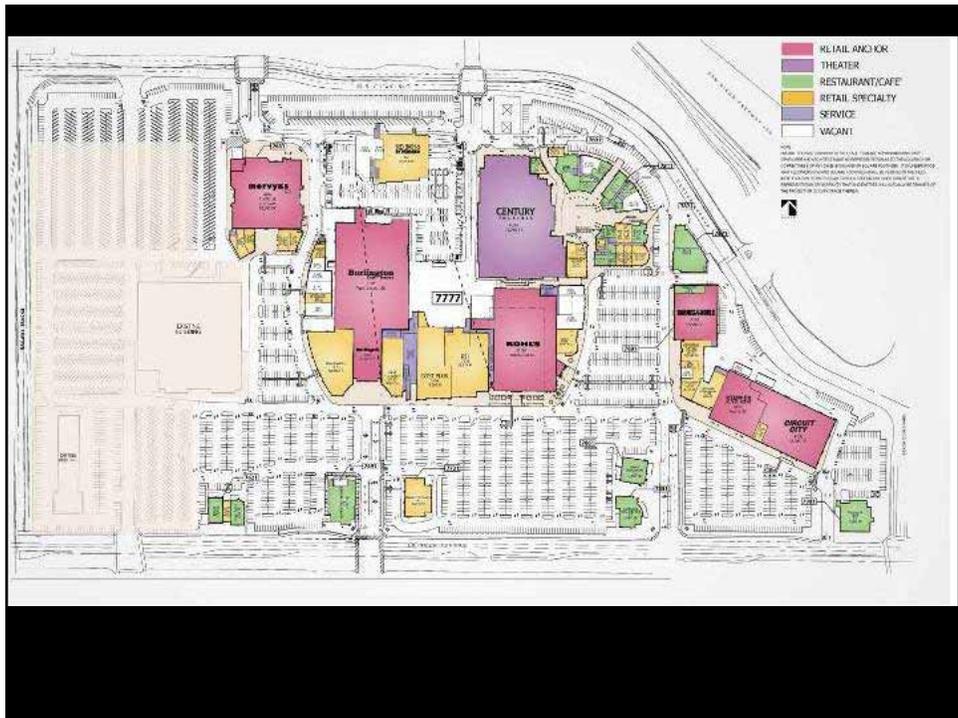
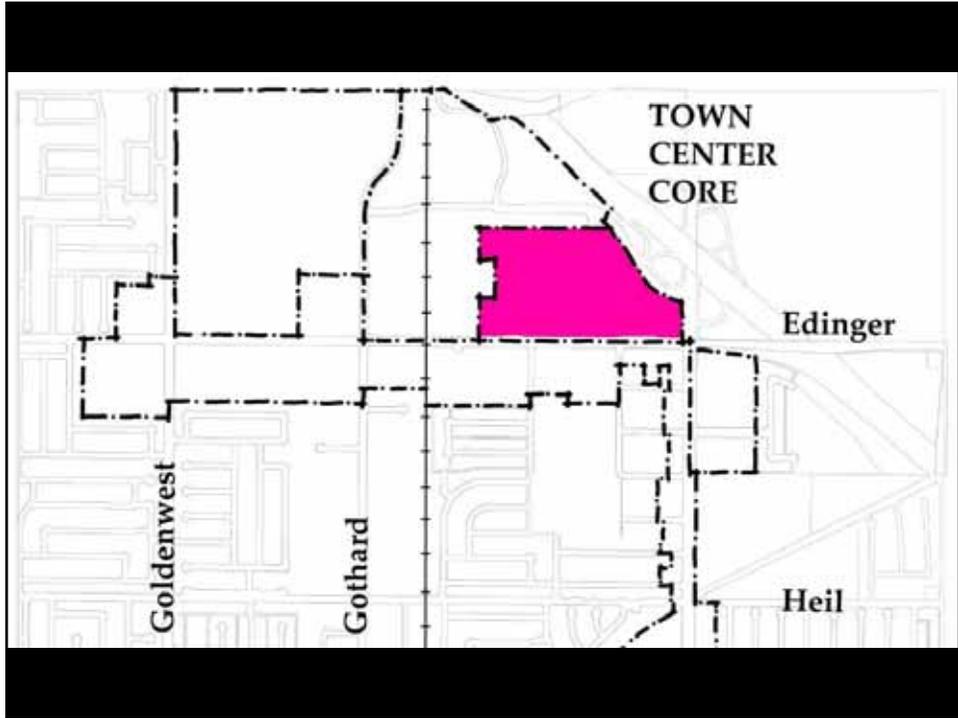
Envisioned Infill

Essential Characteristics for New
Investment along Edinger



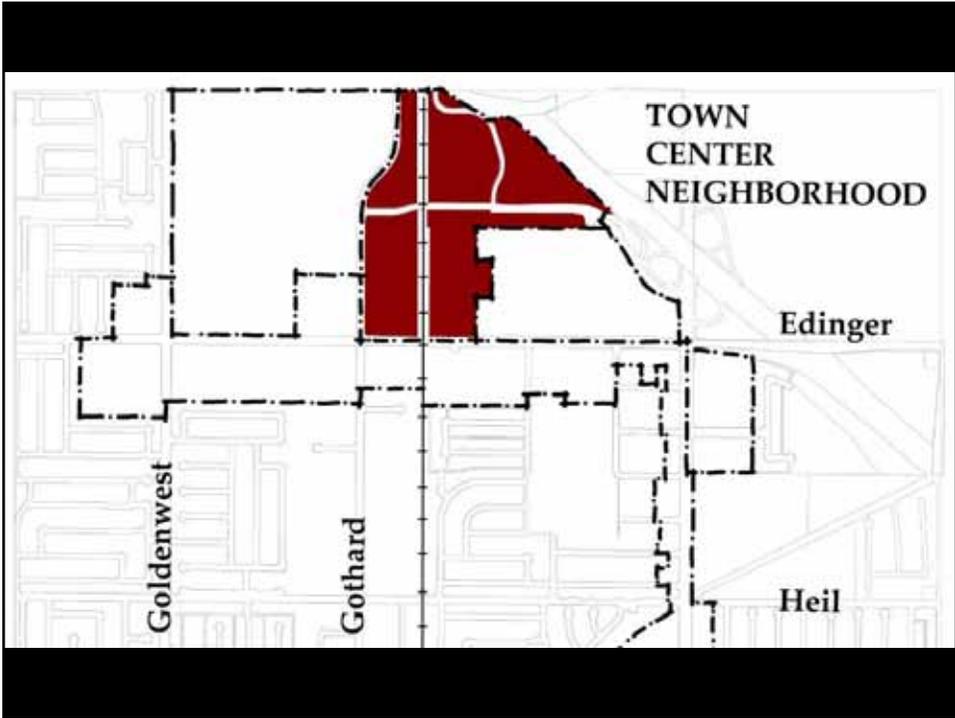






















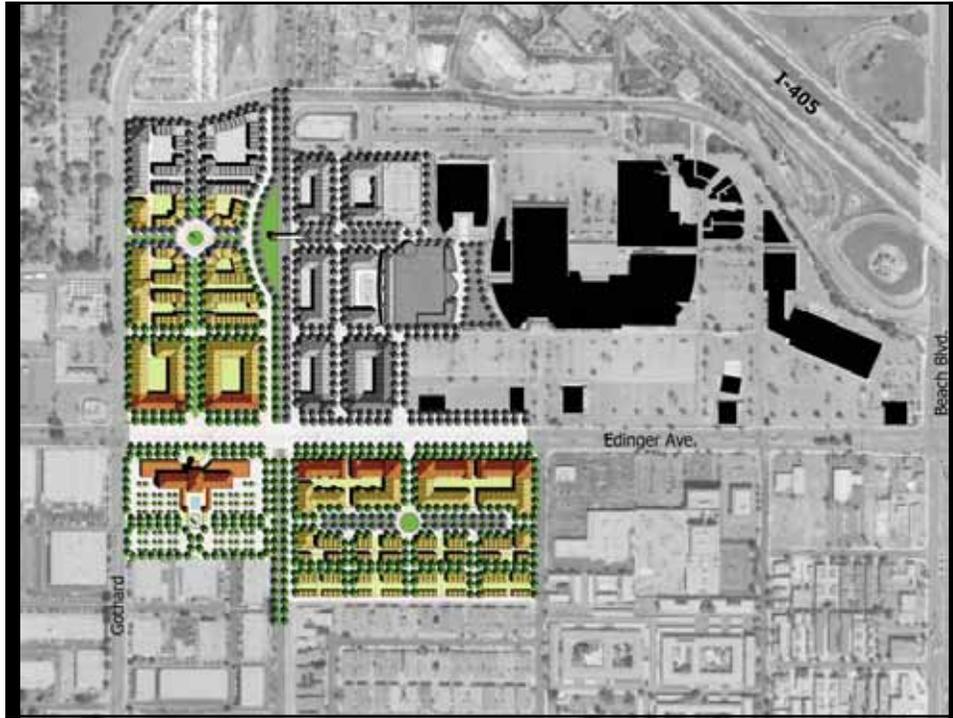




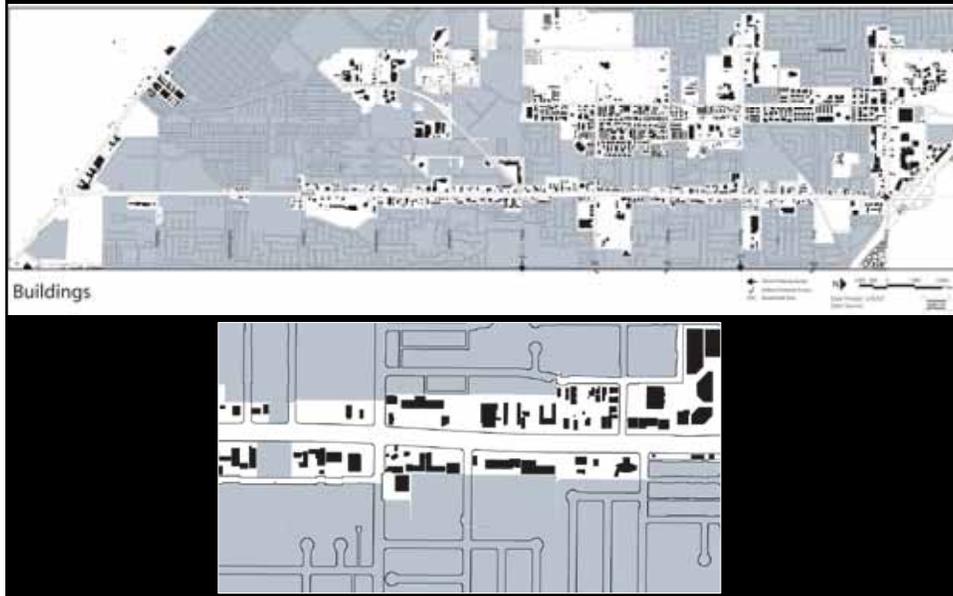


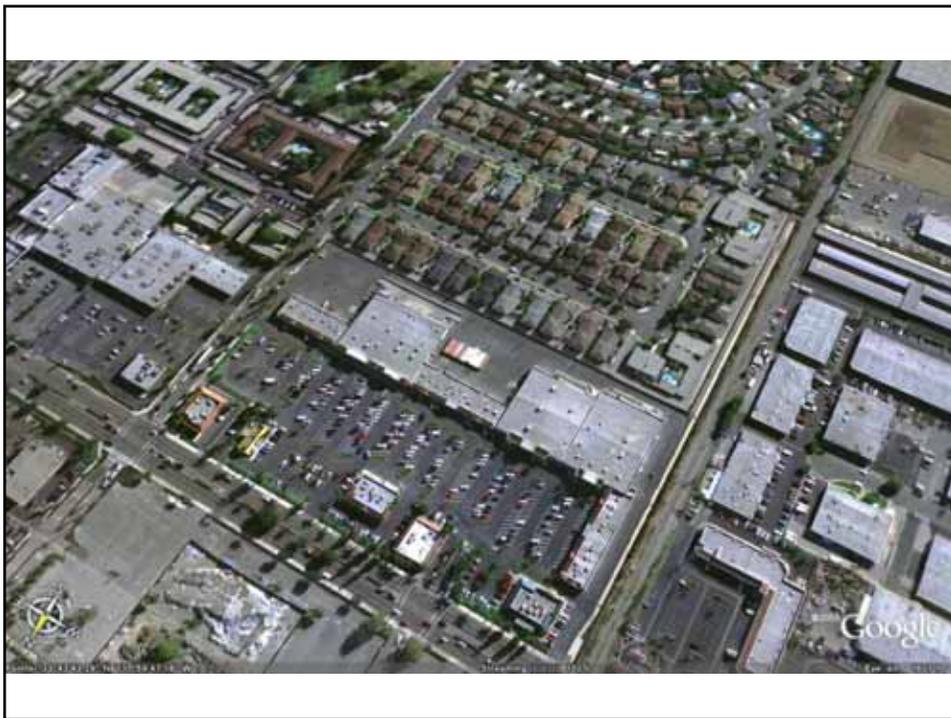


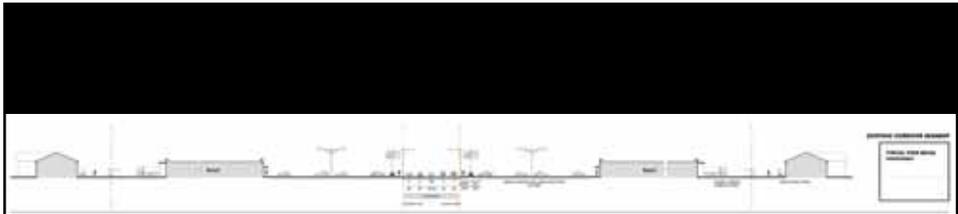
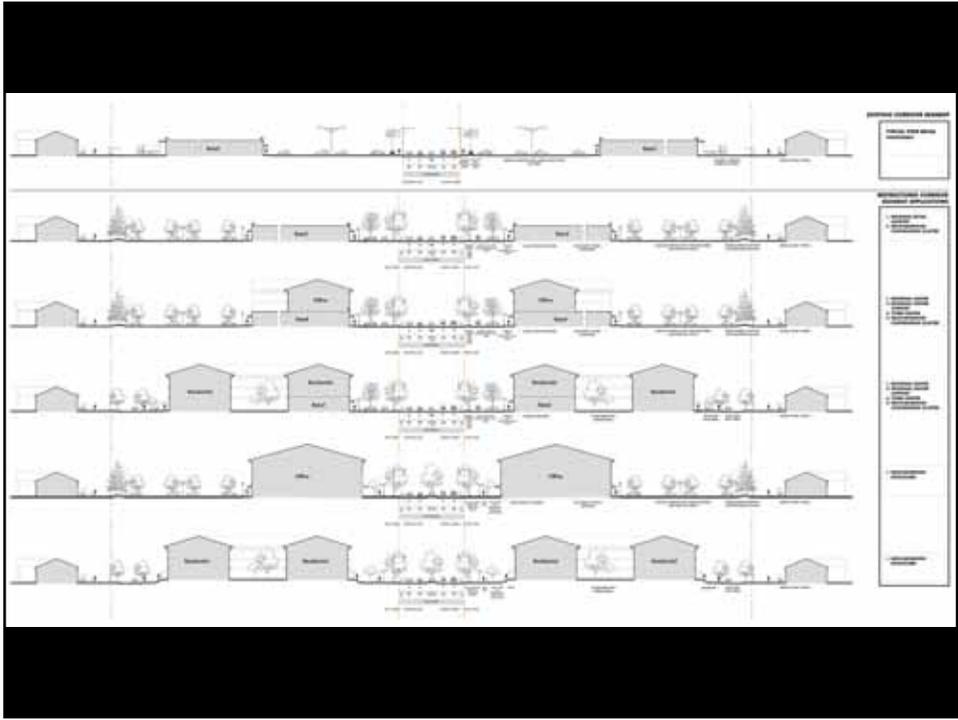


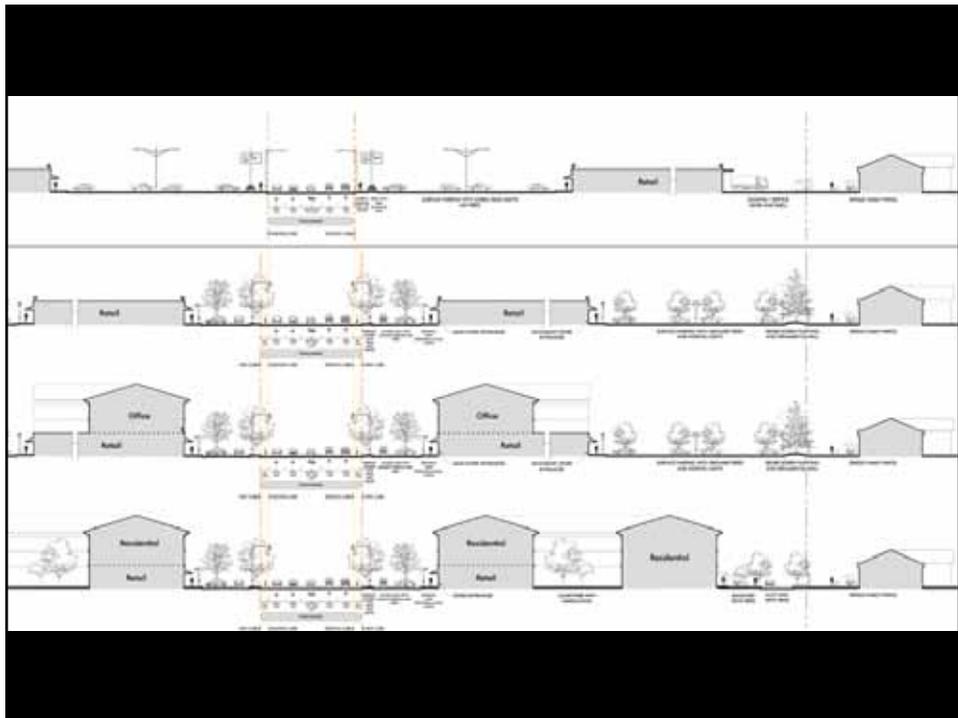
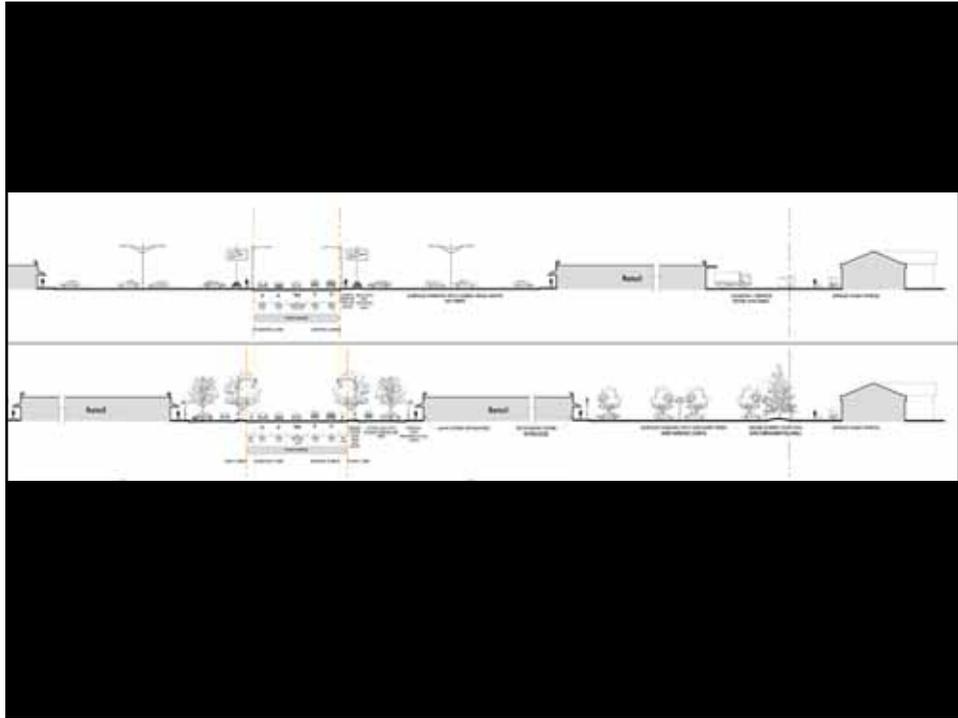


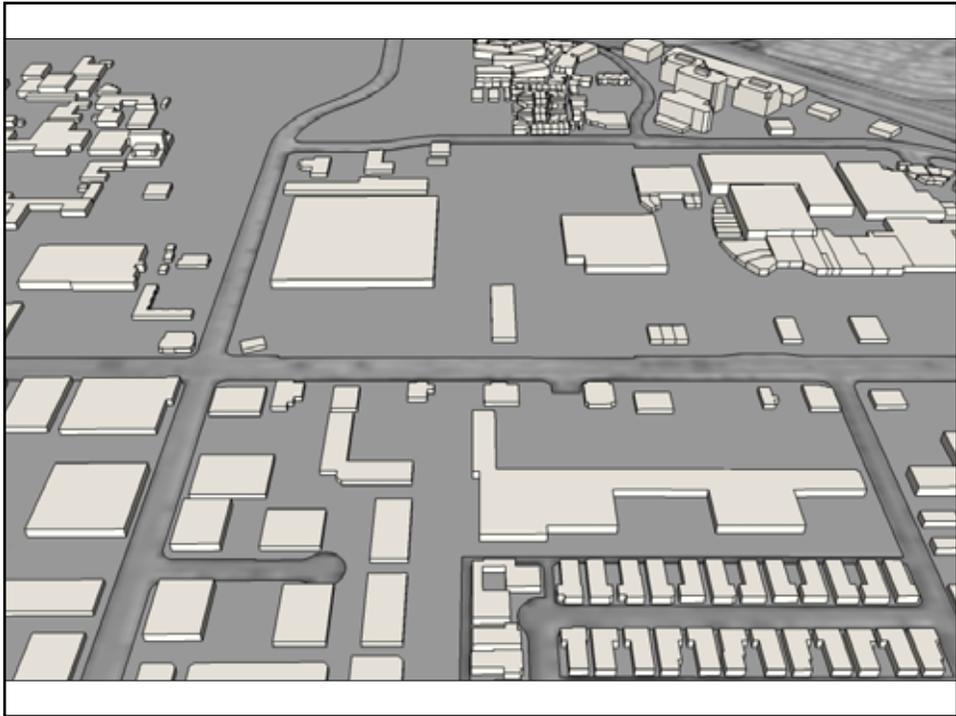
The Corridor is Generally Defined by the Residential Transition Line

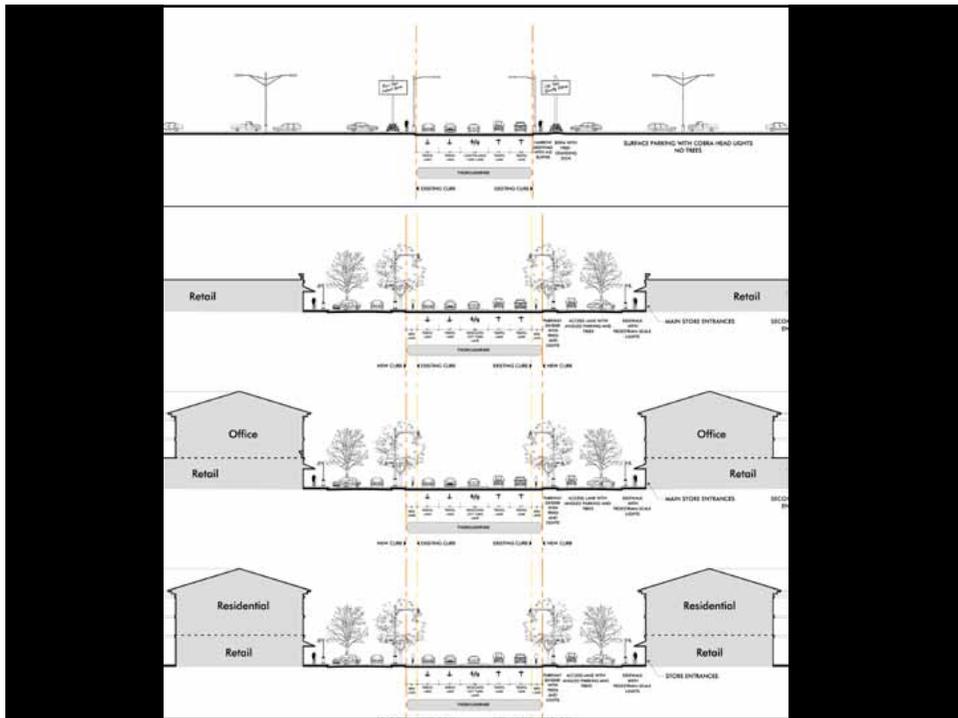


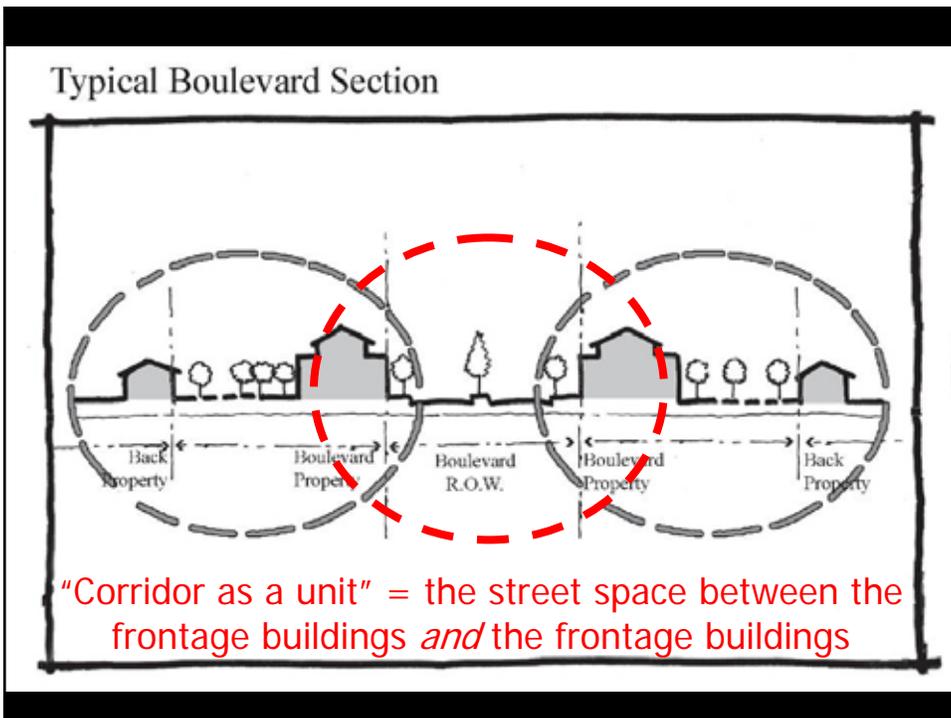




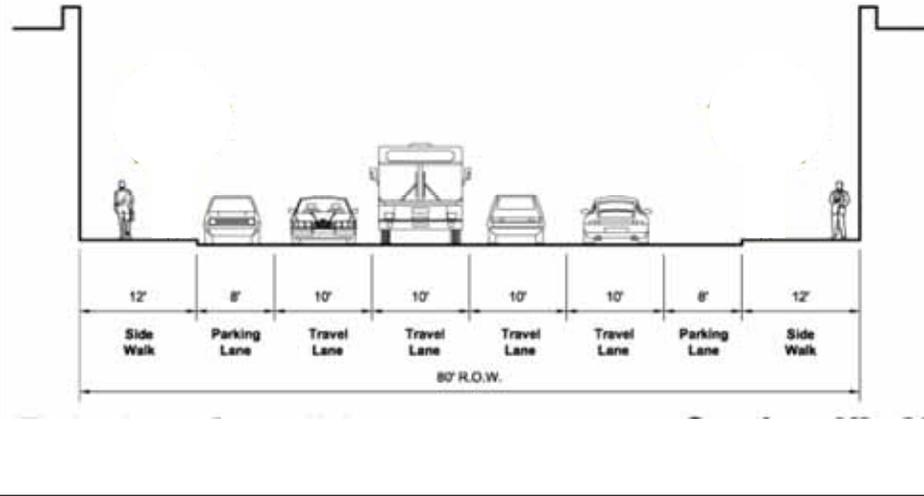




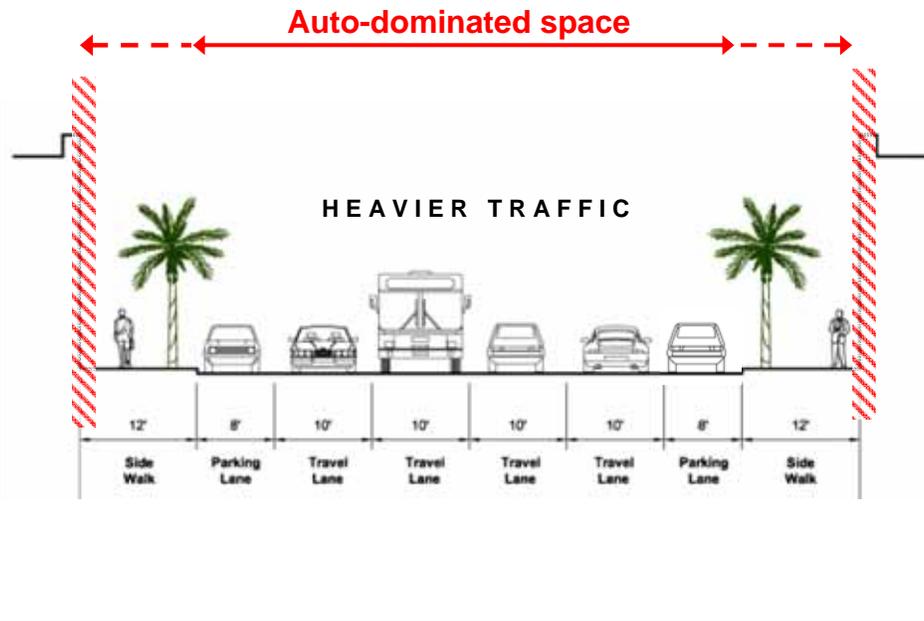




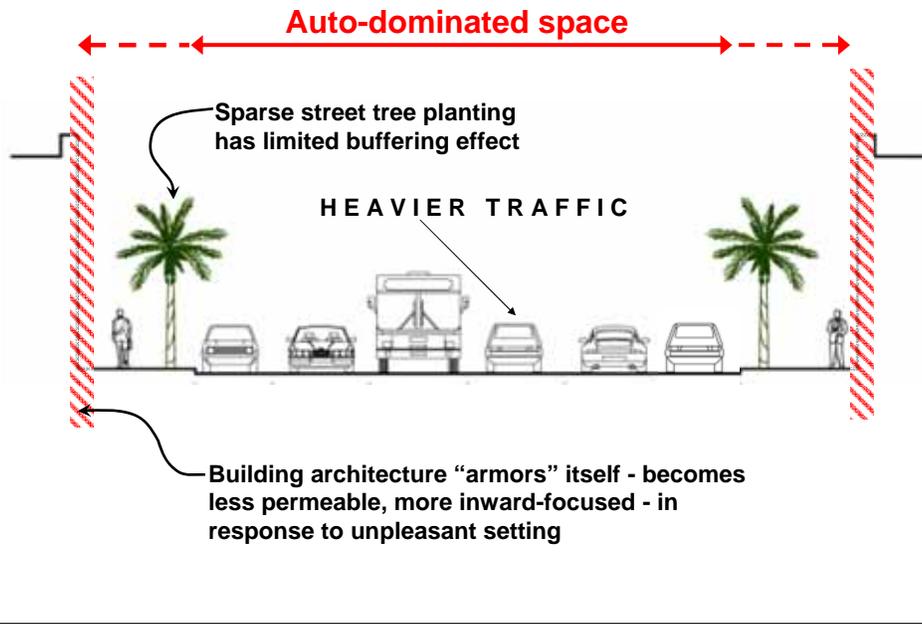
1. CONVENTIONAL ARTERIAL STREET DESIGN



1. CONVENTIONAL ARTERIAL STREET DESIGN



1. CONVENTIONAL ARTERIAL STREET DESIGN



MULTIWAY BOULEVARD ARTERIAL STREET DESIGN

