

Beach Boulevard & Edinger Avenue
Corridors Specific Plan

Community
Workshop 3: Traffic

August 27, 2007



Agenda

1. Welcome, Introduction – *Paul Emery, City of Huntington Beach*
2. Orientation to This Evening's Workshop – *Michael Freedman, Freedman Tung & Bottomley (FTB)*
3. Presentation: Traffic Issues, Constraints and Opportunities – *Michael Freedman & Ellen Greenberg, FTB; Bob Stachelski, City of Huntington Beach; Terry Austin, AFA;*
4. Community Discussion & Response
5. Next Steps; Adjourn

Orientation

Beach/Edinger Corridors Specific Plan Study Area



The Specific Plan

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

Corridor Specific Plan Team

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

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

Community
Aspirations

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

Community Workshop 1 - Comments

- Five Points is a Good Opportunity
 - Pedestrian-friendly
 - Make it like the new development in Downtown Santa Barbara
 - Make it a center like Santana Row in San Jose

Community Workshop 2 - Comments

- I'm worried about transportation.
- Will these recommendations increase traffic on Edinger Ave. so that congestion is bad all day long?
- Generally I like the recommendations but I'm worried about the interchange as a choke point.
- We need to maintain traffic flow.

Community Workshop 2 - Comments

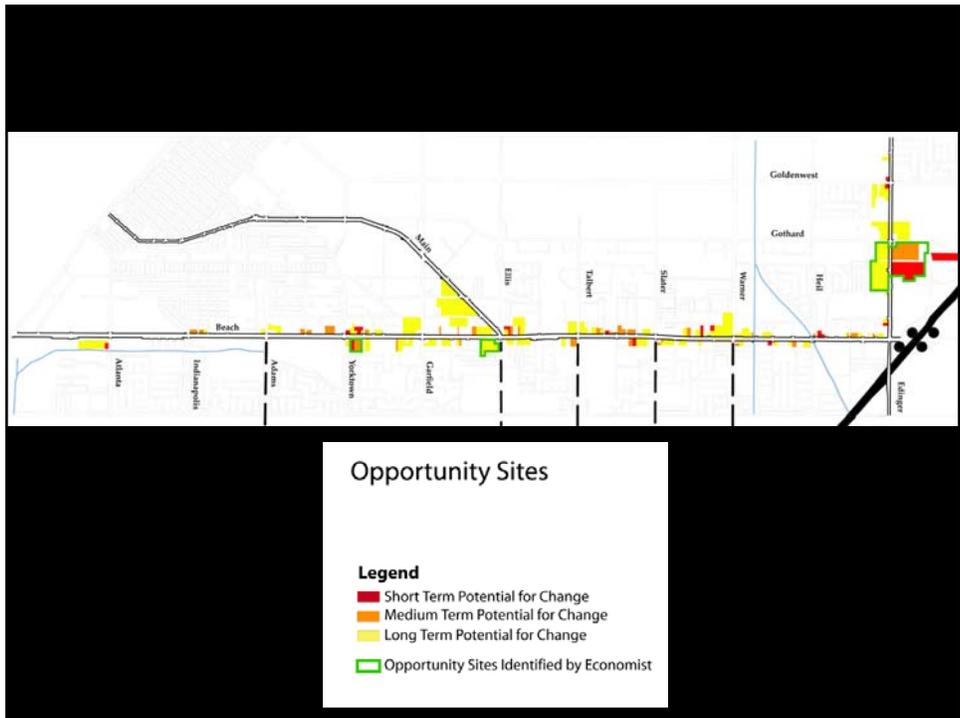
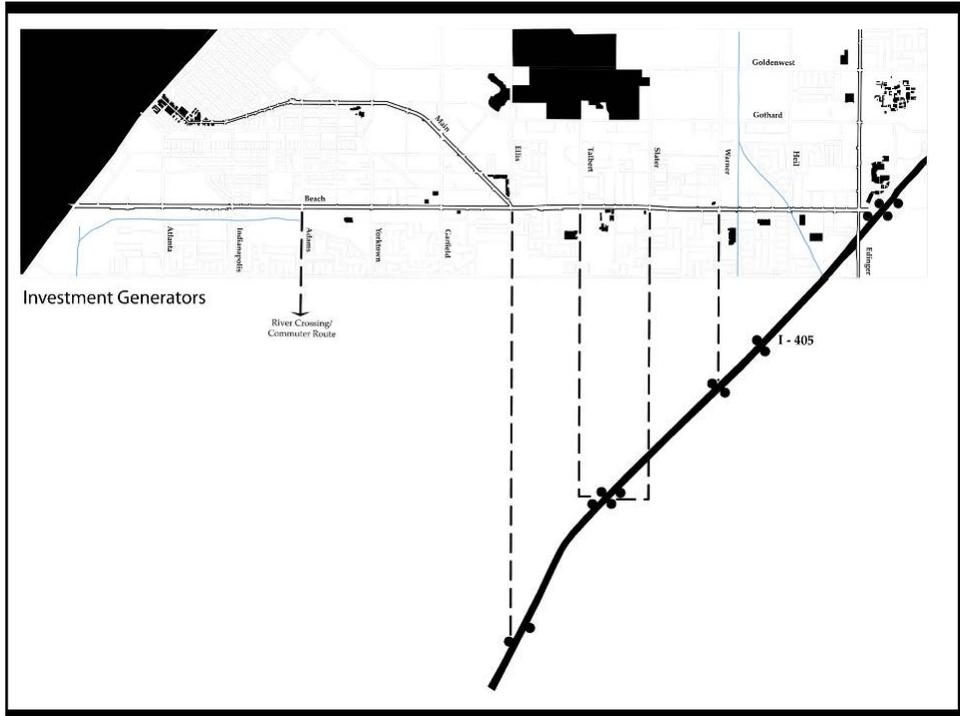
- We need seamless land-use and transportation planning.
- Consider innovative traffic solutions.
- The Transit Center and railroad tracks are already in place for us to build on.
- Consider transit to get beach traffic off the roads.
- Reduce the commute out of the City
- Focus on the long term planning process, not just the immediate traffic impacts.
- If you live in the City, you avoid the problem intersections.
- I like the town center idea. I think it will generate less traffic.
- In nodes with higher density housing, more people will walk and they will be less congested.

Community Workshop 2 - Comments

- Golden West College supports this.
- I totally support this, move ASAP.
- The vision is wonderful.

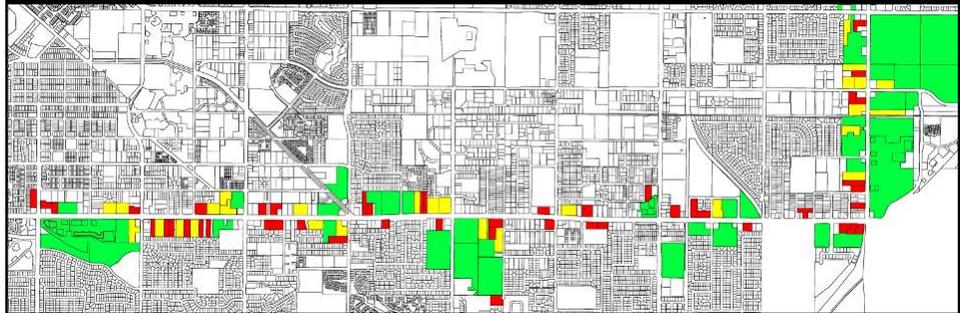
Plan Framework: Key Community Meetings

- 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
- Community Workshop 5: Refine Edinger Vision or Focus on Beach Boulevard Corridor (Depends on Discussion in Workshop 4)
- City Council/Planning Commission Study Session: Recommended Plan Framework





Opportunity Sites



1, 2 and 3 Acre Sites



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.

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.



Neighborhood Center

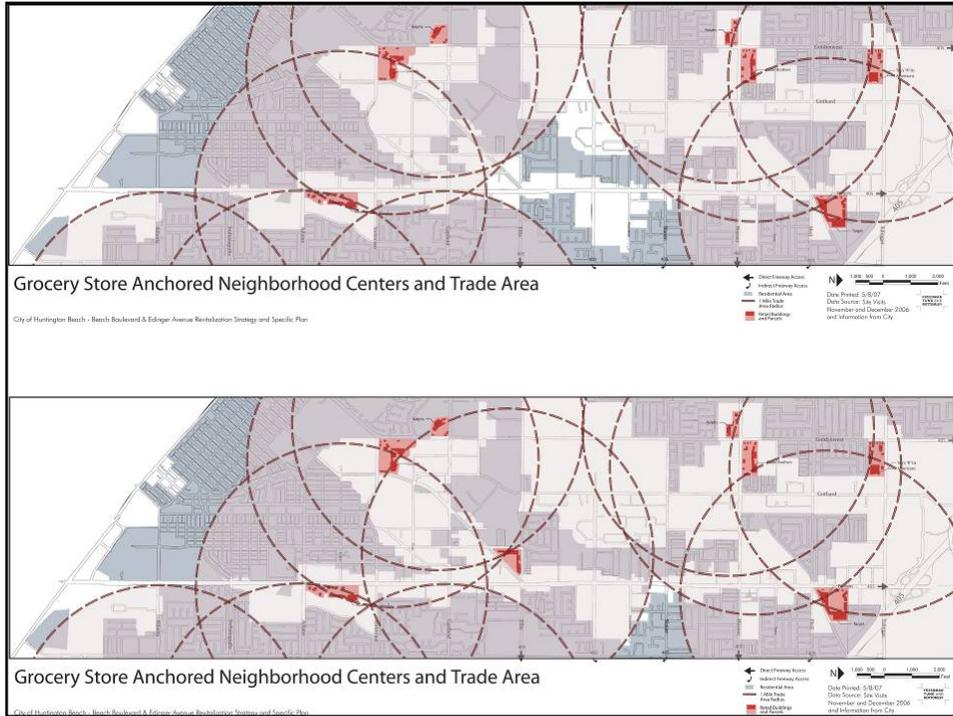


Neighborhood service retail & services featuring *contiguous* small scale shopfronts.

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.

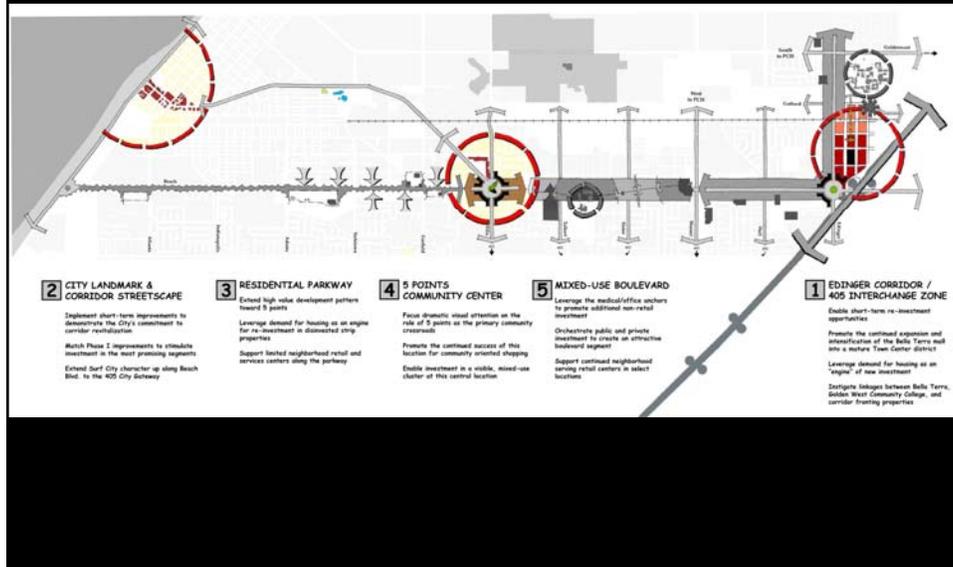


City Center (Downtown) Retail

- **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







Commercial Zoning



Housing Permitted



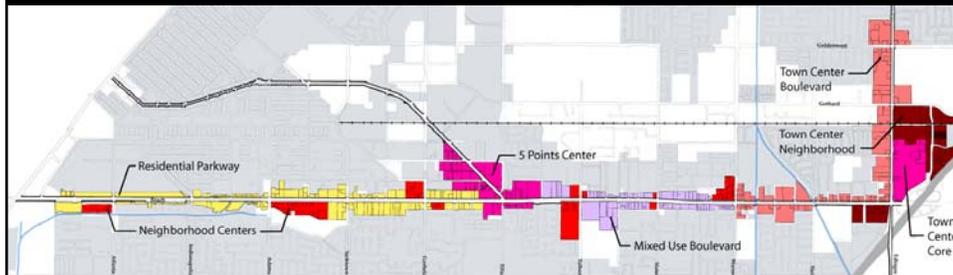
Pre-Existing Zoning – Retail Entitlements



Supportable Pattern of Centers



Supportable Pattern of Centers



Pattern of Centers and Segments

Realign Corridor Properties with Contemporary Investment Trends



Existing Development Pattern - Commercial Strip



Proposed Plan Framework - Pattern of Centers and Segments

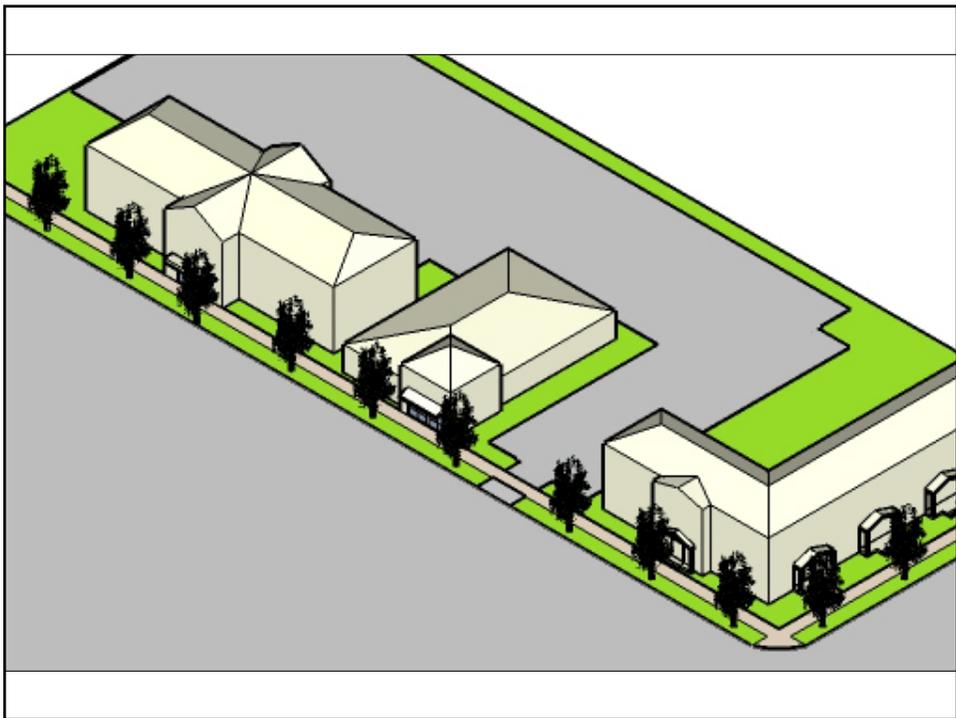
Disinvestment



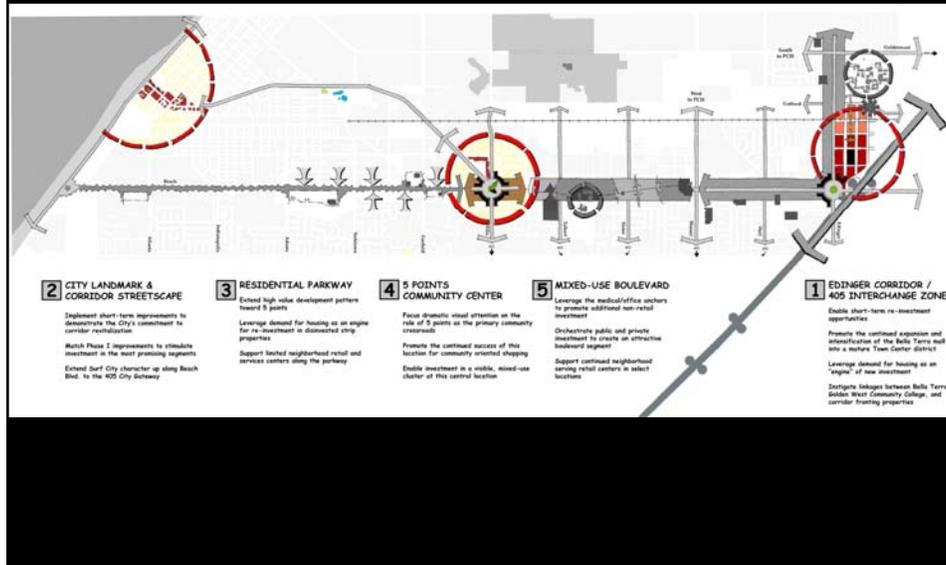
Disinvestment







Pattern of City Centers



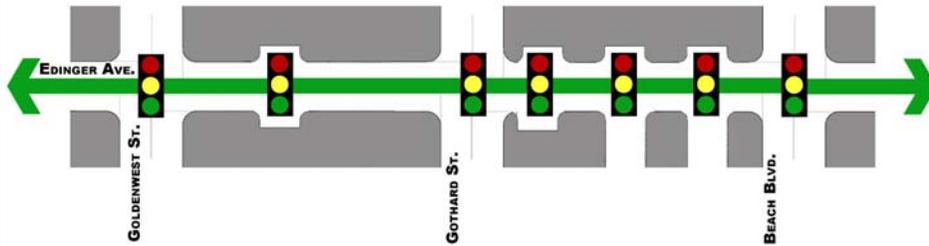
Transportation Analysis

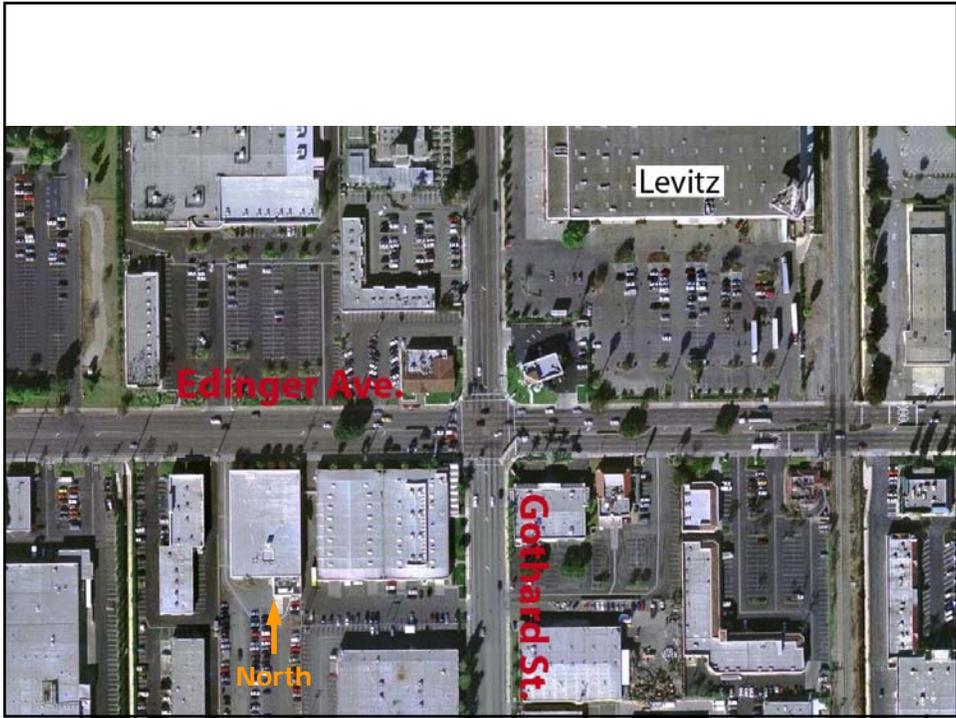
Existing Conditions: Today's Driving Experience

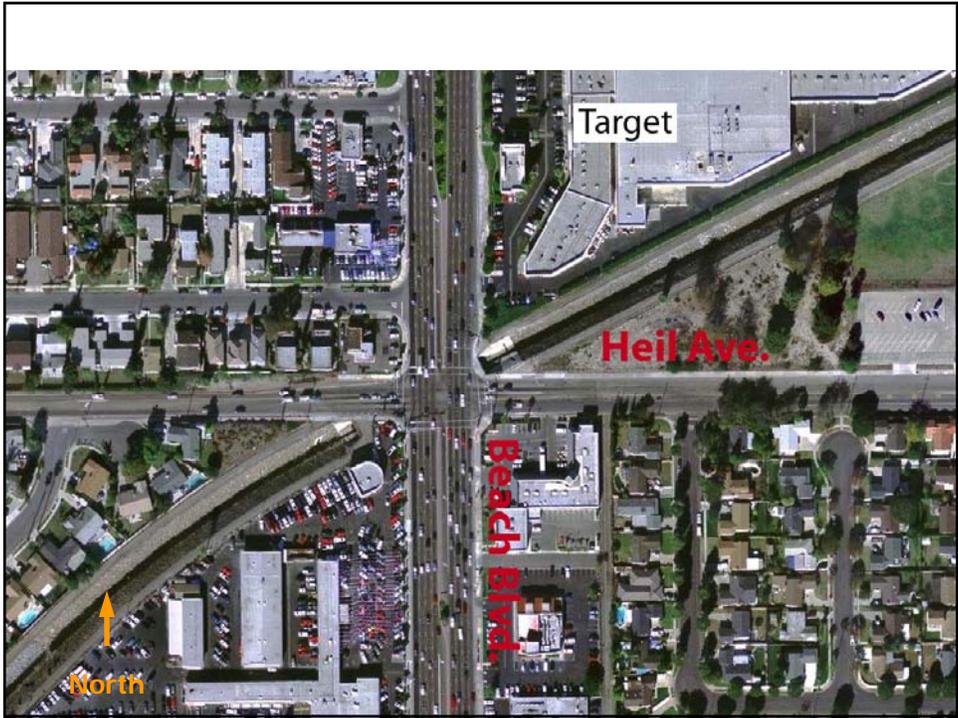
Traffic Conditions: Focus on Intersections



Edinger Corridor - Signal Timing Improvements









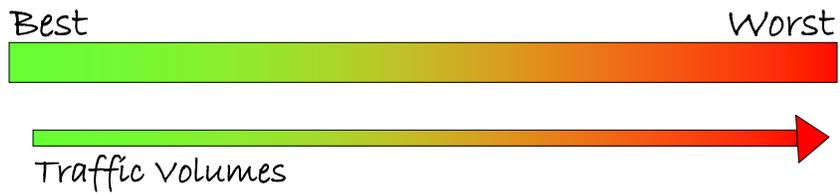
Defining “Acceptable” and “Unacceptable” Traffic Conditions for Intersections

Setting the Community's Standard

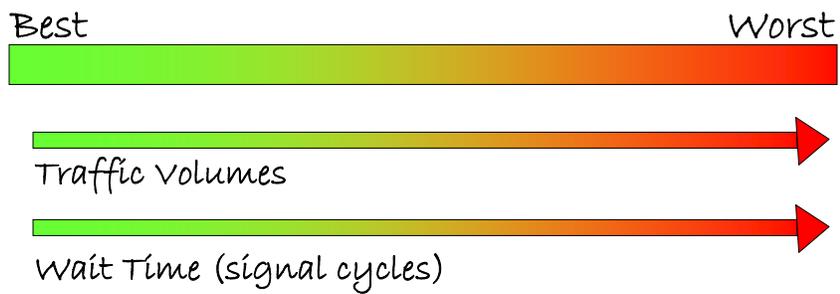
Intersection Traffic Conditions “Level of Service”



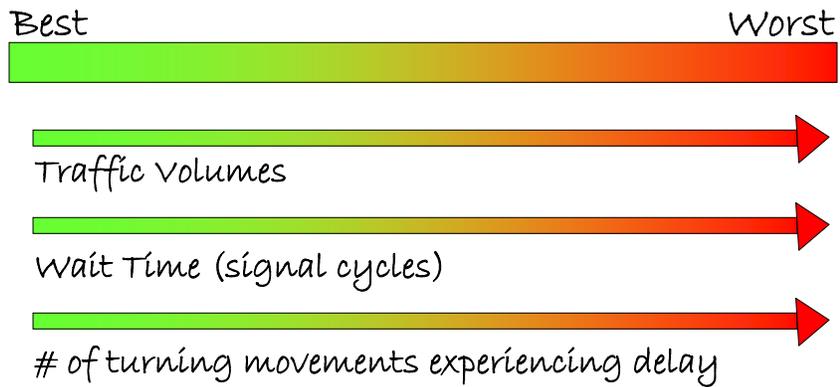
Intersection Traffic Conditions “Level of Service”



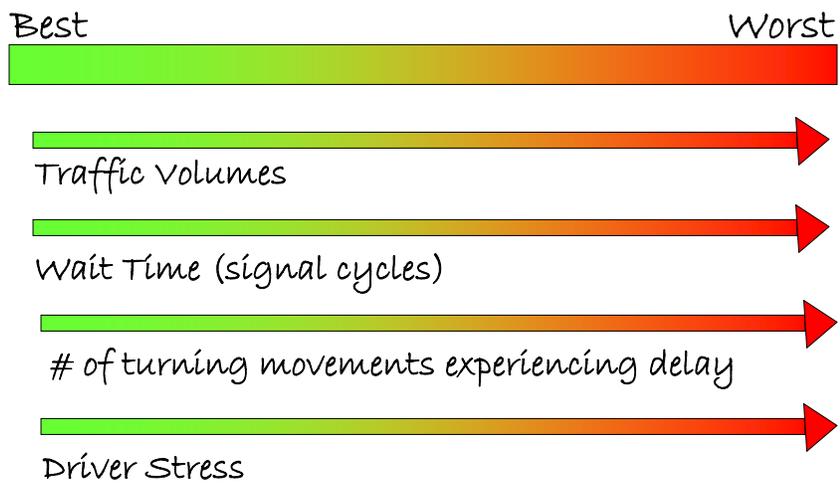
Intersection Traffic Conditions “Level of Service”



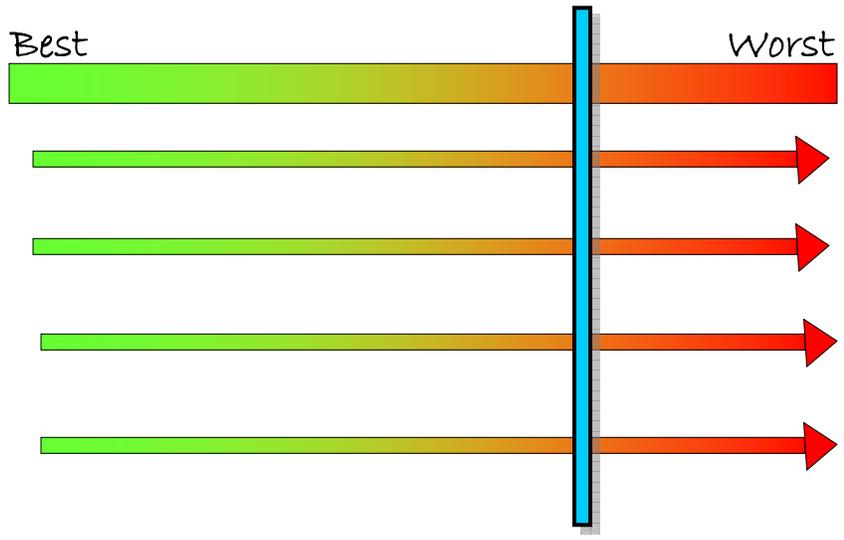
Intersection Traffic Conditions "Level of Service"



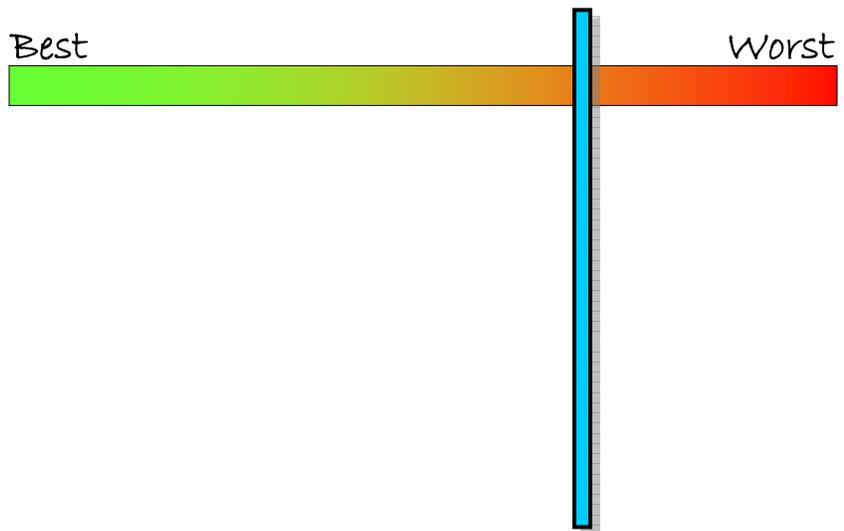
Intersection Traffic Conditions "Level of Service"



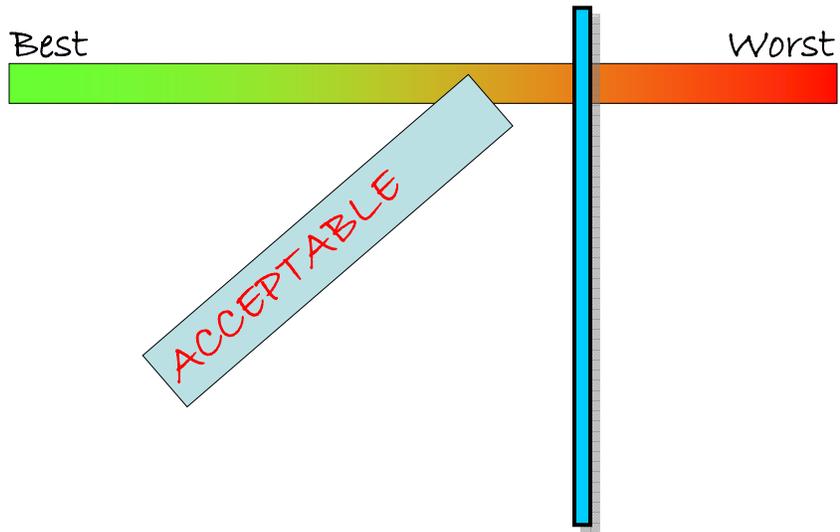
Intersection Standard



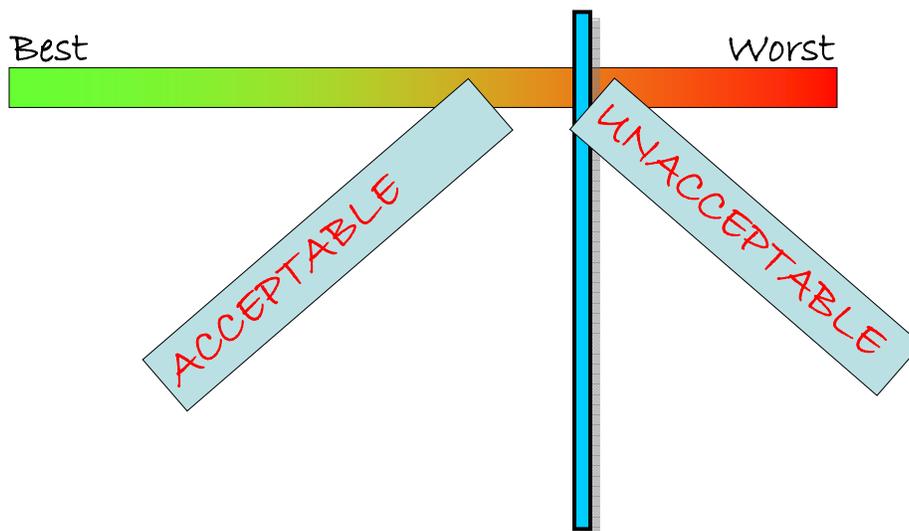
Intersection Standard



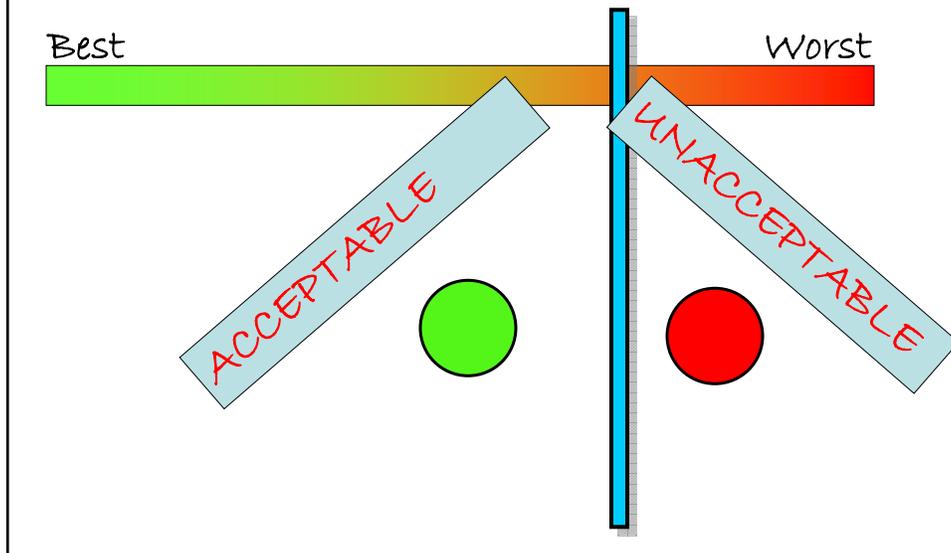
Intersection Standard



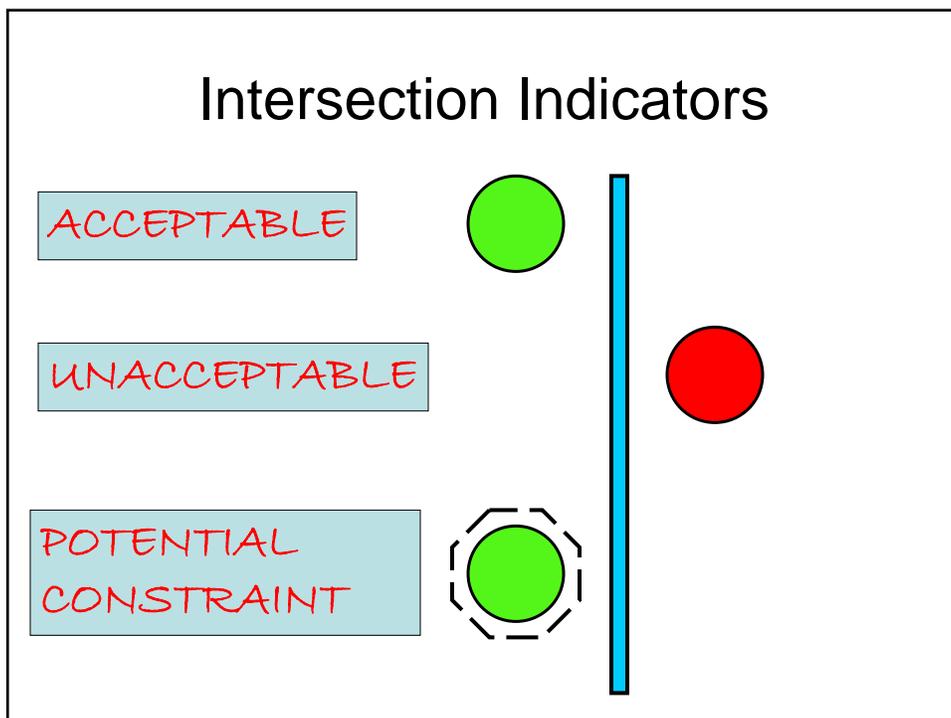
Intersection Standard



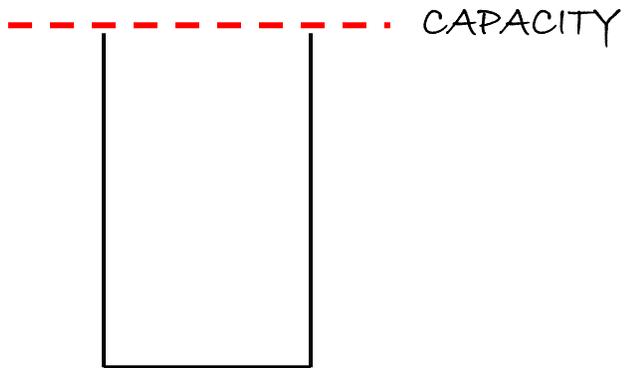
Intersection Standard



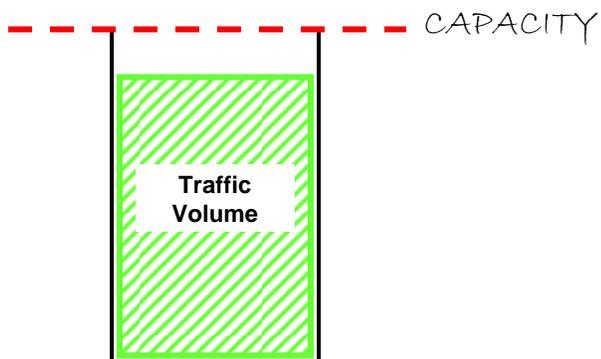
Intersection Indicators



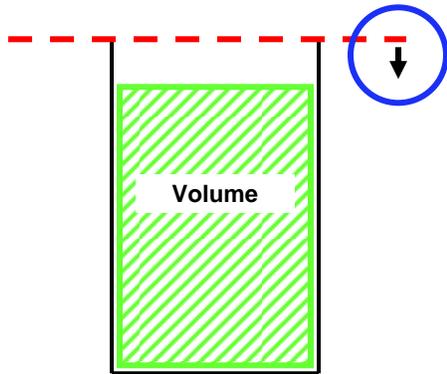
Another Way to Think About Intersection Conditions



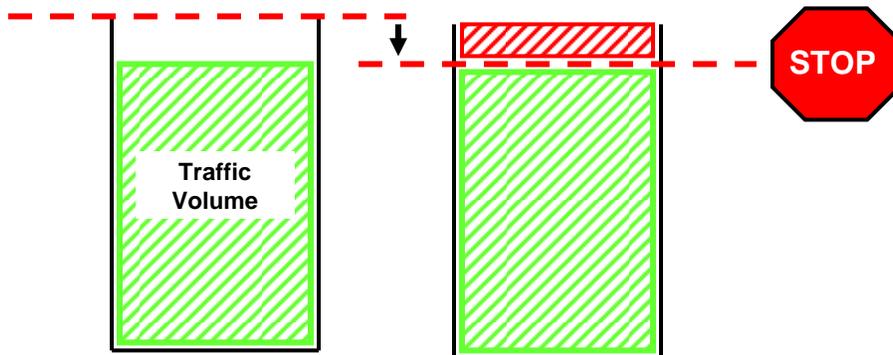
Intersection Conditions



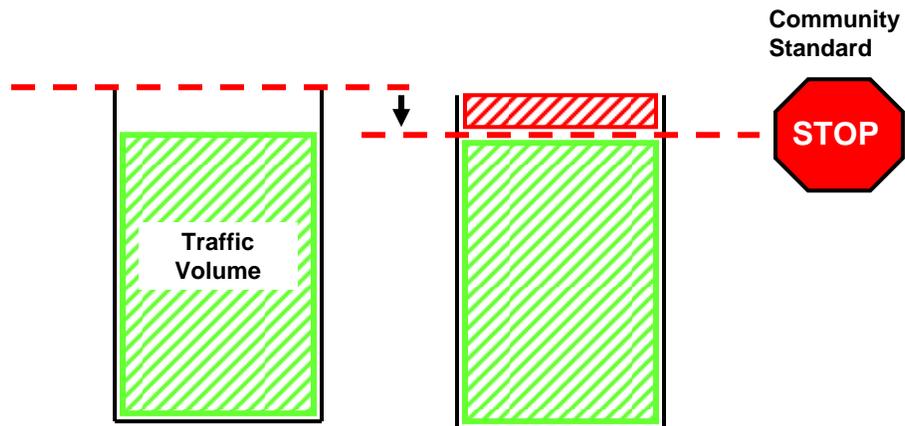
Intersection Conditions



Intersection Conditions



Intersection Conditions



Methodology for Evaluating
Intersection Operations

Applying the Community Standard to Existing Intersections

Morning Traffic: Existing Conditions in the Weekday A.M. Peak

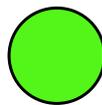


Evening Traffic:
Existing Conditions in the
Weekday P.M. Peak

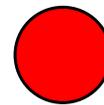


Intersection Indicators

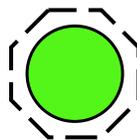
ACCEPTABLE



UNACCEPTABLE



ACCEPTABLE,
BUT A
POTENTIAL
CONSTRAINT



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

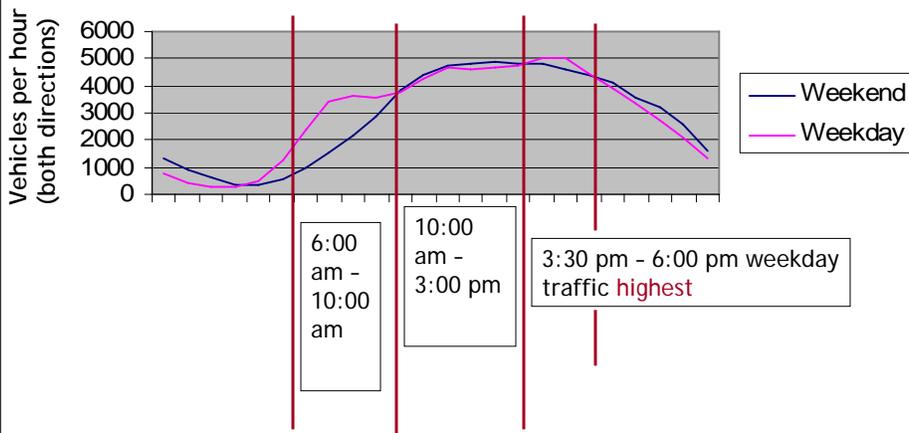


Summary: What We Know So Far

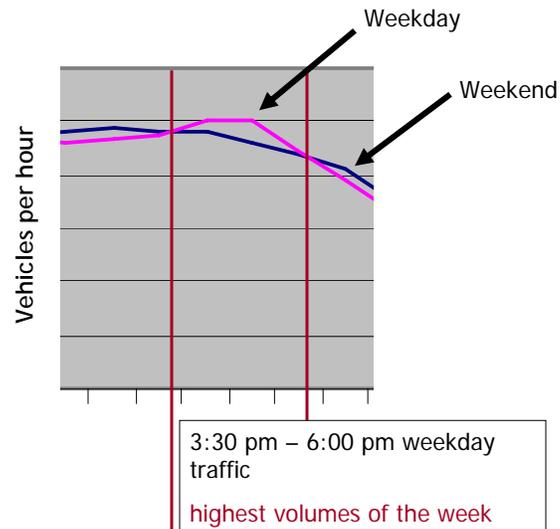
1. Currently Beach and Edinger is the single intersection exceeding the community's standard of acceptable operations.
2. Additional intersections that will ultimately need attention can be identified; none are south of Ellis.
3. The PM Peak Hour should be the focus.

Wait!
Why the PM Peak Hour?
What about
Weekend Beach Traffic?

Comparing Summer Weekend and Weekday Traffic Beach south of Heil

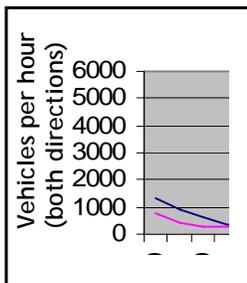


Weekday Evening Commute: Highest Volumes in a Typical Week



Wait!

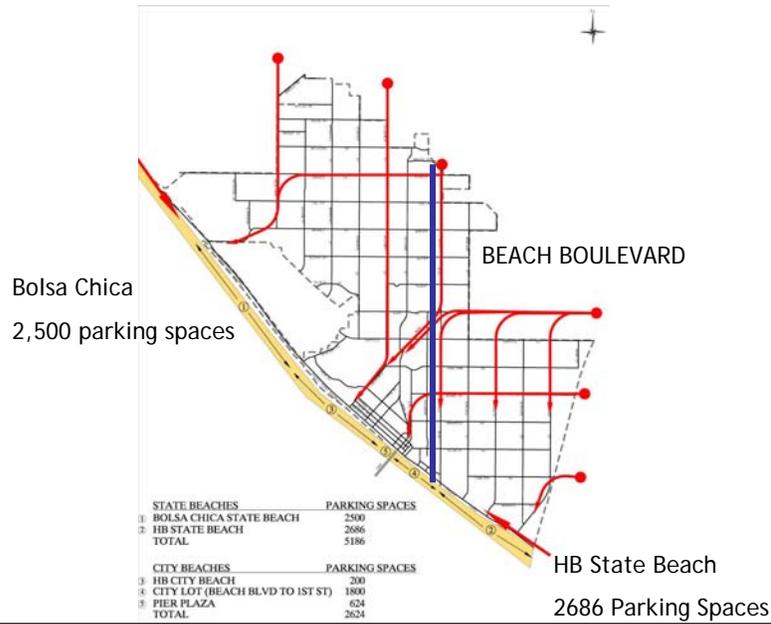
Those look like awfully big numbers



Beach Boulevard can carry a lot of traffic

Capacity of a 8-lane arterial is
approximately 7,000 vehicles per hour

Surf City: Primary Routes to the Beach

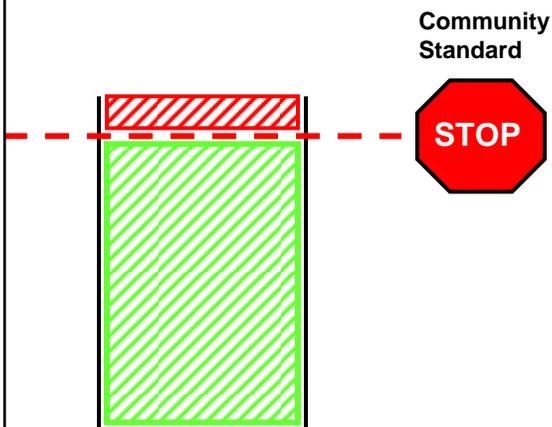


Potential **Near-Term Network Improvements** to Enhance Mobility

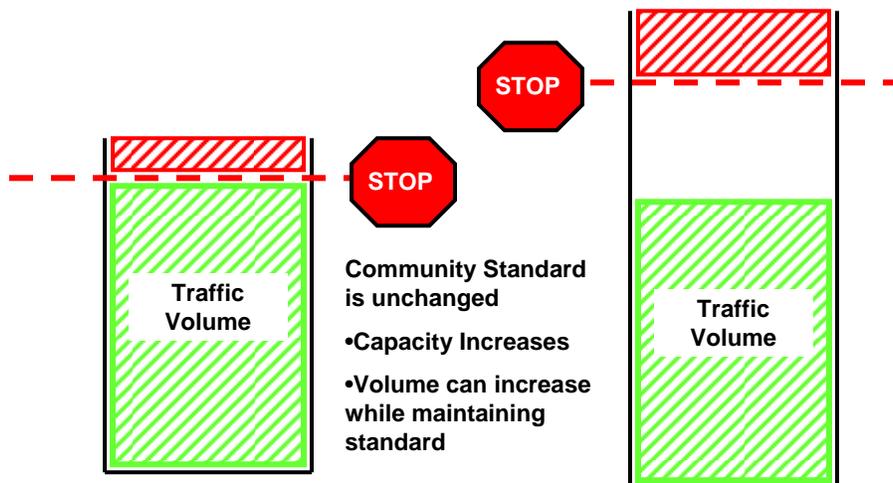
PM Peak Hour: Existing Conditions



Intersection Conditions



Intersection Improvements



Testing Feasibility of Improvements

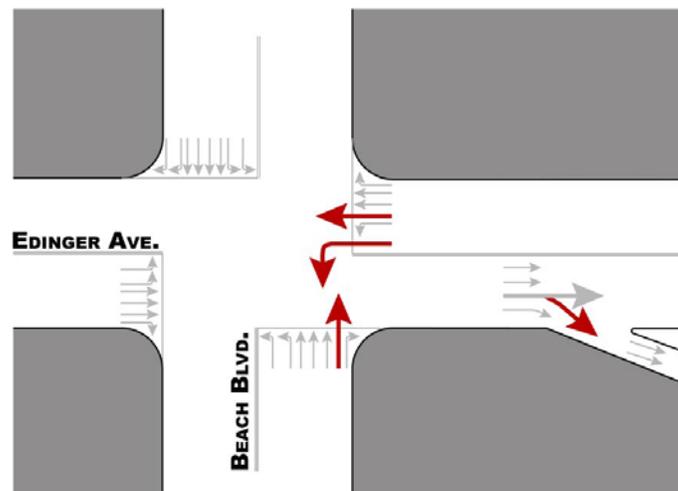
Near Term improvements need to be

- Implementable without likely having to wait very long
- Not highly controversial politically
- Not likely to be unaffordable

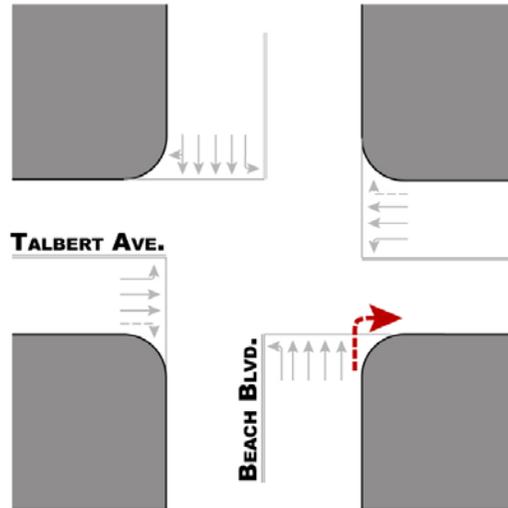
PM Peak Hour: Existing Conditions



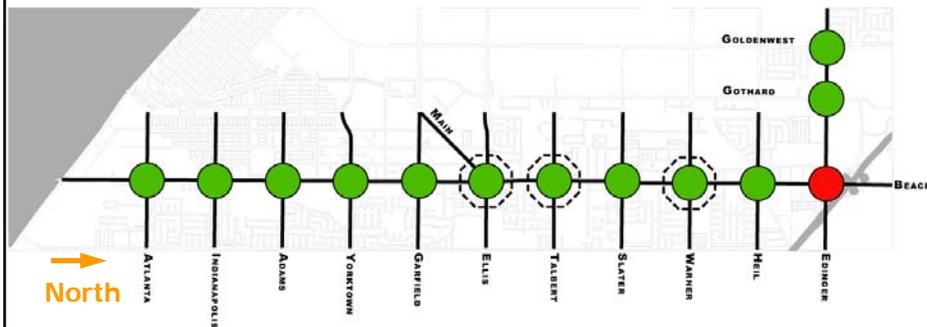
#1. Edinger/Beach Intersection Improvements



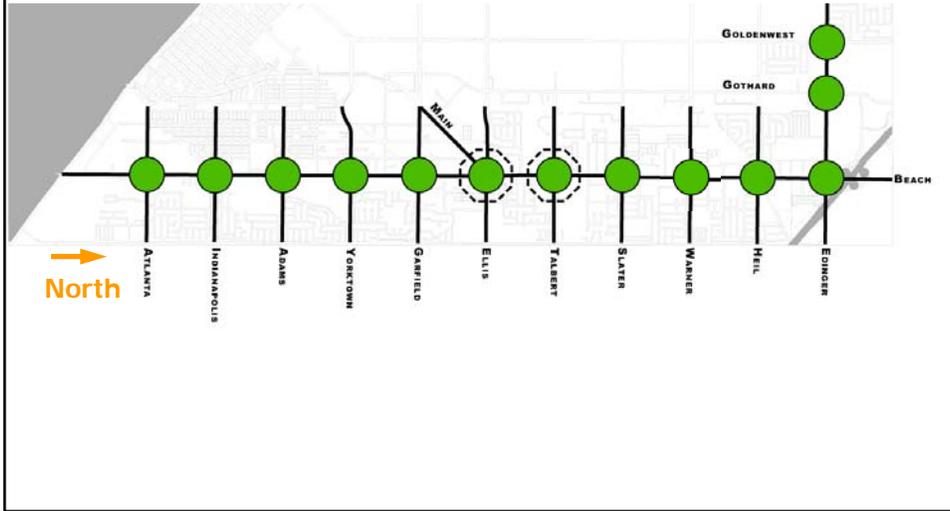
#2. Beach/Talbert Intersection Improvements



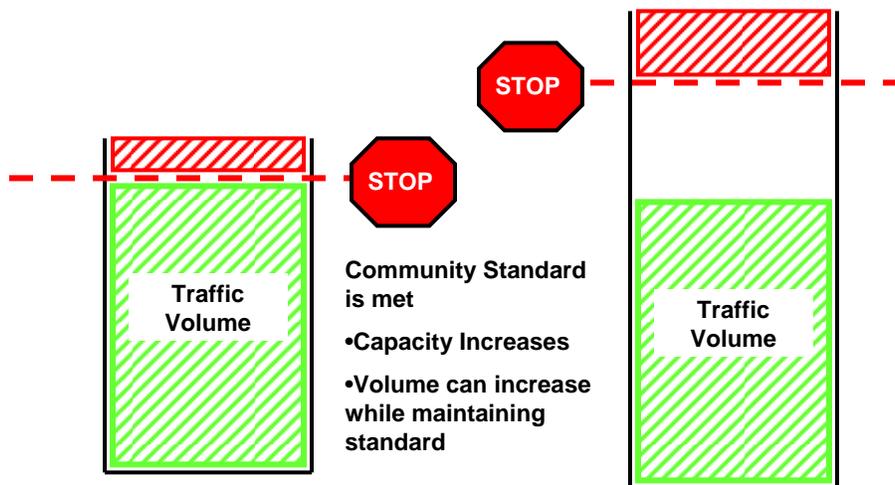
PM Peak Hour: Existing Conditions



PM Peak Hour: With Intersection Improvements



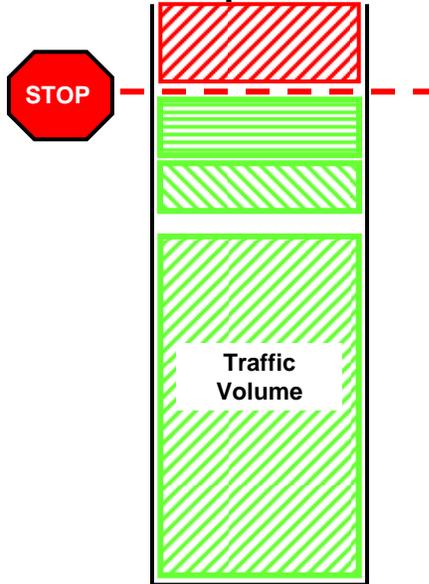
Intersection Improvements



Intersection Improvements

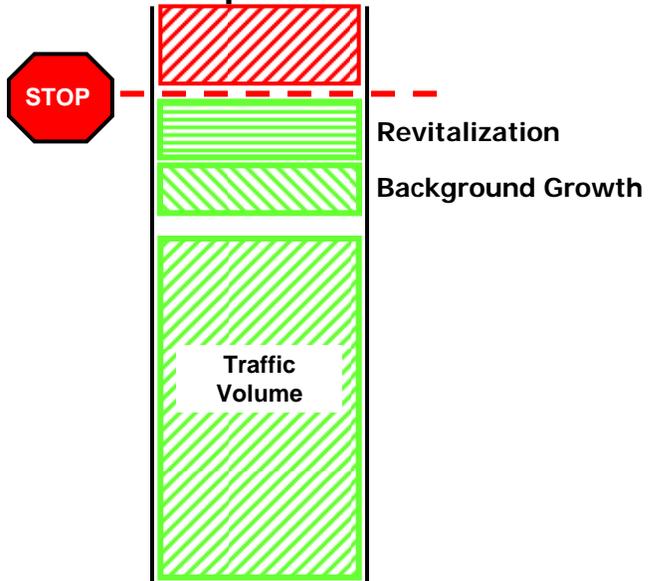
Improvements also allow for:

1. Accommodating background growth
2. Accommodating investment and revitalization envisioned by the community through the Specific Plan process

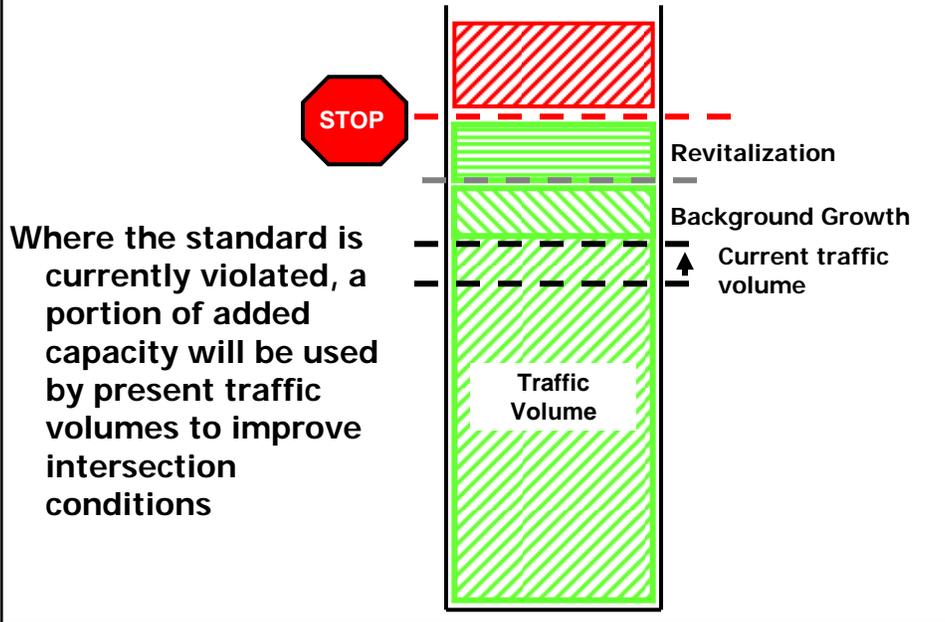


Intersection Improvements

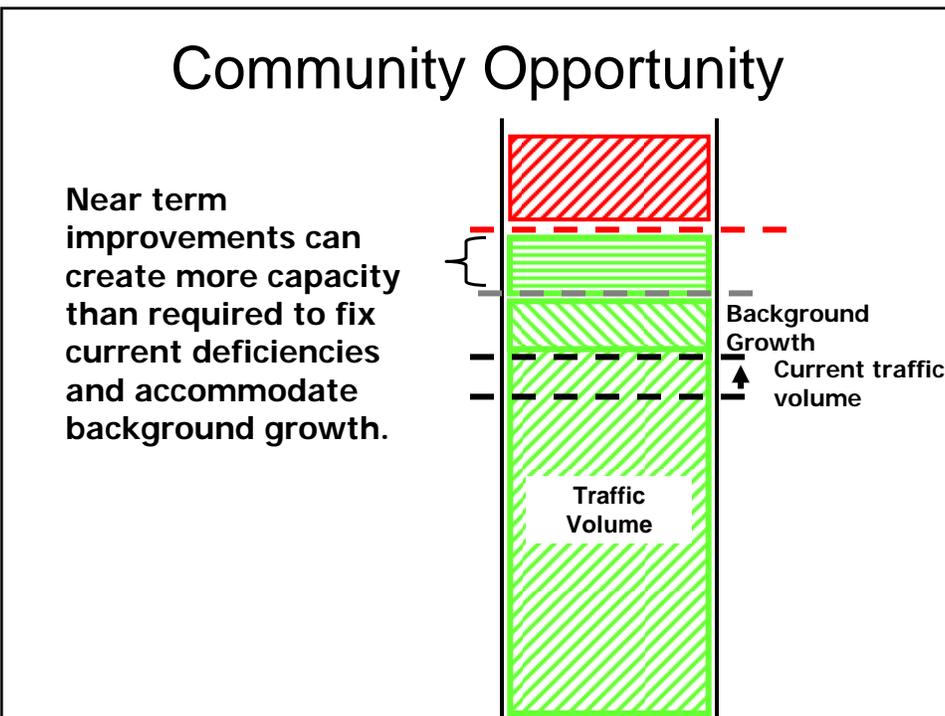
Volume can increase while maintaining standard



Intersection Conditions



Community Opportunity

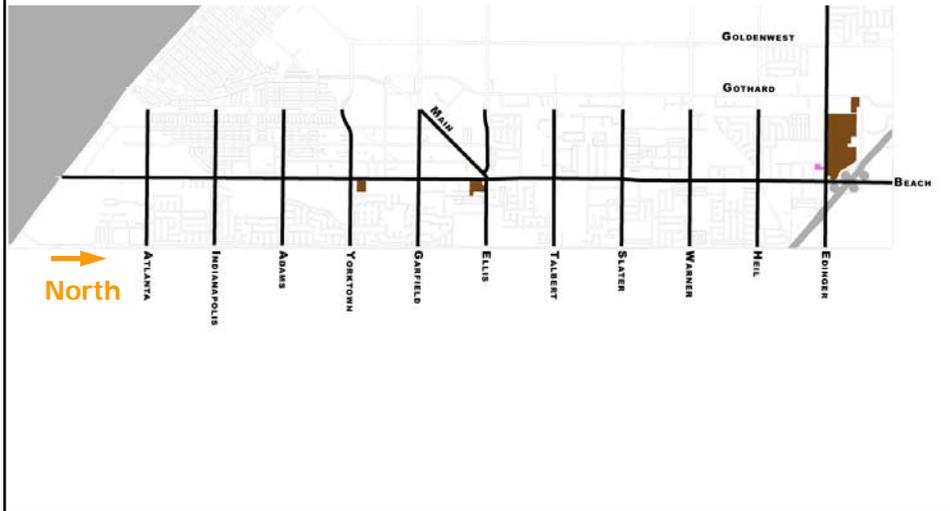


The Community has the Potential
to **Choose** to Accommodate
Reinvestment while enhancing
mobility.

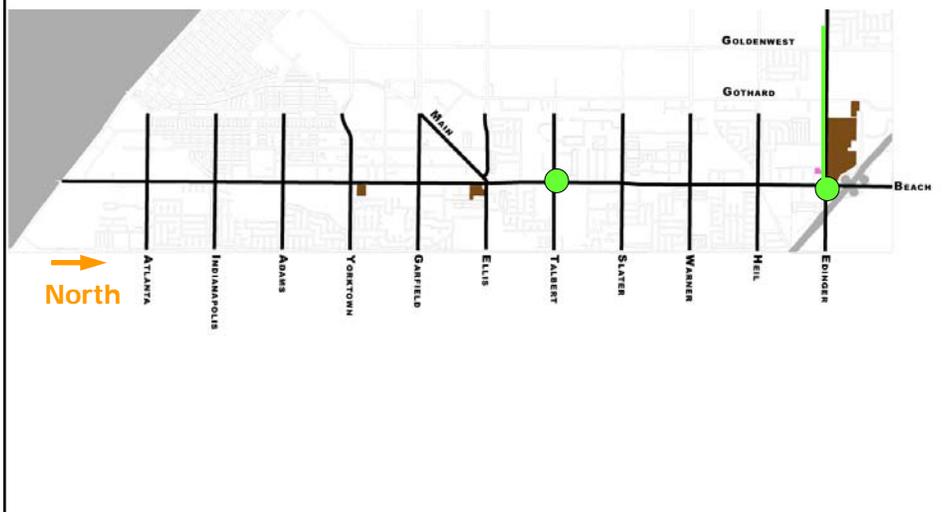
Test: Potential to Accommodate
Re-investment & Revitalization



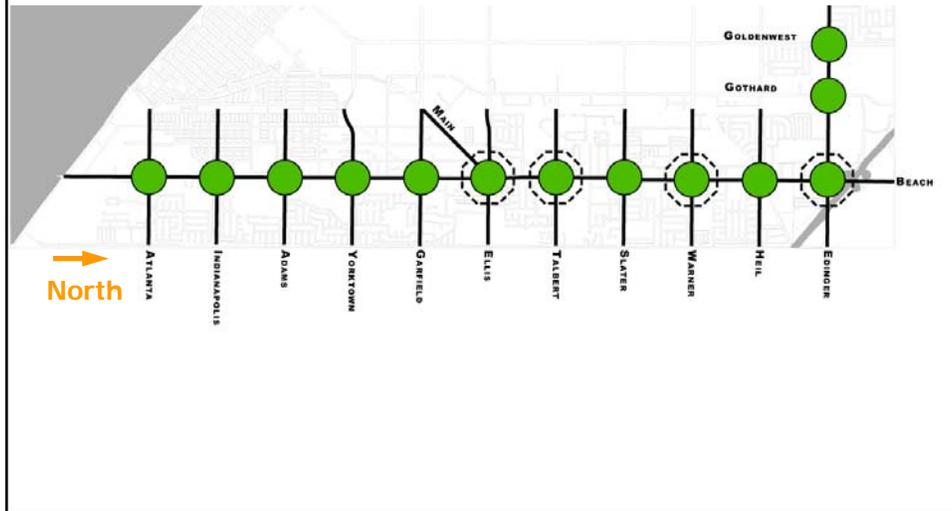
Potential Short-Term Investment



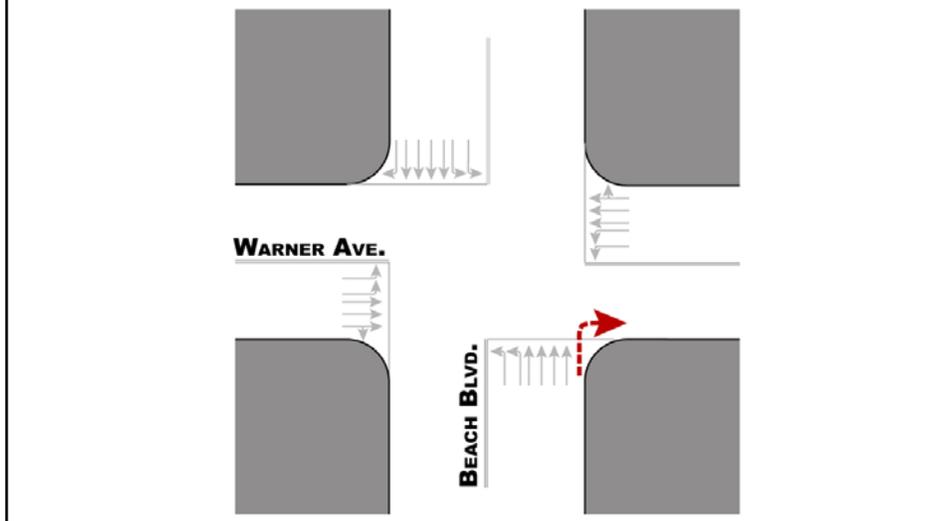
Potential Short-Term Investment + Traffic Improvement Locations



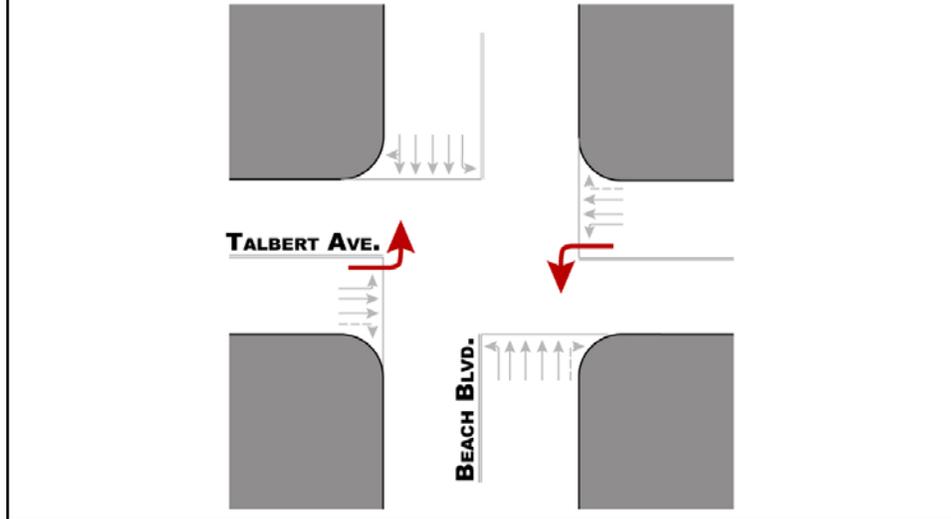
PM Peak Hour: Short-Term Scenario



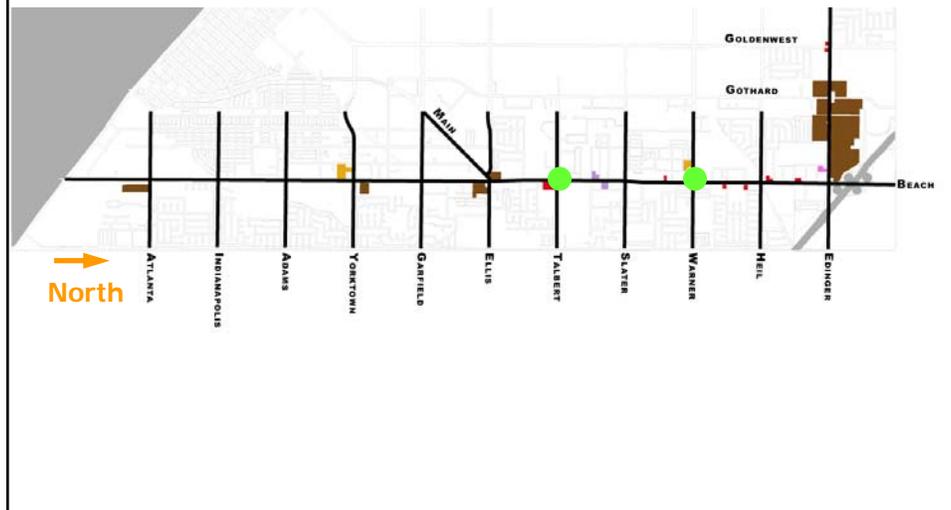
Mid-Term #1. Beach/Warner Intersection Improvements



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



Potential Medium-Term Investment + Traffic Improvement Locations



PM Peak Hour: Mid-Term Development Scenario



Potential Long-Term Investment



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.

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.

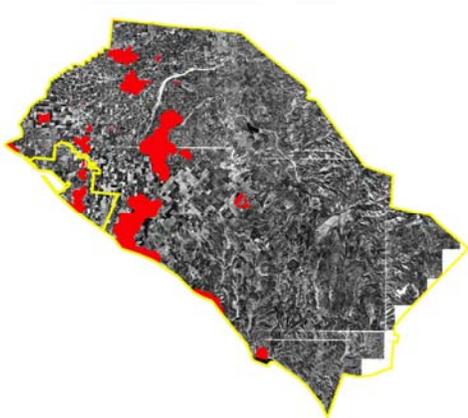
How Can We Plan for **Continued Investment & Revitalization** that does not degrade the Quality of Life in our City?

Using new Investment & Re-investment to Enhance Future Mobility

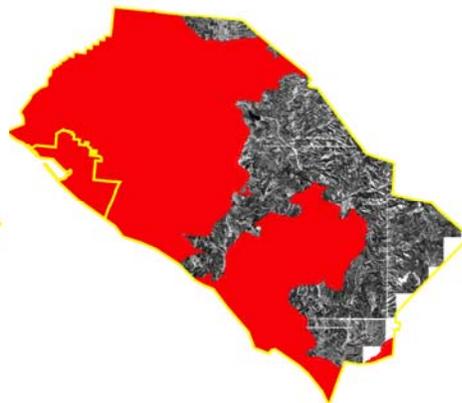
Previous Growth has come at the
expense of degraded mobility

*We have learned to associate growth with
degradation of mobility*

Orange County
1947

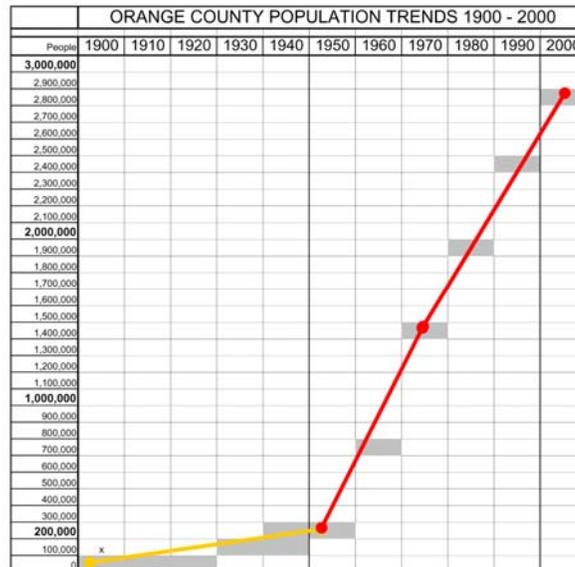


Orange County
Now



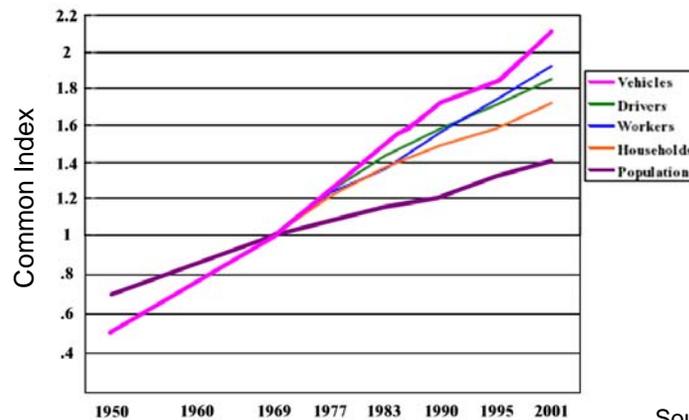
Orange County was built primarily since 1950:

growing from 200,000 to over 2.8 million people



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

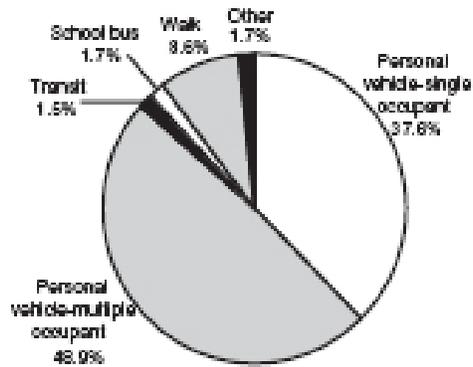
The number of vehicles has increased at a rate 1.5 times that of the rate of population increase.



Source - NPTS

In fact, in 2001 85% of all trips were by car

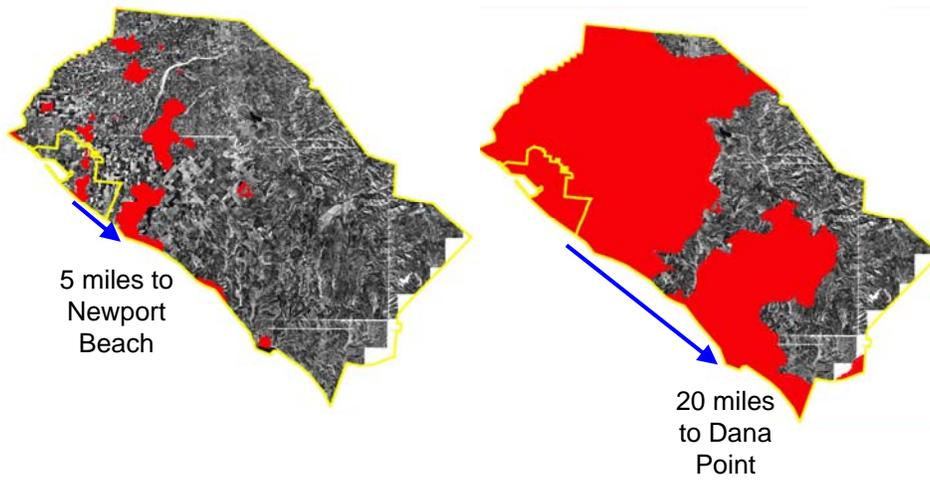
Figure 6
Proportion of Trips by Mode



SOURCE: The 2001 National Household Travel Survey, daily trip file, U.S. Department of Transportation.

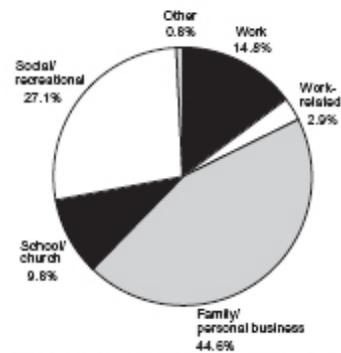
In 1950 People
Traveled Around
10 miles per day

Today People
Travel Over
40 miles per day



Not many people know that **Over 70%** of all trips are for family, personal, or recreation reasons.

Figure 7
Proportion of Trips by Purpose



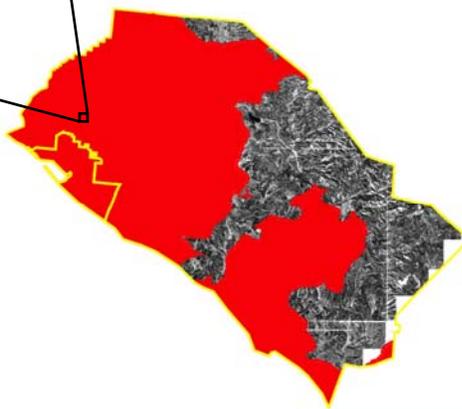
SOURCE: The 2001 National Household Travel Survey, daily trip file, U.S. Department of Transportation.

Why are we driving so much?

The Myth: We drive so much in L.A. because we love our cars and we love to drive. We are not going to change because we don't want to.



Pattern of Development

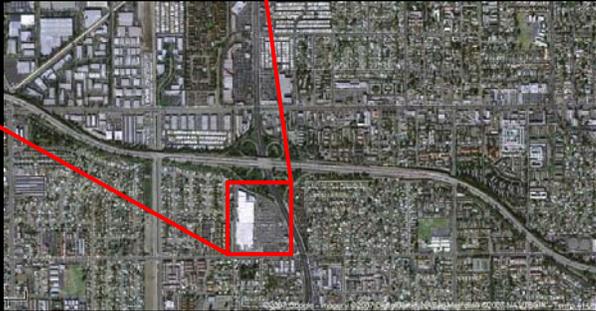


The Truth: We Drive so much in response to our Pattern of Land Use & Development.

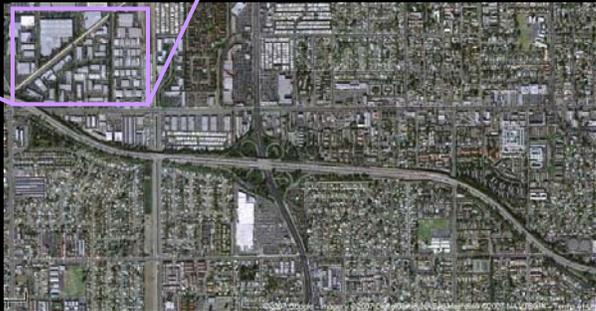
The region: a **sprawling development pattern** served by a conventional transportation network of highways and arterials.



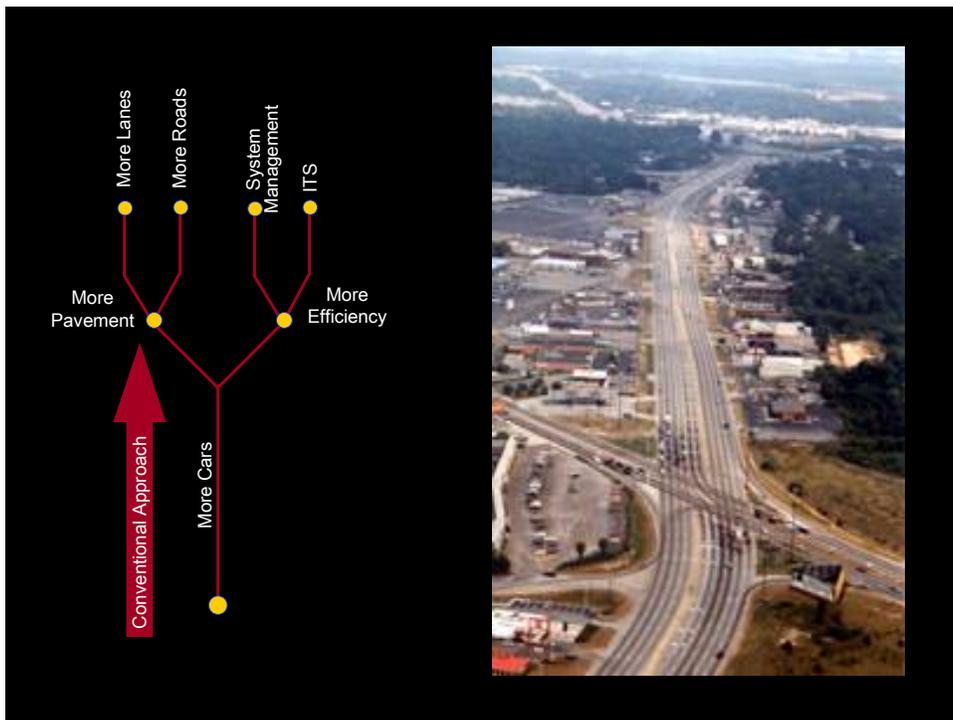
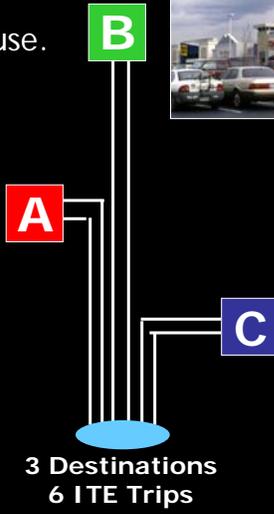
SHOPPING



WORKING

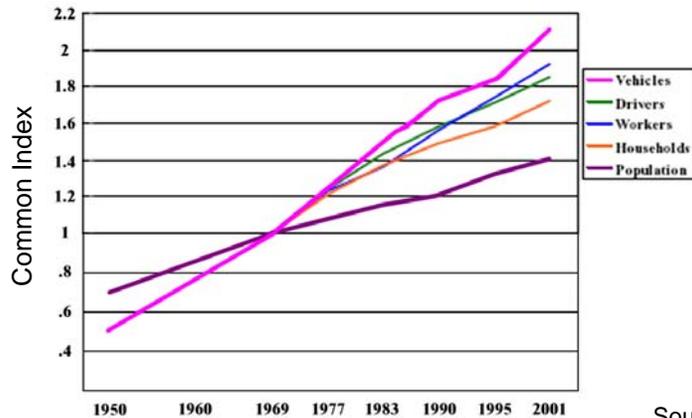


Typical Pattern of Development:
Sprawling, low-intensity, single-use.



Even this population growth has been dwarfed by
Vehicle growth:

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



Source – NPTS

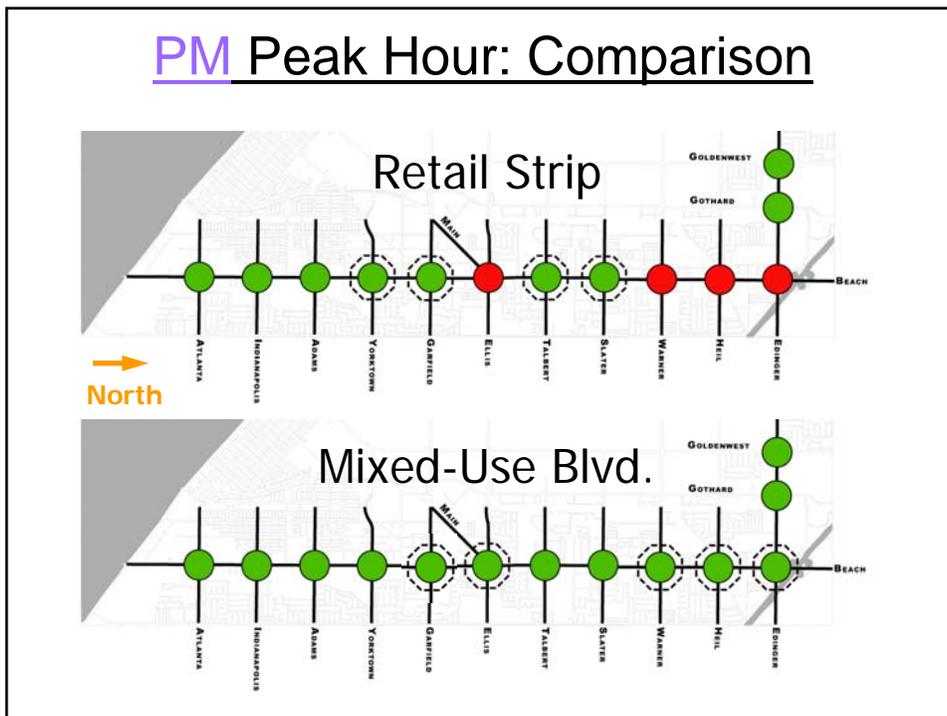
Principles for Growing Smarter

Single Use Everywhere vs.
Some Mixed-Use Centers

Medium-Term Investment Scenario Alternatives

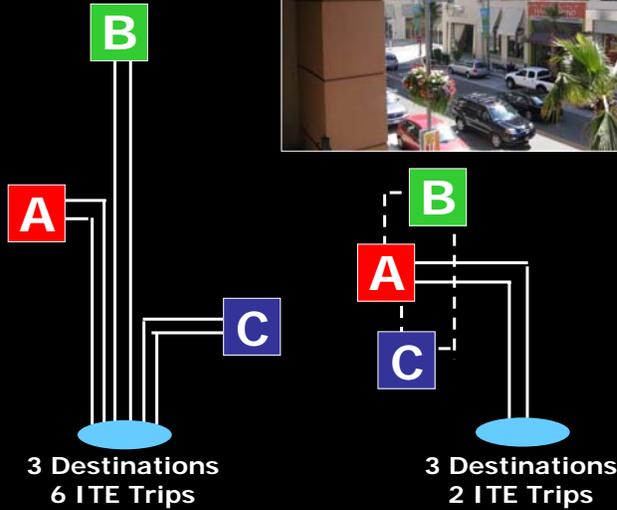


PM Peak Hour: Comparison



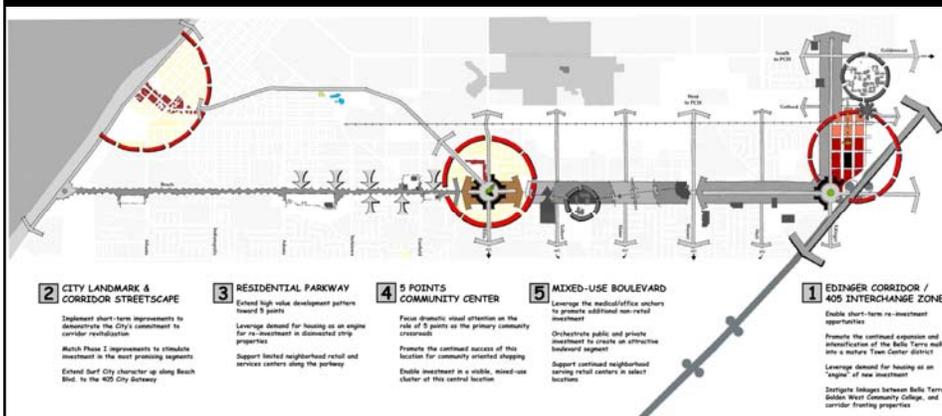
BENEFITS OF MIXED-USE:

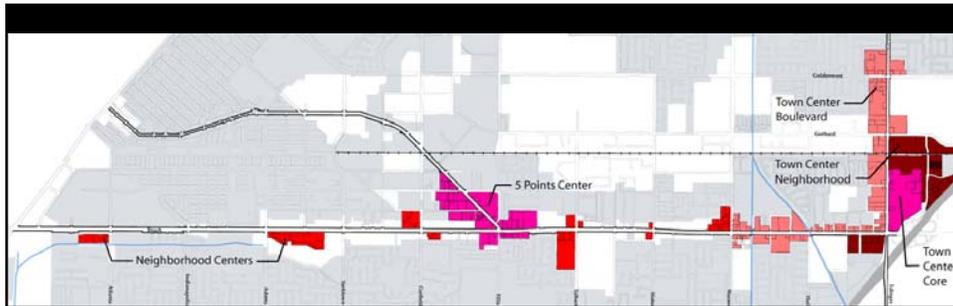
- * REDUCED TRIPS &
- * FEWER MILES TRAVELED



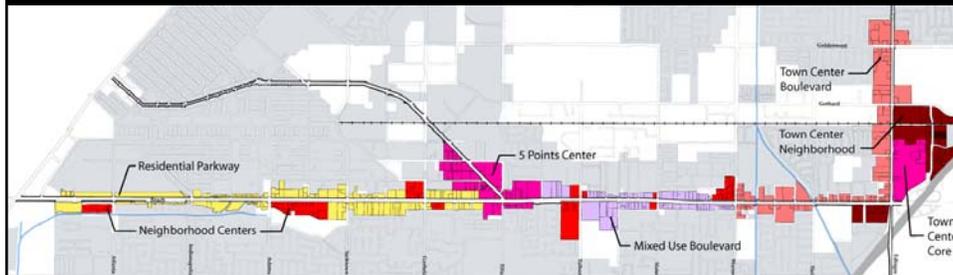
Disappearing Trips

Pattern of City Centers





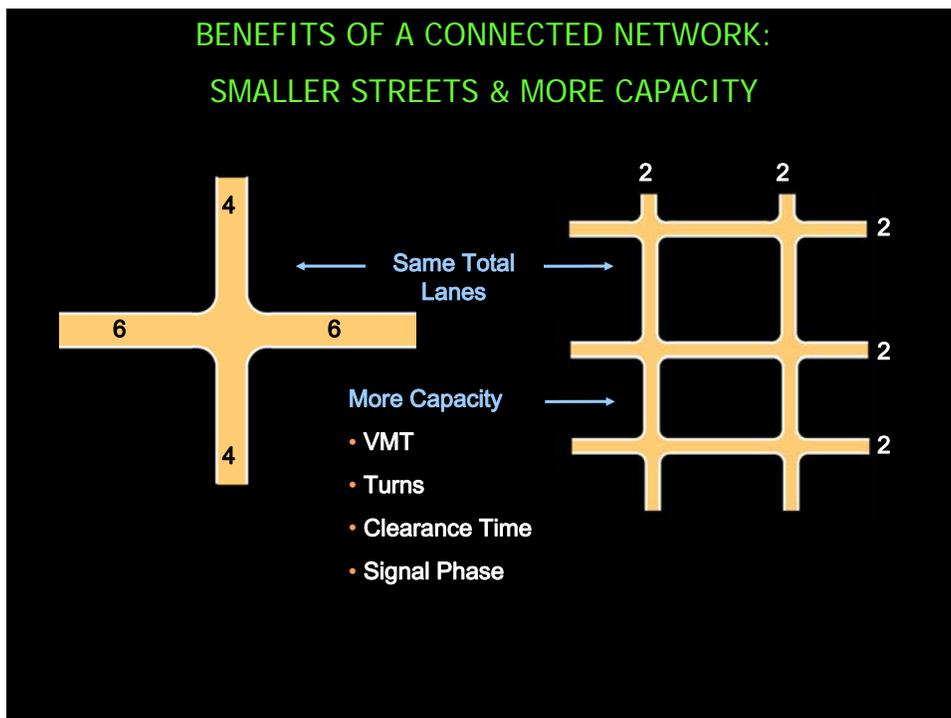
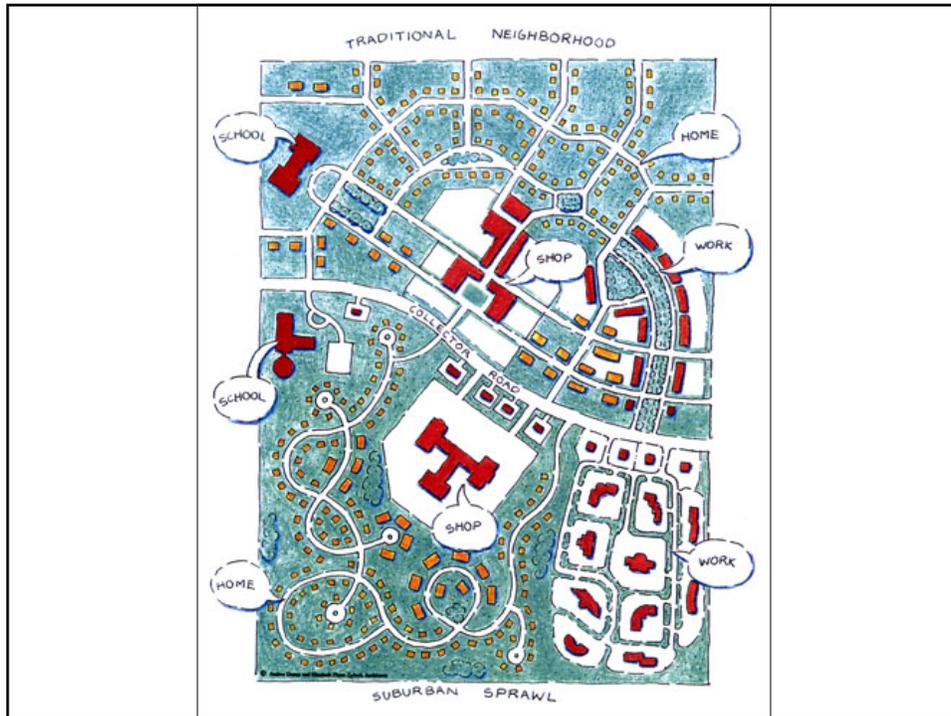
Supportable Pattern of Centers



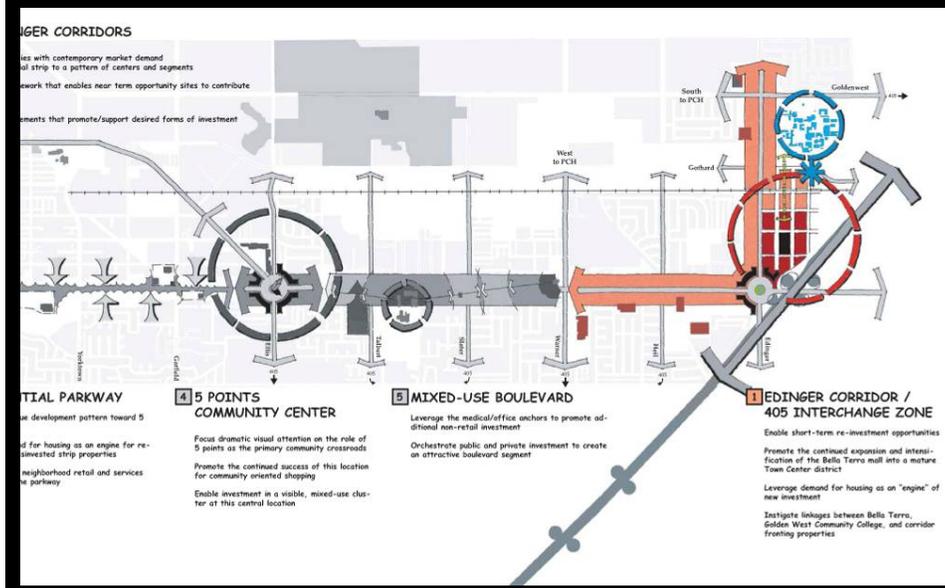
Pattern of Centers and Segments

Principles for Growing Smarter

Superblock vs. Fine-Grained Street Network



Strategic Action Area 1: Edinger/405 Interchange Zone



Principles for Growing Smarter

Uniform Low Density vs. City Centers with Greater Density

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 HIGH DENSITY: SUPPORT TRANSIT

Figure 8
Vehicle Ownership and Demographic Statistics by Population Density
2001 NHITS

Driving vs Residential Density

Principles for Growing Smarter

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

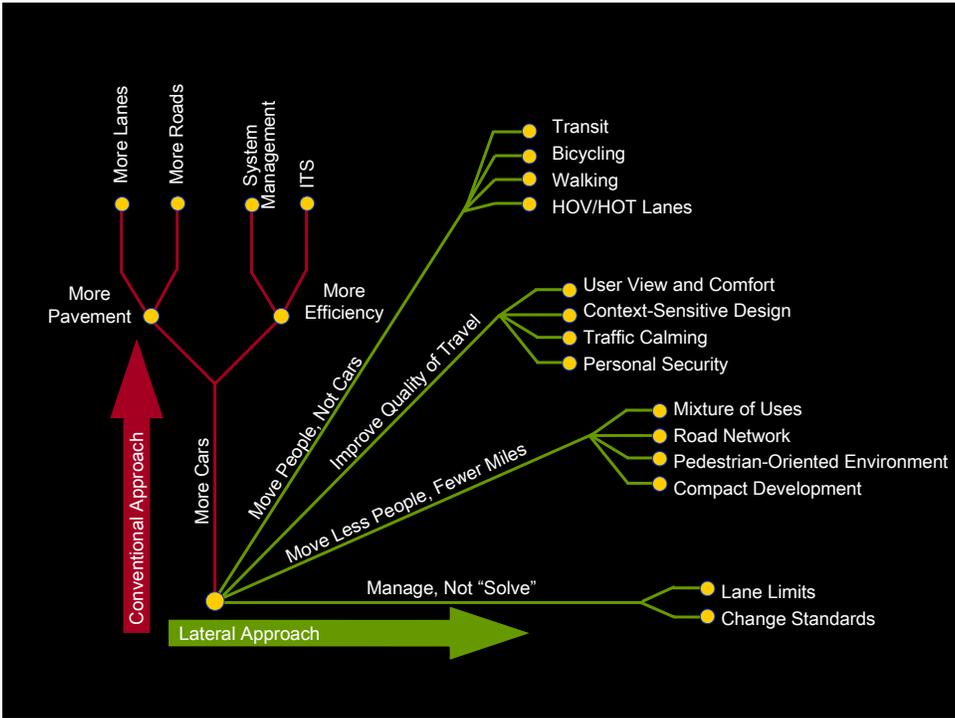
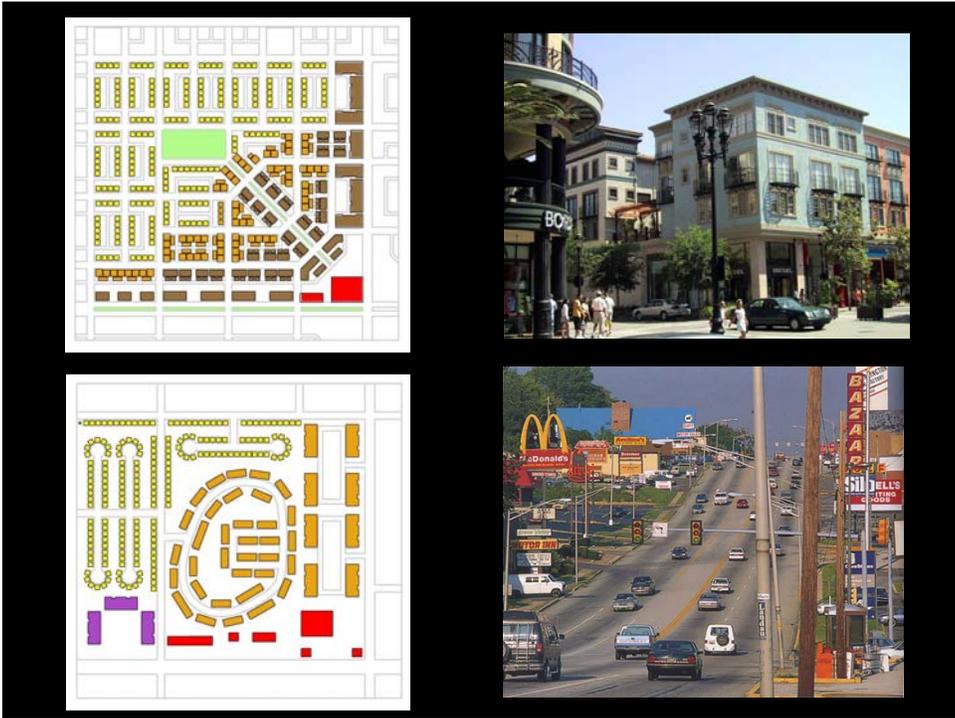
BENEFITS OF BIKING/PEDESTRIAN INFRASTRUCTURE:

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**.