

## **3. Project Description**

### **3.1 Project Description**

The Project Description for this EIR provides an understanding of all components of the project. A project description and Initial Study for the proposed project were provided to the public and various agencies on November 6, 2008 to address the proposed project (Appendix A of this document). That document provided important information to assist the City as Lead Agency in scoping the environmental issues that are addressed in this EIR.

#### **3.1.1 Project Location and Boundaries**

The project site (DTSP boundaries) covers an area of approximately 336 acres located within the City's Downtown. No change to the existing DTSP boundary is proposed. The DTSP project area covers 336 acres in the traditional and historic heart of the City. Generally, the DTSP area extends from the intersection of Goldenwest Street with Pacific Coast Highway and curves along the coastline, including the Huntington Beach Pier, down to Beach Boulevard. The inland boundary of the DTSP area follows the prolongation of Sunrise Drive from Beach Boulevard to Pacific View Avenue where the boundary curves along Huntington Street and Atlanta Avenue. From Atlanta Avenue the boundary flows along Orange Avenue and continues up Lake Street to Palm Avenue where it connects to Main Street, and along Pecan Avenue to 6<sup>th</sup> Street. From 6<sup>th</sup> Street and Walnut Avenue to Goldenwest Street and Walnut Avenue, parcels within the first block adjacent to Pacific Coast Highway are included in the DTSP area. All boundary lines follow the centerline of the affected street. The Regional Vicinity Map, the Location Map, and the DTSP area boundaries are shown in Exhibit 3.1-1 through Exhibit 3.1-3.

#### **3.1.2 Existing Site Characteristics**

The City of Huntington Beach is located along the Pacific Ocean in northwest Orange County. The City has an area of 28.5 square miles, including 8.5 miles of coastline, and is home to almost 200,000 residents. Huntington Beach has a variety of residential, commercial, and recreational uses surrounding an older downtown core with the Municipal Pier as a focal point. The project area is developed with a range of uses including large-scale visitor-serving commercial uses, hotels, office, mixed-use and neighborhood-serving commercial uses, and residential, as well as streets, beach, and pier.



Exhibit 3.1-1 - Regional Location Map



Exhibit 3.1-2 - Location Map

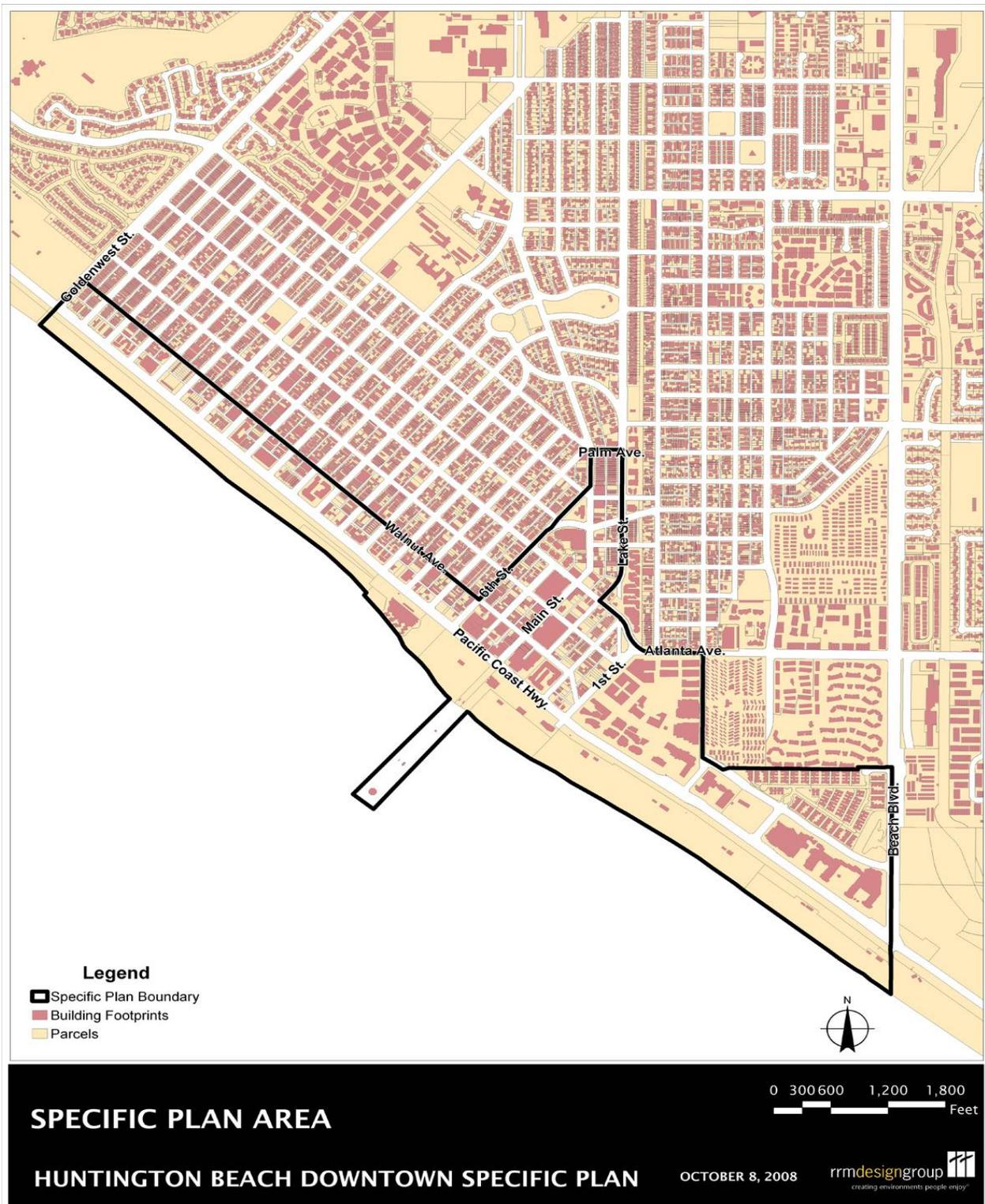


Exhibit 3.1-3 - Downtown Specific Plan Area

Development within the existing downtown core (Main Street and outlying streets from Pacific Coast Highway to Orange Avenue) primarily consists of commercial and mixed-use developments. Existing developments range from one-story stand-alone commercial buildings to four-story mixed use (commercial/office/residential) developments with residential uses interspersed throughout, although mostly occurring on the outlying streets (3<sup>rd</sup> Street and 5<sup>th</sup> Street). The most intense development and activity occur at the intersection of Pacific Coast Highway and Main Street, across from the Municipal Pier, Pier Plaza and the beach. Two large developments, Pierside Pavilion and Oceanview Promenade, are developed on the two corners of the intersection. These developments are four-story mixed use developments reaching heights of up to 67 feet (Oceanview Promenade) and 71 feet (Pierside Pavilion) on average. Architectural features reach as high as 85 feet. Within the first block on Main Street, ground floor uses consist of retail businesses and restaurants. The second and third blocks of Main Street (from Walnut Avenue to Orange Avenue) are developed with similar uses, but development is slightly less intense. One notable project within the third block of Main Street is Plaza Almeria, a mixed use (commercial/residential) development with an average height of approximately 54 feet. North of Orange Avenue, Main Street is developed with older commercial buildings, a three-story multi-family residential development (Townsquare condominiums) with ground floor commercial at street level, the Huntington Beach Art Center, and the Main Street branch library. The streets adjacent to Main Street within the downtown core, particularly on 3<sup>rd</sup> Street and 5<sup>th</sup> Streets are interspersed with a mix of residential and commercial uses. The Strand, a mixed-use (commercial/office/hotel) development, was recently completed on 5<sup>th</sup> Street from Pacific Coast Highway to Walnut Avenue. The Strand is approximately 50 feet in height and includes ground floor retail and restaurant uses, a boutique hotel, office space on the upper floors, and a 470-space subterranean parking structure.

Development within the DTSP area outside of the “downtown core” includes the Hilton Waterfront Beach Resort and the Hyatt Regency Huntington Beach Resort and Spa. These projects are large-scale hotel developments located on Pacific Coast Highway. In addition, Pacific City, which is under construction, is a large mixed-use project consisting of seven commercial buildings with retail, office, restaurant, cultural, and entertainment uses. The commercial portion of Pacific City is planned to have carts, kiosks, outdoor dining, live entertainment indoors and outdoors, and a boutique hotel. The Pacific City residential component is approved for 516 condominium units and outdoor recreational amenities, including a two-acre Village Green park.

The remaining outlying districts of the DTSP area (outside of the downtown core) include established single- and multi-family residential uses on properties within the first block between Pacific Coast Highway and Walnut Avenue from 9<sup>th</sup> Street to Goldenwest Street, properties along 6<sup>th</sup> Street, and properties along Lake Street, 1<sup>st</sup> Street, and 2<sup>nd</sup> Street. The northern portion of the DTSP area between Acacia Avenue and Palm Avenue is developed with primarily residential uses. Newer residential development within the downtown area includes the 184-unit Waterfront Residential development, which was completed in 2004 and is located behind the Waterfront hotels west of Beach Boulevard.

Existing General Plan designations in the DTSP area include: Commercial Visitor (CV-d, CV-F7-sp); Open Space (OS-S); Public (P); Residential High Density (RH-30-sp, RH-30-d-sp); and Mixed Use (MH-F4/30-sp-pd, MV-F6/25-sp-pd, MV-F8-d-sp, M-F11/25-sp-pd, MV-F12-sp-pd).

The existing zoning for the DTSP area is Specific Plan 5 – Downtown Specific Plan – Coastal Zone. The Downtown Specific Plan boundaries have not changed since its initial adoption in 1983. Within the existing DTSP are 11 districts, each with separate development standards and permitted uses. The existing districts of the DTSP are listed below and illustrated on Exhibit 3.1-3 – Downtown Specific Plan Area (page 3-4 above):

- District 1 – Visitor-serving Commercial
- District 2 – Residential
- District 3 – Visitor-serving Commercial
- District 4 – Mixed-Use; Office Residential
- District 5 – Mixed-Use; Commercial/Office/Residential
- District 6 – Mixed-Use; Commercial/Office/Residential
- District 7 – Visitor-serving Commercial
- District 8 – High Density Residential
- District 9 – Commercial/Recreation
- District 10 – Pier-related Commercial
- District 11 – Beach Open Space

## 3.2 Project History and Background

### 3.2.1 History

The DTSP was originally adopted on November 16, 1983 (Ordinance Nos. 2646-A, B & C, Resolution No. 5308-A, B & C) and subject to amendments through October 10, 2007. The DTSP was created to encourage revitalization of the downtown area by promoting a mix of commercial, residential, and recreational uses that would be able to take advantage of the area’s proximity to the ocean. At the time, the downtown area projected a negative image of Huntington Beach, and the goal of the DTSP was to change the overall negative image that had evolved and establish the framework for public and private improvements to create a vibrant and viable downtown area.

The document has been amended several times over the past two and a half decades, most recently in 2007. The last comprehensive update of the DTSP was in 1995, which introduced the “Village Concept” for downtown development. The “Village Concept” built upon the adopted DTSP and encouraged more pedestrian-scale development through the provisions of the Plan. The 1995 “Village Concept” also encouraged a balance between serving the residential uses within and surrounding the downtown and allowing for the expansion of visitor activities.

The 1995 update of the DTSP adopted the Downtown Parking Master Plan that established shared parking regulations and identified development thresholds (maximum – 500,000 square feet) based on parking supply for the downtown core area. The Downtown Parking Master Plan provided a

strategic approach to parking for development in the downtown area. The Downtown Parking Master Plan utilizes shared parking concepts and reduced parking ratios for the core commercial area in the DTSP. The “park once, shop twice” philosophy allows one parking space to serve two or more individual land uses without conflict due to variations in peak parking demands (e.g., seasonal uses, days of week, hours of day). The Downtown Parking Master Plan identifies development thresholds for various land uses that must be monitored for the Plan to work effectively. Initially, the Downtown Parking Master Plan identified an overall development threshold of 500,000 square feet. In 2000, the Downtown Parking Master Plan of the DTSP was revised to establish the development thresholds (maximum – 715,000 square feet) for the downtown core area that are identified in the DTSP today. The development thresholds established within the Downtown Parking Master Plan area were established based on existing available parking. This allowed new development to occur without the provision of additional parking, provided that the proposed development did not exceed established thresholds.

### 3.2.2 Project Background

In 2006, the City Council, in accordance with adopted Strategic Plan goals and objectives, directed staff to initiate an update to the DTSP because current development in the DTSP had reached the established thresholds constraining development and redevelopment in the DTSP area. In addition, although new development has occurred over the past 15 years in the DTSP area, the potential remains for a variety of underutilized sites and enhanced development in the DTSP area.

As a component of updating and developing the DTSP, the City conducted four community workshops held November 27, 2007; February 20, 2008; April 23, 2008; and December 4, 2008. In addition to the community workshops, interviews were held with residents, property owners, developers, agencies, and organizations with strong interest in the downtown area.

In addition to community outreach efforts, an analysis of existing conditions was conducted to further define issues within the downtown. For example, these issues include parking, the mix of land uses, the lack of pedestrian orientation of some locations, and the desire to expand the development past the first three blocks of Main Street. The intent of the DTSP Update is to develop a document that builds upon the existing DTSP and addresses existing issues by incorporating new standards, guidelines, and strategies that will accommodate future development in the downtown area. The following provides an overview of some of the existing conditions and characteristics identified for the DTSP area.

- **Seasonality** – Downtown Huntington Beach experiences different issues depending on the time of year. Peak season for downtown is from Memorial Day weekend to Labor Day weekend, during which the city sees the highest volume of visitors from tourists and residents. While weekends during the non-peak season may also experience increased patronage, weekdays during the non-peak season show only moderate visitor volumes.

- **Parking** – Adequate parking is one of the most significant issues for downtown. While parking is usually available during the weekdays in the non-peak season, parking at other times of the year can be difficult to find.
- **Pedestrian Environment** – A focus of concern in the downtown is the pedestrian nature of the area. It is crucial that the downtown be a pedestrian-oriented environment. There is also a desire to minimize the areas of pedestrian and vehicle conflict to direct pedestrian traffic flows away from vehicle traffic flows, as well as a desire to accommodate bicycle interplay.
- **Development Standards** – There is a desire to create opportunities for additional development downtown. Revised development standards would encourage the development and redevelopment of currently under-utilized parcels. New development standards would encourage a wider mix of uses.

#### Vision

Through the community outreach process and existing conditions analysis, a vision for the downtown was created that further defines the intent of the DTSP. The vision for the downtown emphasizes the link to the ocean, ocean activities, and the ability of visitors and local residents to coexist and interact with the ocean experience. The following elements are central to the vision for downtown.

- Creating a successful mixed-use environment that incorporates visitor-serving retail, restaurants, offices, and residential development that thrive off of each other.
- Creating a link between focus points of the Municipal Pier and the cultural arts area at each end of Main Street within the DTSP area.
- Providing connections to and protecting established residential neighborhoods and orienting intensive land uses away from these neighborhoods.
- Providing view, light, and air corridors to the ocean.
- Providing a strong link to the ocean for visitors to Huntington Beach.
- Providing a pedestrian link between the Pacific City development and the Strand development.
- Designing building architecture that reinforces the ocean theme through a variety of Mediterranean styles.
- Incorporating brightly colored streetscape elements that relate to the ocean theme in form and shape.
- Providing bicycle and transit opportunities, including a potential trolley system, and establishing strong pedestrian connectivity.

- Integrating public open space areas into development proposals in key locations and in conjunction with new development.
- Providing locations for public parking.
- Incorporating public direction signs into the downtown streetscape.
- Establishing a framework of landscaping elements that provide interest and character to specific locations.
- Providing and maintaining a safe environment for everyone.
- Working closely with the California Coastal Commission staff and stakeholders early and throughout the DTSP process.
- Incorporating environmentally sustainable development practices into new development proposals.

### 3.3 Project Characteristics

The project proposes to reconfigure the existing 11 Specific Plan districts into 7 districts, modify development and parking standards, incorporate design guidelines, and provide recommendations for street improvements, public amenities, circulation enhancements, infrastructure and public facility improvements and parking strategies. Refer to Exhibit 3.3-1 (page 3-16) for the location and boundaries of the 11 existing districts and Exhibit 3.3-2 (page 3-17) for locations and boundaries of the 7 proposed districts. Exhibit 3.3-3 through Exhibit 3.3-9 depict each proposed district.

The intent is to generate a regulating document to promote more development opportunities, increased amenities, enhanced architecture and aesthetics, more compatible and complementary uses, and an overall improved identity for downtown Huntington Beach.

#### 3.3.1 Document Organization

Development within the DTSP area is currently subject to several City documents: the Downtown Specific Plan, the Huntington Beach Zoning and Subdivision Ordinance, and the Huntington Beach Design Guidelines. The DTSP also includes a Downtown Parking Master Plan. The DTSP Update proposes to eliminate the Downtown Parking Master Plan from the DTSP and incorporate revised standards into a new section of the DTSP. Portions of the Huntington Beach Design Guidelines relevant only to the DTSP area will be removed from that document, updated, and incorporated into the proposed DTSP Update. Relevant portions of the ZSO, such as requirements for signs, will be incorporated into the DTSP Update rather than referenced for review.

The proposed DTSP Update is organized into two books:

1. Book I: Downtown Specific Plan
2. Book II: Downtown Specific Plan Guidelines and Strategies

Book I contains the Introduction, Administration, and Land Use and Development Standards chapters. This book outlines the required elements of the Downtown Specific Plan and provides the regulatory framework for development in the DTSP area. Book I includes the following chapters.

- **Chapter 1. Introduction** provides an introduction to the Specific Plan effort and contains a summary of existing conditions, community outreach, and a vision for the future.
- **Chapter 2. Administration** gives detailed direction for the proper administration of the Specific Plan regulations and developments and provides definitions for terms used within the Specific Plan.
- **Chapter 3. Land Uses and Development Standards** sets forth general provisions for development within the Specific Plan Area and details the permitted land uses and development standards for each district within the Specific Plan Area.

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

- **Chapter 4. Design Guidelines** gives design guidelines for development within the Specific Plan on topics such as site planning and design, landscaping, building design, utilities, signs, and special design considerations. The proposed design guidelines eliminate adherence to a Mediterranean-style architecture.
- **Chapter 5. Circulation and Parking** details current circulation and parking conditions within the downtown. Enhancements for all modes of transportation, including vehicles, transit, bicycles, and pedestrians are addressed. Strategies for improved parking opportunities are presented.
- **Chapter 6. Streetscapes and Public Amenities** discusses streetscape improvements for all portions of the DTSP area. Street and sidewalk design, paving patterns, streetscape furnishings, and landscaping materials are detailed.
- **Chapter 7. Infrastructure and Public Facilities** addresses essential infrastructure upgrades and improvements for future development within the DTSP area.
- **Chapter 8. Implementation** provides implementation strategies and direction for achieving the goals set forth within the DTSP.
- **Appendix.** Contains supplemental documentation and technical studies.

### 3.3.2 Net New Development Potential

To determine the potential development opportunities of the DTSP, The Natelson Dale Group (TNDG) prepared a market study to identify long-range demand for various types of development in the DTSP area. The study addresses a conservation and aggressive demand for new development in the DTSP area over the next 20 years. The feasibility of new development and redevelopment in the DTSP area was examined in three phases by TNDG. First, demand for different land uses was estimated based on unconstrained supplies of land. Second, practical limits on development/redevelopment activity were examined. Third, TNDG prepared analyses of financial feasibility through a series of pro formas that included factors such as existing land values. Chapter 8 – Implementation of the proposed DTSP provides a complete overview of the market study.

Table 3.3.1 identifies the total projected maximum development potential associated with the proposed DTSP Update that could potentially occur over a 20-year period of time. Based on the market study, new development potential is anticipated to occur in the reconfigured District 1 and does not account for unique constraints on individual parcels. Also, build-out will occur over time in response to market demand, and thus it is unknown when complete build-out will occur.

**Table 3.3.1  
New Development Maximum Potential**

Land Use	Maximum Development
Retail	213,467 square feet
Restaurant	92,332 sq.ft.
Office	92,784 sq.ft.
Cultural Facilities	30,000 sq.ft
Residential	648 units
Hotel	235 rooms

The net new maximum development potential was utilized in determining reconfiguration of the districts, specifically in establishing the boundary for the proposed downtown core area (District 1), as well as appropriate densities and revised development standards that would accommodate the projected development potential. It also provides a development threshold for analyzing environmental impacts associated with the DTSP Update in this EIR.

### 3.3.3 Book I

Book I of the DTSP consists of the regulatory provisions for development within the Downtown. Many of the existing development standards and provisions within the DTSP are not proposed to change. Changes in the standards in Book I are proposed to accommodate and encourage future development and redevelopment within the Downtown.

#### 1. Administration

The DTSP Update proposes to streamline aspects of the development review process for development within the downtown area. Chapter 2 of the proposed DTSP Update provides administrative procedures required for projects within the DTSP.

The existing DTSP requires all development proposals and improvement projects to be reviewed by the City's Design Review Board. The proposed DTSP Update provides some relief from this

requirement for smaller projects such as additions to existing developments that do not exceed 50% of the existing floor area and signs that comply with the proposed Design Guidelines in Book II. In addition, the proposed DTSP Update establishes procedures for administrative permits to be granted for waivers of development standards and additions to nonconforming structures/uses. These procedures are currently established in the HBZSO, but are not currently applicable in the DTSP area. Administrative permits do not require public hearings and generally reduce processing times for applicable requests.

## 2. Development Standards

Most of the changes to development standards in the proposed DTSP Update are a result of the reconfiguration of the districts in the DTSP. The general vision and major changes for each of the seven proposed districts are discussed below.

- **District 1 – Downtown Core Mixed-Use** – Part of the vision for the DTSP Update includes expanding the downtown core further north on Main Street and the streets surrounding Main Street, particularly 5<sup>th</sup> Street. In doing so, District 1 proposes to combine Districts 1, 3, 5 and portions of Districts 4 and 6 from the existing DTSP. The purpose of this is to re-establish the area as the downtown core for the City and create a more urban atmosphere by encouraging relatively higher intensity development with viable commercial, office, and residential uses. The district promotes mixed use development of visitor-serving and neighborhood-serving commercial uses, as well as office and residential developments. The current DTSP establishes ratios for types of uses within a single development. As an example, a project on a site with an area totaling less than half a block would be limited to ground floor commercial uses, and a maximum of one-third of the floor area could be developed with residential uses. The proposed DTSP eliminates these requirements and requires that visitor-serving commercial uses be provided at the ground floor street frontage. All other permitted uses would be permitted behind or above the ground floor.

The maximum density for District 1 is proposed to increase from 25-30 dwelling units per acre in most areas to 60 dwelling units per acre. Additional revisions proposed for District 1 include increases in allowable building heights up to 55 feet and 5 stories depending on site area, elimination of floor area ratio (FAR) requirements, modifications to upper-story setback requirements, and streamlining the development review process by requiring a Conditional Use Permit from the Planning Commission only for new developments with 100 feet or more of street frontage. Projects with less than 100 feet of street frontage would require a Conditional Use Permit from the Zoning Administrator. However, it should be noted that certain uses and other factors may trigger review of a project by the Planning Commission even if a project does not have 100 feet of street frontage. New

requirements for paseos, public art, and storefront development standards are included in District 1.

District 1 includes two overlay areas. A Cultural Arts Overlay located in the northern portion of the district is intended to promote continued enhancement of the cultural arts within Huntington Beach by building on existing cultural facilities within the downtown. The Cultural Arts Overlay area currently contains the Main Street Branch of the Huntington Beach Public Library, the Huntington Beach Art Center, and properties north of Acacia Avenue. It should be noted, however, that no development is proposed at this time. In addition, any proposal for development on the existing library site would require compliance with City Charter Section 612 (Measure C) to the extent that it applies. The Cultural Arts Overlay area has some of the same development standards as the rest of District 1, but does call for greater open space and landscaping requirements and restricts building heights to 3 stories and 35 feet on the library site (currently 4 stories/45 feet). The requirements of this overlay area also restrict development such that there would be no net loss of green space from that of the existing library site. All parking in this district would be required to be provided underground.

The second overlay area is the Neighborhood Overlay, which is located on 1<sup>st</sup> Street and 2<sup>nd</sup> Street from Walnut Avenue to Orange Avenue, and is intended to provide a transition zone between the existing residential uses in this area and the commercial Main Street corridor. This overlay allows single- and multi-family residential uses as well as office/residential mixed use developments similar to the existing DTSP. Changes in the development standards in the Neighborhood Overlay are minimal and result mostly from combining two districts (portions of Districts 4 and 5) from the existing DTSP. Allowable densities are not proposed to change from the existing 30 units per acre and building heights are restricted to three stories and 35 feet.

- **District 2 – Visitor-Serving Mixed-Use** – Designated as District 7 in the existing DTSP, the area of District 2 represents the visitor-serving commercial portion of the approved Pacific City project, a 31-acre mixed use project consisting of retail, office, restaurant, cultural, and entertainment uses. There is also a residential component of the Pacific City project, which is designated in a different district. The principal purpose of District 2 is to provide commercial facilities to serve seasonal visitors to the beaches as well as to serve local residents on a year-round basis. This district provides a continuous commercial link between the Downtown and the visitor-commercial/recreation district near Beach Boulevard. The development standards of District 2 represent the approved Pacific City project, and no changes are proposed for this district.
- **District 3 – Visitor-Serving Recreation** – District 3 covers the area along Pacific Coast Highway between Huntington Street and Beach Boulevard. The area of District 3, generally referred to as the “hotel district,” consists of the Hilton

Waterfront Beach Resort and the Hyatt Regency Huntington Beach Resort and Spa. Completed in 1990, the Hilton Waterfront is a resort hotel with ballroom and meeting space, restaurants, and a fitness center. The Hyatt Regency opened in 2003 and in addition to hotel amenities includes a conference center, retail and restaurant uses, and a spa and fitness center. A third hotel is planned for District 3. This district encourages large, coordinated development that is beach-oriented and open to the public for commercial and recreational purposes. The existing developments described above are consistent with the intent and development standards for District 3. Designated as District 9 in the existing DTSP, development standards are not proposed to change with implementation of the DTSP Update.

- **District 4 – Established Residential** – District 4 is composed entirely of established existing single- and multi-family residential uses. This district includes three areas: the area between Pacific Coast Highway and Walnut Avenue from 7<sup>th</sup> Street to Goldenwest Street, except for the area included in District 1; the area along 6<sup>th</sup> Street between Walnut Avenue and Orange Avenue; and all of the area between Acacia Avenue and Palm Avenue, except for the area included in District 1. This district is proposing to allow greater densities on smaller lots. For instance, the DTSP currently allows one dwelling unit on lots with less than 50 feet of street frontage and up to 4 units on lots with 50 feet of street frontage. The updated DTSP would allow 1 dwelling unit on lots with 25 feet or less of street frontage and up to 4 units on lots with 26 to 50 feet of street frontage. Lots with more than 50 feet of street frontage can be developed at a density of 30 units per acre in both versions of the Specific Plan. While allowing higher densities, the proposed DTSP Update continues to employ requirements for upper story setbacks in this district, and maximum height limits would remain 35 feet and 3 stories. This District allows residential development exclusively and encompasses all of District 2 and portions of District 4 and 6 that are already developed with residential uses from the existing DTSP. Development standards for this District remain relatively unchanged except for minor changes proposed for setbacks, FAR requirements, and parking.
- **District 5 – Established Multi-Family Residential** – District 5 represents the Pacific City residential component and the Waterfront Residential development. The Pacific City residential component is approved for 516 condominium units and outdoor recreational amenities including a two-acre Village Green park. The Waterfront Residential development was constructed in 2004 and consists of 184 residential units located north of the waterfront hotels in District 3. In addition, a portion of District 5 has been designated with a Conservation Overlay. This overlay is identified in the existing DTSP and reflects a designated wetlands area that was restored in 2004 in conjunction with the Waterfront Residential project. The intent of this district is to provide new residential development that will provide a population base to help support the commercial and office uses in the downtown area. This

district is designated as District 8 (A & B) in the existing DTSP. No changes to the existing development standards are proposed.

- **District 6 – Pier** – Designated as District 10 in the existing DTSP, this district is intended to continue to provide for commercial uses on and alongside the pier that will enhance and expand the public’s use and enjoyment of this area. Uses are encouraged that capitalize on the views available from the pier and the unique recreational and educational opportunities the pier affords. At the same time, care must be exercised to ensure that the major portion of the pier will remain accessible to the public at no charge for strolling, fishing, or observation. No changes are proposed to the existing development standards for the pier.
- **District 7 – Beach** – Designated as District 11 in the existing DTSP, this district is intended to continue to preserve and protect the sandy beach area within the Downtown Specific Plan boundaries while allowing parking and auxiliary beach-related commercial and convenience uses. Approximately half the beach frontage in the District is City beach; the remainder is owned by the State of California.

No changes are proposed to the existing development standards for the beach district. However, the interpretation of an existing permitted use is proposing to change. Currently, the beach district allows parking lots provided that recreational sand area and coastal views are protected. The provisions of this district permit tiered parking such that the top of any structure (e.g., a wall) is located a minimum of one foot below the maximum height of the adjacent bluff. One example of this would be the existing beach parking lots adjacent to Pier Plaza and the restaurants next to the Pier. These parking lots are tiered surface lots that are below the adjacent street level. The proposed DTSP update provides a figure in the District 7 section that would expand the interpretation of tiered parking in the beach district to include parking structures with the same requirements for protecting recreational sand area and coastal views as the existing DTSP. In addition, the General Provisions section, which consists of requirements applicable to all districts, establishes provisions for automated parking structures. Automated parking structures utilize automatic lift systems to store and retrieve vehicles; they allow more cars to be parked in smaller structures by eliminating the need for delineated parking spaces, ramps, driveways, and vehicular back-up areas. Because the DTSP Update is clear in that parking structures would be permitted in District 7, and automated structures are included in the General Provisions section, the proposed DTSP Update would effectively permit automated parking structures in certain areas within the beach district subject to a Conditional Use Permit from the Planning Commission.

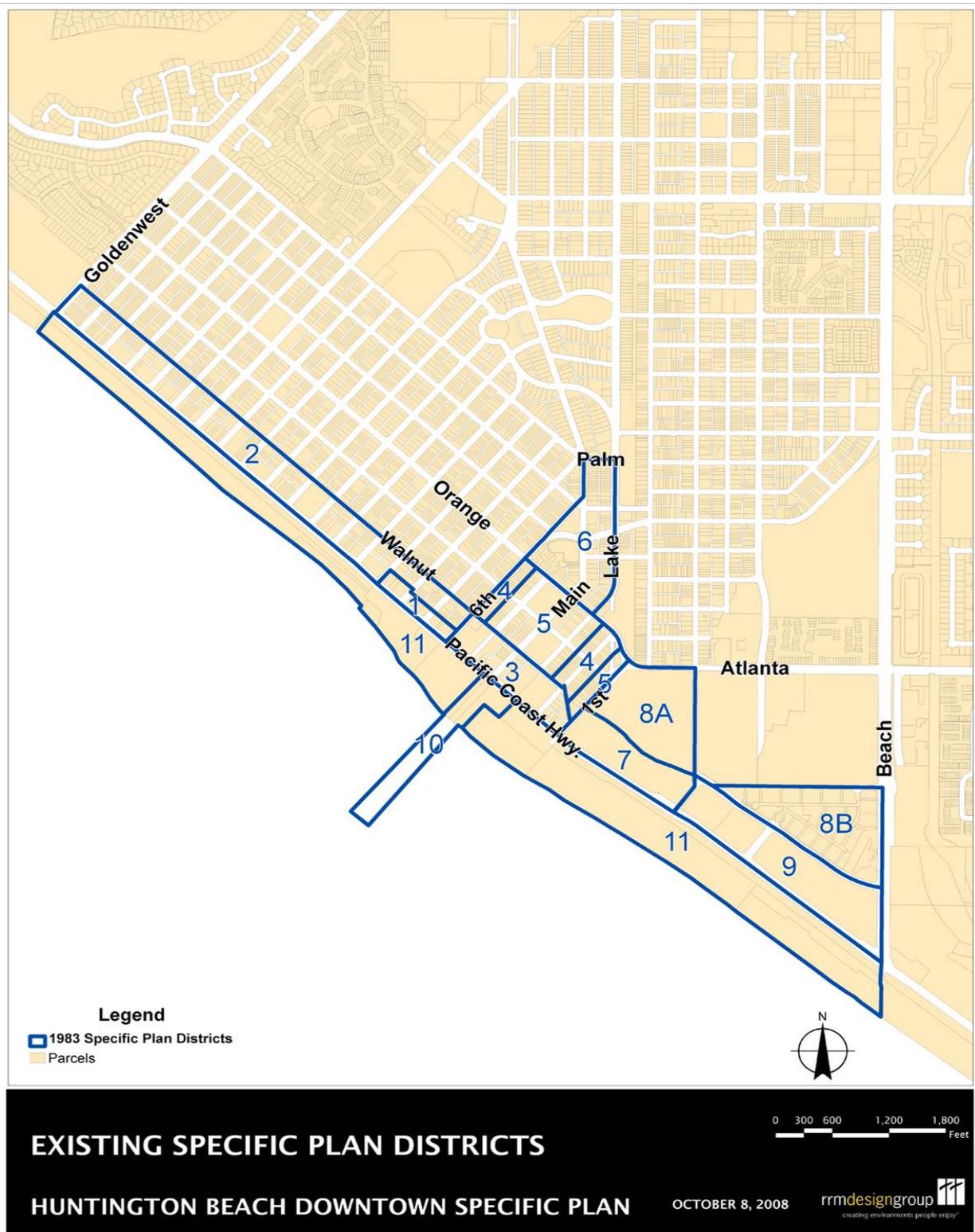


Exhibit 3.3-1 - Existing Downtown Specific Plan Districts

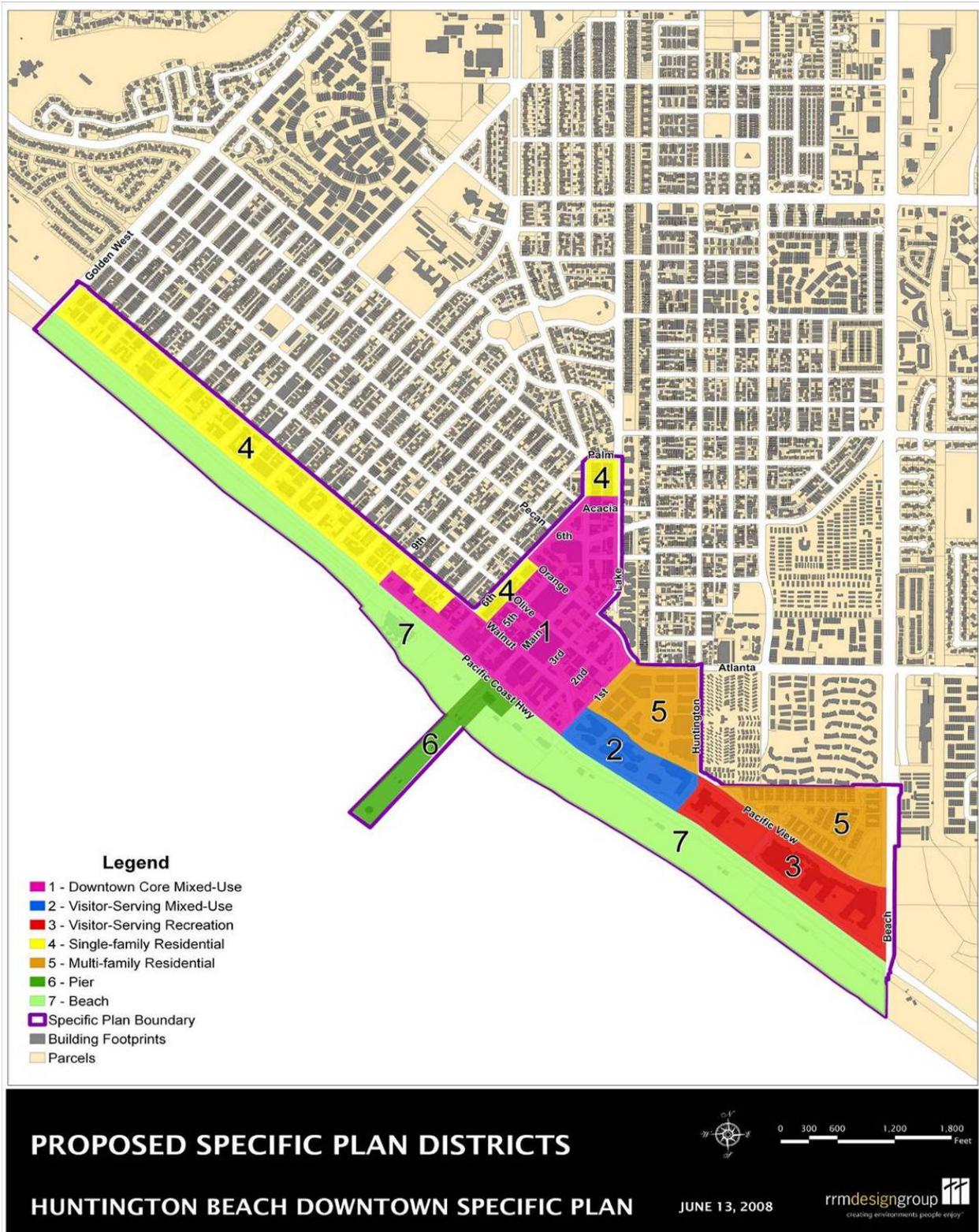


Exhibit 3.3-2 - Proposed Downtown Specific Plan Districts

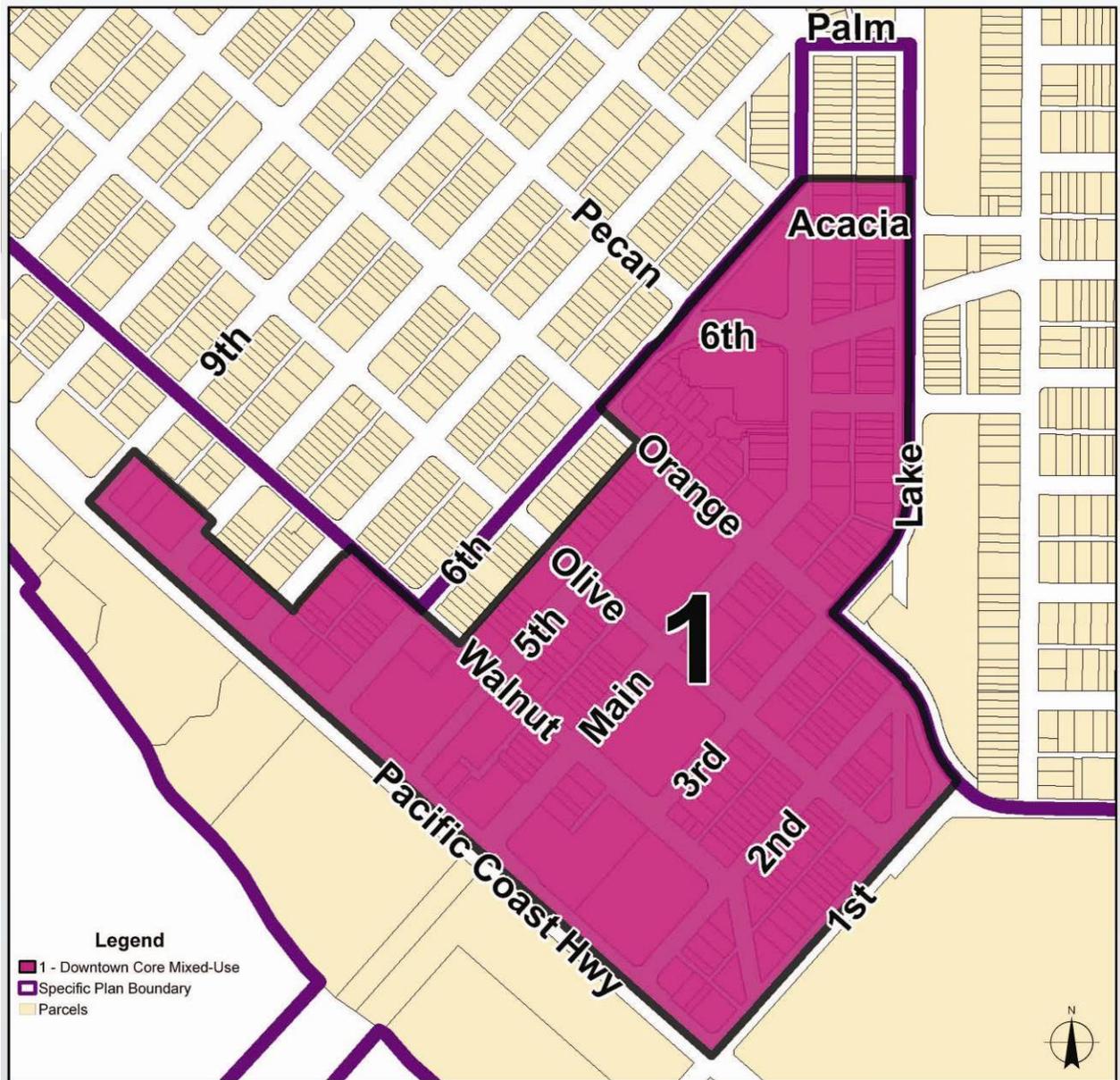


Exhibit 3.3-3 - District 1 Map

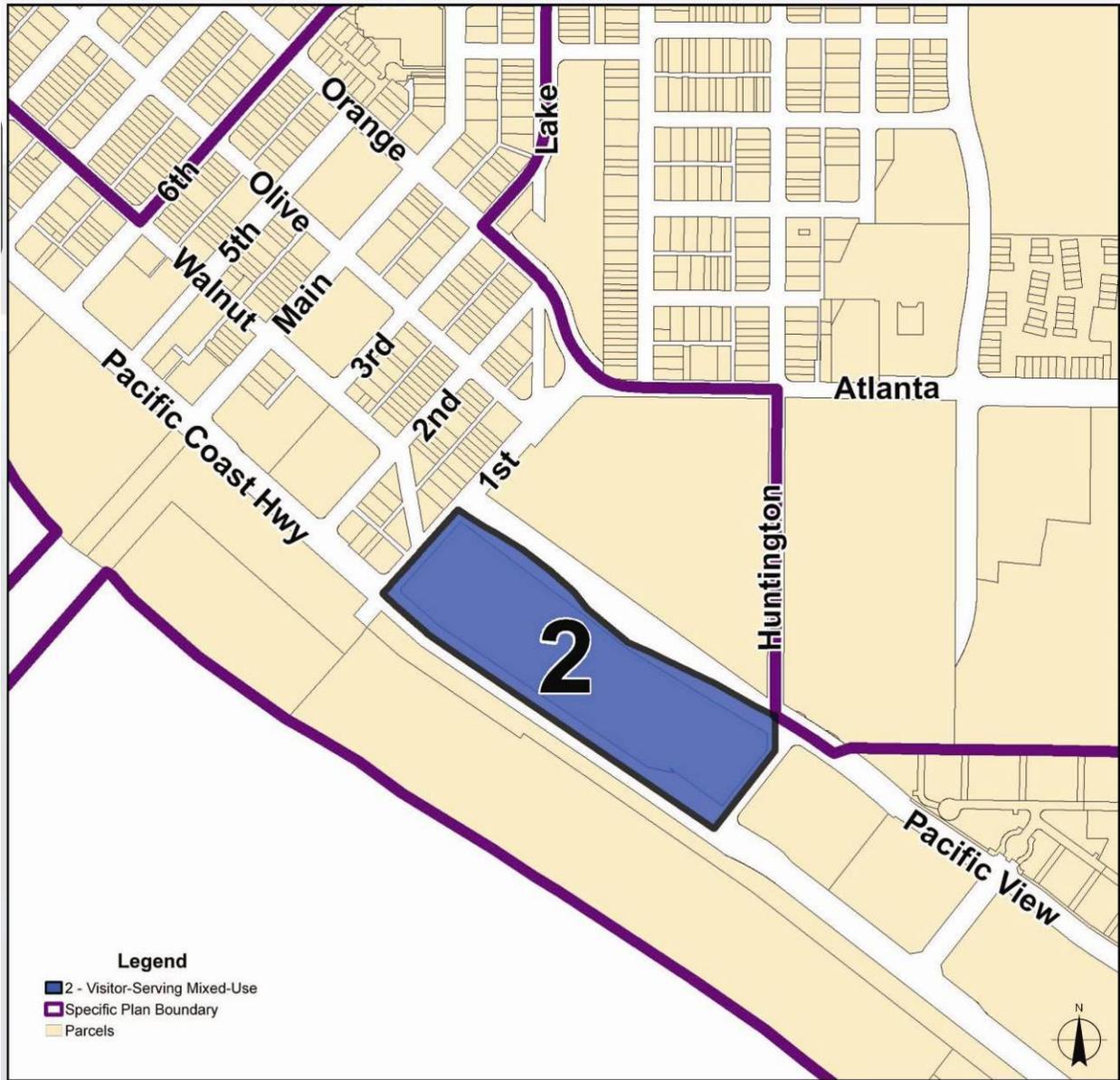


Exhibit 3.3-4 - District 2 Map

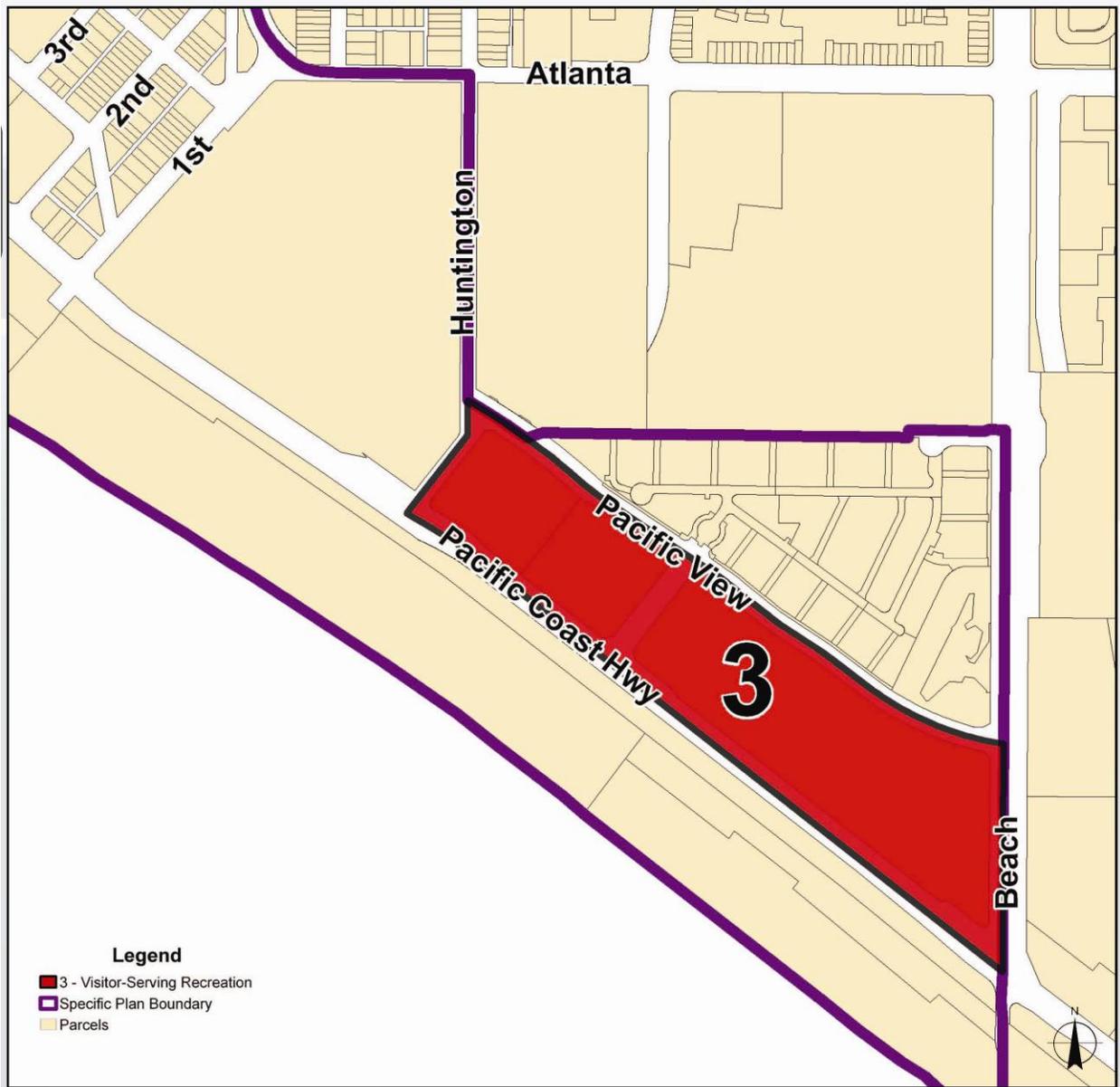


Exhibit 3.3-5 - District 3 Map

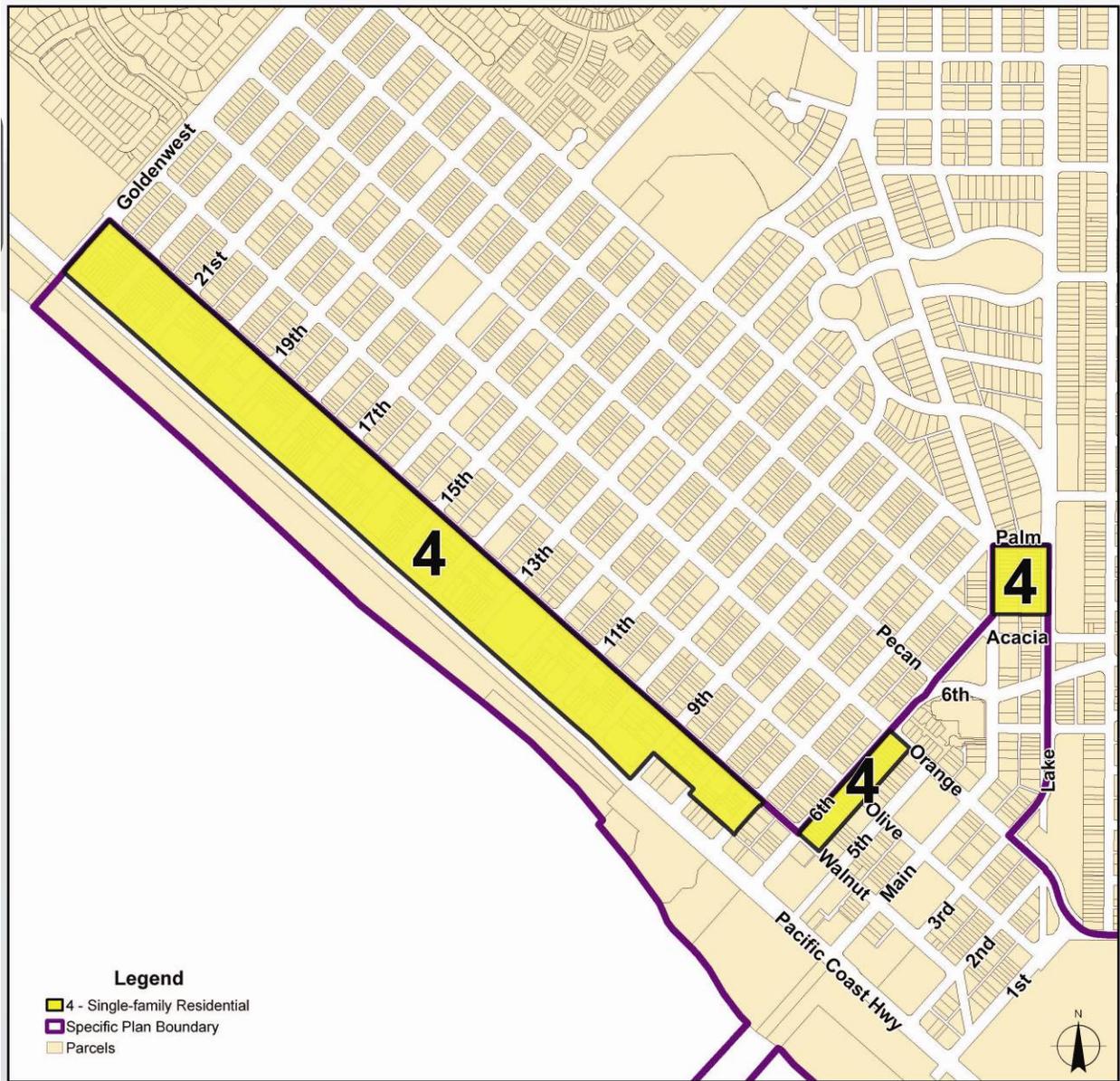


Exhibit 3.3-6 - District 4 Map

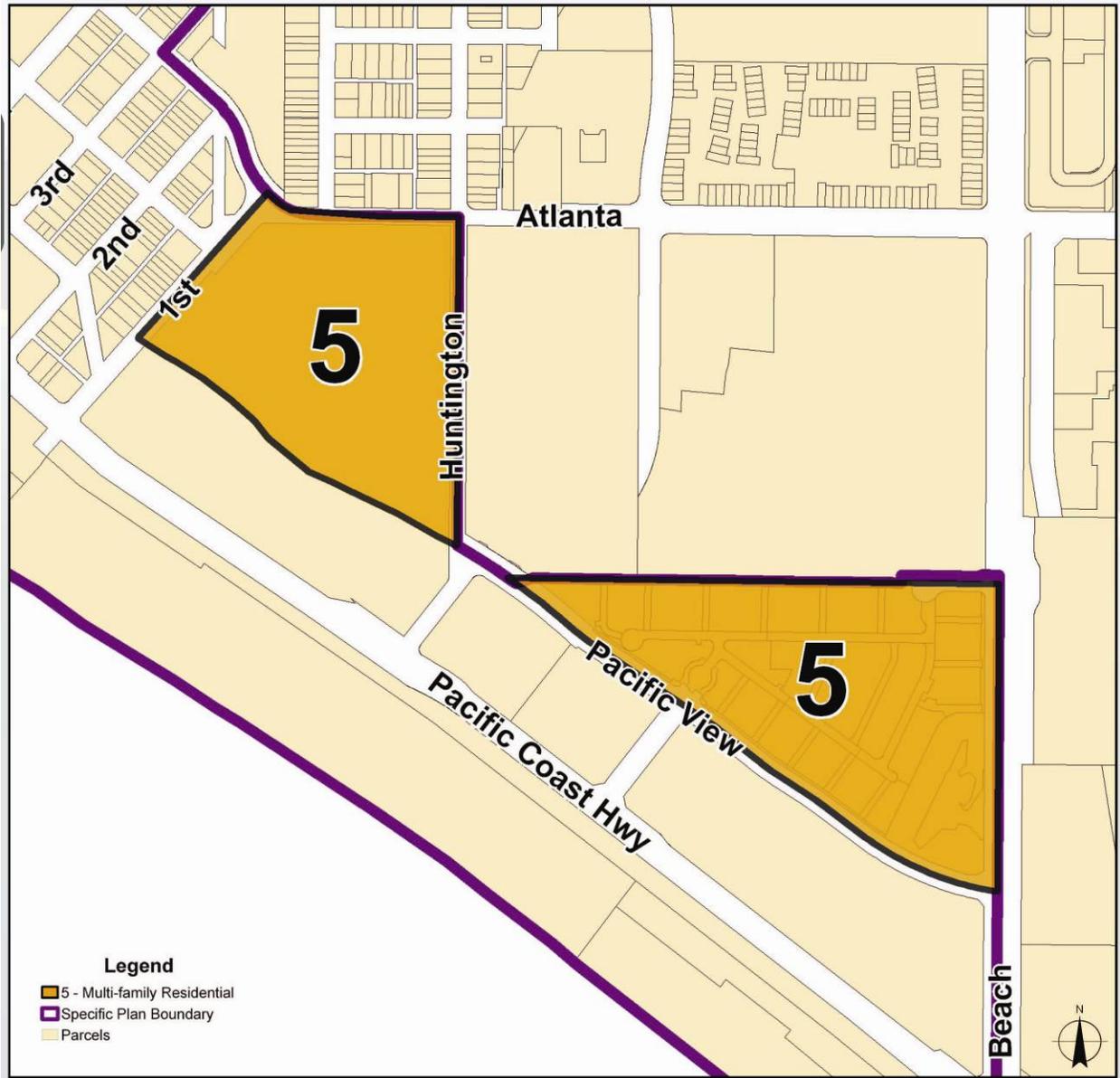


Exhibit 3.3-7 - District 5 Map

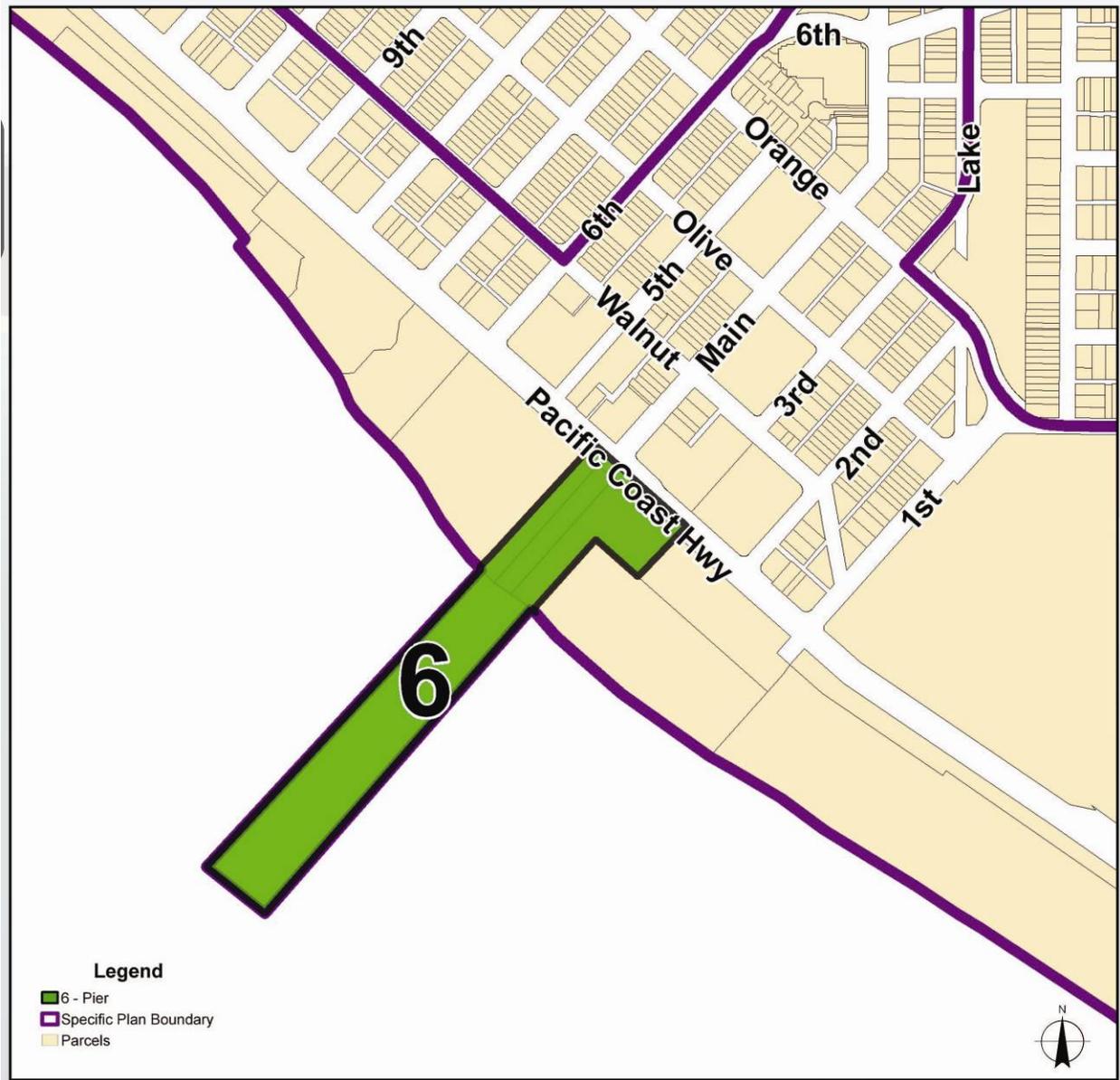


Exhibit 3.3-8 - District 6 Map

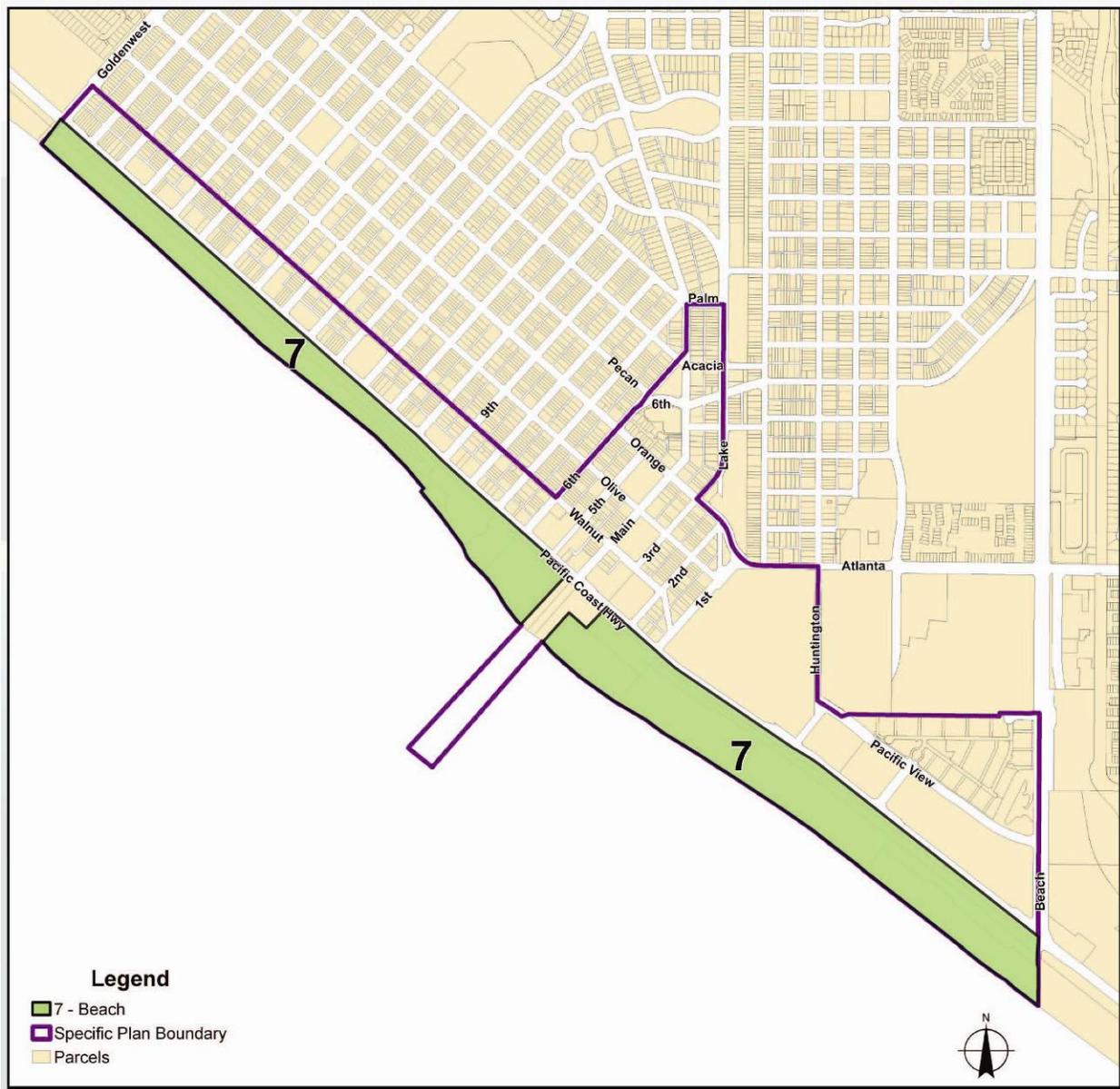


Exhibit 3.3-9 - District 7 Map

Other major changes to the DTSP occur in the General Provisions section of Chapter 3, which includes development standards that are applicable to all districts. Major changes in this section include requirements for all development projects to incorporate sustainable/green building practices, provisions specific to mixed use projects, residential buffer requirements for projects adjacent to single-family residential uses, and revised parking requirements including the elimination of the Downtown Parking Master Plan concept and modified parking ratios for commercial uses in the expanded downtown core (District 1). Other changes to the Downtown Specific Plan include the elimination of the Resource Production Overlay in District 8 of the existing DTSP. However, provisions for continued oil recovery remain in the General Provisions section of the proposed DTSP Update.

### **3. Downtown Parking Master Plan**

As discussed previously in Section 3.2, Project History and Background (beginning on page 3-6), the Downtown Parking Master Plan was adopted in 1995. The Downtown Parking Master Plan utilizes shared parking concepts and reduced parking ratios for the core commercial area in the DTSP.

Currently, the development thresholds identified in the Downtown Parking Master Plan have been met, which is one of the reasons the DTSP Update was directed by Council. In addition, the Downtown Parking Master Plan is based on a detailed block-by-block analysis of land uses and development in the downtown core area, which requires careful monitoring and a yearly status report subject to review and approval by the City Council and the California Coastal Commission. The DTSP Update provides an opportunity to adopt a new strategy for parking in the downtown area that will accommodate future development in the DTSP while eliminating cumbersome implementation and monitoring requirements. As such, the Downtown Parking Master Plan concept is proposed to be eliminated in the DTSP Update.

The proposed DTSP Update incorporates parking requirements in Chapter Three of Book I. The parking requirements continue to utilize reduced parking ratios (compared to those in the Huntington Beach Zoning and Subdivision Ordinance (HBZSO), Chapter 231 Off-Street Parking and Loading) and propose new standards. In addition, the reduced parking ratios would be expanded to be applicable in the reconfigured District 1 (Downtown Core), which encompasses a greater area than the existing Downtown Parking Master Plan area (existing downtown core), with the exception of the overlay zones. The new standards allow further reduced ratios for restaurant uses in District 1 at 8 spaces per 1,000 square feet of gross floor area, whereas the existing plan requires 10 spaces per 1,000 square feet of gross floor area. Other districts within the DTSP area are subject to the same parking requirements specified in the HBZSO. The proposed parking requirements also establish requirements for live/work units and a new use in the DTSP and would allow a tandem parking configuration for residential uses. Commercial uses could provide up to 40% of the required parking in a tandem configuration with a Conditional Use Permit.

Since the proposed DTSP Update would eliminate the Downtown Parking Master Plan, Chapter Three of the proposed DTSP Update includes a section that specifies distinct parking standards for District 1. The standards require all residential and hotel developments to provide parking on-site.

All net new commercial development would be required to provide parking on-site, subject to the reduced parking ratios referenced above, but could apply for a Conditional Use Permit to provide parking off-site through payment of in-lieu fees. In addition, the DTSP Update establishes provisions for shared parking agreements between two or more uses that have different hours of operation (e.g., a theater vs. an office).

#### **3.3.4 Book II**

As previously identified, a variety of existing issues within the DTSP area necessitated the update to the DTSP. For example, these issues include parking, the mix of land uses, the lack of pedestrian orientation of some locations, and the desire to expand the development past the first three blocks of Main Street. These issues (e.g., parking, vehicle and pedestrian circulation) vary depending on the time of year due to the coastal location of the project area. The DTSP Update addresses these issues and is available for public review concurrent with this EIR.

#### **1. Proposed Downtown Circulation and Streetscape Changes**

The DTSP Update proposes a number of circulation and streetscape changes to Main Street and other downtown streets to implement streetscape improvements and circulation enhancements. The following describes the proposed circulation and streetscape of the DTSP area.

##### **a. Streetscape Improvements**

The most significant changes will be on the first three blocks of Main Street, which will be maintained as a two-lane roadway through the downtown. From Pacific Coast Highway to Orange Avenue, the DTSP Update proposes a 28-foot roadway with two 14-foot traffic lanes, and an additional 26 feet on both sides for sidewalk and outdoor dining, for a total of 80 feet of streetscape between building frontages. To achieve the additional width for wider sidewalks and to maintain the outdoor dining areas, the existing on-street parking along Main Street will be removed from Pacific Coast Highway to Orange, and additional sidewalk width will be constructed in its place.

North of Orange Avenue, the Specific Plan Update proposes to retain the existing street width, parking, and sidewalk configuration on Main Street, with 12- to 14-foot travel lanes in each direction, on-street parking in the form of parallel or angled parking on both sides of the street, and existing sidewalk widths, for a total of 75 feet of streetscape between building frontages.

The Specific Plan Update proposes to widen the sidewalks along 5<sup>th</sup> Street for the two blocks between Walnut Avenue and Orange Avenue. This can be accomplished by converting the current head-in parking, which requires 18 feet of street width, to parallel parking, which requires 8 feet, resulting in an additional 10 feet of sidewalk width on each side of the street. The reconfiguration of parking on 5<sup>th</sup> Street would result in a net loss of 50 on-street parking spaces.

For other streets within the downtown core that will serve a mix of existing and new uses, the DTSP Update indicates a 60-foot cross section, with two 12-foot travel lanes, an 8-foot parking lane on both sides of the street, and 10-foot sidewalks.

Recommendations for reclassifying certain roadway segments to provide two travel lanes and either bike and/or parking lanes are presented on Table 4.12.8. Recommendations for the total roadway width and right-of-way width needed for each segment, as well as proposed streetscape recommendations, are presented in Chapters Five and Six of Book II. Right-of-way widths will vary between different roadway segments, depending on the width of the travel lanes, whether the segment is to include bike lanes and parking lanes, and the width of the sidewalk and parkway. The proposed revised classifications and accompanying cross-sections would require amendments to the Master Plan of Arterial Highways (MPAH) through the Orange County Transportation Authority (OCTA) prior to changing the classification on the City's Circulation Plan.

#### **b. Bicycle Improvements**

The DTSP Update proposes the addition of bicycle lanes and/or bicycle routes on some streets in the downtown. The DTSP Update proposes to add a Class II bicycle lane to 6<sup>th</sup> Street from Pacific Coast Highway to Main Street, connecting to the existing bicycle lane on Lake Street via Acacia Avenue. On-street parallel parking is provided along both sides of 6<sup>th</sup> Street from Pacific Coast Highway to Main Street, and along Acacia Avenue. A recommended cross-section for 6<sup>th</sup> Street to accommodate both street parking and bike lanes is included in Book II.

The DTSP Update also proposes to extend the existing Class II bicycle lane on Lake Street from its current terminus near Pecan Avenue down to Orange Street, and then along Orange Avenue to connect with the Class II bike lane planned for Atlanta Avenue east of 1<sup>st</sup> Street. Lake Street narrows from an approximately 90-foot right-of-way to a 60-foot right-of-way between Pecan and Orange Avenues. The bicycle lane is dropped, and the on-street parking remains through the narrower section of the street. The same is true of Orange Avenue, between Lake/3<sup>rd</sup> Street and 2<sup>nd</sup> Street. East of 2<sup>nd</sup> Street is sufficient width on Orange Avenue to provide an on-street bicycle lane without impacting parking or requiring widening.

The DTSP Update recommends that additional bicycle racks (providing 550 racks) be dispersed throughout the downtown in areas where available space permits without impeding pedestrian movement or requiring the removal of parking.

#### **c. Pedestrian Improvements**

The DTSP Update provides recommendations for the implementation of pedestrian-only phases for the signal operation at the intersections of Pacific Coast Highway at 1<sup>st</sup> Street and Pacific Coast Highway at 6<sup>th</sup> Street to facilitate the movement of pedestrians across Pacific Coast Highway to and from the beach. An exclusive pedestrian phase signal would stop traffic on all approaches to the intersection and allow pedestrians to cross the street in all directions at once. An exclusive pedestrian-only phase exists at the intersection of Pacific Coast Highway and Main Street. This type of signal can provide a safer crossing zone for pedestrians, as no traffic would be entering the

intersection while pedestrian movement is occurring, but would also result in additional delays for vehicular traffic. Other measures in the DTSP Update that would encourage pedestrian movement in the DTSP area include the creation of paseos through and between developments in addition to encouraging pedestrian paths both parallel to Main Street and through developments similar to what is provided at The Strand development.

## 2. Parking Strategies

Strategies for addressing existing parking needs are described in the DTSP. The recommendations in Book II of the DTSP Update are intended to represent a “toolbox” of strategies that can be implemented based upon opportunity. Some of the strategies, such as implementing a valet program, could be easily and quickly achieved. Other strategies, such as constructing temporary lots and forming business-to-business agreements, will require additional effort and time to achieve. One of the most important aspects to consider is that most of the strategies are, and should be, inter-connected. Parking strategies proposed in Chapter Five of Book II are listed below.

- **Residential Parking** – Visitors to the beach and Downtown and employees of downtown businesses often park on residential streets. On a typical day, this is an issue primarily on the streets closest to the downtown commercial businesses. On high demand days, such as summer weekends and downtown event days, parking encroachment into the neighborhoods extends further. Implementation of a parking meter/residential permit stem would preserve the spaces for residents as long as they have a permit.
- **Valet Parking Program** – A valet parking program would increase the parking capacity by as much as 40%, due to the ability of attendants to park more vehicles more efficiently. Valet parking could be useful in any new or existing parking and structure and might be especially beneficial for hotel uses.
- **Commercial Parking** – Commercial parking is a pay lot operated by a private entity. This use is allowed in some parts of the DTSP area, including the core downtown area of District 1. Depending upon the size of the property, the facility could be conventional surface parking, an automated parking structure, or a conventional parking structure.
- **Parking Fees** – The rates (fees) currently charged to park downtown do not reflect the variable demand. Rate modification will help the City manage the demand by influencing where people park and for how long and improve parking conditions for all users. Rate changes will likely increase revenues, which will allow the City to better manage the parking assets by providing for long-term maintenance and increasing parking supply.
- **Shuttle Service** – Access to parking spaces outside the downtown area could increase the available parking supply on the days that have been defined as the highest

demand. There are approximately 1,300 existing parking spaces north of downtown that have been identified for potential use as remote parking sites. A shuttle service or a trolley service could be provided between these locations and the DTSP area.

- **Public/Private Partnerships** – The City/agency could partner with developers of larger parcels to provide additional public parking in excess of the needs for the developer’s project. The recently constructed Strand project is an example of how this system could work.
- **Employee-Only Parking** – Designated employee-only parking spaces could be provided in the downtown area. Some employers currently provide parking validation for their employees, but those employees often utilize the most prime public parking spaces for long periods of time. Businesses could also enter into agreements with each other, with those with more spaces than needed being compensated in some way by businesses needing spaces for their employees. The new lots constructed on vacant parcels could also serve employees only.
- **Utilize Vacant Parcels** – Small parking lots should be constructed on currently vacant parcels as an interim use until that property is developed. This could include City-owned and private properties. Lots located on the downtown periphery could be designated for employee-only parking, and employers could be required to purchase or provide validations.
- **Parking Structures** – Additional new conventional or automated parking structures will be needed within the downtown to accommodate the future parking demand.
- **Tiered Beach Parking** – Additional parking could be provided in an automated lot or as podium parking on the seaward side of Pacific Coast Highway in the existing beach parking lots. The area would need to be graded, and retaining walls would need to be installed to retain views from town. All parking would be located below the adjacent height of Pacific Coast Highway.
- **Parking Wayfinding Signage** – A series of static and electronic parking wayfinding signs should be installed throughout the downtown. The signs would direct users to harder-to-find spaces, manage the parking supply more efficiently, and minimize vehicle circulation.
- **Parking Information and Guidance System** – A system that provides real-time information regarding parking space availability should be developed and implemented for all of the existing and future large parking facilities. The system would help users identify spaces faster, spend less time driving to look for spaces and better understand the practical parking capacity – the perception as it relates to the operational efficiency and accessibility of a parking supply. Currently, only the Promenade parking structure provides real-time parking supply information in the form of a small digital sign over both entrances. A parking information and guidance

system should be provided for the parking structures, plus other select locations, in downtown to assist users in finding parking and maximizing the use of available parking.

### **3. Roadway Realignments**

#### **a. 6<sup>th</sup> Street**

If and when the Cultural Arts Overlay area is redeveloped, it may be desirable to realign 6<sup>th</sup> Street north of Orange Avenue to connect with Pecan Avenue. The existing curved segment of 6<sup>th</sup> Street between Orange Avenue and Main Street could be vacated, creating more opportunity for public open space in the area. The portion of Pecan Avenue between 6<sup>th</sup> Street and Acacia Avenue would be reopened to traffic to connect with 6<sup>th</sup> Street. The intersection of Acacia Avenue, 6<sup>th</sup> Street and Main Street would need to be reconfigured so that 6<sup>th</sup> Street would intersect Main Street at a perpendicular angle directly across from Acacia Avenue. It should be noted, however, that this realignment would not be required for implementation of a development within the Cultural Arts Overlay area, but could provide additional green space in the area.

#### **b. Walnut Avenue**

Walnut Avenue would be realigned to intersect with 1<sup>st</sup> Street at a right angle to align with the extension of Pacific View Avenue. This alignment is consistent with current City plans. The existing diagonal portion of Walnut Avenue between 1<sup>st</sup> Street and 2<sup>nd</sup> Street would be vacated by the City. The City would need to acquire the land for the public right-of-way between 1<sup>st</sup> and 2<sup>nd</sup> Streets.

### **4. Transit Improvements**

Improvements to the transit system can provide additional incentive or motivation for people to choose transit to get to and from downtown, instead of driving and parking their vehicles. Chapter Five of Book II in the proposed DTSP Update provides the following recommendations for improved access.

#### **a. Pacific Coast Highway Bus Layover Zone**

Facility improvements are planned for the bus layover zone on Pacific Coast Highway between 1<sup>st</sup> and Huntington Street. This zone accommodates stops for all five of the routes that serve the downtown. The improvements can include street furniture amenities and trash cans.

#### **b. Trolley System**

A downtown trolley service may be provided to circulate between the hotel development closer to Beach Boulevard, the Pacific City development, the downtown core, and the residential neighborhoods surrounding downtown. The trolley is envisioned to be a bus-like vehicle with tires that would allow nearby residents who work in or visit downtown without driving and parking. It would also allow visitors to move easily between the hotels, Pacific City, the Cultural Arts area, the downtown

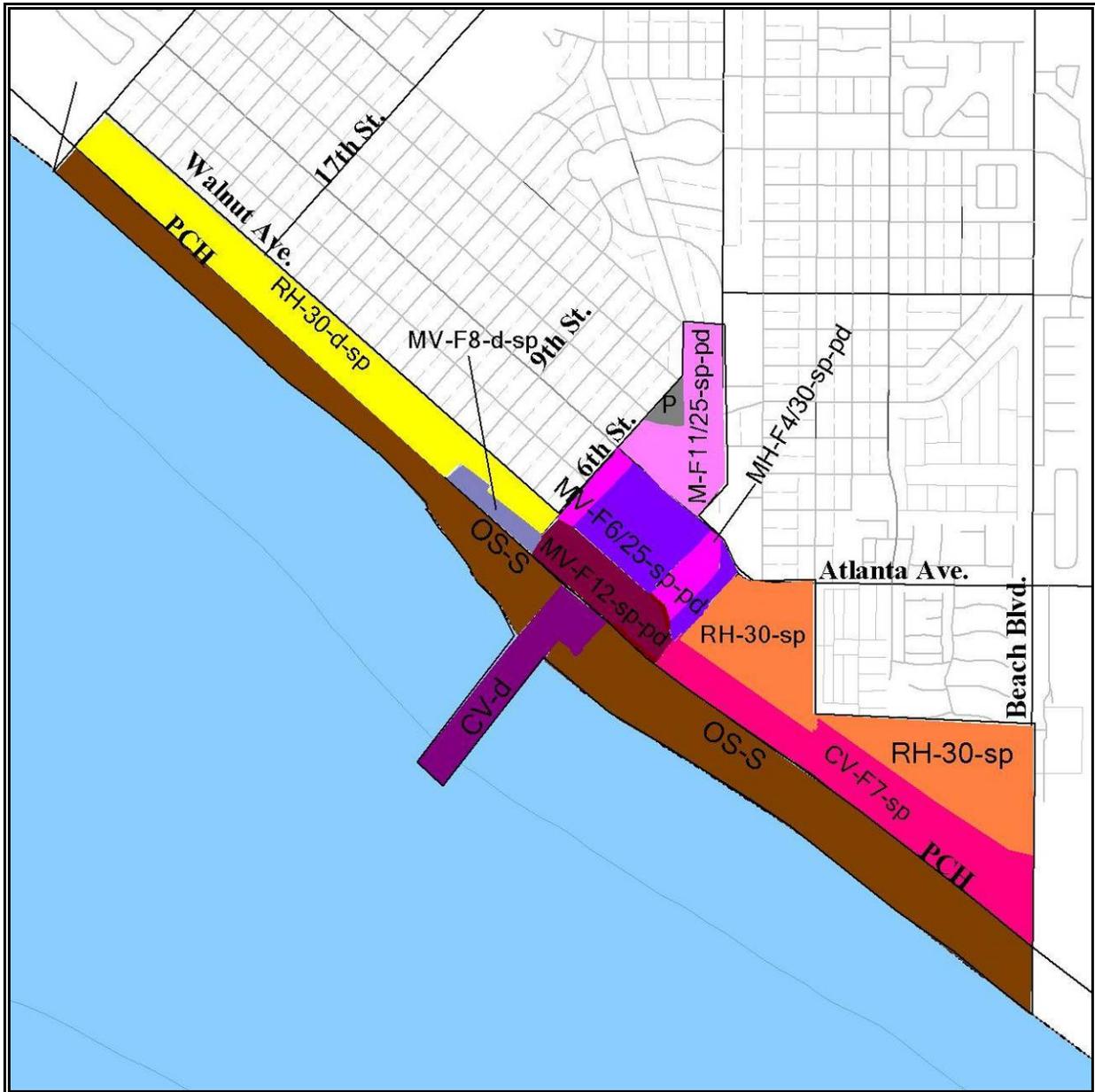
core, and the Strand, by allowing these visitors to park their vehicles once and access the other areas of the downtown through an interesting trolley system.

### 3.3.5 Approvals Required

The Environmental Impact Report (EIR) is subject to review and certification by the Planning Commission. The DTSP Update will require adoption by the City of Huntington Beach City Council and the approval of the California Coastal Commission. The California Coastal Commission has discretionary authority over the proposed DTSP Update. The DTSP Update requires a Zoning Text Amendment (the revisions to the document) in addition to amendments to the City's General Plan and Local Coastal Program (LCP). The existing and proposed General Plan land use designations are shown in Exhibit 3.3-10 and Exhibit 3.3-11.

The following is a summary of the proposed amendments to the General Plan and the Local Coastal Program.

- Local Coastal Program** – The DTSP requires an amendment to the City's certified Local Coastal Program. After final local action by the Huntington Beach City Council, the proposed amendment to the Local Coastal Program would be required to be forwarded to the California Coastal Commission for approval. The amendment to the Local Coastal Program consists of changes to the Implementation Program (IP), which would reflect the text revisions to the Downtown Specific Plan and revisions to the Coastal Element/Land Use Plan, which are discussed below.
- Land Use Element** – The proposed amendments include updating the Land Use Plan/Map, the Land Use Schedule, and the Subarea Map and Schedule. These changes are associated with revising the land use designations identified for the 11 districts of the existing DTSP so that the element reflects the proposed 7 districts of the DTSP Update. The existing General Plan land use designations within the DTSP area are Commercial Visitor-design overlay (CV-d); Commercial Visitor – 3.0 Floor Area Ratio (FAR) – specific plan overlay (CV-F7-sp); Open Space – Shore (OS-S); Residential High Density – 30 units per acre – specific plan overlay (RH-30-sp); Residential High Density – 30 units per acre – design overlay – specific plan overlay (RH-30-d-sp); Mixed Use Horizontal -1.25 FAR – 30 du/acre – specific plan overlay – pedestrian overlay (MH-F4/30-sp-pd); Mixed Use Vertical - 2.0 FAR – 25 du/acre – specific plan overlay – pedestrian overlay (MV-F6/25-sp-pd); Mixed Use Vertical - 1.5 FAR (MU)-0.35(C)/25 du/acre – design overlay – specific plan overlay (MV-F8-d-sp); Mixed Use - 2.0 FAR (MU)-2.0 (C)/25 du/acre – specific plan overlay – pedestrian overlay (M-F11/25-sp-pd); Mixed Use Vertical -3.0 FAR (MU)-3.0 (C)/30 du/acre – specific plan overlay – pedestrian overlay (MV-F12-sp-pd); Public (P).



**Land Use Designation**

- CV – Commercial Visitor
- OS-S – Open Space – Shore
- M – Mixed Use
- MV – Mixed Use – Vertical
- MH – Mixed Use – Horizontal
- RH – Residential High Density
- P – Public

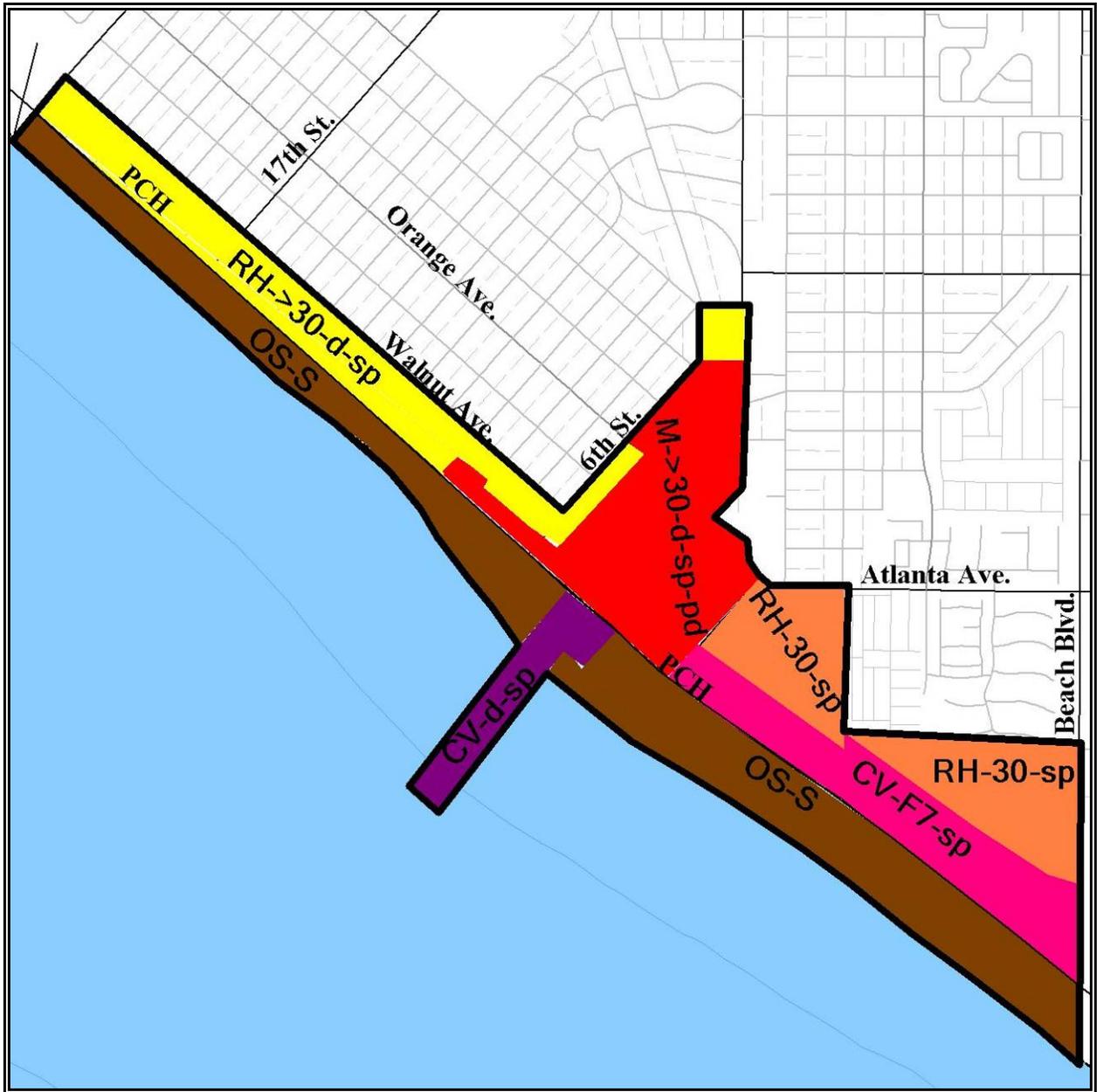
**Density Schedule**

- F7 (3.0 Floor Area Ratio (FAR))
- F8 (1.5 FAR (MU)-0.35(C)/25 du/acre)
- F12 (3.0 FAR (MU)-3.0 (C)/30 du/acre)
- F4/30 (1.25 FAR – 30 du/acre)
- F6/25 (2.0 FAR – 25 du/acre)
- F11/25 (2.0 FAR (MU)-2.0 (C)/25 du/acre)
- 30 (30 du/ acre)

**Overlay Suffix**

- sp (specific plan overlay)
- pd (pedestrian overlay)
- d (design overlay)

**Exhibit 3.3-10 - Existing General Plan Land Use Designations**



**Land Use Designation**

- CV – Commercial Visitor
- OS-S – Open Space – Shore
- M – Mixed Use
- RH – Residential High Density

**Density Schedule**

- F7 (3.0 Floor Area Ratio)
- >30 (greater than 30 dwelling units per acre)
- 30 (30 dwelling units per acre)

**Overlay Suffix**

- sp (specific plan overlay)
- pd (pedestrian overlay)
- d (design overlay)

**Exhibit 3.3-11 - Proposed General Plan Land Use Designations**

The changes to the land use designations for each proposed district are listed below:

Proposed District	Existing General Plan Land Use Designation	Proposed General Plan Land Use Designation
1 Downtown Core Mixed-Use	MV-F8-d-sp MV-F12-sp-pd MV-F6/25-sp-pd MH-F4/30-sp-pd P M-F11/25-sp-pd	M->30-d-sp-pd
2 Visitor-Serving Mixed-Use	CV-F7-sp	CV-F7-sp
3 Visitor-Serving Recreation	CV-F7-sp	CV-F7-sp
4 Established Residential	RH-30-d-sp MH-F4/30-sp-pd M-F11/25-sp-pd	RH->30-d-sp
5 Multi-Family Residential	RH-30-sp	RH-30-sp
6 Pier	CV-d	CV-d-sp
7 Beach	OS-S	OS-S

The proposed land use designations would revise land use designations for District 1 (downtown core) and District 4 (established residential). Currently, the proposed District 1 is subject to six land use designations mostly consisting of various ranges of mixed use designations and densities, except for the Main Street Library site, which is part of the proposed Cultural Arts Overlay and currently has a P (Public) land use designation. The proposed land use designation would consolidate the various mixed use designations and one public designation into one mixed use designation. Revisions to the land use designations in the proposed District 4 would revise existing mixed use and residential-high density designations to residential high density. This revision would reflect the existing land uses that are currently developed and would be consistent with the permitted land uses and development standards of the proposed District 4. The land use designations for the remaining districts would be consistent with current designations. In addition to the revised land use designations, the community subareas are proposing to change to be consistent with the reconfigured districts as well as the revised land use designations. These changes consist of revisions to the subarea map and schedule as a result of deleting, creating and re-numbering subareas. Due to these revisions, subarea 3D, located outside of the DTSP area, is also proposed to be revised. This subarea would be re-numbered only and does not propose substantive changes in terms of standards, principles or permitted uses.

- Coastal Element** – The proposed amendments are consistent with the changes to the Land Use and Circulation Elements. The Coastal Element/Land Use Plan is proposed to be amended to reflect new land use designations as a result of the reconfiguration of the 11 existing districts into seven. Text and tables in the Coastal Element are proposed to be updated to reflect current conditions within the DTSP area. Table C-3, Public Parking Opportunities within Coastal Divisions, is proposed to be updated to

reflect existing conditions. Table C-5, Existing Downtown Area Commercial Facilities, is proposed to be updated to correctly reflect existing visitor-serving projects within the Downtown area (e.g., the Hyatt Regency, The Strand, proposed/approved projects such as Pacific City and the Waterfront).

Figures C-8 (Zone 4 Land Use Plan), C-10 (Sub-Area Map), C-14 (Trails and Bikeways), Table C-1 Land Use, Density and Overlay Schedule and Table C-2 Community District and Subarea Schedule will be revised consistent with the proposed changes to the Land Use and Circulation Elements. Two policy changes are proposed to provide consistency with the proposed revisions in the DTSP Update. Policy 2.4.2(b) of the Coastal Element is proposed to be revised to “Implement a comprehensive parking strategy for the Downtown” in place of “Implement the Downtown Parking Master Plan”. Policy C5.1.6(2) will be revised to reflect changes in the Design Guidelines and the direction to move away from adherence to Mediterranean-style architecture. The revised policy would read, “Require that new development be designed to reflect the Downtown’s historical structures ~~and adopted Mediterranean them;~~”

- **Circulation Element** – The DTSP Update proposes modifications that would amend Figure CE-9: Trails and Bikeways as a result of recommendations proposed in the DTSP Update and traffic study for the project.

There are state and responsible agencies that have discretionary or appellate authority over individual projects that could potentially be initiated in the future located in the DTSP area and subject to the DTSP. Other approvals include those from utility and services providers (e.g., water, sewer, electrical, gas, telephone, cable) for extension and connection of facilities, and also applicable requirements of the California Regional Water Quality Control Board Santa Ana.

### 3.4 Project Construction and Phasing

Development within the DTSP area could potentially occur over a 20-year period. This estimated build-out time frame does not take into account unique constraints on individual parcels. Also, build-out will occur over time in response to market demand, and thus it is unknown when complete build-out will occur.

### 3.5 Statement of Objectives

CEQA Guidelines §15124(b) requires that an EIR include a statement of the objectives sought by the proposed project. Project objectives can also be helpful in developing a reasonable range of alternatives to evaluate in the proposed EIR. The DTSP project objectives identified are as follows (objectives are not listed in any particular ranked order):

- Provide an established vision and create a land use plan for reuse of critical parcels so that the community investment and improvement can begin.
- Provide and implement a DTSP land use plan that promotes orderly and viable development and that also meets the needs of visitors (including tourism), residents and businesses.
- Provide development standards and design guidelines that encourage development of underused parcels with a mix of uses and unique architecture.
- Provide adequate parking that is also integrated into the framework of pedestrian pathways within the downtown.
- Establish and maintain efficient on-site and off-site traffic circulation.
- Provide quality design of the proposed buildings and landscape that complement the existing DTSP uses.
- Implement green and sustainable building practices, where appropriate and feasible.

### 3.6 Alternatives

CEQA Guidelines §15126.6 requires that an EIR consider a range of reasonable alternatives to the proposed DTSP Update that would feasibly attain most of the basic objectives of the project but would avoid or substantially lessen any of the significant effects of the project. The discussion must focus on opportunities for eliminating or reducing any significant adverse environmental effects of the proposed project, although the alternative(s) may impede to some degree the attainment of the project objectives, or would be more costly. The following briefly describes the alternatives evaluated in Section 6 – Alternatives in this Draft Program EIR:

#### 3.6.1 No Project Alternative

This alternative would involve the potential development of the 336-acre project area per the existing DTSP. This alternative assumes that future development that could potentially occur with the DTSP Update area would do so per the existing approved DTSP.

CEQA Guidelines §15126 (e) requires that alternatives evaluated include the No Project Alternative. Specifically, the Guidelines require that when the project involves a revision to an existing land use or regulatory plan, policy or ongoing operation (e.g., Specific Plan), the No Project Alternative shall be the continuance of that plan, policy or operation into the future. This basically means that the No Project Alternative is a situation where projects under the previous approved DTSP would be allowed to continue in the future. Therefore, the project impacts that would occur under the proposed DTSP Update are compared to the impacts that would occur under the existing plan (existing DTSP).

### 3.6.2 Conservative Market Demand Development Alternative

This alternative assumes development potential based on studying the conservative market demand. The development identified as viable per the market demand analysis conducted during the preparation of the proposed DTSP Update identifies the following: 203,350 square feet of retail (213,467 is identified with proposed project), 75,783 square feet of restaurant uses (92,332 is identified with proposed project), 108,814 square feet of office uses (92,784 is identified with proposed project), 268 residential units (648 units are identified with proposed project), no hotel development (235 hotel rooms are identified with proposed project), and 30,000 square feet of cultural arts center (same as identified with the proposed project).

### 3.6.3 Reduced Development Alternative

This alternative would involve a reduction in development compared to the proposed DTSP Update. This alternative assumes a 50% reduction in the amount of net new development that could occur within the DTSP area. The 50% development scenario would result in 106,733.5 square feet of retail, 46,166 square feet of restaurant, 46,392 square feet of office, 324 residential units, 117 hotel rooms, and 15,000 square feet of cultural arts facilities.

## 3.7 Cumulative Development

Section 15355 of the CEQA Guidelines defines “cumulative impacts” as “two or more individual effects that, when considered together, are considerable or that compound or increase other environmental impacts.” In general, these impacts occur in conjunction with other related developments whose impacts might compound or interrelate with those of the project under review.

To analyze the cumulative impacts of the proposed DTSP in combination with existing development and other expected future growth, the amount and location of growth expected to occur (in addition to the proposed project) must be considered. As stated in §15130(b) of the CEQA Guidelines, this reasonably foreseeable growth may be based on either of the following, or a combination thereof:

- A list of past, present, and reasonably anticipated future projects producing related or cumulative impacts, including those projects outside the control of the agency, or
- A summary of projections contained in an adopted general plan or related planning document that is designed to evaluate regional or area-wide conditions.

For the purposes of this EIR, the potential cumulative effects of the proposed DTSP are based upon a list of projects identified by the City and neighboring jurisdictions, as well as build-out of the City’s General Plan or other criteria, depending upon the specific impact being analyzed. The list of related projects within the vicinity of the proposed project is provided in the table below.

### 3 - Project Description

<b>Table 3.7.1 Cumulative Projects</b>		
<b>Project Name</b>	<b>Major Project Features</b>	<b>Project Status</b>
<b>Projects within the Project Area</b>		
Pacific City	A 31-acre mixed-use project, including 514 dwelling units, 250 hotel rooms, and 207,853 SF of commercial space.	Construction is currently underway. Estimated completion date is 2010.
Pacific View Mixed Use Project	A 3-story mixed use project consisting of 6 residential units, 4,260 square feet of ground floor commercial and 40 space surface and subterranean parking	Entitlements approved
Waterfront Third Hotel	Approved master site plan allows for an approximately 250-room hotel located between the existing Waterfront Hilton and the Hyatt Regency Huntington Beach Resort and Spa along Pacific Coast Highway.	No formal plans for the proposed project have been submitted.
The Strand	135,000 SF of retail, restaurant, and entertainment plus a 149-room hotel located at 5 <sup>th</sup> Street and Pacific Coast Highway.	The project is complete.
<b>Projects Located within One Mile of Project Site</b>		
Beach/Edinger Corridor Study	The City of Huntington Beach is beginning work on a new vision and new zoning for properties along Beach Boulevard and Edinger Avenue. The study will assess development opportunities for the Beach Boulevard/Edinger Avenue corridor. Specifications to guide land use and development intensity, site layout, building design, site landscaping, and signage will be detailed in the Specific Plan. Land use and development standards will be drafted to replace pre-existing zoning regulations and to assist the community to more effectively attract investment and improve the evolving image and identity of the City in these areas. Future development along the Specific Plan area is envisioned differently along different portions of the corridor; therefore, the Specific Plan area has been divided into five informal "districts." Additionally, four specific projects located within the Specific Plan area boundaries are analyzed at project-level detail within the Specific Plan EIR. Overall, the Specific Plan would allow for the addition of up to approximately 6,400 dwelling units, 874,600 SF of retail, 350 hotel rooms, and 112,000 SF of office uses.	Community meetings are underway, the Specific Plan is being drafted, and preliminary environmental analysis has begun.
Newland Street Widening	Widening of Newland Street between Pacific Coast Highway and Hamilton Avenue, including widening reinforced concrete bridge at Huntington Channel, installation of storm drain in Newland Street, and miscellaneous utility relocations.	Project under construction.
Magnolia Pacific Specific Plan (also known as Ascon/Nesi Landfill)	Specific Plan allowing 502 dwelling units on 40 acres located on southwest corner of Hamilton Avenue and Magnolia Street. The Department of Toxic Substances Control is the lead agency for clean-up of site and is currently working on remedial action plan/CEQA compliance.	Remediation of site is required prior to implementation of project.
Orange Coast River Park	Passive park that extends east from the AES power plant through Costa Mesa and Newport Beach	Planning stages
Huntington Beach Wetlands Conservancy Restoration Plan	Restoration of degraded wetlands (130 acres) along the inland side of Pacific Coast Highway from the AES power plant east to Brookhurst Street.	The project is approved, with construction anticipated to begin in Fall 2008.
Poseidon Seawater Desalination Facility	Construction of a 50-million-gallon per day reverse osmosis seawater desalination facility; water transmission lines to connect to existing regional transmission system; and two off-site underground booster pump stations in Irvine and unincorporated portion of Orange County. Located on an 11-acre lease area on AES generating station site at 21730 Newland (at Edison Way).	The project has been approved by the City and is under consideration by the Coastal Commission.
Edison Community Center	Draft preliminary master plan to convert Edison Community Park into a youth sports complex including soccer fields and more lighted practice areas. The project may also include a skate park. Plans will also endeavor to address some of the methane issue at the park.	Project is under review by the Planning Department.

<b>Table 3.7.1 Cumulative Projects</b>		
<b>Project Name</b>	<b>Major Project Features</b>	<b>Project Status</b>
<b>Projects Located More than One Mile from Project Site</b>		
Gun Range	The City will prepare an EIR for clean-up and reuse of the site located in Central Park east of the Sports Complex.	An EIR is currently underway.
Senior Center	Construction of a new 45,000-SF senior center and associated parking at southwest corner of Goldenwest Street and Talbert Avenue	Entitlements have been approved.
Talbert Lake Water Quality Project	The Talbert Lake Diversion Project would divert up to 3 million gallons per day of urban runoff from the East Garden Grove Wintersburg Channel through pre-treatment devices, and into a 15-acre area in Central Park for treatment to remove pollutants, thereby significantly reducing pollutant loading to the coastal receiving waters. Project components will include a channel diversion structure, a pump station, a control system, existing pipeline inspection and rehabilitation, additional conveyance piping, pre-treatment, Natural Treatment Systems, Talbert Lake rehabilitation, groundwater recharge enhancement, educational exhibit, and monitoring.	An environmental assessment is currently underway.
Brightwater Annexation	The Brightwater residential project consists of 349 single-family units on 105.3 acres of the upper bench portion of Bolsa Chica. The property is currently in unincorporated Orange County, but the City is in the process of annexing the property.	The project is under construction and annexation has begun in phases.
Parkside Estates	The 112-DU single-family residential project with park/open space located on 50 acres on the west of Graham Street south of Warner Avenue.	The project has been approved by the City Council. The Land Use Plan has been approved by the Coastal Commission. The project is under consideration by the City and the Coastal Commission.
Ocean Breeze Plaza	The project, located at the northwest corner of Beach Boulevard and Ronald Drive, involves construction of a new 2-story, 9,544-SF multi-tenant retail/office building.	The project has been approved and is in plan check.
Rainbow Disposal	Master plan for Rainbow to expand the existing Material Recovery Facility and Transfer Station from the current 2,800 tons per day to 4,000 tons per day. These new buildings and operations would enable Rainbow to continue to process curbside recyclables, construction and demolition, debris, greenwaste, and commercial municipal solid waste, and to do so while improving environmental conditions around the facility as compared to current operations.	An environmental assessment is currently underway.
Harmony Cove Residential Development	The project involves the construction of a 15-unit residential project and a 27-slip marina at 3901 Warner Avenue (former Percy Dock).	The project is under review by the Planning Department.

