

BEACH and EDINGER CORRIDORS SPECIFIC PLAN *VISION STATEMENT*

Beach & Edinger Corridors Tentative Schedule:

October 20, 2008
City Council Study
Session and Draft
Specific Plan
Document-Public
Review

Environmental Impact
Report **Spring 2009**

For further information
visit [www.surfcity-hb.org/
departments/planning](http://www.surfcity-hb.org/departments/planning)

*October 24th Specific Plan
will be available online.*

Or call:
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The Beach and Edinger Corridors Specific Plan will present the vision for the evolution and continued growth of the two corridors, and establish the primary means of regulating land use and development within the Specific Plan area.

The Specific Plan is also proposed to facilitate private and public investment activities along the corridors and immediate vicinity, and to support and promote investment that will enhance their beauty and vitality of the City.



The overall goals of the Specific Plan are:

Actualize Market Demand
Enable Most Promising
Opportunities First
Maximize existing value
Promote a Range of New
Housing Choices
Support and augment
current and potential
future Auto-
Dealerships along
Beach Boulevard
Integrate and Coordinate
Interdependent
Specific Plans to
Enhance the
Community Vision
Leverage Goldenwest
College and the Transit
Center

Smart Growth Development

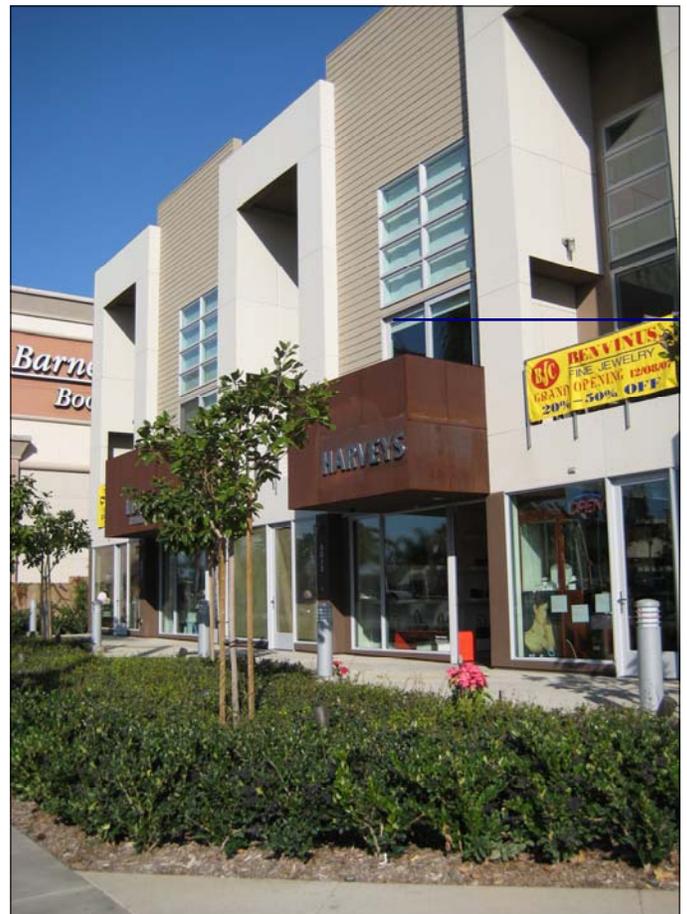
The underlying principle of the proposed Specific Plan is “Smart Growth.”

What is Smart Growth?

Smart Growth is development that takes into account the economy, community, and the environment. It provides a framework for communities to make informed decisions about how and where they grow. Smart growth makes it possible for communities to grow in ways that support economic development and jobs; creates strong neighborhoods with a range of housing, commercial, and transportation options; and achieve healthy communities that provide families with a clean and safe environment.



*Bella Terra (Specific Plan 13),
Huntington Beach, CA*



*“City Place”
Mixed Use Development-across the street from
The Main Place Mall, Santa Ana, CA*

Design Principles of Smart Growth

1. Identify appropriate locations for density.
2. Connect people and places to home, shops, schools and offices.
3. Add more jobs and homes to areas through Mixed Use development.
4. Create parking alternatives because mixed use areas help minimize demand for parking by allowing people to park once and reach a number of shops.
5. Create a sense of place in a neighborhood.

(Photos to the left: Plaza Almeria and Town Square Huntington Beach, CA)



“Soco District,” Transit Station & Mixed Use Development, City of Fullerton



The Beach and Edinger Corridors Specific Plan will be a Form Based Code...

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What is Form Based Code?

A method of regulating development to achieve a specific urban form. Form-based codes create a predictable public realm primarily by controlling physical form, with a lesser focus on land use, through city or county regulations. Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks.

Mixed use comes in many forms. It may be a corner store in each neighborhood. It may be a neighborhood work center for people who sometimes telecommute during the week. Mixed use can help add jobs or homes to an area, improving a jobs/housing balance. This balance benefits the community when people relocate to the area to be within walking distance of jobs.

So how is a great Mixed Use development achieved through Form Based Codes?

The regulations and standards in Form-Based codes are keyed to a *regulating plan* that designates the appropriate form and scale (and therefore, character) of development rather than only distinctions in land-use types. This is in contrast to conventional zoning's focus on the micromanagement and segregation of land uses, and the control of development intensity through abstract and uncoordinated parameters (e.g., FAR, dwellings per acre, setbacks, parking ratios, traffic Level Of Service-LOS) to the neglect of an integrated built form. Not to be confused with design guidelines or general statements of policy, Form-based codes are regulatory, not advisory.

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*Source: Smart Growth Network
October 2008*