



City of Huntington Beach Planning Department  
**STUDY SESSION REPORT**

**TO:** Planning Commission  
**FROM:** Scott Hess, AICP, Director of Planning  
**BY:** Rosemary Medel, Associate Planner *PM*  
**DATE:** June 9, 2009

**SUBJECT: GENERAL PLAN AMENDMENT NO. 08-002, ZONING MAP AMENDMENT NO. 08-002 AND ZONING TEXT AMENDMENT NO. 08-002 (BEACH AND EDINGER CORRIDORS SPECIFIC PLAN)**

**LOCATION:** The project site extends along Beach Boulevard, from the Coastal Zone boundary in the south to Edinger Avenue, and along Edinger Avenue from Beach Boulevard westward to Goldenwest Street. (Attachment No. 1)

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**PROJECT OVERVIEW**

The City proposes to amend the Huntington Beach General Plan and Zoning and Subdivision Ordinance in order to establish the Beach and Edinger Corridors Specific Plan, SP14. The objective is to intensify land uses as one travels north along Beach Boulevard from the southern boundary of the study area, developing a Town Center concept at the major intersection of Beach Boulevard and Edinger Avenue and at Five Points. Mixed uses would be allowed throughout the area. On March 24, 2009 the Planning Commission held a study session on the overall concept of the proposed Specific Plan, including the development of the Specific Plan to-date and a review of previous workshops. On April 14, 2009 the Planning Commission held the second in the series of Beach and Edinger Corridor Specific Plan study sessions to discuss the Five Points and Edinger Districts. On May 12, 2009 the Planning Commission held its third study session in the series. The focus of the study session was on Residential Parkway, Neighborhood Parkway, and Neighborhood Boulevard Segments with the intent of discussing Existing Conditions, the Planning Approach and Strategy, and Envisioned Future Segments as described in Book I and the development standards for these areas provided in Book II Development Code. On May 26, 2009 the study session discussion was focused on Street Regulations, Architectural Regulations, Landscaping and Signage Regulations completing review of Book II. The last study session of this Specific Plan Introduction Series will focus on the review of the public comments received on the draft Specific Plan document.

**APPLICATION PROCESS AND TIMELINES**

**DATE OF COMPLETE APPLICATION:**

Draft EIR: January 20, 2009

General Plan Amendment: October 20, 2008

Zoning Text Amendment: October 20, 2008

**MANDATORY PROCESSING DATE(S):**

Within 1 year of complete application; January 2010

Not Applicable

Not Applicable

## **CEQA ANALYSIS/REVIEW**

Adoption of Specific Plans are typically accompanied by a Program EIR, as opposed to a Project EIR. The Program EIR for the Beach Boulevard and Edinger Avenue Corridors Specific Plan is currently being drafted. The required 30 day review period for the Notice of Preparation of the EIR was held from July 31, 2008 to August 29, 2008.

In addition, to facilitate three projects that are proposed within the Corridor, the City agreed to also concurrently prepare project level EIRs for these sites. The three sites are: former Levitz, southwest corner of Beach and Warner, and southeast corner of Beach and Ellis. Thus, the City will release a Program EIR and then subsequently release three project level EIRs that will rely in part on the information in the Program EIR level document. It is anticipated that the Program EIR will be released by mid-August and the project level EIRs approximately two months after.

## **COMMENTS FROM CITY DEPARTMENTS AND OTHER PUBLIC AGENCIES**

The analysis and conclusions of the draft document are based in part on consultation with the City Staff Core Team, which is comprised of the Departments of Economic Development, Fire, Public Works, Police and Planning, including Community Input and direction from City Council.

## **PUBLIC MEETINGS, COMMENTS AND CONCERNS**

A series of community meetings and workshops were held prior to the drafting of the specific plan document. They were held on the following dates:

- May 10, 2007 – Workshop #1
- June 20, 2007 – Workshop # 2
- August 27, 2007 – Workshop #3 – Traffic Discussion
- September 20, 2007 – Workshop #4 –Edinger Vision
- January 7, 2008 – City Council Study Session
- January 30, 2008 Workshop #5 – Character and Identity
- February 27, 2008 Workshop #6 –Beach Blvd. Vision
- April 17, 2008 – City Council Study Session

A joint Study Session of City Council and Planning Commission was held on October 20, 2008. The Draft Specific Plan was made public on this date. A public comment period on the Draft Specific Plan document was held from October 20, 2008 to December 19, 2008 and a total of 17 public comment letters were received.

## **PLANNING ISSUES**

The primary issues for the Planning Commission to consider when analyzing this project are:

- The General Plan Amendment request to change the current land use designations to Mixed Use
- The Zoning Text Amendment to adopt the Specific Plan

- Compatibility with surrounding land uses
- The overall conformance with the goals, objectives, and policies of the General Plan

The approach in this study session is to focus the discussion on the review of the public comments received on the Beach and Edinger Draft Specific Plan. The Specific Plan is divided into three Books. Book I is Community Intent, Book II Development Code and Book III Public Improvements. The intent of the public review process was to solicit comments on the plan concept, the issues specifically related to sites within the Specific Plan area and issues related to the implementation of the plan. The following Legend represents the list of individuals, groups or organizations who submitted written comments:

**Legend**

WC	Weber Consulting, on behalf of the Levitz site property owner
DEC	Decron Properties, property owner of the southwest corner of Beach / Warner
HBT	Huntington Beach Tomorrow
HEP	Huntington Executive Park, southeast corner of Beach/Edinger
MPO	Multiple Property Owners (Freeway Industrial Park (Levitz), Red Oak Inv., Huntington Executive Park, Watt Companies)
HF	Holly Fredenburg, property owner Cempi Inc. (behind southeast corner Edinger/Gothard)
SCCF	Southern California Commuters Forum
PRE	Progressive Real Estate, property owner of southeast corner of Beach/Ellis
PRT	Personal Rapid Transit-PRT Strategies
HBCC	Huntington Beach Chamber of Commerce
HBAD	Huntington Beach Auto Dealers
TR	Tim Ryan, resident
HR	Harriette Ryan, resident
DR	Diane Ryan, resident

The Comment Matrix will be transmitted under separate cover prior to the June 9, 2009 meeting. Staff reviewed the comments and categorized them according to each Book within the Specific Plan combining similar comments in order to reduce redundancy. The role of the Planning Commission in this process is to review the comments and provide their recommendations. Staff will hold additional study sessions on the Specific Plan in early fall to finalize staff and Planning Commission recommendations prior to hearings.

**ATTACHMENTS:**

1. Proposed Specific Plan Area- GPA No. 08-002, ZMA No. 08-002, ZTA No. 08-002
2. Project Timeline
3. Beach and Edinger Vision Statement Brochure
4. Matrix – Not attached to be distributed under separate cover.

# Proposed Beach Edinger Specific Plan Area *City of Huntington Beach*



# BEACH and EDINGER DRAFT SPECIFIC PLAN

## TENTATIVE PROJECT TIMELINE

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<u>TASK</u>	<u>ESTIMATED COMPLETION *DATE*</u>
Introduction and Book I Overview PC Study Session # 1	March 24, 2009
Book II Overview PC Study Session #2	April 14, 2009
Book II continued Overview PC Study Session #3	May 12, 2009
Book III Overview PC Study Session #4	May 26, 2009
Book III Continued Overview PC Study Session #5	June 9, 2009
Publication of Draft EIR	August 14, 2009
45-Day Draft EIR Public Review Period Begins	Aug 14-Sept 28, 2009
Public Comment Meeting on Draft EIR	September 16, 2009
45-Day Draft EIR Public Review Period Ends	September 28, 2009
Planning Commission Study Session (Project)	October 13, 2009
Publication of Final EIR	October 26, 2009
Planning Commission Study Session (EIR)	October 27, 2009
Planning Commission Public Hearing (EIR and Project) <i>(possible special meeting)</i>	November 17, 2009

\*All dates are approximate and subject to change based upon completion of noted milestones.

**BEACH and EDINGER CORRIDORS  
SPECIFIC PLAN  
VISION STATEMENT**

**Beach & Edinger  
Corridors  
Tentative  
Schedule:**

- Planning Commission  
Study Sessions
- April 14, 2009
  - May 12th
  - May 26th
  - June 9th

Draft Environmental  
Impact Report  
Available  
**August 2009**

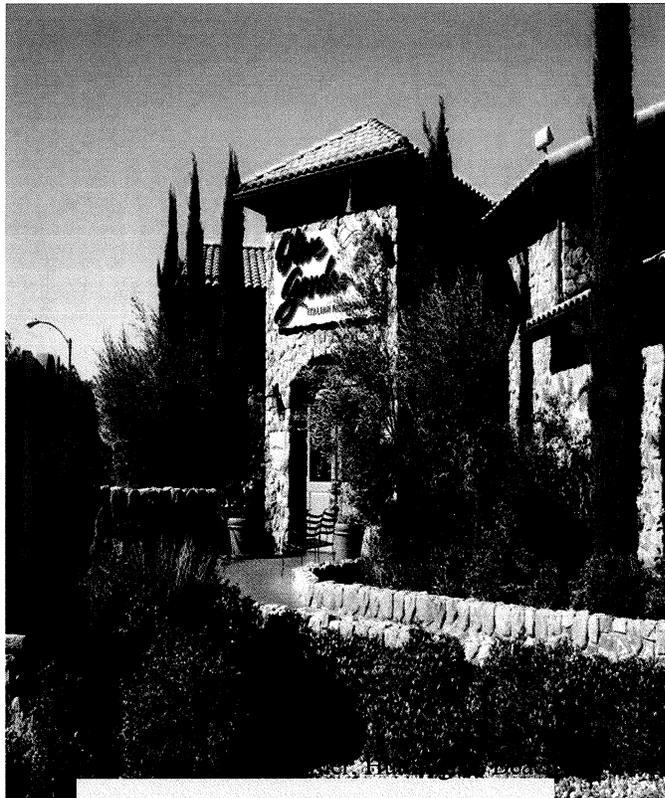
For further information  
visit [www.surfcity-hb.org/  
departments/planning](http://www.surfcity-hb.org/departments/planning)

**Or call:**  
Rosemary Medel,  
Associate Planner  
(714) 536-5271

Kellee Fritzel, Deputy  
Director of Economic  
Development  
(714) 536-5560

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 the 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

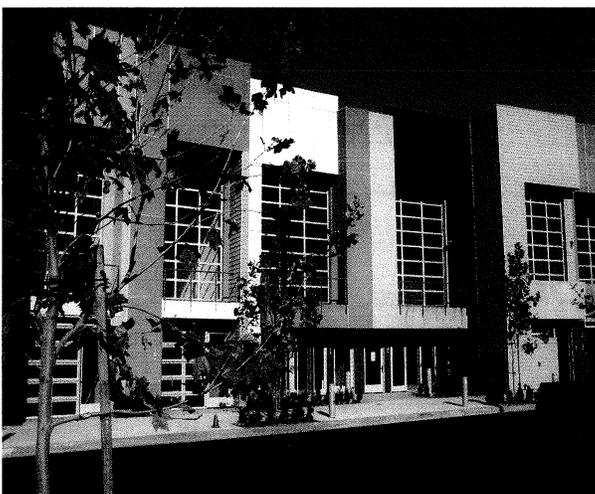
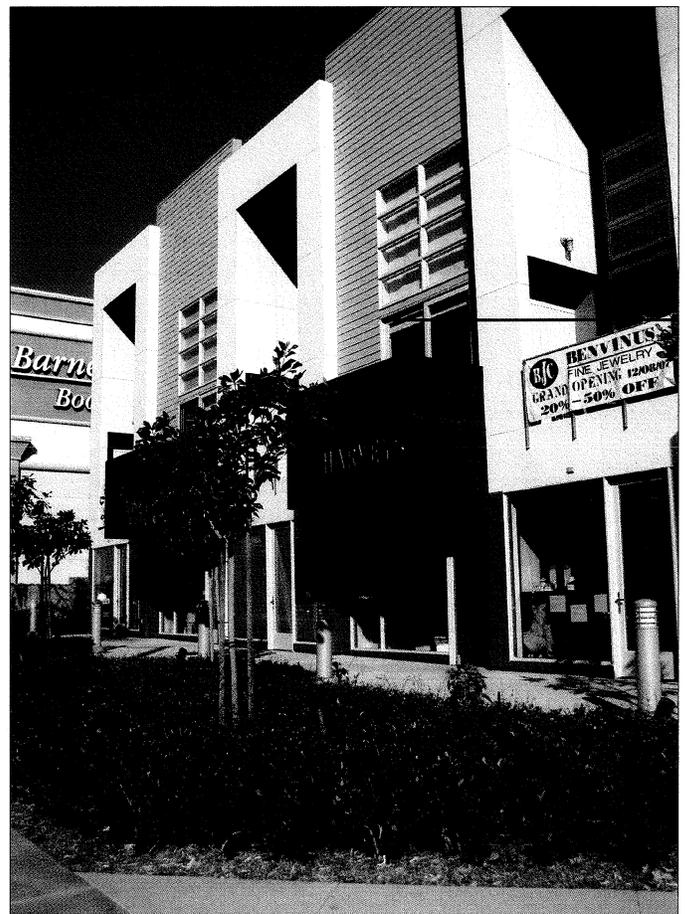
The underlying principle of the proposed Specific Plan is “Smart Growth.”

## 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*



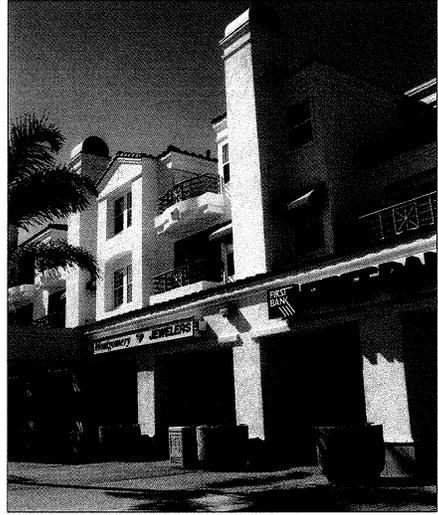
*“City Place”*

*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...

### Beach & Edinger Corridors Specific Plan Tentative Schedule:

Planning Commission Tentative Study Sessions

- April 14, 2009
- May 12th
- May 26th
- June 9th

Environmental Impact Report Available August 2009

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

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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.

Source: *Smart Growth Network*  
October 2008

Specific Plan available  
online  
[www.surfcity-hb.org/  
departments/planning](http://www.surfcity-hb.org/departments/planning)