

# Beach and Edinger Corridors Specific Plan

## Summary of Project

The proposed project is a 459 acre project area along the City two major corridors. Upon adoption of the Specific Plan it will allow for mixed use development. The proposed project amends the following:

- General Plan Amendment to change the various land use categories within the Beach and Edinger Corridors to Mixed Use
- Zoning Map Amendment to reflect Beach and Edinger Corridors Specific Plan
- Zoning Text Amendment to adopt the Specific Plan document

The Specific Plan 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. The total acreage of the Specific Plan is approximately 459 acres. For ease of analysis within this EIR, the Specific Plan has been divided into five informal segments: (1) Residential Parkway, (2) Neighborhood Parkway, (3) Five Points District, (4) Neighborhood Boulevard, and (5) Town Center Boulevard. Each segment has unique planning approaches and development standards that would apply to new developments that are proposed within those areas. In all cases, however, existing uses within the Specific Plan area would be allowed to remain. A detailed discussion of the envisioned land use changes within each segment can be found in Chapter 3 (Project Description).

To summarize the proposed land uses changes, the Specific Plan would preserve and enhance the existing residential uses in the southern portion of the project site (in the Residential Parkway Segment) and would focus on restructuring and revitalizing the area between Adams Avenue to the Five Points District (referred to as the Neighborhood Parkway Segment) with a broad mix of uses. Continuing north to the Five Points District, this segment would retain the successful community retail center and would encourage restructuring and revitalization of surrounding areas with a greater intensification and mix of uses. Between the Five Points District and Warner Avenue, the Neighborhood Boulevard Segment would facilitate long term transition from strip retail uses to development types that retain visibility to motorists, while providing a more attractive and comfortable pedestrian environment. The remaining portions of the project site along the northern reaches of Beach Boulevard and Edinger Avenue are within the Town Center Boulevard Segment. The development strategies within this segment are distinct for each corridor. However, the primary intent of land use changes along this segment is to encourage a dense central city district characterized by emerging structural differentiation, vitality, and activity. Geographically, the intention 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.

The proposed land use changes and increases in development intensity would result in additional growth focused within each of the above-mentioned areas. Overall, buildout of the Specific Plan (estimated at 2030) could result in the addition of up to 6,400 new dwelling units (du), 738,400 sf of retail uses, 350 hotel rooms, and 112,000 sf of office uses. However, not all of this development would be considered net growth. In many cases, existing structures would be replaced or redeveloped with the new uses. In order to accommodate the proposed development, it is estimated that approximately 1.4 million sf of existing commercial development within the Specific Plan (or approximately 22 percent of existing development) would be demolished. This takes into account that many of the existing buildings would remain on redeveloped parcels (i.e., only part of a parcel would be redeveloped). It is estimated that at buildout, commercial and office space would decrease compared to existing conditions but the 6,400 du would be considered net growth.