

CITY OF HUNTINGTON BEACH, CALIFORNIA

BEACH AND EDINGER
CORRIDORS REFERENCE VOLUME

March 2010

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The Beach and Edinger Corridors are composed of 550 individual privately held properties, and six and a half miles of public rights-of-way owned by the City of Huntington Beach (in the case of Edinger Avenue) and the State of California (in the case of Beach Boulevard). The overarching purpose of the Specific Plan is to orchestrate individual public and private investments to produce greater value than any separate project could practically achieve by providing a common purpose that all investors can rely upon, contribute to, and derive value from. This section describes the common purpose to which all investments shall be directed: the realization of a vision of the future that is sufficiently specific to provide a common purpose, yet loose enough to respond to opportunities and changes in the marketplace that will inevitably arise.

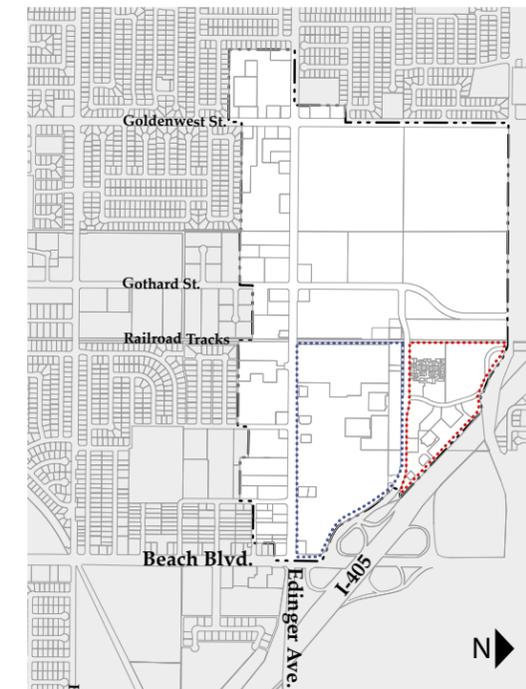


FIG.1.2. EDINGER AVENUE CORRIDOR AND ENVIRONS

-  Edinger Avenue Corridor and Environs Boundary
-  The Crossings Specific Plan Area Boundary
-  North Huntington Center Specific Plan Area Boundary

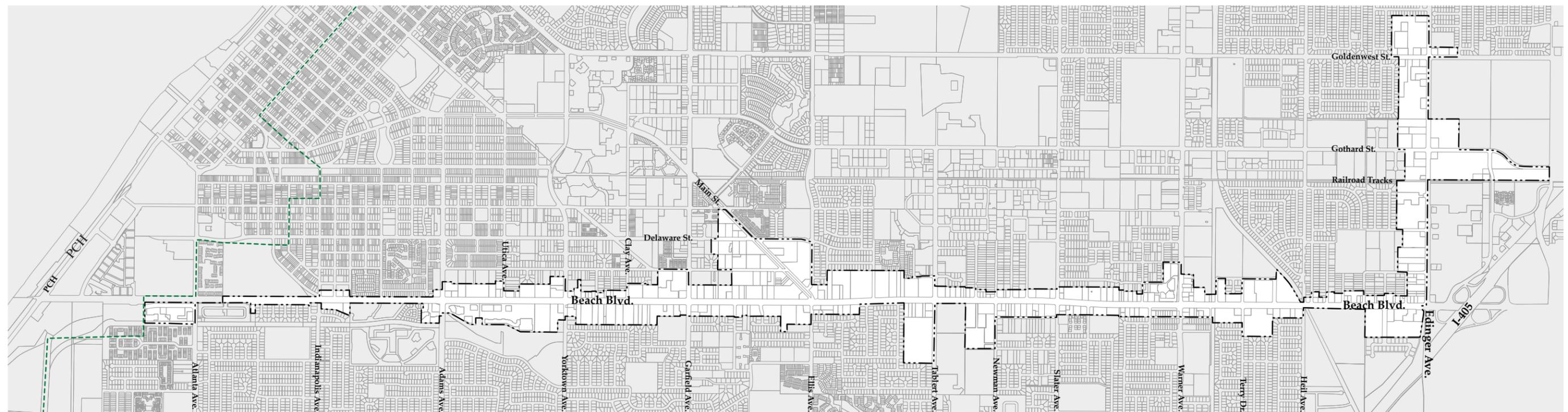


FIG.1.1. PLAN AREA MAP

-  Coastal Zone Boundary
-  Specific Plan Area Boundary

EDINGER AVENUE CORRIDOR AND ENVIRONS

Regulations contained in the *Beach-Edinger Corridors Specific Plan* will apply solely to properties located in the Specific Plan Area. The location of the Specific Plan Area is illustrated in Figure 1.1. - Plan Area Map.

Notwithstanding these formal policy-area boundaries, the primary developments influencing the optimum potential future for all properties in this portion of the City are Bella Terra shopping center, Golden West College, and the properties between and adjacent to these primary destinations. Golden West Transit Center will also play an increasingly influential role in the future of this part of Huntington Beach. Although these developments are outside of the formal Beach & Edinger Corridors Specific Plan Area for regulatory purposes, this portion of the Specific Plan describes the optimum future for this entire cohesive portion of the City. The Specific Plan refers to this portion of the City as *The Edinger Corridor and Environs*. The Edinger Corridor and Environs includes all properties lining Edinger Avenue between the intersection of Goldenwest Avenue and Beach Boulevard, as well as the triangle of properties formed by the eastern edge of Golden West College, Interstate 405, and Edinger Avenue – see Figure 1.2. - Edinger Avenue Corridor and Environs.

Land use and development policies implementing the community’s intent for the Beach and Edinger Avenue Corridors and Environs will be contained in the combination of the policy portions of the *Beach & Edinger Corridors Specific Plan*, *The Crossing at Huntington Beach Specific Plan* (SP13), and, for properties in the Edinger Corridor and Environs not falling under the regulatory purview of one of these Specific Plans, the *Huntington Beach Zoning & Subdivision Ordinance*.

1) The Evolution of the Edinger Corridor and Environs

New infill and replacement development along the Edinger Corridor and Environs will be directed toward the augmentation of the existing pattern of isolated, low intensity, single use, surface-parked development, (see Figure 1.3 – Pattern of Existing Development) with development that provides added connectivity, synergy and mix. Rather than requiring everyone to move between properties by automobile, the future development pattern will make walking and bicycling viable choices, and will ultimately make transit riding an appealing alternative to automobile use.

Piece by piece, the area will be transformed from a sprawling and undifferentiated landscape of buildings separated by large parking lots, to become a memorable central city district characterized by its emerging structural differentiation, vitality and activity (see Figure 1.4 - Revitalization Framework: The Town Center District).

In addition to these three primary sections, additional information upon which the Specific Plan is founded is included both in the appendices of this document, as well as in separately bound technical reports.

Infill development on underutilized properties responding to the broad framework of the Specific Plan will be composed of the types of coherent arrangements of buildings, streets, and blocks that were formerly lacking.

Bella Terra will continue to grow in terms of retail offerings, mixture of uses, and intensity of development, ultimately evolving from stand-alone shopping mall to become the *core* of a vital city district. This *Town Center Core* will offer commercial goods and services that cater to the entire City in a lively pedestrian-friendly environment. Infill development on properties between Golden West College and this *Town Center Core* will form a new *Town Center Neighborhood*, providing housing, office and perhaps lodging for people associated with the college, and for new city residents, while providing a “captive market” to help support the

Town Center Core shops and services. New development lining Edinger Avenue will ultimately transform the character of the corridor from commercial strip to *Town Center Boulevard*, with development increasingly reflecting the vitality and pedestrian friendly qualities of this central city district.

Together, the *Town Center Core*, *Town Center Neighborhood*, and *Town Center Boulevard* are the primary structural elements envisioned for the Edinger Corridor and Environs – see Figure 1.5. These primary structural elements together form the development framework on which the development regulations for each of these areas (only some of which are included in the Beach-Edinger Specific Plan) are based. The particular characteristics of new development intended for each of these elements are described and illustrated in the following sections.

The Emerging Town Center District. Over time, the growing college, the emerging Town Center Core, and Town Center Neighborhood, will collectively form an increasingly identifiable Town Center District (see Figure 1.4 and 1.5) that is distinguished by its vitality, synergy and mix. This special city district will be the antithesis of the linear strip: development will not sprawl outward, low to the ground, it will be compact and clustered; it will not be only one type of land use, but a mixture of uses and destinations – retail, entertainment, civic, residential, and ultimately places of work and lodging will be found there. The shopping core will center on streets with curbside parking and slow moving traffic reminiscent of historic downtown districts, but featuring contemporary businesses and accommodating the parking and services that they require.

People living, working or visiting the Town Center District will be those who value convenience, enjoy being “where the action is” and like to park once and walk, or arrive by transit or bicycle. The Town Center District will provide businesses with a prominent address while offering workers and customers nearby places to meet, eat lunch, and shop. More than anything else, the District will attract people with its lively pedestrian activity and comfortable environment for walking and lingering, featuring a generous assortment of sitting places, warmly lit sidewalks and attractive window displays. Walking and bicycling will be made easy by the district’s mixture of uses, concentrated development pattern, and its fine-grained network of streets shared by vehicles and pedestrians alike. Along these streets, office, housing, and lodging will easily mix in attractive buildings built right up to the sidewalk, forming a consistent “street wall” that creates the feeling of an outdoor living room.

Note Regarding Photographs: The photographs displayed in the following sections are provided to evoke the general character of development envisioned for the future of each of the emerging centers and segments along the corridors. In many cases, these photographs are taken from areas with somewhat different regional architectural expressions or local site constraints. None of these photos are intended to provide specific design recommendations or specifications for application to new development along the corridors. They are intended to assist in evoking the envisioned future scale and development types envisioned for the various emerging portions of the two corridors.

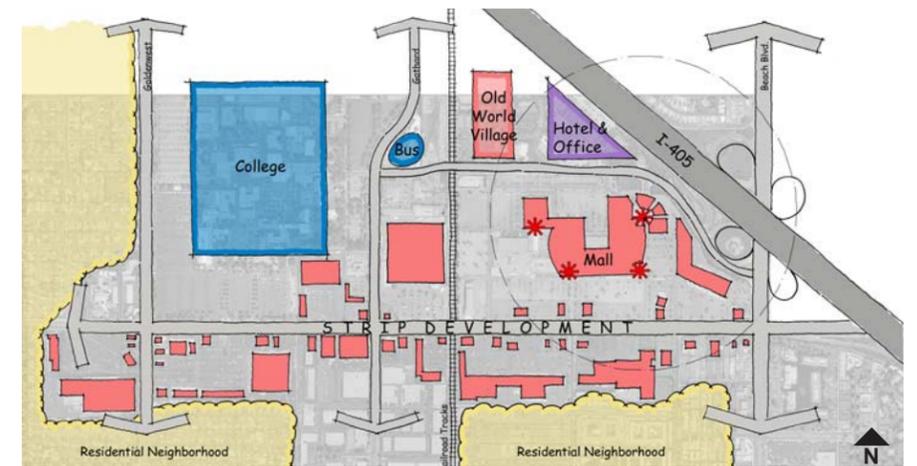


FIG 1.3. PATTERN OF EXISTING DEVELOPMENT

The existing pattern of development is characterized by isolated, low intensity, single use development in an auto-dominated environment.

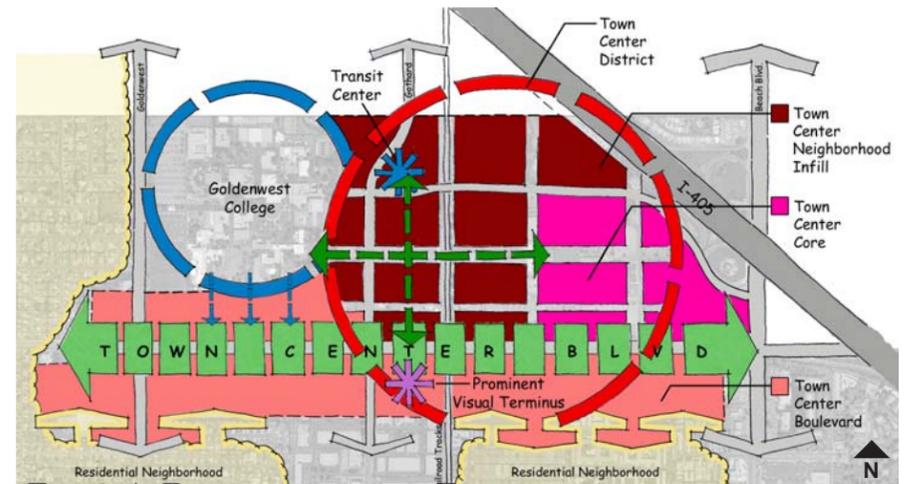


FIG 1.4. REVITALIZATION FRAMEWORK: THE TOWN CENTER DISTRICT

The future Town Center District will be characterized by connected, mixed use development in a pedestrian friendly environment, oriented to a town center core.

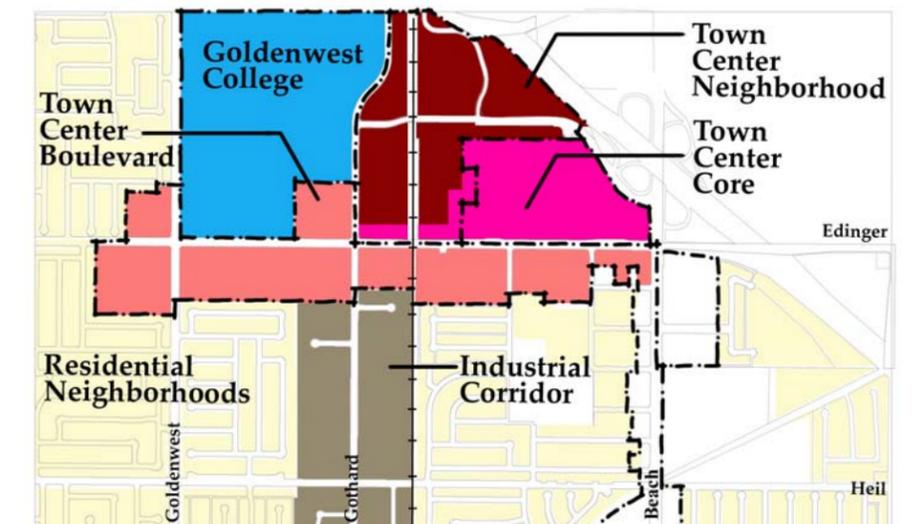


FIG 1.5. THE ENVISIONED STRUCTURE OF THE EDINGER AVENUE CORRIDOR AND ENVIRONS

** Boundaries shown represent envisioned District Structure of the Edinger Avenue Corridor and Environs (For the Plan Area Boundary see Fig.i.1 Plan Area)*



FIG 1.6. THE ENVISIONED FUTURE TOWN CENTER DISTRICT (Looking Northeast from the intersection of Edinger & Gothard)

2) **Town Center Core**

Existing Conditions:

The area designated as the future Town Center Core occupies the major portion of a single very large city block. Edinger Avenue runs along the southern edge of this superblock, providing substantial visibility to development along that frontage; Beach Boulevard runs along the narrow eastern edge. There are no internal north-south or east-west through-streets. Buildings primarily occupy the center of the block and are surrounded entirely by surface parking lots. Roadways circling the block are designed in the form of wide arterials with narrow sidewalks, no buffering curbside parking, and little in the way of amenity. The overall pattern provides an environment exclusively oriented to motorists.

The Town Center Core area is anchored by Bella Terra shopping mall. The shopping center's strategic location in close proximity to the I-405 Interchange, and to the intersection of Beach Boulevard and Edinger Avenue make it an ideal location for a city and regional center. The mall features a mix of retail anchor uses, in-line shops and a cluster of restaurant and entertainment venues surrounding and oriented to a central plaza. Building uses are exclusively retail and service uses; there are no offices, residences, or hotel rooms. The architecture of the Mall includes some of the most memorable neo-Mediterranean architecture anywhere in the Specific Plan Area.

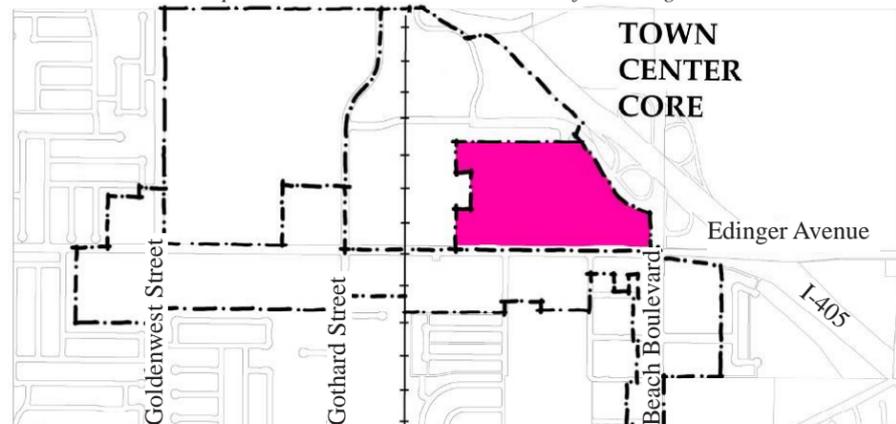
Planning Approach:

Promote the gradual *restructuring* of the low density shopping center into a vibrant urban shopping district - facilitate the augmentation of Bella Terra with additional retail anchors, shopping, eating and entertainment venues, residences, offices and hotel rooms, as well as a widening variety of pedestrian amenities, connected streets and public spaces.

District-Specific Revitalization Strategy:

Designate this area as a special City Center district characterized by convenience and urban vitality. Focus special entitlements in this central area for additional city-oriented retail, eating and entertainment venues, as well as entitlements for dense, creatively designed urban living, working and lodging. Insure the retention of this area as an activity node by requiring ground-level activity-generating uses, especially along Edinger Avenue. Implement development standards that require future development to feature primary entrances oriented to existing and new walking streets, featuring comfortable sidewalks and attractive landscaping. Implement short term improvements to key intersections along Beach and Edinger to facilitate growth without sacrificing mobility. Investigate and pursue longer term street improvements and especially transit facilities to provide increased convenience and accessibility to this emerging city and regional center.

** Boundaries shown represent envisioned District Structure of the Edinger Avenue Corridor and Environs (For the Plan Area Boundary see Fig.i.1 Plan Area)*



TOWN CENTER CORE LOCATION MAP

Envisioned Future District:

As consumers' and the shopping industry's embrace of mixed-use urban shopping center formats increasingly come to dominate the shopping industry, Bella Terra will grow and intensify in keeping with those market trends. Additional large scale retail anchors will complement the ones already in place, increasing the number and type of in-line boutique retail that can be supported. Further amenity-driven "lifestyle center" components similar to "The Village" area clustered around the amphitheater will also be added. These will likely be similarly composed of restaurants with outdoor dining, and entertainment uses featuring continuous ground floor shop fronts with shop windows and doors that adorn buildings with a high level of finish and detail.

The difference will be that above and surrounding these shops, a significant population of residents, workers, and visitors in mid-rise mixed use buildings will enjoy the excitement and convenience while adding to the vitality and activity of the emerging Town Center District.

In the longer term, as the center expands, large scale surface lots will give way to structured parking and pedestrian scaled blocks (see Fig. 1.7 - Envisioned Town Center Core Development Types) that provide improved circulation and connectivity. The new streets, lined with street trees and decorative furnishings, will offer convenient parking spaces at the curb, with more spaces tucked behind buildings in lots and structures. The attractive pedestrian-oriented streets will lead to signature plazas and public spaces in which activity and amenity will be concentrated.

The pictures to the right illustrate the types of development envisioned for the Town Center Core.

Town Center Core Edge. At the edge of the Town Center Core as well as along its Edinger Avenue edge, new development will feature ground-level retail, restaurant and entertainment uses contiguous with those already in and being added to Bella Terra. New development closest to Bella Terra will likely feature at least one new anchor store, which will form the new western edge of the shopping core.

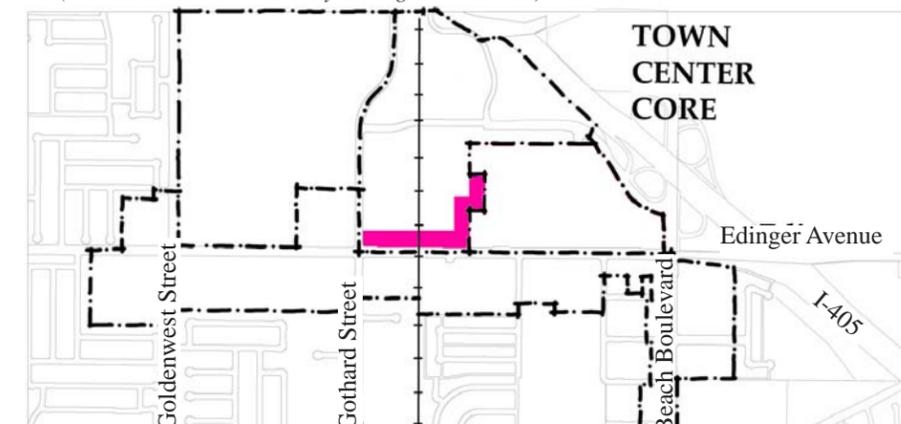
The pictures to the right illustrate the types of development envisioned for the Town Center Core Edge.



FIG 1.7. ENVISIONED TOWN CENTER CORE DEVELOPMENT TYPES



ENVISIONED DEVELOPMENT FOR TOWN CENTER CORE



TOWN CENTER NEIGHBORHOOD EDGE LOCATION MAP



ENVISIONED DEVELOPMENT FOR TOWN CENTER CORE

ENVISIONED DEVELOPMENT FOR TOWN CENTER CORE EDGE

3) Town Center Neighborhood

Existing Conditions:

The area between and adjacent to Bella Terra and Golden West College contains the largest assembled properties in the Beach Boulevard and Edinger Avenue development corridors. Several of those large properties are underutilized and, given their location between these two popular destinations, likely targets for new investment. At the time of plan adoption, the property located immediately along the western edge of Bella Terra - the largest privately held property along the Corridor - is occupied by a vacant former department store.

Notwithstanding the substantial visibility along Edinger Avenue, there is very little in the way of existing retail or services in this area oriented toward the thoroughfare. Buildings are single-story structures set back substantially on the Edinger Avenue frontage. There is a cluster of retail and services located along Gothard Street that is oriented to the college. Whereas development south of Center Avenue consists exclusively of single-story retail and surface parking, uses between Center Avenue and the freeway contain a wide range of uses and building types, including medium density residential, midrise hotel and office development, and a low-rise entertainment-oriented "village" development.

Existing developments are separated by wide spaces primarily covered in surface parking lots, and by wide arterial roadways, discouraging walking between venues. Building entrances are oriented to parking lots. Block circumferences are very large, scaled entirely to motorized vehicles, too large to accommodate walking or even much bicycling. The pattern of streets organized only to the specific configurations of current development, rather than to provide a long-term street and block framework for development and change over time.

The area is bisected by the railroad right-of-way, which features no pedestrian crossing facilities, further discouraging walking around the area. The overall effect is one of separate development projects in an automobile-oriented setting. Golden West Transportation Center is located in the middle of this zone, and is separated from Golden West College by a surface parking lot, and from the railroad tracks by an undeveloped property.

Planning Approach:

As new development occurs, facilitate the *restructuring* of this area into a more pedestrian-friendly and connected series of buildings and spaces.

** Boundaries shown represent envisioned District Structure of the Edinger Avenue Corridor and Environs (For the Plan Area Boundary see Fig.i.1 Plan Area)*



TOWN CENTER NEIGHBORHOOD INTERIOR LOCATION MAP

District-Specific Revitalization Strategy:

Place high priority on promoting the redevelopment of the large underutilized properties in this area, taking advantage of their position between Golden West College and Bella Terra, and their high visibility along Edinger Avenue. Insure that new investment provides a pattern that promotes much better connectivity for college students and employees, shoppers and residents by providing smaller blocks with buildings oriented to attractive walking (and bicycling) streets. Facilitate higher intensity building types and a mix of uses with entitlements permitting a wide range of uses and greater building heights than is typical for most of the city, and by requiring minimum development intensities.

Complement and stimulate new investment with street improvements along Edinger Avenue that replace the look-alike strip with a distinctive boulevard designed more around the requirements of retailing while maintaining efficient throughput. Leverage transit infrastructure to add to the attractiveness of the area by partnering with state, regional and local transit agencies to make increasing use of the tracks and to enhance the visibility and accessibility of Golden West Transportation Center to a much wider variety of transportation modes.

Envisioned Future District:

Near term development activity will take advantage of the large areas of vacant and underutilized land between the Town Center Core and Golden West College to provide the pioneering investment that will begin the formation of the urban neighborhood surrounding and supporting the Town Center Core. This will be a city neighborhood with a difference. It will feature the City's widest range of contemporary housing types, and possibly a wide mixture of uses, all concentrated within walking distance of the Town Center Core's theater, shops, restaurants, cafes, nightlife, and amenities. As infill proceeds and the region continues to invest in its transit infrastructure, the neighborhood will benefit from the presence of Golden West Transit Center at its center while also promoting transit ridership.

The vitality, safety and identity of the neighborhood will primarily stem from the new streets and pedestrian ways that homes face, and that provide connectivity between the college, the shopping core, and the transit center. The pattern of pedestrian scaled blocks that is created by these streets and ways will be distinguished by the special public spaces distributed along them.

Buildings lining the new streets will be artfully designed, and will be built close to the sidewalk with entrances facing the public thoroughfares. Building massing and façade composition will emphasize variety and street-side interest (Fig. 1.8 Envisioned Town Center Neighborhood Development Types). Facades will feature richly detailed windows and doorways, building forecourts, terraced urban gardens, front stoops, and bay windows.

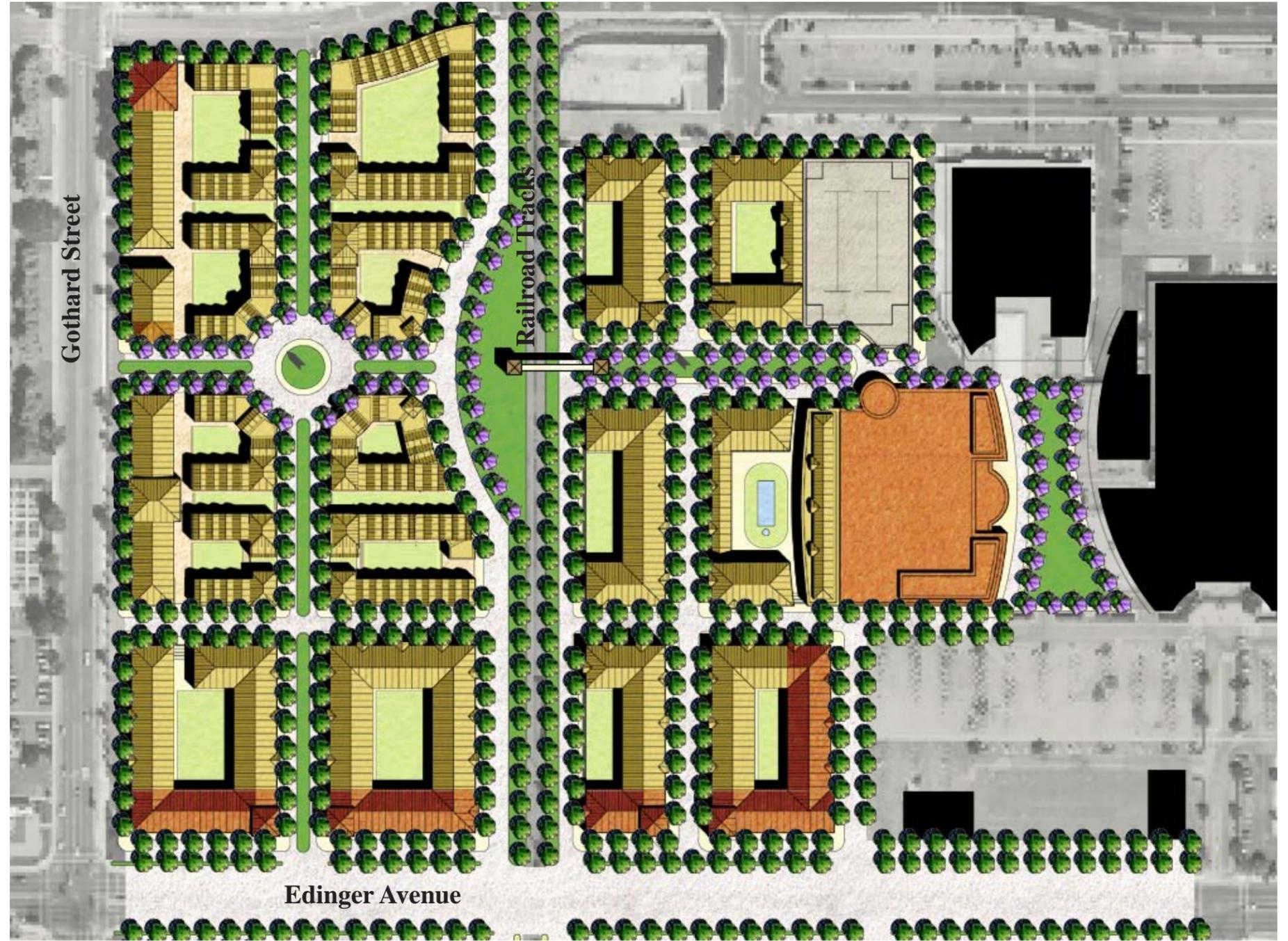
The pictures to the right illustrate the types of development envisioned for the Town Center Neighborhood area.

Connections to Golden West College & Transit Center. As the Town Center District grows, it will provide what have been the missing connections to and from Golden West College and the Golden West Transit Center. The Golden West College Campus will continue to be a significant presence along Edinger Avenue. Improved pedestrian connections created by new Town Center Neighborhood development will allow the student and faculty population to enjoy the wide variety of retail and entertainment in the nearby Town Center Core. Visitors throughout the City and the region will take advantage of the Transit Center's central location to arrive by bus and/or train to patronize the lively Town Center Core. Likewise, transit will provide Town Center residents and university goers with the critical opportunity to travel to other workplace or activity centers without relying on their car.



FIG 1.8. ENVISIONED TOWN CENTER NEIGHBORHOOD DEVELOPMENT TYPES





INFILL DEVELOPMENT ON THE PROPERTIES BETWEEN GOLODENWEST COLLEGE AND BELLA TERRA WILL BE CHARACTERIZED BY SMALL BLOCKS AND A NETWORK OF CONNECTED PEDESTRIAN SPACES.

** This drawing is an example of an envisioned future development. It is not part of this Plan's regulations.*

4) Town Center Boulevard

Existing Conditions:

The segment of Edinger Avenue between Goldenwest and Beach Boulevard visibly benefits from its proximity to the I-405 Interchange. The resultant positioning of the Bella Terra shopping center at the primary intersection insures that the properties along Edinger within this portion of the corridor remain highly visible to a wide population of potential customers. The consistency and stability of commercial uses along this segment is similar to the Town Center Boulevard segment of Beach Boulevard, which is equally proximate to the I-405 interchange. But whereas the Beach Boulevard segment is characterized by small and shallow property configurations that limit redevelopment potential, the Edinger Avenue Corridor segment features a wide range of large and medium scale properties. The larger scale of the properties combined with their proximity to two important destinations – Bella Terra shopping center and Golden West College, is likely to result in ongoing investment and intensification of this portion of the City.

Planning Approach:

Encourage gradual *transition* to more pedestrian oriented and distinctive building types and site treatments, as well as increasingly efficient land use.

Segment-Specific Planning Strategy:

Employ policy tools to support continued investment in a wide range of city and neighborhood oriented retail and services, while directing new investment away from purely auto-oriented formats to formats more supportive of pedestrian activity and more flattering to the identity of the city – while retaining features of development that provide visibility and access from Edinger Avenue. In addition, provide entitlements for mixed-use development to encourage gradual increase in land use efficiency. Require new development to contribute to the necessary expansion of corridor vehicular capacity by requiring the construction of new street segments that ultimately provide alternative routes, particularly for shorter, internal district trips. Foster the emergence of a more attractive street environment by extending required new improvements to the existing curb.

Envisioned Future Segment:

The transformation of the Edinger Corridor and Environs will be most visible along Edinger Avenue itself. The older strip development - characterized by low-rise, single-use development set back behind surface parking lots and monument signs - will give way to development that retains the economic advantages conferred by the location's high visibility and accessibility, but in a pattern that is configured to make walking a viable choice, and to accommodate a wider range of uses.

Physically, a greater proportion of buildings will be positioned between the street and the parking facilities (or on top of some of the parking facilities), re-uniting activity-generating uses with public sidewalks (Fig. 1.9 Envisioned Town Center Boulevard Commercial Development Types). New development on properties lining Edinger Avenue will typically feature a mixture of ground-level shops and services, with upper-level homes, offices, or hotel rooms (Fig. 1.10 - Envisioned Town Center Boulevard Mixed-Use Development Types). Many of the buildings will feature multiple levels, reducing the proportions of the space that Edinger Avenue passes through, reducing the overwhelming scale of the space for pedestrians.

As one proceeds out and away from the Town Center Core, development will become less compact: the spaces between buildings will expand, and the proportion of the buildings built up to the sidewalk edge will decrease, and the buildings may even become more low-rise, providing a transition from the district's most urban core to its less urban edges. Over time, the amount of ground level retail may likewise increase as one moves toward the Town Center Core and decrease in the other direction.

The transformation of the Edinger Corridor will be supported by frontage improvements, converting the existing large expanses of pavement into deep, green, tree lined landscaping or protected parking access lanes. Each block of new development will feature a unique protected parking access lane with slow moving traffic and amenities that buffer the sidewalk from the central fast-moving center of Edinger. Pedestrians will be able to stroll, eat outdoors when the weather is nice, and window shop in this slow-moving area. This main street-like environment along Edinger will also create a comfortable "buffer zone" for upper stories of housing, lodging, and/or offices that will help make the Town Center successful.

These improvements will provide the street environments to match development characterized by building and shop entrances that open out toward public sidewalks. With the wide thoroughfare in the center accommodating relatively high traffic volumes, the sidewalks buffered by rows of street trees and curbside parking, and the cohesive building types oriented toward the street, an identifiable civic boulevard will gradually emerge. The transformed "Town Center Boulevard" will provide the central spine and iconic identity of the emergent Town Center District.

The pictures to the right and opposite illustrate the types of development envisioned for the Town Center Boulevard.

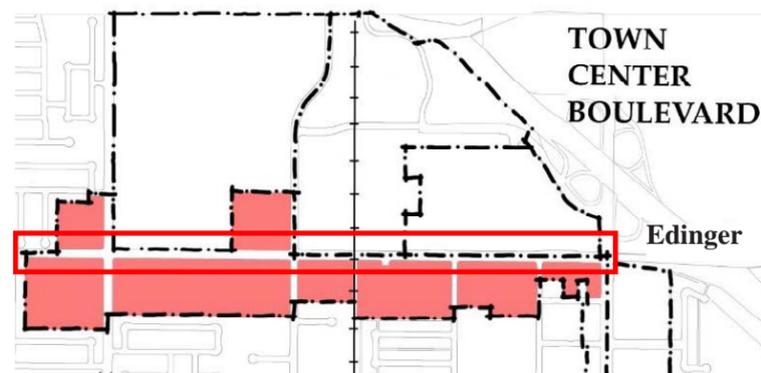


FIG 1.9. ENVISIONED TOWN CENTER BOULEVARD COMMERCIAL DEVELOPMENT TYPES



FIG 1.10. ENVISIONED TOWN CENTER BOULEVARD MIXED-USE DEVELOPMENT TYPES

* Boundaries shown represent envisioned District Structure of the Edinger Avenue Corridor and Environs (For the Plan Area Boundary see Fig.i.1 Plan Area)



TOWN CENTER BOULEVARD LOCATION MAP



TOWN CENTER BOULEVARD - ENVISIONED DEVELOPMENT TYPES ACROSS FROM AND WEST OF CORE AREA



TOWN CENTER BOULEVARD - ENVISIONED DEVELOPMENT TYPES AT CORE FRONTAGE

5) Residential Transition Areas

Existing Conditions:

Residential Transition Areas are established in locations where properties are located between the existing commercial strip corridor and established low density residential neighborhoods, where the property lines of corridor-fronting properties abut the residential development. Existing corridor-oriented strip development typically features building types and/or site treatments that are significantly incompatible with the character of the existing residential neighborhood.

Planning Approach:

Facilitate the *transitioning* of the pattern of development along these rear portions of the corridor-fronting properties to feature conditions more compatible with adjacent low-density residential neighborhoods.

Area-Specific Revitalization Strategy:

As new development occurs on properties between Edinger Avenue or Beach Boulevard and adjacent low-density residential neighborhoods, require the edges of new development immediately contiguous with those neighborhoods to feature compatible uses and site treatments. In the Residential Transition Area south of Edinger Avenue, require new development to contribute to the necessary expansion of corridor vehicular capacity by requiring the construction of new street segments that ultimately provide alternative routes to take some of the pressure off Edinger Avenue, particularly for shorter, internal district trips.

Envisioned Future Development:

New investment on large properties along Edinger Avenue will be configured to provide a significantly improved transition to the residential development that it abuts to the south. Where residential development to the south is characterized by rear lot conditions, new development will “complete the block” matching rear lot to rear lot. New residential streets will be constructed to “knit” new development back into the “fabric” of existing neighborhoods and to provide appropriate transition to denser housing or commercial development lining Edinger Avenue (Fig. 1.11 Envisioned Residential Transition Area Development Types).

New streets required for new development along large properties will help establish an expanded medium sized block and street network parallel to Edinger Avenue. These new streets and blocks will allow more vehicles to circulate within the Town Center District without contributing to the traffic along Edinger Avenue. New streets will simultaneously provide the proper means by which portions of deep parcels currently occupied by low intensity development can infill with a mix of office, and medium density housing that will assist with the improvement of the transition from Edinger’s mixed use environment to the existing housing beyond.

The pictures to the right illustrate the types of development envisioned for the Residential Transition Areas.



FIG 1.11. ENVISIONED RESIDENTIAL TRANSITION AREA DEVELOPMENT TYPES



* Boundaries shown represent envisioned District Structure of the Edinger Avenue Corridor and Environs (For the Plan Area Boundary see Fig.i.1 Plan Area)



RESIDENTIAL TRANSITION AREA LOCATION MAP

BEACH BOULEVARD CORRIDOR

From Commercial Strip to a Pattern of Centers and Segments:

During the period of time in which development is guided by this Specific Plan, the Corridors will begin their transformation from commercial strip to a pattern of Centers and Segments (see Figure 1.3 developed during the community workshop visioning process). Whereas the commercial strip is undifferentiated – a linear pattern of exclusively commercial buildings, typically low-rise (with some very visible exceptions), surface parking lots, and monument signs, the future corridor will be increasingly characterized by an emerging structural differentiation: there will be clusters of shops, activity, mix, and intensity - *Centers*; and there will be longer linear portions distinguished by cohesive building types, frontage landscaping, and emerging market focus - *Segments*. Whereas the commercial strip caters to a narrow segment of market demand (the demand for motorist-oriented commercial goods and services), the emerging Centers and Segments will have a much wider appeal. *Town Centers* will offer community services as well as commercial goods and services that cater to the entire City in a setting of comfortable walking streets and transit service, amidst a mix of homes, offices and hotel rooms above the lively ground level shopping and entertainment venues; *Neighborhood Centers* will specialize in serving the needs of neighborhoods within a short drive; mixed-use *Neighborhood Boulevard* and *Town Center Boulevard* segments will focus on a synergistic mix of workplace, commercial and high density residential uses. Infill development on underutilized properties responding to the broad framework of the Specific Plan will contribute to an emerging pattern of coherent arrangements of buildings, streets, and blocks that were formerly lacking.

New public and private investment will complement many of the offerings that were already in place prior to the adoption of the plan. New shops and entertainment venues will add to the overall draw of the corridors, new and expanded auto dealerships will widen the already wide range of auto sales venues on offer, new residents will bring a larger “captive audience” to augment the drive-by traffic, and new street improvements will enhance the walking and driving environment as well as the visual identity of the corridors.

The implementation of this Specific Plan is intended to begin this transformation from the linear commercial strip that has fallen out of favor with market trends to a pattern of centers, boulevard and parkway segments more in keeping with contemporary consumer and investor preferences and with value already in place along the corridors. The particular characteristics envisioned for each of the Centers and Segments that will define the revitalized corridor are as outlined in the following sections.

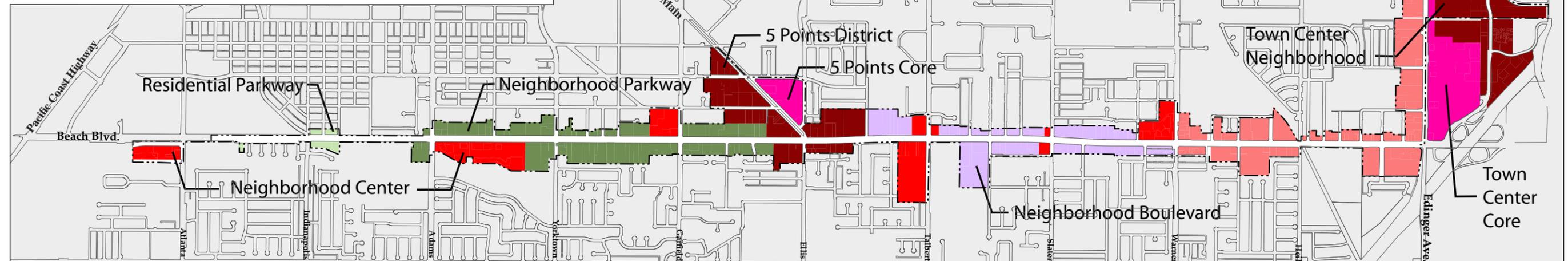


FIG.1.13 PATTERN OF CENTERS AND SEGMENTS

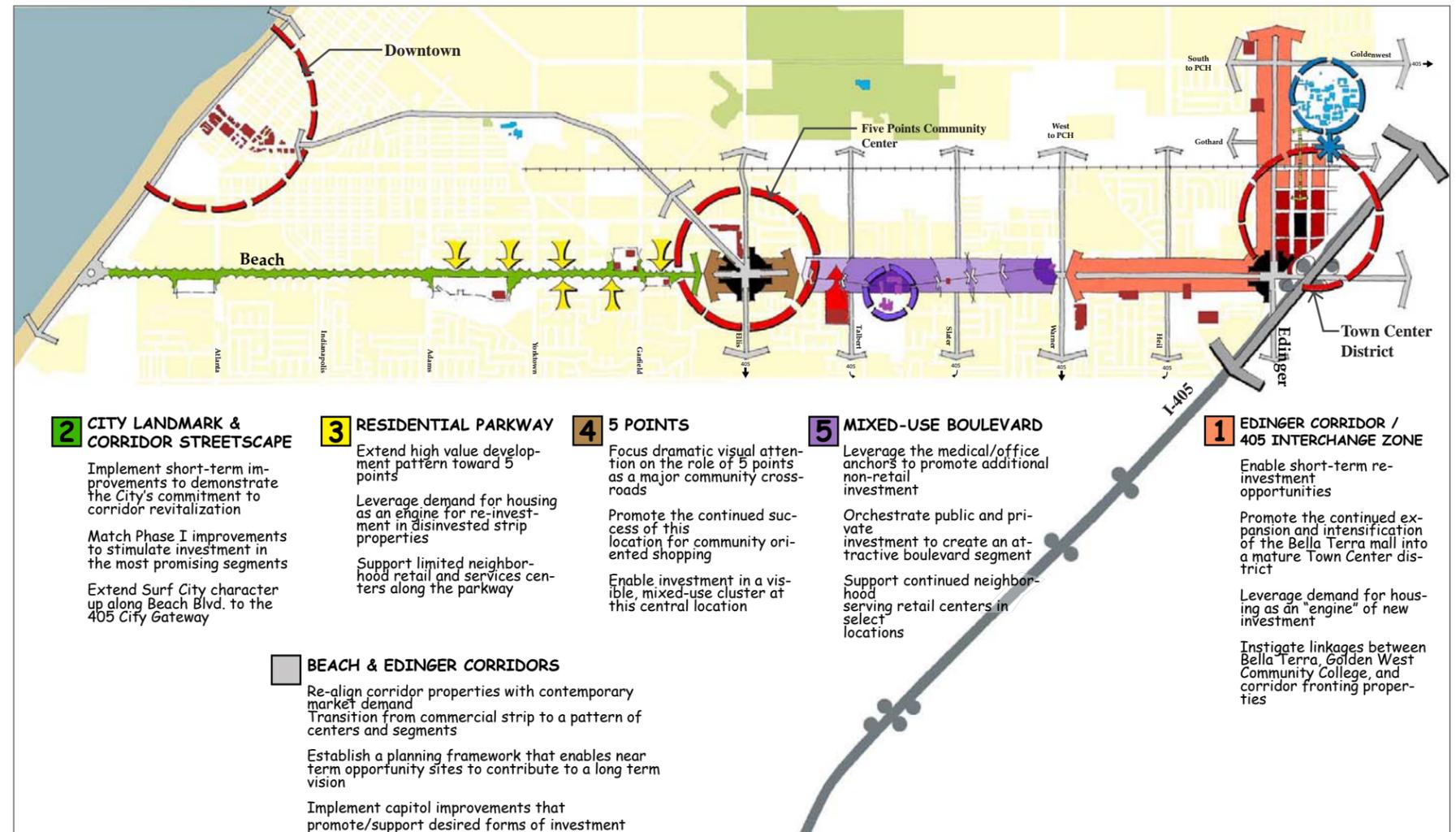


FIG.1.12 CONCEPTUAL REVITALIZATION & URBAN DESIGN FRAMEWORK

1) **Southern Specific Plan Boundary to Adams: The Residential Parkway Segment**

Existing Conditions:

The southernmost segment of Beach Boulevard is unique among all the other segments of the Specific Plan. It is almost entirely composed of residential development of solid to high value, typical of many beach city residential neighborhoods in close proximity to the Pacific Ocean. Residential developments are well protected from the wide thoroughfare of Beach Boulevard by generous planting, intervening service lanes, decorative walls, and/or by virtue of the developments' orientation toward side streets.

Planning Approach: Preservation

Segment-Specific Preservation Strategy:

Infill and replacement development in this area will be directed by plan regulations to primarily replicate and very subtly improve upon the best features of the existing pattern (Fig. 1.14 - Envisioned Residential Parkway Development Types).

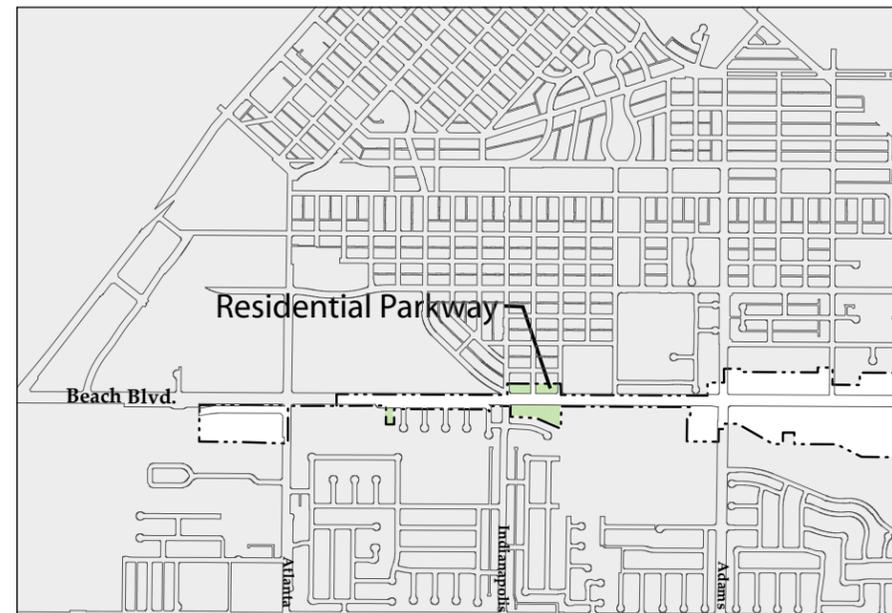
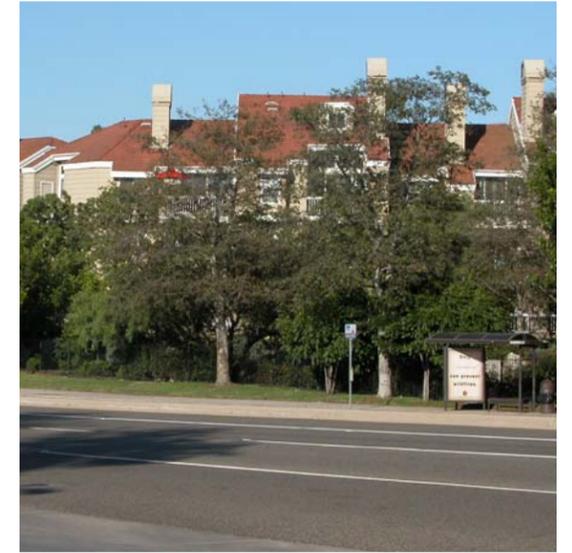
The pictures to the right illustrate the types of development envisioned for the Residential Parkway.

Neighborhood Center:

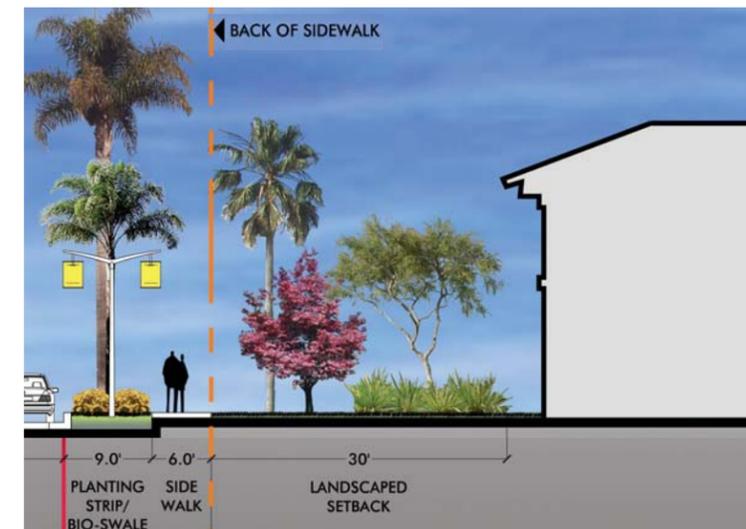
There is one existing neighborhood shopping center area extending southward from the corner of Atlanta and Beach (see Residential Parkway Location Map). Community objectives that would apply to substantial changes to that center are described in the section labeled "Neighborhood Centers" below.



FIG 1.14. ENVISIONED RESIDENTIAL PARKWAY DEVELOPMENT TYPES



RESIDENTIAL PARKWAY LOCATION MAP



2) Adams to Five Points: Neighborhood Parkway Segment

Existing Condition:

The “residential parkway” character of the southernmost segment of Beach Boulevard changes most dramatically at the properties clustered around the Adams Avenue intersection. From the Adams intersection northward, the residential parkway is abruptly replaced by ageing commercial strip development, characterized by the typical one story development surrounded or set back behind surface parking lots, and little in the way of landscaping or any type of pedestrian amenities. The abrupt change in development pattern is matched by an equally abrupt drop in apparent value, upkeep and visual character.

Planning Approach: Restructure / Revitalize

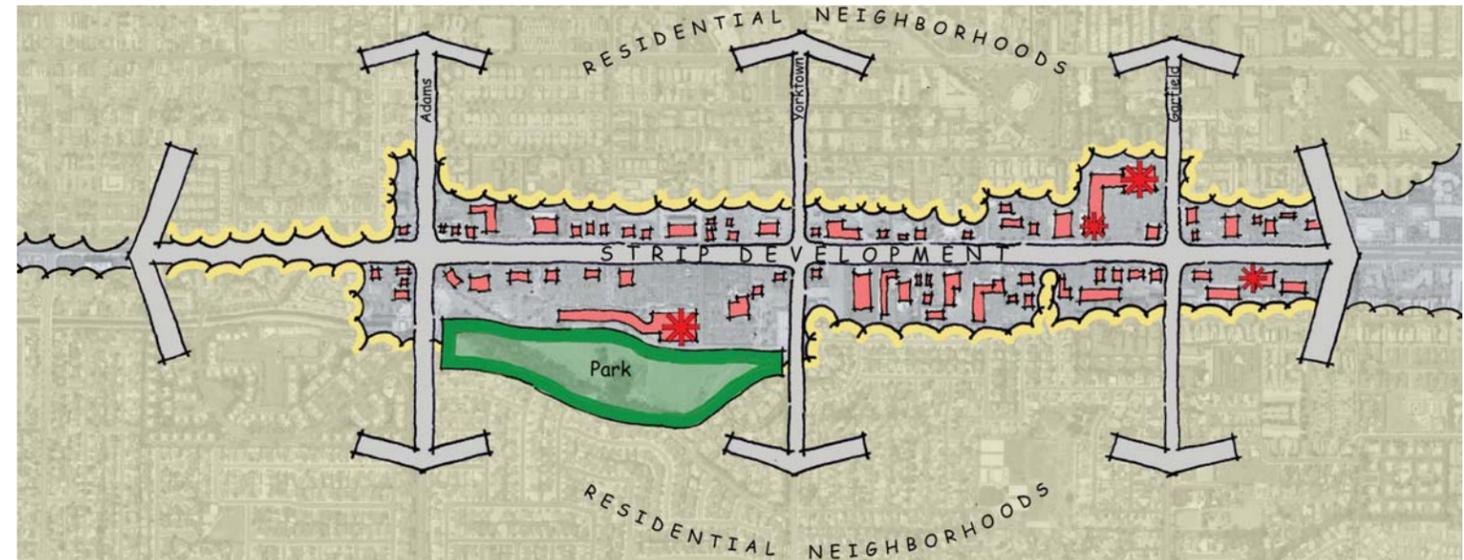
Segment-Specific Revitalization Strategy:

The best opportunity for revitalization of this segment is to direct new public and private investment to forms that can be associated with the generally much more valuable and attractive segment to the immediate south, and that are also present in the flanking neighborhoods to the east and west. This segment of Beach Boulevard is poorly positioned to attract substantial new retail investment other than that supportable by residential in relatively close proximity, which accounts for the relatively poor performance of retail other than that located in the anchored neighborhood center. Since it is closer to the Pacific Ocean than any of the other disinvesting segments along the Beach Boulevard corridor, its best chance for revitalization is to employ capital improvements and for private development to become increasingly associated with the residential neighborhoods to the south, east and west. This will also result in an improved edge for those flanking neighborhoods.

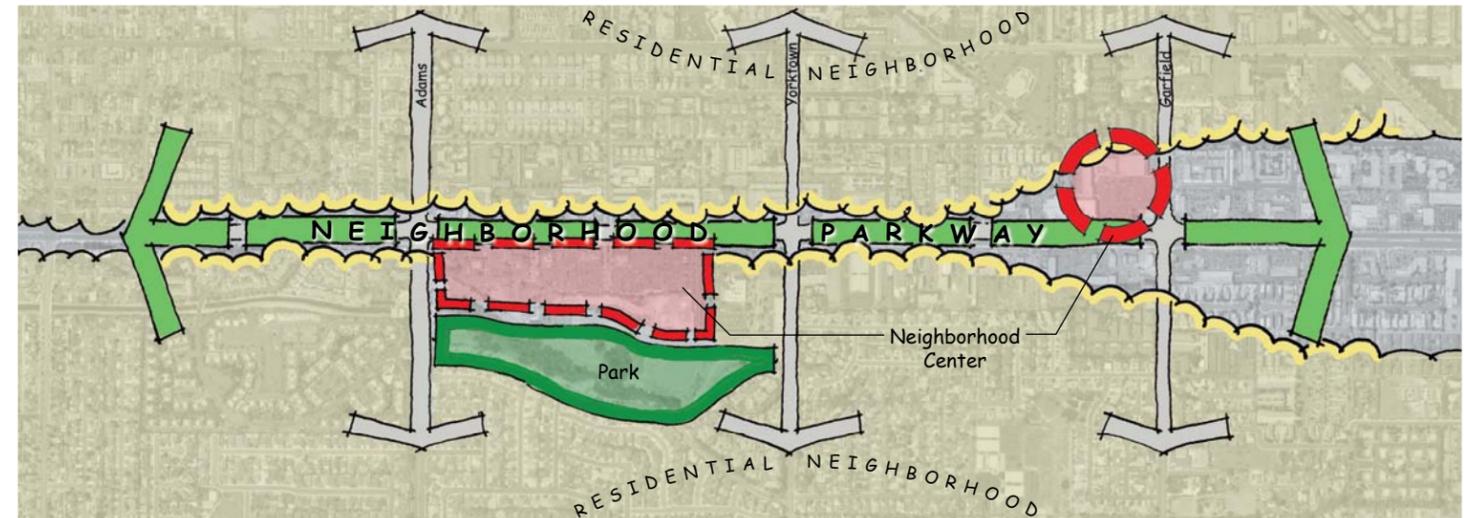
In order to maximize the likelihood of much needed new investment in this segment, a wider range of land uses will be permitted than in the exclusively residential segment extending immediately south to the beachfront. In addition to residential development, office, lodging and neighborhood-serving retail will also be permitted. In order to insure that new investment continues to mimic the imagery of the neighboring Residential Parkway segment, all development (outside of the neighborhood retail centers – see next section) must be required to provide the front setback and landscaping, as well as the streetscape improvements that are so important to the increasing identification of this segment with the one south of Adams.



NEIGHBORHOOD PARKWAY LOCATION MAP



Existing commercial strip development north of Adams



Segment-specific revitalization strategy: associate new development with the more valuable segments to the immediate south



Envisioned neighborhood parkway infill development

Envisioned Future Segment:

Gradually, disinvesting strip development occupying the properties along Beach Boulevard will be replaced by primarily residential development oriented away from the arterial and toward perpendicular side streets (Fig. 1.15 - Envisioned Neighborhood Parkway Development Types). Investment in new office buildings may also be attracted to this area, as might small scale hotels or bed-and-breakfast venue attracted by the improved setting and the short drive to the beach. New homes will face neighborhood streets lined with shade trees in curbside planting strips and decorative neighborhood-scale streetlights. New offices or hotel uses may prefer to formally face Beach Boulevard while providing access to parking facilities from side streets. In areas characterized by large scale blocks, new development will provide new connecting streets for buildings to face, and mid-block lanes for access to parking facilities. The resulting smaller blocks will add incrementally to the walk-ability of the neighborhood, and to the growing internal neighborhood circulation network.

The Beach Boulevard frontage will feature extensive screening landscaping as well as decorative walls or fences. New streetscape improvements will feature landscaped parkway strips with informal clusters of plant materials that invoke the image of the beach and oceanfront and that buffer sidewalks from the traffic on the arterial. Street furniture will likewise contribute to the “beach parkway” imagery so important to the identity of this highly visible portion of the city. New investment in non-residential uses will be designed to make compatible neighbors to prospective residential developments.

The pictures on the opposite page illustrate the types of development envisioned for the Neighborhood Parkway.

Neighborhood Center:

There are two designated neighborhood shopping centers in this segment, one occupying the majority of the eastern frontage of Beach Boulevard between Adams and Yorktown Avenues, and the other occupying the southwest quadrant of the intersection of Beach Boulevard and Garfield Avenue (see Neighborhood Parkway Location Map). Community objectives that would apply to substantial changes to that center are described in the section labeled “Neighborhood Centers” below.



FIG 1.15. ENVISIONED NEIGHBORHOOD PARKWAY DEVELOPMENT TYPES

3) **Neighborhood Centers (located in the parkway segments)**

Existing Conditions:

Three clusters of conveniently located anchored neighborhood shopping centers currently serve residents, hotel guests and businesses located in the Residential Parkway and Neighborhood Parkway segments. All three shopping centers are single-story, surface-parked, and consist of exclusively commercial uses.

Planning Approach:

Retain Neighborhood Centers; encourage eventual *transition* of properties to greater land use efficiency and mixture of complementary uses.

Segment-Specific Planning Strategy:

Focus primary entitlements for neighborhood-serving retail & services for these two parkway segments in this location; limit entitlements for highly visible anchored and clustered retail elsewhere in the segment. To encourage eventual maximum efficiency of land use and a less exclusively auto-oriented type of development, provide entitlements for intensification with upper level housing, office, and/or lodging. Insure that new development contributes to the emergence of a more attractive street environment by specifying new landscaping improvements that extend from the right-of-way line to the existing back-of-curb.

Envisioned Future Development:

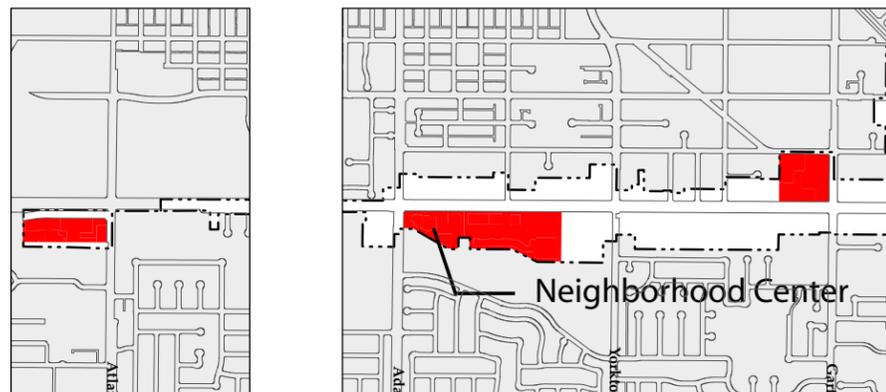
New development on these sites may continue to provide exclusively shopping center uses with surface parking (Fig. 1.16 - Envisioned Neighborhood Center Development Types). New development may also feature a wider mixture of uses and structured parking. In either case, ground level uses will continue to provide convenient neighborhood serving retail uses such as supermarkets and specialty grocery stores, pharmacies and banks, as well as small-scale restaurants and cafes, personal and business services. Upper level uses may include apartments, condominiums, offices, or hotel rooms.

The neighborhood centers will be distinguished from the rest of the developed areas of the parkway segments by their enhanced visibility from the roadway. The screening landscaped setbacks and parkway strips that distinguish the parkway segments will not be a feature of the neighborhood centers. A portion of the new buildings will be built up to the back of the sidewalk, and the sidewalk will extend to the curb. Palm trees and street lights indicative of the parkway segments will be located along the sidewalk.

The pictures to the right illustrate the types of development envisioned for Neighborhood Centers.



FIG 1.16. ENVISIONED NEIGHBORHOOD CENTER DEVELOPMENT TYPES



PARKWAY NEIGHBORHOOD CENTERS LOCATION MAP

4) Five Points

Existing Conditions:

The Five Points Area occupies the half-way point between the beachfront and I-405, and is organized around the confluence of Beach Boulevard and Main Street. It contains Five Points Shopping Center – a 160,000 square foot community retail center that includes a mix of national and regional retailers, including Trader Joe’s, Old Navy, Pier One Imports, and GAP. The area south of Main Street is characterized by a more haphazard mix of uses - office, medical services, multi-family and senior housing - and building types. Development is organized into a few very long blocks that stretch from Main to Garfield without any opportunity to circulate within the district. A number of the properties appear ready for change.

Planning Approach:

Retain the successful Five Points community retail center, and support its eventual intensification and mix; encourage the *restructuring and revitalization* of surrounding areas to enhance market focus and district appeal.

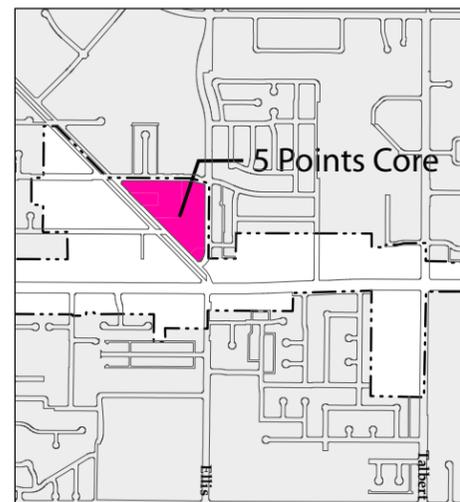
District-Specific Planning Strategy

Designate this geographically central area of the city and the Specific Plan as a potential city center characterized by convenience and urban vitality. Provide entitlements for greater development intensity than surrounding segments. Insure the retention of the core retail area by requiring continued ground floor retail and services in that central portion of the district. Create the conditions for long-term evolving intensification and mix of the Five Points shopping center by providing the greatest development intensities in that core area. Investigate potential short term and longer term improvements to the intersection and to the configuration of converging streets to facilitate growth without sacrificing mobility. Insure that new development contributes to the emergence of a more attractive street environment by specifying new landscaping improvements that extend from the right-of-way line to the existing back-of-curb.

The pictures to the right illustrate the types of development envisioned for the Five Points Core.



FIG 1.17. ENVISIONED FIVE POINTS CORE DEVELOPMENT TYPES



FIVE POINTS CORE

Envisioned Future District:

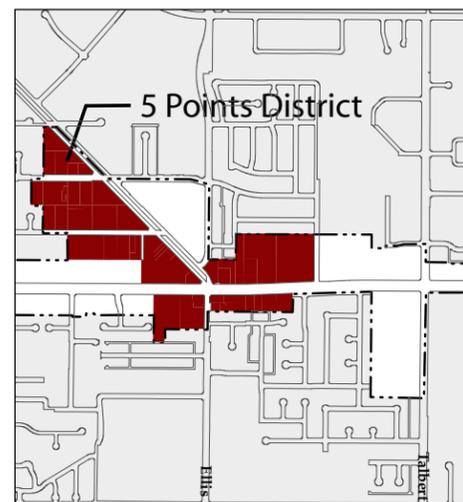
Infill development on underutilized properties responding to the broad framework of the Specific Plan will be composed of the types of coherent arrangements of buildings, streets, and blocks that were formerly lacking in this centrally located district. New apartments, condominiums, professional and medical office buildings will face public sidewalks with lobby entrances, shopfronts, and attractively detailed facades. Parking will be screened from view along primary street frontages. Buildings will be taller and development more compact in Five Points than in most other city neighborhoods, providing the intensity and activity expected in a vibrant urban district (Fig. 1.18 - Envisioned Five Points Neighborhood Development Types). The extra development intensity and thriving retail center will insure the emergence of a vital urban district in the center of the city, especially if future rail transit extends as far south as Five Points. Although significantly smaller than Downtown or the Town Center District on Edinger, the Five Points District will likewise offer the choice of living or working in a convenient and walkable mixed use urban neighborhood.

Although new investment is expected in the portion of Five Points located to the south of Main Street, the Specific Plan provides the framework for long term investment on the property occupied by Five Points Shopping Center. New investment on that property will continue to provide the synergistic mix of ground-level retail uses catering to the larger community, while ultimately augmenting the ground level activity with substantial mid-rise office and residential uses above, continuing the process of intensification in the geographic center of the city (Fig. 1.17 Envisioned Five Points Core Development Types).

The pictures to the right illustrate the types of development envisioned for the Five Points Neighborhood.



FIG 1.8. ENVISIONED FIVE POINTS NEIGHBORHOOD DEVELOPMENT TYPES



FIVE POINTS NEIGHBORHOOD LOCATION MAP

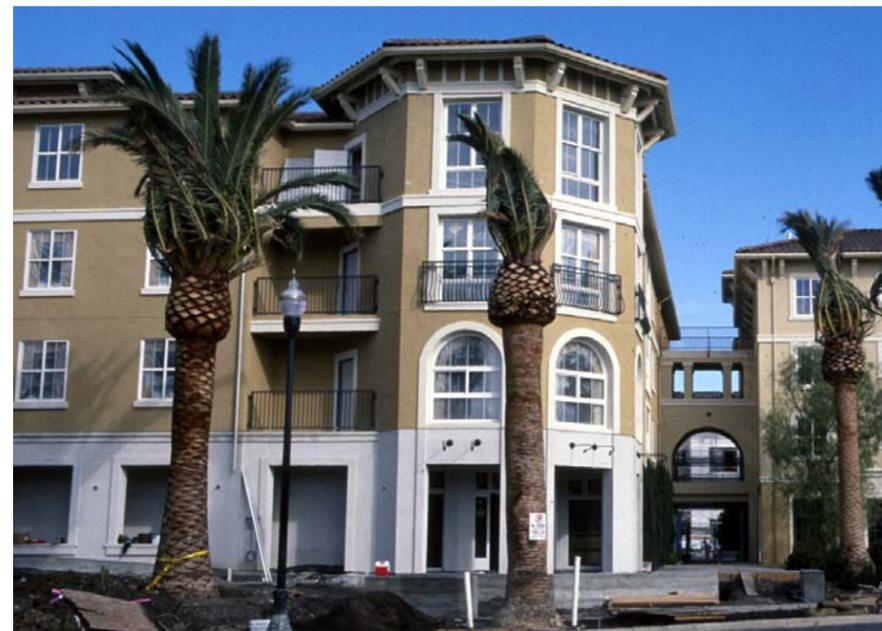


FIG.1.18. ENVISIONED FIVE POINTS NEIGHBORHOOD DEVELOPMENT TYPES

5) **Five Points to Warner - Neighborhood Boulevard Segment**

Existing Conditions:

As development extends along Beach Boulevard too far to be considered within very convenient reach of the I-405 interchange, yet not close to the value-generating benefits of close proximity to the beachfront, apparent market focus and the propensity of owners to reinvest in properties appears to diminish. The segment extending from Warner to Five Points is therefore characterized by a significant amount of ageing commercial strip development. Development types are dominated by one story, single-loaded commercial buildings surrounded by - or set back behind - surface parking lots, and little in the way of landscaping or any type of pedestrian amenity.

Three very significant value-generating assets are nevertheless present in this segment. First, there is a Wal-Mart just to the east of the corridor-fronting properties at the Talbert Avenue intersection. Wal-Mart is a major destination for shoppers and a potential force of transformation for nearby properties, as well as a generator of significant added turning movements at the Beach and Talbert intersection. Second, the Huntington Beach Hospital and associated medical services clustered near the hospital provides an economic niche that is not in competition for retail shoppers, and a significant generator of local activity and potential customers for convenient hospital related services. And third, the flanking neighborhoods are relatively densely populated and a potential source of demand for a wider range of neighborhood shops and services.

Planning approach:

Facilitate long-term *transition* from strip retail to uses more focused on nearby populations, featuring development types that retain visibility to motorists on Beach Boulevard, while providing a much more attractive and comfortable pedestrian environment.

Segment-Specific Revitalization Strategy:

Employ policy tools to emphasize this segment's difference from those closer to the beach and the freeway interchange. Reduce the temptation for properties to attempt to compete with those more advantageously positioned for community retail. Discourage the development of what would ultimately be underperforming strip retail in this segment in favor of neighborhood-serving and hospital-serving retail & services; encourage corner/crossroads located retail, and office and office-medical taking advantage of proximity to the hospital and its related cluster of medical services. Also add entitlements to allow infill residential uses throughout the segment. Finally, insure that new development contributes to the emergence of a more attractive street environment by specifying landscaping improvements that extend from the right-of-way line to the existing back-of-curb.



New investment along Boulevard segments will feature a wide variety of uses organized in a coherent development pattern that enhances corridor identity while making the most of the visibility of the Beach Boulevard frontage.



New development in boulevard segments will be oriented toward the corridor, and will provide attractive landscaped setbacks and sidewalks buffered from the throughfare by parkway strips.

FIGURES 1.19. AND 1.20. ENVISIONED INFILL DEVELOPMENT ALONG BOULEVARD SEGMENTS



NEIGHBORHOOD BOULEVARD LOCATION MAP

Envisioned Future Segment:

Properties along this segment will capture investment resulting from proximity to Wal-Mart and to Huntington Beach Hospital and the cluster of medical services around the Hospital. Retail venues that are complementary to Wal-Mart but that cannot find space within the Wal-Mart anchored shopping center are likely to locate on properties ready for change that are on the way to and from Wal-Mart: that makes the properties on the corner of Beach and Talbert (located between Beach Boulevard and Wal-Mart) particularly vulnerable to change. Similarly, increased traffic to and from the hospital combined with over 500 hospital employees will continue to spin off complementary medical services as well as investment in convenience retail and services oriented to Hospital patrons and staff. Neighborhood serving retail and services oriented to flanking neighborhoods will also be viable given the lack of strong retail competition from I-405-oriented retailers at this distance from the freeway.

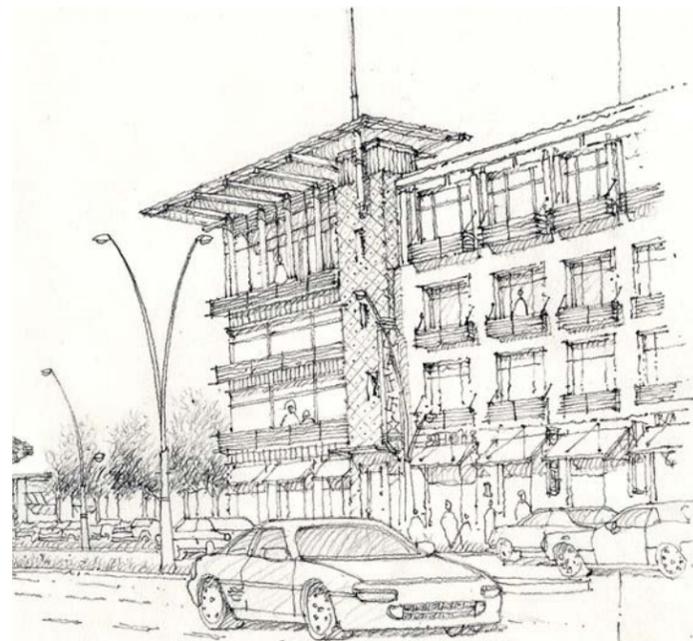
As new investment replaces aging strip development, the exclusively auto-oriented and zero-amenity pattern will be replaced by development oriented both to motorists as well as to people on foot – particularly people walking to and from the constellation of medical services as well as people walking to and from Beach Boulevard from flanking neighborhoods and to and from the concentration of offices at the intersection of Beach and Warner. A portion of new buildings will be built close to the sidewalk with doors and windows opening out toward Beach Boulevard (Fig. 1.21 Envisioned Neighborhood Boulevard Development Types). Planting strips between the curb and sidewalk will help buffer pedestrians from traffic moving along the thoroughfare. Sidewalks will run between the new planning strips and planted setbacks, with decorative boulevard-scaled streetlights adding a modern flair to this highly visible portion of the City.

In addition to medical and neighborhood-serving retail and services, new residential and office development will gradually replace aging strip development along this segment of Beach Boulevard. Some buildings will be mixed-use whereas others single-use, but all will be oriented to the boulevard and contribute to an increasingly visible local identity influenced by both proximity to the beach and by the regional architectural heritage.

The pictures to the right and opposite illustrate the types of development envisioned for the Neighborhood Boulevard.



FIG 1.21. ENVISIONED NEIGHBORHOOD BOULEVARD DEVELOPMENT TYPES



6) Warner to Edinger - Town Center Boulevard

Existing Conditions:

The closest mile of Beach Boulevard corridor development to the I-405 interchange visibly benefits from its proximity to the region's main intercity thoroughfare. The consistency and stability of commercial uses along this segment is similar to the Town Center Boulevard segment of Edinger Avenue, which is equally proximate to the I-405 interchange. But whereas the Edinger segment is characterized by a wide range of large scale properties, this segment of Beach Boulevard is primarily characterized by smaller and shallower properties, limiting redevelopment potential, as well as the ability to make use of some portion of property frontages for improvements to enhance economic viability. The existing stability of the retail combined with the existing constraints of property configurations is likely to limit the magnitude or range of likely change in this segment.

Planning Approach:

Encourage gradual transition to more pedestrian oriented and distinctive building types and site treatments.

Segment-Specific Planning Strategy:

Employ policy tools to support continued investment in a wide range of city oriented retail and services, while directing new investment away from purely auto-oriented formats to formats more supportive of pedestrian activity and more flattering to the identity of the city – while retaining features of development that provide visibility and access from Beach Boulevard. In addition, provide entitlements for mixed-use development to encourage gradual increase in land use efficiency. Require new development to contribute to the emergence of a more attractive street environment by extending required new improvements to the existing back-of-curb.

Envisioned Future Segment:

The older strip development - characterized by low-rise, single-use, and single-loaded commercial buildings set back behind surface parking lots and monument signs - will gradually give way to development that retains the economic advantages conferred by the location's high visibility and accessibility, but in a pattern that is configured to make walking a viable choice, to accommodate a wider range of uses, and to provide more memorable imagery.

Physically, a greater proportion of buildings will be positioned between the street and the parking facilities (or on top of some of the parking facilities), re-uniting activity-generating uses with public sidewalks. New development on properties lining Beach Boulevard will typically feature a mixture of ground-level shops and services, with upper-level homes, offices, or hotel rooms. An increasing number of the buildings will feature multiple levels, incrementally adding spatial definition and reducing the apparent width of the thoroughfare.

The transformation of the boulevard segments of the Beach Boulevard Corridor will be supported by frontage improvements that include planting strips between curb and sidewalk that help to buffer pedestrians from traffic on the arterial. Decorative boulevard-scale streetlights that are unique to Beach Boulevard will replace the old utilitarian poles, contributing to an increasingly vivid corridor identity without restricting visibility of shopfronts. Modest setbacks between sidewalk and buildings will contribute a bit of planting to soften and add color to the formerly unbroken expanse of concrete and asphalt, and to assist with improved retention of water runoff.

Street improvements constructed by the City will ultimately complement these features with iconic palm-lined median strip landscaping and lighting to emphasize the importance of Beach Boulevard as the primary thoroughfare to and from the beachfront.



EXISTING ENVIRONMENT ALONG BEACH BLVD IN THE NEIGHBORHOOD AND TOWN CENTER BLVD



ENVISIONED FUTURE ENVIRONMENT ALONG BEACH BLVD IN THE NEIGHBORHOOD AND TOWN CENTER BLVD

A.1. INTRODUCTION

The condition of the Beach and Edinger Corridors at the inception of this Specific Plan is detailed in this section. Ultimately, the implementation of the planning framework contained herein will result in sufficient modification of these conditions as to make this Plan obsolete. At that point, a newly updated Beach and Edinger Corridors Specific Plan will be prepared to engage the problems and opportunities presented by the modified existing conditions. As change occurs, the community intends to measure those changes against the conditions recorded herein to monitor the degree to which the Plan remains sufficiently current.

A.2. CONTEXT

1) Region

Huntington Beach is located in Orange County 35 miles south of Los Angeles (Fig.A.1). With a population of 202,250 it is the second largest City in the County behind Anaheim. The city's western edge is bounded by the Pacific Ocean which provides 7 miles of coastline stretching from Seal Beach to Newport Beach. The northern and eastern City Limits boarder Seal Beach, Westminster, Fountain Valley, and Costa Mesa.

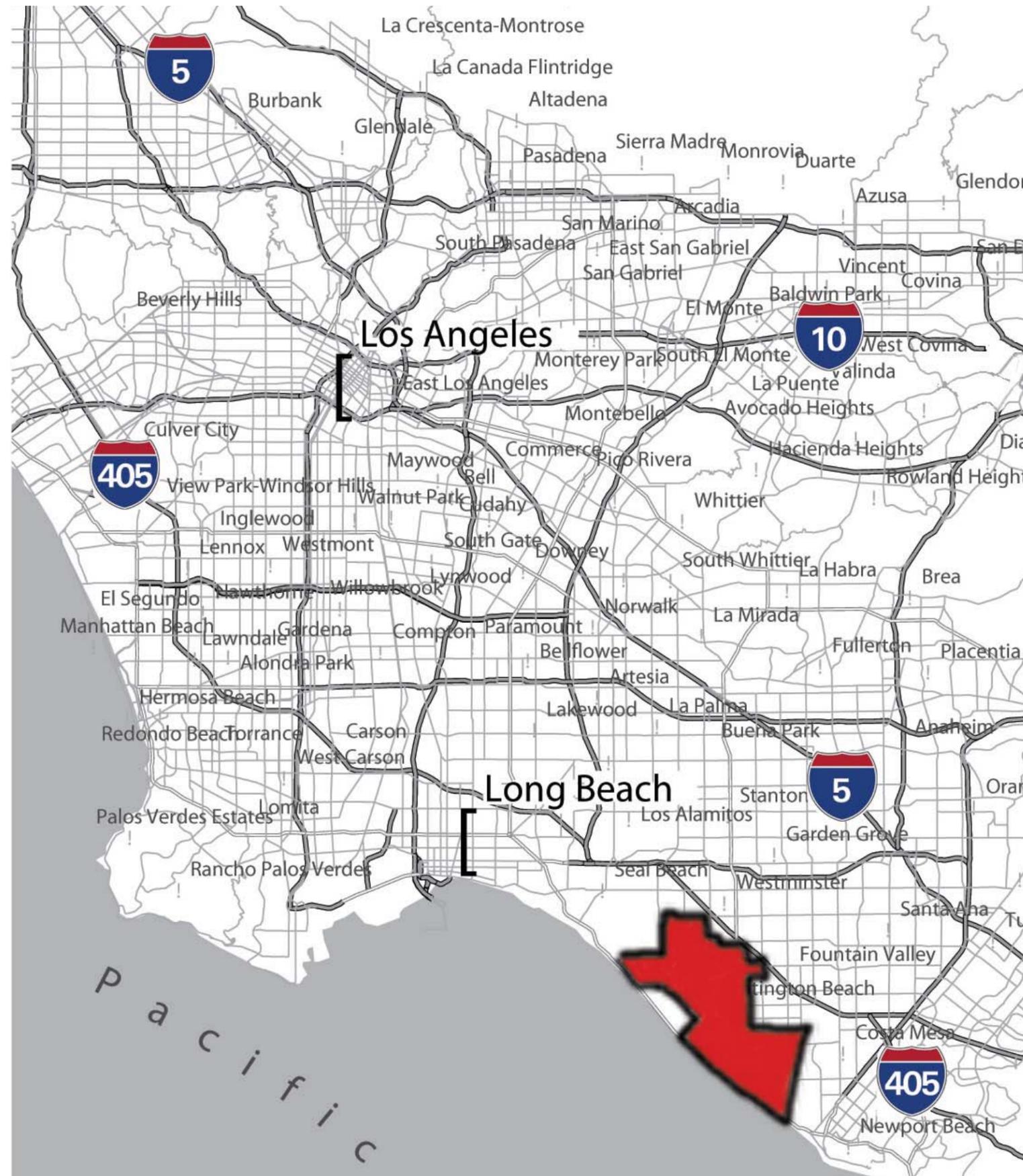


FIG.A.1.REGIONAL CONTEXT



FIG.A.2.CITY CONTEXT

2) City

Corridors Location. Beach Blvd. is one of four arterial corridors with the City of Huntington Beach providing continuous north-south connection between Pacific Coast Highway and Interstate 405. It runs roughly through the geographic center of the city – the Beach Blvd. I-405 interchange is the central of the seven interchanges providing access to Huntington Beach (Fig A.2). Edinger Ave. runs due east-west and is one of only four city arterials that cross the freeway. It is the primary east-west arterial serving the job center adjacent to the Seal Beach Naval station. The portion of Edinger Ave. located within the Specific Plan Area runs along the southern edge of Golden West College and Bella Terra shopping mall and intersects with Beach Blvd. immediately south of the I-405 interchange.

Coastal Zone. The California Coastal Zone Area abuts the southern edge of the Specific Plan Area, and incorporates a segment of the Beach Blvd. Corridor. The portion of the Beach Blvd. Corridor falling within the California Coastal Zone is not within the Beach and Edinger Corridors Specific Plan Area.

3) History

In early 1901, with plans to develop a resort town on 1,500 acres of land along the Pacific Ocean, the West Coast Land and Water Company laid a grid of lots and streets, including main street, for the new town of Pacific City. In order to stimulate investment the company moved to secure public transportation to the town sitting on an isolated Mesa on the beach. To achieve this, they made a deal with Henry E. Huntington, the owner of the southern California electric railway better known as the “red car” to extend the Long Beach line of the rail to Pacific City. In 1904, a crowd estimated at 50,000 witnessed the arrival of the first Pacific Electric red cars and the re-naming of the City of Huntington Beach (Fig.A.3).

For the first couple of decades of the 20th century, growth in the city was slow until the oil industry began drilling the City’s oil field around 1920 (Fig.A.6 & a.8). The Pacific Coast Highway was constructed in 1925 and Beach Blvd. was designated a state highway in 1939 (Fig.A.7). Land speculation was high as oil production soared until the 1940’s and World War II. After the short oil boom, City growth slowed again and by 1954, most Pacific Electric Street Car lines were shut down. Through the 1950’s large property holdings and unincorporated County farmland were annexed and large areas of agricultural land remained along Beach Blvd. and northern portions of the City until 1960 (Fig.A.9 & A.10). Despite the oil booms and the physical growth due to annexation, the City’s population was still just under 11,500 in 1960.

The City’s biggest changes came following the construction of the I-405 freeway in 1963 (Fig.A.11). With the car and the new freeway infrastructure, Huntington Center mall opened at the Beach Blvd. interchange in 1964 and McDonald Douglas located in Huntington Beach employing 8,000 people by 1968 (Fig.A.12). By 1970 the population had exploded to over 115,000. During this period of growth in the 1960’s and 70’s, commercial corridors across the country entered a period of accelerating transition. With long stretches of commercially zoned land available and financial conditions that provided incentives to construct low cost buildings with short economic lives, the City’s commercial corridors were lined with “strip” commercial development. Much of the development currently along Beach Blvd. and Edinger Ave. comes from this period (Fig.A.13 – A.15).

The rapid population growth of the 1960’s and 70’s has continued to the present with the City reaching 202,250 in 2007 (Fig.A.4 & A.5). Despite this incredible city-wide growth, new development, re-development, and property improvement on properties along the corridors has been declined since the initial surge of commercial construction. While there has been some large scale development, the character of Beach Blvd.. and Edinger Ave.. remain largely unchanged over the past two decades.

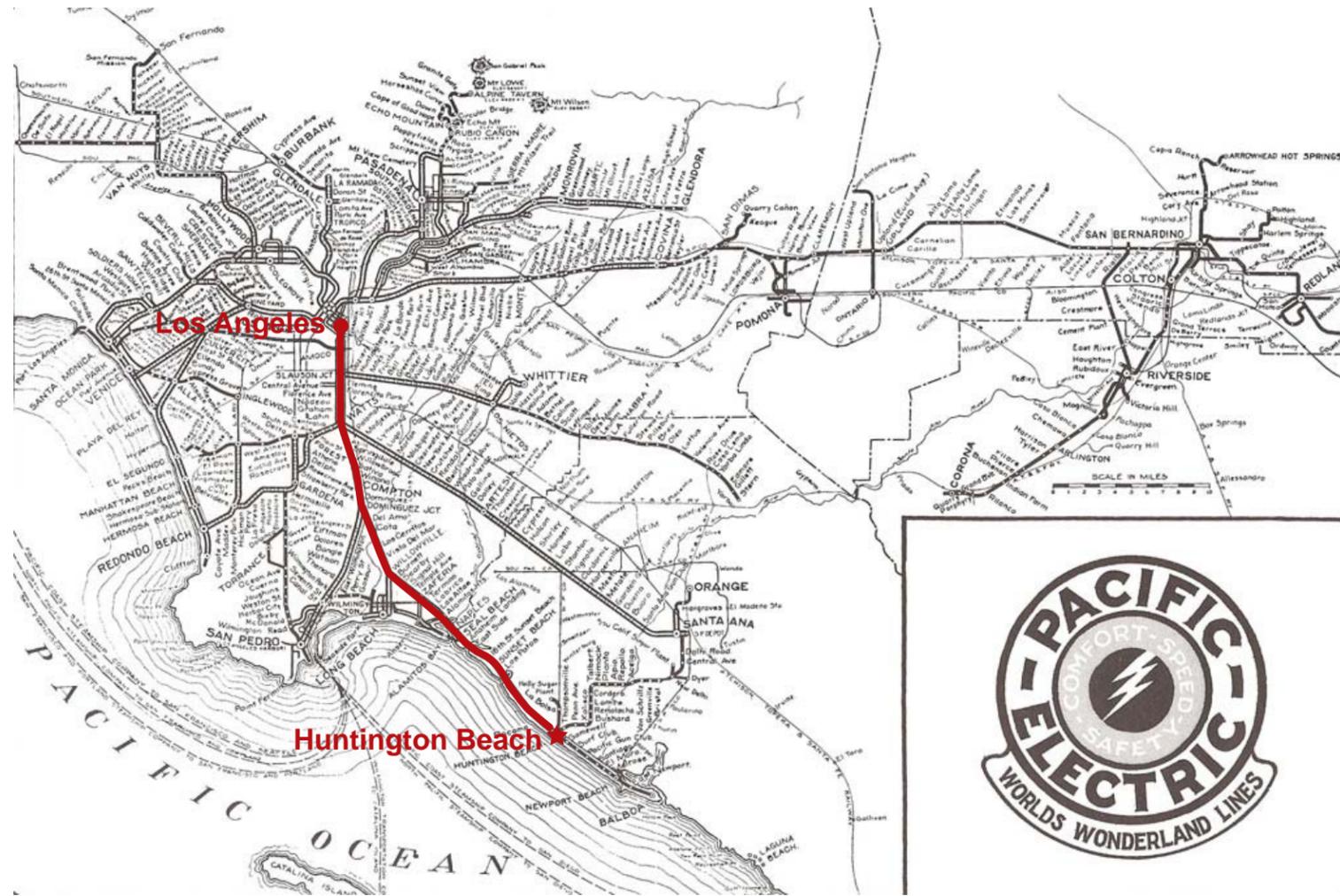


FIG.A.3.
The Streetcar or “red car” Runs Along the Coast and Arrives in Huntington Beach from Los Angeles, c.1904

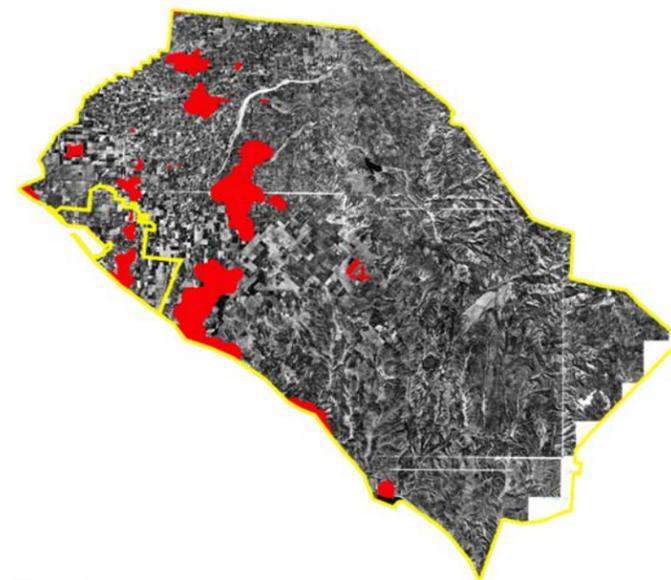


FIG.A.4.
Orange County Urbanized Area 1950

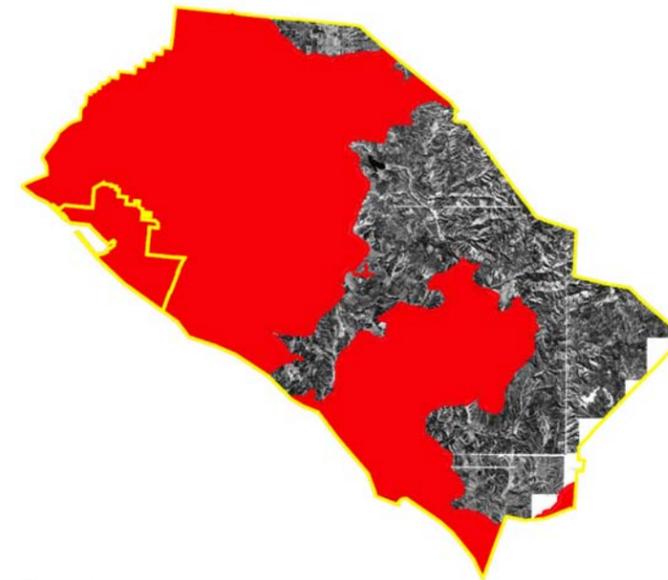


FIG.A.5.
Orange County Urbanized Area 2000

1930's AND 1940's



FIG.A.6.
Aerial of Downtown and Beach Blvd., c.1938



FIG.A.7.
Looking North on Beach Blvd. at Talbert c.1933, Beach Blvd. is designated as a state highway in 1939.



FIG.A.8.
Newland House c.1948

1950's



FIG.A.9.
*Aerial of Beach Blvd., c.1959
Beach Blvd. remains largely un-developed*



FIG.A.10.
Bird's Eye View looking East circa 1950's

1960's AND 1970's



FIG.A.11.
*Aerial of Beach Blvd., c.1970
Although significant housing construction occurred and development began to fill in around the I-405 interchange, large tracts of vacant land remain along Beach Blvd.*



FIG.A.12.
Huntington Center c.1965 (now Bella Terra)

HUNTINGTON BEACH TODAY



FIG.A.13.
Aerial of Beach Blvd., circa 2000



FIG.A.14.
Looking North on Beach Blvd. at Talbert c.2007



FIG.A.15.
Bella Terra c.2007

A.3. PATTERN OF OWNERSHIP

The Beach Blvd. and Edinger Ave. Plan Area includes well over 500 individual parcels located along approximately 6.7 miles of public right-of-way (Fig.A.16). These parcels vary greatly from less than 1/10th of an acre with as little as 50 feet of corridor frontage up to 40 acres and as much as 1000 feet of corridor frontage. This range of property shapes and sizes does not have a logical basis and, as a result, there is no singularly “typical” property shape or size in the Plan Area.

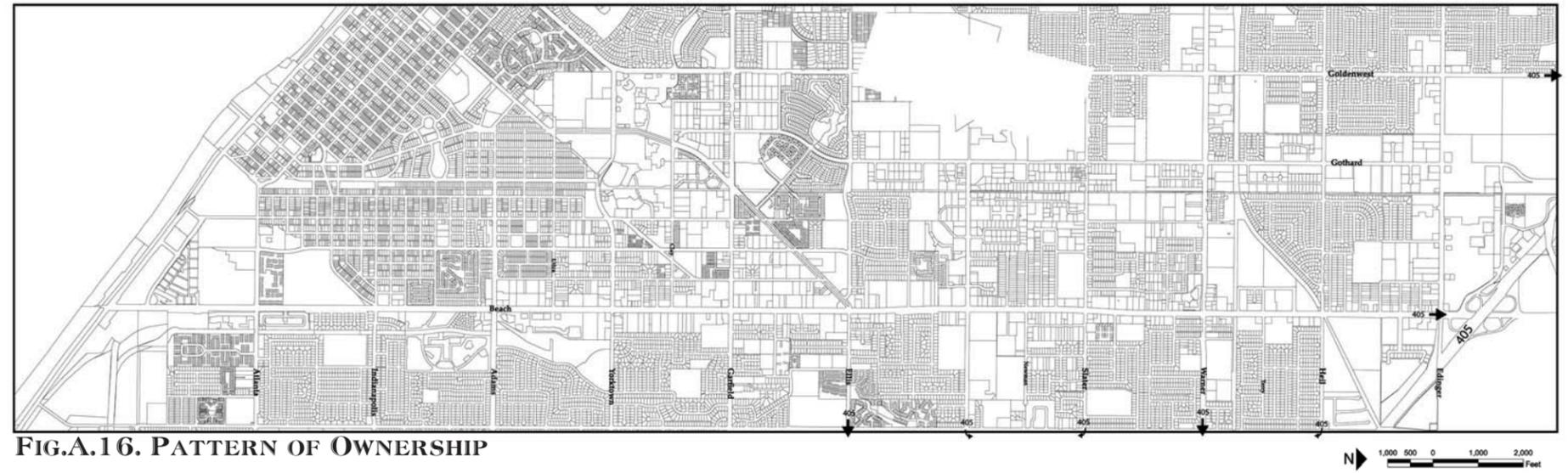


FIG.A.16. PATTERN OF OWNERSHIP

A.4. ZONING

At the time of this Plan’s adoption, both the City’s Zoning and General Plan on the large majority of land along the Beach Blvd. and Edinger Ave. is designated for some type of commercial use, focusing on general retail and professional office (Fig.A.17.). This fact appears to provide an overabundance of commercially designated property, permitting continued and undifferentiated commercial development along the length of the study area. The most notable exceptions are the properties south of Adams that are predominantly designated for residential development.

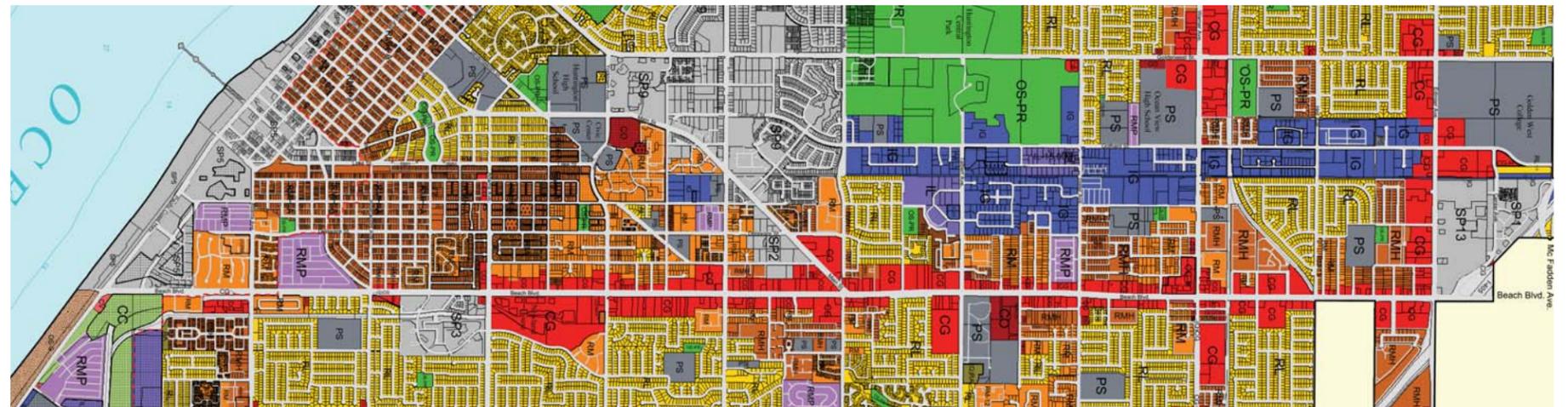


FIG.A.17. ZONING MAP



A.5. PATTERN OF DEVELOPMENT

1) Ground Floor Land Use and Site Development Pattern

Beach Blvd. North of Adams Ave. and Edinger Ave. are dominated by commercial and retail-oriented uses (Fig.A.18). The most common site development configuration for these uses is a typical single-story “strip center” configuration.

In this configuration, a row of multiple tenants occupy a single building significantly set back from the street/sidewalk and surrounded by parking lots. This development pattern has been driven by the desire for vehicular access and business visibility where primacy is placed on signage visibility and availability of parking. Parking fronts or surrounds the building, distancing the building from the street and the public realm. The result is building coverage that is inconsistent and significantly lacks definition (Fig.A.19).

The pattern of land use and development along Beach Blvd. changes South of Adams Ave. This segment is composed predominantly of housing built in a “parkway” configuration. In this configuration, the side or rear of buildings are located along Beach Blvd. are significantly screened from view by walls or landscaping.

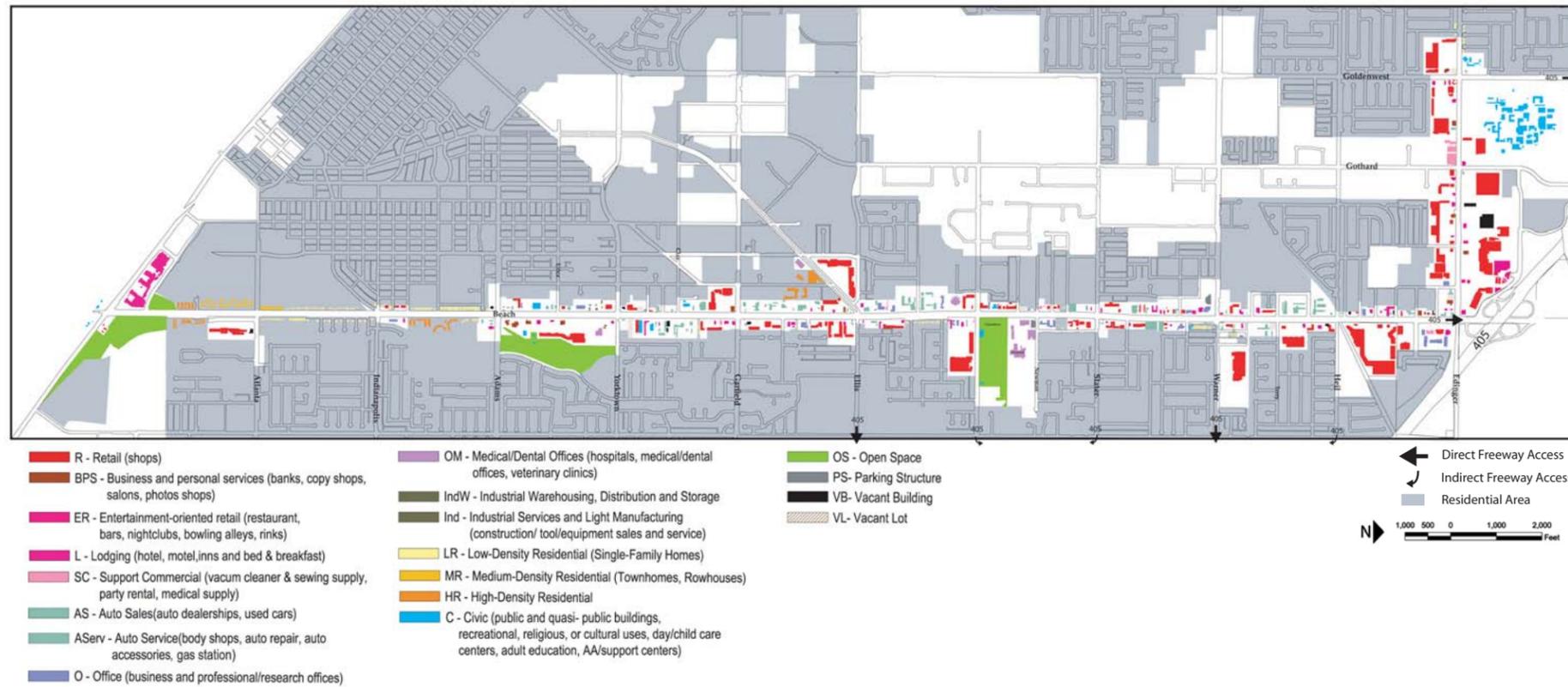


FIG.A.18. GROUND FLOOR LAND USE

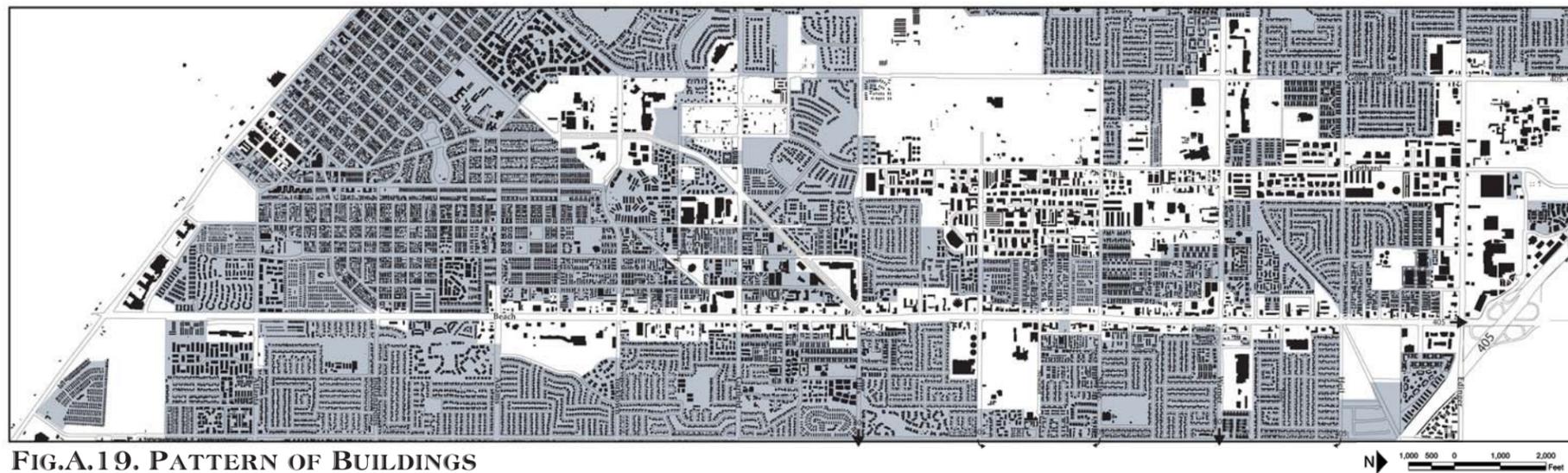


FIG.A.19. PATTERN OF BUILDINGS

2) Anchored Shopping Centers

At most major intersections (where cross streets provide access to I-405), neighborhood serving retail, such as pharmacies, banks, coffee shops, and other convenience uses, are clustered. The larger clusters typically contain supermarkets or other retail anchors (Fig.A.20.). The most successful retailers seek locations with strong anchored shopping centers. However, the Study Area is dominated by unanchored strip centers, the weakest type of center in the retail industry. Of the 34 shopping centers evaluated, less than 30% of the centers are considered anchored by retail industry standards.

a) Edinger Ave.

Of the 7 shopping centers along the Edinger Corridor, only 3 are anchored:

1. The Albertsons Center;
2. Bella Terra (Kohl's, Mervyn's); and
3. Expo Center (Home Depot).

The remaining 5 centers are occupied by furnishings stores and mini-anchor stores, such as Petsmart and Michaels—but are not anchored by grocery stores or discount department stores.

b) Beach Blvd.

Of the 27 shopping centers along the Beach Corridor, only 6 are anchored by major retailers:

1. Pavilions Place (Target and Vons Pavilions), located in the City of Westminster;
2. Newland Center (Albertsons, Mother's Market);
3. Wal-Mart Center;
4. Beach Garfield Center (Stein Mart);
5. Loehmann's 5 Point Plaza (Loehmann's and Trader Joe's); and
6. Huntington Collection (Marshalls).

A seventh center contains Big Lots in a former grocery store space (at the southeast corner of Beach and Atlanta), but this discounter is not considered a traditional anchor store.

3) Neighborhood Center Saturation

Nearly all potential neighborhood and community anchor stores have already found homes in Huntington Beach or the immediately neighboring city of Westminster to serve the residents living in and around the Study Area (Fig.A.21).



FIG.A.20. ANCHORED SHOPPING CENTERS

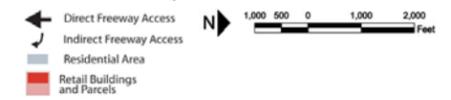


FIG.A.21. NEIGHBORHOOD CENTER TRADE AREA SATURATION



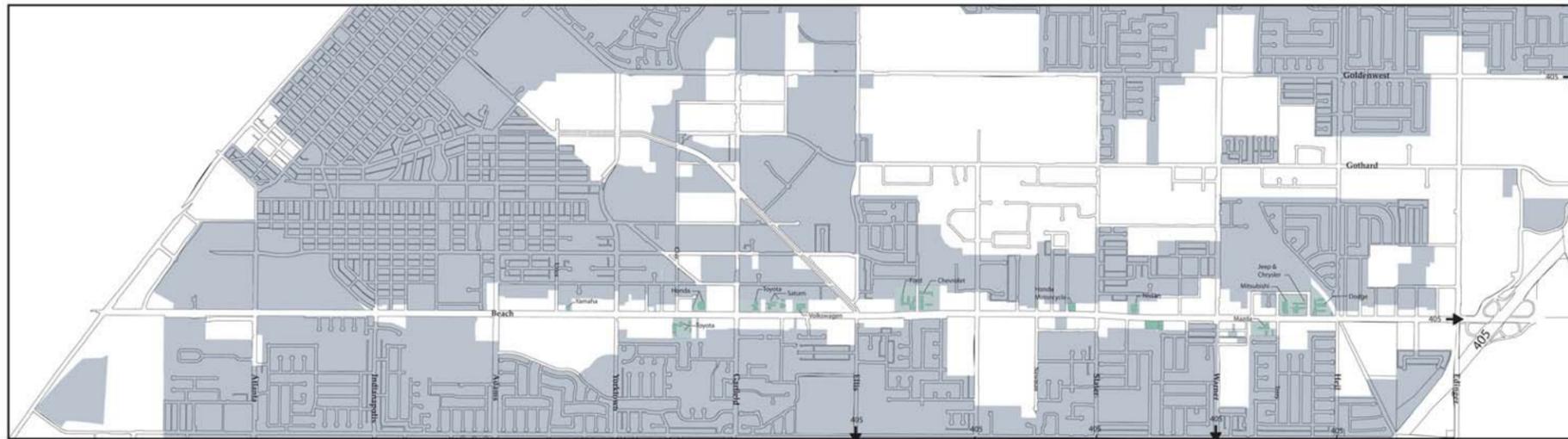


FIG.A.22. PATTERN OF AUTO DEALERSHIPS

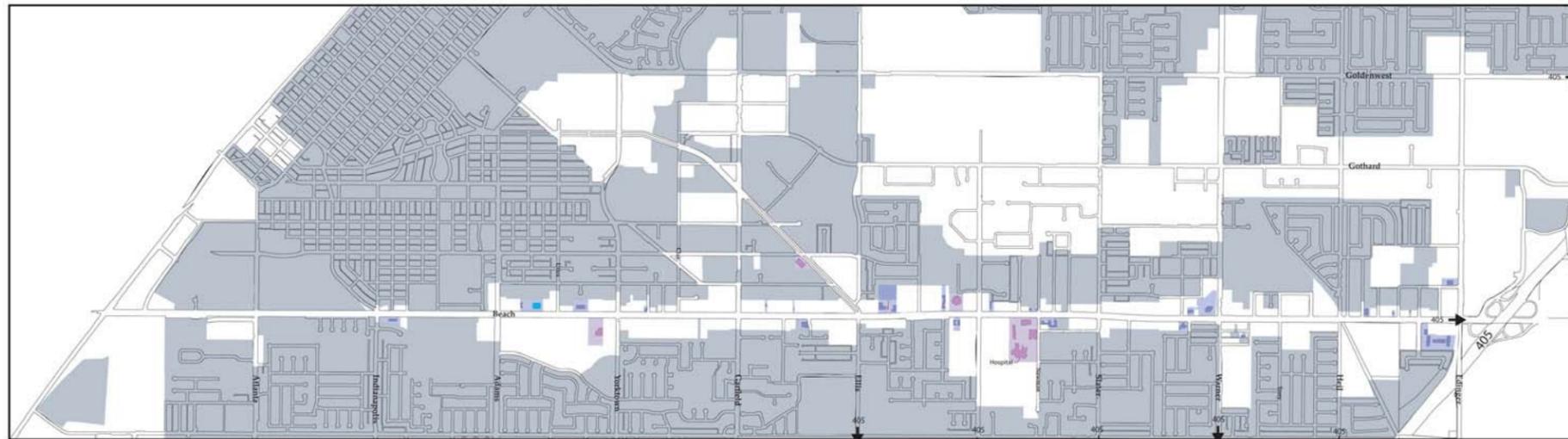


FIG.A.23. PATTERN OF OFFICE AND OFFICE-MEDICAL DEVELOPMENT

4) Pattern of Auto Dealerships

Beach Blvd. is home to a significant number of vehicle dealerships. However, these dealerships are significantly dispersed between Yorktown Ave. and Heil Ave. street (Fig.A.22.). Furthermore, land available for dealership expansion is limited.

5) Pattern of Office and Office-Medical Development

Office and office-medical development along the corridors is limited. In many cases, office tenants occupy retail shopfront space in strip commercial buildings. The three largest concentrations of office and medical office uses are along Beach Blvd.: 1) The mid-rise office building at the Warner Ave. intersections 2) the Huntington Beach Hospital and nearby office-medical development at the Newman intersection and 3) the Hoag Health Center and nearby office development near the Yorktown intersection. (Fig.A.23.).

6) Relationship to Adjacent Neighborhoods

The extent of Beach Blvd. and Edinger Ave. corridor development is primarily defined by the irregular edges of the residential neighborhoods that lie immediately to the East and the West of the corridors. In Fig.A.18 – A.23 the grey area represents the extent of housing along the corridors. The transition from commercial development along Beach Blvd. or Edinger Ave.. to this housing is generally abrupt. Commercial parking lots and loading areas are adjacent to single family homes, creating an undesirable and unattractive relationship.

The exception to this condition is along the residential segment of Beach Blvd. south of Adams Ave. where housing lines the corridor.

A.6. OPEN SPACE AND RECREATION

Public open spaces and opportunity for recreation are extremely limited within the corridor Plan Area (Fig.A.24). Public open spaces within 1/4 mile of the Plan Area include the ball fields at Golden West College, the plaza area of the Bella Terra mall, Bartlett Park along the eastern edge of the Newland Center, and the Huntington Beach State Beach at the southern end of Beach Blvd. However, these spaces are fragmented and generally not connected to the Corridors or to each other as shown (Fig.A.25).

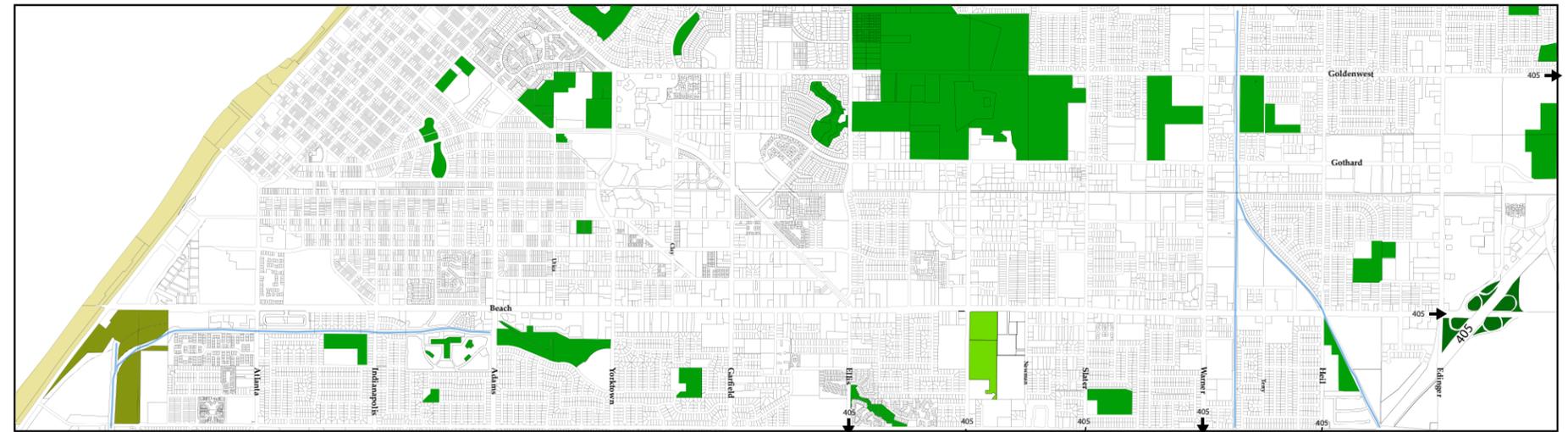


FIG.A.24. PATTERN OF OPEN SPACE



FIG.A.25. CITY-WIDE PATTERN OF OPEN SPACE

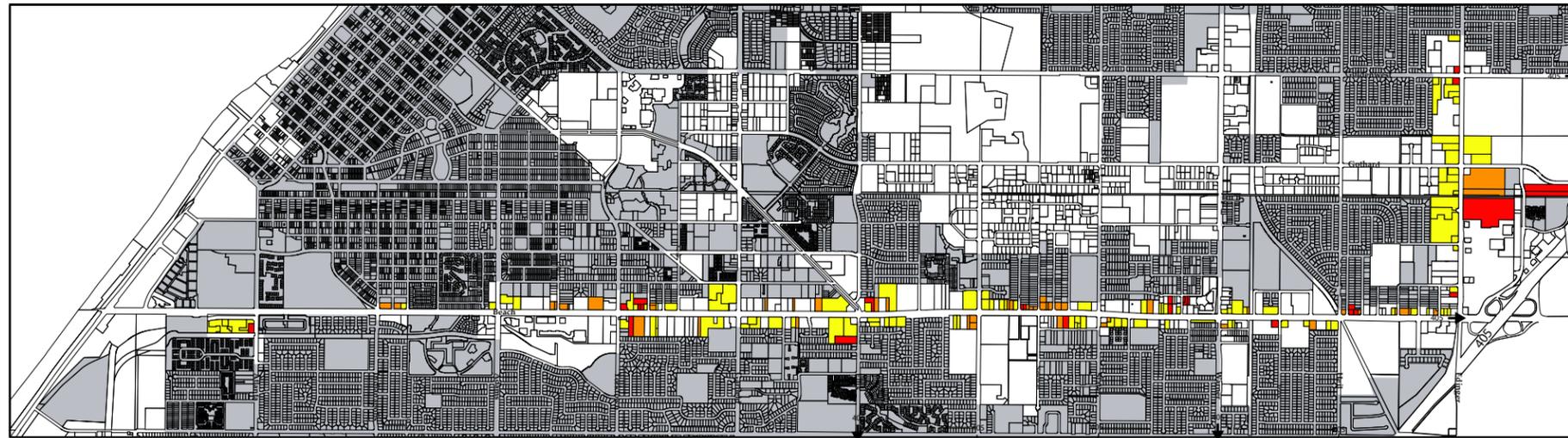


FIG.A.26. VULNERABILITY TO CHANGE

Legend
 ■ Short Term Potential for Change
 ■ Medium Term Potential for Change
 ■ Long Term Potential for Change
 ← Direct Freeway Access
 ← Indirect Freeway Access
 ■ Residential Area



FIG.A.27. STREET AND BLOCK NETWORK

1,000 500 0 1,000 2,000 Feet

A.7. VULNERABILITY TO CHANGE

Competition with large anchored centers located at major intersections has had a detrimental effect on smaller businesses and un-anchored strip centers throughout Beach Blvd. and Edinger Ave.. This condition is reinforced by the aforementioned existing land use and zoning designations which provide an overabundance of commercially designated land while limiting properties' ability to re-align with current market trends (Fig.A.17.). This vulnerability includes vacant land and buildings, poorly maintained buildings, and underutilized land with low value businesses or structures that could solicit higher rates of return (Fig.A.26.). However, visible disinvestment is only moderately apparent throughout the corridors. The best current opportunities for change are the large, assembled properties located near the Edinger Ave./405 interchange. This area include the largest concentration of vacant land, vacant buildings and underutilized properties in the Plan area. Longer term opportunities are distributed throughout the remainder of the Beach Blvd. north of Yorktown.

A.8. LOCAL TRANSPORTATION AND CIRCULATION

1) Street and Block Network

The primary existing street network throughout Huntington Beach is laid out on a grid based on U.S survey quarter sections, or 1/2 mile squares. Beach Blvd. and Edinger Ave. are two of the major streets in this network. The result is a regular and connected grid of streets with major cross streets along Beach Blvd. consistently located every 1/2 mile. In contrast, the consistency and connectivity of the local street network within those 1/2 mile "blocks" is relatively limited and does not contribute significantly to a transportation system with a built-in series of alternative routes should they be needed (Fig.A.27).

2) Vehicular Circulation

The City's highly connected arterial street network combines with the inconsistent local street network to direct the majority of traffic onto a limited number of major, high volume arterials. The load these arterial streets are required to carry is exacerbated by the City's spread out, single-use development pattern. By physically separating destinations by long distances, this pattern requires residents to get in their car when traveling from one location to another. Without a connected local street network, these relatively short local trips must use the same routes as longer distance regional trips and add to the volumes of traffic the Currently, bicycle in the Beach/Edinger corridors are nonexistent.

3) Traffic Volumes and Intersection Level of Service

By far the highest traffic volumes in the City are on Beach Blvd. at the I-405 interchange with Average Daily Traffic (ADT) reaching as high as 96,000 trips per day. Further from this intersection, traffic levels steadily decrease with a low of around 20,000 trips per day approaching the intersection with the Pacific Coast Highway. Due to these high volumes of traffic on Beach Blvd. and Edinger Ave., intersection Level of Service (LOS) in several locations along Beach Blvd. from I-405 to Talbert Ave. are near the City's adopted acceptable limit of LOS E. In particular, the Beach Blvd. and Edinger Ave., Beach Blvd. and Warner Ave., and Beach Blvd. and Talbert Ave. intersections are near this limit (Fig.A.28).

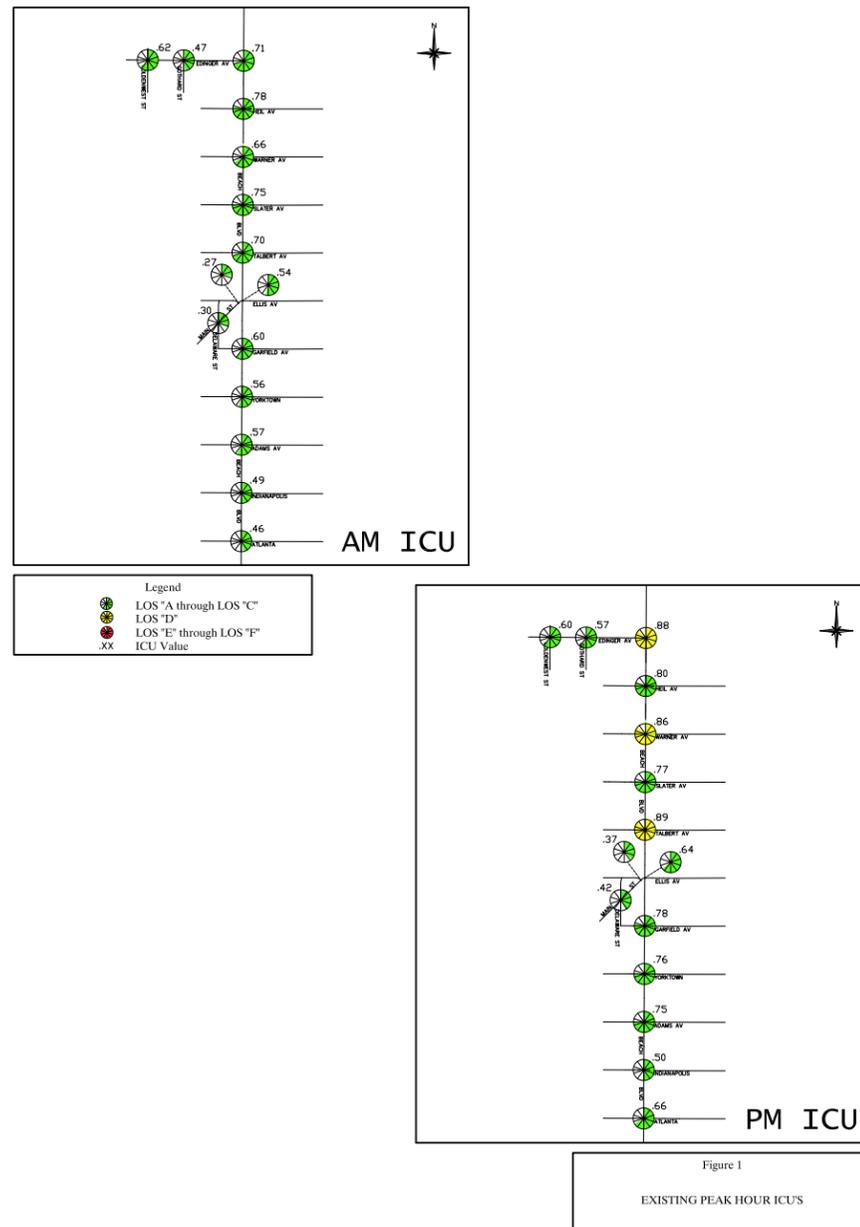


FIG.A.28. INTERSECTION LEVEL OF SERVICE THROUGHOUT THE CORRIDORS

4) Circulation Patterns: Regional Beach Access

Although Beach Blvd. is a major access point for City and State beaches, due to the length of the City's beachfront, there are multiple alternative routes for local and regional beach access. These routes include the Pacific Coast Highway, Goldenwest Ave., Lake St. Magnolia Ave., and Brookhurst Ave (Fig.A.29).

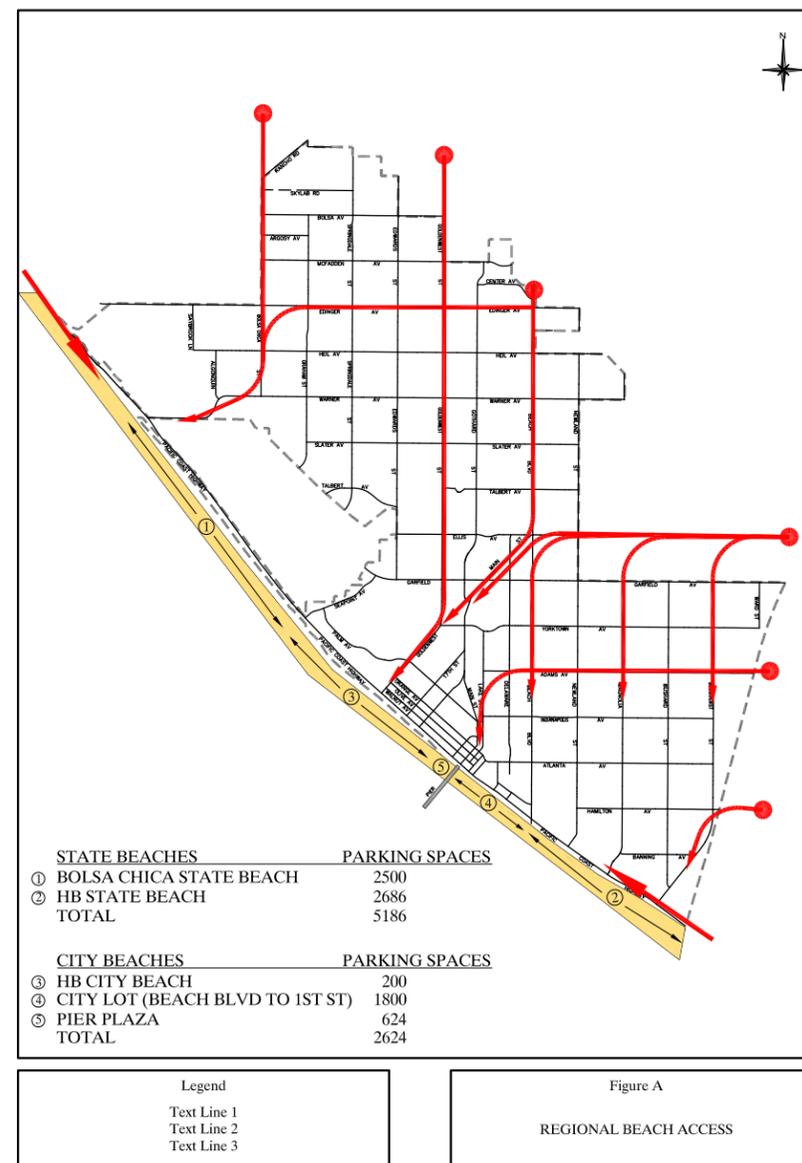


FIG.A.29. CIRCULATION PATTERNS: REGIONAL BEACH ACCESS

5) Bicycle Circulation

Currently, bicycle facilities in the Beach/Edinger corridors are nonexistent. Due to the high volumes of traffic on Beach Blvd. and Edinger Ave. these streets are not designated as bike routes in the General Plan bike network. Bicycle traffic is, instead, directed to nearby parallel Class II routes along Newland Street, Gothard Ave., Heil Ave., and McFadden Ave. as well as the route connecting 5 points with Downtown along Main Street.

6) Pedestrian Circulation

Pedestrian Facilities are consistent throughout the Plan Area with sidewalks on all major streets including cross streets. However, these sidewalks are not located within a pedestrian oriented environment. The lack of on-street parking throughout the majority of the corridors puts sidewalks directly adjacent to travel lanes. Sidewalks are regularly interrupted by curb cuts accessing parking lots, further reducing pedestrian comfort. At intersections, the 7 lane and larger street sections make crossing major streets difficult and dangerous. In addition, there is little pedestrian refuge from the sun due to few shade trees on sidewalks. Finally, the large blocks increase walking distances to and along the corridors. Overall, the pedestrian experience along Beach Blvd. and Edinger Ave. is unpleasant (Fig.A.30).

7) Transit

Currently public transportation service in the City is provided by the Orange County Transportation Authority (OCTA). Facilities consist primarily of local bus routes. In the Plan Area, bus route 29 runs along Beach Blvd. and bus route 70 runs along Edinger Ave. In addition, bus lines run along cross streets every mile, including along Main St. Bus frequency can range from as high as every 10 minutes to as low as once an hour between about 6am and midnight. Regional transportation is limited to the Goldenwest Transportation Center Park-And-Ride. From here, buses take I-405 toward Los Angeles where riders can transfer to various MTA rail lines.

Union Pacific Railroad tracks run parallel to Beach Boulevard from Yorktown Ave. north, crossing Edinger Ave. just east of Gothard Ave. Currently, the tracks are not used for public transportation. However, the Goldenwest Transportation Center is well positioned along these tracks to be used as a potential future rail station.



FIG.A.30. PEDESTRIAN CIRCULATION EXPERIENCE ALONG BEACH BLVD.

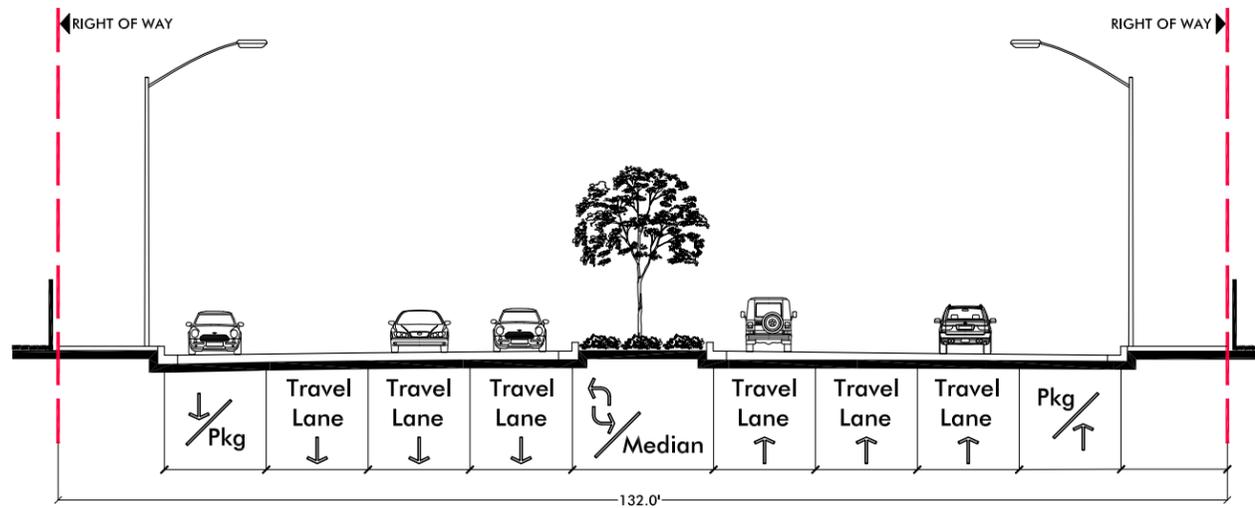


FIG.A.31. BEACH BOULEVARD EXISTING STREET DESIGN - SOUTH OF ADAMS

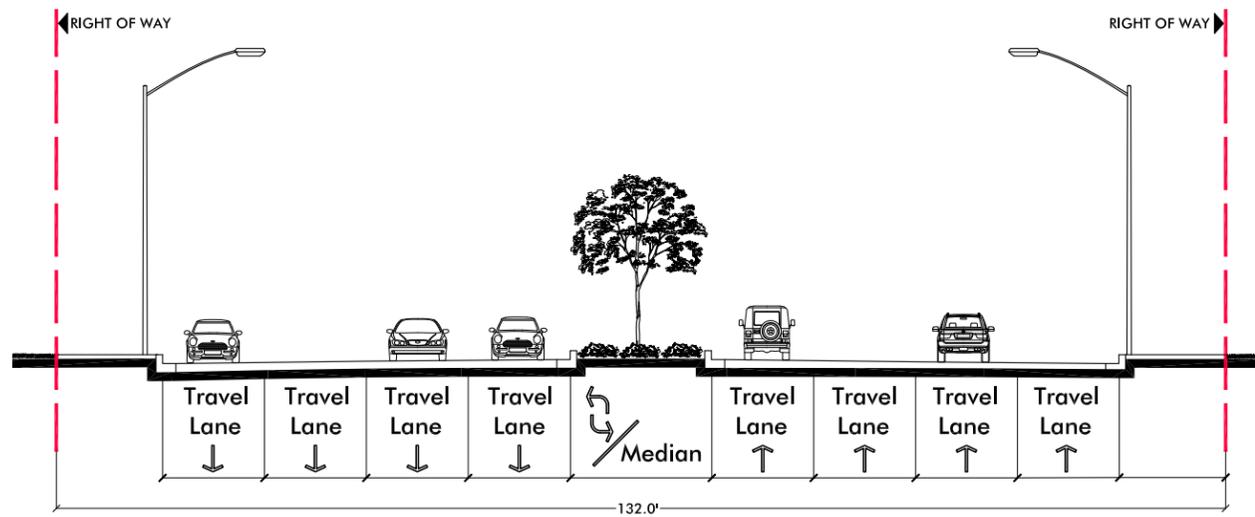


FIG.A.32. BEACH BOULEVARD EXISTING STREET DESIGN - NORTH OF ADAMS

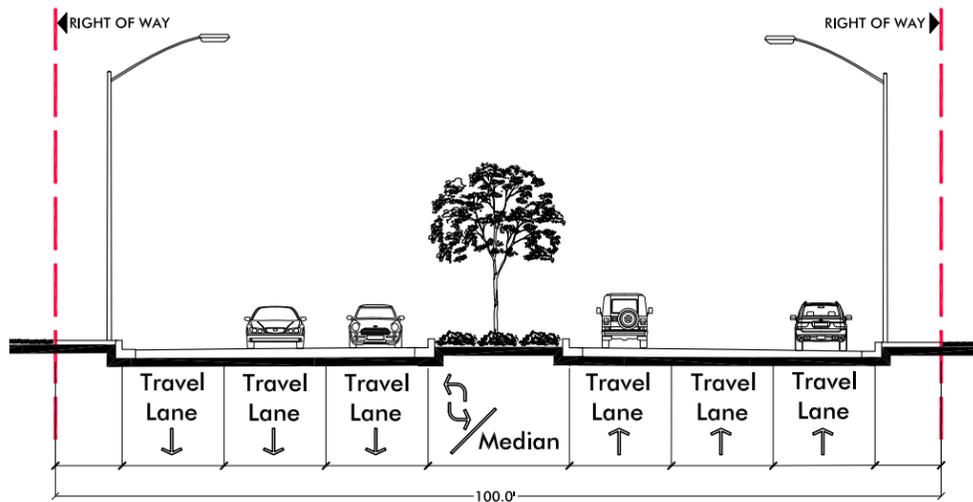


FIG.A.33. EDINGER AVENUE EXISTING STREET DESIGN

8) Street Design

Fig.A.31 - A.33 show current street sections for Beach Blvd. and Edinger Ave. respectively. The width and number of lanes on these streets have been determined by their role as major travel thoroughfares oriented to automobile travel. On street parking is limited to Beach Blvd. south of Adams Ave.. Sidewalks are typically 10ft wide.

A.9. ARCHITECTURE AND LANDSCAPE CHARACTER

See Appendix C of this Reference Volume for an in-depth summary of Huntington Beach character (including buildings, landscape and landscape elements, and colors and materials) as identified by community member at the Character Workshop held on January 23, 2008.

1) Buildings

There is a strong architectural character in Huntington Beach that generally draws from Tuscan/Spanish Mission and California Beach Bungalow/Coastal Vernacular architecture expressed with a modern simplicity.

However, few buildings along the corridors strongly express this character. Most of the Plan Area is dominated by auto-oriented “strip” development (Fig.A.34). These structures are reduced to the simplest, most economical form: usually tilt-up construction simply massed buildings with a box-like appearance and ornamentation across the facades is minimal, except for signage.

Even these simple buildings, however, sometimes build upon the local architectural styles, even if at a cursory level. The Newland Center, for example, draws heavily on the California Beach Bungalow style with horizontal wood siding, shingle roof, and cool, light coloring (Fig.A.35). Similarly, the newly renovated Bella Terra mall and incorporate the varied masses, stucco finish, and warm colors of the Tuscan/Spanish Mission style (Fig.A.36).

The most notable concentration of buildings in the Plan Area that build upon Huntington Beach character is along Beach Blvd. south of Indianapolis Ave., where development is primarily residential and close to the beach and Downtown. Here, Beach Bungalow/Coastal Vernacular housing and a Spanish Mission beach-front resorts appear to have been strongly influenced by Huntington Beach character (Fig.A.37 – 39).

2) Landscape

Due to the auto-oriented nature of the corridors, site designs are primarily concerned with vehicular circulation and most properties are significantly covered with paved parking lot areas. Very little effort is made to create site layouts that are amenable to pedestrians, to use pathways, trees, or other site design elements that contribute to the pedestrian realm. Where landscaping has been implemented with new development, particularly along Beach Blvd., the use of palm trees is one of the few elements that consistently draw from local landscape character. While there are some individual projects that have made efforts with landscaping along their edges, these fragments do not add up to create a consistent feeling throughout the Plan Area.



FIG.A.34. TYPICAL “STRIP CORRIDOR” DEVELOPMENT



FIG.A.35. NEWLAND CENTER - COASTAL VERNACULAR

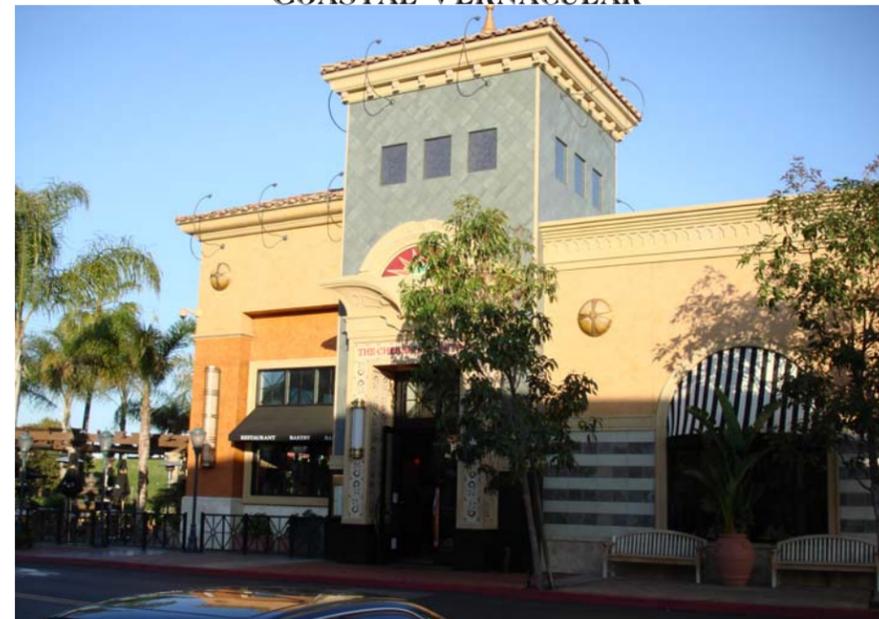


FIG.A.36. BELLA TERRA - TUSCAN/SPANISH MISSION



FIG.A.37. HOUSING SOUTH OF INDIANAPOLIS - BEACH BUNGALOW



FIG.A.38. HOUSING SOUTH OF INDIANAPOLIS - BEACH BUNGALOW



FIG.A.39. BEACH-FRONT RESORT AT PCH - SPANISH MISSION

A.10. CONCLUSION

The Beach Blvd. and Edinger Ave. corridors are two of the City's primary corridors providing the majority the City's commercially zoned land and acting as major pieces of the regional transportation network. However, changing market forces have moved these corridors into a state of transition. The trend of clustering retail at major crossroads has begun to impact the value of development on properties no longer advantageously positioned to accommodate the retail for which the majority of the corridors are zoned. Furthermore, the auto-oriented nature of the corridors and their associated visual character does not complement the role these streets play as major contributors to the City's identity.

Conventional arterial streetscape design and late 20th century commercial corridor land use patterns do not support a strong pedestrian environment. The current character of Beach Blvd. and Edinger Ave. are no exception and present a significant barrier to successfully accommodating a full range of uses. This is especially true for housing, which is strongly influenced by streetscape character and adjacent development.

The role of Beach Blvd. and Edinger Ave. in the city and regional circulation pattern will not change in the foreseeable future. However, the changing nature of commercial corridor development and the need to accommodate city and regional growth presents a great opportunity to eliminate this mismatch. By aligning City policy with the forces of change acting on the corridors, future development along Beach Blvd. and Edinger Ave. can help create a balance between the mobility-oriented desires of high-capacity arterials, the accessibility goals of walkable mixed use boulevards, and the community's desire for corridors that embody Huntington Beach character and identity.

The Planning Process was organized around a series of Community Workshops and City Council Study Sessions. This section provides a list of the dates and focus of those sessions, and a summary of comments received from community members at Community Workshops.

- April 2007 – Focus Groups
- May 10, 2007 – Community Workshop #1: Community Aspirations & Opportunities
- June 20, 2007 – Community Workshop #2: Broad Brush Concept
- August 27, 2007 – Community Workshop #3: Traffic
- September 20, 2007 – Community Workshop #4: Future Edinger Avenue
- January 7, 2008 – City Council Study Session #1: Edinger Vision
- January 23, 2008 – Community Workshop #5: Character
- February 27, 2008 – Community Workshop #6: Beach Boulevard
- April 17, 2008 – City Council Study Session #2: Plan Recommendations

Focus Groups

Chamber of Commerce

- Huntington Beach residents and visitors would like better local shopping opportunities, especially apparel and quality grocery. Potential for major retailers limited because of proximity of Costa Mesa and Westminster malls
- Need for driveway consolidation on Beach
- Beach Boulevard needs aesthetic upgrade – not a proper entry to the City
- Many successful and stable businesses along both corridors

Property Owners & Developers

- HB not a desirable office address. Residential “missing” in Edinger corridor. Interest in creating a mixed use place, with some single use projects.
- Beach is not a positive entry: need a “Wow” factor, and “eye appeal” now it looks like “junky flea market” Upgrades need to be aesthetic and economic
- Property owners want intensification of entitlements and streamlining of process. Change will take a long time, they want flexibility in terms of use. Stand alone residential is probably what would develop most quickly
- Concern that traffic issue will “shut it down,” i.e. limit increases in intensity. “Have to make traffic flow.” Interest in transit potential within and to City
- North HB businesses losing customers because of mall – especially delis, etc.
- On Beach, there is “huge demand” for office, especially medical. Small parcels big development challenge
- Parking “drives everything” Many over-parked properties, “sea of unused parking”
- Some properties ready for submittal now – Red Oak, DJM

CalTrans

- Caltrans owns Beach Boulevard
- Changes in the Edinger corridor have major impact on Caltrans facilities (405 and interchanges)
- All changes to Beach will require Caltrans’ full agreement and participation
- Caltrans will comment on changes in Edinger; City will be required to analyze traffic in conformance w/ Caltrans procedures

Community Workshop #1

The following represents a summary of comments received by community workshop participants in response community aspirations and opportunities.

- Beach Boulevard is our gateway to the City and to the Pacific Ocean.
 - – Accessibility transportation
 - – Pleasant drive
 - – Surf city identity
- Nothing unique about Beach Blvd.
- Keep “flavor” of Beach Blvd.
- Terrible eyesore
- Limited depth on Beach Blvd. parcels
- There has been a history of citizen meetings regarding Beach Blvd.
- Beach is not a good “walkable” street
- Beach Blvd – sea of concrete
- Setbacks and other devises to deal with wide highway
- More landscape setbacks on Beach Blvd.
- Need innovation to keep flow of traffic
- •New Horizontal mixed-use development would be a good idea
- •Convert commercial property to residential property
- •Boeing will need housing in corridor
 - – Healthy, affordable mix of housing
- •Need for increased residential density
 - – Modes of increased density
- •Affordability attracts a young and vibrant population
- •Mixed-use reduces traffic
- •Plaza Almeria is a good example of vertical mixed-use
- •Need a variety of housing options
- •Five Points is a Good Opportunity
 - – Pedestrian-friendly
 - – Make it like the new development in Downtown Santa Barbara
 - – Make it a center like Santana Row in San Jose

Community Workshop #2

The following represents a summary of comments received by community workshop participants in response to consultant’s presentation regarding broad brush strategies.

Comments on Broad Brush Concepts

- Huntington Beach has been built on single family homes
- We should separate housing from retail
- We will need housing so that we don’t make Boeing workers them long-distance commuters
- I totally support this, move ASAP
- The vision is wonderful
- I want to compliment your excellent analyses
- We need people movers
 - More bicycle trails
 - What about Rail?
 - The Edison Trail
- This process is important. I applaud the city for hiring these consultants
 - I see the benefits from this broad brush approach and the corridors need it
- Rear access requires more depth on Beach
- Make a Beach Gateway – arch over “Surf City”
- Golden West College is behind this

Comments on Traffic/Transportation

- •I’m worried about transportation.
- •Will these recommendations increase traffic on Edinger Ave. so that congestion is bad all day long?
- •Generally I like the recommendations but I’m worried about the interchange as a choke point.
- •We need to maintain traffic flow.
- •We need seamless land-use and transportation planning.
- •Consider innovative traffic solutions.
- •The Transit Center and railroad tracks are already in place for us to build on.
- •Consider transit to get beach traffic off the roads.
- •Reduce the commute out of the City
- •Focus on the long term planning process, not just the immediate traffic impacts.
- •If you live in the City, you avoid the problem intersections.
- You don’t take Beach Blvd. to get to downtown.

- •I like the town center idea. I think it will generate less traffic.
- •In nodes with higher density housing, more people will walk and they will be less congested.
- Looking at traffic is putting the cart before the horse
 - Get economics down first so we’re not taking a shot in the dark
- We should focus on the long term process, not immediate traffic impacts
- The Edinger Transit Center and the railroad tracks are already in place for us to build upon
- I like the town center idea. I think it will generate less traffic.

Community Workshop #3

The following represents a summary of comments received by community workshop participants in response to consultant’s presentation regarding traffic.

Concerns

- People who move here want to live the medium-low density California Lifestyle and drive cars.
- I’m Concerned about the extent of the benefit you get from mixed-use centers.
- Under current transportation system, more intensity is planning for more cars

Agreement

- Thanks for listening about traffic
- We are getting more people; The only solution is high density & mixed-use
- I’m in support of the network improvements and mixed-use.
- I agree with the idea of phasing development.
- “This strikes me as an exhilarating process. I haven’t heard ‘I disagree totally’ but I do hear some caution. Let’s definitely go to the next stage”

Support for Transit

- We need to look 30 years out to plan for transit.
- I want to see us do more planning for transit.
- Beach, Ellis, and Main is a perfect place for a transportation center.
- We do need to move forward with more emphasis on transit.

Community Workshop #4

The following represents a summary of comments received by community workshop participants in response to consultant's presentation regarding.

Good

- Wonderful presentation
- Beautiful
- I agree you need 50 DU to be feasible.
- This absolutely makes sense.
- I like what you are talking about.
- Nods for a "good piece of Huntington Beach"
- Thank you for the thorough presentation – I think the vision is viable
- If we are lucky it will work well for adults- What about children?
- This is a dynamic community and growth will happen so you need to anticipate and channel change
- This vision is a lifestyle choice. People will move there because they want to.
- As a business owner, this might be the right place for workforce housing
- I'm all for mixed-use concept – the condition is not to lose retail
- We need to review the Bella Terra site plan.
- Maximize retail square feet and minimize leakage
 - If you build it we will shop there
- The concepts make sense
- A hotel would seem to be appropriate for that area
- Idea of mixed use on the Montgomery ward site with a market is excellent
- I like what you have done so far. It has been thorough
- I challenge you to ensure the workshop vision matches the (intricate) regulation
 - If it doesn't you can not get to the vision
- I-405 is the most visible gateway to the city
 - What kind of monument or landmark can we do?
- Part of the 10-15 year 405 improvement can be a gateway element
- I agree and think this is a good direction
- I really like your tie

Bad

- Instead of a train, how about a quite Monorail, Magrail etc.
- This assumes that people are going to walk.
- I don't care what you say I am concerned about the traffic.
- You can't do 50 DU/acre with existing parking regulations
- I think even mixed use density will be more traffic than low density single use
- I want to make sure you give traffic its due diligence
- You should consider not limiting forms to those that are economically feasible
- You should consider how feasibility is affected by impact fees
- Mixed use retail downtown has been unstable
- Luxury rental and affordable housing contradict each other
- I think high density means higher crime
- I'm concerned about water service
- I think it's the wrong direction
- I think that City Center type development should be allowed in more places

Community Workshop #5

The summary of comments received by community workshop participants as part of the interactive workshop on Huntington Beach Character can be found in Appendix X.

Community Workshop #6

The following represents a summary of comments received by community workshop participants in response to consultant's presentation regarding Beach Boulevard.

- The Residential Parkway is a great idea; preserve near the beach
- I like the ideas but they sound like maintenance will be a big city expense
- I think it would be wonderful. I also think it's setting us up for gridlock
- Huntington Beach tomorrow's position:
 - The study is flawed
 - There are recommendations that are in conflict
 - Projects are coming faster than City can process them
- Does tenant change trigger regulations?

- Think this is great – how many stories?
- Are these restrictions too much on Neighborhood Centers?
 - What about no retail to ground floor?
 - As few restrictions as necessary
 - Let them be inventive and let them decide
- Does the housing qualify for workforce housing? – Make the specific plan encourage workforce housing?
- I think restricting the retail is great
- Have you thought about the mix between Rental and Sale property?
- Will the specific plan be analyzing fiscal analysis of converting retail to housing?
- There will be new demand on services
- Are school districts aware of this?
- Do you envision changes to households?
- What about provision of parks or open spaces?
- 150 square feet per unit seems small
- is the open space requirement in addition to park fees?
- Why restrict to 4 floors? – I think this wouldn't do much for us. Taller too high – we already have up to 12.
- My mantra:
 - Every unit will require two cars
 - How are we going to get around?
 - I can't get around right now
- Will you change parking requirements along with height recommendations?
- Some communities discourage driving by significantly reducing parking requirements.
- Will there be regulations limiting driveways to help traffic?
- Fire access has a big affect
- What about additional fire safety and police?
- What is the motivation for property owners to want to make these changes?
- Will there be incentive packages?
- I like the vision for the segments so far.
- Consider phasing or award of density to help disadvantaged properties.
- Concerned about 150 square feet of open space being too much for developers.

- Is there a way to do "open space credits" or "payments"?
- Who pays for traffic improvements?
- Can open space be allowed to be private?
- Commercial and traffic ½ is far from work.
- Offices to the ground floor is good.
- Are you doing something to help dealerships?
- Promote auto dealer fleet structures.
- Can you really make segments pedestrian friendly with Big Box and Auto Dealers?
- More density is 5 Points close but not at corner – why not at corner?
- Why not at intersection? – think it should be taller: 8 or even 10 stories
- Because of Type I vs. Type V
- If traffic analysis says only 3 floors, will you limit development?
- I like it

“Good Direction” = majority

“Wrong Direction” = 1 person

Follow up Discussion

- Too aggressive but I like the concepts
- Don't think housing is in character with Beach Blvd.

APPENDIX C: CHARACTER WORKSHOP SUMMARY



January 30, 2008
Huntington Beach Central Library

The Interactive Workshop Process

Community members participated in this 3 Part Interactive Workshop Process as part of the Beach Blvd. & Edinger Ave. Corridors Specific Plan in order to help identify what Huntington Beach Character is. The results of the process and a compiled summary of Huntington Beach Character can be found on the following pages.

Room Set Up

50 images set up around the room and grouped into three categories:

- 1) Building Materials & Colors
- 2) Landscape & Landscape Elements
- 3) Buildings & Architecture



Part 1: Picture Review Session

- 1) Review Each Picture
- 2) Fill out Individual Worksheet:
 - Decide if you think: “Fits” or “Does Not Fit” Huntington Beach Character
 - Write Comments about why (if you want to)
 - Choose “Greatest Hits” for each category



Part 2: Roundtable Discussions

- 1) Agree on “Greatest Hits” for each picture group as a table
- 2) Fill out the Group Worksheet



Part 3: Roundtable Presentations

- 1) Select a table representative
- 2) Report the table’s findings back to the rest of the workshop

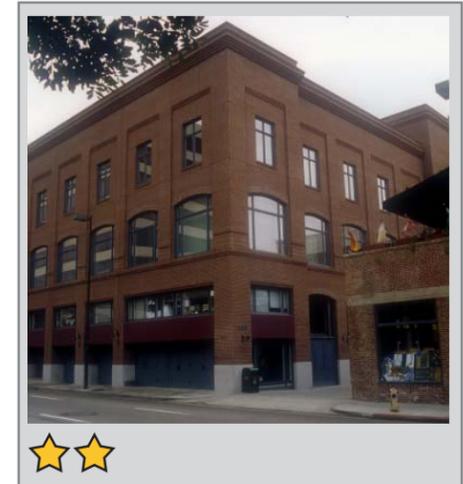
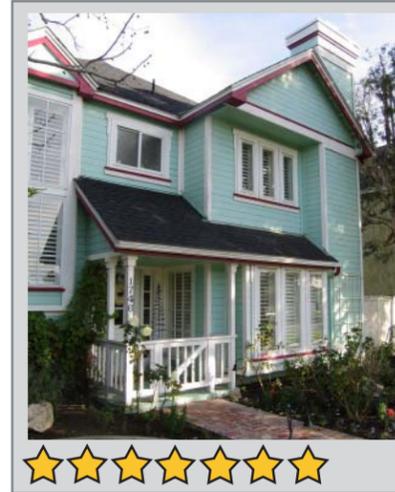


Individual Worksheet Results

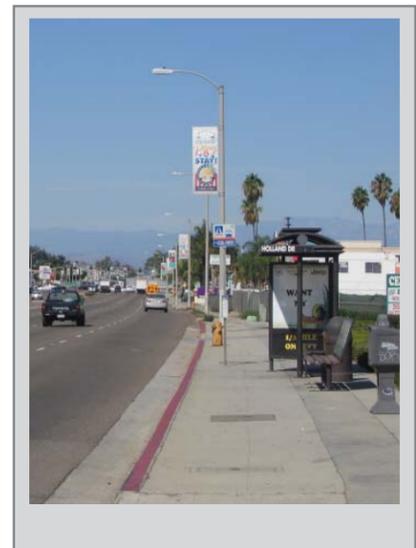
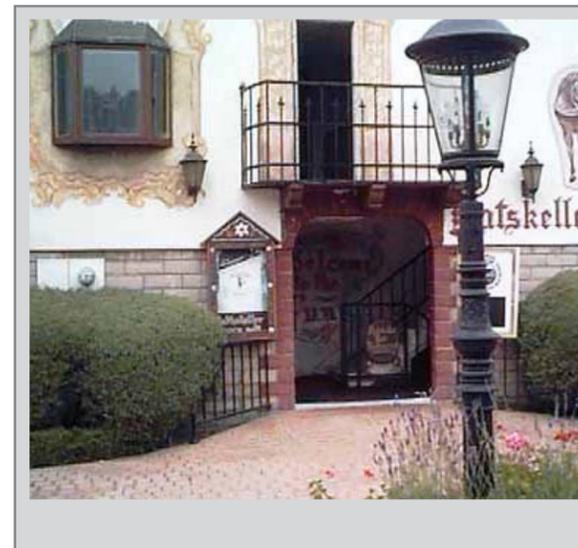
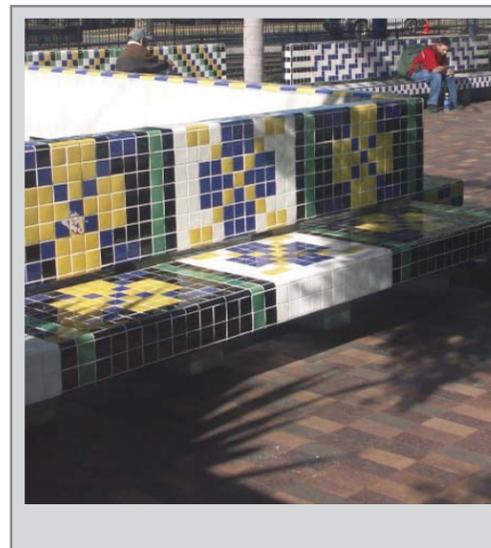
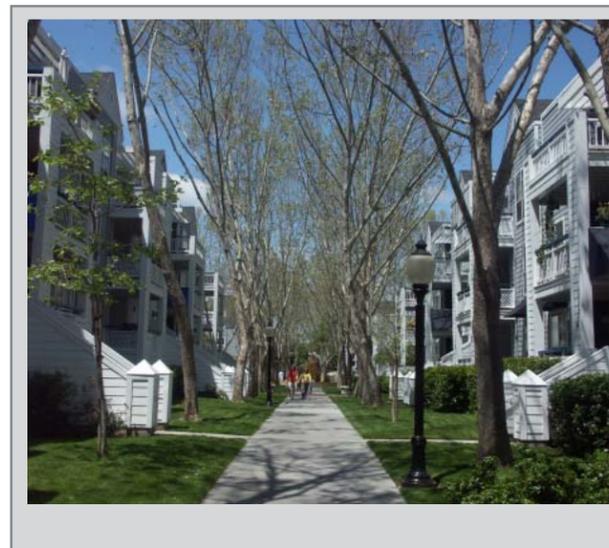
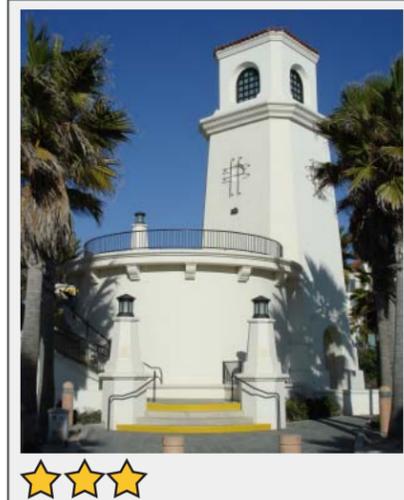
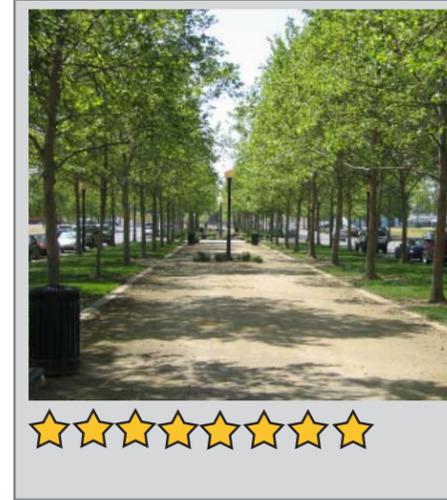
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Building Materials and Colors ~ Individual Worksheet Results



Landscape & Landscape Elements ~ Individual Worksheet Results



Buildings & Architecture ~ Individual Worksheet Results



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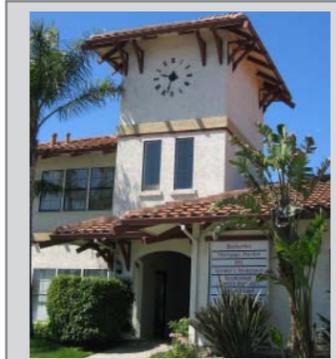
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Group Worksheet Results

The stars ★ indicate the number of times each picture was selected as a greatest hit by a Group / Roundtable



Group Worksheet Results

Building Materials and Colors



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Landscape & Landscape Elements



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Buildings & Architecture



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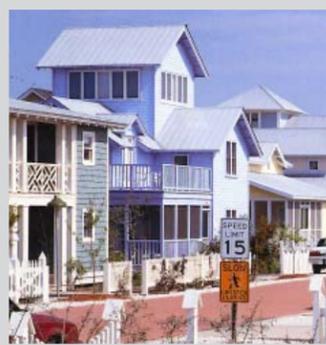
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Compiled Summary of Huntington Beach Character

The stars ★ indicate the number of times each picture was selected as a greatest hit by a a Group / Roundtable

Huntington Beach Character Summary ~ Building Materials and Color



- Mixture of stucco and tile
- Architectural detail and accents
- Great mix of colors
- Warm beach colors
- Tower is a good focal element
- Appropriate for commercial areas
- Fresh



- Has a California feeling
- Natural materials
- Earth tones
- Stone
- Roof and tower elements



- Beachy colors
- Color variation
- Wood siding
- Window style
- Warm materials
- Fits beach
- Fresh



- Beach colors
- Multiple colors differentiates buildings



- Beach colors
- Soft colors
- Tile roof
- Stucco
- Blend of colors

Huntington Beach Character Summary ~ Landscape & Landscape Elements



- ★★★★★★
- Lively atmosphere, people gathering
 - Mix of trees and planters
 - Antique lamppost
 - Good use of outdoor space
 - Outdoor dining with tables, chairs, umbrellas, away from buildings
 - Pots that separate space
 - Harmony between hardscape and softscape
 - Pedestrian scale



- ★★★★
- Colorful Landscape
 - Buffers pedestrian
 - Sidewalk is pleasing and off the street
 - Nice green areas
 - Mix of plant materials
 - Buffers the building
 - Pedestrian Scale



- ★
- Balanced design
 - Potted plants
 - Contemporary hardscape
 - Water feature
 - Interior courtyard



- ★
- Oceanic look
 - Scale
 - Surf City Palms
 - Palms create an open feel
 - Palms provide visibility of buildings
 - Trees should be uplift
 - Buffer for traffic areas



- ★
- Green
 - Friendly & inviting
 - Gorgeous, Lush, Great
 - Walking path
 - Nice open space
 - Good link between Bella Terra and the College
 - Residential Scale

Huntington Beach Character Summary ~ Buildings and Architecture



- ★★★★★
- Elegant, traditional feel
 - Good for mixed-use
 - Arched elements
 - Compliments Bella Terra
 - Projections and recesses
 - Balconies and rails
 - Horizontal elements distinguishes uses/floors
 - Attractive roof line
 - Variation, not a box



- ★★★★★
- Timeless
 - Breaking up of the mass
 - Spanish stucco style
 - Variation, not a box
 - Balconies
 - Arches
 - Mixed-use and good integration of multiple uses
 - Corner element and tower feature



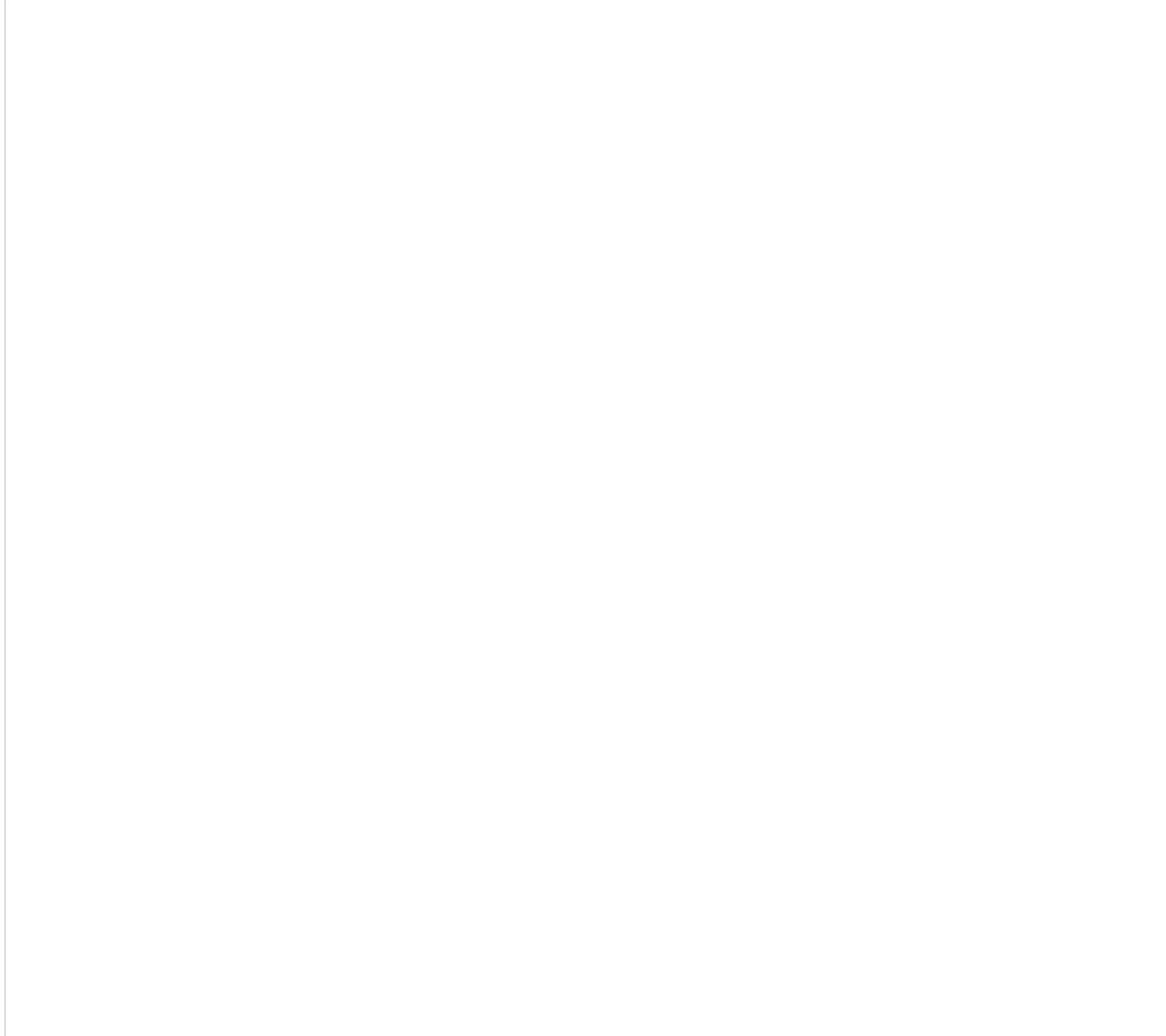
- ★★★
- Modern interpretation of the beach
 - Simple
 - Ocean colors
 - Mix of materials
 - Large windows
 - Stone
 - Siding
 - Scale



- ★★
- Clean look
 - Classic
 - Timeless architecture
 - Scale
 - Interaction with the street
 - Flexible format for multiple uses



- ★★
- Beach feel
 - Good colors
 - Cottage architecture
 - Varied height and masses
 - Appropriate near the beach



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Linda S. Congleton & Associates

July 2, 2007

Mr. Stanley Smalewitz
 Director
 City of Huntington Beach Economic Development Department
 2000 Main Street
 Huntington Beach, CA 92648

**SUBJECT: Beach Boulevard/Edinger Corridor Economic Development Revitalization
 Strategy Market Consultation**

Dear Mr. Smalewitz:

L.S. Congleton & Associates was retained to conduct a market-oriented and economic review of the Beach Boulevard/Edinger Corridor study area (the "Study Area.") The goal of this consultation was to provide market-based revitalization development opportunity recommendations for incorporating into the City of Huntington Beach's long-range Economic Development Revitalization Study.

SCOPE OF WORK

Over the last four months, we have:

- Conducted in-field evaluations of all commercial sites in the Study Area.
- Identified commercial/retail strengths and weaknesses with respect to the most state-of-the-art retail industry trends.
- Reviewed available City taxable sales data.
- Evaluated the Study Area resident trade area demographics with respect to short and long-term commercial/mixed-use potential.
- Reviewed major planned and proposed commercial/mixed-use projects in the Study Area.
- Reviewed and evaluated the Study Area maps produced by Freedman Tung & Bottomley ("FTB") with respect to market-based criteria and economic feasibility.
- Participated in several meetings with City staff and FTB.
- Analyzed the market rents exhibited in the Study Area.
- Determined the market and investment feasibility of incorporating mixed-use products into the Study Area.

- Prepared land value criteria exhibits for producing successful mixed-use products into the Study Area.
- Developed a land model for determining the redevelopment potential of existing sites based on current rental rate performance.
- Prepared market-based conclusions and recommendations with respect to types of mixed-use products that have the greatest potential for success within the Study Area.

KEY FACTS & ISSUES

The Study Area exhibits a number of characteristics common to many Southern California state highways and other older, four to six-lane arterials zoned for commercial development, including the following:

- Many small strip centers without anchor stores, such as grocery/drug stores and discount department stores ("unanchored strip centers").
- Older commercial centers (15-20 years+) with outdated designs and minimal landscaping.
- Many individual, small property owners lacking deep financial resources.
- High numbers of single commercial and medical buildings owned by individual owners, including the Huntington Beach Hospital, the Hoag Health Center, and numerous, single-user medical practice buildings.
- Many unanchored strip centers charging relatively modest Orange County rents to small businesses, entrepreneurs, service companies and other non-retail users that cannot afford the higher rents charged in new and renovated grocery/drug and discount department-store-anchored shopping centers.

Because much of the building stock is aged, many sites suffer from unattractive facades and parking areas in comparison to newly-built and renovated centers. Similar conditions exist along many California commercial corridors, such as Pacific Coast Highway in Newport Beach and Torrance; Sherman Way in Reseda; and El Camino Real in Palo Alto and Mountain View.

The following are the market-related issues the City of Huntington Beach wishes to address with respect to the Study Area:

1. What are the market and economic conditions affecting the ability of property owners to redevelop their properties?
2. What is the market potential for incorporating mixed-use as a form of revitalization?
3. What are the optimum development opportunities in the Study Area?

SUMMARY CONCLUSIONS & RECOMMENDATIONS**New Retail Square Footage**

We project that net new retail development space in the Study Area is constrained to a maximum of one to two neighborhood or community centers anchored by a large gourmet/specialty grocer and/or upscale grocer that is not already serving the Study Area. Two potential scenarios include:

- (1) a 150,000-square-foot center anchored by a 50,000-square-foot community-serving gourmet/specialty grocery store; and
- (2) a 100,000-square-foot center anchored by a 40,000 to 50,000-square-foot upscale grocery store.

New added retail space is completely dependent upon securing one to two specialty/gourmet grocery anchor stores not already represented in the Study Area. If a new store cannot be secured because its operation cannot draw sufficient customers due to the impact of competitive grocery store offerings already housed in the Study Area, then a new center with small shop space is not viable. If only one new grocery store concept is secured without securing a second store, then the estimated supportable space is limited to 100,000 to 150,000 square feet, inclusive of an anchor store of about 50,000 square feet. Without a new anchor store, no Study Area site can support much small shop space. Retail development land owners are not interested in proceeding with a shopping center without an anchor store.

The critical constraint on the amount of new, supportable retail space is the scarcity of available large retailers to serve as anchor stores. The Study Area already successfully houses the following key community-oriented large anchor retailers: Wal-Mart, Target (on Beach Boulevard in a center technically in the City of Westminster), Kohl's, Mervyn's, Stein Mart and two home improvement stores, Lowe's (just off Beach Boulevard on Warner) and Expo (Home Depot). No other large, community-oriented retailers exist that can generate spin-off shopping at a shopping center's small shop space.

Neighborhood center anchor stores, or traditional grocery stores, are also well represented in the Study Area by three outlets: two Albertsons, one on Edinger and one on Beach Boulevard, and a Vons Pavilions on Beach Boulevard just south of Freeway 405 (technically in the City of Westminster). Two, smaller specialty grocery stores on or just off Beach Boulevard include Mothers Market, a health and wellness grocer, and the gourmet discount retailer, Trader Joe's, on Main just west of Beach Boulevard in the 5 Points Plaza.

The Study Area's only community and/or neighborhood anchor retail void is a gourmet or specialized grocery store. Examples include Whole Foods, Wild Oats Market, Bristol Farms and Gelson's. Should such a store be secured, additional small shop space would be viable, with each center consisting of 100,000 to 150,000 square feet, including the anchor store.

A new grocery store-anchored shopping center would require an estimated 9.2 to 17 acres, based on a coverage ratio of 20% to 25%. Therefore, this development opportunity would require a large parcel of vacant or under-utilized land to build. Presently, only one available site, the former Montgomery Ward site on Edinger Boulevard, is large enough to accommodate this development opportunity.

In-Fill Commercial

A number of small parcels, ranging from less than one acre to over two acres are vacant or under-utilized in the Study Area, particularly along Beach Boulevard between the Freeway 405 and Adam Street. The most suitable uses for these parcels include in-fill commercial uses, such as the following:

- Expansion of car dealership space (if adjacent).
- Free-standing retailers, ranging from an estimated 8,000 to 10,000 square feet, including restaurant pads.
- Appliance, furniture, home furnishings outlets.
- Single-user office buildings.
- Doctor/dentist offices, including single-user or targeted medical professional multi-use space.

Specialized Medical Professional Office Space

The presence of two medical institutions on Beach Boulevard, the Huntington Beach Hospital and the Hoag Health Center Huntington Beach, enhances the potential for additional medical facilities and office space that is directly tied to these two institutions. It is our understanding that Hoag is interested in developing non-speculative office space to house Hoag-related doctors and medical services. This would be an excellent commercial addition to Beach Boulevard, perhaps strengthening the long-term desire of medical professionals to own and lease space along the street. Moreover, because many medical practitioners desire to own their office buildings, the expansion of Hoag's services along Beach Boulevard may strengthen the street's image as a desirable place to own or lease small one to two acre parcels and/or small vacant buildings for medical professions (see discussion in section above).

The announcement of Hoag Health Center's plans to add space for its services and doctors may spur additional interest in medical professionals to own or lease space in vacant, existing buildings or renovated, existing buildings. For example, we understand that a portion of The Plaza, the mixed-use office/retail project at Warner and Beach Boulevard, is slated for planned renovation. The project's owners are proposing to renovate the old theater space into commercial space suitable for medical professionals. This strategy is intended to be replace under-performing commercial space with viable, rentable commercial space compatible with the strengths of Beach Boulevard. This re-use may constitute the optimum commercial strategy for this outdated space.

One To Two Limited Service Hotels

In spite of the expansion of limited service hotels across the U.S. in cities with high business and leisure travelers, the City of Huntington Beach has not recently benefited from this development trend. We recommend a limited service hotel on Edinger, and a limited service hotel on Beach near the ocean, as a free-standing use or part of a mixed-use project. A name-brand limited

service hotel would provide a high-quality value-priced option for budget-minded business travelers and price-conscious leisure guests.

A 200-room hotel would necessitate a 3.5-acre site to accommodate a 5-level (30,000 square feet per level) hotel, with dedicated hotel-only parking. Limited service hotels have been successfully mixed with shopping centers, as well as high-density residential, particularly in transportation corridors, entertainment areas and visitor-oriented ocean settings.

Luxury For-Rent Residential

Building high-quality market-rate for-rent residential units has become a mainstay of a number of well-established REITS and private companies across the country, particularly in regions, such as Orange County, where housing prices have become extraordinarily expensive. New for-rent residential projects are being built at high densities (over 50 units/acre to 100 units/acre), with contemporary designs and numerous lifestyle amenities, such as WiFi, business meeting space, mini dog parks, live-work lofts, as well as the traditional pool/spa and exercise room. A number of these projects are targeting residents who rent as a lifestyle choice. These lifestyle-oriented renters are willing to pay strong monthly rental rates to receive the abundant amenities provided.

In Orange County, one of the most prominent owners of luxury for-rent properties is The Irvine Company Apartment Communities, with 52 projects in the City of Irvine, 9 in the City of Newport Beach and 7 in Tustin Ranch, for a total of 68 properties. According to information provided in *Rental Living*, published by the Company, one-bedroom units in the City of Irvine and Tustin Ranch command rents broadly ranging from about \$1,395 to \$2,015 per month, with newly-built projects averaging about \$1,779 a month for one-bedroom units. Two-bedroom units are achieving rents ranging from \$1,600 to \$2,220 a month, with newly-built projects averaging about \$1,977—nearly \$2,000 a month. Most Irvine and Tustin Ranch for-rent projects are located within one and one-half miles of either the Freeway 405 or Freeway 5, providing convenient freeway access for commuting professionals. A broad array of master-planned community amenities and/or self-contained recreational/business/fitness facilities are found in these for-rent projects, creating added appeal to those residents seeking a superior rental lifestyle choice.

With its easy freeway access on Edinger, and its close proximity to the Pacific Ocean, the City of Huntington Beach has an excellent opportunity to incorporate top-quality, luxury for-rent projects in the Study Area. Our discussions with selected, experienced luxury for-rent apartment developers indicate strong interest to build luxury for-rent projects, provided that: (1) the sites are a minimum of 3.0 to 4.0 acres (for a minimum of 150 units); (2) zoning will allow such higher density (50 units to 100 units per acre) mixing of uses; and (3) land values realistically reflect a level that can economically support the construction and operation of the project.

Three types of luxury for-rent residential projects may have potential in the Study Area:

1. **Luxury For-Rent (Condo Map):** designed to condominium densities and standards and processed as a condominium project built adjacent to or near existing retail/dining offerings, with generous private parking arrangements.

2. **Mixed-Use For-Rent:** high-density residential designed to long-term rental standards, with some limited amount of ground floor retail facing major intersections only.
3. **Luxury For-Rent (Mixing Uses):** high amenity for-rent designed for long-term operations as a for-rent project adjacent to or near existing retail/dining offerings.

Recommended locations for developing this product include:

1. Edinger Boulevard, due to its ease of freeway ingress and egress; its close proximity to the newly-redeveloped Bella Terra shopping center; and its proximity to an older, large for-rent project called, Seawind Village apartments, on Center Drive.
2. Between Ellis/Main and Adams on Beach Boulevard within easy walking distance of two existing shopping centers, the Albertsons/Mother's Market-anchored shopping center, Newland Center, and the Loehmann's 5 Points Plaza (with Trader Joe's).
3. Between Adams and the ocean on Beach Boulevard, an area already dominated by residential uses.

Table 1, following, summarizes the recommended products; the target locations; the realistic timing of the various products (one-to-five or six-to-ten years), based on competitive market conditions and land assemblage issues; the minimum acres required and the market-based densities of the products; and comments regarding amenities and target customer segments.

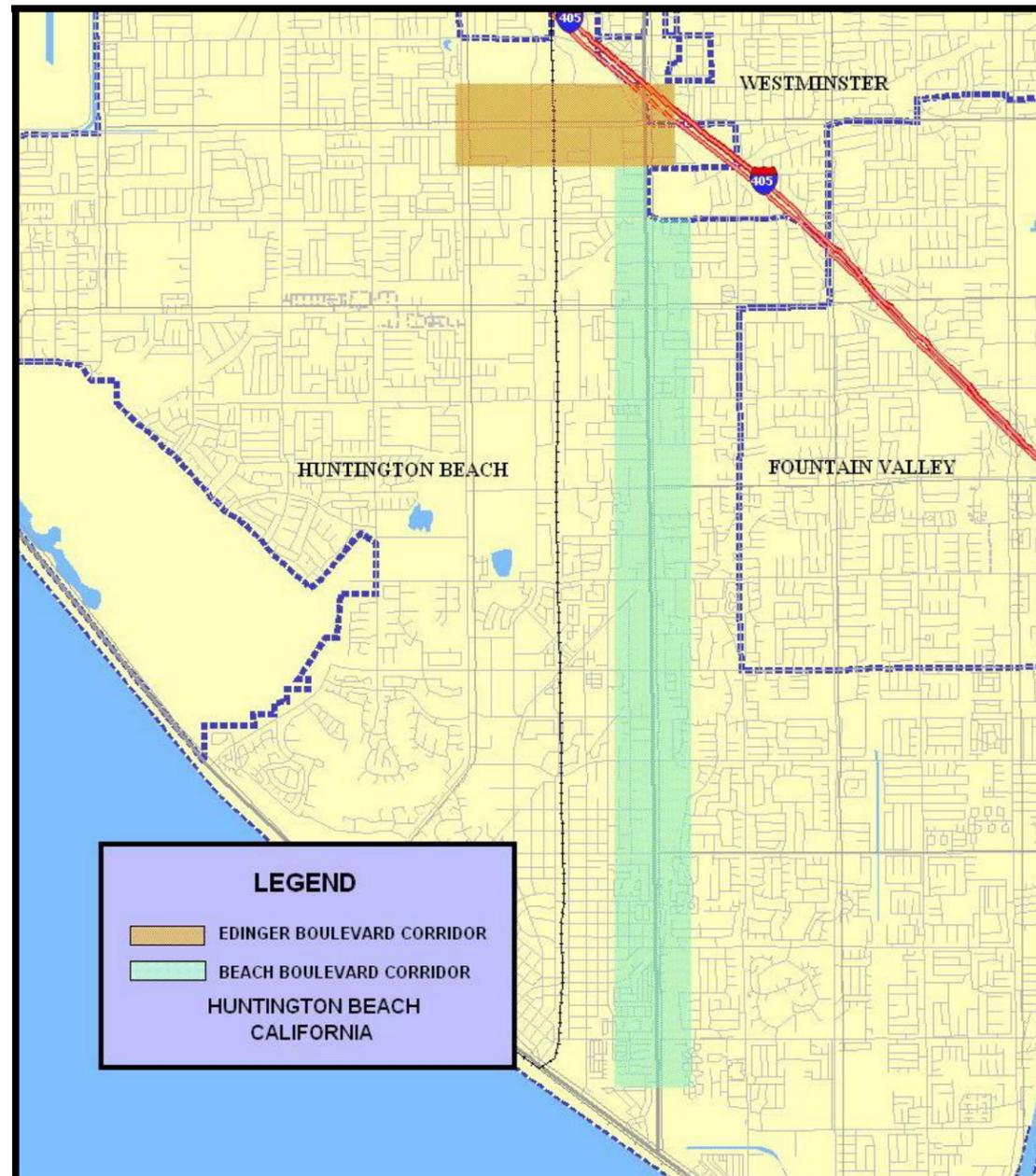
**TABLE 1
EDINGER/BEACH BOULEVARD OPTIMUM DEVELOPMENT PROGRAM RECOMMENDATIONS
PRODUCT DESCRIPTIONS, TIMING, ACREAGE/DENSITIES, CUSTOMER SEGMENTATION & AMENITIES
REDEVELOPMENT AGENCY OF THE CITY OF HUNTINGTON BEACH**

PRODUCT DESCRIPTION/ TARGET LOCATIONS	TIMING: INITIATION OF DEVELOPMENT		MINIMUM ACRES/DENSITIES	COMMENTS/CUSTOMER SEGMENTS
	1-5 YEARS	5-10 YEARS		
<p>GOURMET SPECIALTY MARKET-ANCHORED SHOPPING CENTER 150,000 S.F. & 100,000-150,000 S.F.</p> <p>EDINGER BLVD. AND/OR BEACH BLVD.</p>	X		<p>9.2 to 13.8 acres minimum (based on 25% coverage ratio) to 11.5 to 17.2 acres (based on 20% coverage ratio) for each center of 100,000 to 150,000 s.f.</p>	<p>Maximum new retail demand of 250,000-300,000 s.f., assuming one to two centers of 100,000 to 150,000 s.f. each, one anchored by a large specialty grocery store and the other anchored by an upscale gourmet grocery store. Retail square footage dependent upon securing anchor store. Timing must be initiated within next 5 years to secure designated anchor store, or otherwise retailer will select a neighboring, near-by city to serve its customers, and will not need a Huntington Beach location. No new net demand/need for unanchored small shop space.</p> <p>Target customers: upscale singles, couples, pre-retirees, retirees and health-conscious families.</p>
<p>IN-FILL COMMERCIAL USES: EXPANSION OF CAR DEALERSHIPS; FREE-STANDING RESTAURANT PADS; FREE-STANDING APPLIANCE/HOME FURNISHINGS/FURNITURE OUTLETS; SINGLE DOCTOR/DENTIST BUILDINGS; OWNER-USER OFFICE BUILDINGS</p> <p>BEACH BLVD. BETWEEN FREEWAY 405 & ELLIS/MAIN (DISTRICTS 1 - 2)</p>	X	X	<p>1.0 to 2.0+ acres, with site coverage dependent upon parking needs.</p>	<p>Beach Blvd. contains a number of small vacant or under-utilized parcels ranging from about one-quarter to 2.0-acres each, with most opportunity sites located north of Talbert. These sites benefit from close proximity to the Freeway 405 & the large retail users located from the Freeway to Ellis/Main. Proximity to the Huntington Beach Hospital is also a benefit for single-use medical owner/operators.</p> <p>Target customers: Huntington Beach destination-oriented shoppers & other appointment-oriented service customers.</p>
<p>LIMITED SERVICE HOTEL</p> <p>EDINGER AND/OR CLOSE TO OCEAN ON BEACH BLVD. (DISTRICT 4)</p>	X		<p>3.5 acre minimum size for 200-room name-brand limited service hotel, based on 5-levels, 30,000 s.f. per level, with dedicated hotel-only parking (not shared parking).</p>	<p>Limited service hotel may be combined in a mixed-use setting with high-density residential, a model successfully built in high transportation corridors & ocean settings.</p> <p>Target customers: business travelers and price-conscious leisure guests.</p>
<p>LUXURY FOR-RENT RESIDENTIAL; LUXURY FOR-RENT RESIDENTIAL WITH CONDOMINIUM MAP FOR FUTURE CONVERSION TO OWNERSHIP UNITS; & MIXED-USE RESIDENTIAL FOR-RENT WITH LIMITED GROUND FLOOR RETAIL AT STRONG INTERSECTIONS</p> <p>EDINGER BLVD. & BETWEEN ELLIS/MAIN & THE OCEAN ON BEACH BLVD. (DISTRICTS 3 & 4)</p>	X	X	<p>3.0-acre minimum size at densities at 50/acre for luxury for-rent and/or luxury for rent with condominium map for later conversion; 100 units/acre may fit selected in-fill/urbanized sites for long-term luxury rental products at transportation node-type locations. Minimum of 150 unites per project, with top-quality lifestyle amenities (see comments).</p>	<p>Luxury for-rent products should incorporate top quality lifestyle amenities, such as lap pools w/ spa, business center w/ computers/FAX, fitness center with equipment & clubhouse in order to be competitive w/ top Orange County rental living products and to attract discriminating, pedestrian-oriented residents. Target sites must be large enough to provide full array of amenities, and should be located on Edinger near Bella Terra's shopping or between Ellis/Main to Adams (District 3) to take advantage of two, existing neighborhood centers with several grocery offerings in place. Ground floor retail need not be required for any residential project. Very small quantities of ground floor retail may be incorporated as a project amenity for residents at strong corner intersections; however, because no strong demand exists, the retail will most likely be "stealing" demand from existing retailers-- not creating net new demand.</p> <p>Target customers: young professionals; singles; couples; empty nesters; pre-retirees; retirees; relocations to Orange county seeking temporary home while searching for new home to buy.</p>
<p align="center">HOTEL ROOMS: 200-400 ROOMS RETAIL SQUARE FOOTAGE: 250,000-300,000 RESIDENTIAL: 150-500 UNITS PER PROJECT</p>				

DISCUSSION OF MARKET CONDITIONS

Site Analysis Overview

The Study Area consists of two major arterials in Huntington Beach: (1) Beach Boulevard from the 405 Freeway to the Pacific Ocean (about 5.5 miles); and (2) Edinger Boulevard from the intersection of Edinger and Beach Boulevard, and then west to the four corners of Edinger and Goldenwest (about 1.75 miles). The map below highlights the Study Area.



Beach Boulevard

The Beach Boulevard portion of the Study Area is an eight-lane state highway (Highway 39). It is the most direct route from the 405 Freeway to the beaches along Pacific Coast Highway. The highway is segmented into 11 major blocks of about one-half mile each. Traveling north to south (to the ocean), the cross-streets include: Edinger, Heil, Warner, Slater, Talbert, Ellis (that turns into Main Street to the west), Garfield, Yorktown, Adams, Indianapolis and Atlanta.

Vehicular traffic along Beach Boulevard can be congested and noisy, with vehicles often traveling 50 miles an hour or more. Like many suburban state highways in Southern California, the highway’s use is dominated by the travel of cars, buses and trucks. Vibrant, active pedestrian travel does not occur along Beach Boulevard’s sidewalks.

Beach Boulevard may be divided into four segments that we have titled based on distinguishing uses:

1. **Freeway 405 to Warner:** Westminster Pavilions Center District.
2. **Warner to Ellis/Main Street:** Hospital and Wal-Mart District.
3. **Ellis/Main to Adams:** Loehmann’s 5 Point Plaza/Hoag Health Center/Newland Center (Albertsons/Mothers Market center) District.
4. **Adams to the Ocean:** Ocean-Related Residential District.

Car dealerships are located all along the first three Beach Boulevard Districts, but are not located in the fourth District, Adams to the Ocean, a residential area, with the exception of an aged, non-contemporary shopping center at the southeast corner of Atlanta and Beach (the Big Lots and Rite Aid center).

The largest, single commercial use in the first District, Freeway 405 to Warner, is the Pavilions Place shopping center (about 310,000 square feet). This center is technically located in the City of Westminister. Anchored by Target and the Vons Pavilions grocery store, the center is located northeast of the intersection of Beach and Heil. Other notable retailers in this first District include two free-standing uses just north of the Westminister Pavilions Place shopping center, Office Max and Sport Chalet; the discount apparel store, Marshalls; and the discount beverage store, Beverages & More, in the 96,000-square-foot Huntington Collection shopping center at the northeast corner of Terry and Beach; and the following auto dealerships between Heil and Warner: Dodge, Jeep and Chrysler, Mitsubishi and Mazda.

The most significant commercial uses in the second District, Warner to Ellis/Main Street, are Wal-Mart, and the Huntington Beach Hospital with surrounding medical office uses. Other large commercial uses include The Plaza, a high-rise office project at the southwest corner of Warner and Beach, with ground floor retail, restaurants and an old-style cinema. Car dealerships in this District include Nissan, Honda Motorcycle, Chevrolet and Ford, all on the west side of Beach Boulevard.

The third District, Ellis/Main Street to Adams, is distinguished by the 155,000-square-foot lifestyle center, Loehmann's 5 Points Plaza, at the north end, and the nearly 150,000-square-foot, grocery-store-anchored Newland Center, at the south end. Loehmann's 5 Points Plaza's tenant mix includes Trader Joe's, the discount gourmet grocery store; Omaha Steaks; Farm Boy, a fresh produce retailer; a number of apparel/shoe specialty retailers, including Old Navy, Ann Taylor Loft, Aeropostale, Aerosoles shoes, Chico's, Gap/Gap Kids/Baby Gap, The Childrens Place, Tillys, Vans Shoes, Nine West Shoes and World of Kalso Earth Shoes; and several home-oriented stores, including Pier 1 Imports, Mikasa (home accessories) and Party America. Other notable specialty tenant uses include Bath & Body Works, a beauty care supply store, a hair salon, a jeweler, a pet store, a bank, a cleaners and a coffee/pastry outlet, Java City. This center represents the most focused, lifestyle-oriented apparel and home furnishings tenant mix along Beach Boulevard, targeting residents living in neighborhoods close to the Civic Center, as well as neighborhoods located south toward the ocean.

Newland Center, anchored by Albertsons and Mother's Market, provides a focused neighborhood-oriented tenant mix for residents living near or south of this location. Mother's Market has been in this location for many years, serving health and diet-conscious consumers well before organic and natural foods became main stream. The center is attractively landscaped, and includes a number of quick food operators with an outdoor seating area.

Just north of Newland Center, between Yorktown and Adams, is the Hoag Health Center Huntington Beach. The three-story center contains a pharmacy, lab services, a Hoag Imaging Center and offices for 45 physicians. It is our understanding that Hoag is interested in developing 50,000 square feet of additional space in Huntington Beach to accommodate their doctors' needs and their own medical services.

Between 5 Points Plaza and Newland Center is the 94,000-square-foot Beach Garfield Center at the southwest corner of Garfield and Beach. Anchored by the 33,000-square-foot Stein Mart, a discount apparel/home furnishings retailer, this center offers additional community-oriented apparel/home furnishings stores.

The fourth District, Adams to the Ocean, is solidly filled with residential neighborhoods on both sides of the street, with the exception of a single parcel located at the southeast corner of Atlanta and Beach that houses an old, unattractive Big Lots/Rite-Aid center. The fourth District's close proximity to the ocean transforms this section of Beach Boulevard into a highly-desirable residential living enclave for both ownership and upscale, luxury rental housing. Unlike Districts 1, 2 and 3, with many small, narrow-depth commercial parcels lining the street, this segment is almost completely filled in with residential housing. In fact, the out-of-date Big Lots/Rite Aid center appears out-of-place given the abundance of attractive residential surrounding the site.

A number of market-based conclusions can be derived from the above site analysis of the four Beach Boulevard Districts:

1. **District 4, Adams to the Ocean, is a residential segment.** The residents living in this District are only about two large blocks away from the Albertsons/Mothers Market-anchored Newland Center, thereby precluding the need for any additional retail in District

4. In addition, a second grocery store-anchored center, the 73,000-square-foot Landmark Plaza, anchored by Vons, is located at Atlanta and Magnolia, only about one mile to the east of the existing Big Lots/Rite Aid center. No need exists for another grocery store to serve residents living in or near this District. Three grocery stores, totaling about 130,000 square feet, are all within about a mile of the Atlanta/Beach intersection, the location of the Big Lots/Rite Aid center. Not only is the Big Lots/Rite Aid site a poor location for a grocery store because three competing stores are close by, the site's resident trade area is not completely encircled by homes, with water comprising the south end of the grocery store's trade area. This type of resident trade area is usually not attractive to grocery stores because insufficient numbers of customers are immediately surrounding the location.

2. **District 3, Ellis/Main to Adams, contains the most lifestyle and neighborhood retail uses.** Three shopping centers with strong anchors and mini-anchors, including Albertson's, Mother's Market, Trader Joe's, Loehmann's, Pier 1 Imports, Old Navy, Mikasa and Stein Mart, provide an excellent stage for adding in-fill residential uses. This District already contains three grocery stores, plentiful services and a high quantity of specialty apparel/home furnishings uses. No need or demand exists for adding additional neighborhood or community-oriented retail space given that nearly 400,000 square feet already exists within a three block area of only about one and one-half miles. District 3 contains the most pedestrian-friendly shopping centers along Beach Boulevard (in Huntington Beach), with uses and shopping environments targeted to the immediate residential neighborhoods.
3. **Districts 1 and 2 are dominated by regional-serving, big box uses.** District 2 contains the behemoth retailer, Wal-Mart, a store designed for serving a wide regional market. The large parking area and mammoth store size are geared towards vehicular access—not intimate neighborhood shopping patronage. The Huntington Beach Hospital and medical office space, adjacent to Wal-Mart, are also large land users that serve a wide community area. District 1's retailers desire regional-serving locations near freeway access points. Examples include Sport Chalet, Office Max, several restaurants near the freeway, and Marshalls. The long-standing existence of big box and destination-oriented retailers in Districts 1 and 2 will continue to assist in generating interest by single commercial users on one- to two-acre sites that are vacant or under-utilized.

Edinger Boulevard

The Edinger portion of the Study Area extends two large blocks from Beach Boulevard at the Freeway 405 through the intersections of Gothard and Goldenwest. Edinger Boulevard is a six-lane arterial that experiences little pedestrian activity on the sidewalks.

Edinger Boulevard's most distinguishing feature is the recently renovated Bella Terra shopping center. Bella Terra provides an attractive, walkable atmosphere for entertainment and dining venues, as well as discount/value/ "lifestyle"-type stores, such as Bed Bath & Beyond, Barnes & Noble and REI. With nearly 800,000 square feet of anchor, mini-anchor, small shop and

restaurant pad space, the Bella Terra site also includes about 14 acres of land consisting of a former Montgomery Ward building (vacant) and surface parking.

Bella Terra anchor retailers include Mervyn's and Burlington Coat Factory, major tenants that were retained from the former center's tenant mix, and the Kohl's department store, added as part of the renovation. Other large tenants include the 76,740-square-foot Century Theaters. Mini-anchor tenants, occupying over 10,000 square feet, include Circuit City, Staples, Barnes & Noble, REI, Cost Plus, Shoe Pavilion and Bed Bath & Beyond. Four new, free-standing restaurant pads joined the existing Macaroni Grill pad at the corner of Beach and Edinger, with three pads fronting Edinger Boulevard: Cheesecake Factory, California Pizza Kitchen, Islands, and King's Fish House. Other restaurants, cafes and quick foods include Pei Wei; Corner Bakery; Starbucks; and the following quick foods/restaurants in or near a central courtyard close to the cinema: Kabuki restaurant, Johnny Rockets, Daphne's Greek, Pomodoro Cucina, Cravery, La Salsa, Peet's Coffee, Jamba Juice, Ben & Jerry's ice cream, and several others. Notable non-food specialty tenants include Huntington Surf and Sport, Jos. A. Bank, Loehmann's Contemporary (apparel) and ULTA Cosmetics.

West of Bella Terra is Golden West College, a community college bounded by Edinger to the south, Gothard to the east, Goldenwest to the west and McFadden to the north. Technically outside the Study Area, the community college hosts a swap meet in its parking lot area facing Edinger. Directly across from the Golden West College parking lot is an Albertsons/Toys R Us shopping center, located at the southeast corner of Edinger and Goldenwest. This shopping center represents the only other anchored center besides Bella Terra in the Edinger Boulevard portion of the Study Area.

Four older shopping centers are located on the south side of Edinger: (1) Sher Lane, with Men's Wearhouse and Office Depot; (2) the 149,000-square-foot Edinger Plaza, with Michaels and Petsmart (in a retail/services strip center totaling about 149,000 square feet) west of a rail line and directly across the street from the vacant Montgomery Ward building; (3) a small, less than 3-acre site with Frazee Paints, a dog groomer and a bike store; and (4) the Expo (Home Depot) Design Center at the southwest corner of Edinger and Goldenwest. An 112,000-square foot home furnishings strip center, called the Huntington Furnishings Mart is located just east of an EZ Lube outlet on the northwest corner of Edinger and Gothard.

Other major commercial uses include a Levitz warehouse, showroom and parking lot on about 11-12 acres at the northeast corner of Edinger and Gothard, immediately east of a rail line. Retail outlets on the south corners of Gothard and Edinger include the Orange County Mattress and the large, kitchen/bath/appliance store, Standards of Excellence, serving both homeowners and contractors. To the south of the Study Area along Gothard, behind the Orange County Mattress store and the small Frazee Paints shopping center, are older, industrial and warehouse buildings.

Key market-based conclusions can be derived from the site analysis of Edinger Boulevard:

1. **Edinger Boulevard contains the largest vacant, developable parcel.** The former Montgomery Ward building and surrounding parking lot comprise about 14 acres of land

immediately adjacent to the existing Bella Terra shopping center. No other vacant parcel in the Study Area provides as much land area as this single site.

2. **Bella Terra already has a pedestrian-oriented atmosphere on-site--but few homes are nearby to take advantage.** Bella Terra has a strong array of dining and entertainment offerings, key attractions for mixed-use residential living. However, for most patrons, shopping at the center requires taking a car. The creation of adjacent high-density residential homes would enhance the pedestrian shopping patronage at the center. Residents would be able to shop, dine, go to a movie and patronize banking and other personal services without using a car.
3. **Freeway 405 access time is short.** Both commercial and residential uses near this portion of the Study Area benefit from the ability to access the Freeway 405 within a short time. Resident commuters, shoppers and employees can quickly go north or south from venues along Edinger.
4. **Rail line has future potential for connecting to downtown.** Should future alternative transportation be built using the rail line between the Montgomery Ward site and the Levitz site, Golden West College students, workers and residents would have non-traditional transportation between Edinger and central Huntington Beach.
5. **Bigger revitalization impact with larger parcels.** Edinger Boulevard's large vacant or under-utilized parcels—under single ownership or control—are more likely to achieve redevelopment goals quicker than the many, smaller sites on Beach Boulevard.

MARKET/ECONOMIC CONDITIONS AFFECTING REDEVELOPMENT

New Retail Revitalization Constrained By Lack Of Anchors

Few large retailers exist that would be willing to serve as the critical anchor stores for any new or renovated property in the Study Area. Nearly all potential neighborhood and community anchor stores have already found homes in Huntington Beach or the immediately neighboring city of Westminster to serve the residents living in and around the Study Area.

Without an anchor store, no commercial center can be realistically built or redeveloped successfully. It is a retail industry tenet that anchored centers out-perform unanchored (mini-mall strip) centers in terms of shopping center sales and rents. Any new or fully renovated large shopping center (greater than 5-6 acres) requires an anchor store in order to attract the small shop tenants to fill the entire center. Without an anchor, the renovated or new center cannot charge the needed market rate rents to cover the costs of new construction.

The following neighborhood and community center anchor stores already have homes on or near the Study Area:

- **Wal-Mart** on Beach Boulevard.

- **Target** on Beach Boulevard, just south of Freeway 405, technically in City of Westminster.
- **Kohl's** and **Mervyn's** on Edinger in Bella Terra.
- **Expo (Home Depot)** on Edinger, and **Lowe's** on Warner just south of Beach.
- **Stein Mart** on Beach.
- Three traditional grocery stores: Two **Albertsons**, one on Edinger and one on Beach and a **Vons Pavilions** on Beach just south of Freeway 405, technically in Westminster.
- Two specialty grocery stores: **Mother's Market** on Beach and **Trader Joe's** on Main, just off Beach Boulevard.

The only large retail anchors not represented include the following:

- Large specialty/health grocery store, such as Whole Foods.
- Upscale grocery store, such as Gelson's.

All other community anchor store possibilities have already been secured. Therefore, the amount of new or total renovated retail space in the Study Area is severely hampered because no anchor stores are available.

No amount of creative leasing or demand analyses can replace the reality that any newly renovated or built commercial center will require an anchor store. Therefore, even under the most optimistic scenario, only two shopping center development scenarios are possible: (1) an upscale grocery-anchored center; and (2) a large, specialty grocery-anchored center. A large, specialty grocery store with city-wide appeal may be more likely secured for the Study Area due to the existence of three traditional grocery stores already represented that would directly compete with any upscale grocery store.

The following summarizes the maximum amount of new retail center space supportable based on an optimum scenario of two 50,000-square-foot anchors:

**HUNTINGTON BEACH BOULEVARD & EDINGER CORRIDORS
POTENTIAL NEW OR RENOVATED RETAIL SPACE
OPTIMUM SCENARIO**

Large Specialty Grocery Store Center	150,000 sq. ft.
Upscale Grocery Store Center	100,000 to 150,000 sq. ft.
Grand Total	250,000 to 300,000 sq. ft.

The lack of available community center anchors dictates that a maximum of two centers, under the most optimistic scenario, can be newly built on vacant land or on land with existing

commercial structures in the Study Area. Therefore, any revitalization strategy must encourage other non-retail uses in order to economically justify attracting new development.

The optimum scenario described above does not reflect a worst case scenario in which no developer is able to secure even one sought-after anchor store. Should this "worst case" situation occur, no new shopping centers would be supportable in the Study Area. Any revitalization strategy, therefore, could not count on building or renovating any shopping centers.

This "worst case" scenario does not account for individual, destination-oriented commercial, retail or office enterprises that may wish to ground lease or buy their own parcel in order to build their own building on small sites. Typically, this would occur on parcels that are less than 3 acres in size, and the users would build their own buildings or contract to have their operations constructed on a build-to-suit basis. Usually, this type of commercial space is not built on a speculative basis.

Examples of commercial users that fit this category include:

1. Expansion areas for car and motor bike dealerships;
2. Doctor and dentist offices, as well as other health care offices;
3. Home appliance and improvement stores;
4. Restaurant pads;
5. Bank, credit union, or other financial institution pads.
6. Other single-user destination-oriented businesses housed in spaces of about 30,000 square feet or less.

New Commercial Revitalization Constrained By Other Market Conditions

A number of other limiting factors contribute to the inability to expand and renovate commercial space in the Study Area, including the following:

1. Lack Of Significant Residential Growth

The resident trade area for the Study Area includes the cities of Huntington Beach, Westminster and Fountain Valley. Although this area represents a highly populous area of about 353,000 people and nearly 123,700 households, with strong median and average household incomes (nearly \$70,000 median and \$87,000 average), the average annual growth in new households has been less than half of one percent over the six-year period, 2000 through the year 2006. The expected five-year growth is also projected to be less than 1.0% per year.

The lack of new household growth means that new or expanded shopping center development cannot thrive based on the growth of new households. Because the resident trade area is virtually built-out, ambitious expectations of strong sales, rents and demand for new shopping center space cannot be saved by future new household growth to support the demand for shopping

center space. It is a major shopping center industry principle that retail follows residential growth. Without new residential growth, new retail center growth cannot occur.

2. Study Area Dominated By Unanchored (“Mini-Mall”) Strip Centers

The most successful retailers seek locations with strong anchored shopping centers. Of the 7 shopping centers along the Edinger Corridor, only 3 are anchored:

1. The Albertsons Center;
2. Bella Terra (Kohl’s, Mervyn’s); and
3. Expo Center (Home Depot).

The remaining 5 centers are occupied by furnishings stores and mini-anchor stores, such as PetSmart and Michaels—but are not anchored by grocery stores or discount department stores.

Of the 27 shopping centers along the Beach Corridor, only 6 are anchored by major retailers:

1. Pavilions Place (Target and Vons Pavilions), located in the City of Westminster;
2. Newland Center (Albertsons, Mother’s Market);
3. Wal-Mart Center;
4. Beach Garfield Center (Stein Mart);
5. Loehmann’s 5 Point Plaza (Loehmann’s and Trader Joe’s); and
6. Huntington Collection (Marshalls).

A seventh center contains Big Lots in a former grocery store space (at the southeast corner of Beach and Atlanta), but this discounter is not considered a traditional anchor store.

The Study Area is dominated by unanchored strip centers, the weakest type of center in the retail industry. Of the 34 shopping centers evaluated, less than 30% of the centers are considered anchored by retail industry standards.

3. Many Unanchored Centers With Non-Retail Sales-Generating Uses

Successful retailers tend to seek locations where many like-kind businesses exist that generate strong retail sales. Many centers in the Study Area, however, are occupied by non-retail uses. Although a number of unanchored shopping centers are occupied by convenience stores, quick and fast foods and some specialty retail outlets, many are also filled with store types that generate minimal amounts of retail sales tax dollars, or none at all.

Examples of Study Area businesses that do not generate retail sales include:

- Small personal and financial service (office) tenants, such as finance and insurance companies; brokerage/real estate offices; accounting specialists; employment offices; consulting companies;
- Doctors, optometrists, dentists, chiropractors, and other health professional offices;
- Entrepreneurial non-retail businesses, such as computer service companies;
- Non-profit users of commercial space, such as organization offices, union halls, fellowships and churches; and
- Personal service businesses that do not sell any goods.
- Automotive services and repair.

Many Study Area commercial (unanchored) centers serve as modest-priced destinations for individual and small businesses that do not generate retail sales.

4. Wal-Mart Is A Deterrent For Many New Retailers

Wal-Mart is generating retail sales about equivalent to that of a successful 200,000+ square-foot shopping center. The presence of this powerful discount merchant in the Study Area is a deterrent to attracting new retailers, both independent and regional/national in nature. Many retailers do not want to compete so close to this mammoth store. The discounted prices at Wal-Mart are so compelling that it is difficult for independent and regional/national retailers to successfully compete against the deep discounts offered. Moreover, the store is located so conveniently close to many Huntington Beach residents, that is difficult for many shoppers to justify patronizing elsewhere for similar goods, particularly when the store is so easily accessible.

5. Anchored Centers Are Reporting Solid Retail Sales—Many Unanchored Not

Based on our review of available retail sales tax data, most of the anchored retail shopping centers report solid retail sales. However, many unanchored centers report only modest or weak retail sales (such as less than \$100 to \$150 per square foot a year) for individual stores that report sales. Modest and weak sales levels are an indication that many retail businesses are small and independent merchants that are not performing at thriving sales levels, based on retail industry standards. Typically, a weak sales level for any individual store indicates that the retailer may not survive over a long term period, or the entrepreneurial, independent business is just making a modest living for the owner. Regional or national chain retailers, owned by companies with multiple locations, typically cannot thrive in today’s market without reporting sales for individual stores in excess of \$250 to \$300 per square foot.

6. Study Area Retail Rents Are Not Consistently Strong

Cities or shopping center districts in Orange County with consistently strong retail space report retail rents for both anchored and unanchored centers in excess of \$2.00-\$2.25 per month for small shop space, with prime shopping centers commanding rents in the \$3.00-\$3.50 range and higher. Strong retail rents in fully occupied shopping centers typically indicate that retailers are

thriving at sales-per-square-foot levels that are successful enough to pay the rents asked. If the retailers cannot afford the rent levels, high vacancy levels are observed over a period of time.

Rents for the Study Area broadly range from \$1.25 to \$3.00 per square foot, with most centers reporting small shop rents in the \$1.50 to \$3.00 per square foot per month range. Shopping centers anchored with grocery stores, discount apparel stores or national chain convenience stores (e.g., 7-Eleven) report the highest rents. The weakest rents are reported for unanchored (mini-mall) strip centers, with many strip centers exhibiting small shop space rents of \$1.50 per square foot per month. The domination of unanchored shopping centers in the Study Area, with many reporting \$1.50 per square foot in monthly small shop rents, is a clear indicator that the Study Area is not home to shopping centers that consistently perform at top Orange County sales levels.

Notably, however, not many shopping centers in the Study Area report rents at the \$1.25 or less level. Extremely weak shopping centers in Southern California report rents of \$1.00-\$1.25 per square foot per month, or less, for small shop space. This level of rent often indicates that retailers are making marginal annual sales, and that the shopping center owner is not making an excellent return. It is not uncommon to see low maintenance levels and deteriorating building and common area space in these shopping centers. Landlords of the shopping centers cannot afford to renovate the centers to contemporary standards because typically the retail space is located in locations that are structurally impaired due to the lack of demand. No matter how much the landlord would spend on the shopping center, retail demand has been eclipsed by competition or major demographic shifts in the trade area.

7. Big Renovation Monies Not Likely To Improve Most Study Area Unanchored Center Rents

Sizable renovation expenditures for the Study Area's unanchored shopping centers will not greatly improve the rental rates achieved, particularly if the expenditures include a combination of façade improvements, new generous landscaping, parking lot resurfacing, new signage, and interior tenant improvement allowances. Although market retail rents broadly range from about \$1.25 to \$3.00 per square foot, with most centers reporting \$1.50 to \$3.00 per square foot per month, the weaker centers needing renovation tend to report rents in the lower ranges. Complete center renovations are costly and cannot be justified unless the center can be re-leased with tenants that can afford the highest market rents in Huntington Beach.

As mentioned earlier, only two large retailers exist that are potential candidates for anchoring newly renovated centers or newly built centers around which new small shops could be leased. Even small unanchored centers require mini-anchors, such as 7-Eleven or other regional or national chain convenience stores, in order to attract the best small shop tenants.

The lack of candidate anchor or mini-anchor tenant possibilities restricts the ability of shopping centers to spend major renovation monies to redo their centers to contemporary standards, with new facades, signage, parking resurfacing and landscaping.

8. Office Rents Do Not Support Construction Of Traditional, Speculative Space

Study Area new-deal office rents tend to top out at about \$1.75 to \$2.00 per square foot per month, reflecting modest regional office rents. This office rent level is not high enough to warrant construction of non-specialized speculative (multi-tenant) office buildings in the Study Area. In fact, these rents are well below top market rents for retail space, and are not high enough to support new multi-story or mid- to high-rise construction into traditional office space.

Notwithstanding the lack of economic factors favoring multi-tenant, traditional office space, the Beach Boulevard presence of Huntington Beach Hospital and the Hoag Health Center Huntington Beach are positive factors for attracting specialized medical/institutional commercial space. For example, a number of individual medical users have shown interest in recent years for single-user space. Several new dentist offices, for example, have retrofitted or renovated old, small building space to house their own offices. Continued revitalization potential exists for this owner-occupied, small parcel/building space in the Study Area. Moreover, the interest by Hoag to add 50,000 square feet of commercial space for their institution's medical services and doctors is a positive sign that specialized, institution-related medical space has a long-term interest in being housed in the Study Area.

REVITALIZATION STRATEGY RECOMMENDATIONS

In order to encourage revitalization of vacant and under-performing commercially-zoned sites in the Study Area, the optimum strategy is to consider selected development of residential products on prime sites of significant size (i.e., three acres and larger). It is unrealistic to assume all vacant and under-performing commercial sites in the Study Area can be successfully revitalized with retail development, and therefore, an alternative, viable strategy must be adopted to encourage aesthetic upgrading of parcels.

Nearly all new major regional shopping centers today, as well as on-street shopping districts, are incorporating some kind of residential products on sites adjacent to or mixed in with the shopping experience. Moreover, hotel products are also being incorporated into shopping/residential districts. Overnight visitors are viewing shopping/entertainment areas as amenities to their visitor experience.

Residential parcel sizes require at least 3.0 to 4.0 acres in order to accommodate a minimum of 150 to 200 units in a contemporary podium-style or wrap-style design, with or without ground floor retail. Limited service hotel parcels require a minimum of 3.0 to 3.5 acres of land, with parking that that is not shared with other, adjacent uses.

Recommended residential products include luxury for-rent units built as long-term lifestyle-oriented apartments, or built to condominium standards for potential conversion in future years. The residential units should be located adjacent to prime, existing anchored shopping centers along Edinger or on Beach. New luxury for-rent rental rates are estimated at \$2.00 per square foot, or an estimated range of \$1,500 to \$2,000 per month for one- and two-bedroom units. Any ground floor retail should be minimized, limiting any small amount of new space to frontage space along Edinger or Beach.

Site criteria for locating new luxury residential for-rent projects should include the following:

1. Walking distance to shopping and dining.
2. Parcel should be large enough to include self-contained amenities, such as pool/spa, fitness facilities, meeting/business center and other lifestyle amenities.
3. Minimum of 150 units.
4. Excellent ingress and egress from parcels, allowing for good access onto busy Beach and Edinger Boulevards going either direction.
5. Consideration of parcels near transportation hub sites, such as bus or rail lines.
6. Allowable densities of at least 50 units per acre, with selected sites at 100 units per acre, assuming that product is designated as a long-term rental (with no condominium map).

- They attract younger, professional residents with excellent discretionary spending potential, particularly for restaurants, quick foods, electronics, fashion and accessories and services, thereby spinning off additional retail spending.
- They attract urban-oriented residents who enjoy walking to shopping/entertainment adjacent to or near their residences.
- Because it is a shopping center industry tenet that retail follows residential, the addition of new residents generates new retail demand. Although new, large shopping centers require thousands of new customers to support an entire center, even the addition of a modest number of residents can add liveliness and energy to a shopping location, if the residences are located immediately nearby.
- High-density residential housing can provide an attractive village-like atmosphere to a shopping district or street, and provide a sense of safety for all shoppers.

The following table summarizes the optimum recommended product types, the acres required, the estimated number of parking spaces required and the typical price for the parcel, stated in terms of per-unit value ranges.

**DEVELOPER PRICING PARAMETERS
EDINGER & BEACH CORRIDORS
PRODUCT PROGRAM**

USE/PRODUCT	BUILDING UNITS	ACRES COVERED	PARKING SPACES REQUIRED	PER UNIT VALUE
Luxury For-Rent/Ground Floor Retail	150 - 200 Units (minimum)	3.0 - 4.0 (minimum)	225 - 300	\$40,000 - \$45,000
Condominiums/Ground Floor Retail	150 - 200 Units (minimum)	3.0 - 4.0 (minimum)	225 - 300	\$80,000 - \$80,000
Limited Service Hotel	200 Rooms (5-Levels)	3.5 - 3.5	200 - 200	\$15,000 - \$20,000

A limited service hotel is a commercial use for the Study Area that may mix very well with residential and retail uses in the Study Area. One to two sites in the Study Area, such as near the 405 Freeway on Edinger, or possibly near the ocean end of Beach Boulevard, may be considered for incorporating this visitor-generating use. A limited service hotel would require about 3.5 acres for a 200-room product, and the market price ranges from about \$15,000 to \$20,000 per hotel room, or about \$20 to \$26 per square foot of land (see table above).

RESIDENTIAL MIXED-USE PRODUCT ADVANTAGES

Luxury for-rent residential projects located in or adjacent to commercial districts provide the following advantages to shopping centers:

CONCLUDING REMARKS

Not all vacant or under-performing sites in the Study Area will be suitable for renovation, or redevelopment as residential, mixed-use products or revamped new destination-oriented commercial uses.

Many old, non-contemporary commercial properties in the Study Area are performing at rent levels of at least \$1.50 per square foot per month. At this average rent level and above, the operating properties may be sold today at prices that exceed the land values many residential developers can afford to pay. The aggressive, commercial investment market will currently pay more for the operating project than many residential developers can afford to pay to demolish and build a new residential or mixed-use project. Therefore, in the short-term, many old commercial sites may not be suitable for alternative development options—even if the shopping centers appear unattractive and non-contemporary in design.

Condominium for-sale developers are currently having a difficult time securing financing due to the slow-down of sales in this sector. In contrast, luxury for-rent projects are still expanding and major for-rent development REITS are seeking locations. Moreover, a number of for-sale condominium developers in Orange County are retooling their projects into upscale for-rent projects (with condominium zoning). Therefore, for sites that may be suitable for long-term for-sale as high-density residences, the greatest near-term opportunity is to develop the parcels as luxury for-rent projects with condominium maps for later potential conversion when the for-sale market returns.

We look forward to seeing the City proceed with its efforts to successfully revitalize the Beach Boulevard/Edinger Corridors.

Very truly yours,

LINDA S. CONGLETON & ASSOCIATES

Linda S. Congleton
Principal

