City of Huntington Beach Planning Department
STUDY SESSION REPORT

TO: Planning Commission
FROM: Scott Hess, AICP, Director of Planning
BY: Rosemary Medel, Associate Planner RM
DATE: September 22, 2009

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

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

PROJECT OVERVIEW

The City proposes to amend the Huntington Beach General Plan and Zoning and Subdivision Ordinance in order to establish the Beach and Edinger Corridors Specific Plan, SP14. The objective is to intensify land uses as one travels north along Beach Boulevard from the southern boundary of the study area, developing a Town Center concept at the major intersection of Beach Boulevard and Edinger Avenue and at Five Points. Mixed uses would be allowed throughout the area. A series of study sessions have been held with the Planning Commission to review the proposed Specific Plan document. This study session will focus on the review of the public comments received on the draft Specific Plan document. This is the continued review of the public comments from the June 9, 2009 Planning Commission Study Session.

APPLICATION PROCESS AND TIMELINES

DATE OF COMPLETE APPLICATION:	MANDATORY PROCESSING DATE(S):
Draft EIR: January 20, 2009	Within 1 year of complete application; January 2010
General Plan Amendment: October 20, 2008	Not Applicable
Zoning Text Amendment: October 20, 2008	Not Applicable

CEQA ANALYSIS/REVIEW

Adoption of Specific Plans are typically accompanied by a Program EIR, as opposed to a Project EIR. The Program EIR for the Beach Boulevard and Edinger Avenue Corridors Specific Plan is currently out for public review. The required 45 day review period for the EIR began on August 28 2008. The closing date for the EIR will be on Monday, October 12, 2009.

COMMENTS FROM CITY DEPARTMENTS AND OTHER PUBLIC AGENCIES

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

PUBLIC MEETINGS, COMMENTS AND CONCERNS

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

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

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

The Planning Commission has held five study sessions on the following dates:

- March 24, 2009– Introduction: Study Session #1
- April 14, 2009 – Book II Overview (Five Points & Edigner District): Study Session # 2
- May 12, 2009 – Continued Overview (Districts in Specific Plan): Study Session #3
- May 26, 2009 – Book II (Street Regulations, Architecture, Landscaping & Signage): Study Session #4
- June 9, 2009 – Review of Public Comments: Study Session #5

PLANNING ISSUES

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

- The General Plan Amendment request to change the current land use designations to Mixed Use
- The Zoning Text Amendment to adopt the Specific Plan
- Compatibility with surrounding land uses
- The overall conformance with the goals, objectives, and policies of the General Plan

The approach in this study session is to focus the discussion on the review of the public comments received on the Beach and Edinger Draft Specific Plan. The Specific Plan is divided into three Books:

Book I is Community Intent, Book II Development Code and Book III Public Improvements. The intent of the public review process was to solicit comments on the plan concept, the issues specifically related to sites within the Specific Plan area and issues related to the implementation of the plan. The following legend represents the list of individuals, groups or organizations who submitted written comments:

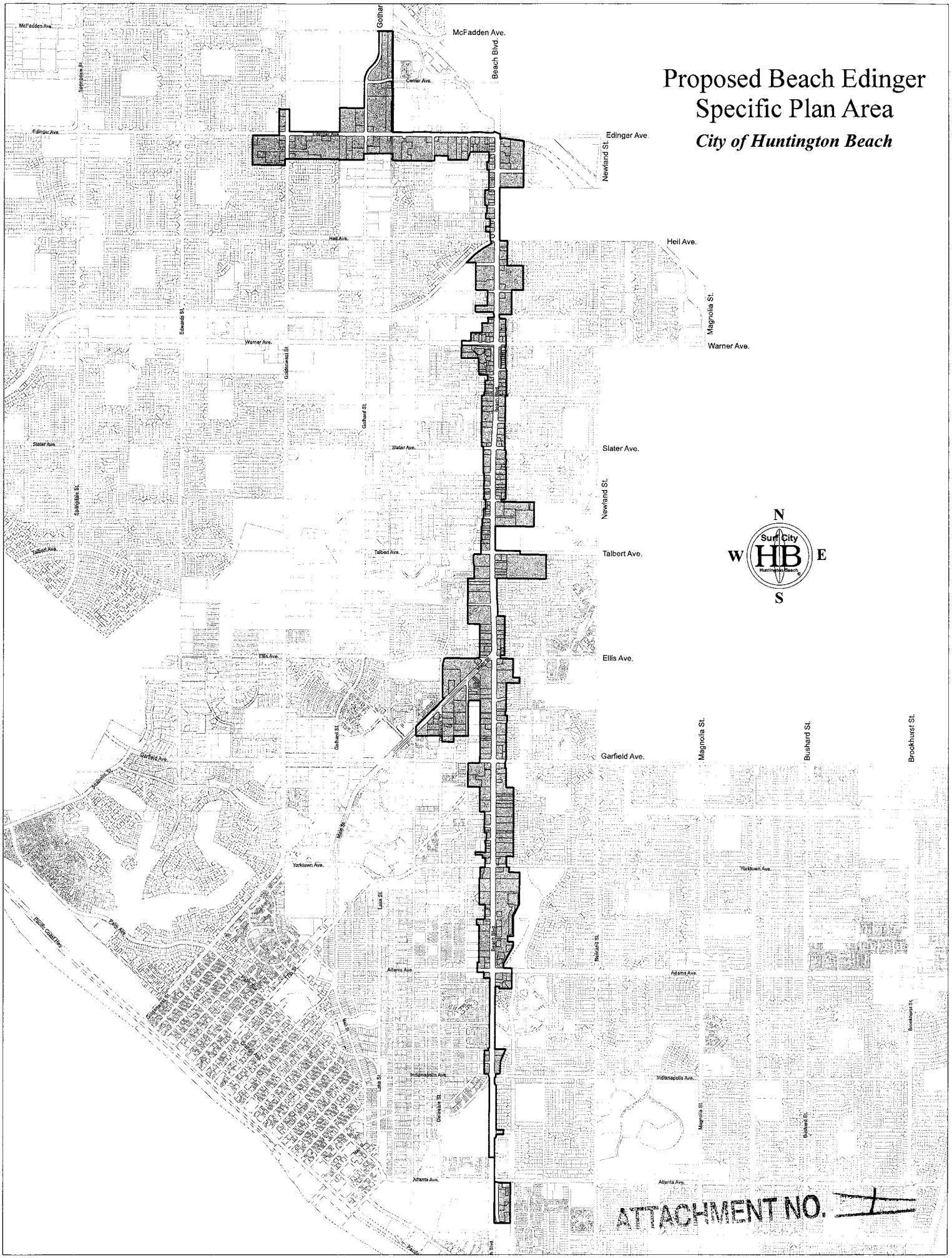
Legend

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

Staff reviewed the comments and categorized them according to each Book within the Specific Plan combining similar comments in order to reduce redundancy. The role of the Planning Commission in this process is to review the comments and provide their recommendations.

ATTACHMENTS:

1. Proposed Specific Plan Area Map - GPA No. 08-002, ZMA No. 08-002, ZTA No. 08-002
2. Proposed Specific Plan - Tentative Project Timeline
3. Beach and Edinger Vision Statement Brochure
4. Matrix of Draft Specific Plan Comments and Responses - Sept. 2009



ATTACHMENT NO. 1

BEACH and EDINGER DRAFT SPECIFIC PLAN

TENTATIVE PROJECT TIMELINE

TASK	ESTIMATED COMPLETION *DATE*
Introduction and Book I Overview PC Study Session # 1	March 24, 2009
Book II Overview PC Study Session #2	April 14, 2009
Book II continued Overview PC Study Session #3	May 12, 2009
Book III Overview PC Study Session #4	May 26, 2009
Book III Continued Overview PC Study Session #5	June 9, 2009
Publication of Draft EIR (Public Review period)	August 28, 2009
Public Comment Meeting on Draft EIR	September 30, 2009
45-Day Draft EIR Public Review Period Ends	October 12, 2009
Planning Commission Study Session (Project)	October 13, 2009
Publication of Final EIR	November 9, 2009
Planning Commission Study Session (EIR)	November 9, 2009
Planning Commission Public Hearing (EIR and Project) *(possible special meeting)*	December 8, 2009

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

City of Huntington Beach Planning Department

BEACH and EDINGER CORRIDORS SPECIFIC PLAN
VISION STATEMENT

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

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

Beach & Edinger Corridors Tentative Schedule:

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

Draft Environmental Impact Report Available **August 2009**

For further information visit www.surfcity-hb.org/departments/planning

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

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

The overall goals of the Specific Plan are:

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

ATTACHMENT NO. 3.1

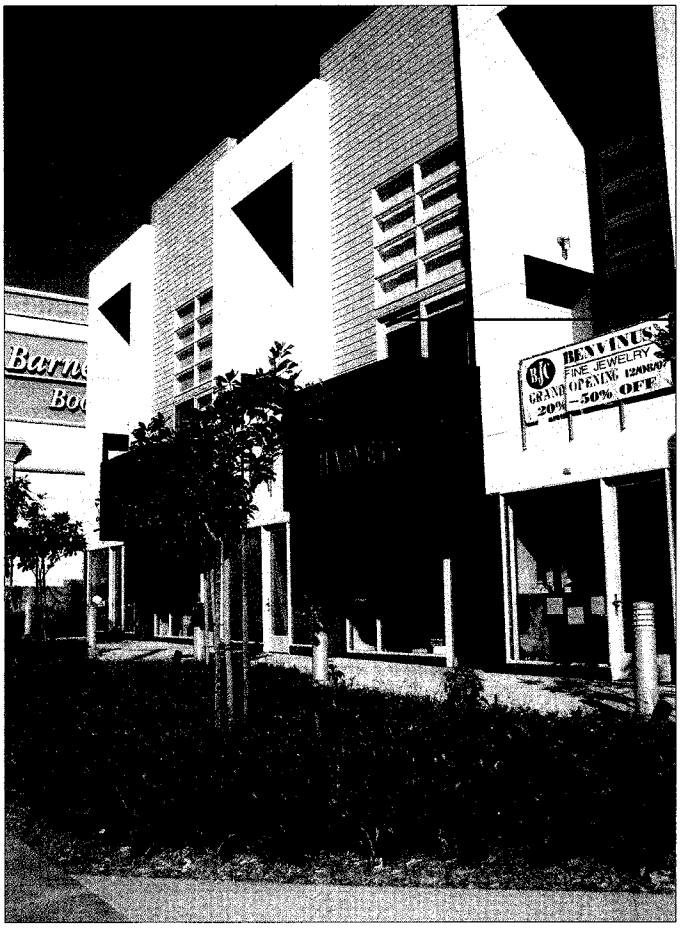
Smart Growth Development

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

What is Smart Growth?

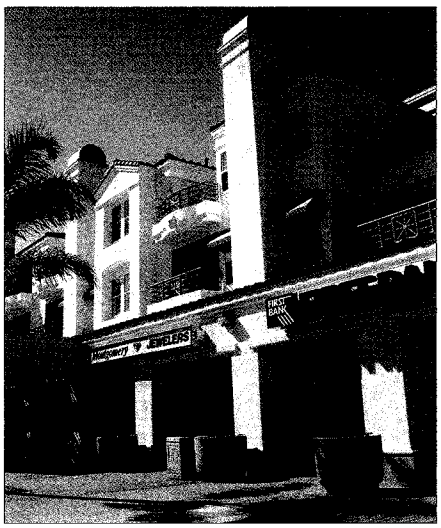
Smart Growth is development that takes into account the economy, community, and the environment. It provides a framework for communities to make informed decisions about how and where they grow. Smart growth makes it possible for communities to grow in ways that support economic development and jobs;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

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



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

ATTACHMENT NO. 3.2

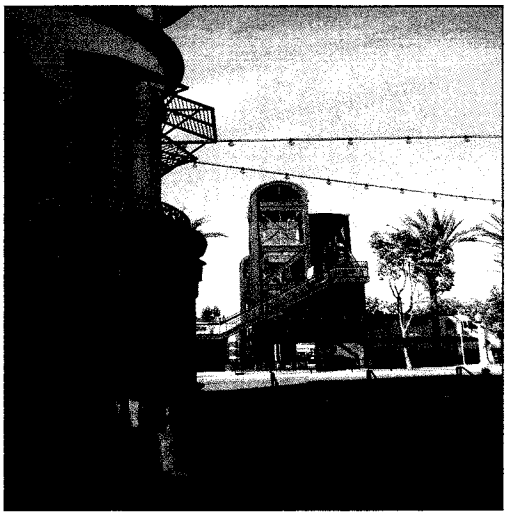


Design Principles of Smart Growth

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

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

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



ATTACHMENT NO. 3.3

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

What is Form Based Code?

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

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

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

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

Source: Smart Growth Network
October 2008

Beach & Edinger Corridors Specific Plan Tentative Schedule:

Planning Commission Tentative Study Session s

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

Environmental Impact Report Available **August 2009**

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Specific Plan available online www.surfcity-hb.org/departments/planning

ATTACHMENT NO. 3-4

DRAFT OF THE BEACH AND EDINGER DRAFT SPECIFIC PLAN COMMENTS AND RESPONSES

BOOK I

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
		General Topics				
1	HBAD-1 HBCC-1 HBCC-12 HBCC-36 HBCC-12	The document does not create interdependence between the two corridors. Separate the two corridors to create two plans to allow the proposed and potential development along Edinger Ave to proceed pending greater discussion of Beach Blvd. It might make sense to continue the Edinger Corridor across Beach and perhaps a block south to Warner; the remainder of Beach is different. Consider a stand alone Book II printed in a format more consistent with the current Zoning Code. The document does not establish any interdependence between the two Corridors, the community may better served by separating prior to continued discussion of Beach Boulevard.		No change recommended. The City Council directed that the corridors be considered in one specific plan so that an integrated plan could be developed. Combining the two areas does not slow the process for Edinger and allows for a more comprehensive plan and environmental analysis.		
2	HBAD-2	If two areas were created the City could revisit the use of Redevelopment as a potentially major management tool. It appears that there are already islands of Project Areas through out the community and the continuation of that approach deserves some serious consideration		No change recommended. The use of Redevelopment/creation of a Redevelopment Project Area is an implementation tool that is independent of the Specific Plan, i.e., the City could pursue creation of a Project Area with or without a specific plan in place. Thus, the size of the Specific Plan area is not a factor in the use of Redevelopment.		
3	HBT-5	Reviewers and decision makers need independent reports describing the pros and cons, successes and failures of jurisdictions using form based code. Depending on untested concepts and words to guide city development without a qualification process is unfathomable. Independent and objective reports assessing the use of form based code should be obtained and evaluated from jurisdictions that have implemented form based code		Research was conducted at onset of project to evaluate the likelihood of success in the implementation of form based code. Staff reports will provide background information.		
4	BSC-1	As the property owner of the Home Expo Center, we are excited about the future of the area with the updated Specific Plan. We believe the plan will allow for the enhancement of many properties throughout the City.		Staff concurs.		
5	WC - 4	Some areas in this exhibit have no "term" designation (short, medium, long). Please describe how these undesignated parcels relate to revitalization.	Page 3, Figure 1.2	The areas not color-coded are those that are less likely to change, are stable and/or not vulnerable to change.		
6	WC-3	Specific Plan Area: How many acres in Specific Plan area? How many acres and ownership parcels on Edinger Ave and Evirons areas?	Page viii	Some of this information is on page 4 of the Specific Plan. Staff recommends adding this information to page vii.		
7	HBCC-21	Explain Crime Prevention through environmental design and why it is highlighted as a major community object.	Page 2, Section 1.1, #11	Crime Prevention Through Environmental Design (CPTED) is a concept that incorporates public safety design measures in projects to reduce the incidence and fear of crime and create an environment to maximize public safety. It is a community objective because it results in safer projects and reduces the demands on police services.		
8	HBCC-22	How will the community monitor changes in the Specific Plan and prepare future amendments?		Staff will track projects that are developed in the Specific Plan area. Amendments will be processed as necessary in response to changing market conditions or policy directives.		

ATTACHMENT NO. 4.1

BOOK I

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
9	HBCC-14	Why not have project related objectives be outlined for each corridor? For example, expansion of the Transit Center and creation of additional transit stops for both employees to employment and hotels commercial Town Centers; identify the specific type and number of affordable housing units to be created; describe the physical components for the Town Center and other development nodes.	Page 4, 5, 8, 10, 12, 14, 15, 16, 17, 18, 20, 21, 22.	The future vision for each district and segment with the corridors is outlined describing existing physical and economic conditions, the planning approach, revitalization strategy and intended outcome.		
10	HBCC-17	Major project areas should be identified in the plan and prioritized with an implementation schedule. The projects identified in the EIR do not seem totally consistent with the Specific Plan goals.		The Specific Plan presents the community's vision for the evolution and continued growth of the two corridors, and it establishes the primary means of regulating land use and development. Development I the corridors is market driven.		
		Beach Boulevard				
11	HBCC-34	Identify any incentives proposed to the very significant value-generating assets of Wal-Mart and the Huntington Beach Hospital sites.		The mixed use concept provides the flexibility to create more residential development thereby creating a larger customer base for such businesses as WalMart.		
12	HBCC-2 HBCC-18 HBCC-31	Pedestrian oriented design approach may be justified for the Edinger Corridor with Bella Terra, The Transit Center and Goldenwest College, as major components. The Beach Blvd Corridor should remain focused on better auto and public transit improvements, with design and development standards that focus on future public improvements. The same or similar themes for the two corridors do not recognize how the corridors need to function		No change recommended. The Specific Plan recognizes the differences between Edinger and Beach, as well as the differences along Beach itself. This is done through differences in permitted uses, building height, street improvements, etc.		
13	HBCC-4 HBAD-5 HBCC-10 HBCC-24	Although a number of specific focused concerns were identified for Beach Boulevard a greater clarification of the objectives along with implementation incentives need to be addressed for preservation and enhancement of the Auto Dealerships, Huntington Hospital, The Pacifica Community Plan and the Oakview Neighborhood. While the concept to allow mixed use/residential in some pockets on Beach might work, we hope that considerable more time would be spent to insure the continuation of major businesses currently in place.	Page 3, Sect. 1.3 Revitalization Strategy	~~No change recommended.~~ The permitted uses allow for continued use or accommodate change to implement the vision of the Specific Plan. The uses intentionally support or allow for the changed envisioned, with considerable thought given to the auto dealers, hospital, and the neighborhoods. Staff is in agreement with the PC recommendation.	Change the district of the Ford dealership parcel (on Beach, north of Main/Ellis) from Town Center-Neighborhood to Neighborhood Boulevard.	
14	HBCC-33	How will the objectives of the Pacifica Community Plan be incorporated in the new Specific Plan?		The current purpose of the Pacifica Community Plan is to integrate the area into an office, medical and residential area for the elderly. The proposed Specific Plan will continue to allow all of these uses, though it doesn't limit the housing to senior citizens. Staff believes that there will be greater opportunities for new housing, senior and otherwise, if the current restriction is removed.		
15	HBCC 32	Describe the component necessary to create a City Center in the Five Points area.	Page 18	The Specific Plan envisions this area as a Town Center, anchored by the Five Points Shopping Center. Necessary components to further strengthen and grow this area include the allowance of residential uses and development standards that result in buildings that foster interaction among uses and walkability rather than disparate auto-oriented developments.		

ATTACHMENT NO. 4.2

BOOK I

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
16	HBCC-35	The importance of the Beach/Warner intersection seems to be overlooked, along with the Oakview neighborhood.		The Oakview area is outside of the Beach & Edinger Specific Plan area; however, the concepts of improved walkability and integration of uses on Beach Boulevard were developed in part to address the needs of the surrounding residential neighborhoods, including Oakview. The Beach & Warner intersection is not overlooked but due to its proximity to the Edinger Corridor doesn't have the ability to develop into a town center. The proposed Specific Plan considered the role of this interaction in the overall functionality of Beach Boulevard.		
17	HBAD-4	Let's move forward. Because we believe in the progressive attitudes in place today in our community to improve Beach Blvd., we would like to help do it in a way that protects your interest as well as ours.		Comment noted.		
18	TOC-1	As property owner of a parcel along Beach Blvd that is ½ acre in size we find the proposed plan over-reaching. The proposed development criteria seem to enhance value for large property owners but significantly restrict development and diminish value for existing smaller parcels. There does not seem to be any mechanism for rehabilitation of existing uses that are in the proposed plan suddenly deemed undesirable despite being needed by the public and having been in place for years. The public needs competition among gas stations and the lower prices that result from such competition. We believed the plan is significantly flawed in this regard.		No change recommended. The proposed Specific Plan standards are designed for any size property. The Specific Plan also grandfathers existing uses and has provisions for allowing improvements to those properties (pg. 23).		
		Edinger Avenue				
19	WC 1 WC 15	Concerned that Freeway Industrial Park properties will be the default location for many of the amenities, facilities, and improvements currently being considered. Murdy Commons is shown to be the primary axis of major pedestrian, bicycle and vehicular corridors and appears to be the major location for public open space. These general issues could affect the cohesiveness of this development. If 1.4 or 2.1 are taken literally, our parcel could be split into four or more disconnected development parcels rather than once cohesive development. The Murdy Commons concept calls for a generous ¾ acre +/- common open space, with podium courtyards. Concern with accommodating a ½ acre public park on our development and the ownership of Specific Public Open Space. The concept of this public open space needs to be clarified. Please provide a detailed definition and description of what the City envisions for this area. The term "public" needs to be precisely defined, or use the term common open space	Pages 4, 30 and 34	Pursuant to Section 2.6 Open Space Regulations, the concept and regulations of open space provide for a variety of scenarios to meet the public need for open space. In addition, the ½ ac. open space could be used toward the project's Quimby requirements. The location of open space and potential connector features is intentional due to the subject sites's key location within the Edinger Corridor area. Public open space is open space available to the general public, such as a plaza or park. It is not the same as private common open space such as a private recreation area.	Some Commissioners expressed concern about public open space in a private area.	The Downtown Specific Plan Update is recommending that the public open space requirement in that area be reduced. Economic Development is recommending that the public open space requirement for lodging be reduced to 30 sq. ft., to be consistent with the recommendations in the Downtown area, and that the live work and residential public open space requirements be reduced to 50 sq. ft. They recommend that the other proposed standards remain the same.
20	WC -8	The plan narrative envisions at least one new anchor store and ground level retail, restaurants, etc. along Edinger. We assume this refers to our property. The market illustrated in the concept plan will determine the type and amount of retail uses which will work so close to Bella Terra.	Page 6, Section 2 (Town Center Core Edge)	No change recommended. This section reads New development closest to Bella Terra will likely feature at least one new anchor store. On Page 28, Building Use Regulations provide a list of uses that are sufficiently varied to respond to market trends and demand.		

ATTACHMENT NO. 4.3

BOOK I

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
21	WC-2 WC-6 WC-9 WC-10 HF-1 HBCC-7	Revise the concept drawing to reflect the recently approved Bella Terra and Ripcurl. Add narrative that describes how these projects will be compatible with the Specific Plan concepts noting that the approved Bella Terra does not show a strong connectivity to Murdy Commons. Concerned that a cohesive concept for Murdy Commons could be impacted. We generally agree with the connectivity concept, but are concerned about the impact to the Murdy Commons project. The Plan does not adequately address the relationship of various concepts proposed in the Specific Plan to areas outside the planning area or explore the potential of the north-south railroad right-of-ay being developed as a major north/south corridor. It should be a form of internal City transit, which could include combinations of neighborhood electric vehicles (NEV's), bikes, pedestrians and autos.	Page 4, Figure 1.4 Page 8 Page 9, Illustrative	No change recommended. Drawings are an example of conceptual envisioned future developments and not part of the plan regulations. Staff reports will provide analysis of compatibility between adjacent sites. Also, the Site Plan for The Village at Bella Terra site has not yet been submitted for review, and the Red Oak/Amstar (The Ripcurl) site plan as conditioned is not that dissimilar to the concept drawing. Staff believes the railroad right-of-way is more effectively addressed in the General Plan Circulation Element update given that it has multi-jurisdictional issues and the majority of it is outside the SP boundary.		
22	WC-5 HBCC-23	Strategy #2 calls for leveraging large-scale assembled vacant properties between Bella Terra and the College. Explain what is meant by the term "leveraging"?	Page 3, Section 1.3	The term leveraging as used in this instance means to focus potential public investment and expedited review in this area due to the greater likelihood of redevelopment in this area as a spin-off of the Bella Terra success.		
23	HBCC-8	Attempt to avoid conflicting provisions and the creation of non-conforming activities, through the incorporation of currently adopted standards.		One of the reasons for the Specific Plan is to change the development standards that have resulted in the existing development pattern, which among other things do not foster walkability, create a sense of place, nor foster investment opportunities.		
24	HBCC-9	Add general discussion on the two adjacent Specific Plans (The Bella Terra Specific Plan and the North Huntington Center Specific Plan) with respect to consistent development standards and land use compatibilities.		This discussion will occur in the staff report analysis.		
25	HBCC-11	Add a general discussion on the objectives and compatibility with Goldenwest College's long-term plans.		No change recommended. References and linkages with Goldenwest College are made throughout Book I.		
26	JL-1	I would like my property located at 700 Williams, west of Beach Blvd to be included within the Beach and Edinger Specific Plan project area.		No change recommended at this time. Amendments to the Specific Plan boundary may be made in the future.		

ATTACHMENT NO. 4.4

BOOK II

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
		Applicability, Processing and General Provisions				
27	HBT-1 HBT-4	Report needed to describe and evaluate existing regulations that are not in Specific Plan. The plan should provide a comparison where the plan differs between existing regulations and proposed regulations. The comparison should state why the plan regulations are more liberal or more restrictive.	Page 23	This is being done through study sessions with the Planning Commission and will be continued in staff reports for the proposed Specific Plan.		
28	HBT-6	Book II does not provide for public notification or review of a site plan. The specific plan is based on the assumption that the development standards and regulations are perfect when in fact they are new and untried in the City of Huntington Beach. We recommend that the Specific Plan provide for public notification and review of site plans upon submittal. This requirement could be retracted upon evaluation of completed developments in each of the corridor segments.	Page 24, Section 2.0.5	No Change Recommended. A Site Plan review process by the Director is allowed unless a conditional use permit is required. The Specific Plan is very detailed to ensure high quality development. This is a similar process that is allowed in Boeing and Bella Terra. The Site Plan review process is appealable.	Some Commissioners expressed concern about allowing a Site Plan Review level of approval.	Should there be a threshold that would trigger more than Site Plan Review? Currently, the proposed Specific Plan does require a CUP for certain types of uses.
29	HBCC-16	Create criteria for administrative project review and non-discretionary approval, identify the techniques for "streamlining the development process" and what it is to "employ municipal development tools".	Page 24	A site plan review process is provided for, outlining the criteria and process for approval. Some uses do require a conditional use permit and so identified in the Development Standards Charts.		
30	HBCC-39	The Site Plan Review process should have only one finding, that the proposed project is consistent with the Specific Plan.		No change recommended. Consistent with state law, projects must be consistent with the General Plan as well as zoning. The City also wants to ensure that projects not have a detrimental effect on the community.		
31	MPO-1 WC-12 HBCC-37 HBCC-38	The Specific Plan states policies contained in this section shall apply to new construction as well as to significant additions greater than 15%. Does requirement apply to additions and any new construction? We recommend that the 15% trigger be raised to 30% and that it relate to both new construction and additions. The term "exterior renovations" should be clarified. It should be clear that exterior renovations with no increase in floor area should not trigger Plan requirements. Disallowing expansions to nonconforming uses or structures may be counter productive.	Page 23, Section 2.0.1.1	Yes, as defined in the Specific Plan. No change recommended. The 15% proposed in the Specific Plan is more permissive than existing code, but is set at level that will still ensure change over time. Subsection iii indicates that the only regulations of the Plan that apply to exterior renovations without floor area are the architectural regulations. Expansions to non-conforming uses or structures are not disallowed merely restricted.	Some Commissioners expressed concern that 20% is too high.	The current Zoning Code allows alterations to existing nonconforming structures up to 10%. Should we allow 20% for certain items but not others, e.g., height?
32	HBT-7	The Specific Plan would allow requests for deviation up to 20 percent to be approved by the Director of Planning. Current city code Section 241.22 allows the Director on up to a 10 percent deviation and Zoning Administrator acting on 10-20 %. The Specific Plan already provides for development far in excess of current standards. We recommend the City maintain 10 percent deviation and provide public notification and review.	Page 24, Section 2.0.5.3	No change recommended. The 20 percent deviation will allow the Planning Director to consider Special Circumstances when there is a deviation from a standard. The Specific Plan is much more detailed than the Zoning and Subdivision Ordinance to maximize compatibility and quality of design.		
33	HEP-3 WC-29 MPO-10	Allow required affordable housing to be located anywhere within the City of Huntington Beach, i.e. do not require that the affordable units must be in the Specific Plan area. The Plan proposes that developers who elect to provide off-site affordable units be required to locate those units within the Plan area boundary. This is not consistent with current Huntington Beach Zoning Code and would be difficult to achieve.	Page 46, Section 2.2.3.1	No change recommended because at this time the goal is to provide a wide variety of housing opportunities within the Specific Plan area.		

ATTACHMENT NO. 4.5

BOOK II

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
34	HBCC-46	Only the requirement of Affordable Housing needs to be included in the Specific Plan, nothing unique is proposed.		The intent of the affordability requirement is to provide for a variety of housing types and not a single product.		
35	HF-2	The plan needs to reward the efforts of planning larger parcels of land. The larger the parcel size, the better the planning design efforts will be. The Plan should allow for a density bonus for parcel consolidation	Page 46, Section 2.2.3.1) d	No change recommended. The Specific Plan doesn't have a maximum density or FAR; thus, the "reward" or incentive is already built into the development standards.		
36	HF-5	The plan should address the existing uses that will be grandfathered in as existing non-conforming uses, such as light industrial.	Page 23, Section 2.0.1.3)	The Specific Plan allows for continued use and change of tenants without triggering Plan conformance. However, staff recommends a modification to allow for a nonconforming use to move into an existing building for up to one year as a new tenant.		
37	HBCC-40	A sample format for the environmental mitigation matrix should be available with project application. If the proposed is consistent with the Specific Plan no additional environmental review should be necessary.		A matrix will be developed and available once the EIR is certified. Pursuant to the California Environmental Quality Act, individual projects must be evaluated for their particular characteristics and associated impacts. The Program EIR for the Specific Plan does not analyze impacts at a project level of detail because not all projects are known and they will be developed over a 10-20 year time frame, during which environmental conditions and regulations change.		
38	HBCC-43	The development standards charts are very busy and need better organization and editing.		This is a Form Based Code. The standards are consolidated to create ease of use.		
39	HBCC-45	Many quantitative measures seem arbitrary or undefined (for example small to medium sized, minimum 15,000 sq. ft. community anchors, 25,000 sq. ft. neighborhood centers, maximum 2,500 sq. ft. use maximum 5,000 sq. ft. per cluster, etc.		The regulatory quantities throughout the document are based on our consultants' professional expertise, their research and the Plan's desired outcome. The mentioned numbers have been determined to create a strategy that achieves the goals of the Specific Plan.		
40	HBCC-57	Architectural regulations are very detailed and will become problematic in attempting to obtain compatibility from project to project. It may not be advisable to have the same standards for Edinger Avenue and Beach Boulevard.		The regulations are detailed to ensure quality design in conjunction with the Site Plan Review process. Providing greater detail upfront gives applicants clear direction on the City's architectural goals. The regulations provide sufficient architectural aesthetics and differences for each district including a specific landscape palette.		
41	HBCC-59	The design guidelines may be better located as a separate document or included within the appendix.		No change recommended. The architectural regulations are a key component in having the built form reflect the goals of the Specific Plan.		
42	HBCC-60	The proposed signage regulations are very restrictive and more reflective of a small urban area. Both corridors should be able to propose unique signage based on the project size and adjacency to arterial highways.	Page 101	No change recommended. The signage regulations were developed after a review of existing City regulations with the goal of creating a sense of place. The regulations allow for a variety of signage that work for different contexts such as arterial highways and neighborhoods.		
43	WC-28	The exhibit on the upper right of the page is unclear. For example polygon at the corner of Front and Side is not labeled. Is this surface parking?	Page 35	Not necessarily. As indicated in the table below the diagram, the only parking allowed within the front setback area for an anchor store with more than 30,000 sq. ft. is that in a structure, wrapped on the ground level. Surface parking is not allowed for these uses in the front setback. It would be permitted in the side setback area.		

ATTACHMENT NO. 4.6

BOOK II

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
44	HBCC-52	The Fire Code provision should be included in the document by reference.	Page 24, Page 61 and Page 67	The Specific Plan references compliance with the Municipal Code and Fire Department specifications.		
45	WC 13	We feel a simple flow chart with general timeframes would be helpful to landowners and developers to show the entitlement process from submittal of development applications to receipt of a building permit.	Page 24	A processing flow chart will be developed, however, without timeframes as these vary depending on project complexity.		
		Maximum Allowable Development (MAND)				
46	HBCC-42	The Transect classification system does not provide any relevant review criteria for project proposal.	Page 26, Section 2.1.2.2)	This development code uses the Transect as a underlying principle of organization for the Plan Area's Centers and Segments and the corresponding development standards. Project review criteria are inherent in the development standards.		
47	SCCF-2	Our analysis considering project acreage, stated and comparable densities for nearby projects and allowances for setback, open space etc., indicates a maximum number of units of about 30,000 could be built. This is too far apart from the 6,400 units, etc. presented. It will be difficult to limit growth to this amount. We suggest that the EIR consider impacts up to the maximum possible residential and commercial density as permitted by building height, mass, etc. The development standards should be made compatible with the MAND limit.	Page 26, Section 2.1.1	No change recommended. The City has numerous Specific Plans that effectively limit the amount of development (Holly Seacliff, Downtown, Seabridge, etc.). When the MAND limit is reached (10-20 years) additional environmental analysis would be required.		The draft development limits (6,400 units, etc.) were developed after an economic and land analysis of development potential along the corridors. It was not derived based on environmental impacts. The EIR will evaluate the proposed MAND to see what the resulting impacts could be.
48	WC-14 MPO-2 HBT-8 HBCC-41	In general, we support the MAND concept as a way to cap projected impacts and mitigations for development in the Plan area. Once the MAND has been met, however, owners seeking to redevelop could be stuck between being required to comply with Plan's new zoning and not being allowed to proceed because the MAND has already been met. We ask that the city commit now to perform additional environmental analysis once the MAND has been met. Concept needs further discussion. Does the MAND incorporate Density Bonuses or Incentives? Is it possible that a small project submitted after all the MAND has been allocated would require a Specific Plan Amendment and CEQA review to replace existing square footage? The extent of development will be controlled by the MAND (Max. Allowable Net New Development) as measured by EDU's (equivalent development units). Page 26 defines EDU's as development that will be measured converting building uses into EDU's as directed by the Planning Director. This is inadequate definition of EDU's and will not provide a means to control development. Development Code plan does not describe how Equivalent Development Units (EDU's) are derived and used (pg 26). We recommend that examples be provided of EDU measurement and use. A proper definition of EDU's is required if anything is to be controlled. Will EDU's be used to establish the level of off-site improvements?	Page 26, Section 2.1.1			

ATTACHMENT NO. 4.7

BOOK II

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
		Permitted Uses				
49	HBCC-3 HBCC-25	The Town Center concept for select locations in the study areas needs to be further developed with specific uses and unique standards proposed, in conjunction with the necessary public improvements and not rely on the implementation of Bella Terra. The individual projects analyzed within the EIR are too constrained by the limited project site boundaries and should have analyzed the larger "Town Center" within which the individual projects are located or adjacent, and identify the anticipated additional activities and impacts.	Page 6-9, 30	No change recommended. Because the "anchors" of each Town Center area (e.g. Five Points Shopping Center and Bella Terra) are already developed and there are multiple property owners for the surrounding area, the Specific Plan is designed for flexibility to respond to market demand. However, its development standards are designed to ensure that projects are cohesive and create an attractive and functional urban fabric.		
50	DEC-14	Should Decron site remain in Neighborhood Center Designation then permit residential use on the ground floor. Under the current draft Specific Plan, no ground floor residential uses are permitted. .	Page 32	Staff recommends allowing residential at the ground level along Ash and Cypress. Propose to modify Specific Plan to add (L8) to Section 2.2 1.6 a & b and to legend.		
51	DEC-2	Allow Restaurant uses on Warner. The current draft only allows restaurants on Beach Blvd. The existing restaurant spaces on Warner should be permitted to continue, and if necessary expand.	Page 32, Section 2.2.2.a	Staff recommends modifying the Specific to allow restaurant uses on Warner Avenue. Add "(L8) Warner Ave." to Location Legend and "L8" to 2.2.2.a)		
52	DEC-15	Remove size limits on eating/drinking establishments. The eating and drinking establishment standards limit the size of restaurants to 2500 sf. Existing restaurant uses on this site exceed that square footage and the types of eating and drinking establishments contemplated under the Beach/Warner Concept Plan propose more family oriented, sit-down restaurants requiring increased square footage. The existing restaurants should be grandfathered and not considered non-conforming and the square footage limit eliminated.	Page 45, Section 2.2.2.2)a)(3)	Existing restaurants are grandfathered. Staff recommends increasing the maximum size to 5,000 sq. ft. in neighborhood centers.		
53	MPO-3	The Plan proposes to exclude the following uses from the Town Center Neighborhood: Eating & Drinking Establishments, Specialty Goods & Foods, and Convenience Uses. We request the flexibility to provide these uses if the market demands it.	Page 30, Section 2.2.1	No change recommended. The Specific Plan allows all of these uses on Beach Blvd. and Main St. in this District. In addition, convenience uses are allowed anywhere in a corner store configuration.		
54	MPO-9	The Plan proposes that Live-Work "may not be converted to a solely commercial or business use." Should market conditions permit, we think the Live-Work units should be allowed to convert to solely commercial uses.	Page 45, Section 2.2.1.5)	No change recommended. An important component of the Specific Plan is to develop and strengthen the residential base and neighborhood atmosphere. In addition, the residential portion of the development will count towards the City's Housing Stock and therefore no change recommended.		
55	MPO-11	There appears to be an omission for Live-Work frontages here. Please address.	Page 52, Section 2.4.2	Live work units do not have separate entrances. Access is from the interior of a retail space.		
56	WC-22 WC-26	Retail uses seem to be prohibited on Gothard frontage. Is intent to prohibit retail along Gothard? Please describe why certain retail uses are permitted only on Edinger, but not Gothard? For example, we read the table (L2-Edinger only) to prohibit convenience uses along Gothard.	Pages 30 and 44, Section 2.2.1	The Specific Plan allows convenience uses in a Corner Store (CS) configuration for Gothard. Staff recommends a modification to allow Eating & Drinking establishments under 12 seats anywhere along Gothard.		The Specific Plan is designed to locate/focus retail along Edinger in this part of the Specific Plan area.
57	HBCC-44	Conditional Use Permits should only be necessary for proposals which exceed specific sizes or introduce concepts not addressed in the Specific Plan. Additional entitlement for live entertainment, dancing, alcohol sales, open air markets, financial services, hospitals, veterinary clinic, etc. should not be necessary if the project has been designed consistent with the Specific Plan.		No change recommended. Based upon the City's experience with similar uses, notification and/or a conditional use permit process is useful.		

ATTACHMENT NO. 4.8

BOOK II

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
		Open Space Requirements				
58	HBT-2	Provide park, recreation and open space standards, regulations and locations for the future residents in the Beach-Edinger Corridor in the specific plan.	Page 136	Book III will be completed to more fully address the existing conditions and opportunities for recreational open space in conjunction with the EIR process. The SP does contain public and private open space requirements for new development that occurs in the area within the Development Standards Charts, pp. 28-43.		
59	HF-4	With limited ground plan area, Vancouver requires green roof gardens. The use of the roof areas for recreation, both passive and active, should be encouraged.	Page 75, Section 2.6.5.4)	No change recommended. The Specific Plan already allows for this type of open space.		
60	PRE-3	Reduce open space square feet requirement for retail to have maximum of 500 sf patio on ground floor.	Page 30	No change recommended because of the flexibility provided in the Specific Plan to meet open space requirements. Also this requirement only applies to a project over 20,000 sq ft.		
61	MPO-5	We recommend that the Plan be consistent with recent projects approved at City Council and only require that 75% of residential units provide private open space.	Pages 28-43, Development Standards Charts for each District	No change is recommended. Section 2.6.3 addresses the various opportunities for provide open space.		
62	DEC-13	Allow flexibility in meeting open space requirements. The amount of open space required under the Specific Plan and the type of open space (open and available to the public 24 hours/day) does not work for residential development as the residential areas have to be secure at night to protect residents. In addition, paseo areas within the Decron Site and allowing the sharing/transfer of open space square footage should be considered.	Pages 73-78	No change recommended. Section 2.6 provides the various design options. The Specific Plan document criteria provides for the flexibility referred to in the comment. The Specific Plan also distinguishes between Private Open Space and Public Open Space. Master planned sites typically have a combination and allowed for shared use of public/common open space..		
63	HBT-9	Minimum size of primary public open space is ½ acre. There is only one location for primary open space in the plan and that is at the north-east corner of Edinger and Gothard. Staff should assess if a space roughly 100 feet by 200 feet is sufficient to serve the thousands of residents that will be living in that area.	Page 73, Section 2.6.2	No change recommended. Open Space requirements are based on population growth, so the exact amount of open space that will be required is unknown. However, the EIR will address the overall need. In terms of the particular location shown, that was chosen because of expected population in the area and to provide a public gathering space. It is not necessarily the case that this could fully satisfy all park need for Specific Plan development.		
64	HBT-10 SCCF-7	Minimum size of a pocket park/playground is 30 feet by 20 feet. This size is woefully inadequate by several magnitudes. Existing playgrounds are at least 60 feet by 60 feet for two pieces of equipment without benches or tables. Existing pocket parks are at least 60 feet by 100 feet. It appears the plan is calling for triple the population density while virtually ignoring open space and park/recreation opportunities for the additional population. Staff should determine minimum size and locations for Pocket Park/Playgrounds. Open space required on a per project basis is patchy and consists of a myriad of designs but does not seem to include development of sizeable playfield/playground areas. Larger, neighborhood parks and open space must be included into the plans.	Page 74, Section 2.6.4	The open space provisions are minimums and are varied. In addition, these two corridors would become more urban over time, without conventional subdivision developments. Nonetheless, the EIR will address overall recreational needs, and as projects are proposed, open space facilities to serve specific project needs will be developed.		
65	MPO-12	Due to building design requirements, it may be necessary to expose some Private Open Space to utility, service or loading areas. We request flexibility in this area if circumstances require.	Page 73, Section 2.6.3.2)v	No change recommended. Requests for Deviation from the Specific Plan are allowed for (pg. 24) providing a relief mechanism for design constraints.		

ATTACHMENT NO. 4.9

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
66	PV-1	Recommends the plan includes Demonstration Gardens for Water Wise Gardening.	Pages 74-75	The Specific Plan allows rooftop gardens to count as private open space. It is also possible that a project could propose a demonstration garden as part of the public open space. The Plan could be modified to specify these as an allowable use on page 74.		
		Parking and Driveway Standards				
67	DEC-4 DEC-18	The TCB Development Standards require 12 stalls /1000 sf. Because the Decron site is mixed-use development that is designated for 24-hour use, we recommend that flexibility in parking standards be provided for a mixed use site where parking for commercial office uses can be used in the evening hours to provide parking for evening-oriented uses such as restaurants. The development would propose that in mixed use areas, a Shared parking Study/Parking Management Plan is required to demonstrate how the spaces can be shared by these uses and parking requirements can be lowered.	Page 35, Section 2.7	The Specific Plan states that Mixed Use projects will be evaluated on a case by case basis and are eligible to be considered for reductions. See page 82, Section 2.7.1.1).		
68	DEC-6 DEC-20	Provide flexibility in residential guest parking. The TCB and NC Development Standards require 2-3 guest parking spaces/10 du. Where shared parking opportunities exist (i.e., the parking structure, and on Ash Street, Cypress Street and Elm Street), a lower ratio should be permitted without having to obtain a conditional use permit.	Pages 32 and 35, Section 2.7	The Specific Plan states that Mixed Use projects will be evaluated on a case by case basis and are eligible to be considered for reductions. See page 82, Section 2.7.1.1).		
69	MPO-15 HEP-6	We recommend that any parking provided in these frontage areas be counted toward the parking requirements for the new development.	Page 82, Section 2.7.1.1) ii	No change recommended. The Specific Plan states that net new on-street parking spaces provided along new streets or service lanes may be counted toward the minimum parking requirement for commercial development on that property. As the frontage area parking will be new, it could be counted toward the parking requirement.		
70	MPO-8	It should be noted that disallowing front surface lots within the Town Center Blvd. District will require buildings to be pushed onto the frontage street. Even with the "Anchor Exception" this will require many retailers to have two entry points, leading to less efficient layouts and greater shrinkage (in other words, increased costs to the end user, thus less rent they can pay)	Page 35, Section 2.7.2	No change recommended. The intent is to move buildings closer to the street. It should be noted that side parking lots are permitted in this area.		
71	MPO 13	We see the potential for larger parcels/buildings requiring additional driveways and access points. A single garage large enough to serve several maximum-size buildings in the plan area may require additional driveways. Currently, the plan proposes a 30 foot maximum opening and the maximum building length of 300 feet. We propose that this same ratio of 10% driveway to frontage space be extended to allow additional driveways on larger sites that are served by a single garage.	Page 84, Section 2.7.3.1) b)	No change recommended. The provisions of the Specific Plan address standards and design options to accommodate various development scenarios. In addition, the Specific Plan limits block size, which results in new streets. The opportunity for corner buildings, with an access on each street, is therefore more likely.		
72	HBCC-56	The parking section should include a general discussion or parking requirements and shared parking concepts, and should not need separate Director approval.	Page 82, Section 2.7.1	No change recommended. Minimum parking requirements may be reduced in developments where it can be demonstrated that shared parking facilities will meet parking demand without providing separate facilities of each use. Staff recommends Director level approval.		The existing ZSO requires a Conditional Use Permit for shared (joint use) parking.

ATTACHMENT NO. 4.10

BOOK II

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
73	DEC-11 DEC-24	Allow flexibility in distance requirements for existing uses. The TCB and NC development standards require parking within 200 feet. Although some of the parking can meet with the closer-in surface parking that is provided, other parking will be met with the existing parking structure that is more than 200 feet away. As parking for the existing office tower and restaurant buildings exceed this distance, they should be grandfathered.	Page 35, Section 2.7.1	The Town Center Blvd. Requires parking within 200 feet for live/work only; for other uses the requirement is 500 feet. The Specific Plan does not alter existing uses unless they are added onto or replaced per Section 2.0.1.		
74	DEC-17	Clarify restaurant parking requirements. The Neighborhood Center development standards allow for a minimum of 6 stalls/1000 sf and a maximum of 10 stalls/1000 sf. We suggest that where shared parking opportunities exist, the development standards should allow use of the minimum, as opposed to the maximums. (The Beach/Warner Concept Plan proposes 8 stalls/1000 sf. for restaurant uses).	Page 35, Section 2.7.2	The Specific Plan states that Mixed Use projects will be evaluated on a case by case basis and are eligible to be considered for reductions. See page 82, Section 2.7.1.1). Maximum applies to the maximum amount of surface parking that can be on-site.		
75	DEC-5 DEC-19	The Beach/Warner Concept Plan proposes 3.5 stalls/1000 sf for office parking. This parking ratio reflects the ratio that was applied to the commercial uses when the project was first constructed. As Decron Site includes an existing parking structure and has provided sufficient parking for the current office and retail uses, we recommend that for existing uses, the approved parking ratio be permitted to continue as approved permitted uses and that the existing use and its ratio not be considered "non-conforming."	Page 35, Section 2.7.2	The Specific Plan states that Mixed Use projects will be evaluated on a case by case basis and are eligible to be considered for reductions. See page 82, Section 2.7.1.1).		
76	DEC-7	We request that the Specific Plan include provisions that would allow the use of tandem parking for residences under certain conditions	Page 35, Section 2.7.2	The Specific Plan states that Mixed Use projects will be evaluated on a case by case basis and are eligible to be considered for reductions. See page 82, Section 2.7.1.1).		
		Building Height				
77	HEP-1	Increase height on Executive Park Property (SEC Beach and Edinger) from four stories to 14 stories	Page 34, Section 2.3.1	Staff recommends modifying Specific Plan to allow up to 10 stories within 1,000 ft. of the 405 freeway.		
78	PRE-1	Include a ten foot variable height increase to the sixty-five foot height limit to allow for mixed use structures to incorporate for up to ten foot high ceiling which will allow for more attractive buildings with higher ceilings.	Page 30	No change recommended. The Specific Plan already allows for deviations to the standards. Staff does not believe an additional 10 ft. of height is warranted.		
79	PRE-2	Allow four over two type construction in such cases that Type 5 construction is granted for residential units which are being constructed over second level podium deck.	Page 47, Section 2.3.2	No change recommended. This proposal would not meet the current California Building Code.		
80	DEC-3 DEC 16	Permit averaging to allow 6 stories on Warner. The TCB Development Standards restrict building heights to 4 stories. The Beach/Warner Concept Plan proposes 6 stories along Warner. We request that the building heights be calculated using an average height which allows for greater building articulation. Moreover, because of the height of the existing parking structure that will remain, building heights sufficient to hide the existing parking structure should be permitted along Warner.	Page 32	No change recommended. The Specific Plan currently proposes 5 stories on this property.		The Beach/Warner center includes a high rise building. Should the SP allow more than 5 stories with a conditional use permit if the proposed buildings are adjacent to an existing high rise? What thresholds would be appropriate?
81	MPO-6	We request flexibility to build to a maximum height of 5 stories in the Town Center Boulevard Segment. This would accommodate a common building type for mixed use: four residential stories over ground floor retail.	Page 34, Section 2.3.1			The ZSO currently allows maximum 50 ft. high buildings, which is equivalent of a 4 or 5 story building, depending on construction. Do we want to allow 5 stories in Town Center Boulevard, but allow only 4 at the street frontage (within front 65 feet) similar to Town Center Core?

ATTACHMENT NO. 4-11

BOOK II

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
82	WC-7 WC-16	Fig. 1.6 appears to be in conflict with the development standards described on Page 28. The exhibit depicts 5 plus stories, but the development standards restrict height at 4 stories. Section 2.3.2 calls for a maximum of 4 stories on Edinger & Beach. We believe five stories height limit would be more appropriate along the Edinger frontage, particularly since the maximum height in the adjacent Town Center Neighborhood is 6 stories. Where could 6 stories occur in Core District?	Page 5, Figure 1.6	The exhibit is illustrative and was prepared as the development standards were being finalized. Staff does not recommend 5 stories along Edinger. Six stories is not allowed in the Town Center Core.		
83	WC-17 PRE-4 HBCC-47	Draft Plan defines building height primarily with respect to number of stories and gives little information about floor-to-floor height limits. For example, ground floor retail is limited from floor to ceiling to between 14 feet and 16 feet clear and not to the bottom of the podium structure. This seems to limit the height of space and not structure. This is important since taller retail spaces allow for more flexible uses and leasing potential over time. We recommend that you change the minimum height for ground floor retail from 14 feet to a minimum of 12 feet. In addition, change the 16 foot maximum for ground floor retail to 26 feet. The additional height is required for grocery stores and other retailer tenants. We believe there changes will give developers greater flexibility to design projects that will attract quality retail uses to Beach Blvd. Building height discussion is very cumbersome and unnecessary, building height should be concerned with the overall dimension and contextual setting, not the determination of building stories. All dimensions on the building height page seem arbitrary and not thought out.	Page 47, Section 2.3	Form based code addresses the visual impact of development because the goal is to create a walkable environment. Therefore, restricting maximum stories provides overall control, which controls density. The approach in the Specific Plan is to control the number of stories. As an example, if a retailer wanted to go over 16 feet to 24 feet this is allowed. Because they exceed the maximum allowable ceiling height of 16 feet the 24 feet is counted as two stories. These criteria do allow for flexibility depending on the user's needs. These criteria are based on the expertise of the City's consultant.		
84	MPO-7 HEP-7	There seems to be a conflict between the chart on page 34 which reads N/A for Edinger/Beach/Main and page 47. In other words, it special building height limits are not applicable per the Chart, why have the Edinger/Beach/Main section on page 47?	Pages 34 and 47, Section 2.3.2	Staff agrees. This will be corrected on page 34 to show that it is applicable.		
85	WC-23	Sec. 2.3.1 limits the minimum building height to 2 stories in the Town Center-Neighborhood district. This should be reduced to one story or a specific height (in feet) to allow for some one-story elements.	Page 30, Section 2.3.1	No change recommended. The Specific Plan standards are designed to encourage a more urban form/density in the Town Center Neighborhood. One story buildings are allowed in some other districts.		
86	WC-21	Architectural elements over 20' higher than maximum building height need to be clarified with respect to length or percentage of frontage and scale of architectural elements. Can these elements be habitable or be part of residence's volume?	Page 49, 2.3.5	A tower is considered an architectural feature as referenced on Page 47, Section 2.3.1.2)b). If building area is habitable then it will be considered a story and then is counted as volume.		
87	WC-24	Sec. 2.3.2 limits building heights on Edinger to 4 stories, yet this district has no frontage on Edinger. Please revise table.	Page 30, Section 2.1.4	Format of table is same for each section. There is frontage on Main, which is included in the Section.		
88	HF-3	Increase the Number of Stories and Free-up the Ground Plane Open Space: A good example of this is Vancouver, British Columbia. Their mixed uses, residential towers, urban spaces, and available modes of transportation are enviable and repeatable. The 4, 6 or 8-unit floor plates creates the tall 18 to 24-story towers that are wonderful living environments to live in and to look at. Covering the property with structured parking and 6-story buildings as shown in the specific plan is not the answer.		No change recommended. Staff does not believe that the proposed Specific Plan area is suitable for the level of development intensity suggested in the comment.		

ATTACHMENT NO. 4.12

BOOK II

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
89	MPO-4	We request that the Plan's proposed 2 story minimum height requirement in the Town Center – Neighborhood be changed to 1 story with a minimum height of 25 feet. In the unlikely event, for example, that housing were to prove completely unfeasible for the next 10 years, we would like the flexibility to be able to do larger ground floor buildings that might be only one story. To maintain form consistency for the neighborhood, we would like the flexibility to be able to do larger ground floor buildings that might be only one story. To maintain form consistency for the neighborhood, we would support a minimum 25 foot height requirement in the case of one story development in the Town Center – Neighborhood.	Page 30, Section 2.3.1	No change recommended. There are limited opportunities for residential development in the vicinity of the corridors, and the Town Center-Neighborhood district is key to creating a vibrant mixed use area. To allow commercial only buildings in this area would render the Specific Plan goals for this area as unachievable.		
		Building Proportions				
90	WC-19	Section 2.3.2 establishes a range of building proportions from 3:2 to 5:2. Our initial proposal calls for a proportion of less than 3:2, if measured from back of sidewalk to back of sidewalk. However, if measured from residential courtyard openings to back of sidewalk we meet the standards. Clarify how building proportions are measured.	Page 49, Section 2.3.5	The development standards charts present a range. So if the range of 2:3 to 5:2 is permitted in a district, that means that the most vertically proportioned a primary volume can be is 2:3 and the most horizontally proportioned a primary volume can be is 5:2. Front yard setback is defined as the required minimum or permitted (maximum) distance from the back-of-sidewalk line to the primary building façade as shown in Fig. 2.4.3		
91	WC-20	The Town Center Core standards that limit storefront length, tenant and articulation length are too restrictive. Consider revising.	Page 28	No change recommended. The standards are purposeful in order to create the most pedestrian oriented environment in the Specific Plan area. Even while there are the restrictions referenced, the standards do not limit the size of retail establishment.		
92	WC-18	Building length is set at 300 ft. maximum- Confirm that Director can approve deviation of up to 320 feet.	Page 24, Section 2.0.5.3)	Yes, deviation of up to 20% could allow up to 360 ft.		
93	HBCC-48	Building length may be an important factor in the Edinger Corridor, where pedestrian oriented development may be appropriate; however this provision becomes impractical along Beach Blvd.		No change recommended. Building length is not necessarily impractical given side street frontages as well as the potential for larger buildings in conjunction with lot consolidation, or existing lots with a lot of street frontage.		
94	DEC-12	Allow flexibility in building massing. The development standards should be revised to allow projects to break up buildings into multiple volumes by articulating the building in height and depth and using paseos and other breaks in the elevation.	Page 49, Section 2.3.5	No change recommended. The standards do allow for flexibility in massing.		
95	HBCC-49	Building massing and articulation is important, however the recommended standards seem to reflect individual tastes more than community need.		The proposed standards are designed to create buildings that will activate the street, encourage walkability and create a sense of place.		
96	DEC-10 DEC-23	Allow flexibility in frontage requirements for existing uses. The TCB and NC development standards require a 50% minimum for frontage requirements. The Warner Ave side of the Decron site has only 28% frontage. Because this is an existing use and configuration, which will not be altered by the Beach/Warner Concept Plan, it should not be subject to this requirement.	Page 32	No change recommended. The development standards apply to new construction or additions of more than 15% per page 23, Book II		

ATTACHMENT NO. 4.13

BOOK II

	Comment No.	Comment	Specific Plan Section/Reference	Staff/Recommendation/Comments	PC Recommendation	Notes
		Miscellaneous				
97	HF-6 HF-7	When parcels get consolidated into larger properties that now front Beach or Edinger is the larger consolidated property considered to have frontage? Site design of the consolidated parcels needs to be clarified in the Specific Plan. Limited Uses on Properties Behind Frontage Properties: If parcel consolidation is not possible and each property develops on its own, the ideal land use pattern would want to appear as seamless as possible by restricting the allowed uses on these properties. The Specific Plan, as currently proposed, forces a disjoint function, use and appearance.	Page 51, Section 2.4.1	No change recommended. The answer to the question is generally Yes. The Specific Plan defines frontage requirements. The standards in the Specific Pan bring buildings closer to the street to minimize a disjointed appearance.		
98	DEC-9	Reduce Beach Blvd setback. The Specific Plan requires a minimum 12 foot setback from the property line along Beach Blvd. We request a change to a minimum 5 foot setback.	Page 32	No change recommended. The Decron property is designated for Neighborhood Center, which allows for a minimum 5 ft./maximum 10 ft. setback.		
99	HBCC-50	The shopfront specifications are too restrictive and inconsistent with other provisions with respect to the amount of storefront façade glazing.	Page 53 and Page 89	No change recommended. Shop front lengths are defined as the area between Pilasters/Piers. Page 89 1)b)i) states that the required amount of glazing is a min of 20% and max of 60%. Per the requirement on page 53 "a minimum of 70% of storefront façade must feature clear glass." Thus, at least 70% of the glazing required per Page 89 must feature clear glass. Because the amount of required glazing is such a broad range (20-60%) staff does not believe that this is too restrictive.		
100	HBCC-20 HBCC-58	How will green and sustainable development techniques be incorporated in both private and public improvement projects? The sustainability requirement should be adopted city wide no separate provision should be necessary in the Specific Plan.	Page 90	This Specific Plan provides a broad overview of how to incorporate sustainability elements in projects. Sustainability is not a requirement of the Specific Plan, only a guideline. However, staff believes that the inclusion of the sustainability guidelines is an important component of the Specific Plan. No change is recommended		
101	HBCC-64	A landscape master plan with non-varying details should be developed, adopted and implemented. Landscaping should be the primary design component to distinguish the various intended use clusters along the boulevard.	Pages 62-66 and Pages 77-80	Comment noted. The Specific Plan identifies landscaping parameters for Edinger and the various segments of Beach to provide distinguishing features. The type of trees/palms and required spacing are provided.		
102	HBCC-65	In definitions, a number of phrases are used in the text and should be included in the definitions. Only those words or phrases unique to the Specific Plan need to be included in the document.	Page 123	The Glossary sets forth definitions and phrases used in this Code in order to promote consistency and uniformity in their usage, thereby facilitating the interpretation of the Specific Plan.		

ATTACHMENT NO. 4/4

BOOK III

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
		Street Improvements - General				
103	HBCC-5	A number of the City's major intersections are within the two corridors, and therefore a greater amount of design emphasis on public improvements needs to be addressed for Beach/PCH, Beach/Adams, Beach/Main/Ellis, Beach/Talbert, Beach/Warner, Beach/Edinger, Edinger/Gothard and Edinger/Goldenwest.	Page 113	Individual intersections will be improved as needed as informed by the environmental analysis. However, the City may choose to develop specific intersection designs as development progresses.		
104	HBT-11	The plan states coordination with Coastal Commission, Caltrans and the City of Westminster are necessary to pursue improvements to Beach Blvd. The Specific Plan will be a failure if commitment, approvals and funding are not received from these jurisdictions as well as the OCTA. Include in the specific plan goals, objectives and work plan to attain the necessary commitments from other jurisdictions	Page 114	The only agency coordination required is from Caltrans. The Plan will be revised to remove reference to the Coastal Commission and City of Westminster.		
105	HBT-12	The plan should be revised to state that the traffic/street improvements needed shall be installed prior to development or concurrent with development.	Page 120, Section 3.1.7	In general, improvements occur at time of development and are dictated, in part, on the environmental analysis for a particular project.		
106	SCCF-6	Having developers responsible for the roadway up to the centerline would be an impossible patchwork of design and construction over the years of development. Developments can be a fraction of a block while street improvements of the type envisioned will have to be done on multi block segments. No explanation of how this will be handled is provided. A well thought out development plan for the public and private roadways is needed.		Staff agrees that a development plan will be required; however no change to the Specific Plan is recommended.		
107	HBCC-19	Prioritize public improvement projects to create identifiable themes		City Council will decide and prioritize public improvements for the various districts.		
108	HBCC-63	Implementation of a new attractive and efficient Circulation Plan may be the only improvement necessary in select portions of the corridors.		Comment noted; however, staff also believes that continued reinvestment is important.		
109	HBCC-51	The designation of streets proposes new standards and names different from the adopted City standard. The adoption of the City standards would be a better approach. Street sections need to be clearly drawn and locations identified.		No change recommended. Section 2.5 Street Requirements provides for improvements to existing streets and addresses construction of new streets, which include standards that will achieve the desired result for the area.		
110	HBCC-53	The public street improvement funding discussion is vague and implementation responsibility is unclear.		City Council will address potential funding sources as projects are proposed.		
111	HBCC-54	The street furniture and design details, other than landscaping, seem to be relatively consistent in both corridors	Page 115	These are unifying design elements.		
		Street Improvements - Beach				
112	HBAD-3	We invested on Beach Blvd. because it was a transportation hub. Impacting Beach Blvd with too much traffic could work against the auto dealers. It is the nature of the traffic and the volume that we would like to better understand		No change recommended. The detailed traffic study is being prepared as part of the EIR. By allowing Mixed Use, the Specific Plan can improve traffic flow/conditions.		
113	HEP-2	Huntington Executive Park consists of five separate parcels. If redevelopment was done on one parcel and not the other parcels and/or in phases, would it trigger conformance for the parcels that are not part of the re-development? If we were to redevelop the larger parcel behind the four (4) parcels fronting Beach Blvd., would this trigger the street improvements on Beach? This could be a problem for existing leases due to the loss of parking caused by the larger required area of sidewalk and landscaping. This could be cost prohibitive for a small parcel.		Staff would evaluate the project specific impacts and make a determination at such time. It is largely dependent on the amount of change that is proposed in the context of the overall site. It is also dependent on the types of trips generated by the new uses and the resulting environmental analysis.		
114	HEP-4	Please confirm that HB Executive Park falls within the maximum block size allowed of 3,000 feet and does not require new publicly accessible streets.	Page 34, Section 2.5.3	This is correct		

ATTACHMENT NO. 4.15

BOOK III

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
		Street Improvements - Edinger				
115	BSC-2	Unclear how streets are going to be laid out. Is 100' right-of-way for Edinger, west of Goldenwest, sufficient? What improvements will be done at Edinger & Goldenwest?	Page 61	No change recommended. EIR will address if widening is required along Edinger in general. At intersections additional ROW may be required.		
116	MPO -14	The Classic Boulevard setbacks along Edinger from the current street curb represent a very heavy burden on land owners along Edinger. We recommend that the City set up an infrastructure fund to help pay for these improvements. We recommend that the "public frontage" area be deeded to the City, so that long-term maintenance is ensured.	Page 62	No change recommended. The proposed setback is not that dissimilar than existing regulations that require a minimum 25' front setback on Edinger, especially because parking will be allowed in the frontage area. In addition, the Specific Plan allows for greater density, no FARs and reduced building setbacks than are currently permitted. The City Council will evaluate funding issues. It is likely that this area will be deeded to the City.		
117	HBCC-30	Show the design and location for the discussed new streets, and the alternative routes. The size and extent of the numerous roadways, paths and paseos may create new barriers to project-to-project connectivity. Will the various interconnecting elements be public or private?		There are no new proposed streets by the City; however, the redevelopment of larger parcels may result in the need for new streets to ensure connectivity. Public access would be provided on new streets.		
118	HBCC-15 HBCC-61	A phasing schedule should be prepared indentifying priorities and construction details. Establish a timeline for public and private improvements.		The Specific Plan is not a project specific document providing development phasing or construction details.		
119	HBCC-62	This segment should read like a plan of action not development standards.	Page 113	Comment noted.		
120	WC-27 HEP-5 SCCF-4	In the thumbnail sketch the Classic Blvd. is required along Edinger but the District boundary will only require it along a portion of the north side of the street. How does the City plan to implement the Classic Blvd to areas outside the District? Small properties could be severely impacted if required to dedicate significant frontage for the widened right of way? We request a process be provided as to how it will be implemented or another configuration described	Pages 28, 34 and 115	The Classic Boulevard treatment is required on both sides of Edinger within the Specific Plan area. It is also required in the Bella Terra Specific Plan along the Montgomery Ward site. Improvements will be designed for adequate transition.		
121	SCCF-5	No discussion is provided as to how the side (access) lane in the boulevard configuration interfaces with the main roadway lanes. Does the side lane terminate at each intersection (merging with the main lanes) or do they continue through. How it's designed can have a significant impact on intersection signal design and traffic flow. A non traffic interfacing design should be specified.	Page 62	Final design is prepared at time of development.		
		Other Infrastructure/Public Services				
122	HBT-3	Provide school requirements in the Specific Plan.		No Change Recommended. Potential impacts of population growth will be addressed in the EIR, for which the schools have been consulted. Development will occur over 10-20 year period, during which there may be changes in demographic trends, school operations, State law with respect to impact fee collection and operations.		
123	HBCC-27	Identify the design and location of various public improvement projects on Edinger Avenue that implement a pedestrian oriented approach.	Page 62	The Classic Boulevard is a pedestrian oriented approach in that it separates the travel through lanes from pedestrians thereby creating a more intimate pedestrian experience on the sidewalk.		
124	SCCF-8	Schools and other services are not accounted for. The Specific Plan must account for schooling needs, utilities and other services. How will trash pickup be handled so as not to interfere with traffic?		No Change Recommended. Potential impacts of population growth and the associated impacts to school, utilities and other services will be addressed in the EIR. Trash pickup will continue to be carried out in the same manner as it is done currently in		

ATTACHMENT NO. 4-16

				Huntington Beach.		

BOOK III

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
		Traffic Increase Concerns				
125	TR-1 HR-2	While I am in favor of development in the area including The Ripcurl, The Village at Bella Terra and Murdy Commons, I am concerned with traffic and safety of the surrounding area especially the McFadden overpass. The overpass is only two lanes and is a massive bottle neck between Beach Blvd and Gothard. Two accidents have completely closed down the bridge.		Additional traffic analyses have been completed focusing specifically on the intersection of McFadden and Sugar. The analysis is included in the EIR for the project. The analysis for the Specific Plan evaluates the adequacy of McFadden from a capacity perspective. The potential development scenarios are forecast to have only moderate impacts on overall traffic on McFadden. Accidents and construction always have the potential to severely impact traffic flows on any street. These impacts cannot reasonably be anticipated through the environmental process except to determine whether traffic changes are likely to result in a significant increase in accident potential on a particular street. These issues are all addressed in the environmental documents.		
126	DM-1 DM-4	Concerned and not in favor with magnitude of proposed Murdy Commons project given The Ripcurl and Village at Bella Terra projects and associated traffic impacts. The very high density type of project is inappropriate for an area with largely single-family homes.		The Murdy Commons project will be evaluated in an environmental impact report, taking into consideration cumulative development (The Red Oak/Amstar project (former The Ripcurl) and The Village at Bella Terra). Both of those projects have certified EIRs which identified potential impacts and mitigation measures to address those impacts. The proposed projects are not adjacent to existing single family homes but are adjacent to a college, a transit center, an existing regional mall and an office/hotel development.		
127	TR-2 HR-1 DR-1 DM-2	Our neighborhood has only one entrance and exit as the city previously closed our second entrance/exit. The increased traffic will make it impossible to make a left hand turn onto McFadden. Improving the area for both new residence and retail is a great idea, but I can not support new development without the safety and concerns of existing residence being heard and addressed.		Additional traffic analyses have been completed focusing specifically on the intersection of McFadden and Sugar. The analysis is included in the EIR for the project. The analysis for the Specific Plan evaluates the adequacy of McFadden from a capacity perspective. The potential development scenarios are forecast to have only moderate impacts on overall traffic on McFadden.		
		Transit				
128	HBCC-26	Identify long-term goals and objectives for the existing Transit Center		The Transit Center is not included in the Specific Plan boundary nor is it owned or controlled by the City. This topic would be better considered as part of the citywide Circulation Element.		
129	SCCF-3	Bus turnouts should be required to minimize interference with auto and commercial traffic.	Page 114, Section 3.1	Staff recommends adding a reference to the need for bus turnouts in certain situations or where appropriate as development occurs.		
130	PRT-1	Advocate Transit Oriented Development (TOD). A comprehensive planned transit system will create significant opportunities for development and re-development in the corridors. PRT can create a city-oriented grid network linking Bella Terra through Five Points to the Downtown-a transit system focused on the middle-class demographic which does not ride the OCTA bus routes which serve the corridors.		A goal of the Specific Plan is to take advantage of the existing transit center. Implementation of the PRT system is better considered as part of the citywide Circulation Element; however, staff does not think it is feasible at this time.		

ATTACHMENT NO. 4-17

BOOK III

	Comment No.	Comment	Specific Plan Section/Reference	Staff Recommendation/Comments	PC Recommendation	Notes
		Traffic Increase Concerns				
131	PRT-2	Support High-Density Housing through the implementation of PRT. This could significantly reduce traffic and congestion if this horizontal elevator were used to connect apartment dwellers and condominium owners to local retailers and attractions, local employment and the beach and other transit nodes like Metrolink. We are skeptical that the OCTA buses are suitable for use by the demographic expected to be renting or buying in the neighborhood or shopping at Bella Terra.		A goal of the Specific Plan is to allow for greater densities, which may ultimately establish a demand for better transit options. The EIR will evaluate the proposed Plan's development maximums on the existing street network. Implementation of the PRT system is better considered as part of the citywide Circulation Element; however, staff does not think it is feasible at this time.		
132	PRT-3	Attract Tourist and Coventioneers from the Anaheim & Disney Resorts: Huntington Beach has a unique opportunity to exploit PRT to connect its beach attractions, Downtown and Pier area to tap over 27 million tourists and convention attendees who annually visit Orange County and the City of Anaheim.		Staff concurs that continuing to promote tourism is very important. The proposed Specific Plan is designed to strengthen destination shopping areas, such as Five Points, which may be a stopping point for tourists traveling on Beach Blvd, as well as improve the aesthetics of Beach Boulevard. Implementation of the PRT system is better considered as part of the citywide Circulation Element; however, staff does not think it is feasible at this time.		

ATTACHMENT NO. 4.18