

*Beach Boulevard & Edinger Avenue
Corridors Specific Plan*

Community Workshop 6

Beach Boulevard

February 27, 2008

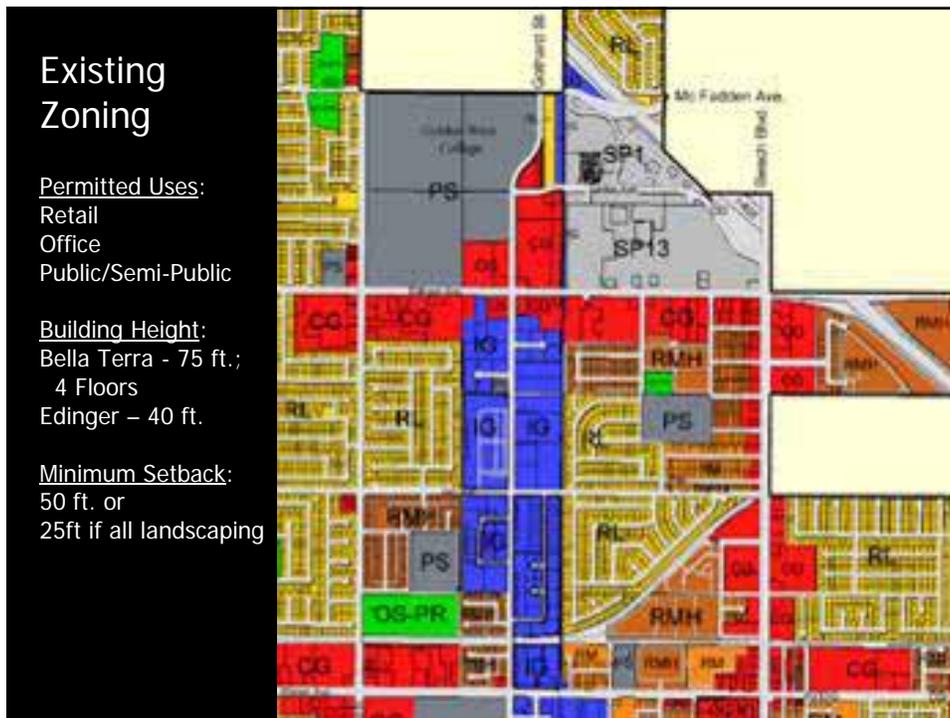
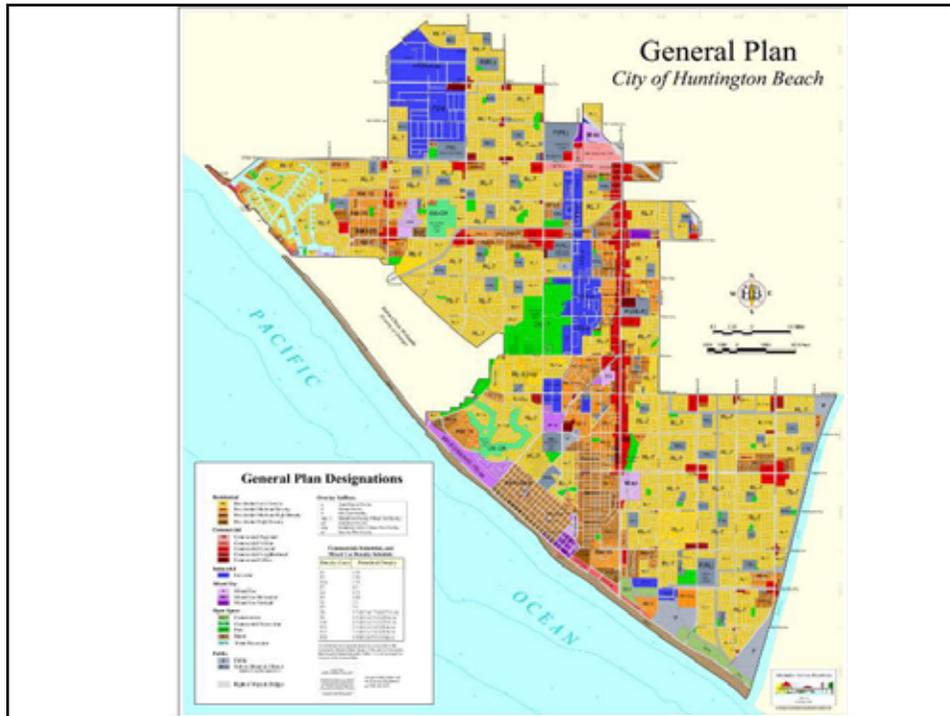


Orientation

Beach/Edinger Corridors
Specific Plan Study Area



A Specific Plan is the
community's most powerful tool
to guide change
to "make a better city"



The Specific Plan

1. Community Intent
2. Development Regulations
3. Planned City Actions

Our Task: Formulate
a Recommendation
to the City Council.

Corridor Specific Plan Team

- City Staff Core Team
- Everything
- Freedman Tung & Bottomley
- Corridor Revitalization Land Use, Urban Design & Development Regulations
- Tierra West Advisors in partnership with Linda S. Congleton & Associates
- Market and Fiscal Analyses
- Austin-Foust Associates
- Circulation & Access

Plan Framework: Key Community Meetings

- Focus Groups
- Community Workshop 1: Existing Conditions and Community Aspirations
- Community Workshop 2: "Broad-Brush" Revitalization & Planning Concepts
- Community Workshop 3: Traffic
- Community Workshop 4: Making the Most of Current Opportunities: The Vision for the Edinger Corridor
- City Council/Planning Commission Study Session: Recommendations for the Edinger Corridor
- Community Workshop 5: Character & Identity
- Community Workshop 6: Beach Boulevard Plan
- City Council/Planning Commission Study Session: Recommended Plan Framework

Agenda

1. Welcome, Introduction – *Bob Hall, City of Huntington Beach*
2. Results from the Workshop on Character & Identity – *Erik Calloway, Freedman Tung & Bottomley*
3. Presentation: Beach Boulevard Plan Recommendations – *Michael Freedman, Freedman Tung & Bottomley*
4. Community Discussion & Response
5. Next Steps; Adjourn

Character & Identity Workshop

- *Final Report* -

Huntington Beach Character Workshop



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

The stars ★ indicate the number of times each picture was selected as a greatest hit by an individual



Building Materials and Colors ~ Individual Worksheet Results



City of Huntington Beach ~ Character Workshop

Landscape & Landscape Elements ~ Individual Worksheet Results



City of Huntington Beach ~ Character Workshop

Buildings & Architecture ~ Individual Worksheet Results



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



Landscape & Landscape Elements



Buildings & Architecture



Compiled Summary of Huntington Beach Character

The stars ★ indicate the number of times each picture was selected as a greatest hit by 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 lamp post
- 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 uplit
- 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
- Complements 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



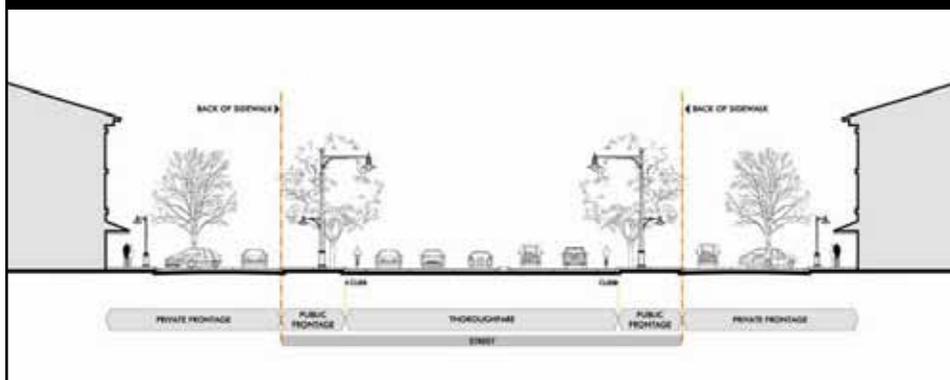
- Beach feel
- Good colors
- Cottage architecture

- Varied height and masses
- Appropriate near the beach

Beach Boulevard

Plan Recommendations

Definition of Terms: "The Corridor"

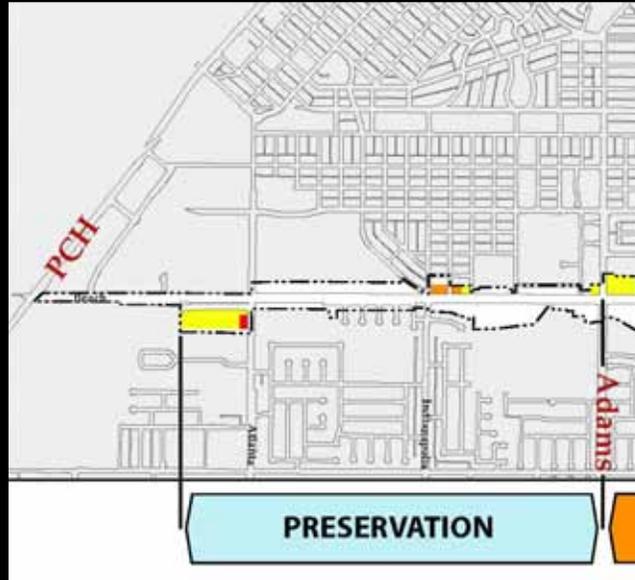




PCH to Adams



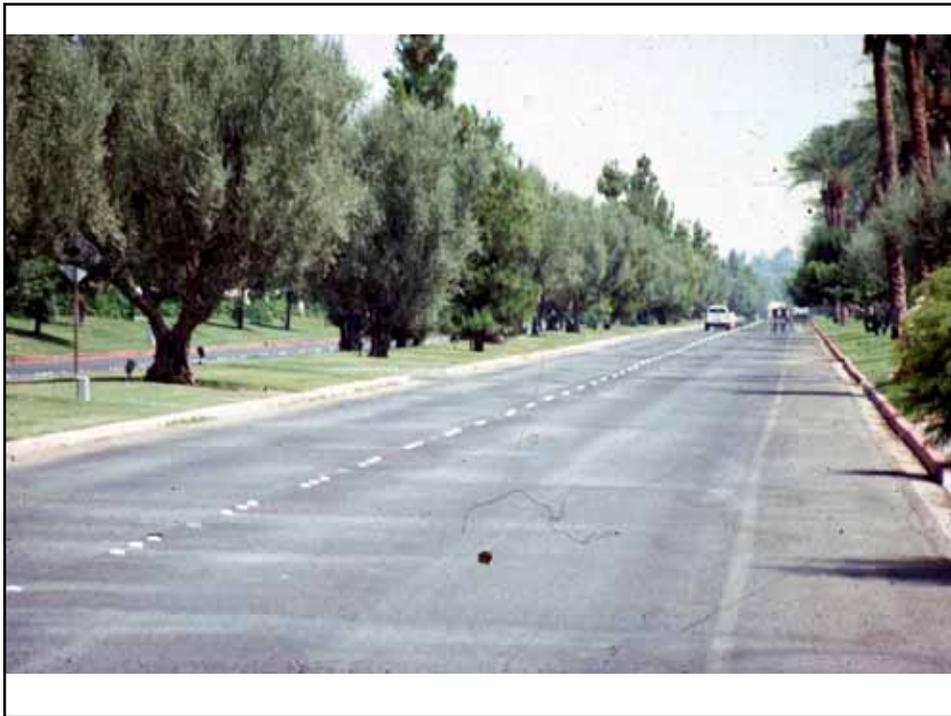
PCH to Adams



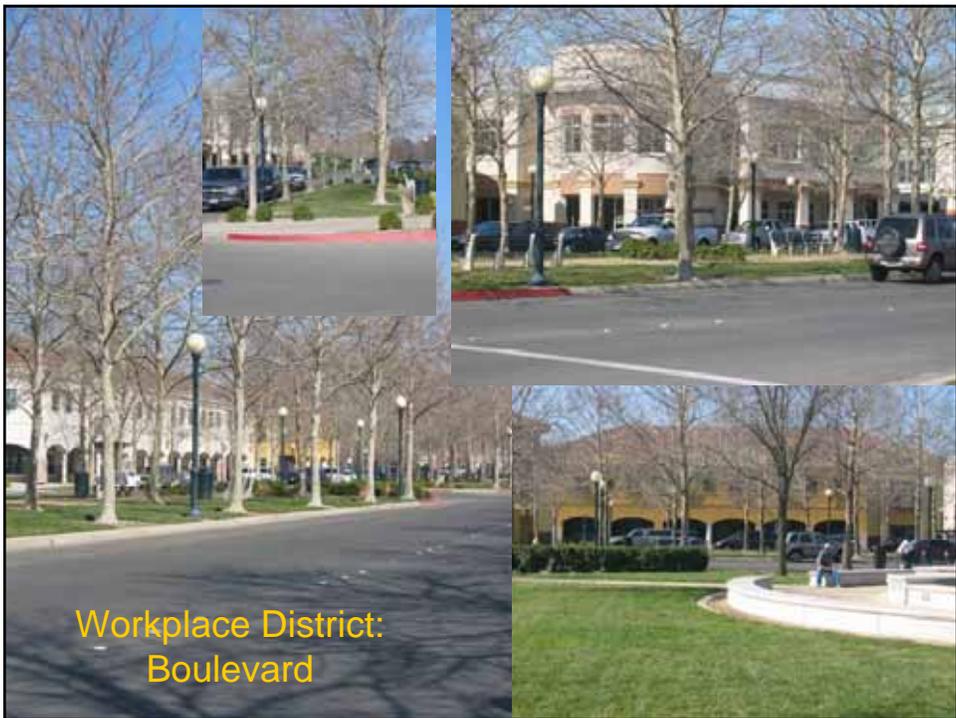
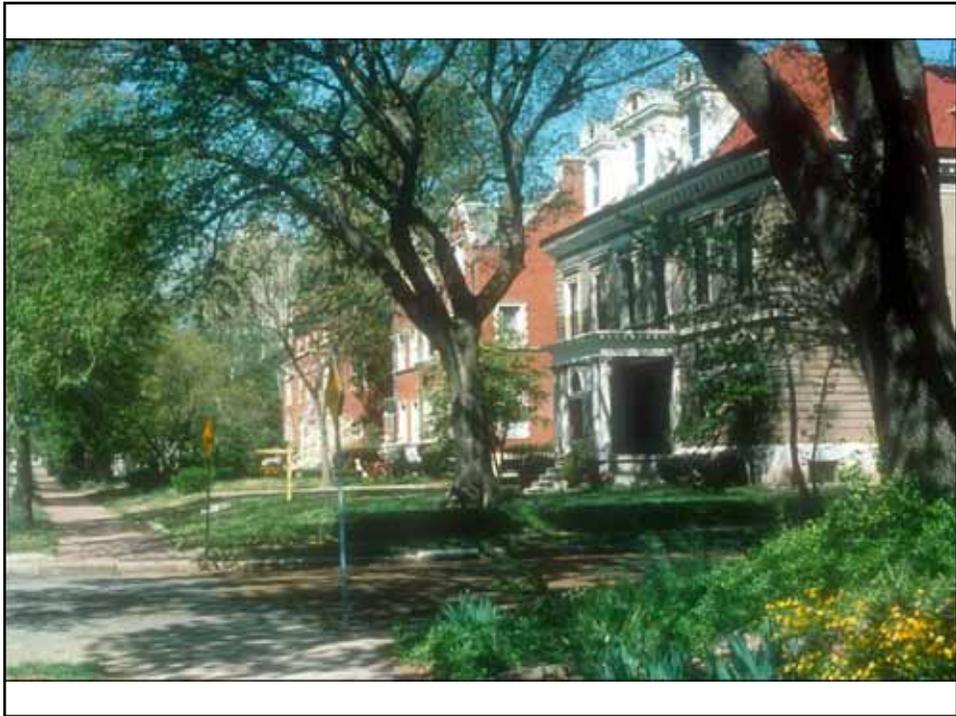
Segment Character: Residential Parkway



Definition of Terms:
“Parkway” vs. “Boulevard”







PCH to Adams: Typical Development Types



PCH to Adams: Typical Development Types



PCH to Adams: Frontage Types

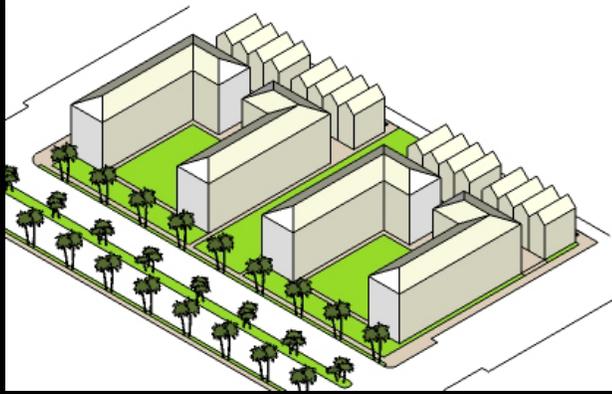


Screen Walls at Boulevard Frontage

PCH to Adams Segment *Residential Parkway*



Residential Parkway



Residential Parkway



- **Permitted:**
Residential;
Corner Store
Retail
- **1 – 4 floors**
- **Development oriented to SIDE STS.**
- **Setback Zone:**
substantial
planting and/or
decorative walls
& fences



Neighborhood Center



- (Neighborhood centers are limited to acreage shown in District Zones map)
- Neighborhood- serving retail required on ground level
- Upper level housing, office or lodging permitted
- Frontage Coverage @ 50% with building entrances opening out onto public sidewalks
- Sidewalks minimum 12 ft wide; planting strips or curb-side parking required.

Beach to Adams: **Neighborhood Retail Center**



Adams to 405

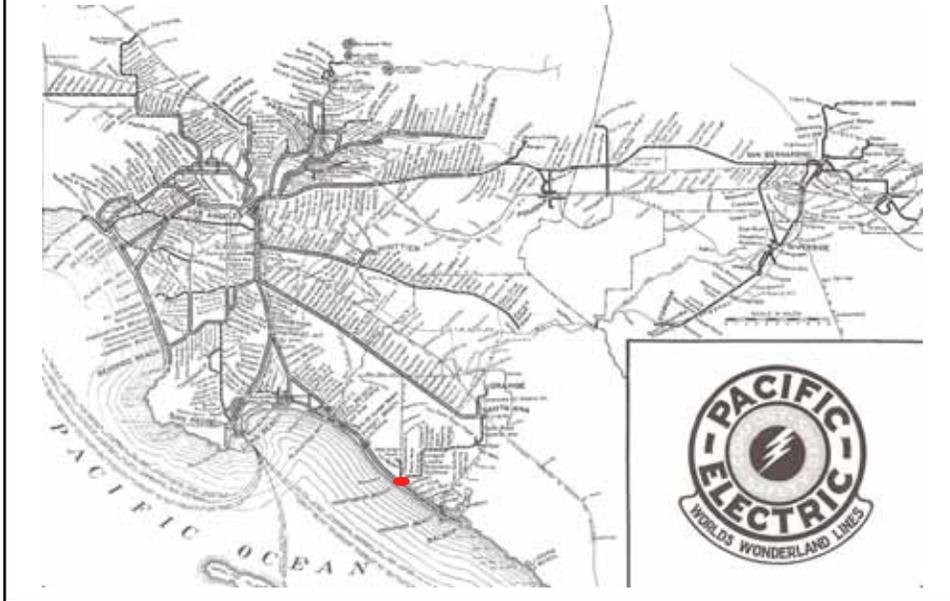


Segment Character: **Commercial Strip**



Where Did the Strip Come From?

1904 – The streetcar or “red car” runs along the coast and arrives in Huntington Beach from LA.



Beach Blvd. 1930's



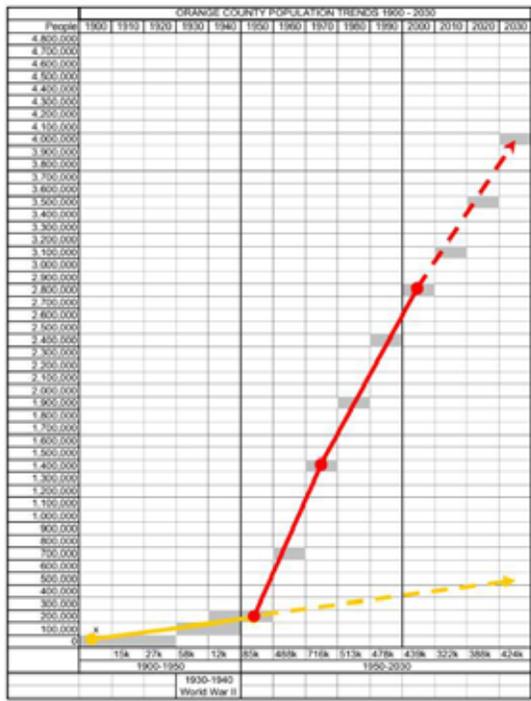
Aerial of Downtown & Beach Blvd. – 1938



1932 - Looking North on Beach Blvd. at Talbert. Beach Blvd. is designated as a state highway in 1939.

Post WWII is when population took off.

We accommodated these people in single family homes.



The Advent of Suburbia

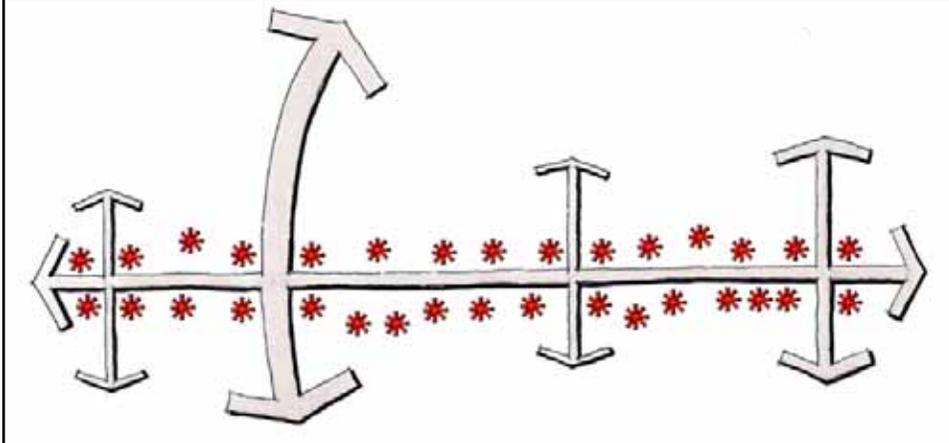


Aerial of Beach Blvd. – 1959

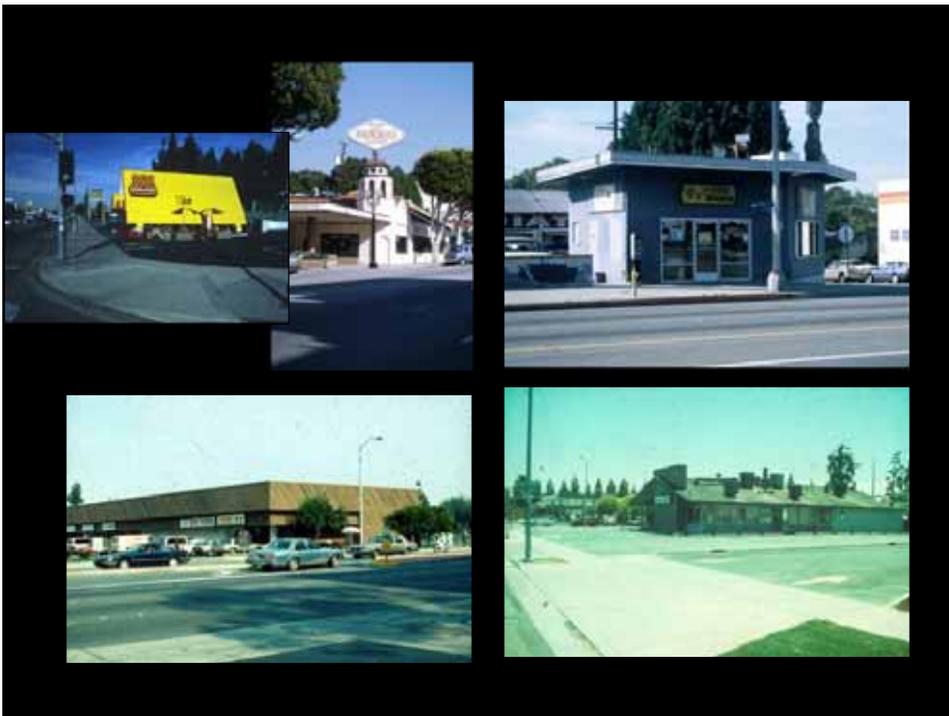


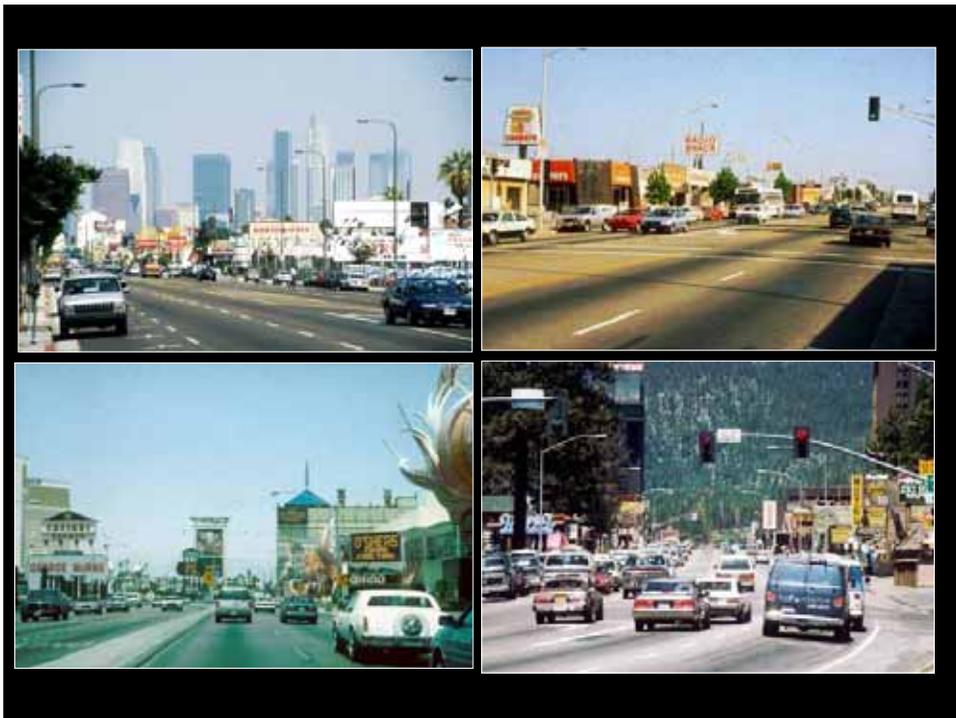
Five Points Shopping Center

"The Strip"



A linear pattern of commercial development along suburban arterial roadways



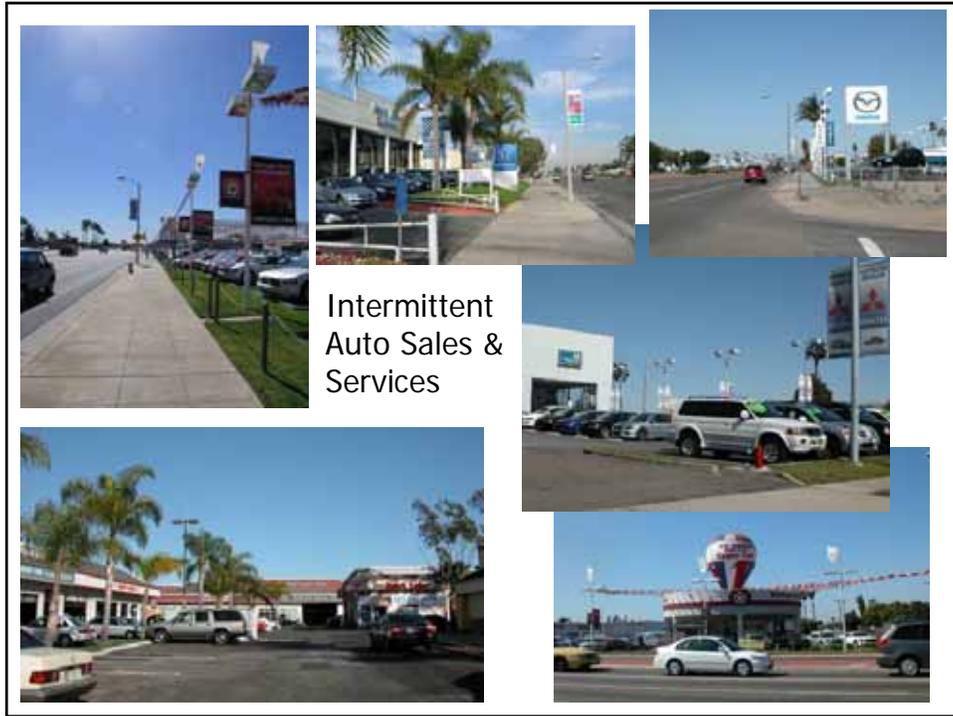


New Commercial
Development in
Anchored Centers



Small Scale,
Older
Commercial
Development





Intermittent
Auto Sales &
Services

Common Complaints

Discourages Walking, Bicycling, Transit Use



Most Visible Yet Unattractive Part of the City

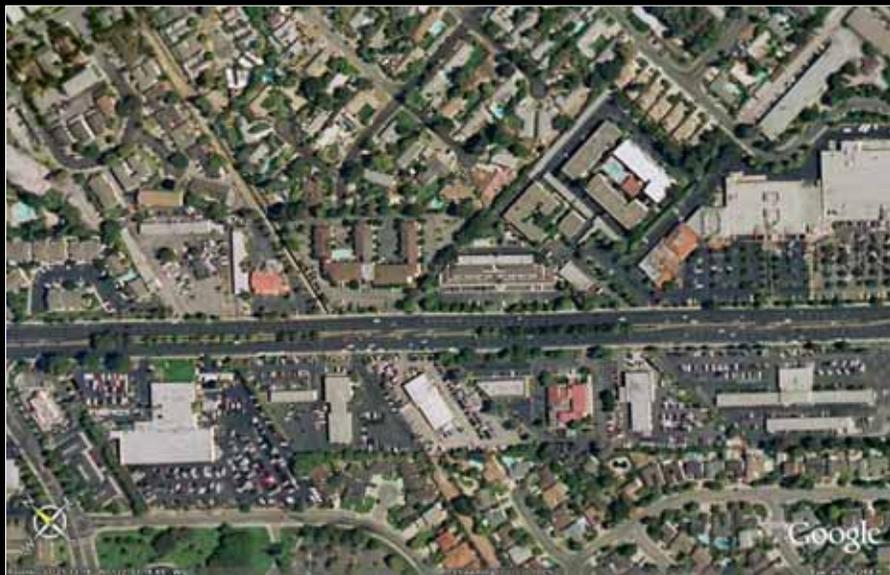


"A Cacophony of Messages"



Inefficient Use of Land

Hastens the need to move the UGB



Vast Oversupply of Retail Properties



Competes with Downtowns or prevents their development



Traffic is Congested

Too Many Conflicts; Movement not "Smooth"



Epitomizes the **unsustainable** qualities of suburban sprawl



Environmental Impacts:

- Rapid, accelerating land consumption
- Air pollution
- Heat Islands, Climate Change
- Rapid depletion of precious fossil fuels
- Impervious surfaces, water runoff, depletion of water resources, wildlife diversity

Forces of Change undermining the Strip

60s/70s: Highways Undermined the Strip



1963



1963

McDonnell-Douglas
locates in Huntington
Beach

employing 8,000
people by 1968

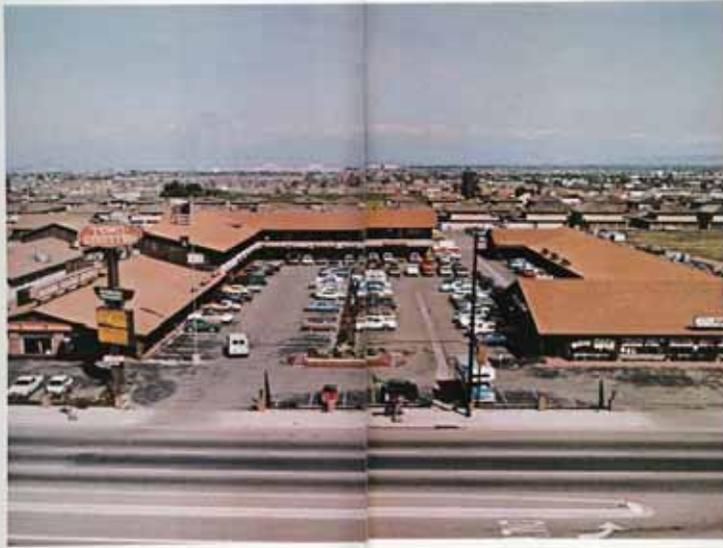
1964



80s/90s: Enlarged Retail Formats
Replacing Strip Retail



1974



TOWN & COUNTRY SHOPPING CENTER
18582 Beach Blvd., Huntington Beach, California

1980

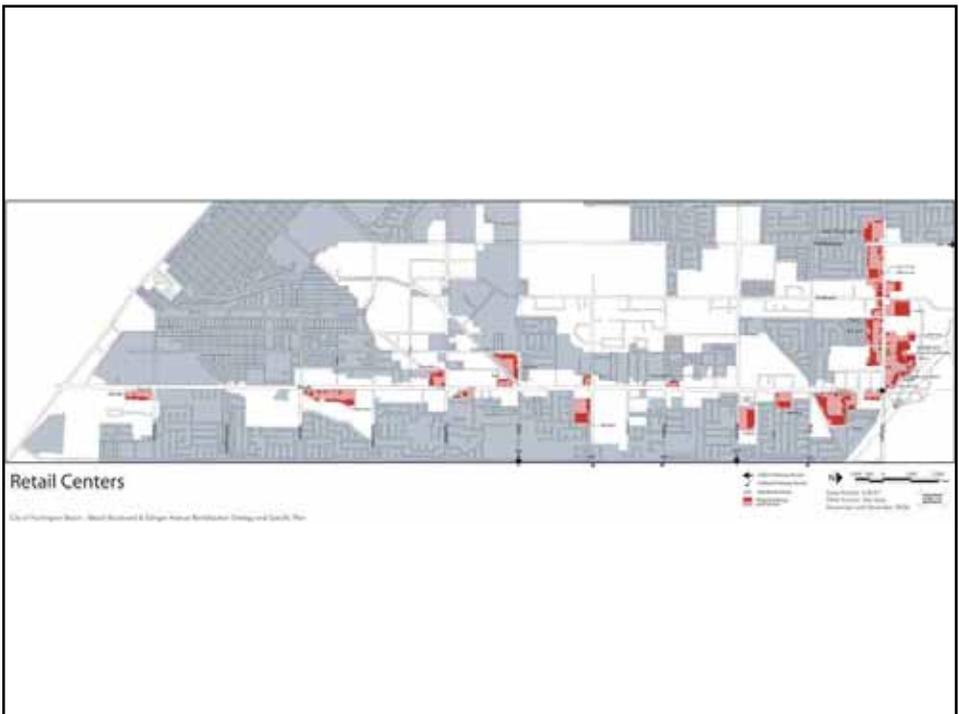


Now



1980

Now

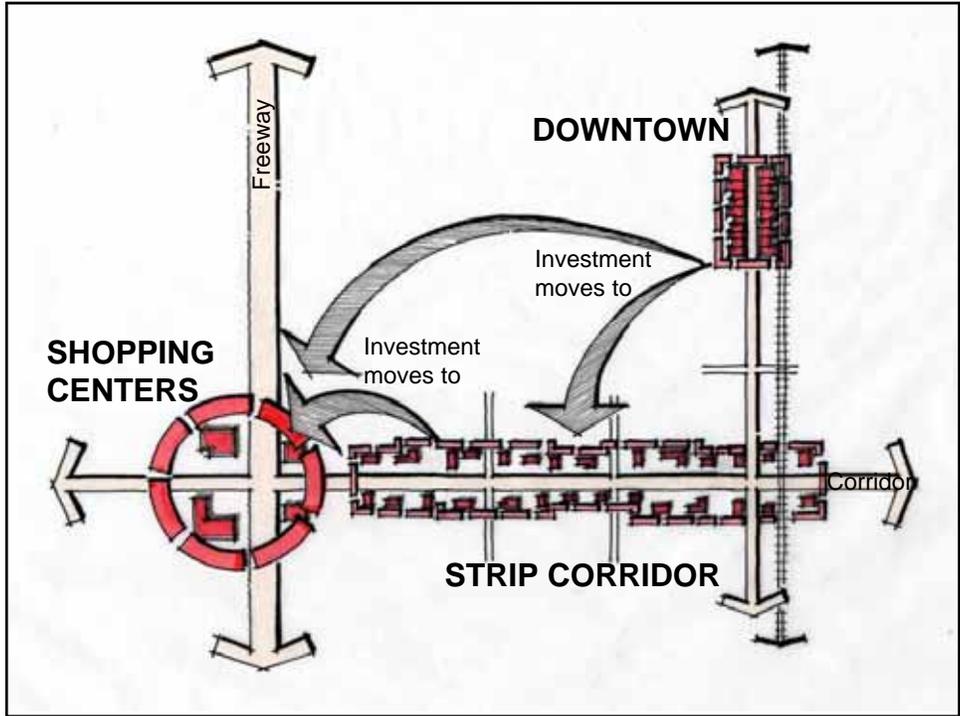


Current Preference for Anchored Urban Formats ("Lifestyle Centers" - "City Centers")



These crossroads-located centers have been **draining economic vitality** from retail properties located everywhere else.

(and there is not much physical value in place)



Disinvestment



Disinvestment



Decreasing Reinvestment; Decreasing Rents



Commercial Corridors
have entered a period of
accelerating transition

Forces of Change:

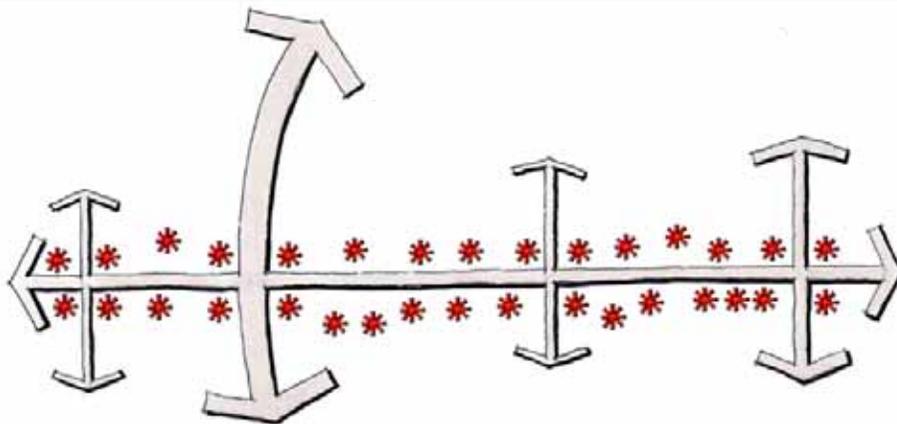
Shopping center investment has
been concentrating in
increasingly large clusters at
major intersections and freeway
off-ramps.

Forces of Change:

The financial conditions underpinning strip development have evaporated, beginning with incentives to construct low cost buildings with short economic lives.

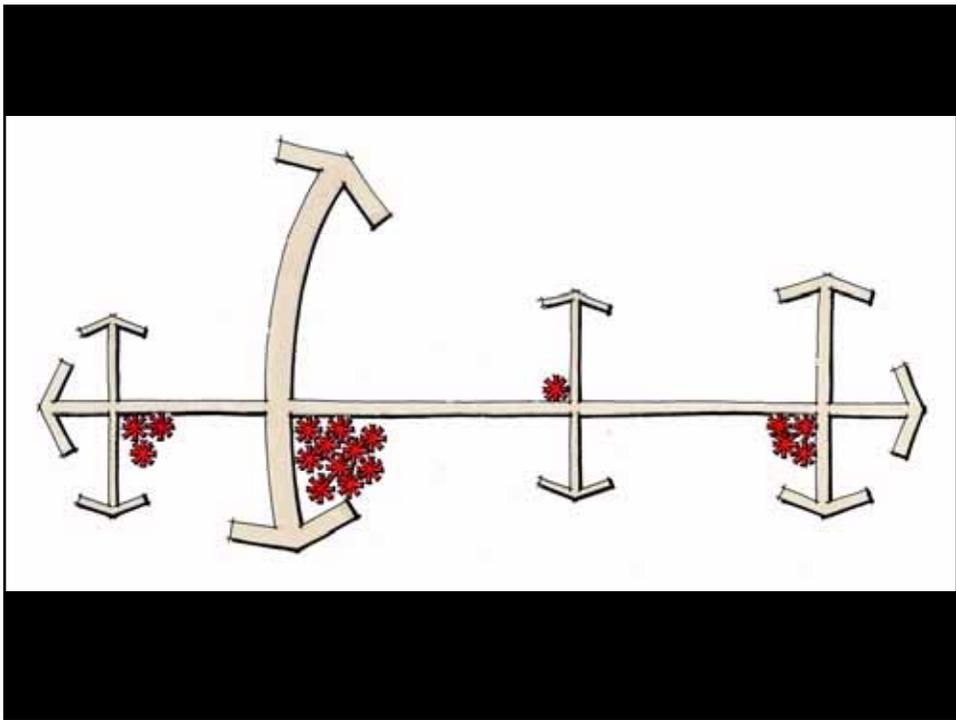
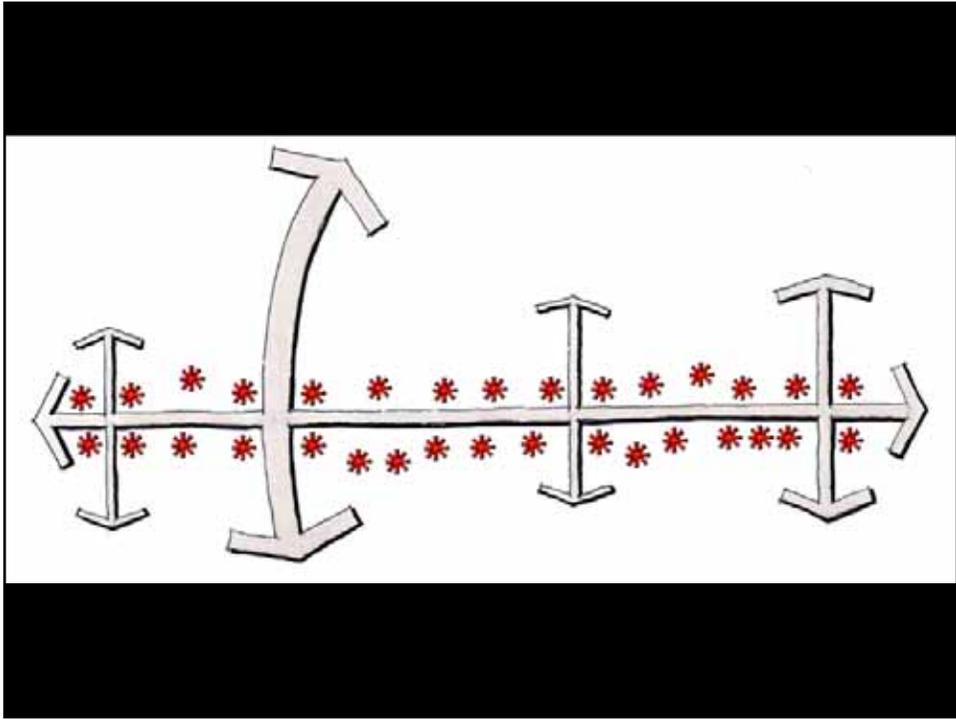


Falling out of Favor: Linear Strip format



1.0 From Strips to Centers

1A. Accommodate the market's
preference for retail
concentrations at major
crossroads



1B. Plan the corridor retail as part of a supportable city & regional **hierarchy of centers.**

Neighborhood Center

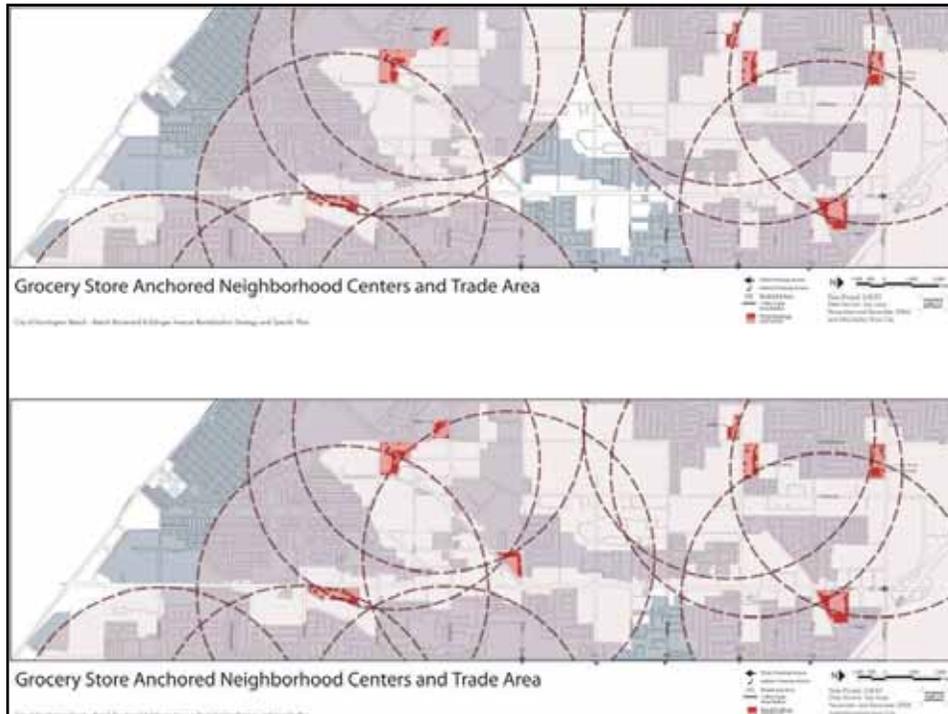


Neighborhood service retail & services featuring *contiguous* small scale shopfronts.

10,000 - 25,000 s.f. for unanchored center.

Anchored center:
Supermarket up to 65,000 s.f.; total 60 – 90K s.f.

1 to 2 mile trade area:
5,000 – 8,000 households needed.



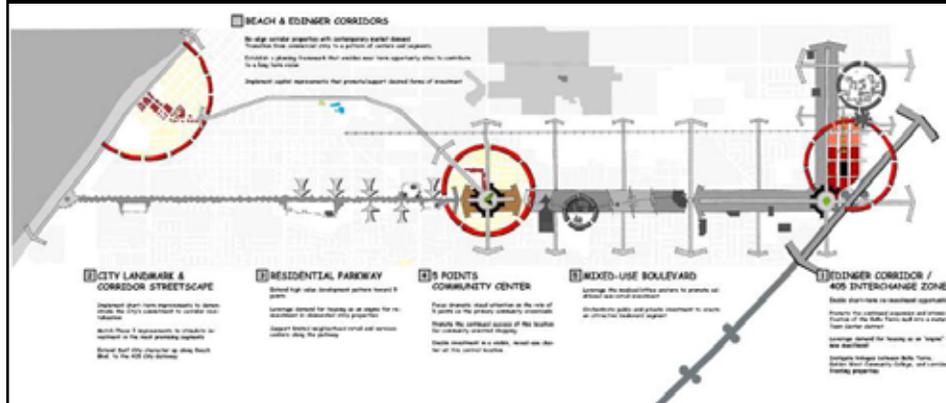
City Center (Downtown) Retail

- **Anchors** e.g. discount department store, supermarket.
- **Retail shops** e.g. apparel, crafts, books, home improvement, office supply, pet supply, sporting goods, specialty food, specialty goods.
- **Eating and Drinking** Establishments.
- **Entertainment** and Recreation uses and anchors
- Banks; **Personal & Business Services**
- **Arts and Culture; Civic Buildings**, esp city hall, library, courthouse, post office.
- **Central Location within the City**
- **5 – 7 mile trade area; requires 30,000 – 50,000 households.**
- **Mixed Use:** Upper levels & adjacent blocks must include housing, office, lodging.





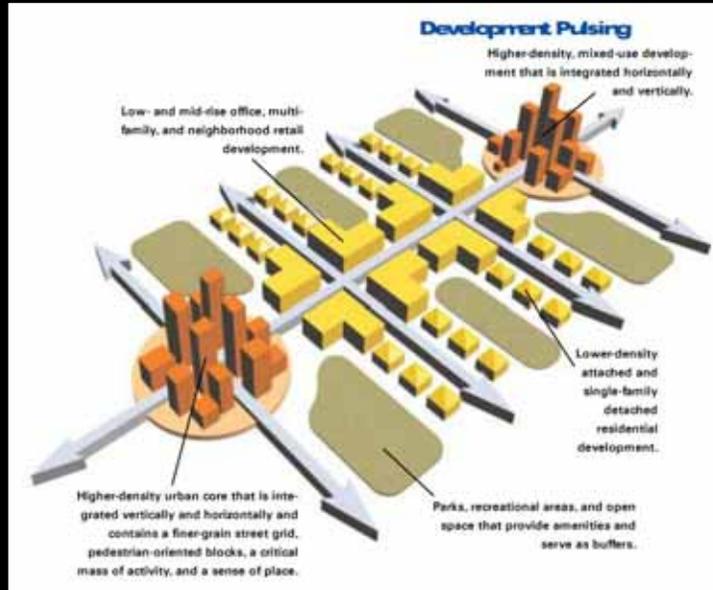
Pattern of City Centers



1. The pattern of retail will be transformed from linear to nodal
2. Plenty of land is left in between the centers that is unappealing for retail investment
3. The pattern of retail clusters sets up the primary framework for the restructuring plan

1C. Design Real *Centers*.

Real Centers are concentrations of activity, synergy, and mix



Source – ULI: the current consumer & investor preference AND more sustainable

Real Centers are **Walkable**



Real Centers are nodes
of **accessibility**



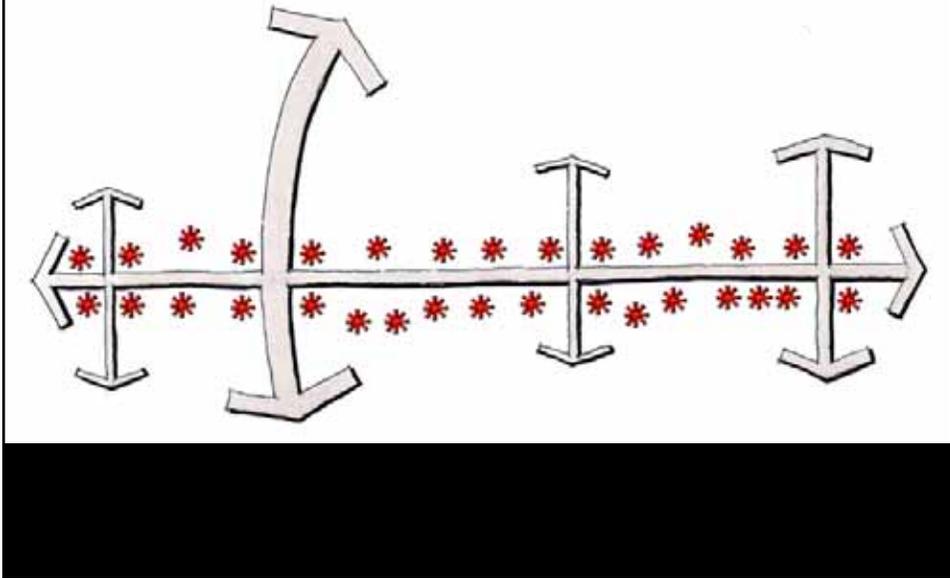
To re-align the Corridor with the
contemporary marketplace, the
community must *also* plan the
transition. . .

2.0 From Strips to Boulevards

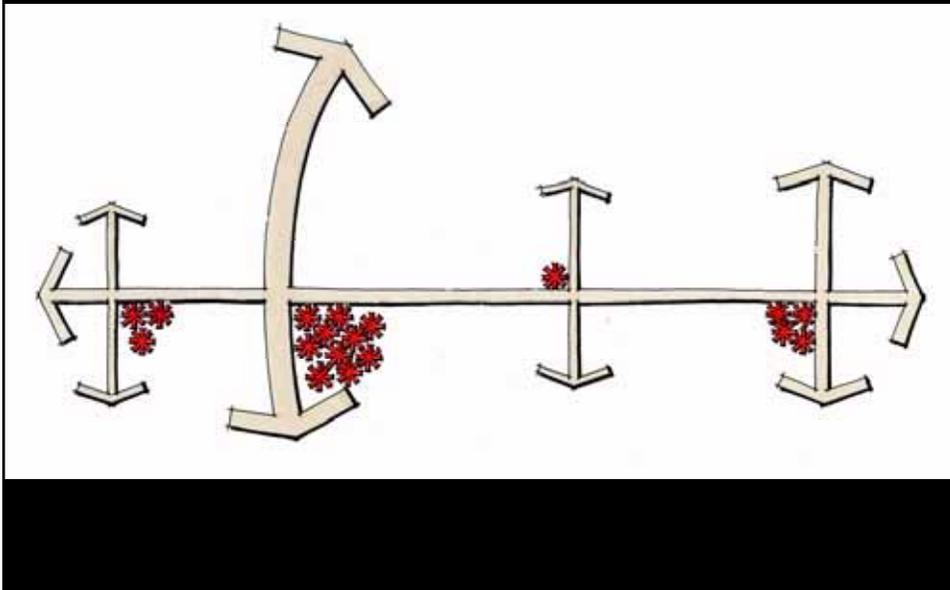
Retrofitting the Long Segments in
Between The Centers

2A. Reverse the creeping disinvestment by identifying the “highest and best use(s)” for the Corridor as a whole (and as part of a healthy city/region).

Falling out of Favor: Linear Strip format



Market Preference for Retail Concentrations at Primary Crossroads



Segments: In Between the Centers

The Restructuring Plan must serve as an instrument for replacing disinvesting strip development with boulevard segments that dramatically improves the identity of the city.

Market Demand Analysis

- There appears to be little to no demand for net new retail development, with the possible exception of a missing retail anchor use or two, and some expansion potential at Bella Terra.
- One or two existing retail centers could be redeveloped with new anchored retail – this would be a replacement.
- Overall, sites without retail should not be expected to receive substantial interest in new retail development.

Market Demand Analysis

- There is strong demand for new investment in new residential development. Current demand is strongest in the luxury rental area, but the prospects for overall residential development remain strong.
- There is demand for some additional lodging.
- There is limited demand for new office, office/medical along the corridors.

How do we **create value** for properties no longer advantageously positioned for retail investment?



Existing Zoning – Retail Entitlements



Supportable Pattern of Centers



Existing Pattern of Retail Centers



Envisioned Future Pattern of Centers

Huntington Beach Land values – New development

Multi-family:

Condominiums \$70

Apartments \$50

Retail \$30

Multi-family density approximately 60 units per acre, values as of 2nd quarter 2007. Values have declined since. Retail values based upon floor area ratio of 0.25, monthly average rent of \$2.00 per sq. ft. per month NNN

Source – Tierra West Advisors February 2008

Existing Zoning Residential Development Permitted



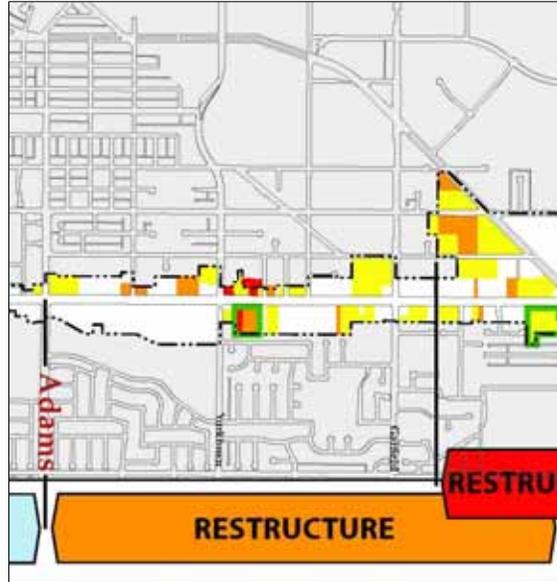
2B. To maximize property owner return on property investments, extend residential entitlements to all/most properties along the Corridor.

Adams to Five Points

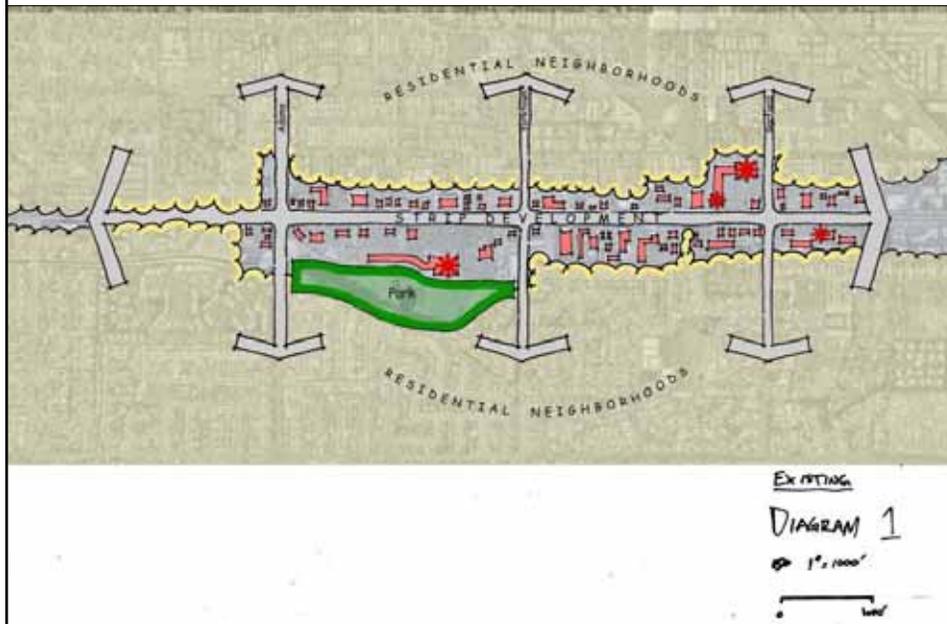


Adams to Five Points

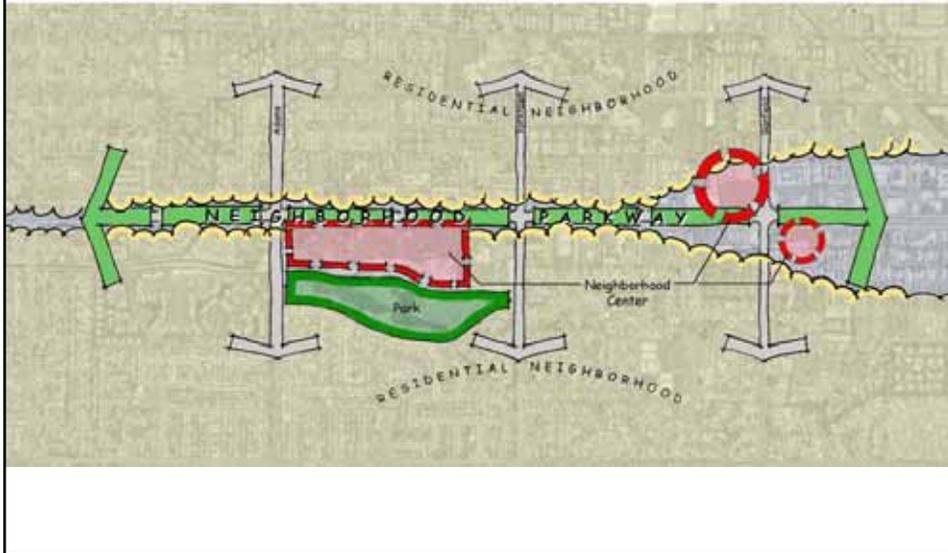
Neighborhood Parkway Segment



Existing Pattern of Development



Revitalization Strategy (Long Term): “Pull the Value up”



Neighborhood Parkway: Micro-vulnerability analysis (maximum vulnerability to chg)



Not Vulnerable to Change



Likely Future Opportunity Sites



Vulnerable to Change
– shorter and longer
term



Likely Future Opportunity Sites



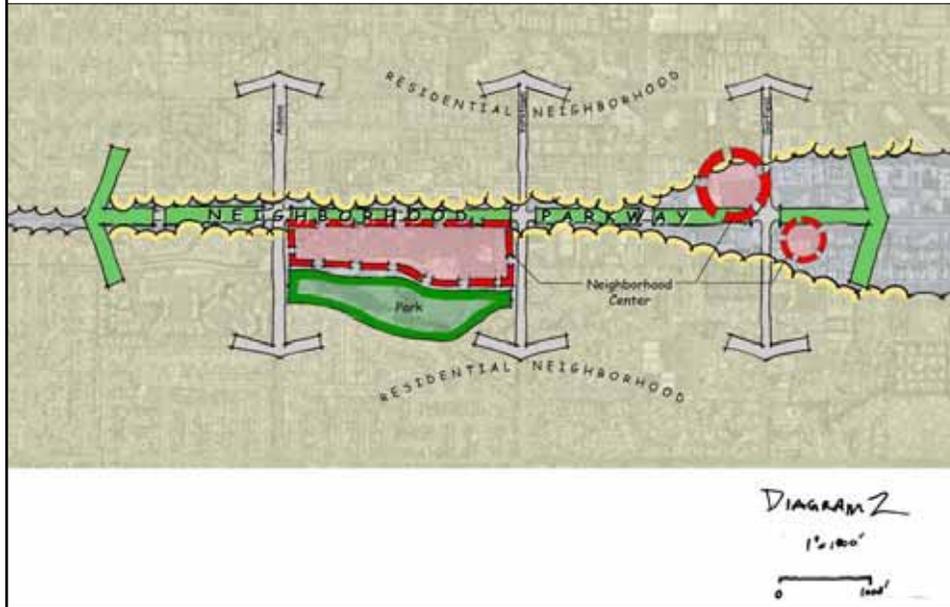
Likely Longer-Term
Vulnerability to
Change



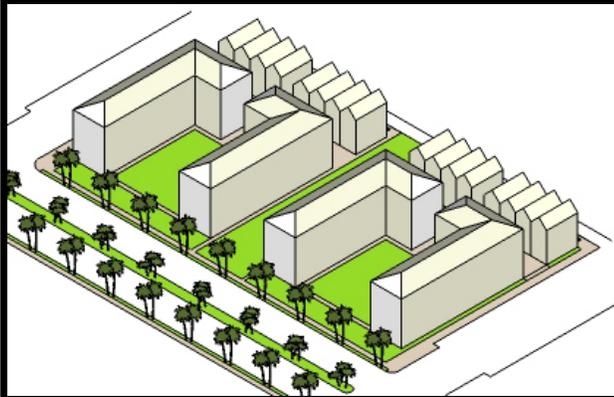
Likely Future Opportunity Sites



Envisioned Result of Revitalization Strategy:
Value extended from resid pkwy

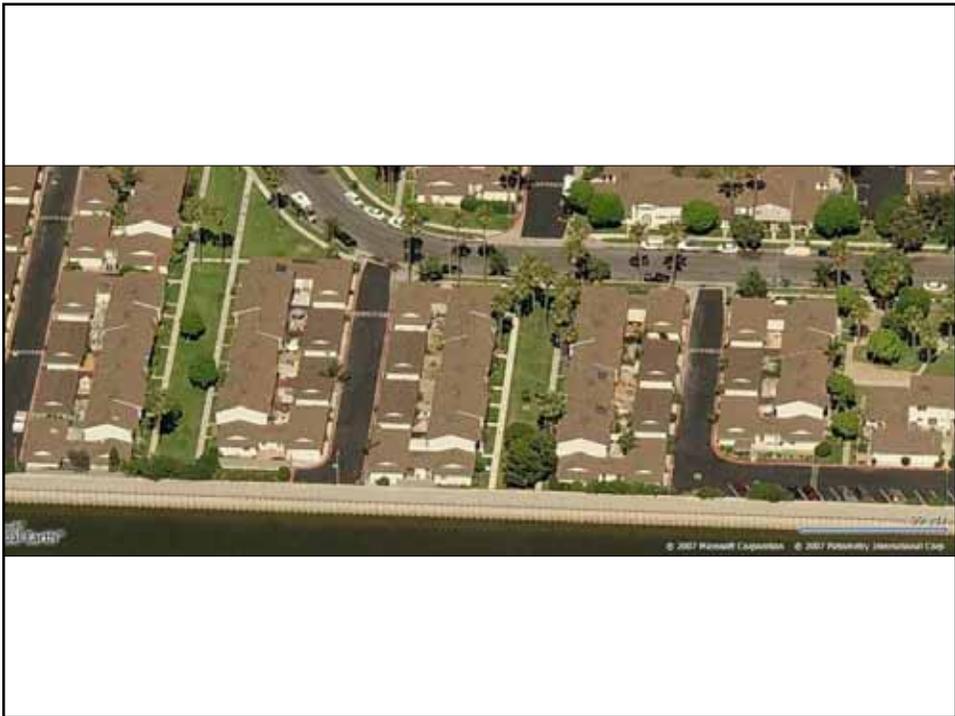


Neighborhood Parkway



Side street frontage





“Parkway” Frontage Treatment Required – All Uses



Residential Parkway	Neighborhood Parkway		
			
<ul style="list-style-type: none"> • Permitted: Residential; Corner Store Retail • 1 – 4 floors • Development oriented to SIDE STS. • Setback Zone: substantial planting and/or decorative walls & fences 	<ul style="list-style-type: none"> • Permitted: Housing, office, and lodging • 1 – 4 floors • Conditional: Neighborhood /Commercial Corridor Retail; (with screening) • Development oriented to SIDE STS. • Setback zone: substantial landscaping 		

Transition Approach – Land Use

- Residential – preferred
- Office – designed to be compatible w residential neighbor
- Lodging – designed to be compatible w residential neighbor
- Auto Sales (new cars) – Expansion of Existing Dealerships permitted anywhere in this segment.
- Neighborhood Serving Retail; Commercial Corridor Retail – conditional; must include substantially landscaped setback frontage.

Neighborhood Parkway: Micro-vulnerability analysis (maximum vulnerability to chg)



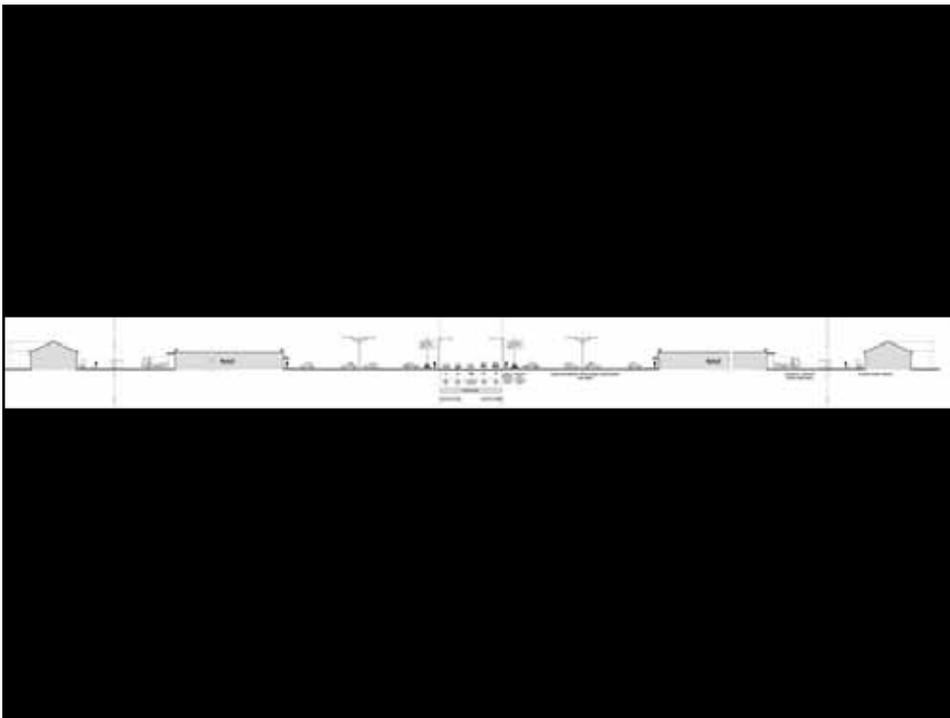
Envisioned Eventual Condition – all properties at least somewhat vuln shown redev.

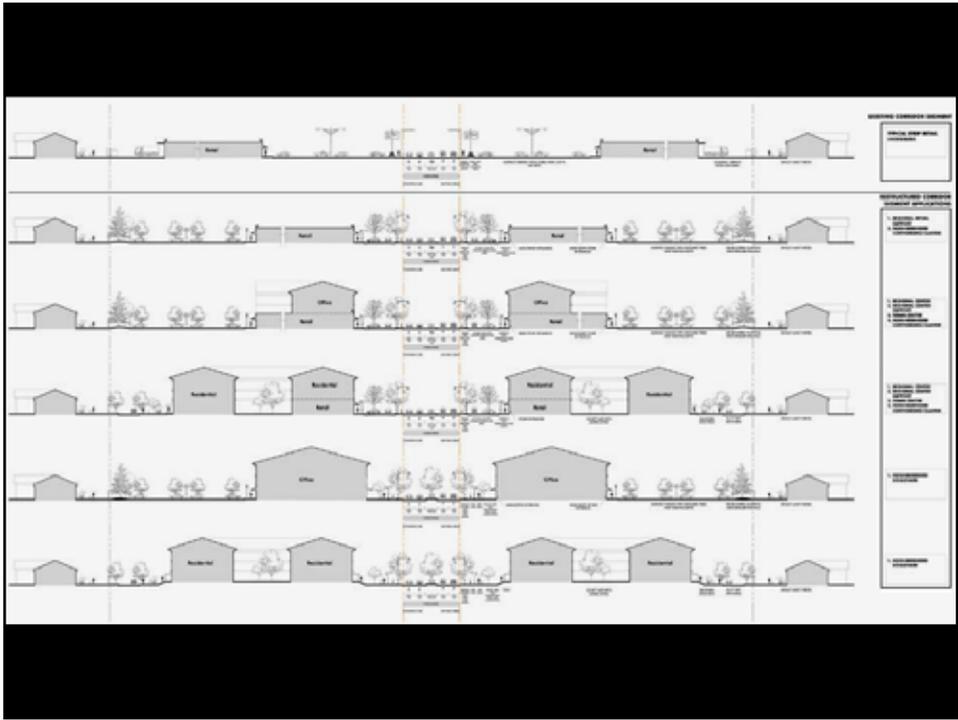
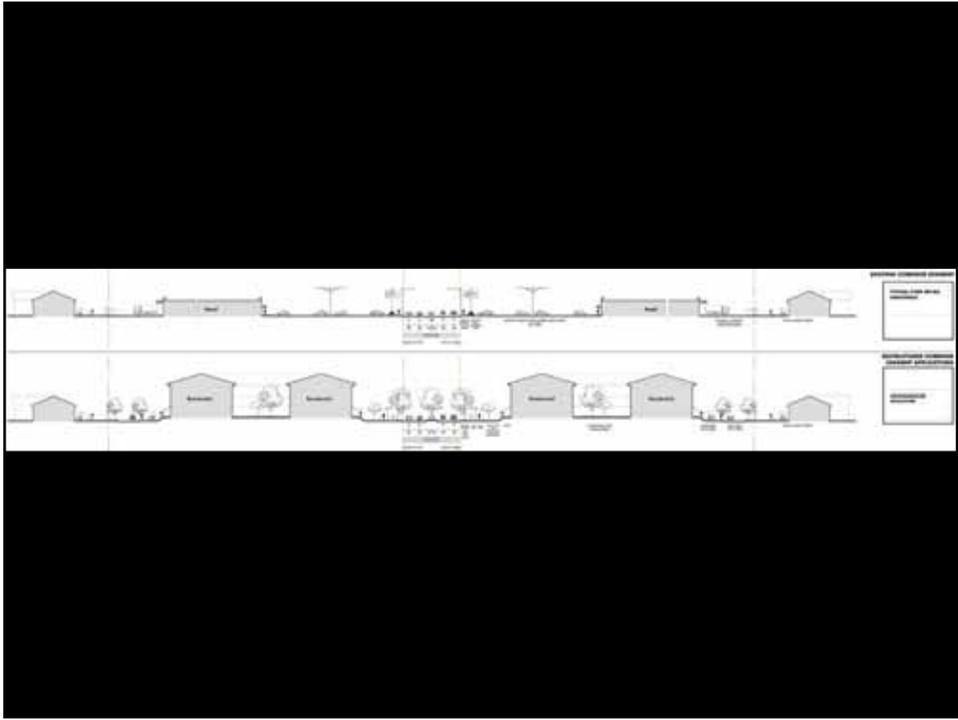


Long Term



Implementation of Maximum Block Size Standards







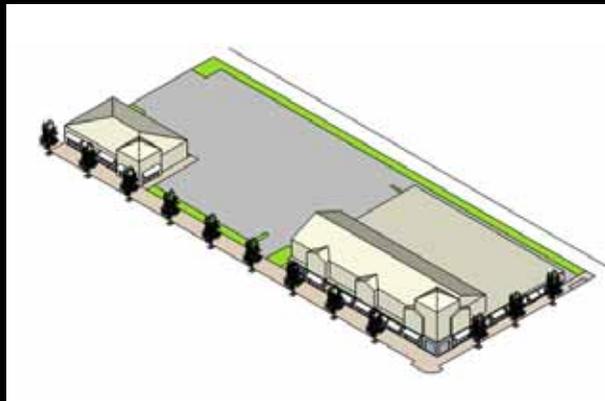
Axonometric Sketch Scale 1"-40'

Neighborhood Center



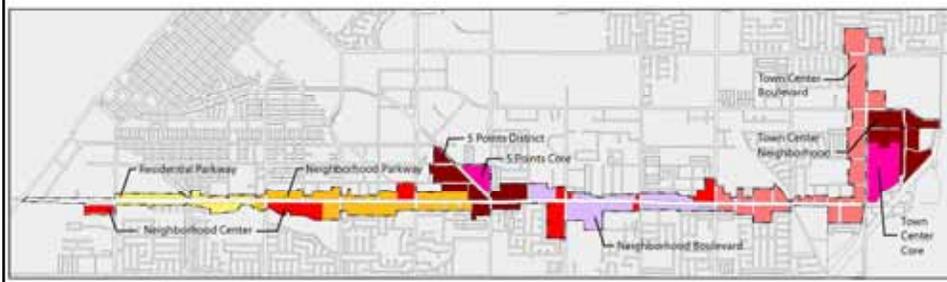
- (Neighborhood centers are limited to acreage shown in District Zones map)
- Neighborhood- serving retail required on ground level
- Upper level housing, office or lodging permitted
- Frontage Coverage @ 50% with building entrances opening out onto public sidewalks
- Sidewalks minimum 12 ft wide; planting strips or curb-side parking required.

Neighborhood Center



Pattern of Centers & Segments

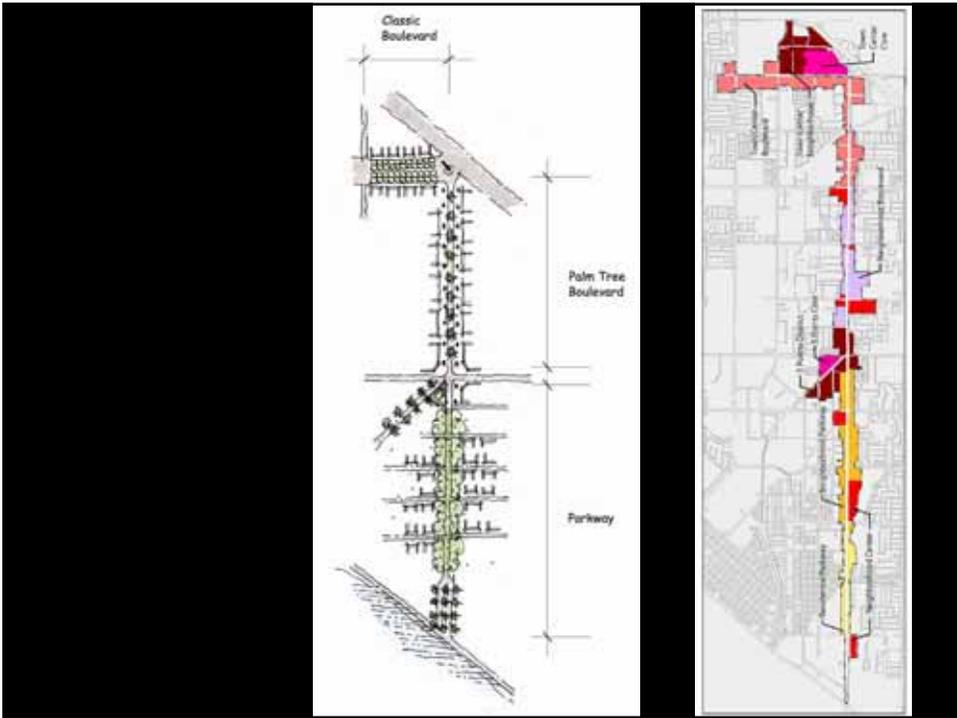
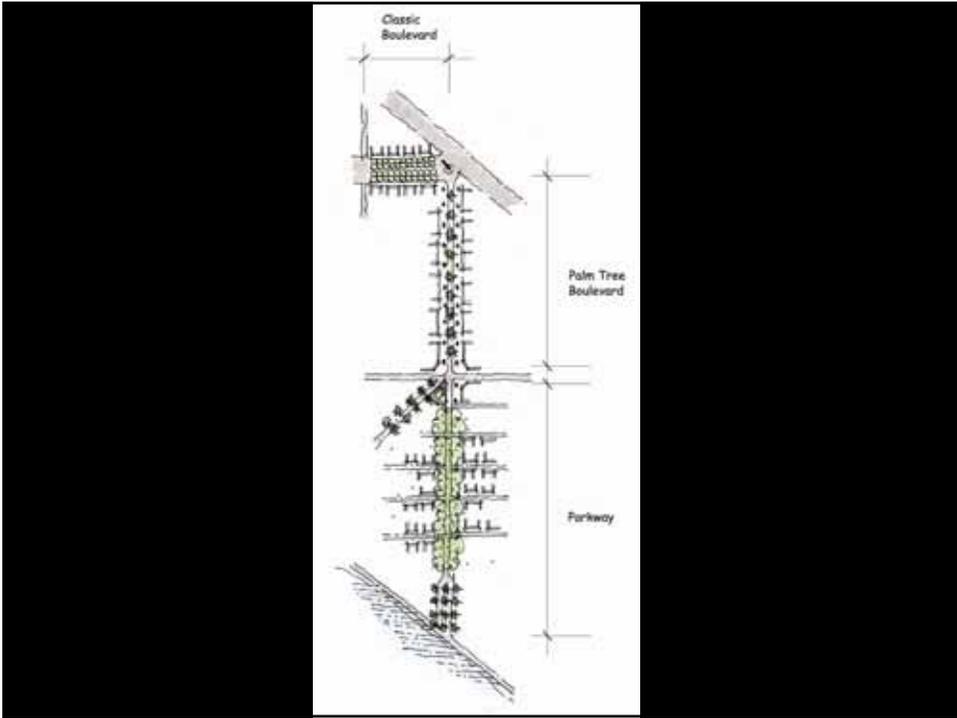
Land Use and Development Framework

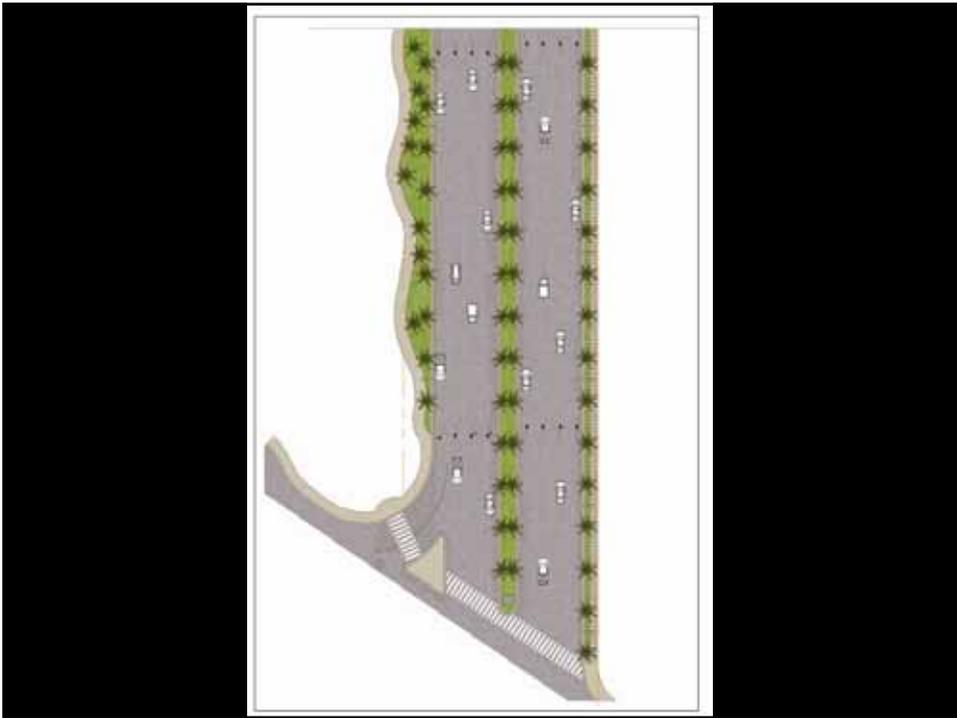
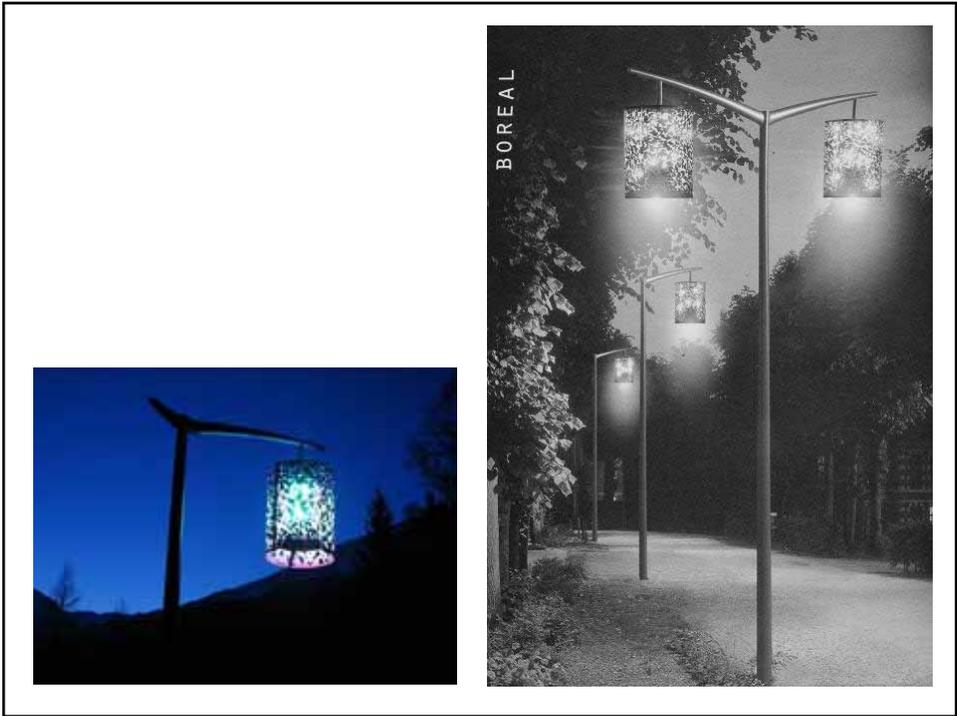


Street Design – Parkway Segments

South of Five Points

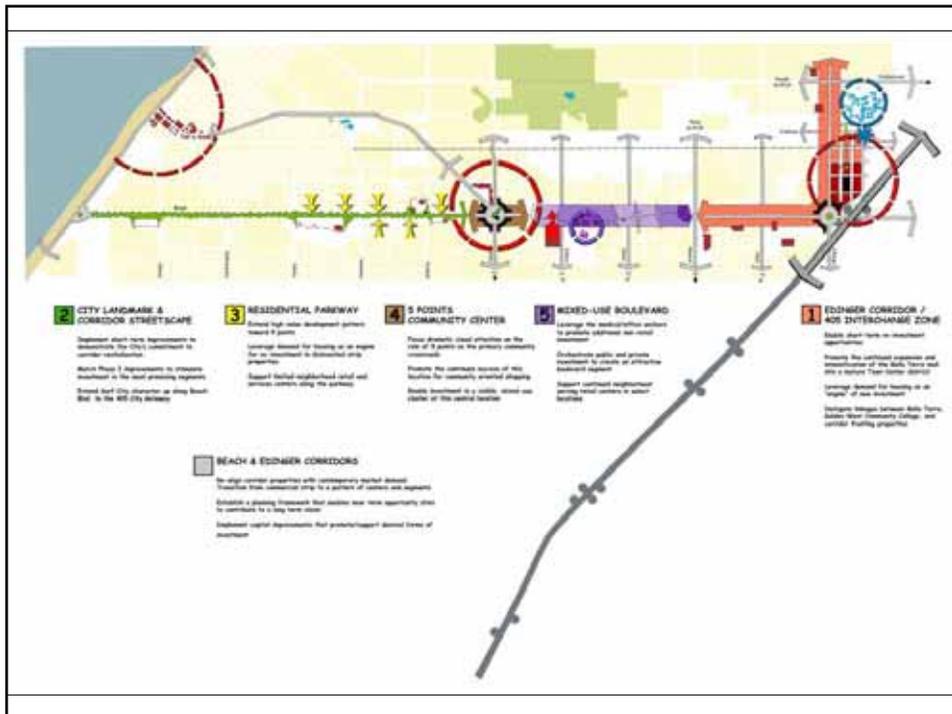






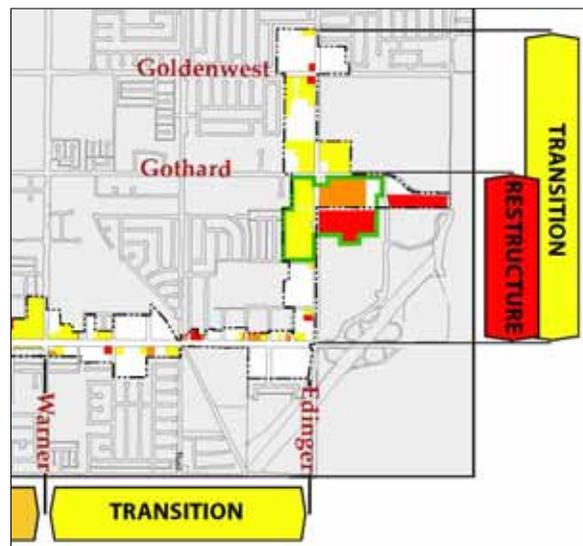


Edinger to Warner

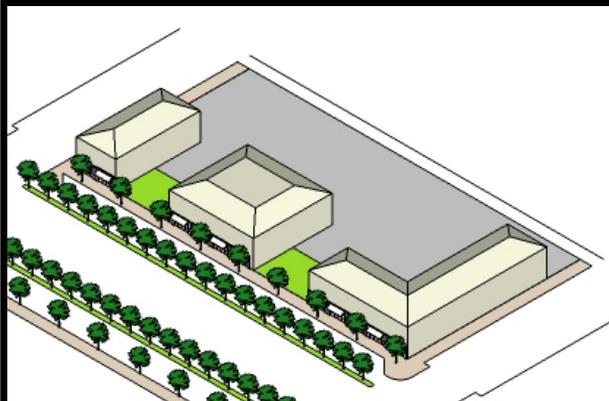




Edinger to Warner
Town Center Boulevard Segment



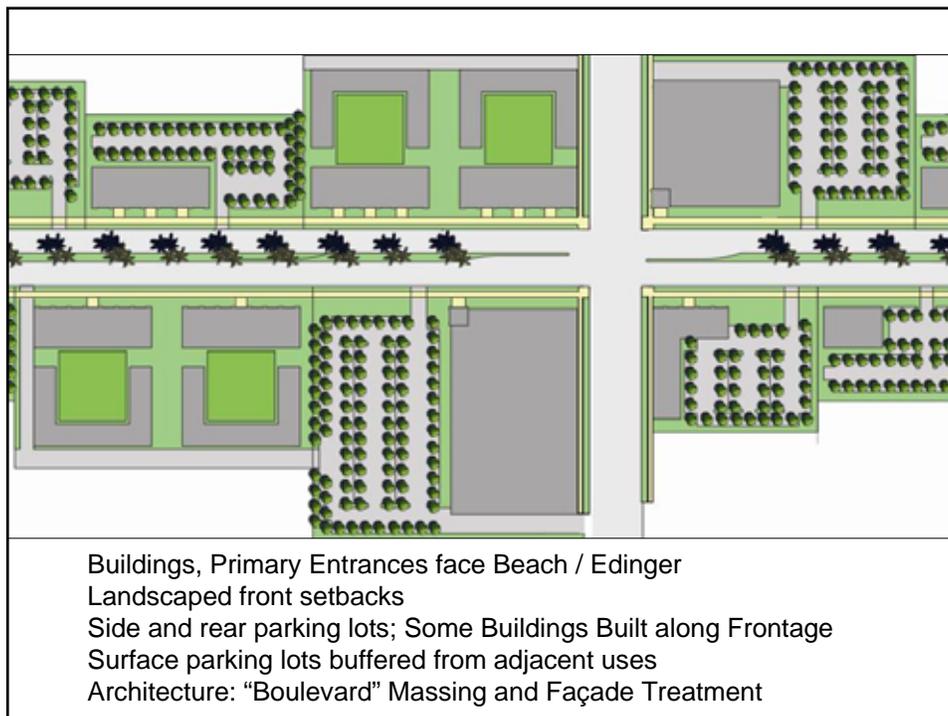
Town Center Boulevard



Reminder: 4
story 100%
coverage dev
allowed in
here too



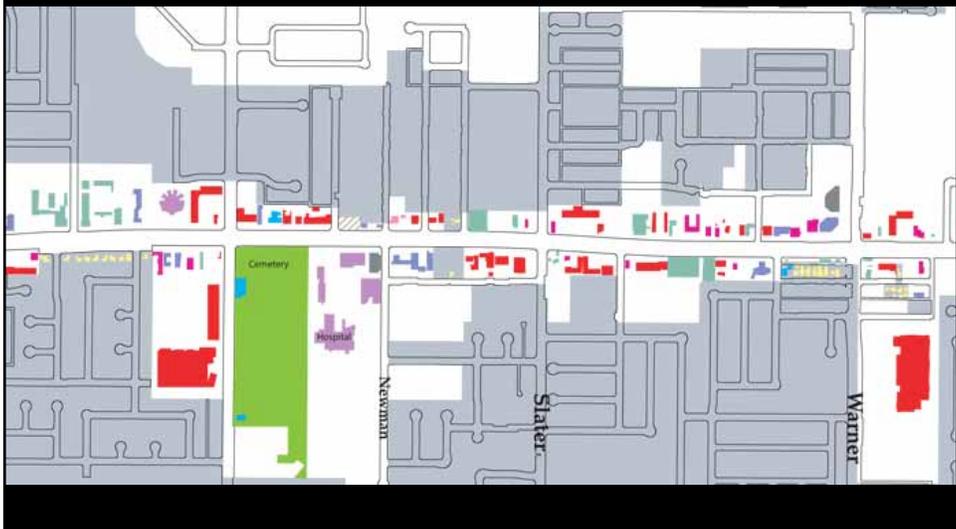
Residential Parkway	Neighborhood Parkway	Town Center Boulevard	
			
<ul style="list-style-type: none"> • Permitted: Residential; Corner Store Retail • 1 – 4 floors • Development oriented to SIDE STS. • Setback Zone: substantial planting and/or decorative walls & fences 	<ul style="list-style-type: none"> • Permitted: Housing, office, and lodging • 1 – 4 floors • Conditional: Neighborhood /Commercial Corridor Retail; (with screening) • Development oriented to SIDE STS. • Setback zone: substantial landscaping 	<ul style="list-style-type: none"> • Permitted: Retail, Auto Sales, Office, lodging, housing • 1 – 4 floors • Development fronts Beach Blvd./Edinger • Moderate setbacks w/ formal landscaping 	





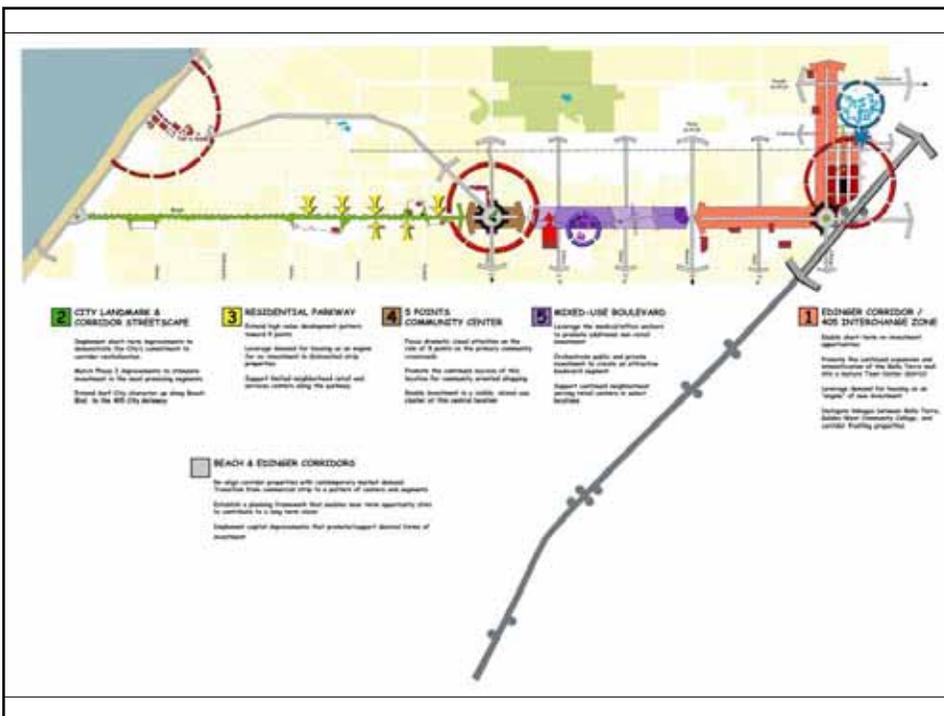
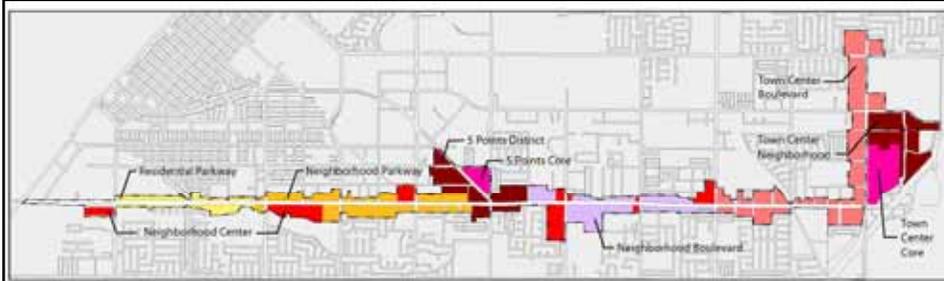


Warner to Five Points

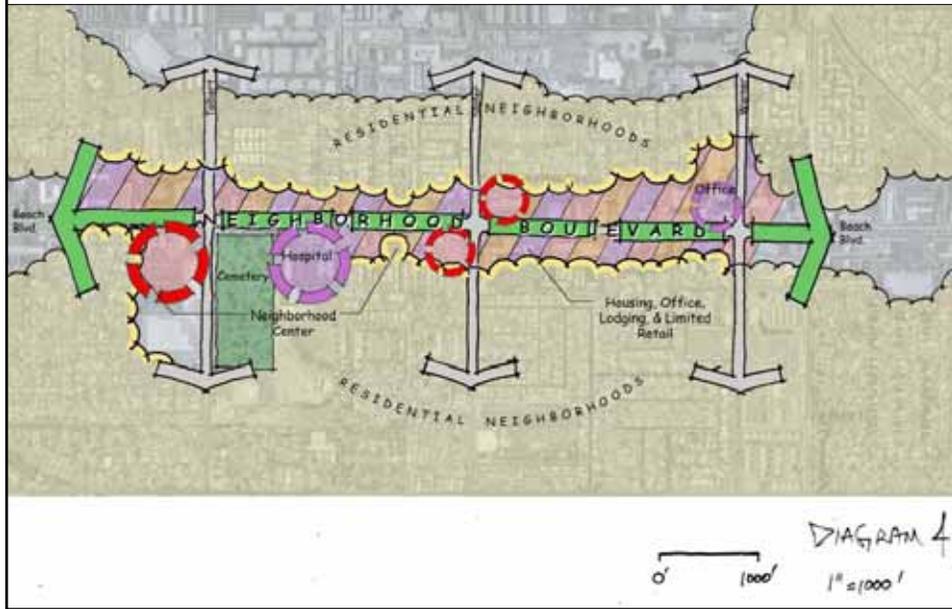


Pattern of Centers & Segments

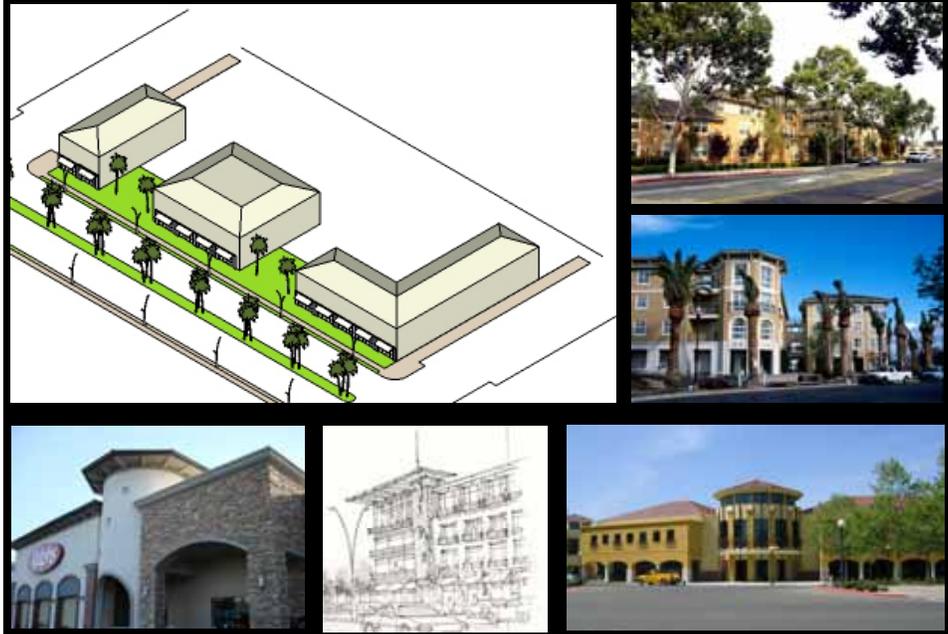
Land Use and Development Framework

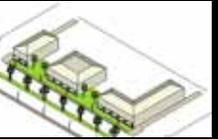


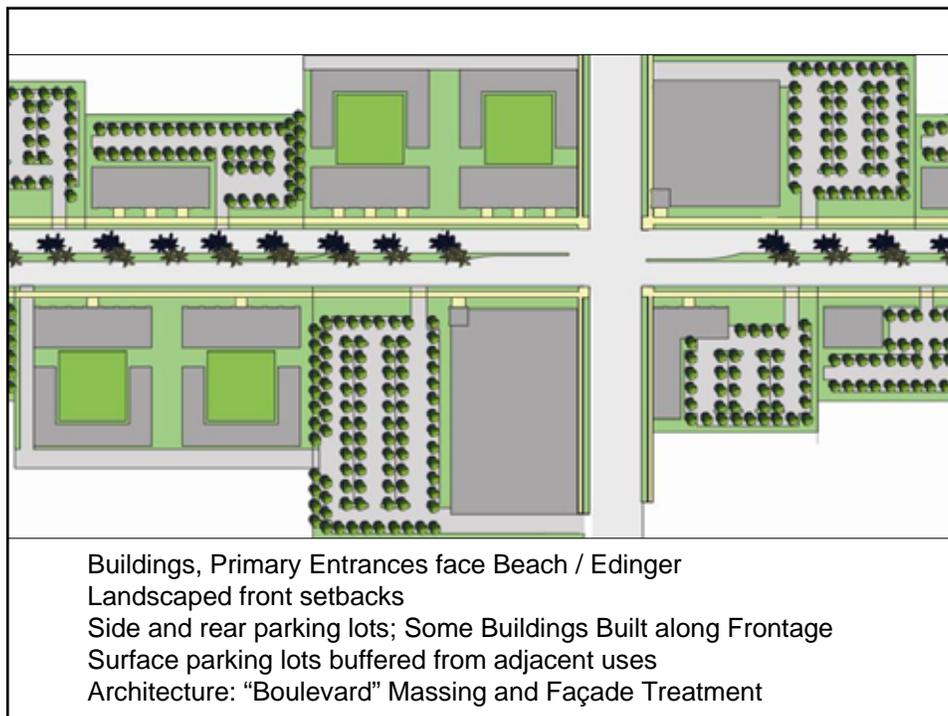
Revitalization objectives: Long Term



Neighborhood Boulevard



Residential Parkway	Neighborhood Parkway	Town Center Boulevard	Neighborhood Boulevard
			
<ul style="list-style-type: none"> • Permitted: Residential; Corner Store Retail • 1 – 4 floors • Development oriented to SIDE STS. • Setback Zone: substantial planting and/or decorative walls & fences 	<ul style="list-style-type: none"> • Permitted: Housing, office, and lodging • 1 – 4 floors • Conditional: Neighborhood /Commercial Corridor Retail; (with screening) • Development oriented to SIDE STS. • Setback zone: substantial landscaping 	<ul style="list-style-type: none"> • Permitted: Retail, Auto Sales, Office, lodging, housing • 1 – 4 floors • Development fronts Beach Blvd./Edinger • Moderate setbacks w/ formal landscaping 	<ul style="list-style-type: none"> • Permitted: Medical, Office, lodging, and housing; Neighborhood Serving Retail & Auto Sales • 1 – 4 floors • Development fronts Beach Blvd. • Moderate setbacks w/ formal landscaping

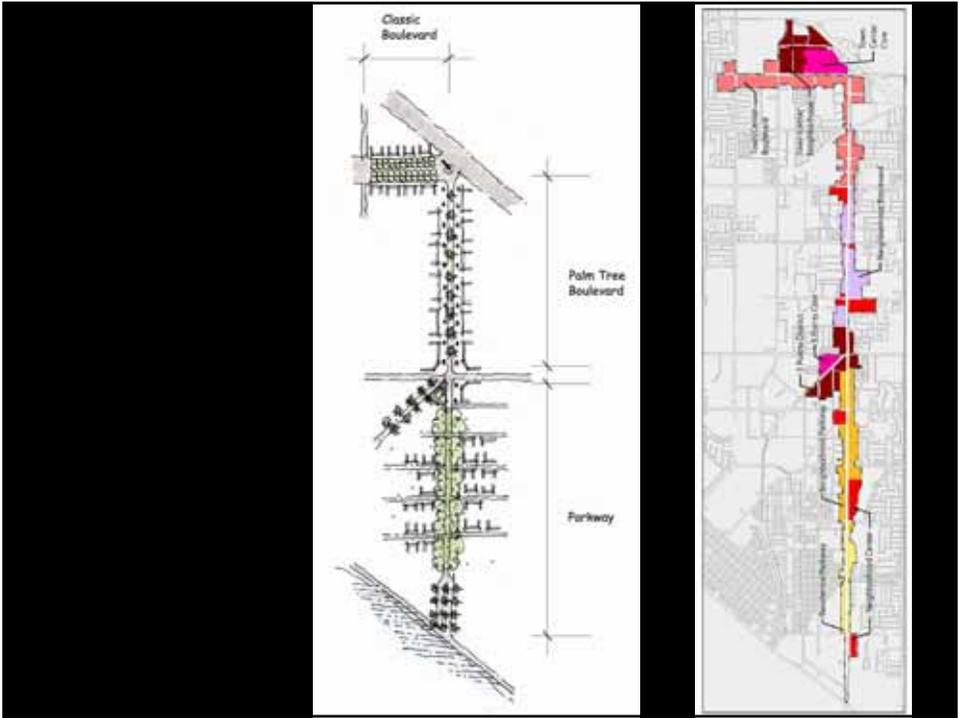


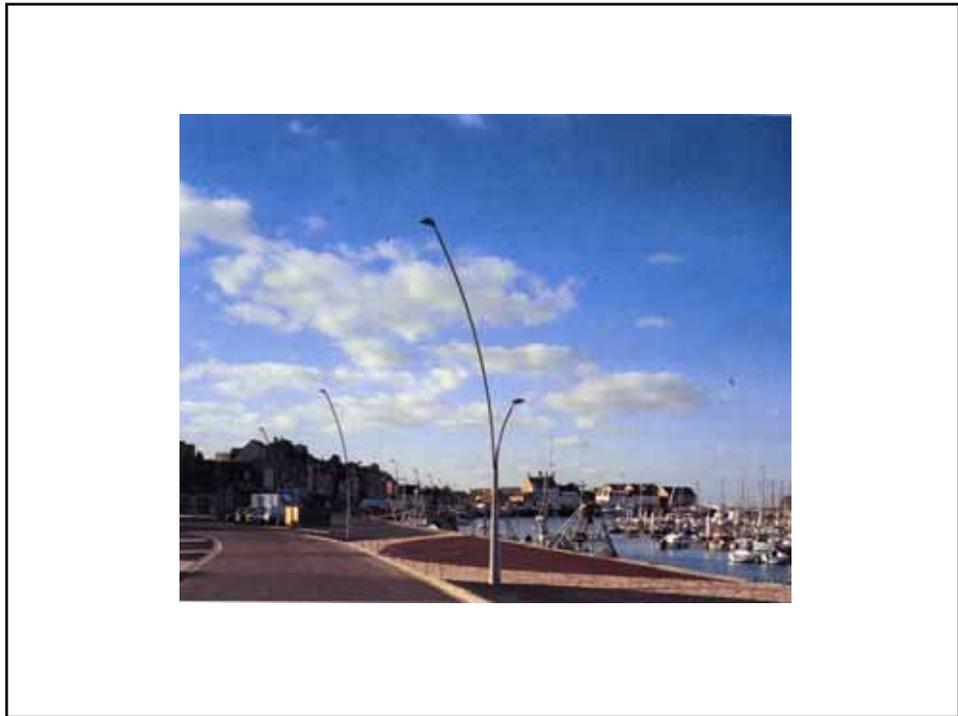
Auto Dealership Support Strategy

- Permit existing Auto Dealerships to expand anywhere on the corridor.
- Encourage new Auto Sales Dealership Development along segments closer to 405, particularly north of Five Points.
- City will work with existing auto dealerships to investigate the potential for off-site overflow fleet storage.

Street Design – Boulevard Segments

North of Five Points







Five Points

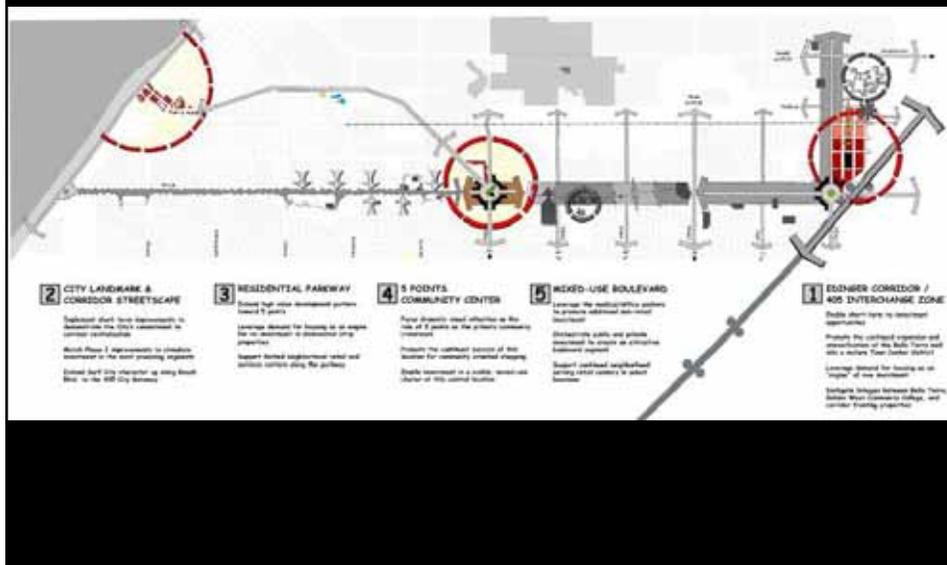
Community Workshop 1 - Comments

- 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

Five Points

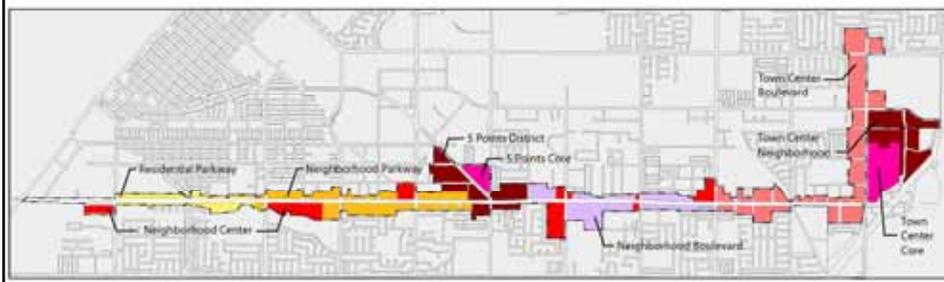


Pattern of City Centers A

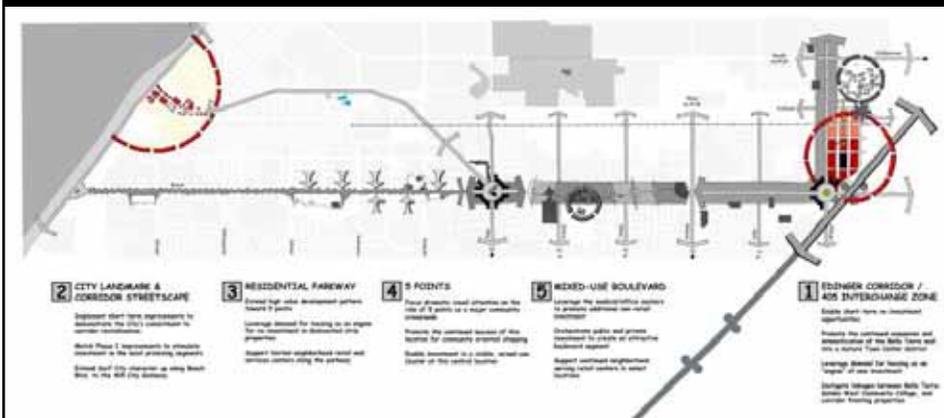


Pattern of Centers & Segments

Land Use and Development Framework



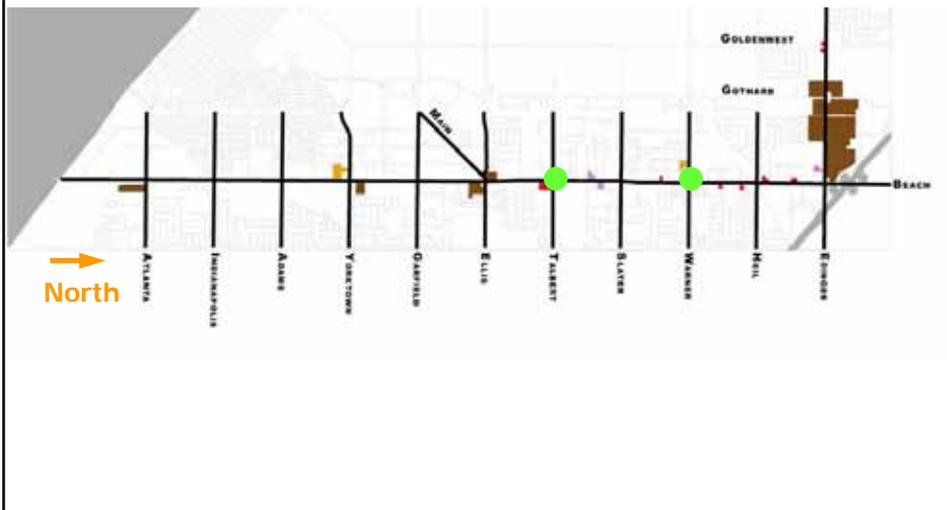
Pattern of City Centers B



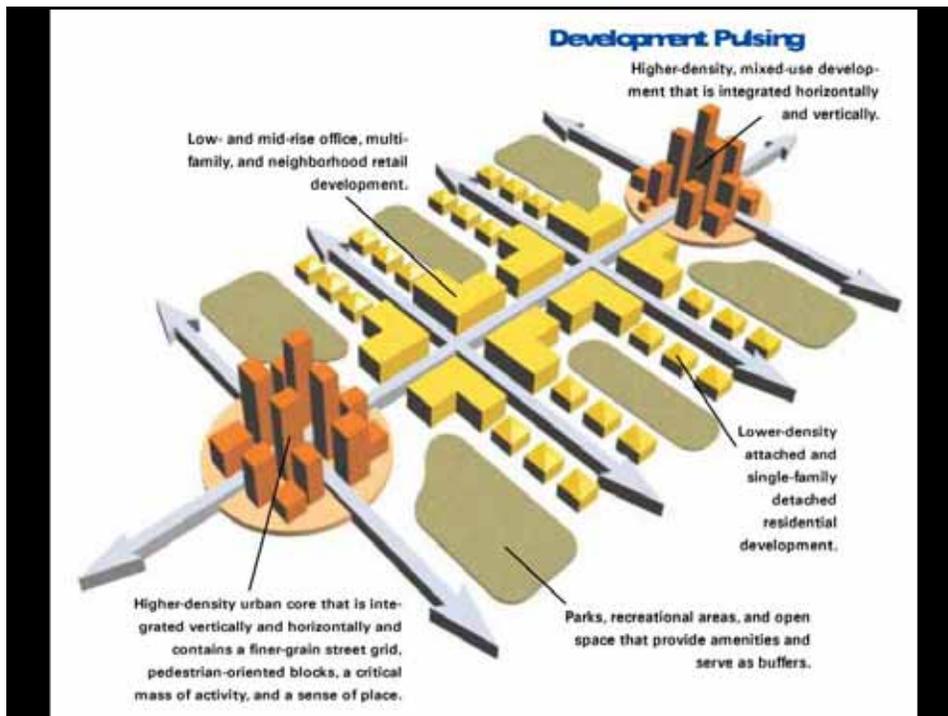
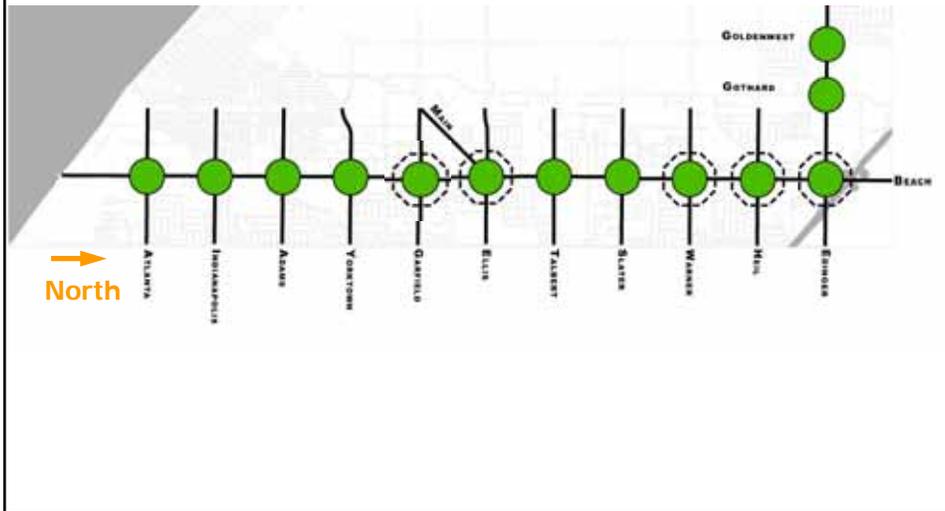
Traffic



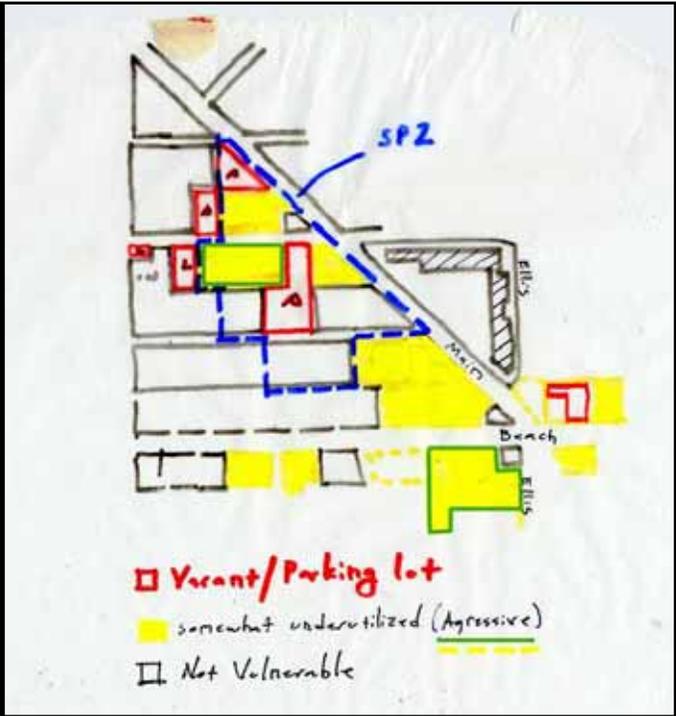
Potential Medium-Term Investment + Traffic Improvement Locations



PM Peak Hour: Mid-Term Development Scenario



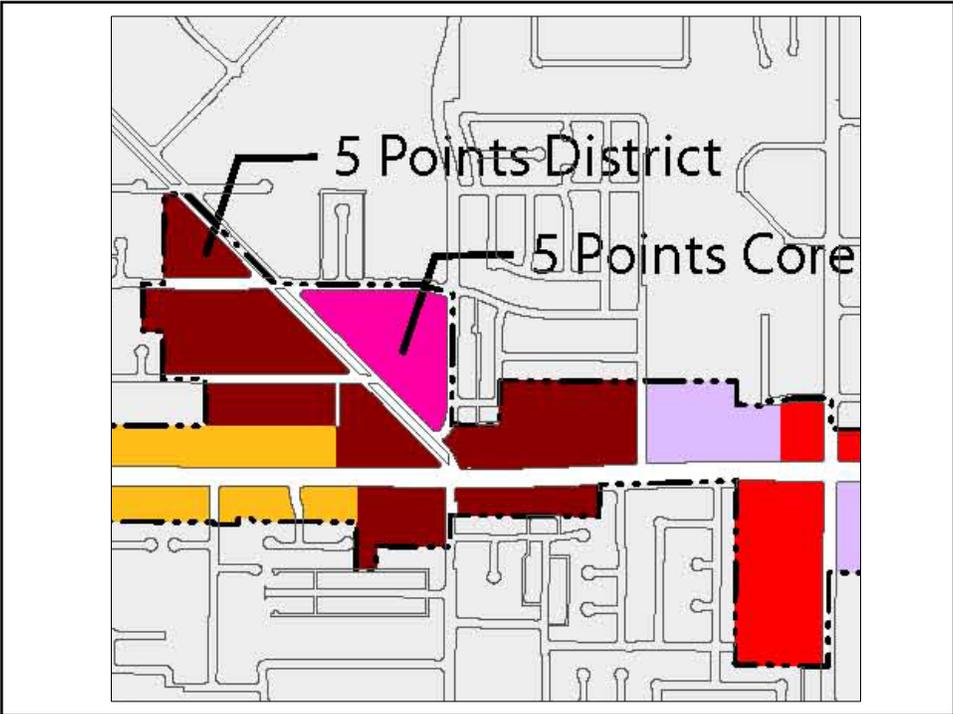
Five Points:
Micro-
Vulnerability
Analysis



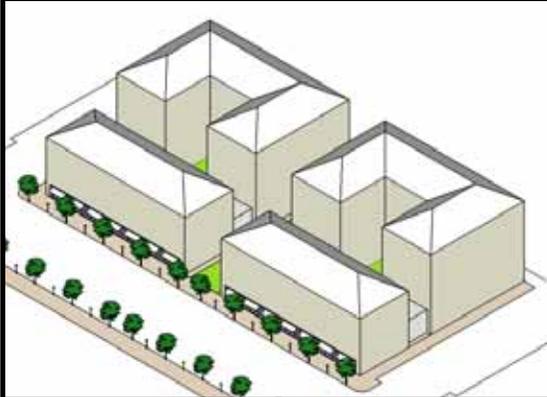
Five Points:
Not
Vulnerable
To Change



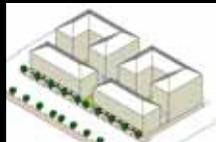
Five Points: Somewhat underutilized (aggressive)



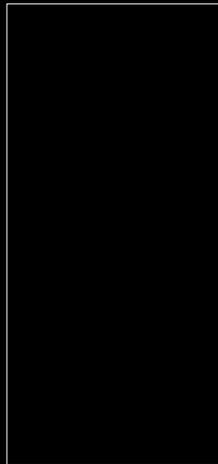
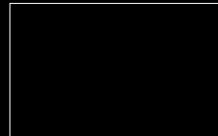
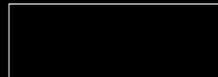
Five Points - Core



5-Points Core



- **Required:**
Ground floor retail shopfronts
- **Permitted:**
Housing, office, lodging above
- **3 - 8 Floors**
- **Urban frontage treatments:** Wide sidewalks with trees in grates and pedestrian scale streetlights



Five Points - District



5-Points Core



- **Required:** Ground floor retail shopfronts
- **Permitted:** Housing, office, lodging above
- **3 – 8 Floors**
- **Urban frontage treatments:** Wide sidewalks with trees in grates and pedestrian scale streetlights

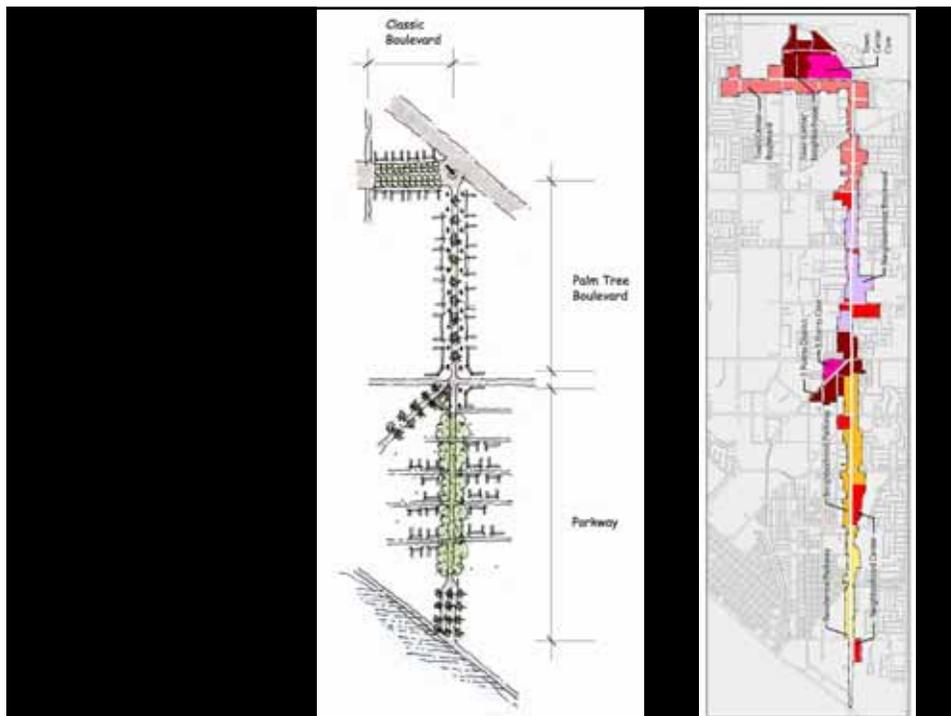
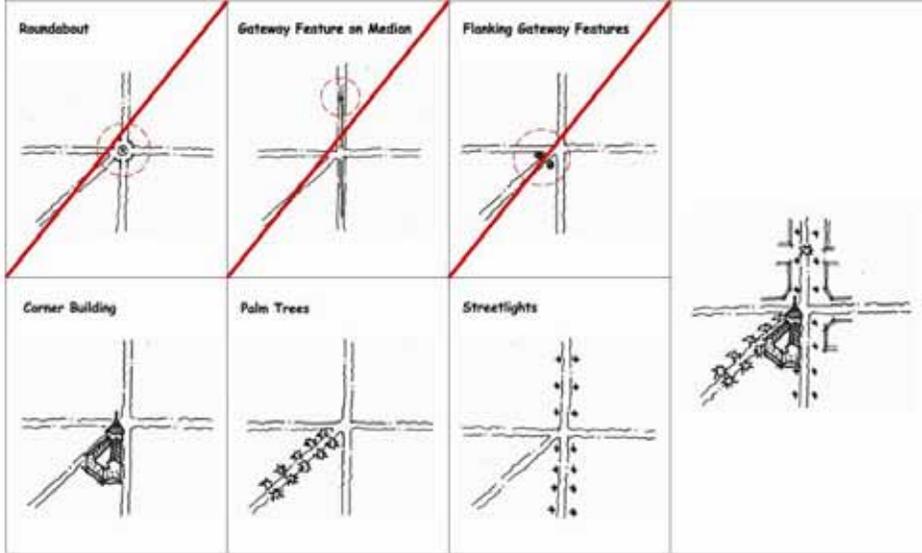
5-Points District



- **Permitted:** Housing, Office, Lodging, Neighborhood Retail
- **2 – 6 floors**
- **Urban frontage treatments:** Wide sidewalks with trees in grates and pedestrian scale streetlights

Street Design – Five Points

5-Points:



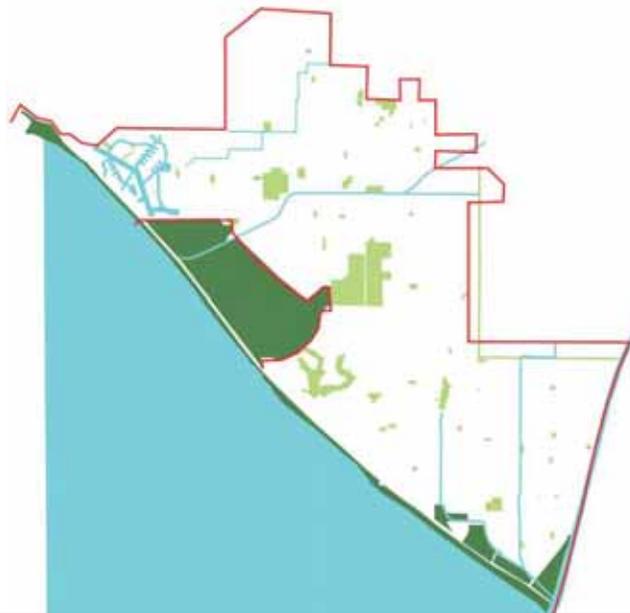
Sustainability

A Fragmented City-Wide Green Network

Parks & Open Spaces

Natural Preserves

Waterways



The Specific Plan Area in Relation to the City-Wide Green Network



Building A More Sustainable City Pattern

- Mixed-use Centers With Appropriate Densities
- Infrastructure To Accommodate Walking, Biking, & Transit
- Connected Streets & Walkable Scaled Blocks
- Streetscape & Frontage Improvements
- Green Buildings
- Green Parking Lots & Structures
- Open Space Provision
- Enhance / Create Connections to Existing Green Network
- Utilize Existing Railroad Tracks / R.O.W.

