

3.9 LAND USE AND PLANNING

This EIR section analyzes the potential for adverse impacts on the existing land use characteristics of the project site and adjacent areas resulting from implementation of the proposed project. The Initial Study (Appendix A) identified the potential for impacts associated with conformity of the proposed project with local land use plans and policies, as well as existing and planned land uses in the project vicinity as less than significant; however, this section will address the project's compliance with applicable land use plans, policies, and regulations. Issues scoped out from detailed analysis in the EIR include physical division of an established community and conflicts with any applicable habitat conservation plan or natural community conservation plan. Data used to prepare this section were taken from a foot survey of the area, the City's General Plan Land Use and Coastal Elements, and the Downtown Specific Plan. Full bibliographic entries for all reference materials are provided in Chapter 7 (References) of this document.

3.9.1 Existing Conditions

The City of Huntington Beach, located in northwestern Orange County, is a beach community about 35 miles southeast of Los Angeles, immediately adjacent to the Pacific Ocean. The city consists of approximately 17,730 acres, or 27.7 square miles, and contains a variety of land uses. Approximately 98 percent of the City is developed with residential, commercial, industrial, institutional, public uses, and streets/highways. Between 1 and 2 percent of the land within City boundaries is vacant, according to the City of Huntington Beach General Plan (City of Huntington Beach 1996).

The proposed project is located in the City's Downtown area, as defined by the Downtown Specific Plan. The project site is a vacant parcel of land located adjacent to the Pacific Ocean and is bounded by Pacific Coast Highway (PCH) on the south, First Street on the northwest, Atlanta Avenue on the north, and Huntington Street on the east, as shown in Figure 2-2. Regional access to the City and the project site is provided by Interstate 405 (the San Diego Freeway), State Route 1 (PCH), and Beach Boulevard.

Project Site Characteristics and Land Uses

Although the project site is currently vacant, a variety of former uses have occurred on the site, including Southern Pacific Railroad tracks; various branches of the Los Angeles Interurban (Pacific Electric) Railroad; San Pedro Lumber Company Lumberyard and Planning Mill; Huntington Beach Light and Power Facility; Huntington Beach Icehouse; two Federal Supply Company warehouses for oil supplies; Municipal Auto Camp Ground for newly arrived families to Huntington Beach; beach bungalows; tent cabin campgrounds;

single-family homes; agriculture; oil production facilities; trailer park; Huntington Shores Motel; and the Grinder Restaurant. Construction activities on the project site have been documented since the late 1800s.

The Grinder Restaurant and Huntington Shores Motel were the most recent uses located on the site; both were demolished in 2000. Oil production facilities were also previously located on the site. The majority of these uses were initially abandoned in 1988, although one well was abandoned in 1976 and another in 1979. Oil well re-abandonment was completed from 1997 through 1999. Oily soil remediation is currently underway and completion of these efforts is anticipated in early 2004.

The project site is vacant, although the southwestern portion of the site was recently used as a temporary staging/storage facility for beach cleaning equipment and employee vehicles for the City of Huntington Beach. The site was also used for soil export to hotel development to the east. Soil removal activities involved the export of approximately 226,000 cubic yards of soil from the project site. Soil export was completed in 1999, there are no remaining on-site activities associated with this work, and this activity occurred independent of the development currently proposed for the project site.

Southern California Edison currently maintains aerial transmission lines along the First Street property boundary and regional 66kV transmission facilities along the Atlanta Avenue site boundary.

Surrounding Land Uses

The project site is located in the City's Downtown. Surrounding land uses and zoning are as follows:

- *East (across Huntington Street)*—Pacific Mobile Home Park, zoned as Manufactured Home Park, and Hilton Waterfront Beach Resort, zoned as Downtown Specific Plan District No. 9
- *North (across Atlanta Street)*—Residential uses, zoned as Medium High Density Residential—Small Lot Subdistrict
- *West (across First Street)*—Various uses: a restaurant, vacant lots, oil production and storage facilities, small apartment units and single-family homes, zoned as Downtown Specific Plan Districts No. 3 and No. 5
- *South (across PCH)*—PCH and an improved urban beach, zoned as Downtown Specific Plan District No. 11

The Pacific Mobile Home Park lies across Huntington Avenue to the northeast of the project site and includes approximately 235 mobile homes and a community center. The Hilton Waterfront Beach Resort, located at 21100 PCH, immediately east of the project site, is a 12-story facility that includes 290 guest rooms, 24 suites, banquet and meeting rooms, a pool, tennis courts, and two restaurants. The Hyatt

Regency Resort opened in January 2003 immediately to the east of the Hilton Waterfront Beach Resort. This resort offers 517 rooms, two restaurants, a guest pool and outdoor gathering areas, a retail shopping plaza, and a 52,000-square-foot conference center.

A number of residential uses, including a large, three-story residential complex; one-, two-, and three-story, single-family residential units; duplexes; and small apartment complexes are located north of the site. To the west, a fast-food restaurant occupies the corner of PCH and First Street. Small apartment buildings and vacant lots (some used to store oil production equipment or tanks) occupy the remaining properties along First Street. To the southwest, across PCH, a beach with adjacent parking, visitor facilities and a variety of recreational amenities, extends 8.5 miles from the Santa Ana River jetty through Huntington Beach to Sunset Beach/Surfside.

Approximately 0.25 mile north of the project site lays the core of the City's Downtown area. This area consists of small lots and short blocks that have been developed in a consistent grid pattern and include bricked, pedestrian-friendly crosswalks on Main Street in the Huntington Beach Pier area. Development is generally one to four stories in height on relatively small parcels, although recent development has included consolidations of sites from half a block to a full block in size. Development is focused on visitor-serving uses, such as beachwear, restaurants, and other retail uses.

The City's Municipal Pier is also located about 0.25 mile north of the project site, at the intersection of Main and PCH. The Pier was re-built and opened in 1992 and includes a variety of visitor-serving and recreational amenities, including a restaurant, community access booth, lifeguard tower, and observation and recreational fishing platform. The Pier Plaza has more than eight acres of public space located at the base of the Municipal Pier on the ocean side of PCH, between First and Seventh Streets. The public plaza includes a palm court, a 230-seat amphitheater, a spectator area, accessways to the beach and lawn, restrooms and concessions, bicycle parking facilities, and automobile parking. Pier Plaza was designed as a community focal area where public speaking forums, surfing competitions, foot races, outdoor concerts and similar events are held.

3.9.2 Regulatory Framework

There are no federal or State regulations related to land use that apply to the proposed project.

Local

Southern California Association of Governments

SCAG’s Regional Comprehensive Plan and Guide (RCPG) and RHNA are tools for coordinating regional planning and development strategies in southern California. Policies contained in the RCPG identified by SCAG as relevant to the proposed project are identified in Table 3.9-1, and this table also includes an assessment of the proposed project’s consistency with these policies.

Table 3.9-1 SCAG Regional Comprehensive Plan and Guide—Policies Applicable to Land Use

<i>Policy</i>	<i>Project Consistency</i>
Policy 3.05. Encourage patterns of urban development and land use, which reduce costs on infrastructure construction and make better use of existing facilities.	The proposed project would in-fill a site in the City’s Downtown, which would minimize costs on infrastructure and make use of existing facilities.
Policy 3.09. Support local jurisdictions’ efforts to minimize the cost of infrastructure and public service delivery, and efforts to seek new sources of funding for development and the provision of services.	The proposed project would in-fill a site in the City’s Downtown, which would minimize costs on infrastructure and make use of existing facilities.
Policy 3.10. Support local jurisdictions’ actions to minimize red tape and expedite the permitting process to maintain economic vitality and competitiveness.	The project does not interfere with the ability for the City to minimize red tape and expedite the permitting process.
Policy 3.16. Encourage developments in and around activity centers, transportation corridors, underutilized infrastructure systems, and areas needing recycling and redevelopment.	The proposed project would in-fill a vacant site in the City’s Downtown, which would minimize costs on infrastructure and make use of existing transportation corridors and areas needing recycling.
Policy 3.18. Encourage planned development in locations least likely to cause environmental impact	Due to the large scale of development proposed, the project would result in environmental impacts as identified in this EIR. However, the urban location of the site minimizes land use impacts.

City of Huntington Beach General Plan

The City of Huntington Beach General Plan (City of Huntington Beach 1996) outlines an order of progress through which the City can grow and maintain economic and environmental integrity. As a policy, the General Plan serves as a guide to the adoption of laws necessary to execute its intent. The General Plan is composed of 16 elements, as follows:

- Land Use
- Urban Design
- Historic and Cultural Resources

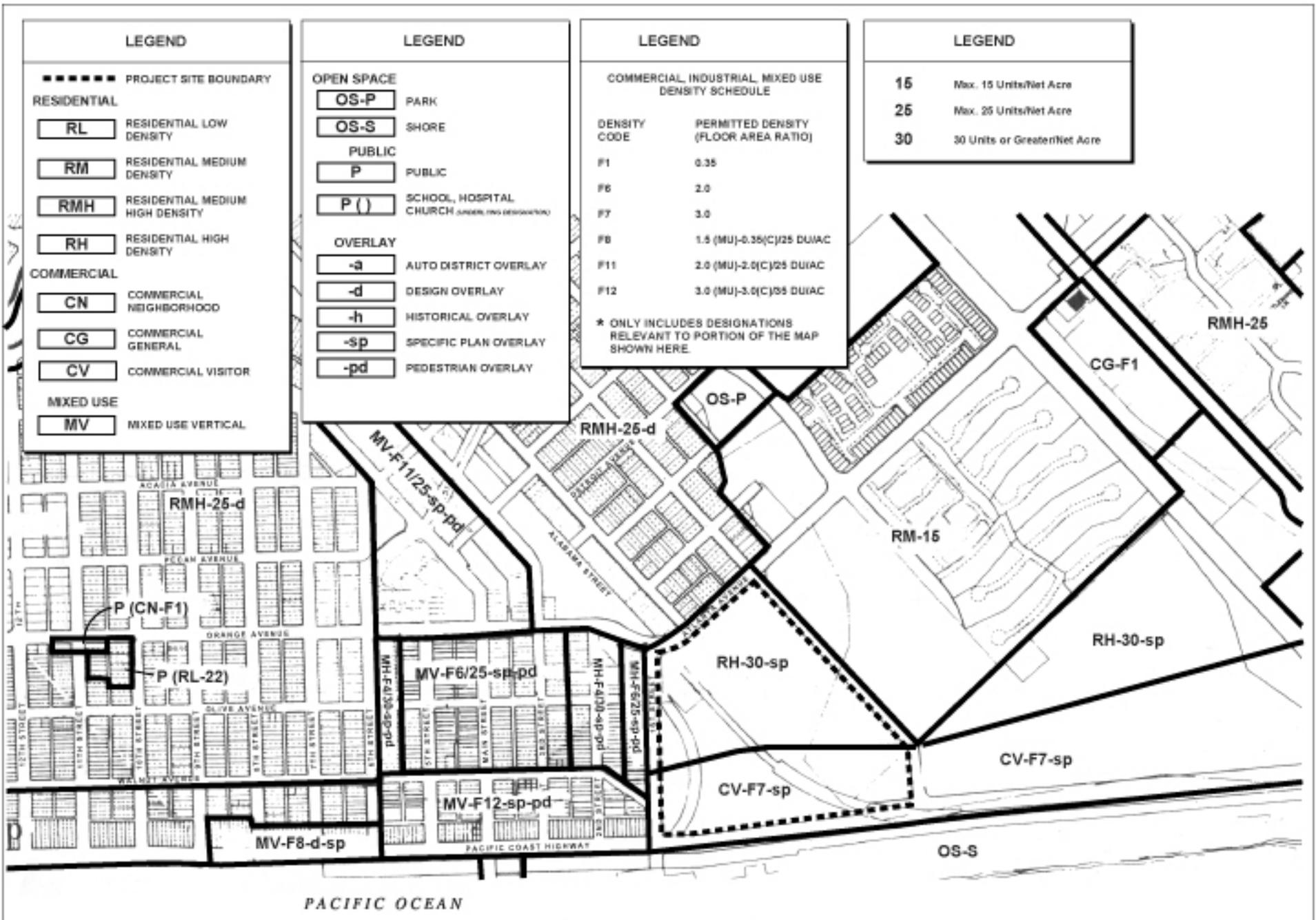
- Economic Development
- Growth Management
- Housing
- Circulation
- Public Facilities and Services
- Recreation and Community Services
- Utilities
- Environmental Resources/Conservation
- Air Quality
- Coastal
- Environmental Hazards
- Noise
- Hazardous Materials

The applicable goals, objectives, and policies of each of the above-listed elements is discussed in the section pertaining to the relevant resource in this EIR.

General Plan Land Use Element

The General Plan Land Use Element (LUE) provides the primary guidance regarding the use of land within the City of Huntington Beach. It consists of (1) the Land Use Map (refer to Figure LU-1 of the General Plan; Figure 3.9-1 [General Plan Land Use Map] includes the relevant portion of this map); (2) technical synopsis regarding distribution of existing land uses, special development areas, and existing land use conflicts, issues, and citywide land use policies; and (3) implementation programs. The LUE also provides direction for development by providing typical permitted uses, permitted density/intensity, and characteristics/requirements pertaining to various land use categories.

The LUE designates six broad categories of land uses: Residential, Commercial, Industrial, Public and Institutional, Mixed Use, and Open Space. Within each of these broader categories are more specific designations (e.g., varying densities of residential or commercial uses).



Not to Scale

SOURCE: City of Huntington Beach 1995b.



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FIGURE 3.9-1
General Plan Land Use Map

City of Huntington Beach • Pacific City EIR

The project site contains one legal lot, with a General Plan Land Use Designation of RH-30-sp and CV-F7-sp. The RH-30-sp designation identifies the allowable land use in this designation as Residential High Density, with 30 units or greater per net acre. Typical permitted uses in the RH land use category include townhomes, garden apartments, and apartments. The CV-F7-sp designation identifies the allowable land use in this designation as Commercial Visitor uses, with a maximum floor area ratio of 3.0. Typical permitted uses in the CV land use category include hotels/motels, restaurants, recreation-related retail sales, cultural uses (e.g., museums), and similar uses oriented to coastal and other visitors to the City. The SP (Specific Plan) overlay on the entire site permits underlying land uses and requires that a Specific or Development Plan be formulated for large scale, mixed-use, multi-phased development projects, which provides greater specificity for land use and infrastructure plans, design and development standards, and phasing/implementation. Table 3.9-2 identifies goals and objectives presented in the Land Use Element of the General Plan related to land use that are potentially relevant to the proposed project. This table also includes an assessment of the proposed project’s consistency with the policies adopted in support of these goals and objectives.

<i>Goal, Objective, or Policy</i>	<i>Project Consistency</i>
Goal LU 1. Achieve development that maintains or improves the City’s fiscal viability and reflects economic demands while maintaining and improving the quality of life for the current and future residents of Huntington Beach.	Conformance with implementing policies, as discussed below, results in conformance with this goal.
Policy LU 1.1.2. Promote development in accordance with the Economic Development Element.	The proposed project promotes development in accordance with Huntington Beach’s Economic Development Element, as visitor-serving commercial development will broaden and stabilize the City’s economic base. The goals and policies of the Economic Development Element are formulated to provide new policy direction for the City and the planning area. The project would provide a range of employment opportunities, through visitor-serving commercial and hotel uses.
Goal LU 2. Ensure that development is adequately served by transportation infrastructure, utility infrastructure, and public services.	Conformance with implementing policies, as discussed below, results in conformance with this goal.
Policy LU 2.1.1. Plan and construct public infrastructure and service improvements as demand necessitates to support the land uses specified in the Land Use Plan (as defined in the Circulation and Public Utilities and Services Elements of the General Plan).	The project proposes extension of infrastructure to service the site and support land uses proposed, as discussed in section 3.15 Utilities.
Policy LU 2.1.2. Require that the type, amount, and location of development be correlated with the provision of adequate supporting infrastructure and services (as defined in the Circulation and Public Utilities and Services Elements of the General Plan).	The project proposes extension of infrastructure to service the site and support land uses proposed, as discussed in section 3.15 Utilities.

Table 3.9-2 General Plan Land Use Element—Policies Applicable to Land Use

Goal, Objective, or Policy	Project Consistency
Policy LU 2.1.3. Limit the type, location, and/or timing of development where there is inadequate public infrastructure and/or services to support land use development.	The project proposes extension of infrastructure to service the site and support land uses proposed, as discussed in section 3.15 Utilities. Infrastructure would be in place prior to building occupancy.
Policy LU 2.1.7. Ensure that development shall not occur without providing for adequate school facilities.	As discussed in section 3.12, Impact PS-3 and MM PS-2, the project would increase demands on schools and would provide school mitigation fees to address these demands.
Goal LU 4. Achieve and maintain high quality architecture, landscape, and public open spaces in the City.	Conformance with implementing policies, as discussed below, results in conformance with this goal.
Policy LU 4.1.1. Require adherence to or consideration of the policies prescribed for Design and Development in the Huntington Beach General Plan, as appropriate.	The proposed project would be consistent with City of Huntington Beach Urban Design Guidelines and would be subject to review and approval by the Design Review Board to ensure consistency.
Policy LU 4.1.2. Require that an appropriate landscape plan be submitted and implemented for development projects subject to discretionary review.	As required by the City Planning Department, a landscape plan for the proposed project will be submitted prior to discretionary review of the project.
Policy 4.1.6. Require that commercial and industrial development incorporate adequate drought-conscious irrigation systems and maintain the health of the landscape.	The landscape plan is anticipated to include drought-resistant plants and a drought-conscious irrigation system that would maintain the health of the landscape.
Policy 4.1.7. Require that all commercial and industrial landscape be adequately irrigated with automatic irrigation systems.	The landscape plan is anticipated to use automatic irrigation systems.
Policy 4.1.8. Use reclaimed water for irrigation of public and private landscape, as feasible.	Reclaimed water is not currently being used by the City. If reclaimed water became available in the City, then the project could use this source of water where appropriate.
Policy LU 4.2.1. Require that all structures be constructed in accordance with the requirements of the City's building and other pertinent codes and regulations; including new, adaptively re-used, and renovated buildings.	The proposed project would be consistent with City of Huntington Beach building code requirements. Plan check prior to issuance of permits would ensure compliance.
Policy LU 4.2.4. Require that all development be designed to provide adequate space for access, parking, supporting functions, open space, and other pertinent elements.	The proposed project provides for adequate access along Huntington and First Streets, parking in subterranean garages, supporting functions such as delivery entrances and other pertinent elements. Final circulation plans will be submitted prior to development approval, and will be subject to review and approval by the City Planning Department and Public Works Department.
Policy LU 4.2.5. Require that all commercial, industrial, and public development incorporate appropriate design elements to facilitate access and use as required by State and Federal Laws such as the American's with Disabilities Act.	Development associated with the proposed project would incorporate required design elements facilitating access and use, including persons with disabilities. Plan check prior to issuance of permits would ensure compliance.
Goal LU 5. Ensure that significant environmental habitats and resources are maintained.	Conformance with implementing policies, as discussed below, results in conformance with this goal.

Table 3.9-2 General Plan Land Use Element—Policies Applicable to Land Use

<i>Goal, Objective, or Policy</i>	<i>Project Consistency</i>
Policy LU 5.1.1. Require that development protect environmental resources by consideration of the policies and standards contained in the Environmental Resources/Conservation Element of the General Plan and federal (NEPA) and State (CEQA) regulations.	All development will comply with the policies and standards of the Environmental Resources/Conservation Element of the General Plan and CEQA regulations. The proposed project would not impact any environmental habitats or resources. Also, refer to Section 3.1.3 (Aesthetics, Regulatory Framework) for an evaluation of specific, relevant policies from the Environmental Resources/Conservation Element.
Goal LU 7. Achieve a diversity of land uses that sustain the City's economic viability, while maintaining the City's environmental resources and scale and character.	Conformance with implementing policies, as discussed below, results in conformance with this goal.
Policy 7.1.1. Accommodate existing uses and new development in accordance with the Land Use and Density Schedules.	Development of proposed project visitor-serving commercial/hotel and residential uses are consistent with the General Plan and Downtown Specific Plan Land Use and Density Schedules as the proposed uses would continue implementation of the "Village Concept" of visitor-serving uses within the Downtown area (refer to Appendix F). The proposed development would also accommodate surrounding existing uses of beach, residential, and other visitor-serving character.
Policy LU 7.1.2. Require that development be designed to account for the unique characteristics of project sites and objectives for community character and in accordance with the Development "Overlay" Schedule, as appropriate.	The project, overall, conforms to the requirements of the Downtown Specific Plan, as demonstrated in Appendix F.
Policy LU 7.1.5. Accommodate the development of a balance of land uses that maintain the City's fiscal viability and integrity of environmental resources.	The proposed project includes a diversity of land uses. Multiple visitor-serving commercial uses and a 400-room hotel promote beach tourism, thus promoting and sustaining the City's economic viability. Architecture will be characterized by modern Mediterranean styles and marine motifs, meshing with existing styles within the Downtown area fronting Pacific Coast Highway. In addition, the site has been previously developed with urban uses. Effects on the City's environmental resources are addressed in detail in this EIR and are mitigated to the extent feasible.
Policy LU 7.1.6. Accommodate the development of additional jobs-generating land uses that improve the 1992 jobs to housing ratio of 0.82 to 1.0 or greater; to meet objectives of the Regional Comprehensive Plan (Southern California Association of Governments) and Air Quality Management Plan. These should capitalize upon existing industrial strengths and emphasizing the clustering of similar or complementary industries.	The proposed project would result in the development of additional jobs in the form of visitor-serving commercial and hotel services as well as residential on-site management and security. Office space would also accommodate either existing or new businesses and jobs. The project is anticipated to generate 601 jobs, and would cluster complementary industries by locating the proposed hotel adjacent to other hotel uses, and visitor-serving commercial uses would complement hotel uses.
Goal LU 8. Achieve a pattern of land uses that preserves, enhances, and establishes a distinct identity for City's neighborhoods, corridors, and centers.	Conformance with implementing policies, as discussed below, results in conformance with this goal.

Table 3.9-2 General Plan Land Use Element—Policies Applicable to Land Use

<i>Goal, Objective, or Policy</i>	<i>Project Consistency</i>
<p>Policy LU 8.1.1. Accommodate land use development in accordance with the patterns and distribution of use and density depicted on the Land Use Plan Map, in accordance with the principles discussed below:</p> <ul style="list-style-type: none"> a. Create a network of interrelated activity centers and corridors through the use of distinct functional roles, activities, and/or through the form and scale of development b. Vary uses and densities along the City’s extended commercial corridors, such as Beach Boulevard. c. Increase diversification of community and local commercial nodes to serve adjacent residential neighborhoods. d. N/A e. Intermix uses and densities in large-scale development projects. f. Site development to capitalize upon potential long-term transit improvements. g. Establish linkages among community areas, which may include pedestrian and vehicular paths, landscape, signage, other streetscape elements, open space, transitions in form, scale, and density of development, and other elements. 	<p>The proposed project includes mixed uses in accordance with the patterns and distribution of use and density within the Land Use Plan Map of the City of Huntington Beach General Plan. This development would contribute to the network of interrelated activity centers, varied densities, and linkages among community areas by developing a mix of residential and visitor-serving uses that provides a transition from neighboring residential uses, as well as a continuation of visitor-serving waterfront commercial uses and linkages to waterfront amenities.</p>
<p>Goal LU 9. Achieve the development of a range of housing units that provides for the diverse economic, physical, and social needs of existing and future residents of Huntington Beach.</p>	<p>Conformance with implementing policies, as discussed below, results in conformance with this goal.</p>
<p>Policy LU 9.1.1. Accommodate the development of single- and multifamily residential units in areas designated by the Land Use Plan Map, as stipulated by the Land Use and Density Schedules.</p>	<p>Development of proposed project residential uses is consistent with the General Plan and Downtown Specific Plan Land Use and Density Schedules, as the proposed uses would continue implementation of the high-density residential designations for the Downtown area.</p>

Table 3.9-2 General Plan Land Use Element—Policies Applicable to Land Use

<i>Goal, Objective, or Policy</i>	<i>Project Consistency</i>
<p>Policy LU 9.1.3. Require that multifamily residential projects be designed to convey a high level of quality and distinctive neighborhood character as discussed below;</p> <ol style="list-style-type: none"> Design building elevations treatment to convey the visual character of individual units rather than singular building mass and volumes. Locate the elevation of the first occupiable floor at or in proximity to the predominant grade elevation, visually screening subterranean parking facilities from the street frontage. Include separate and well-defined entries to convey the visual character of individual identity for each residential unit, which may be accessed from exterior facades, interior courtyards, and/or common areas. Site and design parking areas and facilities that are integrated with but do not dominate the architectural character of the structure. Include an adequate landscape setback along the street frontage that is integrated with abutting sidewalks and provides continuity throughout the neighborhood. 	<p>Development would include two- to four-story structures with a variety of architecture and dwelling unit types and sizes, clustered around recreational amenities to serve the project residents. Integrated into the project design will be subterranean facilities, which will be screened from street frontage, where pedestrian access will be predominant. Open spaces and courtyards are also maintained as part of the visual character and circulation/access aspect of the residential portion of the project. In addition, as required by the City, a landscape plan for the proposed project will be submitted prior to discretionary review of the project. Therefore, the project would be consistent with this policy.</p>
<p>Policy LU 9.1.4. Require that recreational and open space amenities be incorporated in new multifamily developments and that they be accessible to and of sufficient size to be usable by all residents.</p>	<p>The residential portion of the proposed project will include 11.06 net acres of open space (1.78 of which will be private). This common open space would include 2.50 net acres of recreational area. Residential development will be clustered around the recreational amenities and readily accessible to residents.</p>
<p>Policy LU 10.1.17. Require the inclusion of uses and elements that contribute amenities for visitors, such as public activity areas and onsite recreational facilities (health clubs, spas, etc.)</p>	<p>Visitor amenities of the proposed project include the open space and recreational areas, commercial establishments and restaurants, and a hotel with ballroom and spa treatment facilities.</p>
<p>Policy LU 10.1.18. Encourage the incorporation of meeting rooms, conference and banquet facilities, and other uses available to visitors and the City's residents in major visitor-serving development projects.</p>	<p>The hotel proposes conference and banquet facilities, in addition to ballroom and spa facilities.</p>
<p>Policy LU 10.1.19. Require that visitor-serving commercial developments be designed to reflect and be compatible with their setting and/or function (e.g. design of park buildings avoiding colors, materials, and architectural forms that visually dominate the park setting).</p>	<p>Visitor-serving commercial architecture will be characterized by modern Mediterranean styles and marine motifs, meshing with existing styles within the Downtown area fronting Pacific Coast Highway.</p>

The project site is also designated as General Plan Subareas 4C and 4I. The General Plan identifies Community Districts and Subareas in the city and provides the intended functional role of these Subareas, in

addition to specific design and development standards that supplement the policies provided for each land use category. The Subarea 4C designation applies to the commercial-visitor designated portion of the site that fronts PCH and includes the following design and development provisions: establish a unified “village” character, using consistent architecture and highly articulated façades and building masses; require vertical setbacks of structures above the second floor; incorporate pedestrian walkways, plazas, and other common open spaces for public activity; provide pedestrian linkages with surrounding residential and commercial areas; establish a well-defined entry from PCH; and maintain views of the shoreline and ocean. The Subarea 4I designation applies to the residential portion of the project site and includes the following design and development provisions: prepare and conform to a specific or master plan; establish a cohesive, integrated residential development in accordance with the policies and principles stipulated for “New Residential Subdivisions”; allow for the clustering of mixed-density residential units and integrated commercial sites; and require variation in building heights from two to four stories to promote visual interest and ensure compatibility with surrounding land uses.

General Plan Coastal Element

The California Coastal Act (California State Public Resources Code, Division 20, Sections 30000 *et seq.*) directs each local government lying wholly or partly within the Coastal Zone, as defined by the Coastal Act, to prepare a Local Coastal Program for its portion of the Coastal Zone. Local Coastal Programs are used to carry out the policies and requirements of the Coastal Act by local governments. Local Coastal Programs must be reviewed and certified by the California Coastal Commission before being implemented by a local government.

The Local Coastal Program is divided into two components: (1) a coastal element and (2) an implementation program. The coastal element provides a technical synopsis of the resources located within the Coastal Zone. The document discusses resources in the context of a coastal zone overview; subarea description and land use plan; shoreline and coastal resource access; public recreational and visitor serving commercial facilities; visual resources; historic and cultural resources; water and marine resources; environmentally sensitive habitats; energy facilities; water, sewer, and drainage facilities; and hazards. Issues, goals, objectives, and policies related to each of these areas are also provided. The Implementation Program provides the mechanism to implement each of the identified policies. The Downtown Specific Plan, along with zoning ordinances for those portions of the City’s coastal zone outside the Downtown area, and in conjunction with a Coastal Zone (CZ) suffix (i.e., overlay), are the implementing phase of the Local Coastal Program. Following certification of these ordinances by the State Coastal Commission, permit authority for most new development in the Coastal Zone became the responsibility of the City of Huntington Beach. Table 3.9-3 identifies goals and objectives presented in the Coastal Element of the

General Plan related to land use that are potentially relevant to the proposed project. This table also includes an assessment of the proposed project’s consistency with the policies adopted in support of these goals and objectives.

Table 3.9-3 General Plan Coastal Element—Policies Applicable to Land Use	
<i>Goal, Objective, or Policy</i>	<i>Project Consistency</i>
Goal C 1. Develop a land use plan for the Coastal Zone that protects and enhances coastal resources, promotes public access and balances development with facility needs.	Conformance with implementing policies, as discussed below, results in conformance with this goal.
Objective C 1.1. Ensure that adverse impacts associated with coastal zone development are mitigated or minimized to the greatest extent feasible.	Conformance with implementing policies, as discussed below, results in conformance with this objective.
Policy C 1.1.1. With the exception of hazardous industrial development, new development shall be encouraged to be located within, contiguous or in close proximity to, existing developed areas able to accommodate it, in other areas with adequate public services, and where it will not have significant adverse effects, either individually or cumulatively, on coastal resources.	The proposed project would develop a mix of visitor-serving commercial uses on parcels contiguous to similar uses in an established, urban, Downtown core area. Public services are currently available to the project site, as well as the surrounding parcels, and the project includes improvements to existing infrastructure to ensure adequate service after project implementation, as described in Section 3.12 (Public Services) and 3.15 (Utilities and Service Systems).
Policy C 1.1.4. Where feasible, locate visitor-serving commercial uses in existing developed areas or at selected points of attraction for visitors.	The proposed project would develop visitor-serving commercial uses in the City’s Downtown core area, which has been targeted for development as a destination location. Portions of the Downtown core have already been established, and include uses generally similar to those proposed by the project. The project site is also located near other established points of attraction, including the Huntington Beach Municipal Pier, and is intended to reinforce the vicinity as a major visitor-serving district.
Policy C 1.1.5. New residential development should be sited and designed in such a manner that it maintains and enhances public access to the coast.	Residential development includes public access corridors through the site, which would maintain access to the coast.
Policy C 1.1.7. Encourage cluster development in areas designated for residential use within the Coastal Zone.	Residential development would be clustered around recreational amenities to serve the project residents and provide appealing circulation patterns.
Policy C 1.1.9. Minimize risks to life and property in areas of high geologic, flood, and fire hazard through siting and design to avoid the hazard.	The project is not within a fire or flood hazard area. Geologic hazards would be minimized through implementation of MM GEO-1
Objective C 1.2. Provide a land use plan that balances location, type and amount of land use with infrastructure needs.	Conformance with implementing policies, as discussed below, results in conformance with this objective.
Policy C 1.2.1. Accommodate existing uses and new development in accordance with the Coastal Element Land Use Plan and the Development and Density Schedule Table.	According to Table C-1 of the Coastal Element, the density, location, and mix of uses for areas zoned MV (Mixed Use-Vertically Integrated Housing) shall be governed by a Specific Plan. As described above, the Downtown Specific Plan establishes uses and intensity for the proposed project, and the project complies with the requirements pertaining to the mix of uses and the development intensity.

Table 3.9-3 General Plan Coastal Element—Policies Applicable to Land Use

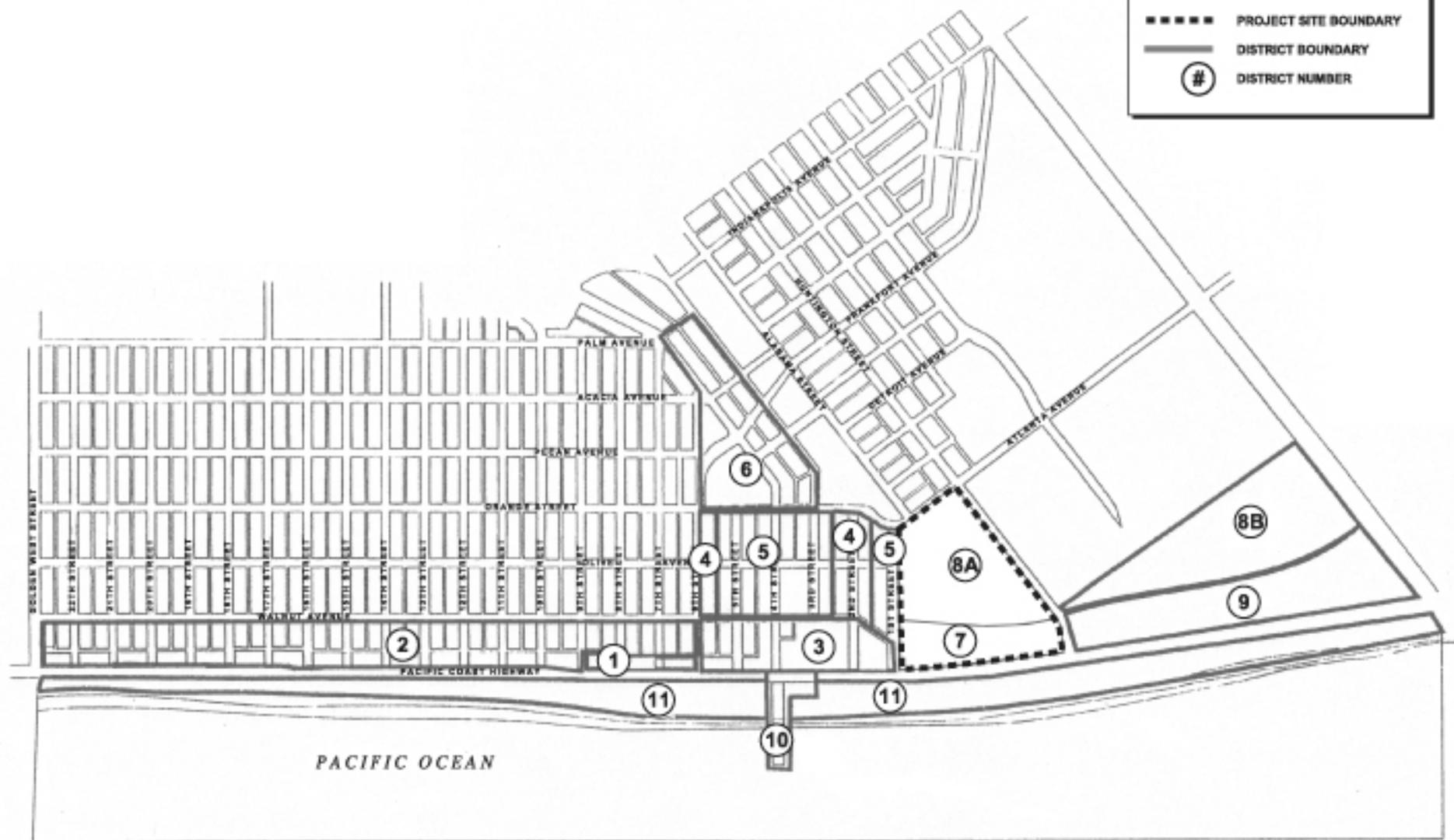
<i>Goal, Objective, or Policy</i>	<i>Project Consistency</i>
<p>Policy C 1.2.3. Prior to the issuance of a development entitlement, the City shall make the finding that adequate services (i.e., water, sewer, roads, etc.) can be provided to serve the proposed development, consistent with the policies contained in the Coastal Element, at time of occupancy.</p>	<p>The proposed project would develop a mix of visitor-serving commercial uses on parcels contiguous to similar uses in an established, urban, Downtown core area. The project includes improvements to existing infrastructure to ensure adequate service after project implementation, as described in section 3.15 (Utilities and Service Systems).</p>

Downtown Specific Plan

The Downtown Specific Plan was originally prepared in 1983. It includes 336 acres within the Coastal Zone, as shown on Figure 3.9-2 (Downtown Specific Plan Districts). At the time of the Specific Plan preparation, the Downtown area included a variety of residential, commercial, and recreational uses surrounding an older Downtown core, with the Municipal Pier serving as the focal point. The City includes miles of prime public ocean frontage, although numerous vacant and under-utilized parcels existed across from the beach. The purpose of the Downtown Specific Plan is to encourage the revitalization of this area by providing for orderly development and improvement within the Plan area. The Plan promotes a mix of commercial, residential, and recreational uses that maximize the area’s proximity to the ocean. In addition, the Plan sets forth development standards and recommends public improvements for the City’s Downtown area.

The design concept for the Downtown Specific Plan evolves from the ocean as the source and center of the City’s vitality. Many existing and potential opportunities in Downtown Huntington Beach have been possible because of this relationship to the ocean. The design concept emphasizes the ocean, ocean activities, forms, shapes, and colors. This relation to the ocean is the theme to serve as a guideline for private and public investment in the Downtown area. The design concept concentrates on the City pier, realizing that all other areas within the Downtown are linked either directly or indirectly to the pier. The level of energy created at the pier-head area needs to be capitalized on and spread through the Downtown core. Pedestrian boardwalks on various levels and the pier itself will offer views of the ocean and ocean activities. The overall form and shape of all development in Downtown Huntington Beach should allow people to see the ocean from as many places as possible.

LEGEND	
-----	PROJECT SITE BOUNDARY
—————	DISTRICT BOUNDARY
Ⓝ	DISTRICT NUMBER



Not to Scale
 SOURCE: City of Huntington Beach 2002a.



FIGURE 3.9-2
Downtown Specific Plan Districts
 City of Huntington Beach • Pacific City EIR

The intensities of the Downtown core area are intended to be compatible with the adjacent transitional areas and the surrounding residential neighborhoods. The area southeast of the Downtown core, including the project site, is intended to provide additional opportunities for residential and visitor-serving commercial uses. The commercial uses in this area are intended to primarily service the seasonal trade and not compete with the Downtown area. The large consolidated parcels in this area, such as the project site, allow for greater intensities and densities while still providing substantial opportunities for buffering and design controls. Public open space and recreational amenities are envisioned as an integral part of large projects, such as the proposed project.

The Specific Plan identifies an overall ocean design theme. Elements of this theme relevant to the project include the following:

- Orienting intensive land uses away from established residential neighborhoods
- Providing view, light, and air corridors to the ocean
- Building architecture to reinforce a modern or contemporary Mediterranean style of architecture...
- Streetscape elements should be brightly colored and relate to the ocean theme
- Public areas should be integrated into development proposals in key locations...
- Establish a framework of landscaping and identify elements to provide interest and character to specific locations. This concept will provide a logical, coherent, unified network of land uses, activities and circulation systems

The Specific Plan is divided into 11 Districts, as shown on Figure 3.9-2. Each District is unique in character or in parcel configuration; therefore, each emphasizes different land use and development standards. The Specific Plan land use designations and district configurations are intended to anticipate development demands and achieve the optimum potential within the identified design concept.

The Specific Plan concept for District No. 7 is identified in Section 3.2.3 of the Downtown Specific Plan. That section states that District No. 7 should be master-planned as a primarily visitor-serving commercial project, which could be implemented over a number of phases. Hotel, motel, restaurant, and specialty commercial uses are appropriate. Development in this District is not intended to compete with the Downtown commercial core. The visitor-serving commercial uses in this District are envisioned as seasonal, and this District would serve as a connection link between the Downtown area and District No. 9, which is the site of the recently completed Hilton hotel and Hyatt Regency Resort. The Plan anticipates visitor-serving commercial uses that can be accommodated with a 200- to 400-room hotel.

The Specific Plan concept for District No. 8 is identified in Section 3.2.4 of the Downtown Specific Plan. That section states that high-density residential uses are most appropriate for these sites due to their location and unique characteristics. Projects, if properly designed, will be able to maximize view opportunities and

access to recreational amenities. New residential development adjacent to the Downtown commercial core would provide the proposed visitor-serving commercial uses with the population base necessary to create viable services. The new residential development should also be designed to be compatible with the residential areas to the north. The plan anticipates development in District No. 8A to achieve maximum density, resulting in approximately 1,260 new residential units. Oil uses should also be allowed to continue in selected islands within a portion of the District.

In sum, the primary concept emphasizes the provision of seasonal, visitor-serving commercial uses that would serve as a link to the commercial uses in this District. The uses would be of a more seasonal variety, with the District serving as a link to the Downtown area. In addition, the residential uses are envisioned to provide the necessary population to support nearby commercial uses.

The Downtown Specific Plan is intended to implement the land use designations in the Coastal Element of the Huntington Beach General Plan. However, because the Plan is established to guide the development of the area, which is characterized by its unique location, geographic features, land uses, and ownership patterns, it should not be regulated by zoning district standards applicable throughout the City. The Specific Plan replaces the existing zoning with policies, development standards, and descriptive maps specifically designed for the Downtown area. The Downtown Specific Plan Development Standards were revised February 6, 2002, by Ordinance No. 3532. For example, as stated in Sections 4.9 and 4.10 of the revised Downtown Specific Plan, the Visitor-Serving Commercial of District No. 7 allows a floor area ratio (FAR) of 3.0, while District No. 8 identifies the allowable land use in this designation as High Density Residential, with a maximum of 30 units per net acre. Additional, district-specific standards include maximum building heights, set backs, site coverage, and open space, which provide guidelines to provide a population base to help support the visitor-serving commercial uses with the site.

A detailed comparison of Specific Plan development standards to the proposed project is provided in Appendix F. As demonstrated by the information in that appendix, the proposed project is largely compliant with the Specific Plan requirements. Minor inconsistencies are as follows:

- A Special Permit is requested to allow structures within the 50-foot front yard setback from PCH. Setbacks would encroach approximately 30 feet from PCH.
- A Special Permit is requested for front yard setbacks from Pacific View Avenue of 15 feet, 1 inch; the minimum required front yard setback is 20 feet.
- A Special Permit is requested to allow the parking garage ramps to exceed the City standard of 10 percent.

Redevelopment Plan for the Huntington Beach Redevelopment Project Area

The proposed project is located within the Sub-Area 5 of the Huntington Beach Redevelopment Project Area (formerly known as the Main-Pier Redevelopment Project Area). The Main-Pier Redevelopment Project Area is located along Main Street, between Palm Avenue and the Huntington Beach Pier, and along PCH, between Goldenwest Street and Beach Boulevard, and includes retail, tourist, recreational, public, and residential land uses. The boundaries of this project area are shown on Figure 2-2. The Redevelopment Plan does not present a specific plan for the redevelopment, rehabilitation, and revitalization of any area within the Project Area; rather, it establishes a process and framework for implementation. The following are among the goals included in the Plan:

- Eliminate and prevent the spread of conditions of blight including underutilized properties and deteriorating buildings, incompatible and uneconomic land uses, deficient infrastructure and facilities, obsolete structures, and other economic deficiencies in order to create a more favorable environment for commercial, office, industrial, residential, and recreational development
- Expand the commercial base of the Project Area
- Improve public facilities and public infrastructure
- Improve inadequate drainage infrastructure
- Promote local job opportunities
- Encourage the cooperation and participation of residents, businesses, business persons, public agencies, and community organizations in the redevelopment/revitalization of the Project Area
- Implement design and use standards to assure high aesthetic and environmental quality, and provide unity and integrity to developments within the Project Area
- Promote the rehabilitation of existing housing stock
- Increase, improve, and preserve the community's supply of housing affordable to very low, low, and moderate income households

3.9.3 Thresholds of Significance

Project impacts would be considered significant if any of the following would occur:

- Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect
- Substantially conflict with existing adjacent permitted uses

3.9.4 Project Impacts

Impact LU-1 The proposed project would be consistent with applicable land use plans, policies, and regulations.

For the purposes of this analysis, conflicts with key applicable plans, polices or regulation specifically refers to inconsistencies with the City General Plan and Downtown Specific Plan goals, objectives, policies, and adopted land use/density designations.

As discussed above in Section 3.9.2 (Land Use, Regulatory Framework), the proposed project would be consistent with applicable Goals, Objectives, and Policies of the Huntington Beach General Plan (specifically, the Land Use and Coastal Elements) and with the Downtown Specific Plan. The Regulatory Framework analysis in each section in Chapter 3 provides an analysis of project consistency with applicable City of Huntington Beach policies to specific resources.

The uses proposed on site are consistent with the General Plan land use and zoning designations for the project site. The site has two General Plan designations: (1) CV-F7-sp (Commercial Visitor—maximum floor area ratio of 3.0—Specific Plan) for the area south of the proposed alignment of Pacific View Avenue; and (2) RH-30-sp (Residential High Density—maximum 30 units/net acre—Specific Plan) for the areas north of the proposed alignment of Pacific View Avenue. These two areas are also designated as General Plan Subareas 4C and 4I, respectively, as discussed in detail in Section 2.2.3. The project complies with the commercial visitor and residential high-density designations, and fulfills the intent of General Plan Subareas 4C and 4I. The Downtown Specific Plan regulates the site zoning. As discussed under Regulatory Framework (Section 3.9.2) for the Downtown Specific Plan, the project complies with the requirements of District No. 7, “Visitor-Serving Commercial” and District No. 8A, “High Density Residential.” Minor inconsistencies between the proposed project and the development standards would occur with respect to setbacks, and a Special Permit is requested for these variations. The setback encroachments on PCH and Pacific View Avenue would not change the character of the development from that envisioned under the Specific Plan. On PCH and Pacific View, where some structures would be located closer than the required setback, landscaped plazas and other open areas would be located further from the street. This would ensure that the intensity of development along these roadways is not substantially greater than permitted, and the character of the development would be in keeping with that envisioned under previous planning efforts. The project is consistent with the overall intent and uses envisioned on the project site.

As previously discussed, development on the project site has been addressed on a programmatic level as part of the analysis included in several Program EIRs prepared by the City of Huntington Beach. These documents include (1) The Huntington Beach Downtown Specific Plan EIR 82-2 and Addendum to

SEIR 82-2; (2) The Huntington Beach General Plan Update EIR 94-9; and (3) The Huntington Beach Redevelopment Project EIR 96-2. Each of these documents includes analysis that accounts for development at the project site. The Downtown Specific Plan EIR analyzes buildout of the City's Downtown area, representing the most localized analysis of the area. At the time these documents were prepared, the City evaluated and determined that the uses identified for the project site were appropriate for the site and fulfilled the City's objectives for the area.

The proposed project would, overall, be consistent with applicable land use plans, policies, and regulations. Therefore, impacts would be less than significant.

Impact LU-2 The proposed project would not substantially conflict with existing adjacent permitted uses

For the purposes of this analysis, conflicts with existing adjacent permitted uses would be significant if differences in land use type and/or intensity of use would result in substantial disruptions to existing uses. Substantial disruptions consider the extent of the area that would be impacted, the nature and degree of the effects, and the types of land use within that area.

As discussed above, development of the proposed project conforms to the permitted uses on site and would provide a transition from medium/medium high density residential and commercial uses to more intense uses along PCH. These land use designations were evaluated programmatically in prior environmental documentation. These documents include (1) The Huntington Beach Downtown Specific Plan EIR 82-2 and Addendum to SEIR 82-2; (2) The Huntington Beach General Plan Update EIR 94-1; and (3) The Huntington Beach Redevelopment Project EIR 96-2. Each of these documents includes analysis that accounts for development at the project site. Under these previous analyses, no significant land use incompatibilities at the project site were identified. The Specific Plan EIR concluded that the overall land use impact of the new zoning—which permits the residential and visitor-serving uses proposed at the site—would not be significant.

The proposed project is substantially more intense than existing uses on the site, as the site is vacant. The project would result in the filling in of a large, vacant lot with multistory development fronting several major streets, including the heavily used PCH. Structures along PCH would include multiple structures stepped up from the street with a series of interconnected plazas and walkways designed to provide pedestrian access to the site and implement the Specific Plan Village Concept. There are relatively few structures more than four stories along the waterfront area, and the proposed hotel tower would add an eight-story tower to the waterfront area. These changes would affect the overall character of the area by increasing the quantity of development in the Downtown area. Additional activity on site would be

generated from hotel visitors and individuals using the retail and restaurant uses on site, approximately 601 employees, and 1,419 residents.

The proposed project includes land uses more intense than those surrounding the site and would increase the development density of the area. The northerly portion of the project site would be high-density residential uses. Residential buildings would be oriented in a manner that incorporates the City grid system, thus internally structuring the project into smaller blocks defined by internal walkways and the loop road. Residential uses are similar to and therefore compatible with the single- and multifamily residential uses adjacent to the site. Mobile home park uses to the east are developed at medium density with up to 15 units per acre, half that of the proposed project. These uses are also generally one story in height. Proposed development along Huntington Street would include some two- and three-story areas, in addition to four-story development, as shown in Figure 2-4. Residential uses to the north and west are developed at medium high density with up to 25 units per acre, which is less than proposed development at 30 units per acre. These adjacent uses are generally one to three stories in height, where proposed development would be three and four stories in height. While the intensity of development would increase, in terms of the number of units per acre and the total mass of development, the increased intensity in land use would not result in inherent conflicts with similar, adjacent uses.

The proposed hotel on the southeasterly portion of the site would be similar to adjoining uses to the east, which include the Hyatt Regency Resort and Hilton hotel. The proposed hotel includes conference, ballroom, and leisure amenities. Adjacent hotels are also major hospitality developments with similar facilities.

Proposed visitor-serving commercial uses on the westerly portion of the site at PCH and First Street would be consistent with uses in the Downtown. Commercial uses are located adjacent to the site on the west. The Downtown includes a mix of retail, office, commercial and restaurant uses, similar to those included in the proposed project

The placement of hotel, commercial, and residential uses in proximity to each other raises the issue of compatibility among uses. As discussed above, the project would result in additional visitor-serving commercial and hotel uses in the area, consistent with nearby uses. Proposed commercial and hotel uses would result in placement of these uses in closer proximity to some residences than currently exists. However, existing adjacent residential uses would be separated from nonresidential uses on the west, east, and north by roadways a minimum of 80 feet in pavement width, landscaping, and screening vegetation. Commercial and hotel uses would be oriented toward the ocean, away from existing residences. On-site residential uses would be separated from hotel and commercial components of the project by Pacific View

Avenue, which has a proposed 90-foot right-of-way. Screening vegetation and privacy walls would also be provided at residential areas that abut Pacific View. The orientation of hotel and commercial uses toward PCH would also increase the separation of these uses. Hotel and commercial components would have access points separate from the residential uses, as the hotel and commercial areas would be south of Pacific View and the residential uses would be north of Pacific View. The site plan is designed in a manner that ensures minimal conflict between the project and the existing and proposed residences would result.

With respect to project design, both the 1983 and 1995 Downtown Specific Plans and the Downtown Design Guidelines identified a contemporary Mediterranean design theme to be used throughout the Downtown area. The purpose of selecting a uniform design theme is to ensure that all building designs, signage, landscaping, streetscaping, and lighting are consistent. The proposed project is consistent with the Mediterranean style. For example, the Hilton Waterfront Beach Resort was constructed as a Mediterranean villa, with terrazzo tile, queen palms, giant ferns, and birds of paradise. The proposed project has been designed in a similar fashion to carry the Mediterranean theme throughout the remainder of the waterfront area. Project design features include palm trees and flowering shrubs throughout the site, stucco buildings in earth tones, and architectural features, including archways and tile roofs.

The proposed project would result in uses that are permitted within the Districts and would be compatible with similar, surrounding land uses. Therefore, impacts from increased development density on land use would be less than significant.

3.9.5 Cumulative Impacts

This cumulative impact analysis considers development of the proposed project, in conjunction with other development within the vicinity of the project in the City of Huntington Beach.

Development of cumulative projects is anticipated to generally conform to the requirements of the City of Huntington Beach and would be subject to review by the City. The proposed project would result in less-than-significant land use impacts due to consistency between the proposed project and permitted uses on the site, and compatibility with adjacent uses. Cumulative land use impacts have the potential to occur where a number of projects have the potential to change the overall land use of an area or affect adjacent existing land uses. As shown in Figure 2-9, most of the projects proposed are at locations distant from the project site itself. Nearby projects include the Strand to the north, and the Hyatt Regency Resort and Waterfront Residential Development to the south. These projects implement the Downtown Specific Plan, similar to the proposed project. As such, each of these developments individually, and collectively, would increase the intensity of development in the waterfront area. However, the uses proposed are compatible with adjacent

residential and commercial uses, and further, are consistent with the uses identified in the Downtown Specific Plan. Cumulative impacts on land use would be less than significant.

3.9.6 Mitigation Measures and Residual Impacts

Impacts on land use would be less than significant; therefore, no mitigation measures would be required.