



City of Huntington Beach Planning and Building Department

STAFF REPORT

TO: Planning Commission
FROM: Scott Hess, AICP, Director of Planning and Building
BY: Tess Nguyen, Associate Planner *TN*
DATE: June 22, 2010

SUBJECT: ENTITLEMENT PLAN AMENDMENT NO. 09-009, TENTATIVE PARCEL MAP NO. 09-079, CONDITIONAL USE PERMIT NO. 10-005, VARIANCE NO. 10-001 (AMENDMENT TO CONDITIONAL USE PERMIT NO. 08-013 AND VARIANCE NO. 08-007—BEACH PROMENADE COMMERCIAL CENTER PHASE 2)

APPLICANT: Bill Holman, WDH Consulting Services, 21190 Beach Boulevard, Huntington Beach CA 92648

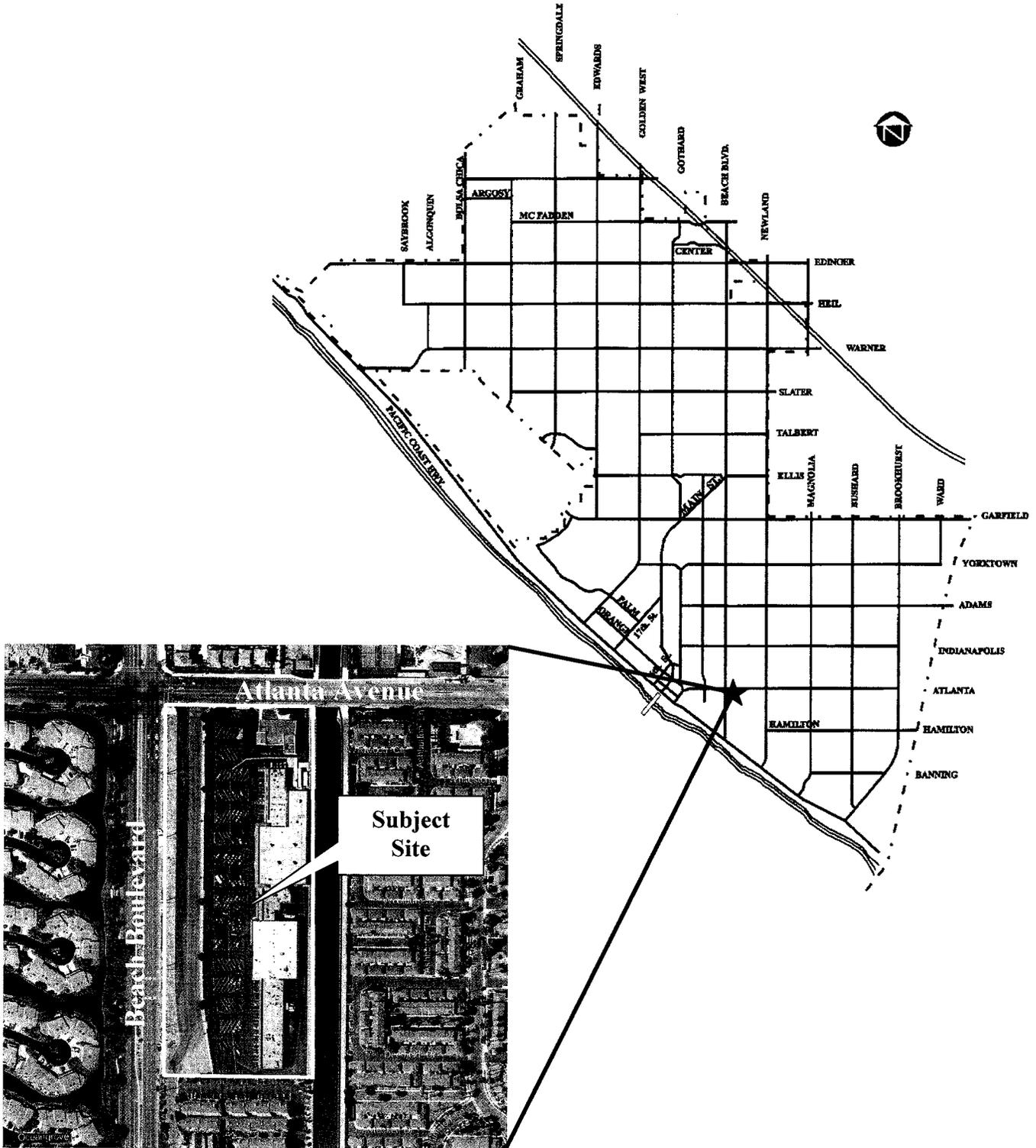
PROPERTY OWNERS: Bijian Sassounian, 21190 Beach Boulevard, Huntington Beach CA 92648
James Diebold, PNS Stores, Inc., 300 Philipi Road, Columbus OH 43228
Phillip Silver, Sigma Enterprises, Inc., 111 S Kraemer Blvd #C, Brea CA 92821

LOCATION: 21022-21190 Beach Boulevard, 92648 (southeast corner of Beach Boulevard and Atlanta Avenue)

STATEMENT OF ISSUE:

The applicant, Bill Holman of WDH Consulting Services, is requesting to amend Conditional Use Permit (CUP) No. 08-013 and Variance (VAR) No. 08-007 and permit the remodel and expansion of the existing commercial shopping center. The project consists of the following entitlement requests:

- ◆ Entitlement Plan Amendment No. 09-009 request:
 - Amend CUP No. 08-013 and VAR No. 08-007 to allow minor architectural changes to three existing buildings (Buildings A, E, and F), expand the existing center by 2.68 acres by including the future vacated frontage road and adjacent property, add new square footage (see options below) to include three new pads for future buildings (Buildings G, H, and I), add 900 sq. ft. of outdoor dining area for Building A, and convert 12,000 sq. ft. of retail uses (9,200 sq. ft. into eating/drinking uses and 2,800 sq. ft. into office uses).



VICINITY MAP
ENTITLEMENT PLAN AMENDMENT NO. 09-009, TENTATIVE PARCEL MAP NO. 09-079,
CONDITIONAL USE PERMIT NO. 10-005, VARIANCE NO. 10-001
(BEACH PROMENADE COMMERCIAL CENTER PHASE 2)

- Option A: Add 25,981 sq. ft. (9,821 sq. ft. of retail uses, 16,160 sq. ft. of eating/drinking establishment uses) to the shopping center, including three new pads for future buildings (Buildings G, H, and I).
 - Option B: Add 32,764 sq. ft. (15,604 sq. ft. of retail uses, 17,160 sq. ft. of eating/drinking establishment uses) to the shopping center, including three new pads for future buildings (Buildings G, H, and I).
- ◆ Tentative Parcel Map No. 09-079 request:
 - Incorporate the 2.07-acre frontage road and 0.61-acre adjacent westerly applicant-owned property to enlarge the site from 6.74 acres to 9.42 acres, reconfigure some parcels, and create three new parcels for future buildings pads.
 - ◆ Conditional Use Permit No. 10-005 request:
 - Permit a parking reduction for the existing and proposed mix of uses within the shopping center pursuant to a parking demand analysis prepared by a registered traffic/parking engineer. The parking reduction analysis is based on the following two options:
 - Option A: Allow 539 parking spaces in lieu of the minimum required 604 parking spaces (65 space reduction) for the proposed mix of uses.
 - Option B: Allow 526 parking spaces in lieu of the minimum required 644 parking spaces (118 space reduction) for the proposed mix of uses.
 - ◆ Variance No. 10-001 request:
 - Permit the proposed new Buildings G, H, and I to be setback a minimum 5 ft. from the Beach Boulevard property line in lieu of the required 25 ft.
 - Allow 900 sq. ft. of outdoor seating area for Building A at a zero foot setback in lieu of the fully landscaped 10-foot setback along Atlanta Avenue.
 - ◆ Staff's Recommendation:

Approve Entitlement Plan Amendment No. 09-009 (Option A and Option B), Tentative Parcel Map No. 09-079, Conditional Use Permit No. 10-005 (Option A and Option B), and Variance No. 10-001 based upon the following:

- The project will not be detrimental to the general welfare of persons working or residing in the vicinity or detrimental to the value of the property and improvement in the neighborhood.
- The project will be compatible with surrounding uses.
- The project will comply with the provisions of the base district and other applicable provisions in Titles 20-25 of the Huntington Beach Zoning and Subdivision Ordinance (HBZSO), except for the parking reduction and setback variance approved concurrently.
- The project furthers General Plan goals and policies.
- The tentative parcel map meets the requirements of the Subdivision Map Act and the site is physically suitable for the type and density of development.
- The proposed building additions and conversions of uses will comply with the off-street parking provided based on the parking demand analysis prepared by LSA Associates, Inc.

- The deviations in setback and landscape areas will be consistent with the type of development envisioned along Beach Boulevard in the newly adopted Beach and Edinger Corridors Specific Plan.

RECOMMENDATION:

Motion to:

“Approve Entitlement Plan Amendment No. 09-009 (*Option A and Option B*), Tentative Parcel Map No. 09-079, Conditional Use Permit No. 10-005 (*Option A and Option B*), and Variance No. 10-001 with findings and conditions of approval (Attachment No. 1)”

ALTERNATIVE ACTION(S):

The Planning Commission may take alternative actions such as:

- A. “Deny Entitlement Plan Amendment No. 09-009 (*Option A*), Tentative Parcel Map No. 09-079, Conditional Use Permit No. 10-005 (*Option A*), and Variance No. 10-001 with findings for denial.”
- B. “Deny Entitlement Plan Amendment No. 09-009 (*Option B*), Tentative Parcel Map No. 09-079, Conditional Use Permit No. 10-005 (*Option B*), and Variance No. 10-001 with findings for denial.”
- C. “Continue Entitlement Plan Amendment No. 09-009 (*Option A and Option B*), Tentative Parcel Map No. 09-079, Conditional Use Permit No. 10-005 (*Option A and Option B*), and Variance No. 10-001 and direct staff accordingly.”

PROJECT PROPOSAL:

Entitlement Plan Amendment No. 09-009 represents a request for the following:

- Amend Conditional Use Permit No. 08-013 and Variance No. 08-007 to allow the following:
 - 1) minor architectural changes to three existing buildings (Buildings A, E, and F)
 - 2) expand the existing center by 2.68 acres
 - 3) add new square footage (see options below) to include three new pads for future buildings (Buildings G, H, and I)
 - 4) add 900 sq. ft. of outdoor dining area for Building A
 - 5) convert 12,000 sq. ft. of retail uses (9,200 sq. ft. into eating/drinking establishment uses and 2,800 sq. ft. into office uses)
- *Option A*: Add 25,981 sq. ft. (9,821 sq. ft. of retail uses, 16,160 sq. ft. of eating/drinking establishment uses) to the shopping center, including three new pads for future buildings (Buildings G, H, and I).

- *Option B*: Add 32,764 sq. ft. (15,604 sq. ft. of retail uses, 17,160 sq. ft. of eating/drinking establishment uses) to the shopping center, including three new pads for future buildings (Buildings G, H, and I).

Tentative Parcel Map No. 09-079 represents a request to incorporate the 2.07-acre frontage road and 0.61-acre adjacent westerly applicant-owned property to enlarge the site from 6.74 acres to 9.42 acres, reconfigure some parcels, and create three new pads for future pads for buildings G, H, and I.

Conditional Use Permit No. 10-005 represents a request for the following:

- Permit a parking reduction for the existing and proposed mix of uses within the shopping center pursuant to a parking demand analysis prepared by a registered traffic/parking engineer. The parking reduction analysis is based on the following two options:
- *Option A*: To allow 539 parking spaces in lieu of the minimum required 604 parking spaces (65 space reduction) for the addition of 25,981 sq. ft. and the conversion of 12,000 sq. ft. of retail uses (9,800 sq. ft. into eating/drinking establishment uses and 2,800 sq. ft. into office uses).
- *Option B*: To allow 526 parking spaces in lieu of the minimum required 644 parking spaces (118 space reduction) for the addition of 32,764 sq. ft. and the conversion of 12,000 sq. ft. of retail uses (9,800 sq. ft. into eating/drinking establishment uses and 2,800 sq. ft. into office uses).

Variance No. 10-001 represents a request to allow the following:

- The minimum front setback for the proposed new Buildings G, H, and I to be 5 ft. from Beach Boulevard in lieu of the required 25 ft. with the setback area entirely landscaped.
- The 900 sq. ft. of outdoor dining area for Building A at a zero foot setback in lieu of the fully landscaped 10-foot setback along Atlanta Avenue.

Background:

The project site is a 9.42-acre site, located on the southeast corner of Beach Boulevard and Atlanta Avenue, in the former Commercial General (CG) Zone under the Huntington Beach Zoning and Subdivision Ordinance (HBZSO). In March 2010, the City Council approved the Beach and Edinger Corridors Specific Plan (BESP). As a result, the site is now zoned SP14 (Beach Edinger Corridors Specific Plan) with the Neighborhood Center designation. The project was deemed complete for processing in February 2010 before the BESP became effective in April 2010. The applicant was given the opportunity to process the application under the BESP but decided to move forward under the HBZSO requirements.

The existing 6.74-acre portion of the site is a developed commercial property known as the Beach Promenade shopping center. The 2.68-acre portion is currently a frontage road and vacant land which will be incorporated into the project site. The site currently has six buildings totaling 85,107 sq. ft. of floor area with 274 parking spaces. In May 2009, Conditional Use Permit No. 08-013 and Variance No. 08-007 were approved by the City Council to allow the following: 1) the addition of 5,870 sq. ft. to an existing 85,107 sq. ft. shopping center; 2) the exterior remodel of the shopping center; and 3) 340 parking spaces in lieu of the minimum required 380 parking spaces (40 space reduction). In February 2010, the Planning Commission approved General Plan Conformance No. 09-007 and determined that

the vacation of the frontage road along the existing Beach Promenade shopping center is in conformance with the goals, objectives, and policies of the General Plan.

Study Session:

The Planning Commission raised the following issue at their study session on Tuesday, June 8, 2010:

- *Why are the handicapped parking spaces called out in a different column in Appendix C of the Access and Parking Analysis prepared by LSA Associates, Inc. received March 17, 2010? (Commissioner Shier-Burnett)*

As a standard procedure for conducting parking surveys, the general and handicapped parking spaces are accounted for separately. The handicapped parking spaces are counted towards the total number of occupied parking spaces.

- *What are the differences in parking requirements under the Huntington Beach Zoning and Subdivision Ordinance (HBZSO) and the Beach and Edinger Corridors Specific Plan (BESP)? (Chair Farley)*

The table below shows the parking rates for different types of uses and parking requirements under the HBZSO and BESP.

	HBZSO	BESP
PARKING RATES		
Retail	1 space per 200 sq. ft.	3 spaces min./4 spaces max. per 1,000 sq. ft.
Eating/Drinking Outdoor Dining	1 space per 100 sq. ft.	6 spaces min./10 spaces max. per 1,000 sq. ft.
Office	1 space per 250 sq. ft.	3 spaces min./4 spaces max. per 1,000 sq. ft.
PARKING REQUIREMENTS		
Option A	604 spaces	432 spaces minimum 629 spaces maximum
Option B	644 spaces	456 spaces minimum 662 spaces maximum

- *What is the requirement for the drive aisle between Building A and Building B? (Chair Farley)*
The area between Building A and Building B is not proposed to change under Phase 2 of the project. The parking spaces shall remain 19 ft. in length and the drive aisle 25 ft. in width as approved under Phase 1 of the project (Suggested Condition of Approval 1(a)—Attachment 1.7).
- *Where is the parking demand analysis for Option B? (Commissioner Livengood)*
The parking demand analysis for Option A and Option B are in the Supplement to the Access and Parking Analysis prepared by LSA Associates, Inc. received May 14, 2010 (Attachment No. 6).

ISSUES:

Subject Property and Surrounding Land Use, Zoning and General Plan Designations:

LOCATION	GENERAL PLAN	ZONING	LAND USE
Subject Property:	CG-F1 (Commercial General—0.35 Max. Floor Area Ratio)	CG (Commercial General)	Beach Promenade Shopping Center
North (across Atlanta Avenue), South, and West (across Beach Boulevard) of Subject Property:	RM-15 (Residential Medium Density—15 Dwelling Units per Acre)	RM (Residential Medium Density)	Multi-Family Residential Uses
East (across the flood channel) of Subject Property:	RMH-25 (Residential Medium High Density—25 Dwelling Units per Acre)	RMH (Residential Medium High Density)	Multi-Family Residential Uses

General Plan Conformance:

The General Plan Land Use Map designation on the subject property is Commercial General. The proposed project is consistent with this designation and the goals and policies of the City’s General Plan Land Use and Economic Development Elements as follows:

A. Land Use Element

Goal LU 4: Achieve and maintain high quality architecture, landscape, and public open spaces in the City.

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.

Policy LU 7.1.1: Accommodate existing uses and new development in accordance with the Land Use and Density Schedules.

Goal LU 8: Achieve a pattern of land uses that preserves, enhances, and establishes a distinct identity for the City’s neighborhoods, corridors, and centers.

Goal LU 10: Achieve the development of a range of commercial uses.

Objective LU 10.1 Provide for the continuation of existing and the development of a diversity of retail and service commercial uses that are oriented to the needs of local residents, serve the surrounding region, serve visitors to the City, and capitalize on Huntington Beach’s recreational resources.

Policy LU 10.1.1: Accommodate the development of neighborhood, community, regional, office and visitor-serving commercial uses in areas designated on the Land Use Plan in accordance with Policy 7.1.1.

Policy LU 10.1.4: Require that commercial buildings and sites be designed to achieve a high level of architectural and site layout quality.

Policy LU 10.1.12: Require that Commercial General uses be designed and developed to achieve a high level of quality, distinctive character, and compatibility with existing uses and development including the consideration of:

- c. siting and design of structures to facilitate and encourage pedestrian activity
- d. siting of one or more buildings in proximity to the street frontage to convey a visual relationship to the street and sidewalks

The proposed project consists of minor architectural changes to existing buildings and expansion of the existing neighborhood commercial/retail shopping center in an area designated for commercial uses on the Land Use Plan. The addition will facilitate the expansion and introduction of businesses such as grocery stores, drug stores, and restaurants intended to serve the surrounding residential neighborhood. The project design features quality architecture and exterior finish materials (plaster and decorative metal elements), a variety of roof lines and façade treatments, and a functional site layout with efficient access from parking areas to building entrances. The project will improve the existing building façades and modernize the shopping center.

B. Economic Development Element

Objective ED 2.4 Revitalize, renovate and expand the existing Huntington Beach commercial facilities while attracting new commercial uses.

Policy ED 2.4.1: Encourage and assist existing and potential commercial owners to modernize and expand their commercial properties.

Policy ED 2.4.3: Encourage the expansion of the range of goods and services provided in Huntington Beach to accommodate the needs of all residents in Huntington Beach and the market area.

The proposed project consists of expansion of the existing neighborhood commercial/retail shopping center in an area designated for commercial uses on the Land Use Plan. The addition will facilitate the introduction of businesses such as grocery stores, drug stores, and restaurants intended to serve the surrounding residential neighborhood as well as all residents of Huntington Beach. The project will improve the existing building façades and modernize the shopping center.

Zoning Compliance:

In March 2010, the City Council approved the Beach and Edinger Corridors Specific Plan (BESP). As a result, the site is now zoned SP14 (Beach Edinger Corridors Specific Plan) with the Neighborhood Center designation. The project was deemed complete for processing in February 2010 before the BESP

became effective in April 2010. The applicant was given the opportunity to process the application under the BEBP but decided to move forward under the HBZSO requirements.

The project, as proposed, complies with applicable provisions of the CG (Commercial General) zoning designation, including building height, floor area ratio, and landscaping, with exceptions proposed as part of the Conditional Use Permit for parking reduction and the Variance for setback reduction for the project. The applicant is proposing two options for the parking reduction request. Refer to the tables below for a summary of the parking reduction request.

SUMMARY OF PARKING REDUCTION REQUEST					
	APPROVED PHASE 1	PROPOSED—OPTION A PHASE 2		PROPOSED—OPTION B PHASE 2	
	Total	Addition	Total	Addition	Total
Shopping Center (sq. ft.)	90,977	25,981	116,958	32,764	123,741
Parking Proposed	340 spaces ¹	199 spaces	539 spaces	186 spaces	526 spaces
Parking Required	340 spaces ¹	264 spaces	604 spaces ²	304 spaces	644 spaces ²
Parking Reduction	40 spaces	65 spaces		118 spaces	

¹ Variance No. 08-007, approved in 2009, allowed 340 parking spaces in lieu of the minimum required 380 parking spaces (a 40 space reduction).

² The current parking requirements are applied for additions.

The front setback for buildings along Beach Boulevard is required to be a minimum of 50 ft. or 25 ft. if the setback area is entirely landscaped. The new buildings (Buildings G, H, and I) are proposed to be setback a minimum of 5 ft. from Beach Boulevard. The Beach and Edinger Corridors Specific Plan (BESP), approved by the City Council in March 2010, requires the minimum setback of 5 ft. for buildings within the Neighborhood Center segment facing Beach Boulevard. To achieve greater consistency with the building setback requirements of the BESP, the applicant is requesting a Variance to allow for a minimum of 5 ft. setback in lieu of the required 25 ft. for Buildings G, H, and I with the setback area entirely landscaped. In addition, the minimum required setback for Atlanta Avenue is 10 ft., which needs to be entirely landscaped. However, the applicant is proposing to have 900 sq. ft. of outdoor dining area for Building A in lieu of landscaping within the required 10-ft. Atlanta Avenue setback. The proposed outdoor dining area within the Atlanta Avenue setback would activate the street scene and encourage more pedestrian-oriented activities along the street, promoting one of the objectives of the BESP to have convenient neighborhood serving retail uses and small-scale restaurants and cafes.

Urban Design Guidelines Conformance:

The Huntington Beach Urban Design Guidelines contains guidelines specific to General Commercial uses. The project generally conforms or is conditioned to comply with the objectives and standards for commercial projects contained in the Guidelines, including the following:

- Clearly defined pedestrian paths should be provided from parking areas to primary build entrances and sidewalks along the site's perimeter.
- Entry areas to commercial development should be enhanced by ornamental landscaping, decorative paving, raised medians, gateway structures, and monument signage.
- Commercial developments should incorporate plazas and courtyards into their design.
- The building should employ variations in form and building detail in order to create visual interest. In all cases the selected architectural style should be employed on all building elevations, especially with all vertical and horizontal building projections.
- Buildings should be divided in distinct massing elements. Building facades should be articulated with architectural elements and details. Vertical and horizontal offsets should be provided to minimize building bulk.

Environmental Status:

The proposed project is Categorically Exempt pursuant to Section 15332, Class 32, of the California Environmental Quality Act, which exempts projects characterized by the following in-fill development conditions: 1) the project is consistent with applicable general plan designation and all applicable general plan policies as well with applicable zoning designation and regulations; 2) the proposed development occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses; 3) the project site has no value as habitat for endangered, rare or threatened species; 4) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality; 5) The site can be adequately served by all required utilities and public services.

Coastal Status: Not applicable.

Redevelopment Status:

The project is located in the Huntington Beach Merged Redevelopment Project Area Subarea 5, formerly known as the Main-Pier Redevelopment Project Area. The Economic Development reviewed the proposal and recommended that the buildings bordering Beach Boulevard should focus on attracting retail uses instead of restaurant uses.

Design Review Board:

The proposed project was reviewed by the Design Review Board (DRB) on March 11, 2010. The DRB reviewed the colors, materials, design, and plans for the minor architectural changes to three existing buildings (Buildings A, E, and F). The DRB supported the project design and proposed building locations and recommended approval to the Planning Commission. The new buildings (Buildings G, H,

and I) will be reviewed by the Design Review Board at a later date for the final exterior elevations. The exterior elevations have not been determined yet due to the unknown tenants at this time.

Subdivision Committee: Not applicable.

Other Departments Concerns and Requirements:

Comments from other City Departments have been transmitted to the applicant separately and have been compiled into a code requirements letter transmitted to the applicant. These code requirements are included for informational purposes only (Attachment No. 8).

Public Notification:

Legal notice was published in the Huntington Beach/Fountain Valley Independent on June 10, 2010, and notices were sent to property owners of record and occupants within a 500 ft. radius of the subject property, individuals/organizations requesting notification (Planning and Building Department's Notification Matrix), applicant, and interested parties. As of June 11, 2010, no written communication in response to the notice has been received

Application Processing Dates:

DATE OF COMPLETE APPLICATION:

February 19, 2010

MANDATORY PROCESSING DATE(S):

July 19, 2010 (including a 90-day extension)

Entitlement Plan Amendment No. 09-009 and Tentative Parcel Map No. 09-079 were filed on August 19, 2009. Conditional Use Permit No. 10-005 and Variance No. 10-001 were filed on January 26, 2010. The application was deemed complete on February 19, 2010. The applicant requested a 90-day extension to the mandatory processing time to allow for the completion of the Access and Parking Analysis. The applicant is tentatively scheduled for public hearing before the Planning Commission on June 22, 2010.

ANALYSIS:

The primary issues for the Planning Commission to consider are the project's consistency with the goals, objectives, and policies of the General Plan, compliance with the HBZSO, land use compatibility of the proposed project with the surrounding land uses, the proposed site access, the reduction to the minimum parking requirements based on a parking demand analysis, and the requests to deviate from setback requirements.

General Plan Consistency/HBZSO Compliance/Land Use Compatibility

The General Plan objectives and policies promote for the continuation of existing uses and expansion of a diversity of retail and service commercial uses which are oriented to the needs of local residents. The proposed project will fulfill these objectives and policies by introducing businesses such as grocery

stores, drug stores, and restaurants at an existing commercial center intended to serve the surrounding residential neighborhood. The project will serve the shopping needs for the community and surrounding region without creating adverse impacts to traffic and noise within the neighborhood.

The subject site is designated for commercial general development under the General Plan and the proposed project is in substantial compliance with the permitted uses and applicable development standards of the HBZSO. The existing and proposed buildings comply with all code requirements including land use limitations, landscaping, building height, and floor area ratio. A Conditional Use Permit to allow a parking reduction in off-street parking requirements for the building additions and use conversions is being processed concurrently. A Variance to allow a setback reduction for the proposed new Buildings G, H, and I and allow outdoor dining area for the Building A restaurant within the setback area along Atlanta Avenue is being processed concurrently.

The project will be compatible with the surrounding uses because it is an expansion of an existing neighborhood shopping center. The proposed building is designed with colors and materials that complement surrounding residential neighborhoods by incorporating enhanced architectural details and materials such as tile roofs, plaster exterior finishes, trellises, awnings, and Mediterranean colors. Since the activity areas on the site, including parking areas and building entrances, are oriented toward Beach Boulevard, the residential properties are sufficiently buffered.

Architectural Changes/Addition

The applicant is requesting two options in the minor architectural changes to three existing buildings (Buildings A, E, F), expansion of the existing shopping center by 2.68 acres by including the vacated frontage road and adjacent property, addition of new square footage (see options below) to include three new pads for future buildings (Buildings G, H, and I), addition of 900 sq. ft. of outdoor dining area for Building A, and conversion of 12,000 sq. ft. of retail uses. The options are as follows:

- Option A: Add 25,981 sq. ft. (9,821 sq. ft. of retail uses, 16,160 sq. ft. of eating/drinking establishment uses)
- Option B: Add 32,764 sq. ft. (15,604 sq. ft. of retail uses, 17,160 sq. ft. of eating/drinking establishment uses)

Staff supports the request because the proposed project consists of additions to an existing neighborhood commercial/retail shopping center in an area designated for commercial uses on the Land Use Plan. The addition/façade remodel will facilitate the expansion and introduction of new businesses such as a grocery store and drug store intended to serve the surrounding residential neighborhood. The project design features quality architecture and exterior finish materials (plaster and decorative metal elements) that complement surrounding residential neighborhood, a variety of roof lines and façade treatments, and a functional site layout with efficient access from parking areas to building entrances. The proposed project will improve and enhance the existing building façades and modernize and revitalize the shopping center.

Proposed Site Access

Three driveways are proposed for the shopping center to provide direct access to Beach Boulevard (State Route 39), designated as a state highway that is under the purview of the California Department of Transportation (Caltrans). The new major access is proposed to accommodate a proposed cut in the Beach Boulevard median for a new southbound left turn pocket. One secondary right-in, right-out driveway is proposed onto Beach Boulevard south of the primary entry. The third access is proposed at the south end of the site, which will also connect to the existing frontage road at the Breakers Apartments to provide direct access to the shopping center from the apartments. Since the current shopping center has no direct access to Beach Boulevard, the proposed access driveways would need to be reviewed and approved by Caltrans. The applicant submitted the Access and Parking Analysis, prepared by LSA Associates, Inc. (March 2010) to substantiate the proposed access driveways (Attachment No. 5). The City has reviewed the analysis as well as forwarded it the Caltrans for its review. Comments regarding the Access and Parking Analysis were received from Caltrans on June 7, 2010 (Attachment No. 7). Below are the comments raised by Caltrans and staff responses:

Comment 1: The use of 2008 traffic counts vs. 2010 traffic counts for trip generation rates.
Staff Response: *The use of 2008 traffic counts in the Access and Parking Analysis was appropriate for the traffic analysis.*

Comment 2: The pattern of trip distributions for Atlanta Avenue and Beach Boulevard.
Staff Response: *Staff worked with the applicant's traffic consultant to determine reasonable project trip distributions based on existing traffic patterns.*

Comment 3: The analysis of traffic impacts under different scenarios, including the General Plan build-out scenario.
Staff Response: *The scope of the project does not rise to the level where a General Plan build-out analysis is necessary.*

Comment 4: The allowance of only driveway on Beach Boulevard to be configured to allow right-in/right-out movement only and the design of the development's parking lot to provide adequate internal circulation to direct vehicles to driveways on Beach Boulevard and Atlanta Avenue
Staff Response: *Driveway access to Beach Boulevard is under the purview of Caltrans.*

Comment 5: The need for a gap analysis to study how traffic will enter/exit the proposed driveway on Beach Boulevard.
Staff Response: *A gap analysis would be recommended to analyze the traffic operations of a full access driveway.*

Comment 6: The use of the Traffic Impact Analysis for the Downtown Specific Plan and how Caltrans disagrees with this Analysis and its assumptions.
Staff Response: *Staff reviewed the Traffic Impact Analysis for the Downtown Specific Plan and determined that the analysis was evaluated properly.*

Comment 7: The contribution of the project to the fair share program described in the Environmental Impact Report for the Beach and Edinger Corridors Specific Plan.

Staff Response: *The fair share program described in the Environmental Impact Report for the Beach and Edinger Corridors Specific Plan has not been established yet. The project is subject to the current traffic impact fees.*

Comment 8: The Categorical Exemption determination under CEQA for the project is not appropriate and the need for the preparation of appropriate environmental documents under CEQA to analyze the potential significant impacts on Beach Boulevard.

Staff Response: *The project would have less than significant impacts on surrounding street system with the full access driveway on Beach Boulevard. Therefore, a Categorical Exemption determination under CEQA is appropriate. If the cut in the Beach Boulevard median for a new southbound left turn pocket is not approved by Caltrans, the project could potentially have significant traffic impacts. A traffic analysis would need to be performed to make that determination. Any traffic impacts would need to be mitigated in an appropriate environmental document.*

Staff has discussed the issues raised by Caltrans with the applicant and LSA Associates, Inc. (the applicant's traffic consultant). The applicant will respond to Caltrans' issues directly in their request for an Encroachment Permit. The applicant has decided to move forward with the proposed project as presented with the three access driveways to Beach Boulevard and a cut in the Beach Boulevard median for a new southbound left turn pocket. In the event that Caltrans approves only one access driveway without the left turn pocket, the proposed project would need to come back to the Planning Commission for their review.

Parking Reduction Based on a Parking Demand Analysis

Option A:

The applicant is requesting the allowance of 539 parking spaces in lieu of the minimum required 604 parking spaces (65 space reduction) in conjunction with the building additions of 25,981 sq. ft., addition of 900 sq. ft. of outdoor dining area for Building A, and the conversion of 12,000 sq. ft. of existing retail uses (9,800 sq. ft. into eating and drinking establishment uses and 2,800 sq. ft. into office uses). The applicant submitted the Access and Parking Analysis, prepared by LSA Associates, Inc. (March 2010 and May 2010) to substantiate the reduction in the parking requirement (Attachments No. 5 and 6). An analysis was provided between the City's off-street parking requirements for uses within the shopping center, the forecasted parking rates as determined by Institute of Transportation Engineers, Parking Generation (3rd Edition), and parking survey of the site. The study concludes that 538 parking spaces would be required for uses proposed for the building additions and use conversions. However, the project is proposing to provide 539 parking spaces. Based on the study, there would be a surplus of one parking space onsite. The proposed building additions and use conversions are summarized below.

USE AND PARKING ANALYSIS—OPTION A				
	Approved	Proposed		
Buildings	Retail	Retail	Eating/ Drinking	Office
Building A*	12,000		9,200	2,800
Building B	8,160	8,160		
Building C	26,340	26,340		
Building D	7,000	7,000		
Building E	23,437	19,962		
Building F	14,040	15,170		
Building G			9,000	
Building H			4,260	
Building I		12,166	2,900	
Subtotal	90,977	88,798	25,360	2,800
TOTAL	90,977 sq. ft.	116,958 sq. ft.		
Proposed Parking	340 spaces¹	539 spaces		
Required Parking	340 spaces¹	604 spaces²		
Parking Reduction	40 spaces¹	65 spaces		

*Building A includes 900 sq. ft. of outdoor dining area.

¹ Variance No. 08-007, approved in 2009, allowed 340 parking spaces in lieu of the minimum required 380 parking spaces (a 40 space reduction).

² For conversion of uses—only the incremental changes in the parking requirements are calculated; For the new uses—the current parking requirements are applied.

Option B:

The applicant is requesting the allowance of 526 parking spaces in lieu of the minimum required 644 parking spaces (118 space reduction) in conjunction with the building additions of 32,764 sq. ft., addition of 900 sq. ft. of outdoor dining area for Building A, and the conversion of 12,000 sq. ft. of existing retail uses (9,800 sq. ft. of eating and drinking establishment uses and 2,800 sq. ft. of office uses). The applicant submitted the Access and Parking Analysis, prepared by LSA Associates, Inc. (March 2010 and May 2010) to substantiate the reduction in the parking requirement (Attachments No. 5 and 6). An analysis was provided between the City's off-street parking requirements for uses within the shopping center, the forecasted parking rates as determined by Institute of Transportation Engineers, Parking Generation (3rd Edition), and parking survey of the site. The study concludes that 525 parking spaces would be required for uses proposed for the building additions and use conversions. However, the project is proposing to provide 526 parking spaces. Based on the study, there would be a surplus of one parking space onsite. The proposed building additions and use conversions are summarized below.

USE AND PARKING ANALYSIS—OPTION B				
	Approved	Proposed		
Buildings	Retail	Retail	Eating/ Drinking	Office
Building A*	12,000		9,200	2,800
Building B	8,160	8,160		
Building C	26,340	26,340		
Building D	7,000	7,000		
Building E	23,437	30,870		
Building F	14,040	11,045		
Building G			9,000	
Building H			4,260	
Building I		11,166	3,900	
Subtotal	90,977	94,581	26,360	2,800
TOTAL	90,977 sq. ft.	123,741 sq. ft.		
Proposed Parking	340 spaces¹	526 spaces		
Required Parking	340 spaces¹	644 spaces²		
Parking Reduction	40 spaces¹	118 spaces		

*Building A includes 900 sq. ft. of outdoor dining area.

¹ Variance No. 08-007, approved in 2009, allowed 340 parking spaces in lieu of the minimum required 380 parking spaces (a 40 space reduction).

² For conversion of uses—only the incremental changes in the parking requirements are calculated; For the new uses—the current parking requirements are applied.

Staff supports the parking reductions for both Options A and B because adequate on-site parking can be accommodated for the proposed building additions and conversions based on the Access and Parking Analysis prepared by LSA Associates, Inc. The study relied on a parking survey of the site and analysis of the parking rates as determined by Institute of Engineers. The study determined that the proposed building additions and conversions at the shopping center for both Option A and Option B would require 539 and 526 parking spaces, respectively. The parking for the shopping center will be provided to meet the actual demand and will not result in insufficient or underutilized parking capacity. In addition, the site layout of the proposed development is designed to maximize the use of the site. Therefore, the parking reduction is not anticipated to result in a parking deficiency at the project site.

Setback Variance Consistent with the Beach Edinger Corridors Specific Plan

The applicant is request the allowance of the minimum front setback for the proposed new Buildings G, H, and I to be 5 ft. from Beach Boulevard in lieu of the required 25 ft. and the outdoor dining area for Building A to be in the required 10 ft. street side setback in lieu of the required planting area. Staff

supports the setback reduction because it does not constitute a grant of special privilege and the requested variance will be consistent with the building setback requirements within the Neighborhood Center segment of the Beach and Edinger Corridors Specific Plan, approved by the City Council in March 2010. One of the objectives of the Specific Plan is to promote the emergence of a vital and attractive urban district characterized by a synergistic mix of customers, residents, pedestrians, and transit-riders. The vision of Neighborhood Center segment is to continue the mixture of uses that are convenient neighborhood serving retail uses as well as small-scale restaurants and cafes. The reduced front setback along Beach Boulevard and outdoor dining area within the Atlanta Avenue setback activates the street scene and encourages more pedestrian-oriented activities along the street, bringing more vitality to the shopping center. The proposed reduction in setback brings the project into conformance with the setback requirements as enjoyed by other properties under the identical zoning classification and furthers the goal of in creating a lively environment and attracting pedestrians back onto the streets. The requested variance is necessary to enjoy the substantial property right of improving and expanding the existing center to create a commercially viable shopping center with uses and activities that are consistent with the objectives of the Neighborhood Center segment of the Specific Plan.

ATTACHMENTS:

1. Suggested Findings and Conditions of Approval – EPA No. 09-009, TPM No. 09-079, CUP No. 10-005, and VAR No. 10-001
2. Project Narrative dated and received May 17, 2010 and February 16, 2010
3. Site Plans and Elevations dated and received January 20, 2010 and May 18, 2010
4. Tentative Parcel Map dated and received January 20, 2010
5. Access and Parking Analysis prepared by LSA Associates, Inc. received March 17, 2010
6. Supplement to the Access and Parking Analysis prepared by LSA Associates, Inc. received May 14, 2010
7. Caltrans Letter dated and received June 7, 2010
8. Code Requirements Letter (for informational purposes only), dated February 23, 2010

SH:HF:TN:jr

ATTACHMENT NO. 1

SUGGESTED FINDINGS AND CONDITIONS OF APPROVAL

ENTITLEMENT PLAN AMENDMENT NO. 2009-009,
TENTATIVE PARCEL MAP NO. 2009-079,
CONDITIONAL USE PERMIT NO. 2010-005,
VARIANCE NO. 2010-001

SUGGESTED FINDINGS FOR PROJECTS EXEMPT FROM CEQA:

The Planning Commission finds that the project will not have any significant effect on the environment and is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to section 15332 of the CEQA Guidelines, which exempts projects characterized by the following in-fill development conditions: 1) the project is consistent with applicable general plan designation and all applicable general plan policies as well with applicable zoning designation and regulations; 2) the proposed development occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses; 3) the project site has no value as habitat for endangered, rare or threatened species; 4) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality; 5) The site can be adequately served by all required utilities and public services.

SUGGESTED FINDINGS FOR APPROVAL – ENTITLEMENT PLAN AMENDMENT NO. 2009-009:

1. Entitlement Plan Amendment No. 09-009 to amend Conditional Use Permit No. 08-013/Variance No. 08-007 to allow minor architectural changes to three existing buildings (Buildings A, E, and F), expand the existing shopping center by 2.86 acres, and add 25,981 sq. ft. to an approved 90,977 sq. ft. shopping center to include new pads for future buildings (Buildings G, H, and I) will not be detrimental to the general welfare of persons working or residing in the vicinity or detrimental to the value of property and improvements in the neighborhood. The new buildings will be located to the west of the site immediately adjacent to Beach Boulevard. The subject property is designated for commercial general development under the General Plan. The proposed project is consistent with the permitted uses and development standards within this designation. The proposed project will not generate significant noise, odors, traffic or other detrimental impacts.
2. The entitlement plan amendment will be compatible with surrounding uses because the proposed project consists of additions to an existing commercial/retail shopping center on property designed for commercial use by the zoning and general plan. Activity areas on the site, including parking areas and building entrances, are oriented away from adjacent residential properties. The proposed building height, colors, and materials are consistent with the character of the surrounding neighborhood. The project is located on a site zoned for commercial uses.
3. The proposed expansion of a commercial shopping center will comply with the provisions of the base district and other applicable provisions in Title 20-25 of the Huntington Beach Zoning and Subdivision Ordinance, except for the setback variance approved concurrently. The existing and

proposed buildings comply with all code requirements including land use limitations, landscaping, building height, and floor area ratio. A Conditional Use Permit to allow a parking reduction in off-street parking requirements for the building additions and use conversions is being processed concurrently.

4. The granting of the entitlement plan amendment will not adversely affect the General Plan. It is consistent with the Land Use Element designation of CG-F1 (Commercial General – 0.35 maximum floor area ratio) on the subject property. In addition, it is consistent with the following goals and policies of the City’s General Plan Land Use and Economic Development Elements:

Policy LU 7.1.1 Accommodate existing uses and new development in accordance with the Land Use and Density Schedules.

Objective LU 10.1 Provide for the continuation of existing and the development of a diversity of retail and service commercial uses that are oriented to the needs of local residents, serve the surrounding region, serve visitors to the City, and capitalize on Huntington Beach’s recreational resources.

Policy LU 10.1.1 Accommodate the development of neighborhood, community, regional, office and visitor-serving commercial uses in areas designated on the Land Use Plan in accordance with Policy 7.1.1.1.

Policy LU 10.1.4 Require that commercial buildings and sites be designed and developed to achieve a high level of architectural and site layout quality.

Objective ED 2.4 Revitalize, renovate and expand the existing Huntington Beach commercial facilities while attracting new commercial uses.

Policy ED 2.4.1 Encourage and assist existing and potential commercial owners to modernize and expand their commercial properties.

Policy ED 2.4.3 Encourage the expansion of the range of goods and services provided in Huntington Beach to accommodate the needs of all residents in Huntington Beach and the market area.

The proposed project consists of building additions and minor architectural changes to three existing buildings to an existing neighborhood commercial/retail shopping center in an area designated for commercial uses on the Land Use Plan. The additions and architectural changes will facilitate the expansion and introduction of businesses such as a grocery store and drug store intended to serve the surrounding residential neighborhood. The project design features quality architecture and exterior finish materials (plaster and decorative metal elements), a variety of roof lines and façade treatments, and a functional site layout with efficient access from parking areas to building entrances. The project will improve the existing building façades and modernize the shopping center.

SUGGESTED FINDINGS FOR APPROVAL - TENTATIVE PARCEL MAP NO. 2009-079:

1. Tentative Parcel Map No. 2009-079 to incorporate the frontage road and adjacent property to enlarge the site from 6.74 acres to 9.42 acres, reconfigure some parcels, and create three new parcels for future buildings pads for buildings G, H, and I is consistent with the General Plan Land Use Element designation of CG (Commercial General) on the subject property. The proposed subdivision complies with other applicable provisions of the Subdivision Map Act and the Huntington Beach Zoning and Subdivision Ordinance (HBZSO). The site is currently developed with a commercial property known as the Beach Promenade shopping center. The incorporation of 2.68 acres into the existing shopping center will expand the center to accommodate commercial uses that serve the surrounding residential neighborhood.
2. The site is physically suitable for the type and density of development. The site consists of six parcels of land, which is currently developed with a shopping center with six commercial buildings totaling 85,107 sq. ft. The project involves the incorporation of the frontage road and adjacent property to enlarge the site from 6.74 acres to 9.42 acres, reconfiguration some parcels of land, and creation of three new parcels for future building pads. The proposed subdivision will comply with all applicable code provision of the HBZSO including minimum parcel size of 10,000 sq. ft. as required by the CG (Commercial General) zoning district. The proposed subdivision complies with the City's Standard Engineering Specifications for improvement and design, floodwater drainage control, appropriate improved public roads, sanitary disposal facilities, water supply availability, and environmental protection.
3. The design of the subdivision will not cause serious health problems or substantial environmental damage or substantially and avoidably injure fish or wildlife or their habitat. The subdivision is proposed on a property currently developed with commercial buildings and vacated right-of-way improvements and located in an urbanized area. The site does not serve as habitat for fish or wildlife.
4. The design of the subdivision or the type of improvement will not conflict with easements, acquired by the public at large, for access through or use of property within the proposed subdivision unless alternative easements, for access or for use, will be provided. There are two easements acquired by the public at large for access through or use of the property exist within the proposed subdivision. Any remnant easements within the vacated public right-of-way is conditioned to be quitclaimed or maintained (if determined to be necessary) prior to recordation of the final map.

SUGGESTED FINDINGS OF APPROVAL – CONDITIONAL USE PERMIT NO. 2010-005:

1. Conditional Use Permit No. 2010-005 to permit a parking reduction of 65 parking spaces (Option A) and 118 parking spaces (Option B) to allow the proposed building additions and use conversions to the existing Beach Promenade shopping center is based on a parking demand analysis, prepared by LSA Associates, Inc. and Pritam Deshmukh, a state-registered traffic engineer (March 17, 2010 and May 14, 2010). An analysis was provided between the City's off-street parking requirements for uses within the shopping center and the forecasted parking rates as determined by Institute of Transportation Engineers, Parking Generation (3rd Edition) and parking surveys of the site. The

study concludes that 538 parking spaces (Option A) and 525 parking spaces (Option B) would be required for uses proposed for the building additions and conversions. As a result, the parking demand study supports the proposed 65-parking space reduction (Option A) and 118-parking space reduction (Option B) and concludes that adequate on-site parking can be accommodated for the proposed building additions and conversions.

2. The proposed 116,958 sq. ft. (Option A) shopping center and 123,741 sq. ft. (Option B) shopping center will generate a demand of 538 parking spaces (Option A) and 525 parking spaces (Option B) based on a parking demand analysis prepared by LSA Associates, Inc. and Pritam Deshmukh. The study relied on a parking survey of the site and analysis of the parking rates as determined by Institute of Transportation Engineers, *Parking Generation (3rd Edition)*. The study determined that the proposed building additions and use conversions at the shopping center will not generate additional parking demand.
3. A Transportation Demand Management Plan was prepared by Bill Holman of WDH Consulting Services (February 4, 2010) for the existing shopping center. The Plan incorporates transportation demand management measures such as bicycle racks, transit information. The Plan integrates the transportation demand management strategies required by HBZSO Section 230.36 and has been approved by the Director of Planning and Building.

SUGGESTED FINDINGS OF APPROVAL – VARIANCE NO. 2010-001:

1. The granting of Variance No. 2010-001 to permit the minimum front setback for the proposed new Buildings G, H, and I to be 5 ft. in lieu of the required 25 ft. and the outdoor dining area for Building A to be in the required 10 ft. street side setback in lieu of required planting areas will not constitute a grant of special privilege inconsistent with limitation upon other properties in the vicinity and under an identical zoning classification. The proposed front setback of 5 ft. for the new buildings along Beach Boulevard and the outdoor dining area for Building A within the street side setback along Atlanta Avenue will be consistent with the building setback and open space requirements within the Neighborhood Center segment of the Beach and Edinger Corridors Specific Plan, approved by the City Council in March 2010. One of the objectives of the Specific Plan is to promote the emergence of a vital and attractive urban district characterized by a synergistic mix of customers, residents, pedestrians, and transit-riders. The vision of Neighborhood Center segment is to continue the mixture of uses that are convenient neighborhood serving retail uses as well as small-scale restaurants and cafes. By having the buildings and activities closer to the street, it encourages more pedestrian-oriented activities and promotes more vitality in community life where the shopping center could become a place where people from the neighborhoods meet.
2. Because of special circumstances applicable to the subject property, including size and shape, topography, location or surroundings, the strict application of the zoning ordinance is found to deprive the subject property of privileges enjoyed by other properties in the vicinity and under identical zoning classification. The project was required to comply with the development standards of the Commercial General zoning district before the Specific Plan was approved by the City Council in March 2010. The subject site is now located within the Neighborhood Center segment of the Beach and Edinger Corridors Specific Plan which requires a smaller building setback. The

proposed front setback of 5 ft. for the new buildings would bring the project into conformance with the setback requirement as enjoyed by other properties under the identical zoning classification. Building A, as laid out, does not allow for an alternate location for the outdoor dining area since the building is surrounded by driveways on the west, south, and east of the building. By locating the proposed outdoor dining along Atlanta Avenue, it would further the objectives of the Neighborhood Center segment in creating a lively environment and attracting pedestrians back onto the streets.

3. The granting of a variance is necessary to preserve the enjoyment of one or more substantial property rights. After the approval of the Beach and Edinger Corridors Specific Plan, the subject site is now located in the Neighborhood Center segment. Allowing a 5 ft. front setback for the new buildings along Beach Boulevard and the outdoor dining area for Building A within the street side setback along Atlanta Avenue will be consistent with the development standards within the Neighborhood Center segment of the Specific Plan. Therefore, the subject site is able to enjoy the right to develop the site in accordance with the Specific Plan.
4. The granting of the variance will not be materially detrimental to the public welfare or injurious to property in the same zone classification. The reduced setback will occur along Beach Boulevard and the outdoor dining area will occur along Atlanta Avenue and therefore will activate the street scene where activities are encouraged to occur. By having the buildings and activities closer to the street, no detrimental impacts to surrounding properties are anticipated.
5. The granting of the variance will not adversely affect the General Plan. It is consistent with the Land Use Element designation of CG (Commercial General) on the subject property, including the following goals and policies:

Goal LU 4: Achieve and maintain high quality architecture, landscape, and public open spaces in the City.

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.

Goal LU 8: Achieve a pattern of land uses that preserves, enhances, and establishes a distinct identity for the City's neighborhoods, corridors, and centers.

Policy LU 10.1.4: Require that commercial buildings and sites be designed to achieve a high level of architectural and site layout quality.

Policy LU 10.1.12: Require that Commercial General uses be designed and developed to achieve a high level of quality, distinctive character, and compatibility with existing uses and development including the consideration of:

- c. siting and design of structures to facilitate and encourage pedestrian activity
- d. siting of one or more buildings in proximity to the street frontage to convey a visual relationship to the street and sidewalks

The proposed deviations in setback and landscape areas will facilitate the development of buildings that achieve a high quality in site layout and interact with the street frontage and sidewalks. By offering opportunities for pedestrian activities such as providing outdoor dining area and having the buildings closer to the street, the shopping center will establish itself as a place where people in the surrounding residential neighborhoods could meet. This environment will improve the quality of life for the current and future residents of Huntington Beach.

SUGGESTED CONDITIONS OF APPROVAL – TENTATIVE PARCEL MAP NO. 2009-079:

1. The Tentative Parcel Map received and dated January 20, 2010 shall be the conditionally approved layout, except for the following:
 - a. Reciprocal easements for access and utility services shall be provided across the proposed parcels and the adjoining lots not part of the project for the benefit of each other. These easements shall be shown on the map prior to recordation of the final map. **(PW)**
 - b. Any unnecessary easements associated with the existing shopping center that will no longer be needed for the proposed project shall be vacated on the subject parcel map. The vacated easements shall be completed prior to recordation of the final map. **(PW)**
2. Prior to issuance of a grading permit, the following conditions shall be completed:
 - a. Any necessary easements (for temporary construction, reciprocal access, etc.) for construction of the required public improvements shall be coordinated with the other owners of the adjoining shopping center and copies shall be provided to Planning and Building Department and Public Works Department. **(PW)**
 - b. Applicant shall provide improvements to the centerline medians of Atlanta Avenue and Beach Boulevard (subject to Caltrans approval) per the approved plans and City Standard Details. The required improvements shall include the removal of all existing soil in the new planting areas to a depth of thirty six inches (36”), and replacement with new soils meeting the Green Book specification for Class A topsoil and having acceptable Agricultural Suitability. Soil testing shall be performed by a City of Huntington Beach approved soil testing lab. Said lab shall obtain the soil samples, test for the suitability and provide the results to the City Landscape Architect for approval prior to the importation of any soil to the site. Improvements include water meter and electrical meter installations. An irrigation mainline shall be provided and placed in a sleeve that shall be bored across the northbound lanes of Beach Boulevard to the Centerline medians in Beach Boulevard and another into the centerline medians in Atlanta Avenue. The irrigation mains shall be connected to separate irrigation meters, Edison meters and controllers for each street. **(PW)**
 - c. The project shall be designed to provide a hierarchy of tree and palm material heights to accentuate the corner Plaza at Beach/Atlanta to set the theme, the main driveway entries as the major accent entry identity carrying that theme onto the entry corridors and the buildings as the tertiary

element. Round headed trees shall be utilized in the background so as to not obstruct visibility to the individual signage on the units. **(PW)**

d. In order to establish and sustain the design hierarchy, proper growth and mature size of trees and palms into the future, it may be necessary to provide an adequate rooting volume, depending on the tree or palm selection. The developer shall utilize Special Sub-Surface Construction elements under the driveways, parking areas and other hardscape to provide the tree and palm roots adequate volume and places to grow that will keep the roots from damaging the hardscape improvements. Alternative design solutions shall be approved by the City Landscape Architect. **(PW)**

e. The applicant shall provide written proof (from Caltrans) to the Public Works Department stating that the existing 25-foot curb radius at the southeast corner of Beach Boulevard and Atlanta Avenue is acceptable to Caltrans and does not require revision to a 35-foot radius. **(PW)**

SUGGESTED CONDITIONS OF APPROVAL – ENTITLEMENT PLAN AMENDMENT NO. 2009-009/CONDITIONAL USE PERMIT NO. 2010-005/VARIANCE NO. 2010-001:

1. The site plan, elevations, and tentative parcel map received and dated January 20, 2010 and May 18, 2010 shall be the conceptually approved design with the following modifications:
 - a. The parking spaces north of Building B shall remain 19 ft. in length and the drive aisle 25 ft. in width.
 - b. Security lighting and surveillance cameras shall be provided in the loading area between the proposed market and the existing retail building. **(PD)**
2. Prior to issuance of an encroachment permit from the Department of Public Works of the City of Huntington Beach, the following shall be completed:
 - a. CALTRANS Encroachment permits for work within the CALTRANS right-of-way (for construction of sidewalks, driveways, water connections, etc.) shall be obtained by the applicant or contractor from CALTRANS prior to start of work. A copy of each permit, traffic control plans and other permission granted by CALTRANS shall be transmitted to Public Works. **(PW)**
3. Prior to submittal for building permits, the following shall be completed:
 - a. The Design Review Board shall review and approve exterior elevations of proposed structures and/or buildings additions for architectural compatibility with existing structures. **(PL)**
4. Prior to issuance of building permits, the following shall be completed:
 - a. Applicant shall provide a Landscape License Agreement for maintenance of landscaping, irrigation, enriched paving and public sidewalks within public right-of-way. **(PW)**

- b. An agreement for joint use parking and reciprocal access between property owners shall be recorded prior to the issuance of permits or occupancy. The legal instrument shall be submitted to the Planning Department a minimum of 30 days prior to building permit issuance. A copy of the legal instrument shall be approved by the City Attorney as to form and content and, when approved, shall be recorded in the Office of the County Recorder. A copy of the recorded agreement shall be filed with the Planning Department. The recorded agreement shall remain in effect in perpetuity, except as modified and rescinded pursuant to the expressed written approval of the City of Huntington Beach. **(PL)**
 - c. An "Acceptance of Conditions" form shall be properly executed by the applicant and an authorized representative of the owner of the property, recorded with the County Recorder's Office, and returned to the Planning Department for inclusion in the entitlement file. Conditions of approval shall remain in effect in the recorded form in perpetuity, except as modified or rescinded pursuant to the expressed written approval of the City of Huntington Beach. **(PL)**
5. During demolition, grading, site development, and/or construction, the following shall be adhered to:
- a. Construction equipment shall be maintained in peak operating condition to reduce emissions. **(PL)**
 - b. Use low sulfur (0.5%) fuel by weight for construction equipment. **(PL)**
 - c. Truck idling shall be prohibited for periods longer than 10 minutes. **(PL)**
 - d. Attempt to phase and schedule activities to avoid high ozone days first stage smog alerts. **(PL)**
 - e. Discontinue operation during second stage smog alerts. **(PL)**
 - f. Ensure clearly visible signs are posted on the perimeter of the site identifying the name and phone number of a field supervisor to contact for information regarding the development and any construction/ grading activity. **(PL)**
6. The structures cannot be occupied and the final building permits cannot be approved until the following has been completed:
- a. In lieu of relocating the existing 8-inch public water line (hydraulically sized for the property) located along Beach Blvd due to the parkway and sidewalk improvements (improvements) proposed over the public water facilities, the City shall require the Property Owner(s) to enter into a separate agreement with the City to address repair and replacement of the proposed improvements. The improvements shall include and not be limited to enhanced pavement, curb, gutter, sidewalk, driveway approaches, landscaping, etc. The Property Owner(s) shall be responsible for repair and replacement of the improvements resulting from the work performed by the City in the maintenance and repair of the 8-inch public water pipeline and appurtenances. **(PW)**
 - b. Applicant shall provide maintenance of all median improvements for a total of 15 months. (A 90 day plant establishment period and a 365 day maintenance period). All water and electrical

meters shall be in the City of Huntington Beach name and the City will be responsible for the utility costs. (PW)

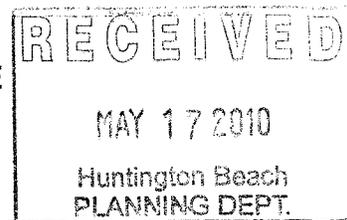
- c. All existing non-compliant trash enclosures for the subject site shall be covered or roofed with a solid, impervious material. Connection of trash area drains into the storm drain system is prohibited. If feasible, the trash enclosure areas shall be connected into a sanitary sewer. (PW)
 - d. All existing overhead utilities that occur along the project's Atlanta Avenue frontage and all utilities that cross Atlanta Avenue, from the subject property's frontage, shall be under-grounded. This includes the Southern California Edison (SCE) aerial distribution lines and poles along the entire length of the northerly frontage of the subject project. This condition applies to all utilities, including but not limited to all telephone, electric, and Cable TV lines. However, this condition does not apply to any SCE aerial 66kV transmission lines. If required, easements shall be quitclaimed and/or new easements granted to the corresponding utility companies. (PW)
 - e. Damaged curb, gutter and sidewalk along the Atlanta Avenue frontage shall be removed and replaced per Public Works Standard Plan Nos. 202 and 207. (PW)
7. All conditions of approval required under Conditional Use Permit No. 08-013 and Variance No. 08-007 shall remain valid and shall be completed at the appropriate stage of development.
 8. The development services departments (Building & Safety, Fire, Planning and Public Works) shall be responsible for ensuring compliance with all applicable code requirements and conditions of approval. The Director of Planning may approve minor amendments to plans and/or conditions of approval as appropriate based on changed circumstances, new information or other relevant factors. Any proposed plan/project revisions shall be called out on the plan sets submitted for building permits. Permits shall not be issued until the Development Services Departments have reviewed and approved the proposed changes for conformance with the intent of the Planning Commission's action. If the proposed changes are of a substantial nature, an amendment to the original entitlement reviewed by the Planning Commission may be required pursuant to the provisions of HBZSO Section 241.18.
 9. Incorporating sustainable or "green" building practices into the design of the proposed structures and associated site improvements is highly encouraged. Sustainable building practices may include (but are not limited to) those recommended by the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Program certification (<http://www.usgbc.org/DisplayPage.aspx?CategoryID=19>) or Build It Green's Green Building Guidelines and Rating Systems (<http://www.builditgreen.org/green-building-guidelines-rating/>).

INDEMNIFICATION AND HOLD HARMLESS CONDITION:

The owner of the property which is the subject of this project and the project applicant if different from the property owner, and each of their heirs, successors and assigns, shall defend, indemnify and hold harmless the City of Huntington Beach and its agents, officers, and employees from any claim, action or proceedings, liability cost, including attorney's fees and costs against the City or its agents, officers or

employees, to attack, set aside, void or annul any approval of the City, including but not limited to any approval granted by the City Council, Planning Commission, or Design Review Board concerning this project. The City shall promptly notify the applicant of any claim, action or proceeding and should cooperate fully in the defense thereof.

BEACH PROMENADE PHASE 2 EXPANSION NARRATIVE
revised May 12, 2010



Location: 21022-21190 Beach Boulevard
 Southeast corner of Beach Boulevard and Atlanta Avenue

Request: Approval of an Entitlement Plan Amendment to approved CUP No. 2008-013 and Variance No. 2008-007, which permitted a remodel and minor expansion of an existing retail center. The requested EPA involves several changes to the approved building modifications approved as part of CUP 2008-013 to accommodate a different tenant mix, and a major revision to the approved site plan to expand the shopping center from 6.74 acres to 9.42 acres (a 2.68-acre addition) to include three new pads for future retail buildings G, H and I, and associated access, parking and landscaping improvements.

A Tentative Parcel Map is also proposed to incorporate and consolidate the vacated frontage road and adjacent property, reconfigure existing parcels within a portion of the center and create new legal parcels for the three future building pads (see detailed narrative for TPM below). Minor changes to the approved architectural elevations for existing Buildings A, E & F are also requested based on a change in tenants.

A variance is also requested to allow a minimum five (5) foot building setback for future Buildings G, H and I in lieu of 25 feet, and to allow outdoor seating within the building setback on the north side of Building A. The CUP also includes a request for approval of a reduction in required parking for the amended site plan alternatives.

Zoning and General Plan: The property is zoned Commercial General (CG).
 The General Plan designation for the site is Commercial General with Density F1 (.35 F.A.R.).

Site Area: 9.42 net acres

Project Description: CUP No. 2008-13 was approved by the City Council on May 4, 2009 for a minor expansion and fascia remodel of the Beach Promenade Shopping Center, encompassing six buildings totaling 90,977 square feet and 340 parking spaces on 6.74 acres of land. After further discussion and negotiations with City staff and direction from City Council, Applicant now proposes to further expand the shopping center by acquiring the City-owned frontage road (to be vacated) and merging it with additional property owned by the Applicant. The expanded project area will allow for further additions of parking and landscaping improvements and creation of three new building pads for future retail and restaurant buildings. Minor revisions to the approved modifications to three existing buildings are also requested based on revised tenant requirements. The Applicant is requesting approval of two alternate site plan configurations to accommodate either a 20,000 sf market anchor or a 31,000 sf market/drug anchor. Below is a summary of the approved project and the proposed EPA alternatives.

	Approved CUP 2008-13		Proposed EPA Site Plan Alternate A		Proposed EPA Site Plan Alternate B	
	Proposed Use	Size (square feet)	Proposed Use	Size (square feet)	Proposed Use	Size (square feet)
Building A	Drug Store	12,000	Eating/Drinking	9,200	Eating/Drinking	9,200
			Outdoor Dining*	900*	Outdoor Dining*	900*
			Office	2,800	Office	2,800
Building B	Retail	8,160	Retail	8,160	Retail	8,160
Building C	Dept. Store	26,340	Dept. Store	26,340	Dept. Store	26,340
Building D	Retail	7,000	Retail	7,000	Retail	7,000
Building E	Market	23,437	Market/Retail	19,962	Market/Drug	30,870
Building F	Retail	14,040	Retail	15,170	Retail	11,045

Building G			Eating/Drinking	9,000	Eating/Drinking	9,000
Building H			Eating/Drinking	4,260	Eating/Drinking	4,260
Building I			Retail	12,166	Retail	11,166
			Eating/Drinking	2,900	Eating/Drinking	3,900
TOTAL		90,977		116,958		123,741
Subtotal E/D		0		26,260		27,260

* square footage not included in building totals, but included in Eating/Drinking subtotals

Parking: The existing and proposed parking counts are summarized in the attached table:

Existing Center		Approved CUP 2008-013		Proposed Alternate A		Proposed Alternate B	
			Change		Change		Change
Site Area	6.74 acres	6.74 acres	none	9.42 acres	39.8%	9.42 acres	39.8%
Bldg. Area	85,107 sf	90,977 sf	6.9% to Existing SF	117,858 sf	29.5% to Approved SF	124,641 sf	37.0% to Approved SF
Parking	274 spaces	340 spaces	24.1% to Existing #	539 spaces	58.5% to Approved #	526 spaces	54.7% to Approved #
Parking Provided	3.2 spaces / 1,000 sf	3.7 spaces / 1,000 sf		4.6 spaces / 1,000 sf		4.2 spaces / 1,000 sf	

A shared parking analysis of Alternates A and B has been prepared by LSA Associates, Inc., to determine the maximum recommended allocation of eating and drinking uses within the new or expanded buildings based on existing and proposed new uses in the expanded center. Based on this analysis and use allocations, both alternates provide a surplus of one parking space compared to demand.

Access:

A new major access drive will be provided directly to Beach Boulevard to greatly improve access to the existing center and expansion area. The new major access has been designed to code and is located further south than on the approved CUP site plan so as to accommodate a proposed cut in the Beach Boulevard median for a new southbound left turn pocket. One secondary right-in, right-out driveway is proposed onto Beach Boulevard south of the primary entry to accommodate exiting market delivery trucks. A third access is proposed at the south end of the site, which will also connect to the existing frontage road at the Breakers apartments to provide for delivery truck ingress and egress, emergency vehicle access and direct access to the shopping center from the apartments. The existing westerly driveway access off Atlanta Avenue will be widened and enhanced. The existing frontage road and its connection to Atlanta Avenue will be eliminated to significantly reduce multiple conflicting turn movements to and from Atlanta Avenue. Pedestrian and wheelchair access is provided by means of sidewalks throughout the center.

Surrounding Uses

North: Medium density residential, single family homes across Atlanta Avenue
 East: Flood control channel and medium density residential townhomes
 South: Medium-high density residential apartments
 West: Medium density residential townhomes across Beach Boulevard

Variance Request

A variance is being requested to permit proposed new Buildings G, H and I to be set back a minimum of five (5) feet from the Beach Boulevard property line in lieu of 25 feet required by Section 211.06(E). The five feet, when added to the 13-foot landscape/sidewalk corridor provided within Caltrans' right of way, will provide a minimum of 18 feet setback from curb to building. This variance will enable outdoor courtyards, seating and dining areas to be provided to the interior of the shopping center instead of along Beach Boulevard, consistent with City Design Guidelines. A variance is also requested to permit outdoor seating for the Building A restaurant within a portion of the 10-foot setback along Atlanta Avenue. The patio cannot be located elsewhere because of the existing ATM drive through on the south side of the building.

TENTATIVE PARCEL MAP NO. 2009-079
NARRATIVE

Tentative Parcel Map No. 2009-079 is a request to consolidate three existing privately owned commercial parcels totaling 3.20 acres with a 2.07-acre vacated City frontage road and resubdivide the consolidated area into five legal parcels for the purpose of expanding an existing shopping center and creating pads for three new future commercial buildings.

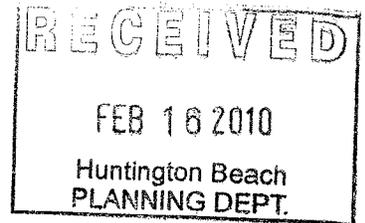
The existing shopping center consists of nine parcels under four separate ownerships. All parcels within the existing center are subject to recorded covenants, restrictions and easements which provide for reciprocal access, parking and utility easements over all of the common areas for the mutual benefit of all owners. Five of the existing parcels within the shopping center take access from the frontage road to be vacated. In order to maintain legal access to a public street, Beach Boulevard, the existing covenants, restrictions and easements are proposed to be amended to incorporate, apply and extend to, the newly created parcels within the parcel map.

The following utility improvements are proposed with approval of the proposed parcel map and expansion of the shopping center per Entitlement Plan Amendment No. 2009-009:

- Water – an existing 8-inch City water line located along the east side of the existing frontage road will be abandoned (after new connections are made). Existing water services, meters and fire hydrants served from this line will be relocated to the existing 8-inch City water main on the east side of Beach Boulevard. New water services to Building Pads G, H and I located on Parcels 1, 2 and 4, respectively, of the parcel map will be taken off this line as well.
- Sewer – the existing shopping center is served by a private 8-inch sewer line running from south to north through the center of the parking lot. New sewer laterals to Building Pads G, H and I will be extended from this line.
- Storm Drain – the existing shopping center is served by a private 18"-21" storm drain running from south to north through the center of the parking lot. In addition, a private 30" storm drain is located in the frontage strip between the frontage road and Beach Boulevard. Both storm drain lines will be used to accommodate drainage from the expanded parking lot.
- Power – the existing center has three transformers fed from two locations. The primary feed comes from an overhead pole on Beach Boulevard just north of the proposed new major entry. This feed is currently being relocated underground as part of a Rule 20 project and will continue to feed existing Buildings D, E and F and new Building Pads G, H and I. A second feed to existing Buildings A, B and C comes from an offsite overhead pole on Atlanta Avenue located just east of the northeast corner of the center.
- Natural Gas – The existing center is fed from a three-inch gas main running parallel to and just west of the frontage road. Portions or all of this line that conflict with proposed Building Pads G, H and I will need to be relocated; services to existing and new buildings will be coordinated as part of final design.
- Telephone – the existing center is fed through an underground conduit system from an overhead pole on Atlanta Avenue. Services to existing and new buildings will be coordinated as part of final design.
- Cable Television – there is no cable television service to the existing center.

All utility improvements will be installed in accordance with the construction phasing schedule (submitted separately).

VARIANCE REQUEST
JUSTIFICATION
February 12, 2010



Variance requested: To allow outdoor dining for a restaurant in Building A within the required landscape setback along Atlanta Avenue

- (a) What exceptional circumstances apply to the subject property (including size, shape, topography, location or surroundings) that deprive it of privileges normally enjoyed?

The subject building is located on a small parcel (25,701 square feet) which is part of a multiple-ownership shopping center. Because of reciprocal access and parking easement requirements to other parcels along the east, west and south sides of the subject property, outdoor dining areas for the proposed restaurant use can only be accommodated on the north side of the building. The proposed 15-foot wide outdoor dining courtyard will incorporate landscaping in pottery or a low hedge to provide a measure of privacy from Atlanta Avenue.

- (b) Explain why the request will not constitute a grant of special privilege.

The use of front and side yard setback areas to accommodate outdoor dining as an extension of restaurant uses is commonplace throughout the city. The Design Review Board encouraged the provision of additional outdoor seating areas as part of its review and approval of the project, and there was discussion of giving credit for enhanced seating areas toward the landscaping requirement. The proposed site plan for the expanded center provides landscaped areas well in excess of the minimum required area, so the use of the setback for outdoor dining will not result in a significant loss of landscaping.

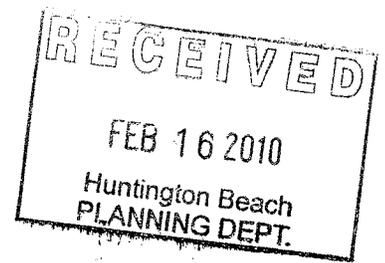
- (c) Why is this request necessary for the preservation and enjoyment of one or more substantial property rights when compared with other properties in the same zoning designation?

The applicant proposes to improve and update the appearance and efficiency of the center in order to retain and attract high quality retail tenants in a very competitive marketplace, as well as make the center more aesthetically pleasing for the community it serves. Applicant is seeking the variance to be able to attract a key restaurant tenant to improve the center for the benefit of the center's owners, tenants and community at large.

- (d) State reasons why the granting of the request will not be materially detrimental to the public welfare.

As stated above, granting of the requested variance will serve to benefit the public by resulting in a shopping center that is more modern, efficient and attractive to both merchants and customers, which should result in increased patronage, sales activity and sales tax revenues for the City of Huntington Beach. The privately financed improvements to the structures and property will also generate substantial permit fees and increased property assessments and tax revenues for the City.

VARIANCE REQUEST
JUSTIFICATION
February 12, 2010



Variance requested: To allow a minimum building setback of five (5) feet from the Beach Boulevard right of way for Buildings G, H and I along Beach Boulevard, in lieu of twenty-five (25) feet.

- (a) What exceptional circumstances apply to the subject property (including size, shape, topography, location or surroundings) that deprive it of privileges normally enjoyed?

Buildings G and H are located on narrow parcels created by the vacation of a former frontage road. Reciprocal access and parking easements exist on parcels to the east of the subject property, which limit the placement of new buildings. In its preliminary review of the Phase 2 site plan, Planning staff recommended reducing the setback and moving the proposed buildings closer to Beach Boulevard to accommodate outdoor dining areas for the proposed restaurant uses planned for Buildings G and H along the east, or parking lot, side of these buildings. The applicant agrees with this recommendation and is requesting a minimum five foot setback from the property (right of way) line to better accommodate this design recommendation. The five foot minimum setback, combined with the 13 feet of landscaping and sidewalk improvements located within the Caltrans right of way, will provide a minimum 18-foot setback from the street to the buildings, which is adequate at these locations. The reduced setback is requested for the 316 linear feet of building frontage of Buildings G, H and I, which constitutes only 31 percent of the entire 1,022 linear feet of frontage along Beach Boulevard. A 25-foot wide landscape area, which includes a meandering 5-foot sidewalk, will be maintained along the remaining frontage of the site on Beach Boulevard.

- (b) Explain why the request will not constitute a grant of special privilege.

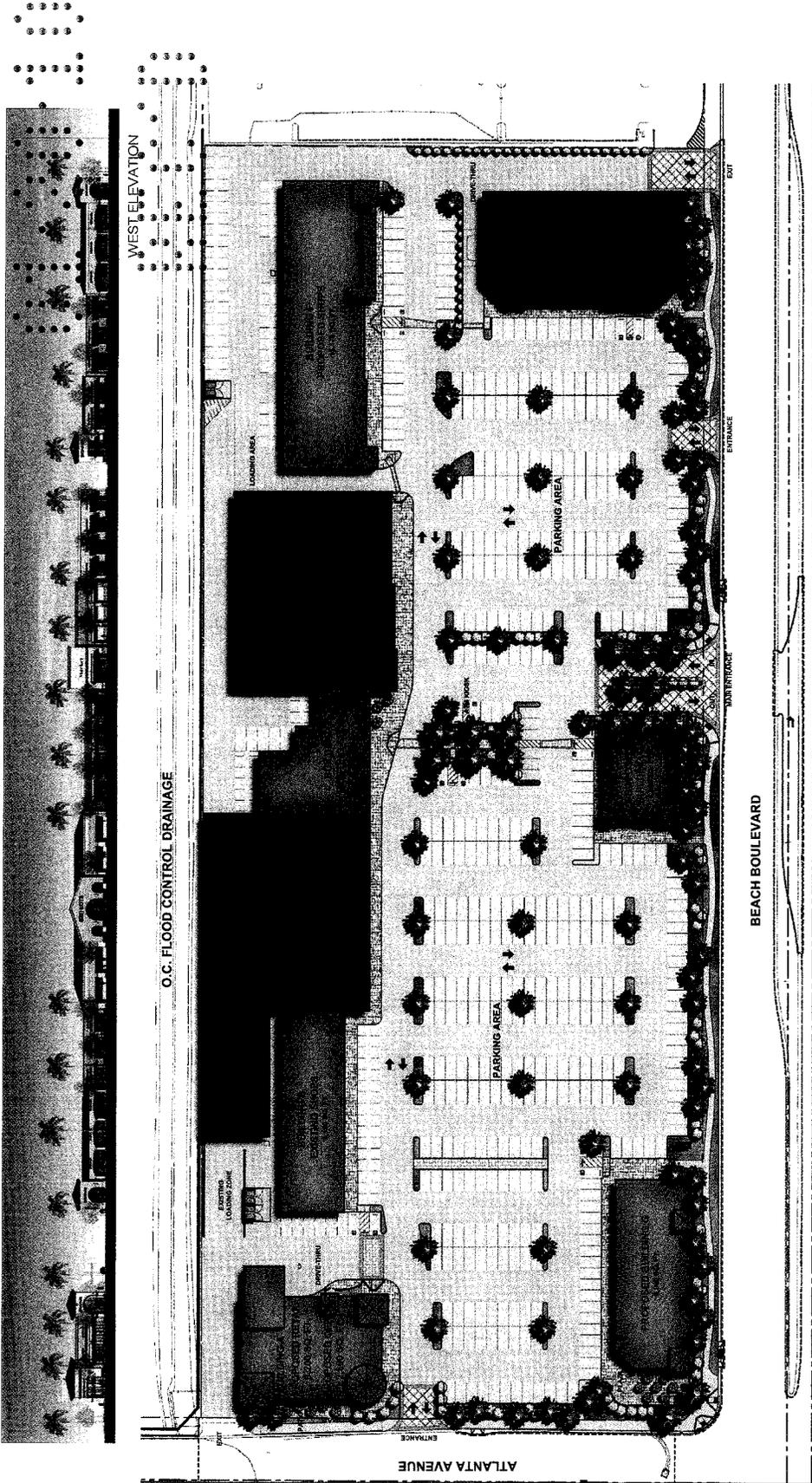
The placement of buildings closer to the street is encouraged by the design guidelines contained within the Edinger and Beach Boulevard Corridor Specific Plan. The intent of reducing the street setback for buildings is to provide additional parking and outdoor dining and gathering areas within the center. The applicant is trying to make the most efficient use of the frontage road area purchased from the City. The applicant will be conditioned to construct significant sidewalk and landscaping improvements within the public right of way of Beach Boulevard. As mentioned above, the reduced setback is only proposed for 31 percent of the frontage. The remaining frontage will maintain a 25-foot wide landscape area.

- (c) Why is this request necessary for the preservation and enjoyment of one or more substantial property rights when compared with other properties in the same zoning designation?

The applicant proposes to improve and update the appearance and efficiency of the center in order to retain and attract high quality retail tenants in a very competitive marketplace, as well as make the center more aesthetically pleasing for the community it serves. The applicant is seeking the variance to optimize utilization of the site and attract new tenants to improve the center for the benefit of the center's owners, tenants and community at large.

- (d) State reasons why the granting of the request will not be materially detrimental to the public welfare.

As stated above, a 25-foot wide landscape area will be maintained along the majority (69 percent) of the frontage along Beach Boulevard. The requested variance will serve to benefit the public by resulting in a shopping center that is more modern, efficient and attractive to both merchants and customers, which should result in increased patronage, sales activity and sales tax revenues for the City of Huntington Beach. The privately financed improvements to the structures and property will also generate substantial permit fees and increased property assessments and tax revenues for the City.



BUILDING	AREA CALCULATION	PARKING
BUILDING A	PROPOSED RETAIL	9,200 SF
BUILDING B	PROPOSED OFFICE	2,800 SF
BUILDING C	EXISTING SHOPS	5,100 SF
BUILDING D	EXISTING SHOPS	2,000 SF
BUILDING E	PROPOSED MARKET/DRUG/RETAIL	18,962 SF
BUILDING F	EXISTING SHOPS	13,170 SF
BUILDING G	PROPOSED BUILDING	9,000 SF
BUILDING H	PROPOSED BUILDING	4,280 SF
BUILDING I	PROPOSED BUILDING	15,066 SF
TOTAL		116,568 SF

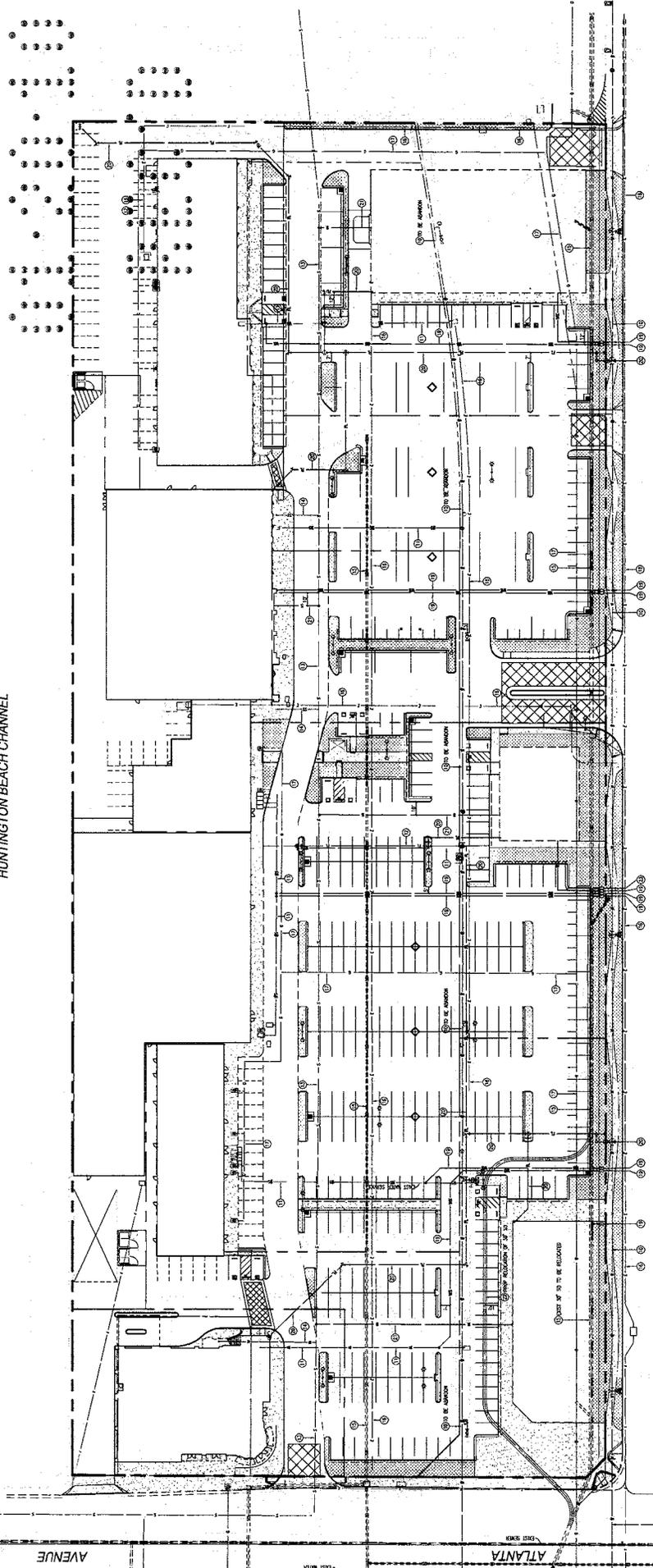
PARKING	538 SPACES (4.8/1000SF)
PARKING PROVIDED	538 SPACES (4.8/1000SF)

SITE PLAN - OPTION A
BEACH PROMENADE
 HUNTINGTON BEACH, CALIFORNIA
 DEVELOPER
SASSOUIANIAN DEVELOPMENT COMPANY
 21745 Beach Boulevard, Huntington Beach, CA 92650
 WITH ARCHITECT
WMA Wilshire Malcolm Architects, LLP
 10000 Wilshire Blvd, Suite 2000
 Culver City, CA 90230
 Tel: (310) 271-3885
 Fax: (310) 271-3885
 JOB NO. A6077
 DATE: 04.22.2010



OPTION A

HUNTINGTON BEACH CHANNEL



OPTION A

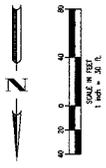
UTILITY NOTES:

- ① EXISTING WATER MAIN
- ② EXISTING WATER SERVICE
- ③ EXISTING FIRE LINE
- ④ EXISTING SEWER MAIN
- ⑤ EXISTING SEWER LATERAL
- ⑥ EXISTING STORM DRAIN
- ⑦ EXISTING ELECTRICAL
- ⑧ EXISTING GAS
- ⑨ EXISTING TELEPHONE
- ⑩ PROPOSED WATER SERVICE
- ⑪ PROPOSED FIRE LINE
- ⑫ PROPOSED SEWER LATERAL
- ⑬ PROPOSED STORM DRAIN
- ⑭ PROPOSED IRRIGATION SERVICE

- - - - - INDICATES GAS
- - - - - INDICATES ELECTRICAL
- - - - - INDICATES TELEPHONE
- - - - - INDICATES RIGHT-OF-WAY / PROPERTY LINE
- - - - - INDICATES PROPERTY LINE TO REMAIN / NEW
- - - - - INDICATES PROPERTY LINE TO BE REMOVED
- - - - - INDICATES POINT OF CONNECTION

LEGEND

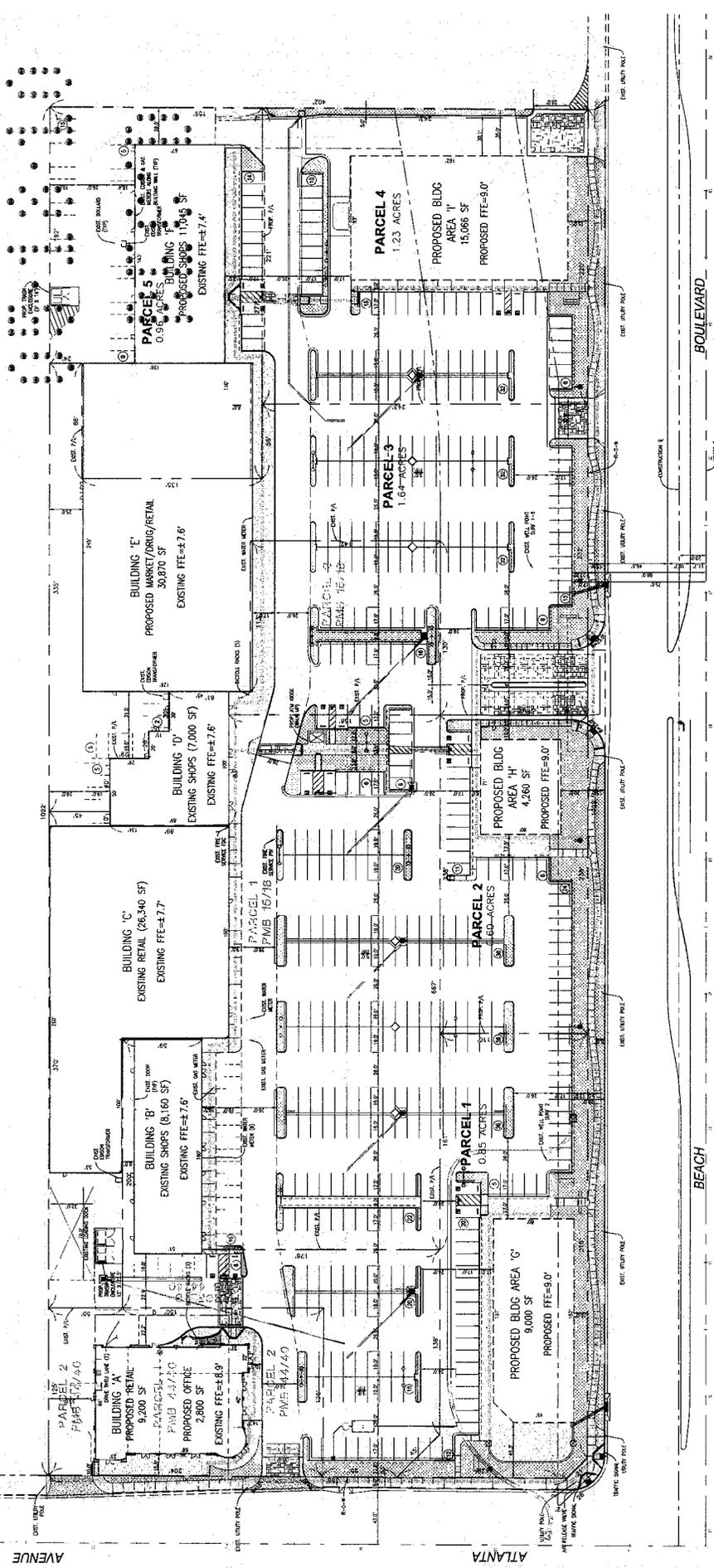
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- ⊕ - - - - - INDICATES FIRE HYDRANT
- ⊙ - - - - - INDICATES REDUCED PRESSURE PRINCIPLE BACKFLOW DEVICE OR DOUBLE DETECTOR CHECK ASSEMBLY
- ⊛ - - - - - INDICATES FIRE DEPARTMENT CONNECTION
- ⊘ - - - - - INDICATES WATER VALVE
- ⊙ - - - - - INDICATES STREET LIGHT
- ⊙ - - - - - INDICATES WATER MAIN
- ⊙ - - - - - INDICATES WATER SERVICE
- ⊙ - - - - - INDICATES FIRE LINE
- ⊙ - - - - - INDICATES SEWER
- ⊙ - - - - - INDICATES STORM DRAIN



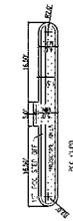
PRELIMINARY UTILITY PLAN
 EPA 2008-009
 FOR
 BEACH PROMENADE
 BEACH BOULEVARD AND ATLANTA AVENUE
 HUNTINGTON BEACH, CA



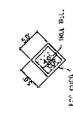
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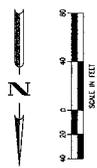
OPTION B



TYPICAL MEDIAN DETAILS



TYPICAL TREE WELL DETAILS

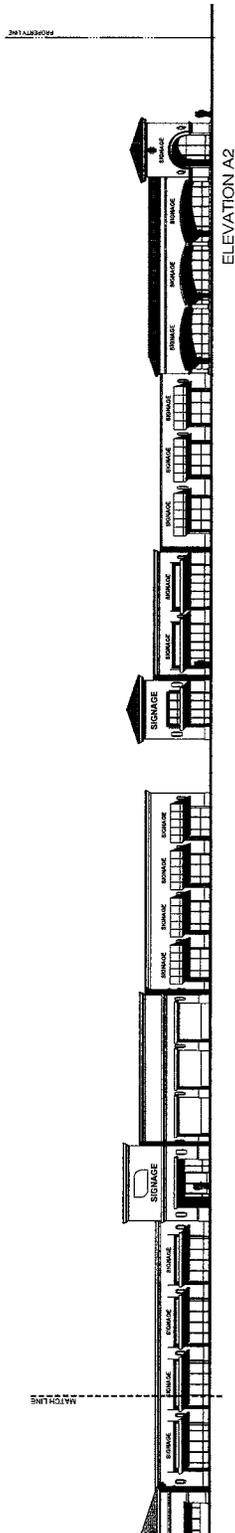
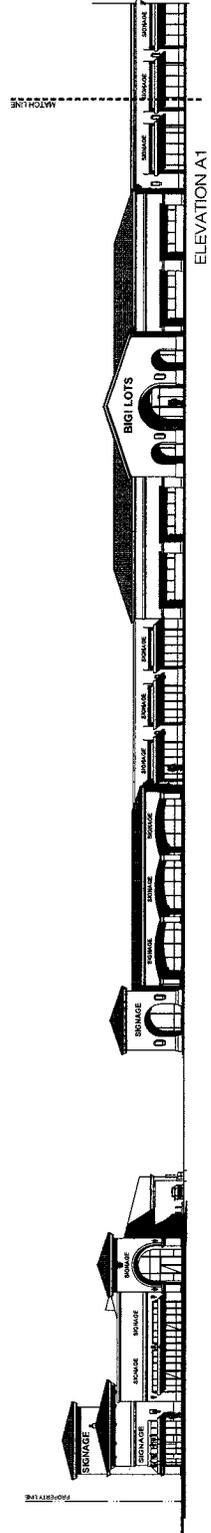
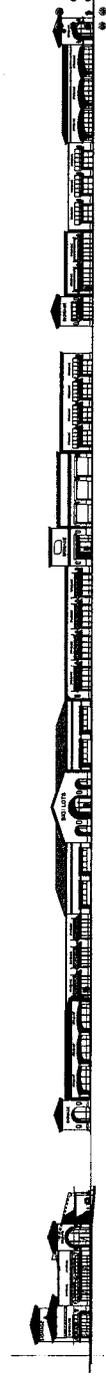
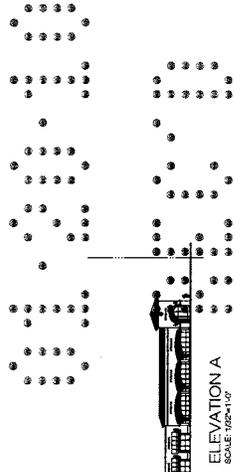


LEGEND	BUILDING DATA	PARKING DATA	ONSITE AREA CALCULATIONS
□	BUILDING A: PROPOSED RETAIL	STANDARD PARKING STALLS PROVIDED	TOTAL PROPERTY AREA
□	BUILDING B: PROPOSED OFFICE	HANDICAPPED PARKING STALLS PROVIDED	LANDSCAPE AREA
□	BUILDING C: EXISTING SHOPS	TOTAL PARKING STALLS PROVIDED	HARDSCAPE AREA
□	BUILDING D: EXISTING RETAIL		DECORATIVE AREA
□	BUILDING E: PROPOSED MARKET/DRUG/RETAIL		OVERHANG AREA
□	BUILDING F: EXISTING SHOPS		AREA (LANDSCAPE + HARDSCAPE + DECORATIVE - OVERHANG)
○	PROPOSED BUILDING AREA 'G'		AREA/TOTAL AREA X 100%
○	PROPOSED BUILDING AREA 'H'		
○	PROPOSED BUILDING AREA 'I'		
○	TOTAL		
○		9,200 SF	410,168 SF
○		4,280 SF	23,224 SF
○		26,740 SF	26,007 SF
○		7,000 SF	7,577 SF
○		30,870 SF	3,366 SF
○		11,045 SF	53,916 SF
○		9,000 SF	
○		4,280 SF	
○		1,358 SF	
○		123,741 SF	
○			13.1%

PRELIMINARY SITE PLAN
FOR
ALTERNATE B MARKETDRUG OPTION

WALDEN & ASSOCIATES
215 WASHINGTON STREET, SUITE 200, ATLANTA, GA 30333
TEL: 404.525.1234 FAX: 404.525.1235

BEACH PROMENADE
BEACH BOULEVARD AND ATLANTA AVENUE
HUNTINGTON BEACH, CA

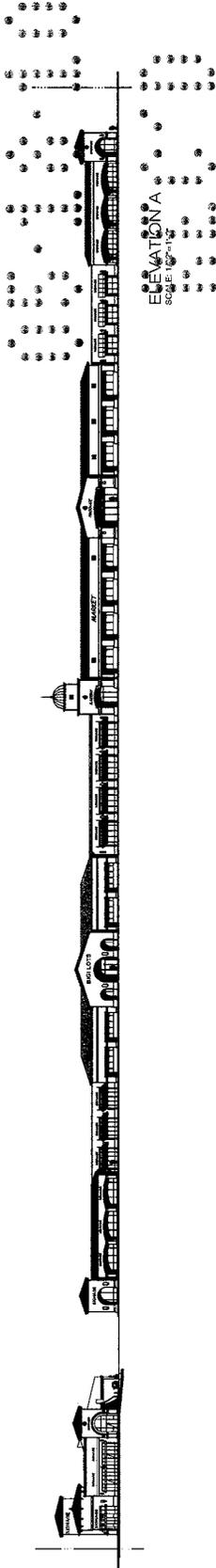


William Malachuk Architects, LLP
225 W. 80th Street
New York, NY 10024
Tel: (212) 217-4000
Fax: (212) 217-4002
SCALE: 1/8" = 1'-0"
DATE: 02.17.2009 0 10 20 30 40 50 60

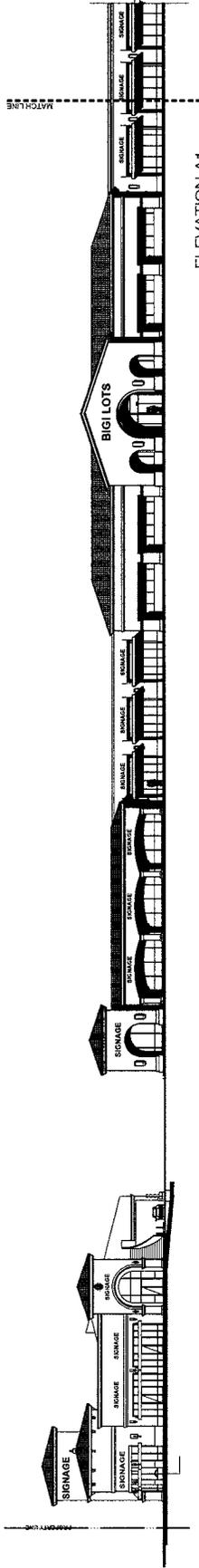
BEACH PROMENADE
HUNTINGTON BEACH, CA
EXTERIOR ELEVATIONS

Sassounian Development Co.
21190 Beach Boulevard
Huntington Beach, CA 92648
sassounian@aol.com

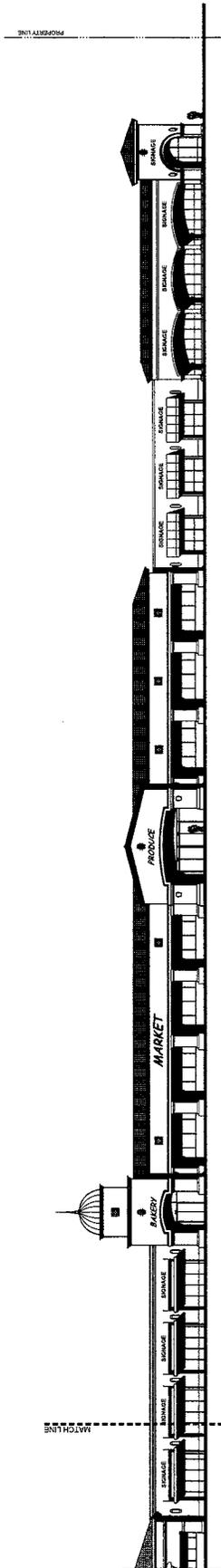
OPTION A



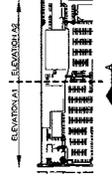
ELEVATION A
SCALE: 1/8" = 1'-0"



ELEVATION A1



ELEVATION A2



NORTH
SITE PLAN KEY

WMA
Withee Malcolm Architects, LLP
225 W. 10th Street
Tel: (910) 217-4888
Fax: (910) 217-4245
Project No.: 007723
Scale: 1/8" = 1'-0"
Date: 04.27.2010

BEACH PROMENADE
HUNTINGTON BEACH, CA
EXTERIOR ELEVATIONS

Sassounian Development Company
21190 Beach Boulevard
Huntington Beach, CA 92648
sassounian@aol.com

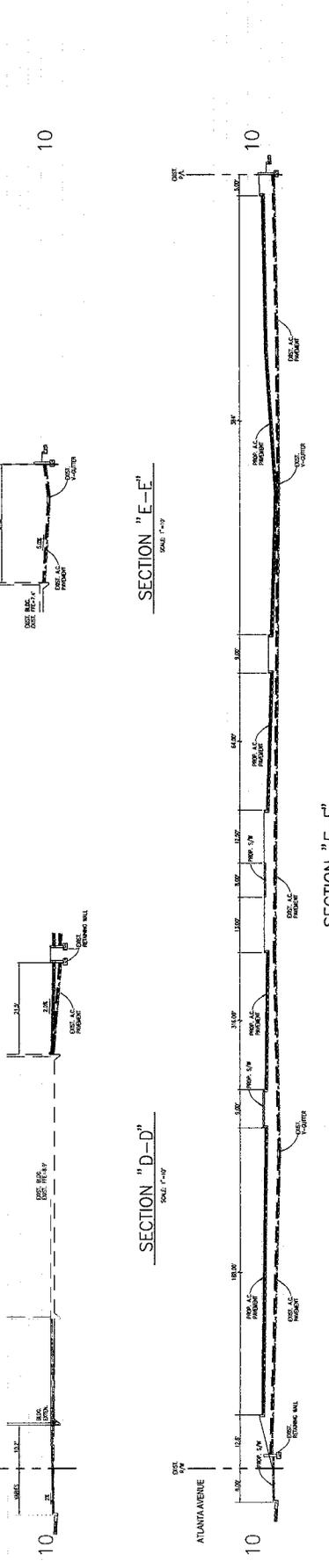
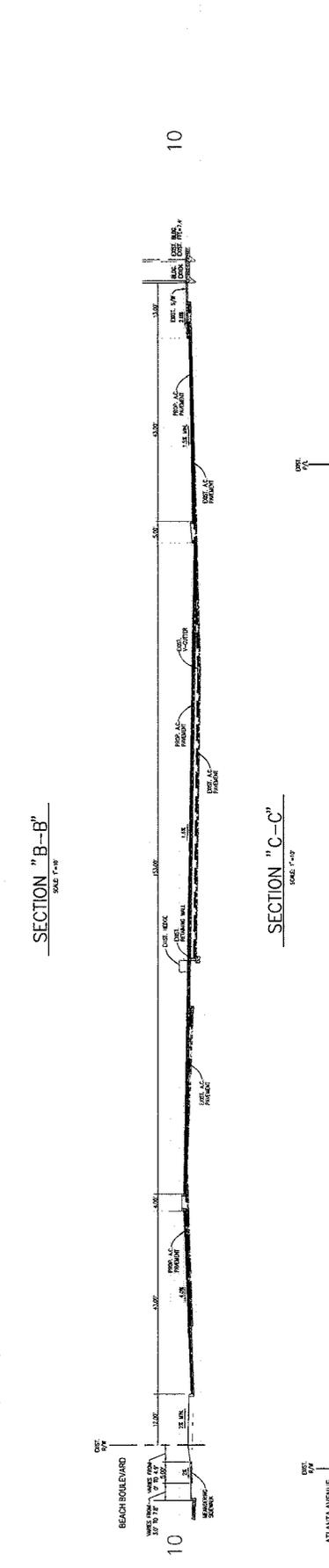
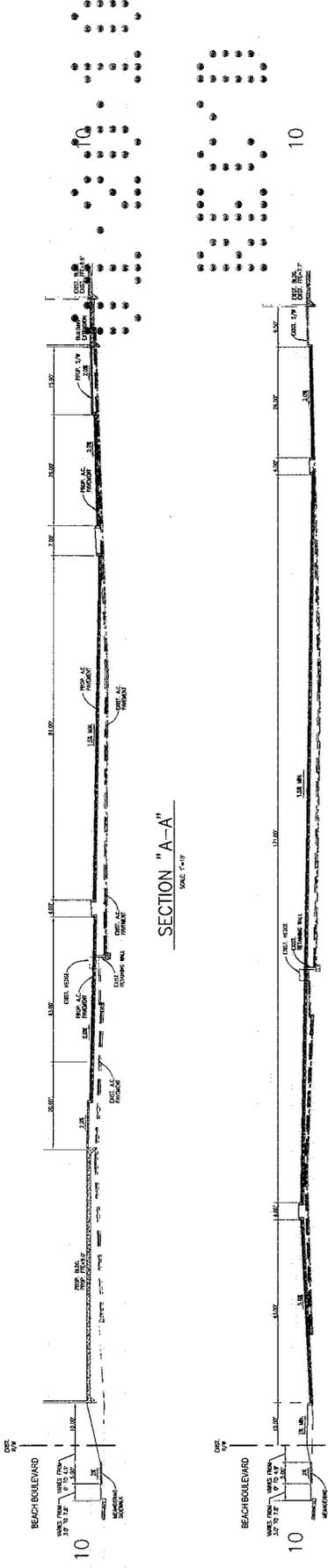
OPTION B

ALDEN & ASSOCIATES
 CONSULTING ENGINEERS ARCHITECTS LANDSCAPE ARCHITECTS
 1015 WEST WALKER STREET, SUITE 200, ATLANTA, GA 30338
 PHONE: 404.525.1100 FAX: 404.525.1101

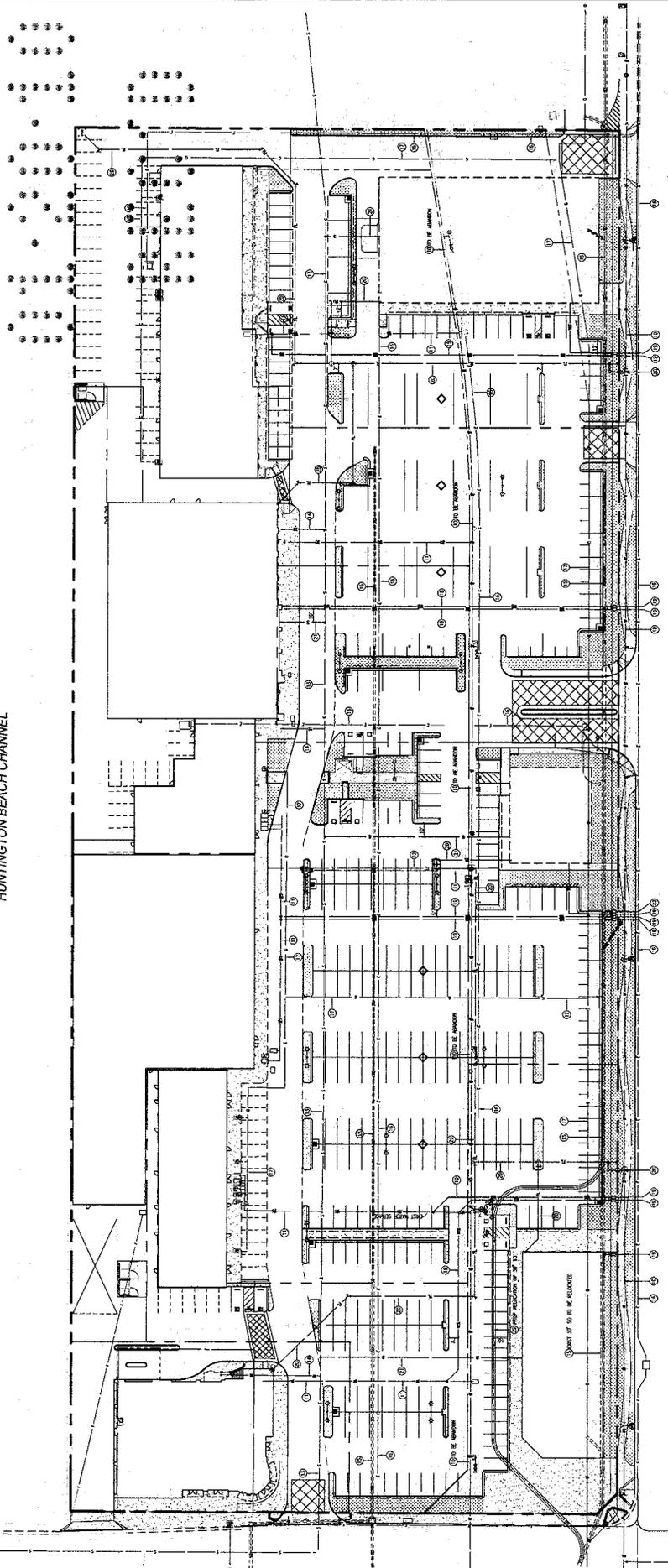
PRELIMINARY SECTIONS
 EPA 2009-009
 FOR
 BEACH PROMENADE
 BEACH BOULEVARD AND ATLANTA AVENUE
 DISTRICT OF COLUMBIA

DATE: 1/20/09
 DRAWN BY: JLD
 CHECKED BY: JLD
 SCALE: 1"=10'

C3
 4



HUNTINGTON BEACH CHANNEL



AVENUE

ATLANTA

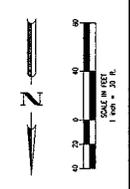
BEACH

LEGEND

- INDICATES WATER SERVICE W/METER
- INDICATES FIRE HYDRANT
- INDICATES REDUCED PRESSURE PRINCIPLE BACKFLOW DEVICE OR DOUBLE DETECTOR CHECK ASSEMBLY
- INDICATES FIRE DEPARTMENT CONNECTION
- INDICATES WATER VALVE
- INDICATES STREET LIGHT
- INDICATES WATER MAIN
- INDICATES FIRE LINE
- INDICATES WATER SERVICE
- INDICATES WATER MAIN
- INDICATES SEWER
- INDICATES STORM DRAIN
- INDICATES GAS
- INDICATES ELECTRICAL
- INDICATES TELEPHONE
- INDICATES RIGHT-OF-WAY/ PROPERTY LINE
- INDICATES PROPERTY LINE TO BE REMOVED
- INDICATES POINT OF CONNECTION

UTILITY NOTES:

- ① EXISTING WATER MAIN
- ② EXISTING TELEPHONE
- ③ EXISTING FIRE LINE
- ④ EXISTING SEWER MAIN
- ⑤ EXISTING SEWER LATERAL
- ⑥ EXISTING STORM DRAIN
- ⑦ EXISTING ELECTRICAL
- ⑧ PROPOSED WATER SERVICE
- ⑨ PROPOSED FIRE LINE
- ⑩ PROPOSED SEWER LATERAL
- ⑪ PROPOSED STORM DRAIN
- ⑫ PROPOSED IRRIGATION SERVICE



PRELIMINARY UTILITY PLAN
 FOR
 EPA 2009-009
 BEACH PROMENADE
 BEACH BOULEVARD AND ATLANTA AVENUE
 HUNTINGTON BEACH, CA

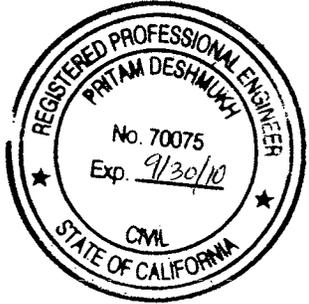


RECEIVED
MAR 17 2010
Huntington Beach
PLANNING DEPT.

ACCESS ANALYSIS
BEACH PROMENADE
HUNTINGTON BEACH, CALIFORNIA

This access analysis has been prepared under the Supervision of Pritam Deshmukh, T.E.

Signed 



LSA

March 2010

ATTACHMENT NO. 5.1

ACCESS ANALYSIS

BEACH PROMENADE
HUNTINGTON BEACH, CALIFORNIA

Submitted to:

Beach Promenade, LLC
21190 Beach Boulevard
Huntington Beach, California 92648

Prepared by:

LSA Associates, Inc.
20 Executive Park, Suite 200
Irvine, California 92614-4731
(949) 553-0666

LSA Project No. WDZ0901

LSA

March 2010

ATTACHMENT NO. 5.2

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- A: EXISTING TRAFFIC VOLUME COUNTS
- B: LEVEL OF SERVICE WORKSHEETS
- C: PARKING SURVEY DATA

INTRODUCTION

The purpose of this Access Analysis is to identify the potential circulation impacts associated with the addition of approximately 31,851 square feet (sf) at the Beach Promenade retail center, located on the east side of Beach Boulevard south of Atlanta Avenue in the City of Huntington Beach (City). The existing center includes 85,107 sf of shopping center uses. With the proposed project, the center will include a total of 116,958 sf. Figure 1 shows the location of the project and the study area intersections analyzed in the report. The project also includes changes in vehicular access to the site, including the vacation of the existing frontage road and the addition of three driveways from the site onto Beach Boulevard.

Issues addressed in this analysis include the operation of the project driveways and adjacent signalized intersection with the proposed access modifications and the adequacy of the proposed parking supply with the additional proposed retail and restaurant square footage.

PROJECT DESCRIPTION

In May 2009, Conditional Use Permit (CUP) 2008-13 was approved by the City Council for the remodeling and expansion of the Beach Promenade retail center to include a total of 90,977 sf (i.e., 5,870 sf added to the existing center). The project is now being expanded further to include acquisition and vacation of the adjacent frontage road and the construction of 25,981 sf of retail/restaurant use in addition to the previously approved 90,977 sf, resulting in a total of 116,958 sf of retail/restaurant use. Access to the project site is currently provided via two full-access driveways along Atlanta Avenue and three full-access driveways along the frontage road parallel to Beach Boulevard. The project proposes to retain the two full-access driveways along Atlanta Avenue and provide direct access onto Beach Boulevard via two right-in/right-out-only driveways and one unsignalized full-access driveway. The project site plan is illustrated in Figure 2.

METHODOLOGY

The purpose of the access analysis is to assess the operation of the project driveways and the adjacent signalized intersection of Beach Boulevard/Atlanta Avenue with implementation of the proposed project. As such, the study area is comprised of the following intersections:

Study Area Intersections

1. Beach Boulevard/Atlanta Avenue
2. Frontage road/Atlanta Avenue (removed in the plus project scenario)
3. West Driveway/Atlanta Avenue (Intersection #2 in plus project scenario)
4. East Driveway/Atlanta Avenue (Intersection #3 in plus project scenario)
4. (new) Beach Boulevard/Main (full access) Driveway
5. North Driveway/frontage road (removed in the plus project scenario)
5. (new) Beach Boulevard/Center (right-in/right-out) Driveway

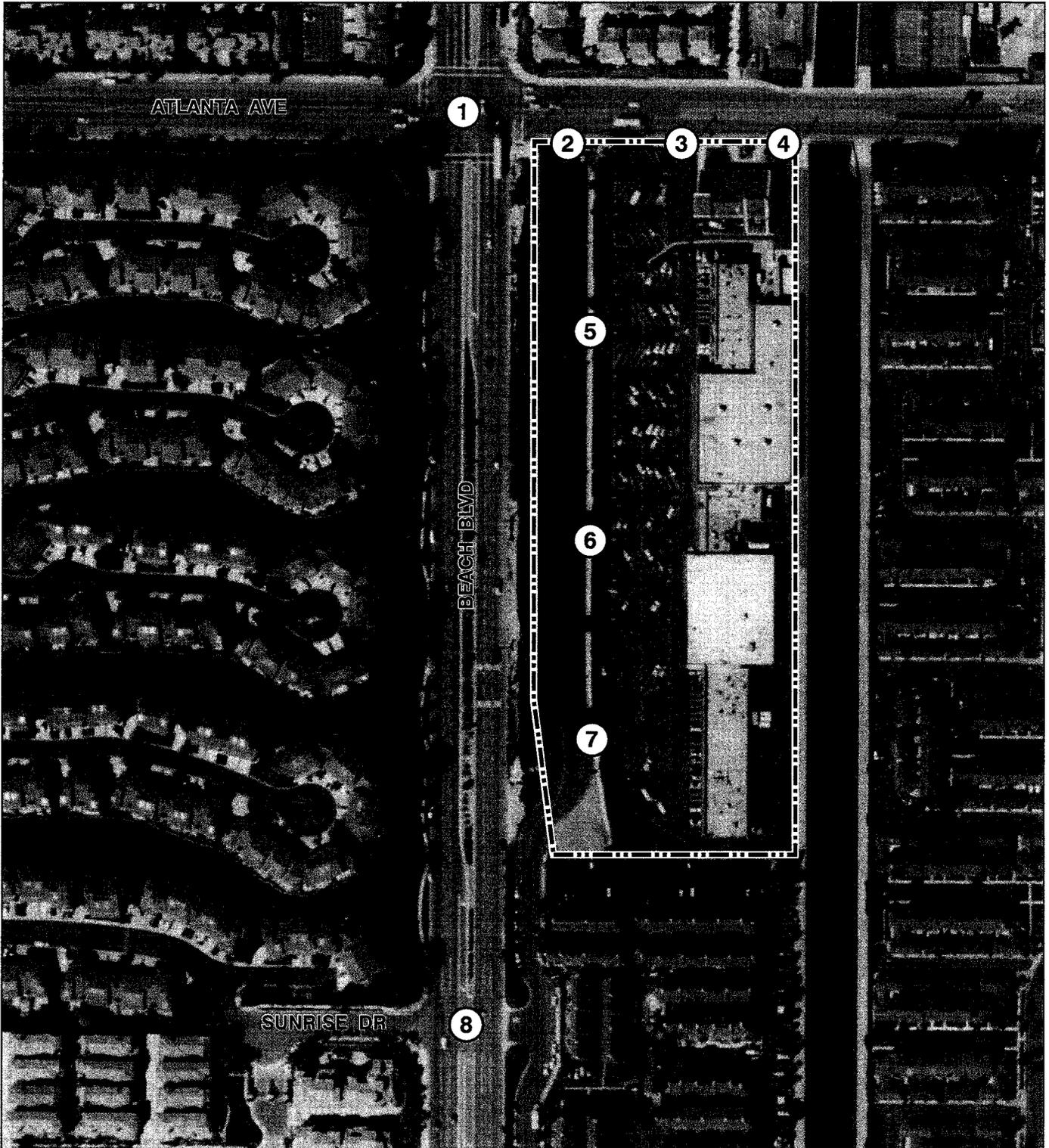
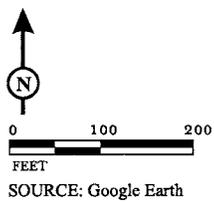


FIGURE 1

LSA

LEGEND

- · — · — · - Project Boundary
- ① - Study Area Intersections



Beach Promenade
Project Site Location and
Existing Study Area Intersections

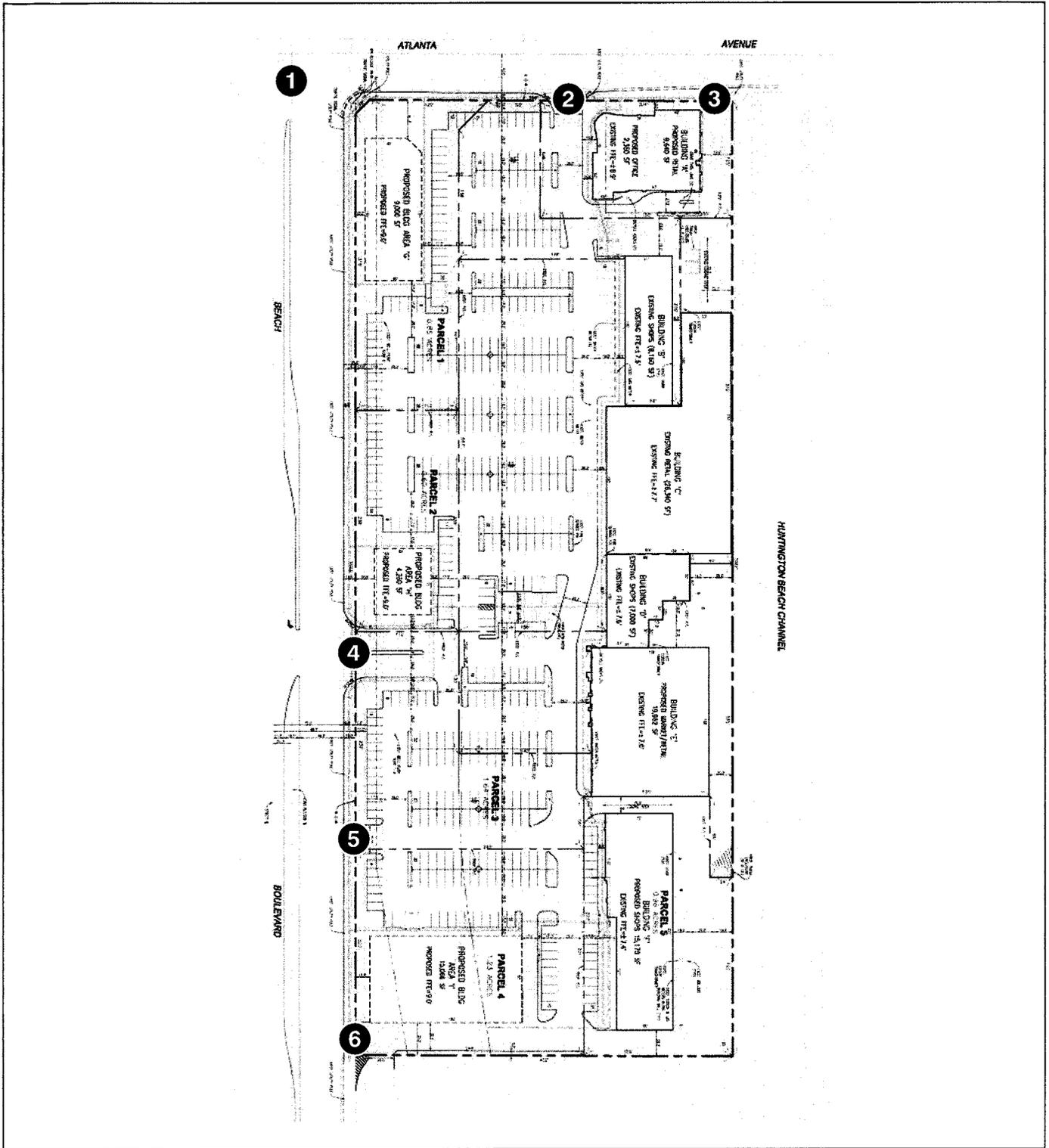
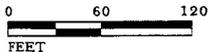


FIGURE 2

LSA



LEGEND

- ① - Study Area Intersection
- Not Shown - ⑦ Beach Boulevard/Sunrise Drive

SOURCE: Walden & Associates

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Beach Promenade
Proposed Site Plan

ATTACHMENT NO. 5.6

6. Center Driveway/frontage road (removed in the plus project scenario)
6. (new) Beach Boulevard/South (right-in/right-out) Driveway
7. South Driveway/frontage road (removed in the plus project scenario)
8. Beach Boulevard/Sunrise Drive (this intersection is No. 7 in the plus project scenario)

The location of the study area intersections is shown in Figure 1.

It should be noted that Beach Boulevard is a Caltrans facility (State Route 39 [SR-39]) and is designated in the Orange County Congestion Management Program (CMP) as part of the CMP Highway System.

Intersection Level of Service Methodology (City). Traffix Version 8.0 software was used to determine the intersection capacity utilization (ICU) at the signalized intersection of Beach Boulevard/Atlanta Avenue. This methodology compares the volume-to-capacity (v/c) ratios of conflicting turn movements at an intersection, sums these critical conflicting v/c ratios for each intersection approach, and determines the overall ICU. For purposes of this analysis, a saturation flow rate of 1,700 vehicles per hour per lane (veh/hr/ln) was used per the City's Guidelines. The resulting ICU is expressed in terms of level of service (LOS), where LOS A represents free-flow activity, and LOS F represents overcapacity operation. LOS is a qualitative assessment of the quantitative effects of such factors as traffic volume, roadway geometrics, speed, delay, and maneuverability on roadway and intersection operations. The table below describes the conditions that would be experienced with LOS A through F.

LOS	Description
A	The v/c ratio ranges from 0.0 to 0.60. At this LOS, traffic volumes are low and speed is not restricted by other vehicles. All signal cycles clear with no vehicles waiting through more than one original cycle.
B	The v/c ratio ranges from 0.61 to 0.70. At this LOS, traffic volumes begin to be affected by other traffic. Between one and ten percent of the signal cycles have one or more vehicles which wait through more than one signal cycle during peak traffic periods.
C	The v/c ratio ranges from 0.71 to 0.80. At this LOS, operating speeds and maneuverability are closely controlled by other traffic. Between 11 and 30 percent of the cycles have one or more vehicles which wait through more than one signal cycle during peak traffic periods.
D	The v/c ratio ranges from 0.81 to 0.90. At this LOS, traffic will operate at tolerable operating speeds, although with restricted maneuverability.
E	The v/c ratio ranges from 0.91 to 1.00. Traffic will experience restricted speeds, vehicles will frequently have to wait through two or more cycles at signalized intersections, and any additional traffic will result in breakdown of the traffic carrying ability of the system.
F	Long queues at traffic signals, unstable flow, stoppages of long duration with traffic volumes, and traffic speed can drop to zero. Traffic volumes will be less than the volume which occurs at LOS E.

The relationship between LOS and the ICU value (i.e., v/c ratio) is as follows:

Level of Service	Intersection Capacity Utilization
A	≤ 0.600
B	0.601–0.700
C	0.701–0.800
D	0.801–0.900
E	0.901–1.000
F	> 1.000

The City considers LOS D to be the upper limit of satisfactory operations for signalized intersections. Mitigation is required for any signalized intersection where project traffic causes the LOS to deteriorate from LOS D to LOS E or F. The City has no adopted LOS criteria for unsignalized intersections.

Intersection Level of Service Methodology (Caltrans). Because Beach Boulevard (State Route 39 [SR-39]) is a California Department of Transportation (Caltrans) facility, the intersection LOS was also determined using the 2000 *Highway Capacity Manual* (HCM 2000) analysis methodologies, consistent with Caltrans guidelines. For the signalized HCM methodology, the LOS is presented in terms of average intersection delay for all approaches. For the unsignalized HCM methodology at two-way stop-controlled intersections (such as the project driveways), the LOS is presented in terms of highest approach delay of the minor street in seconds per vehicle. It should be noted that the application of the unsignalized HCM 2000 methodology to two-way stop-controlled intersections can result in unsatisfactory conditions in the stop-controlled direction, while the uncontrolled direction operates with little or no delay. The resulting delay is expressed in terms of LOS, where LOS A represents free-flow activity, and LOS F represents overcapacity operation. For signalized intersections, the relationship between LOS and average delay per vehicle is shown below:

Level of Service	Unsignalized Intersection Average Delay per Vehicle (sec)	Signalized Intersection Average Delay per Vehicle (sec)
A	≤ 10	≤ 10
B	> 10 and ≤ 15	> 10 and < 20
C	> 15 and ≤ 25	> 20 and < 35
D	> 25 and ≤ 35	> 35 and ≤ 55
E	> 35 and ≤ 50	> 55 and ≤ 80
F	> 50	> 80

sec = second

According to the Caltrans *Guide for the Preparation of Traffic Impact Studies*, “Caltrans endeavors to maintain a target LOS at the transition between LOS ‘C’ and LOS ‘D’ on State highway facilities, however, Caltrans acknowledges that this may not always be feasible and recommends that the lead agency consult with Caltrans to determine the appropriate target LOS.” The City uses LOS D to be the upper limit of satisfactory operations. In order to maintain acceptable operations while maintaining consistency with Caltrans and City thresholds, LOS D has been used as the LOS standard

in this analysis. Mitigation is required for any signalized intersection where project traffic causes the LOS to deteriorate from LOS D to LOS E or F.

EXISTING CONDITIONS

Existing Circulation System

The existing intersection geometrics and traffic control at study area intersections are illustrated in Figure 3. Key roadways in the vicinity of the proposed project are as follows:

- **Beach Boulevard.** Beach Boulevard is a north-south arterial that provides access to the project site. Adjacent to the project site, it is classified as a Major Arterial in the City's General Plan. The posted speed limit in the vicinity of the project is 50 miles per hour (mph). Beach Boulevard is a six-lane divided roadway.
- **Atlanta Avenue.** Atlanta Avenue is a four-lane divided east-west arterial located along the north boundary of the project site. It is classified as a Primary Arterial in the City's General Plan. The speed limit on Atlanta Avenue adjacent to the project is 40 mph.
- **East and West Shopping Center Driveway/Atlanta Avenue.** Both East and West Driveways along Atlanta Avenue allow direct access to the project site. A stop sign is provided in the northbound direction to control the single lane minor street movement. A shared through-right-turn lane is provided for vehicles traveling east, and a continuous left-turn lane is provided for vehicles traveling westbound along Atlanta Avenue.
- **North, Center, and South Shopping Center Driveway/Frontage Road.** In the existing condition, there is a frontage road located east of Beach Boulevard along the west edge of the existing shopping center. Three driveways along the frontage road allow direct access to the project site. Although stop signs are not provided at the shopping center driveways, the shopping center driveways are analyzed assuming stop control in the westbound direction, as vehicles exiting the shopping center tend to stop or yield to traffic on the frontage road.. A shared through-right-turn lane is provided for vehicles traveling north, and a shared through-left-turn lane is provided for vehicles traveling south along the frontage road.

Existing Traffic Volumes and LOS Analysis

Peak-hour intersection turn volumes at study area intersections were collected by Southland Car Counters on Tuesday, July 15, and Wednesday, July 16, 2008. Figure 4 presents the existing a.m. and p.m. peak-hour turn movement volumes for study area intersections. Appendix A provides the existing traffic count data.

Table A summarizes the results of the existing a.m. and p.m. peak-hour LOS analysis for the study area intersections. The existing LOS calculation worksheets are included in Appendix B. As Table A indicates, all study area intersections operate at an acceptable LOS (LOS D or better) during the peak hours based on both the ICU and HCM methods.

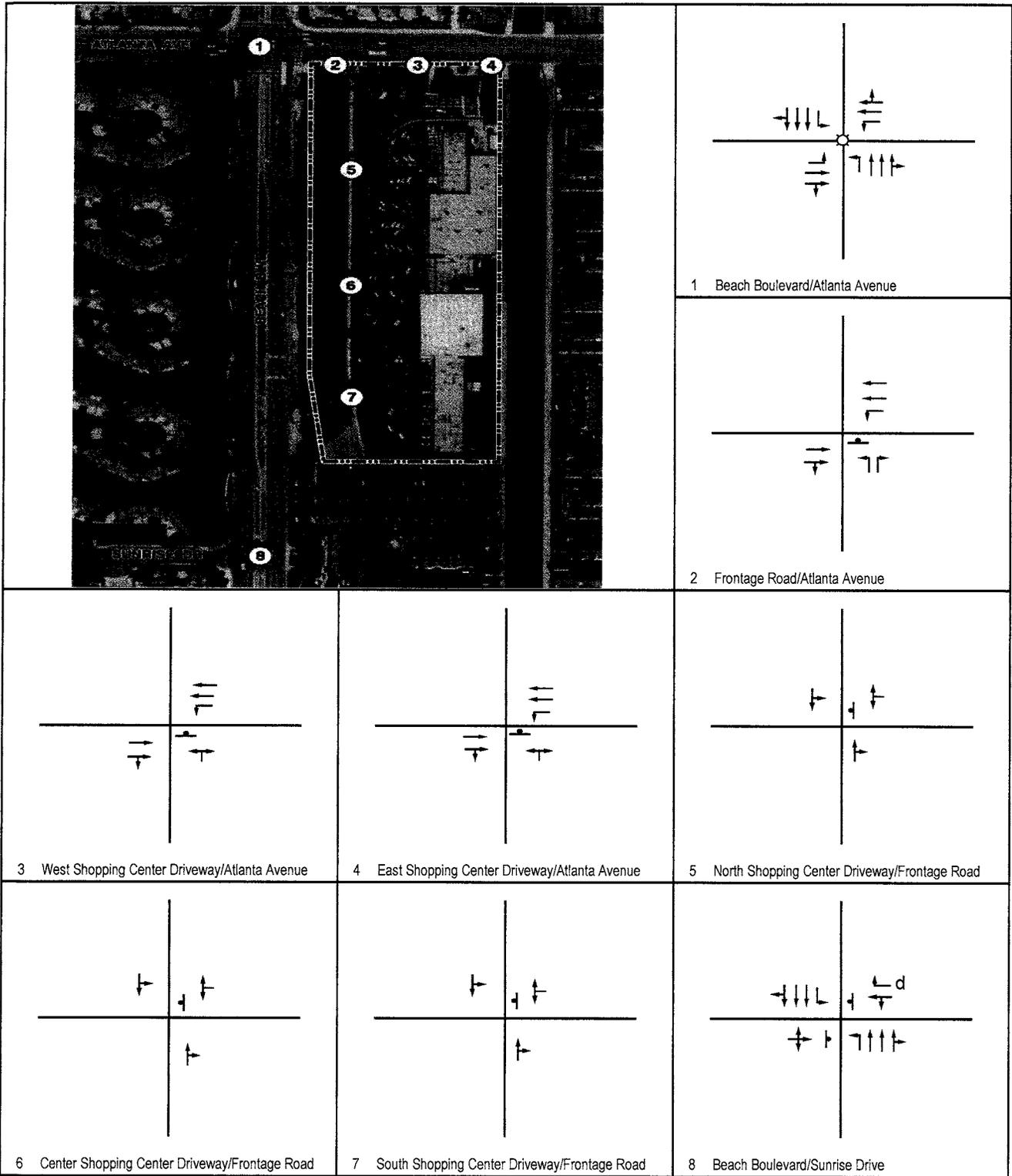


FIGURE 3

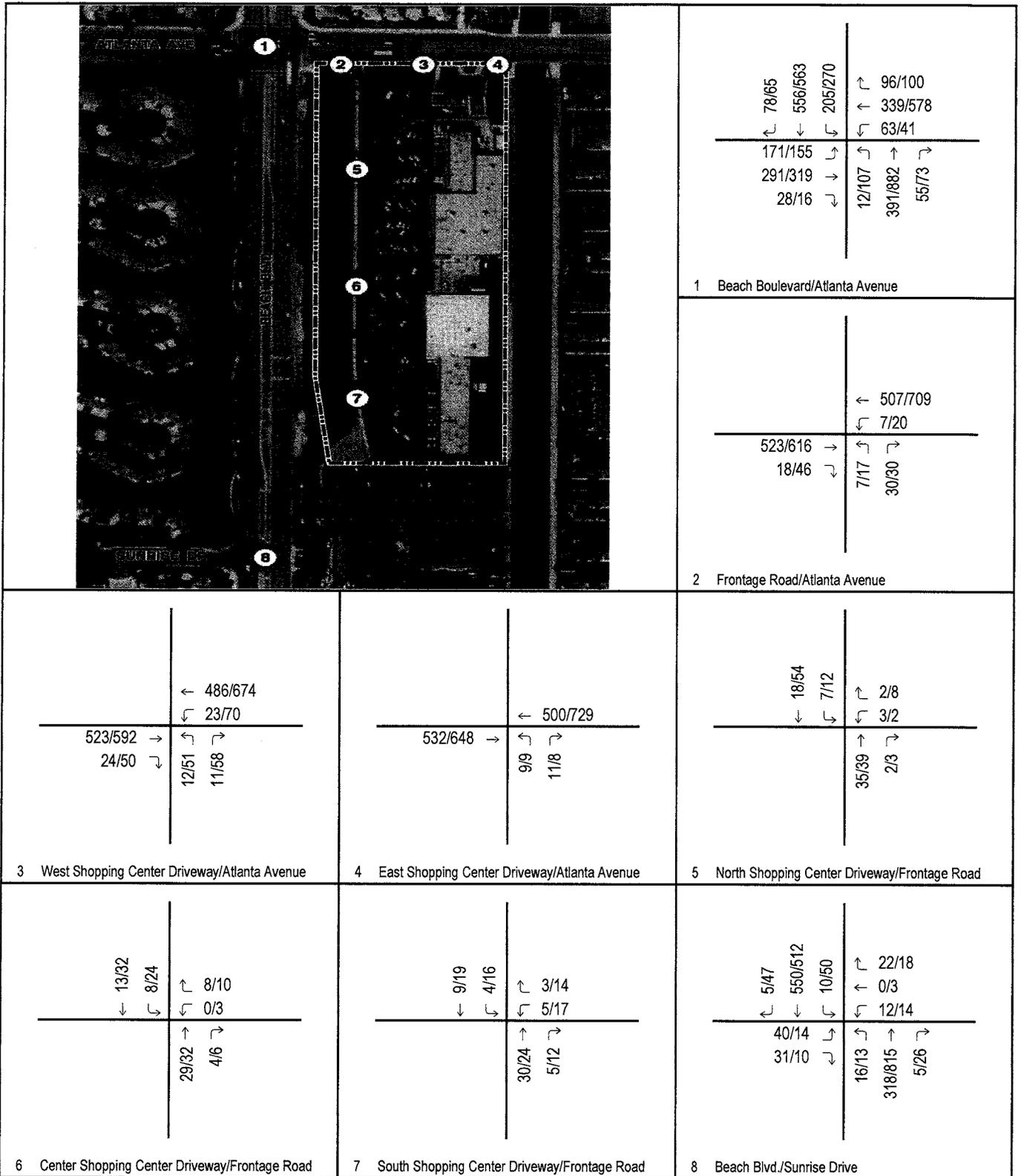
LSA

Legend

- ⊠ Signal
- ⊠ Stop Sign
- d De Facto Lane

Beach Promenade

Existing Lane Geometrics and Traffic Control Devices



LSA

123/456 AM/PM Volumes

FIGURE 4

Beach Promenade
Existing Peak Hour Traffic Volumes

ATTACHMENT NO. 5.11

Table A: Existing Level of Service Summary

Intersection	Existing			
	AM Peak Hour		PM Peak Hour	
	ICU/Delay	LOS	ICU/Delay	LOS
1. Beach Boulevard/Atlanta Avenue				
<i>City Methodology (ICU)</i>	0.56	A	0.77	C
<i>Caltrans Methodology (HCM)</i>	37.3 sec	D	44.1 sec	D
2. Frontage Road/Atlanta Avenue	10.0 sec	B	12.9 sec	B
3. West Driveway/Atlanta Avenue	10.8 sec	B	13.3 sec	B
4. East Driveway/Atlanta Avenue	10.6 sec	B	11.2 sec	B
5. Frontage Road/North Driveway	8.8 sec	A	8.7 sec	A
6. Frontage Road/Center Driveway	8.5 sec	A	8.7 sec	A
7. Frontage Road/South Driveway	8.7 sec	A	8.9 sec	A
8. Beach Boulevard/Sunrise Drive	16.6 sec	C	25.5 sec	D

HCM = Highway Capacity Manual
ICU = intersection capacity utilization
LOS = level of service
sec = second

PROJECT CONDITIONS

Trip Generation

The existing trip generation of the shopping center was determined using the existing traffic counts taken at the project driveways on July 15 and 16, 2008. The existing inbound and outbound traffic volumes were compared to the existing occupied square footage of the shopping center to determine the trip rate of the shopping center.

The project proposes to add 6,766 sf of retail and 25,085 ft of restaurant use. Because restaurant land uses generate more trips per square footage than shopping centers, trips for the proposed new restaurant square footage were generated using the trip rates from the Institute of Transportation Engineers (ITE) *Trip Generation*, 8th Edition. These rates are more conservative than the observed shopping center trip rate.

As shown in Table B, buildout of the project site has the potential to generate approximately 471 trips in the a.m. peak hour and 739 trips in the p.m. peak hour. The net new trip generation of the site would be 302 a.m. peak-hour and 314 p.m. peak-hour vehicle trips.

Table B: Project Trip Generation Summary

Land Use	Size	Unit	AM Peak Hour			PM Peak Hour		
			In	Out	Total	In	Out	Total
<i>Trip Rates</i>								
Shopping Center (observed rate) ¹		TSF	1.04	0.94	1.98	2.63	2.37	5.00
Shopping Center (ITE rate) ²		TSF	0.61	0.39	1.00	1.83	1.90	3.73
Restaurant ²		TSF	5.99	5.53	11.52	6.58	4.57	11.15
<i>Trip Generation</i>								
Occupied Square Footage (includes 10,000 sf Restaurant ³)	73.327	TSF	76	69	145	193	174	367
Vacant Square Footage	11.780	TSF	12	11	23	31	28	59
Total Existing	85.107	TSF	89	80	169	224	202	426
<i>Proposed</i>								
Retail ⁴	6.766	TSF	7	6	13	18	16	34
Restaurant	25.085	TSF	150	139	289	165	115	280
Total Proposed	31.851	TSF	157	145	302	183	131	314
Total Trip Generation	116.958	TSF	246	225	471	407	332	739

¹ Trip rate based on existing traffic counts taken at project driveways on July 15 and 16, 2008.

² Trip rate from Institute of Transportation Engineers, *Trip Generation*, 8th Edition.

³ Includes Las Barcas (2,500 sf), Sushi Adami and Randazzo Italian Restaurant (2,500 sf), and Tumbleweeds Bar and Grill (5,000 sf).

⁴ Trip generation for the proposed retail was calculated using observed trip rates, as they are more conservative than ITE trip rates.

ITE = Institute of Transportation Engineers

sf = square feet

TSF = thousand square feet

Trip Distribution and Assignment

Project trip distribution was determined by examining the existing distribution of project trips at the driveways and the land use patterns in the area surrounding the project. It is estimated that approximately 15 percent of the project trips will be destined to the south and 20 percent to the north via Beach Boulevard; 35 percent will be destined to the east and 30 percent to the west via Atlanta Avenue. The trip distribution is illustrated in Figure 5. The proposed vacation of the frontage road and changes in project access would result in redistribution of trips locally around the project. For example, it is anticipated that with the project, a lower percentage of the total trip generation would make a northbound left turn onto Atlanta Avenue. Rather, these vehicles would utilize the proposed Beach Boulevard driveways. In order to capture the changes in trip distribution, trips generated by the existing retail center were subtracted from the existing traffic volumes, and the total trip generation of the project (including existing trips) were distributed to the study intersections and driveways using the trip distribution shown in Figure 5. The project traffic volumes are shown in Figure 6.

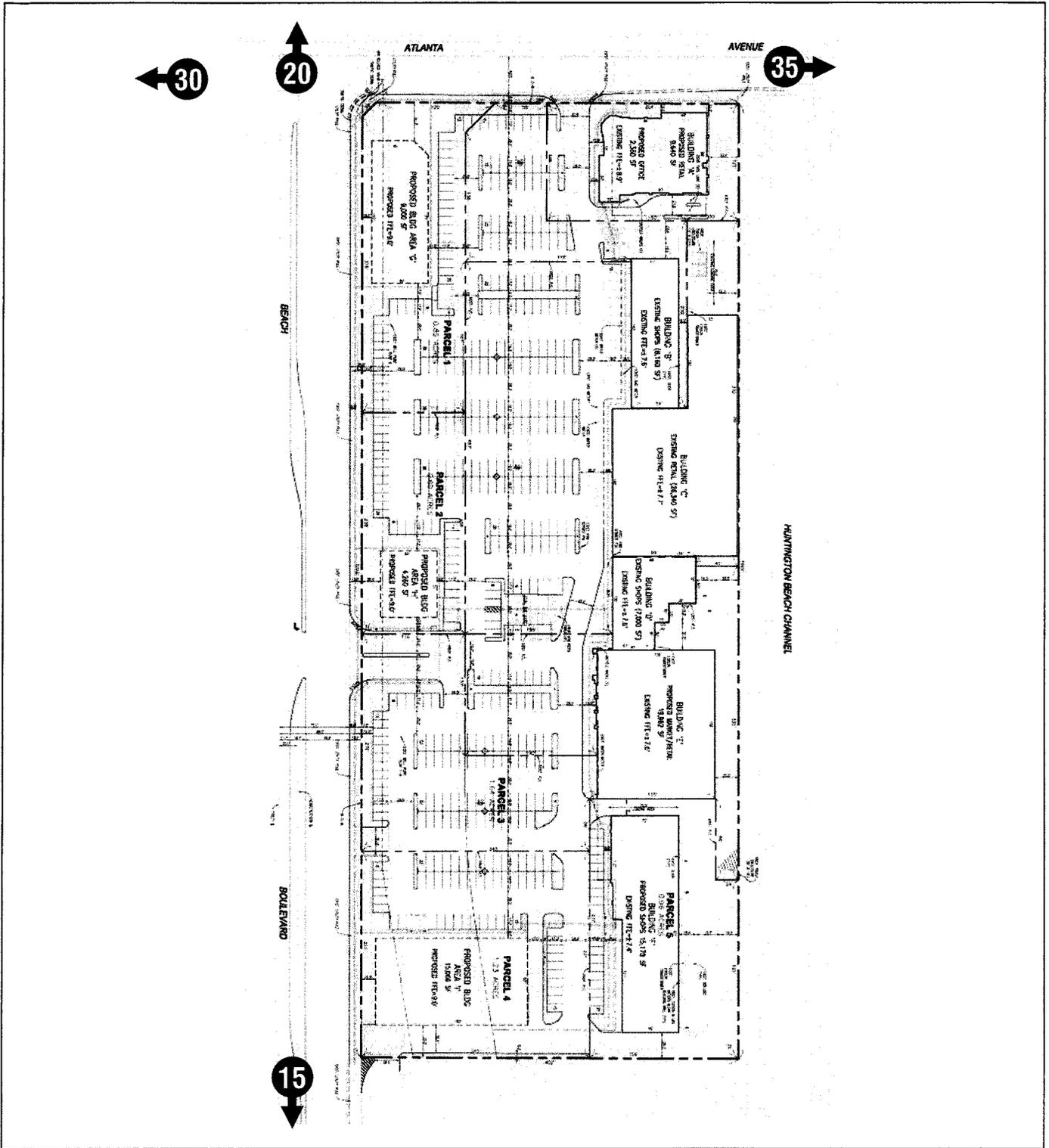


FIGURE 5

LSA

LEGEND

← 10 - Regional Trip Distribution Percentage



SOURCE: Walden & Associates

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Beach Promenade
Trip Distribution Percentages

ATTACHMENT NO. 5.14

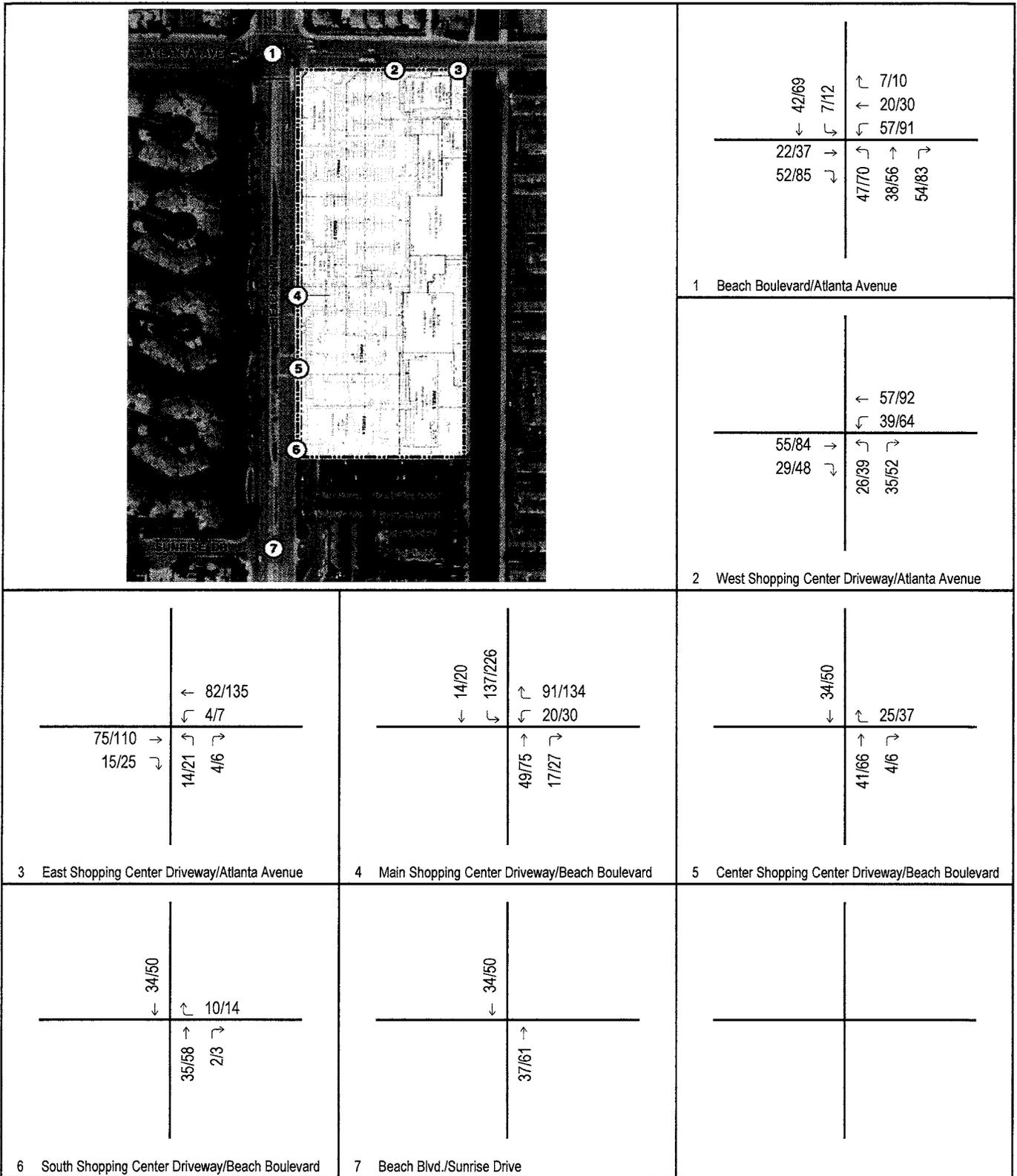


FIGURE 6

LSA

123/456 AM/PM Volumes

Beach Promenade
Project Traffic Volumes

EXISTING PLUS PROJECT CONDITIONS

As discussed in the project description, the project would add 25,981 sf to the 90,977 sf of approved shopping center land use (or 31,851 sf more than the existing center. The project would also result in the vacation of the frontage road along the west side of the existing property. The shopping center would be extended to Beach Boulevard on the west, and three new driveways from Beach Boulevard to the shopping center would be provided.

To determine the existing plus project conditions, traffic generated by the existing shopping center was subtracted from the existing traffic counts, and the project trips generated by the proposed project were added. This method accounts for the redistribution of trips around the project site that would result when access onto Beach Boulevard is provided. Figure 7 shows the resulting existing plus project a.m. and p.m. peak-hour traffic volumes. It should be noted that the traffic volumes shown in Figure 7 also include the application of a peak-hour factor (PHF). The PHF accounts for the fact that traffic is not evenly distributed throughout the peak hour, and adjusts the volumes so that the conditions during the peak 15-minute period are accounted for in the LOS analysis. The existing plus project peak-hour LOS analysis is presented in Table C. The LOS worksheets are provided in Appendix B.

Table C: Existing Plus Project LOS Summary

Intersection	Existing				Existing Plus Project			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	ICU/Delay	LOS	ICU/Delay	LOS	ICU/Delay	LOS	ICU/Delay	LOS
1. Beach Blvd./Atlanta Ave.								
<i>City Methodology (ICU)</i>	0.56	A	0.77	C	0.59	A	0.78	C
<i>Caltrans Methodology (HCM)</i>	37.3 sec	D	44.1 sec	D	45.0 sec	D	51.3 sec	D
2. West Driveway/Atlanta Ave.	10.8 sec	B	13.3 sec	B	11.5 sec	B	13.9 sec	B
3. East Driveway/Atlanta Ave.	10.6 sec	B	11.2 sec	B	12.5 sec	B	14.5 sec	B
4. Beach Blvd./Main Driveway	-	-	-	-	15.0 sec	C	188.9 sec	F
5. Beach Blvd./Center Driveway	-	-	-	-	9.7 sec	A	12.1 sec	B
6. Beach Blvd./South Driveway	-	-	-	-	9.6 sec	A	11.7 sec	B
7. Beach Blvd./Sunrise Drive	16.6 sec	C	25.5 sec	D	22.9 sec	C	30.9 sec	D

HCM = Highway Capacity Manual
 ICU = intersection capacity utilization
 LOS = level of service
 sec = second
 Shading indicates unsatisfactory level of service.

As Table C indicates, with implementation of the proposed project, all study area intersections are forecast to operate at acceptable LOS (LOS D or better) during peak hours, with the exception of Beach Boulevard/Main Driveway. The LOS F operations at the Main Driveway are caused by the delay experienced in the stop-controlled direction. Vehicles would need to wait for more than 50 seconds when turning left out of the project site. This is primarily due to the high northbound traffic volumes on Beach Boulevard. The increased delay at this movement would result in an average queue length of 126 ft (or approximately five vehicles) waiting to exit the shopping center during the p.m. peak hour. There is approximately 110 ft of on-site queuing distance before the first intersecting drive aisle; therefore, during the p.m. peak hour, the queue may extend into the intersecting drive aisle by

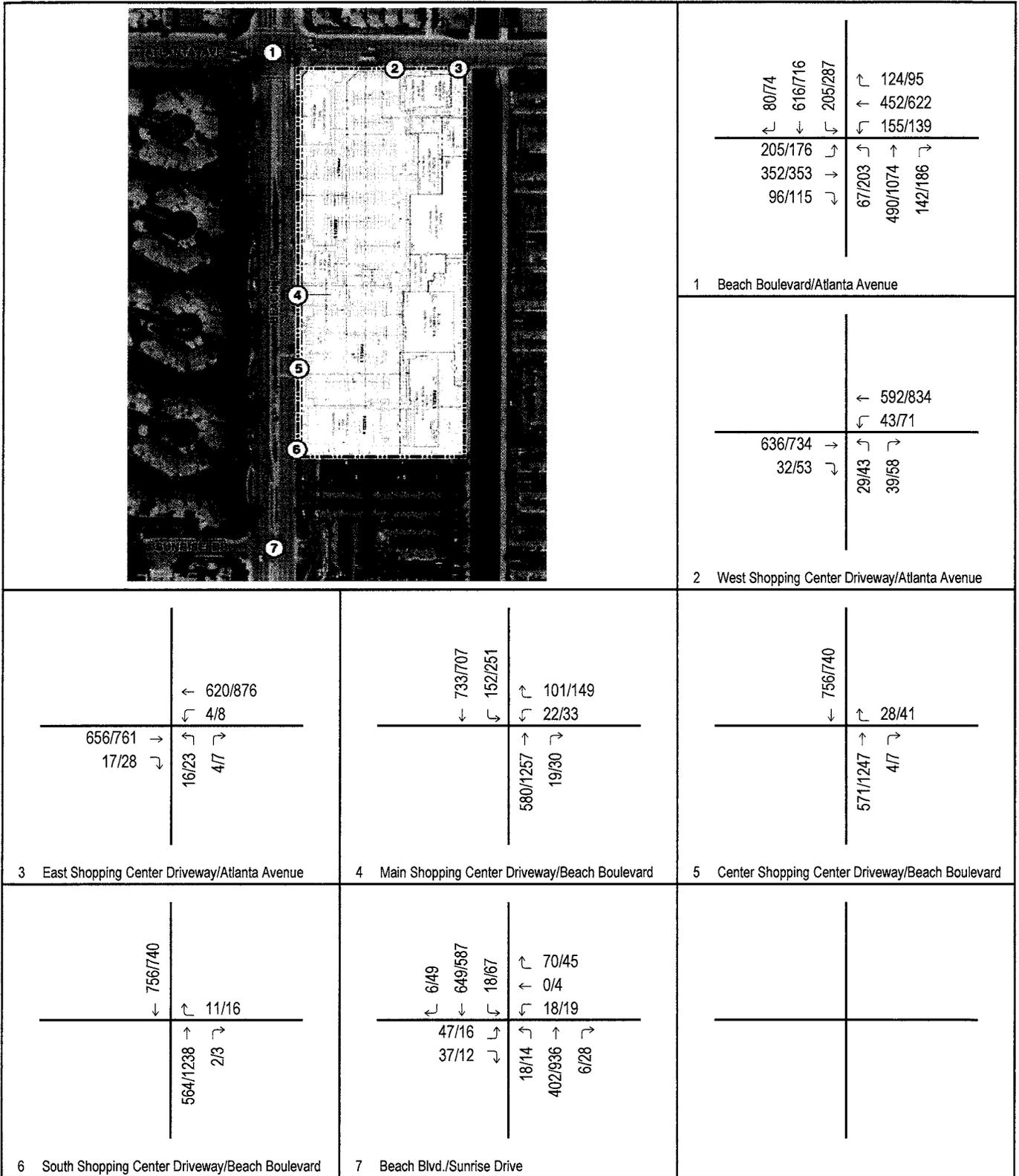


FIGURE 7

LSA

123/456 AM/PM Volumes

Beach Promenade
Existing with Proposed Project

approximately one-half vehicle length. It should be noted that most vehicles utilizing this intersection (i.e., vehicles proceeding north and south on Beach Boulevard or turning right into or out of the project site) would experience minimal or no delay at this location. The deficient LOS on the stop-controlled approach would not affect the overall operation of Beach Boulevard.

SITE ACCESS ANALYSIS

The project site plan is shown in previously referenced Figure 2. The project proposes to extend the shopping center west to Beach Boulevard. In addition to the two existing driveways on Atlanta Avenue, three driveways are proposed from Beach Boulevard to the shopping center. Two of the Beach Boulevard driveways would provide right-in/right-out turn movements only. The northernmost driveway would provide full access to the site from Beach Boulevard. The project frontage on Beach Boulevard is approximately 1,400 feet (ft) long with the three driveways located approximately 860 ft, 1,125 ft, and 1,400 ft from Atlanta Avenue, respectively. The Main Driveway, which provides full access, is proposed to be located approximately 860 ft south of Atlanta Avenue. The two southern right-in/right-out driveways (Beach Boulevard/Center Driveway and Beach Boulevard/South Driveway) would work in tandem to provide truck access to the site.

Passenger vehicles would enter and exit the site from Beach Boulevard via each of the three proposed driveways. The two southern most driveways, however, are intended to provide ingress/egress for large delivery trucks destined to the loading area located between Buildings E and F. Trucks would enter the site via the Beach Boulevard/South Driveway, proceed behind Building F to the loading area located between Building E and Building F, and then exit the site via the Beach Boulevard/Center Driveway, which is located approximately 265 ft south of the Main Driveway. In the existing condition, the site layout does not provide adequate turning radii for delivery vehicles to access the loading area without circling around Building F, making these two southern driveways a necessity to accommodate deliveries to the existing retail center. This configuration will also serve to separate delivery trucks from passenger vehicle trips, as most passenger vehicles are expected to utilize the Main Driveway and all delivery trucks on Beach Boulevard will be required to utilize the two southern driveways.

Access to the project is also provided via the existing West and East Driveways onto Atlanta Avenue. These driveways are located approximately 240 ft and 400 ft east of Beach Boulevard, respectively. With the construction of the proposed project, the existing frontage road, which is located approximately 80 ft east of Beach Boulevard, would be vacated. A separate analysis was prepared to assess the impacts of vacation of the existing Frontage Road.

As shown in Table B, the project has the potential to generate over 300 trips during the a.m. and p.m. peak hour. This would be a significant number of trips added to the Atlanta Avenue driveways if additional access to the site is not provided. To provide additional access to the project, the project site plan includes access onto Beach Boulevard. Northbound traffic on Beach Boulevard could turn right into the site via any of the three driveways while southbound traffic could turn left into the site via the Main Driveway.

This study is based on the addition of project traffic volumes to existing traffic volumes. Although the existing plus project condition shows that provision of the proposed project driveways onto Beach Boulevard would not significantly impact the operation of Beach Boulevard or the adjacent

intersection, it is possible that future traffic volumes in the vicinity could be higher than existing and the driveways could impact Beach Boulevard in a future condition. The traffic volumes on Beach Boulevard at the project driveway locations are taken from the Beach Boulevard/Atlanta Avenue traffic count taken on July 16, 2008. It should be noted that a Traffic Impact Analysis (TIA) was recently prepared by Kimley-Horn and Associates, Inc. for the Downtown Specific Plan Update. Traffic counts for this study were taken at Beach Boulevard/Atlanta Avenue on July 30, 2008. The Downtown Specific Plan TIA also includes forecast 2030 traffic volumes for the intersection of Beach Boulevard/Atlanta Avenue. Table D provides a comparison of the vehicles on Beach Boulevard south of Atlanta Avenue based on the Beach Boulevard/Atlanta Avenue traffic counts and forecasts.

Table D: P.M. Peak-Hour Traffic Volumes on Beach Boulevard

Source of Traffic Data	Traffic Volume
July 16, 2008 Traffic Count	1,682
July 30, 2008 Traffic Count (from Downtown Specific Plan TIA)	1,590
Year 2030 Forecast (from Downtown Specific Plan TIA)	1,784

TIA = Traffic Impact Analysis

As shown in Table D, the July 16, 2008, traffic count on which this analysis is based is higher than a count taken at the same location 2 weeks later. Furthermore, the year 2030 forecast traffic volume is not significantly higher (approximately 100 vehicles on a six-lane roadway) than the traffic volumes experienced in the existing condition. As a result, the traffic conditions on Beach Boulevard are not expected to change significantly in the vicinity of the project in the next 20 years. It should be noted that the traffic count at Beach Boulevard/Sunrise Drive just south of the project was taken on September 1, 2009. This traffic count shows 1,456 vehicles on Beach Boulevard in the vicinity of the project, over 200 vehicles lower than counted on July 16, 2008. As a result, the traffic counts are deemed conservative and provide a true picture of traffic conditions on Beach Boulevard.

Signal Warrant Analysis

To determine whether a traffic signal would be warranted at the proposed full-access driveway to Beach Boulevard, LSA conducted a traffic signal warrant analysis based on the provisions of both the 2006 California Manual on Uniform Traffic Control Devices (MUTCD) and the 2003 MUTCD, Chapter 4C – Traffic Control Signal Needs Study. These resources provide eight signal warrants that should be examined when determining the need for a traffic signal. The eight warrants were reviewed, and it was determined that Warrant 3 – Peak Hour was applicable for further analysis. The warrant analysis was conducted for the p.m. peak hour, as this is the period with the highest traffic volume on Beach Boulevard.

Warrant 3 – Peak Hour. Warrant 3 states that a traffic control signal shall be considered if all three of the following criteria of Condition A are met: (1) the total stopped time delay experienced by traffic on the one minor street approach controlled by a stop sign exceeds 4 vehicle-hours; (2) the volume on the same minor street approach equals or exceeds 100 vehicles per hour (vph) for one moving lane of traffic; and (3) the total volume serviced during the hour equals or exceeds 800 vph

for intersections with four or more approaches. The total stopped time delay on the minor street approach at the Beach Boulevard/Main Driveway intersection would be approximately 1.45 vehicle-hours (179.6 seconds times 29 vehicles) during the p.m. peak hour; therefore, Condition A of Warrant 3 is not met for Beach Boulevard/Main Driveway.

Condition B of Warrant 3 states that a traffic control signal shall be considered if the plotted point representing the vehicles per hour on the major street and the corresponding vehicles per hour on the higher-volume minor street approach for 1 hour fall above the applicable curve in Figure 13 of the MUTCD. Figure 8 shows Condition B of the peak-hour traffic signal warrant. The westbound left-turn volumes of the minor street (Main Driveway) are less than 100 vph during the p.m. peak hour. Therefore, Condition B of Warrant 3 is not met for Beach Boulevard/Main Driveway and Warrant 3 would not be satisfied. As a result, a traffic signal would not be recommended based on peak-hour traffic conditions.

Left-Turn In-Only Alternative

Although the full-access driveway on Beach Boulevard would not significantly affect the operation of Beach Boulevard, in order to reduce on-site delay associated with turning left out of the site, the Main Driveway on Beach Boulevard could be restricted to left-turn in-only operation. Vehicles traveling southbound on Beach Boulevard would be able to make a left-turn into the project site; however, outbound vehicles would only be allowed to make a right-turn from the Main Driveway onto Beach Boulevard. Vehicles traveling south would either need to turn left from one of the Atlanta Avenue driveways and then immediately turn left on Beach Boulevard, or would turn right onto Beach Boulevard and make a U-turn at Atlanta Avenue.

To quantify the change in delay that might be experienced at the study area intersections with a left-out prohibition at the Main Driveway, outbound left-turning trips at the Main Driveway were redistributed and an LOS analysis was prepared. The a.m. and p.m. peak-hour traffic volumes with the Left-Turn In-Only Alternative are shown in Figure 9. The LOS analysis is provided in Table E.

Table E: LOS with Left-Turn In-Only on Beach Boulevard

Intersection	With Full-Access Driveway				With Left-Turn In-Only			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Delay (sec)	LOS	Delay (sec)	LOS	Delay (sec)	LOS	Delay (sec)	LOS
1. Beach Blvd./Atlanta Ave.								
<i>City Methodology (ICU)</i>	0.59	A	0.78	C	0.57	A	0.78	C
<i>Caltrans Methodology (HCM)</i>	45.0 sec	D	51.3 sec	D	45.5 sec	D	51.9 sec	D
2. West Driveway/Atlanta Ave.	11.5 sec	B	13.9 sec	B	12.0 sec	B	14.9 sec	B
3. East Driveway/Atlanta Ave.	12.5 sec	B	14.5 sec	B	12.7 sec	B	15.0 sec	B
4. Beach Blvd./Main Driveway	15.0 sec	C	188.9 sec	F	10.5 sec	B	15.4 sec	C
5. Beach Blvd./Center Driveway	9.7 sec	A	12.1 sec	B	9.7 sec	A	12.1 sec	B
6. Beach Blvd./South Driveway	9.6 sec	A	11.7 sec	B	9.6 sec	A	11.7 sec	B
7. Beach Blvd./Sunrise Drive	22.9 sec	C	30.9 sec	D	22.9 sec	C	30.9 sec	D

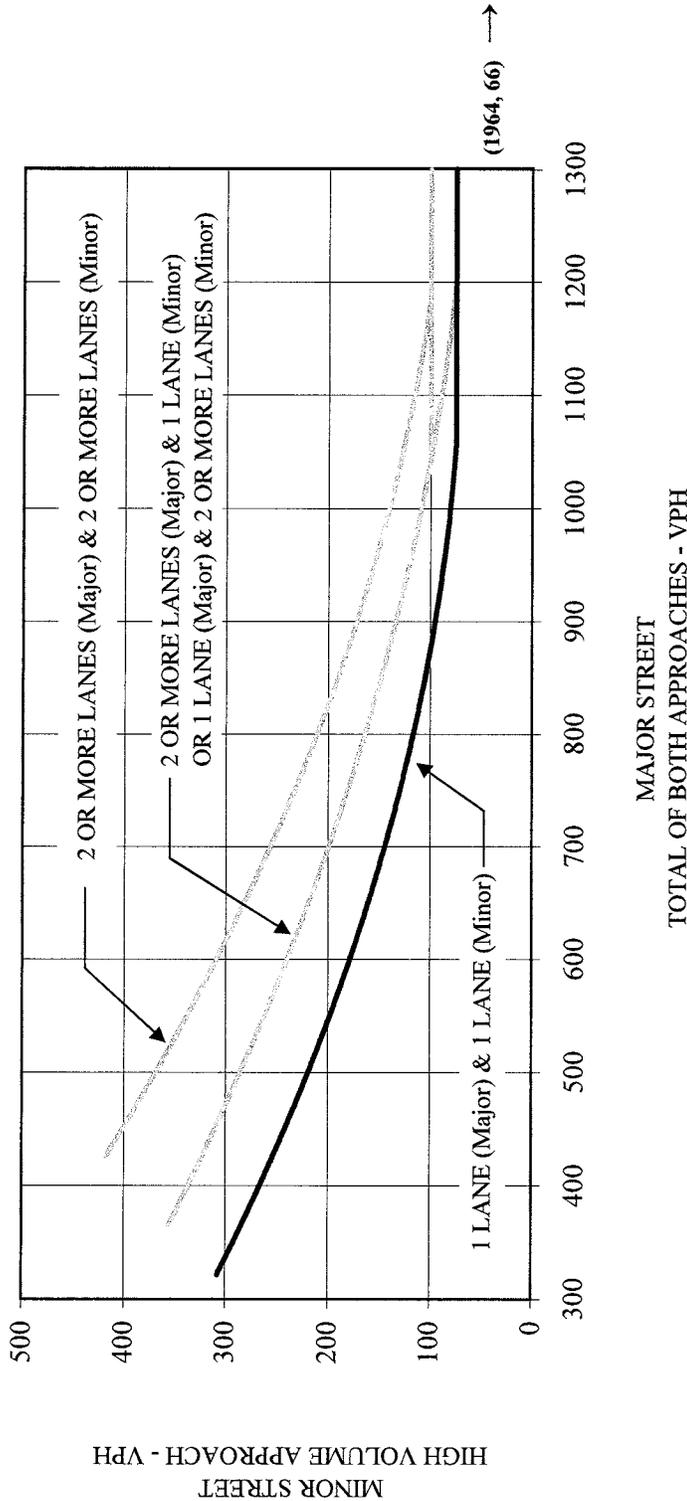
LOS = level of service

sec = seconds

Shading indicates unsatisfactory LOS.

WARRANT 3, PEAK HOUR (70% FACTOR)

(COMMUNITY LESS THAN 10,000 POPULATION OR ABOVE 40 mph ON MAJOR STREET)



(1964, 66) →

* 100 VPH applies as the lower threshold volume for a minor street approach with two or more lanes and 75 VPH applies as the lower threshold volume for a minor street approaching with one lane.

LSA

FIGURE 8

Beach Promenade
 Beach Boulevard/Main Drive
 P.M. Peak Hour Signal Warrant Analysis

SOURCE: MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES, FIGURE 4C-4

P:\WDZ0901\November 2009 Revision\Graphics\Fig 8 - Signal Warrant Analysis.xls (12/17/2009)

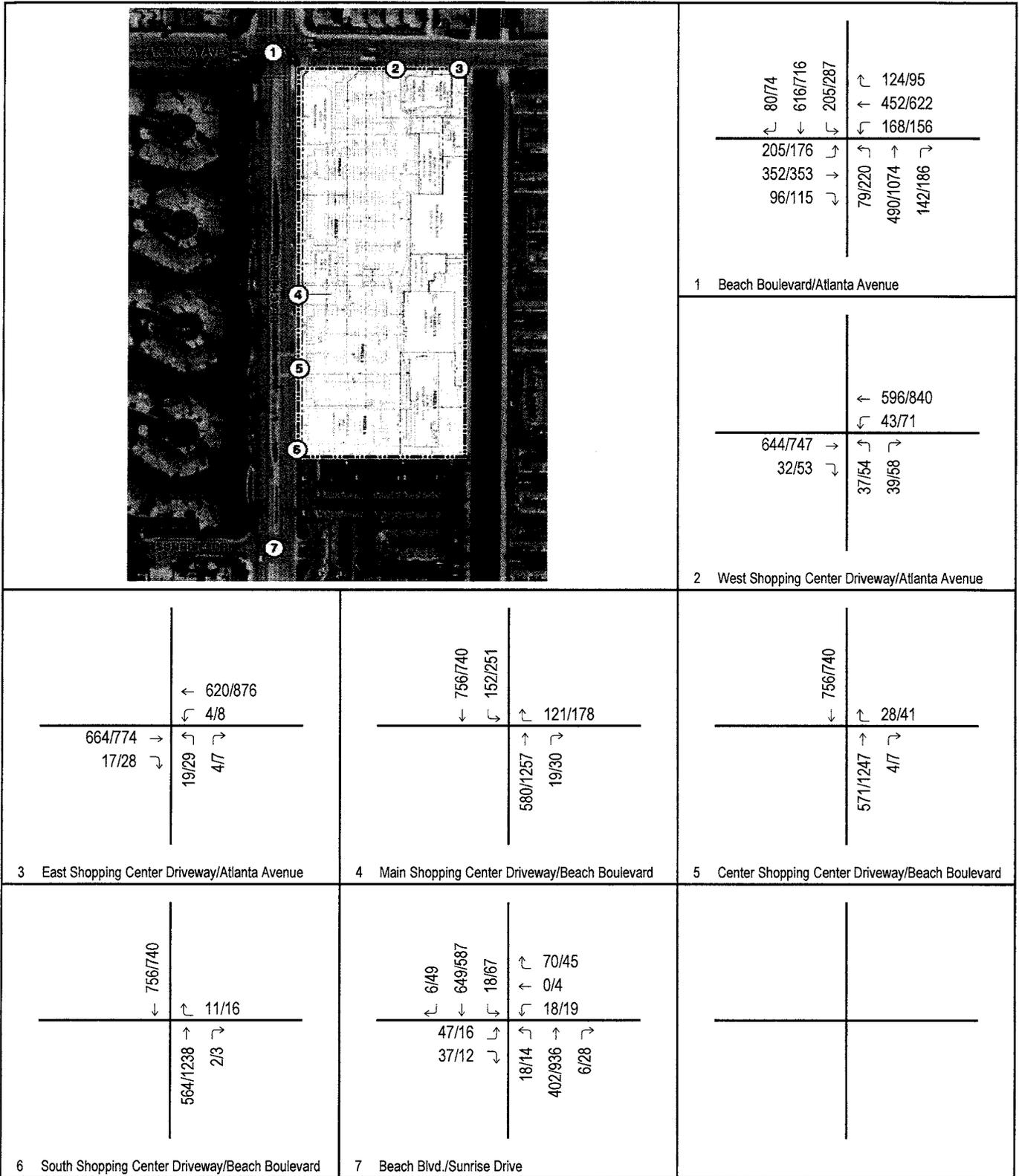


FIGURE 9

LSA

123/456 AM/PM Volumes

Beach Promenade
Existing with Project (Left-In Only Alternative)

As shown in Table E, the delay at Beach Boulevard/Main Driveway would improve when outgoing left turns are prohibited. This is because the delay directly associated with waiting to turn southbound onto Beach Boulevard is removed.

Right-In/Right-Out Alternative

To identify the potential benefits of a new full-access driveway, a Right-In/Right-Out (RIRO) alternative has been evaluated, in addition to the Left-Turn In-Only Alternative. In this alternative, no left turns would be allowed into or out of the main driveway from Beach Boulevard. Vehicles traveling southbound on Beach Boulevard would make a left turn on Atlanta Avenue and then a right turn into the site. Outbound vehicles could only make a right turn from the Main Driveway onto Beach Boulevard. Vehicles traveling south from the project would either need to turn left from one of the Atlanta Avenue driveways and then immediately turn left on Beach Boulevard, or would turn right onto Beach Boulevard and make a U-turn at Atlanta Avenue.

To quantify the change in delay that might be experienced at the study area intersections with the RIRO Alternative, inbound and outbound left-turning trips at the Main Driveway were redistributed, and an LOS analysis was prepared. The a.m. and p.m. peak-hour traffic volumes with the RIRO Alternative are shown in Figure 10. The LOS analysis is provided in Table F.

Table F: LOS with RIRO Alternative

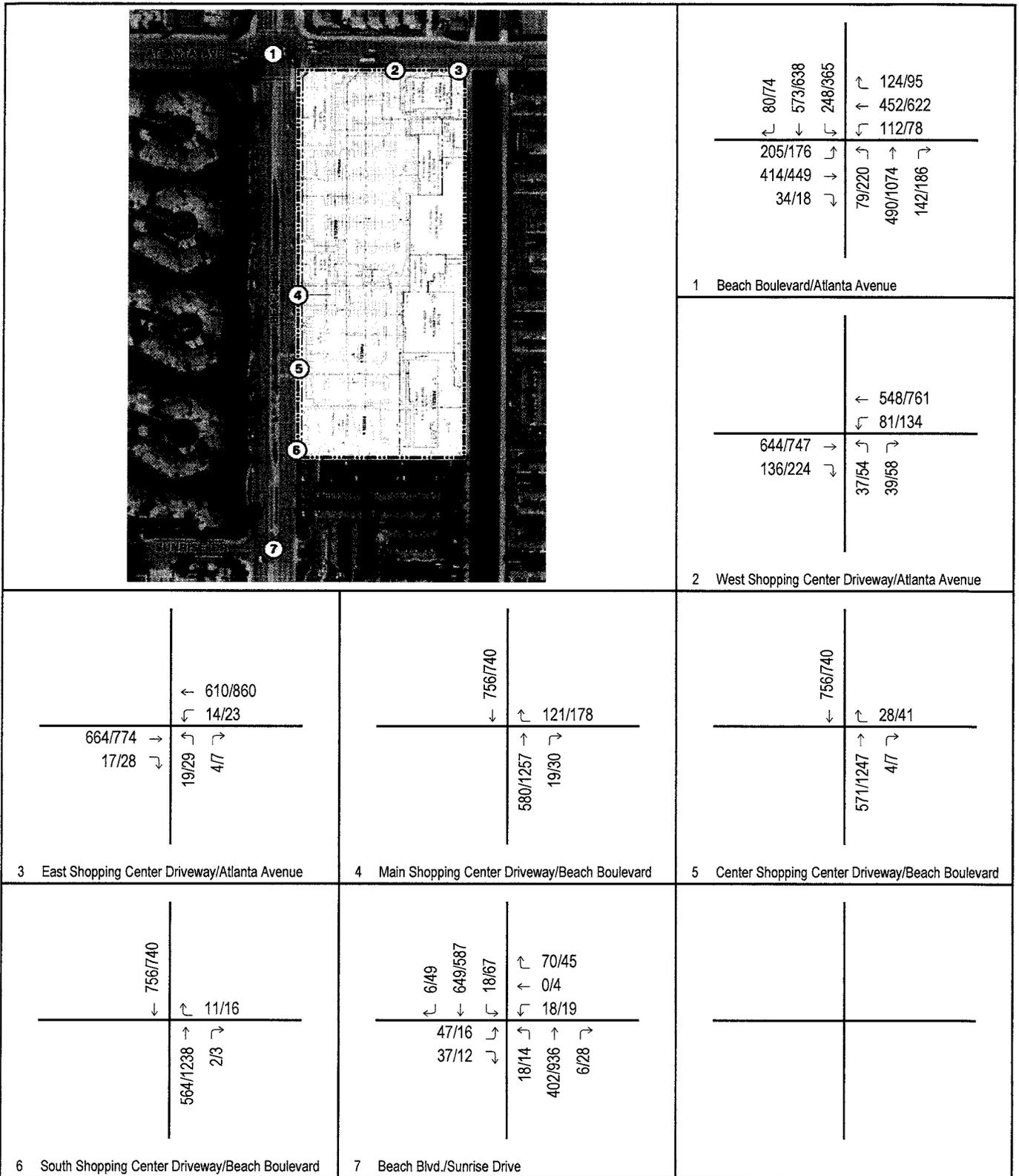
Intersection	With Full-Access Driveway				Right-In/Right-Out Only			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	Delay (sec)	LOS	Delay (sec)	LOS	Delay (sec)	LOS	Delay (sec)	LOS
1. Beach Blvd./Atlanta Ave.								
<i>City Methodology (ICU)</i>	0.59	A	0.78	C	0.59	A	0.83	D
<i>Caltrans Methodology (HCM)</i>	45.0 sec	D	51.3 sec	D	45.5 sec	D	56.8 sec	E
2. West Driveway/Atlanta Ave.	11.5 sec	B	13.9 sec	B	12.7 sec	B	17.7 sec	C
3. East Driveway/Atlanta Ave.	12.5 sec	B	14.5 sec	B	12.8 sec	B	15.1 sec	C
4. Beach Blvd./Main Driveway	15.0 sec	C	188.9 sec	F	10.5 sec	B	15.4 sec	C
5. Beach Blvd./Center Driveway	9.7 sec	A	12.1 sec	B	9.7 sec	A	12.1 sec	B
6. Beach Blvd./South Driveway	9.6 sec	A	11.7 sec	B	9.6 sec	A	11.7 sec	B
7. Beach Blvd./Sunrise Drive	22.9 sec	C	30.9 sec	D	22.9 sec	C	30.9 sec	D

LOS = level of service

sec = seconds

Shading indicates unsatisfactory LOS.

As shown in Table F, with the RIRO Alternative, the LOS F condition at the Main Driveway would be eliminated. However, in this alternative the intersection of Beach Boulevard/Atlanta Avenue would operate with unsatisfactory LOS during the p.m. peak hour, primarily due to the addition of traffic to the southbound left-turn and northbound U-turn movements. In the proposed project, the unsatisfactory LOS condition would be contained on the project site, and vehicles might experience delay when exiting the site onto Beach Boulevard. However, with the RIRO Alternative, the intersection of Beach Boulevard/Atlanta Avenue would be significantly impacted.



LSA

FIGURE 10

123/456 AM/PM Volumes

Beach Promenade
Existing with Project (Right-in/Right-out Alternative)

PARKING ANALYSIS

Currently, there are 274 parking spaces on the project site. The proposed project would increase the existing parking by 265 spaces, to 539 spaces. In the existing condition, the 274 parking spaces provide a parking ratio of 3.2 spaces per thousand square feet (TSF). In the proposed project, the parking ratio will be increased to 4.6 spaces/TSF (539 parking spaces).

According to Section 231 of the City of Huntington Beach Zoning Code, the existing 85,107 sf shopping center would require one space per 200 sf, or 426 parking spaces, which is 152 parking spaces more than is currently provided. To determine the actual parking demand of the existing center, parking surveys were conducted on two weekdays (July 15 and 16, 2008) and one weekend day (July 19, 2008). The parking survey data is provided in Appendix C. As shown in the survey data, the maximum parking demand was observed on Saturday, July 19, during the 3:00 p.m. hour, when there were 112 parked vehicles. Application of the observed parking demand to the existing occupied square footage (73,327 sf) results in an observed parking rate of 1.53 spaces/TSF.

The proposed project will upgrade the existing retail space and the parking area circulation with the intention of attracting additional retail tenants and customers to the center. It is likely that the proposed grocery store would generate a higher parking demand than the existing center. The Zoning Code does not provide specific rates for grocery stores; therefore, per the Zoning Code, this use would be generated at the rate of 1 space per 200 sf [or 5 spaces/TSF]. LSA has consulted parking rates in the Institute of Transportation Engineers, *Parking Generation*, 3rd Edition. According to this source, grocery stores generally generate a parking demand of 6.72 spaces/TSF.

In order to provide adequate parking for the proposed project, it is recommended that all new uses provide parking at the rate required by the City Zoning Code, except for the proposed grocery store, which should provide 6.72 spaces/TSF, as recommended in *Parking Generation*.

The total parking demand of the site was determined using the observed parking rate for all existing retail use and the rates from Zoning Code and *Parking Generation* for proposed new land uses. It should be noted that of the 73,327 sf that is currently occupied, 13,896 sf will be changed to a new use as part of the project. As such, the parking rate of 1.53 spaces/TSF only applies to 59,431 sf that will not change. The parking demand calculation is shown in Table G.

As shown in Table G, the forecast parking demand of the project is 602 spaces. The parking supply of 539 spaces would provide 63 fewer parking spaces than indicated in Table G.

The parking calculations shown in Table G present a worst-case scenario, as the parking demand for restaurant uses was based on the assumption that all restaurant use would be greater than 12 seats. The parking rate for this type of restaurant use is double the requirement of a restaurant with less than 12 seats. It is also possible that as the center is built out and occupied, some of the uses may "share" parking. For example, patrons who stop by the market on their way home may also patronize a quick-service restaurant or dry cleaner at the center. As future buildings on Pads G, H, and I are occupied, there will be the opportunity to observe the parking utilization and make changes to the restaurant or tenant type if necessary.

Table G: Parking Demand Calculation

Land Use	Size (TSF)	Parking Rate	Parking Demand
Existing Land Use			
Retail	25.174		
Office	2.360		
Drugstore	19.962		
Restaurant (Less than 12 Seats)	3.685		
Restaurant (Greater than 12 Seats)	8.250		
Total¹	59.431	1.53 sp/TSF	91
Proposed Land Use			
Proposed additional Retail ²	0.255	5 sp/TSF	2
Proposed Market ³	19.962	6.72 sp/TSF	135
Proposed Restaurant ² (Greater than 12 Seats)	37.310	10 sp/TSF	374
Total	116.958		602

¹ Based on observed parking surveys conducted at the existing center on July 15 and 16, 2008.

² Parking rate from City of Huntington Beach Zoning Ordinance.

³ Institute of Transportation Engineers, *Parking Generation*, 3rd Edition. Land Use Code 850 - Supermarket.
TSF = thousand square feet

MITIGATION MEASURES

No significant impacts to vehicular circulation have been identified. Therefore, no mitigation measures are required.

CONCLUSIONS

- Based on the results of this analysis, the addition of 25,981 sf of retail and restaurant use to the approved 90,977 sf of retail uses at the Beach Promenade retail center can be implemented without significantly impacting the surrounding roadway system. Evaluation of intersection LOS shows that the addition of the project traffic to the redistributed baseline traffic volumes will not impact the intersection of Beach Boulevard/Atlanta Avenue or Beach Boulevard/Sunrise Drive according to the City's performance criteria.
- The proposed full-access driveway onto Beach Boulevard would not result in increased delay or congestion on Beach Boulevard.
- The forecast parking demand of the project is 602 spaces. The proposed project would provide 539 spaces. The parking supply of 539 spaces would provide 63 fewer parking spaces than required to meet the forecast parking demand.
- No significant project impacts have been identified; therefore, no mitigation measures are required.

APPENDIX A
EXISTING TRAFFIC VOLUME COUNTS

Intersection Turning Movement

Prepared by:

National Data & Surveying Services

N-S STREET: Beach Blvd

DATE: 07/16/2008

LOCATION: City of Huntington Beach

E-W STREET: Atlanta Ave

DAY: WEDNESDAY

PROJECT# 08-1176-001

LANES:	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	
	1	3	0	1	3	0	1	2	0	1	2	0	
6:00 AM													
6:15 AM													
6:30 AM													
6:45 AM													
7:00 AM	1	40	8	36	132	6	15	51	2	12	72	15	390
7:15 AM	0	62	12	33	141	16	22	64	12	5	72	35	474
7:30 AM	2	84	4	46	134	16	36	83	9	17	76	30	537
7:45 AM	4	101	10	49	152	21	19	73	9	16	81	37	572
8:00 AM	3	94	11	50	148	16	48	82	6	17	88	12	575
8:15 AM	2	89	13	57	132	25	55	66	7	16	78	20	560
8:30 AM	3	107	21	49	124	16	49	70	6	14	92	27	578
8:45 AM	4	91	14	62	119	26	42	57	5	17	67	14	518
9:00 AM													
9:15 AM													
9:30 AM													
9:45 AM													
10:00 AM													
10:15 AM													
10:30 AM													
10:45 AM													
11:00 AM													
11:15 AM													
11:30 AM													
11:45 AM													

TOTAL VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	19	668	93	382	1082	142	286	546	56	114	626	190	4204

AM Peak Hr Begins at: 7:45 AM

PEAK VOLUMES =	12	391	55	205	556	78	171	291	28	63	339	96	2285
PEAK HR. FACTOR:		0.874		0.945			0.901			0.929			0.988

CONTROL: Signalized

Intersection Turning Movement

Prepared by:

National Data & Surveying Services

N-S STREET: Beach Blvd

DATE: 07/16/2008

LOCATION: City of Huntington Beach

E-W STREET: Atlanta Ave

DAY: WEDNESDAY

PROJECT# 08-1176-001

LANES:	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	
	1	3	0	1	3	0	1	2	0	1	2	0	
1:00 PM													
1:15 PM													
1:30 PM													
1:45 PM													
2:00 PM													
2:15 PM													
2:30 PM													
2:45 PM													
3:00 PM													
3:15 PM													
3:30 PM													
3:45 PM													
4:00 PM	8	156	22	54	122	19	31	56	4	7	108	12	599
4:15 PM	13	198	15	62	111	20	36	72	3	7	120	21	678
4:30 PM	16	202	17	70	143	20	48	80	1	10	128	28	763
4:45 PM	19	211	17	74	135	20	38	82	5	7	159	16	783
5:00 PM	21	216	26	72	157	22	41	85	2	6	149	31	828
5:15 PM	33	214	13	69	136	15	35	84	2	12	133	29	775
5:30 PM	34	241	17	55	135	8	41	68	7	16	137	24	783
5:45 PM	14	227	12	52	129	20	29	61	9	12	127	15	707
6:00 PM													
6:15 PM													
6:30 PM													
6:45 PM													

TOTAL VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	158	1665	139	508	1068	144	299	588	33	77	1061	176	5916

PM Peak Hr Begins at: 4:45 PM

PEAK VOLUMES =	107	882	73	270	563	65	155	319	16	41	578	100	3169
PEAK HR. FACTOR:		0.909		0.894			0.957			0.966			0.957

CONTROL: Signalized

Intersection Turning Movement

Prepared by:

National Data & Surveying Services

N-S STREET: Beach Blvd (Frontage Rd) DATE: 07/16/2008 LOCATION: City of Huntington Beach

E-W STREET: Atlanta Ave DAY: WEDNESDAY PROJECT# 08-1176-002

LANES:	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	
	0	1	0	0	0	0	0	2	0	0	3	0	
6:00 AM													
6:15 AM													
6:30 AM													
6:45 AM													
7:00 AM	0		4					91	2	1	78		176
7:15 AM	2		11					118	2	1	102		236
7:30 AM	1		6					117	1	1	118		244
7:45 AM	1		10					129	1	0	133		274
8:00 AM	0		7					104	6	4	131		252
8:15 AM	3		5					149	4	1	131		293
8:30 AM	2		8					141	7	2	112		272
8:45 AM	3		7					131	1	0	113		255
9:00 AM													
9:15 AM													
9:30 AM													
9:45 AM													
10:00 AM													
10:15 AM													
10:30 AM													
10:45 AM													
11:00 AM													
11:15 AM													
11:30 AM													
11:45 AM													

TOTAL VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	12	0	58	0	0	0	0	980	24	10	918	0	2002

AM Peak Hr Begins at: 745 AM

PEAK VOLUMES =	6	0	30	0	0	0	0	523	18	7	507	0	1091
PEAK HR. FACTOR:	0.818			0.000			0.884			0.952			0.931

CONTROL: 1-Way stop NB

Intersection Turning Movement

Prepared by:

National Data & Surveying Services

N-S STREET: Beach Blvd (Frontage Rd)

DATE: 07/16/2008

LOCATION: City of Huntington Beach

E-W STREET: Atlanta Ave

DAY: WEDNESDAY

PROJECT# 08-1176-002

LANES:	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	
	0	1	0	0	0	0	0	2	0	0	3	0	
1:00 PM													
1:15 PM													
1:30 PM													
1:45 PM													
2:00 PM													
2:15 PM													
2:30 PM													
2:45 PM													
3:00 PM													
3:15 PM													
3:30 PM													
3:45 PM													
4:00 PM	1		10					129	11	2	129		282
4:15 PM	8		8					121	11	3	127		278
4:30 PM	3		6					152	17	6	168		352
4:45 PM	2		5					140	11	4	149		311
5:00 PM	4		6					188	12	1	178		389
5:15 PM	7		12					162	8	3	181		373
5:30 PM	3		8					140	14	7	163		335
5:45 PM	3		4					126	12	9	187		341
6:00 PM													
6:15 PM													
6:30 PM													
6:45 PM													

TOTAL VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	31	0	59	0	0	0	0	1158	96	35	1282	0	2661

PM Peak Hr Begins at: 500 PM

PEAK VOLUMES =	17	0	30	0	0	0	0	616	46	20	709	0	1438
PEAK HR. FACTOR:		0.618			0.000			0.828			0.930		0.924

CONTROL: 1-Way stop NB

Intersection Turning Movement

Prepared by:

National Data & Surveying Services

N-S STREET: Shopping Center Dwy Along
Atlanta (West)

DATE: 07/16/2008

LOCATION: City of Huntington Beach

E-W STREET: Atlanta

DAY: WEDNESDAY

PROJECT# 08-1176-003

LANES:	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	
	0	1	0	0	0	0	0	2	0	0	2	0	
6:00 AM													
6:15 AM													
6:30 AM													
6:45 AM													
7:00 AM	1		0					97	4	2	89		193
7:15 AM	0		1					129	4	2	107		243
7:30 AM	3		1					121	2	2	117		246
7:45 AM	1		0					131	1	4	118		255
8:00 AM	4		1					107	5	6	117		240
8:15 AM	2		3					143	6	6	139		299
8:30 AM	5		4					140	8	5	110		272
8:45 AM	1		3					133	5	6	120		268
9:00 AM													
9:15 AM													
9:30 AM													
9:45 AM													
10:00 AM													
10:15 AM													
10:30 AM													
10:45 AM													
11:00 AM													
11:15 AM													
11:30 AM													
11:45 AM													

TOTAL VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	17	0	13	0	0	0	0	1001	35	33	917	0	2016

AM Peak Hr Begins at: 800 AM

PEAK VOLUMES =	12	0	11	0	0	0	0	523	24	23	486	0	1079
PEAK HR. FACTOR:	0.639			0.000			0.918			0.878			0.902

CONTROL: 1 WAY STOP (N)

Intersection Turning Movement

Prepared by:

National Data & Surveying Services

N-S STREET: Shoping Center Dwy Along Atlanta (West) DATE: 07/16/2008 LOCATION: City of Huntington Beach
 E-W STREET: Atlanta DAY: WEDNESDAY PROJECT# 08-1176-003

LANES:	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	
	0	1	0	0	0	0	0	2	0	0	2	0	
1:00 PM													
1:15 PM													
1:30 PM													
1:45 PM													
2:00 PM													
2:15 PM													
2:30 PM													
2:45 PM													
3:00 PM													
3:15 PM													
3:30 PM													
3:45 PM													
4:00 PM	6		11					127	5	17	132		298
4:15 PM	9		13					139	7	23	144		335
4:30 PM	7		11					143	12	13	150		336
4:45 PM	6		19					134	9	15	140		323
5:00 PM	13		16					175	12	26	169		411
5:15 PM	12		14					150	18	13	179		386
5:30 PM	13		15					139	8	16	161		352
5:45 PM	13		13					128	12	15	165		346
6:00 PM													
6:15 PM													
6:30 PM													
6:45 PM													

TOTAL VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	79	0	112	0	0	0	0	1135	83	138	1240	0	2787

PM Peak Hr Begins at: 500 PM

PEAK VOLUMES =	51	0	58	0	0	0	0	592	50	70	674	0	1495
PEAK HR. FACTOR:	0.940			0.000			0.858			0.954			0.909

CONTROL: 1 WAY STOP (N)

Intersection Turning Movement

Prepared by:

National Data & Surveying Services

N-S STREET: Shopping Center Dwy Along
Atlanta (east)

DATE: 07/16/2008

LOCATION: City of Huntington Beach

E-W STREET: Atlanta

DAY: WEDNESDAY

PROJECT# 08-1176-004

LANES:	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	
	0	1	0	0	0	0	0	2	0	0	2	0	
6:00 AM													
6:15 AM													
6:30 AM													
6:45 AM													
7:00 AM	2		3					96			88		189
7:15 AM	1		0					130			108		239
7:30 AM	0		2					121			119		242
7:45 AM	4		1					131			117		253
8:00 AM	1		1					108			122		232
8:15 AM	2		3					145			144		294
8:30 AM	4		3					143			111		261
8:45 AM	2		4					136			123		265
9:00 AM													
9:15 AM													
9:30 AM													
9:45 AM													
10:00 AM													
10:15 AM													
10:30 AM													
10:45 AM													
11:00 AM													
11:15 AM													
11:30 AM													
11:45 AM													

TOTAL VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	16	0	17	0	0	0	0	1010	0	0	932	0	1975

AM Peak Hr Begins at: 800 AM

PEAK VOLUMES =	9	0	11	0	0	0	0	532	0	0	500	0	1052
PEAK HR. FACTOR:	0.714			0.000			0.917			0.868			0.895

CONTROL: 1 WAY STOP(N)

Intersection Turning Movement

Prepared by:

National Data & Surveying Services

N-S STREET: Shopping Center Dwy Along DATE: 07/16/2008 LOCATION: City of Huntington Beach
 Atlanta (east)
 E-W STREET: Atlanta DAY: WEDNESDAY PROJECT# 08-1176-004

LANES:	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	
	0	1	0	0	0	0	0	2	0	0	2	0	
1:00 PM													
1:15 PM													
1:30 PM													
1:45 PM													
2:00 PM													
2:15 PM													
2:30 PM													
2:45 PM													
3:00 PM													
3:15 PM													
3:30 PM													
3:45 PM													
4:00 PM	3		5					138			149		295
4:15 PM	1		3					152			168		324
4:30 PM	2		5					151			173		331
4:45 PM	2		2					153			156		313
5:00 PM	2		4					190			189		385
5:15 PM	2		3					163			194		362
5:30 PM	1		1					154			170		326
5:45 PM	4		0					141			176		321
6:00 PM													
6:15 PM													
6:30 PM													
6:45 PM													

TOTAL VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	17	0	23	0	0	0	0	1242	0	0	1375	0	2657

PM Peak Hr Begins at: 500 PM

PEAK VOLUMES =	9	0	8	0	0	0	0	648	0	0	729	0	1394
PEAK HR. FACTOR:		0.708			0.000			0.853			0.939		0.905

CONTROL: 1 WAY STOP(N)

Intersection Turning Movement

Prepared by:

National Data & Surveying Services

N-S STREET: Shopping Center Dwy Along Frontage Rd

DATE: 07/16/2008

LOCATION: City of Huntington Beach

E-W STREET: Full Access Dwy (North)

DAY: WEDNESDAY

PROJECT# 08-1176-005

LANES:	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	
	1	0	0	0	1					0	1	0	
6:00 AM													
6:15 AM													
6:30 AM													
6:45 AM													
7:00 AM		6	1	1	1					1		0	10
7:15 AM		12	0	0	3					0		0	15
7:30 AM		7	0	0	2					0		0	9
7:45 AM		8	0	1	0					0		0	9
8:00 AM		9	0	1	5					0		0	15
8:15 AM		6	1	2	4					1		1	15
8:30 AM		10	1	3	6					2		1	23
8:45 AM		8	0	0	4					0		2	14
9:00 AM													
9:15 AM													
9:30 AM													
9:45 AM													
10:00 AM													
10:15 AM													
10:30 AM													
10:45 AM													
11:00 AM													
11:15 AM													
11:30 AM													
11:45 AM													

TOTAL VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	0	66	3	8	25	0	0	0	0	4	0	4	110

AM Peak Hr Begins at: 745 AM (to balance with Frontage Road/Beach Blvd.)

PEAK VOLUMES =	0	33	2	7	15	0	0	0	0	3	0	2	62
PEAK HR. FACTOR:		0.795			0.694			0.000			0.583		0.728

CONTROL: 1-Way stop WB

Intersection Turning Movement

Prepared by:

National Data & Surveying Services

N-S STREET: Shopping Center Dwy Along Frontage Rd

DATE: 07/16/2008

LOCATION: City of Huntington Beach

E-W STREET: Full Access Dwy (North)

DAY: WEDNESDAY

PROJECT# 08-1176-005

LANES:	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	
		1	0	0	1					0	1	0	
1:00 PM													
1:15 PM													
1:30 PM													
1:45 PM													
2:00 PM													
2:15 PM													
2:30 PM													
2:45 PM													
3:00 PM													
3:15 PM													
3:30 PM													
3:45 PM													
4:00 PM		4	0	5	8					0		4	21
4:15 PM		15	1	2	9					0		3	30
4:30 PM		7	0	6	17					0		0	30
4:45 PM		4	0	1	16					1		4	26
5:00 PM		8	1	2	10					1		1	23
5:15 PM		17	1	2	10					0		6	36
5:30 PM		9	1	5	22					0		1	38
5:45 PM		8	0	3	16					1		0	28
6:00 PM													
6:15 PM													
6:30 PM													
6:45 PM													

TOTAL VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	0	72	4	26	108	0	0	0	0	3	0	19	232

PM Peak Hr Begins at: 500 PM

PEAK VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	0	42	3	12	58	0	0	0	0	2	0	8	125
PEAK HR. FACTOR:		0.625		0.648			0.000			0.417			0.822

CONTROL: 1-Way stop WB

ATTACHMENT NO. 5.37

Intersection Turning Movement

Prepared by:

National Data & Surveying Services

N-S STREET: Shopping Center Along Beach DATE: 07/16/2008
Frontage rd

LOCATION: City of Huntington Beach

E-W STREET: Full Access Dwy (Middle) DAY: WEDNESDAY

PROJECT# 08-1176-006

LANES:	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	
	1	0	0	0	1					0	1	0	
6:00 AM													
6:15 AM													
6:30 AM													
6:45 AM													
7:00 AM		5	0	0	2					0		2	9
7:15 AM		11	1	1	2					0		1	16
7:30 AM		4	0	0	2					0		2	8
7:45 AM		7	0	0	0					0		1	8
8:00 AM		6	1	4	1					0		2	14
8:15 AM		5	2	2	2					0		3	14
8:30 AM		9	1	2	7					0		2	21
8:45 AM		7	1	1	3					0		1	13
9:00 AM													
9:15 AM													
9:30 AM													
9:45 AM													
10:00 AM													
10:15 AM													
10:30 AM													
10:45 AM													
11:00 AM													
11:15 AM													
11:30 AM													
11:45 AM													

TOTAL VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	0	54	6	10	19	0	0	0	0	0	0	14	103

AM Peak Hr Begins at: 745 AM (to balance with Frontage Road/Beach Blvd.)

PEAK VOLUMES =	0	27	4	8	10	0	0	0	0	0	0	8	57
PEAK HR. FACTOR:		0.800		0.611			0.000			0.667			0.738

CONTROL: 1-Way stop WB

ATTACHMENT NO. 5.38

Intersection Turning Movement

Prepared by:

National Data & Surveying Services

N-S STREET: Shopping Center Along Beach DATE: 07/16/2008
Frontage rd

LOCATION: City of Huntington Beach

E-W STREET: Full Access Dwy (Middle) DAY: WEDNESDAY

PROJECT# 08-1176-006

LANES:	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND			TOTAL
	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	
	1		0	0	1					0	1	0	
1:00 PM													
1:15 PM													
1:30 PM													
1:45 PM													
2:00 PM													
2:15 PM													
2:30 PM													
2:45 PM													
3:00 PM													
3:15 PM													
3:30 PM													
3:45 PM													
4:00 PM		3	0	4	3					2		4	16
4:15 PM		7	3	4	5					1		7	27
4:30 PM		7	3	7	10					1		5	33
4:45 PM		2	1	8	8					1		3	23
5:00 PM		7	2	6	6					1		2	24
5:15 PM		11	2	7	2					0		3	25
5:30 PM		7	2	8	13					0		4	34
5:45 PM		7	0	3	16					2		1	29
6:00 PM													
6:15 PM													
6:30 PM													
6:45 PM													

TOTAL VOLUMES =	NL	NT	NR	SL	ST	SR	EL	ET	ER	WL	WT	WR	TOTAL
	0	51	13	47	63	0	0	0	0	8	0	29	211

PM Peak Hr Begins at: 500 PM

PEAK VOLUMES =	0	32	6	24	37	0	0	0	0	3	0	10	112
PEAK HR. FACTOR:		0.731		0.726			0.000			0.813			0.824

CONTROL: 1-Way stop WB