

**CITY OF HUNTINGTON BEACH
PLANNING COMMISSION STUDY SESSION**

**GENERAL PLAN AMENDMENT NO. 14-002
(GENERAL PLAN UPDATE)**

July 22, 2014

SUMMARY

- **Location:** Citywide
- **Proposed Project:** The General Plan is the fundamental policy document of the City of Huntington Beach. It provides the framework for management and utilization of the City's physical, economic, and human resources. By providing a basis for rational decision-making, this document guides civic decisions regarding land use, the design and/or character of buildings and open spaces, the conservation of existing housing and the provision of new dwelling units, the provision of supporting infrastructure and public services, the protection of environmental resources, the allocation of fiscal resources, and the protection of residents from natural and human-caused hazards.

The City's current General Plan was adopted in 1996. The City is updating its General Plan to ensure that the plan remains a useful tool, keeps pace with change, and provides workable solutions to current and future issues. The General Plan Update will provide a comprehensive policy framework that accurately reflects growth, resource protection priorities, and recent state legislation, providing a blueprint for future development and resource conservation in Huntington Beach. In doing so, the General Plan will act to clarify and articulate the City's intentions with respect to the rights and expectations of the public, property owners, and prospective investors and business interests. Through the plan, the City informs these groups of the community's goals, objectives, and policies, thereby communicating the expectations and responsibilities of all sectors in fulfilling the General Plan.

- **Background:** State law requires the City to adopt a General Plan to address land use, circulation, housing, conservation, open space, noise, and safety, and a Coastal Land Use Plan addressing coastal access, recreation, resource protection, and development. A General Plan may also address and emphasize other subjects of local importance. The City's existing General Plan consists of 16 elements and, as mentioned, was last comprehensively updated in 1996. In October 2013, the City approved a contract and budget to retain PMC, Inc. to assist the City with the General Plan Update. The process is anticipated to conclude with an adopted General Plan Update in summer 2016.
- **Public Participation:** The first phase of community outreach in the General Plan Update process was to establish a vision for the future. The resulting draft 2040 Community Vision (Attachment No. 3) will be used as a guiding tool for the General Plan Update. It will remind residents, the City Council, the Planning Commission, other City commissions, and staff about the desired future for the community throughout and beyond the update process and will guide the formulation of goals, policies, and actions to support the future vision.

During the first community outreach phase, the City conducted several outreach events and advertised through various media sources including press releases, the City Administrator Newsletter, banner over Main Street, HB-3 TV promo, water bill inserts, Facebook, Twitter, the City website, promotional flyers posted throughout the City, City Council meeting announcements and the project website (www.HBthenextwave.org). In addition, the following public outreach activities were held:

- Beach Bonfire Kickoff (3/19/14)
- Community Visioning Workshop I (3/27/14)
- Community Visioning Workshop II (3/29/14)
- Pop Up Workshop – Annual Easter Egg Hunt in Central Park (4/19/14)
- Online survey (ongoing)

The next phase of community outreach activities will begin in late September/early October 2014.

Related to the public outreach effort, the General Plan Update project utilizes a number of task forces and a General Plan Advisory Committee (GPAC) to provide feedback on key project milestones and review technical studies throughout the General Plan update process. They are made up of City Council appointees as well as members of the Planning Commission, Public Works Commission, Community Services Commission, Environmental Board and various community organizations. There are five task forces (Circulation, Market Trends, Sustainability, Biological Resources and Sea Level Rise) that meet as needed. The GPAC will meet more regularly throughout the General Plan Update process. The task force and GPAC meetings are open to the public and the agendas and meeting materials are posted on the project website (www.HBthenextwave.org).

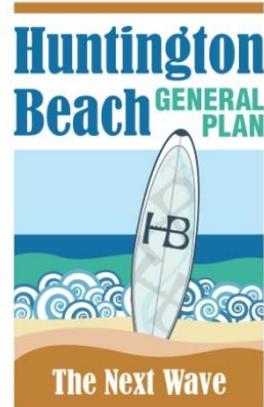
Several study sessions are planned throughout the General Plan Update process to keep the Planning Commission and City Council apprised of project progress and obtain feedback from the Planning Commission and City Council at critical points in the process.

- **Planning Issues:** The purpose of this first Planning Commission study session is to present an overview of the General Plan Update, provide a summary of the public outreach that has been conducted to date, present the Draft Vision Book and introduce the guiding principles that will shape the General Plan policies. Comments on the draft Vision Book from the GPAC and Planning Commission will be presented to the City Council at a Study Session on September 2, 2014. Comments from the City Council will be included in the final version.
- **Public Hearing:** City Council and Planning Commission public hearings are scheduled to occur at the end of the General Plan Update process in summer 2016.
- **Attachments:**
 1. Community Themes Memo
 2. Outreach Summary
 3. Draft Vision Book
 4. June 4, 2014 GPAC Meeting Summary

Community Themes Memorandum

Huntington Beach General Plan Update

March 3, 2014



Overview

As a beginning step of the City of Huntington Beach General Plan update, City and PMC staff conducted a series of stakeholder interviews on January 30 and 31, 2014. In the interviews, the project team sought input on the existing General Plan and current planning processes, resource efficiency, circulation, market trends and fiscal considerations, resource conservation and wetland protection, land use, and social services in Huntington Beach. This memorandum summarizes key community themes emerging from these conversations.

Stakeholders were selected based on their involvement and leadership in the community related to the topics listed above and to capture a broad range of perspectives. Stakeholders included City Council members, Planning Commissioners, existing and former City Planning staff, business owners, civic organization leaders, chamber of commerce members, and neighborhood advocates. The interviews were loosely structured around a set of ten common questions related to the city's assets, opportunities, and challenges (see Attachment A for a complete list of questions and topics). Stakeholders were encouraged to share thoughts or ideas not necessarily covered in the outlined interview questions. A list of interviewees and the questions used in each interview are provided as attachments to this memorandum.

The project team collected comments and ideas from each stakeholder meeting and analyzed stakeholder feedback as a whole to identify and describe common themes. The interviews were identified as confidential, and no specific comment is attributed to an individual stakeholder. These themes represent a starting point for organizing the community vision and key issues, goals, and policies for the General Plan. They will be further vetted and refined in upcoming community engagement events, including (but not limited to) the bonfire, community visioning workshops, and the online survey.

Community Themes

Community themes emerging from stakeholder interviews are organized below using the chapter structure proposed for the updated General Plan. Themes are presented in the following categories: community development, infrastructure and community services, natural resources, and hazards.

Community Development Themes

Community development themes relate to land use, urban design, historic and cultural resources, economic development, growth management, and housing. General Plan community

development policies direct the overall urban form of the community and protect the community's unique characteristics.

1. Balancing Economic Growth and Resource Protection

As Huntington Beach is nearly built out, a number of challenges associated with limited land availability are emerging. The City must balance the need to provide a variety of housing options with resident and visitor desires for additional goods and services, while continuing to provide open space, protect natural resources, offer mobility and transportation options, and maintain livable neighborhoods. City plans (e.g., Beach and Edinger Corridors Specific Plan, Downtown Specific Plan, and Bicycle Master Plan) provide opportunities for new housing, retail and commercial services, and alternative transportation at specific locations in the future. The community has historically struggled to balance the demand for economic growth with the need to protect natural resources and open space, and it seems these priorities shift back and forth like a pendulum every few years. The community would benefit from a strategy that sets development, community amenity, and resource conservation priorities for the limited amount of vacant land located throughout Huntington Beach that can withstand shifting priorities.

2. Development Focus Areas

Given the limited amount of undeveloped land remaining in Huntington Beach, new development projects along some of the city's arterial corridors could make more efficient use of existing land and buildings by increasing building height and residential density, and by reducing the size of new lots created in residential neighborhoods. Specific focus areas present opportunities for redevelopment and reutilization to meet housing, open space and recreation, and/or commercial needs. Potential sites discussed include:

- Gothard Street corridor
- Beach and Edinger Corridors Specific Plan area
- Warner Avenue/Goldenwest Street intersection
- Brookhurst Street/Adams Avenue intersection
- Lumber yard
- Adaptive reuse of industrial areas
- Adaptive reuse of closed school sites (while protecting open space resources and potential future citywide school capacity, exploring housing opportunities, and focusing on school sites along major arterials)

Rezoning certain areas, repurposing older industrial areas, and consolidating parcels may all contribute to a strategy to promote recycling and redevelopment. Potential mixed-use and higher-density development projects also provide opportunities to utilize existing space, but require a cautious and thoughtful approach to avoid land use conflicts. Higher-density residential development may be most appropriate adjacent to or behind existing commercial corridors.

The City faces numerous barriers associated with multiple agency jurisdiction within its boundaries. Other agencies with jurisdiction in Huntington Beach (e.g., Caltrans, California Coastal Commission, South Coast Air Quality Management District) often slow down the process, are not responsible to a local electorate, and have their own policies and regulations that can supersede the General Plan.

3. Maintaining Beach City Culture and Identity

Protecting the traditional beach and “surf city” feel of Huntington Beach is a community priority. Huntington Beach successfully brands and advertises itself as “Surf City.” Continuing to preserve historic and cultural resources related to that identity, such as older neighborhoods, and historic buildings in Downtown, is an important step in retaining Huntington Beach’s unique feel and culture. Some current development trends threaten this culture (e.g., “mansionization” in residential areas). Future development could avoid or downplay such trends and incorporate methods to protect the community’s long-established culture. The General Plan update process presents an opportunity to protect the community’s existing culture while defining its identity moving forward.

4. Property Maintenance

Façade improvement and additional code enforcement are needed in some areas of the city. Some retail and commercial buildings along arterial corridors are becoming run-down and would benefit from façade improvements. There is a marked difference in development quality and property maintenance between older commercial corridors (e.g., Beach Boulevard, Goldenwest Street) and newer commercial and mixed-use centers (e.g., Bella Terra, The Strand). The City is working with property owners in residential areas to enforce code requirements. The City could consider providing additional incentives for owners to improve the exterior appearance of their buildings. Resident-led community cleanup programs, such as those in the Oakview neighborhood, could be supported and encouraged to continue and expand.

5. Adaptive Reuse of Industrial Properties

The nature of industrial uses has changed over the past few decades. Historically, most industrial land in Huntington Beach was used to support the aerospace industry and manufacturing. These uses were separated from residential and commercial uses to avoid noise and odors, and located adjacent to arterial and rail corridors to support goods movement. Although aerospace and manufacturing uses continue to thrive in Huntington Beach, the range of uses that occupy industrial properties now includes religious institutions, research and development, commercial, office, warehousing, storage, commercial recreation (e.g., gyms, trampolines, bounce houses), and institutional (higher learning) uses that provide a variety of services to the community.

In the past, community members have not favored converting industrial properties to housing. Looking forward, the City could define the desired range of uses encouraged in industrial areas, promote creation of more local jobs, and consider redeveloping certain industrial areas to include commercial uses and housing. The City also has an opportunity to intensify use of

underutilized or underperforming industrial land and to introduce new uses that create both jobs and housing. Intensified industrial areas could be separated from established single-family residential neighborhoods, avoiding potential land use conflicts. The City could also work with existing aerospace and manufacturing businesses to explore development opportunities within industrial areas to ensure that their future facility plans are accommodated in Huntington Beach.

6. Consistent and Predictable Development Standards

Consistent development review based on easily understood standards can promote private development activity in the community to achieve economic development goals. The General Plan update presents an opportunity to remove inconsistencies between the General Plan and Municipal Code and reevaluate floor-area ratios (FARs) and industrial development regulations. In addition, the City could consider adding policies and procedures to address special issues and concerns (e.g., ADA, parking, fire safety requirements) that could assist both City staff and the development community.

7. Adapting to a Changing Economy

As with the oil industry in the early twentieth century, many new industries are getting their start in Huntington Beach in the twenty-first century. However, in the past decade, the way businesses operate has changed. Employees are looking for alternatives to long commutes. Employers are looking for ways to attract new talent, and communities desire greater workforce diversity. The City could continue to work closely with private sector employers to promote creation of high-paying jobs within the community, as it has done in the past. Successfully enhancing the workforce requires job training, educational resources, and programs to train residents in areas of future job growth. These opportunities are being realized through community partnerships in the Oakview neighborhood with Golden West College and other vocational/training schools in the area. These successful efforts could be expanded to other neighborhoods in the community. In addition, the City could establish areas where technology and infrastructure are provided specifically to support new business start-ups (i.e., incubators) which, once established, transition into larger spaces as they expand. By providing a variety of building and development platforms for business, the community can adapt to future economic changes.

8. Housing Needs and Affordability

There is a lack of housing available in the community to meet the needs of some existing and future residents. With limited vacant land available for new housing and given the high cost of housing in Huntington Beach, several families are crowding into one home, and new residents are moving into the community with limited housing options. High housing costs make Huntington Beach an unaffordable location for many local workers employed in the industrial and service sectors. The City's existing housing affordability requirement provides housing primarily for moderate-income households. More could be done to assist low- and very low-income households. As the population continues to diversify, the gap between housing need

and affordability will continue to increase. The General Plan update presents an opportunity to encourage development of a wider variety of housing options.

9. Housing Conditions

Most of the homes and buildings in Huntington Beach were constructed more than 40 years ago. Over the years, some of these houses and buildings have become weathered and worn. The quality and upkeep of housing stock in some areas are in need of improvement and care. Quality, well-maintained housing is an essential element of the community's character and reputation. The City could continue to offer and consider enhancing programs and incentives that can help homeowners maintain their homes and make aesthetic, functional, and energy-efficient upgrades.

10. Senior Housing Needs

Huntington Beach's population is growing and aging, and these trends are projected to continue. There is a lack of housing available in the community to meet the needs of some of these residents. Much of the city's existing single-family housing stock was constructed during a period characterized by high demand for housing for traditional families located near neighborhood schools and parks. As a result, much of the existing housing stock is not suitable for specific special needs groups, such as the elderly and multigenerational families. Residents who once lived in single-family homes with their families are staying in their homes well into their senior years. Some seniors live in mobile home parks within the city limits, but some have converted to family parks and seasonal homes. There is a need for more housing and assisted living options for seniors in the community.

Infrastructure and Community Services Themes

Infrastructure and community services themes relate to circulation, public facilities and public services, recreation and community services, and utilities. General Plan infrastructure and community services policies direct circulation and mobility, police and fire services, and parks and recreation resources in the community.

11. Traffic Flow and Safety

Community members and visitors want to travel easily between key destinations by driving, biking, or walking in the city without the sometimes intense congestion they currently encounter. Numerous intersections (e.g., Beach Boulevard/Edinger Avenue, Beach Boulevard/Warner Avenue, Gothard Street/Edinger Avenue, Brookhurst Street/Adams Avenue) and several arterial roadways are congested during commute hours, on the weekends, and during the tourist season. Some residents and business owners anticipate that increasing development along these corridors and near these intersections may exacerbate the problem. Although some signals are currently timed, residents don't report a difference in roadway performance. Traffic flow and road safety could be improved by optimizing signal timing and providing additional streetscaping and traffic calming.

12. Downtown Parking and Sidewalks

Downtown Huntington Beach is a popular destination for both visitors and residents. Parking is a major challenge in Downtown throughout the year, but especially during high tourist season and special events. Limited street parking and Downtown parking structures are the current primary parking options. While drivers look for available parking spaces, congestion increases; congestion combined with frustration looking for parking may diminish the visitor experience. Expanding sidewalks along Main Street in Downtown would improve the pedestrian experience, create additional community gathering places, and provide valuable space for sidewalk sales and other downtown business events. The City could consider building additional parking structures or lots Downtown, creating opportunity to reduce street parking and enhance and widen sidewalks.

13. Regional Connections

There is community interest in enhancing regional access. As with most of Orange County, Huntington Beach's transportation system was largely built to accommodate the automobile. As a result, limited regional transit infrastructure, connections, or options are available in Huntington Beach and surrounding communities. Enhancing regional transit connections could improve access and mobility for residents and visitors and could reduce traffic congestion and parking limitations in the community. Options include new transit connections, such as a rail corridor running parallel to and east of Gothard Street providing connections between the beach and the Anaheim Regional Transportation Intermodal Center (ARTIC). Local transit connections to existing Orange County Transportation Authority (OCTA) and Metro regional transit linkages are also desirable, particularly to support service workers in the community who have long, circuitous commutes from communities with more affordable and diverse housing options.

14. Bike and Pedestrian Access

The existing development pattern in Huntington Beach limits access for pedestrians and bicyclists to reach goods and services, as well as parks and recreation resources. It is generally considered challenging and unpleasant to cross or travel along major roadways as a bicyclist or pedestrian. Currently, most residential areas are isolated by (and many are walled off from) high traffic corridors. Residents and employees in the community have expressed an interest in improving amenities for bicyclists and pedestrians, including:

- An expanded network of clearly delineated bicycle lanes along designated streets in the city.
- Multi-use pathways for bicyclists and pedestrians that connect residential areas to key shopping districts and parks, recreation, and natural resources (e.g., Harriett M. Wieder Regional Park, the railway corridor).
- Streetscape improvements to improve the pedestrian experience, such as street trees, benches, and crosswalks.

The City's recently adopted Bicycle Master Plan addresses many of these priorities. Key strategies from the plan could be considered during the General Plan update.

15. Limited Local Transit Options

OCTA provides local transit service for community members traveling to and from Huntington Beach within Orange County. Existing local bus service has been characterized as limited and slow. Negative perception of the transit system dissuades ridership, and current ridership levels do not warrant expanded routes or frequencies. Because driving remains the preferred travel mode among most residents and visitors, creating a successful transit system will be challenging. Still, Huntington Beach could benefit from multiple alternative transportation investments in bus and/or light rail. Additional buses, routes, and express buses could serve employee commute destinations, such as Long Beach or Santa Ana and the resort hotel district. In particular, there is interest in establishing a local loop shuttle system connecting key destinations such as Downtown, the beach, resort hotels, Golden West College, and Bella Terra.

16. Aging Infrastructure

Since the city's establishment in 1909, the infrastructure system has successfully served generations of Huntington Beach residents and businesses. However, the landscape and population has changed tremendously in the past 100+ years, and infrastructure is aging and should be updated to serve existing and future development needs. In particular, Downtown infrastructure and City parks and facilities would benefit from refurbishment. Much of the future development in the community is planned for arterial corridors, such as Beach Boulevard and Edinger Avenue. Street, sewer, and water infrastructure will need to accommodate additional residents and businesses in these areas. Rather than updating infrastructure on a project-by-project basis, the City could undertake citywide improvement programs. Since funding to improve infrastructure in the community is limited, the City could benefit from a bond measure to support such programs. Future development projects could also cover the costs of needed infrastructure improvements.

17. Community Involvement

Huntington Beach has a strong history of citizen involvement, and the City strives to engage community members through the public hearing and noticing process. However, the City's communication techniques with residents and business owners could be enhanced and expanded. Currently, the City effectively communicates with a number of stakeholders, residents, and business owners who are actively engaged in civic initiatives and activities. However, communication between the City and the broader community is limited, and citywide outreach efforts could be expanded. A small portion of the community reads local newspapers and uses social media. Some residents, particularly in the Oakview neighborhood, have limited English proficiency and prefer to communicate and consume information in Spanish. Overwhelmingly, community members care about Huntington Beach and want to be involved in shaping its future.

18. Senior Services

The city's senior and elderly population would greatly benefit from additional and accessible social services to serve their needs. The soon-to-be-developed senior center provides an opportunity to increase senior services, though the location is inaccessible for many.

19. Public Safety and Crime

Public safety is an important part of maintaining a high quality of life in Huntington Beach. Recent criminal activity associated with special events has created negative press for the community. While community members feel safe and secure living and recreating here, there are a number of opportunities to improve public safety. Street lighting could be enhanced in public areas, open spaces, and parks and along streets and boulevards. The City could also increase the police force's presence year-round in some areas, particularly Downtown.

20. Youth Services

Community and social services are not meeting all of the needs of children and youth in the community. The City could increase the number of and accessibility of youth services and work with nonprofit organizations currently providing youth services. There is considerable disparity among schools in the community, and students are not receiving the same caliber of education or extracurricular programs. After completing high school, young adults have a particular need for support and job training opportunities. Public libraries are a valuable resource and are well used by a variety of community members. Education and social services could be provided throughout the community so that youth can easily access opportunities. Community service satellite centers could locate in existing shopping centers or at school sites. Some young community members do not know about the services available to them and the locations to access these services. Outreach to promote available services could be enhanced.

21. Open Space and Recreation

Both open space and recreational activities are highly valued in Huntington Beach. Residents and visitors cherish the existing parks, trails, and recreational activities, and they recognize considerable opportunities to enhance and expand them. Suggestions include:

- More cultural activities and appropriate spaces for such activities in the parks
- A community garden in Oakview
- Enhancing lakes in open space and parks (e.g., Sully Miller Lake)
- A larger parking lot and shuttle system for the Bolsa Chica Wetlands
- Public shower facilities along the beach
- A gun range in Central Park
- Fewer buildings in open spaces and parks
- Additional sports fields
- Coordinating future open space and recreation plans with the school districts
- Drinking bowls for dogs

- Additional open space in the southwest portion of the city
- Preserving the Ridge property

The balance between recreational structures, amenities, and activities and passive, natural open spaces must be managed carefully to accommodate varying preferences and changing priorities.

Natural Resources Themes

Natural resource themes relate to environmental resources and conservation areas in the city, including biological resource areas, energy and water conservation, air quality, greenhouse gas emissions, and coastal resources. General Plan natural resources policies direct managed use and conservation of these resources.

22. Water Conservation and Supply

Huntington Beach, like most of the region, has limited fresh water resources, especially groundwater. Additional steps could be taken to protect these resources and to prepare the city to sustain the future population. Steps could be taken to promote residential and business water conservation, perhaps including innovative approaches like an incentive-based challenge. Drought-tolerant landscaping and saltwater reclamation (i.e., Poseidon Facility) are other good ways to conserve water and develop new water supplies.

23. Coastal Environmental Resources

The environmental quality of the beach, wetlands, and ocean is valued in this community. Residents treasure the coastline, pier, Bolsa Chica Wetlands, Huntington Beach Wetlands, and other natural resources that abound in coastal Huntington Beach. Some of these natural places are degraded or threatened. Examples include less than optimal water quality in Huntington Harbour and eroding beach bluffs across from the oil facility. Continuing relationships with and support for nonprofit organizations that protect these resources and educate the community about their value is supported by most community members.

24. Energy Conservation and Renewables

Current energy resources are generally viewed as limited and unsustainable. Consequently, the City should prepare for and encourage conservation and pursue alternative energy sources. Community education regarding energy efficiency continues to be important, and the City could take additional steps to encourage both municipal and distributed solar photovoltaic development. One idea is to report to the community the benefit of the solar panels installed in the parking lot at City Hall, communicating their value to the community and encouraging residents to install their own rooftop systems. The number of green (e.g., LEED Certified) buildings in the community could also be increased, and stricter green building standards could be enacted to save energy.

Hazards Themes

These themes relate to natural hazards, such as earthquakes and seismic hazards, sea level rise, tsunamis, and wildfires, and human-caused hazards, such as hazardous materials. General Plan hazards policies direct the City's approach to public safety, health, and welfare relative to these themes.

25. Planning for a Changing Coastline

As a beach community, much of Huntington Beach's economy and identity centers on the ocean. In anticipation of sea level rise, many community members would like the City to take steps now to establish new standards and requirements to ensure that vulnerable areas (e.g., Sunset Beach, Huntington Harbour, Bolsa Chica Wetlands and adjacent neighborhoods, southeast Huntington Beach) are protected, new development is planned appropriately to accommodate changing conditions, and existing beach and wetland resources are adapted to become more resilient. There is also need for increased public awareness about sea level rise and steps the City is taking to address changing conditions.

26. Exacerbated Flooding and Tsunami Impacts

Many areas currently experience or are vulnerable to hazards that could be exacerbated by sea level rise. For example, low-lying areas that experience flooding may experience greater inundation for longer periods of time, and portions of the coastline susceptible to tsunami inundation could expand. For areas considered highly susceptible to such hazards, the City could investigate ways to minimize these impacts and identify areas where special requirements or standards could reduce or avoid hazards in the future.

27. Brownfield Remediation

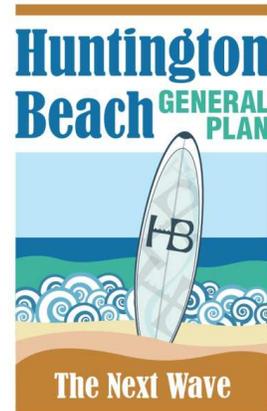
Due to historical aerospace, oil, and energy production uses and related contamination, there are several opportunity sites for cleanup and remediation within the community. These sites offer new opportunities for brownfield development and remove potential for exposure to contaminants for future generations. Brownfield sites include numerous chemical tanks (e.g., oil, solvents), a landfill, and sites where toxic waste/materials were disposed of improperly in the past. Addressing these issues improves environmental quality of life, desirability of surrounding neighborhoods, economic development, and housing options.

Next Steps

These themes provide structure and guidance for ongoing outreach events and will be further vetted and defined by community members prior to formulating issues, goals, and policies for the General Plan update.

Phase 1 Community Engagement Summary

May 8, 2014



INTRODUCTION

This memorandum summarizes the results of community engagement activities completed for Phase 1 of the Huntington Beach General Plan update process. Phase 1 activities included a kickoff beach bonfire, several workshops, and an online survey. Community engagement activities were promoted throughout the community. The memo highlights the most commonly expressed ideas and themes that emerged during each of these outreach activities. Full transcripts of notes and survey results can be found in the appendices to this document.

OVERVIEW

The following community engagement activities conducted during Phase 1 and the key findings from the results of those activities are summarized in the sections below.

- Beach Bonfire Kickoff Event – March 19, 2014
- Community Visioning Workshops – March 27 and March 29, 2014
- Annual Easter Egg Hunt Pop-Up Workshop – April 19, 2014
- Online Survey – March 18 through April 24, 2014



Each of these activities provided opportunities for the community to learn about and engage in the General Plan update. The beach bonfire and subsequent events were designed and implemented to set a welcoming, fun, and positive tone for the entire update process. The purpose of these activities was to set up a framework for future engagement on focused policy discussions in a transparent and collaborative way and to gather input on current priorities, issues, concerns, and a vision for the future.

The style of engagement was designed to adhere to the unique character of Huntington Beach and to connect with and unify the community. In each outreach activity, community members were invited to participate in brainstorming and visioning exercises about current circumstances

and future considerations. Taken together, the outreach methods used were designed to achieve the following outcomes:

- All community members and stakeholders should feel welcome and encouraged to participate throughout the process.
- A balanced representation of the community should provide input during the process.
- Participants should feel energized and positive about the General Plan update experience.
- Community members should understand the project's objectives, process, opportunities for involvement, and how their input will be used.
- The project team should gain a robust understanding of community members' and stakeholders' issues, concerns, and priorities.
- Community members' vision for the future of Huntington Beach should be identified.

KEY FINDINGS

Over the course of Phase 1 of the General Plan update, five major outreach methods were used. The project team gathered input from hundreds of community members through both formal and informal events as well as an online survey. Two primary information gathering exercises were woven throughout the various events and methods:

- Defining what participants cherish, and what they see as opportunities and challenges for Huntington Beach into the future.
- Developing hypothetical top news headlines to describe the ideal Huntington Beach in 2040.

Participant issues and priorities varied widely. A number of themes emerged relating to change and growth in Huntington Beach into the future. Broadly, these overarching themes are:

- Addressing density and growth, both residential and commercial, while maintaining beach culture and identity.
- Ensuring adequate and sustainable water and power supplies into the future.
- Maintaining and enhancing the quality and quantity of Huntington Beach's most valued resources—beaches, parks, wetlands, and open spaces.
- Supporting economic development, particularly commercial development, small businesses, and new industries.
- Continuing to improve circulation through bike and pedestrian infrastructure, expanding transit options, reducing traffic, and maintaining roadways.

- Ensuring Huntington Beach is resilient to natural disasters and environmental changes.
- Enjoying the safe and clean neighborhoods, beaches, and public spaces that are provided by a high-quality police force and public services.
- Improving and developing new resources to meet the needs of all community members for housing, transportation, and community services—particularly for seniors, youth, and young families.
- Enhancing opportunities for culture, arts, and entertainment—including increasing venues, providing educational opportunities, and diversifying activities and amenities.
- Updating water, sewer, street, and other infrastructure facilities.

Key findings, representing the ideas and issues most frequently raised by participants throughout the outreach process, are summarized for each exercise.

CHERISH, OPPORTUNITIES, AND CHALLENGES PROMPT SUMMARY

Participants were asked to respond to the following questions at the beach bonfire, at the visioning workshops, at the annual Easter egg hunt pop-up workshop, and through the online survey. Table 1 presents the most frequently expressed sentiments in response to each prompt.

TABLE 1: CONSOLIDATED I LIKE, I WISH, I WONDER PROMPT RESPONSES

What do you cherish about Huntington Beach? <i>I like...</i>	What are key opportunities facing Huntington Beach? <i>I wish...</i>	What are key challenges facing Huntington Beach? <i>I wonder...</i>
<ul style="list-style-type: none"> • Community and lifestyle (small-town, family-oriented, laid-back) • Parks and open spaces (Bolsa Chica, State Beach, Central Park, wetlands) • Beach (cleanliness, atmosphere, pier, bonfires, other beach activities) • Public safety (high-quality police, fire, government services) • Public services (schools, libraries) • Bike/jogging paths 	<ul style="list-style-type: none"> • Population growth dealt with in the right way (density, traffic, preserving the small-town feel) • Encouraging commercial development (small business, mom & pops, getting rid of vacancy, creating jobs) • Developing more bike and pedestrian infrastructure • Sustainability (preserving open space, resources, green consciousness, reducing pollution) 	<ul style="list-style-type: none"> • Overcrowding/increased density/overbuilding • Meeting future water needs • Improving/expanding senior services, resources • City outreach to the community • Ensuring housing remains affordable • Earthquakes, sea level rise, other natural disaster preparedness

TOP 2040 HEADLINES SUMMARY

The top 2040 headlines activity encouraged participants, usually in a group setting, to develop hypothetical news headlines that would be published in the year 2040 illustrating their vision for the future of Huntington Beach. The exercise was designed to aid participants in visioning what they want and prioritizing what is most important for the community several decades into the future. This exercise was conducted at the visioning workshops, at the annual Easter egg hunt pop-up workshop, and through the online survey. More than 50 hypothetical headlines were developed across these activities. The list presented below is representative of common elements in the headlines. They are presented in a non-prioritized, alphabetical order.

- Biking, Walking, and Transit Use Rates Reach All-Time Highs
- Blue Ocean Meets Green City
- City Reaches Every Resident Through Expanded Community Services and Programs
- Cultural Opportunities Abound...Theaters, the Golden Bear, and More!
- Funds Flow Toward Improved Infrastructure Systems

- Huntington Beach Celebrates Top-Notch Public Safety Ratings
- Huntington Beach Voted Most Family-Friendly City in California
- Local Businesses Thrive in an Innovation-Friendly Environment
- Residents Don't Have to Travel Far to Play Outside
- Responsible Growth Is Accommodated to Maintain Small-Town Feel

OUTREACH ACTIVITIES AND RESULTS

The following discussion summarizes each outreach activity and results from the exercises completed during Phase 1.

BEACH BONFIRE KICKOFF EVENT

OVERVIEW

The beach bonfire was hosted by project staff at the Huntington Beach City Beach near Jack's Beach Concession on Pacific Coast Highway on the evening of March 19, 2014. This was the first opportunity for the community to learn about the General Plan update process and to share what they value most or hope to see change in Huntington Beach in the future. The event provided information about the process, schedule of events, and ways community members could engage and stay informed in the coming months. Nearly 100 community members visited and participated over the course of the three-hour event.

A variety of activities were set up for the bonfire designed to garner input from participants and engage, excite, and unite community members. Engagement activities included an information station, vision wall, opportunities and challenges mapping exercise, and future challenges bucket prioritization. In addition, the event featured fireside chats with City Mayor Matthew Harper and PMC Project Manager Jeff Henderson, a children's craft table and face painting, a local entertainer, and free flashlight giveaways for participants. Jack's Beach Concession offered a special barbecue menu for participants. Participants were also given the option to share their input directly by writing on comment cards or talking with project staff. Transcribed comments from the workshop have been prepared and are available for review upon request from the Planning and Building Department.

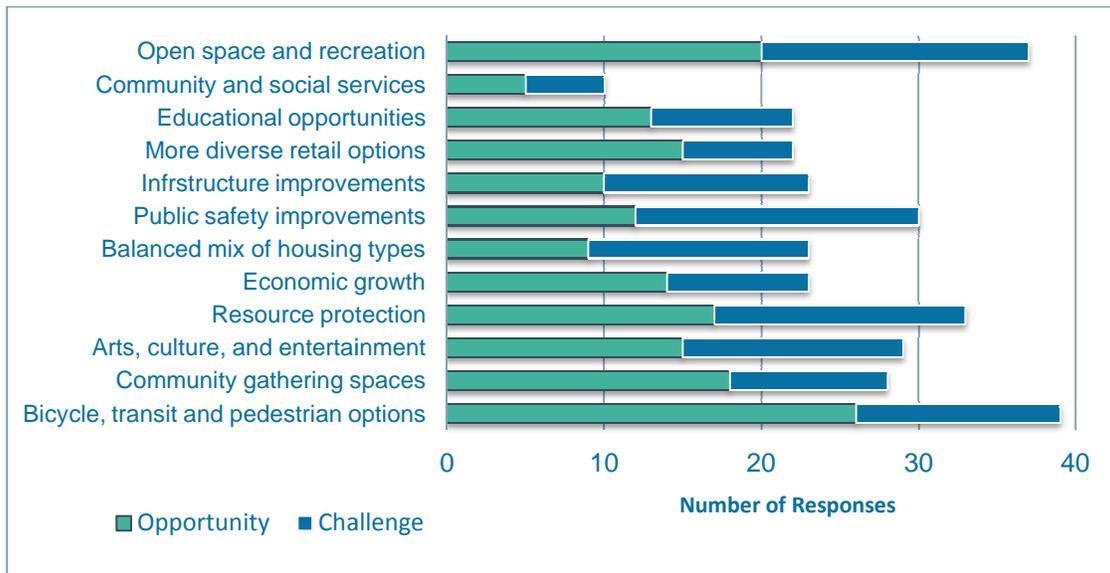


Opportunities and Challenges Mapping

For the mapping exercise, participants identified future physical attributes of Huntington Beach and characterized these attributes as areas of opportunity or challenge for the city. **Figure 2** summarizes the results. As shown, many physical attributes were seen as opportunities and challenges, though participants most frequently identified bicycle, transit, and pedestrian options, and open space and recreation as opportunities and challenges.



**FIGURE 2: PHYSICAL OPPORTUNITIES AND CHALLENGES?
(BEACH BONFIRE)**



In addition to the summary of perceived citywide opportunities and challenges illustrated in the figure above, the mapping exercise allowed participants to share their thoughts about particular locations. The list below details the concentration of perceived opportunities and challenges in particular locations within the planning area. Final versions of the maps from each activity are available for review upon request from the Planning and Building Department.

TABLE 2: BEACH BONFIRE OPPORTUNITIES AND CHALLENGES MAPPING SUMMARY

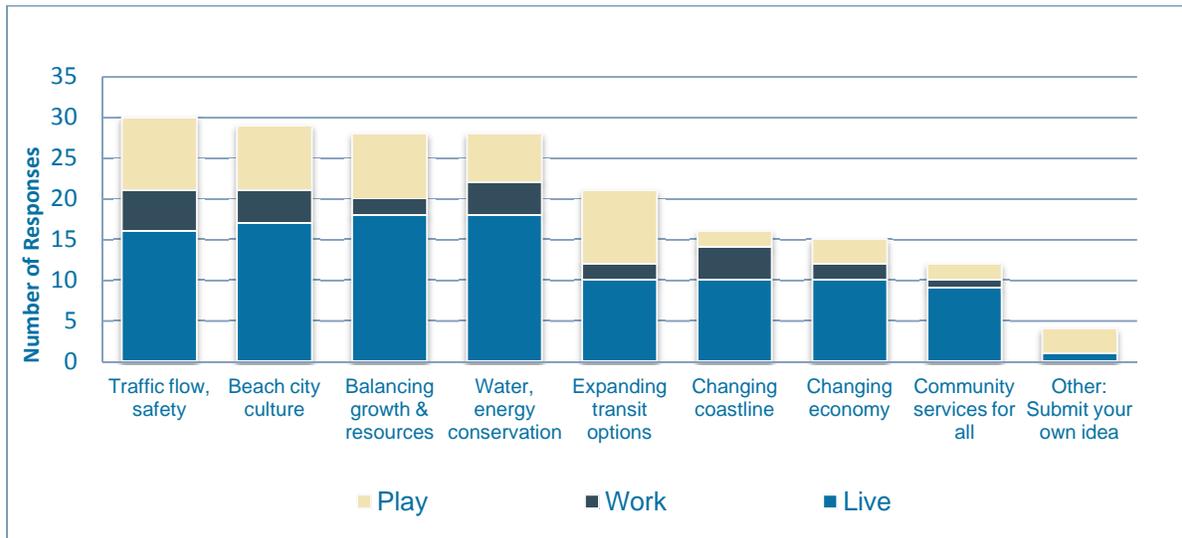
General Location	Opportunities/Challenges
Pier/Beach/Main Street	<ul style="list-style-type: none"> • Opportunities: more diverse retail; arts, culture, entertainment; economic growth • Challenges: public safety
Southeast Huntington Beach	<ul style="list-style-type: none"> • Opportunities: open space and recreation, especially near the Channels and Magnolia Street
Bolsa Chica	<ul style="list-style-type: none"> • Opportunities/Challenges: resource protection; open space and recreation; bike and pedestrian infrastructure along PCH
Central Park	<ul style="list-style-type: none"> • Opportunities/Challenges: bike and pedestrian infrastructure; resource protection; open space and recreation
Gothard Street and Goldenwest Street corridors and major intersections	<ul style="list-style-type: none"> • Opportunities: more retail and educational uses
Beach Boulevard	<ul style="list-style-type: none"> • Opportunities/Challenges: economic development
Edinger Avenue	<ul style="list-style-type: none"> • Opportunities/Challenges: bike and pedestrian infrastructure
Bartlett Park	<ul style="list-style-type: none"> • Challenges: public safety

Bucket Prioritization Activity

For the bucket prioritization activity, participants could identify up to three top challenges from a list of choices to the question, “What are the biggest future challenges facing Huntington Beach?” Participants were asked to self-identify whether they primarily live, work, or play in Huntington Beach. As indicated in **Figure 3**, participants most frequently chose the following four future challenges: traffic, beach city culture, balanced economic growth, and resource conservation.



**FIGURE 3: WHAT ARE THE CITY'S BIGGEST FUTURE CHALLENGES?
(BEACH BONFIRE)**



COMMUNITY VISIONING WORKSHOPS

OVERVIEW

The project team hosted two community visioning workshops on Thursday, March 27, and Saturday, March 29, 2014, at the Huntington Beach Public Library. The workshops were designed to provide information about the General Plan update process and gather input from participants about future priorities, issues, and challenges. Participants engaged in exercises to begin identifying areas of stability and areas of potential change within Huntington Beach as well as visioning exercises. Approximately 75 people attended the two workshops. Based on electronic polls conducted at the workshops, most of the participants have lived in Huntington Beach for at least 30 years. Roughly half also work or own businesses in the city or were representing a local organization.



KEY FINDINGS

Workshop attendees participated in three activities to establish what they value about the city and their vision for the future. The first activity was a vision wall where participants posted short statements of what they like, wish, and wonder about Huntington Beach today and in the future.

For the second activity, participants broke into small groups to formulate hypothetical newspaper headlines and images that represent the top news stories of 2040, describing a future scenario for Huntington Beach. Participants then presented the results of the activities and discussed them with the group at large.

I Like, I Wish, I Wonder

Participants were invited to share thoughts in response to three prompt questions:

- What do you cherish about Huntington Beach?
- What are key opportunities facing Huntington Beach?
- What are key challenges facing Huntington Beach?

Many participants approached the three questions as completions to the following statements: I like..., I wish..., and I wonder...



Cherished items most commonly mentioned included the beaches and parks, high-quality police services and safety, and the sense of community and lifestyle found in Huntington Beach. Participants highlighted addressing changes and challenges to the city as key opportunities facing the city, including commercial growth, increasing population density, and balancing development with resource preservation (i.e., water, open space). Key challenges also reflected key opportunities, and participants emphasized accommodating growth and countering economic blight and commercial vacancy. Preserving natural resources and preparing for disasters were also common challenges expressed by participants. The most common responses to the prompts are consolidated and shown in **Table 3**. Transcribed comments from the workshop have been prepared and are available for review upon request from the Planning and Building Department.

TABLE 3: VISIONING WORKSHOP I LIKE, I WISH, I WONDER PROMPT RESPONSES

What do you cherish about Huntington Beach? <i>I like...</i>	What are key opportunities facing Huntington Beach? <i>I wish...</i>	What are key challenges facing Huntington Beach? <i>I wonder...</i>
<ul style="list-style-type: none"> • Beach, parks, open space (Bolsa Chica, State Beach, Central Park, wetlands) (14)* • Beach, its atmosphere, pier, bonfires and related (9) • Community and lifestyle (8) • Public safety, high-quality police, fire, government services (5) • Low-density, small-town community (4) • Well-maintained beaches (4) (cleanliness, furniture, fire pits, trails, rules) • Community events (4) (Surf City nights, July 4th parade) • Public library (4) • Bike/jogging paths (4) • Small businesses (2) • City streets, roadside landscaping, furniture, trees (2) • Weather and lifestyle (2) • Schools (2) • Bella Terra (2) 	<ul style="list-style-type: none"> • Population growth and how it's accommodated (4) • Creative solutions to escalating growth in commercial areas (4) • More bicycle/pedestrian infrastructure (4) • Ease of opening/operating businesses (3) • Less economic blight, vacancies (3) • More green consciousness, less pollution (3) • Traffic (3) • Future water supply (3) • More senior facilities (2) • More arts, public art opportunity (2) • Natural disaster preparedness (3) • More public transit/bus (2) 	<ul style="list-style-type: none"> • Overcrowding/increased density/overbuilding (6) • Meeting future water need (6) • Improving/expanding senior services, resources (5) • City outreach to the community (3) • Dealing with traffic congestion (4) • Earthquake, sea level rise, other natural disaster preparedness (3) • Maintain sidewalks and other infrastructure (2) • Oil development and pollution (2) • Sustainability (2) • Keeping government small (2) • Becoming business friendly (2)

** Numbers in parentheses indicate the number of participants who shared each comment.*

Live Electronic Polling

The project team facilitated a live polling exercise to gain an understanding of participants' demographic characteristics, current lifestyle choices, and housing and transportation preferences. Using electronic polling pads participants responded to questions shared on a large screen at the front of the room. The group's responses were projected in real-time for participants to review and gain an understanding of their fellow workshop members. After the polling exercise, participants engaged in a brief discussion period. A few participants shared what did and did not surprise them regarding the group's responses.

Top 2040 Headlines

With the aid of facilitators and the top 2013 news headlines from the *Huntington Beach Independent* for reference, participants worked first individually to develop their vision for the future of Huntington Beach and top 2040 headlines that conveyed their vision. Then, in small groups, participants worked to develop five top headlines for Huntington Beach in 2040.

Although the hypothetical headlines presented by each small group covered a wide range of topics, several common themes have been identified. The most prominent theme was the hypothetical attainment of reliable and sustainable energy and water supplies. Several headlines also mentioned housing density and quality of the beaches. **Figure 4** identifies a selection of representative headlines from each group's top stories of 2040. Transcribed comments from the workshop have been prepared and are available for review upon request from the Planning and Building Department.

FIGURE 4: VISIONING WORKSHOP TOP 2040 HEADLINES

<p>Community Retains Low-Density Housing</p> <p>Adequate Open Space Provided for Residents</p> <p>Updated Evacuation Plans Completed</p> <p>HB: Zero-Waste, Self-Powered via Renewables</p> <p>After 20 Years in Operation, Desal Plant a Huge Success</p> <p>Community/Commercial Organic Produce Grown in HB</p> <p>Erosion of Beach Stopped, HB's Major Asset Protected</p> <p>HB Voted Most Accessible Beach in USA</p> <p>Better Coordination Results in Improved Infrastructure</p> <p>No Drugs, No Smoking, No Human Trafficking</p>	<p>Surf City Goes (all the way) SEGWAY/Hovercraft</p> <p>Boeing Celebrates 100 Years in HB</p> <p>Dog Beach Celebrates 50 Years!</p> <p>Senior Center Celebrates 25th Anniversary</p> <p>Double % of Residents Work and Live in HB</p> <p>Maintained Status as Safe Community</p> <p>New Businesses Open After Only 6 Weeks</p> <p>City Council Repeals 1,000 Unnecessary Regulations</p> <p>HB Rates #1 for Visitors</p> <p>HB Rates #1 Family City</p> <p>HB Becomes #1 Tourist Destination in the Country</p> <p>Older Industrial Areas Transformed, Providing New Jobs</p>
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ANNUAL EASTER EGG HUNT POP-UP WORKSHOP

OVERVIEW

The pop-up workshop was conducted as a part of the Huntington Beach annual Easter egg hunt at the Huntington Beach Sports Complex on April 19, 2014. The intent of this informal workshop, tagged onto a larger community-wide event, was to engage a wider spectrum of the community in the General Plan update process. This pop-up workshop provided three main activities: I like..., I wish..., and I wonder... prompts; top 2040 headlines; and bucket prioritization. These exercises were selected to enable input from participants in a fun way that builds knowledge and excitement about the General Plan update process. After participating in the pop-up workshop activities, participants were given a free reusable shopping bag and a fact sheet, which provided information about outreach activities, the General Plan update process, and community history and demographics.

KEY FINDINGS

I Like, I Wish, I Wonder

As in the visioning workshops, participants were invited to engage on three prompt questions describing what they cherish and identifying key future opportunities and challenges. Participants were encouraged to frame the three questions as answers to the prompts: I like..., I wish..., and I wonder...

While participants offered many thoughts in response to the prompts, the common themes that emerged for items liked or cherished overwhelmingly related to the beach, the community, and public parks. Participants identified the following key opportunities and challenges facing the city: support of small “mom & pop” shops, safety, affordable housing, and cleanliness (in the air, in the streets, and on the beach). A list of most frequently listed responses for each prompt is provided in **Table 4**. Transcribed comments from the workshop have been prepared and are available for review upon request from the Planning and Building Department.

TABLE 4: ANNUAL EASTER EGG HUNT I LIKE, I WISH, I WONDER WALL RESULTS

What do you cherish about Huntington Beach? I like...	What are key opportunities facing Huntington Beach? I wish...	What are key challenges facing Huntington Beach? I wonder...
<ul style="list-style-type: none"> • The beach (14)* • Community (6) • All the public parks (6) • Central Park (3) • Beach-oriented community (3) • Climate, temperature, stays cool all year round (3) • Safe (3) • Wetlands (2) • Surfing (2) • Clean (2) 	<ul style="list-style-type: none"> • Making it completely safe (5) • Less corporations, more small business, individuality (5) • Less smoking (2) • Business growth (2) • More affordable housing (2) • Bike friendly (2) • Nicer shopping centers & more restaurants (downtown) (2) • Clean beaches (2) • Better school education (2) • School safety (2) • Less cars, accidents & traffic (2) • More crowd regulation for events like US Open (2) 	<ul style="list-style-type: none"> • Supporting small business (6) • The amount of smog/trash in the future • Housing affordability (5) • Energy, housing, water (2) • Public safety (2) • What HB community will be 10 years from now (2) • School zoning (2) • How to balance resource/open space conservation with economic growth (2)

* Numbers in parentheses indicate the number of participants who shared each comment.

Top 2040 Headlines

This activity was presented in a more informal setting than at the community visioning workshops. Participants were asked to develop hypothetical news headlines for 2040. **Figure 5** shows the headlines provided by pop-up workshop participants. Transcribed comments from the workshop have been prepared and are available for review upon request from the Planning and Building Department.

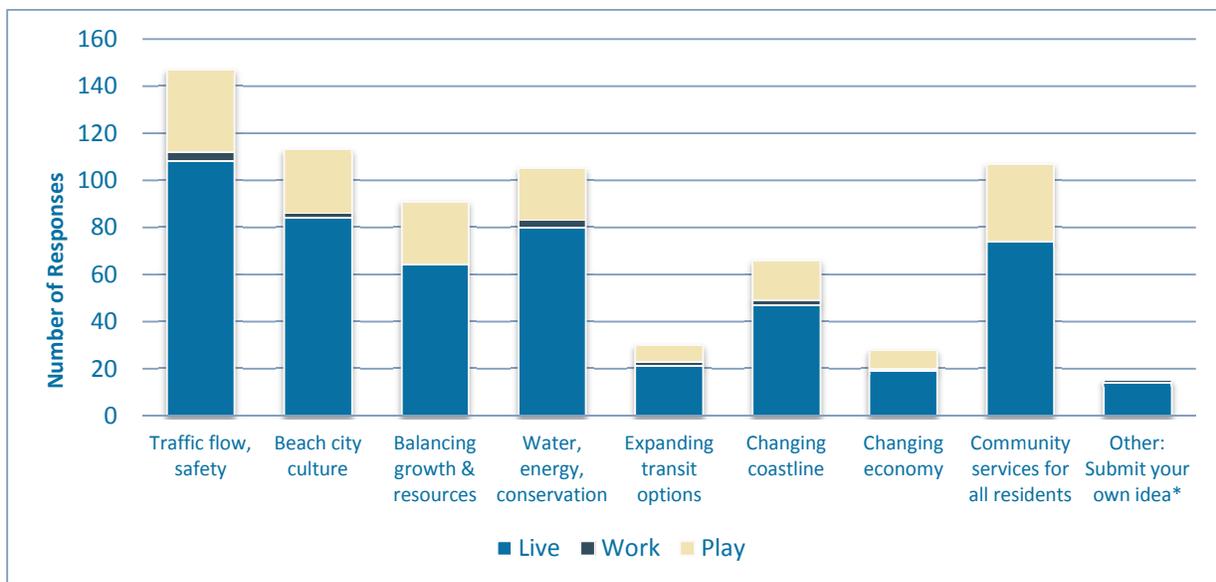
FIGURE 5: ANNUAL EASTER EGG HUNT TOP 2040

<p>More Street Cameras at Intersections</p> <p>Huntington Beach Voted Most Eco-Friendly</p> <p>Water Shortage in Huntington Beach 2040</p> <p>Huntington Beach Rated Healthiest Place</p> <p>No Smoking</p> <p>Clean Beaches</p> <p>Online Classes</p> <p>Save My Trees</p> <p>Desalination Plant</p> <p>Bigger Estuaries</p> <p>Clean Beaches</p> <p>More Police</p> <p>More Money for Schools</p> <p>Special Needs Events</p> <p>Help for the Homeless</p> <p>More Bicycles</p> <p>A Kid Area in Bartlett Park</p> <p>No More Dog Parks</p> <p>Only Electric Vehicles Permitted in Downtown HB</p>	<p>Keep Our Beach Clean</p> <p>Help Save the Animals</p> <p>Keep the Fire Pits</p> <p>Clean Beach and Street</p> <p>Save Trees and Flowers</p> <p>Free Parking for HB Residents</p> <p>HB Boasts World's Cleanest Beaches!</p> <p>More Random DUI Stops on Weekends</p> <p>HB Cleanest Beach 2040</p> <p>Amusement Park (Roller Coaster and Ferris Wheel)</p> <p>Make Huntington Beach a No Smoking City</p> <p>More Upscale, Fun, and Unique Dining and Entertainment Options</p> <p>Huntington Beach Should Be Surfing Capital 2040</p> <p>More Beaches</p> <p>No More Littering!</p> <p>More Parks</p> <p>Lots of Activities for Us</p> <p>More Activities for Kids</p> <p>Reduce Taxes.</p>
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Bucket Prioritization

The bucket prioritization activity was conducted at the pop-up workshop. Participants could identify up to three top challenges from a list of choices to the question, “What are the biggest future challenges facing Huntington Beach?” Participants were asked to self-identify whether they primarily live, work, or play in Huntington Beach. As indicated in **Figure 6**, participants most frequently chose the following four future challenges: traffic, beach city culture, balanced economic growth, and resource conservation—the same issues prioritized during the beach bonfire.

**FIGURE 6: WHAT ARE THE CITY'S BIGGEST FUTURE CHALLENGES?
(ANNUAL EASTER EGG HUNT)**



ONLINE SURVEY

The online survey, posted beginning March 18, 2014, represents another important component of the Phase 1 outreach strategy. The intent of the survey was to provide the project team information about the demographics, preferences, and habits of the Huntington Beach community to help inform community needs and wants currently and into the future. The survey also provided a digital forum that allowed community members to provide input on their own schedule. The survey is available through the project website (www.hbthenextwave.org) and is open for participation through August 2014.

As of the end of April 2014, 106 surveys had been completed. These 106 surveys are used as the basis for the following key findings. The survey is not considered statistically valid, and the results are provided for illustrative purposes only.

KEY FINDINGS

More than 90% of those who completed the survey live in the city, and approximately 40% also work or own a business in the city. Nearly 80% of respondents have lived in Huntington Beach for 10 or more years. Respondents covered a range of age cohorts, although most respondents were age 29 and over (see **Table 5**). Respondents lived in neighborhoods throughout the city.

TABLE 5: AGE OF SURVEY RESPONDENTS

Age Range	Percentage	Response Count
29 years old and below	10%	11
30–59 years old	59%	62
60 years old and up	31%	33
	Total	106

Respondents were asked a series of questions similar to those asked at community workshops, including what they cherish about Huntington Beach and what they see as opportunities and challenges facing the city (see **Tables 6** through **8** for responses). For these questions, the survey format was multiple choice, providing options to select multiple answers or to write in an alternative answer. Open-ended answers have been transcribed and are available for review upon request from the Planning and Building Department.

**TABLE 6: WHAT DO YOU CHERISH ABOUT HUNTINGTON BEACH?
(ONLINE SURVEY)**

Answer Options	Percentage
My home and family	73%
Natural resources (e.g., the beach)	72%
Open space and recreation (e.g., Central Park)	68%
Community landmarks (e.g., the Pier)	49%
Goods and services (e.g., restaurants, shops)	34%
Sense of community	29%
Pedestrian and/or bike amenities	28%
Arts, culture, and entertainment	18%
Community gathering spaces	15%
Education opportunities	10%
Social and community services	3%
I don't know/No opinion	2%
Job availability	2%
Transit options	1%

Note: Percentages do not add to 100% because question allowed for multiple selections.

**TABLE 7: WHAT ARE THE BIGGEST FUTURE OPPORTUNITIES FOR HUNTINGTON BEACH?
(ONLINE SURVEY)**

Answer Options	Percentage
Open space and recreation	55%
Infrastructure improvements	50%
Bicycle and pedestrian access	42%
Economic growth	42%
Arts, culture, and entertainment opportunities	40%
Resource protection and conservation	33%
Public safety improvements	28%
More diverse retail options	26%
Affordable housing	22%
Education	21%
Community gathering spaces	20%
Transit options	15%
Social and community services (e.g., health services, job placement services)	11%
I don't know/No opinion	4%

Note: Percentages do not add to 100% because question allowed for multiple selections.

**TABLE 8: WHAT ARE THE BIGGEST FUTURE CHALLENGES FOR HUNTINGTON BEACH?
(ONLINE SURVEY)**

Answer Options	Percentage
Traffic flow and safety	67%
Maintaining beach city culture and identity	62%
Balancing economic growth and resource protection	58%
Water and energy resource conservation	50%
Adapting to a changing economy	34%
Providing community services for all residents	33%
Planning for a changing coastline	23%
Expanding transit options	20%
I don't know/No opinion	1%

Note: Percentages do not add to 100% because question allowed for multiple selections.

In addition, the survey asked several preference questions about housing and transportation. **Table 9** shows the transportation modes used by those surveyed for their daily commute. Single-occupant vehicles were the dominant transportation method (89%), while 17% of respondents bike for their daily commute.

**TABLE 9: WHAT TYPE OF TRANSPORTATION DO YOU TYPICALLY USE TO GET TO WORK/SCHOOL?
(ONLINE SURVEY)**

Answer Options	Percentage
Car – drive alone	89%
Bike/scooter	17%
Car – carpool	10%
On foot	8%
Retired	5%
Motorcycle	4%
Bus	2%
Boat	1%
Other (please specify)	6%

Note: Percentages do not add to 100% because question allowed for multiple selections.

Two additional survey questions asked about the type of housing that is preferred in the city, both for respondents’ households and to support overall housing needs. Survey respondents generally offered the same responses to what type of housing they wanted for themselves and the type of housing they felt was needed in the city generally. The highest rated housing type was single-family homes, on large and small lots (in that order). Senior housing was also desired. **Table 10** shows the breakdown of housing types respondents desire for their own households. **Table 11** shows the breakdown of housing types respondents perceive as most needed generally in Huntington Beach. As shown, while the two housing questions produced a similar ranking, respondents were more likely to desire a beach house for themselves, but more likely to see townhomes, live/work buildings, and multi-family housing as more important to the community overall. These latter categories were selected as personally desired by 27% of respondents, but selected by just over 50% as one of the housing types needed in Huntington Beach.

TABLE 10: IF YOU WERE TO RELOCATE WITHIN HUNTINGTON BEACH IN THE NEXT FIVE YEARS, WHAT TYPE OF HOUSING WOULD YOU CHOOSE? (ONLINE SURVEY)

Answer Options	Percentage
Single-family home on a large lot	40%
Single-family home on a small lot	34%
Beach house	20%
Senior (55+) housing	17%
Townhouse/semi-detached home	12%
Low-rise condo/apartment (1–3 stories)	9%
Live/work unit with ground-floor retail space	4%
High-rise condo/apartment (4+ stories)	2%

Note: Percentages do not add to 100% because question allowed for multiple selections

TABLE 11: WHAT TYPE OF HOUSING IS NEEDED IN HUNTINGTON BEACH? (ONLINE SURVEY)

Answer Options	Percentage
Single-family home on a large lot	39%
Single-family home on a small lot	27%
Townhouse/semi-detached home	19%
Senior (55+) housing	17%
Live/work unit with ground-floor retail space	15%
High-rise condo/apartment (4+ stories)	14%
Beach house	12%
Low-rise condo/apartment (1–3 stories)	11%

Note: Percentages do not add to 100% because question allowed for multiple selections

Survey questions and full results are available for review upon request from the Planning and Building Department.

OUTREACH AND AWARENESS TOOLS

The project team used a number of tools to publicize the General Plan update process and the various public outreach activities and events taking place as a part of the process, including a water bill insert, a project website, a Main Street banner, letters to community-based organizations, a fact sheet, and announcements of upcoming activities at each outreach event.

- Water bill insert: A flyer providing notice about the General Plan update, including a schedule of upcoming public outreach events and a link to the website, was included in the monthly water bill mailed to residents from February – March 2014.
- Website: A website, www.hbthenextwave.org, was developed to provide information about the General Plan update process and display the results of outreach activities completed thus far. The website link is posted on the City website and has been included on all outreach documents and event announcements.
- Banner over Main Street: A large banner was prepared and hung over Main Street, near the Pier, where important community announcements are frequently posted. The banner promoted the beach bonfire kickoff event and community visioning workshops. Letter to community-based organizations: A letter about the process and inviting participation was sent to the full list of known community-based organizations operating in Huntington Beach including nonprofits, service providers, and interest groups.
- Article in the HB Independent, City Administrator's Newsletter updates, post on City's Facebook page, announcement at City Council meeting (which is also televised on HBTv-3), signs posted at locations throughout City.

NEXT STEPS

The project team is developing a 2040 Community Vision that represents a summary of future hopes, dreams, and ideas captured during initial phases of the community engagement process of the General Plan update process. The 2040 Community Vision is meant to inspire the City's General Plan. It describes what Huntington Beach strives to accomplish and sets a framework for choosing future courses of action.

After reviewing the 2040 Community Vision with the community, the project team will embark on the next phase of the Huntington Beach General Plan update process to identify issues, goals, and policies for the General Plan. The project team will host three pop-up workshops throughout the city during this phase, which will take place between the summer and fall of 2014.

2040 Community Vision

Huntington Beach General Plan





Contents

**The
Opportunity**

1



**Creating
the Vision**

2



**Community
Vision**

3



**Guiding
Principles**

4

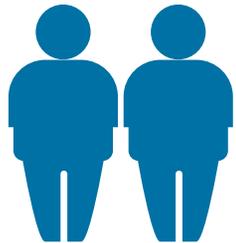
The Opportunity

... to renew our General Plan for the future of Huntington Beach

The General Plan is a fundamental planning document that directs future growth and development policy. The City's current General Plan was adopted in 1996. The City is updating its General Plan to ensure that the plan remains a useful tool, keeps pace with change, and provides workable solutions to current and future issues. The updated plan will provide a comprehensive policy framework that accurately reflects growth, resource protection priorities, and recent state legislation, providing a blueprint for future development and resource conservation in Huntington Beach.

The first step in the General Plan update process is to establish a vision for the future. This 2040 Community Vision will be used as a guiding tool for the General Plan update. It will remind residents, the City Council, City commissions, and staff about the desired future for the community throughout and beyond the update process and will guide the formulation of goals, policies, and actions to support the future vision.

Who are we today?



193,074
People



73,787
Households



62,243
Jobs

Sources: American Community Survey, 2010-2012; U.S. Census Bureau Longitudinal Employee Household Dynamics, 2011.

Community Vision

In 2040, the City of Huntington Beach is...

a **desirable place for people of all ages, ethnicities, and cultures to live, work, play, and visit.** Huntington Beach is a **healthy and safe community** with flourishing schools, accessible community services, protected natural resources, and abundant open space and recreation opportunities. Community members travel easily by automobile, by bicycle, on foot, or using transit.

Downtown thrives and businesses throughout the city prosper in a culture of innovation, offering employment training and a variety of job opportunities for residents and the region. **Development is guided to ensure responsible growth** while preserving and enhancing our small-town feel, Surf City culture, and environment.

The community and its priorities are resilient, withstanding the challenges posed by a changing coastline and economic base, and shifting demographics. The City, in partnership with the community, balances the needs of future generations while **protecting what is valued today.**

**Culture
& Arts**



**Economic
Vitality**



Infrastructure



**Mobility
& Access**



**Open Space
& Recreation**



**Public
Safety**



**Redevelopment
& Revitalization**



**Resident
Services**



**Resource
Conservation**



**Surf City
Community**



Guiding Principles

The following principles, derived from our vision, guide the General Plan. Presented alphabetically, as newspaper headlines, they describe the community we want to be in 2040, underscoring both challenges and opportunities. More practically, they provide an overarching rationale for more specific General Plan goals and policies.

ATTACHMENT NO. 3.7

Culture & Arts

Cultural Opportunities Abound ... Theaters, the Golden Bear, and More!

New venues for arts, entertainment, and cultural activities elevate our reputation as a regional hub for culture and the arts. The expansion of cultural activities and events serves an important role in promoting the efforts of local artists, providing educational opportunities for our community's youth, and diversifying the activities and amenities available to visitors.

Huntington Beach will continue to recognize and appreciate its history and cultural heritage by supporting programs, activities, and facilities that celebrate our heritage.

“Always something fun to do promoted by the city.”



“Continue to enhance artistic and performance art activities.”

“New open-air theater opens in Huntington Beach.”

“Maximize cultural and recreational activities to enjoy during leisure time.”





“Increase volume of technical training for young people.”

“Upscale, fun, and unique dining and entertainment options.”



“Resilient and diverse economy.”

“Vision of more work opportunities: 5,000 new jobs!”

Our local businesses are a top choice for highly qualified job seekers. Innovation and workforce diversity are creating high-paying jobs within the community. New businesses and jobs have emerged in areas capable of providing technology and infrastructure specifically to support business start-ups, allowing for smooth transition into larger spaces as businesses expand. The variety of building and development platforms provided to businesses in Huntington Beach makes the community resilient to future economic changes. Consistent and predictable development standards support businesses in their efforts to start or expand, minimizing commercial vacancy in the community. Local attractions, such as the beach, accommodations, and amenities, draw tourists from near and far.

Economic Vitality

Local Businesses Thrive in an Innovation-Friendly Environment

Infrastructure

Funds Flow Toward Improved Infrastructure Systems

Water, sewer, street, and other infrastructure facilities are updated to serve future generations of residents, businesses, and visitors. New infrastructure is planned using a comprehensive systems approach, thus supporting existing community members and providing adequate capacity for future growth.

The expanded tax base and focus on sustainable infrastructure investments result in improved neighborhood quality and increased property values throughout Huntington Beach.

“Infrastructure is well-maintained ... streets, sewer, and storm drains, trees, and sidewalks.”



“Communications infrastructure to support growing information economy.”



“Levee and flood protection for coastal neighborhoods.”





“HB has excellent pedestrian and bike paths, as well as public transport.”

“Huntington Beach roads are safe and easy to navigate.”



“Innovative transportation systems easily connect entire city.”

Bicyclists, pedestrians, and transit users are a priority on roadways, and it is easy and pleasant to reach goods and services, as well as parks and recreation resources, by bike or on foot. High-traffic corridors are retrofitted to better connect cyclists and walkers. Downtown streetscape improvements enhance the pedestrian experience, create additional community gathering places, and provide valuable space for events.

Community members and visitors do not experience traffic congestion along high-traffic corridors. Expanded regional transit connections provide links between the beach and the Anaheim Regional Transportation Intermodal Center (ARTIC), resulting in improved access and mobility for residents and visitors, reduced traffic congestion, and accessible parking in the community.

Mobility & Access

Biking, Walking, and Transit Use Rates Reach All-Time Highs

Open Space & Recreation

Residents Don't Have to Travel Far to Play Outside

Both open space and recreational activities are highly valued. Residents and visitors cherish the beach, parks, trails, wetlands, and recreational activities available throughout the community. A careful balance between recreational structures, amenities, and activities is maintained. Passive, natural open spaces have been managed carefully to accommodate varying preferences and changing priorities. The City continues to successfully partner with regional agencies, Golden West College, local school districts, conservation organizations, and community groups to plan for parks, share facilities, and conserve resource areas.

"Our wetlands are a hidden jewel."



"My priority for Huntington Beach is to provide nice places to get away and enjoy our family – grandchildren and all."



"Preserved coastal recreation areas – beach, parks, and trails."



“The residents of your neighborhood will know each other, and the exchange of information will increase community safety.”



“Family-oriented Main Street.”

“One of the safest cities in the country.”

The City promotes public safety as an important part of maintaining a high quality of life in Huntington Beach. Community members and visitors feel safe and secure living and playing here. Street lighting and design are enhanced in public areas, open spaces, and parks, and along streets and boulevards, improving the community’s sense of safety. An increased police presence in some areas, particularly neighborhoods, Downtown, and the beach, leads to fewer incidents and safer community events.

Public Safety

Huntington Beach Celebrates Top-Notch Public Safety Ratings

Redevelopment & Revitalization

Responsible Growth Is Accommodated to Maintain Small-Town Feel

Commercial corridors throughout the community are revitalized, older industrial areas are repurposed to support economic development, Downtown is thriving and safe, and successful infill projects enhance our community. A cautious and thoughtful approach has avoided land use conflicts and balanced the need for growth with the desire to maintain the community scale enjoyed by residents.

A diverse array of housing types, with a mix of densities, are available to provide Huntington Beach residents with a full range of housing opportunities. The housing supply matches diverse population and workforce needs, supporting the city's economic base.

“City retains same industrial base in specific areas.”



“Affordable single-family homes for working people, and reliable public transportation by bus and train.”





“Community that provides housing, economic opportunities, cultural, and recreational options to young families as well as seniors.”



“Activities for all generations!”

“HB will still be a place my children and grandchildren will want to live.”

Community and social services are updated and expanded to meet the needs of all community members, including youth and seniors. Through efforts to collaborate with local schools, community-based organizations, and City departments, these community services are accessible and open to all residents.

Youth in the community have access to the same caliber of education or extracurricular programs as adults, while young adults are provided job training opportunities. Senior and elderly residents benefit from additional and accessible social services meeting their needs, and the Senior Center successfully provides a venue and forum for seniors to access services.

Resident Services

City Reaches Every Resident Through Expanded Community Services and Programs

Resource Conservation

Blue Ocean Meets Green City

Huntington Beach is a regional leader in sustainability, taking steps to conserve and protect natural resources within the community. The beach and wetland areas are protected and valued by residents and visitors. The community has shifted to renewable energy resources and conservation practices to achieve Huntington Beach's self-sufficiency goal. Support for local businesses to develop new technologies leads to the use of these technologies to support further conservation and sustainability.

Continued relationships with and support for nonprofit organizations promote natural resource protection and enhance community pride in our clean, healthy, and vibrant resources. Efficient land use patterns minimize exposure to natural hazards, including rising sea levels.

“Sea level rise adaptation expands and revitalizes Huntington Beach wetland areas.”



“Solar power is widely used to power city.”

“More people growing food at home.”





“I like the climate, beaches, and community spirit.”



“A celebration of the surfing, outdoor lifestyle.”

“I like the small-town feel of Huntington Beach.”

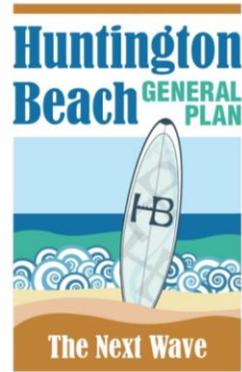
The beach community and Surf City culture is one of the most cherished assets of Huntington Beach for locals and visitors alike. The City and community organizations partner to preserve historic and cultural resources, such as older neighborhoods and historic downtown buildings, related to that identity. Surf City events and community art are promoted throughout the community to retain Huntington Beach’s unique feel and culture.

Surf City Community

Huntington Beach Voted Most Family-Friendly City in California



**Huntington Beach General Plan Update
General Plan Advisory Committee Meeting Summary
June 4, 2014**



ATTENDEES

PRIMARY, ALTERNATES, CITY STAFF, CONSULTANTS

Robert Sternberg	Mike Adams
Dan Kalmick	Steve Engel
Dick Harlow	Kim Carr
Mark Bixby	Rochelle Pazanti
Alan Walls	Roy Miller
Ed Kerins	Mary Beth Broeren
Erik Peterson	Jennifer Villasenor
Pat Brenden	Scott Hess
Jeff Coffman	Jeff Henderson
Jessica Bechtold	Tammy Seale

ADDITIONAL COMMUNITY MEMBERS

Clem Dominguez
John Ventimiglia
Greg Griffin
Barbara Delgleize
Ron Igby
Mike Hoskinson

PUBLIC COMMENTS

Following self-introductions of committee members, staff, and consultants, members of the public were provided an opportunity to address the General Plan Advisory Committee (GPAC). No comments were offered.

PURPOSE AND OBJECTIVES

The purpose of this GPAC meeting was to review activities and key findings from community engagement activities conducted to support the General Plan update thus far, and to review and comment on the Draft Vision Book, consisting of a vision statement and guiding principles.

Mary Beth Broeren identified that a community member was filming the meeting in order to provide footage of the meeting to the Huntington Beach Community Forum group on Facebook.

GENERAL PLAN UPDATE PROJECT STATUS UPDATE

Mary Beth Broeren provided an update on the status of the General Plan update project, summarizing outreach events held between March and June 2014. To date, the project team has interacted with over 500 people. The Biological Resources, Sustainability, and Sea Level Rise Task Forces have conducted their initial meetings. The consultant team is continuing to compile existing conditions information across 11 topics to establish environmental and economic baseline conditions for the General Plan Update.

The next major phase of work – defining key issues, policies, and alternatives - begins in August and will continue through the end of 2014. Outreach activities associated with this phase of work will begin in early fall.

COMMUNITY ENGAGEMENT ACTIVITIES AND RESULTS

Jeff Henderson summarized the engagement activities conducted to date, including a beach bonfire, two community visioning workshops, a pop-up workshop at the 2014 Easter Egg Hunt, and an online community survey. The presentation included a summary of the items residents most cherished about Huntington Beach, key opportunities facing the community, and key challenges facing the community. A number of important community themes have emerged from the community engagement process to date. [A copy of the presentation may be accessed here](#), and [a copy of the Phase 1 Community Engagement Summary may be accessed here](#) from the General Plan Update website.

The following comments and questions were discussed during and following this portion of the presentation.

Comments and Questions

- How do we know how many people said what issues or themes were a priority? Would prefer to know what the public is looking for. %'s of people who share a certain opinion would be helpful. (e.g., how important is overcrowding?, how risky is a tsunami?)
 - For the community survey, we do know how many responses were provided. For other types of input, the process is more qualitative and considers the context of statements in

addition to the number of statements received. Furthermore, each of the events featured different exercises. This is not meant to be a statistically significant sample of community opinion, but rather a qualitative effort.

- However, we could attempt to go back and tally total inputs across all events and exercises.
- Some of the themes presented conflict with each other. How do we resolve these conflicts?
- Delete “small” from statement about businesses and encourage businesses to stay.
- 500 people seems like a small number, too small. Use social media and have people vote on the items presented here. Are there other ways to collect data? What do we know about the 500 people who have participated?
- 2016 seems like a long way off. Why does it take this long to update the General Plan?
- Although City did distribute notices via water bills, this method excludes those in condominiums and those who use e-bills.
- Contact local HOAs to let them know about the project and how to get involved.
- Be careful when characterizing something as “public” comment or opinion. “Public” doesn’t equal a representative sample of opinion. Consider the profile of those providing comments.
- There’s nothing too surprising in the themes presented thus far. But, it will be important to prioritize the input and issues.
- A number of comments were received concerning desalinization and water supply. Might be a disconnect in terms of what is really a problem, as pointed out in water supply assessments. Additional City outreach is needed regarding water supply.

REVIEW, DISCUSS, AND PRIORITIZE VISION AND GUIDING PRINCIPLES

Jeff Henderson presented the draft Vision Book for GPAC consideration and comments. The Vision Book presents a written draft community vision, and 10 guiding principles to be used as a framework for the General Plan Update. The guiding principles are presented as potential 2040 news headlines, describing key accomplishments the City may achieve during the life of the updated General Plan.

Following the presentation, GPAC members used electronic polling devices to prioritize the guiding principles. A practice round was followed by three successive rounds of polling, with periods in-between to review results and for group discussion. During discussion periods, participants were encouraged to advocate their opinions regarding the results and lobby fellow participants prior to additional rounds. The GPAC priorities will be shared with the Planning Commission at a July 22 workshop, and with the City Council at a September 2 workshop. [A](#)

[copy of the Draft Vision Book is available here](#), and [a copy of the presentation with the polling results included is available here](#) from the General Plan Update website.

Comments and Questions on Draft Vision Statement

The following comments and questions were discussed relative to the draft vision statement.

- The vision statement doesn't acknowledge Huntington Beach as an important "destination".
- Rather than referring to "...people of all ages, ethnicities, and cultures ...," just refer to "all people". (Others appreciate that it is specific on ages, cultures, etc.) If we keep the more specific list, should also acknowledge gender.
- There's nothing about infrastructure. This should be called out specifically.
- The vision seems vague – what does it mean? Suggest getting a little more specific.
- Density and traffic aren't called out in the vision.
- Keep the vision statement broad and inspirational. Not too detailed. It should describe where Huntington Beach should be in 2040.
- Suggest language that describes Huntington Beach as a great place for a family.
- Maybe too much emphasis on Downtown.
- There's nothing in the statement explicitly about the beach, although that's identified by community as our most important resource. Without that, this could be about any community.
- Why the emphasis on employment training? This isn't a big priority, and not sure what City's role would be.
- Sustainability is left out, should be here. Sustainability should be defined.

Comments and Questions on Draft Guiding Principles

The following comments and questions were discussed relative to the draft guiding principles.

- Not enough emphasis on the beach. Open and clean beaches should be emphasized.
- Alternative fuels – we need to make it easier to use alternative fuels and provide for alternative fuel stations.
- Not a lot of information about water as a resource, or about additional or alternative future sources.
- Discuss going after grants to fund these projects. Need to address funding. Consider a preamble that discusses these as priorities relative to available funding.
- Why are we prioritizing these? Aren't they all important, and wouldn't priority change based on new information or available funding over time?

- There's nothing missing, but some additional detail on each principle would be helpful.
- Principle "J – Surf City Community" doesn't say anything. This should be about Surf City image.
- Suggest additional guiding principle/headline: "Huntington Beach is prepared for catastrophic, but unlikely events."
- The principles mixed with headlines are confusing – the principles should be the bold statements.
- Redevelopment and revitalization in Huntington Beach shouldn't say "small town."

Round 1 Guiding Principles Polling Results and Discussion

Following a practice round, GPAC members prioritized the Draft Guiding Principles as follows using electronic polling.

1. **C – Infrastructure.** *Funds Flow toward Improved Infrastructure Systems.*
2. **B – Economic Vitality.** *Local Businesses Thrive in an Innovation-Friendly Environment.*
3. **E – Open Space & Recreation.** *Residents Don't Have to Travel Far to Play Outside.*
4. **F – Public Safety.** *Huntington Beach Celebrates Top-notch Public Safety Ratings.*
5. **G – Redevelopment & Revitalization.** *Responsible Growth is Accommodated to Maintain Small-Town Feel.*
6. **I – Resource Conservation.** *Blue Ocean Meets Green City.*
7. **D – Mobility & Access.** *Biking, Walking, and Transit Use Rates Reach All-Time Highs.*
8. **J – Surf City Community.** *Huntington Beach Voted Most Family-Friendly Community in California.*
9. **H – Resident Services.** *City Reaches Every Resident through Expanded Community Services and Programs.*
10. **A – Culture & Arts.** *Cultural Opportunities Abound ... Theaters, the Golden Bear, and More!*

The following comments were offered as part of the discussion of the first round prioritization.

- Mobility and access to get through the community should be rated high. Residential services too.
- It is hard to consider economic vitality and infrastructure separately. They are inherently related and dependent on one another. Need economic vitality to fund infrastructure.
- With a national deficit and potential for economic collapse, public safety will be our #1 priority.
- I put open space/recreation first (a non-renewable resource), followed by economic vitality, then redevelopment/revitalization.

- Develop infrastructure – it is important to attract businesses. But, clarify, what is “infrastructure?” What’s included?
- Getting “more” open space/recreation will be a challenge – this isn’t the way to go. Protect these resources rather than increasing them – so should be lower on the priority list.
- Open space/recreation should be a higher priority than this in our community.
- We have become too business/money oriented.
- Stop talking about the Golden Bear.
- It’s surprising that “J – Surf City” wasn’t on the top. Surf City image is a defining thing for Huntington Beach. If it isn’t a top priority, then business becomes #1. The Surf City image is what draws people here, and it drives everything else.
- Items “E” and “I” play off of each other.
- If you achieve all of the other items, you’ll achieve “J” as well.

Round 2 Guiding Principles Polling Results and Discussion

Following discussion, GPAC members prioritized the Draft Guiding Principles a second time as follows using electronic polling.

1. **B – Economic Vitality.** *Local Businesses Thrive in an Innovation-Friendly Environment.*
2. **C – Infrastructure.** *Funds Flow toward Improved Infrastructure Systems.*
3. **J – Surf City Community.** *Huntington Beach Voted Most Family-Friendly Community in California.*
4. **E – Open Space & Recreation.** *Residents Don’t Have to Travel Far to Play Outside.*
5. **F – Public Safety.** *Huntington Beach Celebrates Top-notch Public Safety Ratings.*
6. **D – Mobility & Access.** *Biking, Walking, and Transit Use Rates Reach All-Time Highs.*
7. **I – Resource Conservation.** *Blue Ocean Meets Green City.*
8. **G – Redevelopment & Revitalization.** *Responsible Growth is accommodated to Maintain Small-Town Feel.*
9. **A – Culture & Arts.** *Cultural Opportunities Abound ... Theaters, the Golden Bear, and More!*
10. **H – Resident Services.** *City Reaches Every Resident through Expanded Community Services and Programs.*

The following comments were offered as part of the discussion of the second round prioritization.

- Interesting result about “H – Services” getting lower on the list. Perhaps resident services is something the City delivers very well already. However, it should be a priority in order to deliver better services to youth and seniors. It should be higher.
- We don’t have to go elsewhere for much of anything, except can’t get married at City Hall.

- Where does homelessness fit? Add to resident services. It is a regional issue, but it affects us. Compassionate City is already working on this.
- Public safety went down between round 1 and round 2. Is that also because it is already good?
- Why is “I – Resources” so low? City may not need to do much here. But, the City does consume resources and its policy sets groundwork from which we all operate.
- The sustainability industry is the highest growing industry. Should be acknowledged in the guiding principles. (But, it is growing as a result of government subsidy.)
- Regarding “J”: community character is important – as you go north on PCH or on Goldenwest, you lose Huntington Beach Surf City culture around Ellis. (Some disagreement.)
- I like Huntington Beach because it is not a planned community.
- Resource conservation = economic growth when resources are scarce.
- Need to be concerned about beach erosion - prioritize resource conservation.

Round 3 Guiding Principles Polling Results

Following discussion, GPAC members prioritized the Draft Guiding Principles a third and final time as follows using electronic polling. This prioritization will be presented to the Planning Commission and City Council for consideration and discussion.

1. **(tied) B – Economic Vitality.** *Local Businesses Thrive in an Innovation-Friendly Environment.*
2. **(tied) C – Infrastructure.** *Funds Flow toward Improved Infrastructure Systems.*
3. **E – Open Space & Recreation.** *Residents Don't Have to Travel Far to Play Outside.*
4. **J – Surf City Community.** *Huntington Beach Voted Most Family-Friendly Community in California.*
5. **F – Public Safety.** *Huntington Beach Celebrates Top-notch Public Safety Ratings.*
6. **G – Redevelopment & Revitalization.** *Responsible Growth is accommodated to Maintain Small-Town Feel.*
7. **D – Mobility & Access.** *Biking, Walking, and Transit Use Rates Reach All-Time Highs.*
8. **I – Resource Conservation.** *Blue Ocean Meets Green City.*
9. **H – Resident Services.** *City Reaches Every Resident through Expanded Community Services and Programs.*
10. **A – Culture & Arts.** *Cultural Opportunities Abound ... Theaters, the Golden Bear, and More!*

DETERMINE NEXT MEETING DATES AND ADJOURN

Committee members discussed best dates for future meetings. The next two meetings will be held on August 6, 2014 and September 10, 2014.

The GPAC adjourned to its next meeting on Wednesday, August 6, 2014 at 6:00p.