

# For Reference

Not to be taken from this room

REFERENCE

PAMPHLET  
H.B. --

Redevelopment

## BEACH BOULEVARD CORRIDOR

**B**each Boulevard is the primary north-south arterial highway serving Huntington Beach. It extends north through six other Orange County cities and is one of the highest volume streets in Southern California. Traffic volumes range from 30,000 to 50,000 vehicles per day, along its 6 mile length within Huntington Beach. The State of California and County of Orange are now in the process of finalizing an improvement plan that will turn Beach Boulevard into a "Super Street" that includes 8 travel lanes, grade separations at major intersections and public transit improvements, capable of handling from 70,000 to 100,000 vehicles per day. This major highway provides Huntington Beach residents and businesses with direct access to the San Diego Freeway (Interstate 405), and with all local east-west oriented highways. Beach

Boulevard allows quick and easy access throughout the community and to the surrounding region.

Major uses concentrated along Beach Boulevard include Huntington Center Regional Shopping Mall, numerous mid-rise and low-rise professional office complexes, community commercial centers, over a dozen major new car dealerships, hospitals and a myriad of other commercial and public uses. Projects currently being developed along the corridor include high-rise and mid-rise office complexes, hotels, specialty commercial centers and a variety of smaller retail and service-oriented uses. Development and redevelopment opportunities exist along many portions of the Corridor. The City has established redevelopment survey areas in six locations within the corridor to encourage the intensification of land uses along Beach Boulevard.

## SUMMARY/CLOSING STATEMENT

**I**ndeed, Huntington Beach is a special community. It is the ideal Southern California location in which to invest, prosper and grow. The Downtown/Pier area, the Beach Boulevard Commercial Corridor and our Industrial Areas offer unique opportunities for all types of businesses. Our unique natural resources, dynamic economy and pleasant social climate make Huntington Beach a place where life can be enjoyed at its best.

If you are interested in pursuing new business opportunities in Huntington Beach and would like more information, contact us at (714) 536-5582. Come and join the ideal climate for both prosperous business and pleasurable living... Huntington Beach!

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7111 Talbot Avenue  
Huntington Beach, CA 92648

## THE DESIGN THEME

**T**he design theme keys on the town's close relationship to the ocean: Its setting, climate, colors, orientation and the forms, shapes and symbols associated with the ocean and its activities. The theme emphasizes a positive identification with the town's "roots"—as a seaside resort, a surfing mecca—and for the future as a mixed use, village scale community of excitement and ocean-related activity.

The architectural style reflecting this theme is a contemporary mediterranean design playing the bright accent colors of windows, doors, awnings and window boxes against simple light-colored walls, and the use of sloping roof forms characteristic of mediterranean architecture. This design theme, with its human-scale forms and masses will help establish a village-like environment for downtown, while at the same time, allowing for a substantial increase in the intensity of development at selected locations.

