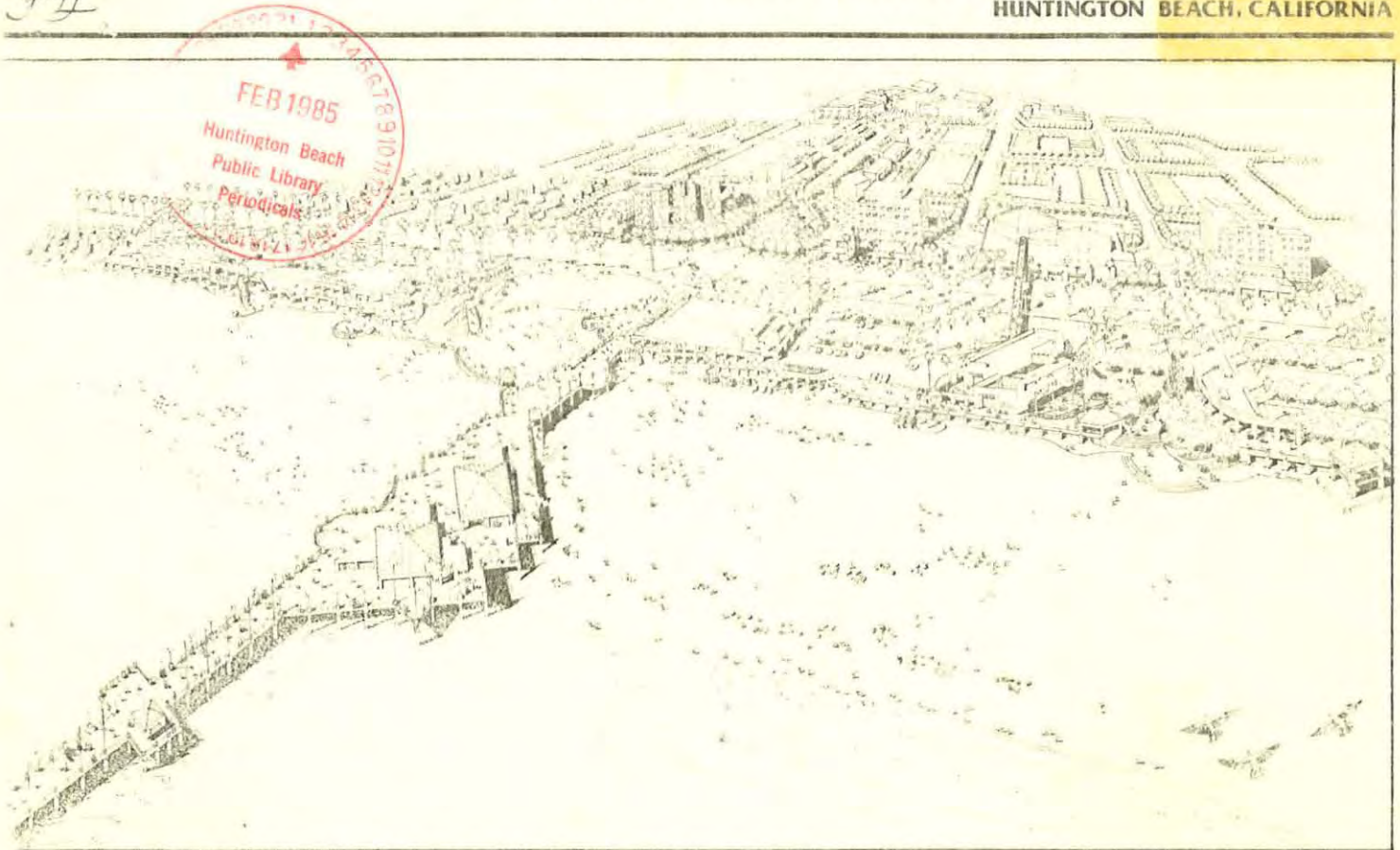




HUNTINGTON BEACH DOWNTOWN REDEVELOPMENT PLAN

HUNTINGTON BEACH, CALIFORNIA



Aerial View of Downtown Huntington Beach -- Pier and Main Street

Huntington Beach is total community. Its quality residential neighborhoods, outstanding business climate and broad industrial base are all complemented by its proximity to the ocean and the tremendous natural resources, public facilities and services which are available.

As a result of these amenities and its ties to the regional transportation system, Huntington Beach is one of the most desirable locations on the entire West Coast, as reflected by the fact that during the past two decades it has been one of the fastest growing cities in the nation.

The City of Huntington Beach is committed to maintaining its overall quality by supporting and fostering planned growth throughout the community. Of particular interest and focus is its effort to promote reinvestment in its own downtown area. The adopted Downtown Specific Plan takes advantage of the ocean resource and beach related amenities and draws from the rich history of the area as the early focal point of this coastal community's

civic, recreational and business activities.

Downtown Huntington Beach has excellent development potential as a relatively under-developed area within minutes of freeways and regional airport facilities. It is a pleasant seaside residential community, whose beachfront location has brought it fame as the surfing capital of the United States, where the Pro surfing circuit makes its annual visits.

The Municipal Pier attracts over a million visitors annually to the area, public beach, and one of the most attractive surfs in the world, bring nearly ten million visitors to the area every year.

Major downtown development projects coming on line include:

- completion of the Blufftop Landscaping Program along Pacific Coast Highway
- the end of the pier reconstruction, including a new res-

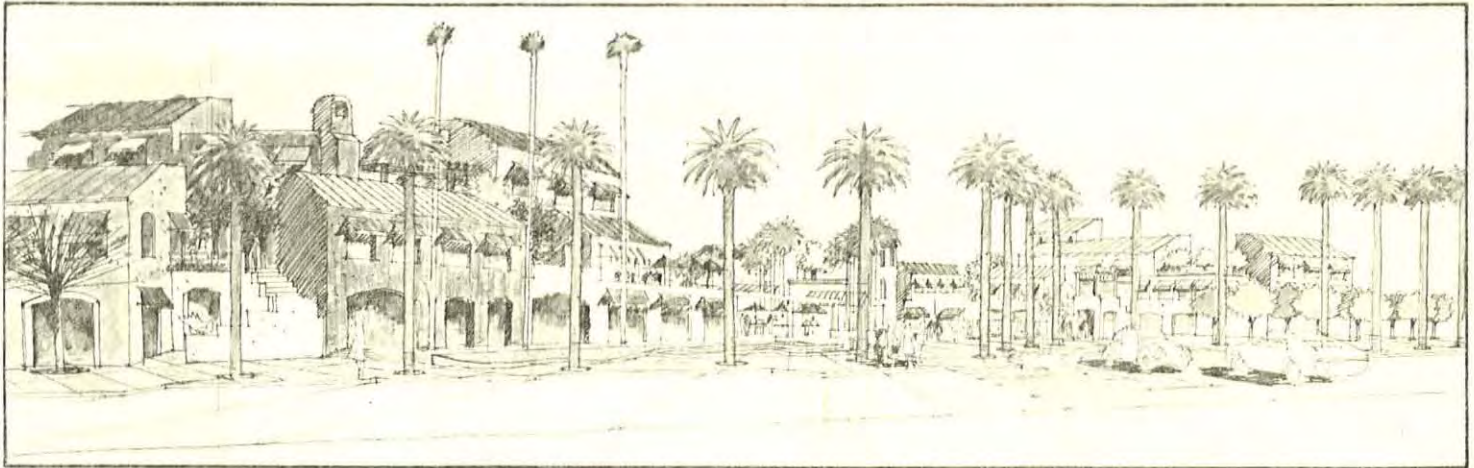
taurant and public facilities

- construction of Phase I of the Town Square at Main and Orange; a mixed-use center with 40,000 square feet of retail, plus residential condominiums and an expanded supply of public parking.

The Redevelopment Agency is in active discussion and negotiation on several major downtown projects including:

- major hotel and restaurant facilities
- a major multi-purpose public interest center for exhibits and the performing arts and other community attractions
- expansion of the Pier.

The City is committed to helping identify and promote development opportunities within the downtown through cooperative involvement of existing property owners and interested investors.



Town Square -- Main at Orange

The City is supporting such development opportunities through expansion of parking facilities, construction of needed public improvements and providing appropriate streetscape amenities. The overall design theme for the downtown will be carried out under the Downtown Specific Plan's design standards, ensuring a high-quality residential, business and recreation environment.

The Downtown Specific Plan activities now provide a land use plan and a graphic public information package to communicate the types of private and public development which is anticipated for the area.

Development Strategy

The development strategy for Downtown Huntington Beach is based on capitalizing on Huntington Beach's prime ocean front location by developing an exciting mixed use area with attractions and service facilities for local and regional users and visitors.

The development strategy includes:

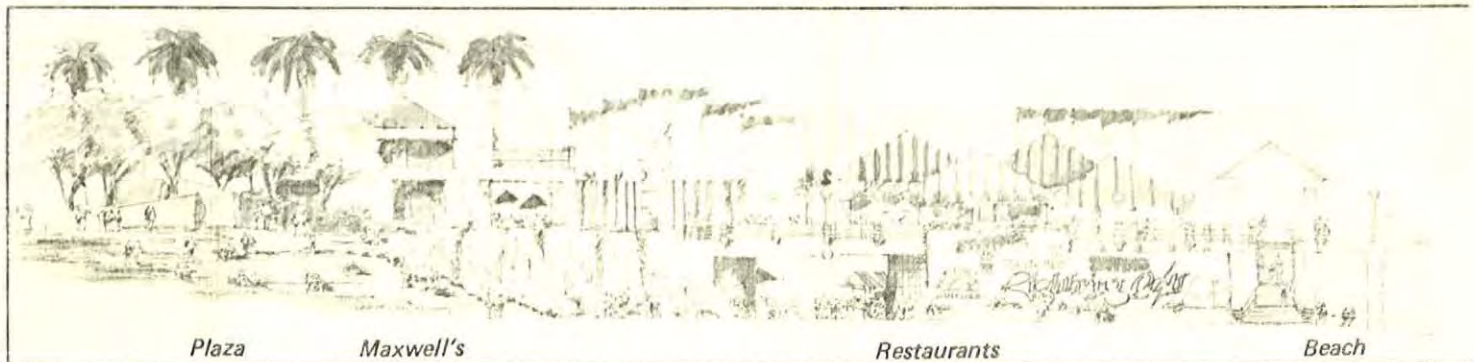
- Focusing the City's efforts on the Municipal Pier and the Pacific Coast Highway with a master-planned development including regional and local commercial attractions and establishing a high quality standard and creating an anchor for further downtown development.
- Development of a major City-owned site at the head of Main Street as a general commercial anchor and terminus for Main Street.
- Private retail and office or residential on Main Street and adjacent blocks.
- Protection and buffering of close-in residential neighborhoods, combined with high quality in-town residential development in the areas surrounding the downtown commercial development, providing support for commercial uses.

- Longer term development of larger parcels designated for visitor-serving commercial, leaving flexibility for future development.
- Creation of a positive image by implementing public improvements including:
 - a landscape and streetscape framework
 - circulation and parking improvements
 - a graphics and identity program related to the Design Theme

The Development Program and Plan

The development program for Downtown Huntington Beach includes 600,000 to 1,000,000 square feet of visitor-serving commercial and mixed uses including:

- A Pier/Boardwalk mixed use development
 - Several restaurants on the boardwalk and pier
 - Several hundred hotel rooms
 - An ocean-related museum or other regional attraction
 - Multi-purpose exhibit/meeting/performing arts facility



Plaza

Maxwell's

Restaurants

Beach



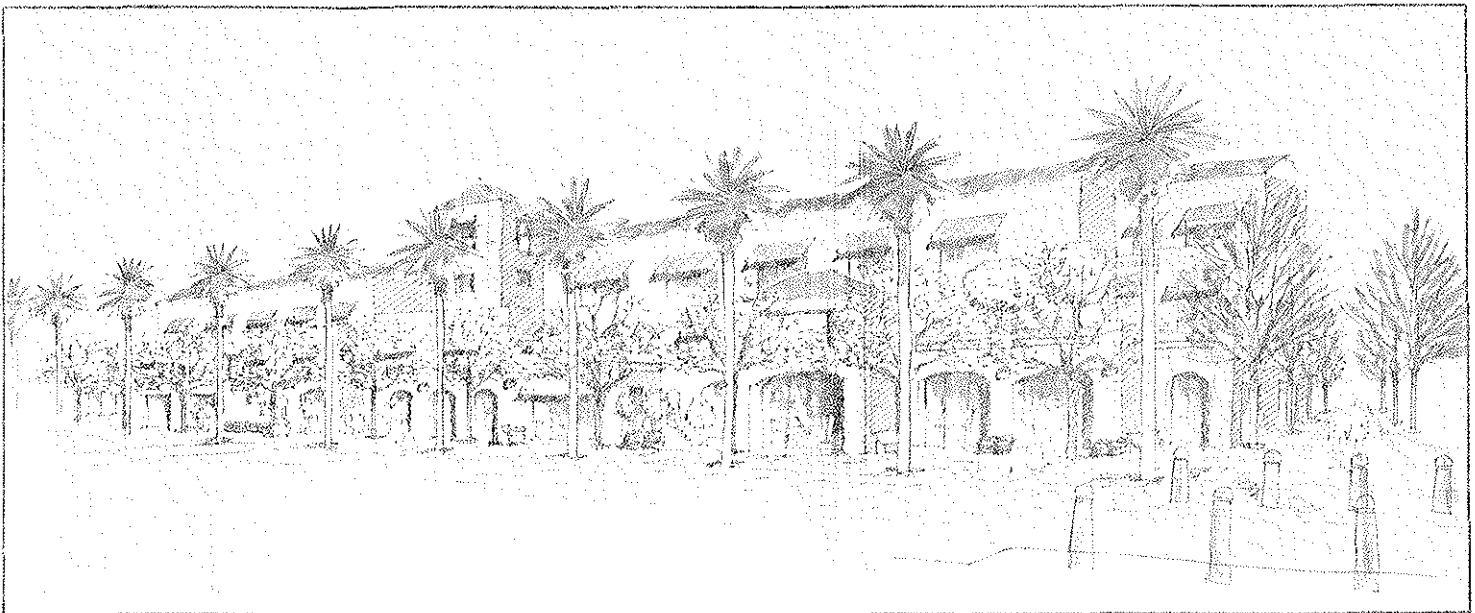
Residential Development looking towards Pacific Coast Highway

The Design Theme

The 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, such as surfing. The theme emphasizes a positive identification with the town's "roots" -- as a sea-side resort, a surfing mecca -- and for the future as a mixed use, village scale area 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 the downtown which at the same time

allowing for a substantial level of intensity at selected locations.
Implementation
 Most of the downtown area included in the Specific Plan has been incorporated into a Redevelopment Area by the City to facilitate revitalization activities. The City has adopted the Specific Plan, and certification by the Coastal Commission is pending. Developer interest in the key downtown parcels is now being solicited.



Main Street Mixed Use Block

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CITY OF HUNTINGTON BEACH

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