

**7 DEVELOPMENT STANDARDS**

**7.1 PURPOSE AND INTENT**

The purpose of this section is to provide the specific development standards and regulations that will be applied to all new development permitted within the Aera parcel. Section One of the Specific Plan provides standards for the PLC portion of the site. These regulations are intended to provide criteria for use by builders, developers, planners, engineers, architects, landscape architects and other professionals in order to maintain quality design of the project area.

It is the intent of these Development Standards to be consistent with the General Plan and the Conceptual Master Plan.

**7.2 GENERAL PROVISIONS**

All development activity within the Aera parcel will be subject to the following general conditions and requirements, as noted. The Aera parcel is entirely within the California Coastal Zone and all development projects shall require approval of a Coastal Development Permit in accordance with the regulations contained in Chapter 221 of the Huntington Beach Zoning and Subdivision Ordinance (HBZSO), as may be amended from time to time.

**7.3 APPLICABILITY**

The Development Standards shall be applicable to all property within the Area parcel. Any change of use from the current oil production activities will require review and approval by the City through the tentative map/conditional use permit/coastal development process. This review process will allow the City and the community to work with the developer of the site to determine the appropriate land uses, site layouts, accesses, development standards and intensities best suited for the Aera parcel at that time.

Where there is a conflict between the provisions of the Specific Plan and the HBZSO, the Specific Plan shall apply. Where the Specific Plan is silent, the provisions of the HBZSO shall apply.

**7.4 PRINCIPAL PERMITTED USES**

The following are permitted uses within the Aera Parcel:

- ◆ Continued oil production activities consistent with the existing operations.
- ◆ Visitor serving commercial uses as permitted by the HBZSO, except as follows:
  - ◆ automotive service and repair related uses shall be prohibited.
  - ◆ Gas stations
  - ◆ drive-through windows in conjunction with restaurants shall be prohibited.
  - ◆ Resort Hotel or other forms of visitor accommodations
  - ◆ Office: not to exceed 15% of the total square footage allocation for the property based on ADTs and shall not be located on the ground floor
  - ◆ Recreational facilities, public and private
  - ◆ Open Space, public and private
  - ◆ Civic Uses including museums, libraries, community centers, amphitheaters, civic center, and/or other public facilities.

**PROHIBITED USES**

- ◆ Industrial uses
- ◆ Residential uses
- ◆ Timeshares
- ◆ Civic uses such as City Hall, schools and hospitals
- ◆ Residential care, clubs, lodges, day care and religious assembly
- ◆ On the ground (street-level) floor, offices or other non-visitor serving uses
- ◆ Automotive service and repair related uses shall be prohibited
- ◆ Drive-through windows in conjunction with restaurants shall be prohibited

- ◆ Billboards
- ◆ Signs which do not display information related to an activity, service, or commodity available on the premise
- ◆ Other uses not expressly allowed in Section 7.4

**7.6 MAXIMUM DENSITY**

The maximum density shall not exceed a FAR of 0.5:1 and an overall intensity that does result in a change to the City's adopted traffic level of service and roadway capacity standards.

**7.7 MAXIMUM HEIGHT**

The maximum height shall not exceed four (4) stories and 50 feet in height as measured in accordance with the HBZSO.

**7.8 LANDSCAPING**

**7.8.1 Landscaping South of Seapoint**

A conceptual plan showing proposed landscape design and plant materials shall be submitted for review and approval by the Planning Department concurrent with any application for a coastal development permit for either development or Tentative Tract Map. The landscaping plan shall be consistent with the requirements of Section 6.7 (Water Quality). All landscaping shall be consistent with the Plant Palette for this Specific Plan Area and those included in the Conceptual Master Plan.

**7.8.2 Landscaping North of Seapoint**

A conceptual plan showing proposed landscape design and plant materials shall be submitted for review and approval by the Planning Department concurrent with any application for a coastal development permit for either development or Tentative Tract Map. The landscaping plan shall be consistent with the requirements of Section 6.7 (Water Quality). All landscaping will consist of native vegetation. No irrigation will be allowed. Landscaping of the open space area shall be undertaken and completed concurrent with or prior to the first coastal development permit for construction of development on the Aera parcel.

**7.9 WALLS AND FENCES**

Walls and fences shall be constructed in accordance with Section 230.88 of the HBZSO. Design of all walls and fences shall be consistent with the Conceptual Master Plan for Subarea 4B.

A conceptual plan showing the proposed location, height, design, and materials of all proposed walls and fences shall be submitted for review and approval by the Planning Department concurrent with any development or tentative map application.

**7.10 SIGNS AND OUTDOOR LIGHTING**

All signs and outdoor lighting shall be in accordance with Chapters 232 and 233 respectively, of the HBZSO. Signs and Outdoor Lighting shall be consistent with the Conceptual Master Plan for Subarea 4B.

**7.11 MINIMUM BUFFER AREA/BUILDING SEPARATION BETWEEN THE PLC PARCEL AND THE AERA PARCEL**

On the Aera side, a minimum setback of a 75 foot structural from the PLC property line for structures shall be provided. Within that 75 feet, 50 feet closest to the PLC property line shall be landscaped and shall not permit parking or motor vehicle access (except for emergency vehicles) to encroach into that 50 foot landscaped area. The precise design of the setback area should be determined through the tentative map/conditional use/coastal development permit process and developed in accordance with the recommended mitigation measures set forth in the Appendix

**7.12 PARKING**

Adequate public parking to support development occurring on the Aera parcel will be provided concurrent with the underlying development. Parking lot design will provide for vehicular and pedestrian access to adjacent parcels and will include provisions to allow expansion if there is a parking deficiency. A parking study shall be submitted as part of any application for a coastal development permit for development to document the adequacy of parking in relation to existing and proposed development.

Any public on-street parking spaces lost (including parking on the roads fronting the specific plan area such as Seapoint, Pacific Coast Highway, and Palm) as a result of development within the Specific Plan area shall be replaced on a one to one basis on-street or within public parking lots within the Coastal Zone of the City of Huntington Beach.

Off-street parking shall be provided, at a minimum, consistent with Section 231 of the City's Zoning Code.

**7.13 PUBLIC ACCESS**

Public paths providing for pedestrian and bicycle access will be provided. Bicycle usage shall be encouraged by the provision of bikeway access and bike racks at convenient locations and near building entrances. Public access will be provided across Pacific Coast Highway as part of the public open space/trail from the public park on Palm Avenue through the Aera Parcel to Pacific Coast Highway. The public access improvements shall be constructed prior to or concurrent with the first coastal development permit for development (excepting Tentative Tract Maps) on the Aera parcel.

**8 COMMUNITY DESIGN GUIDELINES**

These guidelines give specific direction as to styles and themes of development, yet are general enough to allow the individual developer and/or builder flexibility to interpret changes in consumer tastes and market conditions. Although individual interpretation and character are encouraged, builders and designers should review the following design guidelines and standards to examine the relationship, which their particular site has to the entire community, and to incorporate all applicable provisions of these guidelines into their projects.

It is the purpose of the Community Design Guidelines to ensure that the theme is implemented in a clear, concise and aesthetically consistent manner. Care and consideration have been given in developing these Community Design Guidelines to ensure the creation and enhancement of a new aesthetically pleasing community with an emphasis on outdoor lifestyle and recreational opportunities in the City of Huntington Beach.

More specifically, the purpose of these Community Design Guidelines is:

To provide community design criteria for use by builders, planners, architects, landscape architects, civil engineers and other project area builders/developers;

To provide specific design criteria that encourages development of a desirable living environment that will help to maintain and enhance the community's value over time;

To create a "classic seaside community" character as an overall theme in the Palm and Goldenwest Specific Plan Area.

**8.1 COMMUNITY DESIGN CONCEPT**

A central theme has been devised to ensure that this carefully considered plan is implemented in a manner that will bring the Palm/Goldenwest Specific Plan Area a sense of its own character and ambiance. It is further intended that this theme be expressed in coordination with the project setting, which serves as a basis around which key elements of the community can be developed.

**8.2 SITE PLANNING GUIDELINES**

The Site Planning Guidelines for the Aera parcel are intended to promote a community that will have a clear identity and sense of place, and that will meet the needs of residents and visitors by providing a harmonious and pleasing environment for all uses and activities. These guidelines will provide direction to planners, architects and landscape architects for key design components of the Palm and Goldenwest community. The guidelines are formulated to provide quantitative criteria on appropriate aspects of physical development, as well as qualitative guidance on aspects of how buildings, landscaping, hardscape and signage may positively affect the land, residents and visitors.

**8.3 OPEN SPACE GUIDELINES**

The Palm/Goldenwest Specific Plan will provide public and private open space areas should incorporate the following site planning guidelines.

- ◆ Open space, parks and recreation areas should be located in highly visible locations.
- ◆ Open space areas within the community should be linked by a network system of pedestrian walkways.
- ◆ Open space areas should be visible from streets for safety and surveillance purposes.
- ◆ Open space areas should be appropriately landscaped.
- ◆ Plant materials should be used to define activity/use areas, and to frame and reinforce views.

**8.4 LANDSCAPE ARCHITECTURE GUIDELINES**

Landscaping plays an important role in establishing the visual identity and character of the Aera parcel as a beach side visitor serving area. Consistency in theme and the application of major community-level design elements such as entries, arterial street parkways, walls and fences, interface/edge conditions, and plant materials must be maintained throughout the Aera parcel to communicate and strengthen this identity. The landscaping themes should be consistent with the Conceptual Master Plan landscape design guidelines and should include:

- ◆ Community and project entries classically designed using natural materials and colors, with a similar vocabulary of materials, shapes and forms;
- ◆ Consistent street tree themes should be related to the hierarchy of the street system;
- ◆ Unified community theme wall and fence design, and the extensive use of trees, vines and shrubs to soften these features;

- ◆ Recommended plant palettes for specific applications (i.e., entries, streetscapes, paseo/buffers, etc.) and the Palm/Goldenwest Specific Plan Area community as a whole;
- ◆ Recognition of existing natural conditions and situations;
- ◆ Use of both "formal" and "informal" planting arrangements, depending upon the particular condition;
- ◆ Use of both evergreen and deciduous plant material;
- ◆ "Layering" of the shrub understory to create depth, variety and interest.
- ◆ Provide an attractive edge to implement the City's Urban Design Element and complement existing neighborhoods surrounding the project area;
- ◆ Provide thematic continuity throughout the Aera parcel through the use of repetitive materials and themes; and
- ◆ Complement a variety of architectural styles and themes.

## **8.5 COMMUNITY THEME WALLS AND FENCES**

Community walls and fencing consist of elements, which are readily visible from arterial and collector streets or from adjacent or nearby areas outside of the Planning Areas. Generally, community theme walls should be consistent in scale, materials, and type. Some variation in design details, such as color, finish, caps and pilasters may be employed at entries to express a certain individuality, however:

- ◆ All community theme walls and fences shall be consistent in design.
- ◆ Any fence/wall adjoining a public street or any fence/wall visible from the side or rear shall be the community theme wall.
- ◆ View fencing should have a low masonry wall with cap and pool code height tubular fencing, or glass for sound attenuation if required. Alternatively, view fencing of full height tubular steel may be used, and pilasters incorporated into steel fencing.



- ◆ Vines and/or shrubs should be planted along community walls to soften the visual character. An extensive use of vines is encouraged.
- ◆ Pedestrian sidewalks and enhanced perimeter landscaping will be provided along the entire length of Goldenwest Street. This edge will be a continuation of the enhanced landscape and wall materials and design along Palm Avenue.
- ◆ Fences and walls shall be in compliance with the Huntington Beach Zoning and Subdivision Ordinance Section 230.88

## **8.6 ARCHITECTURAL GUIDELINES**

Implementation of a consistent architectural design program. The intent is to allow the Planning Areas to establish individual identities, yet blend strongly with overall community themes. It is further the intent of these guidelines to ensure consistency with the Conceptual Master Plan for Subarea 4B and the Huntington Beach Zoning and Subdivision Ordinance. These guidelines should be addressed during final project review unless it is demonstrated that certain guidelines are not applicable, appropriate, or feasible under the circumstances.

The goal of this component of the Architectural Guidelines is to promote product quality and community diversity by encouraging builders to explore and expand their range of architectural styles. The guidelines in this section seek to continue the legacy of diversity within the City of Huntington Beach without sacrificing quality control over design details. An assemblage of architectural styles consistent with an "established seaside community" theme is intended to aid designers in developing a classic architectural image compatible with the surrounding residential communities.

## **8.7 COMMERCIAL DESIGN GUIDELINES**

The intent of this section is to encourage the siting of the common areas, civic uses, recreation facilities and visitor serving areas first, then orient specific buildings around these gathering areas creating a true sense of place for visitors to enjoy. Buildings should be sited in such a manner as to encourage walking from one part of the commercial area to another with as little automobile intrusion as possible.

### **1. Commercial Design Theme**

The ultimate site design for the Aera parcel should attempt to visually emphasize prominent design elements and vistas, while screening undesirable views. The siting of buildings should protect and enhance public view opportunities to the ocean, with restaurant and entertainment uses located where they can take

advantage of ocean views, while providing a harmonious transition between adjacent land uses and between development and open space.

**2. Setbacks**

Increased setbacks and/or design elements that buffer residential units from impacts of the abutting commercial development should be incorporated in the site design. Site plans should be designed so that building footprints are articulated and incorporate variations composed of insets, entries, corners, and jogs integrated with adjacent outdoor areas in order to create intricate and inviting pedestrian spaces.

**3. Compatibility With Existing Development**

Although architectural diversity is encouraged in commercial projects, it is not to be achieved at the expense of harmony with existing development. Thus, though new projects need not imitate the design of surrounding buildings, they nevertheless should be visually compatible with that development. In addition, commercial projects should avoid designs so massive as to overwhelm the scale of surrounding residential development.

**4. Focal Points**

The use of focal points in a commercial complex is desirable to provide both orientation and organization. These focal points create a visual counterpoint to the massing of nearby buildings. Examples of important focal elements include courtyards enhanced by fountains, outdoor cafes and other amenities and the use of towers that create a vivid visual and mental image for a project, provide identity and differentiation from other projects and become the gathering point for a project.

**5. Public Art**

Provisions shall be incorporated in the Specific Plan to require public art be provided in public spaces, especially to assist in defining focal points and open area.

**6. Pedestrian and Open Space Linkages**

Open space areas with footpaths should be designed throughout the project area to provide linkages to the major recreation activities and encourage pedestrian activity. Buildings and pedestrian paths should be sited in such a manner as to encourage walking from one part of the commercial area to another, with as little automobile intrusion as possible. Also, provisions should be made for direct pedestrian links between the project's residential areas.

**7. Bicycle Access**

Bicycle usage shall be encouraged by the provision of bikeway accesses and bike racks at convenient locations near building entries.

**8. Lighting**

Parking lot and outdoor lighting should be the minimum needed to accommodate safety and security, while minimizing the impacts on the surrounding residential areas. Outdoor lighting should be coordinated with parking lot and planting plans. Architectural lighting should serve to emphasize building entries and particular building details.

**9. Parking Lots**

Parking lot design should provide for vehicular and pedestrian access to adjacent parcels, should be designed to avoid large unbroken expanses of paved areas, provide buffers between buildings and the parking areas and screened from the street by landscaping and berming.

**10. Screening of Service Areas**

Service and storage areas and trash enclosures should be screened from public view by means of walls and landscaping. Loading and storage areas shall be screened from public view by means of solid walls or fences and/or plantings.

**11. Signs**

A sign program should identify commercial centers. All signs should be harmonious in scale, form, materials and colors with the project buildings, walls and other structures. Identification signs should be provided for all projects. Such signs shall conform to the sign regulations of the HBZSO pertaining to limitations on size, height, and placement.

**12. Articulation**

The apparent mass of buildings should be reduced by means of articulation, i.e., the varying of wall planes in depth and/or direction. This also creates visual interest and human-scale outdoor spaces such as patios and terraces. Large blank single-planed walls should be avoided. A combination of one-story to four-story elements should be created within the overall form of commercial buildings in order to provide a variety of scales and reduce the perceived building mass. Any building mass above the second story should be substantially set back and reduced in size.

**13. Ground Floor Interest**

Commercial and office buildings should be designed so that the ground floor presents an interesting and varied appearance to pedestrians and motorists. This can be achieved by the liberal use of windows, arcades, architectural detailing, wall murals, artwork, and similar design features.

**14. Roofs**

The rooflines on larger buildings with long elevations should be broken up by roof elements of varying height. Tower elements are also used to break up large elevations. Parapet walls can also be used to add variation to the roofline. When a flat roof is used, a parapet or shed roof that is designed to resemble hipped or gabled roofs should screen it.