

CHAPTER 3 Project Description

3.1 PROJECT LOCATION

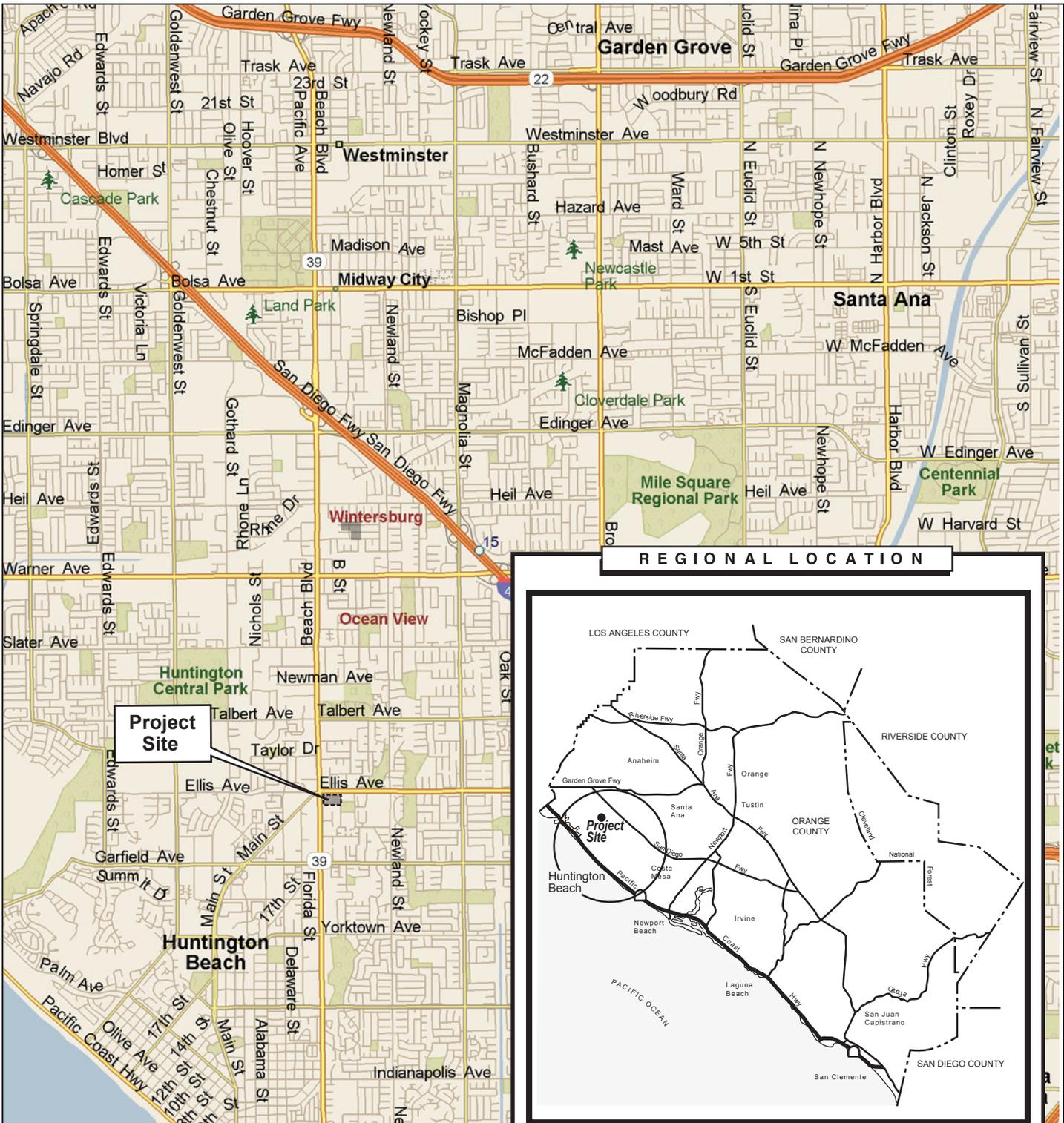
The proposed project site is located at 18502 and 18508–18552 Beach Boulevard, on the southeast corner of Beach Boulevard and Ellis Avenue, in the City of Huntington Beach in western Orange County, California. The project site is bound by Ellis Avenue to the north, Beach Boulevard to the west, commercial uses to the south, and a single-room occupancy (SRO) use to the east. The SRO project is classified as a quasi-residential use and is only allowed on commercially or industrially designated land. Figure 3-1 (Project Vicinity and Regional Location Map) illustrates the proposed project site’s regional location and vicinity. The project site is identified as Town Center Neighborhood within the Five Points District Segment of the Beach and Edinger Corridors Specific Plan (BECSP) adopted in March 2010.

3.1.1 Existing Project Site

The existing general characteristics of the project site are summarized in Table 3-1 (Summary of Existing Site Characteristics). Land uses on the proposed project site and in the surrounding area are shown on Figure 3-2 (Project Site and Surrounding Land Uses).

Table 3-1 Summary of Existing Site Characteristics	
Component	Relevant Information
Applicant/ Property Owner	Progressive Real Estate
Assessor’s Parcel Number (APN)	157-471-04 157-471-05
Site Area	2.74
Existing Land Use	Retail, Office, Restaurant, and Gas Station
Topography	Flat
Zoning Designation	Specific Plan 14 (SP-14)
General Plan Designations	Mixed Use-Specific Plan Overlay-Design Overlay (M-sp-d)

The proposed project site consists of two parcels totaling 119,236 square feet (sf) of lot area (approximately 2.74 acres). At the immediate corner of Beach Boulevard and Ellis Avenue, the site is occupied by a Shell Gas Station that includes a 1,678 sf building and two bays. The remainder of the project site is occupied by approximately 22,080 sf retail and restaurant uses and approximately 4,026 sf of office uses. Office, retail and some restaurant uses are located within the Town and Country Plaza, a two-story, L-shaped, multi-tenant shopping center, set back into the southeast corner of the project site. The Town and Country Plaza contains a dental office, dry cleaner, bar/lounge, and other retail uses. A stand-alone, restaurant located on Beach Boulevard contains the remainder of the existing restaurant uses.



100000407 | Beach and Ellis Mixed-Use Project

Source: Microsoft Streets and Trip, basemap, 2010; Atkins 2010.



Figure 3-1
Project Vicinity and Regional Location Map



Figure 3-2
Project Site and Surrounding Land Uses

3.1.2 Surrounding Land Uses

The proposed project site is located approximately two and half miles south of I-405, approximately half way down the Beach Boulevard corridor of the BECSP area. The project site is surrounded to the north by commercial and residential uses, to the west and south by commercial uses and to the east by quasi-residential and residential uses. Adjacent surrounding uses include the following:

- **North (across Ellis Avenue)**—Jack n’ the Box fast food restaurant, D-K Liquor, Orange County Water District water well facility, and single-family residential uses.
- **West (across Beach Boulevard)**—Chevron gas station and a strip mall with several retail and restaurant uses
- **South**—Procure Work Injury Center and other commercial uses
- **East**—A private alleyway and SRO building

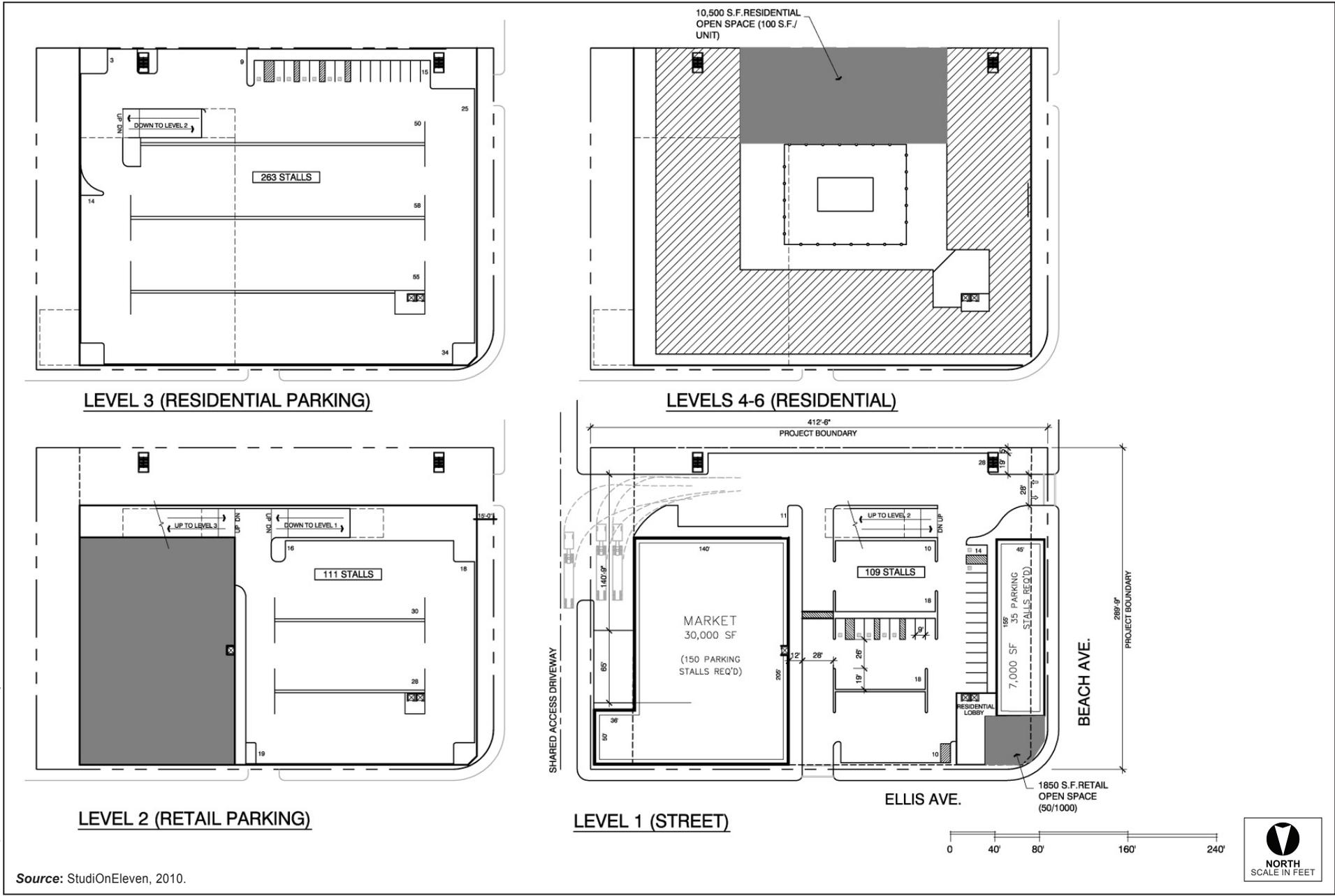
3.1.3 General Plan/Zoning Designations

The project site has a General Plan Land Use designation of Mixed Use-Specific Plan-Design Overlay (M-sp-d). The M-sp-d designation permits a range of commercial and multi-family residential uses. The exact density, location and mix of uses permitted in this designation is governed by a Specific Plan (“-sp”), allowing for greater design flexibility and to address the uniqueness of a particular area. The project site is zoned as Specific Plan 14 or SP-14, which is the BECSP adopted in March 2010. The project site is designated as Town Center-Neighborhood located within the Five Points District segment of the BECSP. Development would be subject to the BECSP’s Development Code for the Town Center Neighborhood designation, as applicable.

3.2 PROJECT CHARACTERISTICS

The proposed project site is a flat, approximately 2.74-acre (119,236 sf), consisting of two parcels, located at the southeast corner of Beach Boulevard and Ellis Avenue, in the Five Points District Segment of the BECSP area. The proposed project at Beach Boulevard and Ellis Avenue (proposed project) would result in a six-story mixed-use development consisting of retail and residential uses, as shown in Figure 3-3 (Proposed Project Site Plan). Levels one and two of the proposed project would house the commercial component, including an approximately 30,000 sf market use, approximately 7,000 sf of retail shops, and retail parking. Additionally, approximately 1,850 sf of public open space will be provided for the retail uses at street level, located at the corner of Beach Boulevard and Ellis Avenue. Parking for the residential portion of the proposed project would be provided on Level three. Levels four through six would include 105 condominium residential units and 10,500 sf of open space for residential use. Figure 3-4 (Project Elevations), illustrates the proposed building’s height elevations and how the building would appear from Beach Boulevard and Ellis Avenue. As shown in Table 3-2 (Summary of Proposed Beach Ellis Project), the proposed project would result in the construction of approximately 37,000 sf of retail uses, 105 residential units, and 483 parking spaces (220 retail and 263 residential parking spaces). All parking would be accessible from driveways located on Beach Boulevard and Ellis Avenue.

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Source: StudiOnEleven, 2010.

Figure 3-3
Proposed Project Site Plan

Table 3-2 Summary of Proposed Beach and Ellis Project

<i>Use</i>	<i>Proposed Uses</i>
Total Lot Size	2.74-acre (119,236 sf)
Residential	105 du
Retail-Shops	7,000 sf
Retail -Market	30,000 sf
Parking Spaces	483

SOURCE: KTG, Inc. (December 2008)

■ Vehicular Access, Circulation, and Parking

Vehicular access to the project site would be available from one driveway on Beach Boulevard, one driveway along Ellis Avenue, and the existing private alleyway that bounds the east side of the project site, all leading directly into the proposed parking structure. Level one would provide 109 retail parking spaces, level two would provide 111 retail parking spaces and level three would provide 263 residential parking spaces for a total of 483 parking spaces. Both pedestrian and vehicular circulation would be provided throughout the parking structure to the retail and residential portions. Access for delivery trucks would be provided from a shared access driveway (private alleyway) to the east of the proposed project site. A reciprocal access agreement exists with the property to the east; however, the project would be required to improve the shared access driveway.

■ Ancillary Project Activities

Infrastructure improvements (i.e., utilities, onsite roadways, etc.) necessary to serve the proposed development would be constructed. The future onsite utilities would connect to existing facilities and some off-site improvements to existing infrastructure may also be required.

■ Construction Schedule

Construction of the proposed project would occur in one phase over five stages; demolition, excavation (shoring and grading), sub-grade construction, building construction and tenant improvements for occupancy. Demolition of the approximately 27,784 sf of existing building area on the project site would take approximately 2 months, beginning in January 2016. Excavation will take approximately 3 months to complete. Sub-grade construction will take approximately 3 months. Building construction will take approximately 15 months. As such, construction of the proposed building would be complete in approximately 23 months, just under two years. Upon completion of the building construction, tenant improvements required for leasing and full occupancy is estimated to take approximately 18 months. Therefore, construction and leasing of the proposed project would occur over a combined period of 3 years and 5 months, beginning in January 2016 and ending in June 2019.

3.3 PROJECT OBJECTIVES

The proposed project responds to the design vision and requirements set forth in the BECSP. The proposed project is substantially in compliance with the objectives of the BECSP. Below are the overarching objectives of the BECSP:

City Objectives

- Orchestrate new public and private investment toward the establishment of a more lasting framework for growth and development—a framework of clearly defined districts, centers, street patterns, and local architecture, and landscape identity—upon which new development can reliably respond to, build upon, and draw value from.
- Re-position disinvested corridor properties to capture value in the contemporary marketplace.
- Begin the transformation of the visual character of Beach Boulevard from “anywhere strip” to its proper role as the iconic gateway to and from the beach, and as the city’s most visible north-south thoroughfare.
- Instigate the development of a network of pedestrian-oriented streets, promenades, and other public open spaces that encourage walking, and ultimately, walking in combination with transit ridership.
- Balance mobility and community development objectives that enable continued market-driven growth and development while maintaining minimum community mobility standards, and furthering patterns of land use and development that contribute toward long-term regional mobility and livability.
- Make the most of each increment of new development to build toward a more environmentally sustainable future city and region.
- Ensure that new buildings and landscaping contribute to the emergence of an increasingly visible and memorable visual identity appropriate to the unique history and character of the City.
- Ensure adequate utility infrastructure and public services for new development.
- Enhance development intensity to ensure the emergence of a vital urban district (Five Points District).

Applicant Objectives

Community Objectives

- Support the regional mobility system by encouraging development within the existing corridor’s transportation and activity centers that will reduce vehicular trips and infrastructure costs, and encourages the expansion and use of public transportation services.
- Provide local residents and business employees with alternative housing and employment opportunities within a highly urbanized environment supporting local retailers and service-oriented businesses.
- Accommodate a demand for Class-A residential units otherwise not met in the City.

Development and Site Design Objectives

- Encourage revitalization through mixed-use development by constructing service-oriented development serving new residents and surrounding residential development.

- Maximize an undervalued site with more urbanized high density mixed use development.
- Improve the open space environment within the development by providing both public open space and private open space such as roof top decks, while incorporating public landscaped walkways throughout the development.
- Provide convenient and safe parking for residential units and maximize available parking for shoppers.
- Incorporate Green Building practices such as those found in the Leadership in Energy and Environmental Design (LEED) Green Building Rating System.

Economic Objectives

- Maximize the proximity to one of the most urbanized segments of the Specific Plan, create a development that is consistent with market demands for retail and housing projects, and capitalize on this primary intersection.
- Incorporate sufficient residential development to replace revenue from the existing commercial development and ensure a financially feasible future development venture.
- Construct a project within an area that has existing infrastructure to support development or that can be easily upgraded.
- Improve the economic vitality of the area by providing jobs during construction and post construction through sufficient land use diversity.

In addition, the proposed project's objectives are consistent to those included in the BECSP for future development anticipated to occur on sites located within the Five Points District Segment as described in Section 1.4.1-3 (Five Points District Segment) of the BECSP:

- **Five Points District Segment:** The Five Points area occupies the halfway point between the beachfront and I-405, and is organized around the confluence of Beach Boulevard and Main Street/Ellis Avenue. It contains the 160,000 sf Five Points Shopping Center, which includes a mix of national and regional retailers. The area south of Main Street is characterized by a more diverse mix of uses (e.g., office, medical services, multi-family, and senior housing) and building types. The planning approach to this area is twofold: (1) retain the Five Points community retail center and support its eventual intensification and mix and (2) encourage the restructuring and revitalization of surrounding areas to enhance market focus and district appeal. This area of the Specific Plan would be designated as a potential City center characterized by convenience and urban vitality. This area is envisioned to have greater development intensity than surrounding segments. The greatest development intensities would be provided in the core retail area. Infill development on underutilized properties would be composed of the types of coherent arrangements of building, streets, and blocks that are presently lacking in this centrally located district. New apartments, condominiums, and professional and medical office buildings would face public sidewalks with lobby entrances, shop fronts, and attractively detailed facades. Parking would be screened from view along primary street frontages. Buildings would be taller and development more compact in this segment compared to other City neighborhoods, providing the intensity and activity expected in a vibrant urban district.

3.4 INTENDED USES OF THIS EIR

This environmental impact report (EIR) is a Project EIR, as defined in CEQA Guidelines 15161, and analyzes the impacts of a specific project. This EIR has been prepared to analyze potentially significant environmental impacts associated with the design, construction, and operation of the proposed project. This EIR is intended to provide decision-makers and the public with information that enables them to consider the environmental consequences of the proposed project. EIRs not only identify significant or potentially significant environmental effects, but also identify ways in which those impacts can be reduced to less than significant levels, whether through the imposition of mitigation measures or through the implementation of specific alternatives to the project. In a practical sense, EIRs function as a technique for fact-finding, allowing concerned citizens, City staff, and decision makers an opportunity to collectively review and evaluate baseline conditions and project impacts through a process of full disclosure.

3.5 PUBLIC ACTIONS AND APPROVALS REQUIRED

3.5.1 City of Huntington Beach

This EIR is being prepared by the City of Huntington Beach to assess the potential environmental impacts that may arise in connection with actions related to implementation of the proposed project. The City of Huntington Beach is the Lead Agency for the project and has discretionary authority over the project and project approvals.

This EIR serves as the required environmental documentation for the following discretionary approvals that are required to implement the proposed project:

- Site Plan Review Approval
- Tentative Tract Map for Condominium Purposes

3.5.2 State and Local Agencies

In addition to the Lead Agency, there may also be federal, regional, county, and state agencies that have discretionary or appellate authority over the project and/or specific aspects of the project. These agencies are referred to as Responsible Agencies pursuant to CEQA Guidelines Section 15381 and will rely on this EIR when acting on such projects. Those Responsible Agencies that would rely upon the information contained in this EIR when considering approval of the proposed project include, but are not necessarily limited to, the following:

- California Regional Water Quality Control Board (Permit for dewatering during construction; and National Pollutant Discharge Elimination System [NPDES] permit)
- State Water Resources Control Board (General Construction Activity Stormwater Permit)
- Orange County Sanitation District—Waste service
- California Department of Transportation (Caltrans)

3.6 CUMULATIVE DEVELOPMENT SCENARIO

Section 15355 of the CEQA Guidelines defines “cumulative impacts” as “two or more individual effects that, when considered together, are considerable or that compound or increase other environmental impacts.” In general, these impacts occur in conjunction with other related developments whose impacts might compound or interrelate with those of the project under review.

In order to analyze the cumulative impacts of the project in combination with existing development and other expected future growth, the amount and location of growth expected to occur (in addition to the proposed project) must be considered. Section 15130(b) of the CEQA Guidelines allows the following two methods of prediction:

- A. A list of past, present, and reasonably anticipated future projects producing related or cumulative impacts, including those projects outside the control of the agency, or
- B. A summary of projections contained in an adopted general plan or related planning document which is designed to evaluate regional or area wide conditions.

Due to the local nature of anticipated impacts of the proposed project, the cumulative analysis relies on primarily local projects (rather than those of a regional nature). However, where use of regional projections is appropriate for the cumulative analysis of a particular resource, this is specified in the cumulative discussion of that resource in Chapter 4 (Environmental Analysis). Table 3-3 (Cumulative Projects) summarizes cumulative development projects within the vicinity of the project area.

Table 3-3 Cumulative Projects			
No.	Project Name	Major Project Features	Project Status
Projects Located within 1 Mile of the Project Site			
1	Fein Medical Office Building	The project involves the construction of a 6,480 sf medical office building at 7922 Liberty Avenue, on the south side of Liberty Avenue, west of Beach Boulevard.	The project is approved.
2	Gun Range	The City will prepare an EIR for clean-up and reuse of the site located in Central Park east of the Sports Complex.	An EIR is currently underway.
3	Longs Drugs	The project involves the construction of an 8,800 sf drugstore with a drive-through pharmacy at 17725 Beach Boulevard, at the NWC of Beach Boulevard and Newman Avenue.	The project is approved.
Projects Located Further than 1 Mile from Project Site			
4	Amstar/Red Oak Project (formerly known as The Ripcurl)	A mixed-use project proposed at the southeast corner of Gothard Street and Center Avenue. The project consists of 10,000 sf of commercial uses on the ground floor and 440 residential units above the ground floor (five stories).	An EIR was certified and a CUP approved in 2008.
5	Beach & Warner Mixed Use	This Beach & Warner project consists of a mixed-use development in the Neighborhood Boulevard area of the Specific Plan. Some of the existing uses would remain on-site while others would be demolished and redeveloped. In total, the project would consist of 272 du, 43,014 sf of retail, 196,000 sf of offices, 18,322 sf of restaurant uses, 7,000 sf of common area, 75,000 sf of public open space, and 1,990 parking spaces at build-out.	Separate environmental documentation is being prepared for this project.

Table 3-3 Cumulative Projects

No.	Project Name	Major Project Features	Project Status
6	Beach Promenade	The Beach Promenade consists of two options for development; Option A and Option B. Maximum development square footage approved is 38,634 sf (Option B) to the existing 85,107 sf commercial center. The development project includes 2.07-acre frontage road and 0.61 acre adjacent to westerly property to enlarge site from 6.24 acres to 9.42 acres.	The project has been approved.
7	CVS	Drive-Thru CVS located at 16961 Beach Boulevard on the north west corner of Beach and Warner.	Entitlements submitted.
8	Edinger Hotel	The proposed Edinger Hotel project would consist of a 200-room, 138,870 sf, six-story hotel on a 99,869 sf lot on the southeast corner of Edinger Avenue and Parkside Lane in the Town Center Boulevard area of the Specific Plan.	The City is determining the appropriate level of environmental clearance for this project.
9	Golden West College Master Plan	This project consists of an extensive improvement and building program to meet increasing enrollment needs and to update technology and outdated infrastructure. The project will include the renovation of older buildings, re-using existing buildings and the construction of new buildings, landscaping, and infrastructure.	A Program Environmental Impact Report has been circulated and a new classroom building has been constructed
10	Heil Widening	The project will construct the street improvements necessary to widen the north side of Heil Avenue between Silver Lane and Beach Boulevard to its full 80-foot secondary arterial street width. Currently, this segment of Heil Avenue provides one through-lane in each direction, bike lanes, and a striped median. The widened street section will provide one additional through-lane in each direction. The project includes relocation of existing utility poles and the construction of new asphalt pavement, concrete curb, gutter, sidewalk, streetlights, and the installation of 24" box parkway trees. An 8-foot-high wall will also be constructed along the proposed northerly right-of-way.	Project under construction.
11	Rainbow Disposal	Master plan for Rainbow to expand the existing Material Recovery Facility (MRF) and Transfer Station from the current 2,800 tons per day (TPD) to 4,000 TPD. These new buildings and operations would enable Rainbow to continue to process curbside recyclables, construction and demolition (C&D) debris, greenwaste, and commercial municipal solid waste (MSW), and to do so while improving environmental conditions around the facility as compared to current operations.	The project has been approved.
12	Seawind Village Apartments	Addition of 10 residential units to a 277-unit apartment complex and construction of a 7,500 sf clubhouse/recreation center at 15555 Huntington Village Drive, on the west side of Huntington Village Drive, north of Center Avenue.	The project is under review by the Planning Department.
13	Senior Center	Construction of a new 45,000 sf senior center and associated parking at southwest corner of Goldenwest Street and Talbert Avenue.	A CUP was approved for this project but a Subsequent EIR, General Plan Amendment and revised CUP are being processed.

Table 3-3 Cumulative Projects

No.	Project Name	Major Project Features	Project Status
14	Talbert Lake Water Quality Project	The Talbert Lake Diversion Project would divert up to 3 million gallons per day of urban runoff from the East Garden Grove Wintersburg Channel, through pre-treatment devices, and into a 15-acre area in Central Park for treatment to remove pollutants, thereby significantly reducing pollutant loading to the coastal receiving waters. Project components will include a channel diversion structure, pump station, control system, existing pipeline inspection and rehabilitation, additional conveyance piping, pretreatment, Natural Treatment Systems, Talbert Lake rehabilitation, groundwater recharge enhancements, educational exhibit, and monitoring.	A Mitigated Negative Declaration has been approved.
15	The Village at Bella Terra	General Plan Amendment and Zoning Text Amendment to increase the maximum development density, establish mixed-use zoning, and create mixed-use development standards in Specific Plan No. 13, located between Edinger Avenue and Center Avenue, just west of the existing Bella Terra mall. The General Plan amendment allows a maximum of 713 dwelling units and 138,085 sf of commercial uses.	An Environmental Impact Report has been certified. A site plan has been approved for 467 residential units, a Costco, and other commercial space.
16	The Boardwalk	A mixed-use project at the northeast corner of Gothard Street and Center Avenue consisting of 487 apartment units, 14,500 sf of commercial uses, private recreational area and 0.5 acre of public open space.	The project has been approved.

SOURCE: Mary Beth Broeren, Written communication from City of Huntington Beach (October 22, 2008; updated December 18, 2008; April 7, 2009; December 2010, updated August 15, 2011).

3.7 REFERENCES

- Huntington Beach, City of. *City of Huntington Beach General Plan*. Land Use Element. Community Development Chapter, 1996.
- . *Beach and Edinger Corridors Specific Plan*, March 2010.
- . *City of Huntington Beach General Plan*. Land Use Designation Map. Information Services Department, HB GIS, revised April 2010.
- . *Zoning Designations Map*. Information Services Department, HB GIS, revised April 2010.
- . *Huntington Beach Zoning and Subdivision Ordinance*, n.d.
- KTGY. *Beach Boulevard and Ellis Avenue Site Summary*, December 3, 2008.

