

City of Huntington Beach, California

# Beach and Edinger Corridors Specific Plan

~~Public Review~~ Final Draft

December 2009 ~~October~~  
~~2008~~



LOOKING NORTH ON BEACH BOULEVARD FROM 150 FEET SOUTH OF TALBERT AVENUE C.1931

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*Note: The removed appendices are now in a separate volume: Beach and Edinger Corridors Reference Volume*

*Note: This appendix has been replaced by Project Traffic Study*

## 1.1 PURPOSE

The *Beach and Edinger Corridors Specific Plan* is established to orchestrate private and public investment activities along the Beach Boulevard and Edinger Avenue Corridors, and to support and promote investment that will enhance the beauty and vitality of these, the City's primary commercial corridors. This Specific Plan presents the community's vision for the evolution and continued growth of the two corridors, and it establishes the primary means of regulating land use and development within the Specific Plan Area (see section i.3 - Specific Plan Area). Finally, the Plan contains a program of planned actions and investments that the community intends to implement to stimulate and complement private investment along the corridors.

## 1.2 AUTHORITY AND PROCEDURE

The Specific Plan is established by the Huntington Beach City Council in accordance with Chapter 215 of the *Huntington Beach Zoning & Subdivision Ordinance*, which establishes Specific Plans as an authorized mechanism for regulating land use and development in the City; and as enabled by the State of California Government Code Title 7, Division 1, Chapter 3, Article 8, Sections 65450 through 65457.

This Specific Plan implements the broad policies established in *The City of Huntington Beach General Plan* to guide growth and change along the Beach Boulevard and Edinger Avenue Corridors and is consistent with the General Plan. The Development Code contained within the *Specific Plan* replaces previous land use and development regulations contained within the *Huntington Beach Zoning and Subdivision Ordinance* for these portions of the City.

The specific plan document is based on community input resulting from six community meetings, several study sessions with City Council and the public hearing process with the Planning Commission and City Council. A specific plan may either be adopted by ordinance or resolution (Government Code Section 65507). Should the legislative body wish to change a proposed Specific Plan recommended by the Planning Commission, the change must first be referred back to the Commission for consideration, if not previously considered (Government Code Section 65504).

### 1) CEQA Compliance

Adoption or amendment of a Specific Plan constitutes a project under the California Environmental Quality Act (CEQA). If the initial environmental review shows that the proposed or amended plan could significantly affect the environment, the jurisdiction must prepare an environmental impact report (EIR).

Pursuant to CEQA, an Initial Study was prepared as part of the Specific Plan approval process. Based on the results of the Initial Study, the City of Huntington Beach determined that a Program EIR would be the appropriate level of environmental review for the Specific Plan. As part of the Specific Plan Program EIR a traffic study, noise study, air quality study and utilities analysis, including a Water Supply Assessment, was completed. The Program EIR also evaluated land use, aesthetics, biological resources, cultural resources, hydrology and water quality, public services, recreation and hazards and hazardous materials. Mitigation measures included as part of the Program EIR have been incorporated in Appendix ~~D~~ **A** and will be included as requirements on development projects within the Specific Plan area.

All subsequent approvals necessary to develop property within the Specific Plan Area must be consistent with the Specific Plan, the Maximum Amount of New Development established in section 2.1.1 of this Specific Plan and be within the scope of the Program EIR. Additional environmental documentation may be required in the future if significant changes are found to have occurred pursuant to CEQA guidelines.

### 2) Specific Plan Amendments

Specific Plan Amendments shall be made through the Zoning Text Amendment process; subject to consideration and approval of the Planning Commission and City Council in accordance with the provisions of the Huntington Beach Zoning and Subdivision Ordinance.

### 3) Severability

If any section, subsection, sentence, clause, phrase, or portion of this title, or any future amendments or additions hereto, is for any reason held to be invalid or unconstitutional by the decision of any court or competent jurisdiction, such decision shall not affect the validity of the remaining portions of this title, or any future amendments or additions hereto. The City hereby declares that it would have adopted these titles and each sentence, subsection, clause, phrase, or portion or any future amendments or additions thereto, irrespective of the fact that any one or more sections, subsections, clauses, phrases, portions or any future amendments or additions thereto may be declared invalid or unconstitutional.

### 1.3 SPECIFIC PLAN AREA

The Specific Plan refers to all private and public properties that come under the purview of the Specific Plan as indicated in the Specific Plan Area Map presented in Figure i.1. **The total acreage of the Area is approximately 459 acres.** The Beach & Edinger Specific Plan Area is composed of portions of two primary development corridors, the Beach Boulevard Corridor, and the Edinger Avenue Corridor, as follows:

*The Edinger Corridor Plan Area.* The portion of the Specific Plan centering on Edinger Avenue extends westward from the Beach Boulevard intersection to the west of Goldenwest Street intersection. Development Standards contained in this Specific Plan will apply solely to properties formally located in the Specific Plan Area. The properties that will be included in that formal Specific Plan Area are illustrated in Figure i.1 - Specific Plan Area.

Notwithstanding these formal policy-area boundaries, the primary developments influencing the optimum potential future for all properties in this portion of the City are Bella Terra shopping center, Golden West College, Goldenwest Transit Center, and the properties adjacent to these three located between Edinger Avenue and Interstate 405. Although these properties are outside of the formal Beach and Edinger Specific Plan Area for regulatory purposes, the first section of this Specific Plan - Book I, Community Intent - ~~describes the community's vision for this entire portion of the City.~~ **reflects the interconnectedness of the area.** The Specific Plan refers to this cohesive portion of the City as *the Edinger Avenue Corridor and Environs*. The Edinger Corridor and Environs includes all properties lining Edinger Avenue between the intersection of Goldenwest Street and Beach Boulevard, as well as the triangle of properties formed by the eastern edge of Golden West College, Interstate 405, and Edinger Avenue – see Figure i.2 - The Edinger Avenue Corridor

and Environs. For specific development regulations pertaining to properties in the Edinger Avenue corridor and Environs that are outside of the Specific Plan area presented in Figure i.1, refer to *The Crossings at Huntington Beach Specific Plan* (SP13), as well as to the *Huntington Beach Zoning & Subdivision Ordinance*. Figure i.2 illustrates the location of properties that are regulated by *The Crossings at Huntington Beach Specific Plan*.

*The Beach Boulevard Corridor Plan Area.* The Beach Boulevard Corridor portion of this Specific Plan extends from Edinger Avenue to the north, to the northern edge of the Coastal Zone, which is located south of Atlanta Avenue (see Figure i.1 – Specific Plan Area).

### 1.4 DOCUMENT ORGANIZATION

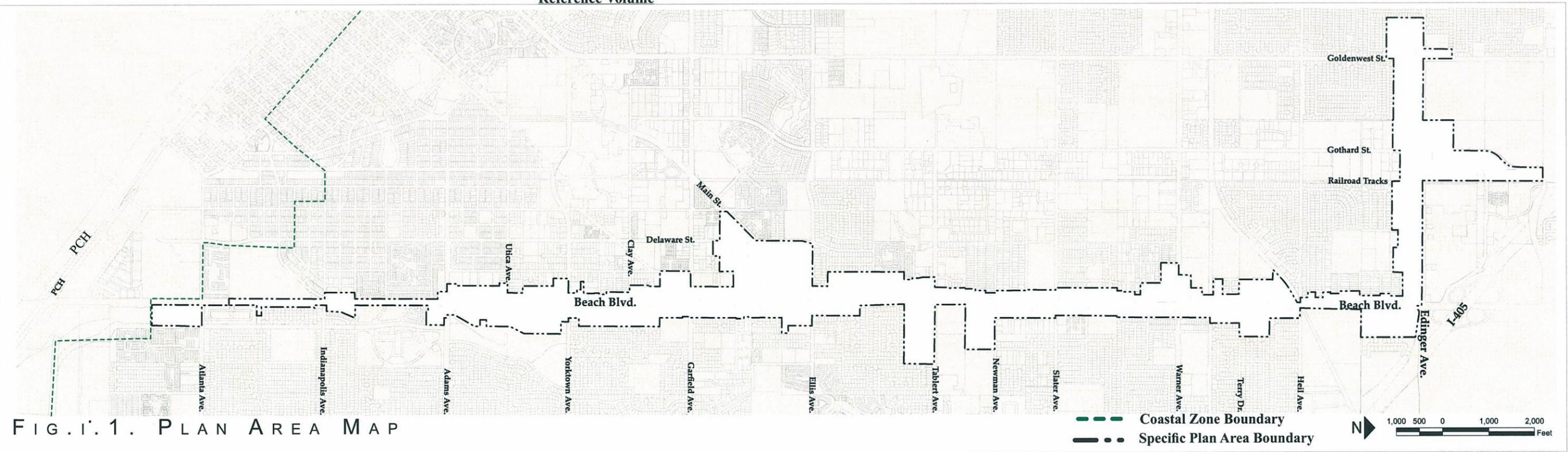
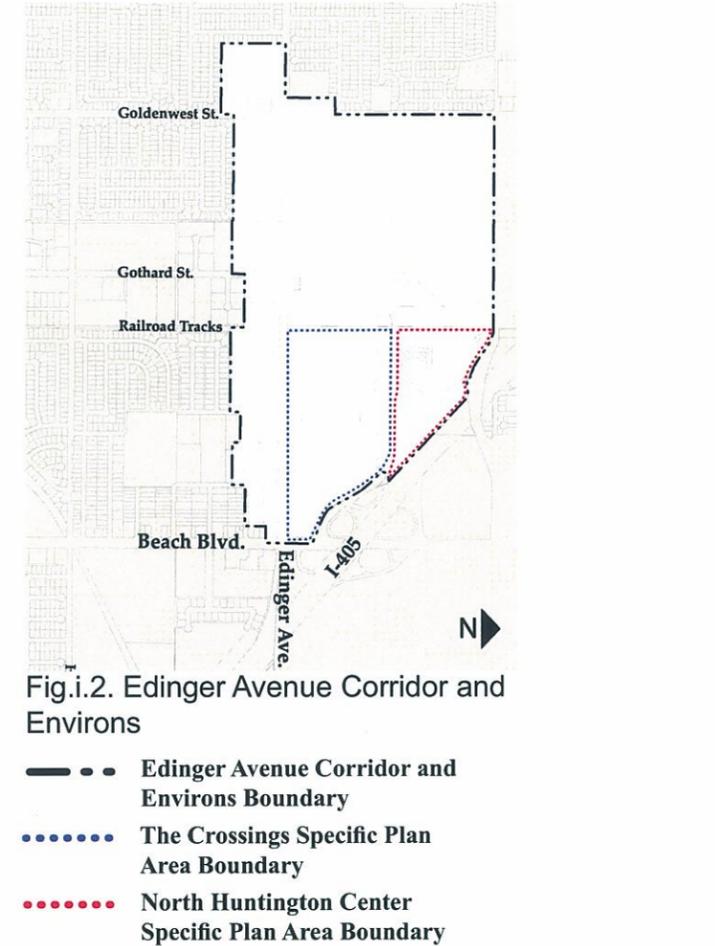
The *Beach and Edinger Corridors Specific Plan* is organized into three mutually reinforcing “Books” or primary sections,” as follows:

**Book I: Community Intent** describes the ~~envisioned physical outcomes~~ **community objectives** that the Specific Plan is intended to ~~instigate~~ **achieve** and the primary means by which the community intends to support the emergence of those desired outcomes.

**Book II: Development Code** establishes the primary means of regulating land use and development on ~~privately owned~~ properties located within the Plan Area.

**Book III: Public Improvements** describes the planned investment of City resources **and infrastructure needs** to stimulate, promote and support the desired growth and change in the Plan Area.

In addition to these three primary sections, additional information upon which the Specific Plan is founded is ~~included both in the appendices of this document, as well as located in separately bound technical reports~~ **the Beach and Edinger Corridors Reference Volume**



This Specific Plan establishes a planning and design framework to enhance the economic performance, functionality and beauty of the Beach and Edinger Corridors in accordance with the forces of the free market and the community's vision for its primary commercial corridors. This first of the three "Books" that contain the primary contents of this Specific Plan, describes the ~~physical outcomes~~ community objectives that the Plan is intended to ~~bring about~~ achieve as new investment creates change in the Plan Area and its environs. This section of the Specific Plan also describes the ~~means by which the community intends~~ overall development concept to instigate new investment and to guide the form of that investment to the mutual benefit of private and public interests. These intended ~~physical plan~~ outcomes and revitalization strategies form the basis of the regulations and planned public actions contained in the two subsequent Books of this Plan. By making the community's intent clear, Book I is also intended to provide supplementary guidance for instances or opportunities not specifically covered by the development regulations or public improvements contained in Books II and III.

## 1.1 COMMUNITY OBJECTIVES

**Enhance the overall economic performance, physical beauty and functionality of the Corridors. More specifically:**

- 1) 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 architectural and landscape identity - upon which new development can reliably respond to, build upon and draw value from.
- 2) Re-position disinvested corridor properties to capture value in the contemporary marketplace.
- 3) 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.
- 4) Promote new investment that supports the growth and success of Bella Terra and Golden West College
- 5) Build on the presence of Golden West College, Bella Terra, and the existing transit infrastructure to instigate the emergence of a vital and attractive urban district characterized by a synergistic mix of students, customers, residents, pedestrians, transit-riders, office workers, and visitors.
- 6) 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.
- 7) Enhance pedestrian, bicycle and vehicular connections between Golden West College, Bella Terra, Golden West Transportation Center, and development along Edinger Avenue.
- 8) Balance mobility and community development objectives: enable continued market-driven growth and development while 1) maintaining minimum community mobility standards, and 2) furthering patterns of land use and development that contribute toward long-term regional mobility and livability.
- 9) Make the most of each increment of new development to build toward a more environmentally sustainable future city and region.
- 10) Insure 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.
- 11) Incorporate Crime Prevention Through Environmental Design (CPTED) guidelines into designs to reduce the incidence and fear of crime and create an environment to maximize public safety.

## 1.2 STARTING POINT: SUMMARY OF PLAN INPUTS

The primary conditioning factors in the determination of the optimum achievable future for the Corridors are the physical and economic conditions present at the inception of the Plan. More specifically, the envisioned future corridors development concept and revitalization strategy described in the subsequent sections of Book I, and the regulations and public improvements that follow in Books II and III to implement the community’s intent for the corridors, are conditioned by the following factors: Existing Pattern of Development, Market Trends, Infrastructure Capacity, Principles of Sustainability, and Established Principles of Good Place-Making (see Figure 1.1 – Conditioning Factors of the Specific Plan).

Existing conditions along the Beach Boulevard and Edinger Avenue Corridors at the time of adoption of this Specific Plan are detailed in Appendix A the Beach and Edinger Corridors Reference volume, in combination with separately bound technical reports listed after Appendix C. Ultimately, the implementation of the planning framework contained herein will result in cumulative modifications to these conditions. As change occurs, the community intends to monitor changes in the Specific Plan Area and amend the Specific Plan document the degree to which it remains sufficiently current.

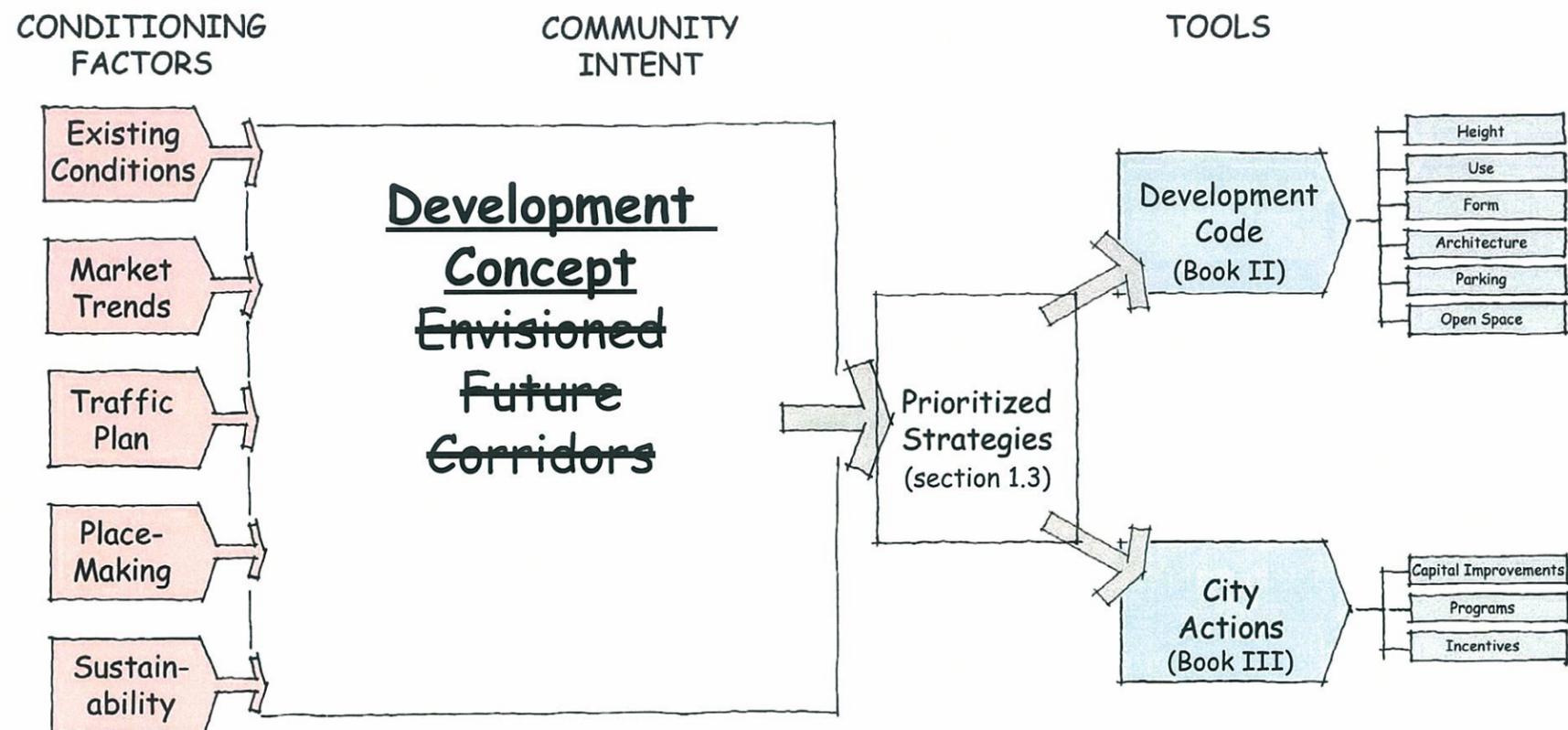


FIG. 1.1. CONDITIONING FACTORS OF THE SPECIFIC PLAN

## 1.3 REVITALIZATION STRATEGY

To orchestrate growth and change in the Plan Area in keeping with the community's vision for the two corridors, the City leadership intends to promote and guide new investment and change by employing municipal policies and resources strategically. Keeping in mind that strategy must always remain sufficiently nimble to respond to unexpected opportunities and to make best use of resources as they become available, the strategic priorities that the City leadership intends to pursue are the following:

### 1) Harness Market Demand:

Realign development policies and planned public investments to capitalize on the primary market trends most likely to condition the types and formats of new investment in the Plan Area, which are the following:

- i) The shopping industry's accelerating abandonment of exclusively auto-oriented shopping centers in favor of more open air and amenity-driven formats clustered at primary crossroads;
- ii) Rapid population growth and the associated growth in demand particularly for housing, (and the associated escalation in the value of property) in the built-out portions of Orange County;
- iii) Rapidly growing demand for walkable urban environments for living, working and shopping, in close proximity to existing or planned transit service;
- iv) Increasing regional commitment to transit, driven by traffic congestion, concern about global warming, and escalating gasoline prices.

### 2) Kick off Revitalization by Enabling Most Promising Opportunities First.

Place highest priority on leveraging the large-scale assembled vacant properties located between Bella Terra and Golden West College to: 1) kick off the revitalization of the corridor and its environs; 2) to bolster and enhance the success of Bella Terra; 3) to stimulate pioneering residential development in a sufficiently large increment to establish the beginnings of a unique new urban neighborhood; and 4) to exemplify the desired character and scale of the "Town Center District" area.

### 3) Make the Most of Value Already In Place: Attune Policies and Strategic Actions to Existing Conditions:

Implement a variable approach to corridor revitalization (see Figure 1.2 - A Variable Approach to Corridor Revitalization)

- i) **Restructuring** - In areas with severe disinvestment, vacancy and/or dominant redevelopment opportunities, establish policies that support fairly sweeping corridor restructuring.
- ii) **Transition** - In areas with some disinvestment and a moderate level of opportunity, establish policies to encourage a transition to the most viable future restructured condition, but that support the retention of existing value already in place.
- iii) **Preserve** - In areas with little current disinvestment, establish policies that primarily preserve existing value

### 4) Promote A Range of New Housing Choices.

Promote the addition of new housing in a wide variety of formats and densities to support corridor retail and services. Along Edinger Avenue in particular, promote the development of dense, high quality housing formats that are responsive to college-related housing demand, that position customers close in to Bella Terra and nearby corridor retail and services, and that provide the key ingredient to the creation of a more round-the-clock activity center in this evolving portion of the City.

### 5) Support the Continued Presence and Expansion of Auto-Dealerships along Beach Boulevard.

- i) Permit existing auto dealerships to expand anywhere on the corridor.
- ii) Encourage new auto sales dealership development along segments closer to 405, particularly north of Five Points.
- iii) Work with existing auto dealerships to investigate the potential for off-site overflow fleet storage, and to support the retention, expansion and eventual clustering of the auto dealership offerings along Beach Boulevard.

### 6) Integrate Interdependent Specific Plan Areas to Achieve of a Unified, Mutually Beneficial Community Vision.

Coordinate land use policies contained in the *Beach-Edinger Corridors Specific Plan* and the *Bella Terra H Specific Plan* to implement a singular community vision and market-focused strategy for new investment and city benefit. Subsume the *Five Points area specific Pacifica Community Plan* into this Specific Plan as well.

### 7) Leverage Golden West College and Transportation Center.

Leverage the proximity of Golden West College as well as the Golden West Transit Center and the railroad tracks and right-of-way to stimulate investment in high density residential development in a pattern that builds on the greater propensity of student populations to walk and take transit when provided the opportunity to do so.

### 8) Implement "Center and Segment" Policies and Strategies.

Assist the transition from linear strip to a pattern of centers and segments, each with enhanced visual character and market focus, and with supportive (and differentiated) land use and development policies (see Section 1.4.2 - Beach Boulevard Corridor, below for more specific revitalization strategies focused on particular centers and segments for that Corridor):

### 9) Relieve the Monotony; Enhance Corridor Identity

Promote a varied visual structure along Beach Boulevard between I-405 and the beach. Focus capital improvements in coordination with Caltrans and new construction on fostering the emergence of greater structural differentiation that is immediately obvious to motorists and pedestrians, and that enhances ease of orientation as well as the visual character and appeal of the long corridor.

### 10) Provide an investment-friendly planning environment

- i) Streamline the development process by 1) providing clarified development standards that spell out municipal requirements in sufficient detail to take the guesswork out of proposal preparation; and by 2) simplifying the development review process for proposals that adhere to Specific Plan standards and guidelines.
- ii) Employ municipal development policy tools to provide a reliable environment for investors to invest in a mixed use environment that provides enhanced clarity and reliability as to the character of future adjacent development.

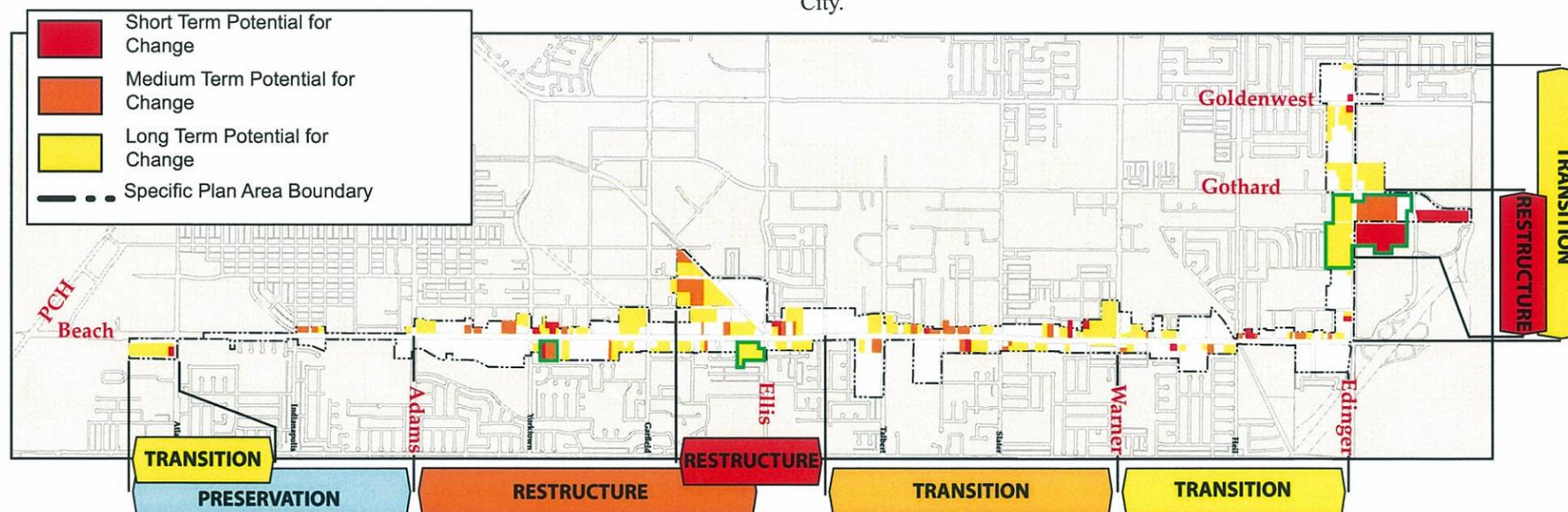


Fig.1.13 Pattern of Centers and Segments

## 1.4 THE ENVISIONED FUTURE CORRIDORS DEVELOPMENT CONCEPT

The Beach and Edinger Corridors are composed of 550 individual privately held properties, and six and a half miles of public rights-of-way owned by the City of Huntington Beach (in the case of Edinger Avenue) and the State of California (in the case of Beach Boulevard). The overarching purpose of the Specific Plan is to orchestrate individual public and private investments to produce greater value than any separate project could practically achieve by providing a common purpose that all investors can rely upon, contribute to, and derive value from. This section describes the common purpose to which all investments shall be directed: the realization of a vision of the future that is sufficiently specific to provide a common purpose, yet loose enough to respond to opportunities and changes in the marketplace that will inevitably arise.

### 1.4.1 Edinger Avenue Corridor and Environs

*Note: this section is relocated to the Beach and Edinger Corridors Reference Volume.*

### 1.4.2 Beach Boulevard Corridor

#### From Commercial Strip to a Pattern of Centers and Segments:

During the period of time in which development is guided by this Specific Plan, ~~Beach Boulevard~~ the Corridors will begin its their transformation from commercial strip to a pattern of Centers and Segments (see Figures ~~1.12 and 1.13~~ 1.3 developed during the community workshop visioning process). Whereas the commercial strip is undifferentiated – a linear pattern of exclusively commercial buildings, typically low-rise (with some very visible exceptions), surface parking lots, and monument signs, the future corridor will be increasingly characterized by an emerging structural differentiation: there will be clusters of shops, activity, mix, and intensity - Centers; and there will be longer linear portions distinguished by cohesive building types, frontage landscaping, and emerging market focus - Segments. Whereas the commercial strip caters to a narrow segment of market demand (the demand for motorist-oriented commercial goods and services), the emerging Centers and Segments will have a much wider appeal. Town Centers will offer community services as well as commercial goods and services that cater to the entire City in a setting of comfortable walking streets and transit service, amidst a mix of homes, offices and hotel rooms above the lively ground level shopping and entertainment venues; Neighborhood Centers will specialize in serving the needs of neighborhoods within a short drive; mixed-use Neighborhood Boulevard and Town Center Boulevard segments will focus on a synergistic mix of workplace, commercial and high density residential uses. Infill development on underutilized properties responding to the broad framework of the Specific Plan will contribute to an emerging pattern of coherent arrangements of buildings, streets, and blocks that were formerly lacking.

New public and private investment will complement many of the offerings that were already in place prior to the adoption of the plan. New shops and entertainment venues will add to the overall draw of the corridors, new and expanded auto dealerships will widen the already wide range of auto sales venues on offer, new residents will bring a larger “captive audience” to augment the drive-by traffic, and new street improvements will enhance the walking and driving environment as well as the visual identity of the corridors.

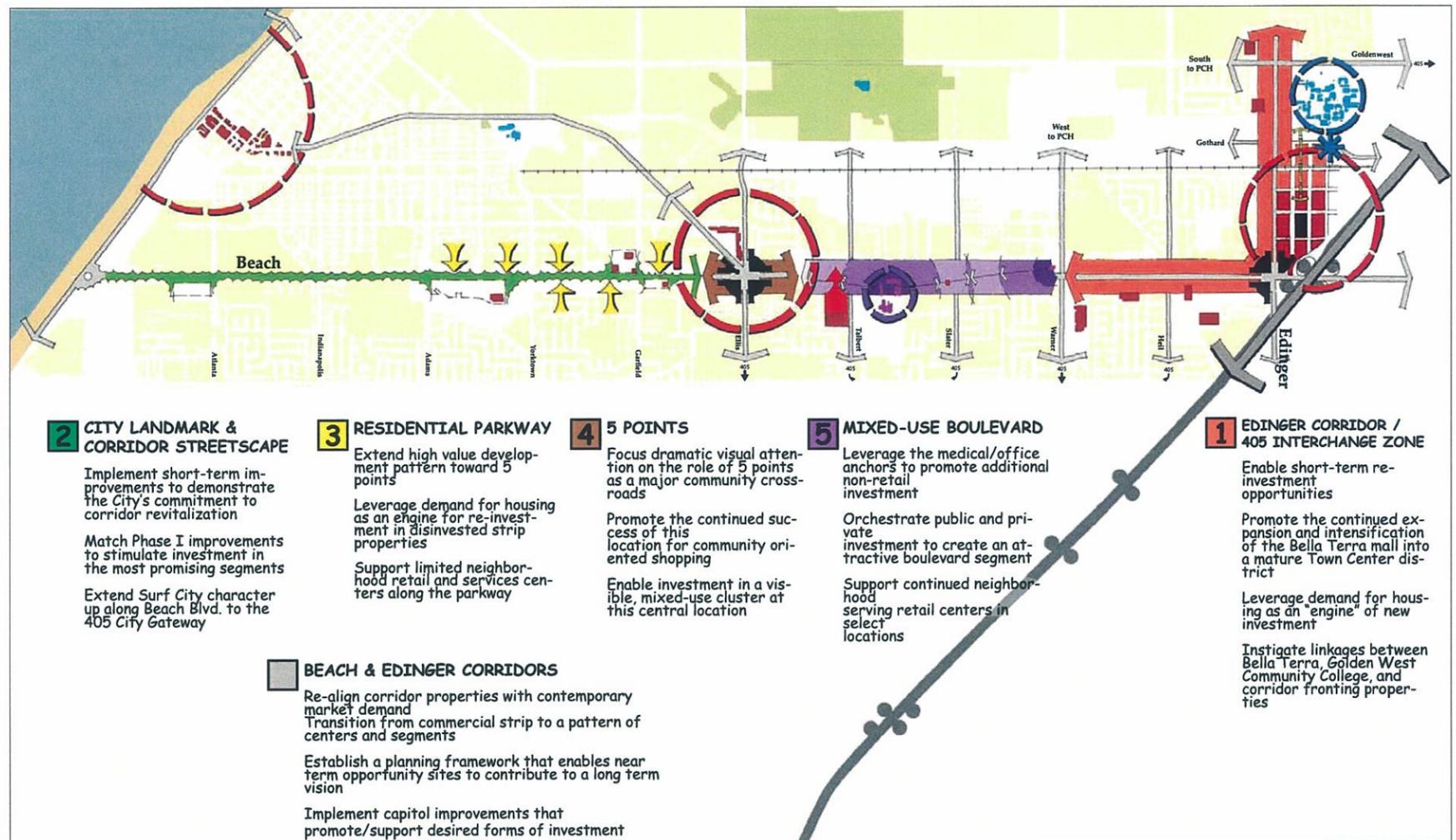


Fig.1.3 Conceptual Revitalization & Urban Design Framework

The implementation of this Specific Plan is intended to begin this transformation from the linear commercial strip that has fallen out of favor with market trends to a pattern of centers, boulevard and parkway segments more in keeping with contemporary consumer and investor preferences and with value already in place along the corridors. The particular characteristics envisioned for each of the Centers and Segments that will define the revitalized corridor are as outlined in the following sections.

*Note: Figure 1.13 of October 2008 Draft and remainder of section 1.42 is relocated to the Beach Edinger Corridors Reference Volume*

Note: The following is from EIR No. 08-008

#### 1.4.1 BEACH BOULEVARD CORRIDOR

Along Beach Boulevard, the proposed Specific Plan would be divided into five general geographic transition areas (also referred to as segments): Residential Parkway, Neighborhood Parkway, Five Points District, Neighborhood Boulevard, and the Town Center Boulevard. These segments are shown in Figure 2.1 Corridor Centers and Segments Map, and described below. In addition, a separate land use designation (neighborhood centers) is identified on specific parcels throughout three of the segments.

Neighborhood Centers: Neighborhood Centers are existing shopping centers that would retain their overall function and encourage eventual transition of the properties to achieve greater land use efficiency and a mixture of complementary uses. To encourage eventual maximum efficiency of land use and a less exclusively auto-oriented type of development, the Specific Plan allows for intensification with upper level housing, office, and/or lodging. New development on these sites may continue to provide exclusively shopping center uses with surface parking, or may also feature a wider mixture of uses and structured parking. In either case, ground level uses would continue to provide convenient neighborhood-serving retail uses such as supermarkets and specialty grocery stores, pharmacies and banks, as well as small-scale restaurants and cafes, personal and business services. Upper level uses may include apartments, condominiums, offices, or hotel rooms.

Neighborhood Centers are identified within three segments, including (1) Residential Parkway, (2) Neighborhood Parkway, and (3) Neighborhood Boulevard. The Neighborhood Centers would be distinguished from other uses in the various segments by their enhanced visibility from the roadway. A portion of the new buildings would be built up to the back of the sidewalk, and the sidewalk would extend to the curb. Landscaping improvements would extend from the right-of-way line to the existing back-of-curb.

Residential Parkway Segment: In the southern-most portion of the Specific Plan, this area is located along Beach Boulevard between Adams Avenue to the southern Specific Plan boundary. The general planning approach to this particular area is preservation, as the majority of development along this segment is composed of existing residential uses. Infill and replacement development would be directed by plan regulations to primarily replicate and very subtly improve upon the best features of the existing pattern, including the buffering of residential uses from the street and increased landscaping. One Neighborhood Center is located in this segment, which is on the southeast corner of Beach Boulevard and Atlanta Avenue.

Neighborhood Parkway Segment: Transitioning north along Beach Boulevard, this segment is located between Adams Avenue and the Five Points Center (south of Ellis Avenue). Due to the aging commercial strip development that characterizes this segment, the overall planning approach for this area includes restructuring and revitalization. A wider range of land uses would be permitted for this segment compared to the primarily residential segment to the south (e.g., the Residential Parkway segment). It is envisioned that strip development would gradually be replaced by primarily residential development oriented away from Beach Boulevard and toward perpendicular side streets. In addition to residential development, office, lodging, and neighborhood-serving retail would also be permitted. In order to mimic the imagery of the Residential Parkway to the south, all development would be required to provide front setbacks and landscaping, as well as streetscape improvements.

This segment also includes two designated Neighborhood Centers. One occupies the majority of the eastern frontage of Beach Boulevard between Adams and Yorktown Avenues, and the other occupies the southwest quadrant of the intersection of Beach Boulevard and Garfield Avenue.

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 two-fold: (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.

Neighborhood Boulevard Segment: This segment along Beach Boulevard is generally located between the Five Points Center and Warner Avenue. The area is characterized by a significant amount of ageing commercial strip development, including auto-oriented uses, such as car dealerships. Development types are dominated by one-story, single-loaded commercial buildings surrounded by surface parking lots with little landscaping or pedestrian amenities. The planning approach to this area is to facilitate long-term transition from strip retail to uses more focused on nearby populations, featuring development types that retain visibility to motorists on Beach Boulevard, while providing a more visually attractive and comfortable pedestrian environment. Neighborhood-serving and hospital-serving retail and services, corner/crossroads located retail, and office and office-medical would be encouraged to take advantage of the proximity to the Huntington Beach Hospital and its related cluster of medical services. Infill residential uses would also be permitted throughout this segment. Landscape improvements would be required by new developments that extend from the right-of-way line to the existing back-of-curb.

As new investment replaces ageing strip development, the exclusively auto-oriented and zero-amenity pattern (i.e., land uses that people exclusively drive to, such as grocery stores) would be replaced by development oriented both to motorists and pedestrians. A portion of new buildings would be built close to the sidewalk with doors and windows opening out toward Beach Boulevard. Planting strips between the curb and sidewalk would help buffer pedestrians from traffic moving along the thoroughfare.

This segment also includes six neighborhood centers. The first three are located at the intersection of Beach Boulevard and Talbert Avenue (the northeast corner is not included in the project boundaries). Two more are located at the southern corners at the intersection of Beach Boulevard and Slater Avenue. The last is located at the southwest corner of Beach Boulevard and Warner Avenue.

Town Center Boulevard Segment: The Town Center Boulevard segment encompasses uses along Beach Boulevard from Warner Avenue to Edinger Avenue. Within this segment, Beach Boulevard is primarily characterized by small and shallow properties that currently limit redevelopment potential. The planning approach for this area is to encourage gradual transition to a more pedestrian-oriented development using distinctive building types and site treatments. A wide range of City-oriented retail and service uses would be supported. New investment would be directed away from purely auto-oriented formats towards formats more supportive of pedestrian activity. While auto dealerships are encouraged to remain and expand, future development adjacent to dealerships would promote the addition of housing and supporting

retail and services to create a more walkable environment. Entitlements would be provided for mixed-use development to encourage a gradual increase in land use efficiency. New development would be required to contribute to the emergence of a more attractive street environment by extending new and required improvements to the existing back-of-curb.

Physically, a greater proportion of buildings would be positioned closer to the street. The transformation of the Beach Boulevard portion of this segment would be supported by frontage improvements that include planting strips between the curb and sidewalk to help buffer pedestrians from traffic. Decorative boulevard-scale streetlights would replace utilitarian poles, which would contribute to an increasingly vivid corridor identity without restricting visibility of shop fronts. Modest setbacks between the buildings and sidewalk would contribute to the planting areas designed to soften and add color to the existing unbroken expanse of concrete and asphalt.

#### 1.4.2 EDINGER AVENUE CORRIDOR

Edinger Avenue Corridor generally represents a continuation of the Town Center Boulevard Segment. The consistency and stability of commercial uses along this segment is similar to the Town Center Boulevard segment of Beach Boulevard, which is equally proximate to the I 405 interchange. But whereas the Beach Boulevard segment is characterized by small and shallow property configurations that limit redevelopment potential, the Edinger Avenue Corridor segment features a wide range of large and medium scale properties. The larger scale of the properties combined with their proximity to two important destinations—Bella Terra Mall and Golden West College—is likely to result in ongoing investment and intensification of this portion of the City.

New infill development on properties lining Edinger Avenue would be directed toward the augmentation of the existing pattern of isolated, low-intensity, single use, surface-parked development, with development that provides added connectivity, synergy, and mix. New uses would generally feature a mixture of ground-level shops and services, with upper-level homes, offices, or hotel rooms. An increasing number of buildings would feature multiple levels, incrementally adding spatial definition and reducing the apparent width of the thoroughfare. The future development pattern would make walking and bicycling viable choices and would ultimately make transit riding an appealing alternative to automobile use. The area is intended to become a central City district characterized by emerging structural differentiation, vitality, and activity.

Bella Terra, while not included within the Specific Plan boundaries,

will continue to grow in terms of retail offerings, mixture of uses, and intensity of development, ultimately evolving from a stand-alone shopping mall to become the core of a vital City district. It is envisioned that infill development on properties between Golden West College and the existing Bella Terra Mall, which is considered the Town Center Core, would form a new Town Center Neighborhood. The recently approved Village at Bella Terra (also not part of the proposed Specific Plan) would contribute to the infill envisioned for the Town Center Neighborhood. The Town Center Neighborhood, which is part of the Town Center District along with the Town Center Boulevard segment, would provide housing, office and lodging, while simultaneously providing a market to help support the Town Center Core shops and services. The Town Center Boulevard segment would include new development lining Edinger Avenue, which would ultimately transform the character of the corridor from a commercial strip to a Town Center Boulevard, with development increasingly reflecting the vitality and pedestrian friendly qualities of this central district. Together, the Town Center Core, Town Center Neighborhood, and Town Center Boulevard are the primary structural elements envisioned for Edinger Avenue.

Town Center District: Edinger Avenue is generally referred to within the Specific Plan as the Town Center District. More specifically, the Town Center District collectively refers to Golden West College, which is not included within the Specific Plan boundaries, the new neighborhoods that are envisioned along Edinger Avenue, the Goldenwest Transit Center, and the shopping and entertaining core (i.e., Bella Terra, which is also not part of the Specific Plan). Overall, the district would be compact and clustered with a variety of land uses including retail, entertainment, civic, residential, office, and lodging. Walking and bicycling would be made more convenient through the district's mixture of uses and concentrated development pattern. Along the street network, attractive mixed-use structures would be built right up to the sidewalk, forming a consistent "street wall."

Although surrounding land uses are an integral part of the concept for overall description of the Town Center District, the following discussion provides information on the particular land uses changes that would be governed by implementation of the Specific Plan. Therefore, the Town Center Core (Bella Terra) as well as the recently approved Village at Bella Terra (both of which are contained in The Bella Terra Specific Plan [SP13]) are not included within this discussion.

Town Center Boulevard: The Town Center Boulevard segment generally covers the properties located along Edinger Avenue itself (excepting the Town Center Neighborhood and Core

Edge parcels described below). New development would be configured in a pattern that would make walking a viable option and would also accommodate a wider range of uses. Physically, a greater proportion of buildings would be positioned between the street and parking facilities (or on top of some of the parking facilities), re-uniting activity-generating uses with public sidewalks. New development on properties lining Edinger Avenue would typically feature a mixture of ground-level shops and services, with upper-level homes, offices, or hotel rooms. As one travels out and away from the Town Center Core, development would become less compact: the spaces between buildings would expand, and the proportion of the buildings built up to the sidewalk edge would decrease. The buildings may even become more low-rise, providing a transition from the district's most urban core to its less urban edges. Over time, the amount of ground-level retail may likewise increase as one travels toward the Town Center Core and decrease in the other direction.

The transformation of the Edinger Corridor would be supported by frontage improvements, converting the existing large expanses of pavement into deep, tree-lined landscaping or protected parking access lanes between Goldenwest Avenue and Parkside Lane. Each block of new development within this area of the Specific Plan would feature a unique protected parking access lane with slow moving traffic and amenities that buffer the sidewalk from the central fast-moving center of Edinger Avenue. This Main Street-like environment along Edinger Avenue would also create a comfortable "buffer zone" for upper stories of housing, lodging, and/or offices.

With the wide thoroughfare in the center accommodating relatively high traffic volumes, the sidewalks buffered by rows of street trees and curbside parking and the cohesive building types oriented toward the street, the intended vision of the proposed Specific Plan would gradually create an identifiable civic boulevard. The Town Center Boulevard would provide the central spine and iconic identity of the emergent Town Center District.

Town Center Neighborhood: Overall, the Town Center Neighborhood is envisioned to encompass the areas surrounding the Town Center Core to the west and north; those areas that are included within the Specific Plan boundaries specifically include the parcels north of the Town Center Core Edge along Edinger Avenue, between Gothard Street and the Union Pacific Railroad right-of-way (UPRR ROW). Existing uses within this area include the Goldenwest Transit Center and the vacant Levitz site. The Amstar/Red Oak Project (formerly known as The Ripcurl Project) has been approved for a 385-unit mixed-use project. The site is currently occupied by an approximately 60,000 sq. ft. shopping/office center.

Near-term development activities would take advantage of the large areas of vacant and underutilized land in this area to provide the investment opportunities that would begin the formation of the urban neighborhood surrounding and supporting the Town Center Core. This neighborhood would feature the City's widest range of contemporary housing types and possibly a wide mixture of uses, all concentrated within walking distance of the Town Center Core's theater, shops, restaurants, cafes, nightlife, and amenities. As infill proceeds and the region continues to invest in transit infrastructure, the neighborhood would benefit from the presence of the Goldenwest Transit Center. The vitality and identity of the neighborhood would primarily stem from the new development pattern. Buildings would be built close to the sidewalks with entrances facing the public thoroughfares. Streets and pedestrian ways would provide connectivity between the college, the shopping core, and the Goldenwest Transit Center. The pattern of pedestrian-scaled blocks that would be created by these streets and ways would be distinguished by the public spaces distributed among them. Building massing and façade composition would emphasize variety and street-side interest.

For comparison, the Town Center Neighborhood designation on these particular parcels would have the same development standards as those envisioned for the neighborhood areas that surround the core retail area in the Five Points District, as described in Section 1.4.1 Beach Boulevard Corridor.

Town Center Core Edge: The Town Center Core Edge includes the linear portion at the edge of the Town Center Neighborhood along Edinger Avenue (between Gothard Street and the recently approved Village at Bella Terra immediately east of the UPRR ROW). New development would feature ground-level retail, restaurant, and entertainment uses contiguous with those planned for The Village at Bella Terra.

#### Residential Transition Areas

New investment on large properties along Edinger Avenue would be configured to provide a significantly improved transition to the residential development that it abuts to the south. Where residential development to the south is characterized by rear lot conditions, new development would "complete the block," matching rear lot to rear lot. New residential streets would be constructed to knit new development back into the fabric of existing neighborhoods and to provide an appropriate transition to denser housing or commercial development lining Edinger Avenue.

New streets required for new development along large properties would help establish an expanded medium-sized block and street network parallel to Edinger Avenue. New streets would provide the proper means by which portions of deep parcels currently

occupied by low-intensity development could infill with a mix of office and medium density housing. This infill development would assist with the improvement of the transition from Edinger Avenue's mixed-use environment to the existing housing beyond.

#### Connections to Golden West College & Goldenwest Transit Center

As the Town Center District grows, it would provide connections to and from Golden West College and the Goldenwest Transit Center. Improved pedestrian connections created by the Town Center Neighborhood development would allow the student and faculty population to benefit from the variety of retail and entertainment in the nearby Town Center Core. Visitors throughout the City and region could utilize the Transit Center's central location to arrive by bus and/or train to patronize the Town Center Core. Likewise, transit would provide Town Center residents and students with the opportunity to travel to other workplace or activity centers without relying on their car.

