CITY OF HUNTINGTON BEACH
PLANNING COMMISSION COMMUNICATION

TO: Chair and Planning Commission

VIA: Scott Hess, AICP, Director of Planning

FROM: Herb Fauland, Planning Manager HF

SUBJECT: **ITEM C-2: PLANNING COMMISSION WORKSHOP - DOWNTOWN SPECIFIC PLAN/ DOWNTOWN PARKING MASTER PLAN AMENDMENTS**

DATE: March 20, 2008

A joint effort of the Economic Development Department and Planning Department to amend and update the Downtown Specific Plan and Downtown Parking Master Plan was initiated in September 2007. Toward the end, RRM Design Group and Kimley-Horn Associates was contracted by the City to develop recommendations for amending the plans based on the attached goals and objectives, for consideration by the Planning Commission, City Council and Coastal Commission.

Two community workshops have been held to date for the purpose of soliciting input from residents, business and property owners and other interested parties. The PowerPoint presentations from the workshops are provided as attachments. The next workshop, on the topic of parking, is tentatively scheduled for early April. RRM Design Group's timeline for the project anticipates the initial public hearings on the zoning text amendments to occur in January 2009.

Attachments:

1. City Council Goals and Objectives dated Aug. 15 2007
2. Downtown Specific Plan Workshop No. 1 – PowerPoint dated Nov. 27, 2007
3. Downtown Specific Plan Workshop No. 2 – PowerPoint dated Feb. 20, 2008

#C-2

DTSP/DPMP AMENDMENT - GOALS AND OBJECTIVES – 8/15/07

STRATEGIC PLAN GOALS

Vision and Land Use: Establish the vision and create a land use plan for reuse of critical parcels so that the next phase of the community investment and improvement can begin

Tourism: Create an environment that promotes tourism to increase revenues to support community services and transform the City's economy into a destination economy.

OBJECTIVE 1

Create a healthy mix of land uses that are geared toward creating an urban village that serves as a destination to both residents and visitors

Policies

- 1.a Establish a well-balanced mix of land uses that includes retail, restaurant, and office uses while limiting alcohol-related uses
- 1.b Correct prior land use assumptions that never were realized and modify to reflect current market trends
- 1.c Revise the land use plan to identify locations where public parking should be provided above and beyond code-required parking
- 1.d Work closely with the California Coastal Commission and all stakeholders early and throughout the process
- 1.e Land use regulations shall account for 2 development scenarios – as a Main Street Promenade or as currently exists

OBJECTIVE 2

Implement Development Standards and Design Guidelines that encourage development of underused parcels with a mix of uses and unique architecture

Policies

- 2.a Implement development standards that encourage mixed-use development
- 2.b Establish standards and design guidelines that encourage upgrading/redevelopment of existing properties
- 2.c Revise current Design Guidelines to allow market forces to dictate architecture and form with no specified architectural style
- 2.d Include "quality standards" that will exchange increased development potential for quality architecture including "Green" design methods
- 2.e Create public directional signage to new Downtown projects
- 2.f Develop a plan to provide a pedestrian link between Pacific City, the Strand, and Downtown
- 2.g Devel. Standards and guidelines shall account for the "promenade" scenario

OBJECTIVE 3

Ensure that adequate parking is available and is integrated into the framework of pedestrian pathways within the downtown, taking into account Pacific City and the Strand

Policies

- 3.a Create clear pedestrian linkages from parking areas to core retail areas
- 3.b Expand boundaries of the DPMP to encourage consolidation and development of underutilized parcels
- 3.c Consider all available options for additional parking within the downtown core.
- 3.d Enhance directional signage to inform motorists of available public parking structures.
- 3.e DPMP shall be simplified to be easily understood by decision-makers, the public, and development community.
- 3.f Development of a tracking mechanism that can be modified to track shifts in land use that affect the parking model.

ATTACHMENT NO. 1

Huntington Beach Downtown Specific Plan Update

Community Workshop
11/27/07

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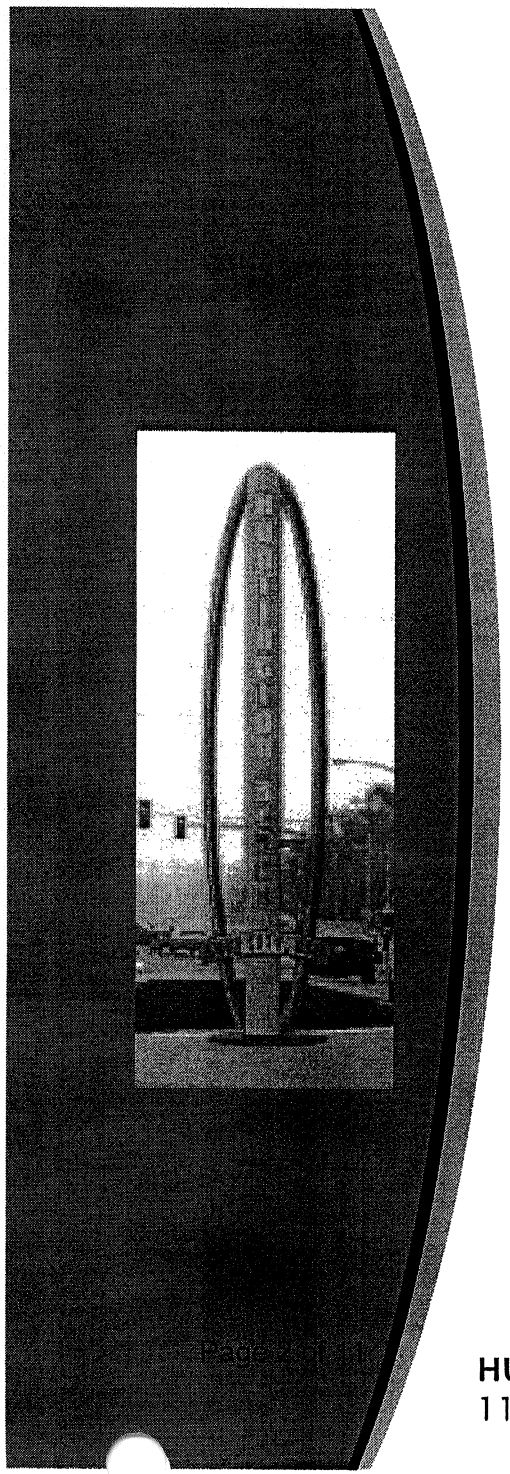
ATTACHMENT NO. 2.1



Agenda

- 6:30 Welcome and Project Overview
- 7:00 Workstation Activities
- 8:00 Summary and Next Steps

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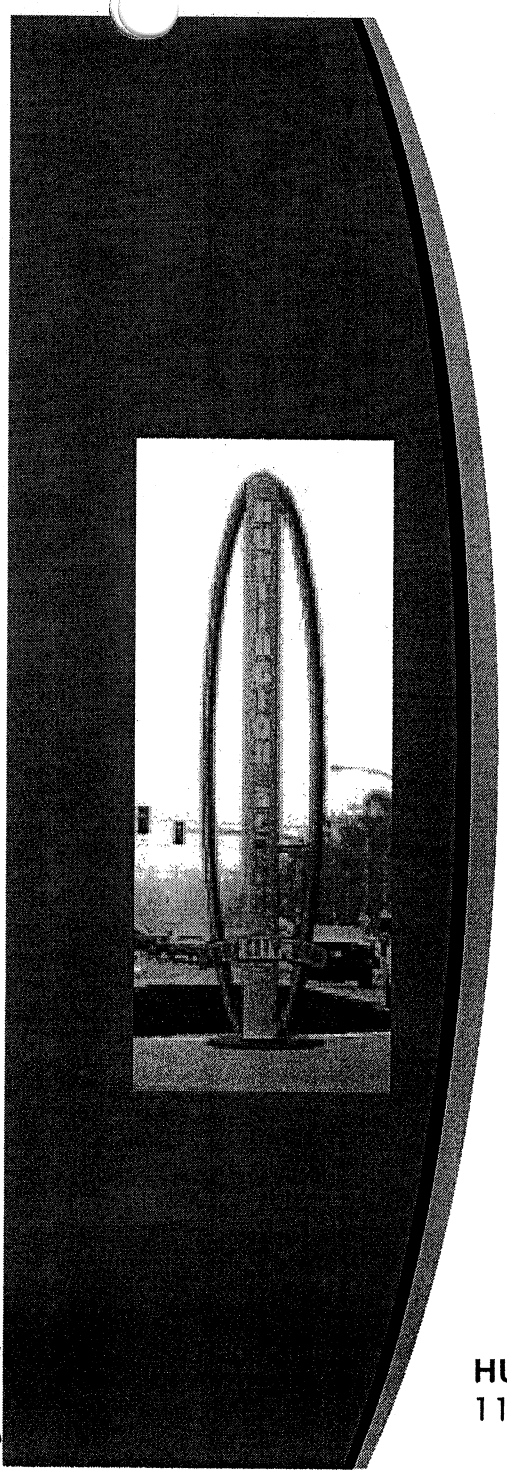
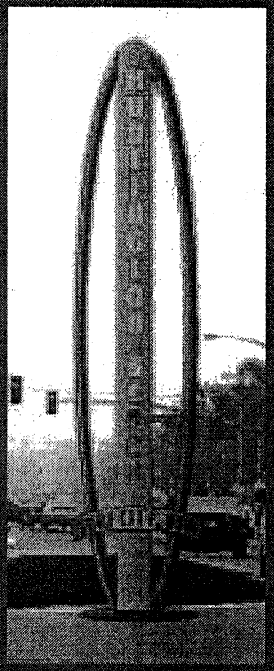
ATTACHMENT NO. 2.2



Project Objectives

- Update the existing Downtown Specific Plan
- Create a healthy mix of land uses
- Create an urban village that serves as a destination to both residents and visitors
- Implement Development Standards and Design Guidelines to encourage development of underused parcels with a mix of uses and unique architecture
- Ensure adequate parking
- Integrate pedestrian pathways

ATTACHMENT NO. 3



Specific Plan Area

Legend
- Specific Plan Boundary
- Building Footprints
- Parcels

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN
11/27/07 COMMUNITY WORKSHOP 1

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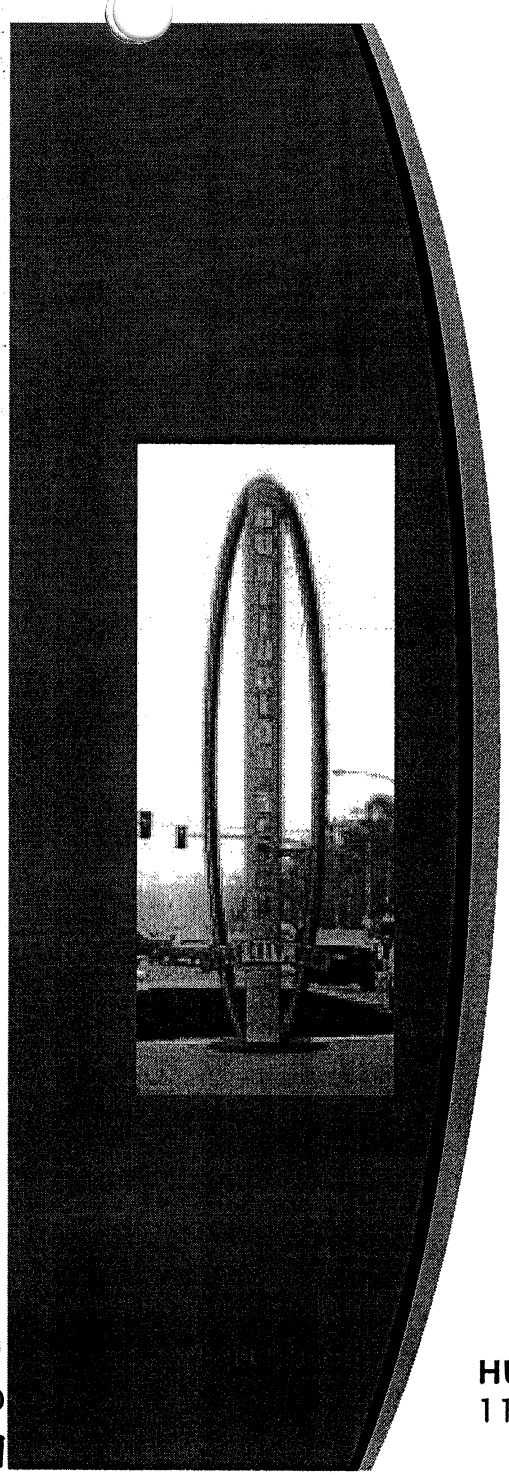
ATTACHMENT NO. 4-4



Your Team

- City of Huntington Beach
- RRM Design Group –
  Land Planning and Urban Design
- The Natelson Dale Group, Inc. –
  Economic and Market Analysis
- Kimley-Horne & Associates, Inc.-
  Parking and Traffic Analysis
- Graphic Solutions –
  Sign Program
- Hodge & Associates –
  Environmental Planning

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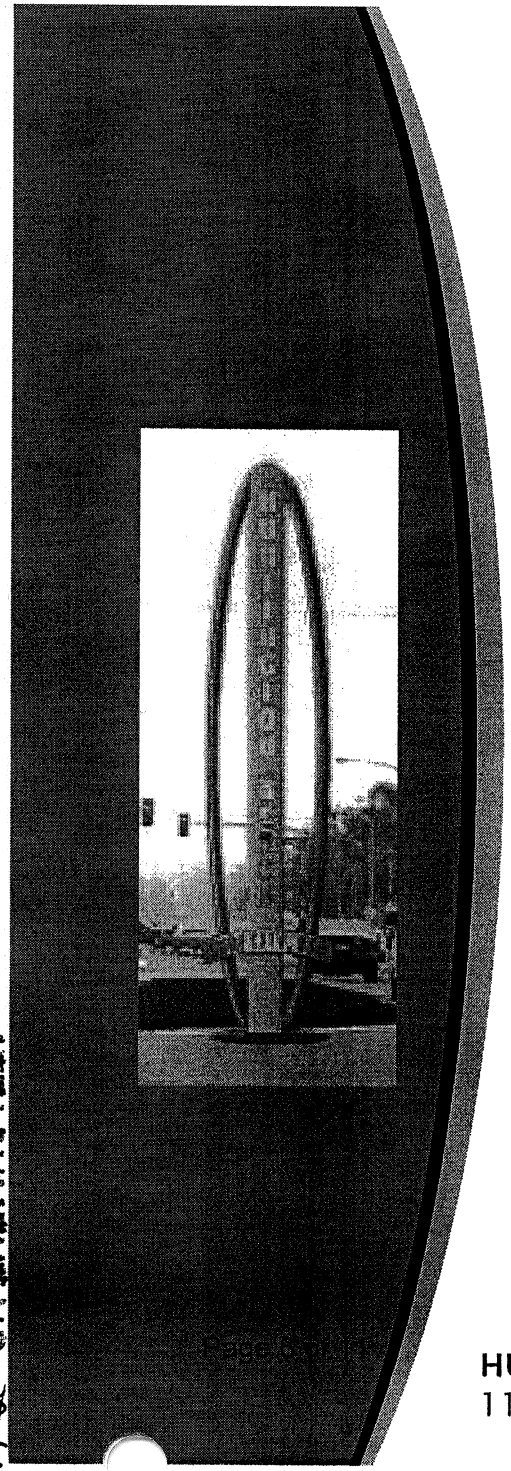

Outreach Process

- Stakeholder Interviews
- Community Workshop #1 - *Data gathering and issue identification*
- Meeting with Business Improvement District
- Community Workshop #2 - *Presentation of land use and urban design concepts and gather input*
- Community Workshop #3 - *Presentation of recommended plan elements*
- Public Hearings

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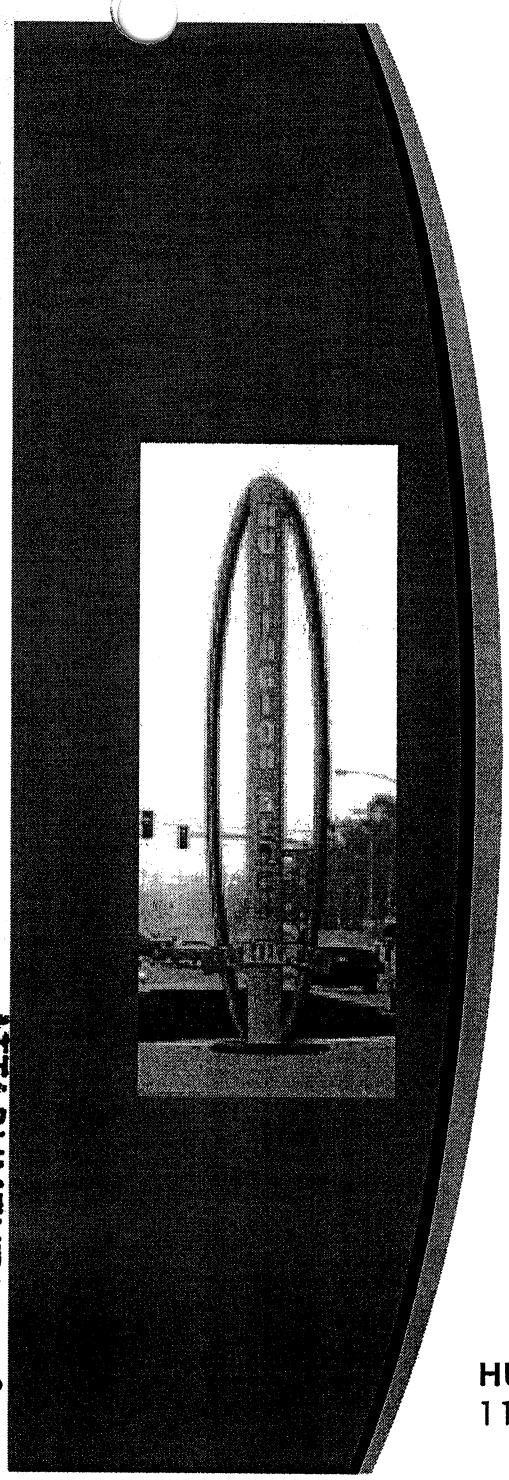
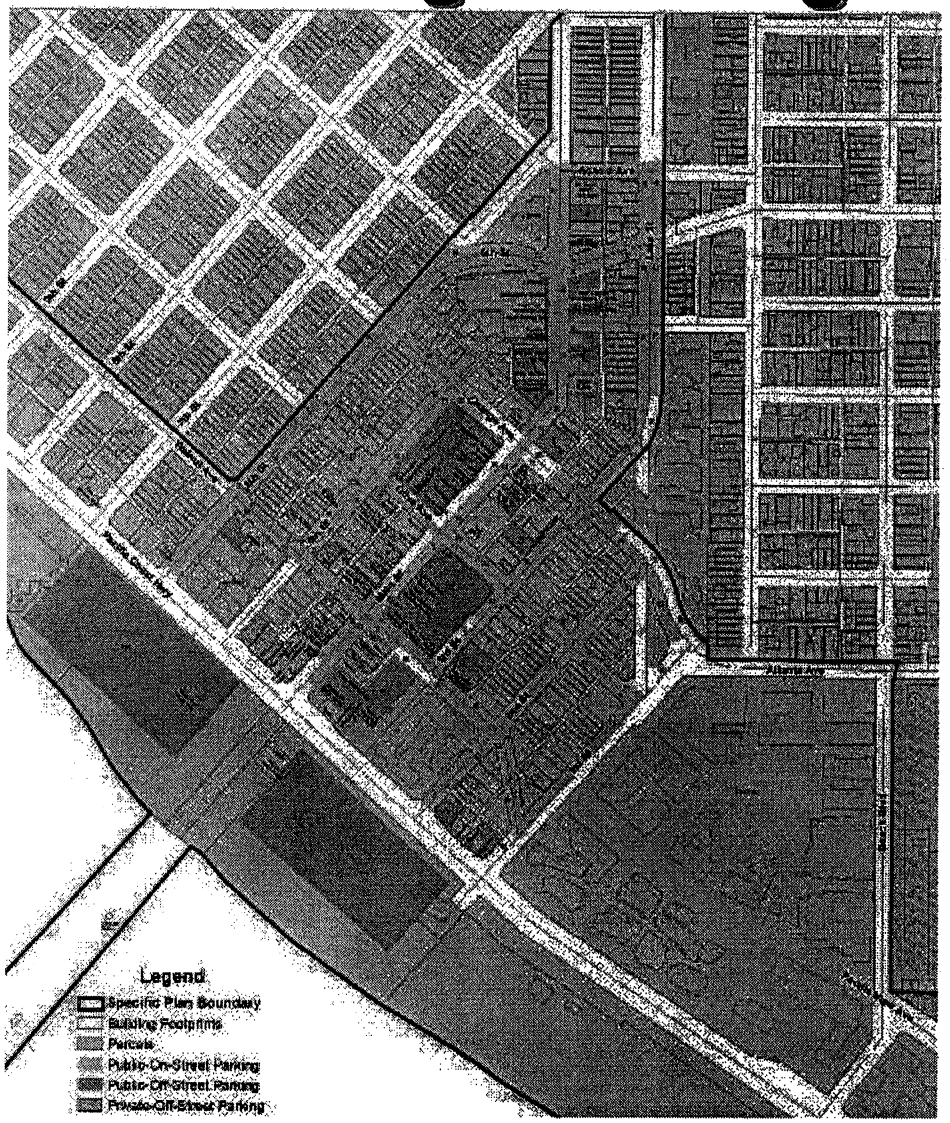
ATTACHMENT NO. 2.0-



Existing Parking



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11/27/07 COMMUNITY WORKSHOP 1

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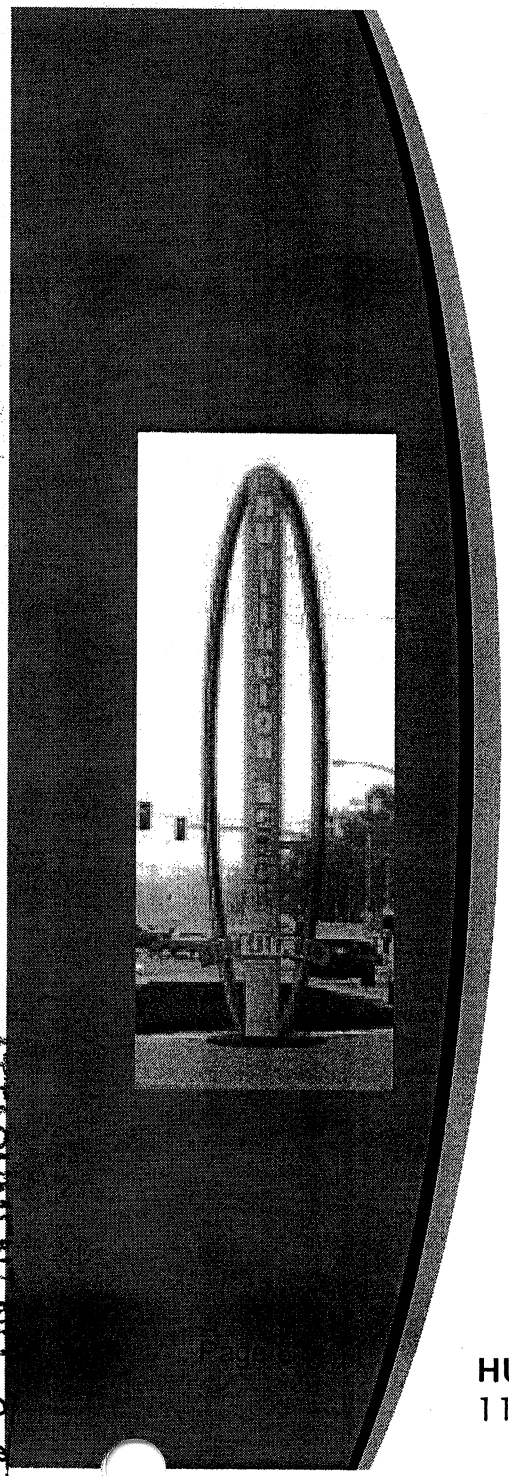
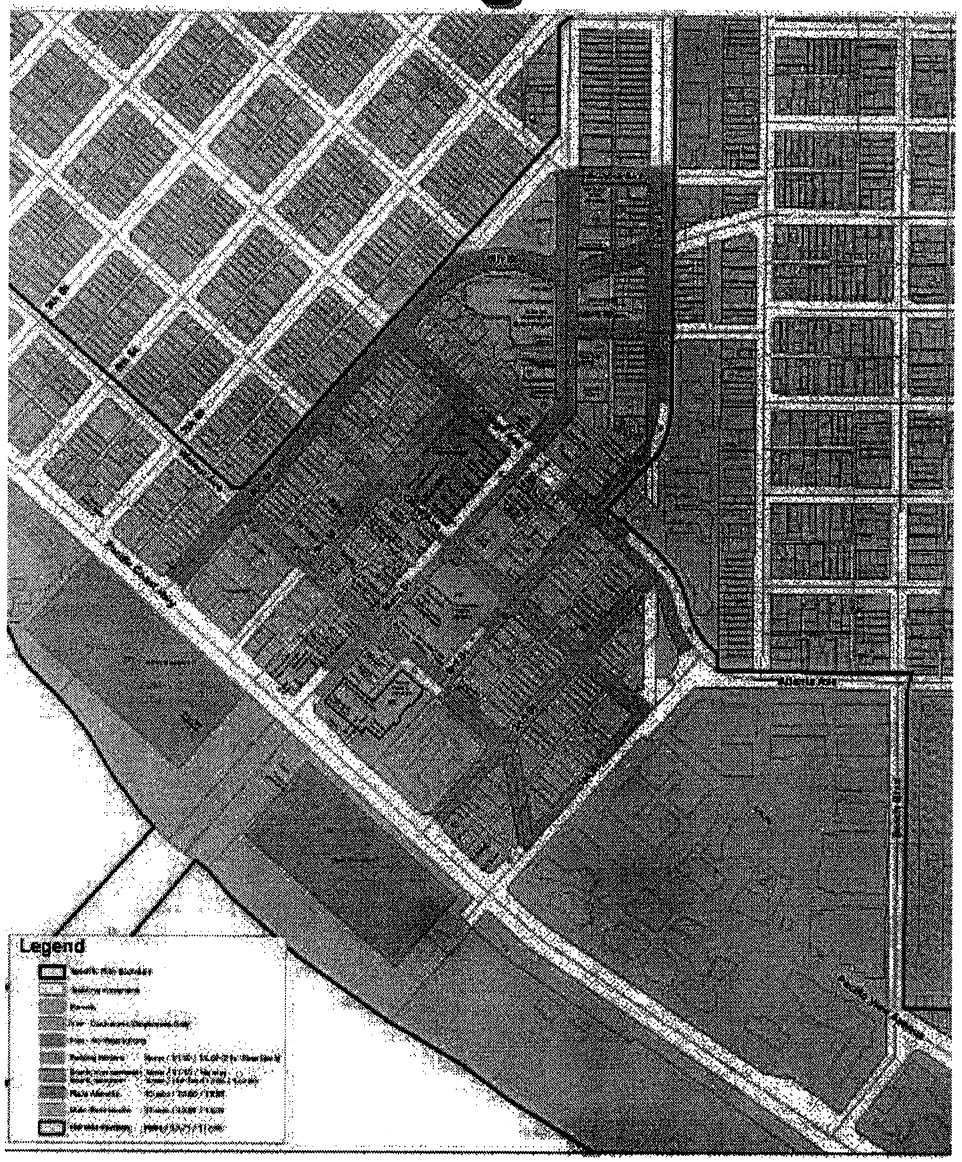
Parking Fees





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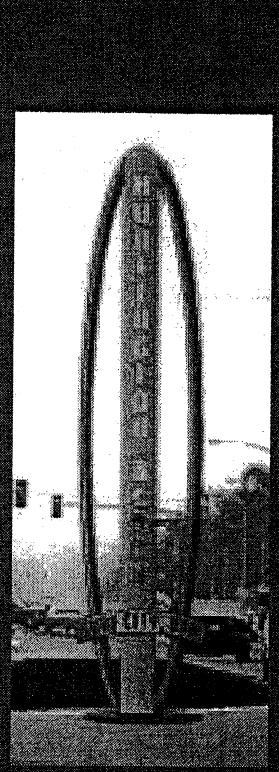
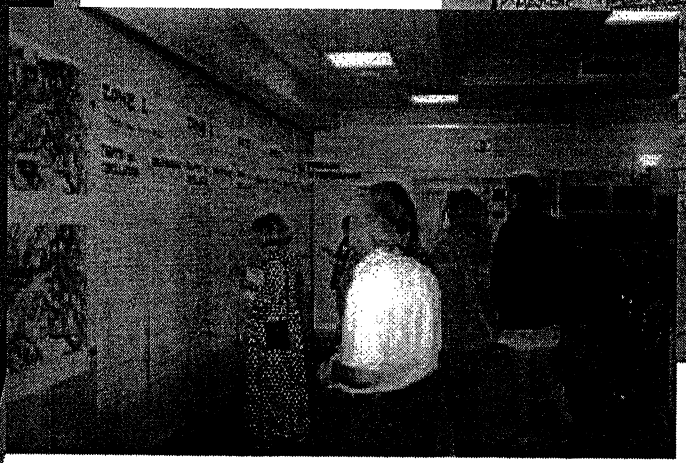
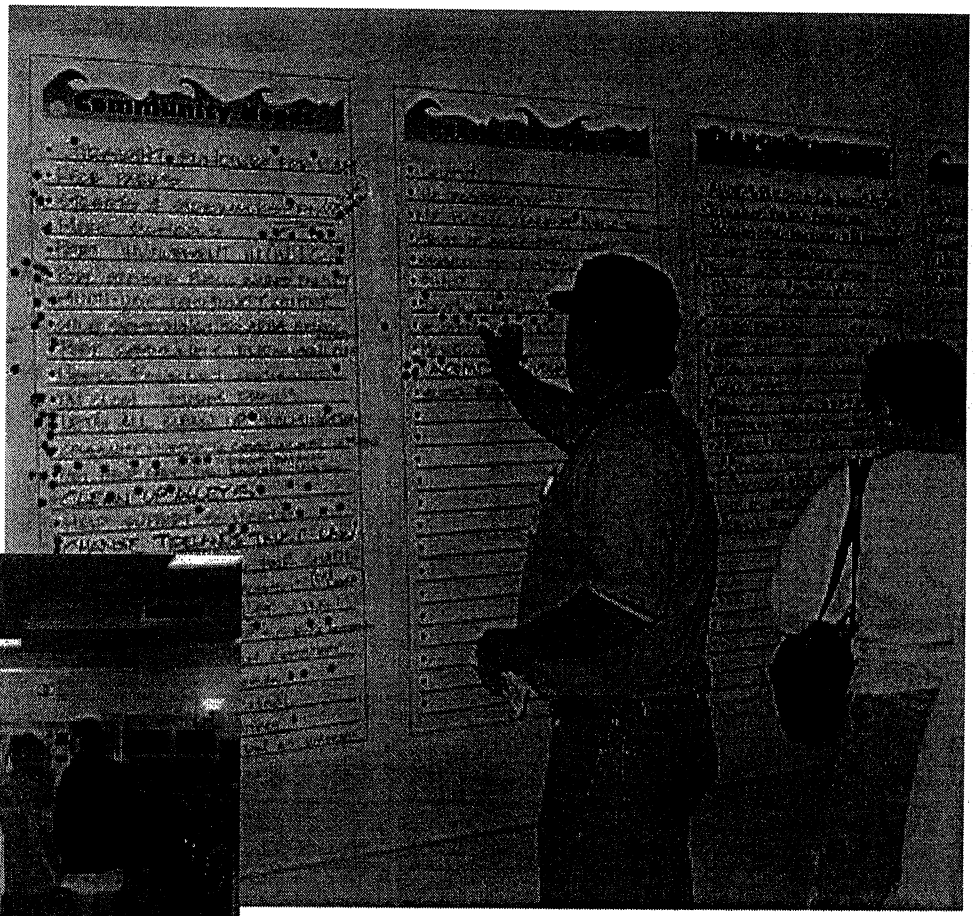
Issue Identification Exercise







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11/27/07 COMMUNITY WORKSHOP 1

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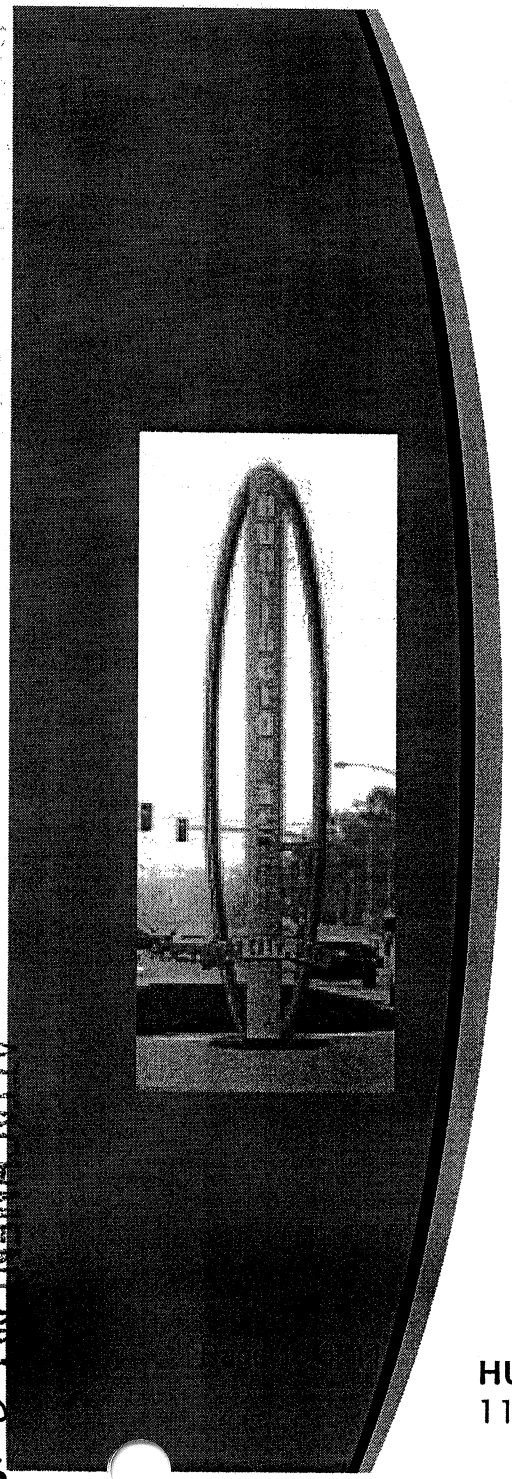

Specific Plan Process

- Project Understanding
  - Identify Opportunity and Constraints
  - Analyze Current and Future Market Potential
  - Parking and Boundary Analysis
- Public Outreach
- Specific Plan Development and Revised Design Guidelines
- Develop Sign Program
- Program EIR
- Specific Plan and EIR Adoption

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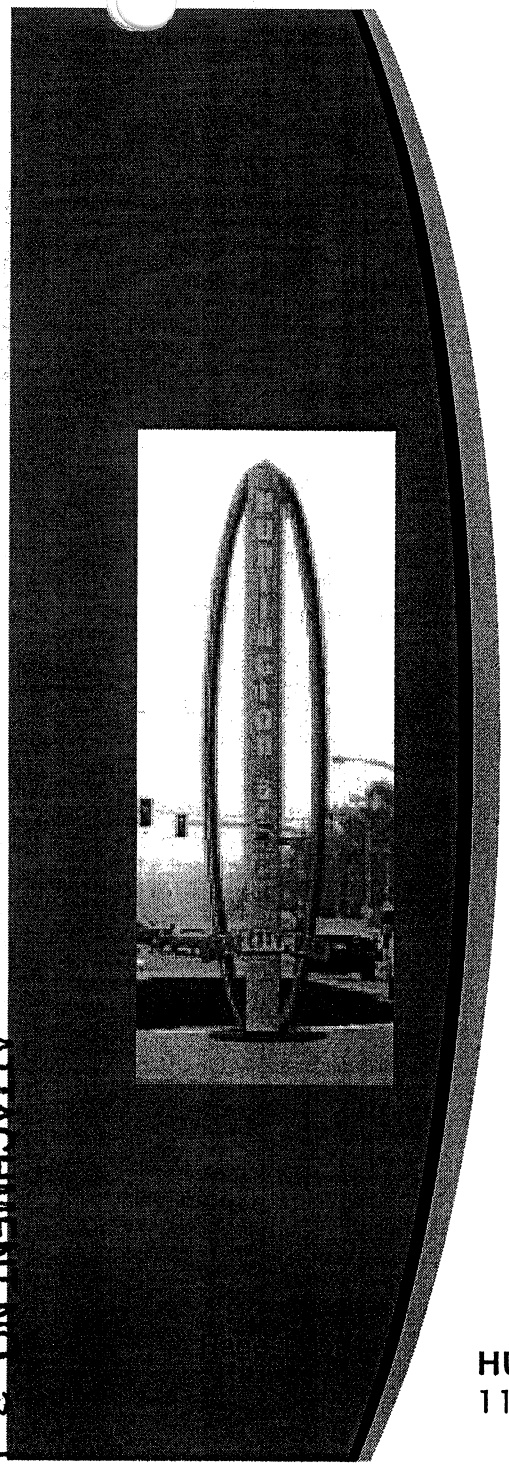

Next Steps

Land Use and Circulation Concepts

- Modification of District Boundaries
- Desired and undesired uses
- Development regulations including:
  - Building setbacks, building height limits, parking standards
- Circulation elements

Urban Design and Pedestrian Enhancements Concepts

- Urban design framework
- Landscape/ Streetscape concepts
- Proposed streetscape improvements

Workshop #2 - February 2008

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ATTACHMENT NO. 2

Downtown Huntington Beach Specific Plan Update

Public Workshop #2

February 20, 2008

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ATTACHMENT NO. 3-H

#C-2-B

Agenda

I. Introduction
II. Summarize Community Input
III. Review Ideas and Concepts
IV. Break
V. Mini-Charrette – Design Cultural Arts Hub
VI. Summary and Next Steps

ATTACHMENT NO. 3-2

Project Team

- City of Huntington Beach
- RRM Design Group – *Land Planning and Urban Design*
- The Natelson Dale Group, Inc. – *Economic and Market Analysis*
- Kimley-Horn & Associates, Inc.- *Parking and Traffic Analysis*
- Graphic Solutions – *Sign Program*
- Hodge & Associates – *Environmental Planning*

ATTACHMENT NO. 3.3

Community Input Summary

- **Key Stakeholder Interviews:**
  - Residents, merchants, property owners, business owners, decision makers, developers, architects, community leaders
- **Workshop #1 – 1/27/07:**
  - Interactive information gathering exercise – parking; circulation / transportation; land uses; design / architectural character; downtown appearance; pedestrian enhancements / streetscape design

ATTACHMENT NO. 3-4

Community Input Summary

Land Use and Activities

- Specific Plan & Parking Master Plan need to work together
- Need more residential downtown – multifamily and above retail
- Encourage neighborhood services downtown – grocery store, bookstore, cafes, drug store
- Encourage upscale shops, restaurants, and galleries
- Need uses for a variety of ages - balance between bars and family oriented uses
- Downtown needs live entertainment – comedy club, playhouse / theater, small performance venue
- Arts center / cultural district should be located at north end of Main Street

ATTACHMENT NO. 3.5

Community Input Summary

Circulation and Parking

- Temporary closures of Main Street – special events, weekend, summer activities
- Manage pedestrian and vehicular congestion along Main and PCH
- Expand parking district and develop comprehensive parking strategy – public parking, in-lieu fees, alternative transportation, pricing, remote parking, local trolley, partner with private development, etc.
- Minimize parking and circulation impacts on surrounding neighborhoods
- Provide more dedicated bicycle parking areas
- Connect Walnut Avenue to Pacific View Avenue

ATTACHMENT NO. 3.b

Community Input Summary

Downtown Appearance

- Maintain & enhance Downtown's appearance - clean, safe, welcoming
- Improve pedestrian environment – lights, trees, street furnishings, wide sidewalks, outdoor dining, paseos
- Create a brand & wayfinding system in Downtown – logo, gateways, directional signs, banners
- Integrate public art
- Mediterranean style (as currently defined) is too restrictive – allow variety and "eclectic design style"
- Better connect beach events and activities to the Downtown
- Beautify Pacific Coast Highway

ATTACHMENT NO. 3.7

Plan Goals / Objectives

- Healthy mix of land uses that create an urban village serving both residents & visitors
- Implement standards & guidelines that encourage development of underused parcels with mixed uses and unique architecture
- Ensure adequate parking is made available
- Improve pedestrian environment throughout Downtown - create connections
- Create an anchor with cultural arts focus at north end of Main Street
- Strategic Marketing between beach events / activities and Downtown area
- Minimize negative impacts on surrounding neighborhoods

ATTACHMENT NO. 3.8

Preliminary Ideas / Concepts

- **Districts / Land Uses**
- **Traffic / Circulation**
- **Streetscape Improvements**

ATTACHMENT NO. 3.9

Districts & Land Uses

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ATTACHMENT NO. 3-10

District 1

Downtown Core Mixed Use

- Ground floor is commercial
- Mixed-use, including residential, allowed above ground floor
- Primarily visitor-serving uses
- In-lieu fee parking district

ATTACHMENT NO. 3.11

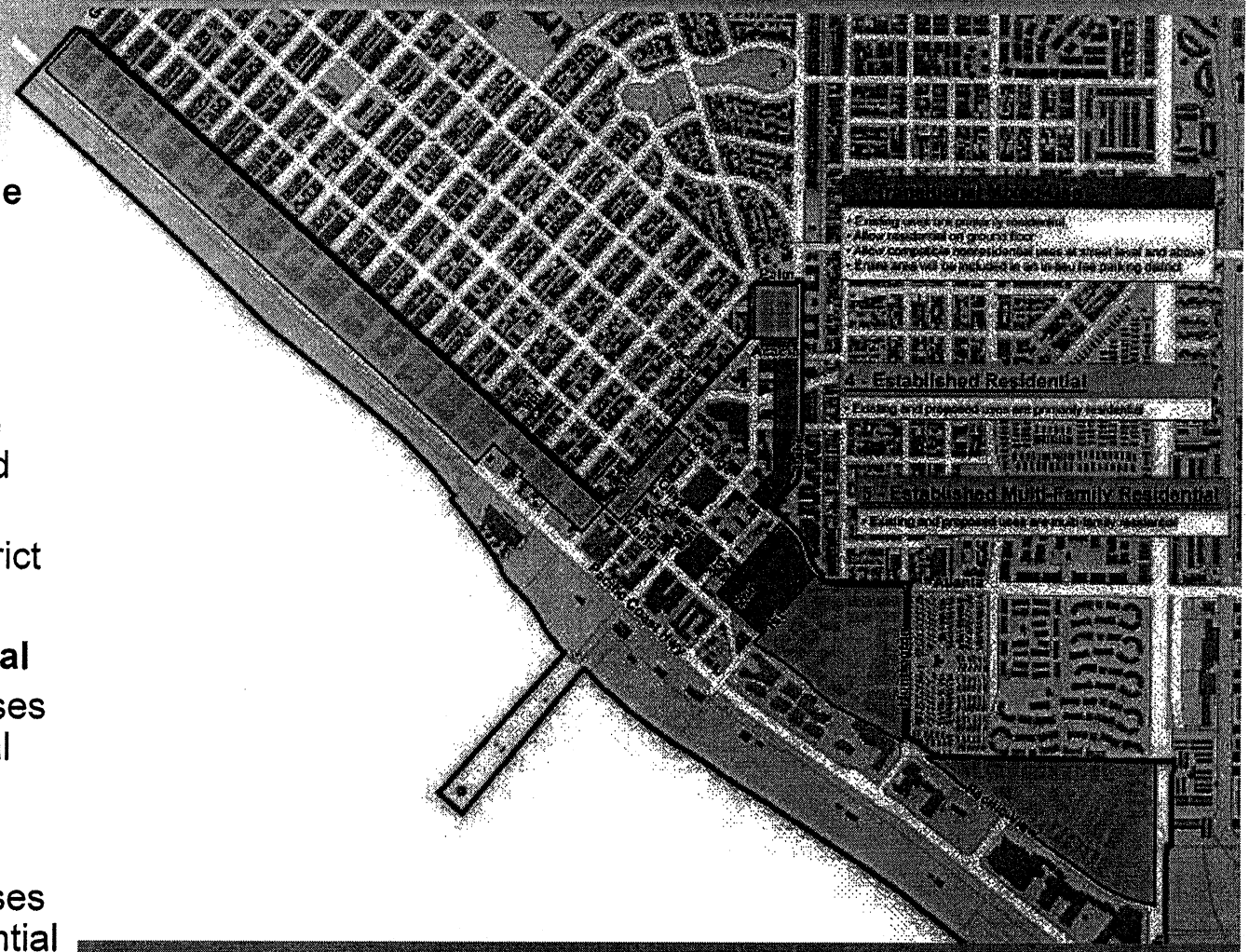
District 2

Neighborhood-Serving Mixed-Use

- Ground floor must be commercial/office
- Mixed-use, including residential, allowed above ground floor
- Primarily serves surrounding residents
- Potential concentration of cultural uses
- Consider a parking structure, either above or below ground
- In-lieu fee parking district

ATTACHMENT NO. 3-12

District 3, 4, & 5



3-Transitional Mixed-Use

- Existing uses primarily residential
- Allow residential on ground floor
- Allow other compatible uses at street level and above
- In-lieu fee parking district

4-Established Residential

- Existing & proposed uses are primarily residential

5-Established MFR

- Existing & proposed uses are multi-family residential

ATTACHMENT NO. 3.13

District 6, 7, & 8

6-Tourist-Serving Commercial

- Uses that serve visitor population

7-Pier

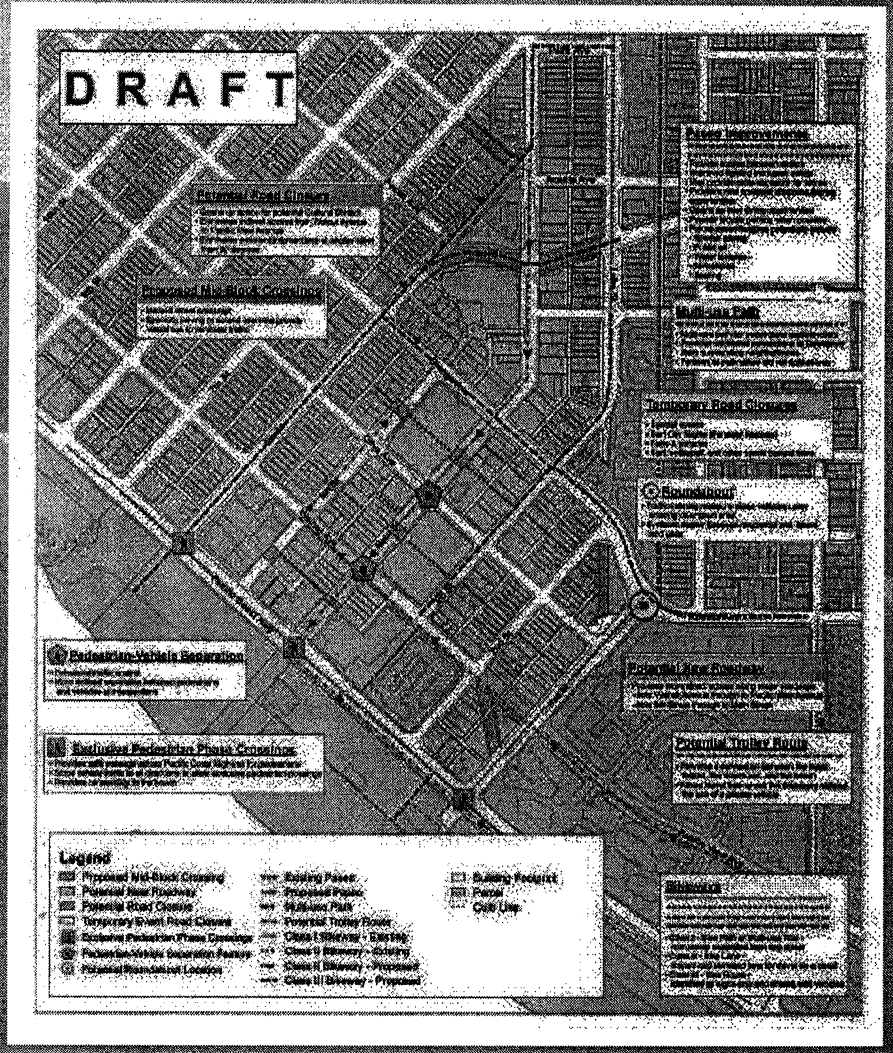
- Maintains existing uses

8-Beach

- Maintains existing uses

ATTACHMENT NO. 3-14

Circulation / Traffic



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ATTACHMENT NO. 3.15

Road Closures & New Roads

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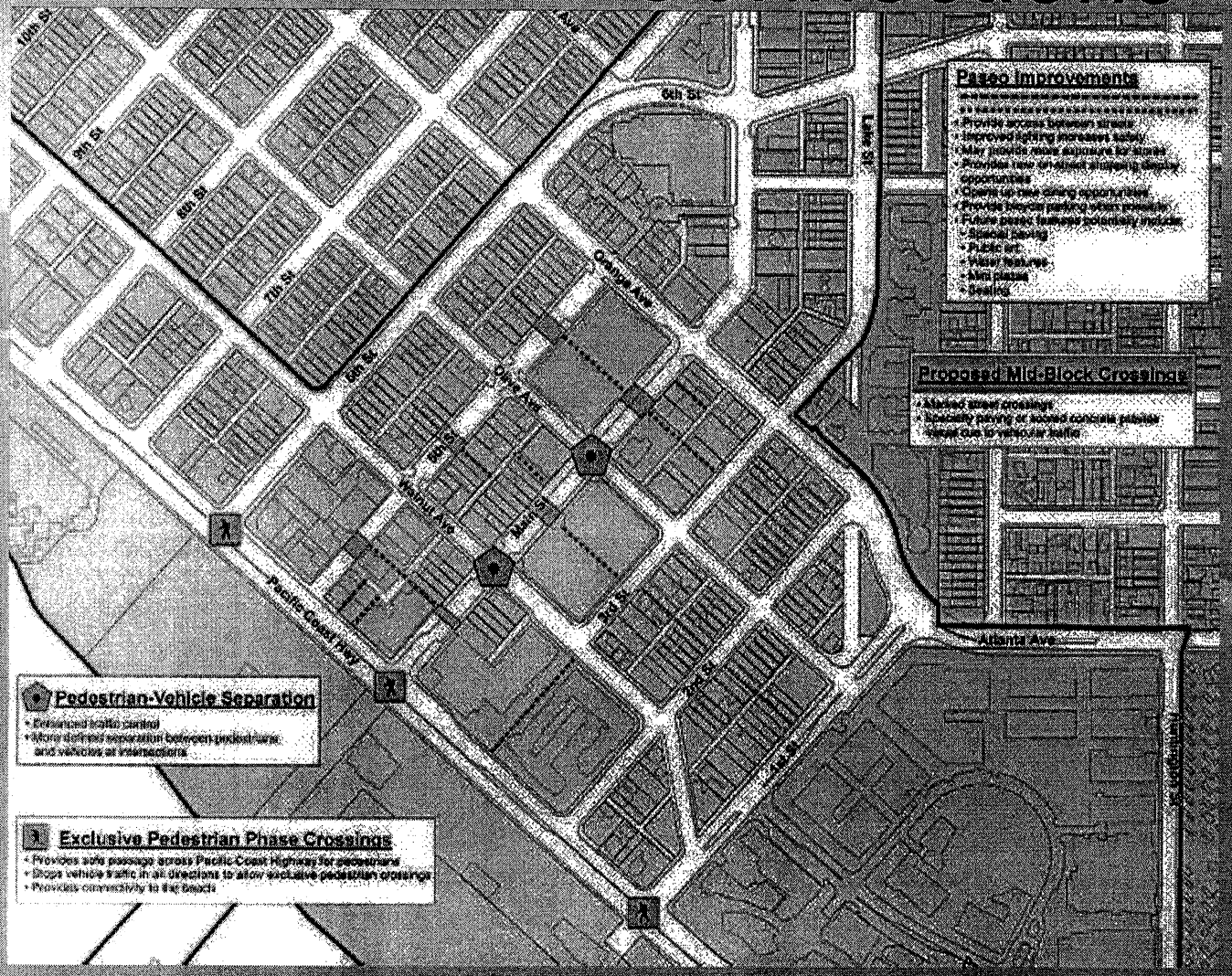
ATTACHMENT NO. 3.16

Pedestrian Connections



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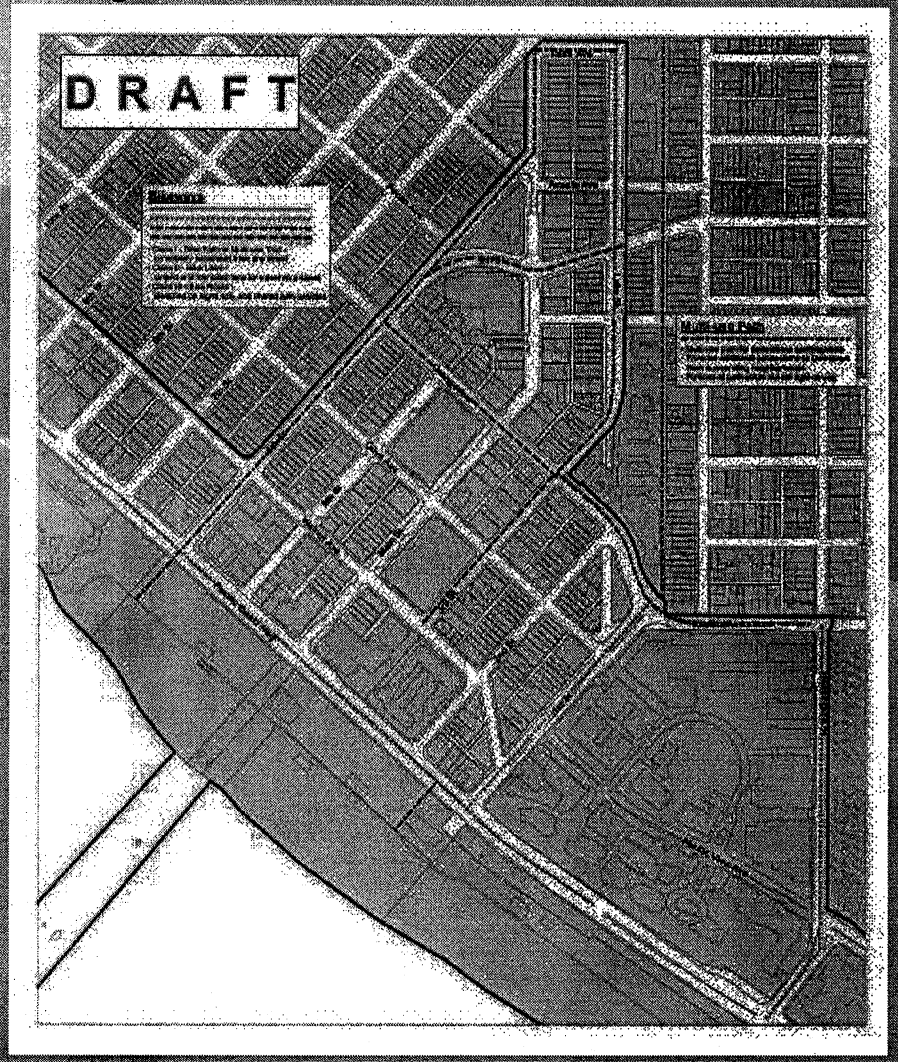
ATTACHMENT NO. 3.17

Bicycle Connections



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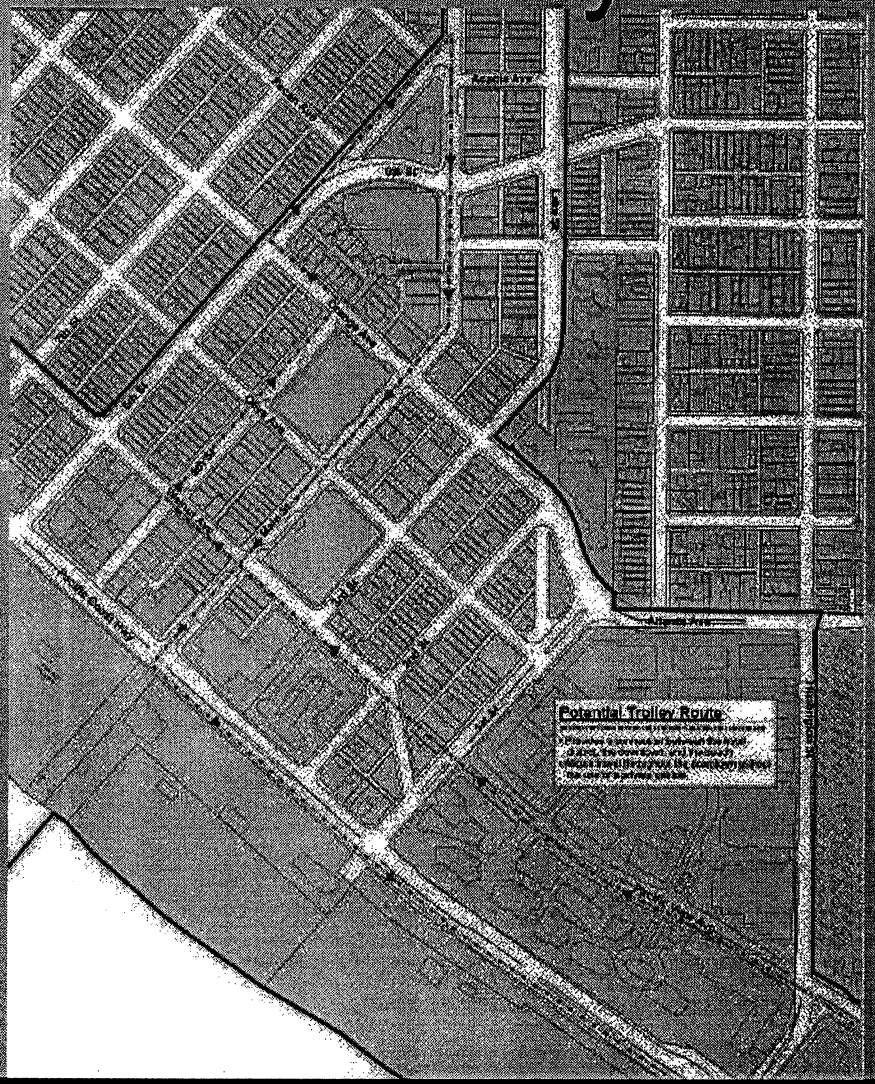
ATTACHMENT NO. 3.18.

Potential Trolley Route



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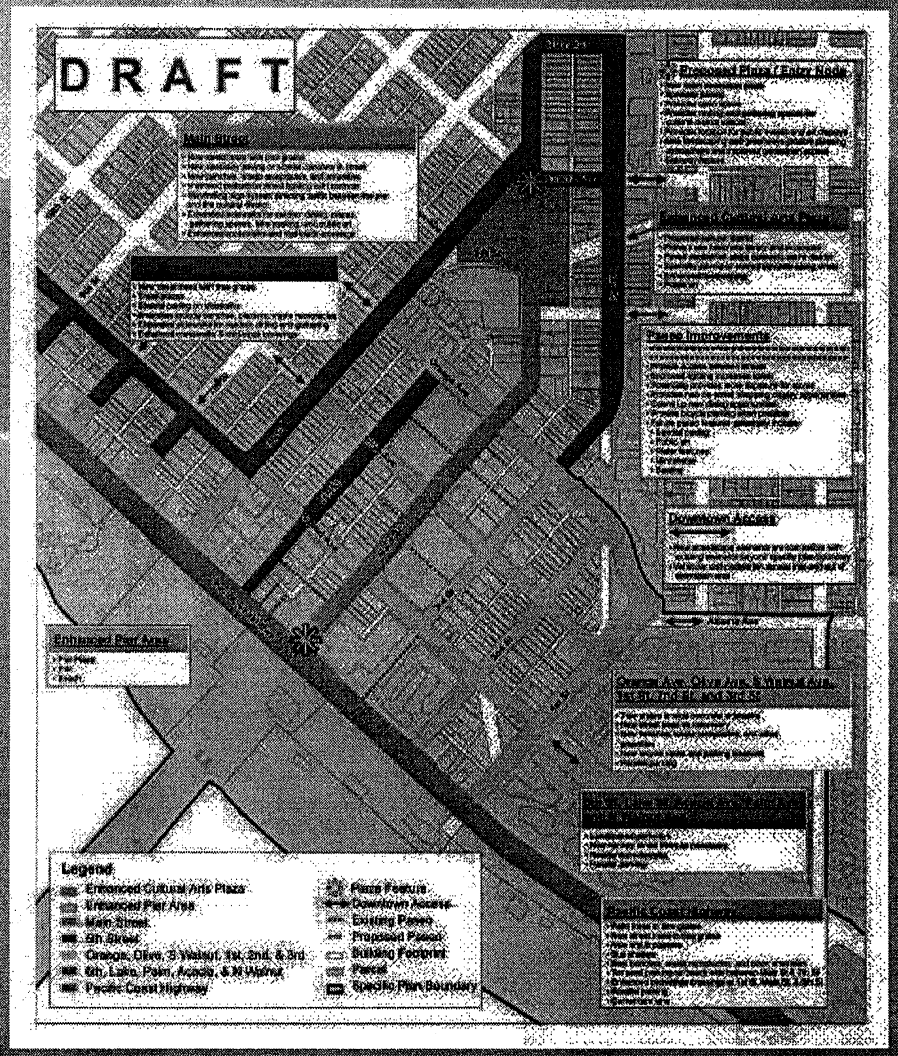
Streetscape Concepts



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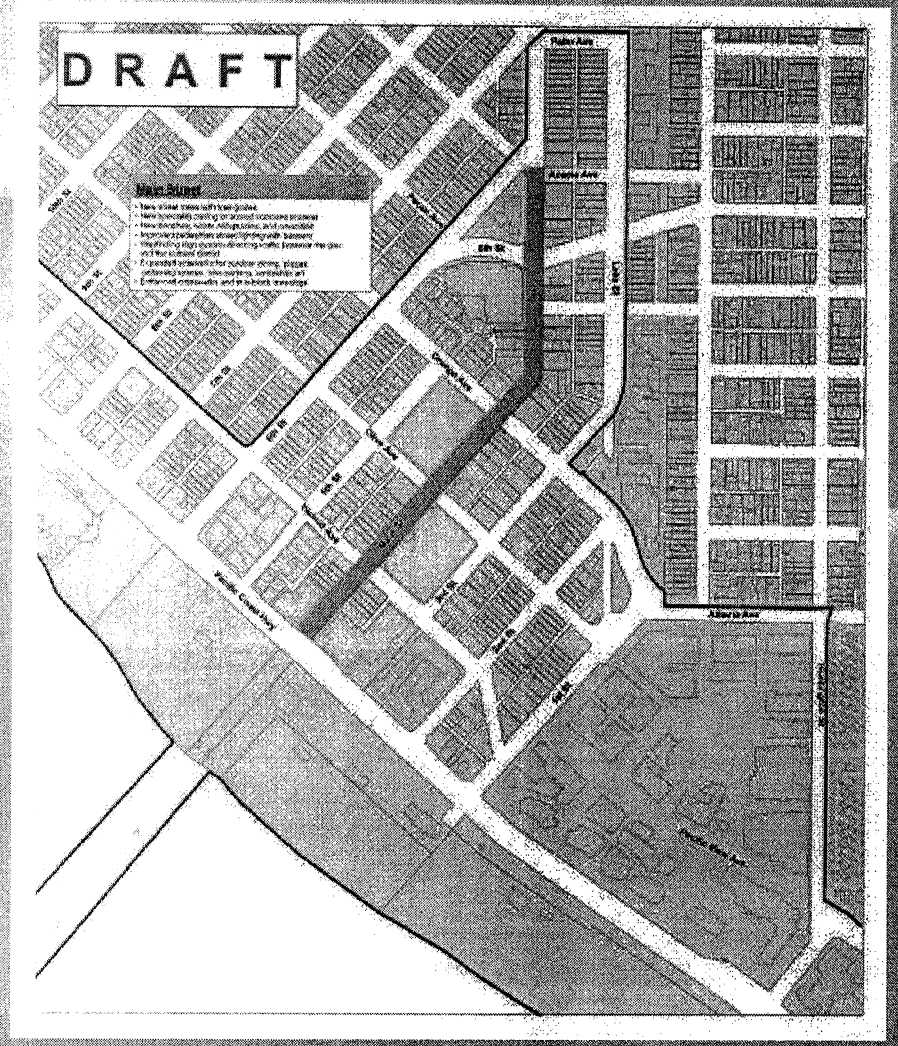
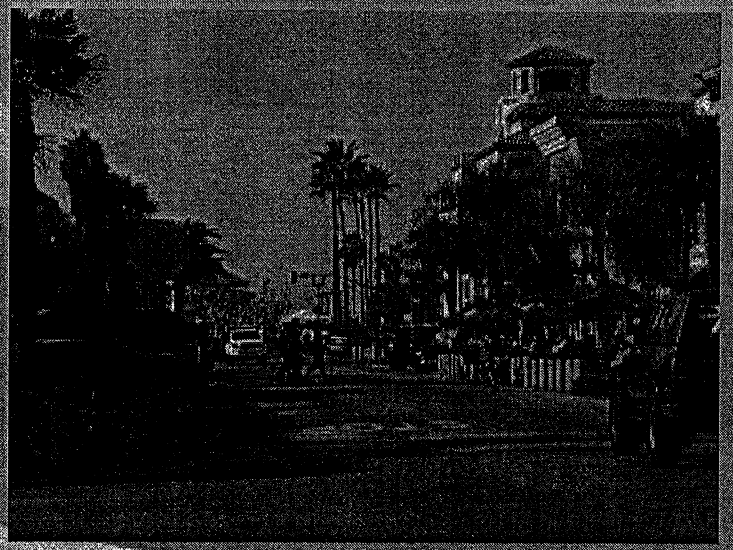
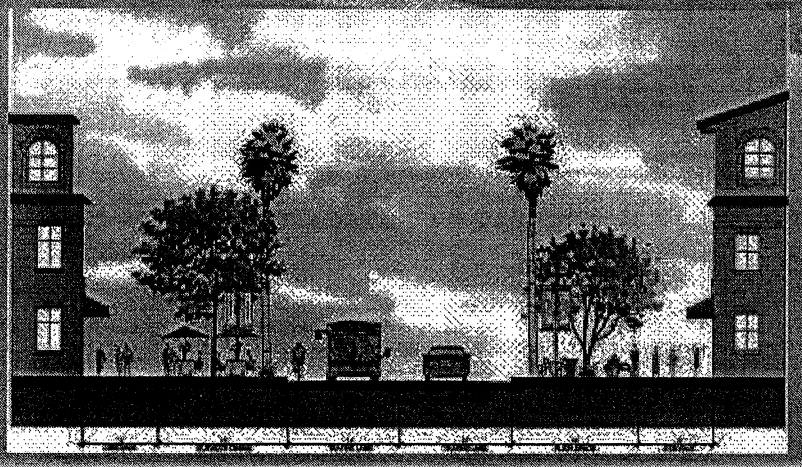
ATTACHMENT NO. 3.20

Main Street







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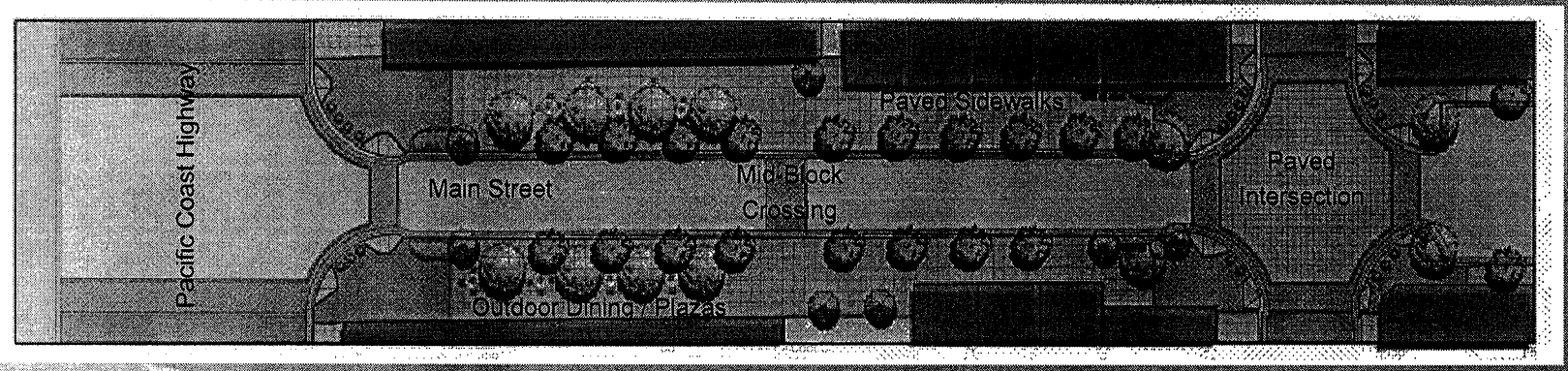
ATTACHMENT NO. 3.2.7

Main Street



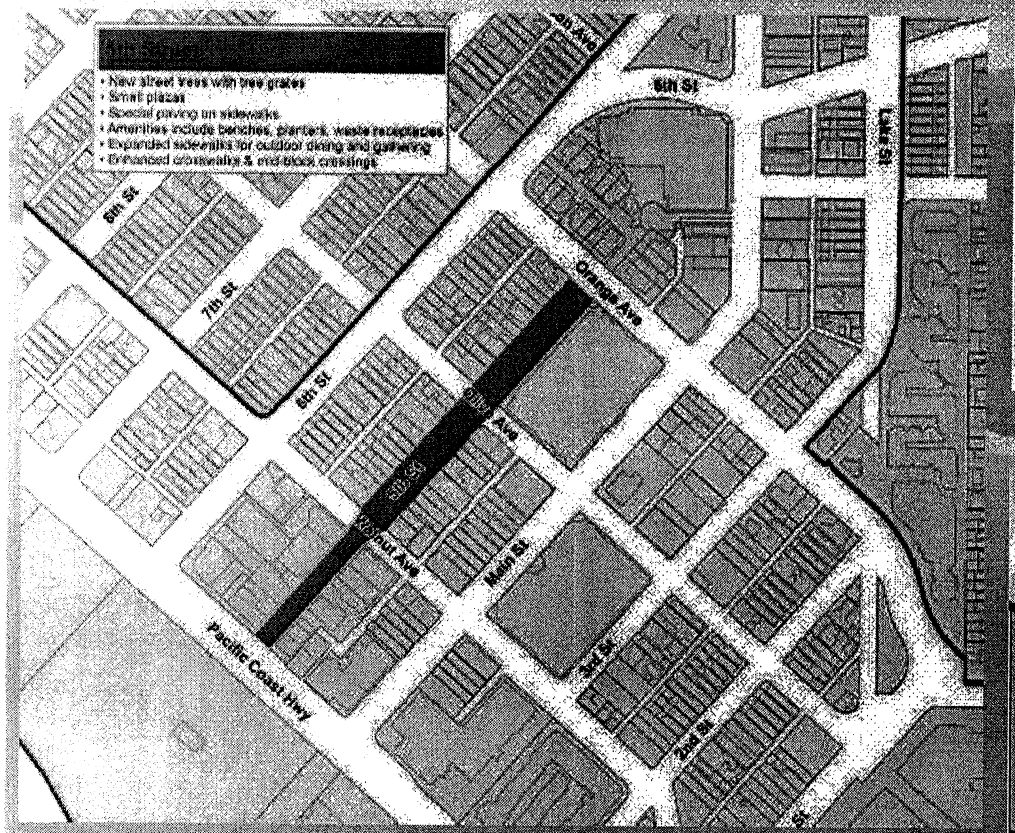
Site Plan

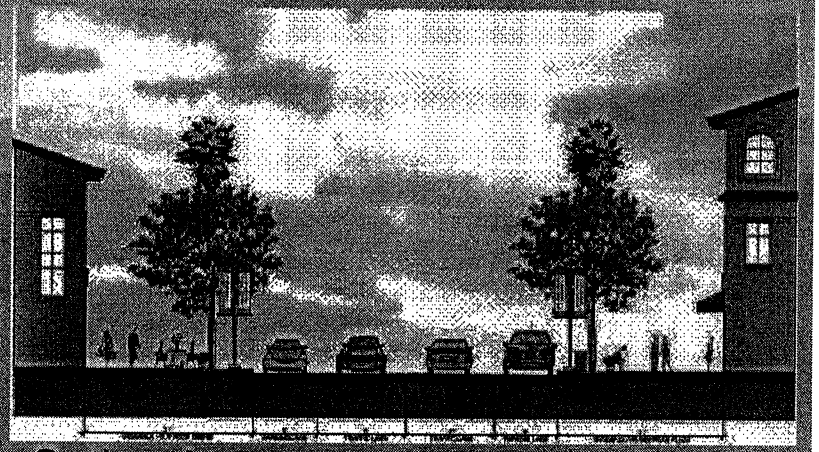
Design Features

- Plaza-like paving throughout
- Planters and landscaping
- Street trees – palms and accent trees
- Wide sidewalks with outdoor dining, plazas, public art, water features
- Vendor kiosks
- Benches
- Bollards for temporary closure
- Waste and recycling receptacles
- Bike parking
- Wayfinding signage, banners and event signage

ATTACHMENT NO. 3.22

5th Street





Option A

Option B

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COMMUNITY WORKSHOP #2

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ATTACHMENT NO. 3.23

5th Street

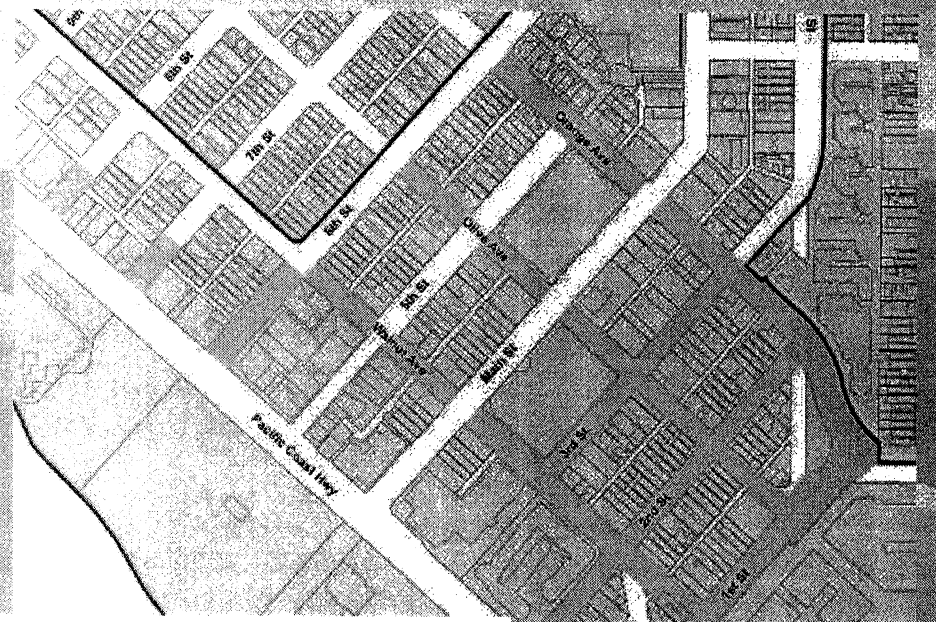
PLAN VIEW

Design Features

- Special paving on expanded sidewalks
- Street trees – palms and open canopy trees
- Wide sidewalks with outdoor dining, plazas, public art, water features
- Enhanced crosswalks
- Benches
- Waste and recycling receptacles
- Bike parking
- Wayfinding signage, banners and event signage

ATTACHMENT NO. 3-24

Downtown Streets



Design features:

- Improve sidewalk paving throughout
- Pedestrian lights
- Street trees in grates
- Enhanced cross walks—piano key

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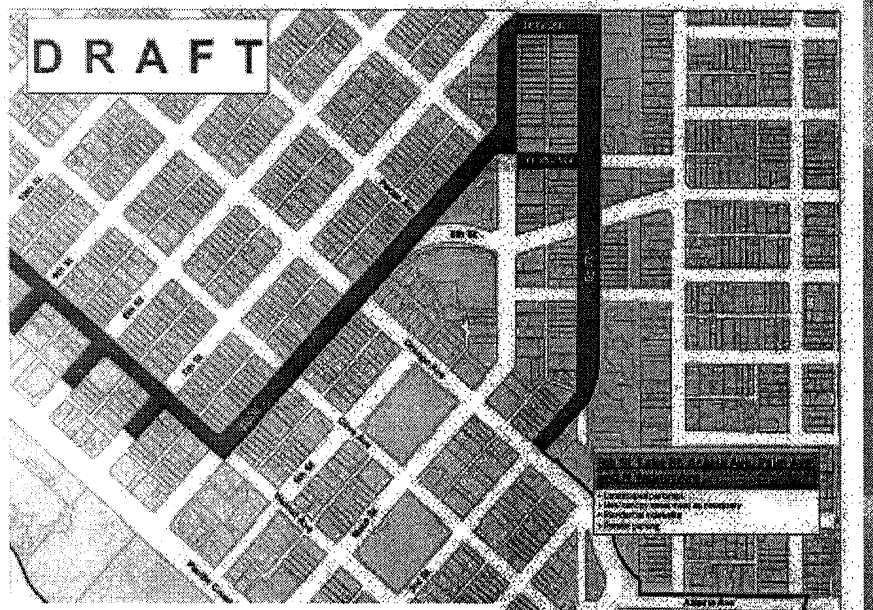
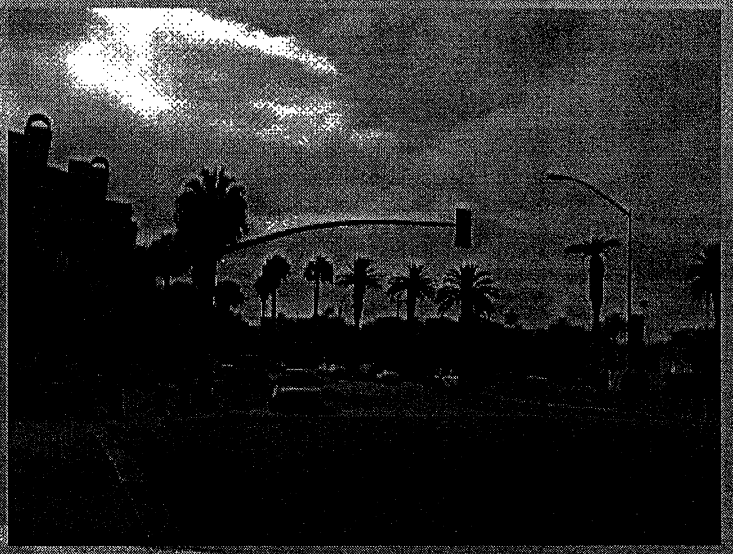
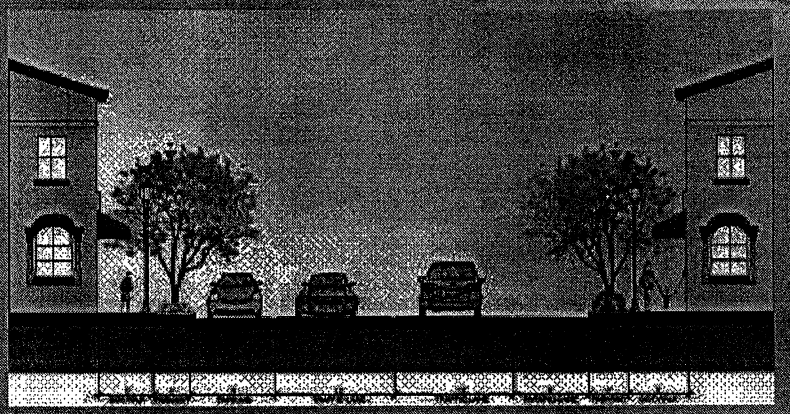
Residential Streets





Design features:

- Pedestrian lights
- Street trees
- Landscaped parkways
- Enhanced cross walks—piano key

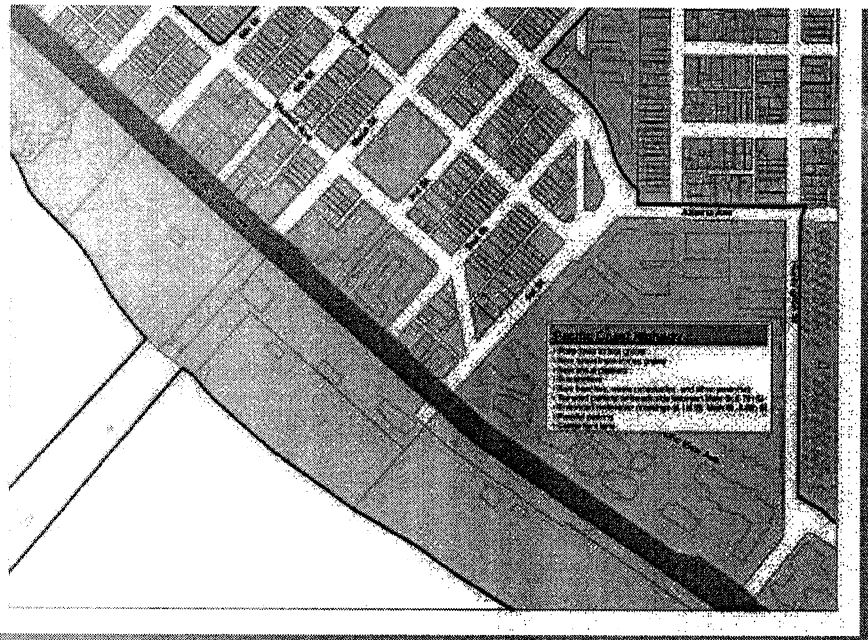


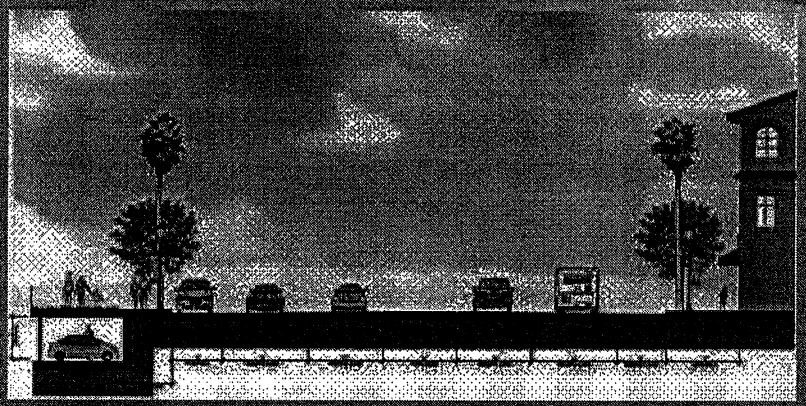
ATTACHMENT NO. 3.26

Pacific Coast Highway

Design features:

- Pedestrian lights
- Palm trees
- Enhanced crosswalks
- Landscaped medians Main to Beach Blvd
- Wind protected bus shelters
- Benches, waste and recycling receptacles





ATTACHMENT NO. 3.27

Cultural Arts Exercise

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ATTACHMENT NO. 3-28

Look How Far You've Come

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN UPDATE
COMMUNITY WORKSHOP #2

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