



City of Huntington Beach Planning Department **STUDY SESSION REPORT**

TO: Planning Commission
FROM: Scott Hess, AICP, Director of Planning
BY: Rosemary Medel, Associate Planner *RM*
DATE: March 24, 2009

SUBJECT: GENERAL PLAN AMENDMENT NO. 08-002, ZONING MAP AMENDMENT NO. 08-002 AND ZONING TEXT AMENDMENT NO. 08-002 (BEACH AND EDINGER CORRIDORS SPECIFIC PLAN)

LOCATION: The project site extends along Beach Boulevard, from the Coastal Zone boundary in the south to Edinger Avenue, and along Edinger Avenue from Beach Boulevard westward to Goldenwest Street. (Attachment No. 1)

PROJECT OVERVIEW

This study session is intended to provide the Planning Commission with staff's strategy for the review of the Beach Boulevard and Edinger Avenue Corridors Specific Plan (SP) document at future study sessions and to introduce Book I, Community Intent of the Specific Plan. Book II, Development Code, and Book III, City Actions, will be discussed at the upcoming study sessions commencing on April 14th.

The applications represent a proposal by the City to amend the Huntington Beach General Plan and Zoning and Subdivision Ordinance in order to establish the Beach Boulevard and Edinger Avenue Corridors Specific Plan, SP14. The overall vision for the Specific Plan area is to develop residential and neighborhood retail uses starting in the southern portion of Beach Boulevard, transitioning to commercial and retail uses in the middle segment of Beach Boulevard, then to a more dense "town center" adjacent to and at the intersection of Beach Boulevard and Edinger Avenue and extending along Edinger Avenue. The objective is to intensify land uses as one travels north along Beach Boulevard from the southern boundary of the study area, developing a Town Center concept at the major intersection of Beach Boulevard and Edinger Avenue and at Five Points. Mixed uses would be allowed throughout the area. The proposed project will amend the following:

- Amend the General Plan Land Use Element by changing various land use categories within the Beach Boulevard and Edinger Avenue Corridors to Mixed Use.
- Amend the Huntington Beach Zoning Map to reflect Beach Boulevard and Edinger Avenue Corridors Specific Plan Designation SP 14.
- Adopt the Beach Boulevard and Edinger Avenue Corridors Specific Plan document.

Because future development along the Specific Plan area is envisioned differently along different portions of the corridor, the Specific Plan area has been divided into five general areas or segments as described below. Within the five larger areas are smaller center or district designations that will define uses.

- **Residential Parkway** (*Beach Boulevard, from Adams south to the Specific Plan boundary*): Infill and replacement development would consist primarily of mixed-use development which would include low- and medium-density residential and retail uses
 - **Residential Parkway Neighborhood Center** (*Shopping Center on southeast corner of Beach Boulevard and Atlanta Avenue*): Infill development would consist of mixed-use development, including neighborhood serving retail, residential, office, and hotel uses.
- **Neighborhood Parkway** (*Beach Boulevard, between Five Points and Adams Avenue*): Infill and replacement development would include residential and retail uses.
 - **Neighborhood Parkway Neighborhood Center** (*The eastside of Beach Boulevard between Adams Avenue and Yorktown Avenue, and the southwest corner of Beach Boulevard and Garfield Avenue*): Infill development within the two designated neighborhood centers would consist of mixed-use development, including, neighborhood serving retail, residential, office, and hotel uses.
- **Five Points District** (*All corners of Beach Boulevard and Ellis Avenue/Main Street (Five Points), extending south of Ellis Avenue to Delaware street and west to Club Lane along both sides of Main Street*): Infill development along this segment would consist of mixed-use development, including residential, office and retail. This district would encompass the existing Pacifica Specific Plan..
 - **Five Points Core** (*South of Ellis Avenue, east of Delaware Street, north of Main Street and west of Beach Boulevard*): Infill development would consist of mixed-use development, including residential, retail and office uses.
- **Neighborhood Boulevard** (*Beach Boulevard, between Warner Avenue and Five Points*): Development along this segment would allow mixed use, with an emphasis on commercial and medical offices.
 - **Neighborhood Center** (*Various locations within the Neighborhood Boulevard segment would be designated for Neighborhood Centers along Beach Boulevard*): Infill development would consist of mixed-use development, including neighborhood serving retail, residential, office, and hotel uses.
- **Town Center Boulevard**
 - **Town Center Boulevard on Beach** (*Beach Boulevard between Warner Avenue and Edinger Avenue*): Development along this segment would consist of mixed-use development, including residential and retail uses.
 - **Town Center Boulevard on Edinger** (*Edinger Avenue between Beach Boulevard and the southwest, southeast, and northwest corners of Goldenwest; includes development north of Corridor*): Development along this segment would be similar to the overall vision of the Town Center Boulevard for Beach Boulevard. Bella Terra Mall, which is included in an existing Specific Plan, and Goldenwest College would not be included in the proposed Specific Plan Area. New development would consist of commercial uses at ground level, and upper level

residential, office or hotel uses. Development, which does not front Edinger, would expand on existing patterns of development. An environ of the Town Center Boulevard on Edinger Avenue would consist of the following:

- **Town Center Neighborhood** (*Properties west of Union Pacific Railroad right-of-way and east of Gothard Street, extending north to McFadden*): Infill development would consist primarily of residential, with some commercial uses.

BACKGROUND

The discussion for the revitalization of the Beach Boulevard and Edinger Corridors commenced after the initial proposal to revitalize the Edinger Corridor was tabled due to community input expressing a desire to expand the project area, allow for mixed use and address infrastructure improvements. In response, the proposed specific plan is designed to orchestrate private and public investment activities and support and promote investment that will enhance the beauty and vitality of the City's primary corridors.

APPLICATION PROCESS AND TIMELINES

DATE OF COMPLETE APPLICATION:

Draft EIR: January 20, 2009

General Plan Amendment: October 20, 2008

Zoning Text Amendment: October 20, 2008

MANDATORY PROCESSING DATE(S):

Within 1 year of complete application; January 2010

Not Applicable

Not Applicable

CEQA ANALYSIS/REVIEW

Adoption of Specific Plans are typically accompanied by a Program EIR, as opposed to a Project EIR. The Program EIR for the Beach Boulevard and Edinger Avenue Corridors Specific Plan is currently being drafted. The required 30 day review period for the Notice of Preparation of the EIR was held from July 31, 2008 to August 29, 2008.

In addition, to facilitate three projects that are proposed within the Corridor, the City agreed to also concurrently prepare project level EIRs for these sites. The three sites are: former Levitz, southwest corner of Beach and Warner, and southeast corner of Beach and Ellis. Thus, the City will release a Program EIR and then subsequently release three project level EIRs that will rely in part on the information in the Program EIR level document.

It is anticipated that the Program EIR will be released by mid-August and the project level EIRs approximately two months after.

COMMENTS FROM CITY DEPARTMENTS AND OTHER PUBLIC AGENCIES

The analysis and conclusions of the draft document are based in part on consultation with the City Staff Core Team, which is comprised of the Departments of Economic Development, Fire, Public Works, Police and Planning, including Community Input and direction from City Council.

PUBLIC MEETINGS, COMMENTS AND CONCERNS

A series of community meetings and workshops were held prior to the drafting of the specific plan document. They were held on the following dates:

- May 10, 2007 – Workshop #1
- June 20, 2007 – Workshop # 2
- August 27, 2007 – Workshop #3 – Traffic Discussion
- September 20, 2007 – Workshop #4 –Edinger Vision
- January 7, 2008 – City Council Study Session
- January 30, 2008 Workshop #5 – Character and Identity
- February 27, 2008 Workshop #6 –Beach Blvd. Vision
- April 17, 2008 – City Council Study Session

A joint Study Session of City Council and Planning Commission was held on October 20, 2008. The Draft Specific Plan was made public on this date. A public comment period on the Draft Specific Plan document was held from October 20, 2008 to December 19, 2008 and a total of 17 public comment letters were received.

PLANNING ISSUES

The primary issues for the Planning Commission to consider when analyzing this project are:

- The General Plan Amendment request to change the current land use designations to Mixed Use
- The Zoning Text Amendment to adopt the Specific Plan
- Compatibility with surrounding land uses
- The overall conformance with the goals, objectives, and policies of the General Plan

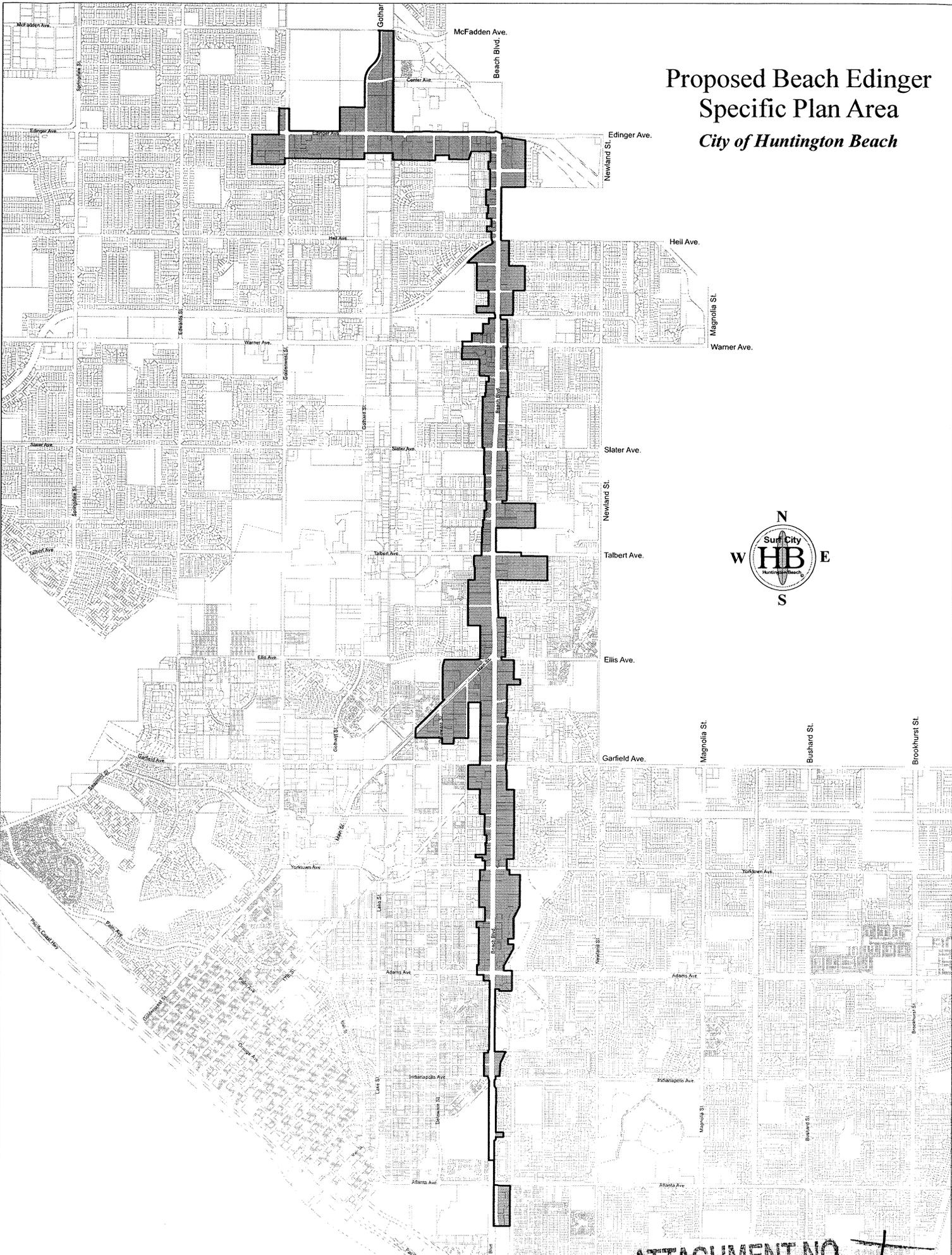
STUDY SESSION APPROACH

Staff proposes to present the Beach Boulevard and Edinger Avenue Corridors Specific Plan document over several study sessions commencing on April 14, 2009. The Study Sessions will continue through the beginning of June. State Planning Law does not require study sessions to be noticed. However, staff will continue to solicit input from the public by noticing study sessions as a continued public outreach.

ATTACHMENTS:

1. Proposed Specific Plan Area- GPA No. 08-002, ZMA No. 08-002, ZTA No. 08-002
2. Project Timeline

Proposed Beach Edinger Specific Plan Area *City of Huntington Beach*



BEACH and EDINGER DRAFT SPECIFIC PLAN

TENTATIVE PROJECT TIMELINE

<u>TASK</u>	<u>ESTIMATED COMPLETION DATE*</u>
Introduction and Book I Overview PC Study Session # 1	March 24, 2009
Book II Overview PC Study Session #2	April 14, 2009
Book II continued Overview PC Study Session #3	May 12, 2009
Book III Overview PC Study Session #4	May 26, 2009
Book III Continued Overview PC Study Session #5	June 9, 2009
Publication of Draft EIR	August 14, 2009
45-Day Draft EIR Public Review Period Begins	Aug 14-Sept 28, 2009
Public Comment Meeting on Draft EIR	September 16, 2009
45-Day Draft EIR Public Review Period Ends	September 28, 2009
Planning Commission Study Session (Project)	October 13, 2009
Publication of Final EIR	October 26, 2009
Planning Commission Study Session (EIR)	October 27, 2009
Planning Commission Public Hearing (EIR and Project) (<i>possible special meeting</i>)	November 17, 2009

*All dates are approximate and subject to change based upon completion of noted milestones.

March 2009

ATTACHMENT NO. 2