



**CITY OF HUNTINGTON BEACH  
INTERDEPARTMENTAL COMMUNICATION  
ECONOMIC DEVELOPMENT DEPARTMENT**

**TO:** Rami Talleh, Senior Planning

**FROM:** Kellee Fritzal, Deputy Director of Economic Development *KKF*

**DATE:** September 23, 2008

**SUBJECT: 620 PACIFIC COAST HIGHWAY – PACIFIC VIEW PROJECT**

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The proposed project is within the Redevelopment Main-Pier Project Area. The Economic Development Department is responsible for ensuring compliance with the Redevelopment Project Area Inclusionary Housing Requirements under California Redevelopment Law. Under California Health and Safety Code Section 33413(b), projects developed within the Project Area trigger a 15% Inclusionary Housing Requirement on the Redevelopment Agency (Agency). The law further requires that the affordable units be subject to the deed restrictions that run for at least 55 years for rental projects and at least 45 years for ownership units.

In response to your questions:

**1. What is the developer's affordable housing obligation? How many affordable units and at what income levels are required?**

The adopted citywide Inclusionary Housing Ordinance imposes a 10% affordable housing requirement on new residential development. Under that parameter, the project would be subject to a one-unit requirement. However, in this case, the project can only be constructed if discretionary approvals are granted. As a condition of approval, the City could require the developer to fulfill the 15% requirement that is imposed on the Agency. In that case, the developer would be required to provide two units of affordable housing at the project site; at least one of the units would have to be targeted to very-low income households and the other unit could be provided to low or moderate income households. The true 15% is 1.05, but State law calculates the requirement to be at the next highest whole number or two (2) units.

**2. Is the development eligible for the payment of an affordable housing in-lieu fee?**

The Redevelopment Agency Inclusionary Housing Requirement currently has no applicability with the current City Affordable Housing Section 230.26, or the allowance of an in-lieu fee.

**3. If so, would there need to be an adjustment to the fee?**

Not at this time, the Ordinance will need to be changed prior to looking at fees.

Please feel free to contact me should you have further questions.

SMS/KF

Cc: Stanley Smalewitz, Economic Development Director  
Scott Hess, Planning Director

19382 Woodlands lane  
Huntington Beach, CA 92648

September 9, 2008

City of Huntington Beach

City of Huntington Beach Department of Planning  
2000 Main St.  
Huntington Beach, Ca 92648

SEP 22 2008

Attention: Rami Talleh, Senior Planner

Ref: Pacific View Project, 7<sup>th</sup>. St. and Pacific Coast Hwy.

Dear Mr. Tallen:

I am writing in regards to the Pacific View project in Huntington Beach.

Recently I saw the drawings of the Pacific View project and was extremely disappointed in the architectural design of this building.

The designed **ARCH** in front of the building looks more like the architectural designs you find in the older part of Los Angeles which were built in the 60's. The windows and balconies are also very plain. The type of look is more like the old buildings on the New Jersey shore.

The building is also trying to be too many things. Retail stores in the first level, offices in the second level and apartments or Condos, on the third level. My great concern is that this project is requesting to add a Roof level which would allow people to be on the top making it four levels..

We have a very dense building area on 6<sup>th</sup>. Street and Pacific Coast Hwy with the same type of plans for retail stores, and restaurants, and hotel plans. This area already looks overbuilt and very dense as it is now.

This building plan sits alone in the most attractive ocean view area of Huntington Beach. I wish you would re-consider the design and try to have a design which can express the architecture of a building like Plaza Almirea on the corner of Olive and Main St. This is a building with architectural beauty with its details and lines of the building that are interesting. The staircases and the balconies make this structure a design which will last for years to come.

The shopping Center "Bella Terra" is another example of an incredible design which takes into consideration every detail from the design of the large arches and roof details to the custom design lighting and street signs to the unique retail stores designs.

The space in a courtyard allows for people to enjoy the center and make the experience to look at all the details around you. This mall is extremely popular because people really enjoy the experience of being in beautiful surroundings.

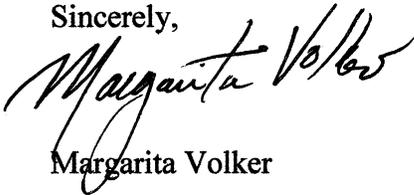
It's so sad to have such a large unattractive structure on the finest ocean view property of Huntington Beach. I thought that Huntington Beach was after a Santa Barbara or Tuscany look as a resort look which will last a lifetime for Huntington Beach. Consider looking at this building for another 50 years. That should be the measure of deciding how you can approve a design like this for the city. It should be the very finest for this exposure.

I have become very fond of Huntington Beach. Some 20 years ago I was the designer for the City Hall of Long Beach, and the Long Beach Library. Recently I remodeled the apartment on 116 7<sup>th</sup> St. The building was old and worn; However, now it has a beautiful Tuscany look with a beautiful iron gate in front and back gate. All new roof and balconies. People think we built a new building, but instead I just re-designed it.

I would very much like to be involved with the committee which approves this project if it is possible.

Thank you so much,

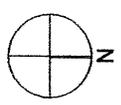
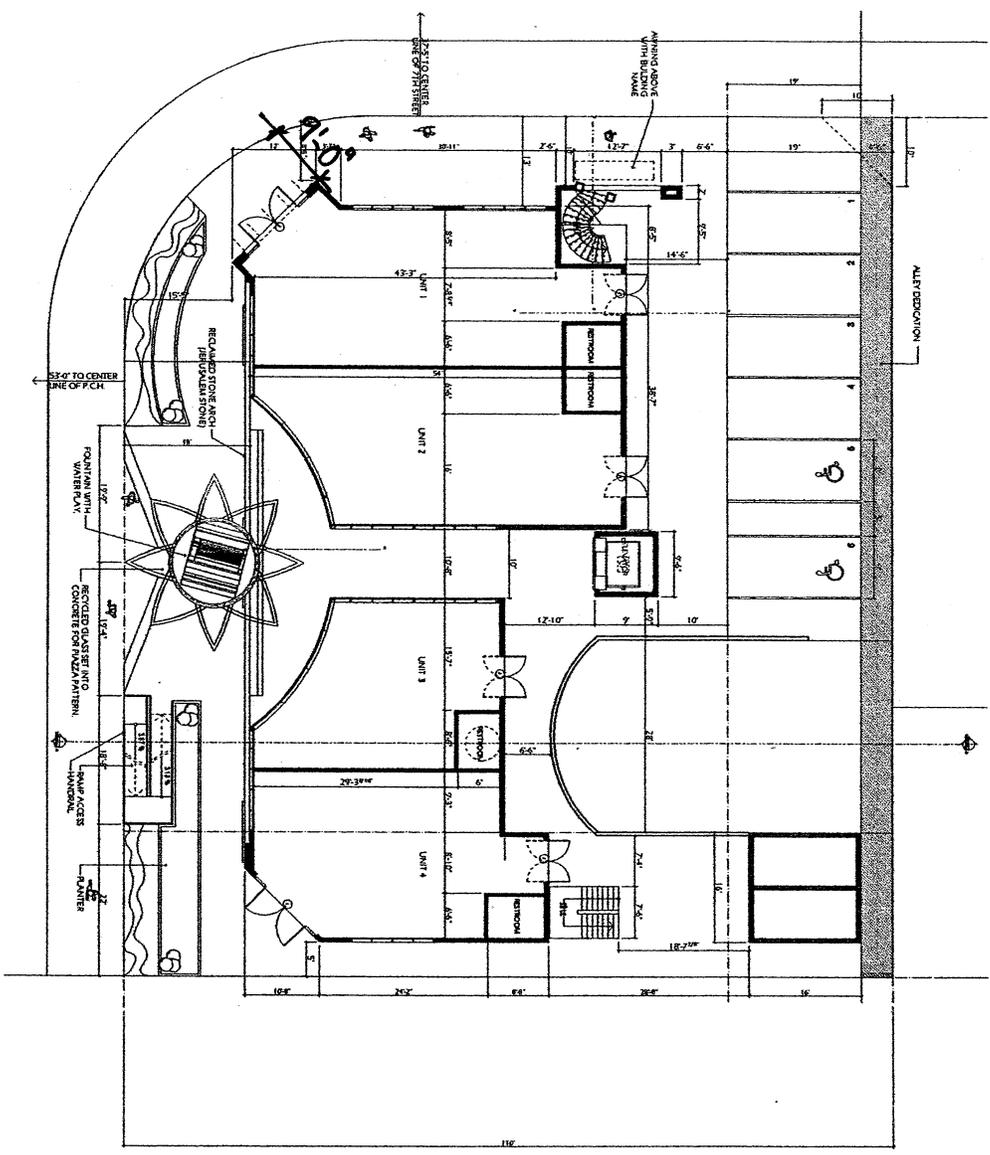
Sincerely,

A handwritten signature in black ink that reads "Margarita Volker". The signature is written in a cursive, flowing style with a large initial 'M'.

Margarita Volker

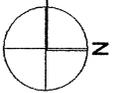
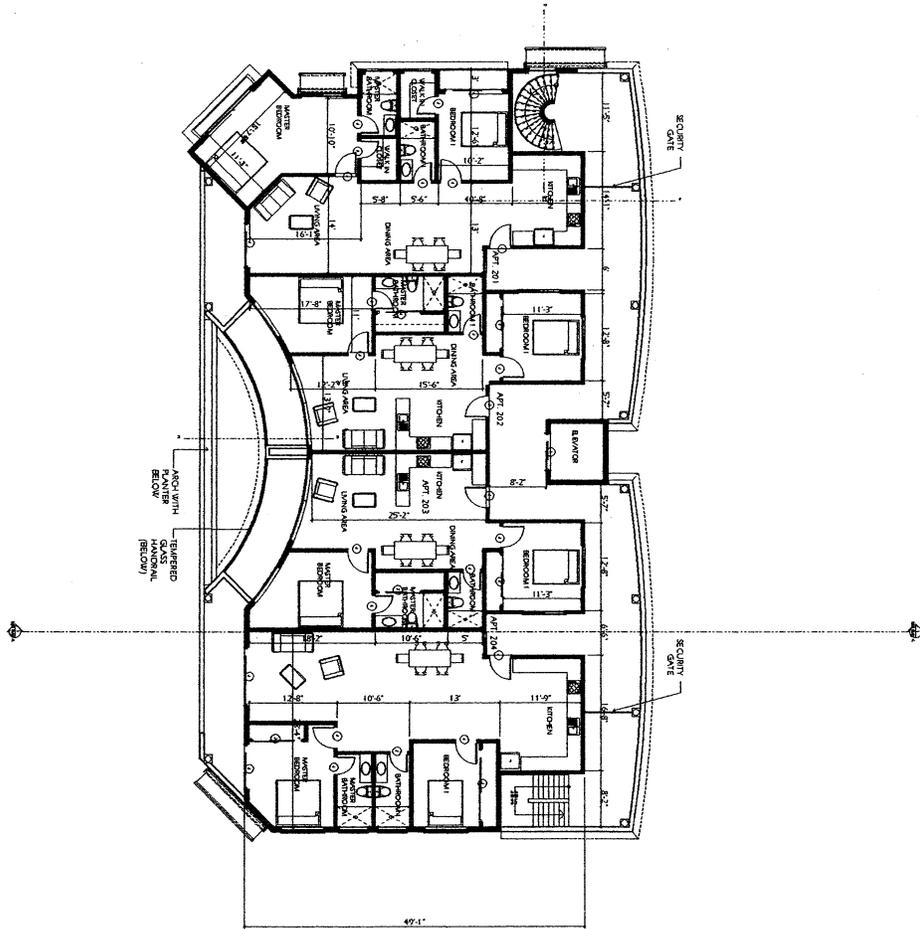


1 FIRST FLOOR  
SCALE: 1/8" = 1'-0"

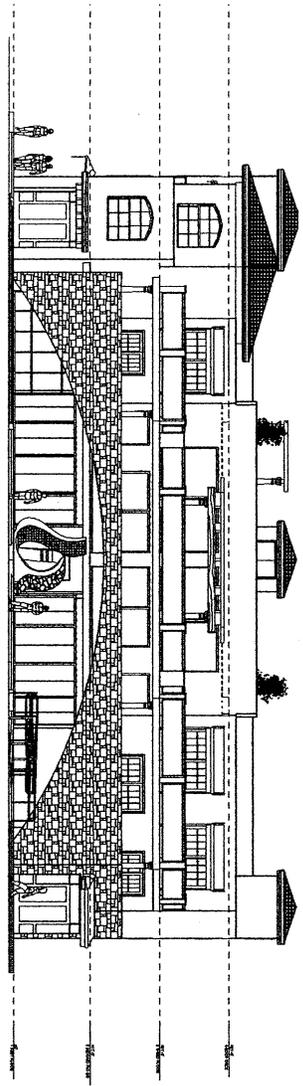


<p>PROJECT: PACIFIC VIEW SHEET: A-1.2</p>	<p><b>PACIFIC VIEW</b> 612-620 PACIFIC COAST HIGHWAY HUNTINGTON BEACH, CA. 92648</p>		<p><b>OTIS ARCHITECTURE INC.</b> 18871 See Which Lane Huntington Beach, CA. 92648 (714) 846-6177 ph (714) 846-2817 fax www.otisarchitecture.com</p>
<p>DATE: 11/10/08 DRAWN BY: E.A. CHECKED BY: N.S. SCALE: 1/8" = 1'-0"</p>	<p><b>FIRST FLOOR</b></p>		

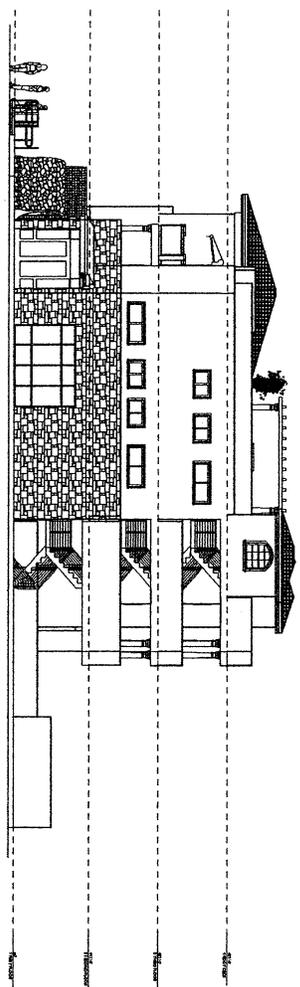
SECOND FLOOR  
SCALE: 1/8" = 1'-0"



Revision No. Description																																							Date: 11/10/09 Project Name: PACIFIC VIEW Designer: E.M. Checker: N.S. Scale: A-1.3 Title: SECOND FLOOR	PACIFIC VIEW 612-620 PACIFIC COAST HIGHWAY HUNTINGTON BEACH, CA. 92648		OTIS ARCHITECTURE INC. 16671 Sea Witch Lane Huntington Beach, CA. 92648 (714) 846-8177 ph (714) 846-2817 fax www.otisarchitecture.com
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SOUTH ELEVATION  
SCALE: 1/8" = 1'-0"



EAST ELEVATION  
SCALE: 1/8" = 1'-0"