DESIGN REVIEW CHECKLIST

Chapter 3
Multi Family Residential

General Design Objectives

Multi-family residential development in Huntington Beach should:

- Contribute to the sense of community by respecting the scale, proportion and character of the surrounding area
- Mitigate existing adverse automobile oriented planning patterns by providing pedestrian friendly design solutions
- Establish attractive, imaginative and functional site arrangements of buildings, open space, recreation areas and parking areas, and a high quality architectural and landscape design
- Create visual interest and individual unit identity, while maintaining a sense of harmony and human scale building proportions along street frontages and other portions of the project exposed to public view
- Provide adequate open space, parking and privacy
- Preserve and incorporate natural amenities unique to the site such as ocean views, and mature trees into the project development proposal
- Preserve and incorporate structures which are distinctive because of their age, cultural significance, or unique architectural style into the project development proposal

Site Planning

1. Grading	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Multi-family development should be sensitive to its natural surroundings. Grading should be minimized by following the natural contours to the greatest extent possible. Graded slopes should be rounded and contoured to blend with the existing terrain.		X		
1. Grading (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**

ATTACHMENT NO. 4

b. Grading should emphasize and accentuate scenic vistas and natural landforms.		X		
c. Large manufactured slopes should be avoided in favor of several smaller slopes integrated throughout the project. Smaller slopes are less obtrusive, more easily vegetated and can be used to add visual interest, preserve views and provide visual buffers where necessary.		X		
d. Significant natural vegetation should be retained and incorporated into the project.		X		

2. Compatibility	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. The arrangement of structures, circulation and open spaces should recognize the particular characteristics of the site and should relate to the surrounding built environment in pattern, function scale, character and materials. In developed areas, new projects should meet or exceed the standards of quality which have been set by surrounding development.			Provided	
b. Structures which are distinctive due to their age, cultural significance, or unique architectural style should be preserved and incorporated in the project development proposal.		X		
c. Residential uses should be buffered from incompatible development. Intensified landscaping, increased setbacks and appropriate building orientation should be utilized as a means of providing adequate separation between such land uses.			Increased setbacks at Levitz facility and railroad	

3. Site Entry and Edge Design	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Multi-family developments in Huntington Beach should be distinguished by entry and edge design features such as ornamental landscaping, open space areas, natural features,			Provided	

ATTACHMENT NO. 16.2

architectural monumentation and enhanced paving.				
b. Courtyard doors or gates should be designed as an important, well integrated architectural feature of the building or complex.			Provided	

4. Building Siting/ Lot Design	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Buildings should be generally oriented parallel to streets with varying setbacks to provide visual interest and varying shadow patterns.			Provided	
b. Clustering of multi-family units should be a consistent site-planning element. Large projects should be broken up into groups of structures. Including building elements of various heights within the overall building design is encouraged.			Provided	
c. Buildings should be oriented to promote privacy to the greatest extent possible.			Provided	
d. Site buildings to create courtyards and open space areas.			Provided	

ATTACHMENT NO. 14, 3

5. Vehicular Access/ Circulation/ Parking	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Site access and internal circulation should promote safety, efficiency, and convenience. Conflicts between vehicles and pedestrians should be avoided. Continuous circulation should be provided throughout the site to the greatest extend possible. Dead-end driveways should be minimized. Adequate areas for maneuvering, stacking, and emergency vehicle access should be provided.			Provided	
b. The number of site access points should be minimized and located as far as possible from street intersections.			Provided	
c. Principal vehicular access into multifamily projects should be through an entry drive rather than a parking aisle.			Provided	
d. Parking courts should be separated from buildings by a raised walkway (minimum 4 feet wide) and landscape strip (minimum 7 feet wide).		X	No parking courts	
e. Parking courts should be treated as an important space whose character is clearly defined by landscaping, lighting, building massing, and pedestrian/ vehicular circulation areas.		X	"	
f. Large multi-family parking areas should be divided into a series of connected smaller parking courts.		X	"	
g. Adverse visual impacts from parking areas, carports, and garage doors on the residential character of the street or project site should be minimized through proper siting and design.			Provided	
h. Driveway entry locations should be coordinated with existing or planned median openings and driveways on the opposite side of the roadway.			Provided	

6. Pedestrian Circulation	Applicable	Not Applicable	Applicant Remarks	Staff Remarks

ATTACHMENT NO. 16.4

a. Facilitate pedestrian access and circulation. Entry design should incorporate sidewalks on both sides of the driveway.			Provided	
b. Where possible, multi-family projects should incorporate pedestrian connections to adjoining residential, commercial projects, and other compatible land use facilities.			Provided. Existing crosswalk to college. Potential for crosswalk to transit center.	
c. Pedestrian walkways should be provided to link dwelling units with common open space areas, recreation areas, parking courts and the street. Curvilinear paths provide a more inviting and interesting experience and are generally preferred over long, straight alignments. Paths which traverse open space areas are encouraged.			Provided	
d. Pedestrian walkways should be at a minimum (4) ft. in clear width.			Provided	
e. Pedestrian walkways should be safe, visually attractive, and well defined by landscaping and lights. Use of decorative pavement is encouraged. At a minimum, decorative paving should be used to delineate crossings at circulation drives and parking aisles.			Provided	

7. Open Space	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. The design and orientation of open space areas should provide shelter from the noise and traffic of adjacent streets or other incompatible uses.			Provided	
b. Open space areas should be designed to take advantage of prevailing breezes and sunlight.			Provided	
c. Open space areas should be provided in large meaningful areas, not unusable fragments.			Provided	
d. Common open space area(s) should be sited to maximize their accessibility and use by residents.			Provided	
e. Private open spaces should be contiguous to the units they serve and screened from public view.			Provided	
f. Children's play areas should be sited to be visible from residential units.		X		
8. Utility and Mechanical Equipment	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Utility and mechanical equipment (e.g. electric and gas meters, electrical panels, transformers and junction boxes)			TBD by utility provider.	

ATTACHMENT NO. 4

should be screened from view. All screening devices should be compatible with the architecture, materials and colors of adjacent structures.				
b. Transformers shall not dominate the streetscape. When transformers are required to be installed adjacent to the street, they should be undergrounded.			TBD by utility provider.	

9. Refuse and Storage Area	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Trash and storage enclosures should be architecturally compatible with the project design. Landscaping shall be incorporated into their design to screen them and deter graffiti.			Internal to building	
b. Trash enclosures should be unobtrusive and conveniently accessible for trash collection but should not impede circulation during loading operations.			Provided	

10. Walls and Fences	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Walls and fences should be enhanced and constructed with materials such as masonry, metal, wood or a combination thereof. Tiered planting should be provided adjacent to project or community perimeter walls along street frontages to soften their appearance.			Provided	
b. Project or community perimeter walls should be of masonry construction or ornamental metal (view fencing) and sited to accommodate a minimum fifteen (15) ft. landscaped setback.			TBD	

10. Walls and Fences (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**

ATTACHMENT NO. 16

c. Wall sections greater than 50 ft. in length should incorporate at least two of the following design features, in proportion to the length of the wall: ▪ A minimum 2-ft. change in plane for at least 10 ft. ▪ A minimum 18-inch high raised planter for at least 10 ft. ▪ A minimum 18-inch change in height for at least 10 ft. ▪ Use of pilasters at 50 ft. maximum intervals and at changes in wall planes ▪ A minimum 4-ft. high view fencing section for at least 10 ft.			Provided for walls and fences other than those on side and rear property lines.	
d. Gates or comparable design solutions should be provided in community perimeter walls or fences to allow emergency access and facilitate convenient pedestrian access to activity areas and adjacent uses.			Provided	
e. Walls should be eliminated or sited to provide additional setbacks areas at project entries to accommodate distinctive landscaping, ornamental gateways, signage and street furniture.			Provided	
f. Walls should be curved or angled at corner locations along street frontages.		X	No walls at corner, building only	

11. Paving	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Decorative paving should be incorporated into project site planning design; driveway entries, pedestrian walkways and crosswalks.			Provided	
b. Paving materials should complement the architectural design. The use of stamped concrete, stone, brick, pavers, exposed aggregate or color concrete is encouraged.			Provided	

12. Lighting	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. The type and location of site and building lighting should preclude direct glare onto adjoining property, streets, or			Provided	

ATTACHMENT NO. 12

skyward.				
b. Pedestrian scale/decorative light fixtures are encouraged. "High mast" poles are discouraged.			Provided	
c. Open spaces should be adequately lighted with durable low maintenance fixtures.			Provided	

Architectural Guidelines

1. Architectural Imagery	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. There is no particular architectural "style" requirement for multi-family residential structures in Huntington Beach. The primary focus should be on developing a high quality residential environment.			Provided	
b. A visual balance or rhythm should be created by the dimensional ratio of multi-family buildings, their parts and spaces around them.			Provided	
c. Architectural elements such as bays, bay windows, recessed or projecting balconies, verandahs, balconies, porches and other elements that add visual interest, scale and character to the neighborhood are encouraged.			Provided	
d. All support buildings (i.e., laundry facilities, recreation buildings and sales/lease offices) should be architecturally compatible with the main building design.			In building	

2. Building Façade and Roof Articulation	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Building heights should be varied and building facades should provide wall offsets to give the appearance of a collection of smaller structures and reduce the perceived height and massing of multi-story structures.			Provided	
b. Boxy and monotonous building facades that lack human scale proportions and large expanses of flat wall planes are			Provided	

ATTACHMENT NO. 16, 8

strongly discouraged.				
c. The maximum number of attached units per building should be 8. Variations to the number and mix of units per structure are encouraged.			Not provided	
d. Buildings containing 3 or more attached dwellings in a row should incorporate at least one of the following: ▪ For each dwelling unit, at least one architectural projection not less than 2-feet from the wall plane and not less than 8-feet wide should be provided. Projections should extend the full height of single story buildings, at least one-half the height of the two-story building, and two-thirds the height of a three-story building; or ▪ A change in wall plane of at least 3-feet for at least 12-feet for each two units.			This provision is accommodated by balconies for each unit and other wall plane offsets.	
e. In some cases, it may be desirable to "step back" the upper stories of new multi-family buildings to "scale down" facades that face the street, common space, and adjacent residential structures.			Provided	
2. Building Facade and Roof Articulation (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
f. Distinctive architectural elements, materials and colors should be used to denote primary building entries or individual unit entries.			Provided	
g. Long monotonous access balconies and corridors should be avoided.			Provided	
h. Roof-lines should be segmented and varied within an overall horizontal context. Varying heights are encouraged.			Provided	
i. Combinations of one, one and a half, and two story units create variation and visual interest, and are encouraged.			Loft penthouse top floor units	
j. Use of vertical elements such as towers may be used to			Provided	

ATTACHMENT NO. 16.9

accent horizontal massing and provide visual interest.				
k. Hipped or gabled roofs covering the entire building are preferable to mansard roofs and segments of pitched roofs applied at the building's edge.			Not practical for 4-story	
l. Roofs should reflect a residential appearance through pitch and use of materials.			Varying height parapet expression employed as more appropriate solution for five-story urban mixed use project.	
m. The roof pitch for a porch may be slightly lower than that of the main building.		X		
n. Carport roofs visible from buildings or streets should incorporate roof slope and materials to match adjacent buildings. Flat carport roofs are discouraged.		X		
o. Awnings, moldings, pilasters and comparable architectural embellishments are encouraged. Verandahs and other types of covered outdoor areas should be used to provide a human scale proportions to the building façade.			Provided	
p. Ancillary structures such as carports, detached garages, recreational buildings and storage structures should be designed as an integral part of the project architecture. Accessory and service structures should be similar in material, color, and detail to the primary buildings.		X		
2. Building Facade and Roof Articulation (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
q. Open stairways should incorporate solid wall portions, columns and/or a decorative balustrade. Prefabricated metal stairs are strongly discouraged.			Provided	
r. All mechanical equipment whether mounted on the roof or ground shall be screened from view. Utility meters, backflow devices and equipment should be placed in locations that are not exposed to view from the street or they should be suitably screened. All screening devices should be compatible with the architecture and color of the main building(s).			Provided	

3. Fenestration	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**

ATTACHMENT NO. 16.10

a. Where possible, fenestration, should be coordinated vertically and horizontally and windows, doors and other building openings should be designed to be consistent in terms of style.			Provided	

4. Garage Design	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Site and design garages to minimize adverse visual impacts to the street scene and project site. Multiple panel door designs, windows or other architectural detailing should be used on garage doors to reduce their impact and scale.		X		

5. Building Materials and Colors	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Building materials should be durable, require low maintenance, and relate a sense of quality and permanence.			Provided	
b. The building and its elements should be unified by textures, colors and materials. Materials should be consistently applied and should be chosen to work harmoniously with adjacent materials. Piecemeal embellishment and frequent changes in materials should be avoided.			Provided	
5. Building Materials and Colors (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
c. Exterior columns for trellises, porches or colonnades should utilize materials and colors, which are compatible with the adjacent building.			Provided	
d. Materials tend to appear substantial and integral to the structure when material changes occur at changes in plane. Material changes not accompanied by changes in plane appear "tacked-on" and are strongly discouraged.			Provided	
e. Exterior materials and architectural details should compliment each other and should be stylistically consistent.			Provided	
f. Exposed gutters and downspouts should be colored to match fascia or wall materials, unless designed as an outstanding architectural feature of the overall theme.			Provided. Color will either be matched or complementary to building design.	
g. Materials such as brick, stone, copper, etc. should be left in			Provided	

ATTACHMENT NO. 16.11

their natural colors.				

Landscaping Guidelines

1. Standard Guideline(s)	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Landscaping for multi-family projects should be used to define and accent specific areas (e.g. building entrances, parking lots), define the edges of various land uses, buffer neighboring properties, and screen parking and storage areas.			Provided	
b. Landscaping should be used as a unifying element within a project to obtain a cohesive appearance and to help achieve compatibility of a new project with its surroundings.			Provided	
c. Landscaped areas should generally incorporate plantings utilizing a three-tier system; 1) grasses and ground covers, 2) shrubs and vines, and 3) trees.			Provided	
1. Standard Guideline(s) (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
d. The following planting design concepts are encouraged within each project: ▪ Specimen trees (36-inch box or more) in informal groupings or rows at major focal points ▪ Use of flowering vines both on walls and arbors or trellises ▪ Use of planting to create shadow and patterns against walls ▪ Use of planting to soften building lines and emphasize the positive features of the site ▪ Trees to create canopy and shade, especially in parking areas and passive open space areas			Provided	

ATTACHMENT NO. 16, 12

▪ Berms, plantings, and walls to screen parking lots, trash enclosures, storage areas, utility boxes, etc.				
e. Landscaping around the building perimeter is encouraged.			Provided	
f. Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces and the use of curbs. Concrete step –off areas shall be provided in landscape planters adjacent to parking spaces.		X	No planters next to parking spaces.	
g. Vines and climbing plants integrated upon buildings, trellises, and perimeter walls are encouraged.			Provided	
h. Gravel or astroturf, is not allowed as a substitute for plant materials.			May use on podium courtyard for green purposes.	
i. Landscaping shall emphasize water-efficient plants.			Provided	

1. Standard Guideline(s) (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
j. Plant materials should be placed so that they do not interfere with lighting of the premises or restrict access to emergency apparatus such as fire hydrants or fire alarm boxes. Trees or large shrubs should not be planted under overhead lines or over underground utilities if their growth might interfere with such public utilities.			Provided	
k. Existing mature, healthy trees should be preserved and incorporated within the overall landscaping plan.			On the site, existing trees conflict with building layout. They are replaced with new species that meet the design character and keep the retail component visible.	
l. For every 750 square feet of required landscaped area, at least one (1) tree and ten (10) shrubs should be provided.			Provided	
m. Trees and large shrubs should be placed as follows: ▪ A minimum of 8 feet between center of trees and edge of driveway, 6 feet from water meter or gas meter and sewer laterals			Provided	

ATTACHMENT NO. 16, 13

▪ A minimum of 25 feet between center of trees and beginning of curb returns at intersections ▪ A minimum of 15 feet between center of trees and large shrubs to utility poles and street lights ▪ A minimum of 8 feet between center of trees or large shrubs and fire hydrants, fire department sprinkler, standpipe connections				

2. Slope Revegetation and Erosion Control	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. All slopes to be constructed at a gradient steeper than 6:1 horizontal to vertical and with a vertical height of three feet or greater should be revegetated within 30 days of completion of grading.		X		
2. Slope Revegetation and Erosion Control (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
b. All slopes should be covered with herbaceous or prostrate shrubby ground covers.		X		
c. All plant materials should be appropriate to the site conditions, water conserving and appropriately spaced to control soil erosion.		X		
d. Trees, shrubs, and ground covers should be planted in undulating massings and groupings to reduce the constricted character of manufactured slopes.		X		
e. Revegetation on permanent slopes should include permanent irrigation systems.		X		

3. Plant Maintenance and Irrigation	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. All young trees should be securely staked with double staking and/or guy-wires. Root barriers shall be required for any tree placed in paved or other locations where roots could damage adjacent paving/curb surfaces.			Provided	
b. Automatic sprinkler controllers should be installed to ensure			Provided	

ATTACHMENT NO. 10-14

that landscaped areas will be watered properly. Backflow preventors and anti-siphon valves should be provided in accordance with current codes.				
c. Sprinkler heads and risers should be protected from car bumpers. "Pop-up" heads should be used near curbs and sidewalks.			Provided	
d. The landscape irrigation system should be designed to prevent run-off and overspray.			Provided	
e. All irrigation systems should be designed to reduce vandalism by placing controls in appropriate enclosures.			Provided	

Public Safety Through Design

Public Safety Through Design	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Traffic calming features should be integrated into the design of streets. On-street parking, speed tables, gateway treatments, chokers, medians, and chicanes contribute to safety by slowing traffic and make it less attractive to through-traffic.			Not appropriate for Gothard or Center.	
b. Lighting should be sufficient for sidewalk and street illumination. Pedestrian scale lighting fixtures that provide good levels of lighting are encouraged.			Provided	
c. Residences should be clustered into smaller "neighborhood" grouping or organized in smaller residential block patterns, rather than large development tracts.		X		
d. Front porches, back porches and/or decks, which permit casual observation of alleys and streets, are encouraged.			Provided – upper level balconies, ground floor entrances	
e. Gates should be provided in walls or fences to allow emergency access and promote pedestrian access to activity areas and compatible adjacent uses.			Provided	
f. Adequate separation should be provided between adjacent land uses and park sites. Siting residential uses adjacent to park sites is discouraged. Where this occurs, view fencing, not solid walls, - should be utilized between the park site and		X		

ATTACHMENT NO. 16, 15

	residential properties.				
g.	Locate neighborhood parks so that residential development provides "eyes and ears' on the park.		X		
h.	Landscaping should be planted and maintained to allow visibility and eliminate areas of potential criminal activity.		X		
i.	Delineate the separation between public and private spaces with paving, building materials, grade separations or with physical barriers such as landscaping.			Provided, e.g. enclosed patios of ground floor units	
j.	Open spaces, courtyards, circulation corridors, and individual living unit entrances should be designed to be as visible from as many dwelling units as possible.			Provided	

AMSTAR/RED OAK HUNTINGTON BEACH, LLC
By: ROIHB, LLC, Its Member
By: Alex Wong, Manager

Applicant Signature: _____ Date: 7-1-08

ATTACHMENT NO. 11

DESIGN REVIEW CHECKLIST

Chapter 4
General Commercial

General Design Objectives

The design of each commercial project in Huntington Beach should:

- Contribute towards reinforcing or establishing a distinct architectural and environmental image for the district within which the project site is located
- Consider the scale, proportion and character of development in the surrounding area
- Establish attractive, inviting, imaginative and functional site arrangement of buildings and parking areas, and a high quality architectural and landscape design which provides for proper access, visibility and identity
- Facilitate and encourage pedestrian activity and mitigate existing adverse automobile oriented planning patterns
- Minimize excessive or incompatible impacts of noise, light, traffic and visual character
- Preserve and incorporate natural amenities unique to the site such as ocean views, mature trees, etc. into the project development proposal
- Preserve and incorporate structures which are distinctive because of their age, cultural significance, or unique architectural style into the project development proposal

Site Planning

1. Grading	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Commercial developments should be sensitive to their natural surroundings. Grading should be minimized by following the natural contours as much as possible. Graded slopes should be rounded and contoured to blend with the existing terrain.		X		
1. Grading (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**

ATTACHMENT NO. 16,17

b. Grading should emphasize and accentuate scenic vistas and natural landforms.		X		
c. Large manufactured slopes should be avoided in favor of several smaller slopes integrated throughout the project. Smaller slopes are less obtrusive, more easily vegetated and can be used to add visual interest, preserve views and provide visual buffers where necessary.		X		
d. Significant natural vegetation should be retained and incorporated into the project.		X		

2. Compatibility	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. The arrangement of structures, parking and circulation areas and open spaces should recognize the particular characteristics of the site and should relate to the surrounding built environment in pattern, function, scale, character and materials. In developed areas, new projects should meet or exceed the standards of quality which have been set by surrounding development.			Provided	
b. Structures which are distinctive due to their age, cultural significance, or unique architectural style should be preserved and incorporated in the project development proposal.		X		
c. Residential uses should be buffered from incompatible commercial development. Intensified landscaping, increased setbacks and appropriate building orientation should be utilized as a means of providing adequate separation between such land uses.			Provided	
d. Linkages (e.g walkways, common landscape areas, building orientation) between compatible commercial and residential uses are encouraged where appropriate.			Provided	
3. Site Entry Design	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Entry areas to commercial development should be enhanced by ornamental landscaping, decorative paving, raised medians, gateway structures, and monument signage.			Provided	

ATTACHMENT NO. 16.18

b. Main entry drives should extend from the street to the front cross aisle and should include: ▪ a median with a minimum 10-ft. wide clear landscaped area between the street and the first bisecting parking aisle ▪ a minimum 5-ft. wide sidewalk on each side of the driveway ▪ a minimum 10-ft. wide landscaped parkway on each side of the driveway ▪ a minimum 20-ft. wide decorative paving band		X		

4. Building Siting	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Structure siting should take into consideration the context of the commercial area, the location of incompatible uses, the location of major traffic generators as well as the site's characteristics.			Provided	
b. The placement and design of structures should facilitate and encourage pedestrian activity and convey a visual link to the street and sidewalks.			Provided	
c. Whenever possible new structures should be clustered to create plazas and pedestrian malls and avoid the creation of "barracks-like" rows of structures. When clustering is impractical, a visual link between separate structures should be established. This link can be accomplished through the use of an arcade system, trellis, or other open structure.		X		
4. Building Siting (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
d. Parking shall not be permitted between the building and front and exterior side property lines for a minimum 40% of the total project street frontage. Such siting in conjunction with substantial landscape treatment, enhances the streetscape, and contributes in the screening of parking areas. This design solution should be utilized in high pedestrian activity areas			Provided	

ATTACHMENT NO. 16.19

and along auto-oriented corridors with less pedestrian traffic.				
e. Site and design buildings on corner and mid-block parcels to establish a strong tie to the street frontage. Buildings with angled corners or plazas are encouraged at corner locations.			Provided	

5. Vehicular Access/ Circulation/ Parking	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Site access and internal circulation should promote safety, efficiency, and convenience. Conflicts between vehicles and pedestrians should be avoided. Continuous circulation should be provided throughout the site to the greatest extend possible. Dead-end driveways should be minimized. Adequate areas for maneuvering, stacking, truck staging, loading and emergency vehicle access should be accommodated on site.			Provided	
b. The number of site access points should be minimized and located as far as possible from street intersections. The use of common or shared driveways is encouraged and in some case may be required. Designs which encourage the use of streets for "internal circulation" should be avoided.			Provided	
c. Driveway entry locations should be coordinated with existing or planned median openings and driveways on the opposite side of the roadway.			Provided	

5. Vehicular Access/ Circulation/ Parking (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
d. Parking lots should be designed with a clear hierarchy of circulation: major access drives with no direct access to parking spaces; major circulation drives with little or no parking; and parking aisles for direct access to parking spaces. Loading and service areas should be provided with separate access and circulation whenever possible.			Provided	
e. Parking should not dominate street frontages.			Provided	

ATTACHMENT NO. 16, 20

f. Parking areas should be screened by buildings and landscaping.			Provided	
g. Parking lots which accommodate a significant number of vehicles should be divided into a series of connected smaller lots.		X		
h. Parking lots should be separated from buildings by a raised walkway (minimum 4 feet wide) and landscape strip (minimum 7 feet wide).		X		

6. Pedestrian Circulation	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Placement of primary vehicle access points to the project site in close proximity to major building entries should be avoided in order to minimize pedestrian and vehicular conflicts.			Appropriate separations maintained	
b. Clearly defined pedestrian paths should be provided from parking areas to primary building entrances and sidewalks along the site's perimeter.			Provided	
c. Design parking areas so that pedestrians walk parallel to moving cars. Minimize the need for pedestrians to cross parking aisles and landscape islands to reach building entries.			Provided	
d. Raised pathways, decorative paving, landscaping and bollards should be used to separate pedestrian paths from vehicular circulation areas to the maximum extend possible.			Provided	

7. Plazas and Courtyards	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Commercial developments should incorporate plazas and courtyards into their design. Primary access to public plazas and courtyards should be provided from the street. Secondary access may be provided from retail shops, restaurants, offices and other uses within the development.		X	Project feels more like an urban retail block with public sidewalk frontage, rather than a self-contained shopping center with interior plazas and courtyards.	
b. Entries to the plazas and courtyards should be inviting and well lit.		X		

ATTACHMENT NO. 16.21

c. Shade trees or architectural elements which provide shelter and relief from direct sunlight should be provided within plazas and courtyards.		X		
d. Landscaping, water features, and public art should be incorporated into plaza and courtyard design.		X		
e. Courtyards should be buffered from the street, parking areas or drive aisles.		X		

8. Auxiliary Structures/ Areas	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Auxiliary structures and areas such as play areas and outdoor dining areas should be integrated within the overall site design. Play structures associated with commercial uses should be enclosed and integrated within the building design.			Outdoor seating for restaurants	

9. Loading & Delivery	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Loading and delivery service areas should be located and designed to minimize their visibility, circulation conflicts and adverse noise impacts to the maximum feasible extent.			Provided	
b. Loading and delivery service areas should be screened with portions of the building, architectural wing walls, freestanding walls and landscape planting.			Provided inside garage.	
c. Loading and delivery areas should not be located in required setback areas.			Provided	
10. Utility and Mechanical Equipment	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Utility and mechanical equipment (e.g. electric and gas meters, electrical panels, transformers and junction boxes) should be screened from view. All screening devices should be compatible with the architecture, materials and colors of adjacent structures.			TBD	
b. Transformers should not dominate the streetscape. When transformers are required to be installed adjacent to the street, they should be undergrounded.			TBD	

11. Refuse and Storage Areas		**Not**	**Applicant**	**Staff**

ATTACHMENT NO. 16.22

	Applicable	Applicable	Remarks	Remarks
a. Trash storage must be enclosed within or adjacent to the main structure or located within separate freestanding enclosures.			In ground floor room	
b. Trash enclosures should be unobtrusive and conveniently accessible for trash collection but should not impede circulation during loading operations.			"	
c. Trash enclosures should be located away from residential uses to minimize nuisance to adjacent properties.			"	
d. Trash and storage enclosures should be architecturally compatible with the project design. Landscaping shall be incorporated into the design of trash enclosures to screen them and deter graffiti.			Internal to building	
e. Cart storage should be integrated within the initial building and site design. Large freestanding enclosures or unscreened "cart corrals" are generally considered unacceptable.		X		

12. Walls and Fences	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Wall/ fence design should complement the project's architecture. Landscaping should be used to soften the appearance of wall surfaces.			Provided	
b. Walls should be offset every 50 ft. Landscape pockets along the wall should be provided at regular intervals.			Provided for walls and fences other than those on side and rear property lines.	
c. Solid walls with pilasters, decorative caps and offsets are recommended for screening purposes. Low solid wall segments with integrated landscaped planters are encouraged for open space areas.			Landscape provided. Offsets not provided at rear and side property lines.	
d. Walls and fences within front and exterior side yards of commercial sites should be avoided.			Provided	

ATTACHMENT NO. 16, 23

13. Paving	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Decorative paving should be incorporated into parking lot design, driveway entries, pedestrian walkways and crosswalks.			Provided	
b. Paving materials should complement the architectural design. The use of stamped concrete, stone, brick, pavers, exposed aggregate, or colored concrete is encouraged.			Provided	

14. Lighting	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. The type and location of parking area and building lighting should preclude direct glare onto adjoining property, streets, or skyward. Lighting systems should be designed for two operating levels; a higher intensity lighting level for business operating hours and a reduced intensity level for non-operating hours.			Provided	
b. The design of the light fixtures and their structural support should be architecturally compatible with the theme of the development.			Provided	
c. Pedestrian scale/decorative light fixtures are encouraged. "High mast" poles are discouraged.			Provided	

15. Other Site Amenities	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Site amenities within a commercial setting should be coordinated in terms of color, materials and design in order to convey a cohesive project appearance and distinctive character.			Provided	

Site Furniture	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Seating should be included in plaza and courtyard design. Where possible, seating should be provided in active and passive areas.			Restaurant seating to be provided by restaurant operators	

Tree Grates/Guards		Not	Applicant	Staff

ATTACHMENT NO. 16, 24

	Applicable	Applicable	Remarks	Remarks
a. Tree grates should be provided along street edges and plazas where a continuous walking surface is needed. Grates should be a minimum of four feet in diameter. Knockouts must be provided to enlarge the inside diameter to support a larger tree trunk as the tree grows.			Provided	
b. Tree guards should be provided to protect trees in high activity areas. Tree guard design should be compatible with other site furnishings. Tree guards should be attached to the tree grate, welds should not be visible.			Provided	

Pots and planters	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Planters and pots should not obstruct pedestrian traffic flow. Consider placing pots in building recesses, at locations where access is discouraged and adjacent to blank walls to provide visual interest and color accents.			Provided	
b. Group similar sized planters in clusters to enrich streetscapes and plazas.			Provided	
c. Planter materials should compliment the project architecture. Use of cast stone and masonry is encouraged.			Provided	
Bollards	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Bollard design should be consistent with the overall project theme and should coordinate with other site furnishings.			Provided	
b. In locations where emergency access may be necessary, removable bollards should be considered.			Provided	

Trash receptacles	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Trash receptacle design should coordinate with other streetscape furnishings.			Provided	

Bicycle Racks	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Bicycle rack design should be consistent with other streetscape furnishings. Use of "loop racks" and "ribbon bars" are encouraged.			Provided	

ATTACHMENT NO. 14-25

Newspaper Racks	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Newspaper racks should be consolidated. Newspaper rack locations should not inhibit pedestrian flow.			Provided	
b. Newspaper rack design should incorporate masonry and/or metal elements that compliment other streetscape furnishings.			Provided	

Kiosks, Bulletin Boards and Directories	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Kiosks, bulletin boards and directories should be provided near vehicular and pedestrian entrances to multi-tenant commercial developments.			10,000 SF retail will likely not use kiosks and directories.	
b. Directory and bulletin board siting should maximize their visibility while minimizing the potential for creating a traffic hazard.			"	
c. Kiosk design should be consistent with the architectural theme of the development and other site furnishings.			"	
Bus Shelters	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Bus shelters should be compatible with streetscape furniture and the architectural style of adjacent buildings.		X		
b. Bus shelters should be designed to provide unobstructed visibility into the shelter.		X		

Architectural Guidelines

1. Architectural Imagery	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. No particular architectural "style" is required for commercial structures. High quality, innovative and imaginative architecture is encouraged.			Provided	
b. The use of standardized "corporate" architectural styles associated with franchises is discouraged. Site specific design solutions are encouraged.			Provided	

ATTACHMENT NO. 16-26

c. The selected architectural style/ design should consider compatibility with surrounding character, including harmonious building style, form, size, color, materials and roofline. In developed areas infill projects should meet or exceed the standards of quality which have been set by surrounding development.			Provided	
d. The designer is expected to employ variations in form, building details and siting in order to create visual interest. In all cases the selected architectural style should be employed on all building elevations.			Provided	

2. Building Facade and Roof Articulation	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Buildings should be divided in distinct massing elements. Building facades should be articulated with architectural elements and details. Vertical and horizontal offsets should be provided to minimize building bulk.			Provided	
b. Variable building facades along linear street frontages are encouraged.			Provided	
c. Arcades trellises and other open structures should be utilized to visually and physically link buildings and provide connections to adjacent sidewalks.			Provided	
d. The siting and design of "anchor buildings" for major tenants should balance rather to overwhelm minor tenant structures.		X		
e. Building entries should be readily identifiable. Use recess projections, columns and other distinctive materials and colors to articulate entries.			Provided	
f. All wall surfaces visible to the public should be architecturally enhanced.			Provided	
g. Nearly vertical, mansard or pitched roofs should be avoided.			OK	
h. Vertical architectural elements such as towers should be used as focal points.			Provided	

ATTACHMENT NO. 14, 27

i. Stairways should be designed as an integral part of the building architecture. Boldly-projecting stairways that complement the architectural massing and form of commercial buildings are encouraged			Provided	
j. Gutters and downspouts should be concealed, unless designed as a decorative architectural feature.			TBD. They will be handled either one way or the other.	
k. All mechanical equipment should be screened from view of public streets, neighboring properties, and nearby higher buildings.			Provided	

3. Fenestration	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. The size and location of doors and windows should relate to the scale and proportions of the building elevation on which they are located.			Provided	

4. Building Materials and Colors	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Corporate franchise tenant buildings should utilize colors and materials which are complementary to the overall design theme and consistent with the colors/ materials palette for the commercial development.			TBD.	
b. Exposed gutters should be colored to match fascia or wall materials. Exposed downspouts should be colored to match the surface to which they are attached.			Provided. Color will either be matched or complementary to building design.	

Landscaping Guidelines

1. Standard Guidelines	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Landscaping should enhance the quality of commercial developments by framing and softening the appearance of structures, defining site functions, screening undesirable views and buffering incompatible uses.			Provided	

ATTACHMENT NO. 16, 28

b. Landscaped areas should generally incorporate planting utilizing a three tiered system: 1) grasses and ground covers, 2) shrubs and vines, and 3) trees. All areas not covered by structures, service yards, walkways, driveways, and parking spaces should be landscaped, in accordance with City Ordinance requirements.			Provided	

1. Standard Guidelines (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
c. The following design concepts should be utilized in all project design: ▪ Specimen trees (36-inch box or more) in informal groupings or rows at major focal points ▪ Use of flowering vines both on walls and arbors or trellises ▪ Use of planting to create shadow and patterns against walls ▪ Use of planting to soften building lines and emphasize the positive features of the site ▪ Trees to create canopy and shade, especially in parking areas and passive open space areas Berms, plantings, and walls to screen parking lots, trash enclosures, storage areas, utility boxes, etc.			Provided	

ATTACHMENT NO. 16, 29

d. Trees generally should be placed as follows: ▪ A minimum of 8 ft. between center of trees and edge of driveway, 6 ft. from water meter or gas meter and sewer laterals ▪ A minimum of 25-ft. between center of trees and point of intersection of the edge of driveways and streets or walkways ▪ A minimum of 15-ft. between center of trees or large shrubs to utility poles/street lights ▪ A minimum of 8-ft. between center of trees or large shrubs and fire hydrants, fire department sprinklers, standpipe connections			Provided	
1. Standard Guidelines (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
e. Trees or large shrubs should not be planted under overhead lines or over underground utilities if their growth will interfere with the installation or maintenance of these utilities.			OK	
f. Landscaping materials should be spaced so that they do not interfere with the lighting of the premises or restrict access to emergency apparatus such as fire hydrants or fire alarms boxes.			Provided	
g. Existing healthy mature trees should be preserved and incorporated into the overall landscaping plan.			On the site, existing trees conflict with building layout. They are replaced with new species that meet the design character and keep the retail component visible.	
h. Gravel, or astroturf, is not allowed as a substitute for plant materials.			OK	
i. Use of vines and climbing plants on buildings, trellises, and privately owned perimeter walls is encouraged.			Provided	
j. Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.			Provided	

ATTACHMENT NO. 16.30

k. Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces. Concrete step-off areas should be provided in landscape planters adjacent to parking spaces.			Provided	
l. Landscaping around the entire base of buildings is encouraged to soften the edge between parking lot and the structure.			Provided, except where doors or windows come to the ground.	

2. Parking lot landscaping	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Parking lot landscaping should accent driveways, frame the major circulation aisles, and highlight pedestrian pathways.			Provided	

2. Parking lot landscaping (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
b. Parking for more than 250 parking spaces shall provide continuous landscape planting strips between every row of parking and should be planted with shade trees low shrubs and groundcover at a minimum distance of 35-ft on center. These landscaping areas should provide a minimum of 7-ft. clear plantable width and shall be protected by a 6-inch high curb and a 12-inch wide concrete or comparable hardscape material mow strip on both sides.		X		
c. Parking for more than 250 parking spaces shall provide landscaping islands with minimum 500 sq. ft. of plantable area and 7-ft. wide clear plantable width at the end of parking rows. These landscaping areas should be planted with shade trees, low shrubs and groundcover and should be protected by a 6-inch high curb on all sides and a 12-inch wide concrete step-off area adjacent to parking spaces.		X		
d. Parking for more than 250 parking spaces shall provide interior planting islands with minimum 135 sq. ft. of plantable area every 10 parking spaces. These landscaping areas should be planted with shade trees, low shrubs and groundcover and should be protected by a 6-inch high curb		X		

ATTACHMENT NO. 12-31

on all sides and a 12-inch wide concrete step-off area adjacent to parking spaces.				
e. All parking lot street frontages for lots with more than 250 parking spaces should be screened by landscaping. Screening materials should provide a clear line of sight between 32 inches and 5 ft. above grade. Parking lot landscape screening should be implemented by utilizing one or a combination of the following: ▪ a maximum 32-inch high evergreen hedge, to create a solid hedge ▪ a maximum 32-inch high earth berm with a slope no greater than 3.5:1 ▪ non-deciduous (evergreen) trees planted at a distance of 35 ft. on center. Trees should be a minimum 36-inch box container size, or as recommended by conditions of approval		X		

3. Slope Revegetation and Erosion Control	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. All slopes to be constructed at a gradient steeper than 6:1 horizontal to vertical and with a vertical height of three feet or greater, shall be revegetated within 30 days of completion of grading.		X		
b. All slopes should be covered with herbaceous or prostrate shrubby ground covers.		X		
c. All plant materials should be appropriate to the site conditions, water conserving and appropriately spaced to control soil erosion.		X		
d. Trees, shrubs, and ground covers should be planted in undulating massings and groupings to reduce the constricted character of manufactured slopes.		X		
e. Revegetation on permanent slopes should include permanent irrigation systems.		X		

4. Plant Maintenance and Irrigation	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. All young trees should be securely staked with double staking and/or guy-wires. Root barriers shall be required for any tree placed in paved or other locations where roots could damage adjacent paving/curb surfaces.			Provided	

ATTACHMENT NO. 16.32

b. Automatic sprinkler controllers should be installed to ensure that landscaped areas will be watered properly. Backflow preventors and anti-siphon valves should be provided in accordance with current codes.			Provided	
c. Sprinkler heads and risers should be protected from car bumpers. "Pop-up" heads should be used near curbs and sidewalks.			Provided	
d. The landscape irrigation system should be designed to prevent run-off and overspray.			Provided	
e. All irrigation systems should be designed to reduce vandalism by placing controls in appropriate enclosures.			Provided	

Public Safety Through Design

Public Safety Through Design	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
a. Electronic surveillance and security hardware should be as invisible and unobtrusive as possible. If security grilles are necessary, they should be architecturally integrated within the overall building design theme. The use of scissor grilles is strongly discouraged.			Provided	
b. Lighting should be designed to satisfy functional and decorative needs. Security lighting should be designed as part of an overall lighting plan rather than as single stand alone elements.			Provided	
c. Safety behind buildings should be ensured through: 1) adequate security lighting for parking areas and pedestrian ways; 2) limited access (walls, fences, gates, shrubs); 3) signage; 4) introduction of activities (e.g., rear entrances for commercial activities) that increase surveillance; 5) surveillance through windows or with cameras; and 6) ongoing maintenance of storage areas and alleys.			Provided	
d. Storefront lighting should complement the architectural style of the building while providing illumination of building facades and entrances.			Provided	

ATTACHMENT NO. 16.33

e. Lighting should be sufficient for sidewalk and street illumination. Pedestrian scale lighting fixtures that provide good levels of lighting are encouraged.			Provided	
f. Window signage should be installed in a manner that provides clear and unobstructed view of the interior of the business establishment from the sidewalk.			Provided	
Public Safety Through Design (CONT)	**Applicable**	**Not Applicable**	**Applicant Remarks**	**Staff Remarks**
g. Building address numbers should be visible from the public right-of-way.			Provided	
h. Landscaping should be planted and maintained to allow visibility and eliminate areas of potential criminal activity.			Provided	
i. Delineate the separation between public and private spaces with paving, building materials, grade separations or with physical barriers such as landscaping.			Provided	

AMSTAR/RED OAK HUNTINGTON BEACH, LLC
By: ROIHB, LLC, Its Member
By: Alex Wong, Manager

Applicant Signature: _____ Date: 7-1-08

ATTACHMENT NO. 16.34

DESIGN REVIEW CHECKLIST

MIXED USE PROJECTS

H. Mixed Use Projects

Site Planning	Applicable	Not Applicable	Applicant Remarks	Staff Remarks
a. Separate site access drive and parking facilities should be provided for residential uses and commercial uses.			**Provided, with some connectivity in access**	
b. Security gates should be considered for access to residential uses and residential parking areas.			**Security gates are planned for both the pedestrian and the auto entries. In the garage, the retail parking is public, but the residential parking is private. Gates separate the two.**	
c. Private open space areas which are intended for use by residents only should not be accessible from the commercial/office portion of the site.			**The residential private open space consists mainly of balconies accessible only from units. The residential common open space consists mainly of courtyards at the podium level, which is separated by one story from the commercial space at ground level and is secured by residential entry lobbies.**	
d. Parking lot lighting and building security lighting for commercial uses should be appropriately shielded so as not to spill over into the residential area.			**Garage lighting is entirely interior, and not visible from the units. Lighting for the front of the stores will be directed away from residences.**	

Building Design	Applicable	Not Applicable	Applicant Remarks	Staff Remarks

ATTACHMENT NO. 16.35

a. The architectural style and use of materials should be consistent throughout the entire mixed-use project. Differences in use of architectural details may occur where the intent is to differentiate between the residential and commercial/office scale and character of the structure(s).			**The project has the consistent overall character of a classic urban Mediterranean building with apartment stories over ground floor shops. Wall plaster and window materials are common to both residential and commercial components but the functions express themselves separately as well. Lighter colors, balconies and trellises accent the apartment stories, while darker wall color, large storefront openings, awnings, integrated signage, enhanced paving and landscape accent the commercial ground floor.**	
b. The design of storefronts should be consistent with the guidelines for commercial development. The residential portion of a mixed-use structure should be consistent with the design guidelines for multifamily residential development.			**The project design meets the intent of each set of standards. The shops are placed in a traditional retail base, with a rhythm of storefronts lining the streets and punctuated with a setback corner plaza area which provides room for outdoor tables and gathering, and accented with awnings, enhanced frontyard/sidewalk paving and landscape. Retail parking entrances are clear but parking is screened from view within the building. A walkway arcade connects retail parking to**	

ATTACHMENT NO. 16.36

			the shops. Residential stories are placed above the retail base and are accessed by two street level pedestrian entries which connect residents to sidewalk activity and the shops. Ground level guest parking and basement resident parking is accessed by a driveway entrance marked by a tower element. Apartments, each with a private balcony, are expressed in vertical stacks, providing individual identity and accentuating their relationship with the street. On the apartment levels, circulation areas overlook the streets below at several points, and connect abundant indoor and outdoor common space including landscaped courtyards and terraces of varying scales, swimming pool, community and recreation rooms and lounges.	

ATTACHMENT NO. 16, 37

c. Projects three stories or less in height should incorporate full roofs on at least 50% of the roof area.		X		
d. Commercial signage should be restrained.			**The project will include standards or guidelines for commercial signage to be consistent with design goals for the project as a whole.**	
e. Structures with heights greater than three stories should set back the upper portions of the structure a minimum of 10 feet for each additional two stories.			**The building height is ordered in a classic tripartite fashion, with distinct base, middle, and top. The retail "base" provides a traditional storefront expression. It is a high story with a continuous horizontal element. The apartment stories in the "middle" are not continuous, but are articulated with balconies set back several feet from the base. The mezzanine constitutes the "top" and is separately articulated and set back several feet from the prevailing face of the building.**	
f. When residential and commercial uses are combined in the same structure, separate entrances should be provided for each use.			**Separate entrances are provided. Retail spaces are entered from the sidewalk and from the retail parking area. Apartments are accessed from two lobbies entered from the sidewalk. Units are entered from interior hallways for residents only.**	

ATTACHMENT NO. 16, 38

Architectural Character:

The building is designed to be friendly to the streets it fronts and to its residents and users, responsive to the neighborhood context and responsible to the environment, and its expression is derived from these goals.

Two residential lobbies are accessed from the sidewalk via landscaped forecourts through tiled arches. Entries are further marked with setbacks in the building's massing, and with tower elements in contrasting color, punctuating the residential elevations.

A rhythmic sequence of retail storefronts and live-work units in an arcaded base lines both streets, enlivening the streets with pedestrian activity and visual interest. Apartments above are expressed in vertical stacks, mitigating building length, and providing individual identity and accentuating their relationship with the street. On the apartment levels, circulation elements and common areas such as lounges and terraces overlook the streets below at several points, offering all residents opportunities to engage the public realm.

Building massing with offset planes, deeply recessed balconies and breaks emphasizing entries accentuates these opportunities. A penthouse story set back from the street wall engages the sky. Rich terra cotta and ochre colors, accented with cool whites, blue and gray-green are used to further emphasize this ordering, and combine with a strong integration of landscape to reinforce the coastal Mediterranean context.

Michael de Villiers, AIA
Senior Associate
Van Tilburg, Banvard & Soderbergh, AIA

AMSTAR/RED OAK HUNTINGTON BEACH, LLC
By: ROIHB, LLC, Its Member
By: Alex Wong, Manager

Applicant Signature: _____ Date: 7-1-08

ATTACHMENT NO. 16, 39

City of Huntington Beach

SEP 12 2008

June 3, 2008

The Huntington Beach City Council
Huntington Beach, CA

Via e-mail

Dear Council Members:

Collectively, we are most of the major property owners in the Edinger area of the Beach and Edinger Specific Plan ("the Plan"). We commend the City of Huntington Beach for its full and thoughtful study of how to re-energize Beach Boulevard and Edinger Avenue. We have been watching the progress of the Plan carefully, and we look forward to seeing whether the Plan will make redevelopment feasible on each of our parcels. The comments that follow are based on our review of the working draft.

Although the Plan has not been widely distributed, we take this chance to provide early feedback on points that matter to us. We request that these items be included in the Plan.

Lower open space requirements. The 150 s.f. per unit and 100 s.f. per 1,000 office s.f. are prohibitive for redevelopment. The Plan must establish a reasonable open space requirement and clearly define how it is calculated and implemented. For example, will public and private open space both count toward any open space requirement?

Flexibility with regard to ground floor uses. Where the market does not support new retail, the Plan should permit office, live-work space, lofts, and other alternatives.

Flexibility with regard to height. We generally support the height limits proposed along Edinger as average heights, but request that the plan allow for flexibility, which will encourage more interesting and site-appropriate designs. In addition, we request greater height limits at two strategic intersections. At Edinger/Gothard, we request that the six- to eight-story limit already suggested by Freedman, Tung & Bottomley ("FTB") be applied to all four corners. At the freeway-facing southeast corner of Beach/Edinger, we request a limit equal to the existing twelve-story freeway-facing office building at The Towers at Bella Terra.

Accommodation of existing uses. We request that the Plan be written in a way that does not prevent owners from continuing to operate their existing commercial buildings, and that allows them to renovate those buildings without triggering new development standards.

Again, we commend the City and FTB for the excellent work that is being done to create a plan that makes functional and economic sense. We look forward to supporting your efforts in any way we can.

ATTACHMENT NO. 17.1

Sincerely,

Janette Ditkowsky
Freeway Industrial Park

Steve Dodge
Huntington Executive Park

Holly Fredensburg
JL Fredensburg LLC

Scott Huffman
Watt Companies

Alex Wong
Red Oak Investments

Copy: Mary Beth Broeren
Scott Hess
Stanley Smalewitz
Paul Emery

ATTACHMENT NO. 17.2

Sincerely,

Janette Ditkowsky
Freeway Industrial Park

Steve Dodge
Huntington Executive Park

Holly Fredensburg
JL Fredensburg LLC

Scott Huffman
Watt Companies

Alex Wong
Red Oak Investments

Copy: Mary Beth Broeren
Scott Hess
Stanley Smalewitz
Paul Emery

ATTACHMENT NO. 17.3

Sincerely,

Janette Ditkowsky
Freeway Industrial Park

Steve Dodge
Huntington Executive Park

Holly Fredensburg
JL Fredensburg LLC

Scott Huffman
Watt Companies

Alex Wong
Red Oak Investments

Copy: Mary Beth Broeren
Scott Hess
Stanley Smalewitz
Paul Emery

ATTACHMENT NO. 17.4

Sincerely,

Janette Ditkowsky
Freeway Industrial Park

Steve Dodge
Huntington Executive Park

Holly Fredensburg
JL Fredensburg LLC

Scott Huffman
Watt Companies

Alex Wong
Red Oak Investments

Copy: Mary Beth Broeren
Scott Hess
Stanley Smalewitz
Paul Emery

ATTACHMENT NO. 17.5

SEP 12 2008

Nguyen, Tess

From: Tom Andrusky [tomandrusky@verizon.net]
Sent: Friday, September 12, 2008 11:33 AM
To: Nguyen, Tess
Subject: Ripcurl Project Comments - Need for Comprehensive Strategic Transportation Action Plan

September 12, 2008

To: Planning Commission via Tess Nguyen - Planner
From : Tom Andrusky - Huntington Beach Resident
Subject: Ripcurl Project - Need for a Comprehensive Strategic Transportation Action Plan for the Edinger Corridor

I believe that the Ripcurl Project would be beneficial to the City of Huntington Beach, but before it is approved it is suggested that the benefits of a Comprehensive Strategic Transportation Action Plan for the Edinger Corridor be evaluated by the Planning Commission prior to making a final decision. The City of Huntington Beach does not have a Comprehensive Strategic Transportation Action Plan for the Edinger Corridor. By having an in depthTransportation Plan this project and future projects would have a more efficient permitting process , better use of land , all future residents would have access to smoother traffic flow and improved public transit options such as bus rapid transit and metrolink. The Plan would include traffic issues (local streets,arterial streets,freeways and highways), public transit (bus shuttles,local bus, bus rapid transit, regional connections to metrolink) and parking (including concepts related to public private partnerships).

It is suggested that the Planning Commission obtain additional information regarding the benefits of a Comprehensive StrategicTransportation Plan. The topics could include current OCTA programs that could fund a transportation plan, benefits of a transportation plan, the current status of the Four City Transportation Project ($400,000.00 funded by OCTA), and CalTrans plans for the I-405 and Beach Blvd-Highway 39. Please note that OCTA is making plans now to expend $15 billion over the next thirty years and significant funds are available to meet city transportation needs. If the City of Huntington Beach does not choose to be involved in transportation planning other cities such as Anaheim will gladly use the available funds. Anaheim is in the midst of comprehensive transportation planning that would be worth learning about.

Thank you for considering the concepts in this letter. If you have questions, please do not hesitate to contact me.

Sincerely,

ATTACHMENT NO. 17.6

Tom Andrusky
714-840-6325
tomandrusky@verizon.net

ATTACHMENT NO. 17.7

GWC
OCEANS OF OPPORTUNITY

GOLDEN WEST COLLEGE
HUNTINGTON BEACH, CA

Wes Bryan, President

July 23, 2008

City of Huntington Beach

JUL 23 2008

Huntington Beach City Council
Huntington Beach Planning Commission
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

Dear members of the Planning Commission and City Council:

Golden West College has had an ongoing interest in development plans related to improving and expanding business and professional services along the Golden West/Edinger/Beach Corridor. We perceive this as a major gateway and an important service area for the region. We applaud the council and commission for the energy they have expended in reviewing plans and proposals for this area. Bella Terra has brought new life to north Huntington Beach, and our faculty, staff, and students have benefited in many ways.

The proposed Ripcurl project to be located next to the Golden West College campus on the corner of Center Avenue and Gothard Street would complement other developments in many positive ways. While we have not reviewed the plans and do not comment on their specifics, we support the project in concept for the following reasons:

- The Ripcurl will improve the aesthetic character of the neighborhood surrounding our campus by replacing a tired strip retail center with a visually exciting building. A significant new investment like this next to the College will have a positive effect on the entire neighborhood.

- The infusion of residents next to the campus will improve safety and activity around our campus. We hope that the street-front retail proposed for the ground floor will provide some good amenities for our college community. It would also provide additional employment opportunities for students in the same manner as other retails developments have.

- The completed building would create a dynamic new housing option that could potentially serve some College faculty and students. -We have had some positive conversation with the developers regarding some of our future needs which might be accommodated by this development.

The Ripcurl has our support, and we think it will make a great neighbor for the College. We encourage the appropriate city agencies to give the project full consideration as they review various aspects of this proposal.

Sincerely,

Wes Bryan

Wes Bryan, President

Kenneth D. Yglesias, Ed.D., Chancellor

15744 Golden West Street • P.O. Box 2748 • Huntington Beach CA 92647-2748
(714) 895-8101 • fax (714) 895-8929 • www.goldenwestcollege.edu

Board of Trustees
Mary L. Hornbuckle
Walter G. Howald
Jim Moreno
Jerry Patterson
Armando R. Ruiz
Student Trustee

ATTACHMENT NO. 17.8

TESS V.

City of Huntington Beach

JUL 17 2008

HUNTINGTON BEACH CHAMBER of COMMERCE

UNITED STATES CHAMBER OF COMMERCE ACCREDITED ★ ★ ★ ★

July 17, 2008

Chairman Tom Livengood
Members of the Planning Commission
City of Huntington Beach
Huntington Beach, Calif. 92648

Dear Chairman Livengood:

On behalf of the Huntington Beach Chamber of Commerce, I wish to state our support for The Ripcurl project located at the corner of Gothard and Center Streets. We endorse it in concept – based upon what the developer has presented to us, which we believe is the same 440-unit schematic design that the Planning Commission will be reviewing in the next few months.

1. The proposed project supports the creation of a "Town Center" consistent with the desirable goals discussed in the first four Beach/Edinger Specific Plan Workshops. The Ripcurl will serve as a demonstration project for the Specific Plan, opening the way and setting a standard for future excellent urban projects.

2. The project promotes jobs/housing balance by placing dense housing in the midst of retail, office, education, and transportation. When completed, The Ripcurl will accommodate demand for Class-A market rate rental housing that has been unmet in north Huntington Beach for decades. And, by replacing an older strip center, it will increase the tax revenue stream contributed by this property to the City.

3. It creates density where it is most beneficial and least impactful. In building housing near the Huntington Beach's largest public transportation hub, the city will make an important statement about smart, transit-oriented growth. The site's unique location allows residents access to and from the I-405 freeway through routes that avoid the heavily-impacted intersection of Beach Boulevard and Edinger Avenue.

ATTACHMENT NO. 17.9

19891 Beach Blvd., Suite 140
Huntington Beach, CA 92648
(714) 536-8888
(714) 960-7654 Fax
www.hbchamber.com

- Creating a strong local economy
- Promoting the community
- Providing networking opportunities
- Representing the interests of businesses with government
- Political action

4. It is expected to be the first multi-family building in Huntington Beach to incorporate environmentally sustainable "Green" design principles.

Thank you for allowing us the opportunity to comment.

Sincerely,

Joyce Riddell, CCE
President

cc: Emery
Hall
Hess

ATTACHMENT NO. 17.10

THE
ROBERT MAYER
CORPORATION

City of Huntington Beach
JUL 23 2008

July 23, 2008

Huntington Beach Planning Commission
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

RE: Ripcurl Project

Dear members of the Planning Commission:

This letter is written in support for The Ripcurl project located next to the campus of Golden West College on the corner of Center Avenue and Gothard Street.

1. It supports the creation of a "Place" and a "Town Center" consistent with the desirable goals discussed in the first four Beach/Edinger Specific Plan workshops. The Ripcurl will serve as a demonstration project for the Specific Plan, opening the way and setting a standard for future excellent urban projects.

2. It promotes jobs/housing balance by placing dense housing in the midst of retail, office, education, and transportation. When completed, The Ripcurl will accommodate demand for Class-A market rate rental housing that been unmet in north Huntington Beach for decades. In addition to providing local residents and workers with a luxury living alternative, the project will also attract high-income renters from other areas whose spending power and consumption habits will support surrounding retail businesses and commercial establishments.

3. It replaces the visual blight of tired strip retail with the visual excitement of new, top-rate development. The area near the intersection of Gothard Avenue and Center Street is in particular need of activity during non-business hours. The resident- and student-serving retail along Gothard and Center will both enliven the streetscape and provide a healthy, pedestrian-friendly compliment to Golden West College.

4. It creates density where it is most beneficial and least impactful. In building housing near the Huntington Beach's largest public transportation hub, the city will make an important statement about smart, transit-oriented growth. The project would also benefit from future commuter rail service, should it be established using the likely route of the existing Union Pacific rail line. The site's unique location allows residents access to and from the I-405 freeway through

660 Newport Center Drive . Suite 1050 . Newport Beach, CA 92660
P.O. Box 8680 . Newport Beach, CA 92658-8680
tel 949.759.8091 . fax 949.720.1017

ATTACHMENT NO. 17.11

routes that avoid the heavily-impacted intersection of Beach Boulevard and Edinger Avenue.

5. It multiplies the tax revenue stream contributed by this property to the City.

6. It is expected to be first multi-family building in Huntington Beach to incorporate environmentally sustainable "Green" design principles.

7. It will create affordable housing. The Ripcurl will produce affordable housing for Huntington Beach. Some units will be integrated with the market rate units on site. Others will be directly subsidized off site. In both cases, the applicant will be working with staff to deliver specific rent-restricted units to the market.

Overall, this project gives the City and the applicant a chance to demonstrate how the use-segregated development pattern in Orange County and much of suburban America can be successfully replaced with concentrated mixed-use development around transportation nodes and retail centers.

We express our support for The Ripcurl and think it will make a great contribution to the City. We encourage the Planning Commission City to give the project full consideration.

Sincerely,

The Robert Mayer Corporation

Larry Brose

Lawrence F. Brose
Senior Vice President

ATTACHMENT NO. 17.12

7/28/08
cc- PC
SH
HF
TN

Huntington Beach

JUL 28 2008

REAL PROPERTY MANAGEMENT

Huntington Beach City Council
Huntington Beach Planning Commission
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

July 23, 2008

Dear members of the Planning Commission and City Council:

I am the owner of Real Property Management located in the College Country Center that is located at 7400 Center Avenue. I am writing to show my support for the proposed project, The Ripcurl. Even though my business will need to relocate if this development is approved, I am in support of improving the city of Huntington Beach.

The current building, College Country Center, is an eyesore. Many of the units are vacant. The building has a dead and out-of-date feel. Due to the positions of the buildings on this property, after hours it attracts transients and questionable characters. The new development would not only provide a clean and pleasing addition to Huntington Beach but it would also improve the security and safety of the neighborhood. Please allow this project to move forward, it is good for the community and it is good for the local business owners.

I maintain a good relationship with the owner of College Country Center. Red Oak Investments has been upfront regarding their plans to redevelop this center. I appreciate their candid and open approach on such a detailed project.

I support the proposed development and urge the city to approve the project.

Respectfully,

Bryant Hull

7400 Center Ave Suite 210 • Huntington Beach, CA 92647 •
Telephone 714-899-2200 • Facsimile 714-899-1914

ATTACHMENT NO. 17.13

WATT COMPANIES

City of Huntington Beach

SEP 12 2008

Huntington Beach City Council
Huntington Beach Planning Commission
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

July 28, 2008

Dear members of the Planning Commission and City Council:

This letter is written in support for The Ripcurl project on the corner of Center Avenue and Gothard Street in Huntington Beach. Watt Companies owns and manages the nearby commercial center at 7560-7566 Edinger Avenue (Michaels, Petsmart). Watt supports The Ripcurl for the following reasons:

1. It will be a good example of the kind of project called for in the Town Center areas described in the Beach/Edinger Specific Plan. The Ripcurl will raise the bar for future projects that might be contemplated in the specific plan area.

2. As owners of an adjacent commercial property, Watt stands to benefit from the residents whose spending power and consumption habits will support surrounding retail businesses and commercial establishments

3. The project promotes jobs/housing balance by placing dense housing in the midst of retail, office, education, and transportation.

4. The current retail and office center on the property is old and is in need of redevelopment. This development will dramatically improve the appearance and functionality of the site.

5. It creates density near the Huntington Beach's largest public transportation hub, away from neighborhood streets, where it would be least impactful.

6. The environmentally sustainable principles that are expected to be included will be another good benefit of the project.

As an adjacent owner, Watt Companies supports The Ripcurl and thinks it will make a great contribution to the neighborhood, and to the city of Huntington Beach.

Sincerely,

Scott Huffman
VP, Development Services
Watt Companies, Inc.

Watt Properties, Inc. 2716 Ocean Park Blvd. Suite 3040 Santa Monica, CA 90405 310.314.2430 310.399.6681

ATTACHMENT NO. 17.14

CEMPI INDUSTRIES, INC.

Creative Engineered Metal Products, INC.

AUG - 8 2008

City of Huntington Beach

Huntington Beach City Council
Huntington Beach Planning Commission
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

August 1st 2008

Dear members of the Planning Commission and City Council:

I Support the proposed Ripcurl project. It will be a good demonstration for the Beach and Edinger Specific plan. It is important that the first project be built in the context of the new plan and be a good example for the rest of us to come. I believe that as designed, The Ripcurl sets a high bar for the rest of the development in the Beach and Edinger plan area. As a redevelopment-incented neighbor, I appreciate the example that will be set by the Ripcurl project and urge the Planning Commission and City Council to approve it.

Thank You
Holly Fredensburg

8/8/08
cc- PC
SH
HF
RT
TN

City of Huntington Beach
AUG 0 8 2008

16072 GOTHARD STREET, HUNTINGTON BEACH, CA 92647 (714)3751000 FAX (714) 375-1010

ATTACHMENT NO. 17-15

Restaurant
Euro Market,
Deli & Bakery
7561 Center Ave. #49
Huntington Beach, CA 92647
Tel: 895-8020
Fax: 895-6011
Web: www.oldworld.ws

City of Huntington Beach
SEP 12 2008

Huntington Beach City Council
Huntington Beach Planning Commission
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

July 30, 2008
Dear members of the Planning Commission and City Council:

We want to express our support for the proposed Ripcurl project on the corner of Center Avenue and Gothard Street in Huntington Beach. Our support is conditioned on the provision that the owners of the Ripcurl project move forward with the full understanding that their project is located in an area which may be subject to disruption by events such as Oktoberfest which are routinely held at Old World Village and in our festival hall. We would propose that any conditional use permit issued to the Ripcurl project contain a provision that it accept the potential consequences of its decision to locate its operation near a venue which may, on occasion, create some interference with the property owners use and enjoyment of its land due to the noise and crowds generated by the activities that we have been carrying on for over 30 years. We are owners of the nearby commercial center at 7561 Center Ave. Huntington Beach CA 92647.

We think The Ripcurl will be a strong addition to this part of the city. Not only will it replace an older shopping center with a new, appealing building. We also think that it will help bring additional energy and vitality to this part of the city. As retailers and owners of commercial businesses, we can only expect to benefit from having luxury residences added within walking distances of our stores and commercial establishments.

We appreciate the good working relationship we enjoy with the owners of current commercial center, and we support their effort to redevelop it into The Ripcurl. We encourage the city of Huntington Beach to facilitate its approval.

Thank you.
Sincerely,
Josef Bischof (WCSL President)
Dolores Bischof (WCSL secretary)

Dolores Bischof

ATTACHMENT NO. 17.16

LAW OFFICES OF

WASHBURN & MYERS

City of Huntington Beach

SEP 12 2008

August 25, 2008

Huntington Beach City Council
Huntington Beach Planning Commission
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

Re: proposed Ripcurl Project

Dear members of the Planning Commission and City Council:

I am writing in support of the proposed project for the property located at the corner of Gothard and Center (7300 Center Avenue). The Ripcurl project is a badly needed upgrade of a tired center. I have rented in this center since approximately 2002 with only a short break in my tenancy. This center has long since outlived its usefulness and is a stark contrast to the development currently happening all around the area.

The current owners of this property, Amstar/Red Oak Huntington Beach, LLC, have done everything possible to insure that we are comfortable and that the facilities, despite the age of the building, are maintained as well as possible. When we were approached with the news that the owners were planning to redevelop the building and that we would have to relocate, I was disappointed at first. However, Amstar has gone out of their way to provide a very generous and fair relocation arrangement. They seem to be genuinely concerned with the tenants.

Not only do I conduct business within the city of Huntington Beach, I am also a long time resident of the city. I live within a mile or so of the proposed Ripcurl Development. I have watched over the years as this area has been revitalized by Bella Terra and am excited to see the benefits that will come to our city as this center is brought up to the standards of the surrounding area. This type of gentrification is important to the continued growth and prosperity of our community and I completely support it!

If I can be of any further help in this matter, I am more than happy to answer any questions that you may have. Feel free to contact me at your convenience.

Sincerely,

Timothy D. Myers
Attorney at Law

7400 CENTER AVENUE . SUITE 215 . HUNTINGTON BEACH . CALIFORNIA . 92647
PHONE: 714 . 722 . 6060 FAX: 714 . 722 . 6025

ATTACHMENT NO. 17.17

SEP 11 2008

MICHAEL C. ADAMS ASSOCIATES

September 10, 2008

City of Huntington Beach, Planning Commission
2000 Main Street
Huntington Beach, CA 92648

Re: The Ripcurl Project

Dear Chairman Livengood and members of the Planning Commission:

The City of Huntington Beach is in the middle of some very exciting planning and development projects. The most important planning effort I believe is the revitalization concept for north Huntington Beach. The opportunity is ripe for the creation of a new vibrant neighborhood. A number of property owners and developers are eager to discover what the City is ready to support with respect to the various individual projects which over time will compose the neighborhood master plan.

The Ripcurl mixed-use development concept is a true reflection of the visions which has been discussed over the past few years and is also consistent with previous planning concepts for the area, developed over a generation ago.

The Ripcurl project will offer new housing products to the City while maintaining the commercial opportunities established in the neighborhood. Although somewhat new to Huntington Beach The Ripcurl concept has been proven successful in many communities throughout the world. Housing and commercial trends are constantly evolving and changing with the needs of the community and consumers. The proposed concept is a well thought out solution to address the current needs of Huntington Beach.

The Ripcurl project is only one piece of the larger master planned area, however the proposal may indeed set the standard for future growth and development of the neighborhood. While I realize that the proposed project will present many community and environmental challenges, it is critical to review and discuss all individual projects as components in the creation of a new Huntington Beach neighborhood. Any potential negative impacts associated with one component must be viewed enlight of the greater community benefit from the creation of a new revitalized neighborhood.

Sincerely,

Mike Adams

9/11/08

cc- HESS
FAULAND
BROEREN
NGUYEN
& PLANNING COMMISSION

P.O. BOX 382
HUNTINGTON BEACH, CA 92648
PHONE 714.374.5678 FAX 714.374.2211
AdamsAssoc@socal.rr.com

ATTACHMENT NO. 17-18

SAMUEL CUBETE
ATTORNEY AT LAW, APC
7400 CENTER AVENUE, SUITE 107
HUNTINGTON BEACH, CALIFORNIA 92647

(714) 799-6977 • FAX: (714) 893-9983

City of Huntington Beach
AUG 22 2008

August 20, 2008

Huntington Beach City Council
Huntington Beach Planning Commission
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

Re: Project at Southeast Corner of Gothard and Center

Dear Members of the Planning Commission and City Council:

This letter is written in support for the proposed project, The Ripcurl project located at 7300 Center Avenue. The proposed redevelopment would replace a tired strip shopping center and office building with a new development which would provide much needed residences in this part of the city. These new residences would put people within easy walking distance of shopping, entertainment and employment. The current building (the one I rent space in) is old and ready to be replaced.

I have been a tenant in this property since August, 2001. We have enjoyed a good relationship with the owner, Amstar/Red Oak Huntington Beach, LLC since they took ownership of the center in 2006. When they approached us in 2007 saying they were considering proposing a redevelopment, we were able to work out a relocation arrangement with them that we consider to be fair. Therefore, we wish to express our support for the proposed development and encourage the city to approve the project.

Very truly yours,

Samuel Cubete

SAMUEL CUBETE
Attorney at Law

8/26/08
CC- PC x 7
SH
HF
TN
C, FILES

ATTACHMENT NO. H.19

City of Huntington Beach

Steven P. Belisle
15241 Newcastle Lane
Huntington Beach, CA 92647

SEP 12 2008

August 21, 2008

City of Huntington Beach
Planning Commission
2000 Main Street, 3rd Floor
Huntington Beach, CA 92648

Dear Commissioners:

Subject: Support "The Ripcurl" Development at the Intersection of Center and Gothard

I, Steven P. Belisle, have been living at 15241 Newcastle Lane, since November 2003, and in the Westminster/Huntington Beach area for the past 33 years. During that time, I have seen many changes to our city and its infrastructure.

Most notably, I witnessed the transformation of the defunct Huntington Center Mall into the now illustrious Bella Terra Center. This conversion was one of the best things the city has done in this area: increasing tax revenue, creating jobs, and providing entertainment—to name a few. I am eagerly awaiting the "fix" for the Montgomery Ward property, and I trust your good judgment will result in a transition just as valuable to the city as Bella Terra.

Recently, I have learned of the redevelopment being proposed at the intersection of Center and Gothard—across the street from the OCTA Transfer Station—known as "The Ripcurl" development. The current site, with its empty commercial locations and decrepit appearance, leave much to be desired for a city on the edge of the 21st century.

With "the Ripcurl" plan, the developers will embrace the mixed-use building concept that has been successful in many cities. This concept concentrates on reducing the environmental impact of suburban sprawl by placing residents within walking range of public transportation, commercial and entertainment venues, and educational institutions. Additionally, the developers are seeking to embrace the ecological challenges of construction by adopting the "green" concept of sustainable development—a pattern of resource use that aims to meet human needs while preserving the environment.

I believe Huntington Beach is a city open to embrace changes that will greatly increase the status and image of our community. The redevelopment of this site will not only be environmentally positive, but it will also lead to higher property values and increased tax revenues.

Therefore, I strongly support this plan and urge you to consider the numerous advantages redeveloping this site will have on the city and its residents. Please approve "The Ripcurl" project.

Sincerely,

Steven P. Belisle

ATTACHMENT NO. 17.20

City of Huntington Beach
SEP 12 2008

Huntington Beach City Council
2000 Main Street, 3rd Floor
Huntington Beach CA 92648

8/1/08

Dear City Council -

I support the Ripcord because Huntington Beach as a whole needs to be updated. I don't go to the current building because it's depressing.

Depending on the retail tenants, the new building would draw me there.

Sincerely,

Madge L Floren

Madge L. Floren
15391 Florence Circle
Huntington Beach CA 92647

ATTACHMENT NO. 19-21

City of Huntington Beach
SEP 12 2008

Aug 8, 2008

Attn. Huntington Beach Planning Commission
and City Council

As a home based business owner, I would be delighted to see the addition of the Ripcurl mixed use development project at Center & Gothard Streets.

Our neighborhood is full of strip mall type revenue areas or large scale malls as you know.

Affordable rentals enhanced by retail at a "street accessable" level would greatly improve the value of our home property and neighborhood.

Please seriously consider the proposal of smart growth in this area near the ~~Univ~~ Golden West College and transit center.

Sincerely

Paul Cortez
15472 Salisbury Lane
Huntington Beach, CA 92647
714 - ~~999~~-4228
Portfolio, Inc

ATTACHMENT NO. 17.22

City of Huntington Beach

SEP 1 2 2008

Huntington Beach Planning Commission,

It would make sense to see the revitalization of the area. It would serve as a closer community entertainment center for the local college, and would likely see a good amount of walk-in business from them. As a former student of Golden West College, ~~it would~~ I would like to see the area adjacent to it be transformed into a thriving business/commercial region that can offer a lot to those attending the college.

Cameron Aidé
15472 Florence Cir.
Huntington Beach, CA 92647
714-624-6809

ATTACHMENT NO. 17-23

City of Huntington Beach

SEP 1 2 2008

Dear Huntington Beach Planning Commission & City Council

As a local resident I supporting high end retail development at the center & gothard intersection.

Joshua Saylor
6742 Halifax Dr.
Huntington Beach 92647
(714) 894-9119

ATTACHMENT NO. 17.24

City of Huntington Beach
SEP 12 2008

To: HB Planning Commission
As a resident of Huntington Beach, I believe it will be an advantage to build the Lipsurf Project at Gothard & Center. It should bring high end retail to the area.

Gail Abney
6752 Halifax Dr
Hunt. Bch. CA 92647
714 898-5894

ATTACHMENT NO. 17.25

Dr HB Planning Commission

City of Huntington Beach
SEP 12 2008

I am in support of Any, including Ripcurl project, upscale development in the area.

James Birdsall
6622 Halifax Dr
HB CA 92647
714 478 6038

ATTACHMENT NO. 17-26

SEP 12 2008

8-7-08

To HB

I encourage and support the revitalization of the community through this project.

Arik Cruciello
6792 Halifax Dr
Huntington Bch. CA
92647

ATTACHMENT NO. 12.27

City of Huntington Beach
SEP 12 2008

Hurtado Family
15002 Victoria Lane
Huntington Beach CA 92647

Dear Commissioners,

I live at 15002 Victoria Ln. in Huntington Beach and I support "The Ripcurl" development at center and Gothard. Some reasons as to why I support "The Ripcurl" development are

- ~~bee~~ I am looking forward to a more modernized shopping center.
- I believe it will bring new community and student serving retail.
- I like the idea of a more lively shopping center.

Thank you,

Tiffany Hurtado/HurtadoFamily

ATTACHMENT NO. 17.28

City of Huntington Be[illegible]

SEP 1 2 2008

I fully support the project above [illegible] [illegible] [illegible]

ATTACHMENT NO. 12.29

City of Huntington Beach

SEP 1 2 2008

Christopher JM Webb
15401 Hanover Lane
Huntington Beach, CA 92647-2654

City of Huntington Beach
Planning Commission
2000 Main Street, 3rd. Floor
Huntington Beach, CA 92648

August 7, 2008

Dear Commissioners:

I am married with two young children. I live very near the proposed sight for the Rip curl development. This is a development that we would frequent often. I support it for the following reasons.
The current sight is out of date and needs redeveloping. It needs new blood.
Some of the current tenants are undesirable.
The new development will be made using new, environmentally sustainable "green" principles.
This is the right choice for our community and for our children's future. I support the rip curl project and ask that the City of Huntington Beach approve the project.

Thank you.

Warmest Regards,

Christopher JM Webb

ATTACHMENT NO. 17.30

City of Huntington Beach

SEP 1 2 2008

Geoff Kendle
15431 Hanover Ln
Huntington Beach, CA 92647

City of Huntington Beach
Planning Commission
200 Main St., 3rd floor
Huntington Beach, CA 92648

August 7, 2008

Dear Commissioners:

As a twelve year resident of Huntington Beach, and an eight year resident at the above address, adjacent to the proposed development project, I support the Rip Curl project for the following reasons:

- Continued beautification of the area with close proximity to the newly developed Bella Terra shopping facility;
- additional retail opportunities for families in the area;
- increased property values for the area; and,
- an infusion of new tax dollars for the city.

I support this project and as member of the Huntington Beach community, would like the city of Huntington Beach to do so as well.

Thank You,

Kendle

Geoff Kendle

City of Huntington Beach
SEP 12 2008

Jennifer Garcia
15072 Victoria Ln.
Huntington Beach CA 92647

City of Huntington Beach
Planning Commission
2000 Main Street, 3rd floor
Huntington Beach, CA 92648

8/7/08

Dear Commissioners:
I live at 15072 Victoria ln and I support "The Ripcurl" development at Center and Gothard for the following reasons:

- It will add more to the site that has so much potential
- It replaces an old strip center with a new more exciting mixed-use building.
- New investments like this will increase the prestige and image to the area.
- The current site is tired and needs to be redeveloped.
- It will stimulate the local economy
- It will be built using enviornmentally sustainable "Green" principles. This would be very beneficial to our community.

I support this project and ask that the city of Huntington Beach approve this project.

Thank you,
Jennifer Garcia

ATTACHMENT NO. 17.32

MARIO R Acosta
6931 Canterbeery Cir.
Hunt-Beach. CA 92647

City of Huntington Beach
SEP 12 2008

To City of Huntington Beach.
Planning Commission

8-21-08

I have in Hunt-Bch and support the Ripcurl development, it will attract high-income and jobs.

M.R. Acosta

ATTACHMENT NO. 17-33

City of Huntington Beach
SEP 12 2008

Barbara Padilla
15432 Victoria Ln
Huntington Beach, CA 92647

City of Huntington Beach
Planning Commission
2000 Main St, 3rd Floor
Huntington Beach, CA 92648

August 04, 2008

Dear Commissioners:

I live at 15432 Victoria Ln, HB and I support "the Ripcurl" development at Center and Gothard for the following reasons:

- The current site is tired and needs to redeveloped. Some current ~~town~~ tenants are undesirable for our community.
- It will be built using environmentally sustainable "Green" principles. This is the right thing for our community.

I support this project and ask that the City of Huntington Beach approve the project.

Thank You,

Barbara Padilla

ATTACHMENT NO. 12.34

City of Huntington Beach

SEP 1 2 2008

David Skale
6762 Alexandria Dr.,
Huntington Beach, CA 92647

City of Huntington Beach
Planning Commission
2000 Main Street, 3rd Floor
Huntington Beach, CA 92648

8-7-2008

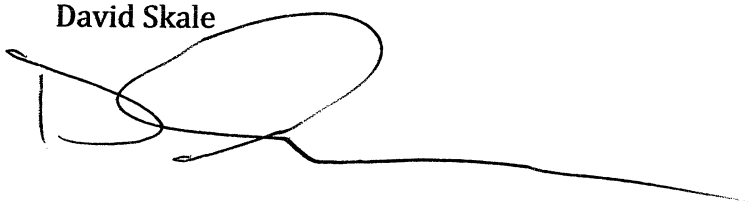
Dear Commissioners:

I own my home at the above address and I support "The Ripcurl" development at Center and Gothard for the following reasons:

1. I'm a believer that, barring significant negative impact on the community, a property owner should have the right to develop THEIR property as they see fit.
2. It will attract high-income residents and will increase the tax base for the city.
3. It will hopefully motivate the Levit's property owners to develop their property.

My only concern as a resident is the potential traffic impact this development may have on the freeway entrances on Beach. As long as this issue is minimal or can be addressed, I would support this project and ask that the City of Huntington Beach approve the project.

David Skale



ATTACHMENT NO. 17.35

City of Huntington Beach
SEP 12 2008

Rebecca Zanine
6782 Alexandria dr.
Huntington Beach Ca 92647

City of huntington beach
Planning commission
2000 Main Street 3rd floor
Huntington beach Ca 92698
8/7/08

Dear Commissioner:

I live at 6782 Alexandria dr. and I support "the ripcurl" development at Center and gothard for the following

- It will attract high-income residents who will support local businesses.
- It will bring new community-and student serving retail

I support this project and ask that the City of Huntington beach approve the project

thank you

Rebecca Zanine

ATTACHMENT NO. 12.36

Brittney morris
6552 Rome Cir
Huntington Beach, CA
92647

City of Huntington Beach
SEP 12 2008

8/07/08

City of Huntington Beach
Planning Commission
2000 Main Street 3RD Floor
Huntington Beach, CA 92648

Dear commissioners
I support "The Ripcurl" project at Center and Gothard.

Britney Morris
Brittney morris

ATTACHMENT NO. 17.37

City of Huntington Beach
SEP 12 2008

Tim Hastings
6561 Paris Circle
Huntington Beach
92647

ATTN: City of Huntington Beach
Planning Commission
2000 Main St 3rd floor
Huntington Beach Ca 92648
8-7-08

Dear Commissoners
I live at the above address and I support the "Rip Curl" development at Center & Gothard

Tim Hastings

ATTACHMENT NO. 17.38

City of Huntington Beach

SEP 12 2008

I Nancy Butt.

I Have Lived Here For
40yrs. I do support Ripcurl.
I do Think the Project
will excrie The Taxes.
They Have My Support

Nancy Butt
15441 Salisbury Ln
Hunt Bch. Ca
92647.

ATTACHMENT NO. 17.39

City of Huntington Beach
SEP 12 2008

8-7-08

To: HB planing

I like the Idea of the Ripcurl @ Development as a neighbor.

Diana
714 852 2267.

ATTACHMENT NO. 17.40

City of Huntington Beach

8-7-08

SEP 12 2008

To HB planing
As a resident I like the idea of the Ripcurl project it will raise the property value.

Adelaida Pizano
6762 Halifax Dr.
Huntington Beach Ca
92647
Tel. 714-901-1650

ATTACHMENT NO. 17.41

City of Huntington Beach
SEP 12 2008

Corey Martinez
6902 Canterbury Circle
Huntington Beach, CA 92647

City of Huntington Beach
Planning Commission
2000 Main Street, 3rd Floor
Huntington Beach, CA 92648

Aug 21, 2008

Dear Commissioners:

I Live at the above address and I support "The Ripcurl" development at Center and Gothard because it replaces an old strip center with a new more exciting mixed-use building.

Thank you

Corey Martinez
Corey Martinez

ATTACHMENT NO. 17.42

8/21/08

City of Huntington Beach

SEP 12 2008

RICHARD MOORE
6921 CANTERBURY CIR
HUNTINGTON BEACH, CA 92647

CITY OF HUNTINGTON BEACH
PLANNING COMMISSION
2000 MAIN ST., 3RD FLOOR
HUNTINGTON BEACH, CA 92648

I LIVE AT 6921 CANTERBURY CIR, HUNTINGTON BEACH, CA 92647 AND I SUPPORT "THE PROMENADE" DEVELOPMENT AT CENTER AND GOTHARD FOR THE FOLLOWING REASONS:

1. IT REPLACES AN OLD STRIP CENTER WITH A NEW MIXED USE BUILDING.
2. A MAJOR NEW INVESTMENT LIKE THIS WILL INCREASE THE PRESTIGE AND IMAGE OF OUR AREA AND LEAD TO HIGHER PROPERTY VALUES.

THANK YOU

RICHARD MOORE

ATTACHMENT NO. 17.43

9-21-08

Lili Lakeberger
6812 Canterbury Dr.
HB Ca 92647

City of Huntington Beach
SEP 12 2008

I live at the above address and support "The Rip curl" development Center & Gothard.

I support multi-family housing.

Thank you,

Lili Lakeberger
LILI LAKSBERGER

ATTACHMENT NO. 17.44

City of Huntington Beach
SEP 12 2008

David & Lisa Bayley
6771 Canterbury Dr.
Huntington Beach CA 92647

City of Huntington Beach - Planning Commission
2000 Main St 3rd Floor
Huntington Beach CA 92648

Aug 21st, 2008

Dear Commissioners,

I live and work here in the close vicinity of "the Rip Curl" development. I support this development as it replaces the old strip center with a more exciting mixed-use building. The current site is tired and needs to be redeveloped.

I support this project and ask the city of HB to approve the project

Thank You

David Bayley

David Bayley

ATTACHMENT NO. 17.45

City of Huntington Beach

SEP 12 2008

8/1/08

City of Huntington Beach

Planning Commission
2000 Main St. 3rd floor

Dear Commissioners

I live at 15392 Victoria Ln. I support the "Ripcurl" development at Center and Gothard for these reasons:

1. It will bring new community and student service retail

2. The current site is tired and needs to be redeveloped.

3. It will increase tax revenues to the city.

I support this project and ask that the City of Huntington Beach approve the project.

Thank you.
Linda Deigl
Linda Deigel

ATTACHMENT NO. 17.46

City of Huntington Beach
SEP 12

8/7/08

TO THE PLANNING COMMISION:

I LIKE THE PROPOSED PLANS FOR THE RIPCURL DEVELOPEMENT.

STEVE CLARK, 6561 HALIFAX DR.,

H.B.

ATTACHMENT NO. 17.47

15201 YorkshireLn.

City of Huntington Beach

SEP 12 2008

8-7-08 *I WAS blessed by Davids Adorable proffessional Appearance, and, Well Spoken Sales Ability. *The Rip Curl, is an Awesome Name, geered toward Young High school Students going to Golden West Junior College and with the Wonder full Bella Terra for close by Entertainment. I would probably buy anything David was selling.

Lauren Marrow

(714) 897 9081

ATTACHMENT NO. 17.48

HB Planning Commission & City Council,

City of Huntington Beach
SEP 12 2008

I am a visitor here in the area and I think a renovation would be beneficial to the area because I did notice the area was run down and it has kept me from going to the area in question.

John Kopacz

15162 Hanover Lane

8/21/08

ATTACHMENT NO. 17.49

City of Huntington Beach
SEP 12 2008

8/21/08

Dear HB Planning Commission & City Council,

We like the idea of the Ripcurl project but the Montgomery Ward and Levitz sites need to be redeveloped in order for this project to flow smoothly. Old World needs a decision made on its revitalization.

James Cartwright
15292 Hanover Ln
714 897-6987

ATTACHMENT NO. ~~17.5~~ 10

HB Planning commission + City council, 8/21/08

City of Huntington Beach
SEP 12 2008

As a resident of Hanover St. my family and I think this ~~propa~~ idea to build a better complex will help the neighborhood and the community. The current complex is an eye sore and should be dealt with.

Nicole Iturriaga
15202 Hanover LN
HUNTington BEACH CA 92647

ATTACHMENT NO. 17.51

To whom it may concern—

City of Huntington Beach
SEP 12 2008

I've lived in H.B for 10 yrs. I think the Idea of upgrading the strip mall on the corner of Gothard + Center is a great Idea. My Name + Number below.

Tommy & Heidi Fain
15072 Hanover Ln.
H.B. CA. 92647

ATTACHMENT NO. 17.52

SHORT TERM
PLANT RENTAL, INC.

City of Huntington Beach
SEP 12 2008

August 14, 2008

Dear Huntington Beach City Council and Planning Commission:

I am a direct neighbor of the College Country site and owner of Short-Term Plant Rentals. Being a neighbor, I can attest to the fact that the center is run-down, and in need of a facelift. I am writing to express my support for the Ripcurl development project. I think it would help raising surrounding property values, revitalize the neighborhood, and bring a great retail/residential asset to the community.

Best,

Tim Woodson

Tim Woodson

448 Terraine Avenue, Long Beach, CA 90814 (562) 494-7777 FAX (562) 498-3800

ATTACHMENT NO. 17.53

City of Huntington Beach

SEP 12 2008

VIA VERDE

7/21/08

Dear City of Huntington Beach -

We are the closest apartment Community to the New Rip-Curl Project - I think this is going to be great for the neighborhood

Laura Peters
Community Manager

Via Verde Apartments & Townhomes | 15555 Huntington Village Lane, Huntington Beach 92647 | 714.898.9961 t | 714.898.9471 f | via.verde@verizon.net

ATTACHMENT NO. 17.54

City of Huntington Beach
SEP 12 2008

Dear Hunting Beach Planning Comission of City Council,

I would like to support and absolutely approve of the Ripcurl Project. New projects like it are a great addition to the community. Cant wait!

Madison Bleu
Owner

ATTACHMENT NO. 17.55

DOTI®

DESIGNS OF THE INTERIOR

City of Huntington Beach

SEP 12 2008

Dear Huntington Beach Planning Commission
City Council,

We support the Ripcurl Project
We are so excited and welcome
the idea.
We would love to consider renting
space.

V P.

Because every life is uniquely designed.

7811 EDINGER AVE. · SUITE 124 · HUNTINGTON BEACH, CA 92647
714.373.DOTI (3684) PHONE · 714.373.3680 - FAX

ATTACHMENT NO. 12-56

City of Huntington Beach

SEP 12 2008

TO WHOM IT MAY CONCERN,

I THINK THAT THIS WOULD BE A GREAT ASSET TO THE COMMUNITY AND IT WOULD BE A HUGE POSSIBLE REVENUE BUILDER FOR US HEAR AT JAMBA JUICE.

GENERAL MGR
DENNIS CHENEY

City of Huntington Beach

SEP 12 2008

Dear Huntington Beach Planning Commission of City Council,

We love the idea of the Ripcurl project. It would attract customers to our store.

Little Blossom

ATTACHMENT NO. 17.58

TACONE®

City of Huntington Beach

SEP 12 2008

Bella Terra
Shopping Center
7811 Edinger Ave
Suite #120
Huntington Beach, CA 92647
714 893 1864
714 893 4562 fax
yunkim@tacone.com
tacone.com

Dear Huntington Beach Planning Commission & City Council,

We support the Ripcurl project!

Simon Sanchez

Manager Tacone

Fresh. Fun. Hand-made.

Individually owned and operated under license.
® A registered trademark of CM Franchise Systems Inc. All rights reserved.

ATTACHMENT NO. 12.59

EQUITY
RESIDENTIAL

City of Huntington Beach

SEP 12 2008

August 4, 2008

Planning Commissioners
City of Huntington Beach
Huntington Beach, California

Dear Commissioners:

Equity Corporate Housing handles the outsourced housing needs for Boeing's employees in the City of Huntington Beach. High quality rental housing helps our client to attract and to maintain its top notch workforce. There has been no Class A rental housing built in the City for at least two decades.

For this reason, we support the Ripcurl 440-unit project proposed by Red Oak Investments. We know the principals and their past work. The project is exactly what is needed in Huntington Beach. We urge you to approve it.

Sincerely,

Daniel P. Golovato
Equity Residential
First Vice President

2223 Avendia de la Playa
Suite 206
San Diego, CA 92037
858.551.8313
858.551.8047 fax
www.equityapartments.com

ATTACHMENT NO. 17.60

Rathskeller Pub

in Old World Village

I for it. I hope it takes off soon

Monica Gust
@ Rathskeller
Old World
7/21/08

City of Huntington Beach

SEP 12 2008

Huntington Beach, CA. 92647 (714) 894-6612

ATTACHMENT NO. 17.61

City of Huntington Beach

SEP 12 2008

TO WHOM IT MAY CONCERN,

I think That this would be a great asset TO THE COMMUNITY AND IT WOULD BE A HUGE POSSIBLE REVENUE BUILDER FOR US at South Beach Motors.

Frankie Mustafa
owner-operator

7-18-08

ATTACHMENT NO. 17.62

City of Huntington Beach

SEP 12 2008

July 18, 2008

To Whom It May Concern:

Re: Red Oak Investments proposed development in Huntington Beach

The following letter is in regards to the Red Oak Development. The Cheesecake Factory of Huntington Beach eagerly anticipates the completion of this new and exciting development. The additional housing in the immediate surrounding area is obviously something we would welcome with open arms. I hope that this project is approved and moves forward as soon as possible.

Sincerely,

Jim Krohn
General Manager
The Cheesecake Factory of Huntington Beach

The Cheesecake Factory Restaurants, Inc.
7871 Edinger Avenue • Huntington Beach, CA 92647 • (714) 889-1500 • fax (714) 889-1511

ATTACHMENT NO. 17.63

RED OAK
INVESTMENTS

September 17, 2008

City of Huntington Beach
SEP 17 2008

City of Huntington Beach
Planning Commission
2000 Main Street
Huntington Beach, CA 92648

RE: Summary of The Ripcurl Mixed Use Project

Dear Chairman Livengood and members of the Planning Commission:

We have enjoyed bringing The Ripcurl Mixed Use Project before the Planning Commission and thank you for considering our application. As you evaluate The Ripcurl, we ask you to keep in mind the project's strengths, which provide a strong rationale for its approval.

1. The Ripcurl Project Offers Many Benefits to the Huntington Beach Community.

Implements Good Planning Principles: The Ripcurl will help make the area around Bella Terra a village, not just a shopping center. It implements principles that Huntington Beach planners have envisioned for years, and that many of the citizens in the Beach Edinger Specific Plan workshops have discussed in detail during the past 16 months.

A New Product for a New Market: The Ripcurl will offer new, Class A resort-like living to Huntington Beach renters, which is not otherwise available in the City. Today, high-income professionals go to Anaheim, Fullerton, or Irvine for luxury rental properties. The Ripcurl will also help major employers in the City, like Golden West College and Boeing, attract new people by providing desirable, local residences.

Positive Fiscal Impact: The Ripcurl will attract high-income luxury renters whose spending power and consumption habits will support surrounding retail businesses and commercial establishments. In addition to supporting surrounding commercial businesses, the project increases the City's stream of property tax and sales tax revenues. The project requires no redevelopment assistance or tax breaks, and improves the City's financial situation.

2101 Business Center Drive * Suite 230 * Irvine, CA 92612

Tel: 949.733.2000 * Fax: 949.733.2005

ATTACHMENT NO. 18-1

Green Building Features: The Ripcurl will be Huntington Beach's first green multi-family building, incorporating a long list of environmentally-sustainable features including bike storage, low water consumption landscaping, diversion of construction waste, engineered lumber, CO-sensing garage ventilation, Energy Star appliances, low-flow faucets and showers, low-VOC paints, educational materials that promote the use of transit, preferences for alternative fuel and hybrid vehicles, preferences for reduced car ownership, and superior energy preference. The Ripcurl will make an important statement about the City's support for sustainable development practices, and will establish a model for green building in Orange County.

Attractive Design: The Ripcurl replaces the visual blight of a tired, underutilized asset with new, top-rate development. The building's high quality design and character features a uniquely Huntington Beach theme. The building is designed to activate the street and enhance the surrounding neighborhood. The project accommodates specific design direction given by staff and the City's Design Review Board, which is favorably recommending the proposed design

Badly Needed Mixed-Use Development: The Ripcurl will locate much-needed housing in the middle of commercial, office, education and transportation uses. The building will encourage walkability by connecting to surrounding uses in ways envisioned by the Draft Beach Edinger Specific Plan.

Smart Growth Transit-Oriented Development: The Ripcurl will create housing within walking distance of the City's largest bus depot and perhaps, someday, its first light rail station. In placing housing near Huntington Beach's largest public transportation hub, the City will make an important statement about smart, transit-oriented growth.

Not Next To Homes: The Ripcurl site is uniquely located to accommodate a building of this scale. None of the normal development impacts of a large building on adjacent single family homes are present, because there are no such homes. The Ripcurl site is one of the first parcels in the specific plan area whose users can get to the freeway without going past or through any single-family neighborhoods.

Meets Other Huntington Beach Goals: The project meets other city goals, for example by delivering affordable housing and helping to pay for parks and libraries.

Successful Community Outreach: Over the last year, we have held numerous meetings with neighbors, stakeholders and voters in Huntington Beach. We have concentrated particularly on neighborhoods near The Ripcurl. Our goal has been to share information about the project and to seek feedback. Our invitation remains open to meet with anyone interested in learning more or voicing an opinion about The Ripcurl.

Strong Community Support: Despite some dissenting voices, we have been pleased to receive strong community support for this project, as evidenced by the over 50 support letters. Over thirty of these come from our closest homeowner neighborhood in Huntington Beach.

2. The Ripcurl's Impacts Are Quantifiable and Lower Than Normal for a Project of This Size.

Surprisingly Few Impacts: A project of this size could create dozens of impacts, but The Ripcurl does not. The Ripcurl does not block views or cast shadows on houses. It does not threaten wetlands or endangered species. It does not impact historic or cultural resources. It does not overload existing utilities. Over 55 potential impacts were studied, and significant, unmitigated impacts were identified in only four areas (two project-specific and two cumulative impacts). The Ripcurl has been designed to minimize impacts while providing the maximum amount of community benefits, as set forth above.

Manageable Traffic Impacts: Improperly designed, a project of this size and density could create numerous severe traffic impacts. The Ripcurl project does not. In fact, the thorough traffic analysis in the Draft EIR studied 16 intersections as well as freeway impacts, and identified significant, unavoidable traffic impacts in only two places, and both are at the 405 freeway, outside of local neighborhoods. One impact is barely over the threshold of significance, and could be eliminated by the reprogramming of a traffic signal. The other impact arises because the project contributes to traffic on a freeway ramp that is expected to fail in 2014 and 2030, with or without The Ripcurl project. The Ripcurl's traffic impacts are modest.

Reduced Impact Parking: The Ripcurl is designed to accommodate parking demand efficiently, by using progressive ideas to construct parking appropriate for this project in its unique location at a transit center. Specifically, the proposed zoning for The Ripcurl includes tandem stalls assigned to roommates, compact stalls, and lower parking ratios for studios and small apartments. These proposed standards reflect market-tested ideas designed to ensure adequate parking without oversupply. We ask you to seriously consider tandem parking, compact parking, and lower parking ratios for this project. In all events we intend to work with the City to establish a satisfactory parking plan.

3. The Ripcurl is an Attractive Example of Density.

Consistent With Draft Specific Plan Density Placement: Some community members have expressed concerns that the Ripcurl project will establish an unsustainable precedent for density. However, the Zone Text Amendment for MU-TCD zones expressly limits this zoning density award to areas within ¼ mile of a transit center. Further, the Draft Beach Edinger Specific Plan contemplates similar densities in only two locations – one directly adjacent to Bella Terra and the other near Five Points. Thus, concentrated, high-density use is only being studied for specific, targeted areas, and The Ripcurl is in keeping with this intent.

Different from Adjacent Projects: There is no flood of dense projects seeking to follow The Ripcurl. For both economic and planning reasons, most other parcels in the Draft Beach Edinger Specific Plan area are destined to remain in their current use or be developed with lower density. The Ripcurl stands at the high end of the density range

because of its site-specific physical traits and economic conditions. Other parcels should be, and are, different.

Project Suitability. A mixed use development such as The Ripcurl suits the site and the area better than a big box retailer, which in fact is already permitted by current zoning. The Ripcurl is an example of smart density and planning, which will enhance its surroundings for years to come.

4. Conclusion

In conclusion, while The Ripcurl concept is new to the city and can be a concern to people unfamiliar with the concept, the concerns about the project are narrowly focused around a small line of negatives which, we hope, will not obscure the broad field of benefits this project will bring. In approving The Ripcurl, the City of Huntington Beach will make important statements about its commitment to sound land-use planning principles, progress, and environmental sustainability. The Ripcurl sets a high standard against which future projects may be measured for their overall contribution to city goals.

5. Acknowledgement

As we near the end of an almost two-year process with the City, we express our deeply felt appreciation to planning staff, the many city departments, and the city consultants whose hard work has made The Ripcurl what it is today. We have been consistently impressed with the professionalism, responsiveness, and quality of work that we have experienced in the City of Huntington Beach. Your staff's hard work makes a real difference in facilitating investment in your city. The residents of Huntington Beach will be the ultimate beneficiaries.

Sincerely,

Andrew Nelson
On behalf of Applicant:
Amstar/Red Oak Huntington Beach, LLC