

## For Reference

Not to be taken from this room

REFERENCE

PAMPHLET

H.B.--

Redevelopment



Redevelopment Today For Tomorrow's Huntington Beach

October 1986

# City optimistic for hotel, pierside village

With groundbreaking for the city's long-awaited redevelopment projects rapidly approaching, some of the specific details of the first phase are now surfacing.

At a summer meeting, Paragon Hotel Corp. and Bryant L. Morris, sub-developers for phase one, impressed the city council and redevelopment staff with their designs for a 280-room first-class hotel and a pierside village.

**THE FUTURE**—A glimpse into the future look of downtown Huntington Beach is available right now at City Hall. A huge model of the area complete with proposed buildings for homes, condominiums, hotels, commercial and transportation centers as well as parking structures is available for public inspection now. Call the Public Information Office for times the display is open, 536-5511. Call today.

The pierside village, being constructed by Bryant L. Morris of Carlsbad, is proposed to be an oceanfront specialty retail center with four levels—two levels below grade (one subterranean parking level and one partially subterranean level of parking and retail with beachfront exposure), and two levels above grade which will house the majority of the retail activities. The village will be a series of one and two-story buildings with terraces overlooking the ocean on the second level.

The project is portrayed as being similar to a Greek Isle complete with authentic Mediterranean architecture. It will be designed so that visitors will get "an element of surprise or sense of discovery as they walk through the project," according to John Cahill, project designer.

"We are giving the citizens of Huntington Beach more ways to enjoy the waterfront," said Cahill.

The whole village, 106,000 square feet in size, will be totally accessible to the handicapped, said Cahill. Keeping in mind the Mediterranean theme of the project, 90 percent of all exterior surfaces will be whitewashed stucco, with the remaining 10 percent being the painted wood trim elements such as doors, stairways, shutters and railings.

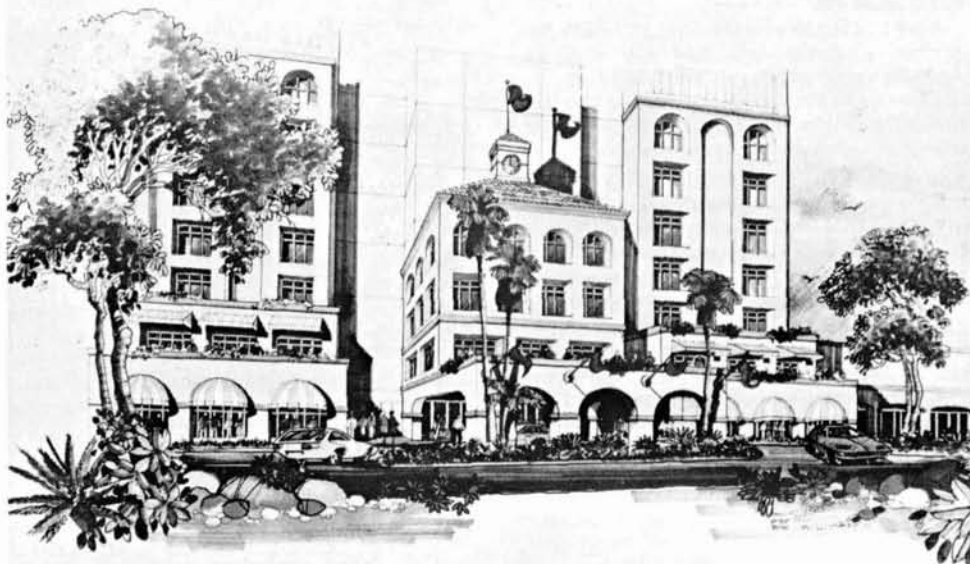
Landscaping will be typical of the Mediterranean motif as well, with flowering vines such as Bougainvillea placed randomly throughout the common areas,

planted in authentic olive oil vats. Other landscaping will be container planted flowers and plants common to the Mediterranean and Southern California climates.

The village will have approximately 75 merchants, said Cahill, and two to four major restaurants (including the existing Maxwell's) with valet parking.

Under current plans the pierside village will have three levels of parking. The first level would be right off the Pacific Coast Highway in front of 4,000 square feet of retail frontage. It will have 82 parking stalls which could only be used for handi-

See "Hotel" on page 2



**PHASE ONE**—An early concept drawing of the proposed nine-story hotel on the corner of Pacific Coast Highway and Main Street.

# HOTEL: Nine-story facility proposed

"Hotel" cont. from page 1

capped and short-term parking (i.e. pick-ups and drop-offs.)

The next two levels would be subterranean parking beneath the village itself. These levels would have about 600 parking stalls, according to Ron James, parking consultant for the project.

"The whole purpose is to keep the parking simple, straight-forward and easy to use," said James.

The hotel and specialty retail across the street from the pierside village will be constructed by Paragon Hotel Corp. of Phoenix.

Initial plans call for the hotel to be a total of nine stories, said Bob Smith, a partner in Peter A. Lendrum Associates, the architect for the project.

On the first floor will be the banquet and meeting room facilities. One of the facilities' most desirable aspects is the fact that it would encompass 10,000 square feet and seat 400 people comfortably.

"I'm glad to see the banquet and meeting rooms will seat this many people," said Huntington Beach Councilman Don MacAllister. "Now our residents won't have to go elsewhere to find a large banquet or meeting place."

The second floor, said Smith, will contain the registration lobby, a lounge, a restaurant and a dining terrace overlooking the ocean.

The third through ninth floors would contain the actual suites, which will number 280, said Jim Rhead, president of Paragon. The suites would be approximately 14 x 38 or 500 square feet in size according to Rhead.

Each suite will have its own wet bar, small kitchen, bathroom, living room and two bedrooms and would cost about \$100 per night. Rhead said that Paragon had not decided what franchise would run the hotel as of yet.

Parking for the hotel would include 60 surface parking stalls and 420 parking stalls beneath the hotel. There will be two entrances to the hotel, one off of Pacific Coast Highway heading north and the other off of Walnut Avenue across from Third Street.

The plans also call for a pedestrian overpass to be constructed over Pacific Coast Highway connecting the hotel with the pierside village. The overpass will be designed to promote easy access from the hotel to the pierside village and vice-versa.

In conjunction with the hotel and pierside village, the developers have planned construction of 80,000 square feet of commercial retail adjacent to the hotel, facing Main Street. Of the 80,000 square feet, 40,000 would be devoted to a complex of movie theaters.

City staff has said that public hearings on the \$25 million Pierside Village project should be held in September with groundbreaking tentatively scheduled for the fall.



**BEACHFRONT CHOSEN**—From left to right, John Tillotson, Haydee Tillotson, and Rick Jeffrey, owners of Beachfront Construction Company. Lisa Jeffrey, another part owner is not pictured.

## Local developers win bid for apartment complex on Lake St.

Beachfront Construction Company of Huntington Beach has been selected from more than 20 developers to build a 60-70-unit apartment complex on Lake Street in the Main-Pier project area.

The approximately three acres, which face the east side of Lake Street where the old fire station once stood, are bounded by Indianapolis Avenue, Acacia Avenue and Lake Street. The land will be purchased from the city for \$1,750,000.

Beachfront Construction was chosen to build this project for several reasons. One reason they were chosen is the fact that they are a local company, and another is the high quality of several of their projects already completed in Huntington Beach.

"I am confident that this group will do a magnificent job, and I like the fact that they are local people who have the interest of this community at heart," said Councilman Don MacAllister. "I know the Lake Street project is going to be a wonderful addition to our city."

The \$8.4 million two-story project is an attempt to bring more full-time year-round residents into the expanding downtown area, according to redevelopment staff.

"To make the amount of commercial development proposed in the downtown area work we need more people living in

the area and more people patronizing the area," said Mike Adams, Principal Redevelopment Planner for Huntington Beach.


The townhouses will be built in Spanish-Mediterranean style architecture and will include such features as turrets, arches, fountains, courtyards, balconies and plenty of open space, according to John Tillotson, a partner in the company. Each apartment will include its own fireplace and will cost between \$850 and \$1,000 a month.

"We are very delighted and consider it a real honor to be involved in this project," said Tillotson. "We are very excited about the Spanish-Mediterranean architecture and the beauty of the project, being only two blocks from the ocean on a tree-lined street."

Initial plans call for the complex to contain 20 one-bedroom, one-bathroom apartments, 38 two-bedroom, two-bathroom apartments, four three-bedroom, two-bathroom apartments and eight three-bedroom, two-and-one-half-bathroom apartments. It will include such amenities as a 2,000 square foot clubhouse for recreation purposes, a pool, sauna, spa and a weight and exercise room.

Although Beachfront Construction Company has only been in existence for about three years, it has already proven to be a success in Huntington Beach. An apartment project on Delaware Street, houses on Fourteenth, Twentieth and Twenty-Second streets and three buildings in the Huntington Beach industrial park, are just a few examples of the work done in this community.

City staff estimates that it will take three to four months to complete the design work for the project and Tillotson has said that his company would like to start building the complex sometime in the fall. Construction of the apartment complex is expected to take between nine and 14 months. The project is still in the early stages and must go through the formal public hearing process before construction can begin.



HUNTINGTON BEACH  
HERE AND NOW

A Report on Redevelopment In  
The City of Huntington Beach

\*\*\*

Redevelopment Agency  
Mayor Robert P. Mandie Jr.

Ruth S. Bailey	Jack Kelly
Ruth Finley	Don MacAllister
Peter Green	John Thomas

\*\*\*

City Administrator Charles W. Thompson  
Deputy City Administrator Doug LaBelle  
Redevelopment Offices: 714-536-5582

## Town Square

### Negotiations continue

City staff is continuing negotiations with Mola Development, Inc. of Huntington Beach, for construction of a "Town Square" within the Main-Pier project area.

Negotiations are proceeding smoothly, according to staff, and they are confident that they have a plan which will be favorable to all parties.

"I'm very confident that we have a plan that will be beneficial to everyone," said Mike Adams, Principal Redevelopment Planner for Huntington Beach. "We just have a few of the little details left to work out."

Under current plans, the \$24 million project would include approximately 300 residential units and about 23,000 square feet of general retail/professional office space.

Although the project is only in the negotiation phase, it is envisioned as being a catalyst to bring more people into the downtown area.

"We are trying to create a second activity node in the downtown area to create the greatest impact from our overall downtown redevelopment efforts," said Adams.

The Town Square project, proposed to be built three blocks inland from the municipal pier, would be bounded by Orange, Sixth and Lake streets. The "new look" Main Street, which will include a hotel, movie theaters and commercial retail, is scheduled to run through the heart of the 12-acre project which will also include a public plaza.

The project will be built in two phases, according to redevelopment staff. Adams said that 174 of the residential units and 11,500 square feet of the retail space will be built in the first phase and the remaining 126 residential units and 11,500 square feet of retail in the second phase.

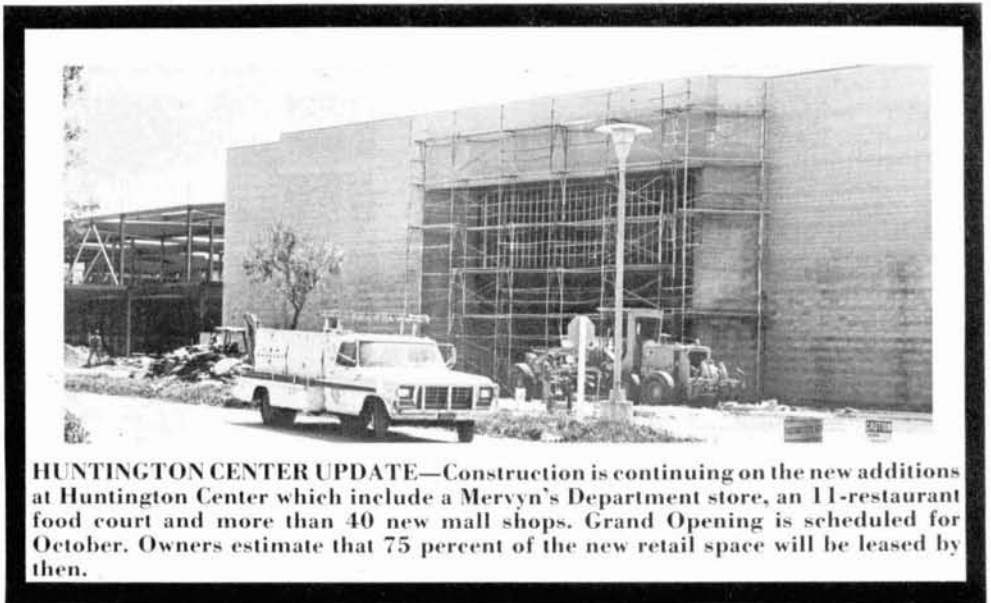
"This project will not only mean an increase in the tax base downtown, but it will also mean additional jobs and residential opportunities for Huntington Beach residents," said Adams.

### HBTV 6 keeps city up with new plans

Redevelopment in Huntington Beach will be a continuing story over the next few years, perhaps into the next century as the city continues to modernize the older parts and to make productive those areas which have fallen into disrepair.

Following these changes will be the city's own cable television channel. TV 6 manager William G. Reed said the station will be producing from time to time updates on specific plans and will be on hand to record events such as groundbreaking for new construction.

For information on TV 6 and your cable system, call 536-5511.



**HUNTINGTON CENTER UPDATE**—Construction is continuing on the new additions at Huntington Center which include a Mervyn's Department store, an 11-restaurant food court and more than 40 new mall shops. Grand Opening is scheduled for October. Owners estimate that 75 percent of the new retail space will be leased by then.

## City discusses parking facilities

Planning is continuing for the construction of parking facilities in the Main-Pier redevelopment project area to solve present and future parking needs.

One idea is for a parking garage in the area situated between Walnut Street, Olive Street and between Main and Lake streets.

With this idea Third Street would be closed from Pacific Coast Highway to Walnut Street to make way for a 280-room hotel. Depending upon final location of the parking structure, Third Street may be closed also from Olive Street to Walnut Street.

The structures are scheduled to be built this fall in conjunction with other projects planned for the Main-Pier area. Those projects include a 280-room first-class hotel, a complex of movie theaters, commercial retail and a pier-side village. Parking for the downtown area has been a major concern for everyone involved in the downtown improvements.

Solutions to the parking problems include providing between 900 and 1200 parking spaces in the area. They would bring the city approximately \$800,000 in

revenue by 1988 and more than \$1 million in revenue by 1993.

The downtown redevelopment project is being master planned by 3-D International from Houston and they have come up with several possible solutions to the downtown parking problems.

The city has thought that the 900-1200 parking spaces would be best situated in the heart of the downtown projects, while 3-D International has suggested that the perimeter of the downtown projects would be a better location.

The city's master planners have suggested several solutions including a 1600-space transportation center in the Lake Street area. Patrons would park in the structure and then be transported to the downtown area by either bus or a downtown trolley system.

Another possibility suggested by 3-D International is to tie the parking in with the commercial on the second block of Main Street. There would be commercial facing Main Street and the parking facilities would be located behind the commercial.

## Downtown property owners eager to start

Plans for the second phase of the city's beachfront redevelopment project are proceeding toward the final development and disposition agreement and groundbreaking, which could occur in early October.

Property owners in the area have said they would like to move quickly, according to Dan Salceda of A&M Equities, which along with nine downtown property owners and the Pacific Heritage Development Group, make up the Main-Pacific Property Owners.

"The owners do not want to miss the summer season," says Salceda. "They would like demolition to begin by Oct. 1, which would allow them to be back in their buildings by June 1, 1987."

The \$55 million project would include

a six-story, 275-unit apartment or condominium complex and 100,000 square feet of commercial retail in two buildings of equal size, one facing Main Street and the other facing Pacific Coast Highway.

The project is bounded by Pacific Coast Highway, Main Street, Walnut Avenue and Sixth Street. Under current plans Fifth Street would end at Walnut Avenue. Main Street near Pacific Coast Highway would be transformed into a pedestrian plaza.

"This is a solid, unified team and I'm really elated," Salceda says of the Main-Pacific group. "I've been around a lot of redevelopment projects, but I think this project is really the ultimate embodiment of what redevelopment law is all about. I'm really pleased with the process."

# City offers low-interest loans to residents

Under a program started in 1977, the city is offering low-interest loans to Huntington Beach residents for the purpose of fixing up their homes.

The Housing/Rehabilitation Loan program, headed by Walt Lipps, is an effort to improve the quality of neighborhoods in various target areas within the community including redevelopment project areas.

"These loans are for the purpose of maintaining housing stock in Huntington Beach tracts built many years ago, that are starting to mature and are in need of repair," said Eric Nicoll, an administrative aide who helps Lipps run the program. "The emphasis is on certain target areas, but we're not restricted to only those areas."

The loans are a lot more economical than going to a bank, says Nicoll. Through the city a person would not have to pay loan origination fees, pre-payment penalties and other bank-related charges.

The loan program is funded through a Community Development Block Grant fund and the maximum loan amount is \$15,000. The loans can be used for such repairs as plumbing, electrical, roofing, interior and exterior paint and floor coverings, said Nicoll.

One of the major goals of the program is to become self-sustaining where the program income can support the program without federal funding. Another goal, said Nicoll, is to keep pace with the city's redevelopment efforts.

"When a city is redeveloping in a certain area the housing stock in the area is



**KOLEDO LANE**—The new look of the Koledo Lane apartment complex. The much-needed improvements were done as a part of the city Housing/Rehabilitation loan program.

equally important," said Nicoll.

Part of the loan program is also the rehabilitation of rental units in the city. The recently completed Koledo Lane Project is a perfect example of how the city can help a property owner improve the quality of his rental units.

The city first offered low-interest loans to the Koledo Lane property owners to bring substandard interior housing conditions up to federal housing standards. After this work was completed, the city, using its own funds went into the neighborhood and made several off-site improvements. The city built a park, new garages and made much needed street improvements in the area. Fifth units

were added on to some of the four-plex's in the complex with the help of loans from Mercury Savings and Loan in Huntington Beach.

The only condition laid down by the city in return for this work called for property owners to form an association amongst themselves that would be responsible for maintaining the cleanliness of the neighborhood.

The program worked so well in the Koledo Lane area, that the city is in the process of doing the same thing in the Commodore Circle area and has targeted the Queens Lane area for its next rental rehabilitation project.

## HB first choice for Cousteau museum

City officials were elated when they discovered recently that Huntington Beach is the only American city the Cousteau Society is considering for the location of an oceanic museum.

Charles Vinick, vice president of business affairs for the Cousteau Society, told the city council and staff that Huntington Beach will be the next site for a Cousteau museum after the initial facility is constructed in Paris, if all the obstacles can be removed.

The society accepted Huntington Beach as a museum site after a city feasibility study showed that it could attract as many as 1.3 million visitors a year. The society also had been considering a site in Aliso

Viejo, east of Laguna Beach.

The center must first prove to be compatible with the city's downtown redevelopment efforts before financing and construction for the \$25-\$35 million project can be arranged.

According to Mike Adams, principal planner for redevelopment in Huntington Beach, the museum would be a jewel in local redevelopment efforts. "The center would provide a year-round destination resort."

The 120,000-square-foot facility will take the visitor "into another world," Vinick said. "It will provide visitors as real an experience of the undersea world without getting wet."

In a slide presentation designed to give council members a general feeling for the project, Vinick said some of the exhibits the center would include are a history of Cousteau expeditions, what it would be like to be on a Cousteau expedition and displays of regional sea life.

Because it will be designed as an educational center, Vinick also said the center might include employment opportunities for local high school and college students.

"It would be a real feather in our cap if we could get this project to work out," said Douglas N. LaBelle, Huntington Beach's Deputy City Administrator/Deputy Director of Redevelopment.