

The Planning Process was organized around a series of Community Workshops and City Council Study Sessions. This section provides a list of the dates and focus of those sessions, and a summary of comments received from community members at Community Workshops.

- April 2007 – Focus Groups
- May 10, 2007 – Community Workshop #1: Community Aspirations & Opportunities
- June 20, 2007 – Community Workshop #2: Broad Brush Concept
- August 27, 2007 – Community Workshop #3: Traffic
- September 20, 2007 – Community Workshop #4: Future Edinger Avenue
- January 7, 2008 – City Council Study Session #1: Edinger Vision
- January 23, 2008 – Community Workshop #5: Character
- February 27, 2008 – Community Workshop #6: Beach Boulevard
- April 17, 2008 – City Council Study Session #2: Plan Recommendations

Focus Groups

Chamber of Commerce

- Huntington Beach residents and visitors would like better local shopping opportunities, especially apparel and quality grocery. Potential for major retailers limited because of proximity of Costa Mesa and Westminster malls
- Need for driveway consolidation on Beach
- Beach Boulevard needs aesthetic upgrade – not a proper entry to the City
- Many successful and stable businesses along both corridors

Property Owners & Developers

- HB not a desirable office address. Residential “missing” in Edinger corridor. Interest in creating a mixed use place, with some single use projects.
- Beach is not a positive entry: need a “Wow” factor, and “eye appeal” now it looks like “junky flea market” Upgrades need to be aesthetic and economic
- Property owners want intensification of entitlements and streamlining of process. Change will take a long time, they want flexibility in terms of use. Stand alone residential is probably what would develop most quickly
- Concern that traffic issue will “shut it down,” i.e. limit increases in intensity. “Have to make traffic flow.” Interest in transit potential within and to City
- North HB businesses losing customers because of mall – especially delis, etc.
- On Beach, there is “huge demand” for office, especially medical. Small parcels big development challenge
- Parking “drives everything” Many over-parked properties, “sea of unused parking”
- Some properties ready for submittal now – Red Oak, DJM

CalTrans

- Caltrans owns Beach Boulevard
- Changes in the Edinger corridor have major impact on Caltrans facilities (405 and interchanges)
- All changes to Beach will require Caltrans’ full agreement and participation
- Caltrans will comment on changes in Edinger; City will be required to analyze traffic in conformance w/ Caltrans procedures

Community Workshop #1

The following represents a summary of comments received by community workshop participants in response community aspirations and opportunities.

- Beach Boulevard is our gateway to the City and to the Pacific Ocean.
 - – Accessibility transportation
 - – Pleasant drive
 - – Surf city identity
- Nothing unique about Beach Blvd.
- Keep “flavor” of Beach Blvd.
- Terrible eyesore
- Limited depth on Beach Blvd. parcels
- There has been a history of citizen meetings regarding Beach Blvd.
- Beach is not a good “walkable” street
- Beach Blvd – sea of concrete
- Setbacks and other devises to deal with wide highway
- More landscape setbacks on Beach Blvd.
- Need innovation to keep flow of traffic
- •New Horizontal mixed-use development would be a good idea
- •Convert commercial property to residential property
- •Boeing will need housing in corridor
 - – Healthy, affordable mix of housing
- •Need for increased residential density
 - – Modes of increased density
- •Affordability attracts a young and vibrant population
- •Mixed-use reduces traffic
- •Plaza Almeria is a good example of vertical mixed-use
- •Need a variety of housing options
- •Five Points is a Good Opportunity
 - – Pedestrian-friendly
 - – Make it like the new development in Downtown Santa Barbara
 - – Make it a center like Santana Row in San Jose

Community Workshop #2

The following represents a summary of comments received by community workshop participants in response to consultant’s presentation regarding broad brush strategies.

Comments on Broad Brush Concepts

- Huntington Beach has been built on single family homes
- We should separate housing from retail
- We will need housing so that we don’t make Boeing workers them long-distance commuters
- I totally support this, move ASAP
- The vision is wonderful
- I want to compliment your excellent analyses
- We need people movers
 - More bicycle trails
 - What about Rail?
 - The Edison Trail
- This process is important. I applaud the city for hiring these consultants
 - I see the benefits from this broad brush approach and the corridors need it
- Rear access requires more depth on Beach
- Make a Beach Gateway – arch over “Surf City”
- Golden West College is behind this

Comments on Traffic/Transportation

- •I’m worried about transportation.
- •Will these recommendations increase traffic on Edinger Ave. so that congestion is bad all day long?
- •Generally I like the recommendations but I’m worried about the interchange as a choke point.
- •We need to maintain traffic flow.
- •We need seamless land-use and transportation planning.
- •Consider innovative traffic solutions.
- •The Transit Center and railroad tracks are already in place for us to build on.
- •Consider transit to get beach traffic off the roads.
- •Reduce the commute out of the City
- •Focus on the long term planning process, not just the immediate traffic impacts.
- •If you live in the City, you avoid the problem intersections.
- You don’t take Beach Blvd. to get to downtown.

- •I like the town center idea. I think it will generate less traffic.
- •In nodes with higher density housing, more people will walk and they will be less congested.
- Looking at traffic is putting the cart before the horse
 - Get economics down first so we’re not taking a shot in the dark
- We should focus on the long term process, not immediate traffic impacts
- The Edinger Transit Center and the railroad tracks are already in place for us to build upon
- I like the town center idea. I think it will generate less traffic.

Community Workshop #3

The following represents a summary of comments received by community workshop participants in response to consultant’s presentation regarding traffic.

Concerns

- People who move here want to live the medium-low density California Lifestyle and drive cars.
- I’m Concerned about the extent of the benefit you get from mixed-use centers.
- Under current transportation system, more intensity is planning for more cars

Agreement

- Thanks for listening about traffic
- We are getting more people; The only solution is high density & mixed-use
- I’m in support of the network improvements and mixed-use.
- I agree with the idea of phasing development.
- “This strikes me as an exhilarating process. I haven’t heard ‘I disagree totally’ but I do hear some caution. Let’s definitely go to the next stage”

Support for Transit

- We need to look 30 years out to plan for transit.
- I want to see us do more planning for transit.
- Beach, Ellis, and Main is a perfect place for a transportation center.
- We do need to move forward with more emphasis on transit.

Community Workshop #4

The following represents a summary of comments received by community workshop participants in response to consultant's presentation regarding.

Good

- Wonderful presentation
- Beautiful
- I agree you need 50 DU to be feasible.
- This absolutely makes sense.
- I like what you are talking about.
- Nods for a "good piece of Huntington Beach"
- Thank you for the thorough presentation – I think the vision is viable
- If we are lucky it will work well for adults- What about children?
- This is a dynamic community and growth will happen so you need to anticipate and channel change
- This vision is a lifestyle choice. People will move there because they want to.
- As a business owner, this might be the right place for workforce housing
- I'm all for mixed-use concept – the condition is not to lose retail
- We need to review the Bella Terra site plan.
- Maximize retail square feet and minimize leakage
 - If you build it we will shop there
- The concepts make sense
- A hotel would seem to be appropriate for that area
- Idea of mixed use on the Montgomery ward site with a market is excellent
- I like what you have done so far. It has been thorough
- I challenge you to ensure the workshop vision matches the (intricate) regulation
 - If it doesn't you can not get to the vision
- I-405 is the most visible gateway to the city
 - What kind of monument or landmark can we do?
- Part of the 10-15 year 405 improvement can be a gateway element
- I agree and think this is a good direction
- I really like your tie

Bad

- Instead of a train, how about a quite Monorail, Magrail etc.
- This assumes that people are going to walk.
- I don't care what you say I am concerned about the traffic.
- You can't do 50 DU/acre with existing parking regulations
- I think even mixed use density will be more traffic than low density single use
- I want to make sure you give traffic its due diligence
- You should consider not limiting forms to those that are economically feasible
- You should consider how feasibility is affected by impact fees
- Mixed use retail downtown has been unstable
- Luxury rental and affordable housing contradict each other
- I think high density means higher crime
- I'm concerned about water service
- I think it's the wrong direction
- I think that City Center type development should be allowed in more places

Community Workshop #5

The summary of comments received by community workshop participants as part of the interactive workshop on Huntington Beach Character can be found in Appendix X.

Community Workshop #6

The following represents a summary of comments received by community workshop participants in response to consultant's presentation regarding Beach Boulevard.

- The Residential Parkway is a great idea; preserve near the beach
- I like the ideas but they sound like maintenance will be a big city expense
- I think it would be wonderful. I also think it's setting us up for gridlock
- Huntington Beach tomorrow's position:
 - The study is flawed
 - There are recommendations that are in conflict
 - Projects are coming faster than City can process them
- Does tenant change trigger regulations?

- Think this is great – how many stories?
- Are these restrictions too much on Neighborhood Centers?
 - What about no retail to ground floor?
 - As few restrictions as necessary
 - Let them be inventive and let them decide
- Does the housing qualify for workforce housing? – Make the specific plan encourage workforce housing?
- I think restricting the retail is great
- Have you thought about the mix between Rental and Sale property?
- Will the specific plan be analyzing fiscal analysis of converting retail to housing?
- There will be new demand on services
- Are school districts aware of this?
- Do you envision changes to households?
- What about provision of parks or open spaces?
- 150 square feet per unit seems small
- is the open space requirement in addition to park fees?
- Why restrict to 4 floors? – I think this wouldn't do much for us. Taller too high – we already have up to 12.
- My mantra:
 - Every unit will require two cars
 - How are we going to get around?
 - I can't get around right now
- Will you change parking requirements along with height recommendations?
- Some communities discourage driving by significantly reducing parking requirements.
- Will there be regulations limiting driveways to help traffic?
- Fire access has a big affect
- What about additional fire safety and police?
- What is the motivation for property owners to want to make these changes?
- Will there be incentive packages?
- I like the vision for the segments so far.
- Consider phasing or award of density to help disadvantaged properties.
- Concerned about 150 square feet of open space being too much for developers.

- Is there a way to do "open space credits" or "payments"?
- Who pays for traffic improvements?
- Can open space be allowed to be private?
- Commercial and traffic ½ is far from work.
- Offices to the ground floor is good.
- Are you doing something to help dealerships?
- Promote auto dealer fleet structures.
- Can you really make segments pedestrian friendly with Big Box and Auto Dealers?
- More density is 5 Points close but not at corner – why not at corner?
- Why not at intersection? – think it should be taller: 8 or even 10 stories
- Because of Type I vs. Type V
- If traffic analysis says only 3 floors, will you limit development?
- I like it

“Good Direction” = majority

“Wrong Direction” = 1 person

Follow up Discussion

- Too aggressive but I like the concepts
- Don't think housing is in character with Beach Blvd.

