City of Huntington Beach, California

Beach and Edinger Corridors Reference Volume

Draft

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Note: Certain Poor Quality Graphics will be Replaced in the Final Version

TABLE OF CONTENTS

INTRODUCTION
THE ENVISIONED FUTURE CORRIDORS 1

APPENDIX A: EXISTING CONDITIONS 23
A.1. INTRODUCTION 23
A.2. CONTEXT 24
A.3. PATTERN OF OWNERSHIP 28
A.4. ZONING 28
A.5. PATTERN OF DEVELOPMENT 29
A.6. OPEN SPACE AND RECREATION 32
A.7. VULNERABILITY TO CHANGE 33
A.8. LOCAL TRANSPORTATION AND CIRCULATION 33
A.9. ARCHITECTURE AND LANDSCAPE CHARACTER 36

APPENDIX B: WORKSHOP SUMMARY 39

APPENDIX C: CHARACTER WORKSHOP SUMMARY 43

APPENDIX D: ECONOMICS 55

The Envisioned Future Corridors

The Beach and Edinger Corridors are composed of 550 individual privately held properties, and six and a half miles of public rights-of-way owned by the City of Huntington Beach (in the case of Edinger Avenue) and the State of California (in the case of Beach Boulevard). The overarching purpose of the Specific Plan is to orchestrate individual public and private investments to produce greater value than any separate project could practically achieve by providing a common purpose that all investors can rely upon, contribute to, and derive value from. This section describes the common purpose to which all investments shall be directed: the realization of a vision of the future that is sufficiently specific to provide a common purpose, yet loose enough to respond to opportunities and changes in the marketplace that will inevitably arise.

Edinger Avenue Corridor and Environs

Regulations contained in the *Beach-Edinger Corridors Specific Plan* will apply solely to properties located in the Specific Plan Area. The location of the Specific Plan Area is illustrated in Figure i.1. - Plan Area Map.

Notwithstanding these formal policy-area boundaries, the primary developments influencing the optimum potential future for all properties in this portion of the City are Bella Terra shopping center, Golden West College, and the properties between and adjacent to these primary destinations. Golden West Transit Center will also play an increasingly influential role in the future of this part of Huntington Beach. Although these developments are outside of the formal Beach & Edinger Corridors Specific Plan Area for regulatory purposes, this portion of the Specific Plan describes the optimum future for this entire cohesive portion of the City. The Specific Plan refers to this portion of the City as *The Edinger Corridor and Environs*. The Edinger Corridor and Environs includes all properties lining Edinger Avenue between the intersection of Goldenwest Avenue and Beach Boulevard, as well as the triangle of properties formed by the eastern edge of Golden West College, Interstate 405, and Edinger Avenue – see Figure i.2. - Edinger Avenue Corridor and Environs.

Land use and development policies implementing the community's intent for the Beach and Edinger Avenue Corridors and Environs will be contained in the combination of the policy portions of the *Beach & Edinger Corridors Specific Plan*, *The Crossing at Huntington Beach Specific Plan* (SP13), and, for properties in the Edinger Corridor and Environs not falling under the regulatory purview of one of these Specific Plans, the *Huntington Beach Zoning & Subdivision Ordinance.*

1) The Evolution of the Edinger Corridor and Environs

New infill and replacement development along the Edinger Corridor and Environs will be directed toward the augmentation of the existing pattern of isolated, low intensity, single use, surface-parked development, (see Figure 1.3 – Pattern of Existing Development) with development that provides added connectivity, synergy and mix. Rather than requiring everyone to move between properties by automobile, the future development pattern will make walking and bicycling viable choices, and will ultimately make transit riding an appealing alternative to automobile use.

Piece by piece, the area will be transformed from a sprawling and undifferentiated landscape of buildings separated by large parking lots, to become a memorable central city district characterized by its emerging structural differentiation, vitality and activity (see Figure 1.4 - Revitalization Framework: The Town Center District).

In addition to these three primary sections, additional information upon which the Specific Plan is founded is included both in the appendices of this document, as well as in separately bound technical reports.

Infill development on underutilized properties responding to the broad framework of the Specific Plan will be composed of the types of coherent arrangements of buildings, streets, and blocks that were formerly lacking.

Bella Terra will continue to grow in terms of retail offerings, mixture of uses, and intensity of development, ultimately evolving from stand-alone shopping mall to become the *core* of a vital city district. This *Town Center Core* will offer commercial goods and services that cater to the entire City in a lively pedestrian-friendly environment. Infill development on properties between Golden West College and this *Town Center Core* will form a new *Town Center Neighborhood*, providing housing, office and perhaps lodging for people associated with the college, and for new city residents, while providing a "captive market" to help support the Town Center Core shops and services. New development lining Edinger Avenue will ultimately transform the character of the corridor from commercial strip to *Town Center Boulevard*, with development increasingly reflecting the vitality and pedestrian friendly qualities of this central city district.

Together, the *Town Center Core*, *Town Center Neighborhood*, and *Town Center Boulevard* are the primary structural elements envisioned for the Edinger Corridor and Environs – see Figure 1.5. These primary structural elements together form the development framework on which the development regulations for each of these areas (only some of which are included in the Beach-Edinger Specific Plan) are based. The particular characteristics of new development intended for each of these elements are described and illustrated in the following sections.

The Emerging Town Center District. Over time, the growing college, the emerging Town Center Core, and Town Center Neighborhood, will collectively form an increasingly identifiable Town Center District (see Figure 1.4 and 1.5) that is distinguished by its vitality, synergy and mix. This special city district will be the antithesis of the linear strip: development will not sprawl outward, low to the ground, it will be compact and clustered; it will not be only one type of land use, but a mixture of uses and destinations – retail, entertainment, civic, residential, and ultimately places of work and lodging will be found there. The shopping core will center on streets with curbside parking and slow moving traffic reminiscent of historic downtown districts, but featuring contemporary businesses and accommodating the parking and services that they require.

People living, working or visiting the Town Center District will be those who value convenience, enjoy being "where the action is" and like to park once and walk, or arrive by transit or bicycle. The Town Center District will provide businesses with a prominent address while offering workers and customers nearby places to meet, eat lunch, and shop. More than anything else, the District will attract people with its lively pedestrian activity and comfortable environment for walking and lingering, featuring a generous assortment of sitting places, warmly lit sidewalks and attractive window displays. Walking and bicycling will be made easy by the district's mixture of uses, concentrated development pattern, and its fine-grained network of streets shared by vehicles and pedestrians alike. Along these streets, office, housing, and lodging will easily mix in attractive buildings built right up to the sidewalk, forming a consistent "street wall" that creates the feeling of an outdoor living room.

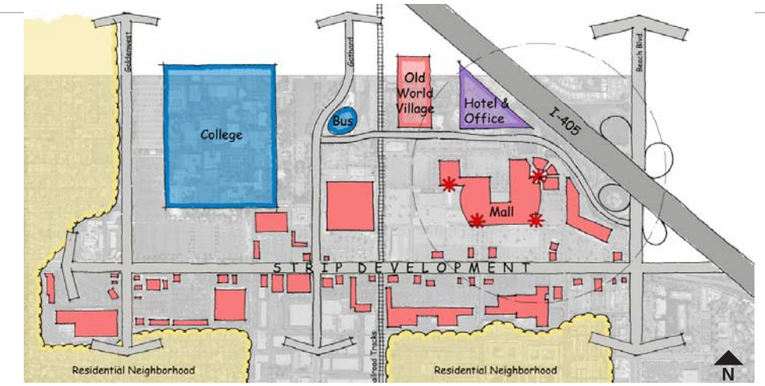


Fig 1.3. Pattern of Existing Development

The existing pattern of development is characterized by isolated, low intensity, single use development in an auto-dominated environment.

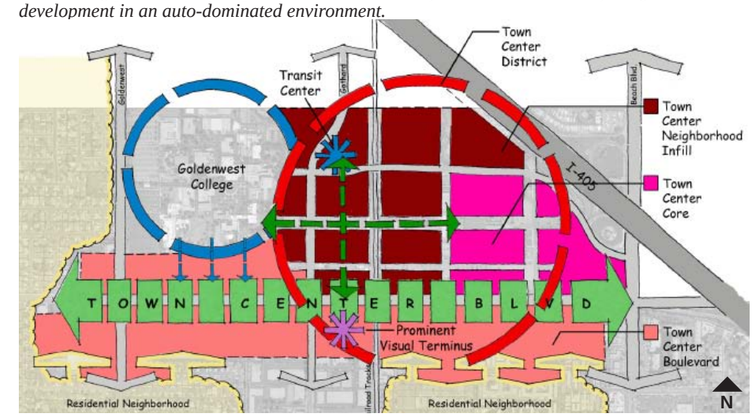


Fig 1.4. Revitalization Framework:
The Town Center District

The future Town Center District will be characterized by connected, mixed use development in a pedestrian friendly environment, oriented to a town center core.

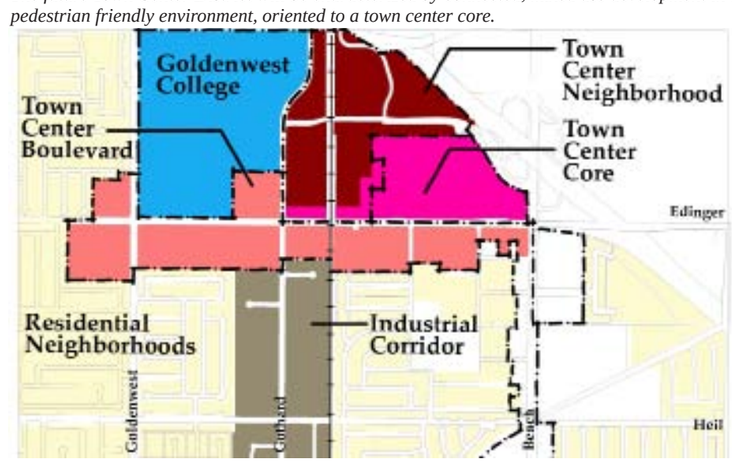


Fig 1.5. The Envisioned Structure of the Edinger Avenue Corridor and Environs

** Boundaries shown represent envisioned District Structure of the Edinger Avenue Corridor and Environs (For the Plan Area Boundary see Fig.i.1 Plan Area)*

Note Regarding Photographs: The photographs displayed in the following sections are provided to evoke the general character of development envisioned for the future of each of the emerging centers and segments along the corridors. In many cases, these photographs are taken from areas with somewhat different regional architectural expressions or local site constraints. None of these photos are intended to provide specific design recommendations or specifications for application to new development along the corridors. They are intended to assist in evoking the envisioned future scale and development types envisioned for the various emerging portions of the two corridors.

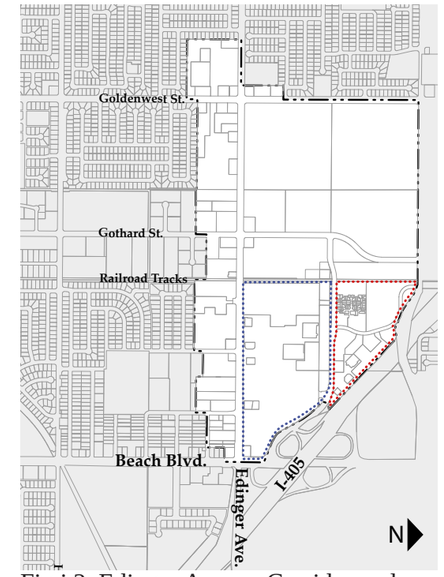


Fig.i.2. Edinger Avenue Corridor and Environs

- Edinger Avenue Corridor and Environs Boundary
- The Crossings Specific Plan Area Boundary
- North Huntington Center Specific Plan Area Boundary

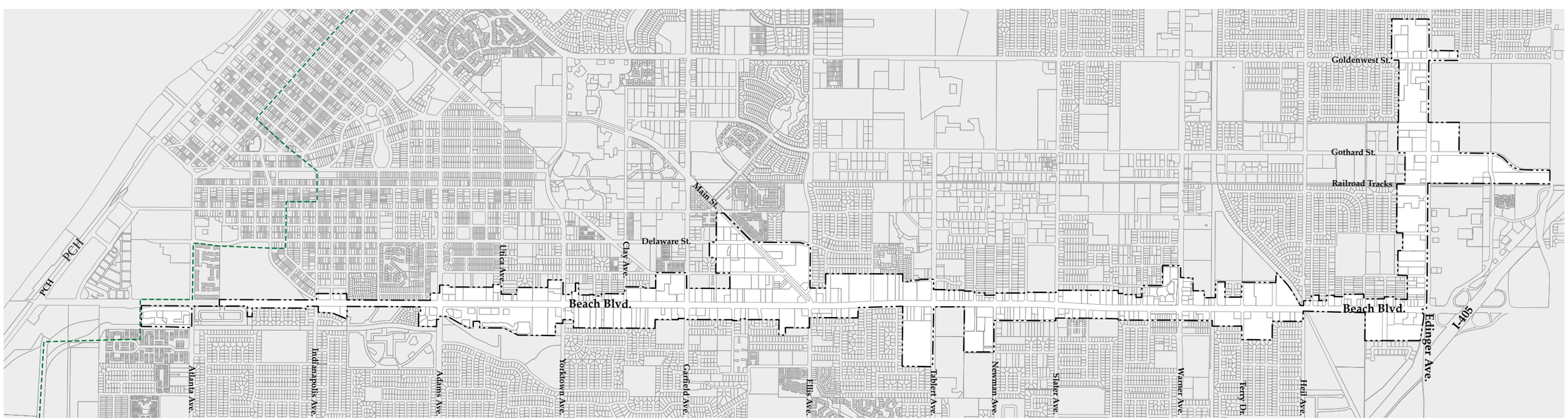


FIG. I. 1. PLAN AREA MAP

- Coastal Zone Boundary
- Specific Plan Area Boundary

N 1,000 500 0 1,000 2,000 Feet

ENVISIONED FUTURE CORRIDORS

2

2) Town Center Core

Existing Conditions:

The area designated as the future Town Center Core occupies the major portion of a single very large city block. Edinger Avenue runs along the southern edge of this superblock, providing substantial visibility to development along that frontage; Beach Boulevard runs along the narrow eastern edge. There are no internal north-south or east-west through-streets. Buildings primarily occupy the center of the block and are surrounded entirely by surface parking lots. Roadways circling the block are designed in the form of wide arterials with narrow sidewalks, no buffering curbside parking, and little in the way of amenity. The overall pattern provides an environment exclusively oriented to motorists.

The Town Center Core area is anchored by Bella Terra shopping mall. The shopping center's strategic location in close proximity to the I-405 Interchange, and to the intersection of Beach Boulevard and Edinger Avenue make it an ideal location for a city and regional center. The mall features a mix of retail anchor uses, in-line shops and a cluster of restaurant and entertainment venues surrounding and oriented to a central plaza. Building uses are exclusively retail and service uses; there are no offices, residences, or hotel rooms. The architecture of the Mall includes some of the most memorable neo-Mediterranean architecture anywhere in the Specific Plan Area.

Planning Approach:

Promote the gradual *restructuring* of the low density shopping center into a vibrant urban shopping district - facilitate the augmentation of Bella Terra with additional retail anchors, shopping, eating and entertainment venues, residences, offices and hotel rooms, as well as a widening variety of pedestrian amenities, connected streets and public spaces.

District-Specific Revitalization Strategy:

Designate this area as a special City Center district characterized by convenience and urban vitality. Focus special entitlements in this central area for additional city-oriented retail, eating and entertainment venues, as well as entitlements for dense, creatively designed urban living, working and lodging. Insure the retention of this area as an activity node by requiring ground-level activity-generating uses, especially along Edinger Avenue. Implement development standards that require future development to feature primary entrances oriented to existing and new walking streets, featuring comfortable sidewalks and attractive landscaping. Implement short term improvements to key intersections along Beach and Edinger to facilitate growth without sacrificing mobility. Investigate and pursue longer term street improvements and especially transit facilities to provide increased convenience and accessibility to this emerging city and regional center.

Envisioned Future District:

As consumers' and the shopping industry's embrace of mixed-use urban shopping center formats increasingly come to dominate the shopping industry, Bella Terra will grow and intensify in keeping with those market trends. Additional large scale retail anchors will complement the ones already in place, increasing the number and type of in-line boutique retail that can be supported. Further amenity-driven "lifestyle center" components similar to "The Village" area clustered around the amphitheater will also be added. These will likely be similarly composed of restaurants with outdoor dining, and entertainment uses featuring continuous ground floor shop fronts with shop windows and doors that adorn buildings with a high level of finish and detail.

The difference will be that above and surrounding these shops, a significant population of residents, workers, and visitors in mid-rise mixed use buildings will enjoy the excitement and convenience while adding to the vitality and activity of the emerging Town Center District.

In the longer term, as the center expands, large scale surface lots will give way to structured parking and pedestrian scaled blocks (see Fig. 1.7 - Envisioned Town Center Core Development Types) that provide improved circulation and connectivity. The new streets, lined with street trees and decorative furnishings, will offer convenient parking spaces at the curb, with more spaces tucked behind buildings in lots and structures. The attractive pedestrian-oriented streets will lead to signature plazas and public spaces in which activity and amenity will be concentrated.

The pictures to the right illustrate the types of development envisioned for the Town Center Core.

Town Center Core Edge. At the edge of the Town Center Core as well as along its Edinger Avenue edge, new development will feature ground-level retail, restaurant and entertainment uses contiguous with those already in and being added to Bella Terra. New development closest to Bella Terra will likely feature at least one new anchor store, which will form the new western edge of the shopping core.

The pictures to the right illustrate the types of development envisioned for the Town Center Core Edge.

3) Town Center Neighborhood

Existing Conditions:

The area between and adjacent to Bella Terra and Golden West College contains the largest assembled properties in the Beach Boulevard and Edinger Avenue development corridors. Several of those large properties are underutilized and, given their location between these two popular destinations, likely targets for new investment. At the time of plan adoption, the property located immediately along the western edge of Bella Terra - the largest privately held property along the Corridor - is occupied by a vacant former department store.

Notwithstanding the substantial visibility along Edinger Avenue, there is very little in the way of existing retail or services in this area oriented toward the thoroughfare. Buildings are single-story structures set back substantially on the Edinger Avenue frontage. There is a cluster of retail and services located along Gothard Street that is oriented to the college. Whereas development south of Center Avenue consists exclusively of single-story retail and surface parking, uses between Center Avenue and the freeway contain a wide range of uses and building types, including medium density residential, midrise hotel and office development, and a low-rise entertainment-oriented "village" development.

Existing developments are separated by wide spaces primarily covered in surface parking lots, and by wide arterial roadways, discouraging walking between venues. Building entrances are oriented to parking lots. Block circumferences are very large, scaled entirely to motorized vehicles, too large to accommodate walking or even much bicycling. The pattern of streets organized only to the specific configurations of current development, rather than to provide a long-term street and block framework for development and change over time.

The area is bisected by the railroad right-of-way, which features no pedestrian crossing facilities, further discouraging walking around the area. The overall effect is one of separate development projects in an automobile-oriented setting. Golden West Transportation Center is located in the middle of this zone, and is separated from Golden West College by a surface parking lot, and from the railroad tracks by an undeveloped property.

Planning Approach:

As new development occurs, facilitate the *restructuring* of this area into a more pedestrian-friendly and connected series of buildings and spaces.

District-Specific Revitalization Strategy:

Place high priority on promoting the redevelopment of the large underutilized properties in this area, taking advantage of their position between Golden West College and Bella Terra, and their high visibility along Edinger Avenue. Insure that new investment provides a pattern that promotes much better connectivity for college students and employees, shoppers and residents by providing smaller blocks with buildings oriented to attractive walking (and bicycling) streets. Facilitate higher intensity building types and a mix of uses with entitlements permitting a wide range of uses and greater building heights than is typical for most of the city, and by requiring minimum development intensities.

Complement and stimulate new investment with street improvements along Edinger Avenue that replace the look-alike strip with a distinctive boulevard designed more around the requirements of retailing while maintaining efficient throughput. Leverage transit infrastructure to add to the attractiveness of the area by partnering with state, regional and local transit agencies to make increasing use of the tracks and to enhance the visibility and accessibility of Golden West Transportation Center to a much wider variety of transportation modes.

Envisioned Future District:

Near term development activity will take advantage of the large areas of vacant and underutilized land between the Town Center Core and Golden West College to provide the pioneering investment that will begin the formation of the urban neighborhood surrounding and supporting the Town Center Core. This will be a city neighborhood with a difference. It will feature the City's widest range of contemporary housing types, and possibly a wide mixture of uses, all concentrated within walking distance of the Town Center Core's theater, shops, restaurants, cafes, nightlife, and amenities. As infill proceeds and the region continues to invest in its transit infrastructure, the neighborhood will benefit from the presence of Golden West Transit Center at its center while also promoting transit ridership.

The vitality, safety and identity of the neighborhood will primarily stem from the new streets and pedestrian ways that homes face, and that provide connectivity between the college, the shopping core, and the transit center. The pattern of pedestrian scaled blocks that is created by these streets and ways will be distinguished by the special public spaces distributed along them.

Fig 1.6. The Envisioned Future Town Center District (Looking Northeast from the intersection of Edinger & Gothard)

Buildings lining the new streets will be artfully designed, and will be built close to the sidewalk with entrances facing the public thoroughfares. Building massing and façade composition will emphasize variety and street-side interest (Fig. 1.8 Envisioned Town Center Neighborhood Development Types). Facades will feature richly detailed windows and doorways, building forecourts, terraced urban gardens, front stoops, and bay windows.

The pictures to the right illustrate the types of development envisioned for the Town Center Neighborhood area.

Connections to Golden West College & Transit Center. As the Town Center District grows, it will provide what have been the missing connections to and from Golden West College and the Golden West Transit Center. The Golden West College Campus will continue to be a significant presence along Edinger Avenue. Improved pedestrian connections created by new Town Center Neighborhood development will allow the student and faculty population to enjoy the wide variety of retail and entertainment in the nearby Town Center Core. Visitors throughout the City and the region will take advantage of the Transit Center's central location to arrive by bus and/or train to patronize the lively Town Center Core. Likewise, transit will provide Town Center residents and university goers with the critical opportunity to travel to other workplace or activity centers without relying on their car.

4) Town Center Boulevard

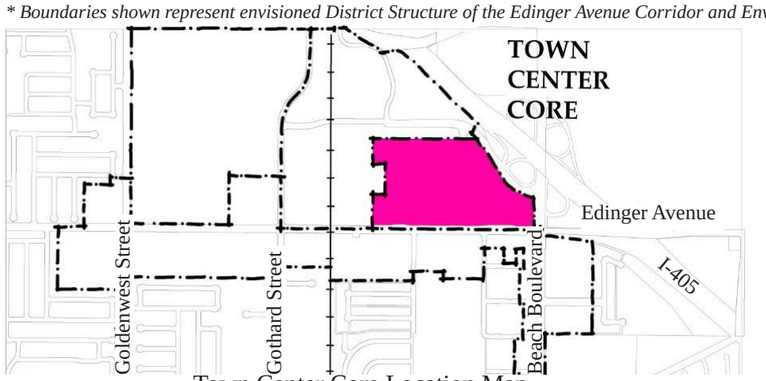
Existing Conditions:

The segment of Edinger Avenue between Goldenwest and Beach Boulevard visibly benefits from its proximity to the I-405 Interchange. The resultant positioning of the Bella Terra shopping center at the primary intersection insures that the properties along Edinger within this portion of the corridor remain highly visible to a wide population of potential customers. The consistency and stability of commercial uses along this segment is similar to the Town Center Boulevard segment of Beach Boulevard, which is equally proximate to the I-405 interchange. But whereas the Beach Boulevard segment is characterized by small and shallow property configurations that limit redevelopment potential, the Edinger Avenue Corridor segment features a wide range of large and medium scale properties. The larger scale of the properties combined with their proximity to two important

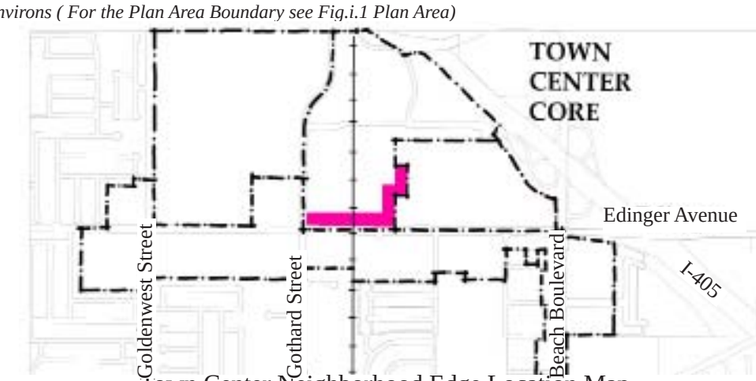
Fig 1.7. Envisioned Town Center Core Development Types

Envisioned Development for Town Center Core

** Boundaries shown represent envisioned District Structure of the Edinger Avenue Corridor and Environs (For the Plan Area Boundary see Fig.i.1 Plan Area)*



Town Center Core Location Map



Town Center Neighborhood Edge Location Map

Envisioned Development for Town Center Core

Envisioned Development for Town Center Core Edge

destinations – Bella Terra shopping center and Golden West College, is likely to result in ongoing investment and intensification of this portion of the City.

Planning Approach:

Encourage gradual *transition* to more pedestrian oriented and distinctive building types and site treatments, as well as increasingly efficient land use.

Segment-Specific Planning Strategy:

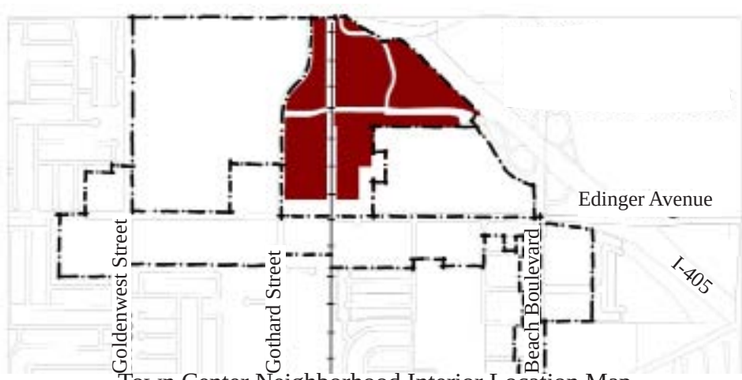
Employ policy tools to support continued investment in a wide range of city and neighborhood oriented retail and services, while directing new investment away from purely auto-oriented formats to formats more supportive of pedestrian activity and more flattering to the identity of the city – while retaining features of development that provide visibility and access from Edinger Avenue. In addition, provide entitlements for mixed-use development to encourage gradual increase in land use efficiency. Require new development to contribute to the necessary expansion of corridor vehicular capacity by requiring the construction of new street segments that ultimately provide alternative routes, particularly for shorter, internal district trips. Foster the emergence of a more attractive street environment by extending required new improvements to the existing curb.

Envisioned Future Segment:

The transformation of the Edinger Corridor and Environs will be most visible along Edinger Avenue itself. The older strip development - characterized by low-rise, single-use development set back behind surface parking lots and monument signs - will give way to development that retains the economic advantages conferred by the location's high visibility and accessibility, but in a pattern that is configured to make walking a viable choice, and to accommodate a wider range of uses.

Physically, a greater proportion of buildings will be positioned between the street and the parking facilities (or on top of some of the parking facilities), re-uniting activity-generating uses with public sidewalks (Fig. 1.9 Envisioned Town Center Boulevard Commercial Development Types). New development on properties lining Edinger Avenue will typically feature a mixture of ground-level shops and services, with upper-level homes, offices, or hotel rooms (Fig. 1.10 - Envisioned Town Center Boulevard Mixed-Use Development Types). Many of the buildings will feature multiple levels, reducing the proportions of the space that Edinger Avenue passes through, reducing the overwhelming scale of the space for pedestrians.

** Boundaries shown represent envisioned District Structure of the Edinger Avenue Corridor and Environs (For the Plan Area Boundary see Fig.i.1 Plan Area)*



Town Center Neighborhood Interior Location Map

As one proceeds out and away from the Town Center Core, development will become less compact: the spaces between buildings will expand, and the proportion of the buildings built up to the sidewalk edge will decrease, and the buildings may even become more low-rise, providing a transition from the district's most urban core to its less urban edges. Over time, the amount of ground level retail may likewise increase as one moves toward the Town Center Core and decrease in the other direction.

The transformation of the Edinger Corridor will be supported by frontage improvements, converting the existing large expanses of pavement into deep, green, tree lined landscaping or protected parking access lanes. Each block of new development will feature a unique protected parking access lane with slow moving traffic and amenities that buffer the sidewalk from the central fast-moving center of Edinger. Pedestrians will be able to stroll, eat outdoors when the weather is nice, and window shop in this slow-moving area. This main street-like environment along Edinger will also create a comfortable "buffer zone" for upper stories of housing, lodging, and/or offices that will help make the Town Center successful.

These improvements will provide the street environments to match development characterized by building and shop entrances that open out toward public sidewalks. With the wide thoroughfare in the center accommodating relatively high traffic volumes, the sidewalks buffered by rows of street trees and curbside parking, and the cohesive building types oriented toward the street, an identifiable civic boulevard will gradually emerge. The transformed "Town Center Boulevard" will provide the central spine and iconic identity of the emergent Town Center District.

The pictures to the right and opposite illustrate the types of development envisioned for the Town Center Boulevard.

5) Residential Transition Areas

Existing Conditions:

Residential Transition Areas are established in locations where properties are located between the existing commercial strip corridor and established low density residential neighborhoods, where the property lines of corridor-fronting properties abut the residential development. Existing corridor-oriented strip development typically features building types and/or site treatments that are significantly incompatible with the character of the existing residential neighborhood.

Planning Approach:

Facilitate the *transitioning* of the pattern of development along these rear portions of the corridor-fronting properties to feature conditions more compatible with adjacent low-density residential neighborhoods.

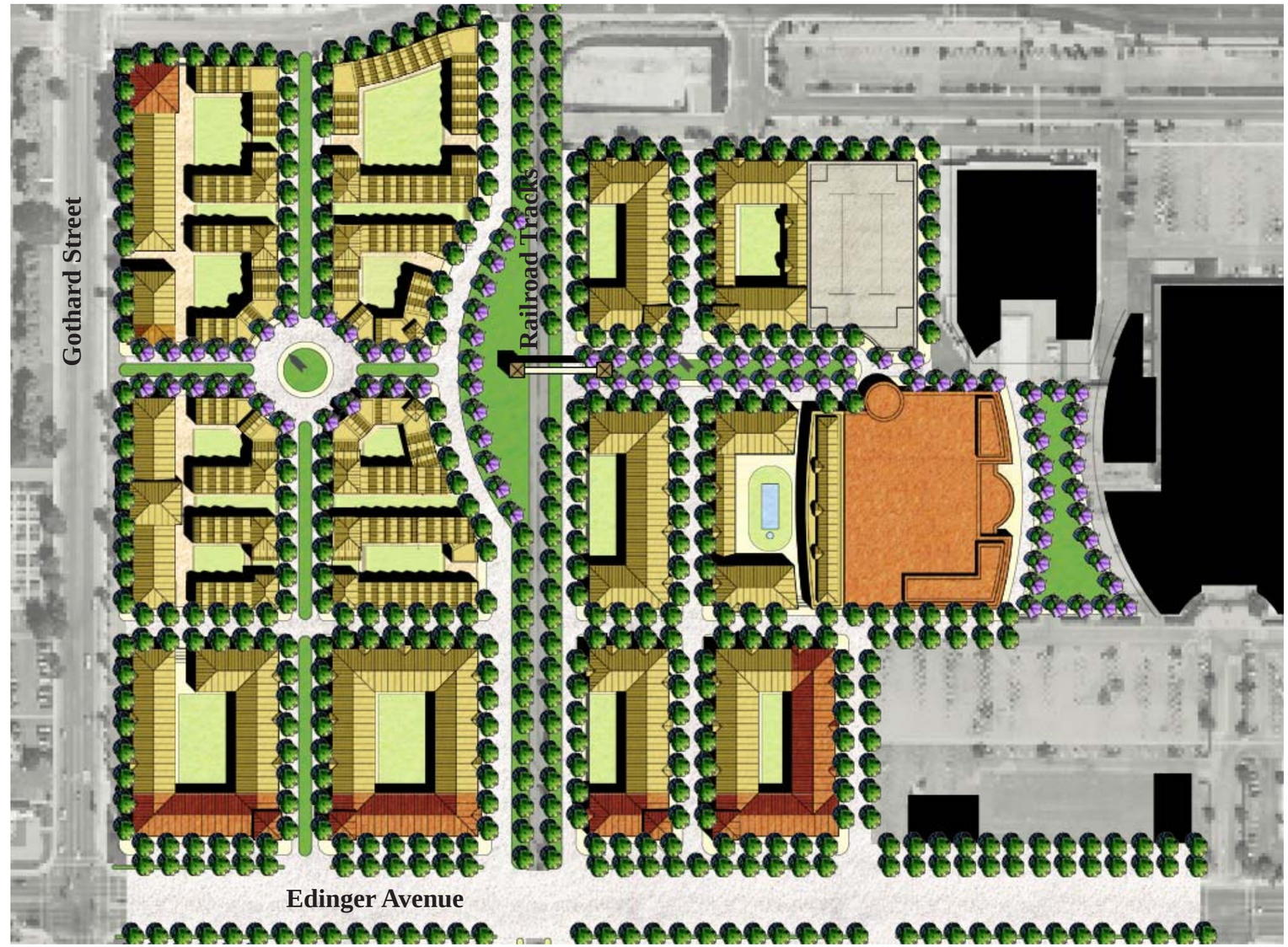
Area-Specific Revitalization Strategy:

As new development occurs on properties between Edinger Avenue or Beach Boulevard and adjacent low-density residential neighborhoods, require the edges of new development immediately contiguous with those neighborhoods to feature compatible uses and site treatments. In the Residential Transition Area south of Edinger Avenue, require new development to contribute to the necessary expansion of corridor vehicular capacity by requiring the construction of new street segments that ultimately provide alternative routes to take some of the pressure off Edinger Avenue, particularly for shorter, internal district trips.

Envisioned Future Development:

New investment on large properties along Edinger Avenue will be configured to provide a significantly improved transition to the residential development that it abuts to the south. Where residential development to the south is characterized by

Fig 1.8. Envisioned Town Center Neighborhood Development Types



Infill Development on the Properties Between Golodenwest College and Bella Terra will be Characterized by Small Blocks and a Network of Connected Pedestrian Spaces.

** This drawing is an example of an envisioned future development. It is not part of this Plan's regulations.*

rear lot conditions, new development will "complete the block" matching rear lot to rear lot. New residential streets will be constructed to "knit" new development back into the "fabric" of existing neighborhoods and to provide appropriate transition to denser housing or commercial development lining Edinger Avenue (Fig. 1.11 Envisioned Residential Transition Area Development Types).

New streets required for new development along large properties will help establish an expanded medium sized block and street network parallel to Edinger Avenue. These new streets and blocks will allow more vehicles to circulate within the Town Center District without contributing to the traffic along Edinger Avenue. New streets will simultaneously provide the proper means by which portions of deep parcels currently occupied by low intensity development can infill with a mix of office, and medium density housing that will assist with the improvement of the transition from Edinger's mixed use environment to the existing housing beyond.

The pictures to the right illustrate the types of development envisioned for the Residential Transition Areas.

Beach Boulevard Corridor

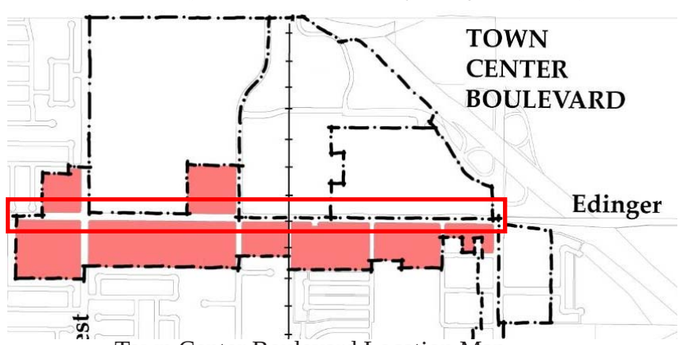
From Commercial Strip to a Pattern of Centers and Segments:

During the period of time in which development is guided by this Specific Plan, Beach Boulevard Corridor will begin its transformation from commercial strip to a pattern of Centers and Segments (see Figures 1.12 and 1.13 Developed during the community workshop visioning process). Whereas the commercial strip is undifferentiated – a linear pattern of exclusively commercial buildings, typically low-rise (with some very visible exceptions), surface parking lots, and monument signs, the future corridor will be increasingly characterized by an emerging structural differentiation: there will be clusters of shops, activity, mix, and intensity - *Centers*; and there will be longer linear portions distinguished by cohesive building types, frontage landscaping, and emerging market focus - *Segments*. Whereas the commercial strip caters to a narrow segment of market demand (the demand for motorist-oriented commercial goods and services), the emerging Centers and Segments will have a much wider appeal. *Town Centers* will offer community services as well as commercial goods and services that cater to the entire City in a setting of comfortable walking streets and transit service, amidst a mix of homes, offices and hotel rooms above the lively ground level shopping and entertainment venues; *Neighborhood Centers* will specialize in serving the needs of neighborhoods within a short drive; mixed-use *Neighborhood Boulevard and Town Center Boulevard segments* will focus on a synergistic mix of workplace, commercial and high density residential uses. Infill development on underutilized properties responding to the broad framework of the Specific Plan will contribute to an emerging pattern of coherent arrangements of buildings, streets, and blocks that were formerly lacking.

New public and private investment will complement many of the offerings that were already in place prior to the adoption of the plan. New shops and entertainment venues will add to the overall draw of the corridors, new and expanded auto dealerships will widen the already wide range of auto sales venues on offer, new residents will bring a larger "captive audience" to augment the drive-by traffic, and new street improvements will enhance the walking and driving environment as well as the visual identity of the corridors.

The implementation of this Specific Plan is intended to begin this transformation from the linear commercial strip that has fallen out of favor with market trends to a pattern of centers, boulevard and parkway segments more in keeping with contemporary consumer and investor preferences and with value already in place along the corridors. The particular characteristics envisioned for each of the Centers and Segments that will define the revitalized corridor are as outlined in the following sections.

** Boundaries shown represent envisioned District Structure of the Edinger Avenue Corridor and Environs (For the Plan Area Boundary see Fig.i.1 Plan Area)*



Town Center Boulevard Location Map

1) Southern Specific Plan Boundary to Adams: The Residential Parkway Segment

Existing Conditions:

The southernmost segment of Beach Boulevard is unique among all the other segments of the Specific Plan. It is almost entirely composed of residential development of solid to high value, typical of many beach city residential neighborhoods in close proximity to the Pacific Ocean. Residential developments are well protected from the wide thoroughfare of Beach Boulevard by generous planting, intervening service lanes, decorative walls, and/or by virtue of the developments' orientation toward side streets.

Planning Approach: Preservation

Segment-Specific Preservation Strategy:

Infill and replacement development in this area will be directed by plan regulations to primarily replicate and very subtly improve upon the best features of the existing pattern (Fig. 1.14 - Envisioned Residential Parkway Development Types).

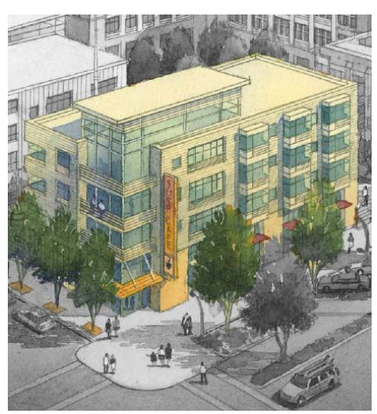
The pictures to the right illustrate the types of development envisioned for the Residential Parkway.

Neighborhood Center:

There is one existing neighborhood shopping center area extending southward from the corner of Atlanta and Beach (see Residential Parkway Location Map). Community objectives that would apply to substantial changes to that center are described in the section labeled "Neighborhood Centers" below.

Fig 1.9. Envisioned Town Center Boulevard Commercial Development Types

Fig 1.10. Envisioned Town Center Boulevard Mixed-Use Development Types



Town Center Boulevard - Envisioned Development Types at Core Frontage

Town Center Boulevard - Envisioned Development Types across from and West of Core Area

2) Adams to Five Points: Neighborhood Parkway Segment

Existing Condition:

The "residential parkway" character of the southernmost segment of Beach Boulevard changes most dramatically at the properties clustered around the Adams Avenue intersection. From the Adams intersection northward, the residential parkway is abruptly replaced by ageing commercial strip development, characterized by the typical one story development surrounded or set back behind surface parking lots, and little in the way of landscaping or any type of pedestrian amenities. The abrupt change in development pattern is matched by an equally abrupt drop in apparent value, upkeep and visual character.

Planning Approach: Restructure / Revitalize

Segment-Specific Revitalization Strategy:

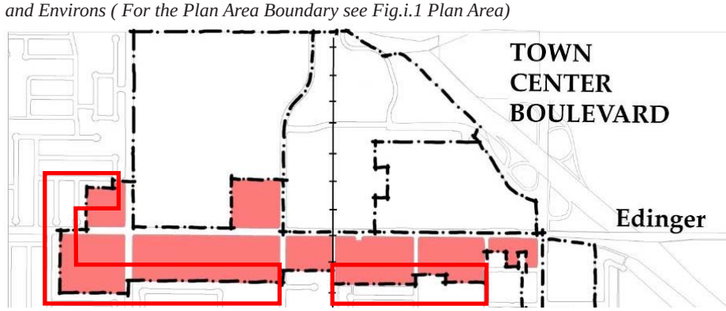
The best opportunity for revitalization of this segment is to direct new public and private investment to forms that can be associated with the generally much more valuable and attractive segment to the immediate south, and that are also present in the flanking neighborhoods to the east and west. This segment of Beach Boulevard is poorly positioned to attract substantial new retail investment other than that supportable by residential in relatively close proximity, which accounts for the relatively poor performance of retail other than that located in the anchored neighborhood center. Since it is closer to the Pacific Ocean than any of the other disinvesting segments along the Beach Boulevard corridor, its best chance for revitalization is to employ capital improvements and for private development to become increasingly associated with the residential neighborhoods to the south, east and west. This will also result in an improved edge for those flanking neighborhoods.

In order to maximize the likelihood of much needed new investment in this segment, a wider range of land uses will be permitted than in the exclusively residential segment extending immediately south to the beachfront. In addition to residential development, office, lodging and neighborhood-serving retail will also be permitted. In order to insure that new investment continues to mimic the imagery of the neighboring Residential Parkway segment, all development (outside of the neighborhood retail centers – see next section) must be required to provide the front setback and landscaping, as well as the streetscape improvements that are so important to the increasing identification of this segment with the one south of Adams.

Envisioned Future Segment:

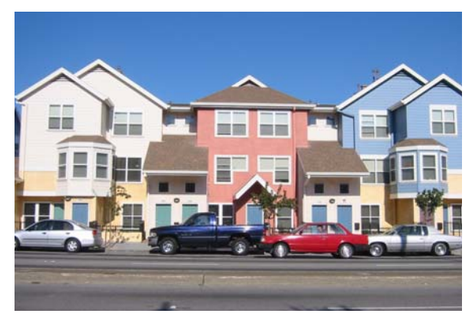
Gradually, disinvesting strip development occupying the properties along Beach Boulevard will be replaced by primarily residential development oriented away from the arterial and toward perpendicular side streets (Fig. 1.15 - Envisioned Neighborhood Parkway Development Types). Investment in new office buildings may also be attracted to this area, as might small scale hotels or bed-and-breakfast venue attracted by the improved setting and the short drive to the beach. New

** Boundaries shown represent envisioned District Structure of the Edinger Avenue Corridor and Environs (For the Plan Area Boundary see Fig.i.1 Plan Area)*



Residential Transition Area Location Map

Fig 1.11. Envisioned Residential Transition Area Development Types



homes will face neighborhood streets lined with shade trees in curbside planting strips and decorative neighborhood-scale streetlights. New offices or hotel uses may prefer to formally face Beach Boulevard while providing access to parking facilities from side streets. In areas characterized by large scale blocks, new development will provide new connecting streets for buildings to face, and mid-block lanes for access to parking facilities. The resulting smaller blocks will add incrementally to the walkability of the neighborhood, and to the growing internal neighborhood circulation network.

The Beach Boulevard frontage will feature extensive screening landscaping as well as decorative walls or fences. New streetscape improvements will feature landscaped parkway strips with informal clusters of plant materials that invoke the image of the beach and oceanfront and that buffer sidewalks from the traffic on the arterial. Street furniture will likewise contribute to the "beach parkway" imagery so important to the identity of this highly visible portion of the city. New investment in non-residential uses will be designed to make compatible neighbors to prospective residential developments.

The pictures on the opposite page illustrate the types of development envisioned for the Neighborhood Parkway.

Neighborhood Center:

There are two designated neighborhood shopping centers in this segment, one occupying the majority of the eastern frontage of Beach Boulevard between Adams and Yorktown Avenues, and the other occupying the southwest quadrant of the intersection of Beach Boulevard and Garfield Avenue (see Neighborhood Parkway Location Map). Community objectives that would apply to substantial changes to that center are described in the section labeled "Neighborhood Centers" below.

3) Neighborhood Centers (located in the parkway segments)

Existing Conditions:

Three clusters of conveniently located anchored neighborhood shopping centers currently serve residents, hotel guests and businesses located in the Residential Parkway and Neighborhood Parkway segments. All three shopping centers are single-story, surface-parked, and consist of exclusively commercial uses.

Planning Approach:

Retain Neighborhood Centers; encourage eventual *transition* of properties to greater land use efficiency and mixture of complementary uses.

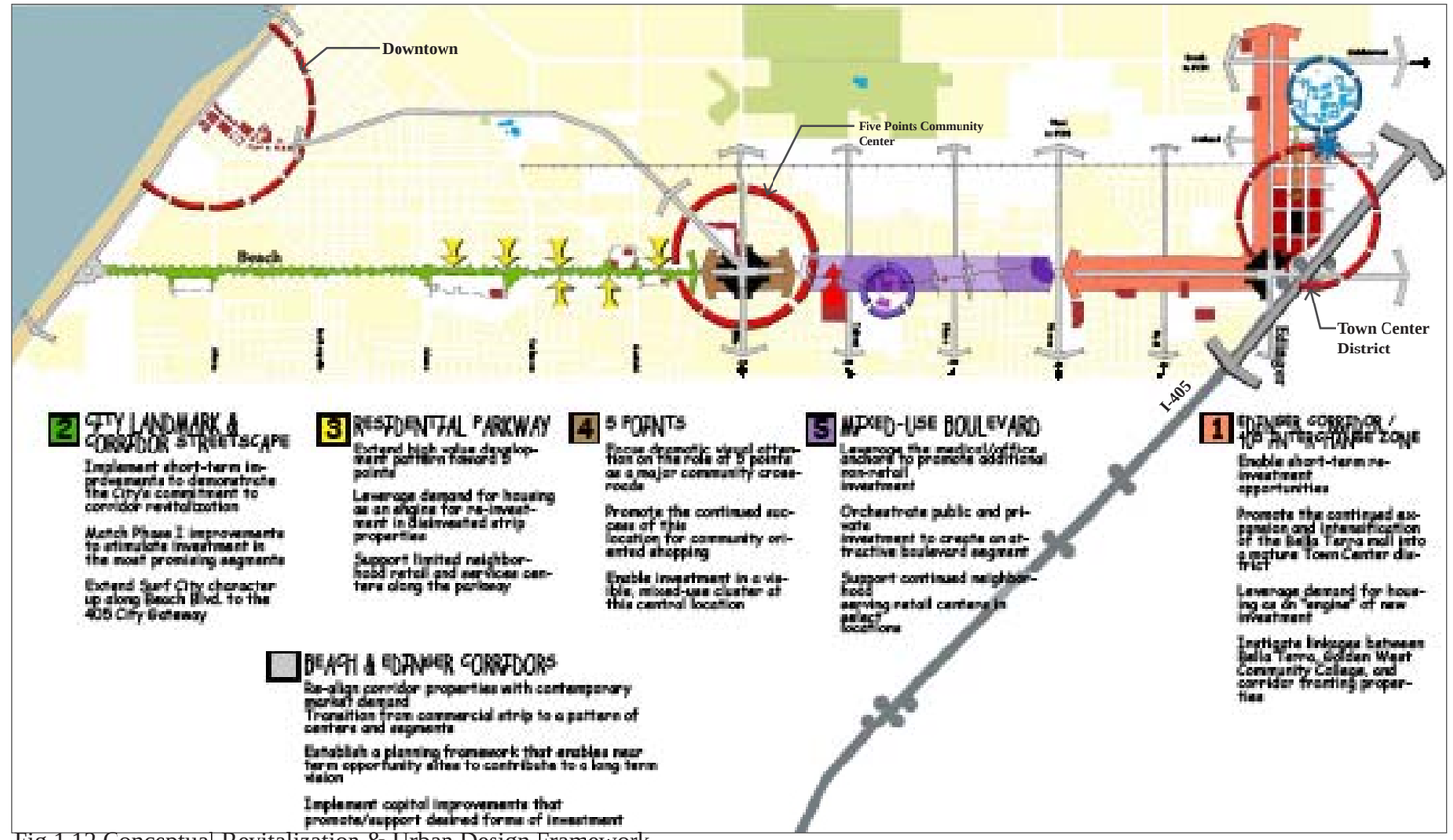


Fig.1.12 Conceptual Revitalization & Urban Design Framework

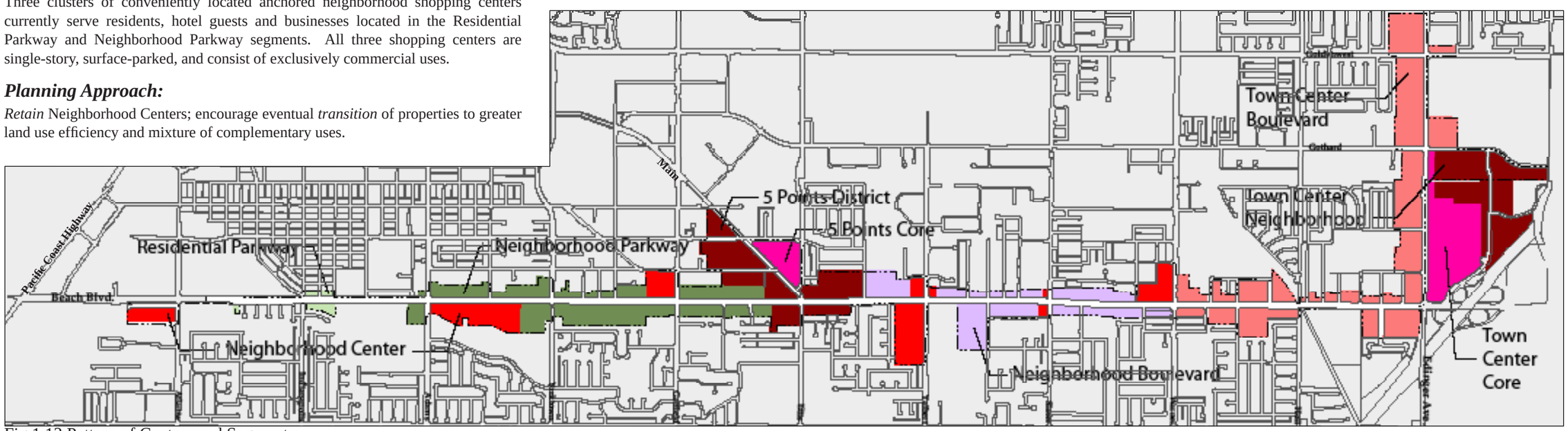


Fig.1.13 Pattern of Centers and Segments

Segment-Specific Planning Strategy:

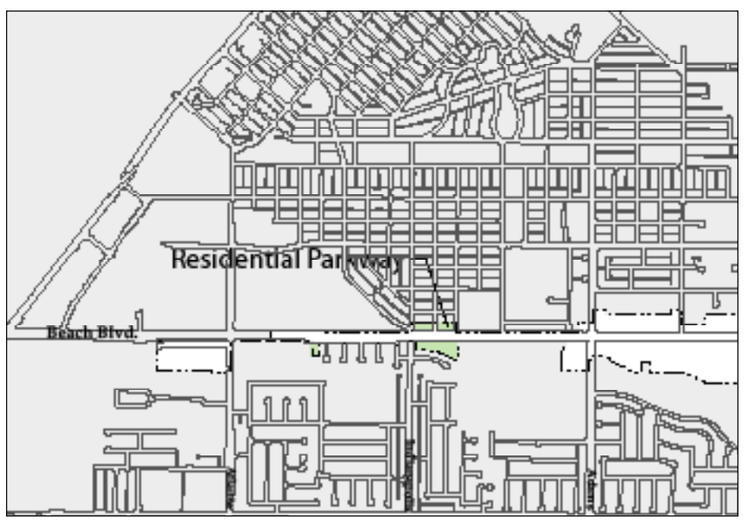
Focus primary entitlements for neighborhood-serving retail & services for these two parkway segments in this location; limit entitlements for highly visible anchored and clustered retail elsewhere in the segment. To encourage eventual maximum efficiency of land use and a less exclusively auto-oriented type of development, provide entitlements for intensification with upper level housing, office, and/or lodging. Insure that new development contributes to the emergence of a more attractive street environment by specifying new landscaping improvements that extend from the right-of-way line to the existing back-of-curb.

Envisioned Future Development:

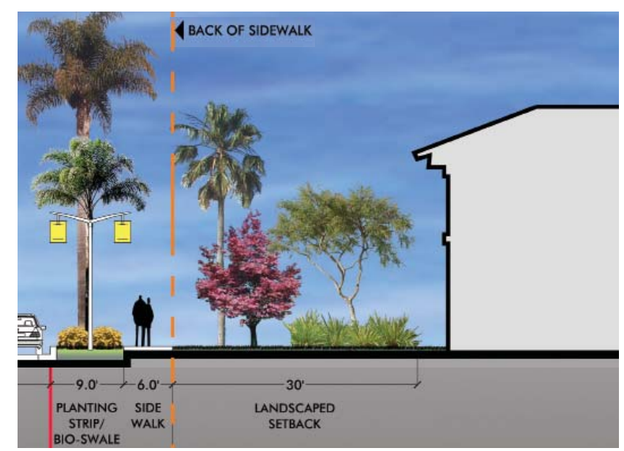
New development on these sites may continue to provide exclusively shopping center uses with surface parking (Fig. 1.16 - Envisioned Neighborhood Center Development Types). New development may also feature a wider mixture of uses and structured parking. In either case, ground level uses will continue to provide convenient neighborhood serving retail uses such as supermarkets and specialty grocery stores, pharmacies and banks, as well as small-scale restaurants and cafes, personal and business services. Upper level uses may include apartments, condominiums, offices, or hotel rooms.

The neighborhood centers will be distinguished from the rest of the developed areas of the parkway segments by their enhanced visibility from the roadway. The screening landscaped setbacks and parkway strips that distinguish the parkway segments will not be a feature of the neighborhood centers. A portion of the new buildings will be built up to the back of the sidewalk, and the sidewalk will extend to the curb. Palm trees and street lights indicative of the parkway segments will be located along the sidewalk.

Fig 1.14. Envisioned Residential Parkway Development Types



Residential Parkway Location Map



The pictures to the right illustrate the types of development envisioned for Neighborhood Centers.

4) Five Points

Existing Conditions:

The Five Points Area occupies the half-way point between the beachfront and I-405, and is organized around the confluence of Beach Boulevard and Main Street. It contains Five Points Shopping Center – a 160,000 square foot community retail center that includes a mix of national and regional retailers, including Trader Joe's, Old Navy, Pier One Imports, and GAP. The area south of Main Street is characterized by a more haphazard mix of uses - office, medical services, multi-family and senior housing - and building types. Development is organized into a few very long blocks that stretch from Main to Garfield without any opportunity to circulate within the district. A number of the properties appear ready for change.

Planning Approach:

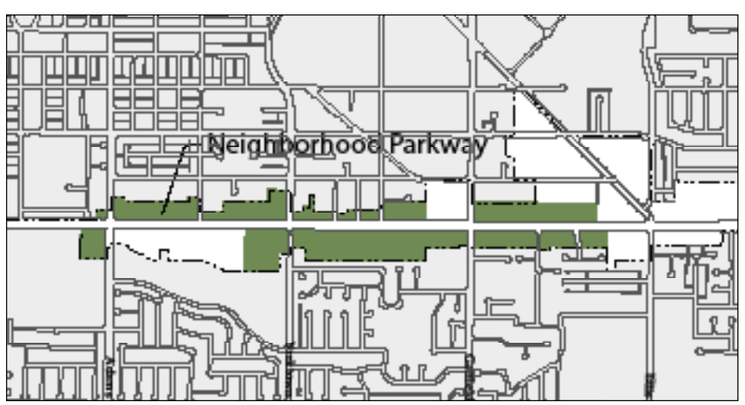
Retain the successful Five Points community retail center, and support its eventual intensification and mix; encourage the *restructuring and revitalization* of surrounding areas to enhance market focus and district appeal.

District-Specific Planning Strategy

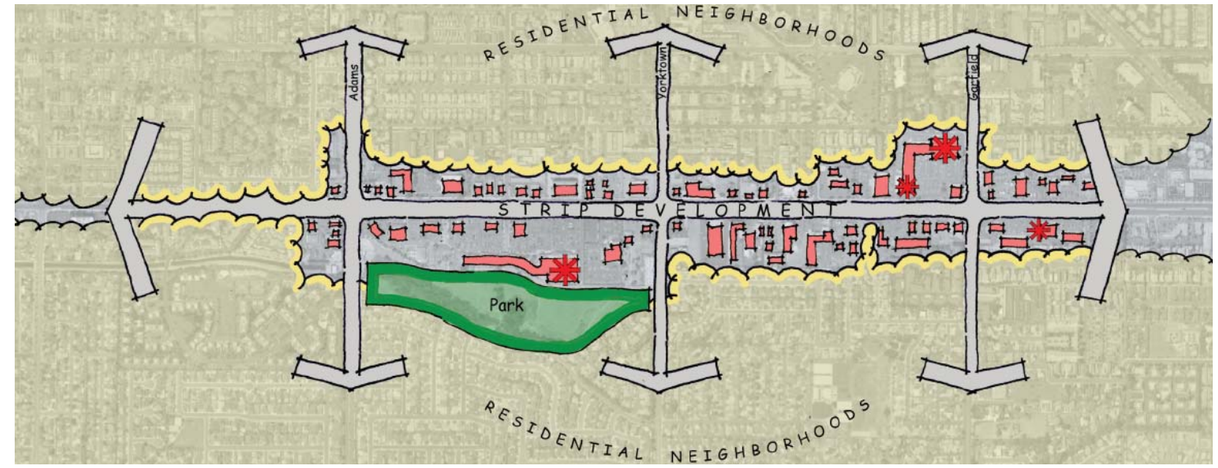
Designate this geographically central area of the city and the Specific Plan as a potential city center characterized by convenience and urban vitality. Provide entitlements for greater development intensity than surrounding segments. Insure the retention of the core retail area by requiring continued ground floor retail and services in that central portion of the district. Create the conditions for long-term evolving intensification and mix of the Five Points shopping center by providing the greatest development intensities in that core area. Investigate potential short term and longer term improvements to the intersection and to the configuration of converging streets to facilitate growth without sacrificing mobility. Insure that new development contributes to the emergence of a more attractive street environment by specifying new landscaping improvements that extend from the right-of-way line to the existing back-of-curb.

The pictures to the right illustrate the types of development envisioned for the Five Points Core.

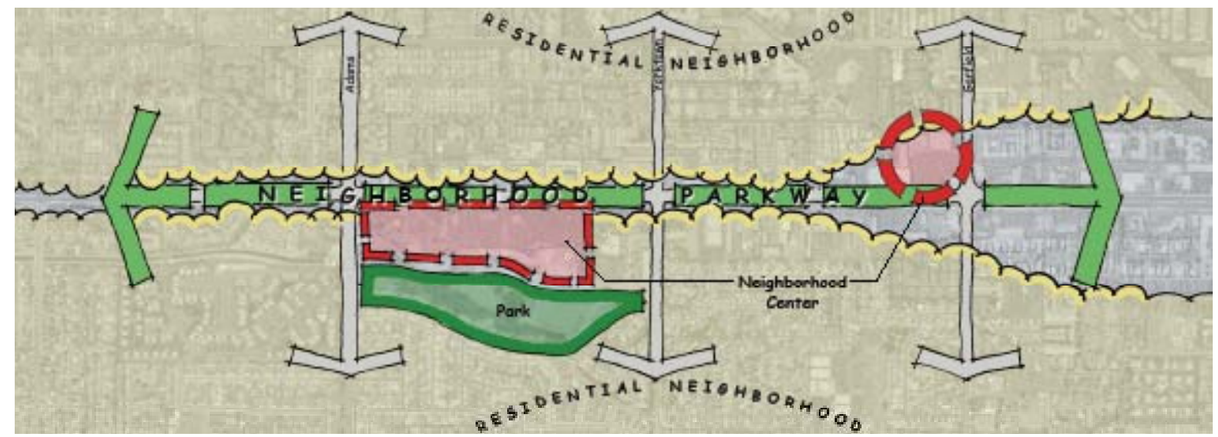
Envisioned Future District:



Neighborhood Parkway Location Map



Existing commercial strip development north of Adams



Segment-specific revitalization strategy: associate new development with the more valuable segments to the immediate south

Envisioned neighborhood parkway infill development

Infill development on underutilized properties responding to the broad framework of the Specific Plan will be composed of the types of coherent arrangements of buildings, streets, and blocks that were formerly lacking in this centrally located district. New apartments, condominiums, professional and medical office buildings will face public sidewalks with lobby entrances, shopfronts, and attractively detailed facades. Parking will be screened from view along primary street frontages. Buildings will be taller and development more compact in Five Points than in most other city neighborhoods, providing the intensity and activity expected in a vibrant urban district (Fig. 1.18 - Envisioned Five Points Neighborhood Development Types). The extra development intensity and thriving retail center will insure the emergence of a vital urban district in the center of the city, especially if future rail transit extends as far south as Five Points. Although significantly smaller than Downtown or the Town Center District on Edinger, the Five Points District will likewise offer the choice of living or working in a convenient and walkable mixed use urban neighborhood.

Although new investment is expected in the portion of Five Points located to the south of Main Street, the Specific Plan provides the framework for long term investment on the property occupied by Five Points Shopping Center. New investment on that property will continue to provide the synergistic mix of ground-level retail uses catering to the larger community, while ultimately augmenting the ground level activity with substantial mid-rise office and residential uses above, continuing the process of intensification in the geographic center of the city (Fig. 1.17 Envisioned Five Points Core Development Types).

The pictures to the right illustrate the types of development envisioned for the Five Points Neighborhood.

5) Five Points to Warner - Neighborhood Boulevard Segment

Existing Conditions:

As development extends along Beach Boulevard too far to be considered within very convenient reach of the I-405 interchange, yet not close to the value-generating benefits of close proximity to the beachfront, apparent market focus and the propensity of owners to reinvest in properties appears to diminish. The

Fig 1.15. Envisioned Neighborhood Parkway Development Types

segment extending from Warner to Five Points is therefore characterized by a significant amount of ageing commercial strip development. Development types are dominated by one story, single-loaded commercial buildings surrounded by - or set back behind - surface parking lots, and little in the way of landscaping or any type of pedestrian amenity.

Three very significant value-generating assets are nevertheless present in this segment. First, there is a Wal-Mart just to the east of the corridor-fronting properties at the Talbert Avenue intersection. Wal-Mart is a major destination for shoppers and a potential force of transformation for nearby properties, as well as a generator of significant added turning movements at the Beach and Talbert intersection. Second, the Huntington Beach Hospital and associated medical services clustered near the hospital provides an economic niche that is not in competition for retail shoppers, and a significant generator of local activity and potential customers for convenient hospital related services. And third, the flanking neighborhoods are relatively densely populated and a potential source of demand for a wider range of neighborhood shops and services.

Planning approach:

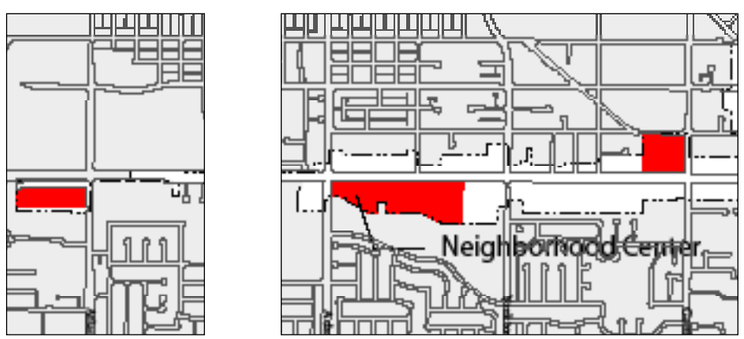
Facilitate long-term *transition* from strip retail to uses more focused on nearby populations, featuring development types that retain visibility to motorists on Beach Boulevard, while providing a much more attractive and comfortable pedestrian environment.

Segment-Specific Revitalization Strategy:

Employ policy tools to emphasize this segment's difference from those closer to the beach and the freeway interchange. Reduce the temptation for properties to attempt to compete with those more advantageously positioned for community retail. Discourage the development of what would ultimately be underperforming strip retail in this segment in favor of neighborhood-serving and hospital-serving retail & services; encourage corner/crossroads located retail, and office and office-medical taking advantage of proximity to the hospital and its related cluster of medical services. Also add entitlements to allow infill residential uses throughout the segment. Finally, insure that new development contributes to the emergence of a more attractive street environment by specifying landscaping improvements that extend from the right-of-way line to the existing back-of-curb.

Envisioned Future Segment:

Properties along this segment will capture investment resulting from proximity to Wal-Mart and to Huntington Beach Hospital and the cluster of medical services around the Hospital. Retail venues that are complementary to Wal-Mart but that cannot find space within the Wal-Mart anchored shopping center are likely to locate



Parkway Neighborhood Centers Location Map

Fig 1.16. Envisioned Neighborhood Center Development Types

on properties ready for change that are on the way to and from Wal-Mart: that makes the properties on the corner of Beach and Talbert (located between Beach Boulevard and Wal-Mart) particularly vulnerable to change. Similarly, increased traffic to and from the hospital combined with over 500 hospital employees will continue to spin off complementary medical services as well as investment in convenience retail and services oriented to Hospital patrons and staff. Neighborhood serving retail and services oriented to flanking neighborhoods will also be viable given the lack of strong retail competition from I-405-oriented retailers at this distance from the freeway.

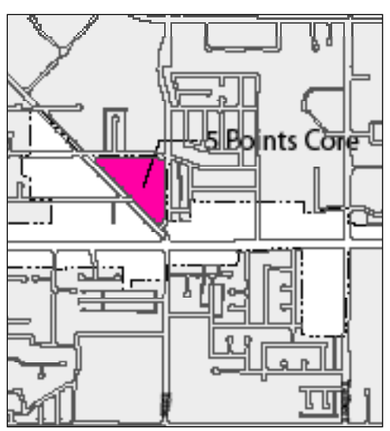
As new investment replaces aging strip development, the exclusively auto-oriented and zero-amenity pattern will be replaced by development oriented both to motorists as well as to people on foot – particularly people walking to and from the constellation of medical services as well as people walking to and from Beach Boulevard from flanking neighborhoods and to and from the concentration of offices at the intersection of Beach and Warner. A portion of new buildings will be built close to the sidewalk with doors and windows opening out toward Beach Boulevard (Fig. 1.21 Envisioned Neighborhood Boulevard Development Types). Planting strips between the curb and sidewalk will help buffer pedestrians from traffic moving along the thoroughfare. Sidewalks will run between the new planning strips and planted setbacks, with decorative boulevard-scaled streetlights adding a modern flair to this highly visible portion of the City.

In addition to medical and neighborhood-serving retail and services, new residential and office development will gradually replace aging strip development along this segment of Beach Boulevard. Some buildings will be mixed-use whereas others single-use, but all will be oriented to the boulevard and contribute to an increasingly visible local identity influenced by both proximity to the beach and by the regional architectural heritage.

The pictures to the right and opposite illustrate the types of development envisioned for the Neighborhood Boulevard.

6) Warner to Edinger - Town Center Boulevard

Existing Conditions:



Five Points Core

Fig 1.17. Envisioned Five Points Core Development Types

The closest mile of Beach Boulevard corridor development to the I-405 interchange visibly benefits from its proximity to the region's main intercity thoroughfare. The consistency and stability of commercial uses along this segment is similar to the Town Center Boulevard segment of Edinger Avenue, which is equally proximate to the I-405 interchange. But whereas the Edinger segment is characterized by a wide range of large scale properties, this segment of Beach Boulevard is primarily characterized by smaller and shallower properties, limiting redevelopment potential, as well as the ability to make use of some portion of property frontages for improvements to enhance economic viability. The existing stability of the retail combined with the existing constraints of property configurations is likely to limit the magnitude or range of likely change in this segment.

Planning Approach:

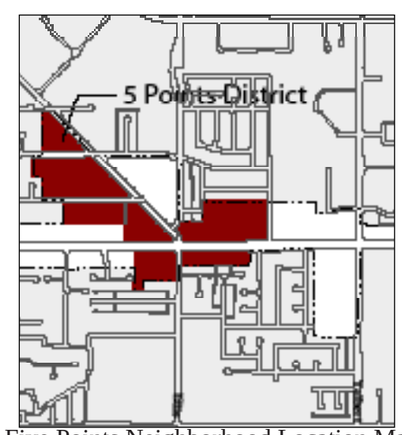
Encourage gradual transition to more pedestrian oriented and distinctive building types and site treatments.

Segment-Specific Planning Strategy:

Employ policy tools to support continued investment in a wide range of city oriented retail and services, while directing new investment away from purely auto-oriented formats to formats more supportive of pedestrian activity and more flattering to the identity of the city – while retaining features of development that provide visibility and access from Beach Boulevard. In addition, provide entitlements for mixed-use development to encourage gradual increase in land use efficiency. Require new development to contribute to the emergence of a more attractive street environment by extending required new improvements to the existing back-of-curb.

Envisioned Future Segment:

Fig 1.8. Envisioned Five Points Neighborhood Development Types



Five Points Neighborhood Location Map

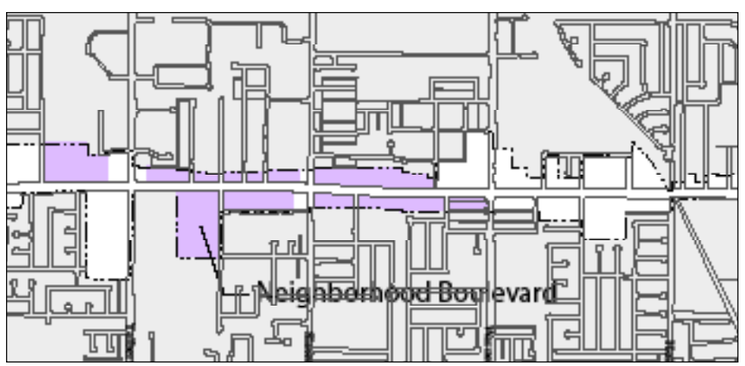
Fig.1.18. Envisioned Five Points Neighborhood Development Types

The older strip development - characterized by low-rise, single-use, and single-loaded commercial buildings set back behind surface parking lots and monument signs - will gradually give way to development that retains the economic advantages conferred by the location's high visibility and accessibility, but in a pattern that is configured to make walking a viable choice, to accommodate a wider range of uses, and to provide more memorable imagery.

Physically, a greater proportion of buildings will be positioned between the street and the parking facilities (or on top of some of the parking facilities), re-uniting activity-generating uses with public sidewalks. New development on properties lining Beach Boulevard will typically feature a mixture of ground-level shops and services, with upper-level homes, offices, or hotel rooms. An increasing number of the buildings will feature multiple levels, incrementally adding spatial definition and reducing the apparent width of the thoroughfare.

The transformation of the boulevard segments of the Beach Boulevard Corridor will be supported by frontage improvements that include planting strips between curb and sidewalk that help to buffer pedestrians from traffic on the arterial. Decorative boulevard-scale streetlights that are unique to Beach Boulevard will replace the old utilitarian poles, contributing to an increasingly vivid corridor identity without restricting visibility of shopfronts. Modest setbacks between sidewalk and buildings will contribute a bit of planting to soften and add color to the formerly unbroken expanse of concrete and asphalt, and to assist with improved retention of water runoff.

Street improvements constructed by the City will ultimately complement these features with iconic palm-lined median strip landscaping and lighting to emphasize the importance of Beach Boulevard as the primary thoroughfare to and from the beachfront.



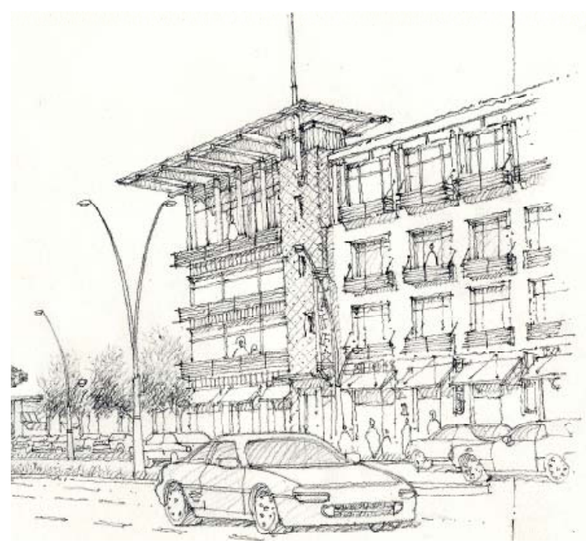
Neighborhood Boulevard Location Map

New investment along Boulevard segments will feature a wide variety of uses organized in a coherent development pattern that enhances corridor identity while making the most of the visibility of the Beach Boulevard frontage.

New development in boulevard segments will be oriented toward the corridor, and will provide attractive landscaped setbacks and sidewalks buffered from the throughfare by parkway strips.

Figures 1.19. and 1.20. Envisioned Infill Development along Boulevard Segments

Fig 1.21. Envisioned Neighborhood Boulevard Development Types



Existing Environment Along Beach Blvd in the Neighborhood and Town Center Blvd

Envisioned Future Environment Along Beach Blvd in the Neighborhood and Town Center Blvd