

## **CHAPTER 5:**

# **ADMINISTRATION + IMPLEMENTATION**



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## 5 ADMINISTRATION + IMPLEMENTATION

### 5.1 SPECIFIC PLAN ADOPTION

The City Council adopted the Beach Boulevard Specific Plan in accordance with the provisions of Chapter 18.72 (Specific Plans) of the Anaheim Municipal Code (AMC).

### 5.2 SPECIFIC PLAN AMENDMENTS

A Specific Plan Amendment may be initiated by the City Council, the Planning Commission, City staff, or upon application by an owner or designated representative of property located within the Specific Plan area. An Amendment to the Beach Boulevard Specific Plan will be processed pursuant to Chapter 18.72 (Specific Plans) of the AMC. An amendment is required if any of the following applies:

- A. A proposed change in the zoning designation of the property; and/or
- B. A proposed change in the boundary of the Specific Plan area.

### 5.3 SPECIFIC PLAN ADJUSTMENTS

A proposed modification to any zoning and development standard adopted in connection with a specific plan will be processed as a Specific Plan Adjustment. Specific Plan Adjustments may be initiated by the City Council, the Planning Commission, City staff, or upon application by a property owner or designated representative of property located within the Specific Plan area, pursuant to Chapter 18.72 (Specific Plans).

### 5.4 ZONING AND DEVELOPMENT STANDARDS

In accordance with Chapter 18.72 (Specific Plans) the zoning and development standards prepared for the Beach Boulevard Specific Plan were adopted by an ordinance separate from any action taken to adopt the Specific Plan. The zoning and development standards for this Specific Plan are codified in Chapter 18.122 (Beach Boulevard Specific Plan No. 2017-01) of the AMC. For reference, the zoning and development standards are included as an appendix to this document.

### 5.5 ADMINISTRATIVE ADJUSTMENTS

Administrative adjustments are limited deviations from specified site development standards, that do not require a Specific Plan Amendment. The Planning and Building Director may grant an Administrative Adjustment, according to the procedures contained in Chapter 18.62.040 (Administrative Adjustments).

### 5.6 INTERPRETATION

If ambiguity arises concerning the meaning or appropriate application of the provisions of the Specific Plan, the Planning and Building Director has the authority to make an interpretation. In so doing, the Director shall consider the following factors and document applicable findings accordingly:

- A. The case is similar to previous interpretations of similar provisions;
- B. The interpretation responds satisfactorily to the vision, intent and purpose of the Specific Plan;
- C. The resulting project is consistent with the General Plan; and
- D. The decision constitutes sound precedent for other similar situations.

### 5.7 NONCONFORMITIES

Chapter 18.56 (Nonconformities) of the AMC shall apply to any nonconforming lots, buildings and uses within the Beach Boulevard Specific Plan.



## 5.8 PROJECT APPROVAL PROCESS

The administrative and discretionary review process is illustrated in Figure 5-1, *Project Approval Process Chart*.

Prior to submitting a formal application to the Planning and Building Department, an applicant may choose to take advantage of the City's Conceptual Development Review process which is designed to identify issues of concern related to a proposed project, to review preliminary plans for compliance with applicable ordinances and standards, and to determine an application's adequacy for submittal.

### 5.8.1 Administrative Review

Development applications for projects that comply with the Beach Boulevard Specific Plan and the Zoning and Development Standards (Chapter 18.122 of the AMC) are eligible for administrative review. Such projects shall be required to process a Final Plan application, pursuant to Chapter 18.70.040 (Final Site Plan Review Process). The Planning and Building Director shall have approval authority, and the decision may be appealed to the Planning Commission. The Planning and Building Director also has the discretion to refer the application to Planning Commission.

### 5.8.2 Discretionary Review

Requests for discretionary review include applications subject to Planning Commission and/or City Council review. All requests for discretionary approval shall also be subject to approval for a Final Plan application, pursuant to Chapter 18.70.040 (Final Site Plan Review Process). Requests for a Conditional Use Permit shall be in accordance with Chapter 18.66 of and AMC. Requests for a Variance shall be in accordance with Chapter 18.74 of the AMC. Requests for a Density Bonus shall be in accordance with Chapter 18.52 of the AMC.

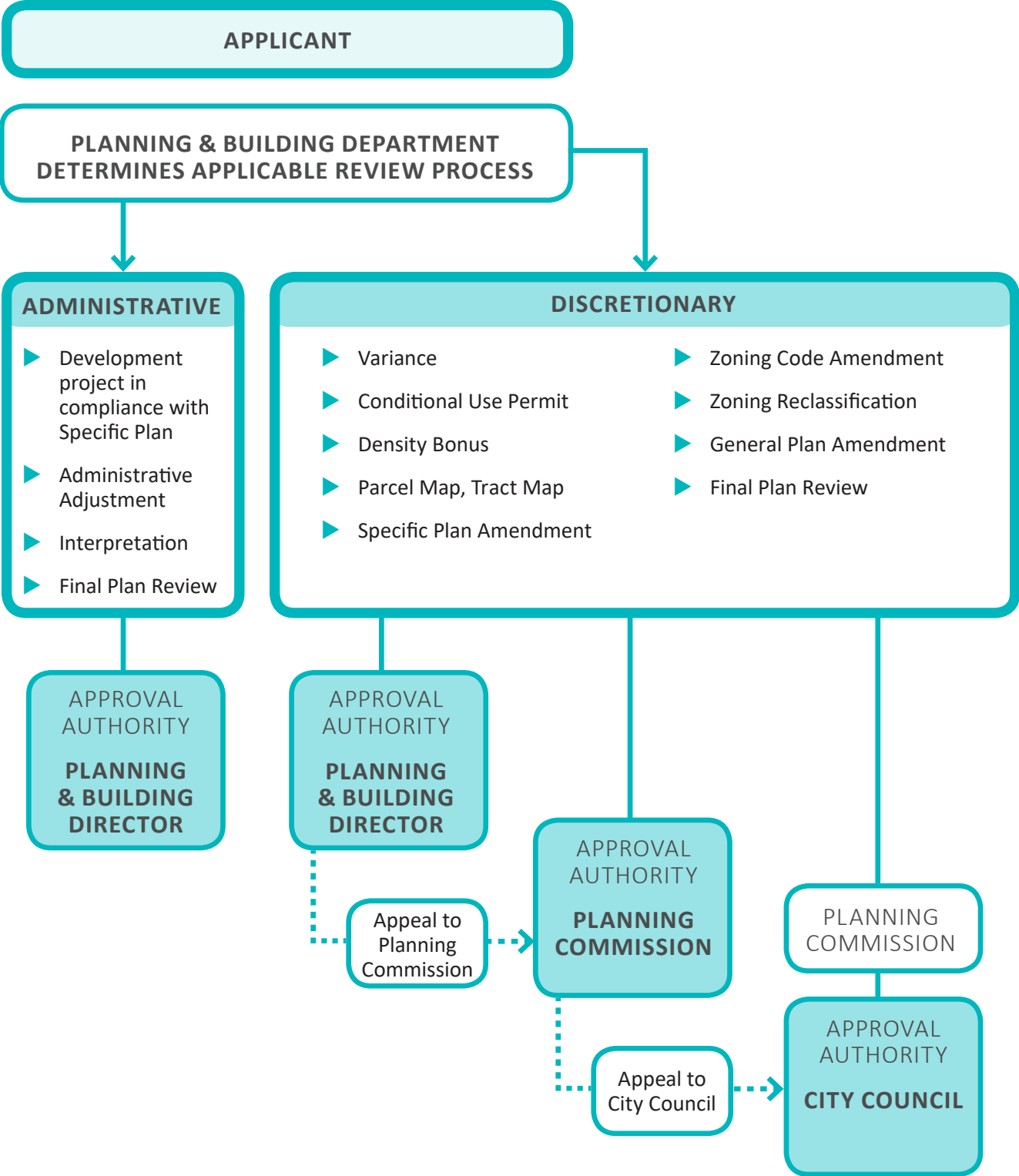
## 5.9 SEVERABILITY

If a court determines that a provision of this Specific Plan is unconstitutional or invalid, that determination shall not affect the validity of other parts of this document.

## 5.10 SPECIFIC PLAN ENVIRONMENTAL IMPACT REPORT AND MITIGATION MONITORING

Pursuant to Public Resources Code (PRC) Section 21081.6, a summary of the conditions of project approval shall be prepared to mitigate or avoid significant effects on the environment. The Environmental Impact Report (EIR) for the Beach Boulevard Specific Plan includes a Mitigation Monitoring and Reporting Program, Appendix I of the EIR. Chapter 1, Introduction, Section 1.6, Environmental Clearance, also discusses the CEQA documentation, tiering and streamlined review associated with the program EIR that was completed for the Specific Plan. Tiering for future projects consistent with the BBSP and EIR will be subject to the requirements outlined in the 2015 CEQA Guidelines § 15183, or equivalent updated section.

Figure 5-1 Project Approval Process Chart





## 5.11 IMPLEMENTATION

The BBSP identifies the location and type of desired development and improvements within the study area. Implementation of the Plan will require a concerted public/private effort to achieve the development envisioned, and the necessary improvements to the public realm and infrastructure serving the area. This section addresses an economic development strategy for the study area, expected phasing of development and improvements, as well as other actions to incentivize quality, sustainable development.

### 5.11.1 Economic Development Strategy

The purpose of the BBSP Economic Development Strategy (EDS) is to help the City and local stakeholders to implement strategies that can enhance Beach Boulevard's ongoing economic vitality. The EDS was informed by the existing conditions discussed in Chapter 2, Context, and have been designed to help the corridor achieve its full economic development potential. Strategies include the continued implementation of key economic development policies already in place, and developing new strategies tailored to meet the specific employment and industry needs in West Anaheim. Additionally, the City may consider new strategies and initiatives specifically targeted to the Specific Plan area, such as improving public safety and financing new infrastructure improvements to attract new development, spur new business formation, and strengthen the economic vitality of West Anaheim.

#### EDS Strategies and Initiatives

A number of economic development policies and strategies are already in place for West Anaheim, including the Anaheim's Workforce Development Board's Local Plan, the Economic Development Element of Anaheim's General Plan, as well as the Orange County Consolidated Economic Development Strategy.

### Beach Boulevard Initiative

The Anaheim City Council passed a resolution in September 2016 establishing the Beach Boulevard Initiative, which aims to accelerate revitalization by encouraging the attraction and retention of "preferred uses" as identified in the Beach Boulevard Specific Plan.

Council actions related to the Beach Boulevard Initiative include a range of tools that could be effective in helping West Anaheim take steps toward strengthening its local economy. The Council voted to sell 25-acres of Successor Agency-owned, vacant land at Beach Boulevard and Lincoln Avenue for development as a neighborhood shopping center, with new retailers, restaurants, and community amenities (Westgate Site). The Council also voted to acquire 3.6 acres of land along Beach Boulevard south of Lincoln Avenue for the future sale and development as new housing with ground-floor retail space.

Economic assistance for preferred projects identified by the West Anaheim community is another key aspect of the Beach Boulevard Initiative. The Economic Development Fund—a proposed fund of future land-sale proceeds and property tax increment—would provide independent city funding for Beach Boulevard improvements.

The Development Assistance program, meanwhile, would provide flexibility with respect to fees and development standards to encourage preferred development along Beach Boulevard. These include:

- Deferred developer fees that allow for payment after construction
- Flexible development standards that would allow projects to vary from setback and other rules where there is economic and community benefit.
- Commercial rehabilitation loans for existing, desired area businesses

While still in the early stages, these tools could all be effective in helping West Anaheim take a step forward in strengthening the local economy. In addition, the Beach Boulevard Specific Plan includes proposed efforts to increase new business formation. The City’s Business Assistance Program (offering companies a dedicated Business Solutions Specialist) and efforts led by the City’s Economic Development Manager (i.e., the formation of a new Economic Development Team, business workshops, and marketing), can help new businesses along Beach Boulevard locate in Anaheim, grow and prosper. Additionally, the Economic Development Team can facilitate business location or expansions into Anaheim through coordinated meetings with the Planning and Building Department, the Community and Economic Development Department, and other City departments to guide applicants through the approval process.

**Workforce Development Board – Local Plan**

Currently, citywide economic development and employment strategies are guided in part by the Anaheim Workforce Development Board Local Plan (WDB). Published in 2017, this Plan outlines a strategy 2020 to accomplish the vision of a workforce development system that aligns job seeker and industry needs. The Local Plan is reflective of the local and regional areas that may be impacted by changes in labor market, economic conditions, and demographics. The Anaheim Workforce Development Board (AWDB), through the development of regional and local workforce and economic development networks, will address the workforce and education priorities.

A linchpin of the WDB’s Strategy is to identify industry sectors and occupational clusters in Orange County and Anaheim that display high growth and demand. According to the report, Anaheim’s fastest growing industry sectors by job growth between 2012 and 2014 were Arts and Entertainment (11.8 percent), Accommodation and Food Services 7.1 percent), and Real Estate (6.9 percent). By this methodology, these three sectors would be targeted and prioritized by the WDB. The AWDB implements various strategies to ensure that a full range of employment and training services delivered through the America’s Job Centers of California, are accessible to, and will meet the needs of adult, dislocated and youth workers in West Anaheim.



*Photo Credit: Orange County Register*  
*In 2017 Lyndy's Motel, at the corner of Beach Boulevard and Ball Road, was demolished to make way for the Anaheim Express Car Wash. This modern car wash facility will be one of the first new development projects since the early 2000's.*



### **Expand Partnerships and with other Jurisdictions**

West Anaheim has a unique advantage of proximity to other localities that are comparatively healthy.

Employment opportunities for West Anaheim residents, therefore, need not be limited to local industries in West Anaheim. Linking residents to employment in the general area and with accessible transportation can promote a high quality of life for West Anaheim.

The City of Buena Park, for example, has seen a number of new retail developments rise along a revitalized Beach Boulevard. Its Knott's Berry Farm attraction, meanwhile, attracted over six million visitors in 2016. Beyond the gates of Knott's Berry Farm, several new attractions are scheduled to open soon: Butterfly Wonderland pavilion will occupy an 8.7-acre Beach Boulevard property once home to the Movieland Wax Museum. The pavilion is expected to draw as many as one million visitors per year, and will feature a 20,000-square foot atrium, aquarium, and meeting space. Meanwhile, The Source will be a new urban-style shopping destination with international dining options, a 2,000-seat performance venue, and a 150-room boutique hotel.

West Anaheim is uniquely positioned to build off development trends happening to the north. By working closely with neighboring jurisdictions, the City can help guide future growth and leverage tourism revenues that benefit Anaheim and surrounding regional area. A great example is the Beach Boulevard Coalition, which is a regional branding and marketing effort among cities situated along Beach Blvd.

### **Emphasize Clean and Safe**

While the majority of West Anaheim and the surrounding area is comprised of stable residential uses, Beach Boulevard's numerous older motels suffer from high rates of criminal activity. According to the City, crime along this portion of Beach Boulevard is up to six times higher than average when compared to the city as a whole. Some lodgings averaged dozens of police calls per room during the period from December 2005 through January 2016.

Over time, these trends have served to thwart the community's attempts to attract high-quality, neighborhood-serving retail. A Beach Boulevard Specific Plan Community Outreach Report published in 2014 indicated that 72 percent of survey participants—comprised of West Anaheim residents, business, and property owners—do not feel "safe and comfortable" walking through their neighborhood. Perceptions of safety can dramatically impact the likelihood that new development will take place. Therefore, economic development strategies must include improvements that ensure the safety of visitors, employees, and residents.

The City has been working to address these issues on several fronts. The Orange County Human Trafficking Task Force, a collaboration between the Anaheim Police Department, CHP, FBI, and Orange County Sheriff's department, among others, is actively working to address prostitution in the area. Meanwhile, in October 2014 the Anaheim City Council adopted Ordinance No. 6306, which enables the City to better enforce substandard housing violations outlined in California state law. This ordinance helps address the living conditions found in some motels along Beach Boulevard. In addition, a new ordinance adopted by the Council in April 2017 added a Citywide quality motel inspection program, which allows inspections of motel rooms being used for housing purposes to ensure decent, safe, and sanitary housing conditions.



### 5.11.2 Phasing

The phasing of new development and revitalization of existing buildings on private properties will occur incrementally overtime, as landowners and developers respond to new market opportunities. Development of the Westgate site, which is currently owned by the City of Anaheim, is expected to occur in the short-term (1 to 5 year) time horizon. Development of other city-owned sites by the City of Anaheim Housing Authority will occur as funding allows or joint partnerships are formed. In addition to investment in properties along the Boulevard, there are also improvements needed for enhanced mobility and infrastructure. These improvements are identified in Table 5-1, *Implementation Action Plan*, along with a general timeframe for when they are expected to occur based on funding.

### 5.11.3 Implementation Action Plan

The following Implementation Action Plan lists the specific actions or strategies that should be taken by the City of Anaheim, in coordination with local businesses, future developers, and other agencies where appropriate. Programs and policies for some of these items are already in place, and are recommended to be continued within this Study Area. Table 5-1, *Implementation Action Plan*, is organized by the following topic areas:

- Economic Development Strategies
- Mobility and Streetscape Actions
- Infrastructure Actions
- Sustainability Actions
- Identity and Branding Actions

For each action there is a recommended timeframe for completion, the responsible department or entity, and potential funding source(s). The timeframes are identified as follows:

- Short (1-5 years)
- Medium (5 to 10 years)
- Long (10 years or more)

Ongoing actions have also been identified. Actual implementation will be dependent on development activity, funding availability, and staff resources. The Implementation Action Plan will be used by the City throughout the life of the BBSP to track progress.

**TABLE 5-1 IMPLEMENTATION ACTION PLAN**

SPECIFIC ACTIONS	TIMEFRAME	PRIMARY RESPONSIBILITY	POTENTIAL FUNDING SOURCES
<b>Economic Development Actions</b>			
<b>Action E.1: Facilitate and Streamline Process to Establish a Business in West Anaheim</b>			
E.1.1 Obtain data reflecting current businesses in West Anaheim and promote available business development resources (e.g., free business counseling, seminars, and trainings) offered through the City in partnership with government resource agencies.	Short	Community & Economic Development	City
E.1.2 Promote business entrepreneurship through workshops, trainings, and "intensives" offered through SBDC, CSUF Center for Entrepreneurship, and various resource partners.	Ongoing	Community & Economic Development	City and Federal
E.1.3 Outreach to commercial brokers and property managers in West Anaheim and discuss preferred business uses, perceived obstacles to doing business in Anaheim, Anaheim's Jump Start meetings and Business Assistance Program, and promote brokers' available commercial spaces on-line.	Ongoing	Community & Economic Development	City
E.1.4 Host Business Start-up and Expansion Workshops in partnership with government resource agencies.	Ongoing	Community & Economic Development; Planning & Building; Public Utilities	City
<b>Action E.2: Align Skills of Working Residents with Growing Industries in West Anaheim</b>			
E.2.1 Promote and enhance counseling services offered at Anaheim Jobs through the Anaheim Jobs website and print materials distributed to West Anaheim homes.	Ongoing	Workforce Development Board; Community & Economic Development	City and Federal
E.2.2 Partner with the West Anaheim Youth Center, community colleges, and resource partners on job skills and education gap mitigation efforts (i.e. occupational trainings, internships, apprenticeships, and career workshops).	Ongoing	Workforce Development Board	City and Federal
E.2.3 Convene a job skills needs assessment discussion with human resources representatives from target industries, community colleges, and government resource partners and partner on a Skills Development and Training Resource Fair/Workshop.	Short	Workforce Development Board; Community & Economic Development	City and Federal
E.2.4 Provide employers with access to "On the Job Training" funds that can reimburse their employee trainings by 50% and hiring credits offered through resource partners.	Ongoing	Workforce Development Board; Community & Economic Development	City and Federal
<b>Action E.3: Promote West Anaheim as a Safe Place to Live and Work</b>			
E.3.1 Partner with the West Anaheim Police Substation, Code Enforcement, and neighborhood and business associations to enhance efforts to reduce public safety and substandard housing violations.	Ongoing	Police; Planning & Building; Community & Economic Development	City

**TABLE 5-1 IMPLEMENTATION ACTION PLAN**

SPECIFIC ACTIONS	TIMEFRAME	PRIMARY RESPONSIBILITY	POTENTIAL FUNDING SOURCES
<b>Action E.4: Revitalize Commercial Areas Along Beach Boulevard</b>			
<p><b>E.4.1</b> Strategically promote the Westgate redevelopment among developers, commercial brokers, and the business community to spur additional investment in dilapidated commercial structures in the area and promote walkable neighborhood destination centers.</p>	Medium	Community & Economic Development; Planning & Building	City
<p><b>E.4.2</b> Develop a Commercial Façade Rehabilitation Loan Program that assists property owners with exterior improvements to their commercial centers.</p>	Medium	Community & Economic Development; Planning & Building; Public Utilities	City
<p><b>E.4.3</b> Encourage and facilitate neighborhood-desired retail and dining options through fee deferrals and fast-track review meetings.</p>	Ongoing	Community & Economic Development; Planning & Building; Public Utilities	City
<p><b>E.4.4</b> Facilitate the transition of mid-block strip commercial development to high-quality residential uses.</p>	Ongoing	Community & Economic Development; Planning & Building; Public Utilities	City
<b>Mobility and Streetscape Actions</b>			
<p><b>M.1 Transportation Demand Management Program (TDM).</b> Non-residential project property owner/developers are required to establish a comprehensive TDM program with a menu of commute options and incentives for existing and future employees. Strategies shall include participation in a clean fuel shuttle program and participation in the Anaheim Transportation Network/Transportation Management Association.</p>	Ongoing	Public Works	Employer/ Developer
<p><b>M.2 Transportation Studies.</b> Require site specific transportation studies for new development proposals to address access when determined necessary by the Traffic and Transportation Manager.</p>	Ongoing	Public Works; Caltrans	Developer
<p><b>M.3 Beach Boulevard and Lincoln Avenue Improvements.</b> Coordinate with Caltrans on re-timing the intersection, which would improve intersection operations to better than pre-project conditions.</p>	Short–Estimated need is at 10% of project buildout	Caltrans	Caltrans
<p><b>M.4 Beach Boulevard and Orange Avenue Improvements.</b> Add a dedicated right-turn lane on the northbound approach, and a dedicated right-turn lane and additional left-turn lane on the eastbound approach, if feasible when new development is proposed on adjacent properties.</p>	Long	Public Works	City, Caltrans, OCTA, State and Federal Funds, Private Development
<p><b>M.5 Beach Boulevard and Ball Road Improvements.</b> Add additional left turn lanes at the eastbound and west bound approaches, if feasible when new development is proposed at the intersection.</p>	Long	Public Works	City, Caltrans, OCTA, State and Federal Funds, Private Development

**TABLE 5-1 IMPLEMENTATION ACTION PLAN**

SPECIFIC ACTIONS	TIMEFRAME	PRIMARY RESPONSIBILITY	POTENTIAL FUNDING SOURCES
<b>M.6 Beach Boulevard and Cerritos Avenue.</b> Pay a fair-share contribution toward adding an additional left-turn lane at the northbound approach and a dedicated right-turn lane at the eastbound approach, if right-of-way can be acquired.	Long	Public Works	City, Caltrans, OCTA, State and Federal Funds, Private Development
<b>M.7 Beach Boulevard and Katella Avenue.</b> Pay a fair-share contribution toward adding an a dedicated right-turn lane at the northbound approach, if right-of-way can be acquired.	Long	Public Works	City, Caltrans, OCTA, State and Federal Funds, Private Development
<b>M.8 Knott Avenue and Lincoln Avenue Intersection Improvements.</b> Pay a fair share contribution toward adding an additional left-turn lane at the northbound approach and a dedicated right-turn lane at the eastbound approach.	Long	Public Works	City, Caltrans, OCTA, State and Federal Funds, Private Development
<b>M.9 Trail Improvements Along Carbon Creek Channel.</b> Improve and connect the trail along the Carbon Creek Channel consistent with the City of Anaheim Bicycle Master Plan.	Short	Community Services; Public Works	City
<b>M.10 Crosswalk Enhancements.</b> Coordinate with Caltrans to implement high visibility crosswalks at Beach Boulevard and Ball Road, Orange Avenue, and Lincoln Avenue.	Short	Public Works	City, Caltrans, OCTA, State and Federal Funds
<b>M.11 Sidewalk and Streetscape Improvements.</b> Coordinate sidewalk and streetscape improvements with the under grounding of utilities as described in action I.8 Underground Utilities.	Medium	Public Utilities; Public Works	City
<b>Identity and Branding Actions</b>			
<b>B.1 Beach Boulevard Brand.</b> Partner with surrounding cities on branding and marketing quality of life, tourism, and business amenities along Beach Boulevard.	Short	Community & Economic Development; Planning & Building	City
<b>Infrastructure Actions</b>			
<b>I.1 Gray Water Systems.</b> Promote the use of gray water systems, a process that typically includes routing water from showers, sinks and washing machines, treating the water to NSF 350 standards (or equivalent) and reusing the treated gray water within the building for toilet flushing or exterior landscaping. Gray water systems are especially opportune and cost effective within new hotel developments and multi-family residential developments where the constant use of water from showers, sinks and washing machines can be reused for toilet flushing and/or landscape irrigation.	Long	Private Development; Public Utilities; Public Works; Planning & Building	Developer/City

**TABLE 5-1 IMPLEMENTATION ACTION PLAN**

SPECIFIC ACTIONS	TIMEFRAME	PRIMARY RESPONSIBILITY	POTENTIAL FUNDING SOURCES
<p><b>I.2 Small-scale and Large-scale Cistern and Reuse Systems.</b> Promote the implementation of a harvested rainwater BMP to provide a multi-benefit solution that could satisfy both water quality regulations and provide for a sustainable water quantity solution that would offset potable water costs. The efficiency and cost-effectiveness for harvest and reuse systems increases when combined with on-site gray water recycling systems.</p>	Long	Private Development; Public Utilities; Public Works;	City
<p><b>I.3 Green Street Features.</b> Encourage green street design components that may be feasible along Beach Boulevard, including stormwater infiltration planters within parkways to treat lot runoff and roadway runoff as well as tree boxes and light reflective paving surfaces which reduce heat island effects.</p>	Medium	Public Works	City
<p><b>I.4 Low Impact Development (LID).</b> Incorporate LID strategies and source control measures into existing sites and future development where appropriate. LID should be implemented in a systematic manner that maximizes the use of LID features to provide treatment of storm water and reduce runoff in accordance with the MS4 Permit.</p>	Ongoing	Private Development; Public Works	Private Development/ City
<p><b>I.5 Green Roofs and Green Walls.</b> Promote the use of green roofs and green walls where appropriate for a project. They offer up some of the most advanced ways to reduce stormwater runoff volumes and common pollutants. As open space becomes more limited within high density areas, green roofs provide a solution with many additional benefits including stormwater treatment, internal and external cooling effects for the building and aesthetic benefits, all within a shared footprint. Green roofs are most feasible when there is a sturdy building structure included in a project. On the other hand, green walls require less structural stability and can be implemented on almost any vertical surface. Some opportunities include implementing green walls on the sides of large, above-ground parking structures. Green roof/wall design can be combined with harvest and reuse cisterns and gray water systems to provide a constant source of treated water for irrigation without increasing demands on local and regional potable water supplies.</p>	Long	Private Development; Public Works; Planning & Building	Private Development/ City
<p><b>I.6 Sewer System Improvements.</b> Up-size four sewer segments on the west side of Beach Boulevard, north of Ball Road (see Chapter 4, <i>The Plan</i>)</p>	Medium/Long	Public Works	City
<p><b>I.7 Water System Improvements.</b> Replace water lines as identified in the City's Water System Plan for lines within or adjacent to the Specific Plan boundary, including the replacement of a water main on Lincoln Avenue (see Chapter 4, <i>The Plan</i>)</p>	Short/Medium	Public Utilities	City
<p><b>I.8 Underground Utilities.</b> Coordinate with SCE on the undergrounding of electrical lines along Beach Boulevard. Continue to seek funding for the improvements.</p>	Medium	Public Utilities	City

**TABLE 5-1 IMPLEMENTATION ACTION PLAN**

SPECIFIC ACTIONS	TIMEFRAME	PRIMARY RESPONSIBILITY	POTENTIAL FUNDING SOURCES
<b>Sustainability Actions</b>			
<b>S.1 Public Utilities Incentives Programs.</b> Continue to offer public utility rebates and incentives programs to BBSP residents, businesses and property owners.	Ongoing	Public Utilities	City
<b>S.2 City Green Building.</b> Continue to offer Green Building Incentives to BBSP residents, businesses and property owners.	Ongoing	Public Utilities	City
<b>S.3 Youth Center Solar.</b> Add solar panels on the rooftop and parking shade structures of the West Anaheim Youth Center.	Medium	Public Utilities	City
<b>S.4 Twila Reid Park.</b> Add solar shade structures to provide electricity for lighting to increase safety in the park.	Medium	Community Services	City
<b>S.5 Schweitzer Park.</b> Add solar shade structures and solar trees to provide electricity for adaptive lighting, and other advanced lighting solutions to increase safety in the park.	Medium	Community Services; Public Utilities	City
<b>S.6 Parking Structure at the corner of Orange and Beach.</b> Work with the property owner to add solar panels to rooftop of parking structure.	Medium	Property Owner; Planning & Building; Public Utilities	Property Owner
<b>S.7 Sustainable Development.</b> Work with developers to incorporate renewable power supply installations into new projects.	Ongoing	Property Owner; Planning & Building; Public Utilities	Property Owner
<b>S.8 Utility Demand Side Management Program.</b> Develop a demand side management program that describes the existing city-wide programs that are available in the BBSP area, and details how they can be applied specifically to the BBSP area.	Short	Public Utilities	City
<b>S.9 Demand Response program.</b> Develop a demand program that encourages end-users to make short-term reductions in energy use during specific hours.	Medium	Public Utilities	City
<b>S.10 Net Zero Energy.</b> Consider adopting the voluntary residential net zero energy (ZNE) tier of the 2016 CAL Green Building Code for the BBSP area, which can be applied to both traditional residential development as well as hotels/motels.	Short	Planning & Building	No Cost
<b>S.11 Bi-Level Adaptive Lighting.</b> Install Bi-level adaptive exterior lighting in public areas such as parks and the West Anaheim Youth Center in the BBSP area to decrease energy consumption and increase safety.	Long	Community Services; Public Utilities	City
<b>S.12 Advanced Lighting Application Incentives.</b> Develop incentives to incorporate new or retrofit lighting at the hospital, hotel/ motels, and other commercial buildings to conserve energy, reduce greenhouse gas emissions, and enhance health and safety for the community.	Medium	Public Utilities	City
<b>S.13 CALSTART Partnership.</b> Work with Orange County Transit Authority (OCTA) to become a member of CALSTART, a nonprofit strategic broker for clean transportation. Continue to support Anaheim Resort Transportation's (ART's) membership in CALSTART.	Short	Public Works	City

**TABLE 5-1 IMPLEMENTATION ACTION PLAN**

SPECIFIC ACTIONS	TIMEFRAME	PRIMARY RESPONSIBILITY	POTENTIAL FUNDING SOURCES
<p><b>S.14 Electric Vehicle Charging Stations (EVCS).</b> Promote existing Anaheim Public Utilities (APU) incentives to install EVCS in new and retrofit projects.</p>	Ongoing	Public Utilities	City
<p><b>S.15 Hydrogen Fueling Station.</b> Conduct a study within the BBSP area to determine the feasibility of installing a hydrogen fueling station within the Planning Area to help expand the “hydrogen highway.”</p>	Long	Private Development	City
<p><b>S.16 Compressed Natural Gas (CNG) Fueling Stations.</b> Work with existing gas stations within the BBSP area to install CNG fueling stations to advance alternative clean modes of transportation and reduce GHG emissions.</p>	Short	Private Development	City
<p><b>S.17 Upgrade Water Meters.</b> Upgrade water meters on all publicly-owned land in the BBSP area to weather based or soils sensing meters, and work with private property owners to do the same. There are substantial water conservation, energy savings, and greenhouse gas reduction opportunities associated with installing weather-based irrigation controllers. The City could explore a pilot project similar to the Metropolitan Water District (MWD) funded program with the UC Davis Energy Efficiency Center / Water Energy Efficiency Center. This program implements weather-based meter retrofits in test areas in exchange for receiving data that measures the effectiveness of the retrofit upgrades.</p>	Short	Public Utilities	City
<p><b>S.18 Crime Prevention Through Environmental Design (CEPTED).</b> Include audible functions and cameras on local park lighting. Standards and guidelines for development, site design, and landscaping should also consider CEPTED principles.</p>	Medium	Planning & Building Police	City



IMPROVE THE BOULEVARD

### 5.11.4 Potential Funding Mechanisms

In addition to City funding and other sources noted in Table 5-1, there are a number of grant, loan, and value capture funding mechanisms that could be utilized to implement several of the implementation actions of this Specific Plan.

#### Local Tax Increment and Assessment Districts

##### Taxing Agencies Economic Development Fund

The City is currently negotiating with other relevant taxing agencies to create an economic development fund for use along Beach Boulevard. This unique value capture agreement would provide the City with the necessary funds to buy aging motels or implement a variety of other improvements.

##### Business Improvement District (BID)

A Business Improvement District (BID) is a common type of Special Assessment District that assesses business and/or property owners to fund maintenance, marketing, and other public services or improvements. If such a District were to be formed in West Anaheim along Beach Boulevard, funding could be used to enhance sanitation and cleaning, as well as improve the streetscape and pedestrian experience.

A similar Anaheim Tourism Improvement District (ATID) was established by the City Council in September 2010, establishing a 2 percent assessment on hotel room “rents” for all lodgings located within The Anaheim Resort™ and the Platinum Triangle boundaries. By law, assessments in these districts are not taxes for the general benefit of the City, but rather an assessment for improvements, services, and programs that will directly benefit the assessed facilities within the district.

A district can be established and an advisory board appointed as long as it is not protested by a majority of property owners. Based on total Gross Room Receipts for motel properties in 2014, a Beach Boulevard Tourism Improvement District with a similar 2 percent assessment could raise over \$140,000 per year for extra sanitation and streetscape improvements.<sup>1</sup>

<sup>1</sup> Based on Confidential Motel Study Data, which found total annual revenue of \$7.06 million for selected Beach Boulevard properties.

<sup>2</sup> <http://www.anaheim.net/DocumentCenter/Home/View/527>

#### Landscape and Lighting District

A Landscape and Lighting District along Beach Boulevard could also help to improve the streetscape by funding the new street lights and traffic signals, landscaping, parkways, medians, drainage facilities, and graffiti removal. To form such a district in West Anaheim, the sponsoring agency (e.g., City of Anaheim) would conduct a study, prepare an engineer’s report and propose the formation of a district and the levy of assessments. Affected property owners would then be notified of a public hearing to address concerns. For commercial properties similar to those along Beach Boulevard, funding is typically assessed by “Front Footage”, or on a lot front foot basis.

#### Community Facilities Districts (CFDs)

Similar to assessment districts, Mello-Roos bonds are used to finance the construction of needed community infrastructure through the creation of a Community Facilities District. A CFD is formed when the property owners in a geographical area agree to impose a tax on the land to fund infrastructure improvements. Unlike assessment districts, however, CFDs are most commonly formed in cases in which the geographic area encompasses a small number of property owners who intend to subdivide the land for sale. To be enacted, CFDs require a public vote with a two-thirds majority, which can be a difficult hurdle. Mello-Roos law allows the taxes to be proportionally subdivided and passed on to future landowners. The revenue can then be used either for pay-as-you-go funding or to pay off bonds issued against the anticipated revenue from the CFD.

#### Other Local Sources of Funds

##### Development Impact Fees

Development impact fees are another potential funding source for affordable housing, parks, and other amenities. These fees, paid by new residential and commercial development projects, must only be used to pay for improvements that can be demonstrated to serve new residents and businesses. A nexus study, which calculates the new increment

<sup>3</sup> <http://www.sgc.ca.gov/resource%20files/10112016AHSCFY1516AppendixB.pdf>

<sup>4</sup> <http://www.sgc.ca.gov/Grant-Programs/AHSC-Guidelines.html>

<sup>5</sup> <http://ec2-52-39-222-77.us-west-2.compute.amazonaws.com/ibank/programs/isrf>



of development, estimates the portion of an improvement project attributable to that increment of growth, and allocates the fee among the new development projects by land use, is required by state law for implementation.

The City of Anaheim already collects impact fees on new construction for infrastructure and other improvements, regardless of geography within the City.<sup>2</sup> A Park and Recreation fee is also applied to new residential construction on a per unit basis. Given the lack of new development along Beach Boulevard over the past several decades, however, instituting new impact fees above and beyond those existing might serve to hinder growth in the area even further.

## Regional and State Sources of Funds

### Affordable Housing and Sustainable Communities (AHSC)

The Global Warming Solutions Acts (AB 32) established a cap and trade system in California, whose proceeds are deposited into a Greenhouse Gas Reduction Fund (GGRF). Using revenue from the GGRF, the Affordable Housing and Sustainable Communities (AHSC) program funds land-use, housing, and transportation projects that support infill and compact development to reduce greenhouse gas ("GHG") emissions.

Approximately \$320 million in AHSC funding was announced in FY 2015-16; recipients were announced in October 2016.<sup>3</sup> During subsequent funding rounds, potential projects along Beach Boulevard could include the acquisition and rehabilitation of affordable housing. Affordable housing developers, the Anaheim Housing Authority, and/or the City are all eligible applicants. The release of a 2016-2017 AHSC NOFA and application are expected to occur in the fall of 2017.<sup>4</sup>

### Infrastructure State Revolving Loan Fund (ISRF)

The California Infrastructure and Economic Development Bank (I-Bank) loans money (ranging from \$50,000 to \$25 million) to public agencies and non-profits for infrastructure projects around the state.<sup>5</sup> The I-Bank is the state's general purpose



*The Westgate (top) and former Silver Moon Motel (bottom) sites have the greatest short-term development potential, development of those sites could also spur additional economic investment along the corridor and throughout West Anaheim.*

<sup>6</sup><http://www.ibank.ca.gov/Portals/1/Board%20Meetings/2015/San%20Gabriel%20Staff%20Report.pdf>

<sup>7</sup><http://www.water.ca.gov/irwm/grants/prop1index.cfm>



financing authority that finances public infrastructure and private development projects that promote economic development and revitalize communities.

Eligible project categories along Beach Boulevard could include rehabilitation of city streets and state highways, water supply and flood control, environmental mitigation measures (e.g., Westgate Parcel), new parks and recreational facilities, expanded public transit, public safety facilities, and power and communications facilities. Recent loan recipients in Southern California have included the City of San Gabriel, which borrowed \$3.8 million at 3.5 percent interest to upgrade, reconstruct, and rehabilitate its public streets.<sup>6</sup> Applications are accepted on a continual basis.

### **Golden State Acquisition Fund**

California's Housing and Community Development (HCD) department administers over 20 programs that provide loans and grants to acquire, construct, rehabilitate, and preserve affordable housing. The Golden State Acquisition Fund (GSAF) was seeded with \$23 million from the Department's Affordable Housing Innovation Fund. Leveraged with matching funds from originating lenders, GSAF makes up to five-year loans to developers for acquisition or preservation of affordable housing. Loans are a maximum of \$13,950,000, with fixed or variable pricing depending on market conditions.

### **Integrated Regional Water Management Grant (DWR)**

Proposition 1, a water bond passed by California voters in 2014, will help fund over \$510 million in Integrated Regional Water Management (IRWM)-related planning and implementation projects throughout the State, with \$63 million dedicated to the Santa Ana planning region (encompassing Anaheim).<sup>7</sup> Implementation Grants will be solicited at a future date; eligible projects for Beach Boulevard could include stormwater capture, water reuse, providing new open space, and other green streets measures.

### **CalTrans Active Transportation Program (ATP)**

Caltrans' Active Transportation Program (ATP) consolidates various transportation programs at both the state and federal level, including the federal Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA), and State Safe Routes to School. Approximately \$240 million will be awarded through the 2020-2021 state funding years and distributed into three categories: Statewide competition (50 percent), Metropolitan Planning Organization (e.g., SCAG) projects for regions with 200,000 or more residents (40 percent), and small urban and rural regions with populations of less than 200,000 (10 percent).

The goal of ATP is to encourage increased use of active modes of transportation, including walking and biking, as well as the safety and mobility of non-motorized users. Eligible projects along Beach Boulevard could include developing new bike and walkways, as well as adding new landscaping, traffic control devices, and enhanced street lighting.

Southern California Association of Governments (SCAG) administers the regional portion of the ATP and relies on the California Transportation Commission (CTC) Call for Proposals process to select the capital projects to be funded through the regional program. Cities like Anaheim can also apply directly for the statewide portion; during the most recent funding cycle (ATP Cycle 3), 40 projects were recommended to receive funding of nearly \$132 million.<sup>8</sup>

### **Federal Sources**

#### **CDBG Infrastructure Financing**

The City of Anaheim receives Community Development Block Grant (CDBG) funds from the Department of Housing and Urban Development (HUD) annually. CDBG funds can support a wide array of infrastructure improvements. A significant portion of the Beach Boulevard Study Area lies within a "CDBG Eligible Area", which qualifies capital improvement projects for the CDBG program. The City of Anaheim anticipates receiving about \$4 million in CDBG funds

<sup>8</sup> [http://www.catc.ca.gov/programs/ATP/2017/ATP\\_102816/2017\\_ATP\\_Statewide\\_Small\\_Urban\\_Rural\\_Combined.pdf](http://www.catc.ca.gov/programs/ATP/2017/ATP_102816/2017_ATP_Statewide_Small_Urban_Rural_Combined.pdf)

for the Fiscal Year 2019-2020. Currently, the City offers CDBG-funded code enforcement and residential rehabilitation programs that could benefit Beach Boulevard residential areas.

In addition to CDBG funds, the City of Anaheim receives annual Home Investment Partnerships (HOME) and Emergency Solutions Grant (ESG) funds. The City uses HOME funds for the construction and rehabilitation of affordable housing projects. The City anticipates receiving about \$1 million in HOME funds for Fiscal Year 2019-2020. The city allocates ESG fund on programs benefiting the homeless population. The City anticipates receiving nearly \$350,000 in ESG funds for Fiscal Year 2019-2020.

### Federal Transportation Sources

The Fixing America's Surface Transportation (FAST) Act was signed into law in December 2015, and authorizes federal funding for a wide array of transit improvements through fiscal year 2020. It includes a number of potential funding sources that could benefit the West Anaheim Specific Plan Area, including Capital Investment Grants, Urbanized Area Formula Grants, and Surface Transportation Block Grant Programs.

The FAST Act also established a new National Surface Transportation and Innovative Finance Bureau within the Department to serve as a consolidated resource for providing local government agencies with federal funding, financing, and technical assistance.

### **Grants: Surface Transportation Block Grant Program (STBG)**

The Surface Transportation Block Grant Program is one of the primary flexible funding sources available for transit at the local level. These funds may be used for a wide array of transit corridor capital improvements, including public transportation capital improvements, fringe and corridor parking facilities, bicycle and pedestrian facilities, and intercity or intracity bus terminals and bus facilities. TBG funding is apportioned directly to SCAG by the Federal Highway Administration. The funding is allocated by

the State of California, with a non-federal funding match requirement of 11.47 percent.

With respect to planning, Surface Transportation Plan (STP) funds can be used for surface transportation planning activities, wetland mitigation, transit research and development, and environmental analysis. Other eligible projects under STP include transit safety improvements and most transportation control measures. STP funds are distributed within a State based on population and other programmatic categories.

### Transportation Alternatives (TA-Set Aside)

Within the STBG funding above is a set amount called the Transportation Alternatives "Set-Aside" (formerly Transportation Alternatives Program, or TAP). The TA Set Aside finances projects defined as "transportation alternatives", including on- and off-road pedestrian and bicycle facilities, recreational programs, infrastructure projects for improving "non-driver" access to public transportation; enhanced mobility, community improvement activities, and environmental mitigation.

The TA Set-Aside also funds activities related to the former Safe Routes to School (SRTS) program, which helped fund the construction of infrastructure-related projects on public roads and bicycle pedestrian pathways near schools. While apportioned funding for this program has been eliminated, the TAP program makes these activities eligible as long as they conform to TAP requirements.



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