

3. Project Description

3.1 PROJECT LOCATION

The Beach Boulevard Specific Plan Area (Project Area) encompasses approximately 283 acres along a 1.5-mile portion of Beach Boulevard (State Route 39 [SR-39]) in the City of Anaheim, Orange County. Beach Boulevard is an eight-lane divided highway that connects the cities of Huntington Beach, Westminster, Garden Grove, Stanton, Anaheim, Buena Park, Fullerton, La Mirada, and La Habra.

Regional access to the Project Area is provided by SR-91 and Interstate 5 (I-5) to the north through Buena Park. To the south, it connects to SR-22 and I-405 through the cities of Stanton and Westminster and terminates at SR-1 (Pacific Coast Highway) in Huntington Beach. Figure 3-1, *Regional Location*, depicts the regional location of the Project Area and surrounding cities.

The segment of Beach Boulevard in the Project Area borders Buena Park to the north and Stanton to the south. Major cross-streets along the corridor within the Anaheim city limits include Ball Road, Orange Avenue, and Lincoln Avenue. Points of interest in the area include Twila Reid Park, Schweitzer Park, West Anaheim Medical Center, and the West Anaheim Youth Center. Figure 3-2, *Local Vicinity*, shows local streets around the Project Area. An aerial photograph of the Project Area is shown in Figure 3-3.

3.2 STATEMENT OF OBJECTIVES

The following objectives have been established for the Proposed Project and will aid decision makers in their review of the project and associated environmental impacts:

1. Revitalize the Project Area as a safe, attractive, and economically thriving corridor in the heart of West Anaheim.
2. Remove significant barriers to infill development and promote the reuse and redevelopment of existing vacant and underutilized properties along the Beach Boulevard corridor.
3. Streamline the project approval process.
4. Improve the physical image and brand the corridor to help attract reinvestment; new investment; and quality retail, dining, and entertainment uses.
5. Incentivize development and relocation of high quality businesses to the corridor.
6. Create quality employment opportunities by strengthening the overall economic base of the area.

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7. Encourage a balanced mix of uses including a variety of housing types consistent with the City's adopted Housing Element.
8. Facilitate the Caltrans relinquishment process to assume control of the right-of-way along Beach Boulevard within the City limits to streamline the project approval process and implement landscaping, median, and driveway entrance improvements.
9. Foster development that reduces vehicle miles traveled by promoting alternatives to driving, such as walking, biking, and use of mass transit.
10. Create additional gathering and recreation areas and opportunities.
11. Promote sustainable development and infrastructure design.
12. Meet state and regional sustainability mandates.

3.3 PROJECT CHARACTERISTICS

“Project,” as defined by the CEQA Guidelines, means:

... the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, and that is any of the following: (1)...enactment and amendment of zoning ordinances, and the adoption and amendment of local General Plans or elements thereof pursuant to Government Code Sections 65100–65700. (14 Cal. Code of Reg. 15378[a])

3.3.1 Existing Conditions

Originally serving as the only north-south route with direct access to the coastal cities of Orange County, Beach Boulevard was once known as the “Road to Summer.” Significant development occurred along the corridor in the City of Anaheim during the 1960s and 1970s to serve tourists visiting area beaches and amusement parks. Over time, I-5, SR-55, SR-73, and SR-133 provided alternative access to Orange County's beach communities, and Beach Boulevard is no longer the primary tourist-oriented connection to the Orange County coast. However, it remains a state highway and is a Caltrans-owned facility.

The existing uses in the Project Area include hospitality, commercial, residential, office, recreational, and institutional. There are approximately 35 acres of vacant land. Existing land use details are provided in Table 3-1.

No specific plan has been adopted for the Project Area. Currently, development activities in the Project Area are governed by the City's adopted General Plan and Zoning Code. The existing General Plan designations for the Project Area are shown on Figure 3-4, and existing land uses are shown on Figure 3-5.

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Table 3-1 Existing Uses in the Project Area

Land Use	Total Acreage	Housing Units	Units/Acre	Population	Floor Area Ratio	Nonresidential Square Feet	Employees ⁵
Auto Dealership (Used)	1.1	-	-	-	0.06	2,800	3
Athletic Club (Batting)	0.9	-	-	-	-	24,850	10
Auto Salvage Yard	4.6	-	-	-	-	-	3
Car Wash	1.9	-	-	-	0.07	5,783	6
Gas Station	1.6	-	-	-	0.09	6,422	10
Retail	31.6	-	-	-	0.26	351,249	162
Single-Family Residential	0.7	7	10.6	23	-	-	-
Condominium/ Townhome	13.1	193	14.7	627	-	-	-
Mobile Home ¹	32.4	336	10.4	1,092	-	1,268	-
Motel ²	14.5	-	-	-	0.52	327,773	60
Apartment	33.9	779	23.0	2,532	-	-	-
Duplex	0.3	2	6.7	7	-	-	-
Four Plex	8.7	160	18.4	520	-	-	-
Religious Use	3.5	-	-	-	0.08	11,890	2
Community Center	1.3	-	-	-	0.21	12,175	22
City Facility (Youth Center)	2.9	-	-	-	0.23	29,134	35
Flood Control Channel	6.9	-	-	-	-	-	-
Nursing Home ³	1.8	-	-	138	1.02	79,958	46
Retirement Facility ³	1.2	-	-	200	-	61,500	20
Hospital	12.8	-	-	-	0.43	242,119	900
Medical Office	7.6	-	-	-	0.34	113,602	348
Park ⁴	22.8	-	-	-	0.01	11,601	-
Right of Way	41.6	-	-	-	-	-	-
Vacant	35.2	-	-	-	-	-	-
Total	282.8	1,477	-	5,139	-	1,282,124	1,627

Source: Beach Boulevard Specific Plan 2017.

¹ A nonresidential use (psychic shop) is in the mobile home park.

² Total of 879 motel rooms in the Project Area.

³ The nursing home has 138 beds and the retirement facility has 200 beds.

⁴ Twila Reid Park includes an 8,181 SF fire station.

⁵ Employment figures from the US Census Longitudinal Employer-Household Dynamics (LEHD) dataset, except for the City Facility (Youth Center) employment, which was collected via phone call with facility staff.

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3.3.2 Description of the Project

The Proposed Project consists of the adoption and implementation of a specific plan for the Project Area. The Beach Boulevard Specific Plan (BBSP) would guide future development within 283 acres along the Beach Boulevard corridor in the City of Anaheim. The Proposed Project would establish a community-driven vision supported by new development standards, permitted and prohibited uses, design guidelines, sustainable practices, economic development incentives, and capital improvements that improve the quality of life for all future users of the corridor.

Beach Boulevard Specific Plan

The City of Anaheim received funding for the Proposed Project through the California Strategic Growth Council's Sustainable Communities Planning Grant and Incentives Program. The implementation of the Proposed Project would strengthen the West Anaheim community and meet the Strategic Growth Council's goals to help local governments address the challenges of land use planning and transforming communities for long-term prosperity. The Strategic Growth Council defines a sustainable community as one that promotes equity, health, and safety and strengthens the economy while protecting the environment. The key components of the BBSP are:

- Community-Based Vision
- Goals and Objectives
- Land Use Plan
- Zoning and Development Standards
- Mobility and Streetscape Plan
- Infrastructure Plan
- Plan Administration
- Incentives and Implementation Program

The BBSP is anticipated to promote revitalization of the Project Area by implementing market driven land use changes to encourage infill development of currently vacant or underutilized properties. An analysis of the BBSP buildout potential is provided in Table 3-2.

The Proposed Project would allow for the development of vacant parcels and the adaptive reuse or redevelopment of existing uses. At buildout, implementation of the Proposed Project is expected to result in a maximum of 5,128 dwelling units and 2,189,445 square feet of nonresidential development, as shown in Table 3-2. A comparison of existing and proposed dwelling units and nonresidential square footage is provided at the bottom of Table 3-2. The Land Use Plan establishes 10 land use categories within the BBSP, as described in Table 3-3 and shown on Figure 3-6.

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Table 3-2 Beach Boulevard Specific Plan Buildout Statistical Summary

Proposed Development Areas	Acreage	Units/Acre	Units	Population	Floor Area Ratio	Non-Res. SF	Employment
Flood Control Channels	4.2	-	-	-	-	-	-
Low-Medium Residential	44.8	18	806	2,621	-	-	-
Medium Residential	49.4	36	1,778	5,781	-	-	-
Mixed-Use High ¹	32.3	60	1,938	6,300	0.35	492,446	1,231
Mixed-Use Medium ²	16.8	36	605	1,966	0.35	210,575	526
Neighborhood Commercial	22.6	-	-	-	0.35	344,560	861
Office	2.2	--	--	--	0.50	47,916	168
Public-Recreational	27.9	--	--	--	0.10	121,532	304
Regional Commercial ³	27.4	-	-	-	0.35	380,000	950
Right of Way	41.6	-	-	-	-	-	-
Semi-Public ⁴	13.6	-	--	--	1.00	592,416	1,481
Total⁵	282.8	-	5,128	16,669⁶	-	2,189,445	5,522⁷
Existing	-	-	1,477	-	-	1,282,124	-
Net New	-	-	3,651	-	-	907,321	-

Source: PlaceWorks, 2018.

¹ Mixed-Use High buildout includes 54,000 SF of hotel/motel (108 rooms) and the following assumptions for other non-residential uses: 20% service, 20% office, 20% restaurant, and 40% retail.

² Mixed-Use Medium buildout includes 140,000 SF of hotel/motel (280 rooms) and following assumptions for other non-residential uses: 25% service, 10% office, 25% restaurant, and 40% retail.

³ Regional Commercial buildout includes 35,000 SF of hotel/motel (70 rooms).

⁴ The West Anaheim Medical Center provides 219 hospital beds.

⁵ Hotels were included in the buildout assumptions for Commercial, Mixed-Use Medium, and Mixed-Use High uses. Hotels were estimated at approximately 500 gross SF per room (including walls, elevators, stairways, corridors, storage, mechanical areas, etc.). (De Roos 2011)

⁶ Population estimates are based on a citywide 3.44 persons per household factor published in the City of Anaheim 2014-2021 Housing Element.

⁷ Employment estimates are City of Anaheim General Plan Employment Generation Rates of 400 SF per employee for Commercial uses, 285 SF per employee for Office uses, and 400 SF per employee for Mixed-Use uses.

Table 3-3 Beach Boulevard Specific Plan Proposed Development Areas

Development Areas	Description
Residential Low-Medium	Residential Low-Medium Development Areas are intended to provide an attractive, healthy, and safe environment for attached single-family and multiple family units as either condominiums or apartments. It allows for a range of housing types, including attached single-family townhouses, duplex or triplex buildings, courtyard housing, and mobile home parks up to 18 dwelling units per acre. The underlying Anaheim Municipal Code base zone is the "RM-3" Multiple Family Residential Zone. If the standards in this Specific Plan are silent on a particular topic, the RM-3 Zone shall apply.
Residential Medium	Residential Medium Development Areas are intended to provide for quality, well-designed multifamily living environments, as either condominiums or apartments, near transit and other services. These development areas allow for a variety of housing types, including townhomes, courtyard housing, and stacked flats. Residential

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Table 3-3 Beach Boulevard Specific Plan Proposed Development Areas

Development Areas	Description
	development is permitted at a density of up to 36 dwelling units per acre. The underlying Anaheim Municipal Code base zone is the "RM-4" Multiple Family Residential Zone. If the standards in this Specific Plan are silent on a particular topic, the RM-4 Zone shall apply.
Mixed-Use Medium	Mixed-Use Medium Development Areas are intended to allow flexibility in zoning for parcels that could transition from strip commercial uses to residential or a mix of residential, commercial, and office development. The designation would allow residential in either a standalone or mixed-use configuration at a density of up to 36 dwelling units per acre. A mix of commercial uses would continue to allow for a range of community-serving retail, office, and service commercial uses. Residential development in these areas emphasizes quality and offers a variety of amenities. The "MU" Mixed Use Overlay Zone has been used as a reference or base zone in preparing the standards for the Mixed-Use Medium Development Areas. If the standards in this Specific Plan are silent on a particular topic, the MU Overlay Zone shall apply.
Mixed-Use High	Mixed Use High Development Areas are intended to allow a mix of uses including residential, commercial, services, hotel, and professional office uses in a high-quality environment. The focus of this designation is on creating a pedestrian-friendly environment, including increased connectivity and community gathering spaces. Uses and activities are designed together in an integrated fashion to create a dynamic urban environment. Continuous commercial street frontage on the first and, perhaps, second floors, supported by residential and/or office uses above, is the typical pattern of vertically mixed land use. Uses may also be mixed in a horizontal or multi-use pattern. Stand-alone uses within a multi-use project need to be integrated into an overall project design and connected to other adjoining uses by plazas, promenades, and landscaped corridors, and should include common architectural themes and signage. Typical residential uses could include stacked flats, live-work units, townhouses, and artist-style lofts. Residential development in these areas emphasizes quality and offers a variety of amenities. The residential component of mixed-use development is permitted at a density of up to 60 dwelling units per acre. The non-residential component of mixed-use development is permitted at a maximum floor area ratio of 0.35. The underlying Anaheim Municipal Code base zone is the "MU" Mixed Use Overlay Zone. If the standards in this Specific Plan are silent on a particular topic, the MU Overlay Zone shall apply.
Neighborhood Commercial	Neighborhood Commercial Development Areas are intended to provide for the daily shopping, dining, and service commercial needs of the surrounding neighborhoods. Allowed uses include retail and services such as grocery stores, specialty shops, small retail stores, hair salons, dry cleaners, restaurants, and coffee houses. Projects should be designed to encourage pedestrian use by providing good connectivity within and to the site, with buildings clustered and close to the street. Additionally, projects should be compatible in scale and design with adjacent residential areas. Development is permitted at a maximum floor area ratio of 0.35. The underlying Anaheim Municipal Code base zone for is the "C-NC" Neighborhood Center Commercial Zone. If the standards in this Specific Plan are silent on a particular topic, the C-NC Zone shall apply.
Regional Commercial	The Regional Commercial Development Area is intended to serve a larger market area than Neighborhood Commercial areas. Given the regional nature of the Beach Boulevard corridor and the tourism market to the north in Buena Park, this development area allows for large-scale commercial uses, specialty stores and restaurants, a theater, home goods stores, entertainment, commercial recreation, and hospitality uses that serve a broad area. Projects should be designed to encourage pedestrian use by providing good connectivity within and to the site, with buildings clustered and close to the street. Development is permitted at a maximum floor area

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Table 3-3 Beach Boulevard Specific Plan Proposed Development Areas

Development Areas	Description
	ratio of 0.35. The underlying Anaheim Municipal Code base zone is the "C-R" Regional Commercial. If the standards in this Specific Plan are silent on a particular topic, the C-R Zone shall apply.
Office	The Office Development Area is intended to allow a variety of small-scale office uses, including legal services, insurance services, real estate, and medical or dental offices and other support services. The underlying Anaheim Municipal Code base zone is the "O-L" Office Low Zone. If the standards in this Specific Plan are silent on a particular topic, the O-L Zone shall apply.
Public-Recreational	The Public Recreational Development Areas are intended to provide active and passive public park and open space areas including Twila Reid and Schweitzer Parks as well as public facilities, such as the West Anaheim Youth Center. These Development Areas also include ancillary public buildings and facilities, such as a fire station and small recreation buildings. The "PR" Public Recreational Zone has been used as a reference or base zone in preparing the standards for the Public-Recreational Development Areas. If the standards in this Specific Plan are silent on a particular topic, the PR Zone shall apply.
Semi-Public	The Semi-Public Development Area is intended to accommodate hospital, nursing home, assisted living facilities, as well as medical related uses in a clustered activity center to support the health care needs of West Anaheim and the surrounding area. The underlying Anaheim Municipal Code base zone is the "SP" Semi-Public Zone. If the standards in this Specific Plan are silent on a particular topic, the SP Zone shall apply.

Source: City of Anaheim; PlaceWorks, 2017.

In addition to revitalizing the corridor with new development, use types, and adaptive reuse, the proposed Specific Plan would also facilitate and encourage use of multiple modes of transportation by improving pedestrian amenities, and access to Orange County Transit Authority Route 29 (La Habra to Huntington Beach), Route 42 (Seal Beach to Orange), and Route 46 (Los Alamitos to Orange). The Southern California Association of Governments (SCAG) has designated Beach Boulevard as a High Quality Transit Area (HQTA). A HQTA is generally a walkable transit village or corridor that is within a half mile of a well-serviced transit stop or a transit corridor with 15-minute or less service frequency during peak commute hours. The 2016 SCAG Regional Transportation Plan/Strategic Communities Strategy projects that HQTA's should accommodate over 40 percent of the region's future household growth and over 50 percent of the future employment growth (SCAG 2016).

Relinquishment of Beach Boulevard

Within the City of Anaheim, Beach Boulevard (SR-39) is a California state highway that travels through Orange and Los Angeles counties. In order to have greater control over all infrastructure which includes roadway, landscaping, medians, pedestrian access ramps and driveway entrances, the City may seek relinquishment of Beach Boulevard from the California Department of Transportation (Caltrans) to the City of Anaheim. Relinquishment is the act and the process of legally transferring property rights, title, liability, and maintenance responsibilities of a portion or entirety of a state highway to another entity. The removal of a highway or associated facilities, either in whole or in part, from the State Highway System (SHS) requires approval by the California Transportation Commission (CTC).

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Other Public Realm Improvements

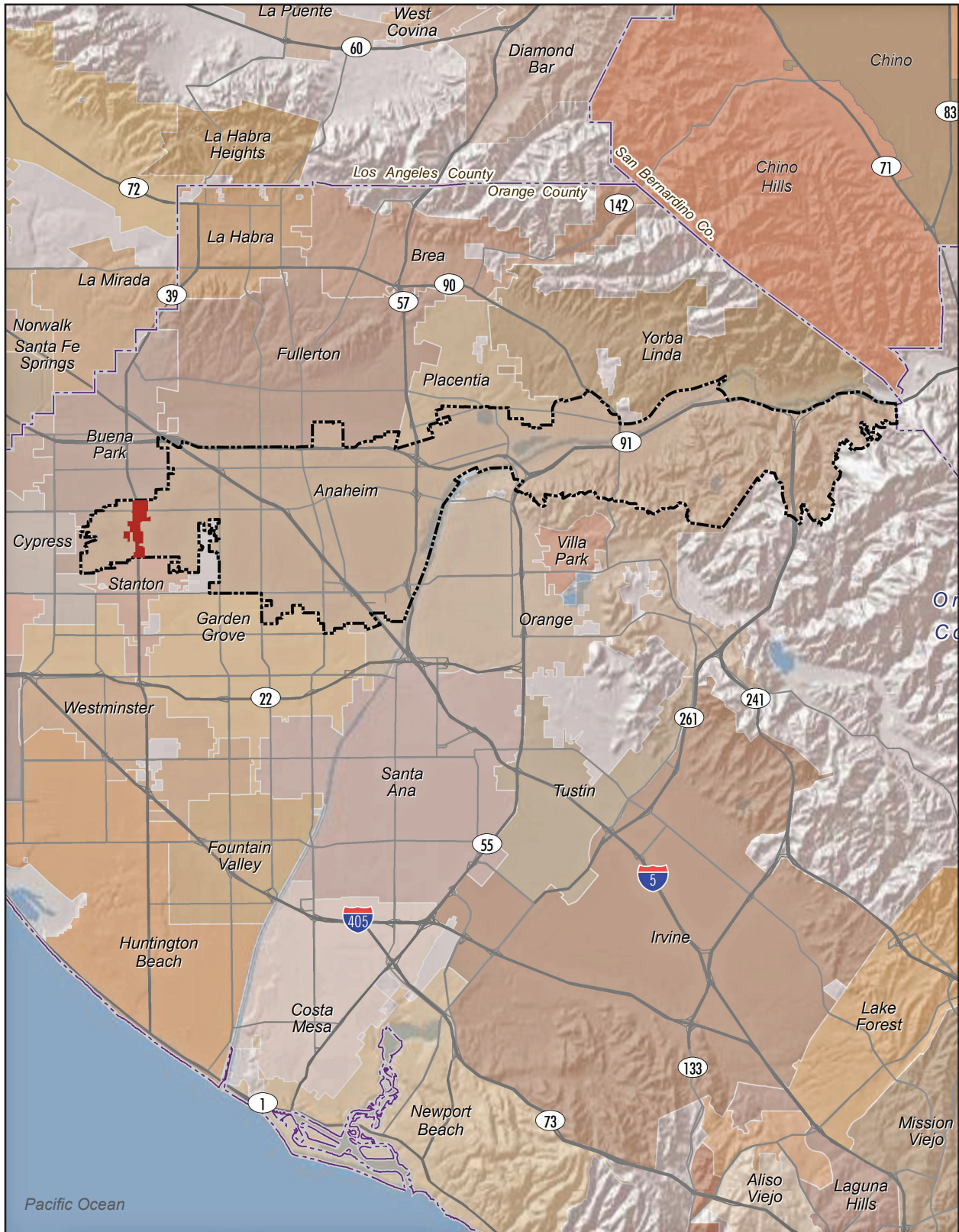
The Specific Plan also proposes other improvements within the public realm including urban amenities and improvements to public rights-of-way, including key intersections, streets, alleys and drives, parks, plazas, and gateways. The Specific Plan identifies public street design elements, landscaping, intersection enhancements, entry treatments, public open space, right-of-way detail, and other unique public realm features within the proposed Development Areas. Other improvements include the undergrounding of utilities and removal of utility poles.

Proposed City Approvals

Approval of the BBSP project includes certification of Environmental Impact Report No. 2017-00350, including the adoption of Findings of Fact and a Statement of Overriding Considerations, Mitigation Monitoring Program 342 and a Water Supply Assessment; approval of amendments to the General Plan and Zoning Code (zoning text and zoning map); as well as, adoption of a new specific plan, the Beach Boulevard Specific Plan. Together, the proposed approvals and their implementation constitute the “Project” for purposes of the California Environmental Quality Act (CEQA). Below is a description of the proposed approvals.

- **General Plan Amendment No. 2015-00500:** Amend the General Plan Land Use, Circulation, Economic Development, and Community Design Elements to be consistent with the Beach Boulevard Specific Plan.
- **Specific Plan No. 2017-00001:** Adopt the Beach Boulevard Specific Plan (SP2017-01).
- **Zoning Code Amendment No. 2017-00137:** Adopt Chapter 18.122 (Beach Boulevard Specific Plan (SP2017-01) Zoning and Development Standards) and amend other portions of the Anaheim Municipal Code to be consistent with the addition of the new Chapter 18.122.
- **Reclassification No. 2017-00304:** Adopt an ordinance to apply the zoning and development standards of the proposed new Chapter 18.122 to those properties within the Beach Boulevard Specific Plan project area that are currently classified under the “RM-2” Multiple-Family Residential Zone, “RM-3” Multiple-Family Residential Zone, “RM-4” Multiple-Family Residential Zone, “C-G” General Commercial Zone, “O-L” Low Intensity Office Zone and “T” Transition Zone.

Figure 3-1 - Regional Location
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 Specific Plan Boundary

 Anaheim City Boundary

0 3
Scale (Miles)

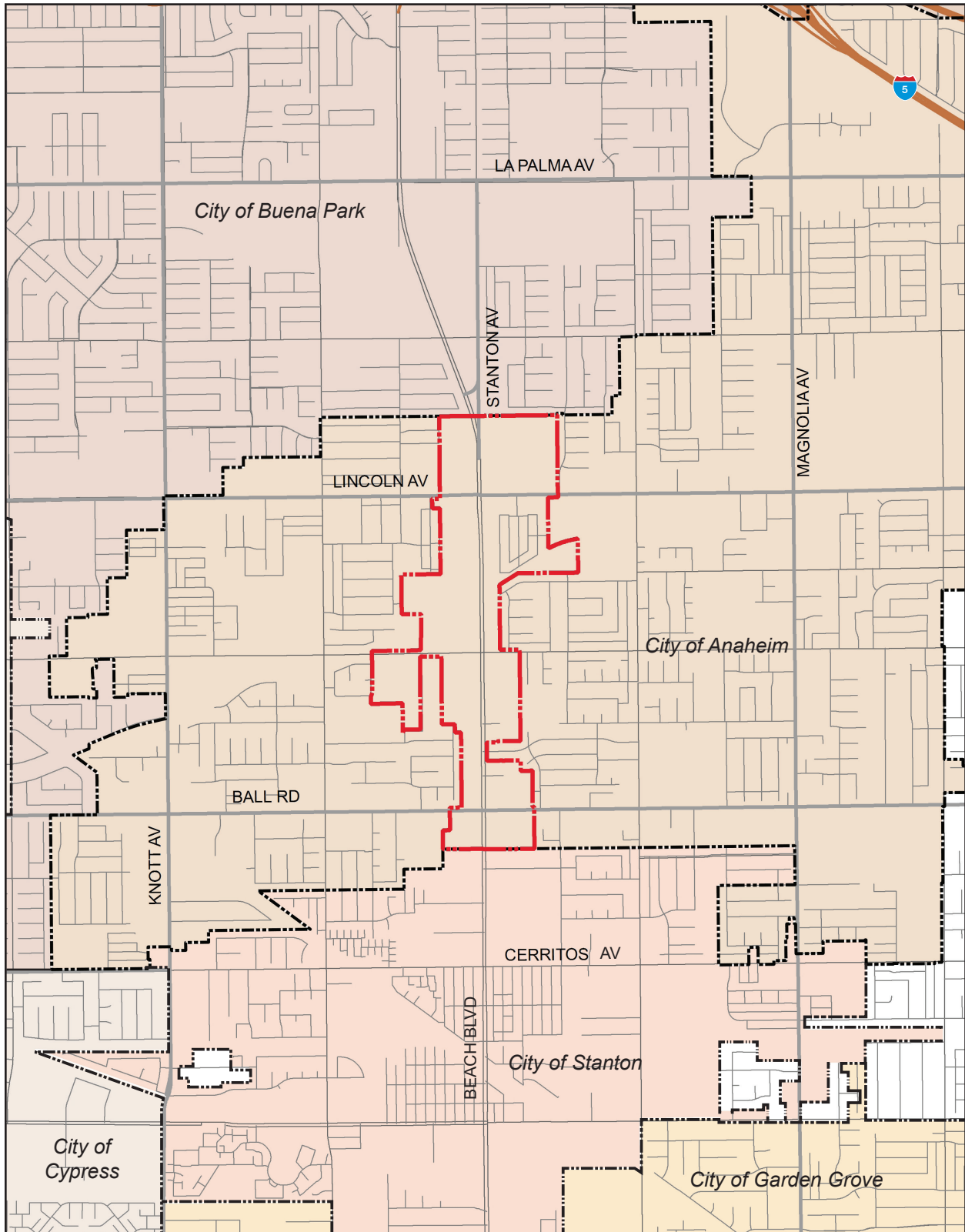


Source: ESRI, 2017

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Figure 3-2 - Local Vicinity
3. Project Description



Note: Unincorporated county areas are shown in white.

 Specific Plan Boundary  City Boundary

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Scale (Miles)

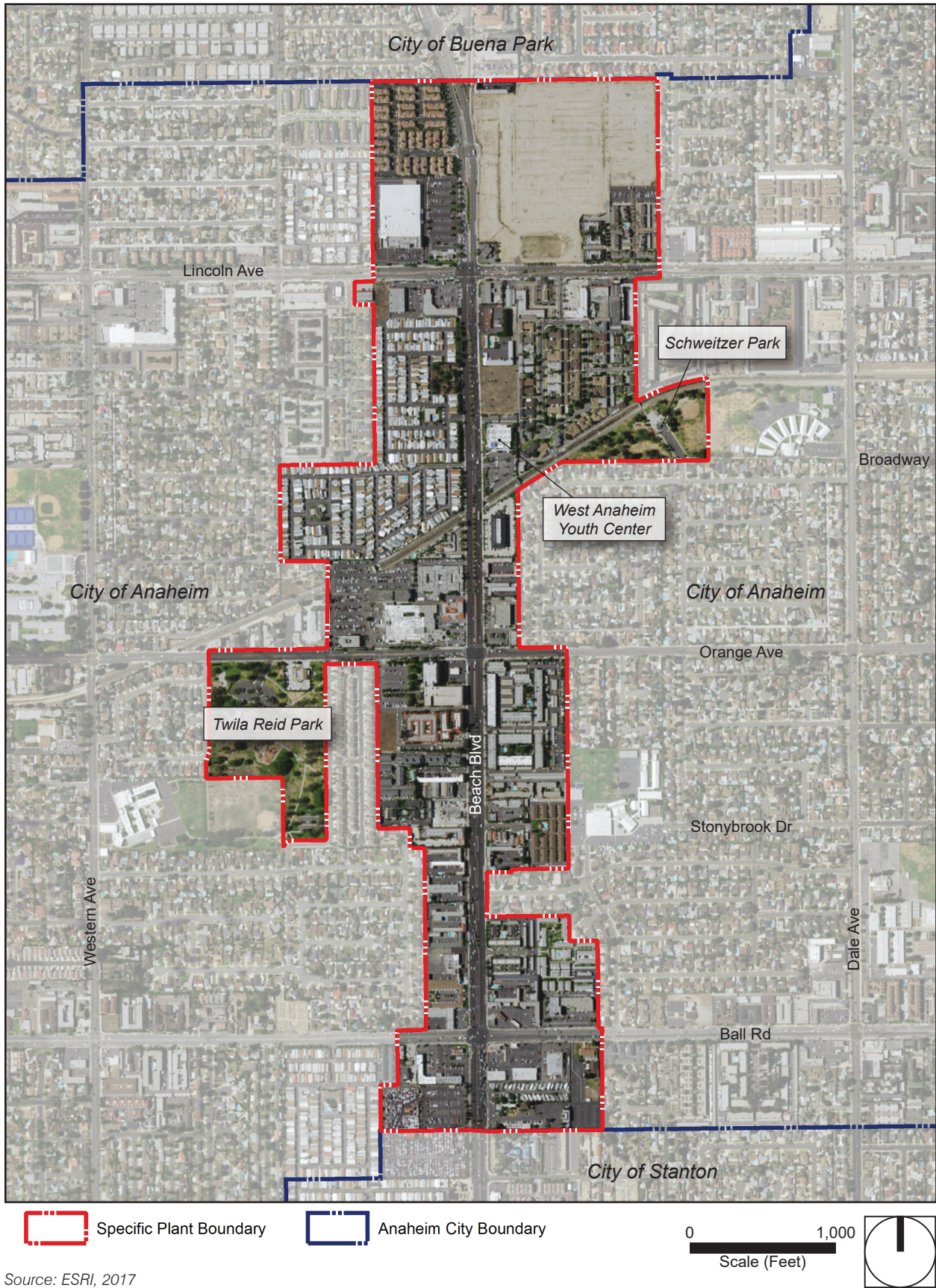


Source: ESRI, 2017

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Figure 3-3 - Aerial Photograph
3. Project Description

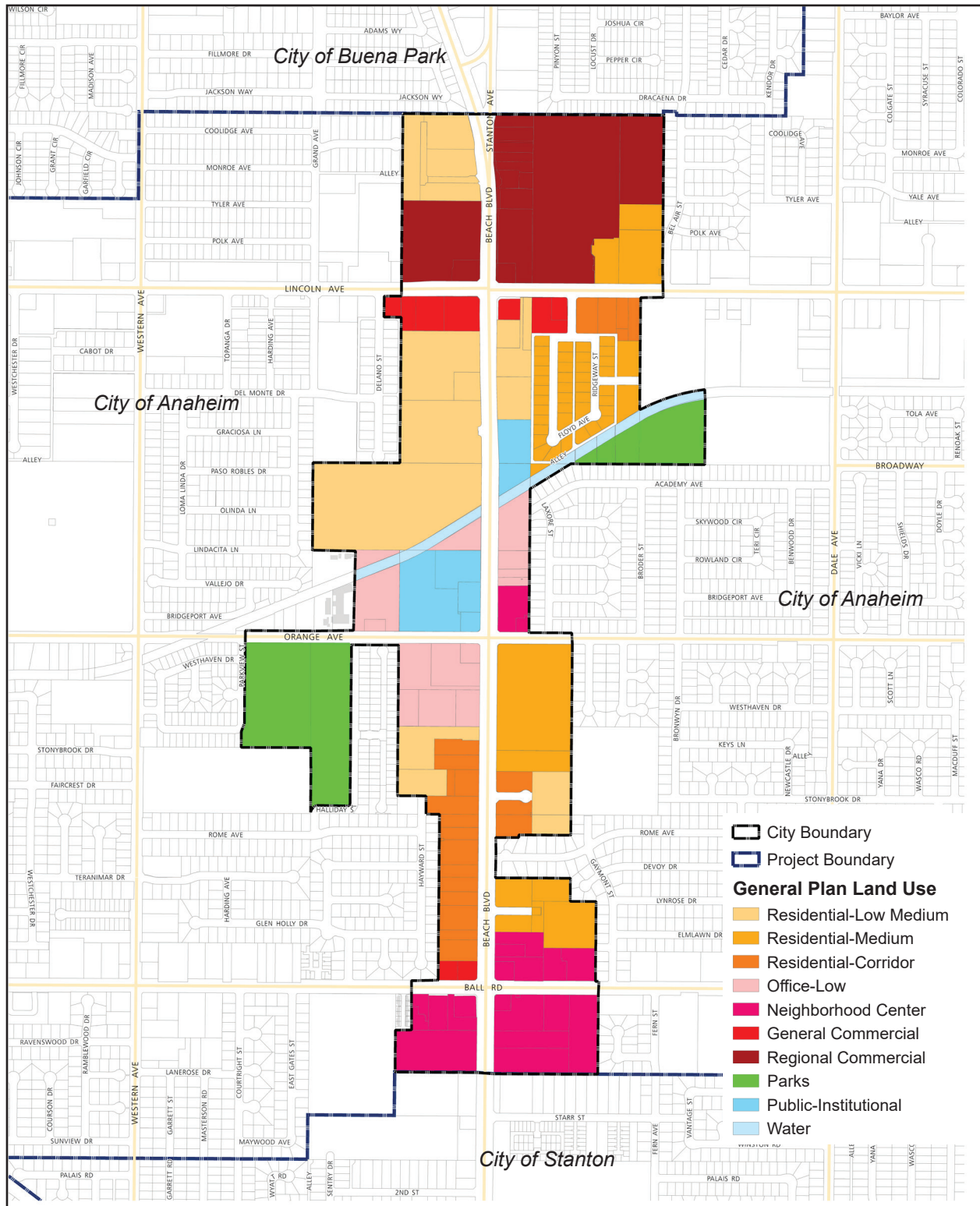


Source: ESRI, 2017

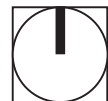
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Figure 3-4 - Existing General Plan Land Use Designations
3. Project Description



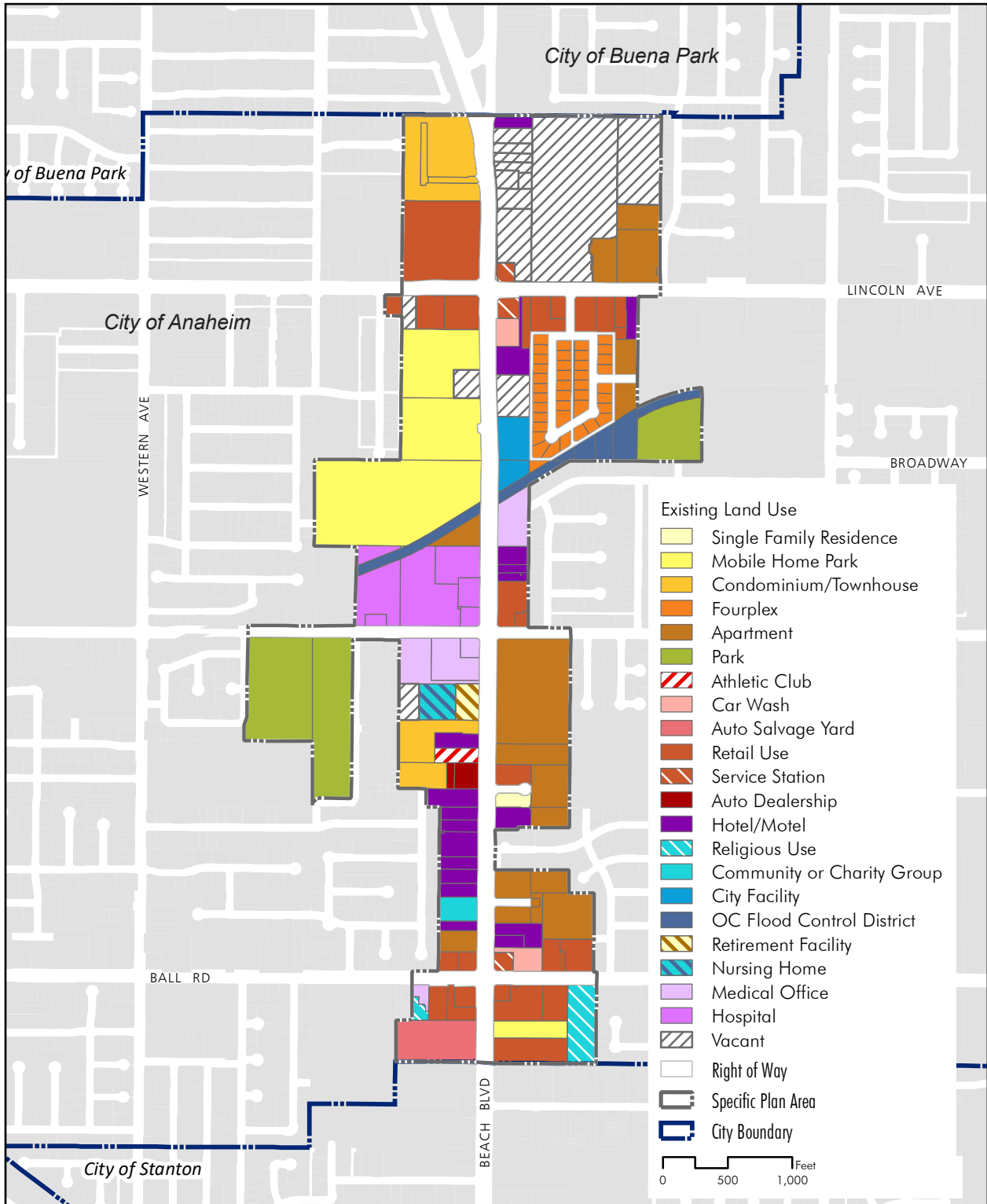
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Figure 3-5 - Existing Land Use
3. Project Description



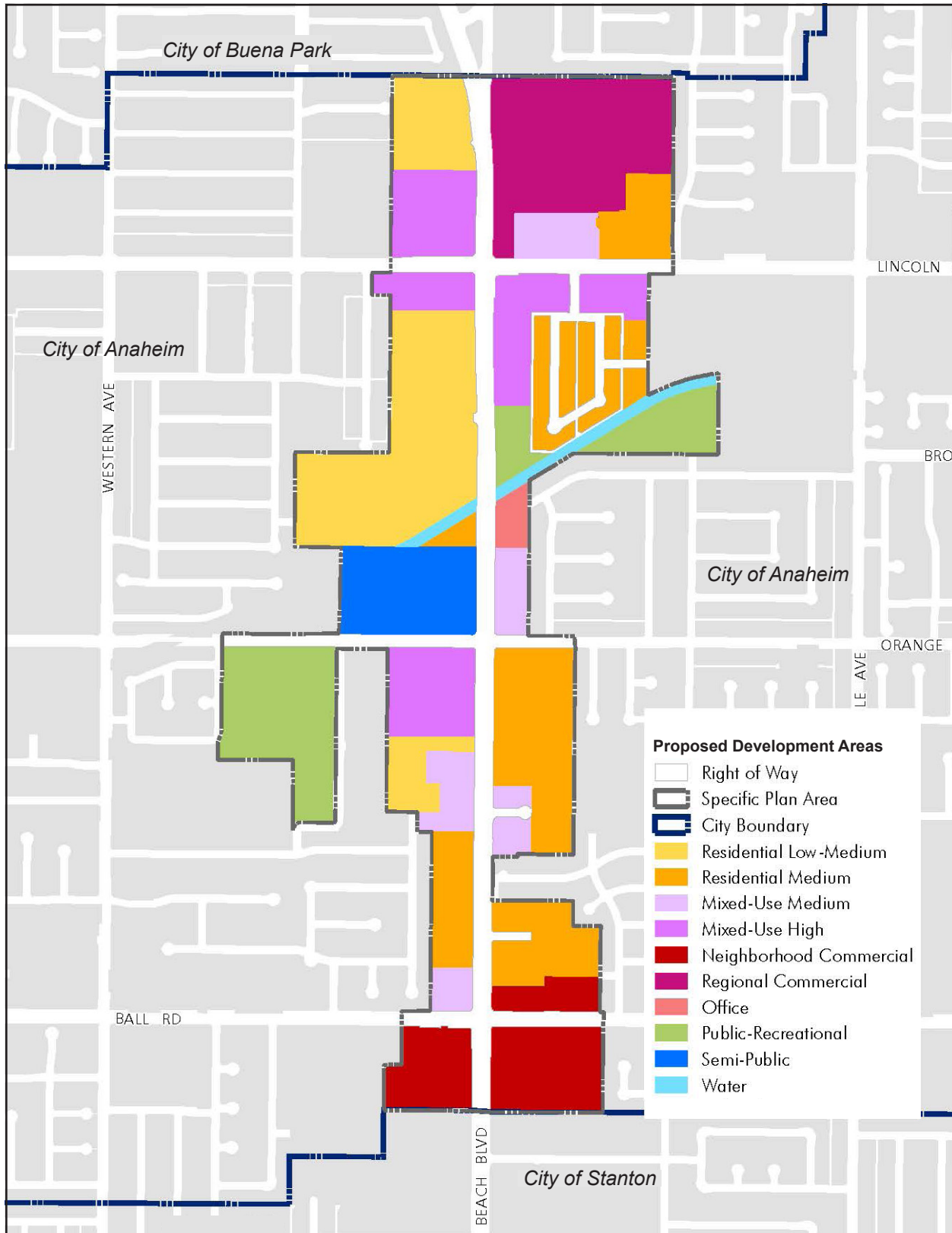
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Figure 3-6 - Proposed Development Areas
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Source: ESRI, 2018

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Proposed Project Phasing

The Specific Plan project will be implemented in multiple phases over the next 20 years or more. Development of the project area and time frames would be controlled by City decisions on parcels under their ownership and improvements to public infrastructure, as well as landowner decisions on the development of privately owned properties. Implementation of the Specific Plan will require collaborative efforts among local businesses, institutions, residents, the City, developers, and the California Department of Transportation.

The initial implementation phase will include Proposed Project adoption, the necessary amendments to City documents, and the proposed relinquishment of Beach Boulevard in the City from the California Department of Transportation to the City of Anaheim. Building development in the near term is anticipated to include development of a vacant parcel owned by the City at the corner of Beach Boulevard and Lincoln Avenue (known as the Westgate Site). Additionally, a City-owned parcel adjacent to the West Anaheim Youth Center and—if acquired—parcels to the north up to the corner of Lincoln Avenue and Beach Boulevard could be possible locations for near-term investment and development. The remainder of development is expected in market-driven phases over several decades.

The BBSP can be implemented using a variety of funding sources, including but not limited to the City General Fund. Land use district-based and contractual assessment tools are options that would allow areas in this plan to benefit from the funding they collect. Developer contributions, impact fees, and standard agreements can all be used by the City to initiate public right-of-way improvements. Other potential funding sources are regional, state, and federal grants and City funds such as the capital improvement program. In addition, the City recently established a Beach Boulevard Economic Development Initiative that will include development fee deferrals or waivers for preferred uses, commercial and residential rehabilitation loans, and other elements.

Flexibility in project implementation is important for responsiveness to changing economic conditions and trends, which may require that the City reprioritize the Specific Plan's implementation steps. For purposes of evaluating environmental impacts, buildout of this proposed Specific Plan is anticipated to occur by 2035.

Implementation Action Plan

The specific actions that need to be taken by the City of Anaheim, in coordination with local property owners and partner agencies, to fully implement the vision outlined in the BBSP are stated in the Implementation Action Plan of the BBSP (Table 5.1, *Implementation Action Plan*, of the BBSP) and are listed in Table 3-4.

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Table 3-4 Implementation Action Plan

Specific Action	Time Frame	Primary Responsibility
Economic Development Actions		
E1: Facilitate and Streamline Process to Establish a Business in West Anaheim		
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
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
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
E.1.4: Host Business Start-up and Expansion Workshops in partnership with government resource agencies.	Ongoing	Community & Economic Development, Planning & Building; Public Utilities
E.2: Align Skills of Working Residents with Growing Industries in West Anaheim		
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
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
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
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
E.3: Promote West Anaheim as a Safe Place to Live and Work		
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 and Building; Community & Economic Development
E.4: Revitalize Commercial Areas Along Beach Boulevard		
E.4.1: 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.	Medium	Community & Economic Development; Planning & Building
E.4.2: Develop a Commercial Façade Rehabilitation Loan Program that assists property owners with exterior improvements to their commercial centers.	Medium	Community & Economic Development; Planning & Building; Public Utilities
E.4.3: Encourage and facilitate neighborhood-desired retail and dining options through fee deferrals and fast-track review meetings.	Ongoing	Community & Economic Development; Planning & Building; Public Utilities
E.4.4: Facilitate the transition of mid-block strip commercial development to high-quality residential uses.	Ongoing	Community & Economic Development; Planning & Building; Public Utilities

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Table 3-4 Implementation Action Plan

Specific Action	Time Frame	Primary Responsibility
Mobility and Streetscape Actions		
M.1: Transportation Studies. Require site specific transportation studies for new development proposals to address access when determined necessary by the Traffic and Transportation Manager.	Ongoing	Public Works; Caltrans
M.2: Beach Boulevard and Lincoln Avenue Improvements. Coordinate with Caltrans on re-timing the intersection, which would improve intersection operations to better than pre-project conditions.	Short (Estimated need is at 10% of buildout)	Caltrans
M.3: Beach Boulevard and Orange Avenue Improvements. 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.	Long	Public Works
M.4: Beach Boulevard and Ball Road Improvements. Add additional left turn lanes at the eastbound and west bound approaches, if feasible when new development is proposed at the intersection.	Long	Public Works
M.5: Beach Boulevard and Cerritos Avenue. 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
M.6: Beach Boulevard and Katella Avenue. Pay a fair-share contribution toward adding a dedicated right-turn lane at the northbound approach, if right-of-way can be acquired.	Long	Public Works
M.7: Knott Avenue and Lincoln Avenue Intersection Improvements. 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
M.8: Trail Improvements Along Carbon Creek Channel. Improve and connect the trail along the Carbon Creek Channel consistent with the City of Anaheim Bicycle Master Plan.	Short	Community Services; Public Works
M.9: Crosswalk Enhancements. Coordinate with Caltrans to implement high visibility crosswalks at Beach Boulevard and Ball Road, Orange Avenue, and Lincoln Avenue.	Short	Public Works
M.10: Sidewalk and Streetscape Improvements. Coordinate sidewalk and streetscape improvements with the undergrounding of utilities as described in action I.8 Underground Utilities.	Medium	Public Utilities; Public Works
Identity and Branding Actions		
B.1: Beach Boulevard Brand. Partner with surrounding cities on branding and marketing quality of life, tourism, and business amenities along Beach Boulevard.	Short	Community & Economic Development; Planning & Building
Infrastructure Actions		
I.1: Gray Water Systems. 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
I.2: Small-scale and Large-scale Cistern and Reuse Systems. 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	Long	Private Development; Public Utilities; Public Works

3. Project Description

Table 3-4 Implementation Action Plan

Specific Action	Time Frame	Primary Responsibility
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.		
I.3: Green Street Features. 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.	Medium	Public Works
I.4: Low Impact Development (LID). 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.	Ongoing	Private Development; Public Works
I.5: Green Roofs and Green Walls. 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.	Long	Private Development; Public Works; Planning & Building
I.6: Sewer System Improvements. Up-size four sewer segments on the west side of Beach Boulevard, north of Ball Road.	Medium/Long	Public Works
I.7: Water System Improvements. 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.	Short/Medium	Public Utilities
I.8: Underground Utilities. Coordinate with SCE on the undergrounding of electrical lines along Beach Boulevard. Continue to seek funding for the improvements.	Medium	Public Utilities
Sustainability Actions		
S.1: Public Utilities Incentives Programs. Continue to offer public utility rebates and incentives programs to BBSP residents, businesses and property owners.	Ongoing	Public Utilities
S.2: City Green Building. Continue to offer Green Building Incentives to BBSP residents, businesses and property owners.	Ongoing	Public Utilities
S.3: Youth Center Solar. Add solar panels on the rooftop and parking shade structures of the West Anaheim Youth Center.	Medium	Public Utilities
S.4: Twila Reid Park. Add solar shade structures to provide electricity for lighting to increase safety in the park.	Medium	Community Services
S.5: Schweitzer Park. 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
S.6: Parking Structure at the corner of Orange and Beach. Work with the property owner to add solar panels to rooftop of parking structure.	Medium	Property Owner; Planning & Building; Public Utilities

3. Project Description

Table 3-4 Implementation Action Plan

Specific Action	Time Frame	Primary Responsibility
S.7: Sustainable Development. Work with developers to incorporate renewable power supply installations into new projects.	Ongoing	Property Owner; Planning & Building; Public Utilities
S.8: Utility Demand Side Management Program. 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
S.9: Demand Response Program. Develop a demand program that encourages end-users to make short-term reductions in energy use during specific hours.	Medium	Public Utilities
S.10: Net Zero Energy. 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
S.11: Bi-Level Adaptive Lighting. 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
S.12: Advanced Lighting Application Incentives. 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
S.13: CALSTART Partnership. 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
S.14: Electric Vehicle Charging Stations (EVCS). Promote existing Anaheim Public Utilities (APU) incentives to install EVCS in new and retrofit projects.	Ongoing	Public Utilities
S.15: Hydrogen Fueling Station. 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."	Long	Private Development
S.16: Compressed Natural Gas (CNG) Fueling Stations. 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.	Short	Private Development
S.17: Upgrade Water Meters. 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.	Short	Public Utilities
S.18: Crime Prevention Through Environmental Design (CPTED). Include audible functions and cameras on local adaptive street lighting, and encourage the same on private property. Standards and guidelines for development, site design, and landscaping should also consider CPTED principles.	Medium	Police

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3.4 INTENDED USES OF THE EIR

This Draft Environmental Impact Report (DEIR) is a Program EIR, which examines the environmental impacts of the proposed project. This DEIR is also being prepared to address various actions by the City and others to adopt and implement the Proposed Project. It is the intent of this DEIR to enable the City of Anaheim, other responsible agencies, and interested parties to evaluate the environmental impacts of the Proposed Project, thereby enabling them to make informed decisions with respect to the requested entitlements.

The anticipated approvals required for the Proposed Project are:

Lead Agency	Action
City of Anaheim	<ul style="list-style-type: none"> • Certify Environmental Impact Report No. 2017-00350 and adopt Findings, a Statement of Overriding Considerations, and Mitigation Monitoring Program No. 342 and Water Supply Assessment. • Adopt General Plan Amendment No. 2015-00500. • Adopt the Beach Boulevard Specific Plan (Specific Plan No. 2017-00001). • Reclassify properties in the Project Area to the new Beach Boulevard Specific Plan Zone (Reclassification No. 2017-00304). • Adopt proposed Zoning Code Chapter 18.220 (Zoning Code Amendment No. 2017-00137). • Implementation of the Beach Boulevard Specific Plan—any additional discretionary review of uses allowed by right by the BBSP, conditional use permits and variances that are consistent with the BBSP, subdivision maps, grading permits, street improvement plans, financial mechanisms including but not limited to assessment districts, etc.—except as limited by Section 15162 of the CEQA Guidelines.
Responsible Agencies	Action
South Coast Air Quality Management District	Issue necessary air quality permits to implement the project.
Regional Water Quality Control Board	Issue National Pollutant Discharge Elimination System Permit to implement the project.
Orange County Sanitation District (OCSD)	Approve necessary sewer upgrades to OCSD facilities.
California Department of Transportation (Caltrans)	Approve relinquishment of Beach Boulevard (SR-39) or, if relinquishment is not approved, approve any necessary improvements within the Beach Boulevard right-of-way.
Orange County Transportation Authority (OCTA)	Measure M funding for roadway improvements; review of bus stops and turnouts; Master Plan of Arterial Highways (MPAH) Amendment
Orange County Flood Control District (OC Flood)	Provide necessary infrastructure improvements.
Orange County Water District	Provide necessary infrastructure improvements.
Orange County Airport Land Use Commission (ALUC)	Deem the Proposed Project consistent with the Airport Environs Land Use Plan (AELUP) for the Los Alamitos Joint Forces Training Base (JFTB).

3. Project Description

3.4.1 References

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Southern California Association of Governments (SCAG). 2016, April 7. *2016–2040 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS): A Plan for Mobility, Accessibility, Sustainability, and a High Quality of Life*. <http://scagrtpscscs.net/Pages/FINAL2016RTPSCS.aspx>.

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