



CHAPTER 1: INTRODUCTION



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1 INTRODUCTION: IMPROVE THE BOULEVARD

The Beach Boulevard Specific Plan (BBSP) is the result of a focused and comprehensive effort involving the City of Anaheim and the West Anaheim Community. This Specific Plan guides future development along a 1.5-mile stretch of Beach Boulevard between the cities of Buena Park and Stanton. The City and community desire to reactivate the corridor as an economically vibrant focal area in Anaheim. Consequently, a new community-driven vision will activate the corridor through implementation of this Plan. Supported by modern development standards, economic and sustainable community development incentives, and capital improvements, the BBSP holistically addresses the future of Beach Boulevard—the heart of West Anaheim.

State Route 39—Beach Boulevard—was once known as the "Road to Summer" as it was historically the only north/south route to the Orange County beaches. The majority of development in the area took place during the 1960s and 1970s. Motels populated the route providing accommodations for visitors. Supporting commercial and service-oriented uses followed.

Designated by the Southern California Association of Governments as a High Quality Transit Corridor, Beach Boulevard's primary function is still for motor vehicles. Non-motorized modes of transportation such as walking and biking are not well integrated along the street. Additionally, many of the land uses along the corridor do not contribute to the positive qualities of the surrounding community. The declining retail centers, motels, and vacant lands contribute to the area's high crime rate and economic deterioration. The intent of this Specific Plan is to create a new, tailored and flexible regulatory environment, land use plan, development incentives, and streetscape enhancements to improve conditions along Beach Boulevard and attract economic investment to the area.

The Specific Plan process included the community at every stage. The vision and guiding principles, provided in Chapter 2, were created with the community and highlight the themes that emerged throughout the process. They are the foundation for this Plan and continue to focus City improvements in the West Anaheim area. The process and steps to realize the vision are discussed throughout this Plan and in greater detail in Chapter 5, Administration and Implementation.

The City received funding for this Plan through the California Strategic Growth Council's Sustainable Communities Planning Grant and Incentives Program. Implementation of the Plan will strengthen the West Anaheim community and support the Strategic Growth Council's program goals to:

- Help local governments meet the challenges of adopting land use plans
- Implement strategies to transform communities and create long-term prosperity

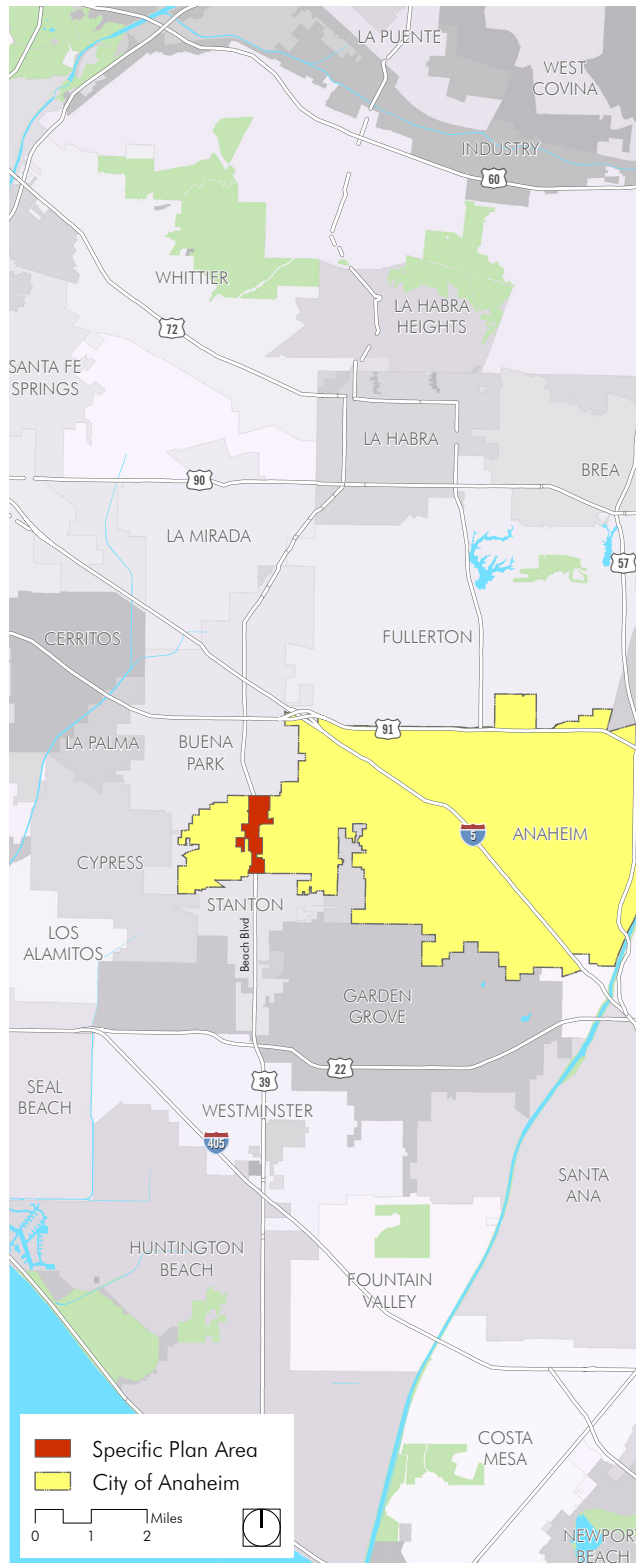
The Strategic Growth Council (SGC) defines a sustainable community as one that promotes equity, strengthens the economy, protects the environment, and promotes healthy, safe communities—the same factors that are key to the success of the Beach Boulevard Specific Plan and revitalization of West Anaheim. As part of the SGC grant, the City established long-term objectives to lay the initial groundwork for creating a sustainable plan. The BBSP objectives include:

- Increasing infill and compact development along the corridor
- Revitalization of the BBSP area as an urban core and community center for West Anaheim
- Strengthening the local economy



Conceptual illustrative of a revitalized neighborhood commercial center at Beach Boulevard and Ball Road.

Figure 1-1 Regional Location



1.1 LOCATION—THE HEART OF WEST ANAHEIM

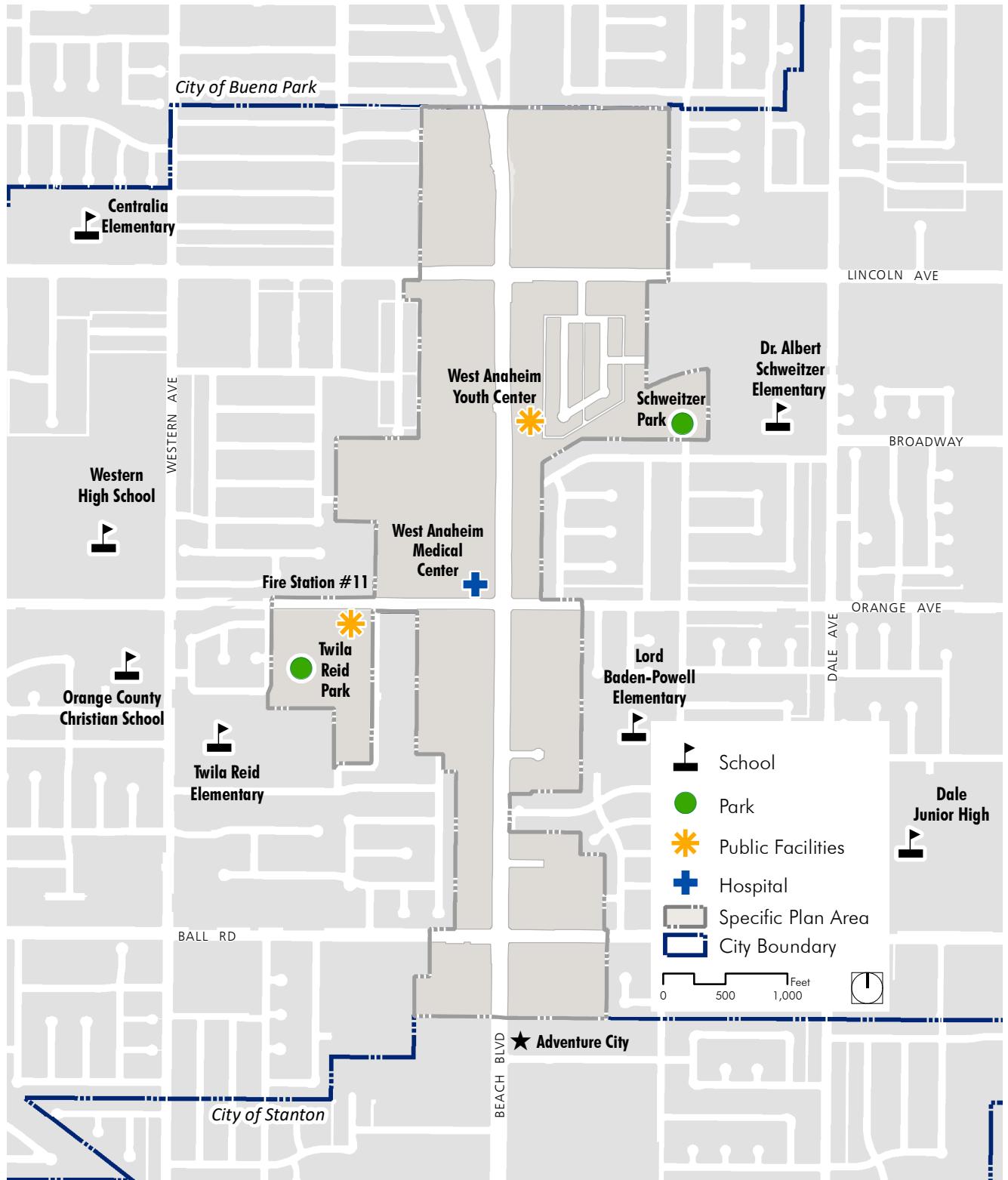
Beach Boulevard starts in the City of La Habra and passes through nine cities before terminating in the City of Huntington Beach. Regionally, the highway connects to State Route 91 and I-5 to the north in the City of Buena Park. To the south it connects to State Route 22 and I-405 in the cities of Stanton and Westminster. Figure 1-1, Regional Location, depicts the regional location of the BBSP area and surrounding cities.

The BBSP area is an approximately 1.5-mile segment of Beach Boulevard in the City of Anaheim, as shown on Figure 1-2, Local Vicinity. Beach Boulevard is an eight-lane divided highway. The area borders the cities of Buena Park to the north and Stanton to the south. Major cross-streets along the corridor in the City limits include Ball Road, Orange Avenue, and Lincoln Avenue. The Specific Plan area encompasses approximately 283 acres. Points of interest within the area include Twila Reid Park, Schweitzer Park, West Anaheim Medical Center, and the West Anaheim Youth Center.

As a major connection through the City of Anaheim, Beach Boulevard has an average daily traffic count of 66,000 vehicles. With an estimated existing population of about 4,500 people within the Specific Plan boundary and approximately 45,500 residents within a one-mile radius of the intersection of Beach Boulevard and Orange Avenue the corridor has enormous potential to support residents and visitors alike.

Adjacent visitor-serving attractions in the Buena Park Entertainment Zone include Knott's Berry Farm and Soak City, Medieval Times, Pirates Dinner Theatre, Rock & Brews, The Source, and Porto's Bakery & Cafe. Fifteen hotels provide overnight accommodations within the Buena Park Entertainment Zone. Straddling the southern boundary of the Specific Plan area is Adventure City, which offers family entertainment in a small amusement park environment.

Figure 1-2 Local Vicinity





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1.2 PURPOSE AND AUTHORITY

The BBSP is an active, long-term planning document that will guide future land use and development along the corridor. A specific plan is a planning tool used to guide the future of land use, mobility, economic, and environmental features in an area. California Government Code § 65450 through § 65457 establishes the authority for cities to adopt specific plans either by resolution or by ordinance.

The purpose of this Specific Plan is not only to establish a vision for the West Anaheim community, but to provide a tailored regulatory framework for the BBSP area that includes customized development and design standards, land use designations and streetscape improvements. This Specific Plan serves as the zoning for the BBSP area and establishes policy guidance for permitted/prohibited land uses, development standards, infrastructure improvements, and implementation programs customized for this area. Any standard or regulation in this Specific Plan that differs from the Anaheim Municipal Code (AMC) shall supersede the AMC. Where this Specific Plan is silent, the provisions of the AMC shall prevail, as interpreted by the Planning and Building Director.

On December 18, 2018, the Anaheim City Council adopted Ordinance No. 6453 relating to the establishment of zoning and development standards for the Beach Boulevard Specific Plan (BBSP) No. 2017-1 by the addition of Chapter 18.122 to the Anaheim Municipal Code, and Ordinance No. 6454, amending the zoning map to reclassify approximately 232.8 acres of certain real property into the BBSP. The BBSP also required an amendment to the City's General Plan.

WHAT IS A SPECIFIC PLAN?

A specific plan is one of several policy or regulatory tools used by local governments to guide community development. While the general plan sets forth goals, objectives, policies, and programs for the entire jurisdiction, a specific plan does so for a localized area and in greater detail. The authority for preparing a specific plan is in the California Government Code §§ 65450 through 65457. The law allows, but does not require, the planning agency to prepare and adopt specific plans for the systematic execution of the general plan. According to state law, all specific plans must be consistent with the adopted general plan, and all subdivision and development activity must be consistent with the specific plan.



Auto-oriented commercial shopping centers are mostly located at the major intersections of Beach Boulevard and Ball Road, Orange Avenue, and Lincoln Avenue along the corridor.



Many of the motels along Beach Boulevard have original signage and have not received façade or other property improvements since the 1970s.

1.3 ORGANIZATION OF THE SPECIFIC PLAN DOCUMENT

Each chapter of the BBSP addresses a key component of the Specific Plan. The BBSP is divided into five chapters and four appendix sections:

Chapter 1 Introduction: Provides an overview of the Specific Plan project, the purpose of the Plan, requirements for environmental review, and a summary of related plans, programs, and regulations.

Chapter 2 Key Themes, Vision and Guiding Principles: Presents the key themes, community's vision for the future, and guiding principles for this Plan.

Chapter 3 Context: Covers background information, including a brief history of the area and a summary of the existing conditions.

Chapter 4 The Plan: Consists of three sub-sections—*Development Areas*, *Mobility*, and *Infrastructure*—that identify the intended land uses, streetscape, mobility, recreation and open space, and infrastructure plans for the BBSP area.

Development Areas defines the intended land use for each development area, describes standards for development and design, including building height, density, parking, site configuration, building design, open space, and other requirements.

The *Mobility* section addresses the public right-of-way and public realm related to pedestrian, non-motorized and motorized vehicles.

Infrastructure provides planned improvements for the major infrastructure systems, including storm drain, sewer, and water and the impact future development could have on these systems.

Chapter 5 Administration and Implementation: Presents the process for project approvals, incentives, implementation actions, and economic development strategy for the BBSP area.

Appendix A Development Code: Provides a copy of Anaheim Municipal Code Chapter 18.122, which establishes development standards for the Beach Boulevard Specific Plan area. The code details the standards, such as building height, density, and parking. This section also details permitted and prohibited land uses. The code has been adopted by ordinance.

Appendix B Community Outreach Report: Documents the public outreach process and community input received regarding the Specific Plan.

Appendix C Preliminary Market Analysis and Motel Demand Study: Provides several economic studies that were conducted to evaluate market conditions in the area.

Appendix D Existing Conditions Report on Sustainability: Summarizes existing and potential sustainability initiatives in the City of Anaheim and BBSP area to inform the BBSP of opportunities to promote sustainable development and practices within the study area.

1.4 COMMUNITY INVOLVEMENT

In 2014, prior to receiving the Strategic Growth Council Grant, the City embarked on a community outreach effort and commissioned a market analysis for the area. A summary of the outreach efforts are provided in Appendix B, *Community Outreach Report*. In addition, the City continued to engage the public throughout the Specific Plan process. Public involvement included the formation of a Community Advisory Committee (CAC), a series of "pop-up" workshops, stakeholder interviews, workshops with property owners including motel owners, and a developer round table. An on-line component included a dedicated project webpage and web-based survey. Public outreach also included Planning Commission and City Council workshops and hearings.

1.4.1 Community Advisory Committee

The CAC played an important role in providing feedback to the specific plan team. The CAC met nine times over the course of a year and a half (2015–2016). The group was established prior to commencement of the Specific Plan process and was also involved in selecting the consultant team to assist the City with preparation of the Plan. Composed of residents, property, and business owners, and community and religious group representatives, the CAC was tasked with providing feedback and communicating with their respective groups. In addition to meetings, the CAC also participated in a housing tour that took them through several new single and multi-family housing developments in Anaheim and surrounding cities. The CAC reviewed existing conditions for the BBSP area, assisted in the creation of the vision and guiding principles, explored options for land use changes, and gave feedback regarding permitted uses, mobility options, and urban design ideas for the corridor.



Residents participate in activities at a "pop-up" booth for the Specific Plan during the 2016 WAND Western Barbeque.



Nine Community Advisory Committee meetings were held over the course of the project.

POP-UP OUTREACH EVENTS

- ▶ September 3, 2015 | Back to School Night at Twila Reid Elementary School
- ▶ December 4, 2015 | West Anaheim Annual Holiday Tree Lighting Ceremony
- ▶ May 14, 2016 | West Anaheim Neighborhood Development Council (WAND) Annual Western Barbeque



Local developers participated in a roundtable discussion about opportunities and issues for the Beach Boulevard corridor.

1.4.2 Pop-up Outreach

Throughout the Specific Plan process, the team engaged the community in various activities related to the key topics addressed by the Plan. Pop-up outreach events—setting up a booth or table at an established event—provided the team the opportunity to reach the public when and where the community regularly gathers and actively participates. These local annual events included a community barbeque, back-to-school night, and tree lighting ceremony. Event dates and locations are noted on the left-hand side of this page.

1.4.3 Stakeholder Interviews

Individual stakeholder interviews were conducted by the project team early in the specific plan process. Business owners and property owners were engaged in conversations regarding their long-term plans for change, issues currently affecting business, and the needs they perceived for the surrounding community. This input was especially useful as the project team identified areas of change within the BBSP area.

1.4.4 Developer Roundtable

The developer roundtable was a half-day meeting held with local builders, developers, and other real estate professionals with interest in the Beach Boulevard Corridor. The Specific Plan consultant team facilitated the meeting with members of the City's Planning and Building Department and representatives from the cities of Stanton and Buena Park also in attendance. The roundtable provided an ideal forum for vested interests to have an open dialogue with the project team, provide input, and express concerns for a new Beach Boulevard. It also provided an opportunity to promote the anticipated changes along the Beach Boulevard corridor to the development community.

1.4.5 Property and Motel Owner Workshops

City staff held a workshop with several owners of property in the Specific Plan area. A separate meeting was also held with only the owners of motels in the Specific Plan area. The purpose of the workshops was to inform the property owners of the potential implications and opportunities for their properties and businesses as a result of the BBSP.

1.4.6 Online Engagement

During the initial outreach phase in West Anaheim, prior to initiating the Specific Plan process, a dedicated website was created to engage the community and get their feedback on issues. This type of outreach was especially helpful to reach members of the community who were unable to attend a community workshop or other event. The website, www.improvewestanaheim.com, engaged the public in several activities including:

- Poll questions
- Area map
- A virtual site tour
- Preference survey
- An area for submitting ideas and comments

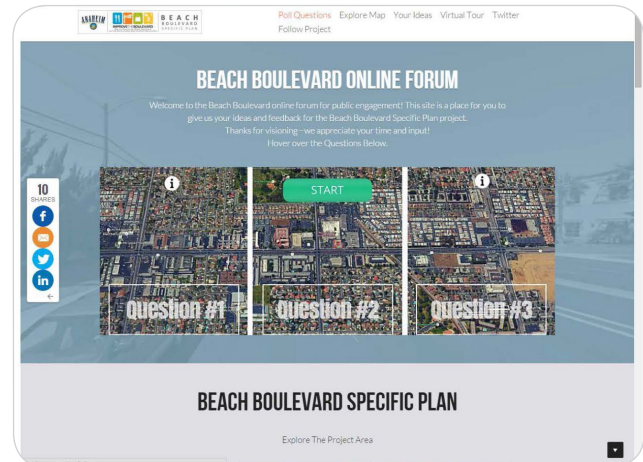
Results of the on-line survey prioritized the key themes from the initial outreach phase. The following results informed the vision and prioritized improvements identified in the Plan:

- **Health & Safety:** Focus on improving the health and welfare of our residents
- **Character & Place:** Create a stronger community identity
- **Economy & Vitality:** Invest resources into attracting and supporting new, community-serving businesses
- **Mobility Options:** Provide a range of safe mobility options

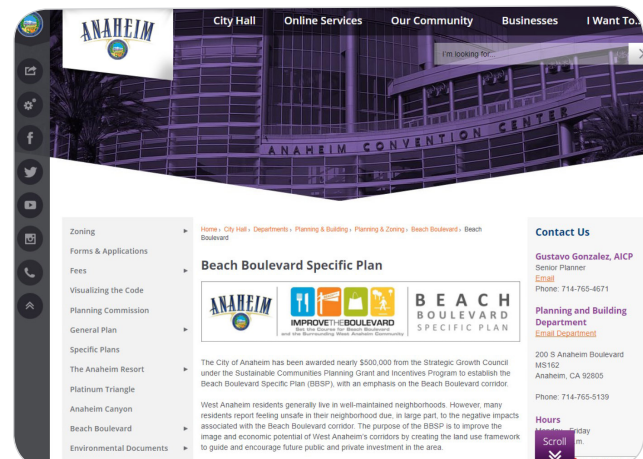
Subsequent questions asked participants about possible improvements and changes for the area. The survey concluded with questions related to demographic information. The full set of survey questions and results are provided in Appendix B, *Outreach*.

The demographic information collected from the survey reported that 31 percent of survey respondents were under the age of 24. This indicated to the project team that there was an opportunity for additional outreach to local youth. Although focused outreach of this nature was not originally planned for this project, this information, coupled with the market analysis (Chapter 3), spurred a high school outreach component of the specific plan process, discussed further in section 1.4.6, High School Outreach.

The City's website also provided a dedicated project webpage with project updates, information, notifications, and dates of community outreach events.



A dedicated project website offered participants the opportunity to answer poll questions, take a virtual tour of Beach Boulevard, and complete a survey.



The City also maintains a web page for the Specific Plan through the Planning Department on the City of Anaheim website.

HIGH SCHOOL OUTREACH EVENTS

- ▶ February 25, 2016 | Western High School, AP Government and Economics Class
- ▶ March 24, 2016 | Savanna High School, AP Government Class
- ▶ April 21, 2016 | Magnolia High School, Friday Night Live After School Club



Students at Magnolia, Western, and Savanna high schools participated in an activity to envision new opportunities for retail, residential, and office space along Beach Boulevard.

CITY COUNCIL AND PLANNING COMMISSION WORKSHOPS AND PUBLIC HEARINGS

- ▶ March 1, 2016 | City Council
- ▶ June 13, 2016 | Planning Commission
- ▶ October 29, 2018 | Planning Commission
- ▶ November 13, 2018 | City Council

1.4.7 High School Outreach

As part of the outreach process, the Beach Boulevard Specific Plan project team conducted a series of workshops at three local high schools with students in the Advanced Placement (AP) government/economics classes and Friday Night Live after-school club. All three of the schools are in the West Anaheim area. The goal of the high school outreach events was to provide an overview of the project, introduce students to the urban planning profession, and receive feedback from a segment of the population under the age of 34 who represents half of the population within a mile radius of the corridor.

Students were led through a small-group exercise that asked them to design a site along Beach Boulevard. Each group was given a blank conceptual site plan and asked to work together to draw and list the type of development and land uses they would like to see on the site in the future. The schools and dates of each event are provided in the left-hand column. Additionally, Appendix B, *Community Outreach Report*, documents the discussion and ideas that emerged from the high school outreach events.

1.4.8 Planning Commission and City Council Study Sessions/Workshops and Public Hearings

Periodically City staff conducted study sessions with Planning Commission and City Council to brief decision makers and the general public about the progress of the Specific Plan, report on outreach efforts, and provide an overview of the vision and guiding principles. No action was taken during these sessions; the intent was to establish familiarity with the project. Workshops were held in March and June of 2016.

Public adoption hearings were subsequently held for the Specific Plan and EIR in October and November of 2018.

1.5 RELATIONSHIP TO OTHER PLANS, PROGRAMS, AGENCIES, AND REGULATIONS

This section describes the regulatory setting related to planning activities that were considered throughout the creation of the BBSP. Many of these regulations and guiding documents are related to mandates set to reduce greenhouse gas emissions and achieve other sustainability objectives of the California Strategic Growth Council (SGC). Since this Specific Plan was funded through the SGC's Sustainable Communities Planning Grant and Incentives Program, the key pieces of legislation detailed below demonstrate how the City is responding to these laws through local planning efforts. This section includes descriptions of applicable plans, programs, and regulations at the state, regional, and local levels.

1.5.1 State

Each of the acts and/or agencies below describes state laws that impact land use planning efforts most closely related to transportation and housing. As applicable, the provisions of each of these laws were addressed in the appropriate chapter of this Specific Plan.

California Department of Transportation (Caltrans)

Caltrans is the state's transportation agency. The department manages California's highway and freeway network, as well as inter-city rail and the permitting of public-use airports and special use heliports. Caltrans works with local agencies to carry out its mission of "providing a safe, sustainable, integrated and efficient transportation system to enhance California's economy and livability." The goals of the organization are to:

- **Safety and Health:** Provide a safe transportation system for workers and users, and promote health through active transportation and reduced pollution in communities.
- **Stewardship and Efficiency:** Money counts. Responsibly manage California's transportation-related assets.
- **Sustainability, Livability, and Economy:** Make long-lasting, smart mobility decisions that improve the environment, support a vibrant

economy, and build communities, not sprawl.

- **System Performance:** Utilize leadership, collaboration and strategic partnerships to develop an integrated transportation system that provides reliable and accessible mobility for travelers.
- **Organizational Excellence:** Be a national leader in delivering quality service through excellent employee performance, public communication, and accountability.

California Strategic Growth Council

Formed in 2008 with the passing of Senate Bill (SB) 732, the SGC consists of agency members from various state departments. The SGC works to coordinate and promote the activities of state agencies by providing funding, coordination, and general support to achieve objectives that include, but are not limited to:

- Improving air and water quality
- Promoting public health and equity
- Increasing housing affordability
- Promoting infill and compact development
- Revitalizing urban and community centers
- Improving infrastructure systems
- Promoting energy efficiency and conservation
- Reducing automobile usage and fuel consumption

The SGC and the Governor's Office of Planning and Research coordinate planning activities that support sustainable communities, emphasizing strong economies, social equity, and environmental stewardship.

Global Warming Solutions Act

The Global Warming Solutions Act (Assembly Bill 32) - AB32) of 2006 was signed into law on September 27, 2006. AB32 established a comprehensive program to reduce greenhouse gas emissions to combat climate change. This bill requires the California Air Resources Board (CARB) to develop regulations to reduce greenhouse gas emissions to 1990 levels by 2020. January 1, 2012 the greenhouse gas rules and market mechanisms adopted by CARB took effect and are legally enforceable.



The reduction goal for 2020 is to reduce greenhouse gas emissions by 25 percent of the current rate in order to meet 1990s level, and a reduction of 80 percent of current rates by 2050. The AB32 Scoping Plan contains the main strategies California will use to reduce greenhouse gases. The scoping plan has a range of greenhouse gas reduction actions which include direct regulations, alternative compliance mechanisms, monetary and non-monetary incentives, voluntary actions, market-based mechanisms such as a cap-and-trade system, and an AB32 program implementation regulation to fund the program.

Sustainable Communities and Climate Protection Act

The Sustainable Communities and Climate Protection Act (SB375) of 2008 provides incentives for cities and developers to bring housing and jobs closer together and to improve public transit. The goal behind SB375 is to reduce automobile commuting trips and the length of automobile trips, thus helping to meet the statewide targets for reducing greenhouse gas emissions set by AB32.

SB375 requires each metropolitan planning organization to add a broader vision for growth, called a “Sustainable Communities Strategy” (SCS), to its transportation plan. The SCS must lay out a plan to meet the region’s transportation, housing, economic, and environmental needs in a way that enables the area to lower greenhouse gas emissions. The SCS should integrate transportation, land-use, and housing policies to plan for achievement of the emissions target for their region. The Southern California Association of Governments’ RTP and SCS were adopted in 2016 (further discussed in Section 1.5.2, *Regional*, below).

As a result of the state regulatory setting described above, this Specific Plan identifies opportunities to reduce greenhouse gas emissions within the BBSP area.

California Complete Streets Act

The California Complete Streets Act (AB1358) of 2008 requires circulation elements to address the transportation system from a multi-modal perspective. The bill states that streets, roads, and highways must “meet the needs of all users in a manner suitable to the rural, suburban, or urban context of the general plan.” Essentially, this bill requires a circulation element to plan for all modes of transportation where appropriate, including walking, biking, car travel, and

transit.

The Complete Streets Act also requires circulation elements to consider the multiple users of the transportation system, including children, adults, seniors, and the disabled. AB1358 tasks the Governor’s Office of Planning and Research to release guidelines for compliance, which are so far undeveloped.

1.5.2 Regional

The applicable regional agencies, plans and programs that also have regulatory oversight that influenced the creation of this Plan are discussed below.

Southern California Association of Governments

Every four years, the Southern California Association of Governments (SCAG) updates the Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS) as required by SB375. SCAG’s six-county region includes Los Angeles, San Bernardino, Riverside, Orange, Ventura, and Imperial counties. Current and recent transportation plan goals generally focus on balanced transportation and land use planning that:

1. Maximizes mobility and accessibility for all people and goods in the region
2. Preserves and ensures a sustainable regional transportation system
3. Maximizes the productivity of our transportation system

The most recent RTP/SCS was adopted in 2016; in that plan Beach Boulevard was designated as a High Quality Transit Corridor. Though many projects are scheduled through the RTP throughout Orange County, none of them are within the BBSP area for the current planning cycle.

Orange County Long Range Transportation Plan

Orange County Transportation Authority’s 2018 Long Range Transportation Plan for Orange County places an emphasis on freeway interchange improvements, high occupancy vehicle (HOV) access, price-managed facilities (tolls/express lanes), and regional traffic signal synchronization of arterials. Additionally, the County plans to encourage carpooling by improving HOV-to-HOV connectors. The County plans to use Measure M2 funds to finance these projects through 2035.

Orange County Congestion Management Program

In 2017, Orange County Transportation Authority (OCTA) updated its Congestion Management Program (CMP) to assess the overall performance of the highway system, which provides decision makers quantitative input for funding improvements and programs. The Orange County CMP notes major arterials and assesses their congestion. These arterials include Beach Boulevard.

OCTA's traffic congestion management policy is intended to determine appropriate transportation planning actions in response to a particular level of service (LOS). As a result, an intersection's reaching a particular LOS does not necessarily indicate that no additional development can be supported at or around that intersection. Instead, the local agency will need to respond to intersection LOS with a three-tiered approach oriented to:

1. Managing speeds and motorist behavior at intersections with high LOS
2. Reviewing traffic growth patterns when congestion begins to appear and planning for appropriate ways to address additional congestion
3. Taking steps to manage congestion, including moving from intersection-specific metrics to LOS for an entire corridor

Within the BBSP area, Beach Boulevard is the only designated CMP facility. Four nearby CMP intersections were also analyzed as a part of the Environmental Impact Report for this Specific Plan.

Orange County Transit Master Plan/ OC Transit Vision

The Orange County Transportation Authority (OCTA) recently developed a comprehensive Transit Master Plan (TMP) for Orange County, the document is also referred to as OC Transit Vision. The TMP is an integrated bus, rail, and para-transit plan that provides high-level insight into the County's long-term transit needs, highlights important connections to other transit projects, and identifies opportunity corridors that may merit investment in high-quality transit service, such as streetcars or bus rapid transit.

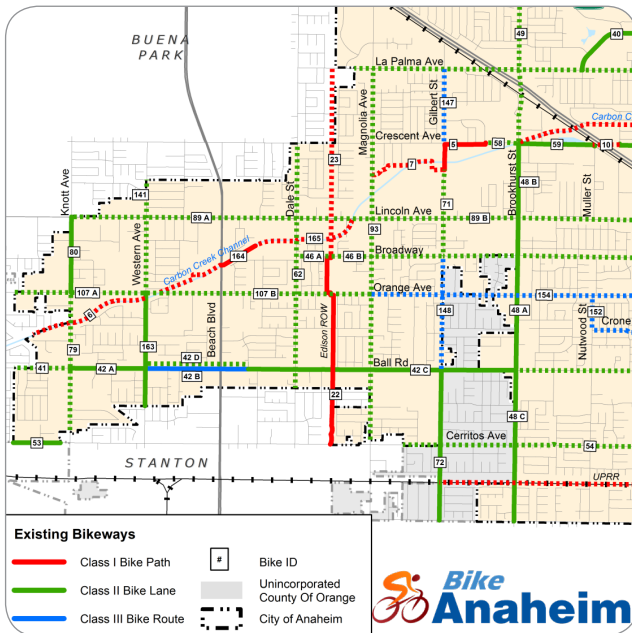
OC Transit Vision is a 20-year plan for enhancing and expanding public transit service, its vision is to "provide compelling and competitive transit service that expands transportation choices for current riders,

attracts new riders, and equitably supports immediate and long-term mobility in Orange County".

Transit Opportunity Corridors: The Plan identifies a total of ten corridors for future investment in rail or bus rapid transit service. Two of the opportunity corridors are located within the BBSP area. The first spans the length of Beach Boulevard from the Fullerton Park and Ride to Downtown Huntington Beach, and the second runs along Lincoln Avenue/La Palma Avenue, including the Lincoln Avenue intersection at Beach Boulevard. The Beach Boulevard segment has been identified for Bus Rapid Transit and a rapid bus line was identified for Lincoln Avenue.

RELEVANT OC TRANSIT VISION MODE DEFINITIONS

- ▶ **Rapid Bus:** Service is similar to the existing Bravo! service, operating in mixed traffic but is distinguished from regular bus service by a limited number of stops, making service faster and more reliable; it may also include custom branding, transit priority at traffic signals and other features.
- ▶ **Bus Rapid Transit:** Service where a majority of the line operates in a separated right-of-way dedicated for public transportation use during peak periods and includes features that emulate the services provided by rail or fixed guide-way transit systems, including defined stations; transit signal priority; high-frequency bidirectional services for a substantial part of weekdays and weekend days, pre-board ticketing, platform level boarding, and separate branding.



Anaheim's Bicycle Master Plan was adopted in 2017. The Master Plan guides the implementation of citywide bikeways.

1.5.3 Local

Additionally, other City regulatory documents affect development within the BBSP area. Following is a brief overview of applicable City documents.

Relationship to the General Plan

The BBSP is consistent with the goals and policies of the City of Anaheim's General Plan. The environmental documentation (PEIR) that accompanies this Specific Plan includes a discussion of each of the applicable General Plan Element's goals and policies, and how they are implemented through the BBSP.

Relationship to the Zoning Ordinance

This Specific Plan defines regulations and development standards that apply to the BBSP area. When a specific plan is adopted by ordinance, the plan effectively replaces portions or all of the current zoning code for a specified area and becomes an independent set of regulations. The Beach Boulevard Specific Plan has been adopted by ordinance and is the zoning for the project area. Where this Specific Plan is silent, the relevant sections and requirements of Title 18, Zoning Ordinance, of the Anaheim Municipal Code shall apply.

City of Anaheim Bicycle Master Plan

The City's 2017 Bicycle Master Plan (BMP) is a policy document that guides implementation of citywide bikeways. It is intended to improve bicycling safety, comfort, and accessibility. The BMP identifies a network of existing and proposed bikeways that will improve multi-modal connectivity and increase bicycle use. The BMP proposes a network of on-street bike lanes and routes and off-street bike paths to connect residents, visitors, and workers to their destinations. For the BBSP area, the BMP identifies existing and new on-street connection on all three of the cross-streets to Beach Boulevard: Lincoln Avenue, Orange Avenue, and Ball Road. It also proposes connecting an off-street path along Carbon Creek. Given the high speeds on Beach Boulevard, the BMP does not identify bikeways on this corridor. See Mobility in Chapter 4 for more information regarding bicycle facilities in the BBSP area.

Within the BBSP area, the BMP proposes an extension of the West Anaheim Youth Center Trail. Using the existing Orange County Flood Control District channel, the extension would connect the existing Youth Center trail from Beach Boulevard east along Carbon Creek

Channel, Schweitzer Park, and across Dale Avenue finally terminating at a possible demonstration site adjacent to Lincoln Avenue. Possible improvements include a bike path and additional enhancements to create a "safe route to school".

Quality Rental Housing and Motel Properties Program

Adopted by ordinance in 2014, this Citywide code enforcement program was developed to ensure that everyone in the City has a safe and secure home. The program requires property owners to pro-actively identify and bring substandard conditions on multi-family residential housing property into compliance with state and local building and housing laws and/or with maintenance standards established by the program. In 2017, the program was expanded to include residential motel properties with long-term stay guests (30 days or longer). The program addresses interior and exterior issues such as broken windows and doors, landscaping, broken pipes, unpermitted room additions, etc. A property owner's failure to comply with the program could result in fines, as well as criminal prosecution. Code enforcement officers rely on this program to enforce housing standards throughout the City and West Anaheim. The Code Enforcement Division collaborates with the City's Police Department and Planning and Building Department to appropriately address issues.

Anaheim Long Range Property Management Plan

The City of Anaheim adopted and submitted to the state its Long Range Property Management Plan in 2013 to guide remaining properties owned by the City's former redevelopment agency. Within the project area, this document describes the disposition of the Westgate site at the corner of Lincoln Avenue and Beach Boulevard. The Westgate property is approximately 25 acres. Parcels were consolidated to create the site; previous uses on those parcels consisted of retail/commercial, mobile home park, and landfill. The site is now proposed to redevelop with retail/commercial and residential uses—proposed tenants could include a grocery store, restaurants, hotel, and main street paseo, public plaza, and multiple-family housing. In 2015 the City received final approval from the state to move forward with disposition of this property.



The City's quality rental housing program asks property owners to proactively identify and bring substandard conditions into compliance with the City's building code.



1.6 ENVIRONMENTAL CLEARANCE

The Beach Boulevard Specific Plan was adopted in compliance with the requirements of the California Environmental Quality Act (CEQA) (California Public Resources Code, §§ 21000 et seq.). Pursuant to the CEQA Guidelines (Title 14, California Code of Regulations, Chapter 3, §§ 15000 et seq.), the City of Anaheim prepared an Initial Study and Notice of Preparation and made these documents available to responsible agencies, trustee agencies, and interested parties for a 30-day public review period, which extended from April 13, 2017 through May 12, 2017. Through the Initial Study, the City determined that implementation of the Specific Plan could result in potentially significant environmental impacts and that the preparation of a Program environmental impact report (PEIR) was required.

The environmental documentation for the BBSP is a PEIR (State Clearinghouse No. 017041042). Use of a PEIR provides the City of Anaheim with the opportunity to consider broad policy alternatives and programwide mitigation measures. It also provides the City with greater flexibility to address project-specific and cumulative environmental impacts.

Agencies typically prepare PEIRs for programs or series of related action that are linked geographically; are logical parts of a chain of contemplated events, rules, regulations, or plans that govern the conduct of a continuing program; or are individual activities carried out under the same authority and having generally similar environmental effects that can be mitigated in similar ways.

The PEIR prepared for the BBSP meets the requirements of § 15168 of the CEQA Guidelines, and subsequent projects that are within the scope of this EIR may be subject to a more limited environmental review process, as guided by the provisions of CEQA. This approach is consistent with the tiering provision in California Public Resources Code § 21083.3 and CEQA Guidelines § 15183 for "Projects consistent with a Community Plan, General Plan or Zoning." This tiering opportunity is only available for plans (e.g., specific plan) for which an EIR has been prepared.

Tiering under these provisions will require environmental review and documentation to substantiate that a subsequent project does not result in any new potentially significant impacts. Such review (under 21083.3/15083) could be documented

in the form of an initial study to ensure topic-by-topic review and substantiation. Once consistency has been substantiated and review shows that the project would not result in new significant impacts, neither a mitigated negative declaration nor an EIR would be required. More information related to EIR tiering and CEQA requirements are provided in Chapter 5, *Administration and Implementation*.

In addition to a more limited review process, infill and transit-oriented infill projects may qualify for streamlined environmental review. CEQA Guidelines § 15183.3 allows eligible projects to streamline the environmental review process by limiting the topics subject to review at the project level. Public Resources Code §§ 21099 and 21155.4 also limit review of environmental topics and exempt certain types of projects.