



B E A C H
B O U L E V A R D
S P E C I F I C P L A N

Citizen Advisory Committee (CAC) Meeting #1

Haskett Library | August 26, 2015

Project Team

- Jonathan Borrego, AICP | Planning Manager
- Susan Kim, AICP | Principal Planner
- Gustavo Gonzalez, AICP | Associate Planner

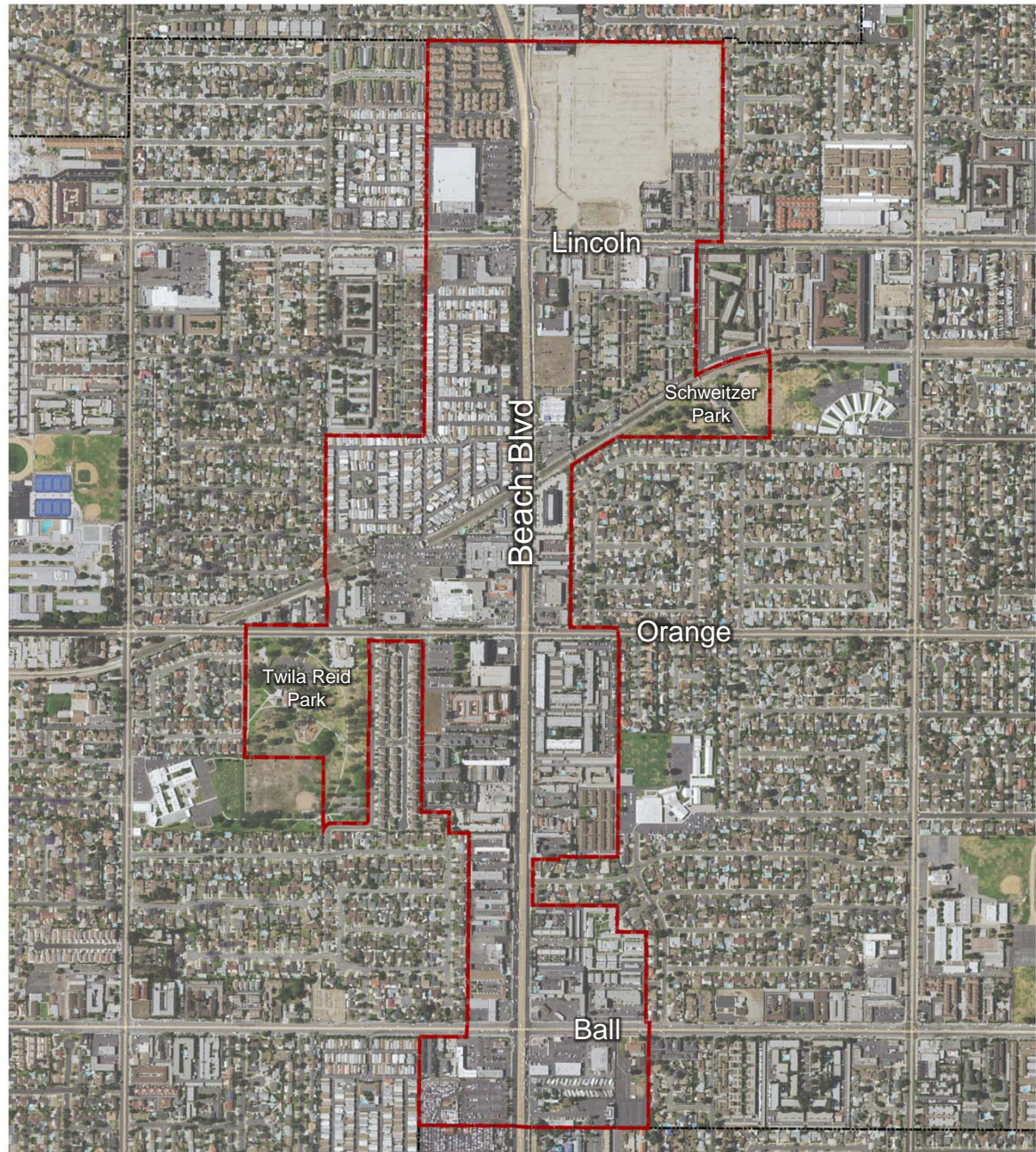




Project Team

- **PlaceWorks:** Karen Gulley | Project Manager
Suzanne Schwab | Assistant Project Manager
Land Use, Urban Design and Specific Plan
- **Fehr & Peers:** Jason Pack | Transportation
- **Schweitzer + Associates:** Judy Schweitzer | Green Program
- **Arellano Associates:** Laura Muna-Landa | Outreach
- **Fusco:** Ian Adam | Hydrology and Infrastructure
- **BAE:** Sherry Rudnak | Economics

Project Area





Agenda

- CAC Member Introductions
- Project Background
- Schedule
- Role of CAC
- Other Public Outreach
- Confirm Key Themes & Outcomes from Phase 1
- Public Comments
- Next Steps



CAC Introductions: 1 min each

- Name
- Group that you Represent
- What is your favorite thing about West Anaheim?
- If you could change 1 thing along Beach Boulevard what would it be?



Project Background

- Grant Funding
- Final product is a Specific Plan and EIR
- Project to include regular coordination with City departments including:

Community & Economic Development	Community Services/Parks
Public Works	Housing
Public Utilities	Code Enforcement
Police & Fire	Planning & Building













What is a Specific Plan?

The Beach Boulevard Specific Plan will:

- Be a long-term plan to guide new investment, new development, and new improvements
- Recommend changes to Beach Boulevard and other streets
- Establish new zoning regulating uses, heights, setbacks, open space requirements and parking
- Prioritize capital improvement projects
- Provide new design guidelines to ensure quality architecture and landscaping
- Include funding and financing strategies for public improvements
- Streamline the approval process for new development

Work Plan

TIMEFRAME »»	SUMMER 2015	FALL 2015	WINTER 2016	SPRING 2016	SUMMER 2016	FALL 2016 AND BEYOND
TASKS 	Project Kick-Off Collect Background Information  Define Project Boundary Identify Opportunities and Constraints Launch on-line engagement and survey tools: www.improvewestanaheim.com	Draft Specific Plan Vision, Goals and Objectives Develop Opportunities and Constraints Workbook to analyze: <ul style="list-style-type: none"> • Planning • Infrastructure  • Mobility • Economic Market • Sustainability Develop Indicators/Benchmark Worksheet	Draft Land Use, Urban Design and Mobility Plans  Economic Feasibility and Pro Forma Analysis for Opportunity Areas  Develop Green Program and City/ Developer Training Manual 	Select the Land Use Plan Refine the Urban Design and Mobility Plans  Prepare Draft Specific Plan <ul style="list-style-type: none"> • Land Use Plan • Mobility Plan • Urban Design Plan • Regulating Code • Public Realm and Amenities • Green Program • Infrastructure Phasing Plan • Administration • Implementation, Economic Development and Financing Strategy 	 Continue Preparation of Draft Specific Plan Initiate Preparation of Environmental Impact Report (EIR) and Technical Studies <ul style="list-style-type: none"> • Air Quality and Greenhouse Gas • Water Supply Assessment • Hydrology/Water Quality/ Geotechnical • Noise and Vibration • Transportation and Traffic 	Complete Specific Plan Draft Complete the Environmental Impact Report (EIR) Certify the EIR and Adopt Specific Plan 
OUTREACH 	<ul style="list-style-type: none"> • Pop-Up Workshops • Community Advisory Committee Meeting #1 • Stakeholder Interviews • City Department Meetings • On-line tools: Polls and Visual Survey 	<ul style="list-style-type: none"> • Pop-Up Workshops • Community Advisory Committee Meetings #2 and #3 • Interagency Meetings • City Department Meetings • On-line tools: Polls and Visual Survey • Planning Commission and City Council Briefing 	<ul style="list-style-type: none"> • Pop-Up Workshops • Community Advisory Committee Meetings #4 and #5 • Interagency Meetings • On-line tools: Polls and Visual Survey 	<ul style="list-style-type: none"> • Interagency Meetings • Community Advisory Committee Meetings #6 and #7 • Planning Commission and City Council Briefing • Scoping Meeting for Program Environmental Impact Report 	<ul style="list-style-type: none"> • Pop-Up Workshops • Community Advisory Committee Meetings #8 	<ul style="list-style-type: none"> • Planning Commission and City Council Hearings



The Role of CAC Members

- To be a sounding board for City staff and the project team during evaluation of opportunities, defining areas of change and developing strategies to improve the area
- We will look to you for input in formulating the plan and will incorporate your recommendations into the decisions to the maximum extent possible



Guiding Principles for CAC Members

- You are representing specific stakeholder groups, with the intent of having all perspectives at the table
- You will work as a group to try and find a common ground
- You are expected to reach out to the broader community to gather feedback
- You will be asked to review information and provide input



Guiding Principles for CAC Members (continued)

- Everyone's perspective is valued
- Listen to understand, not to debate
- Be hard on the issues – soft on the people
- Avoid right-wrong paradigms
- Everyone has an equal opportunity to participate – respect your fellow committee members
- What's past is past – focus on the future



Public Engagement

- 8 CAC Meetings
- 8 Community Meetings/ Pop-up Workshops
- Stakeholder Interviews
- On-line engagement powered by CrowdBrite





CAC Meeting Topics

Meeting	Meeting Topic
1	Project launch and review of “what we’ve heard” from prior public outreach, set expectations, define the roles and responsibilities of the CAC
2 & 3	Existing Conditions: Opportunities & Constraints
4	Vision and Preliminary Goals
5	Public Realm and Mobility
6	Opportunity Areas/Urban Design
7	Draft Land Use Plan and Green Program
8	Preferred Plan Components

Group Exercise

- Phase I Public Outreach
 - Crime & Safety
 - Character & Placemaking
 - Economy & Community Vitality
 - Mobility Options





Next Meeting

- Existing Conditions Part 1
 - September 23, 2015
 - West Anaheim Youth Center
 - 6:00 to 8:00 pm