



**IMPROVETHEBOULEVARD**  
Set the Course for Beach Boulevard  
and the Surrounding West Anaheim Community

**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**

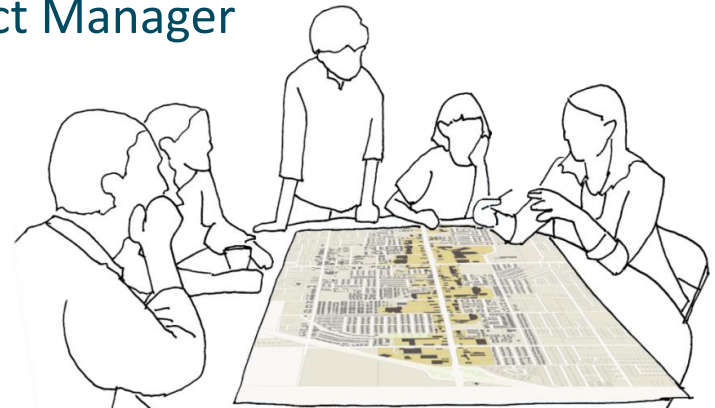
# Citizen Advisory Committee (CAC) Meeting #6

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West Anaheim Youth March 23, 2016

# Project Team

- City:
  - Jonathan Borrego, AICP | Planning Manager
  - Susan Kim, AICP | Principal Planner
  - Gustavo Gonzalez, AICP | Senior Planner
- PlaceWorks:
  - Karen Gulley | Project Manager
  - Suzanne Schwab, AICP | Assistant Project Manager



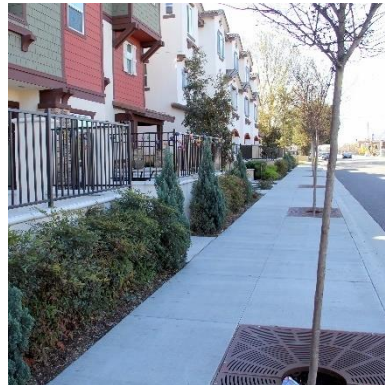
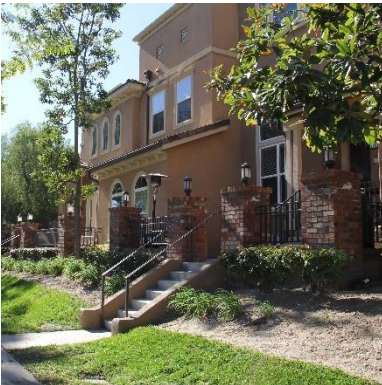


# Tonight's Agenda

- Meeting Kick-off
  - Updates on Outreach Efforts
  - Update on City Council Workshop
- Land Use Discussion
- Branding
- Public Comments
- Next Meeting

# Housing Tour

- February 6<sup>th</sup>
- 5 CAC members participated
- Self guided tour option was also available



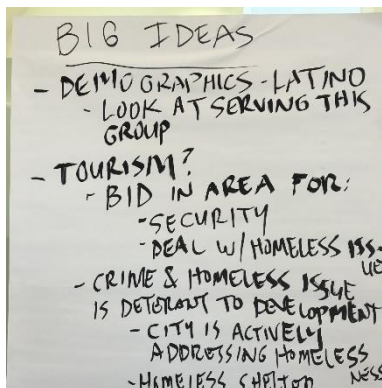
# High School Outreach

- Outreach to Western was February 25th
- Savanna March 24<sup>th</sup>
- Classroom engaged in an activity to design a parcel at the corner of Beach and Ball



# Developer Roundtable

- Representatives from 10 companies
- Included residential, office, and retail developers and brokers
- Key members of City staff as well as Mayor Tait

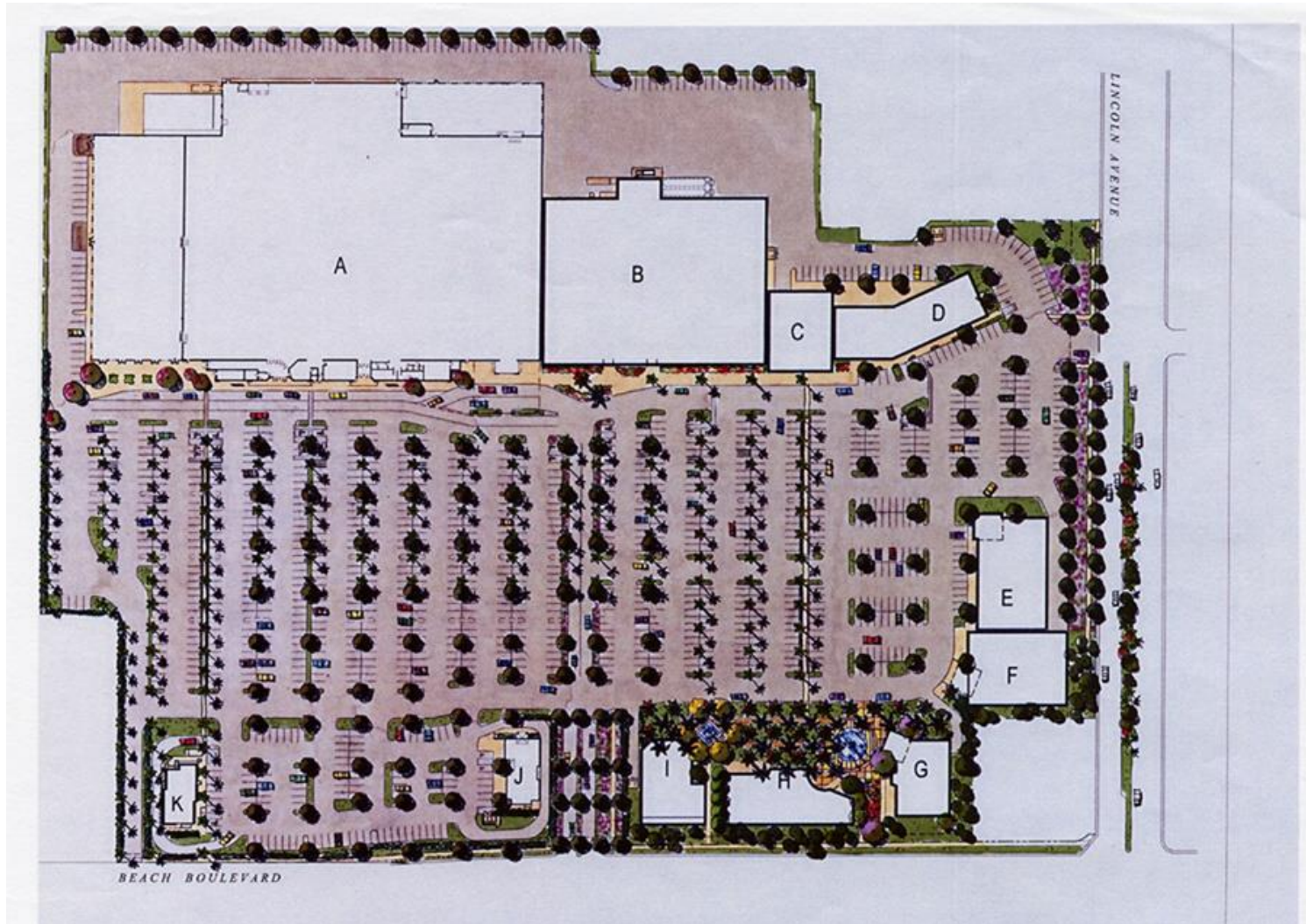




# City Council Workshop

- Took place on March 3<sup>rd</sup>
- Staff gave Council an update on the project
- Council gave staff direction to move forward with a strategy for the motels and commitment to investing in Beach Boulevard improvements

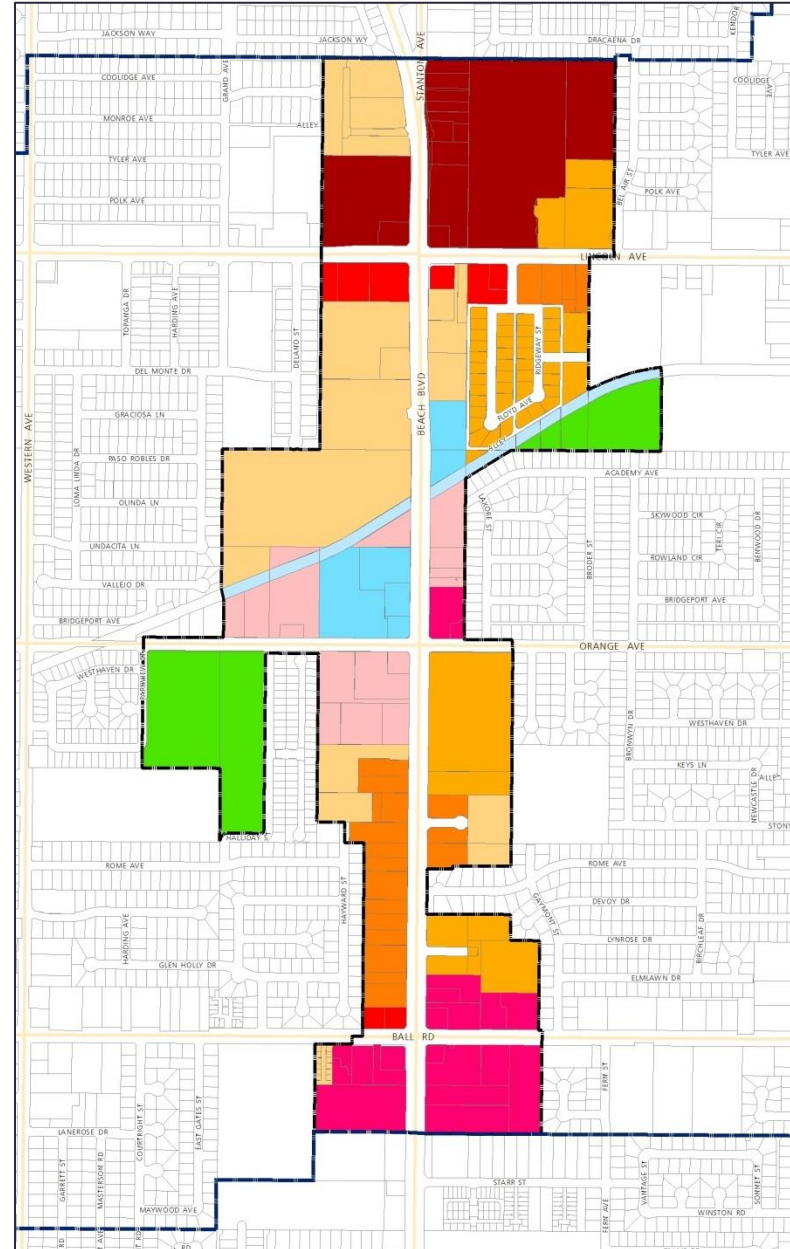
# Status of Westgate Site





# Land Use

- General Plan

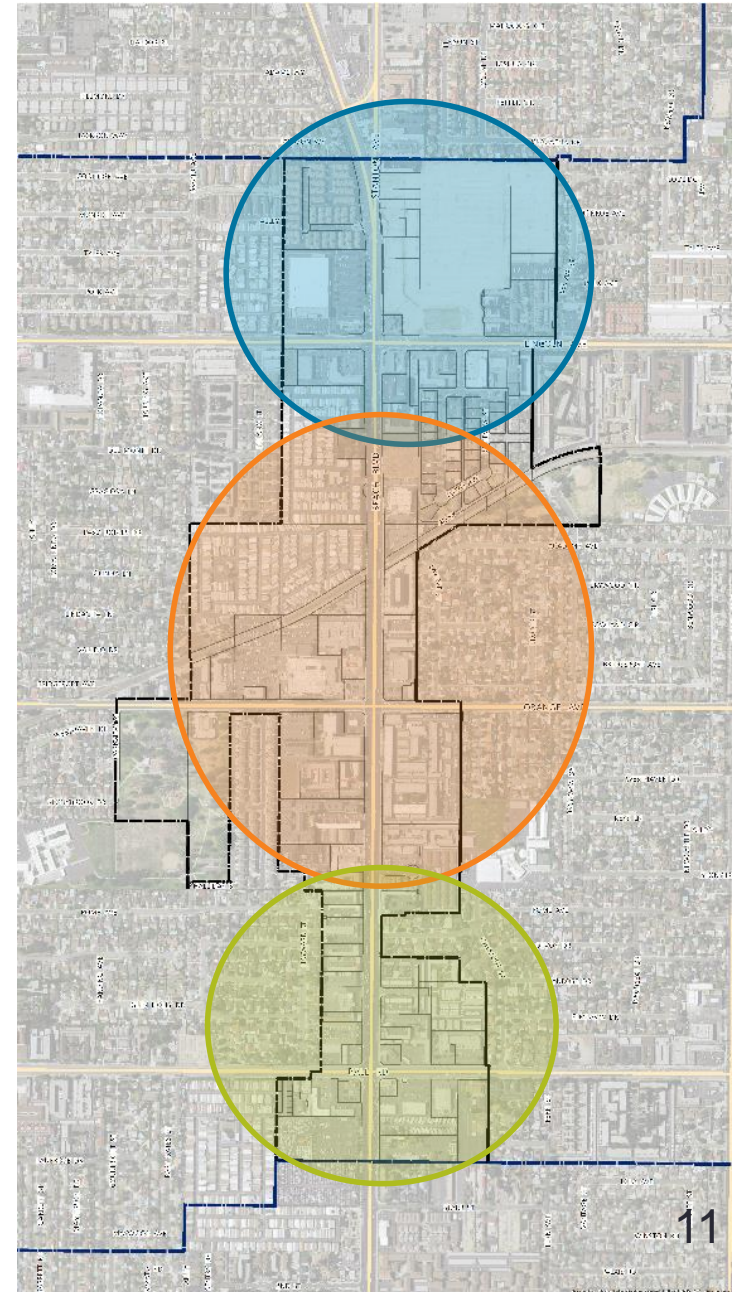


# Degrees of Consensus



# Land Use Districts

- Propose 3 distinct areas
- Draw from adjacent uses, such as entertainment in Buena Park
- Help to lay the foundation for future standards and uses



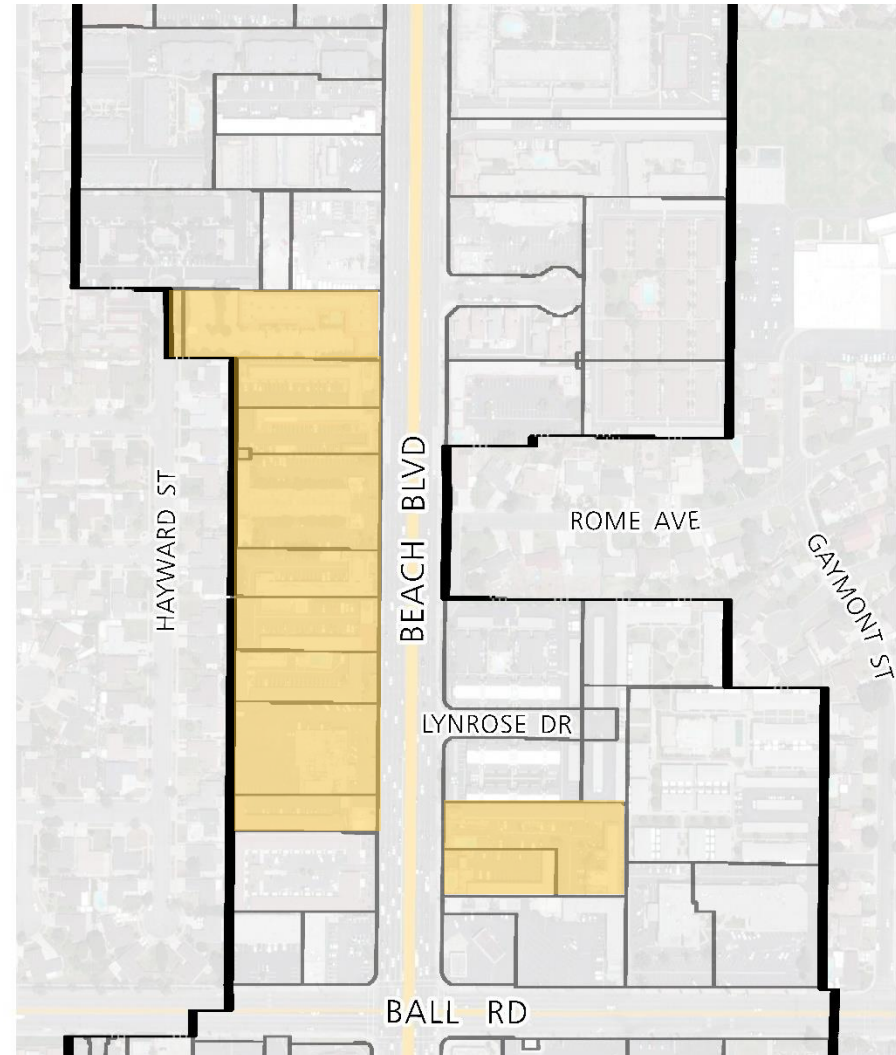


# Land Use: Areas of Change

- Proposed Land Use Changes
  - Residential
  - Overlays
  - Mixed Use
  - Office
  - Commercial/Retail

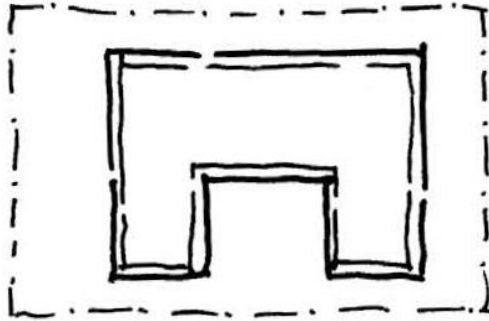
# Land Use: Motel Sites

- Existing General Plan designation does not work
- Prepared yield studies to understand site design and product options
- Specific Plan will guide form and use
- Development Standards of the Plan will consider the relationship of new development to existing single family residential



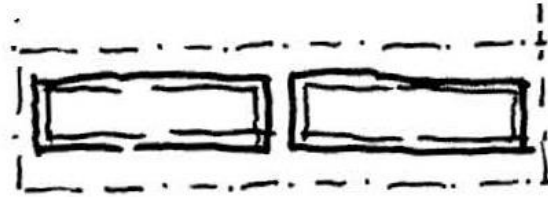
# Residential Example: Motorcourt

The Domain  
3 Stories  
30 du/ac



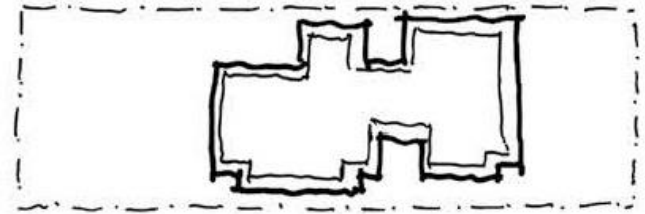
# Residential Example: Townhome

Turnberry  
3 Stories



# Residential Example: Flats

Pradera 3 Stories about 34 du/ac







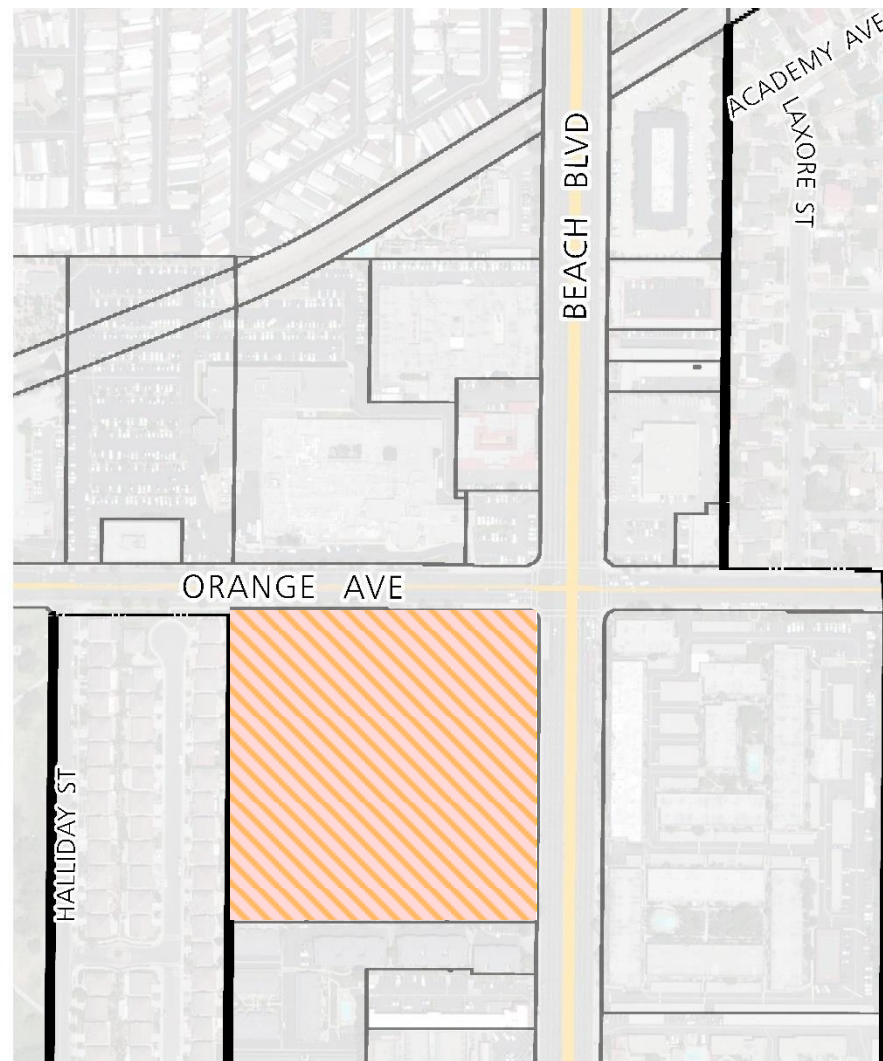
# Land Use Discussion

## Recommendation

- 3 stories with possible incentives for land assembly
- Development Standards to address rear adjacency to single family homes

# Land Use: Residential Overlay

- Overlay on Medical Office
- Preserve Nursing/Senior Care Facilities
- Allow market to determine highest and best use in the future





# Land Use Discussion

## Recommendation

- Overlay to allow for up to 4 stories along Beach and Orange, stepping down in height towards single family uses
- Could include reuse and façade upgrades for the parking structure

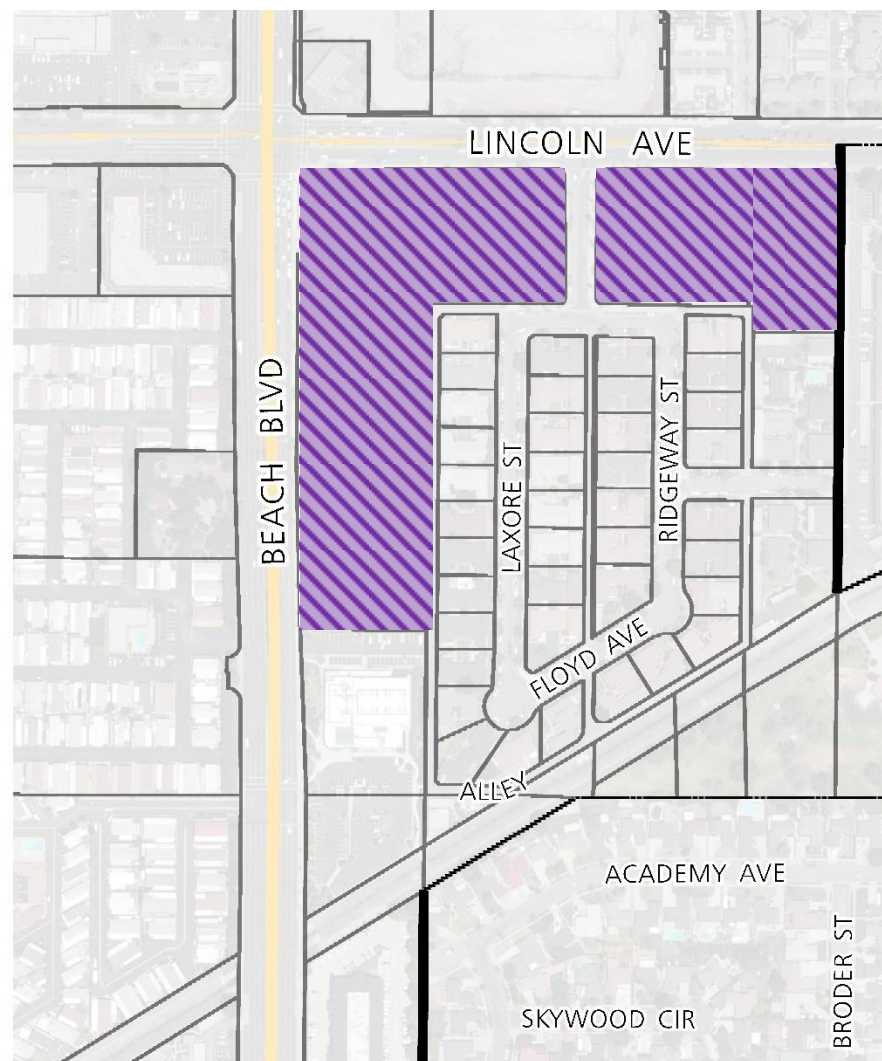
# Land Use: Mixed Use

- Overlay at the corner of Beach and Lincoln
- Capitalize on the Westgate site
- Allow for future retail and residential in response to the market



# Land Use: Mixed Use

- Overlay at the corner of Beach and Lincoln
- Capitalize on the Westgate site and Youth Center
- Opportunity for significant land assembly
- Allow for future retail and residential in response to the market





# Land Use Discussion

## Recommendation

- Mixed-use overlay to allow for 3 to 4 stories along Beach and Lincoln, stepping down in height towards single family uses
- Creates an activity node in the northern district

# Examples



Mixed Use and Residential  
Up to 4 stories





# Land Use: Commercial

- Maintain General Plan focus of commercial nodes at intersections
- Provide stronger standards and guidelines to ensure quality design and tailor uses



# A Brand for Beach??

## Garden Grove Example



# Signage and Gateways



# Las Vegas Example



# Beach Boulevard Example



# Intersection Treatment



# Public Comment

- 10 Minutes





# Administration and Next Steps

- Next Meeting:
  - No April Meeting
  - May 25<sup>th</sup>
    - 6:30 to 8:30
    - West Anaheim Youth Center
- Mark Your Calendar! WAND 20<sup>th</sup> Annual BBQ
  - Saturday, May 14
  - 10 am to 4 pm
  - Twila Reid Park