

BEACH BOULEVARD SPECIFIC PLAN

DRAFT Vision Statement November 18, 2015

This is a vision for how the Beach Boulevard Specific Plan area will look 25 years from now:

The Beach Boulevard corridor area is the heart of West Anaheim. It is safe, attractive, and economically thriving—both a destination and a gateway to the city; with its unique blend of businesses that serve local residents and draw nearby tourists, and its housing and community services that create a desirable place to live, work and socialize.

Many residents have planted deep roots here, and the established neighborhoods of West Anaheim are the corridor's anchor. Clusters of retail shops, restaurants, coffee houses, and other local-serving businesses along the corridor create fun places to gather with friends and family. Grown children come back to live, work, start businesses, and raise families because of their strong ties to the community and desirability of the neighborhood.

The first time you see this segment of Beach Boulevard, you know you have arrived someplace special. What used to be a high-speed highway with incompatible uses and underutilized properties has been transformed to a thriving commercial and residential corridor that is inviting and safe to walk, cross, ride a bike, or take transit. Wide sidewalks with trees provide shade, and upgraded transit stops are routinely used by residents, workers, and tourists. Numerous plazas, paseos, pocket parks, and outdoor eating areas have sprung up as an integral part of each new development project. New bike facilities in West Anaheim connect to a citywide system of on-street and off-street bike paths that give better access to schools, parks, and destinations along the boulevard. Improved lighting, landscaping, and signage add to the appeal and enhance safety of the boulevard.

High-quality residences along Beach Boulevard have replaced aging and obsolete buildings and added new life and activity to the street. New housing looks and feels more "urban" along the corridor, but transitions in height and design when adjacent to single-family homes. This new housing supports local businesses, increases our property values, and meets the high demand for housing in our community.

The remaining motels have been re-positioned to support local tourists from Anaheim and Buena Park and serve the lodging needs associated with the West Anaheim Medical Center. They offer a quality, affordable and unique lodging experience to people who are attracted to the local businesses and amenities.

Our community pride is unmistakable—just attend a community event, look at our neighborhoods and streets, or talk with a local business owner. This corridor is truly the heart and hub of West Anaheim.



DRAFT GUIDING PRINCIPLES FOR THE BEACH BOULEVARD PLAN

November 18, 2015

These are the principles that will guide the preparation of the Specific Plan's provisions related to land use, urban design, zoning, mobility, infrastructure, and recommendations for implementation.

Improve the Boulevard

- Coordinate with Caltrans to redesign the right-of-way as a “complete street” that supports all users—pedestrians, bicyclists (possibly), transit users, cars, and trucks
- Ensure that the redesign of Beach Boulevard continues to enable regional through-traffic to freeways and other cities in the County
- Identify complete street improvements for the intersecting streets (Lincoln, Ball, Orange)
- Identify a new location(s) for midblock crossing to provide more convenient pedestrian access to places
- Develop a beautification program that includes design guidelines, development standards, and financing strategies to improve the streets and sidewalks by addressing elements such as lighting, landscaping, signage, and street furniture
- Coordinate with the cities of Buena Park and Stanton to ensure that the improvements are coordinated and complementary
- Coordinate with Anaheim Public Utilities and Southern California Edison on the undergrounding of overhead utility lines

Improve Safety and Living Conditions

- Explore new technology to deter crime along the corridor (such as enhanced lighting and security cameras)
- Require new development to apply Crime Prevention Through Environmental Design (CPTED) concepts in site design and building design for new development
- Continue to work with the Police Department, Neighborhood Services Department, and other social service groups to identify how the Specific Plan can help to address the issue of providing temporary and permanent housing and/or services for the homeless
- Continue to work with Code Enforcement and the Police Department to identify how the Specific Plan can help address the issues related to illegal activities along the corridor
- Continue to work with the Police Department and community members to maximize the benefits of Community Policing



Boost the Economy

- Prioritize development of the Westgate site and work with the developer to attract desirable retail and restaurant uses that serve the local community and capitalize on the proximity to Buena Park's entertainment district
- Work to ensure that the Westgate project creates a sense of place and serves as a pleasant gathering area for West Anaheim residents
- Identify other areas along the corridor where the Specific Plan should prioritize retail development and develop incentives to make it happen
- Allow for a variety of new residential development—in the right locations—to boost demand for quality restaurants, coffee houses, grocery stores and other food/beverage and retail venues
- Provide economic incentives to increase the rate of new business formation, to attract businesses to the area, and to lower the area's unemployment rate
- Encourage investment in the area by incentivizing infill development
- Explore the opportunity to create a Business Improvement District to facilitate public improvements in the area

Promote and Brand the Corridor

- Capitalize on West Anaheim's proximity to Knott's Berry Farm and other entertainment venues to promote the corridor as a unique place for shopping and dining
- Develop a compelling brand (a distinctive name, place and feel) to promote the West Anaheim community and the Beach Boulevard corridor
- Encourage youth in the area to get involved with the Specific Plan process and beyond and give them a direct stake in the future of their neighborhoods

Provide for a Balanced Mix of Uses

- Attract additional retail uses and services that meet the needs of the West Anaheim community
- Promote an environment that is attractive to local food artisans and other "mom & pop" businesses
- Allow for a range of housing (stand-alone or in mixed uses) that activates the corridor, but fits in with the street and adjacent residential
- Promote the establishment of hospitality uses that cater to tourists
- Ensure that permitted and conditional uses allowed in the Specific Plan support the vision for Beach Boulevard



Create Additional Gathering and Recreation Areas

- Plan for the extension of a bike path along the Carbon Creek Channel, in conformance with the City's Bicycle Master Plan
- Identify areas where public plazas, paseos, and other open space amenities can be provided as new development occurs over time, or as Beach Boulevard is improved
- Provide guidelines for enhanced lighting to reduce crime, and improve safety and aesthetics in public spaces
- Support the improvement to local parks serving the Specific Plan area to make them desirable gathering spaces in the community

Promote Sustainable Development and Infrastructure Improvements

- Create an incentive program that promotes green development and infill projects in the area
- Promote and strengthen public transportation options
- Partner with the City's Public Utilities and Public Works departments to ensure adequate sewer, water, and storm drain facilities meet the future demands of the area

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