



CAC Meeting #4 | November 18, 2015 | 6:30 pm. to 8:30 p.m.
 West Anaheim Youth Center | 320 S. Beach Boulevard | Anaheim, CA 92804

Meeting Summary

The fourth meeting of the Beach Boulevard Specific Plan Community Advisory Committee (Committee) took place on November 18, 2015 at the West Anaheim Youth Center at 320 S. Beach Boulevard in Anaheim. The meeting took place from 6:30 p.m. to 8:30 p.m. and was open to the public.

The agenda and presentation are available on the project’s website www.anaheim.net/improvetheboulevard, links are also provided below:

- [Agenda](#)
- [Presentation](#)
- [Draft Vision Statement and Guiding Principles](#)

The meeting was facilitated by Karen Gulley of PlaceWorks (lead project team consultant). The meeting began with an introduction from Karen.

Project Team Members in Attendance:

- PlaceWorks- Lead Consultant:
 - Karen Gulley- Project Manager
 - Suzanne Schwab- Assistant Project Manager
- City Staff:
 - Susan Kim, Principal Planner
 - Gustavo Gonzalez, Associate Planner

Committee Members in Attendance:

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|---------------------|---|
| Amanda Edinger | West District Neighborhood Council |
| Cynthia Hall | At-Large Seat |
| Esther Wallace | West Anaheim Neighborhood Development Council |
| Leodegario Barcenas | West Anaheim Apartment Residents |
| Nathan Zug | Anaheim Religious Community Council |
| Phyllis Greenberg | Renew West Anaheim Committee |
| Rod Pierson | Cherokee Senior Mobile Home Park Resident |
| Javier Gonzalez | Anaheim Family YMCA |
| Tiffany Welt | At-Large Seat |

Committee Members Not Present:



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Alex Flores	School District Representative (Magnolia)
Argus Lee	West Anaheim Commercial Developer
Carol/William Judy	Anacapa Community Resident
Denny Ahir	Motel Owner (Anaheim Lodge)
John Gupta	At-Large Seat
Max Aranki	Arab American Community Center
Todd Ament	Anaheim Chamber of Commerce
Shereen Ameri	At-Large Seat
Paul Cho	Illumination Foundation
Queen Kwembe	Project SAY (Save Anaheim’s Youth)
Jeff Weber	West Anaheim Residential Developer

Anaheim City Councilman Jordan Brandman was also in attendance.

Karen Gulley reviewed the agenda for the evening and turned the presentation over to Suzanne who recapped the project timeline and on-line survey. The survey and real time results are available at www.improvewestanaheim.com. The project’s next pop-up outreach event is scheduled for December 4, 2015. The team will be hosting a booth at the West Anaheim Tree Lighting Ceremony at Twila Reid Park from 6 p.m. to 8 p.m. The team will be reaching out to people and asking them to complete the project’s on-line survey with the use of iPads. The interactive booth will also be handing out giveaways to people who complete the survey. The Committee was encouraged to attend and to help spread the word about the event.

The topic of discussion for the evening was focused on the [Draft Vision Statement and Guiding Principles](#) for the Specific Plan, with Karen facilitating the discussion. The draft document had been previously provided to the Committee for review prior to the meeting. Karen read each section of the Draft Vision Statement and then solicited feedback from the Committee. Karen noted to the group that the Vision Statement and Guiding Principles will be updated throughout the process and will change with input received from this meeting and may continue to change as we get further into the Specific Plan process. The following bulleted list is a recap of the topics that were discussed. Shaded bullets represent the Committee discussion and open circle bullets represent the project team response.

- Committee discussion, comment, or question:
 - Project team response



Draft Vision Statement

Paragraph 1 - 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:

- Would like the proposed timeframe of 25 years to be shorter or given in incremental stages: 5, 10 and 20 years.
- Prioritize the changes based on the time frames – what is feasible short term and long term.
- Many of the members would like to see these positive changes happen during their lifetime.
 - Will prioritize and provide breakdown in the timeframe
- The phrase “Community Services and Housing” seems out of place what do they refer to?
 - Schools, Youth Center, etc. We’ll simplify and remove the jargon.
- Good description, similar to the good things here now.

Paragraph 2 – 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:

- Don’t want to encourage bike on Beach Blvd.
- Lots of people currently ride bikes on beach, the traffic consultant at the last meeting provided lots of options, maybe we shouldn’t rule out bikes on Beach.
- Doesn’t the State or Federal government mandate bikes on all streets?
 - There is a State Complete Streets Act but the City is also going through development of its Bicycle Master Plan and we will be working with that process to identify the appropriate locations to encourage bicycles in the area.
 - We’ll be developing alternative street sections for the Plan and can explore options with and without bikes so that everyone could see what the benefits and tradeoffs would be.
- What about relinquishment of Beach like Buena Park? Is that still being considered?
 - That is an option and we will explore what can be done with Caltrans as we move into the alternatives. Another approach is to include a few of the street options in the Specific Plan so that if it does happen there is a preferred street section for it and if it doesn’t there would also be a street section addressing that scenario.
- Like that the things from the visioning exercise during Meeting #1 have been incorporated.



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- Like the mention of trees. That is important because we don't have many shade trees and we should have them on Beach Blvd and the surrounding streets.
 - We'll continue to do some research and see what type of trees Caltrans will allow.

Paragraph 3 – 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:

- Need to add physical activity or something to do with health. This paragraph mentions the bike paths and that might be a good place to do it. Would like to see a healthy community aspect to this vision.
- What does on-street and off-street refer to?
 - The different bicycle route options, one is to put the bike lane on the street another is to have a separated trail similar to what is being proposed for Carbon Creek.

Paragraph 4 – 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:

- Homes today are single story, even behind commercial businesses. If 2-story or 3-story homes are built people will be looking into the backyards of existing homes.
 - We can craft standards in the Plan that will provide height requirements and transitions, as well as guidelines for window placement, setback, etc.
- The grading and current slope of existing lots should be considered as well, some of the current 1-story buildings already look into the yards of single family homes. The motel lots are examples of this.
- High quality doesn't mean high density.
- Add the word “it” before transitions.
- Should we reword “more urban?” We don't want the Platinum Triangle here.
 - Urban is intended to refer to a mix of uses. It is not tied to a density. We'll clarify that. Urban is also meant to indicate adding more activity, intensity, and things happening in the area.
- Instead of “new housing” could we say mix of uses?



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- High quality residences are hard to image on Beach Blvd. There is a lot of high-speed traffic. Would people want to live there?
 - It's a good point, and that is why we are addressing both the street and the land use—they go hand in hand to make a livable environment.
- East coast urban environments encourage walking and that works because the environment is already conducive to it. This targets hipsters and millennials- how does that transition happen?
- Could a trolley or other transit option be provided so you don't need a car?
- The Platinum triangle is walkable with high quality residences and it feels urban but I just can't envision it here.
- Councilman Brandman commented that it sounded like the group wanted a similar unique sense of place to the Packing District Downtown—the density, businesses, buildings, etc.
- The area needs a theme so you know you are in West Anaheim.
- “Mid-block housing” what does that call for and what does it look like?
 - We'll be discussing housing in depth in two meetings (mobility next, housing after that).
- Seems like most new development is happening on deep lots like the Anacapa residential project site. But the lots along Beach are narrow- especially the motel sites. Seems like these would be hard to redevelop or put housing on.
 - Lot width is definitely a challenge here, a developer would need to combine two for a housing project, and most of the motel lots are approximately an acre in size.
 - If we put together a list of housing projects to visit would the CAC be willing to visit those areas on their own time? In Anaheim and other areas?
 - Yes. Recommend housing at South and Harbor and across from the Packing House on Anaheim and Santa Ana.

Paragraph 5 – 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:

- Recommend removing the specific call out of the Medical Center. It puts a lot of importance on it and it isn't the only use to support.
- Others liked the reference:
 - People might need places to stay if they have family in the hospital.
 - There are also a lot of senior and nursing homes in the area and visiting family members might need a place to stay.
 - We'll make the reference more generic, something like healthcare.
- “Affordable” is a worrisome word, the motels in the area are already “affordable”. We want quality and unique lodging. We should take out that word. We want to attract high-end business here.



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- This paragraph captures Buena Park and Anaheim tourist as we have discussed in previous meetings.
- We should integrate the medical center better.

Paragraph 6 – 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:

- Good. Sums up the vision.

Draft Guiding Principles

Improve the Boulevard

- In point 2 replace “enable” with “facilitate”
- Don’t want to eliminate lanes on Beach Blvd, want to protect the traffic on Dale, Magnolia, and Western that is where schools and residents are located.
- We don’t want a bottleneck like Harbor Blvd in Fullerton.

Improve Safety and Living Conditions

- The new County Emergency Shelter was just approved for the City of Anaheim. Maybe we could provide transportation to the shelter.
 - County will have locations for pick up but people must have an appointment to stay there and the County will determine the pickup locations. The City is working with them, they are aware of the issues we have on the west side.
- In point 4 add “undesirable” to illegal.
- Like point 5, it’s important to continue to work with the Police and the Community Policing team in the area.

Boost the Economy

- Do we need housing to support business? We already have a lot of people here and we all shop elsewhere because there isn’t anywhere to shop here. Doesn’t seem like Buena Park is building more housing and lots of us shop there.
- A few Committee members commented that they know of a few new housing developments being built right now in Buena Park near Beach Blvd.
- Seems like we need someone at the City focusing on economic development to attract businesses out here.
 - The loss of redevelopment impacted many cities and their ability to focus on economic development. We can add that as a guiding principle.
- The Westgate site needs a new name.
- What is a Business Improvement District?
 - It is a tool that the City can use to assist business owners to form a district and assess themselves to raise money to cover things like additional clean up, lighting, landscape plantings, etc. Similar to an HOA but voluntary and the



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business owners would have to vote to start one. Some could also be property based instead of business based and could include residential. These are types of tools that we'll include in the Specific Plan.

Promote and Brand the Corridor

- We already have a lot of entertainment uses nearby in addition to Knott's Berry Farm—the batting cages, Hobby City, and Adventure City.
- Call out the entertainment areas around the area that we could connect to within a short distance.
 - We'll develop a map for our next meeting.
- How do we create a brand or a theme?
 - We'll spend some time in a future meeting on this topic.

Provide for a Balanced Mix of Uses

- Can we limit things like liquor stores? Can we create a cap?
 - Yes, we can limit but we probably can't create a cap. However, we'll have to think through the permitted uses very carefully we don't want to exclude things from happening – what if a high end wine store wants to locate here?

Create Additional Gathering and Recreation Areas

- Add something for seniors similar to the Youth Center.
- Closest senior center is on Brookhurst.
- Cypress has a very good senior center, with lots of classes and programs. The Youth Center is primarily used after school. What is it used for during the day?
 - Perhaps there is an opportunity for joint use of the Youth Center.
- Could outdoor spaces be used more for seniors? Pickle ball is going in at Twila Reid, maybe there could be outdoor programming too?

Promote Sustainable Development and Infrastructure Improvements

- Promote and strengthen public transportation options
 - We'll create a map for the next meeting that shows all of the transit options in the area and the routes available.
- Is it possible to add to the existing police sub-station so that it is staffed and open to the public?

Public Comments

The meeting provided time for members of the public to speak. Seven members of the public were present. Below is a recap of the comments they shared with the Committee and Project Team:

- We who live in West Anaheim need to support the businesses that are here if we want to attract new business – seems like that would help.



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- Is supporting people living in the motels in the plan? How will the City work to assist disadvantaged families and children in this area?
 - That is a social aspect of the Plan, similar to homelessness, that we will be exploring with the local community services, the Illumination Foundation (a representative is on the Committee), and other agencies.
 - This spurred a small discussion with the Committee. Many commented that the Plan itself may not address this but that there are already lots of other groups addressing these issues. Many also noted that they agree that the conditions for people living in motels are undesirable.
- I live behind a motel and I don't see anything changing. The motels rotate from owner to owner when they go up for sale, they do not convert to a new use. Can the City do more enforcement?
- This was a great meeting. Enjoyed hearing the comments and emotion that the Committee has put into this work. Having worked with students in the area for many years and seen the changes this area has gone through. It is good to see this process – your hard work is appreciated.

The meeting concluded with a reminder of the Tree Lighting Event on December 4th. The next meeting for the CAC will be January 27, 2016 at the West Anaheim Youth Center from 6:30 p.m. to 8:30 p.m.