




  **BEACH BOULEVARD SPECIFIC PLAN**

**IMPROVE THE BOULEVARD**  
Set the Course for Beach Boulevard  
and the Surrounding West Anaheim Community


**Community Advisory Committee (CAC) Meeting #8**  
West Anaheim Youth Center | July 27, 2016

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## Project Team

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





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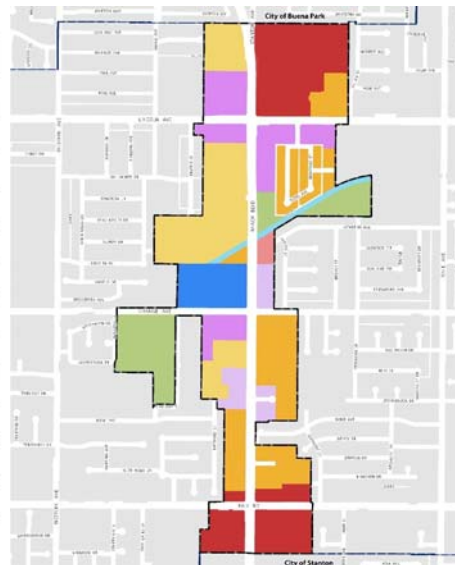
## Tonight's Agenda

- Meeting Kick-off
- Draft Land Use Plan Map Updates
- Permitted Use Discussion
- Motel Outreach and Study
- Signage
- Public Comment
- Next Meeting


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## Updates to Land Use Designations

| Land Use Designation   | Acres        | %           |
|--|--------------|-------------|
| Residential R-LM   | 47.7         | 17%         |
| Residential R-M  | 50.5         | 18%         |
| Mixed-Use Medium   | 10.3         | 4%          |
| Mixed-Use High   | 29.4         | 10%         |
| Commercial   | 55.4         | 20%         |
| Office   | 2.2          | 1%          |
| Public-Recreational  | 27.9         | 10%         |
| Semi-Public  | 13.6         | 5%          |
| Water-Flood Control  | 4.2          | 1%          |
| ROW  | 41.6         | 15%         |
|  Specific Plan Boundary | <b>282.3</b> | <b>100%</b> |
|  City Boundary          |              |             |



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# Permitted Uses

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## Input on Permitted Uses

- Proposed land use designations are based on existing City zoning designations:
  - Residential: RM-2 and RM-3
  - Office-Low
  - Mixed-Use Overlay
  - Public-Recreational
  - General Commercial
  - Semi-Public
- Uses can be:
  - **Permitted** (allowed by right)
  - **Conditionally Permitted** (through a review and approval process)
  - **Prohibited**
  - **Accessory**
  - **Temporary**

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## Commercial and Mixed-Use Typical Permitted Uses (Current Zoning Code)


| General Commercial and Office Low   | Mixed-Use Overlay   |
|---|---|
| <ul style="list-style-type: none"> <li>• Automotive – Various Uses</li> <li>• Business and Financial Services</li> <li>• Community Retail Centers</li> <li>• Convenience Stores</li> <li>• Dance and Fitness Studios</li> <li>• Day Care Centers</li> <li>• Education Institutions- Tutoring</li> <li>• Health Clubs/Gyms</li> <li>• Markets/Grocery</li> <li>• Professional Offices</li> <li>• Medical and Dental Offices</li> <li>• Personal Services</li> <li>• Retail Sales- Used Merchandise</li> <li>• Retail Sales- General</li> <li>• Repair Services</li> <li>• Restaurants</li> <li>• Veterinary</li> </ul> | <p>Many of the same uses as Commercial but also allows residential uses</p> |

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## Uses for Discussion


| Are these uses right for Beach Boulevard?   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Check Cashing</li> <li>• Smoking Lounges</li> <li>• Alcohol Sales – On and Off-sale</li> <li>• Tobacco and Vape Shops</li> <li>• Motels</li> <li>• Hotels</li> <li>• Auto-oriented Uses                             <ul style="list-style-type: none"> <li>• Carwashes</li> <li>• Gas Stations</li> <li>• Drive-throughs</li> <li>• Auto Sales</li> <li>• Auto Repair</li> </ul> </li> <li>• Used Merchandise Sales (Thrift Stores)</li> <li>• 24-Hour Establishments</li> </ul> | <ul style="list-style-type: none"> <li>• Bail Bond Establishments</li> <li>• Recycling Centers</li> <li>• Entertainment</li> <li>• Tattoo Parlors</li> <li>• Bars and Night Clubs</li> <li>• Others?</li> </ul> |

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# Motel Study, Outreach, and Inspection Program

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## Motel Study

- Evaluates existing and future demand for existing motels along Beach Boulevard
- Preliminary Findings:
  - Demand for only about half of the existing 802 rooms
  - 4 motels found to be most lodging-oriented
  - 5 motels found to be somewhat lodging-oriented
  - 8 motels found to be not lodging-oriented
  - Proximity to Buena Park could slightly increase future demand

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## Adopt Inspection Program for Motels - Pilot Basis

- City's Quality Rental Housing Program (QRHP) has been very successful
- It addresses issues where they exist but does not impose an undue burden
- Goals are applicable in motels that serve as last resort housing

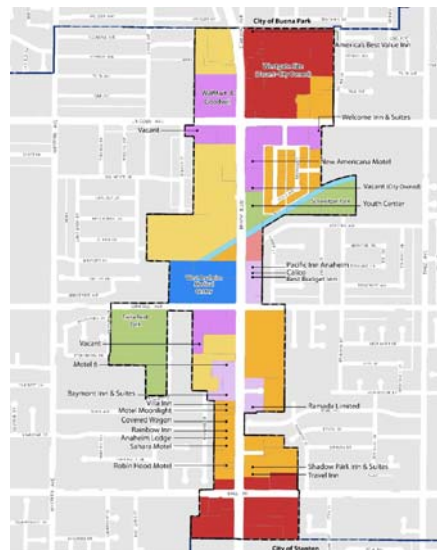
### Goals (QRHP):

- *Safe & Secure Housing*
- *Proactively identify substandard conditions*
- *Ensure rehabilitation and abatement*


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## Motel Study and Outreach

| Land Use Designation  |                        |
|---|------------------------|
|  | Residential R-LM       |
|  | Residential R-M        |
|  | Mixed-Use Medium       |
|  | Mixed-Use High         |
|  | Commercial             |
|  | Office                 |
|  | Public-Recreational    |
|  | Semi-Public            |
|  | Water-Flood Control    |
|  | ROW                    |
|  | Specific Plan Boundary |
|  | City Boundary          |




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# Signage

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## Current Sign Code

- Covers freestanding (pole) signs, monument signs, wall signs and temporary signs
- General design requirement that sign materials must complement the building
- Height limits vary based on linear frontage and/or project size
- Number of signs limited based on linear frontage
- Line of sight requirements
- Coordinated sign program

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# Signage

## Nonconforming Signs

### Current Code:

- May continue
- Unless...a structural change or alteration that requires a building permit is submitted for the sign
  - Then the applicant is also required to obtain a conditional use permit for the sign
- Approval requires:
  - The proposed modifications to the sign do not increase the height or area of the sign and that they bring the sign closer to conformity with the code
  - The changed proposed improves the aesthetics of the sign
  - Granting of the conditional use permit will not be detrimental to the health and safety of the citizens of the City of Anaheim

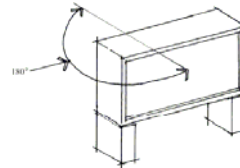
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# Signage

## Freestanding Signs

### Current Code:

- Must be located within a landscaped planter
- Height is based on length of property frontage
  - Max: General Non-Residential (<5ac): 6' to 8'
  - Max: Freeway Oriented: 15'
  - Max: Large Retail Center (5+ac): 25'
    - (Westgate-will be required to have coordinated sign plan)



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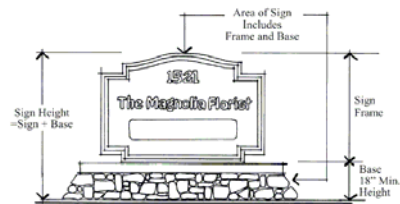
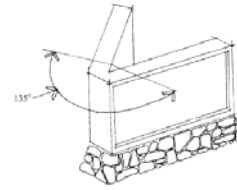


# Signage

## Monument Signs

### Current Code:

- Max height: 6' to 8' depending on length of property frontage
- Must be located within a landscape planter
- Minimum site distance and location requirements must be met



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# Signage

## Wall Signs

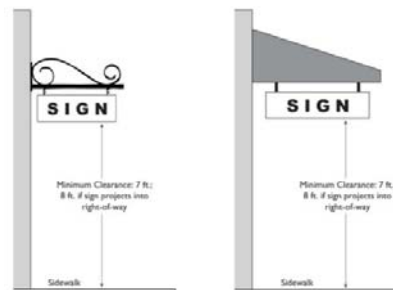
### Current Code

- Can consist of wall mounted sign or letters
- One wall sign per building elevation fronting on a street



### Other Signs to Consider

- Projecting/Blade Signs
- Awning Signs

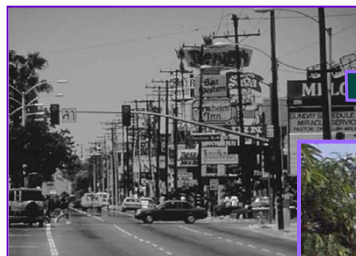


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## Sign Programs in the City: Anaheim Resort Identity Signage



## Resort Area Signage Today

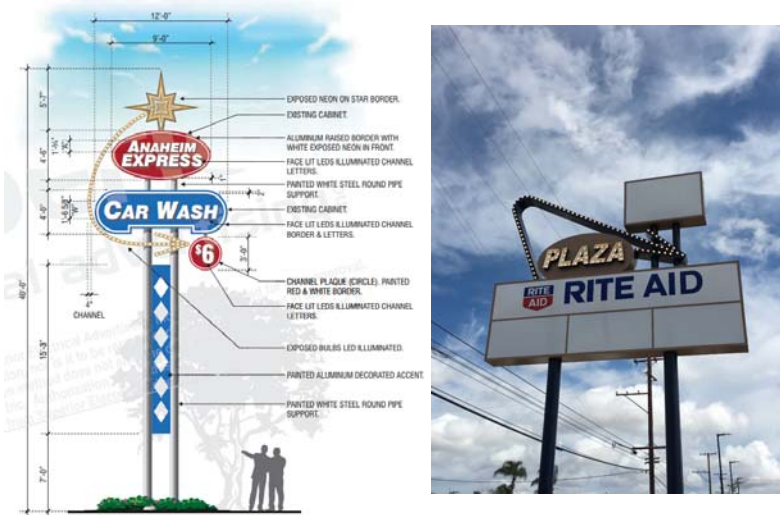


# Buena Park Entertainment Zone Signage



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# Sign Reuse



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## Discussion

- What options does the City have for non-conforming signage?...
  - Amortization
  - Code Enforcement
- Should we allow face changes on non-conforming signs?
- Should public signage along Beach Boulevard be standardized, similar to the Resort?
- Should there be considerations for areas near the Buena Park Entertainment Zone?


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## Public Comment

- 10 Minutes



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## Administration and Next Steps

- **Next Meeting:**
  - Wednesday, August 24<sup>th</sup>
    - Mobility and Streetscape Improvements
    - 6:30 p.m. to 8:30 p.m.
    - West Anaheim Youth Center

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