



CAC Meeting #8 | July 27, 2016 | 6:30 p.m. – 8:30 p.m.
 West Anaheim Youth Center | 320 S. Beach Boulevard | Anaheim, CA 92804

Meeting Summary

The eighth meeting of the Beach Boulevard Specific Plan Community Advisory Committee (Committee) took place on July 27, 2016 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 through the project web page www.anaheim.net/improvetheboulevard, links are also provided below:

- [Agenda](#)
- [Presentation](#)

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

Project Team Members in Attendance:

PlaceWorks- Lead Consultant:
 Karen Gulley- Project Manager
 Suzanne Schwab- Assistant Project Manager

City Staff:
 Jonathan Borrego- Planning Services Manager
 Susan Kim- Principal Planner
 Gustavo Gonzalez- Senior Planner

Committee Members in Attendance:

Amanda Edinger	West District Neighborhood Council
Esther Wallace	West Anaheim Neighborhood Development Council
Jeff Weber	West Anaheim Residential Developer
Phyllis Greenberg	Renew West Anaheim Committee
Rod Pierson	Cherokee Senior Mobile Home Park Resident
Nathan Zug	Anaheim Religious Community Council
Leodegario Barcena	West Anaheim Apartment Resident
Tiffany Welt	At-Large Seat

Committee Members Not Present:

Argus Lee	West Anaheim Commercial Developer
Carol Judy	Anacapa Community Resident



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| Denny Ahir | Motel Owner (Anaheim Lodge) |
| Cynthia Hall | At-Large Seat |
| John Gupta | At-Large Seat |
| Max Aranki | Arab American Community Center |
| Paul Cho | Illumination Foundation |
| Queen Kwembe | Project SAY (Support Anaheim’s Youth) |
| Todd Ament | Anaheim Chamber of Commerce |
| William Judy | Anacapa Community Resident |
| Javier Gonzalez | Anaheim Family YMCA |
| Shereen Ameri | At-Large Seat |

Karen gave the Committee an overview of a few updates to the Land Use Plan. The updates included changing the name of the previously called Commercial-Residential Designation to Mixed-Use Medium and Office-Residential to Mixed-Use High. These changes were made to be more consistent with future city-wide zoning designations. The updated map can be found [here](#).

The primary topics of discussion for the evening were Permitted/Prohibited Uses, Motel Updates, and Signage.

Permitted/Prohibited Uses

Suzanne led the group through a discussion of permitted uses. Over the past year we have heard from the Committee and members of the public that there are certain uses that are desired along the Beach Boulevard and other uses that the community would not like to prohibit or regulated. The group discussed the following uses and provided their recommendation on how the use should be regulated:

Use	Recommendation
Check Cashing/ Payday Loans	Prohibit - but don't limit banks
Bail Bond Establishments	Prohibit
Smoking Lounges/ Tobacco and Vape Shops	Prohibit
Liquor Stores	Prohibit
Motels	Prohibit
Hotel	Permit
Personal Services – Restricted	Permit with Conditional Use Permit (CUP)
Auto-oriented Uses	
<ul style="list-style-type: none"> Carwashes (or gas station with car wash) 	Prohibit
<ul style="list-style-type: none"> Gas Stations 	If legally feasible limited to 2 (maintain existing number of gas stations in the project area)
<ul style="list-style-type: none"> Drive-throughs 	Permit with CUP, with good site planning to ensure safety and limit hours of operation (no 24 hour, suggest closing from 12am to 6am)
<ul style="list-style-type: none"> Auto Sales 	Prohibit (new and used)



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• Auto Repair	Prohibit (unless part of a larger retailer such as Costco or Sears)
Used Merchandise Sales (Thrift Stores)	Prohibit
24-Hour Establishments	Permit for a Pharmacy Also see drive throughs above
Recycling Centers	Prohibit and see what can be done within state law to improve the appearance of these and ensure they are properly located (not near residential homes due to noise associated with pick up/drop off; visible without being an eye sore)
Entertainment	Permit with Conditional Use Permit- limit hours of operation and specify type of entertainment, don't want adult entertainment
Tattoo Parlors	Permit under Professional Services with CUP and set some concentration limits
Bars and Night Clubs	Permit with Conditional Use Permit- allow but limit hours of operation
Adult Entertainment	Prohibit
Massage Parlors	Prohibit
Wine Bar	Permit
Brewery/Small Beverage Manufacturer	Permit
Specialty Wine or Beer Shop	Permit - but find a way to prohibit a convenience type liquor store
Youth/ Commercial Recreation Oriented	Permit with CUP - The City typically requires a CUP for these because the needs of each commercial/recreation business vary so much

Motel Study, Outreach, and Pilot Inspection Program

Jonathan informed the group of a motel study that was commissioned by the City to analyze existing and future demand for hotels/motels within the specific plan area. The economics firm working on this project (BAE) is conducting the analysis. The study is not quite finalized but will be made available soon. Preliminary findings were shared in the [presentation](#).

Next, Jonathan talked to the Committee about a City-wide motel inspection program that is similar to the current Quality Rental Housing Program. A pilot motel inspection program would roll out first and is anticipated to go to City Council sometime this fall. City staff also recently met with motel owners and operators within the specific plan area letting them know of this project, the study, and the possible inspection program.

The City is working on a development incentive program to financially bridge the gap for developers or owners to consider redeveloping their motels. Lastly, the City team shared with the group that the motel owners/operators were interested in looking into the Anaheim Resort



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Transit (ART) shuttle to better connect this area to Disneyland and the Anaheim Resort, which had also been brought up by the Committee in a previous meeting.

Signage

Suzanne led the group through a discussion regarding signage. Many of the signs along Beach Boulevard are non-conforming (in this area most of them exceed the standards set in the zoning code). The discussion began with an overview of the City's current sign standards and what would be "allowed" today if a new business were to open. The discussion also considered programs in other areas such as the Anaheim Resort and Buena Park. The group was asked to weigh in on a series of questions:

- Should the non-conforming signs be allowed to remain? If certain standards for refurbishment were met, could the non-conforming signs be reused?
 - Two members of the group thought that if the signs were restored in a well-designed manner, then the signs could stay even if a new use/business came in. The rest of the group felt that the signs should not be allowed to stay and that new signs should have to comply with the current sign standards.
- If not, should the City consider enacting an amortization program?
 - One member of the group felt that an amortization program was not needed, the rest of the Committee thought that an amortization program should be used and that it should have as short of a timeframe as possible to bring the signs into compliance.
- Should public signage along Beach Boulevard be standardized, similar to the Resort?
 - The group felt that if the motel uses were going to stay then that would be something they would want to consider but given that the vision for the area is for the motels to convert to other uses and that the economic analysis shows that that is possible they didn't feel that a program like that was needed.
- Should there be considerations for areas near the Buena Park Entertainment Zone?
 - The group expressed that they like many of the signs in Buena Park, especially the Rock and Brew sign, but noted that this portions of Beach Boulevard is different from the Buena Park Entertainment Zone. The City also mentioned that the Westgate site has a sign program associated with it and that will all go through review and approval before the specific plan is adopted.

Public Comment

The floor was open for public comment during the last 10 minutes of the meeting. The discussion included:

- Other uses to prohibit that should be considered include:
 - Gun Shops
 - Ammunition shops
 - Swap Meets
 - Water Stores
 - T-shirt Shops



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- The project should look at a radius from Beach Boulevard and see how many tattoo shops are already in the area.
- We should clean up the signs and give them a short time clock to get it done.
- The proposed land use plan looks like it has more residential, has anyone checked with the schools to see if they can handle the capacity? Many of the schools are overcrowded. Another thing to consider is making it senior housing then the schools won't be an issue.
 - Yes, we have met with the school districts regarding the plan and were told that schools in the area have sufficient capacity to accommodate future residential growth.

Next Step and Administration

The meeting concluded with a reminder that the next meeting will focus on mobility and landscape improvements and is scheduled for August 31, 2016 at the West Anaheim Youth Center, 320 S. Beach Boulevard, 6:30 pm to 9:30 pm. (The meeting of August 31 has since been postponed to allow more time for fact gathering and analysis).