



BEACH BOULEVARD SPECIFIC PLAN

CAC Meeting #1 | August 26, 2015 | 6:00pm - 8:00pm
Haskett Library | 250 W. Broadway | Anaheim, CA 92804

Meeting Summary

The first meeting of the Beach Boulevard Specific Plan Community Advisory Committee (CAC) took place on August 26, 2015 at Haskett Library at located 2650 W. Broadway, Anaheim. The meeting took place from 6:00 pm to 8:00 pm 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 Jonathan Borrego, Planning Services Manager for the City of Anaheim followed by introductions from the project team and CAC members.

Project Team Members in Attendance:

PlaceWorks- Lead Consultant:

- Karen Gulley, Project Manager
- Suzanne Schwab, Assisting Project Manager

Arellano Associates- Outreach Consultant:

- Laura Muna-Landa, Senior Project Manager

City Staff:

- Jonathan Borrego, Planning Services Manager
- Gustavo Gonzalez, Associate Planner

CAC Members in Attendance:

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|-------------------|---|
| Alex Flores | School District Representative (Magnolia) |
| Amanda Edinger | West District Neighborhood Council |
| Carol Judy | Anacapa Community Resident |
| Cynthia Hall | At-Large Seat |
| Denny Ahir | Motel Owner (Anaheim Lodge) |
| Esther Wallace | West Anaheim Neighborhood Development Council |
| Jeff Weber | West Anaheim Residential Developer |
| Max Aranki | Arab American Community Center |
| Nathan Zug | Anaheim Religious Community Council |
| Phyllis Greenberg | Renew West Anaheim Committee |
| Queen Kwembe | Project SAY (Save Anaheim's Youth) |
| Rod Pierson | Cherokee Senior Mobile Home Park Resident |
| Shereen Ameri | At-Large Seat |



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Committee Members Not Present:

Argus Lee	West Anaheim Commercial Developer
Javier Gonzalez	Anaheim Family YMCA
John Gupta	At-Large Seat
Leodegario Barcena	West Anaheim Apartment Residents
Paul Cho	Illumination Foundation
Tiffany Welt	At-Large Seat
Todd Ament	Anaheim Chamber of Commerce
William Judy	Anacapa Community Resident

Each Committee member was asked to give a two minute introduction that included their name, group that they represent, their favorite thing about West Anaheim, and the one thing they would change along Beach Boulevard.

Committee members shared a variety of favorite things and opportunities for change which included:

Favorites:

- Overall location- close to highways, beaches, and other north Orange County amenities (including entertainment areas of Disneyland and Buena Park)
- West Anaheim Youth Center
- Sense of community among the residents and families- sense of pride
- Diversity
- The current wide street layout of Beach Boulevard
- Sizeable single family residential lots in comparison to other area of the County

Opportunities for change:

- More neighborhood shopping such as Trader Joe's
- Cafés, restaurants, and places to bring guests or meet up with friends
- More inviting family friendly places to gather
- Remove/replace the old motel signs- improve overall signage in the area
- Redevelopment of motels- maybe to residential
- An integrated plan is needed for the area- currently feels happenstance
- Appeal to a younger demographic especially through unique shopping and restaurants
- Could capitalize on the entertainment area of Buena Park to the north
- Create a destination, doesn't have to be shopping, could be something related to sports or a theater
- Clean up drugs, homeless, and prostitution in the area



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

Following introductions, Karen gave an overview of the project background and the creation of a specific plan. Suzanne walked the group through the [Work Plan](#), focusing on the tasks that will be occurring this summer and early fall.

Karen then presented the CAC with their roles and responsibilities. The guiding principles for CAC members helped the group to understand how to communicate their interests in the area while listening and considering other points of view.

Next Laura from Arellano Associates reviewed the Public Engagement Plan with the Committee. There will be eight CAC meetings, eight pop-up workshops, stakeholder interviews and online engagement at www.improvewestanaheim.com, the City is also maintaining a project information page at www.anaheim.net/improvetheboulevard.

Future CAC meeting topics will include: existing conditions, vision and goals, specialized topics such as mobility and urban design, as well as a proposed land use plan.

Followed by a short break, the CAC was randomly divided into three small groups for a visioning exercise. Working from the [Community Outreach Report](#) completed in 2014, the groups were asked to verify the following themes and document their vision on an area map:

- Crime and Safety
- Character and Placemaking
- Economy and Community Vitality
- Mobility Options

The maps can be viewed [here](#). Each group reported back one big idea for each of the themes. New ideas that were shared included a uniform architectural style for the area, a shuttle or circulator connecting to the entertainment district in Buena Park or Disneyland, and the opportunity to put restaurants near the medical center.

The next meeting of the CAC will be September 23, 2015 at the West Anaheim Youth Center located at 320 S. Beach Boulevard, Anaheim from 6:30 pm to 8:30 pm. The topics of discussion will include land use opportunities and constraints of the current economic market.