



CAC Meeting #2 | September 23, 2015 | 6:30pm – 8:30pm  
 West Anaheim Youth Center | 320 S. Beach Boulevard | Anaheim, CA 92804

## Meeting Summary

The second meeting of the Beach Boulevard Specific Plan Community Advisory Committee (Committee) took place on September 23, 2015 at the West Anaheim Youth Center at 320 S. Beach Boulevard in Anaheim. The meeting took place from 6:30pm to 8:30pm and was open to the public.

The agenda, presentation and meeting materials are available through the project web page [www.anaheim.net/improvethetheboulevard](http://www.anaheim.net/improvethetheboulevard), links are also provided below:

- [Agenda](#)
- [Presentation](#)
- [Summary of Big Ideas](#)
- [Planning Maps](#)

The meeting was facilitated by Karen Gulley of PlaceWorks (the lead project team consultant). The meeting kicked off with an introduction from Karen. Committee members who were not present for the first meeting were asked to introduce themselves.

### Project Team Members in Attendance:

PlaceWorks (Lead Consultant):

- Karen Gulley- Project Manager
- Suzanne Schwab- Assistant Project Manager
- Peter Quintanilla - Senior Urban Designer

BAE (Economics Consultant):

- Sherry Rudnak – Vice President
- Aaron Barker - Associate

City Staff:

- David Belmer, Planning and Building Director
- Jonathan Borrego, Planning Services Manager
- Gustavo Gonzalez, Associate Planner

### Committee Members in Attendance:

- |                    |   |
|--------------------|---|
| Amanda Edinger     | West District Neighborhood Council            |
| Cynthia Hall       | At-Large Member                               |
| Esther Wallace     | West Anaheim Neighborhood Development Council |
| Leodegario Barcena | West Anaheim Apartment Residents              |
| Nathan Zug         | Anaheim Religious Community Council           |
| Paul Cho           | Illumination Foundation                       |
| Phyllis Greenberg  | Renew West Anaheim Committee                  |



Queen Kwembe  
 Rod Pierson  
 Shereen Ameri  
 Tiffany Welt

Project SAY (Support Anaheim’s Youth)  
 Cherokee Senior Mobile Home Park Resident  
 At-Large Member  
 At-Large Member

Committee Members Not Present:

Alex Flores	School District Representative (Magnolia)
Argus Lee	West Anaheim Commercial Developer
Carol Judy	Anacapa Community Resident
Denny Ahir	Motel Owner (Anaheim Lodge)
Javier Gonzalez	Anaheim Family YMCA
Jeff Weber	West Anaheim Residential Developer
John Gupta	At-Large Member
Max Aranki	Arab American Community Center
Todd Ament	Anaheim Chamber of Commerce
William Judy	Anacapa Community Resident

Three committee members not present for meeting #1 were asked to discuss the one thing they would change about Beach Boulevard during their self-introduction. Their ideas for change included:

- Businesses along the corridor becoming active participants in the community
- Providing homeless in the area with more resources
- General cleanup of the boulevard- community beautification

A recap was given of meeting #1, the summary can be found [here](#). The group also recapped the [vision map exercise](#) and the resulting [big ideas](#).

Next Gustavo Gonzalez with the City’s Planning and Building Department shared a summary of the project’s first pop-up workshop with the Committee. The workshop was held on September 3, 2015 at the Twila Reid back to school night. The outreach summary is available on the project website and can be viewed by clicking [here](#). The Committee was asked to help the project team to brainstorm additional pop up workshop locations (the project is anticipated to have a total of 8 pop up workshops). Members were asked to email Gustavo ([ggonzalez@anaheim.net](mailto:ggonzalez@anaheim.net)) with potential locations. Several Committee members offered their community group meetings or local schools as initial ideas.

The Committee was then notified of the on-line tools available for information and community input. Suzanne Schwab of PlaceWorks talked to the group about these resources. The City’s website [www.anaheim.net/improvethetheboulevard](http://www.anaheim.net/improvethetheboulevard) contains general project information, documents, maps, as well as event and contact information. On-line engagement is provided by [www.improvewestanaheim.com](http://www.improvewestanaheim.com). The on-line engagement tool includes a poll, visual survey, virtual tour, twitter feed, and a collection area for general comments. Committee members were given homework to help spread the word about the poll questions and visual survey.



## BEACH BOULEVARD SPECIFIC PLAN

Members were given business cards with project information, including the two websites, to share with their community groups, businesses, and residents.

Next Karen introduced the main topic for the evening: Existing Conditions. This meeting focused on two topics, Planning Context and a Market Assessment. The next Committee meeting will focus on Mobility, Urban Design, and Infrastructure. The culmination of this work will be an existing conditions workbook that will inform the specific plan. Once completed, the workbook will be made available to the public.

Karen shared information with the group regarding the development history of the area by walking the Committee through several maps that highlighted the history of development within the project area. A map with [existing land uses](#) was also shared with the group.

Jonathan Borrego led the discussion regarding the City's 2004 [General Plan](#) and current [Zoning](#) maps. He explained to the group that the General Plan represents the long term vision and the Zoning reflects the uses that exist today. As a Charter City, Anaheim's General Plan and Zoning are not required to be consistent, unlike a General Law City. Throughout the City's corridors, including Beach Boulevard, the current General Plan concentrates commercial at major intersections and designates residential at mid-block. The current Zoning map reflects the existing land use patterns and designates commercial along the majority of the boulevard, which differs from the General Plan.

Karen then summarized the regulatory context for the area recapping the discussion on the General Plan and Zoning. She also discussed the need for other agency approvals for properties such as the Westgate site at Lincoln Avenue and Beach Boulevard and/or changes to the roadway which is controlled and operated by Caltrans.

During the planning context discussion, several of the Committee members asked questions pertaining to the material covered including:

- There is currently a motel up for sale. If it is sold, could the new owner keep operating it as a motel?
  - Based on the current Zoning Code, yes. However, through the specific plan process we may find that there are other uses that will be permitted and if properties are bought and sold after that point in time those uses may no longer be permitted.
- How much development can fit on the vacant property at the corner of Beach Boulevard and Lincoln Avenue?
  - The current entitlement of the site is for about 200,000 square feet of retail development but that doesn't mean that it is the only configuration for that property.
- It seems like there is a loop hole in the Zoning and General Plan since they aren't consistent? Will the General Plan be updated with this process?



- Yes, if the vision of the Specific Plan is different from the current General Plan, the Specific Plan and General Plan will need to be consistent and an update to the current land use designations will be processed.
- There was an article in the LA time today that talked about a new type of “redevelopment” that the Governor is proposing- is this something we can use?
  - Since this topic is new, it is something the project team will be following closely and keep the Committee updated as we learn more.

The market assessment was then presented to the Committee by Sherry Rudnak of BAE. The assessment is based on a previous market overview and feasibility analysis conducted by Keyser Marston Associates (KMA) that study is available [here](#). The market study is a tool to help inform a new land plan, potential financing for public improvements to the area, as well as phasing of those improvements. The study looks at three market areas: a one mile, three mile, and five mile radius from the intersection of Beach Blvd. and Ball Rd. It looks at projections out to 2019 and 2029. An overview of demographics including age, household size, income, education, employment, etc. was presented to the Committee. The market was also discussed related to residential, retail, and office development.

An overview of retail and other development requirements were also shared with the Committee. Sherry led the group through the various requirements retailers such as Trader Joe’s, Whole Foods, and Cheesecake Factory use when selecting a location. She also discussed what it takes for a current use such a motel property to be sold and potentially converted to another use.

During the market assessment discussion, several of the Committee members had questions pertaining to the material covered, including:

- What do retailers look for? Can we capture demand from other cities like Buena Park and Cypress?
  - The section called realizing retail in the [presentation](#) covered this material. The three mile radius includes some of these other cities.
- This is a heavily travelled road. Will retailers consider the amount of people that use the roadway?
  - Retailers consider these potential buyers the “cream on top”. If the area meets their initial criteria and has enough rooftops to support their business, then they may consider opening a location. Retailers generally do not rely on these travelers for sales.
- What about other commercial uses like office?
  - The market study shows that current office along the corridor are underperforming and have high vacancy rates, however, the general rule of thumb is retail follows rooftops, and office follows retail. So there is potential for office but the area may need to strengthen other uses first.



## BEACH BOULEVARD SPECIFIC PLAN

- The Packing House downtown is a unique and booming new development. Can we get one out here? What do you think is making it so successful?
  - The downtown area was strengthened by residential development over the past several years, The Colony and other residential projects brought a market base (rooftops) to the area.
- If commercial uses are continued in the Specific Plan area is there a way to exclude motels?
  - There are tools we can use to tailor the types of uses that will be permitted in the area and we can explore how they would be allowed (Conditional Use Permit, by-right, etc.) putting together the right guidelines and regulations will also guide how the building will interact with the street. We'll get into more of this in the Urban Design discussion in our next meeting.
- Members of the Committee expressed both the desire for more commercial and more residential in the project area. Some members felt that a new retailer such as Trader Joe's could help to revitalize the area. Other members felt that new market rate residential development would bring more residents to the area that would hopefully in turn make it more desirable to retailers down the road. Yet others felt that offices would give residents a place nearby to work and would then attract retailers to the area.
  - The group was not asked to come to a consensus on this. The note above is a recap of the discussion that took place.

The meeting provided time for members of the public to speak. Two members of the public were present but both said they didn't have anything specific. One public attendee thanked the group and commented that the presentation and discussion were very helpful.

The meeting concluded with a reminder regarding the next meeting on October 28, 2015 at the West Anaheim Youth Center from 6:30 pm to 8:30 pm. The meeting will continue to cover existing conditions. Topics will include Mobility, Urban Design, and Infrastructure. The Committee was also reminded that their homework is to spread the word about the website [www.improvewestanaheim.com](http://www.improvewestanaheim.com).