



CAC Meeting #5 | January 27, 2016 | 6:30 p.m. - 8:30 p.m.
 West Anaheim Youth Center | 320 S. Beach Boulevard | Anaheim, CA 92804

Meeting Summary

The fifth meeting of the Beach Boulevard Specific Plan Community Advisory Committee (Committee) took place on January 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](#)
- [Revised Draft Vision and Guiding Principles](#)
- [Pop-up Workshop #2 Summary](#)
- [Meeting #4 Summary](#)

The meeting was facilitated by Karen Gulley of PlaceWorks (the lead project team consultant).

Project Team Members in Attendance:

PlaceWorks- Lead Consultant:

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

Fehr and Peers- Mobility Consultant:

- Jason Pack- Principal
- Paul Herrmann- Senior Engineer

City Staff:

- Jonathan Borrego, Planning Services Manager
- 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 |



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Committee Members in Attendance (continued):

Jeff Weber	West Anaheim Residential Developer
Carol Judy	Anacapa Community Resident
Rod Pierson	Cherokee Senior Mobile Home Park Resident
Tiffany Welt	At-Large Seat
Shereen Ameri	At-Large Seat
Paul Cho	Illumination Foundation
Queen Kwembe	Project SAY (Save Anaheim’s Youth)

Committee Members Not Present:

William Judy	Anacapa Community Resident
Argus Lee	West Anaheim Commercial Developer
Denny Ahir	Motel Owner (Anaheim Lodge)
John Gupta	At-Large Seat
Max Aranki	Arab American Community Center
Todd Ament	Anaheim Chamber of Commerce
Javier Gonzalez	Anaheim Family YMCA

6 members of the public were also in attendance.

Karen Gulley reviewed the agenda for the evening and provided a recap of where we are on the project timeline. Gus Gonzalez spoke next and provided a recap of the Pop- up Workshop at the West Anaheim Tree Lighting Ceremony, an update on future outreach at three local high schools, as well as details on the upcoming CAC Housing Tour. Jonathan Borrego also announced that a City Council Workshop will be held in March that will brief the City Council on topics related to West Anaheim including the Beach Boulevard Specific Plan process and the motels. The Vision Statement for the Beach Boulevard Specific Plan, generated by the CAC, will be distributed to councilmembers at the workshop.

The topic for the evening was the Public Realm which included a discussion about the public-right-of way of Beach Boulevard—public realm refers to the portion of the right-of-way that extends from the front of the building on one side of the street to the front of the building on the other. Karen walked the group through the zones that comprise the public realm which include: the travel zone, pedestrian and landscape zone, and setback zone. She also went through the existing layout of Beach Blvd.

Next Jason Pack led the group through a discussion regarding the travel zone. This part of the presentation also looked at the existing conditions of Beach Blvd. He also discussed other considerations for Beach Blvd. which include Caltrans standards as well as a truck route designation. The CAC was asked to discuss future improvements such as mid-block crossings, bikes, and medians.



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Members of the CAC discussed several ideas for the travel zone:

- Some wanted to remove a travel lane and create a dedicated bike lane. While others did not want to change the number of lanes on Beach Blvd. due to concerns such as not wanting additional traffic on parallel neighborhood streets, especially since there are many schools in the area. The possibility of creating congestion and reducing the ability to travel at a high speed was also mentioned. And along the same lines many felt that Beach Blvd. is a regionally important roadway and that auto travel should be prioritized. The group was divided as others continued to point out that people riding bikes on the boulevard are already traveling in unsafe conditions and that by not providing a safe means of travel for them the existing issue regarding safety for all users of the street will not be addressed.
- Create consistency with a raised median down the length of Beach Blvd., eliminating mid-block turning lanes.
- Add more mid-block crossings. Assess locations based on school district boundaries and destinations on both sides of the street (transit stops, school locations, access points into neighborhoods, etc.).
- Improve existing crossings at intersections- explore new high visibility treatments.
- Consider an option like Wilshire Blvd. in LA with a dedicated bike and bus lane.
- Improve safety- what about a fence like Atlantic Ave. in Long Beach? The new fence to be installed by Caltrans should have some design treatment.
- Find a balance between making it safe without putting more traffic on our other streets. Study travel patterns in more detail to understand potential changes in travel patterns with improvements on Beach Blvd.
- Look at Oklahoma City. They are putting a focus on pedestrians and are working to make all of their streets people friendly.
- Consider Buena Park and Stanton - this is a 1.5 mile stretch. Does putting a bike lane on only this segment make sense? Bicyclists are using Beach Blvd. today. If a bike lane were installed, how would it connect to Buena Park and Stanton?
- Also consider transit, catching a bus here can be hard to do, especially if you have to cross the street to get to your stop.

The project team followed up throughout the discussion with additional information:

- The project team will start working with Caltrans soon to start discussions and see if there is flexibility in the standards.
- Initial observation of traffic pattern is that most of the vehicular traffic is driving through the area.
- Trade-offs: Keep in mind that any change will bring trade-offs, these could include more congestion around peak travel times, but could also provide benefits such as more visibility to businesses in the area, and slower traffic could mean a safer environment for pedestrians and cyclists. Just as the continuation of raised medians could increase safety, however, it will mean drivers will have to go up to a light to make a U-turn.



BEACH BOULEVARD SPECIFIC PLAN

- Caltrans has proposed a fence for a portion of Beach Blvd.- staff will bring more information to our next meeting.
- Caltrans has also proposed an additional signalized crossing at W. Stonybrook Drive and Beach Blvd. staff will also bring more information on this project to the next meeting.
- At the request of the CAC an exhibit will be created highlighting the existing crossings for our discussion at the next meeting.

The Committee prioritized 3 of items from their discussion:

- High visibility crosswalks with decorative treatment
- Median continuity
- Safety, such as the fence to prevent jaywalking

Peter Quintanilla led the group through the pedestrian/landscaping and setback zones. This part of the public realm looks at the sidewalk and private property setbacks. The pedestrian/landscaping zone includes things like benches, trees, utility boxes, bus shelters, etc. Existing conditions were discussed and the group started to brainstorm some things to consider.

Ideas for the Pedestrian/Landscaping Zone included:

- Undergrounding of the poles and powerlines, even if you successfully navigate your way through them on the sidewalk you still have to look out for perched birds above.
 - While this is a good idea and something Public Works is looking into it will be a very expensive and difficult task because Southern California Edison is also a part owner of the utility poles with large transmission lines that run through the area. Since they do not service Anaheim they do not have incentive to underground the poles nor can they benefit from rule 21 money. The City is discussing this and we will keep you updated.
 - Undergrounding the utility poles was a high priority for CAC members.
- Reposition items that are currently in the way, for example boxes and bus shelters.

Next the group talked about the setback zone. Existing conditions on the street vary. Examples that were discussed included the WalMart parking lot and CVS site. Residential examples included some of the existing apartments along Beach Blvd. and what could be done in their setback area or even on the building façade to create a safer friendlier environment. Peter also walked the Committee through a discussion of frontages—the architectural features of the building front, such as a stoop, terrace, or forecourt. He also spoke about the concept of eyes on the street—giving the impression that someone is “watching” the street through design features such as entry doors, visible yards, and the windows of the most active rooms in a home like the living room or kitchen.



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The Committee discussed several topics related to the Setback Zone and Building Frontages:

- Is there a City standard for parking lot lighting (i.e. a lumens requirement)? If not could we put something like that into this plan?
 - There is not a City standard and this could be considered for the specific plan.
- CVS landscaping doesn't add to the street and even the residents have tried to work with the store to get trees, bushes, etc. trimmed. Their drive-through is also a concern. Parking requirements factor into a lot of the commercial sites which is what might have factored into the design of CVS. Can we fix it and prevent it from happening on other properties?
 - Yes the specific plan will provide regulation of setbacks, parking, and standards for landscaping.
- Won't the building frontages depend on the type of street? If Beach Blvd. remains a highway wouldn't building designs be different?
 - Absolutely and that is where a type like the terrace could work.
- The terrace frontage seems like an interesting type that could work on Beach Blvd. It has recently been done in Costa Mesa on 17th and Superior, which is a very busy intersection. It works well and looks good. Also like the forecourt.
- The setback standards should consider the feasibility of development. Although these frontages look nice they may not work for infill development if the setbacks are too high. Builders have to use every sq. ft. to make a project pencil out. If the standards propose something like a 20' setback new development won't be possible. Buyers should also be factored in too, right now it would be impossible to sell a unit facing Beach Blvd.—people want more privacy and security.
- We should also be thinking about mixed-use and professional buildings. If we could attract more people to work here they will support more services and restaurants.
- The hospital is also a big opportunity and many people who work or visit the hospital leave the area for a meal.
- One of the biggest problems with Beach Blvd. is that nothing faces the street. Ventura Blvd. in LA is a good example of a busy street where residences and businesses actively face the street and the neighborhoods have easy access to the corridor.
- Buena Park is also a good example of night life and restaurants creating eyes on the street because so many people are out and active on the Beach Blvd.

Due to engaging group discussions the meeting ran out of time to get through the entire presentation so the discussion regarding branding and signage was held and will be carried over to the next meeting.



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Public Comments:

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

- Beach Blvd. seems like a mish-mash of things. As a resident and homeowner I would like to see more cohesiveness. Luckily we still have fairly high housing values although my family often considers moving because we go out of this area for everything, residents here have no place to shop or restaurants. We go to downtown Fullerton and Brea. Beach Boulevard needs to have a safe bicycle facility that is accessible to residents.
- Question for Staff: you mentioned a meeting with Caltrans? What discussions have already taken place and when will the meeting be? Could you please provide more details?
 - We are just beginning the process and have only had informal conversations with the local Caltrans representative. There is nothing scheduled at this time but we anticipate scheduling a meeting in the near future.
- I think you'll have a difficult time getting anything to change on Beach Blvd. without undergrounding the power lines and removing the utility poles. That should be a priority. Also as an avid cyclist (5 time iron man) and local resident Beach Blvd. is not a place to put a bike lane and I don't want to see reduced traffic capacity.
- A short discussion also took place regarding riding a bike on the sidewalk and the Project Team confirmed that while it is not encouraged it is technically not illegal to ride your bike on the sidewalk. The ability and safety of doing so given the existing conditions in the sidewalks was a point of discussion.

The meeting concluded with a reminder of the CAC Housing Tour on February 6th. Details will be e-mailed to the CAC. The next meeting for the CAC will be March 23, 2016 at the West Anaheim Youth Center from 6:30 p.m. to 8:30 p.m.