



CAC Meeting #6 | March 23, 2016 | 6:30 p.m. – 8:30 p.m.  
 West Anaheim Youth Center | 320 S. Beach Boulevard | Anaheim, CA 92804

## Meeting Summary

The sixth meeting of the Beach Boulevard Specific Plan Community Advisory Committee (Committee) took place on March 23, 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](http://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
- David Gottlieb, Community Investment Manager

### Committee Members in Attendance:

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



Committee Members Not Present:

Argus Lee	West Anaheim Commercial Developer
Carol Judy	Anacapa Community Resident
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 (Save Anaheim's Youth)
Todd Amet	Anaheim Chamber of Commerce
William Judy	Anacapa Community Resident

An overview was given of recent outreach including the housing tour, high school workshops, and developer roundtable. The housing tour took place on February 6<sup>th</sup>; five Committee participated, and an option for a self-guided tour was available. The purpose of the housing tour was to give the Committee ideas of possible residential developments in the project area.

Ongoing mobile workshops with high school students started in February with Western High School, which took place on February 25<sup>th</sup>. The AP Government/Economics class engaged in an activity to design a parcel at the corner of Beach Boulevard and Ball Road. Future workshops include Savanna High School on March 24<sup>th</sup> and Magnolia High School on April 21<sup>st</sup>.

The Developer Roundtable took place on February 26<sup>th</sup> at the PlaceWorks office in Santa Ana. There were representatives from ten companies that included residential, office, and retail developers and brokers. Key members of City Staff as well as Mayor Tait attended. The discussion revolved around what uses could be viable on Beach Boulevard, opportunities for residential development, and ideas to make Beach Boulevard an appealing place as a place to invest. Important themes that resulted from the developer roundtable included:

- Aesthetics and utility undergrounding are key improvements
- Motels on Beach Boulevard need to turn over to a higher and better use
- Beach Boulevard needs a brand
- Crime and homeless community are critical issues than need to be addressed
- A discussion of the current residential market as well as current and future buyers

Next, Jonathan Borrego gave a recap of the City Council workshop on March 3<sup>rd</sup>. A video of the workshop can be found [online](#). The workshop included an update on the Specific Plan project status as well as a discussion of potential motel strategies. During the workshop, the City Council made it clear that investment along Beach Boulevard and the West Anaheim community should receive as much attention as the Platinum Triangle and Disneyland Resort areas. There have been large public investments and lots of incentives and direction to think big in regards to options and improvements for the corridor and the Council is in support of a plan to create change.



The workshop also gave an update on how to develop a strategy to stop the negative effects of motels. The city will report back in 60 days on how to address illegal activity and code enforcement violations. Anyone interested in ideas for strategies on how to address these issues are encouraged to watch or listen to the [workshop](#). Some ideas include:

- Create a quality rental housing program similar to the program already in effect for rental housing in the City
- This would allow code enforcement staff address to the living conditions of motels, similar to apartments, since many of the motels provide rentals longer than 30 days and operate as long-term housing
- Implement a motel permit program similar to the City of Chula Vista
  - The permit has to be renewed annually and ensures that they operate in a responsible manner
  - This could encourage alternative uses for motel owners

There are very few land uses that will encourage motels to convert to other uses. Lyndy’s motel was recently sold and a car wash is proposed to replace it.

Any program implemented by the City Council to deal with this issue will work together with the Beach Boulevard Specific Plan.

Next, David Gottlieb from the Community and Economic Development gave an update on the status of the Westgate site. A preliminary site plan was shared with the group and can be found in the [PowerPoint presentation](#). The Westgate disposition was approved by the state as well as all other land owned by the City. A Development Agreement with Zelman (developer of the site) is currently being negotiated. This site plan is currently entitled. The plan includes 300,000 square feet of retail/commercial uses, with the parking lot serving as the cap for the landfill. A more refined plan will go to the City Council and will also be available to community once it comes back from the developer and has been reviewed by City staff.

A Committee member expressed concern about this plan, saying that it is uninspiring and does not have vision. The plan includes big box stores and lots of parking, but the committee wants a more pedestrian friendly area that has more of a “flow”. David said there will be a public plaza area at sites E, F, G, H, and I (see site plan). Others, like site B, could be a food store.

David further explained that the economics of the area and cost of building on the landfill will ultimately determine what is built at the Westgate site and when, but the City and developer are working to balance costs with sales tax revenue and community needs. The developer recognizes that retail has changed in the last few years. The site could include less retail or other commercial uses, currently the site is planned for the maximum use, but that could be reduced. Site A includes 126,000 square feet, but since the market is different from when the preliminary site plan was proposed it is likely that the site will not have just one user. Ultimately, there will



be flexibility in the site, but market and rents will be a large deciding factor about what goes there.

### Land Use

Next the group moved on to the discussion of potential land use changed for the area. Karen reviewed the degrees of consensus with attendees as a reminder that the Committee was not being asked to vote or come to an agreement on land uses but rather that everyone was encouraged to express their ideas and provide feedback on the options presented.

The General Plan was used to set the stage, and attendees were asked to focus on key changes and big ideas, not a parcel-by-parcel discussion. For Beach Boulevard, it was suggested that the corridor be broken into two or three districts and each will be considered with a focus on future potential. By breaking the corridor into districts, it will help create a plan that has tailored uses and standards. The Committee indicated that this idea was a good starting point.

Next, Karen walked the group through the proposed areas of change starting with midblock motel sites along Beach Boulevard. The current zoning for the motel lots is commercial. The current General Plan designations of up to thirteen dwelling units per acre doesn't work to incentivize change. Yield studies have been prepared to see what housing types will fit and what density is needed to make them feasible. The suggestion was made that perhaps the density should be more like 30 to 36 dwelling units per acre. Karen reiterated that the Specific Plan guides form and use, and that the Plan will address how to relate new buildings to existing single family residences.

The Committee went through a few example projects that were visited on the Housing Tour to see how/if they could be implemented on Beach Boulevard. Some recommendations and concerns about these ideas included:

- Suggestion that instead of setting height restrictions, set based on stories
  - In order to add an architectural element, more than 35 feet would be needed
- Concern about the cost of the motel sites and whether they would convert at this density
  - Incentives to make this use viable could include:
    - Land assembly
    - Code enforcement
    - Reduced permitting cost and time
  - How do we make this market feasible?
- Parking would be an issue
  - Suggestion to have it self-parked- street parking on Beach Boulevard is prohibited
- Could the hotel uses stay if they were improved?
  - Like the Buena Park Hilton
  - A Hilton would probably not be feasible, but another hotel that is nicer than current motels could be
- Concern about who would want to live in the 3 story buildings



- Millennials are likely demographic
- An example of this type of housing can be seen on Anaheim Boulevard, it has been around for about 15 years and has been very successful
- The demographics for the city would probably support this
- Worries that tall hotels or townhomes would be looking down into single family residences
  - There would be development standards preventing very tall buildings, but even a 2 story home is looking into someone's yard
  - Setbacks, side on, landscaping, and other tools can be used to create more privacy
  - Windows can be street facing instead of looking at single family residences behind parcel and/or can be placed for privacy while still providing natural light
- Will adding residential have an impact on school districts?
  - School enrollments are down
  - Council met with Centralia school district earlier in the week and they were excited to hear that more residential could be added to the area

Next, the group moved on to office uses. An option was presented to create a residential overlay at Orange Avenue and Beach Boulevard; the medical office use could stay but if the owner and market wanted, but it could convert to residential in the future through implementation of the overlay.

- There was concern about including more apartments in this area, and a statement was made that “apartments tend to draw more low-income residents, which doesn't fit the vision for the future Beach Boulevard.”
  - However, the team explained that the opposite is happening in the market, such as Stanton Plaza up the street which forced nearby apartments to upgrade in order to compete.
- The Committee also wants to see new development that will fit the neighborhood, look good, and stand the test of time.
- Another concern for more residential is that there is already a lack of areas for residents to shop.
  - While one area of the plan may discuss adding residential, there is another area of the plan that is considering retail and commercial uses which are discussed later in this presentation.
- It was also discussed that the existing parking garage could be maintained or integrated into a new residential project.

The next land use change introduced a mixed-use overlay at the corner of Beach Boulevard and Lincoln Avenue on two corners across from the Westgate site. These areas include the existing Wal-Mart and Goodwill as well as the parcels across Lincoln including a site owned by the City, an existing car wash, two motels, and existing retail. Implementing an overlay will not make the existing uses non-conforming.



The Committee also brought up open space, asking how that would be integrated. The point was made that denser housing won't provide individual yards and residents will need outdoor space. Paying in lieu fees won't fix this. Another Committee member offer that millennials like public open spaces better than private backyards.

Another member asked if additional office uses were considered. The market study for office in this area indicated that demand is weak. Still, if the land is zoned as mixed-use or commercial, it would allow office, so there is flexibility.

That led into a discussion regarding commercial use. Karen suggested maintaining the General Plan focus of commercial uses at major intersections, which is consistent with the uses at Beach and Ball, Beach and Lincoln, and Beach and Orange. The Beach Boulevard and Ball Road intersection could be a good opportunity for reinvestment. Property owners are currently being contacted. A Committee member made the comment that, "current commercial uses include things like a car wash and junk yard; residential uses are held to higher standards than commercial uses, and that needs to be changed." The group agreed that holding commercial uses to higher standards could certainly revitalize the market.

### **Branding**

The Committee was then asked about how to brand Beach Boulevard. Garden Grove was used as an example since it "borrowed" its brand from the Resort area of Anaheim. There is a possibility to draw some branding from Buena Park, like the lights around the trees. It was noted by the Committee that the lights make the area stand out, make it well-lit, and more safe. Jonathan reported that the Mayor's office is currently working with all of the Beach Boulevard cities from La Habra to Huntington Beach regarding the creation of a brand for Highway 39/Beach Boulevard.

One idea presented for the branding of Anaheim's segment of Beach Boulevard was to preserve and repurpose old motel signs. Some of the Committee members expressed concerns that the signs do not represent the things that are good about their community. Several referred to the signs as "sleazy". A few followed up that even if they were repurposed, their original use would be hard to get past. Some liked the idea of saving the architecture and history of the area, but thought that maybe they could be used in new development not within the medians as the theme for the area.

Other branding ideas included intersection treatments, unique cross-walks, and street furniture. City staff encouraged the Committee to submit ideas and examples to come up with a theme for the area- we have a blank slate and certainly don't have to draw from the past. The Arbor on El Toro Road in Lake Forest was also brought up as an example.



# BEACH BOULEVARD SPECIFIC PLAN



### Public Comment

The meeting was then opened for public comment. There were six community members present. One community member said that they liked the idea of Beach Boulevard being taken over by city from Caltrans. They would like to see the Beach and Lincoln and Beach and Ball intersections as hubs with more “mellow in the middle.” Other community members stated disapproval for the Westgate site, expressed concern that special paving treatments won’t hold up to the heavy use of Beach Boulevard, and liked the idea of collaboration with other communities to revitalize Beach Boulevard.



The meeting concluded with a reminder that there would be no April meeting, and that the next meeting would be on May 25<sup>th</sup> at the same time and place. An announcement was also made to attend the WAND BBQ on May 14<sup>th</sup> from 10am to 4pm at Twila Reid Park, the Specific Plan project will have a booth at the event.