



Spring 2016

Overview

As part of the Community “Pop Up” Workshop series, the Beach Boulevard Specific Plan (BBSP) project team conducted a series of workshops at three high schools in West Anaheim with students in AP Government/Economics classes and a “Friday Night Live” after school club. The objectives of the workshops included the following:

- Introduce the topic of urban planning
- Provide an overview of the project
- Provide a basic understanding of the role of local governments in balancing the needs of the community with the demand of the local economy
- Receive feedback from the youth population in West Anaheim, who represent approximately half of the population within a mile radius of the specific plan area. This age group has been active on the www.improvewestanaheim.com survey.

The project team consisted of the following individuals:

- Gustavo Gonzalez, Senior Planner, City of Anaheim
- Kevin Clausen, Planner, City of Anaheim
- Suzanne Schwab, Assistant Project Manager, PlaceWorks
- Laura Muna-Landa, Senior Project Manager, Arellano Associates
- Ariel Alcon Tapia, Assistant Project Coordinator, Arellano Associates

The project team conducted the following workshops:

Date	School	Classroom Audience
February 25, 2016	Western High School	2 nd Period Senior AP Government/Economics Class
March 24, 2016	Savanna High School	2 nd Period Senior AP Government Class
April 21, 2016	Magnolia High School	Friday Night Live After School Club

The mobile workshops consisted of a presentation starting with project team introductions. The team emphasized educational background and work experience in the urban planning and community outreach fields with the goal of providing the students with some insight regarding higher education and career options.

To introduce the students to the field of urban planning, a two-minute YouTube video by the American Planning Association titled “*The Future Belongs to Those Who Prepare For It*” was shown. The [video](#) shows a young planner looking at an empty lot and envisioning the possibilities. The video featured a montage of steps that are needed to make the vision a reality including obtaining community input, technical specifications and implementation.

A brief project overview was provided to the classes. The project team also provided a brief overview of two existing reports prepared for the BBSP (the Community Outreach Report and Market Analysis) outlining the priorities of the community and the market demand for development in the project area. Prior to the workshops, teachers also prepared the students by reviewing the two reports.



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Following the project overview, the project team had the class participate in a group exercise that asked the students to envision the future of their community. Each group was asked to design a site along Beach Boulevard. They were asked if a new land use such as housing, retail, office, public spaces, mixed-use and other types of community features would improve the area. Students were also asked to consider the trade-offs between the needs of the community and the market demand. The students were provided a large print out of a conceptual blank site on the southeast corner of Ball Road and Beach Boulevard. Next, they were asked to work together to draw and list what types of development they would like to see on the site in the future. The project team was on hand to engage the students and answer questions during the activity.

After the groups decided priorities and finalized their site plans, a student representative from each group presented their plan and vision to the classroom. The students then asked questions and provided feedback on their ideas. Although each class and group had a unique take on the area, all groups envisioned development that provided a sense of place where people could socialize. Overall, students were enthusiastic to engage in an activity that would directly impact the future of their community.

Workshops and Feedback

Western High School

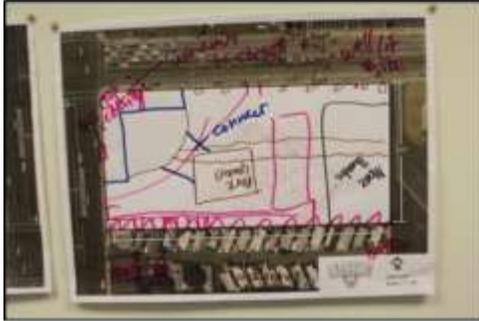
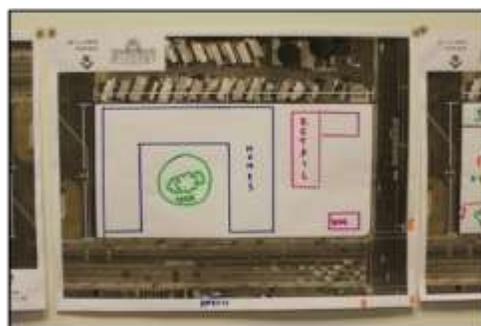
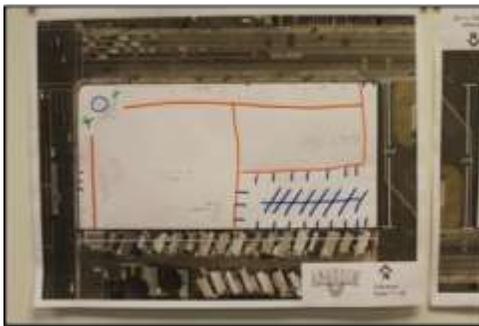
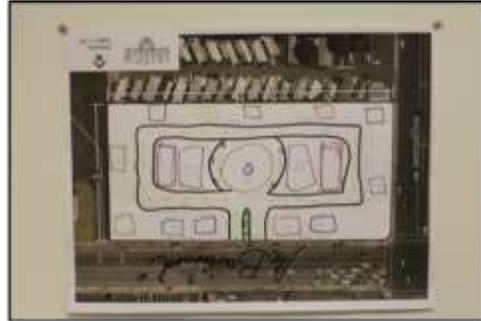
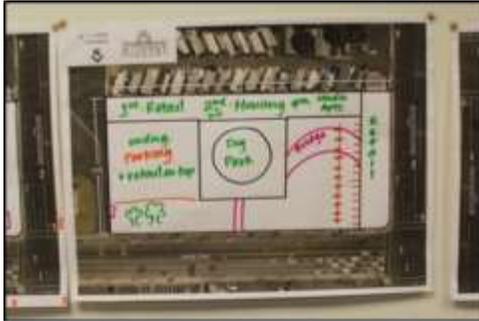
At the Western High School workshop, approximately 25 students participated in the presentation and activity. The classroom teacher confirmed that he reviewed the project's community outreach report and market analysis before the workshop and that his students were well-aware of the background. The students at this high school were particularly interested in the project due to the close proximity to their homes and school. They knew the area very well and were able to identify the blank site plan during the group exercise. During the group presentation portion, all the groups appeared to be proud of their conceptual designs. The students cited safety and the transients that roam Beach Boulevard as a concern. The priorities the students listed focused on housing, retail space and creating a sense of place.

High School Workshops



BEACH
BOULEVARD
SPECIFIC PLAN

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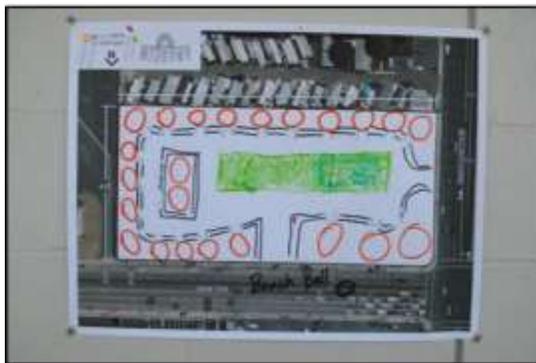
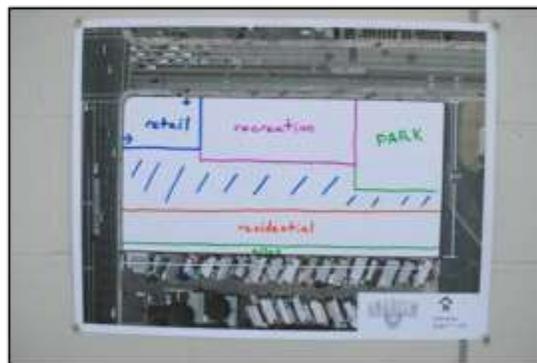
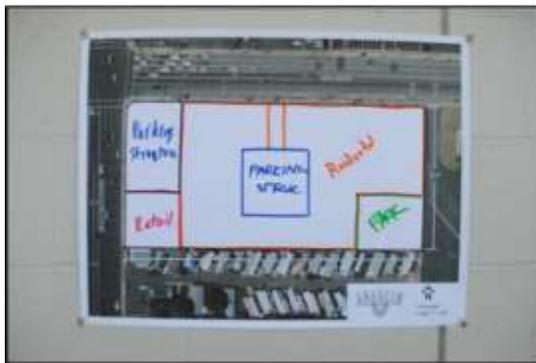
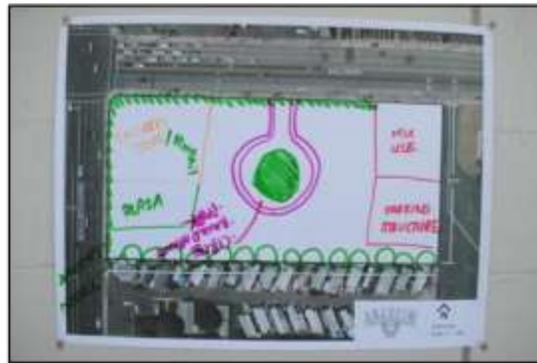
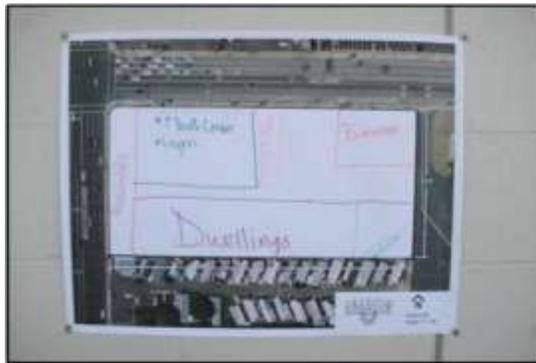


High School Workshops

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Savanna High School

At the Savanna High School workshop, approximately 24 students participated in the presentation and activity. Due to the increased distance of the high school's location to Beach Boulevard, the students appeared to be unfamiliar with the businesses currently located at the corner of Beach Boulevard and Ball Road, but nonetheless the students asked many questions about the current site and how to incorporate residential and retail opportunities. Similar to Western High School, the students were conscious of the community outreach report and market analysis that cited a high demand for residential and moderate demand for retail during their presentation. Similar to Western High School, the priorities the students listed focused on housing, retail space and creating a sense of place.



High School Workshops

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Magnolia High School

The Magnolia High School workshop was provided to the “Friday Night Live” after school club. The group consisted of seven students who volunteer their time to community service including trash clean ups, mentoring and community safety among other activities. During the presentation, the students had several questions on the project specifics and the market analysis data. Many, if not all the students, knew the specific plan boundaries and the issues surrounding the neighborhoods. Two groups participated in the site plan exercise. The students took into consideration the high demand for housing in the future in their plan. They also looked at the transient and motel situation that is currently in place along the boulevard. Similar to the other high school workshops, the priorities the students listed focused on housing, retail space and creating a sense of place.

