



CAC Meeting #7 | May 26, 2016 | 6:30 p.m. – 8:30 p.m.
 West Anaheim Youth Center | 320 S. Beach Boulevard | Anaheim, CA 92804

Meeting Summary

The seventh meeting of the Beach Boulevard Specific Plan Community Advisory Committee (Committee) took place on May 26, 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](#)

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:

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

Committee Members in Attendance:

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| Amanda Edinger | West District Neighborhood Council |
| Esther Wallace | West Anaheim Neighborhood Development Council |
| 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 |
| Nathan Zug | Anaheim Religious Community Council |
| Leodegario Barcenas | West Anaheim Apartment Resident |

Committee Members Not Present:

| | |
|------------|-----------------------------------|
| Argus Lee | West Anaheim Commercial Developer |
| Carol Judy | Anacapa Community Resident |



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| 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 Ament | Anaheim Chamber of Commerce |
| William Judy | Anacapa Community Resident |
| Javier Gonzalez | Anaheim Family YMCA |
| Tiffany Welt | At-Large Seat |

Gus gave the group an overview of recent outreach events including the High School Pop-Up Workshops as well as the WAND BBQ Pop-Up Workshop. A summary of these workshops can be found on the Community Workshops [webpage](#).

He noted the final High School outreach, which took place on April 21st at Magnolia High School. The Project Team met with the school’s Friday Night Live club. The student’s participated in the same exercise—to design a parcel at the corner of Beach Blvd and Ball Rd—that had also been used at Western and Savanna High Schools.

The West Anaheim Neighborhood Development (WAND) Western Barbeque took place on May 14, 2016. The Pop-Up workshop engaged the public in a couple of activities that provided the project team with additional input for the Specific Plan. A summary of the event was distributed to the Committee and is also available on the Community Workshop [webpage](#).

Next, Gus also gave an update on pending projects in the area. The first item discussed was the addition of a skate park to Schweitzer Park. The Community Services Department is currently working on implementing the park improvement and a preliminary visual simulation of the skate park was shared with the group. The second update covered the Westgate site and the northeast corner of Beach Blvd and Lincoln Ave. The project team let the group know that Community and Economic Development Department was still working with the developer (Zelman Corp.) to refine the site plan and that the City will continue to keep the Committee updated as they get further along in the process.

Karen then led the group through the main topic of the evening, the [proposed land use plan](#). Overall, eleven land use designations are proposed for the Specific Plan area. Many of the designations are similar to uses that are provided in the City’s General Plan, but others are new zones. Each land use designation description was shared with the Committee and then a preliminary set of development and design standards for each were also discussed. The recap below follows the [PowerPoint presentation](#) shared with the group, bulleted text summarizes the Committee’s discussion regarding each proposed designation and accompanying set of standards.



Low-Medium Residential

Provides for attached single-family, multifamily, and mobile homes between 6.5 and 18 dwelling units per acre. Proposed development standards for this designation reflect the City's current Zoning Code.

- How about height- is 40 feet current code?
 - Yes, we can look at reducing it but we don't anticipate anyone building to that height especially with the design requirements when properties are located adjacent to single family residential zones.
- What about revised parking standards for this designation? Isn't the City doing a study?
 - Yes, the City conducted a study to reduce parking standards for non-residential uses. For residential we are looking at small lot and private street development standards, not at single-family. At this time the City's parking standards for this designation seem appropriate. For commercial uses the study found that retail establishments are over parked including centers that have a high number of food uses. The revised parking standards will be going to Council soon for approval.
- What about requirements for garages?
 - The standards of the plan will include requirements for garages for new development. The standards discussed today are high level and include setbacks, height, and parking.

Medium Residential

Provides for quality, well-designed multifamily living environments. Allows for density between 18 and 36 dwelling units per acre. Proposed development standards for this designation reflect the City's current Zoning Code.

- Why up to 36 dwelling units per acre? We already have too many apartments.
 - This designation was kept in existing locations and only added over motel sites. You may remember from our last meeting that a developer would actually need a density greater than this to make a project viable on a motel site. We are hoping that by getting the density a little higher (currently the General Plan designation allows for 13 du/ac maximum) and with some incentives from the City, these properties will transition to a residential use over time. At the City Council Meeting about a month ago Councilmember Murray asked staff to put together a package of incentives to get properties in West Anaheim to start to turn over, these incentives will close the financial gap between the density and high land values in the area. It is also important to note that either apartments or condominiums could be built at that density.
- Is there a correlation between this designation and affordable housing?
 - No. The Specific Plan will not designate sites specifically for affordable housing, only for different development densities/intensities.
- If developers are interested in pursuing projects here what would we expect as far as a low income project?



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- Affordable housing is allowed everywhere in the City, it's hard to say how much interest we'll get for it here.
- How about Community Space? Will new development be required to provide community space? An example to consider is Cherry Blossom.
 - Typically, we require open space (outdoor), both common and private, but we could include indoor spaces in the Specific Plan. For example, balconies are considered private open space. The code currently requires about 200 sq. ft. per unit for apartments. We could include a required percent of private common space for new development but we'll need to make sure that it is realistic. We'll continue to work on this for the Specific Plan.
- What is being done to bring the motels up to standards (code)?
 - City Council recently had a workshop that provided an update on the Specific Plan as well as an overview of motel conditions throughout the City. The worst motels are not on Beach Boulevard. We also had BAE (the economics consultant on this project) conduct a motel study for Beach Boulevard. The study will be made available to the public soon. We have found that on-site management makes a difference. Staff's recommendation to council is to start a quality assurance program that would allow code enforcement to inspect motel properties, similar to the City's quality rental housing program. Code action will require a bad condition on the premises be addressed. The plan right now is to roll the program out in two phases. The first will focus on motel properties that operate as long term housing- so Beach Boulevard is a location that will be included in phase one. The quality motel inspection program addresses short term problems and clean-up, things a Specific Plan won't fix. Phase two is the long-term plan for those properties, based on the new zoning in the Specific Plan. The City will be conducting outreach with motel owners to start the conversation about what the Specific Plan will mean for the future of their properties and the opportunities that it will bring.
- Have you checked with any of the "good" motels regarding the tourist activity they get?
 - Yes, the hotel study we mentioned identified four (4) hotels that are operating as legitimate motels, meaning they pay transient occupancy tax (TOT) and advertise on travel websites. These "good" motels are within a designation called Commercial-Residential (see below). Most of them are national chain/brand name operators.
- Will this designation allow the motels to stay? Do they have Conditional Use Permits (CUPs)?
 - It will make the motels a legal non-conforming use. This means they can continue to operate but they will not be able to expand and if they were to shut down for any reason they would not be allowed to reopen. Many of the motels have CUPs but they were approved a long time ago and don't include the types of conditions we do today. We can also consider putting the conditional standards that would go into a CUP into the Specific Plan.
- For the standards pertaining to side, rear, and front setbacks, developers will think of creative ways to position the buildings that you may not be intending.



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- We are being careful to consider this, especially for new buildings adjacent to single-family residential zones.
- A few members of the committee also expressed concern over the possibility of this designation bringing more apartments to the area. The group talked about the nature of apartment development and the types of operators the City sees today. It has changed considerably and most are long term institutional investors, not the individually owned buildings that are currently in the area. New development will also command higher rents and will provide additional amenities.

Mixed-Use

Located on three corners of Beach Blvd and Lincoln Ave, this designation will create a hub of activity adjacent to the Westgate site. This area will be the highest intensity along Beach Boulevard- think of it as a flex zone. Standards include a minimum project size to increase lot consolidation but it does not require every building to be a mix of uses. The standards allow for development to mix uses in a vertical or horizontal configuration and do not require ground floor commercial/retail use. Right now we are proposing 2-4 stories, but we'll revise that to 1-4 so that the designation can accommodate a single story restaurant. Other standards for this area require buildings to front the street and to locate parking to the side, rear or underground so that pedestrians will have better access. We do not want to create another condition like Wal-Mart that sits back over 200 ft. on the property and has a sea of parking along Beach Boulevard. Special design standards are also required for areas that are adjacent to single-family homes.

- Who is responsible to find tenants? It seems like the City operates in a reactive and not proactive manner- if you were a business who would you go to?
 - For a developer to get financing they will have to have a list of tenants "signed-up" so that would be somewhat worked out before construction would begin.
 - Another idea is that we could include a goal statement in the Specific Plan that identifies the type of business the community would like to see in the area. At the next meeting we'll also go over permitted and prohibited uses which will give more certainty to the type of businesses that will be allowed here.
 - The Community and Economic Development (former redevelopment agency) partners with Planning, for instance we are working on a marketing plan with the Community and Economic Development for the West Anaheim area.
- I am disappointed in a car wash going in on the Lyndy's site. How can that happen in the middle of our Plan? What about other undesirable uses?
 - It may be surprising but a self-serve car wash is one of the few businesses that pencils out on a motel site given the property value and expected earnings. The Specific Plan will likely be adopted in early 2017 but we would have to enact a short-term moratorium on development and that probably isn't going to happen. The other thing to consider, however, is that once the car wash is built it is unlikely this area will get another since the market probably won't support it.



Commercial

The Commercial Zone anchors the Specific Plan area at major intersections. It allows for large-scale commercial uses, entertainment, and commercial recreation as well as smaller scale shopping, dining, and services. This designation proposes a new parking standard and several other development standards that vary slightly from the current Zoning Code, such as a stricter height limited for the Specific Plan area.

- No discussion

Commercial-Residential

Allows flexibility for parcels that could transition from commercial to residential or a mix of uses. Similar to the Commercial Zone but also allows for Residential development (similar to the Medium Residential Zone).

- No discussion

Office

Allows for a variety of small-scale office uses, such as legal, insurance, and real estate services, as well as medical or dental offices and other supportive services. Covers one parcel that is an existing, well maintained office use.

- No discussion

Office-Residential

Allows flexibility for parcels that could transition from office to residential. Standards combine the Office and Medium Residential designations.

- No discussion

Other Uses

Other use zones include Park-Open Space, Public, Institutional-Low, and Water-Flood Control. These designations memorialize existing uses including Twila Reid and Schweitzer Parks, the West Anaheim Medical Center, West Anaheim Youth Center, and flood control channel. Standards for these designations are consistent with the Zoning Code with the exception of the Institutional-Low designation which will have a lower floor area ratio than the City's current Public-Institutional designation allows.

- Do we know if the medical center plans on expanding?
 - We talked to them during our stakeholder interview phase and they currently have a lot of capacity and do not anticipate needing to expand. They may take over the adjacent office building to offer a residency program but that won't require new development or increase the number of hospital beds.
- Will there be any designated parking areas? Do all uses have to support their own parking?
 - Uses will be required to meet the parking requirements on-site. However, shared use parking agreements (with adjacent or nearby uses) could be explored and there is definitely an opportunity for that with the underutilized parking garage. We'll make sure that the Plan allows for shared parking.



BEACH BOULEVARD SPECIFIC PLAN

- What about museum uses? Or a public art attraction to bring people down from Buena Park?
 - We can definitely encourage public art and allow for museums as permitted uses in appropriate designations.
- Are there any updates on undergrounding the power lines?
 - Yes, there has been a lot of recent activity regarding the utility poles.
 - Councilman Brandman asked staff to look at two areas of the City that both have Southern California Edison (SCE) and City transmission lines to work with SCE to set up a plan for undergrounding them.
 - Yesterday, the Underground Conversion Subcommittee met to discuss the five year plan, unfortunately Beach Boulevard came in second place and the lines on Anaheim Blvd and La Palma Ave were put into the plan because they already have funding secured.
 - The City also met with SCE and they were open to setting up and undergrounding district but they want the City of Anaheim to pay for it, so there is still more discussion that will have to happen.
 - We also have to consider that there are lines on both sides of the street and they are a special kind of line that is more expensive to underground- the estimate for Beach Boulevard is \$10.5 million.
 - Since the project ranked second for the City's undergrounding committee we are hopeful that it will make the cut for next year's five-year plan.
 - Undergrounding the poles will give us a lot more flexibility with the sidewalk, and provide room to add additional light poles. However, the City will be retrofitting existing light poles with LED fixtures soon which will provide a brighter light with a wider footprint.

Public Comment

The floor was open for public comment during the last ten minutes of the meeting. The discussion included:

- Longtime resident: Thanks for the good work but it is disappointing to see that only 8 members of this 20-member committee attended tonight's meeting. I was also at the last meeting which only had about 10 members in attendance. As for the car wash, don't forget it still has to go through Planning Commission so the community will have a chance to voice any concern they have.
- Member of WAND committee: Not happy with the proposed land use map, would like to see more parks, opportunities for kids and seniors. Consider a 3-mile circulator that could provide service to seniors. A swimming pool would also be a nice amenity out here. Please consider all of these to help keep our kids out of gangs, they need a safe place to go.
- Member of WAND and long-time West Anaheim homeowner: Agrees with recreation for kids and would like to see another use on the batting cage site as it is too noisy for nearby residents. And also thank you to the group.



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- CAC: Yes, need to consider open space requirements or maybe in-lieu fees/ incentives for parks in the area. Could the Youth Center be used for senior activities during the day when kids are in school?
 - We can work with the Community Services Department and will check with them regarding senior use of the Youth Center.

Next Step and Administration

The meeting concluded with a reminder that the next meeting is tentatively scheduled for the end of June and Gus will follow up with the Committee regarding the date. The next meeting will cover permitted/prohibited uses and signage.

The Committee and public were also invited to join the Planning Commission workshop on June 13th at 5 p.m., the project team will give the Commission an overview of the proposed land use plan. The workshop will be held in City Council Chambers located at 200 S. Anaheim Boulevard.