



CAC Meeting #9 | November 2, 2016 | 6:30 p.m. - 8:30 p.m.
 West Anaheim Youth Center | 320 S. Beach Boulevard | Anaheim, CA 92804

Meeting Summary

The ninth and final meeting of the Beach Boulevard Specific Plan Community Advisory Committee (Committee) took place on November 2, 2016 at the West Anaheim Youth Center at 320 S. Beach Boulevard in Anaheim. The meeting was held from 6:30 p.m. to 8:30 p.m. and was open to the public. Dinner was provided to those in attendance as a thank you for their commitment to the Committee and the West Anaheim community.

The agenda and presentation are available through the project web page www.anaheim.net/improvethetheboulevard, 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
 Jamie Lai- Traffic and Transportation Manager

Committee Members in Attendance:

Amanda Edinger	West District Neighborhood Council
Esther Wallace	West Anaheim Neighborhood Development Council
Rod Pierson	Cherokee Senior Mobile Home Park Resident
Leodegario Barcenas	West Anaheim Apartment Resident
Tiffany Welt	At-Large Seat
Shereen Ameri	At-Large Seat

Committee Members Not Present:

Argus Lee	West Anaheim Commercial Developer
Carol Judy	Anacapa Community Resident
Denny Ahir	Motel Owner (Anaheim Lodge)



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Cynthia Hall	At-Large Seat
John Gupta	At-Large Seat
Max Aranki	Arab American Community Center
Paul Cho	Illumination Foundation
Queen Kwembe	Project SAY (Support Anaheim’s Youth)
Todd Ament	Anaheim Chamber of Commerce
William Judy	Anacapa Community Resident
Javier Gonzalez	Anaheim Family YMCA
Jeff Webber	West Anaheim Residential Developer
Phyllis Greenberg	Renew West Anaheim Committee
Nathan Zug	Anaheim Religious Community Council

Karen gave the Committee an overview of the agenda which included area improvements, short-term and long-term mobility improvements, the draft mobility plan for the Specific Plan, streetscape improvements, and a review of permitted/prohibited uses from the previous meeting.

Area Updates

Karen then handed the first topic off to Gus, who talked about area updates these included discussion of:

- The recent opening of a police substation adjacent to the West Anaheim Youth Center. The hours of operation are Tuesday through Saturday from 8:00 am to 5:00 pm.
- A revised Westgate site plan and development agreement is moving forward over the next few months.
- A motel demand study was conducted by the economics consultant for the Beach Boulevard Specific Plan and is available on the [project website](#).
- Recent park improvements include:
 - Pickle Ball courts at Twila Reid
 - Baseball field restoration at Twila Reid
 - Skate Park at Schweitzer Park

In general, the Committee was aware of the recent area improvements but asked if/when signage for the substation would be installed. Staff let the Committee know that minor improvements were scheduled to be completed over the next couple of months.

Mobility Plan

Next Jamie walked the group through short-term and long-term improvements for Beach Boulevard. She explained that Beach Boulevard (Highway 39) is currently a Caltrans operated and maintained roadway and that a few short-term improvements are slated to be completed within the next year or two. These include a new traffic signal and pedestrian crossings at Stonybrook Dr. and Beach Blvd. as well as median enhancements, which include the installation of a fence to prevent jaywalking across Beach Blvd. between Lynrose Dr. and Stonybrook Dr. Another short-term improvement for the area is a City bus stop pilot program which will install



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bus stools at the stops at Beach Blvd, and Ball Rd. and at Beach Blvd. and Orange Ave. This program is aimed at reducing homeless loitering and sleeping at bus stops.

Long-term improvements for Beach Blvd. include the possibility of the City pursuing relinquishment of the road way from Caltrans and undergrounding utility poles with Southern California Edison (SCE). The City is currently in talks with Caltrans on the possibility of moving forward to take ownership of the roadway. This is a long-term process that may take a year or two to complete, the City has hired a consultant to help with the relinquishment process and is in the process of hiring a consultant to conduct an inventory and document existing roadway conditions. Additionally, the City has had and will continue to have ongoing conversations with SCE regarding the undergrounding of utility poles along the corridor. This will allow for better spaced and updated street lighting, new street trees and landscaping, and will overall improve street visibility.

Lastly, Jamie presented the mobility plans that will be incorporated in the Specific Plan. These included the Orange County Transportation Authority bus network, Anaheim Resort Transit Shuttle service, and the City's Draft Bicycle Master Plan. The maps that were shared with the group are provided in the [presentation](#) from the meeting.

After the Mobility Plan presentation Jamie took questions from the Committee:

- Could the median fence be made longer to prevent jaywalking for the entire length of Beach Boulevard?
 - The fence is a Caltrans funded project and this segment was identified as a priority area. The City will monitor jaywalking across other segments, originally the City requested a fence that would go the whole length but this is a priority area that has been approved/funded for now.
- The fence is industrial looking; do we have any input on the design?
 - We will continue to work with Caltrans and their plans and will provide feedback regarding the look of the fence.
- Will adding a midblock crossing interfere with the landscaping plan?
 - Adding the signalized crossing will not interfere with the landscaping plan and more importantly it will increase safety.
- When would undergrounding the lines occur? The poles are right in the middle of the sidewalk and are very restricting to pedestrians.
 - Undergrounding utility poles it a project that is probably 5 to 10 years out. Funding needs to be secured and the City will have to work closely with SCE.

Streetscape Improvements

To complement the proposed future mobility improvements the consultant team and the City drafted a streetscape exercise to present to the Committee. Karen introduced the design approach of two possible tree palettes to the group. She explained that each option was a color story and that the location and sequencing of the trees would be determined later (probably outside of the Specific Plan process). Option 1 was a red/lavender pattern and Option 2 was a



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yellow/plum pattern, photos of each are provided in the [presentation](#). Karen asked the group to comment on the proposed palettes and addressed any questions they had:

- Overall the Committee commented that they would be happy with either but more people favored Option 1.
- When could new trees be planted?
 - After undergrounding of the utility poles and boxes occurs, we would want to do all of the work at once and will need to secure funding.
- Could they include fruit trees?
 - Due to maintenance issues the City doesn't use fruit bearing trees in median or streetscape plantings.

Permitted/Prohibited Uses

Gus lead the group through a recap of the discussion regarding permitted/prohibited uses for the Specific Plan. The group discussed the following uses and revised a few of their recommendation on how the use should be regulated additional suggestions the Committee made are noted below in **red**:

Use	Recommendation
Check Cashing/ Payday Loans	Prohibit, but don't limit banks
Bail Bond Establishments	Prohibit
Smoking Lounges/ Tobacco and Vape Shops and Marijuana Dispensaries	Prohibit
Liquor Stores	Prohibit (all alcohol sales need to be treated the same) Permit by size, under 15,000 sq. ft. will require CUP
Specialty Wine or Beer Shop	Permit with Conditional Use Permit (all alcohol sales need to be treated the same) Permit by size, under 15,000 sq. ft. will require CUP- Add special definition to the SP for wine bars with to-go bottles
Motels	Prohibit
Hotel	Permit with Conditional Use Permit
Auto-oriented Uses	
Carwashes (or gas station with car wash)	Prohibit
Gas Stations	Prohibit, but permit existing two gas stations in the project area to remain
Drive-throughs	Permit with Conditional Use Permit in commercial zone with good site planning to ensure safety and limit hours of operation
Auto Sales	Prohibit



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Auto Repair	Prohibit, unless part of a larger retailer such as Costco
Used Merchandise Sales (Thrift Stores)	Prohibit
24-Hour Establishments	Prohibit, unless part of a pharmacy drive-through
Recycling Centers	Prohibit
Entertainment	Permit with Conditional Use Permit, limit hours of operation and specify type of entertainment
Tattoo Parlors	Permit with Conditional Use Permit and set concentration limits
Bars and Night Clubs	Permit with Conditional Use Permit and limit hours of operation
Adult Entertainment	Prohibit
Massage Establishments	Prohibit
Wine Bar	Permit with Conditional Use Permit - Add special definition to the SP for wine bars with to-go bottles
Alcoholic Beverage Manufacturer (Brewery)	Permit, Conditional Use Permit for buildings over 6,000 sq.ft.
Gun and Ammunition Shops/Sales	Prohibit
Swap Meets	Prohibit

- The Committee also noted that a few uses had been brought up by members of the public at the last meeting that still needed to be addressed, these included gun and ammunition shops, swap meets, water stores, and t-shirt shops.
 - The group discussed that the first few uses could be regulated but because water shops and t-shirt shops fall under general retail there probably isn't a way to regulate them specifically. However, knowing that rents may be higher with new development these types of uses may not be viable.

Public Comment

The floor was open for public comment during the last 10 minutes of the meeting. The discussion included:

- A thank you to the group for meeting so many times and all they contributed to making the area better. Disappointment though that only 6 of the 20 members of the group attended the meeting.
- A reminded to consider millennials, they are future residents and have very different preferences. Consider wine bars, upscale tattoo shops, etc. (47% of millennial shave tattoos and many have greater disposal income than previous younger generations).



Next Steps

Over the next few months the Specific Plan will continue to be written and the EIR will kick-off with a scoping meeting. The project is expected to be completed in 2017. We will keep this group and the public up to date and send notices when drafts become available.

Recognition

The Committee was recognized with a certificate and dinner concluding their work on the Committee. The project team expressed their gratitude for their hard work and dedication.