Brookhurst Corridor
Design & Planning
Recommendations Study

City of Anaheim
Redevelopment Agency
Brookhurst Corridor Study

Background

- Redevelopment Plan Adoption (1993)
- Mayor’s Design Institute (1994)
- Community Process and Recommendations (1996)
- Implementation of Recommendations (1997)
Brookhurst Corridor Study
Goal and Objectives

• Goal
  - Encourage Revitalization of Brookhurst Corridor and Eliminate Blighting Influences

• Objectives
  - Recommend Land Use Changes
  - Recommend Public and Private Development and Design Standards
  - Recommend Streetscape Improvement Standards
  - Identify Initial Development Opportunities
  - Recommend Implementation Strategies
Brookhurst Corridor Study
Existing Zoning

• Observations
  – Most Development Occurred Before City Incorporation and Use of City Zoning Standards
  – Excessive “Strip” Commercial
    • Profusion of Liqueur Licenses
    • Profusion of “Clubs”
    • Sex Oriented Businesses
  – Remnant “Interim Agricultural Use”
  – Adjacencies Between Commercial & Residential Uses
Brookhurst Corridor Study
Redevelopment Plan

- Adopted 1993
- Allows Alternate Residential Uses at Some Commercial Sites

Brookhurst Corridor Design & Planning
Recommendations Study

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Brookhurst Corridor Study
Survey and Analysis: Observations

- Observations
  - Negative Image and Identity
  - Poor Streetscape
  - Residual Residential
    - Shallow Lot Depths and Commercial Uses in Converted Single Family Houses
  - Residual Commercial
    - Too Much “Strip” Commercial
  - Excessive Commercial Signage
  - Little Identity for Adjacent Residential Neighborhoods
  - Sewer Capacity: site by site analysis and development of long-term solution
Brookhurst Corridor Study
Survey and Analysis: Opportunities

- District Gateways and Identity
- Median Landscaping
- Intersection Improvements
- Neighborhood Gateways
- Better Mix of Land Uses
- Catalytic Residential and Commercial Development at Opportunity Sites
Brookhurst Corridor Study
Land Use Recommendations

- Existing Zoning Needs to be Fine-tuned
- Encourage Development of Single Family Residential @ Commercial Strips
- Encourage Concentration of Neighborhood Serving Retail @ Intersections
- Encourage Consolidation of Substandard Parcels
- Consider Updating Zoning Code & General Plan to Require Alternate Uses and Substandard Parcel Consolidation
Brookhurist Corridor Study
Property Development Recommendations

• Property Depth < or = to 120’
  – Require Adequate Frontyard, Sideyard, and, Rearyard Setbacks
  – Minimum Tree Planting @ Curb - 30’ On Center

• Property > 120’ in Depth
  – Require Adequate Frontyard, Sideyard, and, Rearyard Setbacks
  – Minimum Tree Planting @ Curb - 30’ On Center
Brookhurst Commercial Corridor Redevelopment Plan
Design and Planning Recommendations Study

Property Development Guidelines
for Lot Depths Greater than 120'

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Brookhurst Corridor Study
Signage Recommendations

- Restrict Commercial Freestanding Signage
  - Reduce Maximum Height Allowance
  - Reduce Maximum Area Allowance
  - Minimize # of Signs Per 100' of Frontage

- Allow Exemptions for "Creative" Signage

- Coordinate Ordinance Revision Process
Brookhurst Corridor Study
Streetscape
Recommendations

- Planted Medians
- District & Intersection Identity Signs
- Increased Street Lighting
- Creative Signage at Medians in Commercial Areas
- 30’ On Center Trees at Curbside
- Use of Palms to Establish Sense of Scale & Identity
- Use of Variety of Tree Types to Distinguish Commercial vs. Residential vs. District Entries
- “Chokers” at Intersections of Residential Streets with Brookhurst
- Bike Lanes
- Consolidation of Driveways at Commercial Properties

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Recommendations Study

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Section A  Brookhurst Street  
Typical Section looking  
South of Crescent Avenue  

Section B  Brookhurst Street  
Typical Section at Neighborhood  

Section C  Brookhurst Street  
Typical Section at  
Commercial Strip  

Brookhurst Commercial Corridor Redevelopment Plan  
Design and Planning Recommendations Study  

John Kaliski  
Architecture and City Design  

Streetscape Recommendations
Evergreen Gateways
Monumental Pains Identify Major Intersections
Highlight and Improve Landscape Features
Broad Canopy Trees shade Typical sidewalks

Recommended Elements

Washingtonia robusta
60' o.c. typical, along neighborhood streets and median
30' o.c. typical at Jr. High School
Uplight trees at project thresholds

Identity/Art signs placed in medians at Lincoln and Ball to establish District Identity
Lagerstroemia indica
30' o.c. typical, along neighborhood streets

Brahea edulis
10' o.c. typical, at bus stops and at "T" streets

Cupressus sempervirens
20' o.c. typical, along median

Quercus ilicx
40' o.c. typical, along Brockhurst

Gingko biloba (male) 10' o.c. typical, along Carbon Creek Channel

Pinus canariensis
40' o.c. typical, at north and south ends of project area

New Light Standard at Median
120' o.c. with banners

Tipuana tipu, 20' o.c. typical, along Carbon Creek Channel

Cinnamomum camphora
40' o.c. typical, along transverse commuter streets

Street Announcement Signs
at Major Intersections

Proposed 30' landscaped Alignment
to maintain identity and connection
to business Park from Brockhurst Street
Recommended Elements

- *Washingtonia robusta*: 60" o.c. typical, along neighborhood streets and median
- 30" o.c. typical at Jr. High School
- Uplight trees at project thresholds
- Identity/Art signage placed in medians at Lincoln and Bail to establish District Identity
- *Lagerstroemia indica*: 30" o.c. typical, along neighborhood streets
- *Brahea eliolis*: 10" o.c. typical, at bus stops and at 1st streets
- *Cuprosus sempervirens*: 20" o.c. typical, along median

- *Quercus ilax*: 40" o.c. typical, along Brookhurst
- *Ginkgo biloba* (male): 10" o.c. typical, along Carbon Creek Channel
- *New Light Standard at Median*: 120" o.c. with banners
- *Tipuana tipu*: 20" o.c. typical, along Carbon Creek Channel
- *Cinnamomum camphora*: 40" o.c. typical, along transverse commuter streets
- *Street Announcement Signs at Major Intersections*
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Brookhurst Corridor Study
Initial Development Opportunities I

1. Circle Seal Site
   - Encourage Single Family Residential

2. R.O.P. Site
   - Encourage Single Family Residential

3. Brookhurst North of Crescent Site
   - Encourage Development by Home Improvement Retailer
Brookhurst Corridor Study
Initial Development Opportunities II

4. Lincoln / Muller Site
   - Encourage Development of Single Family Housing

5. Lincoln West of Brookhurst Site
   - Encourage Development of Single Family Housing

6. Existing Home Depot Site:
   - Encourage Development of Single Family Housing
1. Circle Seal Site

2. R.O.P. Site

3. Brookhurst North of Crescent Site

4. Lincoln/Muller Site

5. Lincoln West of Brookhurst Site

6. Existing Home Depot Site

Brookhurst Commercial Corridor Redevelopment Plan
Design and Planning Recommendations Study

Initial Development Opportunities

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Brookhurst Corridor Study
Implementation Recommendations

1. Implement Code Enforcement Program (Begin Immediately)
   - Agencies and Departments

2. Implement Overlay Ordinance (1 year)
   - Agencies and Departments
   - Community Input

3. Implement Demonstration Project @ Brookhurst & Crescent (1.5 years): First Step of Streetscape Improvement
   - Retailer
   - A.U.H.S.D.
   - Agencies and Departments

4. Encourage Development Opportunities and Incentives (ongoing)
   - Redevelopment Agency

5. Facilitate Further Community Input

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