



CAC Meeting #3 | October 28, 2015 | 6:30 pm. to 8:30 p.m.  
 West Anaheim Youth Center | 320 S. Beach Boulevard | Anaheim, CA 92804

## Meeting Summary

The third meeting of the Beach Boulevard Specific Plan Community Advisory Committee (Committee) took place on October 28, 2015 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](#)
- [Flip Chart Notes](#)

The meeting was facilitated by Karen Gulley of PlaceWorks (the lead project team consultant). The meeting kicked off with an introduction from Karen. Committee members who were not present for the first meeting were asked to introduce themselves.

### Project Team Members in Attendance:

PlaceWorks- Lead Consultant:

- Karen Gulley- Project Manager
- Suzanne Schwab- Assistant Project Manager

Fehr & Peers Mobility Consultant:

- Jason Pack, Principal

City Staff:

- David Belmer, Planning and Building Director
- Jonathan Borrego, Planning Services Manager
- Susan Kim, Principal Planner
- Gustavo Gonzalez, Associate Planner

### Committee Members in Attendance:

- |                     |   |
|---------------------|---|
| Amanda Edinger      | West District Neighborhood Council            |
| Cynthia Hall        | At-Large Seat                                 |
| Esther Wallace      | West Anaheim Neighborhood Development Council |
| Leodegario Barcenas | West Anaheim Apartment Residents              |
| Nathan Zug          | Anaheim Religious Community Council           |
| Paul Cho            | Illumination Foundation                       |
| Phyllis Greenberg   | Renew West Anaheim Committee                  |
| Queen Kwembe        | Project SAY (Save Anaheim's Youth)            |
| Rod Pierson         | Cherokee Senior Mobile Home Park Resident     |
| Shereen Ameri       | At-Large Seat                                 |



Committee Members in Attendance (continued):

Javier Gonzalez	Anaheim Family YMCA
William Judy	Anacapa Community Resident
Tiffany Welt	At-Large Seat
Jeff Weber	West Anaheim Residential Developer

Committee Members Not Present:

Alex Flores	School District Representative (Magnolia)
Argus Lee	West Anaheim Commercial Developer
Carol Judy	Anacapa Community Resident
Denny Ahir	Motel Owner (Anaheim Lodge)
John Gupta	At-Large Seat
Max Aranki	Arab American Community Center
Todd Ament	Anaheim Chamber of Commerce

One committee member was attending for the first time and was asked to talk about one thing they would change about Beach Boulevard during their self-introduction. Their ideas for change included:

- Opportunity for beautification in the area
- Make the Boulevard more resident friendly
- Opportunities to incorporate health- more trails and active uses

Karen Gulley reviewed the agenda for the evening and turned the presentation over to Suzanne who recapped the Committee's homework and on-line survey. Suzanne reported that the group did a great job promoting the new site and 90 participants have taken the survey to date. The survey and real time results are available at [www.improvewestanaheim.com](http://www.improvewestanaheim.com). Additionally the summary of meeting #2 can be found [here](#).

Next the Committee was asked to brainstorm outreach events and/or locations for pop-up workshops. The first pop-up workshop took place at the Twila Reid back to school night, a summary of that pop-up workshop can be found [here](#). Pop up workshops are a way to go for the project team to reach out to community members in areas where they are already gathering to get their input on the Beach Boulevard Specific Plan Project. In particular the Committee was asked to think of places or events where young families and/or youth might be. Ideas from the Committee included:

- Western High School Science Classes
- OC Christian School Monthly Swap Meet
- Maybe a civic, economics, or history class at a local school that will allow the group to come and make a presentation
- Weekend basketball games at the Youth Center
- Collaborating with a coalition of students that recently helped to get a stop light at Magnolia and Winston



- Walk to End Alzheimer’s Anaheim at Angel Stadium Nov. 14
- E-mails directly to the school administrators and teachers asking them to send out the link to the project website and survey
- December tree lighting ceremony

Next Karen introduced the main topic for the evening: a continuation of existing conditions. This meeting focused on two topics, Mobility and Urban Design. An existing conditions analysis is also being conducted for infrastructure (water, sewer, and stormwater) as well as an analysis of state sustainability regulations required by the grant funding the project. Since there were no surprising findings in the analysis of these two areas to date they will be covered in the existing conditions workbook for later review (once completed the workbook will be made available to the public—anticipated toward the end of November 2015).

### **Mobility**

Jason, the team’s Mobility consultant from Fehr and Peers, led the Committee through a discussion regarding the opportunities and challenges of mobility in the area. He walked the group through “Complete Streets” and the evolution of how traffic engineers now think about the street right-of-way as well as the adjacent land use and public realm. Jason also discussed the other agencies, regulations, and mobility planning efforts that will impact Beach Boulevard and the surrounding area. The agencies include: Caltrans, Orange County Transit Authority, and state laws pertaining to the project’s grant funding. Most notably the City is updating its Bicycle Master Plan.

The Committee reviewed several existing conditions maps for transit, bikes, vehicles, trucks, and accidents. During this discussion it was also noted that the Specific Plan process will determine the use of bikes on Beach Boulevard, the update to the Bicycle Master Plan has intentionally left Beach Boulevard as an area to be determined.

During the mobility discussion several of the Committee members had questions pertaining to the material covered these questions included:

- Between Ball and Orange along Beach Boulevard people, and sometimes even school children, run across the street from motel to motel or other locations, can a fence be installed to keep them from crossing? Something similar to a visually pleasing blue fence as seen in Long Beach?
  - Yes, Caltrans is already looking at installing a fence north of Ball Road near Rome Ave.

The Committee was also asked to answer questions to help the team determine what mobility issues are most important to the Committee. “Based on the information presented what are some mobility opportunities for the area?”



# B E A C H B O U L E V A R D S P E C I F I C P L A N

- The committee responded with the following topics:

### Landscaping and Aesthetic improvements:

- Like what is going on in Buena Park- the wider sidewalks, lighting, and bikes are better.
  - This spurred some discussion regarding the acceptance of the right-of-way from Caltrans by Buena Park. In the City of Anaheim, Caltrans is the responsible agency for Beach Boulevard. Anaheim is looking into the tradeoffs associated with accepting the right-of-way, such as cost and liability as well as more helpful things like flexibility to make improvements similar to Buena Park. Even if the City does not pursue this option there are still adjustment that can be made through Caltrans as they have recently adopted new policies to help improve conditions.
    - Another Committee member asked what would those changes be? A continuation of what is in Buena Park and Stanton?
    - This is something that will be determined by this Committee.
- Like the landscape edge in Buena Park and tree lighting.

### Roadway Modifications

The Committee was asked if there should be more lanes and/or increased speeds on Beach Boulevard?

- The consensus from the committee was no to both with the following discussion :
    - Could we drop a vehicle travel lane? The presentation mentioned we have excess capacity on the road.
      - That is an option and something we can study for the Specific Plan- something like that is referred to as a “road diet”
    - Site visibility is important, like buildings that are sitting back and making it easier to make a turn.
    - It seems like we could consolidate access points onto Beach Boulevard? How difficult is that to look at? We should also make sure it is compatible with the land use.
      - That is something that we can analyze for the Specific Plan.
- Should we add lanes or increase the speed on Beach Boulevard?
- The consensus from the group was no and one member mentioned that the speed limit use to be 40 on Beach Boulevard and has increased over time.

### Pedestrians

- What about more pedestrian crossings?
- Do we have to add more crossings? There is already a lot of congestion this road is used like a highway.



# B E A C H B O U L E V A R D S P E C I F I C P L A N

- How many crosswalks are there on Beach Boulevard and how far apart are they?
  - Most of them are at the intersections and are about a ½ mile apart. This is something we will analyze more for the Specific Plan.
- What is the distance of crosswalks that won't impact the flow of traffic?
  - ¼ mile is the optimal spacing for pedestrian crosswalks to maintain signal coordination; we will study this for the Specific Plan and see where there are opportunities.
- What about an overhead bridge similar to what some cities are doing on PCH? How does that work?
  - Overhead bridges work best in areas with topography changes so that the bridge can more easily connect, they are very expensive (\$5m to \$10m if not more). Additionally, there are other requirements like accommodating people with disabilities that will require more land for ramps- Beach Boulevard may not be a good candidate for this type of crossing. Fullerton is an example of a city that recently tore down a pedestrian bridge because it wasn't being utilized.
- What about an undercrossing?
  - Also something to explore but should consider issues of safety, lighting, policing, and costs as well.
- Will Caltrans allow wider sidewalks?
  - Perhaps, that is something that can be discussed with them.

### Land Use Changes

- Maybe we could also add some midblock housing instead of the hotels?
  - As discussed in the existing conditions at the last meeting the mix of land uses will be evaluated as a part of the Specific Plan process.

Next the group was asked if the project team should look at bikes on Beach Boulevard?

- The majority of the group responded with yes, two Committee members voted no.
  - A short discussion followed:
    - Could bikes use the sidewalks?
      - Yes, they could have a shared path with pedestrian or even possibly a new type of separated bike lane.
    - Power line poles are an impediment to using the sidewalk as well as the associated bird droppings. Who owns the poles? Could something be done with them?
      - It is possible but a little tricky the City and Edison have joint use of the poles.



# BEACH BOULEVARD SPECIFIC PLAN

## Urban Design

Following the discussion regarding Mobility, Karen lead the group through the topic of Urban Design. The presentation covered the design challenges and opportunities in the area including: architecture, corridor characteristics, lot configuration, dead zones, as well as crime and safety. After the presentation the group was asked to answer the question “What should be the role of the corridor?”

- A regional transportation way, connecting Whitter Boulevard to the beach.
- Should Beach Boulevard be the downtown of West Anaheim? There is the Resort area and the Platinum Triangle- this should be the destination for the west side. The City has done a great job in these two other areas with landscaping, traffic, etc. we should now focus on this side of town. Theming in the Resort is great and even with 5-6 story hotels the setback are minimal and it works well. How did change occur in the Resort?
  - It was market driven- Disneyland and the expansion of the convention center drove a need for better hotels, etc. and as a result the market responded.
- Are there changes to the land uses in this area that would be beneficial?
- Safety and the movement of traffic are important can we have both?
- We should have better gathering places too.
- There should be a standard for signage. The Resort signs are great.
- The Boulevard does not serve the residents.
- Pedestrian crossings should be added at Beach and Ball and at the Walmart and Westgate site.
- As the presentation pointed out there are some difficult property configurations, if housing is added it should be sensitive to the single family residential neighborhoods and other adjacent uses- it should not be high density like the Platinum Triangle.

“What about the “retro” signs and reminiscent Googie style architecture in the area? What if they were brought up to code should they be preserved?”

- Yes, like the idea of preserving something rather than tearing it down. The signs are rare and need to be repaired, but maybe not all of them. Like that they are a creative aspect of this area.
- The old motels that have converted to boutique hotels in Newport Beach and Costa Mesa are a good example. There are a lot of international tourists in this area coming to Knott’s Berry Farm that would be attracted to that type of hotel.
- Agreed, the “kitschy-ness” of the signs is experiencing a renaissance think of Palm Springs. Are there incentives that could be provided to the motel owners to consider changing their current business?
- No, the signs should go. If they motel owners haven’t taken initiative to become a boutique hotel yet why would they now? The police are doing a good job but the rates of the rooms are so low and the owners are still allowing a particular type of clientele- read the Yelp reviews of these motels.
- If the uses change and the new businesses wants to try to reuse the sign that might be ok.



## BEACH BOULEVARD SPECIFIC PLAN

- If the signs are preserved and reused somewhere as public art that might be ok too.

### General Committee Comments:

- Can we change CUP requirements? Could they be more like the Resort area CUP?
  - Yes, this can be done through the Specific Plan.
- We don't want prostitution back in the area, this is a bedroom community made up of residents, schools and churches.
- What about transit to the resort and theme parks? Could something like the Santa Monica blue bus be an option? It might even be free.
- Do the Disney buses already come out here?
  - There is an Anaheim Resort Transportation (ART) shuttle that goes out to Knott's Berry Farm, the hotels or attractions may pay to be part of the shuttle program, we'll do more research. There is a fee for riders of ART. More information can be found at <http://rideart.org/>.
- Should the Committee help the motel owners to look at other business plan options to attract entertainment tourists?
- Can a marketing program be put together?
- Maybe there are just too many motels?
  - Additional market analysis will look at the motels and we'll report back on that.

The meeting provided time for members of the public to speak. One member of the public was present and talked about riding a bike in the area and the idea of adding pocket parks similar to the one on Beach and Katella.

The meeting concluded with a reminder regarding the next meeting on November 18, 2015 at the West Anaheim Youth Center from 6:30 p.m. to 8:30 p.m. The meeting will cover Vision and Goals for the Specific Plan.