



## **BEACH BOULEVARD SPECIFIC PLAN COMMUNITY MEETING SUMMARY**

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**Date:** 9/4/2018

**Time:** 6:30 PM – 9:00 PM

**Location:** West Anaheim Youth Center | 320 S. Beach Boulevard

**City Staff:** David Belmer | Planning and Building Director

Susan Kim, AICP | Principal Planner

Gustavo Gonzalez, AICP | Senior Planner

Andy Nogal | Community Investment Manager

Laura Alcalá | Community Investment Manager

Kevin Clausen-Quiroz, AICP | Project Manager II

Jamie Lai | Traffic and Transportation Manager

Craig Friesen | Police Lieutenant

**PlaceWorks:** Karen Gulley and Suzanne Schwab

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The City of Anaheim released a draft of the Beach Boulevard Specific Plan (BBSP) and accompanying Draft Environmental Impact Report (EIR) for public review on August 23, 2018. These documents are the culmination of over three years of public outreach, information gathering and analysis, with substantial input from the project's Community Advisory Committee, to arrive at a shared vision representing the values and desires of the West Anaheim community. As a part of the public review period the City hosted a community meeting to provide an overview of the BBSP and to answer questions about the project and next steps regarding revitalization of West Anaheim.

Approximately 75 members of the community attended the meeting. Many of which are active members of civic groups in the West Anaheim area such as WAND and Renew West Anaheim, others identified themselves as homeowners from the Cherokee Mobile Home Park or as area property owners. Council Member Denise Barnes and Planning Commissioner John Armstrong also attended. A presentation walked the attendees through the various parts of the draft BBSP. At the conclusion of the presentation staff and the project consultants took questions from the public. Following is a summary of the topics that were discussed during the question and comment period:

### Westgate Site/ 39 Commons

- Remediation, has it occurred yet? How could residential be built here, the community was previously told that it wasn't possible due to contamination?
- When will development start on this site? There isn't an exact date at this time but the City is working closely with the same developer who has



been interested in this site for over 20 years, they are invested in this project and the community.

- This area should capitalize on what is being done in Buena Park and Knott’s Berry Farm.
- Westgate/39 Commons is a project the community has been waiting for, for a long time. What will go there? The community would like to see:
  - Banks, Restaurants, Market/Grocery, Coffee Shop
  - The City also mentioned the possibility of breweries being interested in this location, the type that would have a restaurant with beer brewing on site.

#### Mobility, Traffic, and Streetscape

- What is Caltrans involvement? Caltrans is involved in the project since they own/operate Beach Boulevard, the City is currently exploring relinquishment of this roadway but for now all improvements to Beach Boulevard will have to be coordinated with the agency.
- More people and development will mean more traffic. The EIR analyzed projected full buildout of the BBSP, any impact to traffic (and other environmental impacts) must be mitigated in accordance with the Mitigation and Monitoring Program.
- Design the street for pedestrians—Could parking be added to Beach Boulevard to slow down the traffic and alleviate the traffic issues in the older multi-family areas? Due to traffic volumes and flow of the street from Stanton to Buena Park, on-street parking is not being considered for this 1.5 mile stretch of Beach Boulevard.
- The bike path improvement along the flood control channel is great but please install a wall along the Cherokee neighborhood.

#### Projected Population Growth

- How many people could be added to the area? The EIR analyzed approximately 10,000 more people if the Plan builds out to maximum density, which likely won’t happen since change is expected to occur in a limited number of locations.
- Does the number of dwelling units specify the number of bedrooms? No, a variety of dwelling units are allowed under the specific plan, there is not a prescribed unit type or required number of bedrooms per unit.
- Will density bonus be used here? It is possible. Density bonus is State law and may be used for new residential projects in this area.



### Safety

- Parks need more of a police presence.
- It is unsafe to walk in this area at night.
- The schools and children in the area need to be considered it isn't safe for them to walk to school or be out on their own.

### Homeless

- What is being done to help homeless in the area?  
Lieutenant Craig Friesen was available to answer questions related to homeless issues, which is a topic unrelated to the Specific Plan.

### Permitted/Prohibited Uses

- Attendees expressed a desire to ensure that Adult Businesses, Palm Readers, and Massage Parlors are prohibited uses within the BBSP area. These uses are regulated by the Plan's Development Code. These specific uses are prohibited or would not be allowed due to proximity to schools and other factors mandated by State and Federal law.
- What will happen to the motels? What was the response of the motel owners? The Plan gives the motel owners a more desirable use (residential) with more value for their land which is an incentive for them to explore other opportunities for their property.

### Catalyst for Change

- Several community members were very supportive of the Plan and noted that, along with Westgate/39 Commons, the intersections of Beach and Ball and Lincoln and Beach are the areas that will change the most and that change along the rest of the Boulevard will follow. They felt that this was clear in the Plan and a good approach to creating positive change for West Anaheim.
- Staff also shared information about the potential property acquisitions at the southeast corner of Beach and Lincoln. These properties are in escrow to be acquired by the City's Housing Authority and could be developed as residential or mixed-use.
- When will the new zoning go into effect? Hearings are tentatively scheduled for Planning Commission and City Council at the end of October and mid November. Once the Plan is adopted by Council the new zoning and other requirements of the Plan will apply.



Community Notes:

- Westgate Remediation
- Population
- Traffic
- Homeless + private property enforcement
- Resurface streets
- Trees cut down / attract homeless
- No parking for existing apt.
- Capitalize on Burna Park / Knott's Berry Park
- When is Build out expected to happen? Westgate kick off?

- Caltrans Involvement
- Design Issues
  - commercial Big Box & vacancy
  - street design for pedestrian
  - more than trees needed parking?
- Parking structure for public use?
- Permitted / Prohibited Uses
  - palm reader - no
  - adult businesses - no
- DU's? What does that mean? How many bedrooms?
- Parking - standards? Egress?

- What projects will happen soon?
- When does development start?
- Density bonus & parking? state law
- When does zoning change?
  - by end of year - when adopted (expected)
- Westgate/39 (COMMUNIS BUSINESSES?)
  - Restaurants
  - Breweries
  - Banks
  - Coffee shop
  - Market/grocery
- Cost to acquire Motel sites?
  - about \$5 mil / AC

- Recent questions @ Beach & Lincoln
- Pedestrian improvements?
- Likes concepts, grant funds - encourage community to read it & look @ Stanton
  - good walkability into westgate
  - Also note Bike path improvement
  - Would like a wall along Cherokee & bike path
  - Ball & Beach & Lincoln & Beach
    - Rust will fill in (catalyst areas)
- Safety issues (ex. walking dog @ night)
  - parks need police
  - school children



**Community Notes (continued):**

- Skeptical of Plan & Westgate dev.
- Area needs ACTION
- Residents want to revive it
- other OC area examples (Newport)
- Homeless
- Redevelop Beach Blvd - it's the smallest segment
- will this improve or devalue surrounding properties?
- Motel owner response to this plan?