

Beach Blvd. & Edinger Ave. Corridors Specific Plan

Huntington Beach, CA



As the major access route from I-405 to the beach and downtown, Beach Boulevard is a wide, high volume corridor, and the City's main commercial route. Despite the importance of this corridor to the function and image of the City, it is visually unappealing and in a state of economic transition. With significant City and Community involvement, FTB prepared the Beach & Edinger Corridors Specific Plan. The Plan will assist the community to more effectively attract investment that will improve the image of this central spine. The specific plan document 1) describes the overall vision for the future corridors and identifies key opportunities for revitalization 2) establishes form based land use and development standards to replace pre-existing zoning regulations 3) outlines a program of capital improvements to influence the use and appearance of the public right of way.



The Priority Action Areas diagram identifies where to start and what actions to take in each segment of the corridors.



Residential Parkway: infill along segments of Beach Blvd. will slowly transition from single-use strip commercial development to a landscaped, residential parkway.



Envisioned Residential Parkway development type.



Town Center District: significant housing, office, and targeted retail development adjacent to an existing Mall will create a new pedestrian-friendly urban neighborhood.



Envisioned Town Center District development type.

BEFORE

- Primarily conventional commercial strip development along 6.5 miles of Beach Blvd. and Edinger Avenue.
- Beach Blvd. is a 7 to 9 lane state route with high traffic volumes.
- Bella Terra Mall located at the confluence of Beach Blvd., Edinger Ave., and I-405 was recently renovated into a lifestyle center.

ASSIGNMENT

- Prepare an urban design concept and Specific Plan to revitalize the corridors.
- Conduct an extensive community participation process.

OUTCOMES

In Progress

- The project was initiated in 2006. The City Council has endorsed the initial Concepts for corridor revitalization.
- The Planning Commission approved the Plan in January 2010, with City Council review and adoption to follow.

CLIENT: City of Huntington Beach Community Development Department

IN COLLABORATION WITH: Austin Foust Associates, Tierra West Advisors, Linda Congleton LLC, Anderson Illustration

FTB: When this project was begun, the firm name was Freedman Tung & Bottomley (FTB).



An illustration of the future Town Center District with Edinger Ave. envisioned as a classic boulevard.