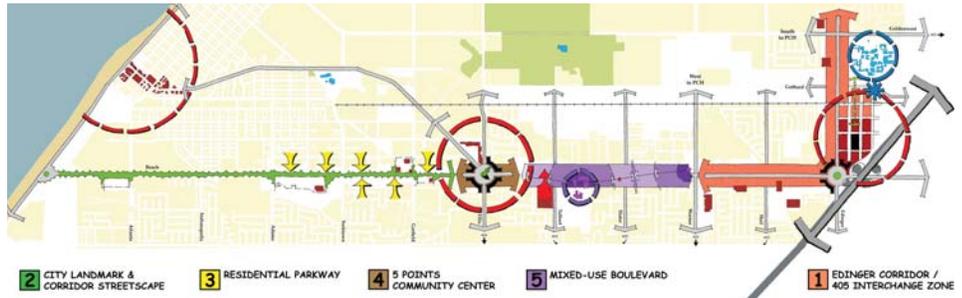


Beach Blvd. & Edinger Ave. Corridors Specific Plan

Huntington Beach, CA



Beach Boulevard (State Route 39) is a wide, high volume corridor and the City's main commercial route linking I-405 to the beach and downtown. Despite its importance, 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 to more effectively attract investment and 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; and 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 to gradually 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 extended along 6.5 miles of Beach Boulevard and Edinger Avenue.
- Beach Boulevard 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

- The project was initiated in 2006.
- Plan adopted in March 2010.
- A variety of private investment projects along the corridor have initiated since its adoption.

RECOGNITIONS

- 2011 Outstanding Planning Project Award — Orange Section of American Planning Association, California Chapter
- 2011 Focused Issue Planning Award of Merit — American Planning Association, California Chapter

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.

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