

CVS Concept Development and Code Compliance Review

Huntington Beach, CA



FTS assisted the developer of a 14,000+ sq. ft. drugstore building at a prominent Beach Boulevard site by helping to reshape its site plan, massing concept and building expression to comply with the Beach and Edinger Corridors Specific Plan's form-based development code and input from the Planning Commission.

2.3.5 Building Massing	
Proportions - Edinger/Beach/Main	3:2 to 5:2
Proportions - All other streets	2:3 to 5:2

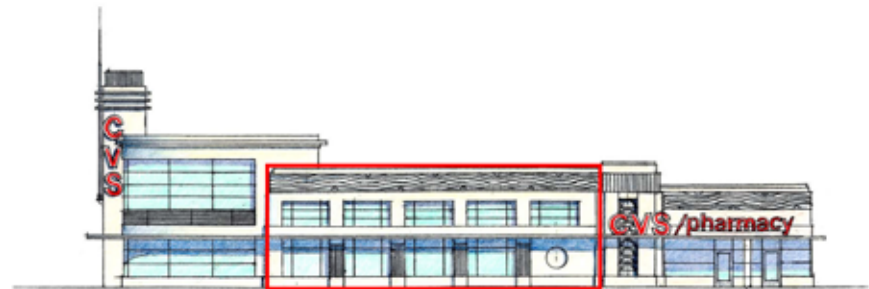
5 : 1.8

BEFORE

- The City was soon to adopt the FTS-prepared Beach and Edinger Corridors Specific Plan.
- The project site was at the enormous multi-lane Beach Boulevard /Warner Avenue intersection.
- It faced the 14 story Huntington Beach Plaza, an office/retail complex and anchor of a key corridor "Neighborhood Center."
- A previous Spanish-styled submittal based on a prototype used elsewhere in the City did not comply with Plan requirements and had been rejected.

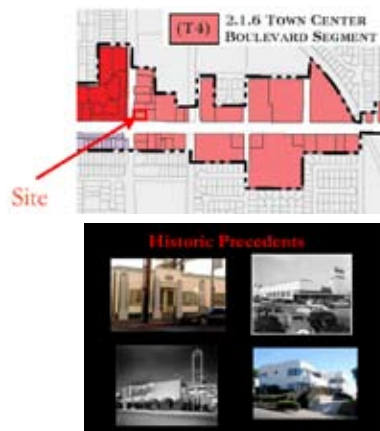


Aerial view of the proposed pharmacy site (in red) at the northwest corner of the 10/8 lane Beach Blvd./Warner Ave. intersection. 14 story office/retail tower is visible at left.



Beach Blvd. Elevation

The FTS concept elevation demonstrated how the building's massing along Beach Boulevard would comply with the Specific Plan's development code requirements for facade subdivision, yet allows for a larger and longer overall building mass. The main entrance at right orients to the street but is positioned next to the parking lot for convenient and safe late hours access.



Parking Type & Design



Upper Left: Location map showing the site in relation to the Corridors Specific Plan's corridor segment district zones.
Lower Left: Historic precedents from Huntington Beach provided a basis for locally-derived design character.
Right: The site's "parking type" complies with the Specific Plan's form-based code while maintaining street-front pedestrian orientation, required setbacks, a rear drive-thru aisle, and required parking lot shade tree coverage.

ASSIGNMENT

- Assist the developer and architect to achieve Specific Plan compliance and entitlement.
- Reconcile the pharmacy's convenience store program including a drive-thru window and parking layout with the Plan's objectives for human-scaled architectural character.
- Help develop an architectural expression that would complement its modern office tower neighbor, stand up to the multilane intersection, and create a fresh boulevard corridor image.

OUTCOMES

- The resulting building design achieved a strong boulevard presence, architecturally integrated signage and a street facing main entrance while including a functional drive-in and meeting all parking and sustainability requirements.
- FTS found Historic Huntington Beach architectural precedents to create the basis for an updated art deco expression that maintained pedestrian scale, fit with the modern context and supported local beach city character.
- Construction was completed in 2012.

CLIENT: KZDevCo, LP



The completed building (by Tait & Associates) used an updated Art Deco expression to create a strong corner mass and sign tower, accommodate the building's asymmetrical facades, and respond to both automobile and pedestrian scales of its site.