



The people that brought you Bella Terra and The Apartments at Beach and Ellis want to bring

**HIGH DENSITY**

to

**Huntington Harbour, Sunset Beach & Surfside**

City Council will be reviewing and voting on proposals to pursue studies to change the zoning at Peter's Landing and Don the Beachcombers to **HIGH DENSITY**

Let them know you want to **retain the current low density zoning!!!**

Attend the City Council Study Session and Meeting  
Monday July 6, 2015 4:00/6:00 pm, City Hall 2000 Main Street  
Or

Send an email before the day of the meeting to all city council members using the following email address:

[City.council@surfcity-hb.org](mailto:City.council@surfcity-hb.org) and copy to:

[fighthdpeterslanding@gmail.com](mailto:fighthdpeterslanding@gmail.com)

# Background

- General Plan
  - Is Currently being updated to comply with state law
  - A General Plan Advisory Committee (GPAC) has been developing new version since March 2014
  - The Land Use section has identified sites in the city to “Transform” and includes Peter’s Landing
  - Peter’s Landing is included in the Current General Plan dated 1996 amended 2013 with recommendations
    - Promote the revitalization and enhancement of the Peter’s Landing commercial center.
    - Establish a unified “village” character, using consistent architecture and highly articulated facades and building masses.
    - Establish a pedestrian character.
    - Provide pedestrian linkages with surrounding residential areas, where feasible.
    - Establish a well-defined entry from PCH.
    - Physically and visually link development to Huntington Harbour’s waterways and PCH.
    - Incorporate measures to mitigate the noise impacts of vehicular use of PCH.
    - Incorporate elements to ensure compatibility with the surrounding residential areas.
- Peter’s Landing
  - Currently zoned Commercial Visitor with a FAR of 0.5
    - FAR is Floor to Area Ratio: the relationship between the total area of a development and the area of parcel where the development is located. FAR is calculated by dividing the gross floor area of all buildings on a lot by the area of the lot.
    - With a .5 ratio a one story building can occupy 50% of plot, a two story can take up 25% and so on.
    - Current Height restricted to 50 feet or 3 story
  - Letter from owner to the city is attached

# Letter from Peter's Landing to the City



Taki Sun Inc

*Peters Landing*

*Real Estate Investment & Development*

6400 East Pacific Coast Highway Long Beach, CA 90803

telephone. 562 598 7999 facsimile. 562 594 8664

writer. Raymond Lin t. 562 899-1111

file number. 2014-01-016 e. r.lin@takisun.com

January 15, 2015

Scott Hess, AICP  
**City of Huntington Beach**  
2000 Main Street  
Huntington Beach, CA 92648

**Subject: General Plan Update**

Dear Scott,

On behalf of Peters Landing and (insert ownership name) I am pleased to present this formal request to include Peter's Landing in the new General Plan Update.

As you know, this property has struggled for years to find tenants that meet the Commercial Visitor requirements. After years of employing the best retail brokers I have come to the frightening conclusion that this site is a "tweener" and will never live up to the visions of the original plan. Thankfully, I believe this property and this area are ripe with opportunity.

This property is located in an area that lacks density and is considered an in-between property in the retail tenant market. With physical constraints such as the harbor, the beach and the wetlands, this property will always be difficult to lease. To further the challenge, the retail is over built in an era where all retail uses are downsizing and reducing leasable space.

With that said, I do imagine that there are tenants and restaurant uses that would want to be part of a new Peter's Landing. This re-visioning would include a mixture of visitor serving retail, neighborhood serving retail, public open space and higher density residential. In essence, a horizontal mixed-use development with uses that compliment each other.

To accomplish this, I have been advised that there are several land use categories that could work with the best option being the MH-F2-sp designation noted in the Coastal Element. This would allow for the flexibility to develop a plan and ultimately a new project that thrives at this location. I recognize that this is truly a once in a lifetime opportunity and I am looking forward to being a part of shaping the future success of Huntington Beach.

If you have any questions or need more information, please call me. In the meantime I look forward to hearing back regarding this request.

Sincerely,

Raymond Lin

# Background

- Don the Beachcomber
  - At the end of May 2006. Sam's Seafood was sold to developers who aim to build retail spaces & condos on the site
  - On March 12, 2008 there was an "informal" meeting held by the owner of land Sam's sits on. The owner brought with him his business partner and architect. They talked about demolishing Sam's and rebuilding a new structure including 5 retail shops with 16 condos sitting on top of them. This included underground parking for the condos and surface parking for the shops. There would also include another detached structure that would house a small restaurant or food court.
  - The restaurant has struggled over the years as the owner tried to develop the property
  - The property was put up for sale last year but is currently off the market
    - Loopnet Listing: The offering is a unique opportunity left to the creativity of the investor to reposition and or redevelop the site. The current zoning allows for a 50 foot high property, consisting of retail, hotel, and or residential mixed use.
  - The owner attached the property to the General Plan Study in the attached letter
- The general Plan currently has three proposals
  - 1. Alternative A is consistent with the current General Plan, with all land within the site designated for Visitor Commercial use. The current General Plan limits nonresidential development of the site to a maximum 0.5 FAR. The predominant current use is for public parking, with several commercial establishments such as restaurants and general retail. This would facilitate continued development and operation of the site based on its current configuration.
  - 2. Alternative B would maintain the Visitor Commercial designation, but would change the maximum allowable FAR to 1.5, consistent with the permitted FAR under the existing zoning designation. This would facilitate more intense commercial development on the site, and could include development of a hotel or other visitor-serving use.
  - 3. Alternative C would redesignate the entire site as Mixed Use, providing for development of commercial uses or combined commercial and residential uses at a maximum density of 25 units/acre, within a maximum building intensity of 1.5 FAR. This would enable the site to develop with additional commercial uses and provide for some residential units. This alternative would also align with development interest expressed by the property owner. This alternative would need to include policies to ensure that a sufficient amount of visitor- serving commercial area is maintained or developed within a mixed-use project consistent with the California Coastal Act and the City's certified Local Coastal Program policies.
    - Lot size is 12.1 acres. This option would allow 300 unites to be developed

# Letter from Don the Beachcombers Property Owner to City

JV

RECEIVED  
JAN 16 2015  
Dept. of Planning  
& Building

January 16, 2015

Mr. Scott Hess, Director of Planning  
City of Huntington Beach  
2000 Main Street  
Huntington Beach, CA 92648

RE: 16278 Pacific Coast Highway  
APN: 178-451-20

Dear Mr. Hess,

I am writing this letter to express our interest to be included as part of the General Plan Amendment currently being undertaken by the City.

1. We would appreciate consideration to modify the FAR to 1.5 or remove this restriction altogether.
2. We would like to remove the 3 story restriction and increase the height limit to 80 feet.
3. We would like to allow mixed use development to allow a residential component.

Thank you for including this site for consideration for amendments being undertaken by the City.

Regards,

  
Russell Fluter, Managing Partner  
JRR Commercial Development, LLC  
949 466 2037 C842

# The Next Step

- The City council and the Planning Department are having a study session July 6 at 4 pm to discuss the plan
  - The planning department wants the city to decide on which alternative should be prioritized in the studies over the next few months
  - At the end of the study period a draft of the General plan will be released for review and approval
- Jennifer Villaseñor, the Planning Representative on the GPAC, is trying to get the City Council to vote on the alternative at the 7 pm meeting
  - One of the Planning commissioners voiced her concern that more time should be allowed to review the study session material before taking a vote
- Encourage public input to keep the current zoning and follow the future developments to ensure redevelopment activities are Low Density and are in line with the guidelines in the current 2013 General Plan
  - Get People out to the meeting July 6 (see the attached flyer)
  - Create a Task Force to get involved in the process
  - Join the Facebook Group HB Against High Density
- GPAC Meeting Materials – all meetings and documents <http://www.hbthenextwave.org/>