

# LA HABRA BLVD SPECIFIC PLAN ALTERNATIVES

**Planning Commission Study Session**

Monday, March 24, 2025

City Hall |

Atrium A-C | 6:30 PM



**LA HABRA BOULEVARD**  
SPECIFIC PLAN UPDATE

# PROJECT OVERVIEW



## **SPECIFIC PLANS**

- Vision for the future in a defined area of a city.
- Include: urban design concepts, roadway and streetscape improvements, land use, and infrastructure plans to support the vision.
- Provide design standards and guidelines for new development and redevelopment.



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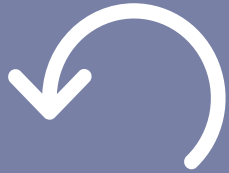
LHBSP builds upon previous planning efforts to develop a cohesive strategy and implementation tools to enhance and economically revitalize the La Habra Boulevard corridor.

The project examined market opportunities, development standards and land use, traffic/bikes/pedestrian operations/framework and infrastructure to identify what is working and what may need improvement.



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At this time, the project wants to ask the public:

- What would it like to see along the corridor (i.e., activities, roadway improvements, pedestrian connections improvements, etc.) in three key areas: Cultural Core, Village Square, and Harbor Gateway.
- What should the corridor **look and feel** like (height, scale, massing, streetscape).

**TODAY'S INTENT - Your input into the look and feel concepts being asked**

**Executive Team  
Workshop**

March 17, 2025

**Planning  
Commission  
Study Session**

March 24, 2025

**City Council  
Study Session**

March 31, 2025

**Pop-Up Workshop  
at Spring Family  
Eggstravaganza**

April 19, 2025  
La Bonita Park

# PREVIOUS EFFORTS

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## **1975 Redevelopment Agency's Redevelopment Plan**

- Euclid St./Portola Park to west of Harbor Blvd., focusing on civic center area with long finger east excluding La Habra Blvd. parcels, until just west of Harbor Blvd.

## **1988 La Habra Boulevard Specific Plan (LHBSP)**

- Expanded area west of Beach Blvd. to Harbor Blvd. and picked up parcels (1 or 2 parcels deep) along La Habra Blvd.
- Economic and aesthetic revitalization
- Thematic architecture/landscaping: "Early California-Spanish" style; calls for mini-parks, gateway entries, left-turn lanes, medians; eliminates some on-street parking
- Introduces new zones/uses including commercial-residential, architectural design zone; multiple additional reviewing bodies

## **1999 Specific Plan Amendment**

- Economic vitality focus
- Expands to 11 uses; includes "multiple use" character
- Includes sub-areas for circulation elements (sidewalks, medians, street parking); calls for midblock crosswalks
- Updates design standards and illustrates design features (paving, building design articulation, roof materials, etc.)

# PREVIOUS EFFORTS

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## **1999 Zoning Code 18.44**

- Implements 1999 Specific Plan Amendment
- Many layers of review and CUPS
- Highlights amortization 1999-2009

## **2004 Encroachment Permit**

Allows building and awnings encroach public right-of-way (sidewalks, etc.) to create a livelier area; must support the LHBSPP

## **2008 Compass Blueprint Plan**

- Recognizes three Redevelopment Areas within Specific Plan area
- Focused on SW La Habra Blvd./Euclid St. site - a) 1-story commercial building - not economically viable; b) 3-story senior housing (68 du/ac) and 5k sf retail - economically viable but not without zone change AND decrease in parking standards; c) 3-story live/work - not economically feasible without units above 1 level of commercial above ground-level retail AND reduction of parking
- Brief list of findings: range of retail space/buildings too small for future development, need to consolidate property, vacate side streets to enable larger parcels/structures; need to reduce parking requirements; allow mixed use and stand-alone multi-unit residential in commercial areas; focus retail in/around Beach Blvd., Euclid St., Harbor Blvd. while letting other areas become other commercial and residential; increase densities/FARs at La Habra/Euclid; create "downtown La Habra" and a vision for "downtown La Habra"; clear guidance for projects development standards/guidelines

# PREVIOUS EFFORTS

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## **2016 Specific Plan Amendment**

- Land use map modifications
- Consistency with GP 2035; Housing Element Update; and Climate Action Plan
- 26 LU designations of which 8 are mixed use (MU)

## **2019 Mixed Use Overlay Zone**

- Allows for mixed use with PC/CC approval
- Continues to allow single-unit residential
- Allows MU projects parking reduction with parking study

## **2019 Complete Streets**

A vision for active and safe streets that reflect the character of the community. Objectives for La Habra Boulevard include:

- Reduce speed of vehicular movement and improve safety for all roadway users.
- Increased safety/decreased severity of injury in traffic collisions
- Improved 'feel' of the street
- Connection of communities on either side of the street due to shorter crossing distances
- Equitable balance among transportation modes
- Improved air quality and noise levels
- Encouragement of shopping and economic development
- Decreased fuel consumption
- Continued accommodation of motor vehicle traffic

# CURRENT EFFORTS

## Market Study The Natelson Dale Group

### Challenges

- Ownership/parcel patterns (low-cost basis), no incentive to jeopardize cash flow
- Reduction of retail globally
- Lower tier location compared with surrounding La Habra locations
- Weak office market globally

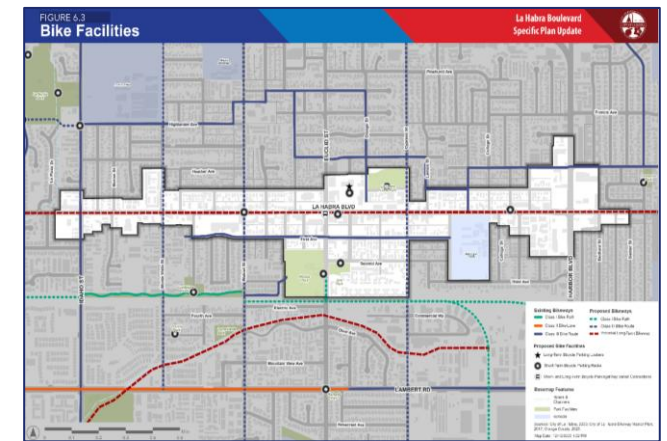
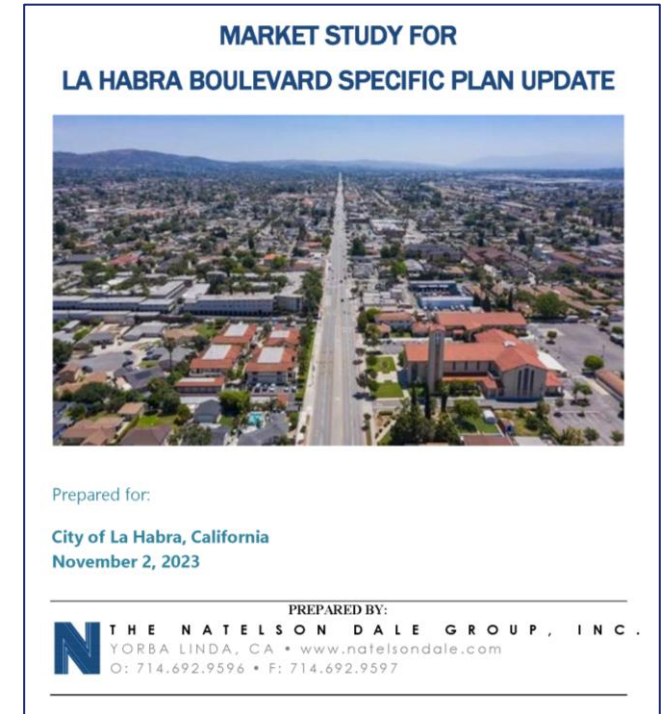
### Opportunities

- Market rate residential, affordable housing (inclusionary with market rate)
- Limited retail/restaurant unless city investment, perhaps arts/culture is a lure
- Minimal/nonexistent office demand except for very local uses (i.e. medical)

## Transportation/Mobility Analysis KOA

### Opportunities

- Relative low traffic volumes allows for repurposed lanes in specific segments to increase traffic calming, active transportation
- Intersections with higher volumes are well within City's capacity thresholds
- Low VMT area allows for exploring intensifying uses/densities to create more dynamic environment



# CURRENT EFFORTS

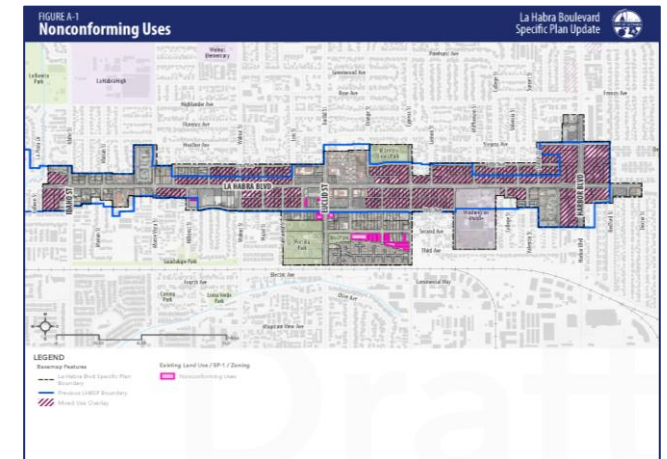
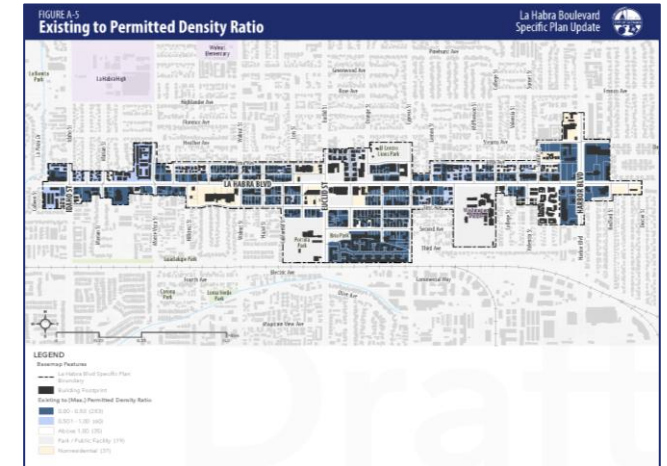
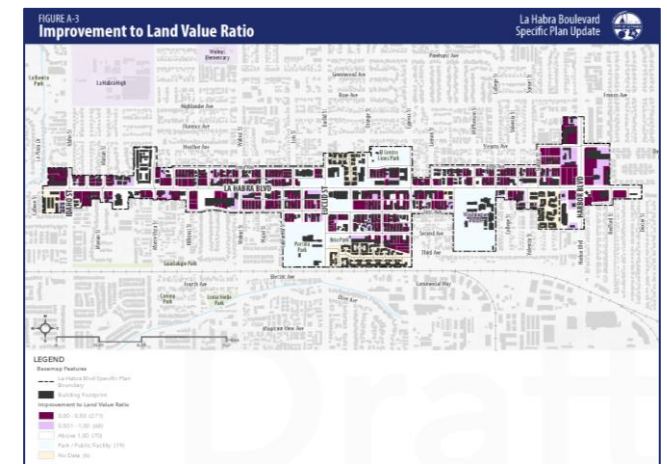
## Urban Design and Land Use Analyses **MIG**

### Challenges

- Ownership/parcel patterns make redevelopment difficult
- Multiple land use types leads to unfocused/hodge-podge feel
- Missing a sense of place along most of corridor
- Limited streetscape/landscaping
- Long block lengths and narrow sidewalks

### Opportunities

- Capitalize on sites more likely to redevelop (low improvement to land value ratios)
- Existing development capacity (density and intensity)
- Civic core already exists
- Concentrated land uses will allow for synergy
- New/infill residential uses can help create 'nodes' and improve retail base
- Parks and arts' locations allow for strong linkages and basis for a local destination
- Large commercial site can serve as a strong catalyst for western portion redevelopment
- Improve pedestrian connections



# MAJOR POLICY APPROACHES: "Big Moves"

# "BIG MOVES"



**Vibrant  
Cultural Core  
Activated  
Village Square  
Corridor  
Gateway**



**Improved  
Pedestrian,  
Bicycle and  
Vehicle  
Facilities**



**Diverse Retail,  
Office and  
Housing**



**More Trees,  
Seating  
Options and  
Gathering  
Spaces**



**Enhanced  
Corridor  
Identity**



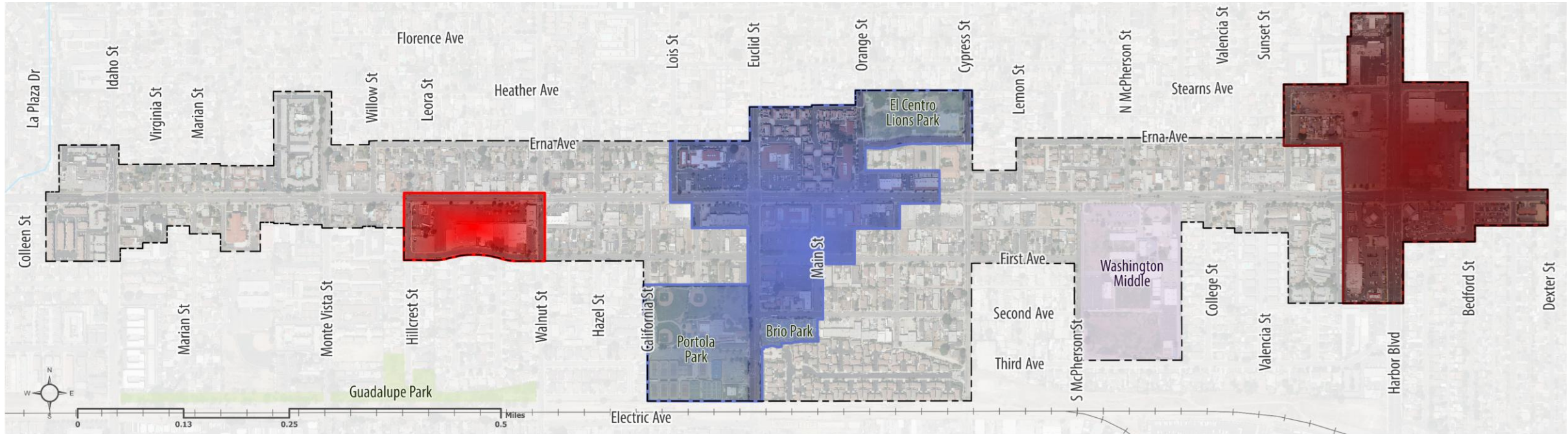
**FOCUS AREAS**

**VILLAGE SQUARE**

**CULTURAL CORE**

**HARBOR GATEWAY**

**ROADWAY IMPROVEMENTS**



# CULTURAL CORE



## Key Elements

- Vibrant pedestrian oriented civic center
- Local retail
- Linking parks north/south of La Habra Boulevard
- Increasing pedestrian activity
- Slowing vehicular speeds
- Arts district



Would you like to see this type of **activity** at this location?



**Food Trucks**

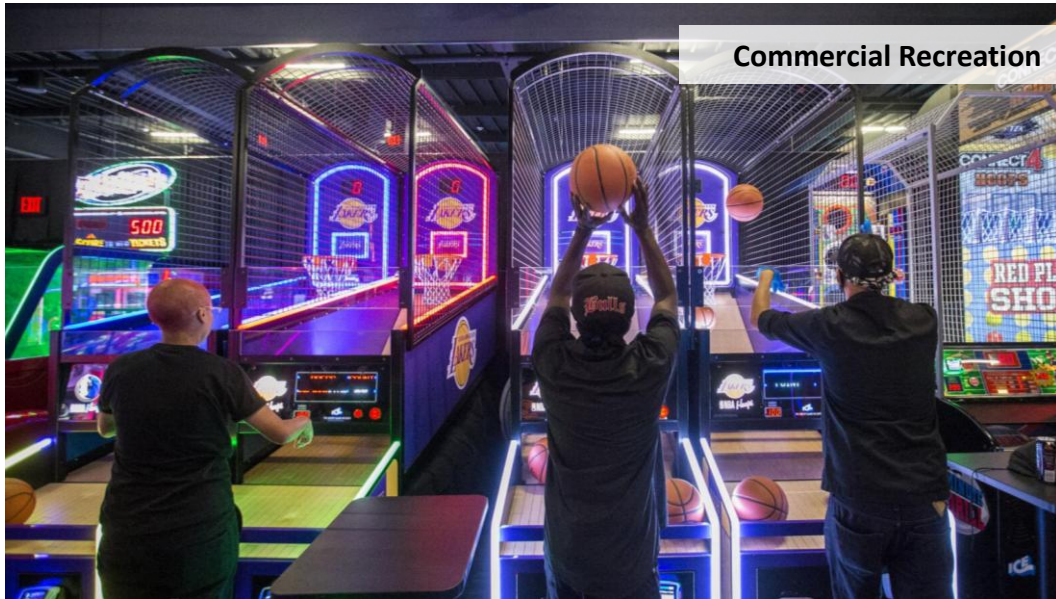
Really Like	Would Consider	Not Sure	No Way



**Community Garden**

Really Like	Would Consider	Not Sure	No Way

Would you like to see this type of **activity** at this location?



Really Like	Would Consider	Not Sure	No Way



Really Like	Would Consider	Not Sure	No Way

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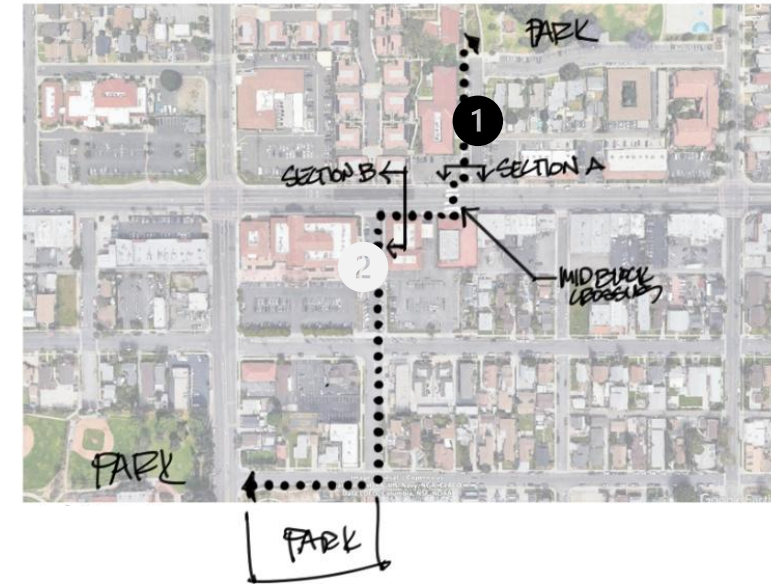
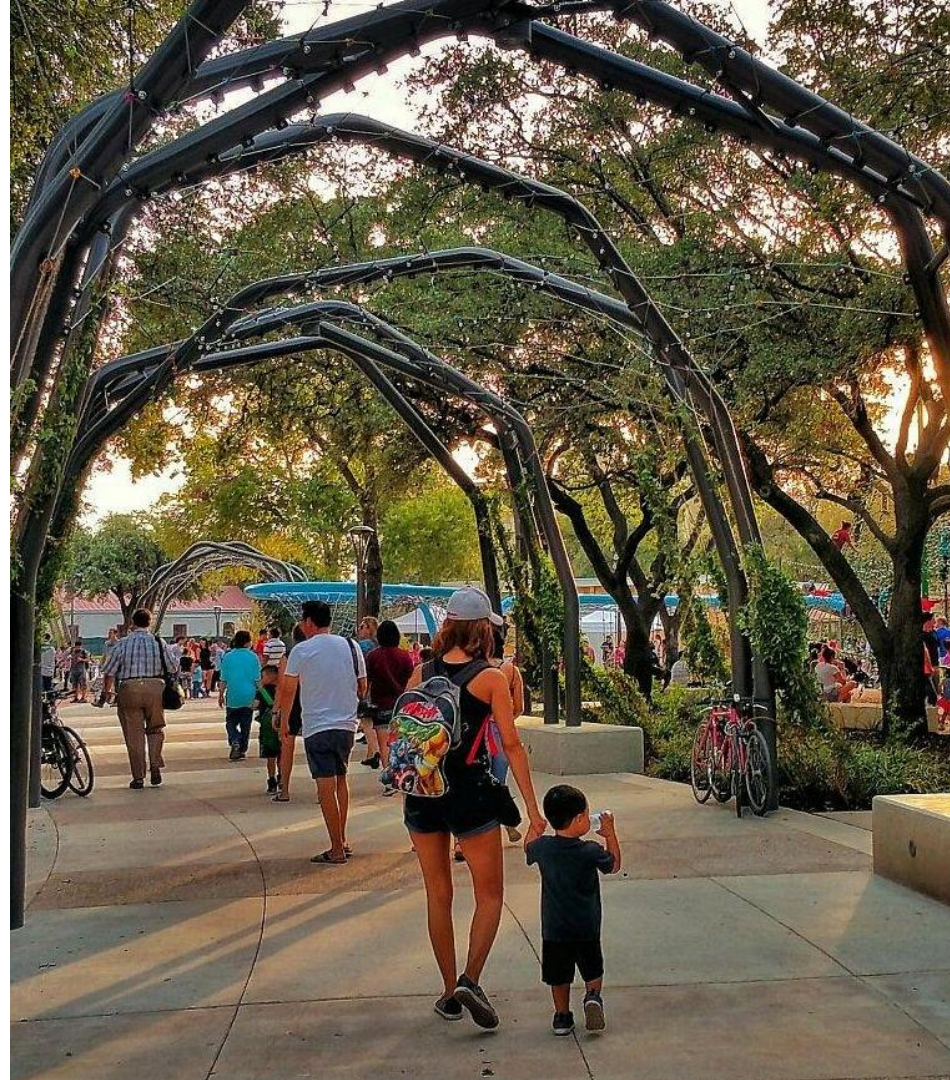


Really Like	Would Consider	Not Sure	No Way



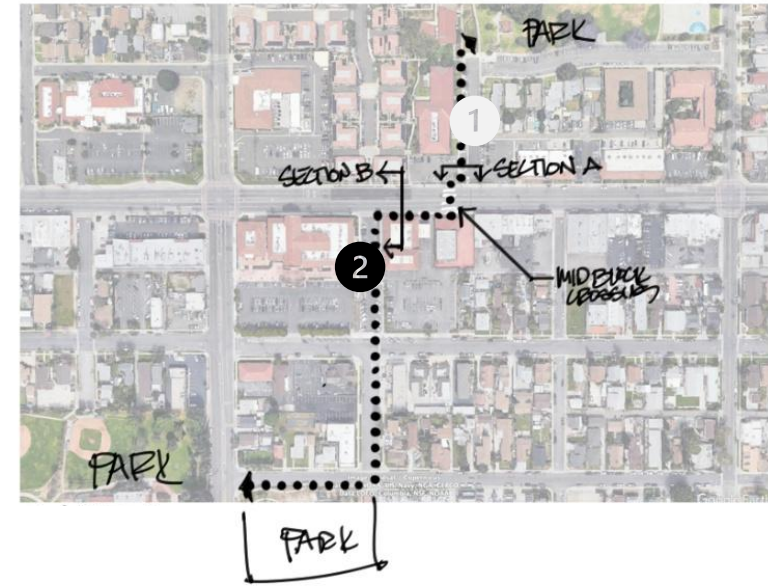
Really Like	Would Consider	Not Sure	No Way

# CONNECTING BRIO AND EL CENTRO PARKS



## Allée

- Formal pathway, lined with trees on both sides, providing ample space and comfort for alternative modes of travel e.g. walking, biking
- Implies connections to green space requiring minimal or no signage



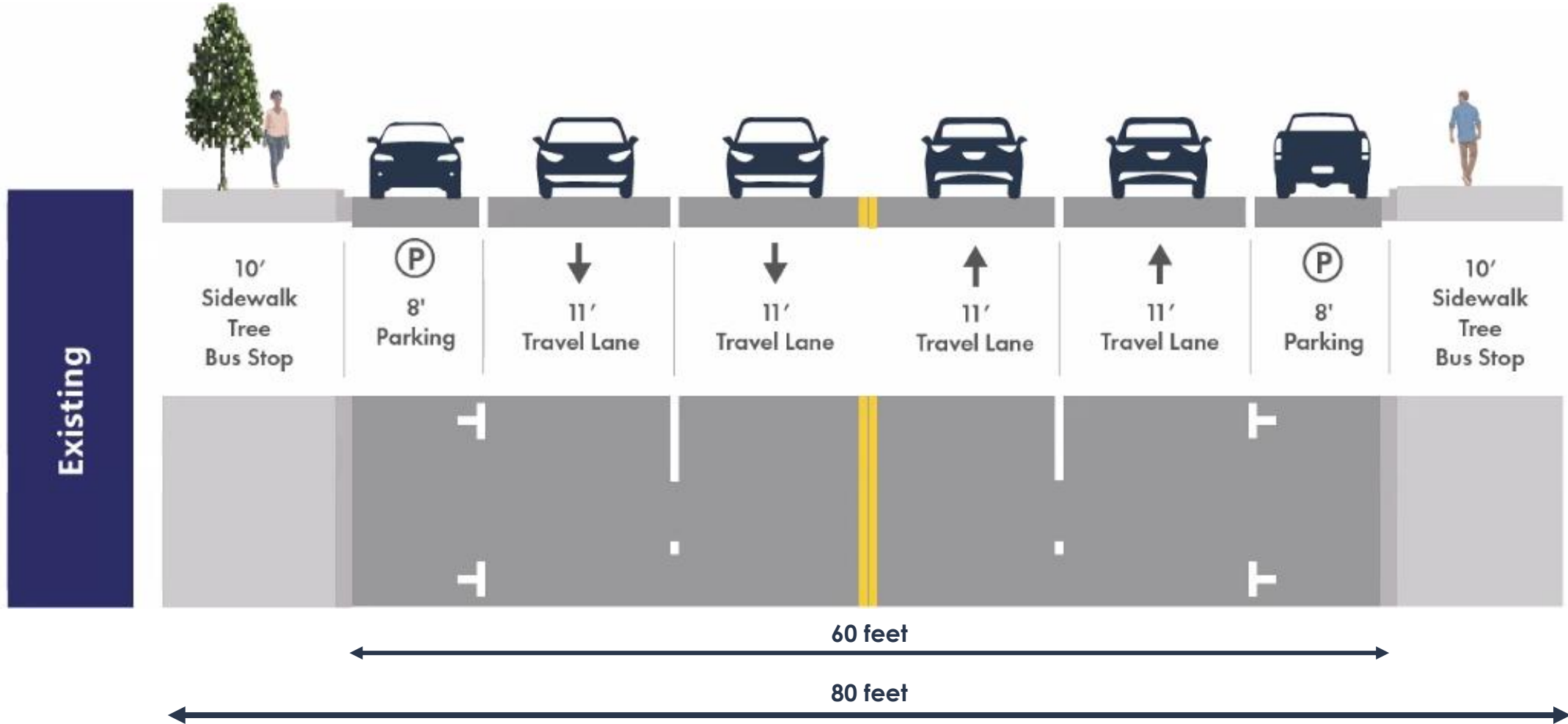
## Main Street

- Preserve and enhance public space and infrastructure in the Cultural Core
- Emphasize alternative mode of travel and users e.g. pedestrian, bike, gathering spaces
- Provides space for periodic events e.g. farmers markets, movie nights, arts festivals, etc.

# ROADWAY IMPROVEMENTS

## Monte Vista St - Washington Middle School

# Existing Conditions



# Alternative 1: Complete Streets + Angled Parking



- Road narrowing **increases area available for shade trees and greening**
- Angled parking **increases parking** compared to existing (note this is counter to Complete Streets goals)
- Crosswalk is the **primary pedestrian improvement** area along Boulevard
- **De-emphasizes expansion** of other existing activity area enhancements and connection opportunities (in exchange for increased parking)



# Alternative 2: Complete Streets + Parallel Parking



- Road narrowing, parallel parking, and bulb outs increase area available for shade trees and **greening - greater than angled parking** alternative
- Parallel parking **decreases parking** compared to existing (note this is aligned with Complete Streets goals)
- Provides **opportunity to expand pedestrian area** at existing activity areas, along with **other enhancements e.g. LID and connection opportunities** (in exchange for decreased parking)

# VILLAGE SQUARE



## Key Elements

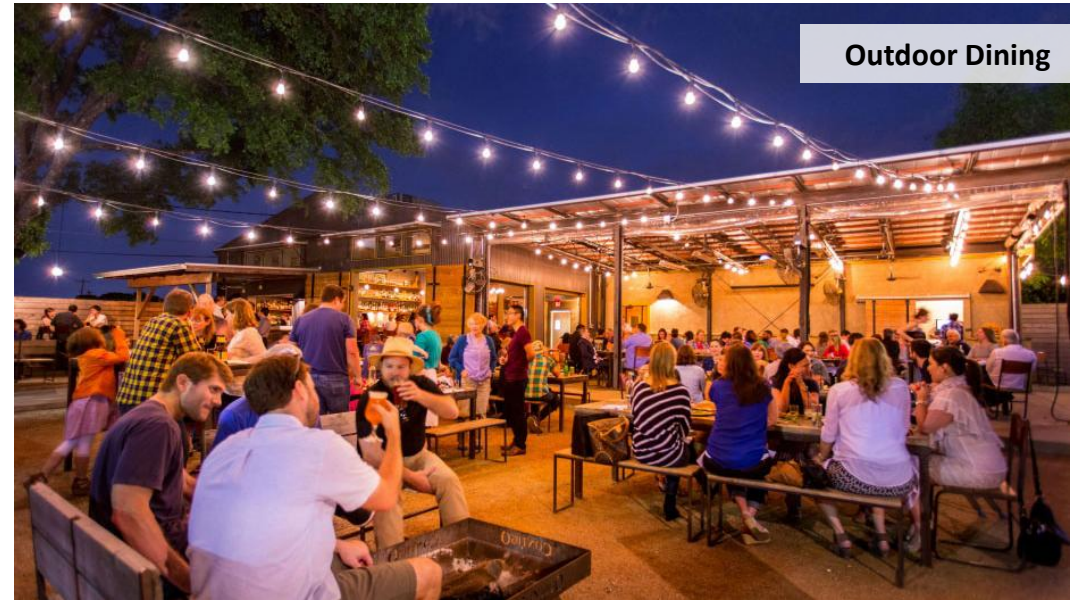
- Focus on long-term redevelopment/revitalization of site
- Enhance urban form and character
- Improve localized pedestrian activity and gathering spaces
- Enhance streetscape and street greening
- Wayfinding and lighting
- Extend "core" roadway improvements

Would you like to see this type of **activity** at this location?



Local Shops

Really Like	Would Consider	Not Sure	No Way



Outdoor Dining

Really Like	Would Consider	Not Sure	No Way

Would you like to see this type of **activity** at this location?



**Parklet**

Really Like	Would Consider	Not Sure	No Way



**Dog Park**

Really Like	Would Consider	Not Sure	No Way

Which type of **development** works best at this location? *(Pick one)*



# HARBOR GATEWAY



## Key Elements

- Gateway/Corridor entry
- Wayfinding to other La Habra Blvd. destinations
- Rethink vacant and underutilized parcels
- Subregional destination
- Bus stop improvements



Would you like to see this type of **activity** at this location?



High-End Market

Really Like	Would Consider	Not Sure	No Way



Aquatic Center

Really Like	Would Consider	Not Sure	No Way

Would you like to see this type of **activity** at this location?



Really Like	Would Consider	Not Sure	No Way



Really Like	Would Consider	Not Sure	No Way

Would you like to see this type of **activity** at this location?



Senior Living Facility

Really Like	Would Consider	Not Sure	No Way



Event Center

Really Like	Would Consider	Not Sure	No Way

Would you like to see this type of **activity** at this location?



Public Square/Plaza

Really Like	Would Consider	Not Sure	No Way



Indoor Sports Complex

Really Like	Would Consider	Not Sure	No Way

Would you like to see this type of **activity** at this location?



**Food Hall**

Really Like	Would Consider	Not Sure	No Way



**Multi-Family Housing**

Really Like	Would Consider	Not Sure	No Way

Which type of **development** works best at this location? *(Pick one)*



Which type of **gateway feature** works best at this location? *(Pick one)*





QUESTIONS?

