COMPASS BLUEPRINT
new directions for growth

La Habra Boulevard Corridor

Recommendations and Concepts for the City of La Habra

SOUTHERN CALIFORNIA ASSOCIATION of GOVERNMENTS

CITY OF La Habra

June 2008

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Contents

Compass Blueprint

This project was funded by the Southern California Association of Governments (SCAG) Compass Blueprint Demonstration Project Program. Compass Blueprint provides tools to cities to evaluate planning options and stimulate development consistent with the region's goals. SCAG provides cities with support to help with visioning, infill analysis, policy assistance, economic and marketing assistance, and developing communication tools.

Funding

The preparation of this report was funded in part through grants from the United States Department of Transportation, Federal Highway Administration and the Federal Transit Administration, under provisions of the Transportation Equity Act for the 21st Century (TEA-21). Additional assistance was provided by the State of California State Business, Transportation and Housing Agency through the California Regional Blueprint Planning Grant.

Acknowledgements

Beginning in 2003, the five North Orange County Cities (NOCC) of Brea, Fullerton, La Habra, Placentia, and Yorba Linda undertook a cooperative effort to define a vision for transit in North Orange County. The five cities have received grant funding from the Reduce Orange County Congestion (ROCC) program and the SCAG Compass Blueprint Demonstration Program, which together with the Orange County Transportation Authority (OCTA) Go Local program have provided funding (as well as in-kind City staff support) to explore opportunities for transit-oriented development around an emerging high-capacity transit system.

Contents

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Background

In 2001, SCAG started a regional visioning process that culminated in a strategy for regional growth that would accommodate the projected increase in population while providing for livability, mobility, prosperity, and sustainability. This strategy, called "Compass Blueprint," promotes a stronger link between transportation and land use planning at both the regional and local levels so that growth is directed toward areas that offer mobility and transportation choices. Compass Blueprint encourages creative, forward-thinking, sustainable development solutions that fit local needs and support shared regional values. The strategy is broadly based on four key principles, called the "Compass Principles."

- Principle 1: Improve Mobility
- Principle 2: Foster Livability in All Communities
- Principle 3: Enable Prosperity for All People
- Principle 4: Promote Sustainability for Future Generations

Compass Blueprint is now in the implementation phase and SCAG is partnering with cities and counties in southern California to realize this growth vision. A series of Compass Blueprint Demonstration Projects were conducted that exemplify the goals shared by the Compass Blueprint and unique visions of local communities. The City of La Habra applied for Compass Blueprint services and was selected to be one of these demonstration projects.

North Orange County Cities Transit Planning

Beginning in 2003, the five NOCCs of Brea, Fullerton, La Habra, Placentia, and Yorba Linda undertook a cooperative effort to define a vision for transit in North Orange County, resulting in the 2004 Transit Feasibility and Alignment Study.

In 2007 the NOCC undertook the next logical steps to develop a future transit system emphasizing connections to Metrolink and reflecting the link between transit system planning and land use planning, specifically addressing the following elements:

- Needs assessment
- Public outreach
- Coordinated transit and land use
- Refined transit technologies concept
- Refined transit route and station planning
- Evaluation of alternatives
- Preferred strategy and funding application

In addition to the specific requirements of each of the participating cities, the global objectives of the NOCC initiative include the need to profile existing transit/transportation services and study existing connections to Metrolink and to subsequently develop alternate service solutions, which may range from higher capacity bus or rail solutions to shuttle and feeder services.

The concepts and recommendations contained in this report were developed in conjunction with the efforts undertaken for the NOCC initiative.

Project Summary

The La Habra Boulevard Corridor was once the commercial center for the City of La Habra, but now suffers from the type of disinvestment that is common in today's strip commercial corridors.

The existing strip retail along La Habra Boulevard competes with strip retail along Whittier, Harbor, and Beach Boulevards to the north, east, and west. These competing corridors carry more traffic and their strip centers are more convenient than centers along La Habra Boulevard. In order for the retail along La Habra Boulevard to be successful, the corridor must offer a unique experience that the other corridors lack; it must become a destination where people want to go to spend their time.

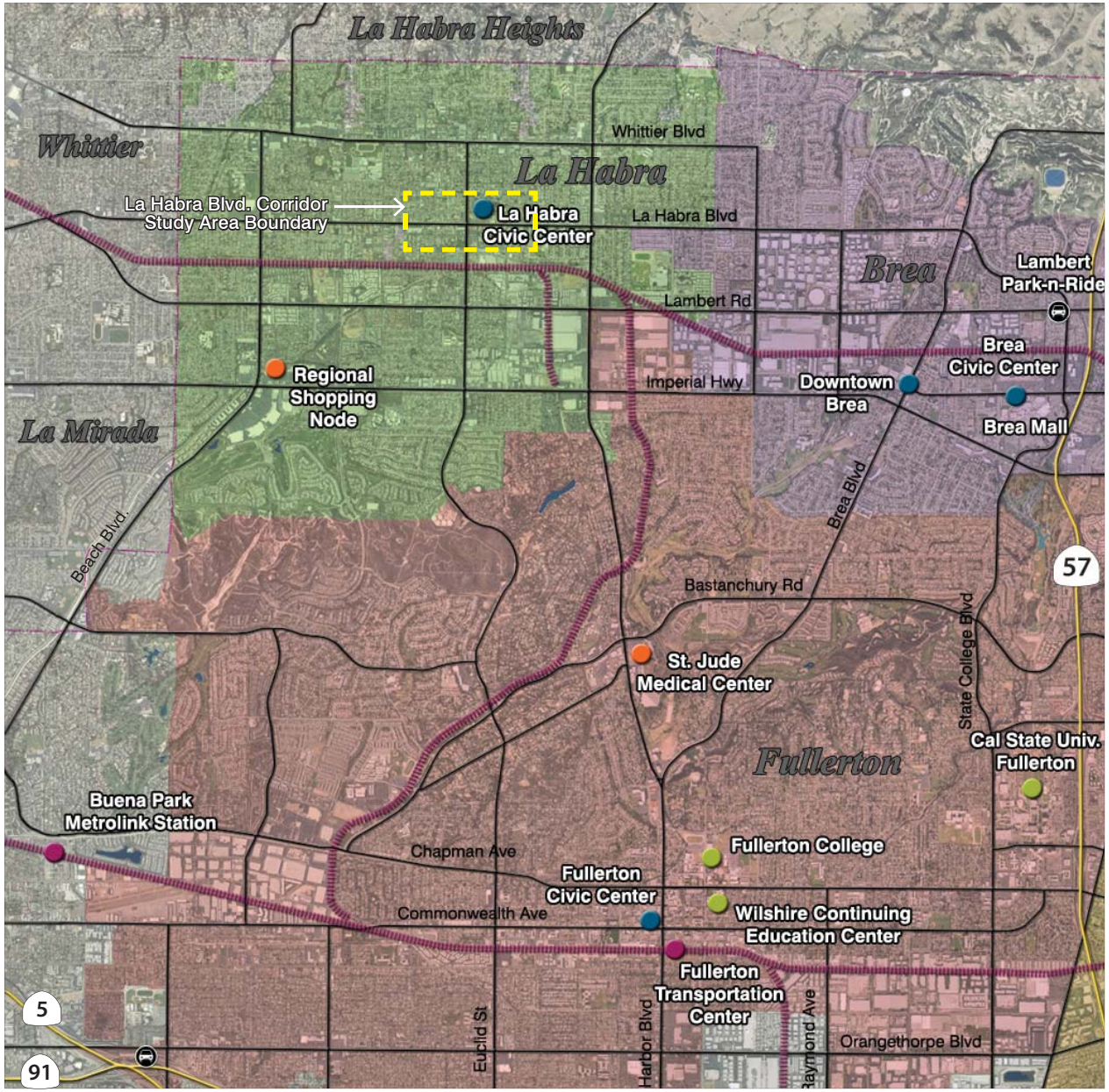
This report summarizes the work completed under the Compass Blueprint project and provides design concepts and policy recommendations for the City of La Habra to use in future planning efforts related to improving the economic performance, functionality, and identity of the La Habra Boulevard corridor. The recommendations report presents:

- Current conditions of the La Habra Boulevard corridor and the neighborhoods that surround it;
- A set of guiding principles for land use concepts and policy recommendations
- Streetscape, circulation, and land use concepts for the demonstration project study area;
- Development scenarios for a typical block along the corridor; and
- Next steps for guiding future changes along the corridor.

About the City of La Habra

La Habra is in Orange County's northernmost corner and has a population of just over 60,000. The 7.3-square-mile bedroom community is conveniently located within an hour's drive of many beaches, mountain, and desert recreation areas. Incorporated on January 20, 1925, with a population of 3,000, La Habra is now a full-service City employing over 250 full-time staff. La Habra also offers a distinctive and well-rounded program of civic, recreational, social, and cultural services to its residents, including 20 parks, a children's museum, community theater, tennis center, and diverse community center.

Regional Location



La Habra Boulevard Corridor Today

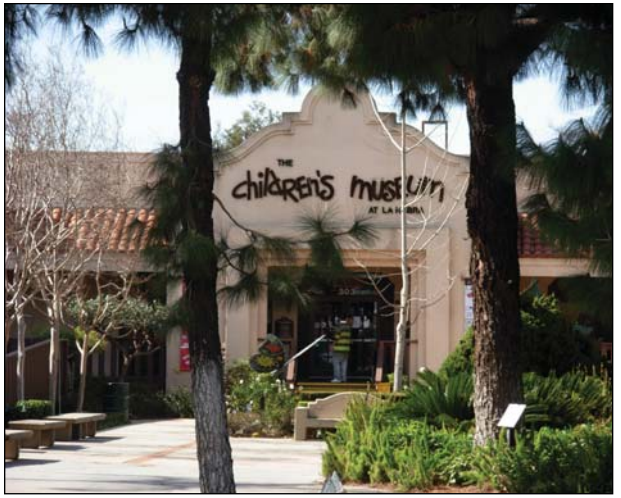
The 2.2-mile portion of La Habra Boulevard stretching from Beach Boulevard in the west to Harbor Boulevard in the east is characterized by a mix of residential and retail uses. Most commercial activity occurs at the intersections along the corridor while residential uses and professional services fill in mid-block locations.

Single-family detached units may front the corridor in mid-block locations with driveway access directly from La Habra Boulevard. Multifamily units are generally buffered from the corridor by commercial uses. In the center of the corridor some multifamily structures sit directly along north–south streets (i.e., Idaho Street, Monte Vista Street, Walnut Street) with easy access to the corridor's commercial centers.

Within the study area (between Walnut Street and Cypress Street) existing land uses along La Habra Boulevard are primarily commercial with neighborhood retail and two-story office buildings. The corridor is bordered with medium to high density housing with a large government/public facilities site.

There are significant buildings and public gathering places located along the La Habra Corridor. The La Habra Children's Museum, Child Development Center, and Depot Theatre are south of La Habra Boulevard, between California Street and Euclid Street, adjacent to the rail road tracks.

La Habra Branch Library



La Habra Children's Museum

La Habra Boulevard

La Habra Community Center

To the north of La Habra Boulevard, on the corner of Euclid Street, is the Civic Center area, which includes City Hall, a police station, library, community center, and post office.

There are two parking lots along Euclid Street, the first is on the Civic Center site and another is behind the two-story office buildings at the intersection of La Habra Boulevard and Euclid Street. Currently, there is no structure parking serving the study area.

Regulatory Framework

The La Habra Boulevard Corridor is operating in an existing regulatory framework, which must be taken into account when developing new land use concepts and making policy recommendations. The City of La Habra's General Plan (1990), the La Habra Boulevard Specific Plan (1999), and current zoning regulations currently guide development along the corridor.

General Plan and Zoning

The City of La Habra is currently undergoing an update to their General Plan. The recommendations stemming from this analysis can inform that update. The existing General Plan still provides the most complete data, analysis, and policy direction for transportation and land use issues. The General Plan document incorporates the La Habra Boulevard Specific Plan and identifies three General Plan objectives that are applicable to the Specific Plan:

- Eliminate and prevent deteriorating conditions in some of the older and declining areas of the City through private and public conservation and rehabilitation programs.
- Encourage the intensification of commercial uses in a manner that will provide for improved commercial services to the community, maximize revenue generation, and better balance jobs and housing.
- Develop and implement planning and zoning standards for areas of low arterial intensity commercial or mixed uses to encourage their intensification of use or transition to either a multiple residential or commercial nature.

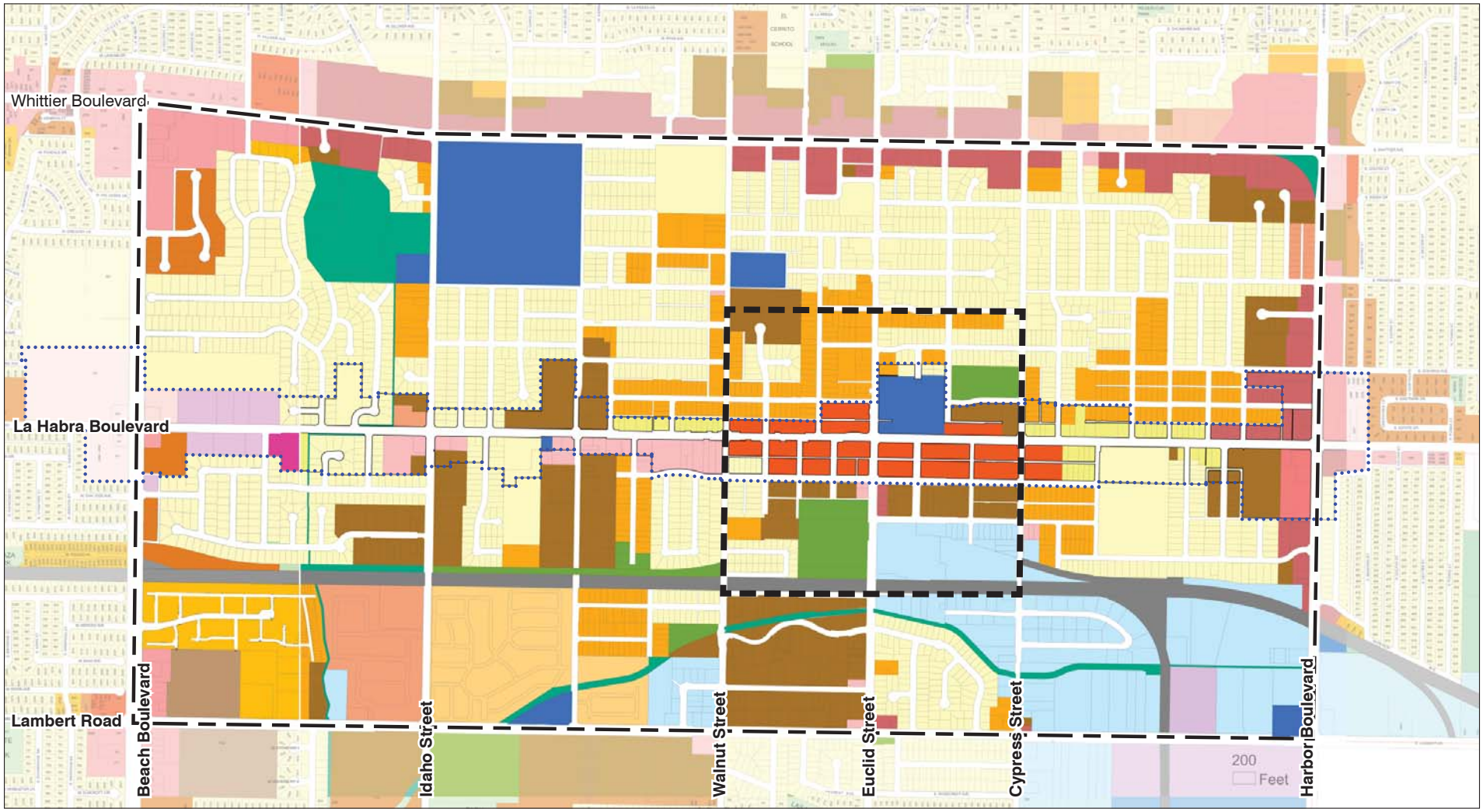
The City of La Habra's General Plan designates the La Habra Boulevard Corridor area for a variety of uses. Commercial uses are concentrated at major intersections along the corridor and within the civic center area from Walnut Street to Cypress Street. Residential land use designations, mostly low density, are found in mid-block locations along La Habra Boulevard, while medium and high density land uses are more apparent the north and south of the corridor.

La Habra Boulevard is zoned La Habra Boulevard Specific Plan; the designations are consistent with the land use categories established in the La Habra General Plan 2020.

La Habra Boulevard Specific Plan

The La Habra Boulevard Specific Plan, originally adopted in 1988 and updated in 1999, defines development standards and coordinates new development and revitalization efforts that foster the goals and objectives outlined in the General Plan. The Specific Plan addresses the areas of land use, density, circulation, parking, urban design, landscaping, and public improvements. The plan provides development standards, design guidelines, and implementation strategies aimed to revitalize the economic and aesthetic quality of the corridor. Early California/ Mission-style architectural theming is recommended for the La Habra Boulevard Specific Plan area.

La Habra Boulevard Corridor Area



Legend

- Corridor Influence Area
- Study Area Boundary
- Specific Plan Boundary

General Plan Land Use

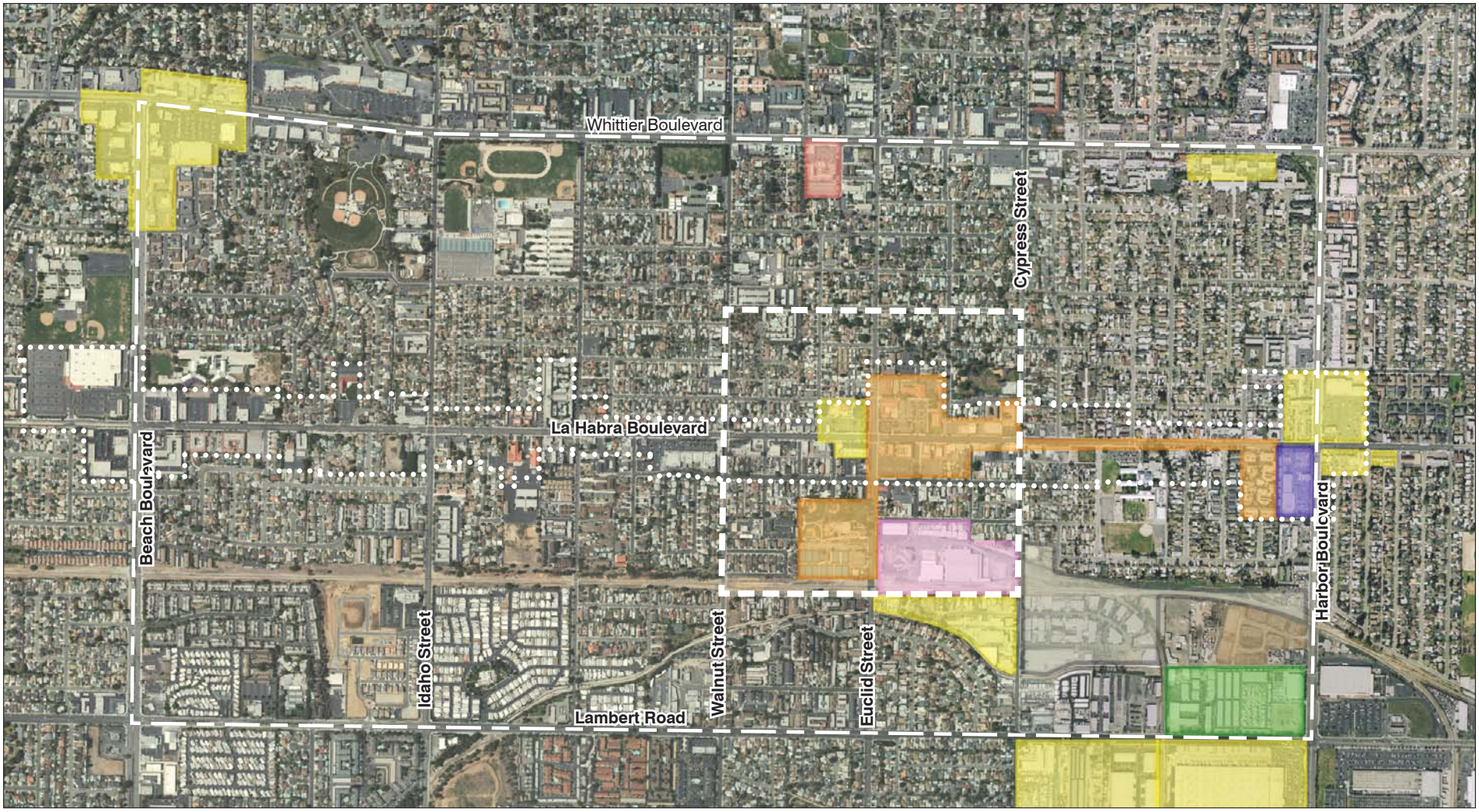
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mobile Residential
- Transitional Residential
- Light Industrial
- Commercial Industrial
- Central Commercial
- Highway Commercial
- Professional commercial
- Neighborhood Commercial
- Shopping Commercial
- Public Facility
- Open Space
- Parks and Recreation
- Railroad

Redevelopment Project Areas

The City of La Habra has designated nine redevelopment project areas throughout the City, three of which are directly along the La Habra Boulevard corridor. The Downtown Redevelopment Project area (redevelopment area Alpha One) comprises 41 acres, which includes public right-of-way, public park, civic center, and residential and commercial areas.

Images of La Habra Boulevard

Redevelopment Areas



Source: City of La Habra

Transit and Circulation

Existing Transit

OCTA bus routes 29 and 37 pass through the site on La Habra Boulevard and Euclid Street, with a bus layover near the intersection of First Avenue and Euclid Street. Both routes 29 and 37 are among the most productive OCTA bus routes in terms of per mile ridership, with an average daily ridership of 1,554 and 724 passengers respectively.

Foothill Transit provides bus service to the San Gabriel and Pomona Valleys (327 square miles) with 314 buses and 36 local and express routes. Foothill Transit Route 285, which travels from Puente Hills Mall through Hacienda Heights and Whittier, services La Habra residents by connecting to OCTA route 29 at the intersection of La Habra Boulevard and Beach Boulevard.

Norwalk Transit operates a fixed-route and paratransit service in the communities of Norwalk, Artesia, Bellflower, Cerritos, La Mirada, and Whittier. From the Norwalk/Santa Fe Springs Metrolink stop, Norwalk Transit provides a connector shuttle bus service to the Los Angeles Metro Green Line Studebaker station in Norwalk. The intersection of Beach Boulevard and Imperial Highway is the Norwalk Transit Route 4 connection point for La Habra residents via OCTA Route 20.

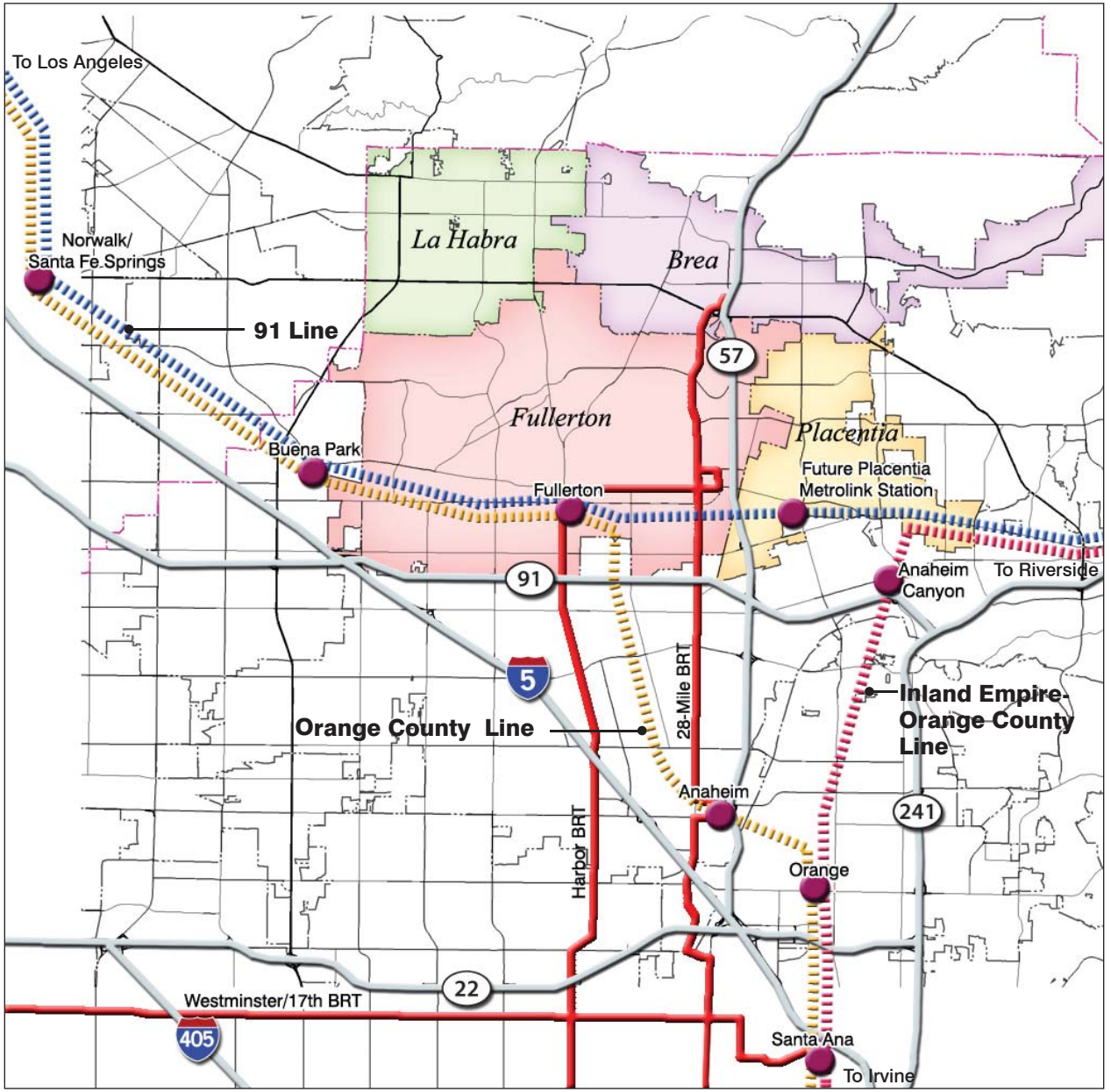
The Buena Park Metrolink Station is the station closest to the La Habra study area. Two commuter train lines service the station: Line 91 from Los Angeles Union Station to San Bernardino (20 minute peak time headways, 90 minute off-peak headways) and the Orange County Line, which runs from Los Angeles Union Station to Oceanside in north San Diego County (20 minute peak time headways, 60 minute off-peak headways). The Norwalk/Santa Fe Springs Metrolink station is the next stop traveling west from Buena Park and Fullerton is the first stop to the east.

Roadways

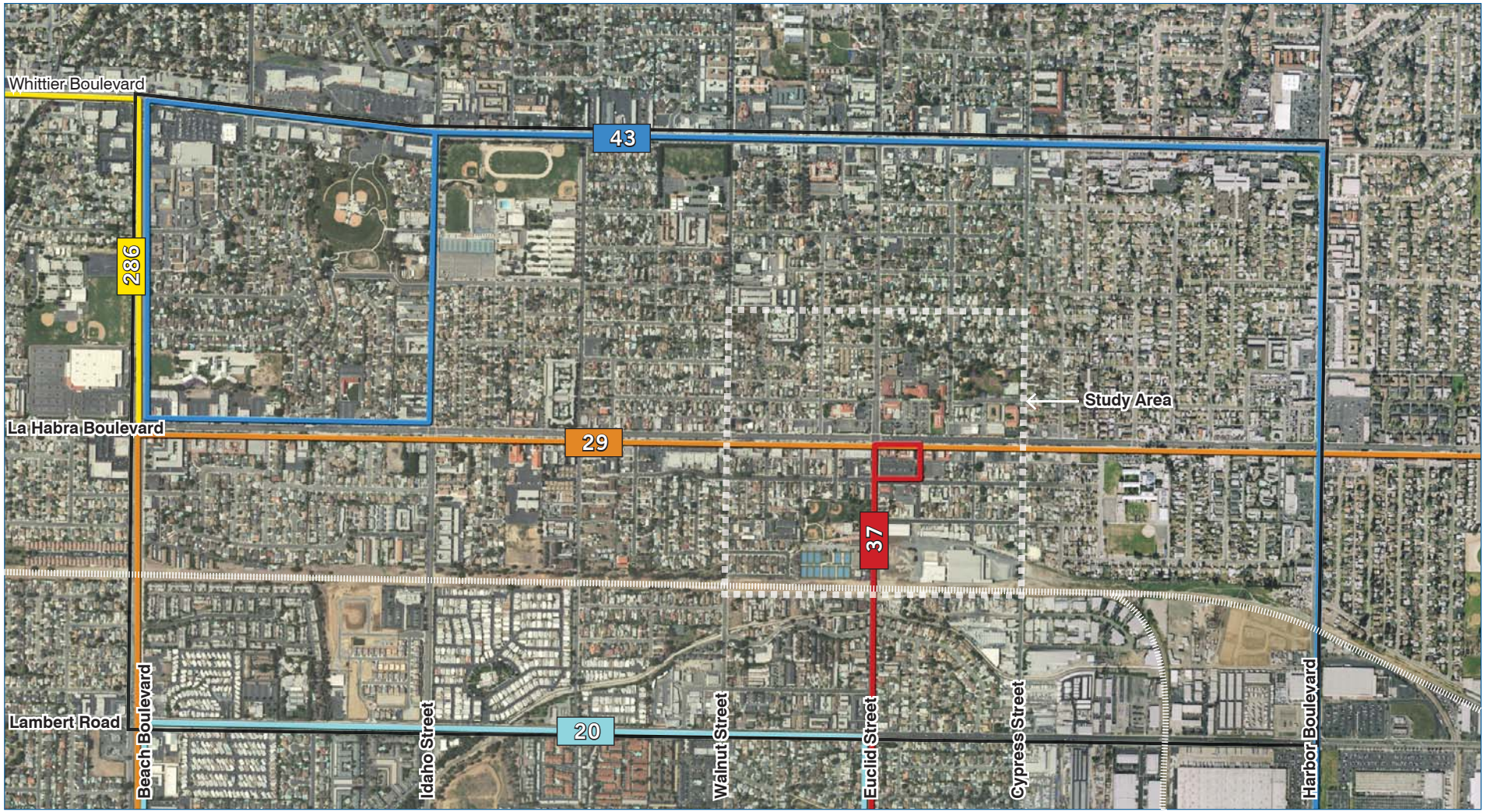
Both La Habra Boulevard and Euclid Street are secondary arterials, with four undivided lanes. Euclid Street carries an average of 10,000 vehicles daily north of La Habra Boulevard, and 19,000 south of La Habra Boulevard. La Habra Boulevard currently operates at level of service (LOS) F, with volumes ranging from 21,000 to 24,000 in the project area. The next major east–west connection south of La Habra Boulevard, Lambert Road, also operates at a LOS F. North of La Habra Boulevard, Euclid Street operates at a LOS C or better, but south of the corridor, Euclid Street's service drops to a level of E. It should be noted that the poor level of service is in part due to each road's official designation (major arterial, collector, etc.) and current traffic volumes. In reality traffic conditions along these roads is more efficient than LOS levels indicate. A traffic study should be conducted as part of any future corridor improvements.

Significant congestion is expected by 2030 along the La Habra Boulevard corridor between Idaho Street and Harbor Boulevard. Congestion is also projected along Imperial Highway from Euclid Street to across the Los Angeles County line, and on Lambert Road between Harbor Boulevard and Idaho Street to the south of the site. Portions of Harbor Boulevard, Idaho Street, and Whittier Boulevard nearby will also be significantly congested.

Metrolink System and Planned BRT Routes



Existing Bus Routes



OCTA Bus Routes

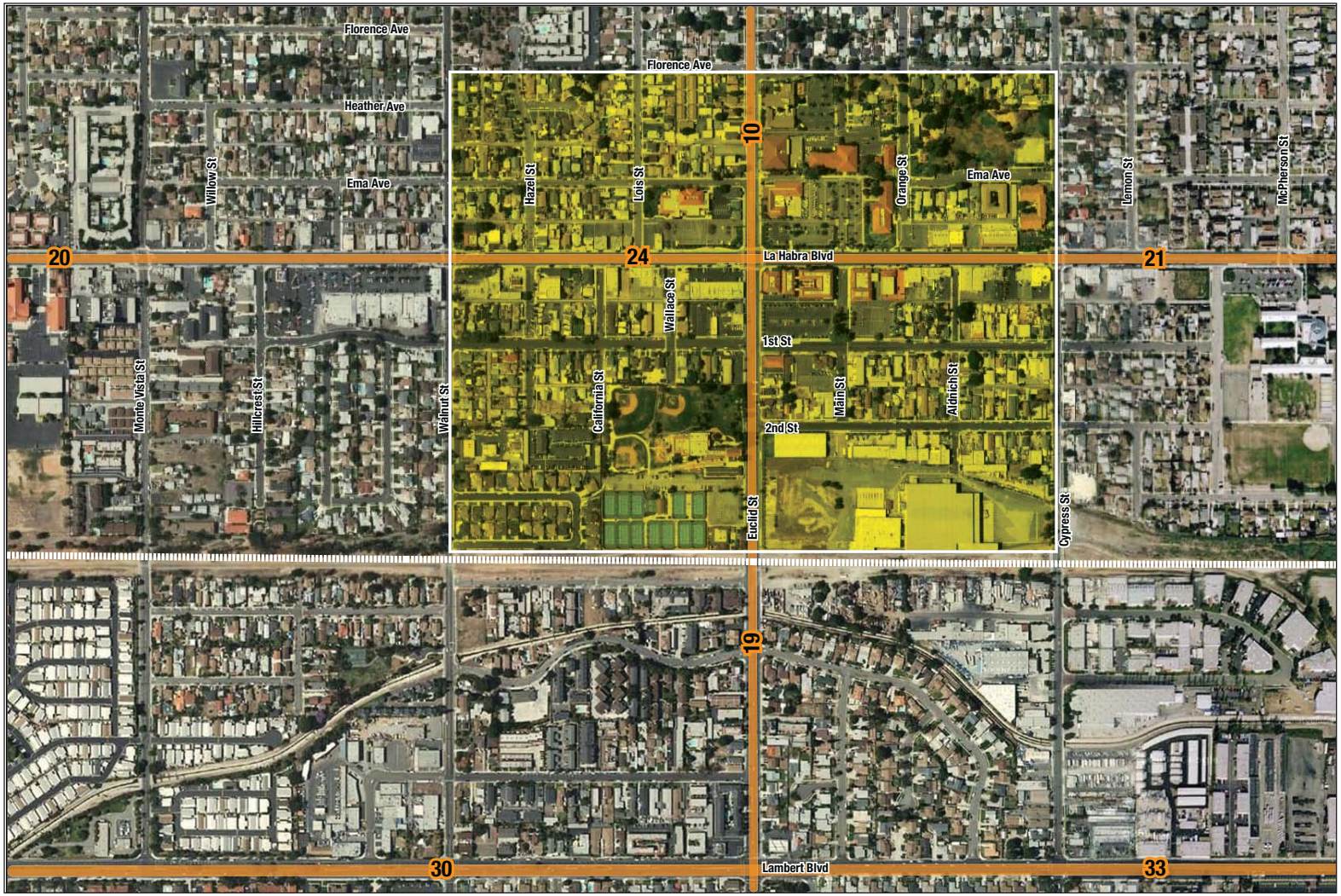
- 20 — La Habra to Yorba Linda (via Imperial Hwy)
- 29 — Brea to Huntington Beach (via La Habra Blvd/Beach Blvd)
- 37 — Brea to Huntington Beach (via La Habra Blvd/Beach Blvd)
- 43 — La Habra to Costa Mesa (via Harbor Blvd/Whittier Blvd.)

Foothill Transit Bus Routes

- 286 — Puente Hills-Hacienda Heights-Whittier

Source: OCTA and Foothill Transit

Average Daily Traffic Volume



Arterial Highways (in thousands)

- Below 10
- 10-20
- 20-30
- 30-40
- 40-50
- Above 50

Demographic Profile

Population Characteristics

There are certain key indicators that are important to understand when evaluating opportunities for corridor revitalization. These indicators are then analyzed along with the physical, economic, and political context to form the design and implementation recommendations. The City of La Habra's demographic profile reveals a community that is relatively similar to the other North Orange County (NOC) cities. However, the neighborhoods around the La Habra Boulevard Corridor show unique characteristics that must be addressed when planning for the corridor itself.

Both the City of La Habra and the corridor influence area (the area bounded by Beach Boulevard, Whittier Boulevard, Harbor Boulevard, and Lambert Road) have a higher percentage of residents 65 years old or older than the NOC subregion. When looking at public transit and alternative modes of travel together, the La Habra Boulevard corridor has a greater percentage of residents who use public transit, walk, bike, or carpool than the NOC subregion and the City. La Habra residents in the influence area are more likely to have a longer commute than NOC residents on average. Residents in the influence area carpool as a higher percentage than the NOC subregion and City residents; they are also less likely to have access to a private vehicle.

Demographic Profile, North Orange County Subregion, La Habra, and Corridor Area, 2000

	North Orange County Subregion	La Habra	La Habra Boulevard Influence Area
Population	1,604,104	59,191	24,160
Population 5–17 years old	21.1%	21.2%	21.9%
Population 65+ years old	8.7%	11.0%	11.3%
Median age		33.2	32.1
Average household size		3.18	3.34
Residents who use public transit	4.0%	2.2%	3.7%
Residents who use alternative transit (public, foot, bike)	7.0%	5.0%	8.5%
Residents whose commute is 60 minutes or more	8.4%	9.9%	9.5%
Average travel time to work		31.6	30.24
Residents who carpool	16.2%	15.4%	20.4%
Residents with no private vehicle available	7.0%	6.5%	10.7%
Average number of vehicles per household		1.81	1.71
Median household income	$51,658	$47,652	$37,831
Residents below the poverty line	13.0%	12.9%	18.4%
Owner-occupied housing units	57.7%	56.8%	45.5%
Housing units built in or prior to 1949	7.3%	8.6%	16.2%

The City of La Habra has a lower median household income than the NOC subregion, and the La Habra Boulevard influence area is below the City. The percentage of owner-occupied housing units in the influence area is less than in the NOC subregion or the City and the housing stock in the influence area is much older than in the City and NOC.

Resident Economic Profile

In 2004, La Habra Boulevard Corridor area residents held 11,216 jobs, 9,818 (87.5%) of which were in the private sector. The majority of these jobs were in Los Angeles (9.8%), followed by Brea (5.2%), La Habra (4.8%), Anaheim (4.3%), and Fullerton (4.1%). On a regional level, 31.6% of corridor area resident jobs were in Orange County, while 26.0% were in Los Angeles County.

The majority of jobs held by corridor area residents pay between $1,200 and $3,400 per month (51.6%) with 24.8% of jobs paying less than $1,200 per month and 23.6% of jobs paying more than $3,400 per month. The top two employment industries for corridor area residents are manufacturing (15.8%) and retail trade (13.2%), with all other industries individually accounting for less than 10% of resident jobs.

In 2004, there were 326 employers in the La Habra Boulevard Corridor area with 7,798 jobs, 7,628 (97.8%) of which were in the private sector. The top five locations corridor workers commuted to the area from were Los Angeles (10.9%), La Habra (6.1%), Ontario (5.4%), Fullerton (2.2%), and Anaheim (2.0%). On a regional level, 24.8% of area workers commuted from Los Angeles County, 19.4% commuted from Orange County. and 8.0% commuted from San Bernardino County.

While the majority of corridor jobs pay between $1,200 and $3,400 per month, a higher percentage of jobs in the corridor area pay less than $1,200 per month (32.0%) when compared to the jobs area residents hold elsewhere. Correspondingly, the corridor area offers fewer high paying jobs (26.4%) than residents hold elsewhere. Four employment industries each account for at least 10% of the jobs in the corridor area with administration and support, waste management, and remediation accounting for 22.9%; retail trade for 17.9%; educational services for 14.7%; and construction for 10.5%.

Economic Conditions

La Habra Corridor Retail Conditions Study

A 2001 retail study of the La Habra Corridor identified 656,000 square feet of retail space existing along La Habra Boulevard from Beach Boulevard to Harbor Boulevard. Of this retail space, 524,000 square feet are occupied by 230 separate businesses.

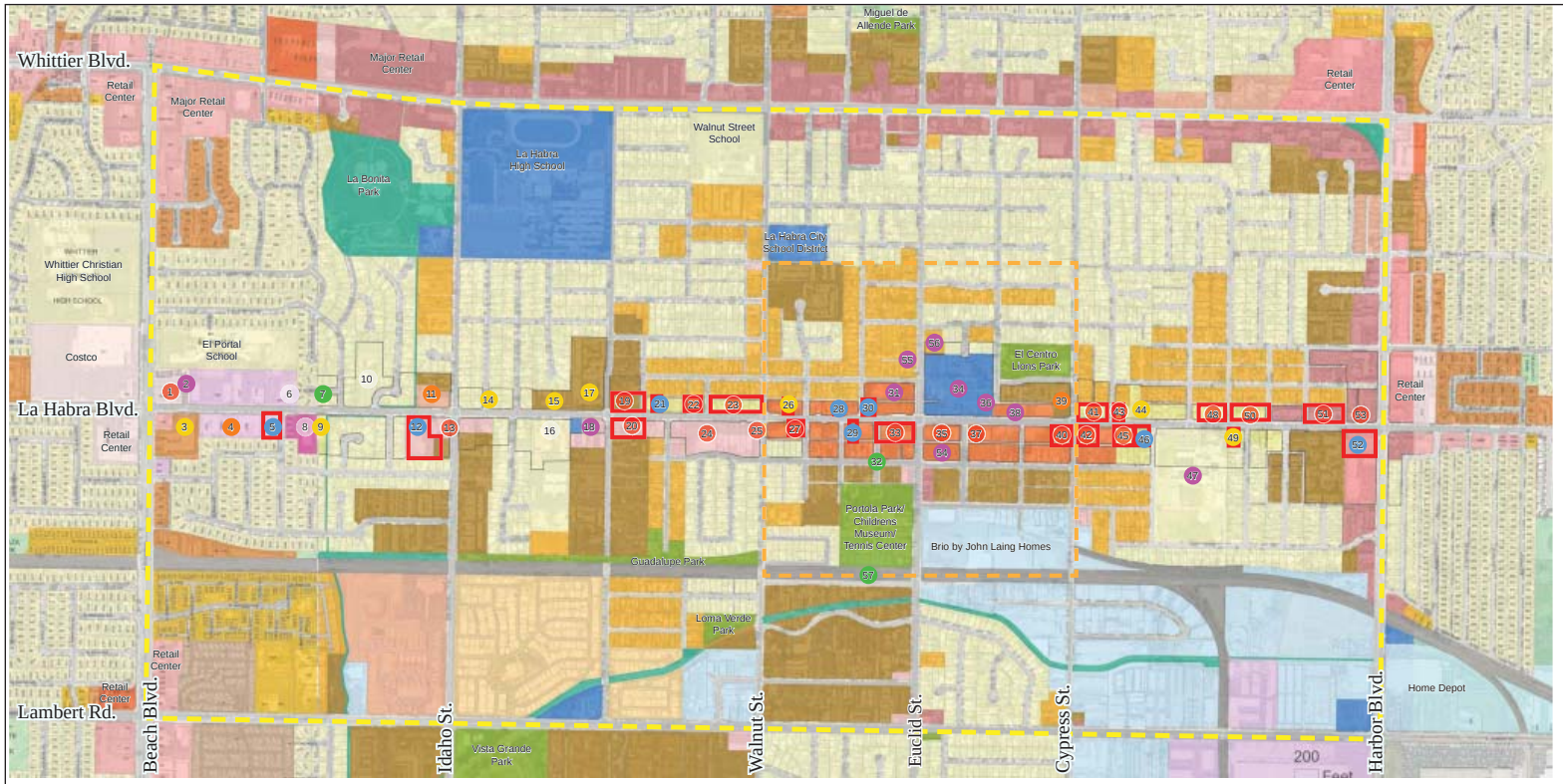
The study area (from Walnut Street to Euclid Street) was identified as a retail opportunity despite apparent physical challenges. This area runs 1,200 feet east to west and comprises of an eclectic combination of residential, community service, medical service, and retail activities. In 2001, the area included 65,000 square feet of retail space in 16 separate buildings, with the majority of space and buildings on the south side of La Habra Boulevard.

The study found that while the mix of retail versus nonretail businesses had remained constant over the previous two decades, retail-related storefront activity has become increasingly oriented toward professional services (medical and administrative) as opposed to product merchandising. Additionally, the sales tax revenue generated in the corridor had diminished over this same period. This was likely due to an increased presence of low sales-tax-generating businesses. In addition to generating sales tax revenue, the corridor was also economically important due to the employment opportunities it generated. As of 2001 there were 990 full-time and part-time jobs in the corridor.

The report identified the size-range distribution of existing retail space as a substantial constraint for future retail development. Ultimately, the report recommended consolidating property, vacating side streets, and erecting structures large enough to house competitive retail operators in order to make the core more vibrant and economically successful.

La Habra Boulevard retail commercial centers

Existing Uses



Retail / Commercial

1. Retail Center
13. La Habra Ranch Market
19. Retail Center
20. Retail Center
22. Retail Shops
23. Retail Shops
24. La Habra Plaza
25. Market
27. Auto service
33. Retail Center
35. Office
37. Bank of America
40. Retail Center
41. Retail Center
42. Building for Sale
43. Auto service
45. Retail Center
48. Retail Center
50. Retail Center
51. Retail Center
53. Auto Dealer

Public Facilities

2. North Orange County Youth Center
18. Fire Station
31. Community Center
34. Civic Center
36. Library
38. Chamber of Commerce
47. Washington Middle School
54. City Owned Parcel
55. City Owned Parcel
56. City Owned Parcel

Residential

3. Apartments
9. Apartments
14. Single family detached
15. Multifamily
17. Multifamily
26. Single family detached
44. New residential
49. Multifamily

Senior Facilities

4. Park Regency Care and Living
11. Convalescent hospital
39. Senior housing

Pedestrian Environment

7. Sidewalk Adjacent Walls
32. Pedestrian Connection to Park
57. Railroad ROW (Potential Green Belt)

Vacant

5. Vacant Building
12. Vacant Space
21. Vacant Site
29. Vacant Site
30. Parking Lot
46. Vacant site
52. Vacant site

Religious

6. Church
8. Church
10. Church
16. Church

COMPASS BLUEPRINT

La Habra Corridor
Demonstration Project

Existing Conditions

Legend

- Context Area
- Study Area
- Opportunity Area
- LDR (4-8 du/ac)
- MDR (10-14 du/ac)
- HDR (15-23 du/ac)
- Transitional Residential
- Light Industrial
- Central Commercial
- Highway Commercial
- Professional Commercial
- Neighborhood Commercial
- Public Facilities
- Open Space
- Parks and Recreation
- Railroad

1. Retail/Commercial
2. Public Facilities
3. Residential
4. Senior Facilities
5. Vacant
7. Pedestrian Environment
8. Religious

March 28, 2008

DRAFT

Not for Public Distribution

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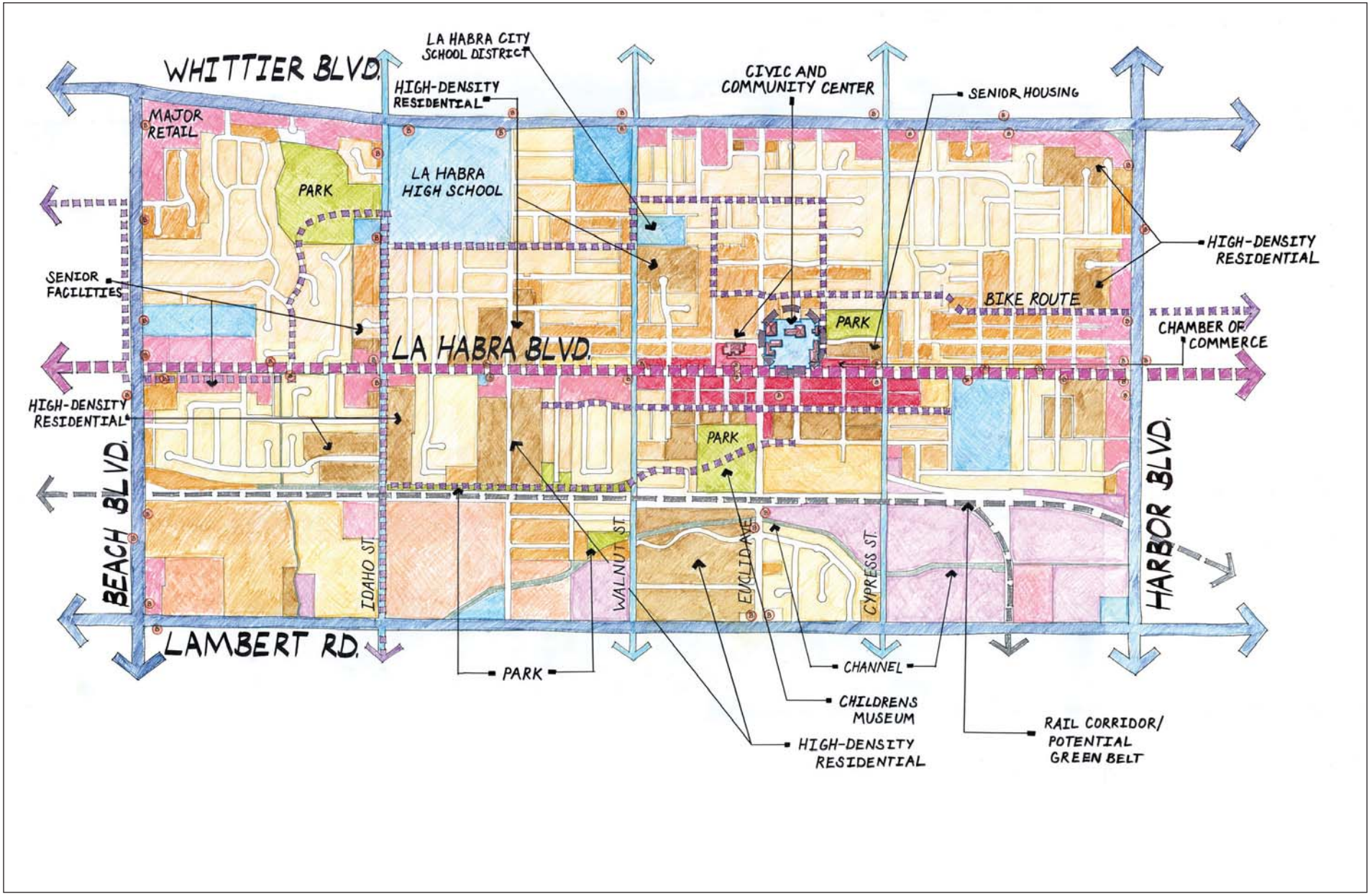
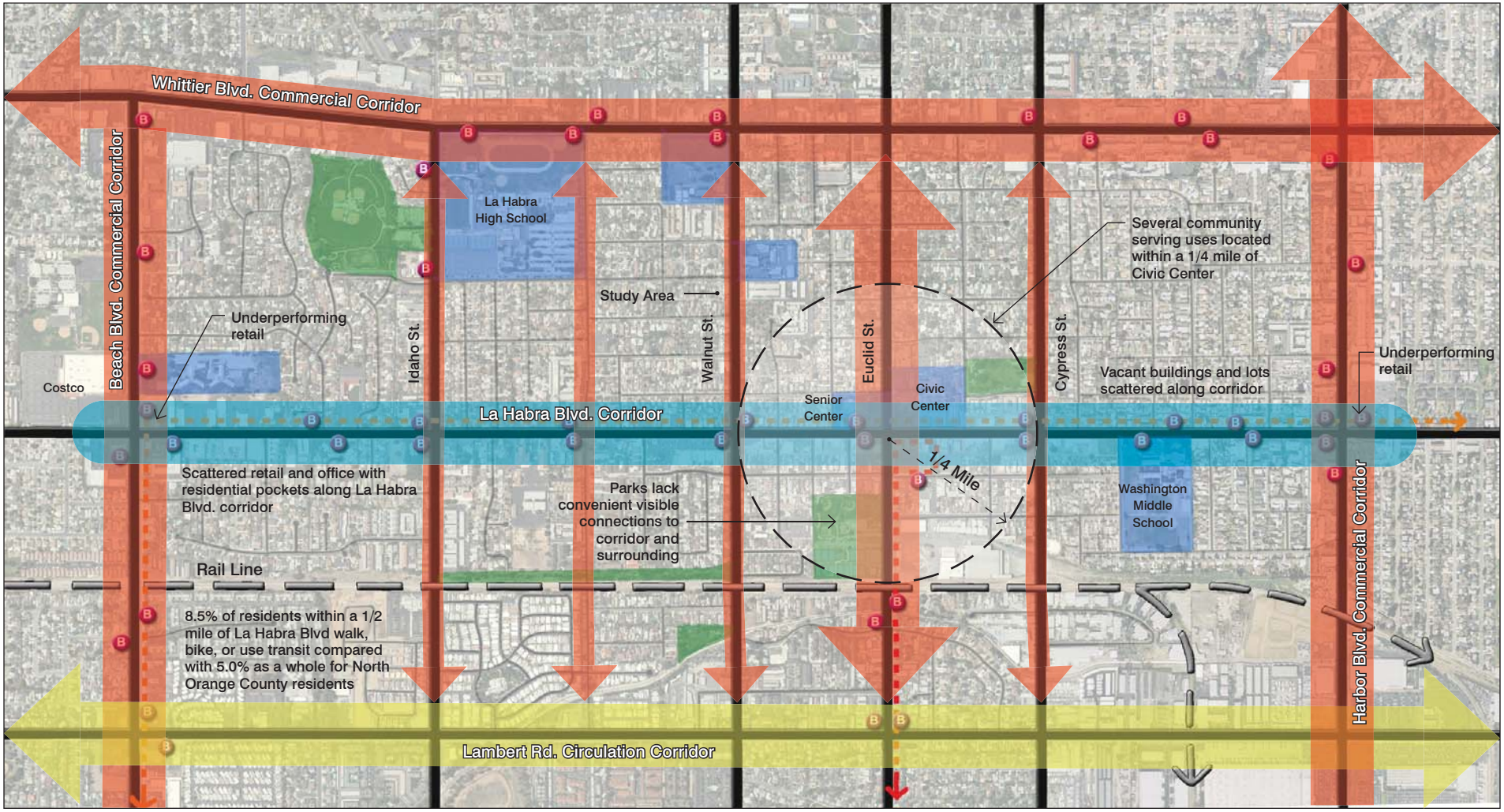
The contents of this report reflect the views of the author who is responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of HUD or DOT. This report does not constitute a standard, specifications or regulation.

THE PLANNING CENTER

La Habra Boulevard Corridor Existing Community Structure



La Habra Boulevard Corridor Existing Conditions



Legend

- OCTA Bus Route 29
- OCTA Bus Route 37
- Bus Stop
- Civic Use
- Park

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Economic Feasibility Analysis

Revitalizing La Habra Boulevard not only requires public investment, it also depends on the willingness of the development community to invest in the corridor as well. This study seeks to determine the financial feasibility of development scenarios within the context of the City's goals for the corridor. The purpose this economic feasibility analysis is to provide decision makers with the requisite information to make informed land use policy decisions

The first part of the economic analysis involved identifying opportunities for infill development along the corridor. These opportunity sites were screened for visual appearance, lot size, location on the corridor, and development intensity. In consultation with the City, one site was selected for further analysis.

The second part of the economic analysis involved testing three development scenarios on the selected site for their financial feasibility. The three types of development that were tested included a commercial building, a senior housing development, and a live-work development. The development types chosen for the selected site were chosen based on the City's vision for the Corridor and the guiding principles developed to promote that vision.

The economic feasibility analysis models developer costs, revenues, and expected returns. In doing so the model is specific to the intricacies of the proposed development. For example, the model considers the amounts of below and above grade parking, the amounts of residential and retail space, and the variable costs and market prices these uses generate.

The analysis is framed by the existing regulations to show what financial feasibility looks like at a baseline level, and what feasibility would look like with adjustments to land use policy, particularly parking, density, height, and setback requirements.

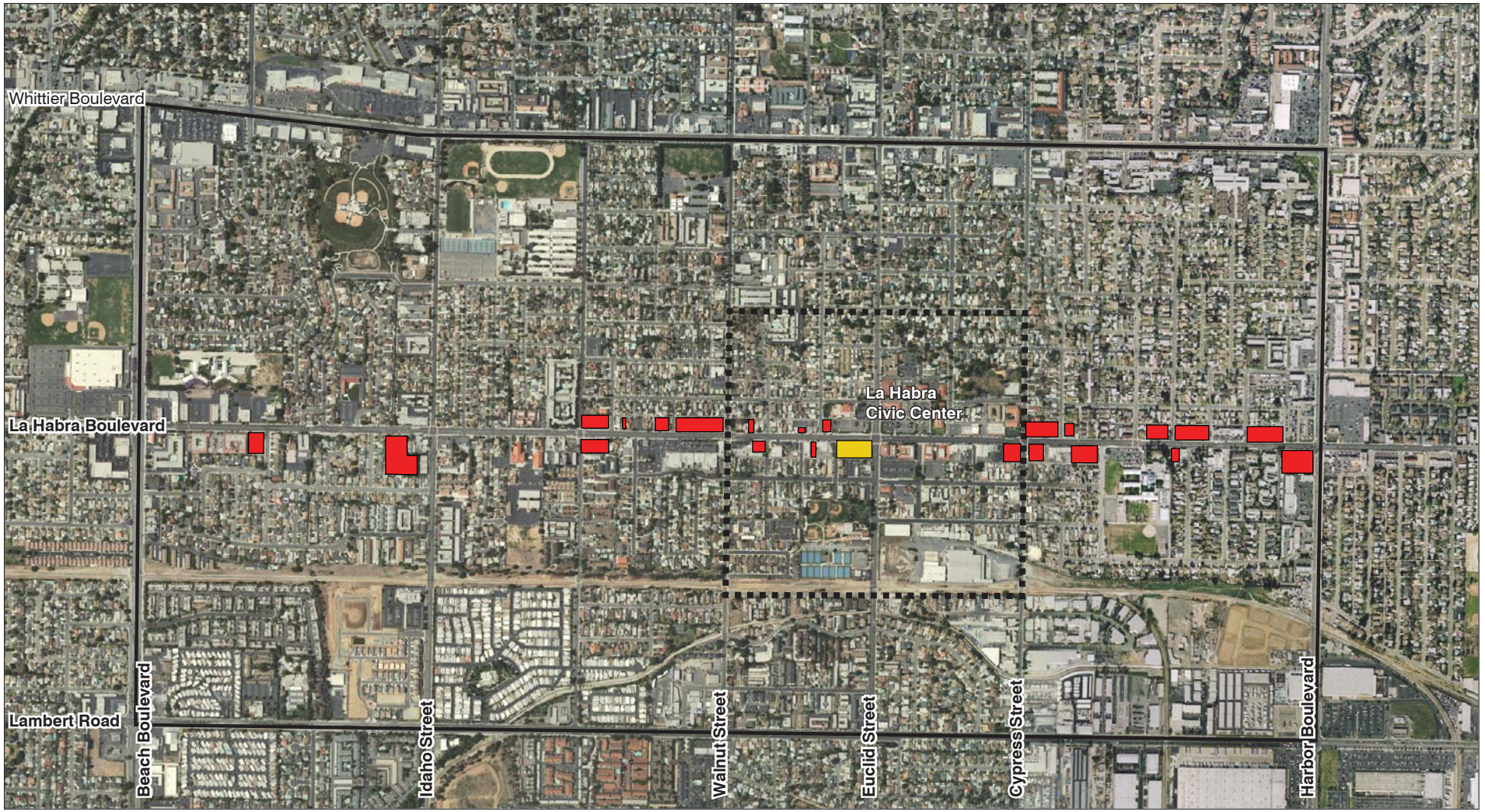
A degree of uncertainty exists in any analysis based on the real estate market. It is difficult to predict the estimated selling prices, lease rates and absorption rates of residential or retail space in a project to be built at some uncertain time in the future, especially in an environment of expected interest-rate increases. With this in mind the results are presented in a range of values to capture uncertainties reflective of low and high market conditions.

Three development scenarios were initially examined under existing zoning regulations to provide insights into plausible levels of density, commercial space, and parking arrangements on the selected site. This offers insight as to the extent of policy changes that would be needed to achieve financial feasibility.

The selected .93-acre site, currently a strip retail center, is at the southwest corner of La Habra Boulevard and Euclid Street. Given its prominent location across the street from La Habra's civic center, this site is uniquely situated for improvement. While its location is unique, the size and land use configuration of the site are typical of other opportunity areas along the corridor. Additionally, OCTA bus Route 29 stops immediately in front of the site along La Habra Boulevard, allowing for the development of a strong connection between land use and transit.

Aerial of selected site

Opportunity Site



Redevelopment Areas

- Corridor Opportunity Sites
- Selected Site for Further Study

Scenario One: One-Story Commercial Building

Development Scenario

- 16,200 square feet of office space
- One story buildings (15 feet tall)
- 65 parking spaces (includes angled spaces on Wallace Street) based on 4 spaces per 1,000 square feet of commercial space

Development Costs

Land acquisition	$1,871,800
Hard construction	$2,552,000
Soft construction	$671,072
Financing	$430,482
Developer profit	$753,457
Total Development Cost	**$6,278,811**

Project Revenues

Sale of office units	$5,113,627
Total Project Revenues	**$5,113,627**

Conclusion

Feasibility Gap	**-$1,165,184**

The low-intensity reuse of the site creates a $1.1 million feasibility gap, or a 22.8 percent revenue shortfall. It is likely that increasing the density—adding another story or two of office space on top of podium parking, might make office redevelopment feasible. However, practically any site reuse limited to a single story will not be feasible.

Scenario One Development Prototype Rendering

Scenario Two: Three-Story Senior Housing

Development Scenario

- 63 senior for-sale residential units
- Three-story building (40 feet tall)
- 500 square foot units
- 48 resident tuck-under parking spaces based on .75 parking spaces per unit
- 16 guest spaces
- 5,000 square foot ground floor activity area

Development Costs

Land acquisition	$1,871,800
Hard construction	$6,324,600
Soft construction	$2,380,794
Financing	$1,153,205
Developer profit	$1,599,600
Total Development Cost	**$13,329,999**

Project Revenues

Sale of residential units	$14,175,000
Total Project Revenues	**$14,175,000**

Conclusion

Project Profit	**$845,001**

At a density of 68 dwelling units per acre, the site's redevelopment becomes financially feasible. The city's zoning, however, limits the site to a density of 23 units per acre. Resident parking is based on a ratio of .75 spaces per unit. While financially feasibly, this scenario is not legally feasible without a reduction in existing parking requirements and a zoning change.

Scenario Two Development Prototype Rendering

Scenario Three: Live/Work

Development Scenario

- 12 live/work units with 24 garage parking spaces and 6 guest parking spaces
- Three-story building (40 feet tall)
- 6,200 square feet of retail/commercial space with 26 parking spaces (based on 1 space per 250 square feet of retail space)

Development Costs

Land acquisition	$1,871,800
Hard construction	$5,394,885
Soft construction	$1,200,250
Financing	$837,288
Developer profit	$1,268,758
Total Development Cost	**$10,572,980**

Project Revenues

Sale of residential units	$8,012,373
Sale of retail units	$1,933,624
Total Project Revenues	**$9,945,997**

Conclusion

Feasibility Gap	**-$626,983**

This scenario is not financially feasibly, requiring $626,983, or 6.3 percent, in additional revenues. As an alternative, however, this scenario could be expanded to include a second story of offices over the retail. This alternative scenario is financially feasible, providing a project profit of $255,025. This scenario, however, lacks sufficient on-site parking to meet current zoning requirements. A parking variance for about 25 on-site spaces would be required to make this scenario feasible.

Scenario Three Development Prototype Rendering

Guiding Principles

Building on our analysis of the La Habra Boulevard Corridor and conversations with the City, the following guiding principles were identified as a foundation for the concepts and recommendations identified in the following sections.

1. Create a unique identity for the corridor—a lack of physical structure and continuity contributes to a a lack of identity.
2. Improve the pedestrian experience. Multiple curb cuts, lack of mid-block crossings, minimal landscape, and auto-oriented development leads to a poor pedestrians experience.
3. Create a vibrant downtown. Valuable recreation and cultural amenities near the civic center lack cohesiveness.
4. Increase transit options. Several transit agencies serve the area, but bus service along the corridor is limited.

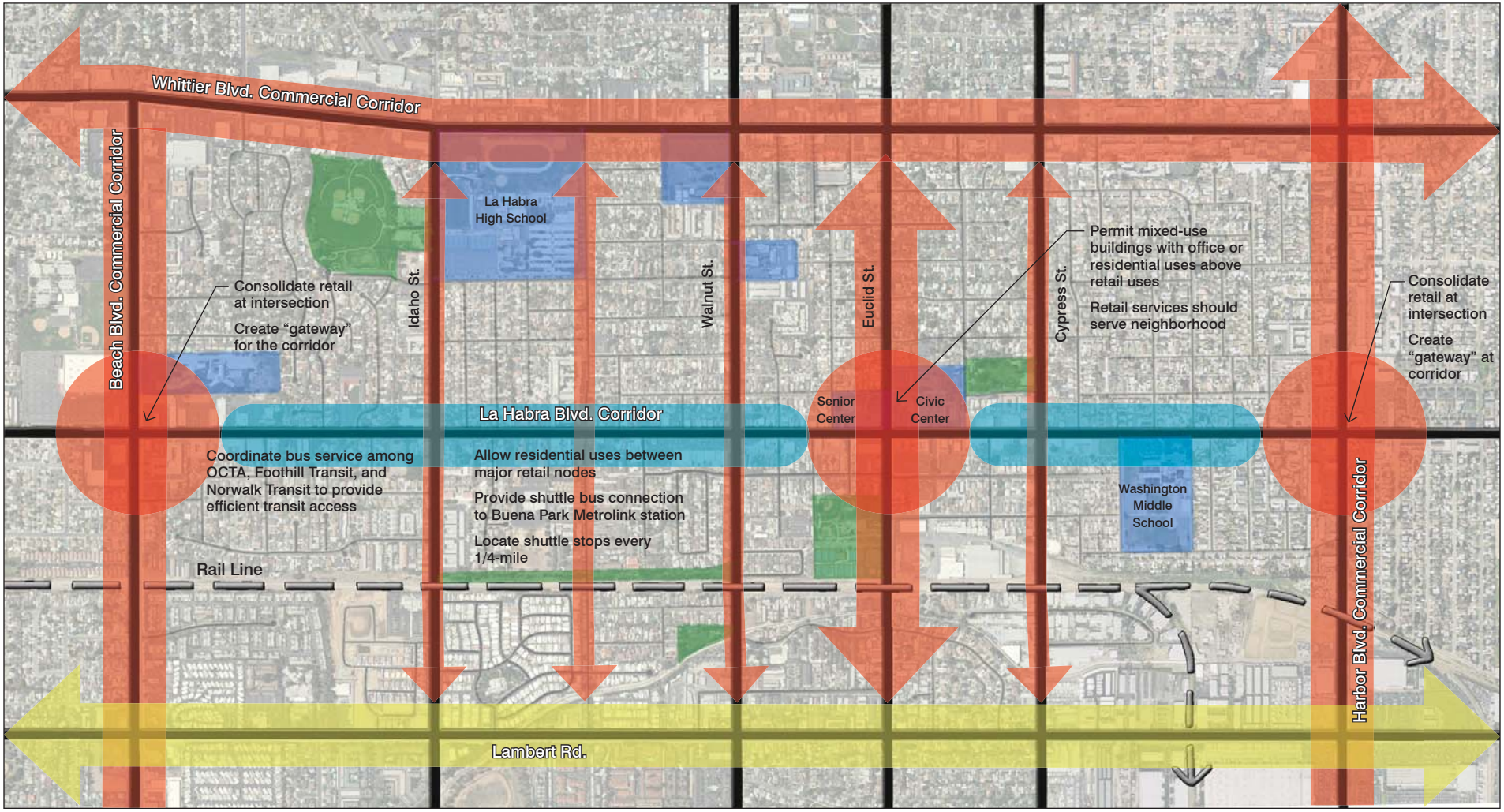
The design framework and policy recommendations contained in this report are intended to identify public actions and private responses that together result in a positive physical and economic transformation of La Habra Boulevard.

Create a vibrant city center

Increase transit options

Improve the pedestrian experience

La Habra Boulevard Corridor Opportunities



Legend

- Civic Use
- Park

Policy Recommendations

The guiding principles for the La Habra Boulevard Corridor and the results of the economic feasibility of various development scenarios have resulted in the following recommended policies for land use development along the corridor. Generally, modified land use regulations, in combination with public investment in the corridor, will attract private investment in underperforming retail sites.

Expand the boundaries of the Specific Plan

In order to implement the vision for the civic center area, the boundaries of the Specific Plan should include properties along Euclid Street from Florence Avenue to Electric Avenue. Some of these properties lie within the City's redevelopment area and may be able to utilize redevelopment funds.

The specific plan should guide growth and should distinguish between buildings and parcels that should be maintained and improved versus those that are candidates for redevelopment.

Allow mixed-use, including residential, within areas designated as central commercial

Current Specific Plan policies prohibit residential uses within land designated as commercial. Permit mixed use with retail at the ground floor and residential and office uses above. Also consider allowing stand-alone multistory residential, either attached townhomes or stacked flats, oriented toward the street.

Focus retail uses

Retail uses should be focused where La Habra Boulevard intersects Beach Boulevard, Euclid Street, and Harbor Boulevard. Land designated for retail uses between these nodes should be encouraged to transition to a prescribed list of nonretail uses. New retail should be encouraged to concentrate at these nodes.

Allow higher intensity uses at nodes and key intersections

An increase in commercial floor area ratio (FAR) and residential densities should be permitted within a quarter mile of the intersection of La Habra Boulevard and Euclid Street. An increase in transit use can be expected by focusing higher intensity uses at these locations.

Establish the civic center area as Downtown La Habra

Several recreation, cultural, and civic uses are currently located within a quarter mile of the intersection of La Habra Boulevard and Euclid Street. These uses should be tied together with public investment in streetscape enhancements to improve pedestrian connectivity and create an image for La Habra.

Establish a Downtown Vision

The community should establish a consensus vision of what downtown La Habra should be, what it should do for the community, and what the city should do for downtown.

Mixed-use buildings

Improve Downtown Economics.

The city should start with improving business economics of a downtown business location. The city should begin a program of festivals and special events, which are an easy and relatively low cost intervention. The city could work with the Orange County Small Business Development Center to make business management training programs available for local merchants. The city should also work with the existing businesses to establish and support a downtown management organization to jointly market and promote downtown La Habra.

To overcome the relatively low traffic counts on La Habra Boulevard, downtown should provide destination uses that attract customers regardless of location. The city can partner with existing businesses or a downtown management organization to recruit small-scale destination businesses. The city should encourage such business to locate downtown, with incentives and other support. The city could also, in conjunction with existing businesses or a downtown management organization, actively recruit destination retailers. Downtown should not try to compete with the strip retail development along the surrounding corridors. It should create a unique socializing and entertaining retail center.

Increase housing opportunities along the corridor

Uses along La Habra Boulevard have little relationship to one another and lack a unifying identity. Single-family residences are next to strip commercial centers. The lack of structure in part contributes to disinvestment.

Currently, the Specific Plan prohibits any residential development within areas designated as commercial. By allowing housing to be located between retail nodes, marginal retail sites will be seen by developers as an opportunity to develop housing and offices.

Allowing needed housing to be located along La Habra Boulevard will help redirect retail into the areas targeted for retail uses. The additional housing also provides a customer base for the retail at the nodes.

Permit new housing types along the corridor

The Specific Plan provides for varying residential densities to be located along the corridor. However their locations are randomly dispersed. In addition, current development standards for these residential zones prohibit building types that engage the street and create a pedestrian environment.

The City should permit new housing types that fit within the City's vision for the corridor. Residents should be engaged in directing these housing types.

Provide developers with clear guidance as to the City's expectations for built projects

Provide a straightforward and clear entitlement process that clearly provides developers with the City's expectations for development along the corridor. This would include detailed standards and guidelines for building context and massing and architectural details.

Provide lot assembly bonuses

The location, size, and sheer amount of parcels along the corridor can be a barrier to redeveloping underutilized property. Today's typical residential and retail developments are not feasible on many smaller lots along the corridor. Providing density bonuses for lot consolidation could spur developers and property owners to invest in new development.

Reduce minimum parking standards

The biggest impediment to new development are the current off-street parking requirements in the City's zoning code. Residential, commercial, and public uses have different demands for parking throughout the day. However current City parking standards do not reflect these differences. Public shared parking facilities can help to offset the reductions in parking standards. In combination with a reduction in off-street parking requirements for projects in the study area, the City should create a parking district plan for the study area and use existing city owned parking lots for shared parking.

Acquire key parcels along the corridor

The City should continue its policy of identifying underutilized parcels along the corridor and acquiring them without the use of eminent domain. The City should explore the formation of partnerships with private developers to provide senior housing and commercial uses. These could serve as demonstration projects for future development. City-owned parcels can also be traded to acquire property in strategic locations.

Transit-Supportive Policies

Transportation options other than the private automobile are limited along the La Habra Boulevard Corridor. The fractured development patterns of the corridor have made public transportation unviable. In coordination with land use policy changes, the City must improve local bus service and collaborate with regional transit systems to provide the corridor with connections to regional activity centers, Metrolink, and Bus Rapid Transit (BRT) facilities. The following matrix provides a checklist of policies that should be addressed in facilitating increased transit options along La Habra Boulevard.

Institutional Mechanisms	
Are goals and policy statements that encourage transit-oriented development incorporated in the city's relevant planning documents covering the civic center and transportation corridors/nodes?	No. See La Habra Boulevard Specific Plan, adopted December 1999.
Are incentive mechanisms offered to encourage transit-oriented development?	No.
Are mechanisms such as special districts and overlay districts that might encourage transit-oriented development or redevelopment included in the jurisdiction's land use policies, zoning ordinance, and land use administrative procedures?	Yes. Provisions for Specific Plans and Active Redevelopment Agency.
Land Use	
Are active pedestrian-generating land uses encouraged to concentrate within walking distance of employment centers and transportation corridors/nodes in targeted mixed use areas?	Yes.
Is a mix of land uses, especially residential, commercial, and retail, encouraged within targeted transportation corridors and nodes and major employment centers?	Yes, a mix of land uses is encouraged; however, mixed use is not: e.g., new residential is expressly prohibited in commercial zones.
Are large areas of single-use zones discouraged?	No.
Are multiple compatible land uses permitted within buildings?	No.
Are convenience retail and service uses encouraged on the lower levels of buildings adjacent or in proximity to employment centers and transportation corridors/nodes?	No.
Density and Intensity	
Are relatively higher densities/intensities encouraged in targeted infill/refill areas with a gradual decrease in density at greater distances?	Mixed-use development is prohibited. In addition, height limits constrain mixed-use development
Do densities/intensities near targeted employment centers and transportation corridors support mixed use development?	

Site Planning and Design	
Do regulations require continuous sidewalks that radiate from transit station areas?	N/A
Do site-design specifications stimulate building clusters near transit facilities?	N/A
Do site-design specifications stimulate a concentration of uses along transit corridors?	N/A
Are buildings required to locate at or close to the street line, defining and enclosing the primary pedestrian paths?	No. Front setback requirements dictate a commercial building shall be set back a minimum of 10 feet.
Are larger development or redevelopment projects required to provide multiple access points for pedestrians?	N/A
Parking	
Are parking requirements reduced, and/or shared parking provided, for targeted mixed use areas?	No.
Is structured parking encouraged over surface parking lots in more compact, higher density station areas?	No.
Are surface parking lots required to be located to the rear of buildings and separate from main pedestrian oriented streets?	Parking is provided on-site in the front for larger commercial uses or in the rear of smaller uses along the corridor. Limited on-street parking.
Are commercial uses encouraged to provide shuttle service when beyond walking distance of a high capacity mixed use area?	N/A
Development Strategies	
Are key development sites adjacent to targeted mixed-use areas designated for transit supportive uses, densities, and designs?	No.
Are codevelopment mechanisms in place to facilitate public/private development partnerships where feasible?	Yes. Redevelopment Plan, use of tax increment and city bonding capacity, loans, and grants.

Urban Design Recommendations

The following urban design recommendations should initially be implemented within the study area (La Habra Boulevard from Walnut Street to Cypress Street) and then introduced along the entire corridor. With the Civic Center at its core, the study area provides an opportunity to publicly implement design improvements and educate the community on how upgrades to La Habra Boulevard's existing structure can significantly improve the image and functionality of the corridor. These design recommendations coupled with the policy recommendations also provided in this report provide the building blocks to realize the vision for La Habra Boulevard.

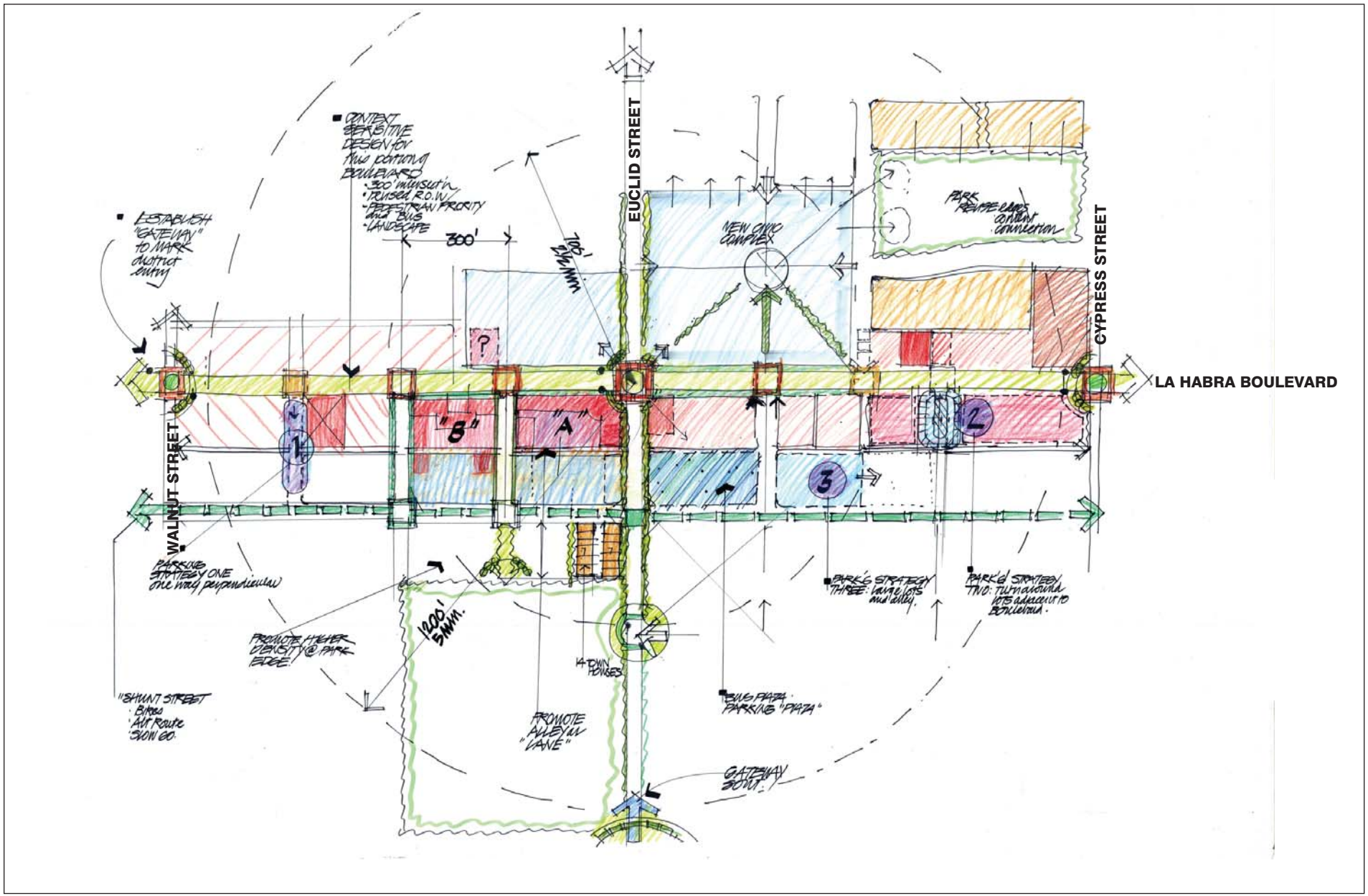
Reconfigure the boulevard

La Habra Boulevard is a four-lane arterial road with an 80-foot right-of-way. It generally has two configurations, either four lanes of travel with parallel parking on both sides or with four lanes of travel with a center left-turn lane. In both configurations the pedestrian is provided with a 10-foot-wide sidewalk.

Future development should be set back from the 80-foot right-of-way to allow for a 16 to 20 foot wide pedestrian space (from curb to building edge). This expanded sidewalk will allow for streetscape improvements, pedestrian movement, and outdoor dining for restaurants. If a center turn lane/median is provided on-street parking would not be provided. Where on-street parking is not provided, defined landscape pockets should be located at the curb edge to provide a safety barrier between pedestrians and vehicles.

La Habra Boulevard Streetscape Concept

La Habra Boulevard Study Area Opportunities Analysis



Establish the civic center area as the center of La Habra

Identify the civic center area as a unique district along the corridor with improved streetscape, gateway signage, pedestrian linkages, and public gathering places. An improved civic center design can make an area more vibrant and encourage community members to frequently use the space.

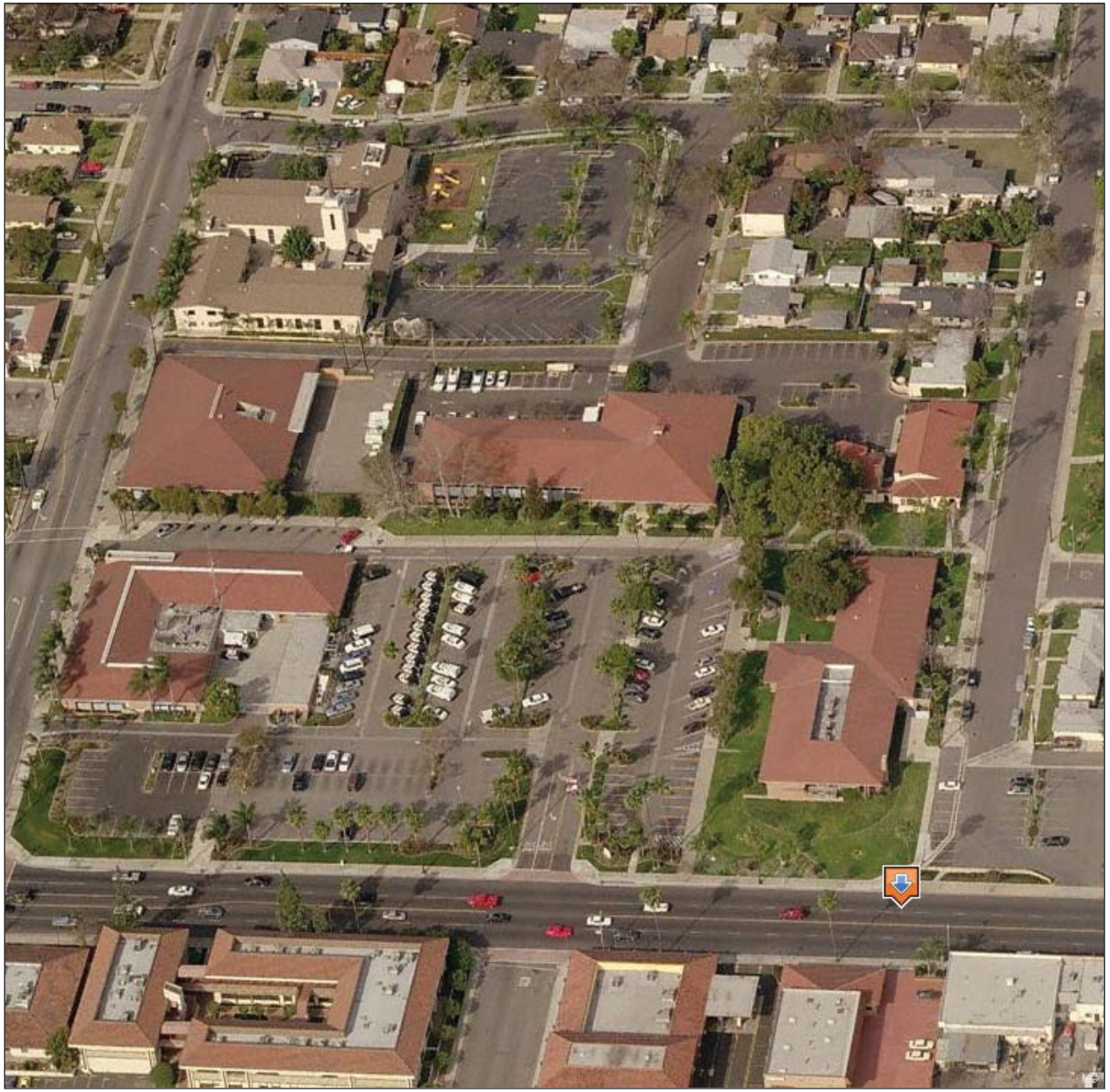
The City should begin transforming downtown from Euclid Street east to Lemon Street This area's existing architectural and urban design forms distinguish it from other commercial areas. Starting in this area allows the city to use scare resources to improve the economics of a downtown business location rather than demolishing and reconstructing existing buildings.

The City's Civic Center is on an approximately 6-acre parcel and includes city hall, police headquarters, and public library. The one-story buildings that make up the site are separated from La Habra Boulevard by large parking lots, limiting convenient pedestrian access to and across the site.

Redevelop the Civic Center site into a mixed-use complex that includes a new city hall, cultural institutions, offices, senior housing, library, and public space to further establish the site as the center of La Habra. Funding sources could include a public-private partnership similar to what was employed in Temecula, California.

The police facility could be on-site or relocated to another City-owned property, preferably in the vicinity.

La Habra Civic Center Today



La Habra Civic Center Concept

La Habra Boulevard/Euclid Avenue Intersection Concept

Enhance the existing architectural and urban forms

The civic center area contains architectural and urban forms easily distinguishable from competing strip commercial development on surrounding corridors. Starting here allows the city, businesses, and property owners to build and revitalize what the community has rather than starting with a need to redevelop existing buildings.

Improve pedestrian access across La Habra Boulevard

Provide pedestrian crossings at intersections between signalized intersections. Pedestrian crossings should use pavers or stamped concrete to differentiate them from the road. This will help break up the major corridor blocks and improve crossing options between the north and south sides of La Habra Boulevard.

Create gateways at key locations

Enhanced paving at intersections, themed landscape, and signage should be installed at the primary entries into the study area.

Promote alleys as lanes

Alleys should be preserved as new development takes place and be reconstituted as lanes. Lanes should be used to improve vehicular circulation and provide additional parking for the corridor. Buildings should be designed to embrace the lane by providing secondary entrances and pedestrian amenities.

Civic Center Concept

Convert two-way side streets to one-way streets with angled parking.

The City recently converted a portion of South Hazel Street into a one-way street with angled parking. Initial indications show limited impact on vehicular circulation on the corridor. The City should utilize the conversion of two-way side street with parking to augment a possible reduction in off-street parking requirements.

Orient buildings toward the street

Several sections of La Habra Boulevard are fronted with walls and parking lots. with the building at the rear of the lot. This type of development pattern is visually unappealing and discourages private investment. New buildings should embrace all streets within the study area. They should front onto the street and feature interesting architectural detailing, appropriate massing, and pedestrian-scaled features such as recessed entries, awnings, and signage. Residential buildings should have an additional setback for landscaping.

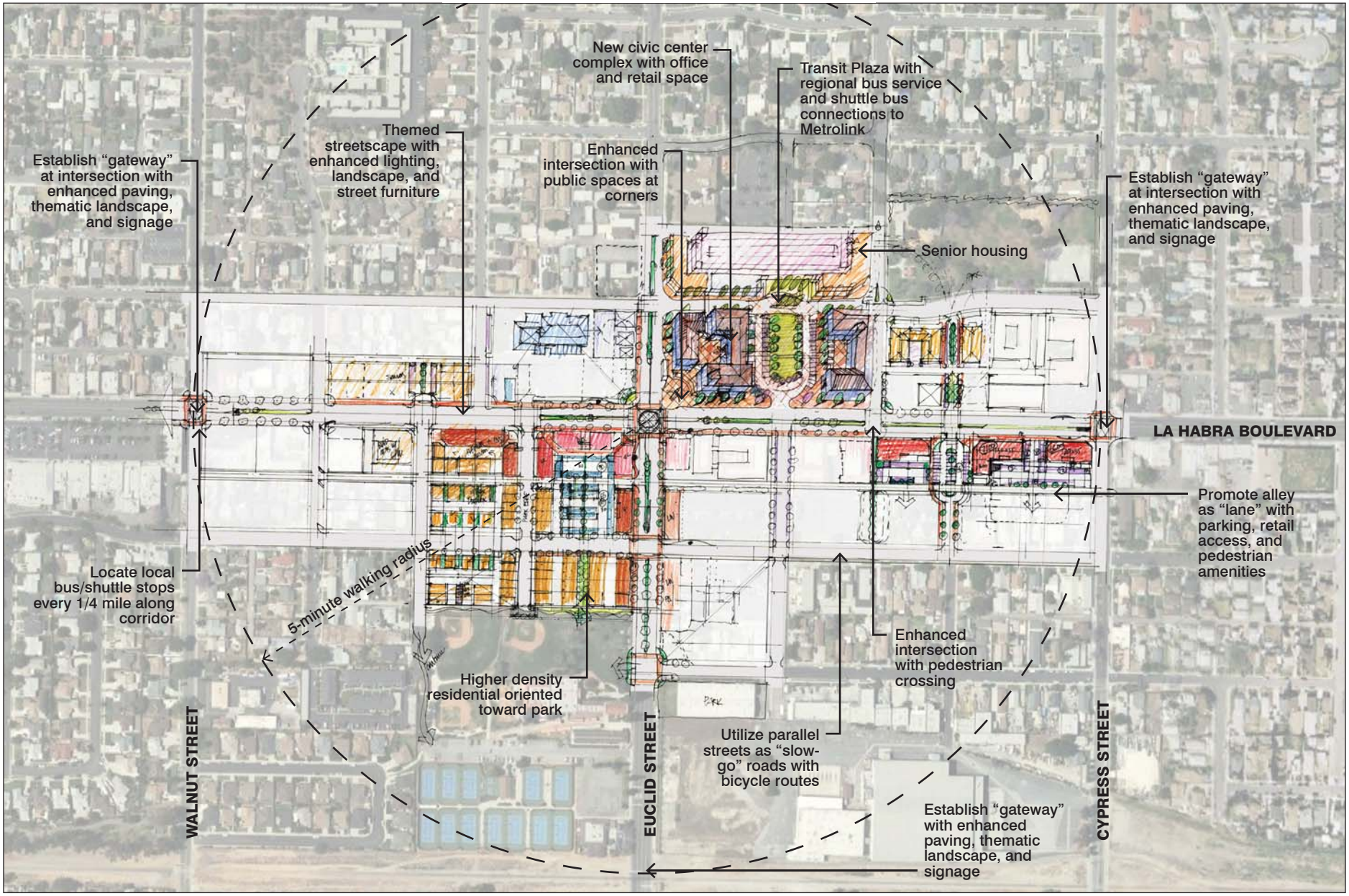
Improve pedestrian connections to park space

Parks within the study area offer residents an abundance of recreation and cultural activities; however surrounding uses often ignore these valuable resources. New development should enhance connections to parks and be oriented toward them.

Establish clear and safe pedestrian connections between La Habra Boulevard and park space to improve access and encourage usage. These improvements may include wayfinding signs, pavers, stamped concrete, unique lighting, or special landscaping.

Civic Center Plaza Concept

La Habra Boulevard Study Area Conceptual Plan

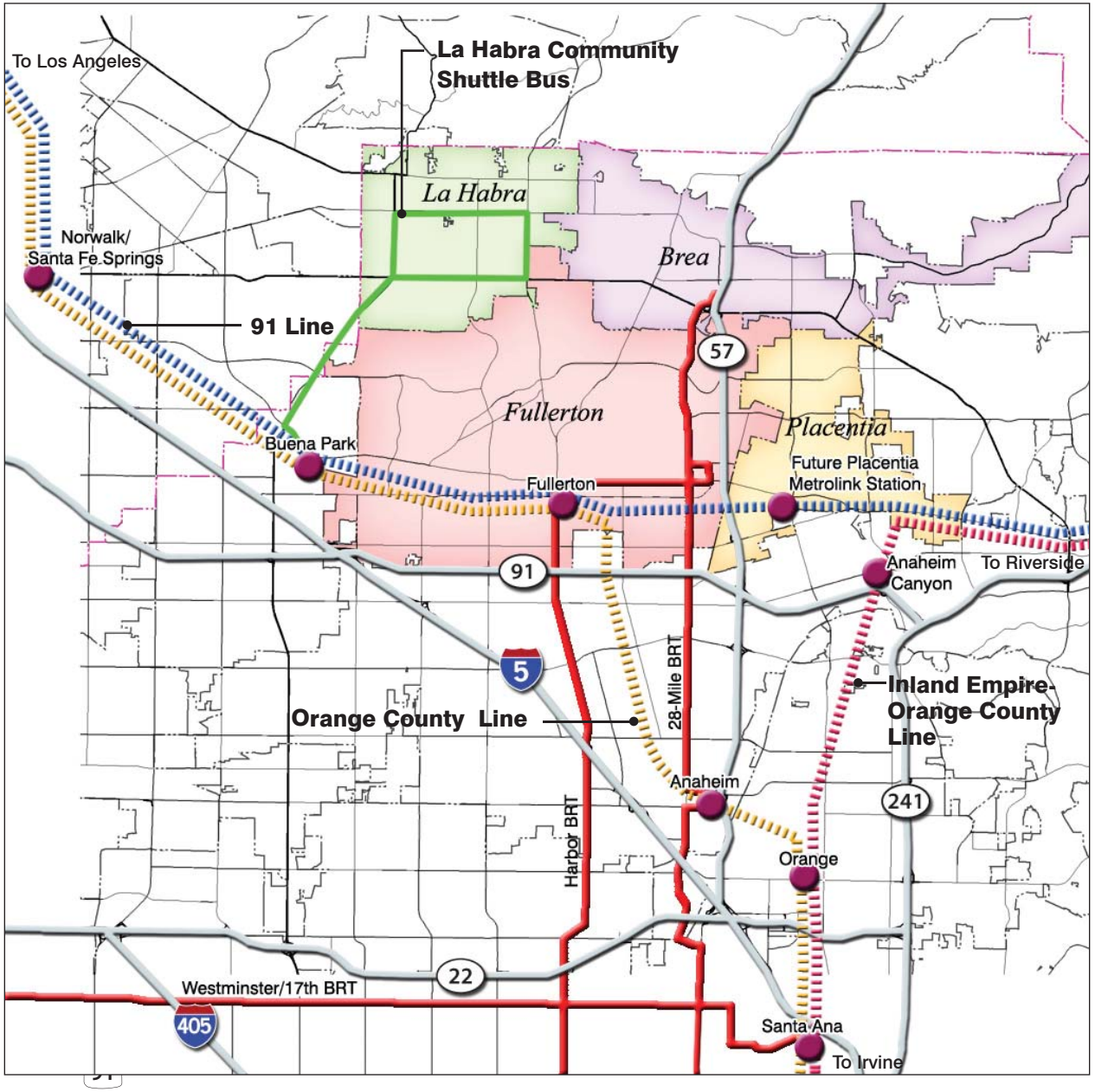


Link corridor to Buena Park Metrolink station

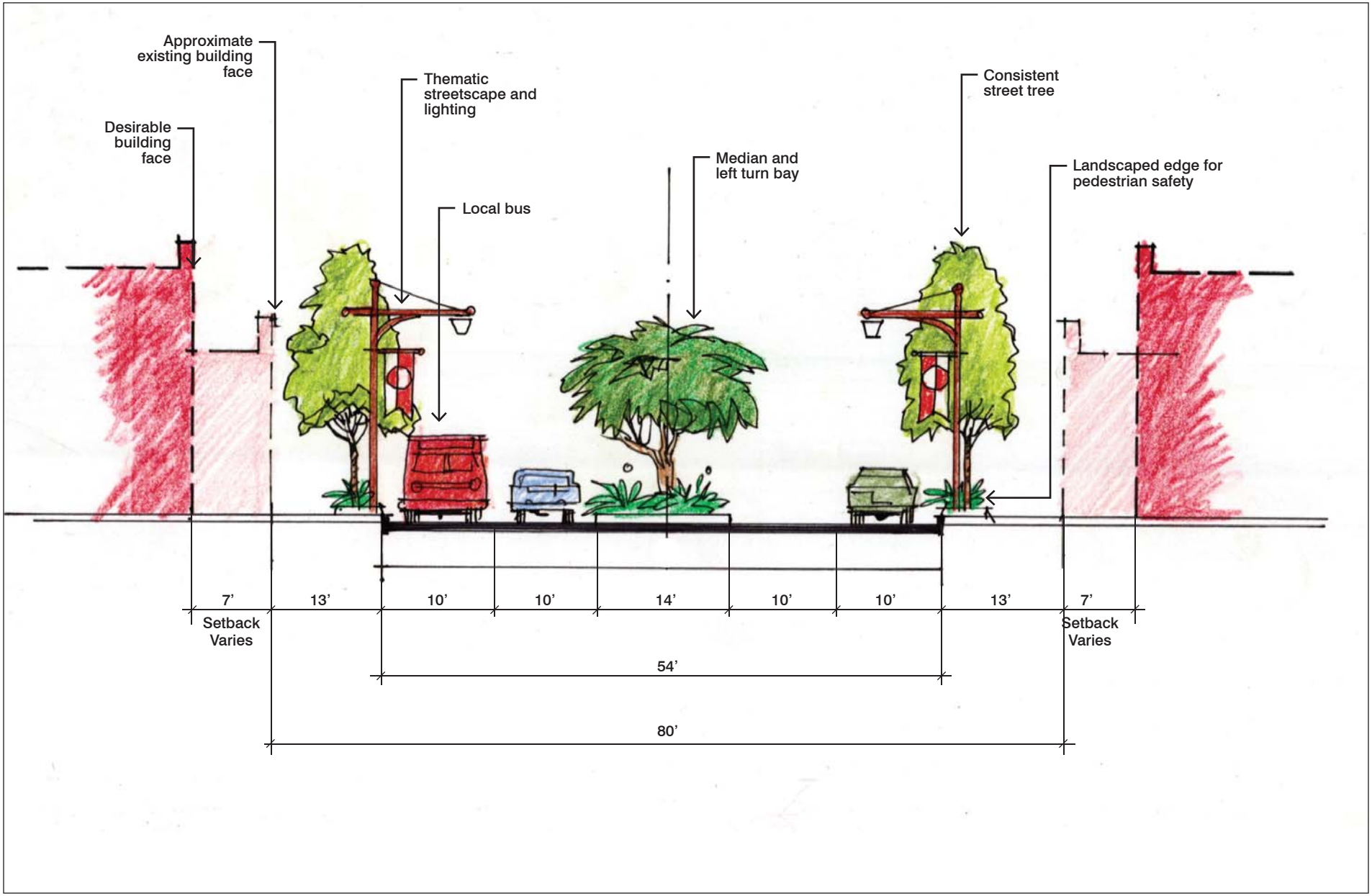
While the site lacks immediate freeway access, OCTA's Go Local program presents a key opportunity to link the site with the Buena Park Metrolink station by implementing a community bus/neighborhood circulator route. The Go Local concept developed for the City of La Habra consists of a single system connecting to key activity centers in the city. Destinations include the La Habra Civic Center, which is near the intersection of Euclid Street and La Habra Boulevard, and the commercial hub at the intersection of Beach Boulevard and Imperial Highway.

Increased transit service to Metrolink supports potential mixed use along the La Habra corridor, supplementing existing bus routes to alleviate future congestion of the area. An underutilized rail corridor on the south edge of the site could further enhance pedestrian connectivity through the development of a bicycle/pedestrian trail.

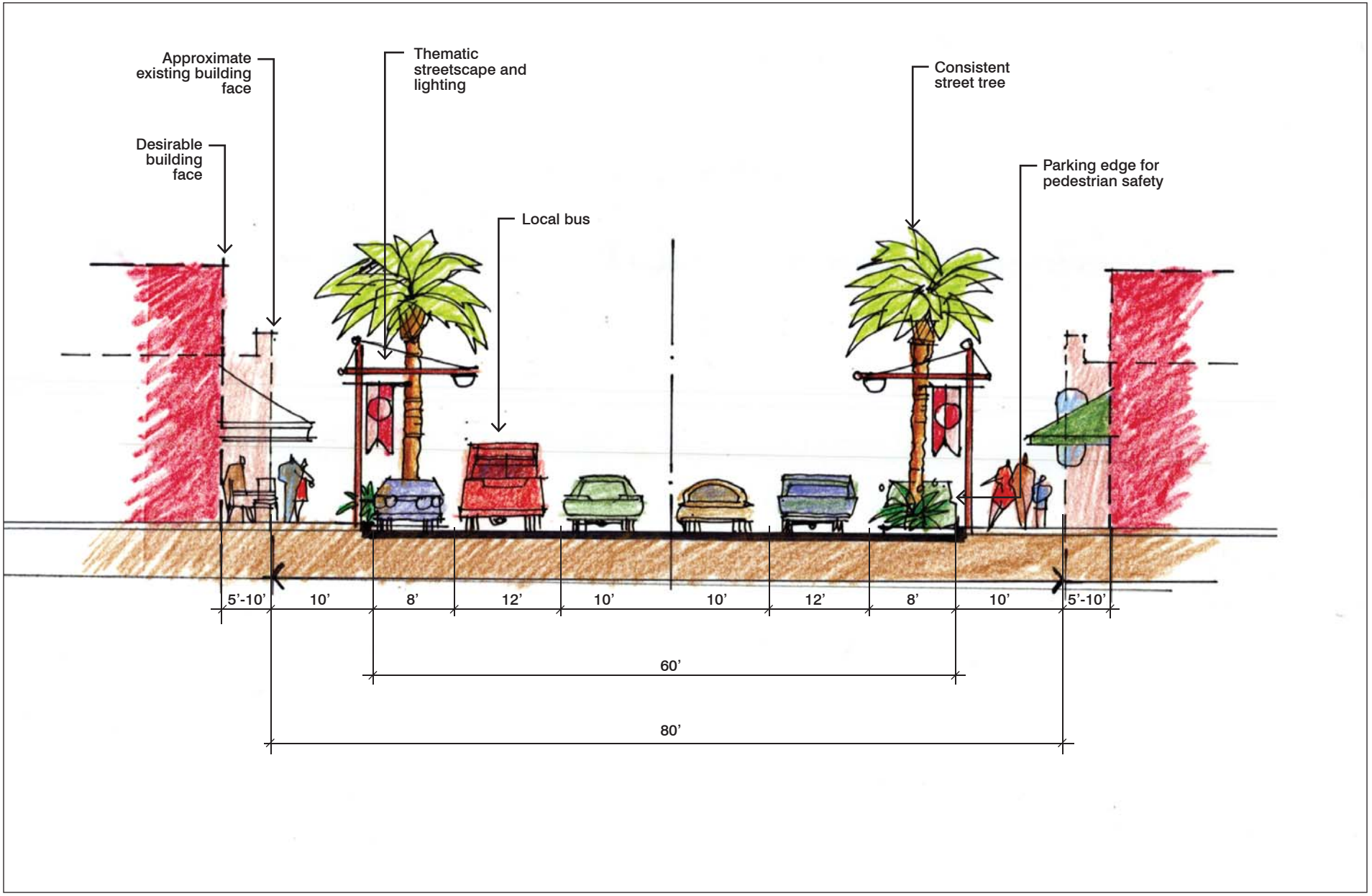
Proposed La Habra Shuttle Bus Route



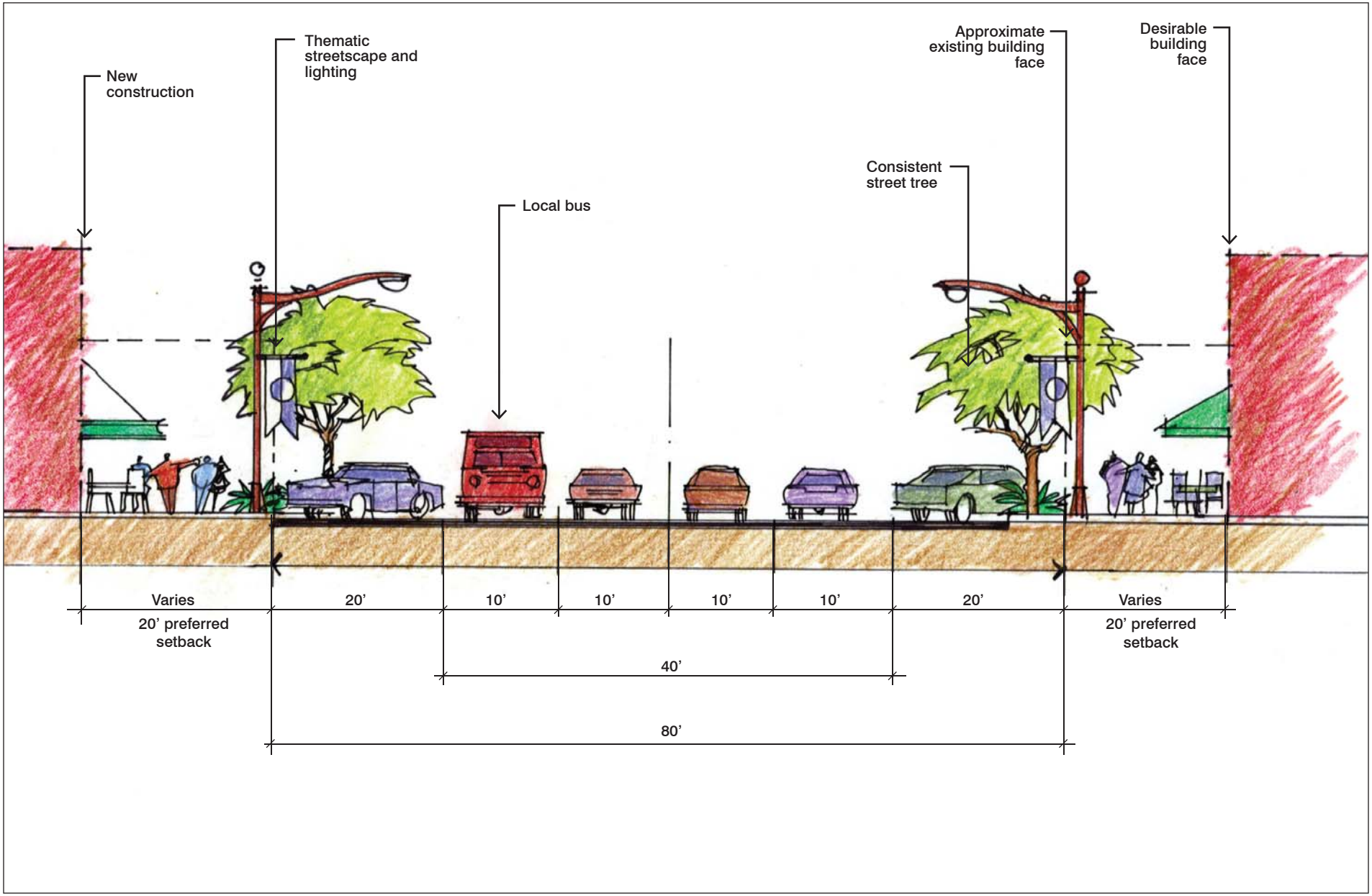
La Habra Boulevard Conceptual Section (median with left turn bay)



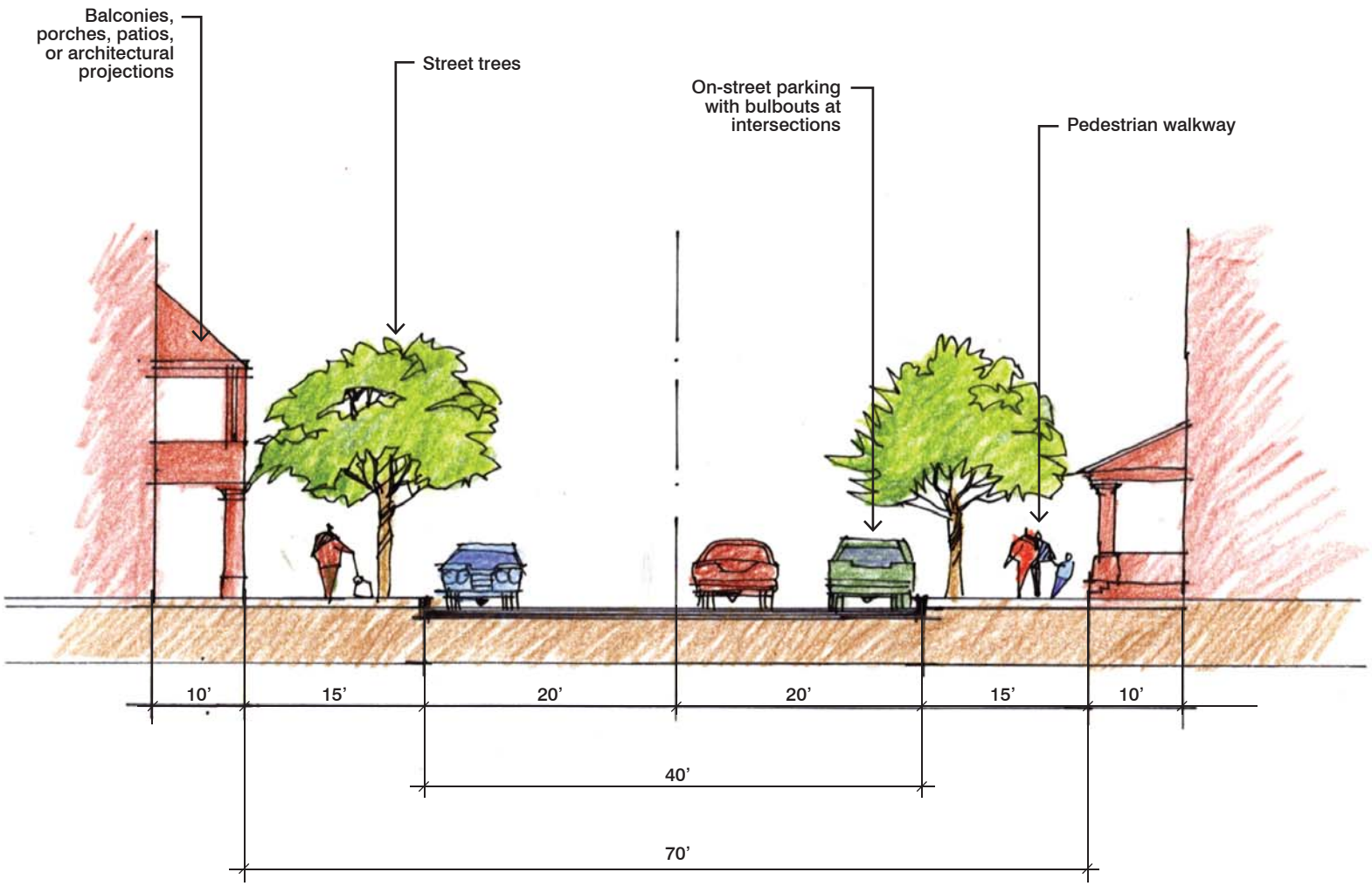
La Habra Boulevard Conceptual Section (no median/on-street parking)



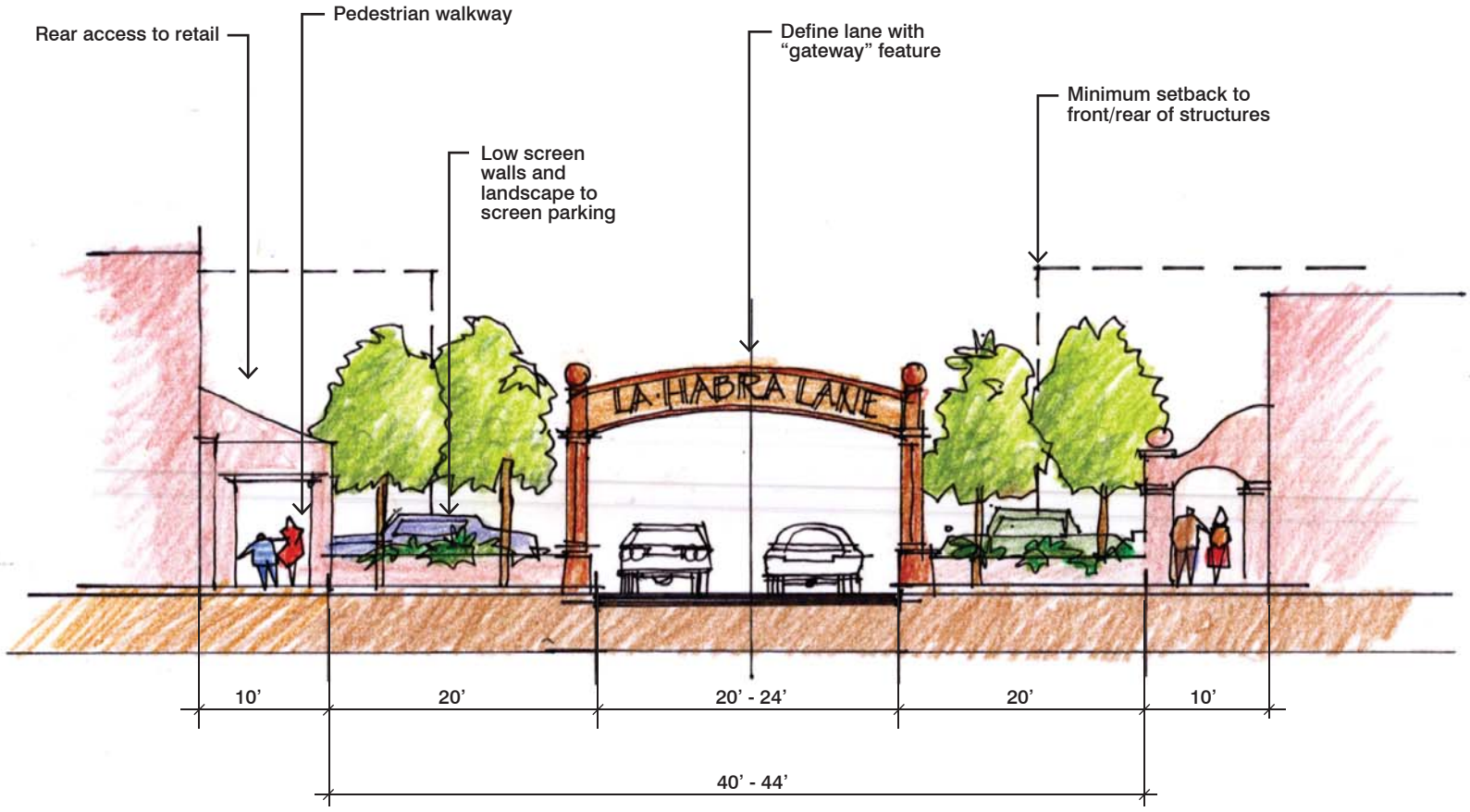
La Habra Boulevard Conceptual Section (no median/angled on-street parking)



Bypass Road Conceptual Section



Alley to Lane Conversion Conceptual Section (low speed)



Housing Prototypes

There is a growing diversity of housing types that provide a range of residential densities. By offering a mix of housing types, the City of La Habra can provide a range of rental and homeownership opportunities for current and future residents.

Residential building types may be classified under three categories: detached single-family homes, attached townhouses, and multifamily buildings. These categories cover most of the common typologies employed in market rate and affordable housing. Isometric examples of these different building types are illustrated on the following page.

Single-family homes:

The net densities of detached single-family units can range from 4 to 10 units/acre, based on the size of each parcel and the configuration of buildings and parking areas. Detached units may have rear-loaded garages, screened garage access through a parking court within a cluster, or the traditional front-loaded garage. Detached single-family units can range from one to three stories in height.

Attached townhouses:

Townhouses share one or more common walls, and are typically two to three stories high. They are a highly flexible building type and can be arranged in a variety of configurations with net densities ranging from 7 to 20 units/acre.

Multifamily buildings:

Multifamily buildings can combine townhouses and apartment or condominium flats, or consist solely of apartment flats. Multifamily buildings can incorporate parking in a variety of ways, including parking separate from the residential building, or parking placed underneath the residential building, such as podium-type products. Multifamily buildings are typically double-loaded on either side of a central corridor and densities may go 20 to units/acre and higher. Densities for multifamily buildings vary based on the number of stories, average unit size, number of units, and parking ratio for each structure.

Residential Density

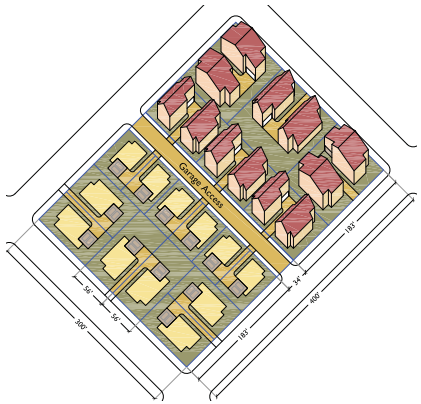
When describing a specific residential building or neighborhood development, density numbers can be either useful or misleading. As important it is to know the density generated by a specific building type, it is equally critical to be aware of how these numbers have been calculated. The method for calculating densities varies with the jurisdiction. Within a single planned development, one can end up with radically different density numbers, depending on the area included for density calculation.

Multifamily building types are more prone to this variation in densities. Two multifamily units within the same building volume can have radically different density numbers depending on the parking ratio. For example, a five-story multifamily apartment building catering to seniors or students might have a large proportion of one-bedroom units and studios, a parking ratio of less than one car/unit, with stacked parking lifts. This building can have twice the density of a similar-looking five-story apartment building with a high proportion of two- and three-bedroom units, and a parking ratio of more than two cars/unit.

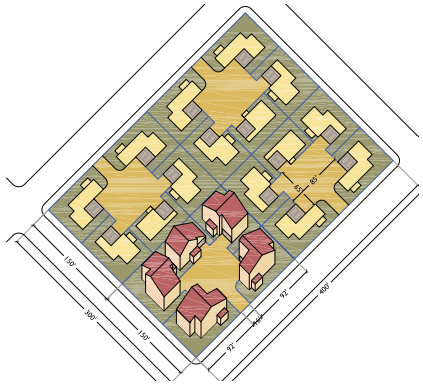
Housing Cost and Link to Affordability

Certain prototypes lend themselves to affordability more than others. Affordable building types typically have smaller building footprints, and possibly reduced surface parking and lower parking ratios. As a rule of thumb, multifamily apartments with a parking podium cost more to build than townhouses. However, podium buildings yield much higher densities compared to townhouses and detached units.

Single-family home prototypes

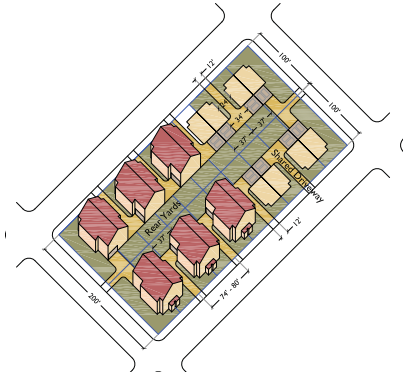


Homes with a shared driveway and attached garage at rear of the unit.

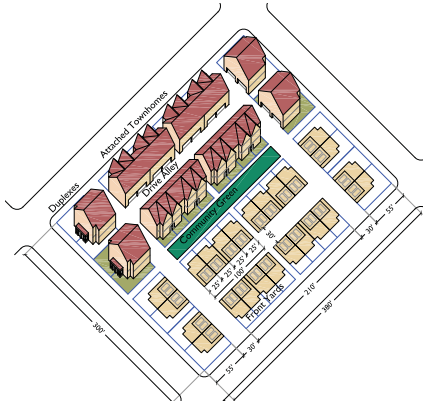


Small-lot, 5-unit family cluster with attached garages and shared driveways.

Attached townhouse prototypes

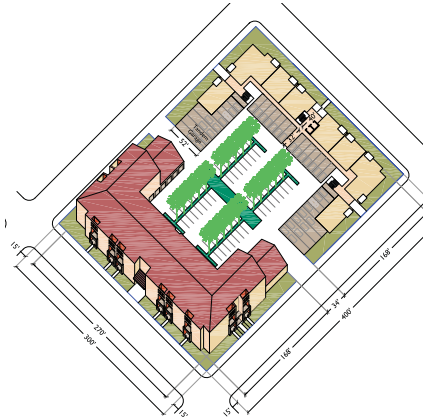


Duplex townhouses with attached garages and shared driveways.

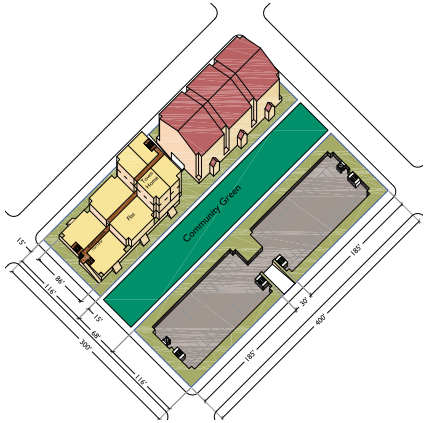


Townhouses with pedestrian greenbelts, drive alleys, and rear-loaded garages.

Multifamily building prototypes



Multifamily flat apartments with a detached garage and parking court.



Townhouses over flats and a single-level parking podium.

Implementation Tools

Engage the public in future Corridor planning

It is essential for the community to be involved in future corridor planning for La Habra Boulevard so that the plan reflects their needs and values. Meaningful community involvement means educating the community about the potential and trade-offs of transit-oriented development (TOD). Engaging in open and honest discussion of the issues and using information and experience to address community concerns is a critical component of this principle.

Multilingual outreach

Because of the demographic make-up of the community, outreach should be conducted in English and Spanish to encourage as much public participation as possible.

Citizens Advisory Committee

A Citizens Advisory Committee can provide broad-based participation in the development of a vision and plan for the corridor. A Citizens Advisory Committee can facilitate discussion between community stakeholders and decision makers and can voice the vision, goals, and objections the community has for the La Habra Boulevard Corridor.

Technical Advisory Committee

A Technical Advisory Committee can provide input from partner agencies, including the Orange County Transportation Authority and other transit providers.

Plan website

A project website can be an effective way of generating input and disseminating information on the plan. The website could include program and project objectives, the vision for the corridor, potential redevelopment scenarios, implementations tools, and resources on how interested parties could become involved. Committee updates, such as those from a Citizens Advisory Committee or a Technical Advisory Committee, could also be posted to the website to keep the public informed.

Wide public outreach – workshops, open houses

A range of opportunities should be used to secure public participation in the development of the plan. These public outreach efforts may include workshops, open houses, design charrettes, and committee meetings. By utilizing a wide variety of public outreach programs the plan for the corridor will be more responsive to community needs and concerns.

Involve Council/Planning Commissioners

Early involvement of elected and appointed officials can help ensure their support and smooth the plan adoption process. Input from these individuals should be sought early in the process to ensure the plan meets the goals and expectations of La Habra's Council and Planning Commissioners.

Visual alternatives (e.g., photosimulations)

The visual representation of development alternatives may be a useful tool to engage the public and help secure support for higher densities. Photosimulations depict current conditions and possible development opportunities at specific locations. Several different scenarios can be created to illustrate the variety of development opportunities along the corridor.

Developer participation

Developers and property owners bring an important perspective, particularly regarding market feasibility of plan alternatives. Their involvement in the development of the plan is critical at the visioning, planning, and implementation levels.

Media strategy

A media strategy can help secure more coverage of planning efforts in the local media.

Utilize redevelopment area

Redevelopment funds can be used to replace outdated, incompatible land uses and abandoned buildings with development that maximizes the area's potential and is more compatible with proposed transit-oriented development. The Redevelopment Agency could initiate a streetscape project to provide a major facelift for the La Habra Boulevard Corridor, combining existing buildings with new improvements. Redevelopment funds can also improve the quality of life in neighborhoods as well as stimulating growth in the central business district through improvements, such as:

- New curb, gutter, and sidewalks
- New street lights and street signs
- New street furniture including benches and trash bins
- Landscaping
- Gateway arches at the north and south entrances to the Central Business District
- Enhanced intersection improvements

Explore public/private partnerships

The City of La Habra owns a significant amount of land in the TOD Study Area. This includes the Civic Center site as well as public parks and surface parking lots. These land resources provide equity that can be used to form partnerships with private entities to develop mixed-use projects.

The City should view its real estate assets as a potential major source of income. Under land-lease arrangements, the city is able to retain ownership of the project site and also realize any appreciation in land value achieved to date and in the future. Developers like land-lease arrangements because they can avoid upfront cash outlays required to purchase a TOD site.

For most traditional commercial developments, land costs equal 10 to 15 percent of the total development budget. City-owned land in La Habra should be viewed by officials as an investment and they should expect a return on that investment. The city can either sell the project site or structure a long-term lease with a developer. City officials should estimate the income that can be generated from a land lease and the ability to leverage the base rent, which is typically a guaranteed annual payment from the developer.

The city should also be able to generate nontax income or operating income from any on-site public facilities. Many public facilities generate traditional operating income, such as user fees or admission charges, but there are other creative types of operating income that can be realized. These include:

- Introduce complimentary retail space, such as a coffee shop or a café
- Lease advertising space in appropriate areas of the facility
- Lease naming rights

The City may also consider leveraging selected types of nontax income generated by commercial development and public facilities. The land-lease payments that are not contingent on developer performance can be used to cover the debt service on a revenue bond. For example, the base rent can often be structured to be guaranteed annual payment by the private developer to the public owner of the project site. The revenue bond supported by the base rent can be used to cover all or a portion of the cost of the transit station and/or any transit improvements for the TOD.

Implement a business improvement district

The City of La Habra can work with property owners along the La Habra Boulevard Corridor to form a Business Improvement District that could help generate financing for capital improvements for more attractive streetscapes. Property owners or businesses within the District pay an additional tax or fee in the amount necessary to pay for the improvement in a desired timeframe.

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