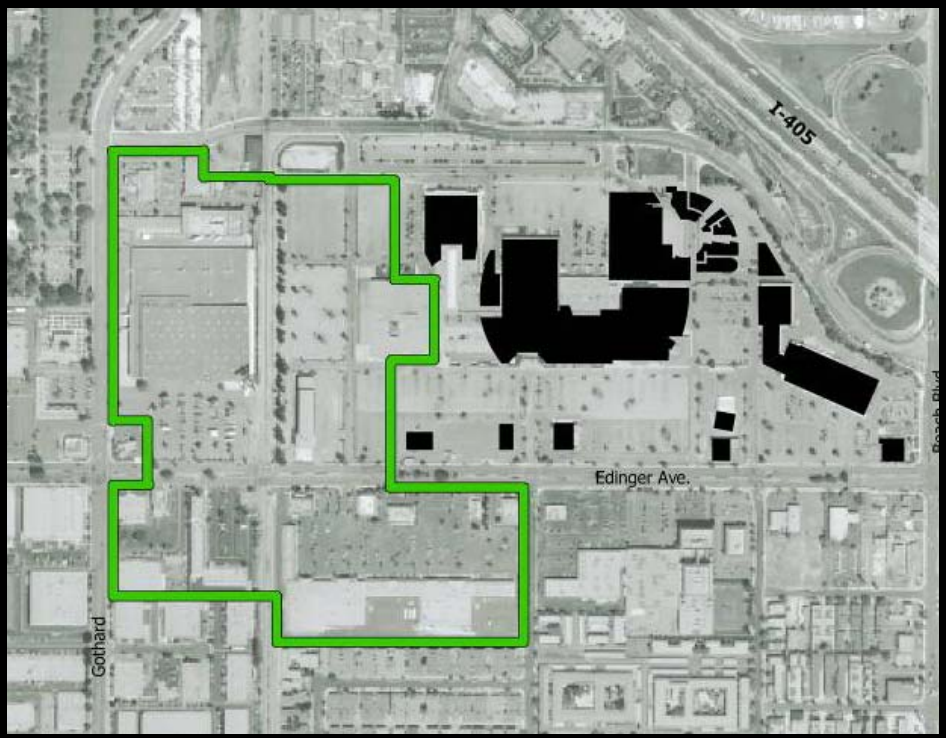
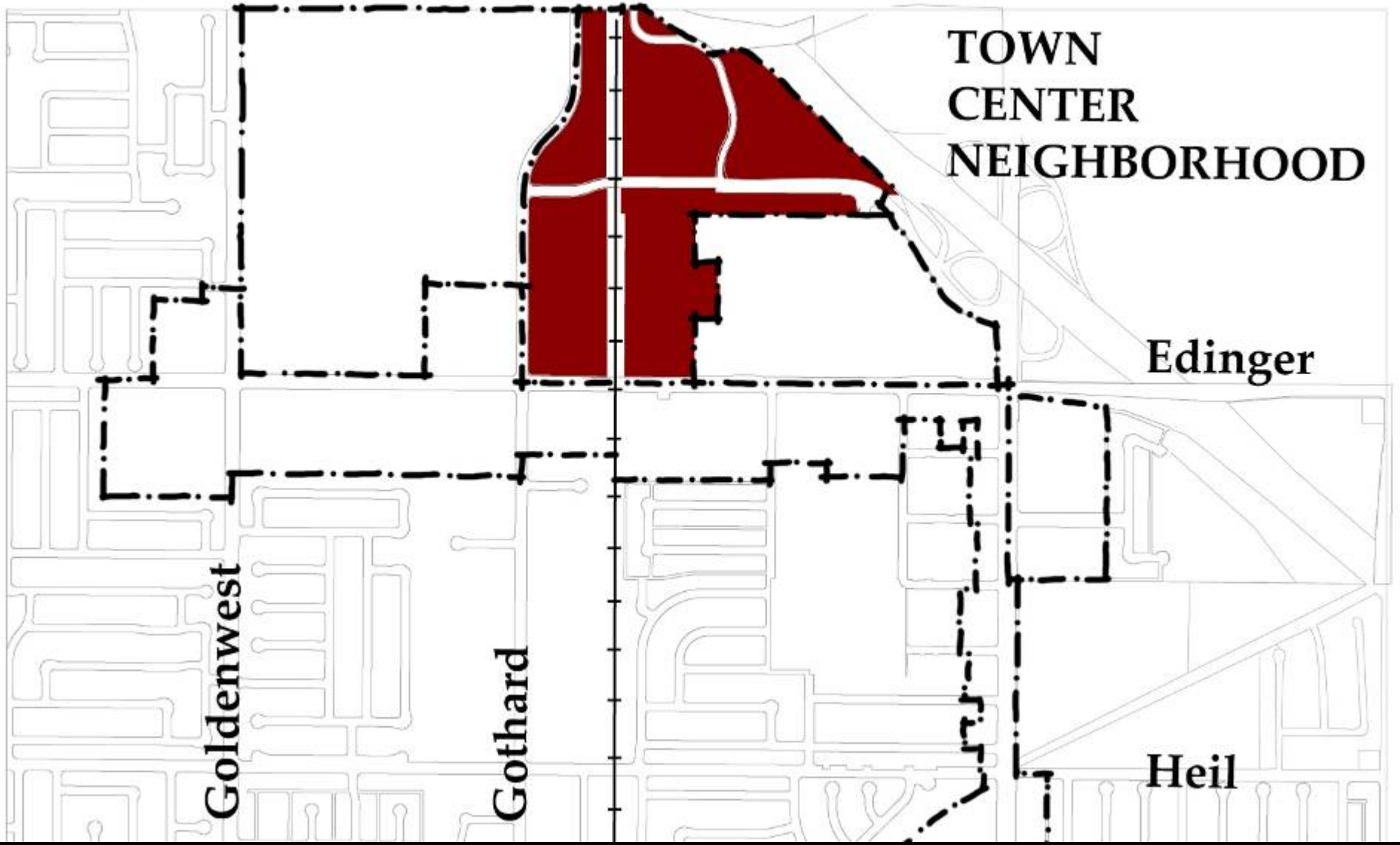
Lingering Disinvestment = Opportunity to bolster the performance of Bella Terra/Edinger. . .



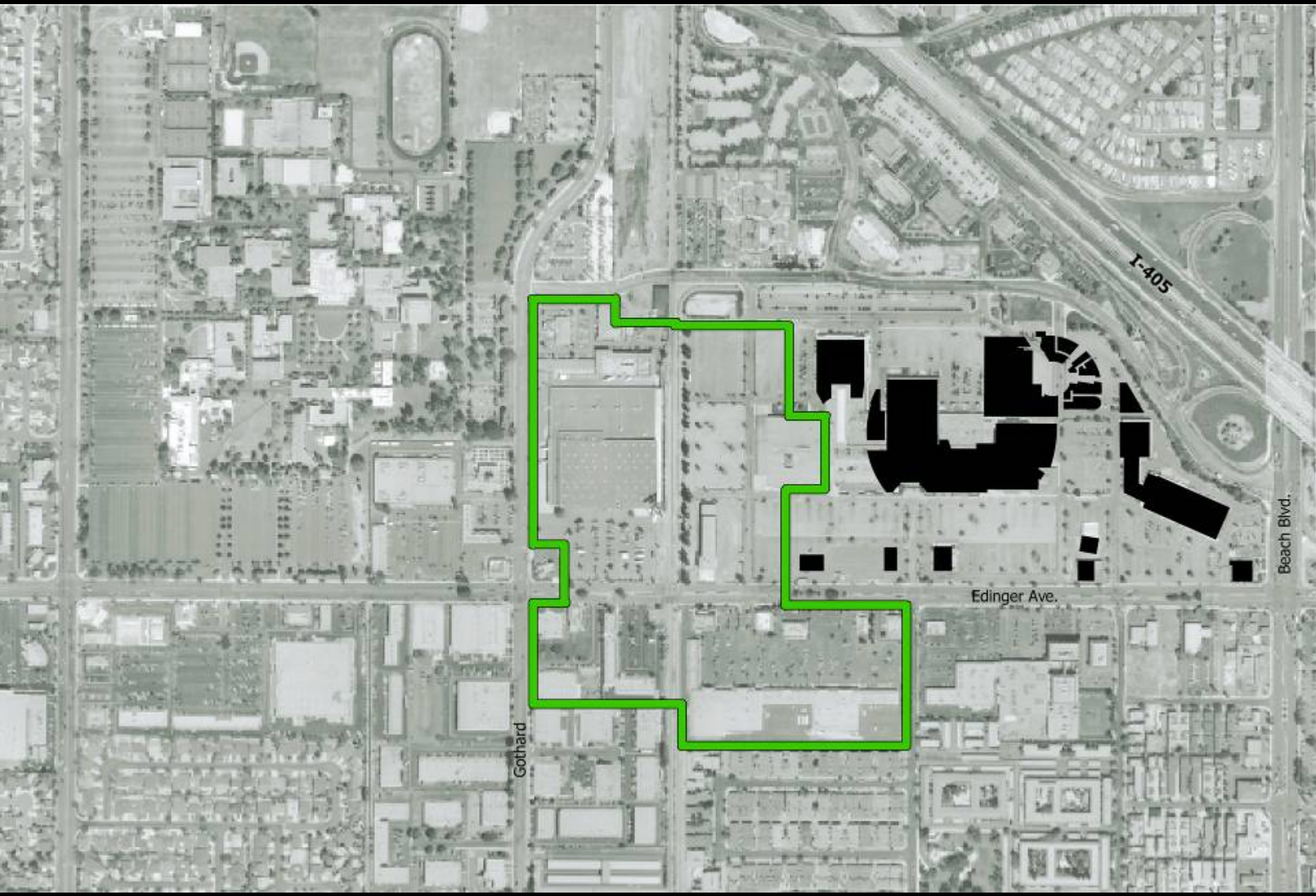
. . . and enhance the identity of this part of the City

Town Center Neighborhood

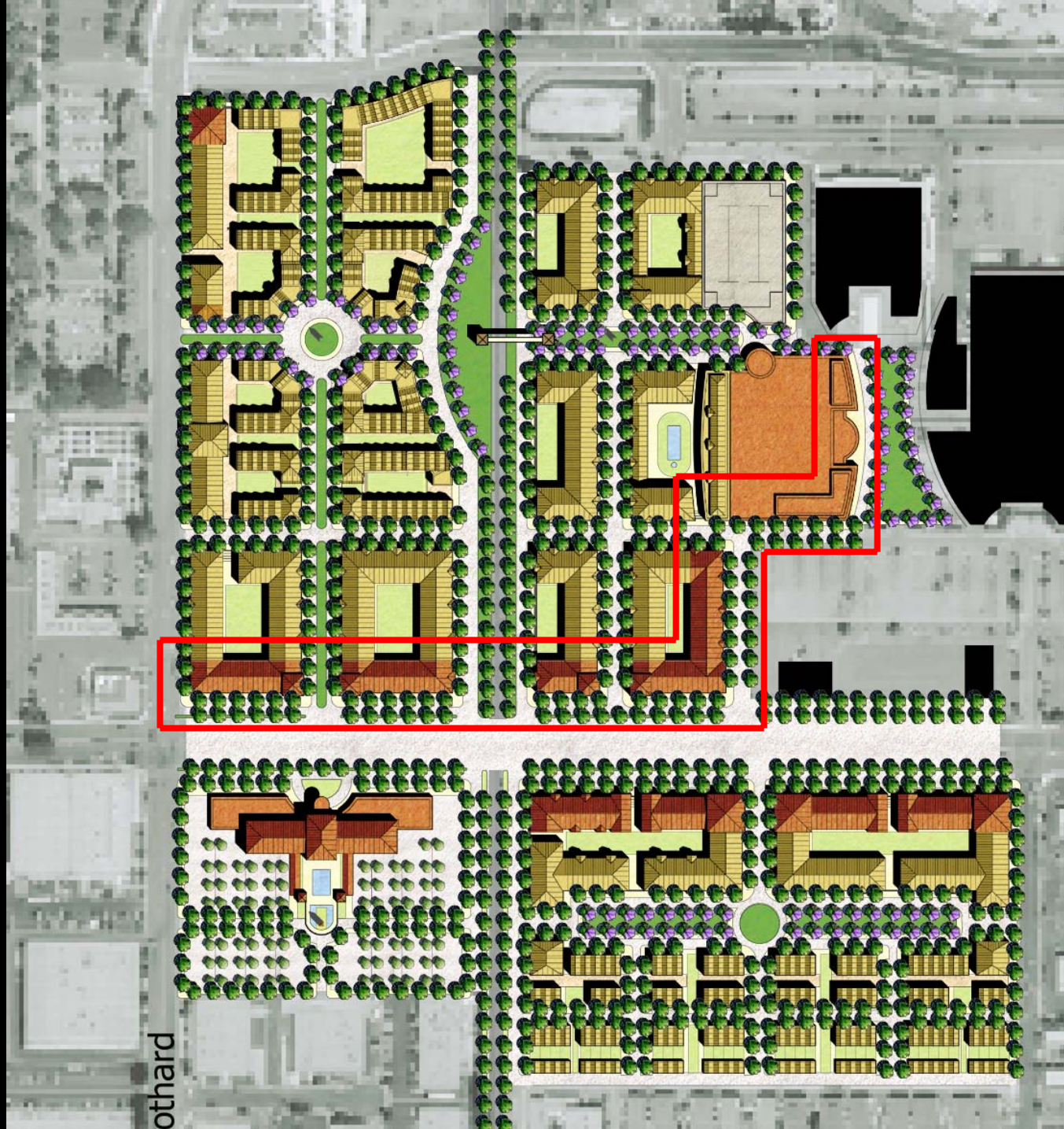


STOP

WARD'S
Massage Envy
FAUCETS SALON
mervyns
STOP


I-405
Edinger Ave.
Beach Blvd.
Gothard

Town Center Neighborhood: Core Edge



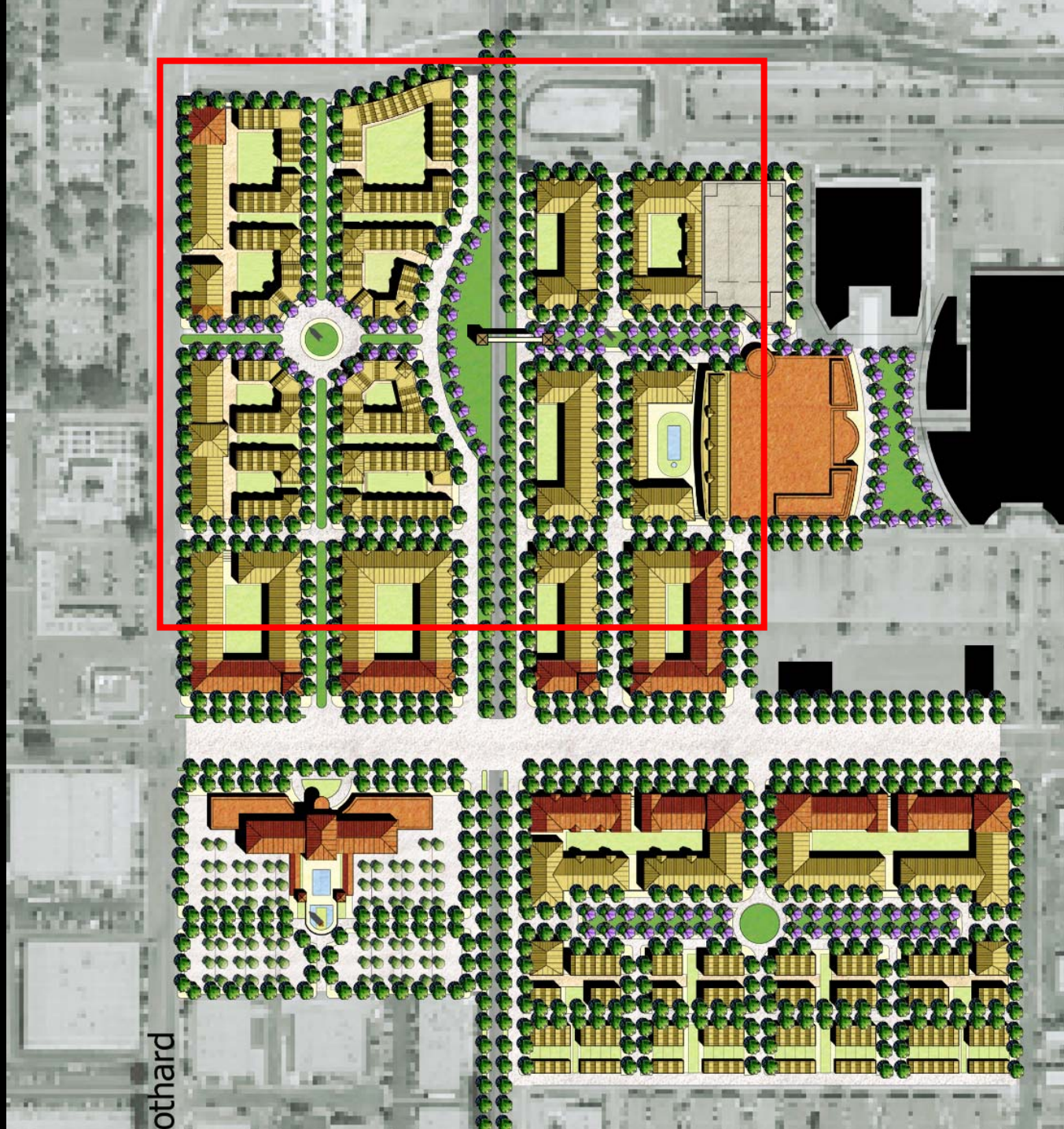
Along Bella Terra and Lining Edinger:

Ground-Level Retail Shopfronts

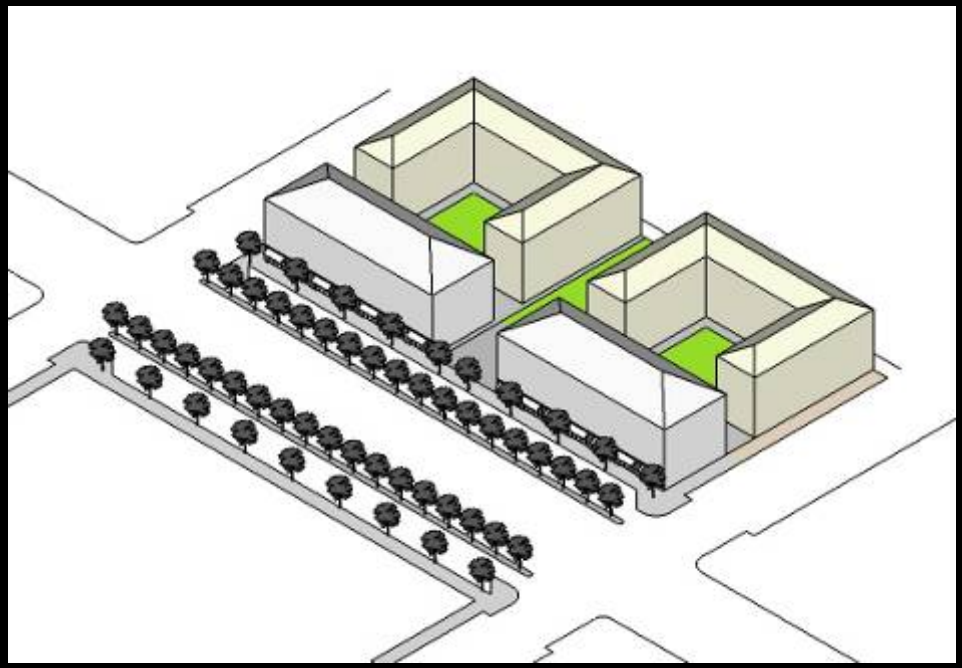
Envisioned Character: Core Edge

Cohesive building types and frontage treatment

Town Center
Neighborhood Interior



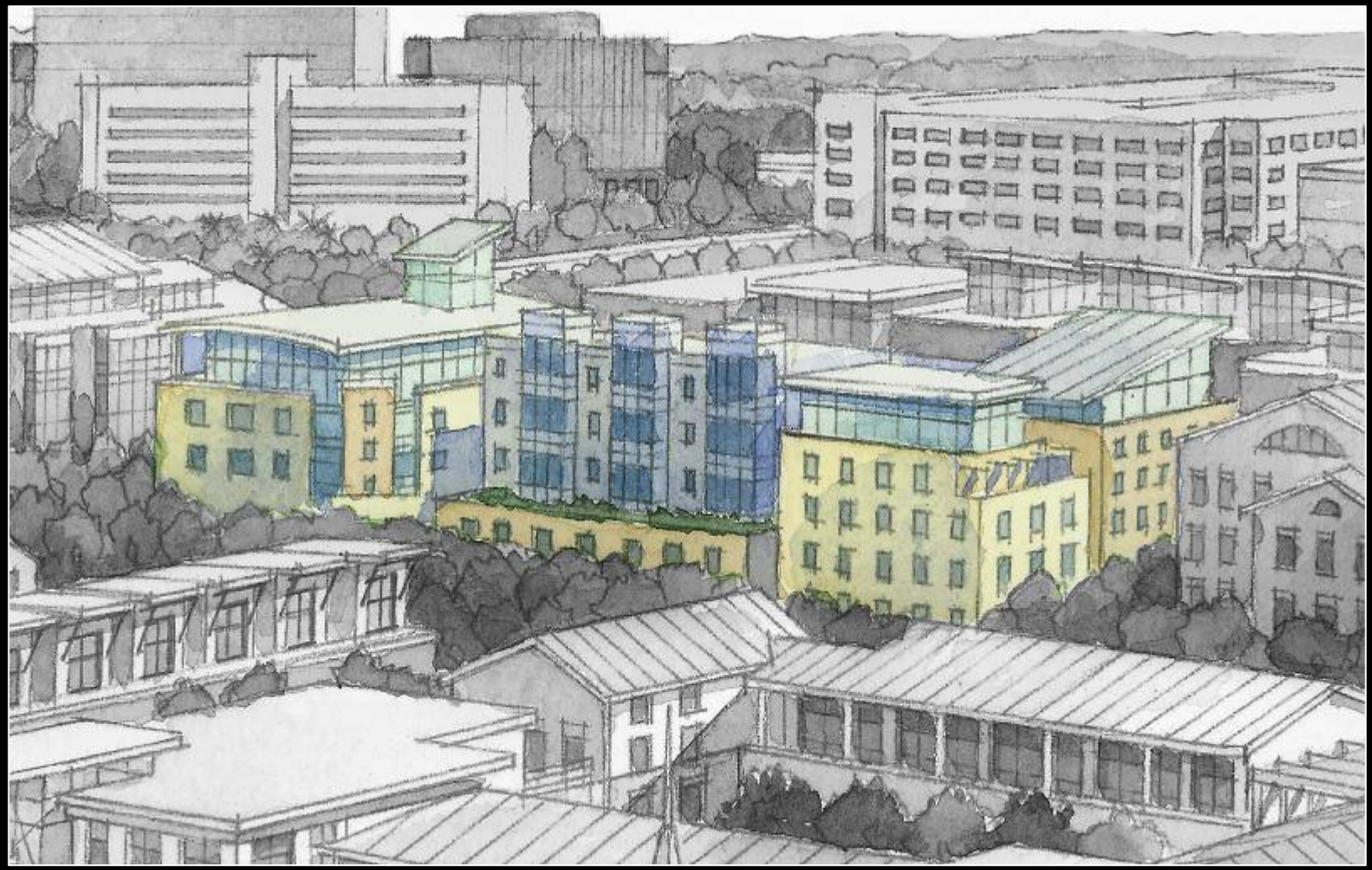
Envisioned Form: Town Center Neighborhood



Minimum 2 Stories
Maximum 6 Stories

Housing, Office Lodging,
Corner Store Retail

Envisioned Form: Town Center Neighborhood



Housing, Office Lodging,
Corner Store Retail

Minimum 2 Stories
Maximum 6 Stories

Envisioned Character: Town Center Neighborhood

Mixed-Use / Housing, Office, and Lodging

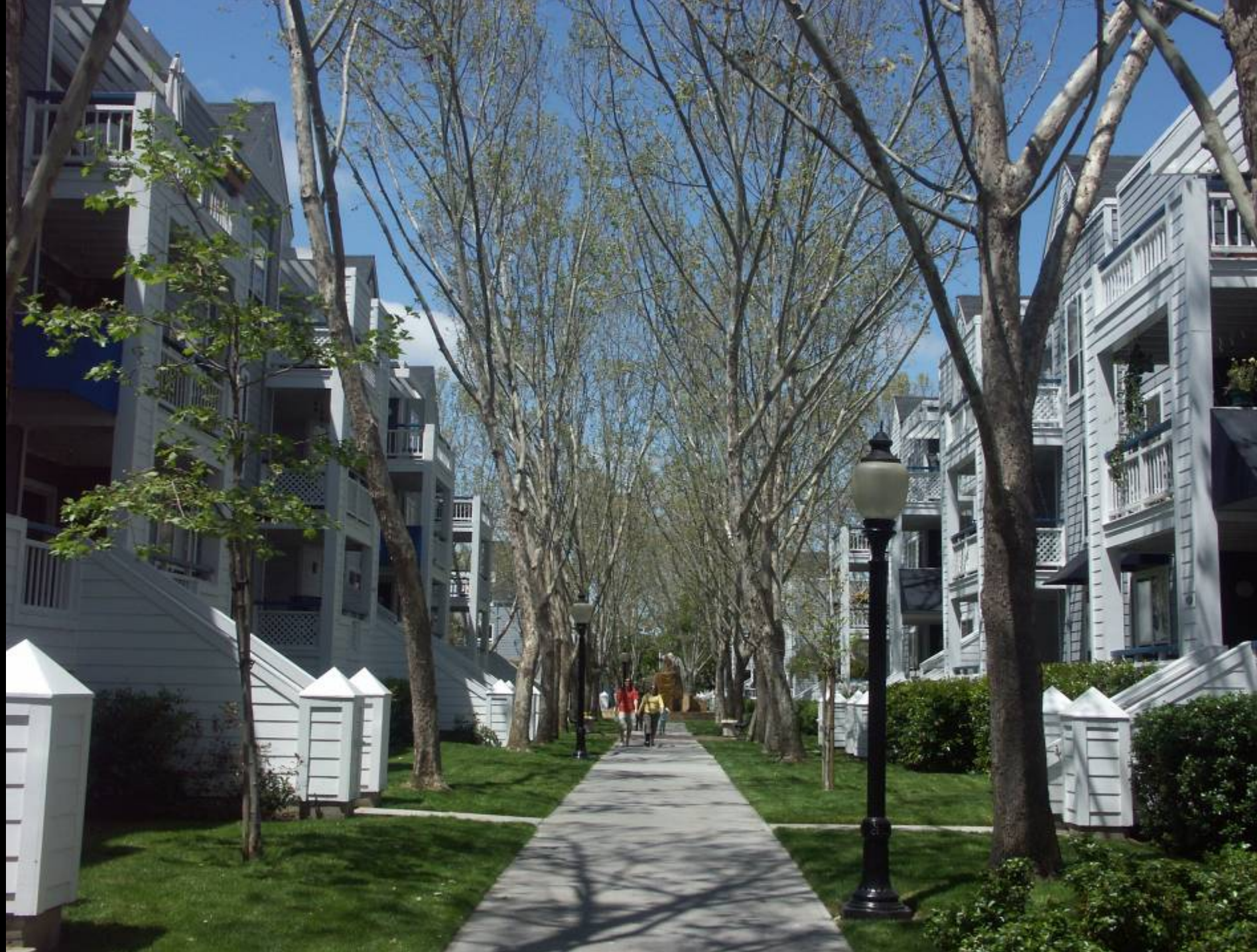
Not Permitted

Envisioned Character:
Town Center Neighborhood Interior

Ground-level entrances and windows facing public streets and public open spaces

Not Permitted

No usable public space; mostly impermeable surfaces



Huntington Beach Character Summary ~ Buildings and Architecture

- Elegant, traditional feel
- Good for mixed-use
- Arched elements
- Compliments Bella Terra
- Projections and recesses
- Balconies and rails
- Horizontal elements distinguishes uses/floors
- Attractive roof line
- Variation, not a box

- Timeless
- Breaking up of the mass
- Spanish stucco style
- Variation, not a box
- Balconies
- Arches
- Mixed-use and good integration of multiple uses
- Corner element and tower feature

- Modern interpretation of the beach
- Simple
- Ocean colors
- Mix of materials
- Large windows
- Stone
- Siding
- Scale

- Clean look
- Classic
- Timeless architecture
- Scale
- Interaction with the street
- Flexible format for multiple uses

- Beach feel
- Good colors
- Cottage architecture
- Varied height and masses
- Appropriate near the beach

Image © 2007 DigitalGlobe
Google
Pointer 33°43'49.38" N 117°59'52.90" W
Streaming 94%
Eye alt 886 ft

Envisioned Character: Town Center District

Town Core Edge

Ground Floor Retail Required

Residential, Office, Lodging Above

Minimum 2 Stories
Maximum 4 Stories