

# Project Narrative

16171 Beach Blvd.  
Huntington Beach, CA 92647

April 18, 2019

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Dept. of Community Development

## PROJECT REQUEST:

The Applicant, 7-Eleven, is requesting approval of a Conditional Use Permit, pursuant to Section 2.2.1 of the Town Center Boulevard Segment of SP-14 / Beach and Edinger Corridors Specific Plan to allow the construction and operation of a motor fuel service station in conjunction with a 24-hour convenience store. The applicant is also requesting approval of a Conditional Use Permit to allow the off-site sale of beer and wine pursuant to Section 211.04 (N)(1) of the Huntington Beach Zoning Code.

## EXISTING SITE CONDITIONS:

The subject property is located on the southwest corner of Beach Boulevard and Stark Avenue and is within the Town Center Boulevard Segment of SP-14 / Beach and Edinger Corridors Specific Plan.

The subject parcel<sup>1</sup> is relatively flat and comprised of six (6) lots with an aggregate size 22,030 sq. ft. and 120 linear ft. of street frontage along Beach Boulevard and 125 linear ft. of street frontage along Stark Avenue. The subject parcel also has an existing ADA compliant 25 ft. radius at the street corner. The interior southerly property line is 150 ft. in length and the interior westerly property line is 145 linear ft. in length.

The subject property is developed with an "L" shaped single-story auto-repair garage constructed circa 1965 and is currently occupied by a Firestone tire store. The existing building is oriented with a near zero lot line along the southerly property line which serves as a barrier between the subject property and the property located to the south. The westerly interior property line is developed with a six (6) ft. high CMU block wall. The existing building has service bay roll up doors on the east elevation facing Beach Boulevard as well as on the west elevation facing the existing adjacent three (3) story apartment building. Existing landscaping is minimal except for a small unkept landscape planter located at the street corner with two (2) mature and prominent palm trees. Ingress and egress to and from the property is available via two (2) drive approaches along Beach Boulevard and two (2) drive approaches along Stark Avenue. The curb faces along both street frontages are painted red disallowing street parking on Beach Boulevard and Stark Avenue.

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<sup>1</sup> APN 142-083-24

## SURROUNDING LAND USES:

North: Union Bank

West: Three (3) story apartment building

South: Pet Hospital

East: Bob's Furniture and Total Wine

## CENSUS TRACT CONCENTRATION / CRIME RATE:

The property is in Census Tract no. 0994.10 and reporting district 7-252 of the Huntington Beach Police Department. The State Department of Alcoholic Beverage Control (ABC) has authorized two (2) off-sale licenses within census Tract no. 0994.10 and there are currently two (2) active licenses within the tract. Adding a third (3rd) license would result in an undue over-concentration of off-sale licenses as defined by Section 23958.4 of the State ABC Act. However, at its discretion, the City may approve a Public Convenience and Necessity (PCN) which would allow for a third (3rd) license. Reporting district 7-252 is not considered to be a high-crime area.

There is one (1) existing off-sale license within a 600 ft. radius of the subject property, which belongs to Total Wine & More<sup>2</sup> and the next nearest off-sale license belongs to the Mobile gas station located on the southwest corner of Beach Boulevard and Edinger Avenue<sup>3</sup>. There are no points of consideration within 600 ft. with the exception that approximately 10 ft. of the most northeasterly corner of the Sun View School property is within 600 ft. of the subject property. However, that part of the school property is the outer most corner of the grass covered field and it is fenced off and gated during school hours. The front entrance to the school and classroom area is at a distance of approximately ¼ mile. There are also multi-family residential uses adjacent to the site to the west; however, Beach Boulevard is predominately commercial.

## PROJECT DESCRIPTION

The proposed development will consist of a new convenience store, fueling canopy, pumps and underground storage tanks, surface parking and landscaping, lighting, and new signage.

The proposed convenience store will be 2,175 sq. ft. in size and located towards the street corner with a 15 ft. setback along Beach Boulevard and 10 ft. setback along Stark Avenue. The building elevations will incorporate various architectural features including a varied roofline over the entrance, complimentary smooth stucco finishes, stone veneer and trim up to 3 feet – 6 inches above finish grade, wood pergolas and a canvas awning over the store front entrance as well as over the utility entrance doors.

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<sup>2</sup> 16272 Beach Blvd. / Type-21 License no. 515037

<sup>3</sup> 16001 Beach Blvd. / Type-20 License no. 369664

The proposed fueling canopy will measure 20 ft. wide by 90 ft. long and will accommodate four (4) Multiple Product Dispensers (MPD's) with one (1) pump on each side for a total of two (2) pumps per MPD and will be located near the southerly side of the property oriented east-west. The top of the fueling canopy will be 17.5 feet above finish grade and the bottom of the canopy will be 14.5 feet above finish grade. All four (4) sides of the fueling canopy will have an internally illuminated 3 ft. x 3ft. 7-Eleven logo as well as non-illuminated striping decals that are part of 7-Eleven's branding.

The project includes two (2) underground storage tanks each 20,000 gallons in size. The first tank will carry regular unleaded and the second tank will be split to hold 8,000 gallons of supreme unleaded and 12,000 gallons of diesel. Midgrade gasoline will be blended at the (MPD) Multi-Product Dispenser.

The proposed surface parking area will be paved with asphalt and will accommodate ten (10) standard parking spaces and one (1) handicap stall for a total of eleven (11) spaces. The required American Disability Act (ADA) path of travel from an adjoining public right-of-way will be made available from both Beach Boulevard and Stark Avenue. Permeable pavers will be located at both drive entrances.

Approximately twenty (20%) percent of the lot area will be landscaped including all required setback areas. The proposed landscape plan includes a variety of trees and shrubs to compliment the architecture of the building and to soften the street frontages.

The property will be illuminated by four (4) parking lot light standards located around the perimeter of the property and within a landscape planter located at the west end of the store front parking. The underside of the fueling canopy will also provide additional lighting. An outdoor photometric plan was prepared for this project see attached plans.

Signage will consist of the following:

- One (1) internally illuminated cabinet sign on the south facing front elevation measuring 13 ft. – 9 3/16 inches in length x 24 inches in height for an approximate sign area of 27.5 sq. feet.
- Two (2) 4 ft. x 4 ft. internally illuminated keystone logo signs. One (1) on the east elevation facing Beach Blvd and one (1) on the north elevation facing Stark Avenue.
- One (1) monument sign with an overall height of 7 ft. and an overall width of 4 ft. – 9 7/8 inches is proposed within a 15 ft. wide landscape planter located on the north side of the drive entrance along Beach Blvd. The proposed monument sign will contain 7-Eleven's business identification and fuel pricing.
- One (1) internally illuminated ATM sign measuring 3 ft. – 3/4 inches in height x 1 ft. -1/2 inches in height for an approximate sign area of 3 sq. ft. to be located inside the store behind the store front glazing

## CONDITIONAL USE PERMIT FINDINGS IN COMPLIANCE WITH SEC. 241.10 A.

1. *The establishment, maintenance and operation of the use will not be detrimental to the general welfare of the persons residing in the vicinity nor detrimental to the value of the property and improvements in the neighborhood.*

The City's adopted General Plan promotes an arrangement of land uses, streets, and services which will encourage and contribute to the health, safety, welfare and convenience of the people who live and work in the community. The proposed development and use will not jeopardize, adversely affect, endanger or otherwise constitute a menace to the public health, safety or general welfare or be materially detrimental to the property of other persons located in the vicinity insofar as the Beach-Edinger Corridors Specific Plan implements the broad policies established in the City's General Plan to guide growth and change along the Beach Boulevard and Edinger Avenue corridors and insofar as the proposed fueling service station and convenience store are a conditionally permitted use in the "Town Center Boulevard Segment" of the Specific Plan.

In addition, the design, location, size and operating characteristics are compatible with existing and future land uses, building and structures in the vicinity for the following reasons:

- i. The proposed development and use fully complies with the applicable sections of the Huntington Beach zoning code and the Beach-Edinger Corridors Specific Plan, which are set forth to ensure development projects are not detrimental to the health, safety, or general welfare of persons residing or working in the vicinity.
- ii. The proposed convenience store will be located at the street corner and the front entrance will face south towards the proposed fueling canopy and away from adjoining residential uses. The proposed multi-product dispensers (MPD's) and fuel canopy will also be located on the south side of the property and near Beach Boulevard, which is the furthest distance possible from the adjoining residential uses. The proposed site layout will keep onsite activities associated with the service station and convenience store nearest the street corner and furthest away from the adjacent residential land uses located to the west and northwest.
- iii. An existing six (6) foot high block wall along the westerly property line and new landscaping will further shield onsite activities associated with the service station and convenience store from the adjoining residential zones and land uses.
- iv. The proposed building's color palette, quality architectural design, building materials and landscaping contribute towards an aesthetically pleasing development that is compatible with the character of the surrounding area and mitigates any operational impacts.
- v. Modern light standards, such as those proposed, are able to provide the correct levels of on-site illumination effectively and efficiently while reducing light and glare to adjacent properties.

- vi. The proposed convenience store will be equipped with security cameras located inside the store as well as outside along with a 2-week DVR that covers all common areas of the store, high-risk areas, entrances and exits and views to the parking lot to deter criminal activity.
- vii. The store front windows will also be maintained free from any obstructions to allow maximum visibility into the store as well as out of the store.
- viii. The Applicant will prohibit loitering on and around the premises of the proposed convenience store and will install signage on the exterior walls of the store in compliance with the City's Code. Store employees will also be instructed to enforce these regulations and to call local law enforcement if necessary.
- ix. The Applicant will maintain its premises in a neat and orderly fashion and maintain free of litter all areas under which the applicant has control.
- x. The anticipated noise levels associated with a service station and convenience store are less than from the previous tire store on the subject property and are no more than any other commercial use in the area and no more than the type and volume of noise generated by existing vehicular traffic on Beach Boulevard.

The proposed fueling station and convenience store will provide local residents, as well as commuters on Beach Boulevard, an alternative place where they can obtain fuel for their vehicles and purchase a wide variety of convenience items including craft beers and wine.

2. *The granting of the conditional use permit will not adversely affect the General Plan.*

The proposed use will not adversely affect the General Plan of the City insofar as the Beach-Edinger Corridors Specific Plan implements the broad policies established in the City's General Plan to guide growth and change along the Beach Boulevard and Edinger Avenue corridors and is consistent with the General Plan. Moreover, the proposed fueling service station and convenience store are a conditionally permitted use in the "Town Center Boulevard Segment" of the Specific Plan.

3. *The proposed use will comply with the provisions of the base district and other applicable provisions of Title 20 through 25 and any specific conditions required for the proposed use in the district in which it would be located.*

The proposed use and development fully comply with the provisions of the Beach-Edinger Corridors Specific Plan as well as the other applicable provisions of Title 20 through 25 of the Huntington Beach municipal code. A code compliance matrix has been prepared for this project and is attached.