

CITY OF WESTMINSTER
Community Open House
March 12, 2019



WESTMINSTER MALL... What's Next

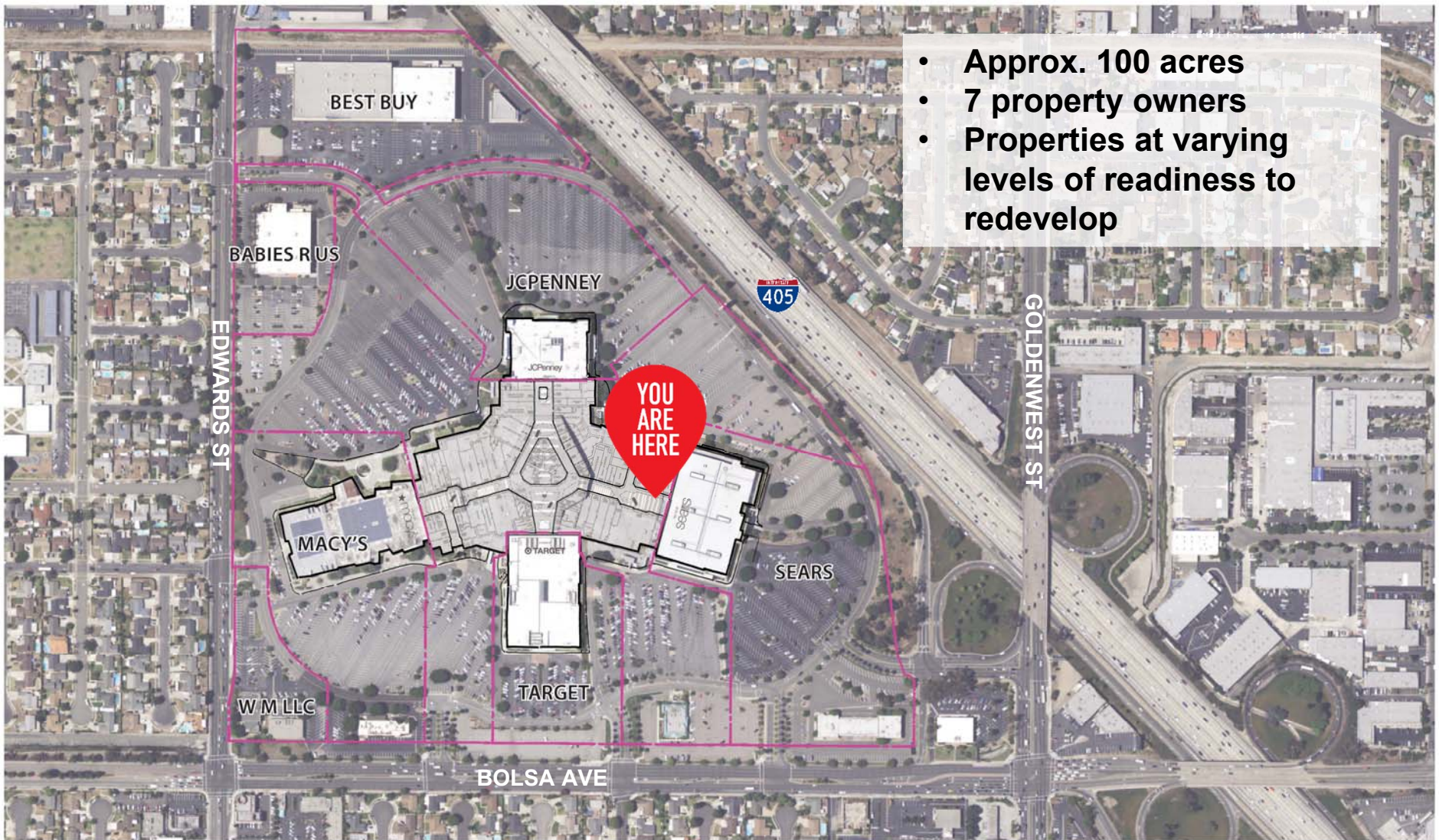


WESTMINSTER MALL SPECIFIC PLAN
For the Community. By the Community.



IT'S TIME FOR A TRANSITION...
ARE YOU READY?

PROJECT SITE



- **Approx. 100 acres**
- **7 property owners**
- **Properties at varying levels of readiness to redevelop**

WHAT OTHERS ARE DOING



MAIN PLACE
Santa Ana

- Approx. 53 acres
- Commercial
- Hotel
- Office
- Residential

FIVE LAGUNAS
Laguna Hills

- 68 acres
- Commercial
- Currently repositioning retail uses



WHAT OTHERS ARE DOING



GALLERIA AT SOUTH BAY CONCEPT
Redondo Beach

- 30 acres
- Commercial
- Hotel
- Office
- Residential

ONE METRO WEST
Costa Mesa

- 15 acres
- Residential
- Retail
- Office
- Adjacent to 405 Fwy and the SOCO retail project & design center





**HOW SHOULD WESTMINSTER SET
ITSELF APART?**
How should it be different?



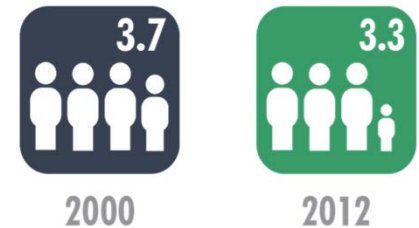
HOW DID WE GET HERE?



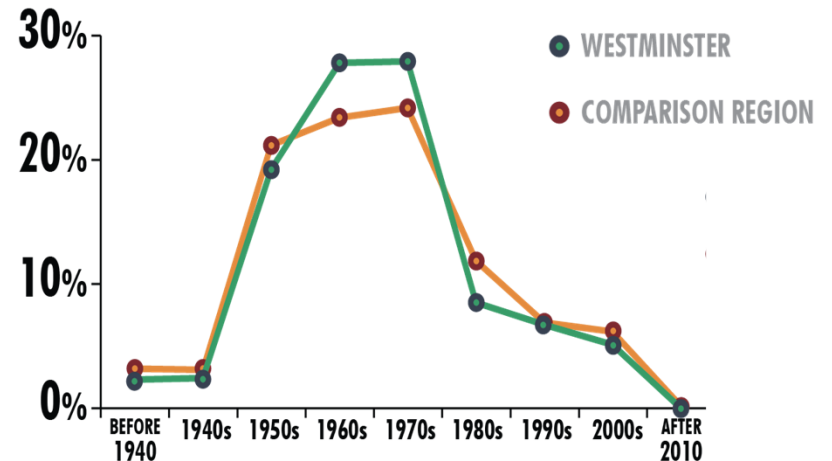
HOUSING & DEMOGRAPHIC TRENDS

- 27,727 housing units (2014)
- Over half of units built from 1960-1979
- Only 5% of units in City added since 2000
- Smaller % of multifamily homes compared to neighboring cities
- Average household size decreasing
- Higher population of residents 65 and older than neighboring cities (2012)

AVERAGE HOUSEHOLD SIZE

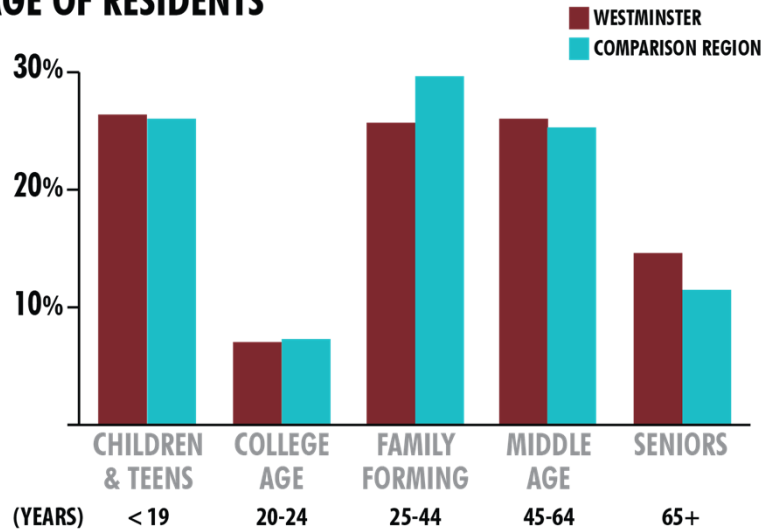


YEAR HOUSING BUILT



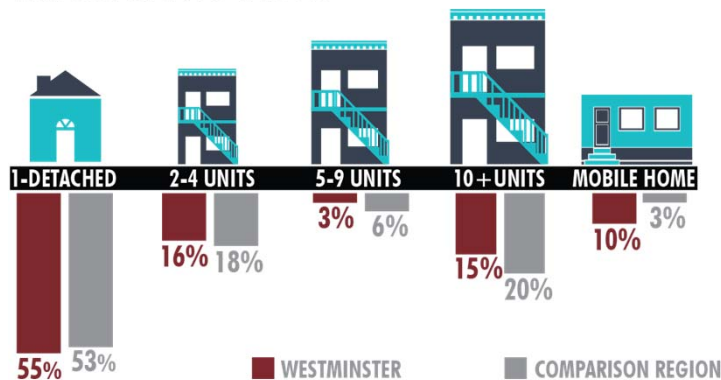
AGE OF RESIDENTS & HOUSEHOLD TYPES

AGE OF RESIDENTS



- Over next 20 years, as older generation downsizes from larger houses to smaller, housing needs for Westminster residents may change

HOUSEHOLD TYPES



- May also be increase in demand from family forming aged residents that are not interested in living in traditional single family housing

Where and How to Grow?

The General Plan, adopted in 2016, spelled out strategies of how the city would evolve over time

- City is largely built out – in 2014, less than 1% of the City's total acreage remained undeveloped.
- Focused areas of change were identified in General Plan to preserve established single family neighborhoods
- Areas were identified as mixed use with a preferred mix of uses in General Plan
- Primary opportunities for new development and economic growth:
 - Activity centers (Civic Center, Westminster Mall) and
 - Corridors (Westminster Boulevard, Beach Boulevard, Bolsa Avenue)

GENERAL PLAN: Westminster Mall

- Adopted in 2016
- Created a Mixed-Use District
 - › Allows for Residential & Retail (includes hotel and office)
- Create an experience-oriented destination
- Master Plan required to ensure cohesive development of all properties on site



WHY IS CITY PREPARING A SPECIFIC PLAN?

- City is preparing the zoning for the site
- Specific Plans provide rules and regulations for the Mall property including:
 - › Building heights
 - › Setbacks
 - › Design Features
 - › Open Space requirements
 - › Circulation
 - › Landscaping



The Bloc, DTLA

When will we start to see changes to the Mall?

- This process is not for a specific development project – yet
- Some property owners are interested in initiating a change to their property in the near future
- The City is working on getting the planning rules in place so when the projects do come in, property owners will know how and what to design and what is expected of their projects
- It is up to each individual property owner to determine when they would like to submit a project for review by the City

PROJECT PROCESS

- 2016: City adopted the General Plan
- 2018: City met with Westminster Mall property owners
- Hosted “pop-up” booths
- Conducted surveys & reviewed findings
- Met with the Economic Development Action Task Force
- Drafted Westminster Mall Vision Statement



Vancouver, BC



**COMMUNITY SURVEY:
WHAT DID WE HEAR?**





Community Survey #1

RESPONSES



1,887
responses

COMMENT



954 written
comments

IMAGES



21
"good example"
images submitted

Placemaking & Public Realm



GREEN SPACES/LANDSCAPING



SMALL VENDORS/KIOSKS



GATHERING SPACES & OPEN SEATING



PROMENADE



FOUNTAINS



PUBLIC ART

PLACEMAKING & PUBLIC REALM

- What do residents want?
 - › Greenspace/landscaping
 - › Gathering spaces with open seating
 - › Plaza/amphitheater
 - › Fountains
 - › Promenade
 - › High quality landscape, architecture & design
 - Renovate existing mall
 - Bringing the outdoors in
 - Park-like outdoor spaces
 - Safe gathering spaces
 - Comfortable places to relax
 - Logical internal connections
 - › Other: Bike Paths, Dog Park



ACTIVITIES & ENTERTAINMENT



PLAYGROUNDS



INTERACTIVE ACTIVITES



FARMERS MARKET



SPECIAL EVENTS



YOUTH-ORIENTED ACTIVITES



NIGHTLIFE

ACTIVITIES & ENTERTAINMENT

- What to residents want?
 - › Farmers' market
 - › Food hall
 - › Indoor entertainment
 - › Cultivate culture and entertainment
 - › Event and entertainment programming
 - › Attract restaurants and breweries with later hours
 - › Opportunity to promote diversity and multi-cultural nature of the community



ACTIVITIES & ENTERTAINMENT

- What do residents want?
 - › Movie theater
 - › Amphitheater for live performances
 - › Nightlife (restaurants, breweries, lounges, night market, etc.)
 - › Bowling alley and other indoor sports
 - › Rides and play spaces



BIG PICTURE IDEAS: Mobility



BIKE HUT



BIKE RACKS



SCOOTER RENTALS



SURFACE LOTS



RIDE SERVICE PICK-UP/DROP-OFF



EV CHARGING



PARKING STRUCTURES

BIG PICTURE IDEAS: Mobility

Survey Priorities

- Parking Options: Structured or surface parking
- Rideshare pick-up/drop-off
- Bike accessibility

Other considerations

- Benefit: Dedicated off-ramp to site
- Internal connectivity
 - › Promenade or Main Street
 - › Parking accessibility
 - › Walkability
- Connectivity to neighborhoods
- Measures to minimize potential cut-through traffic (signalization placement, etc.)



BIG PICTURE IDEAS: Mix of Uses

- What do residents want?
 - › Retail as primary use; was most selected use by participants
 - Focus on improving retail experience
 - Attract national chains, high end brands, and local entrepreneurs
 - › Survey showed equal support for hotel, residential, and office uses
 - › Some residents want more residential opportunities here, others prefer no more built
 - › Need more excitement/energy/activity
 - › Protect neighborhoods from traffic

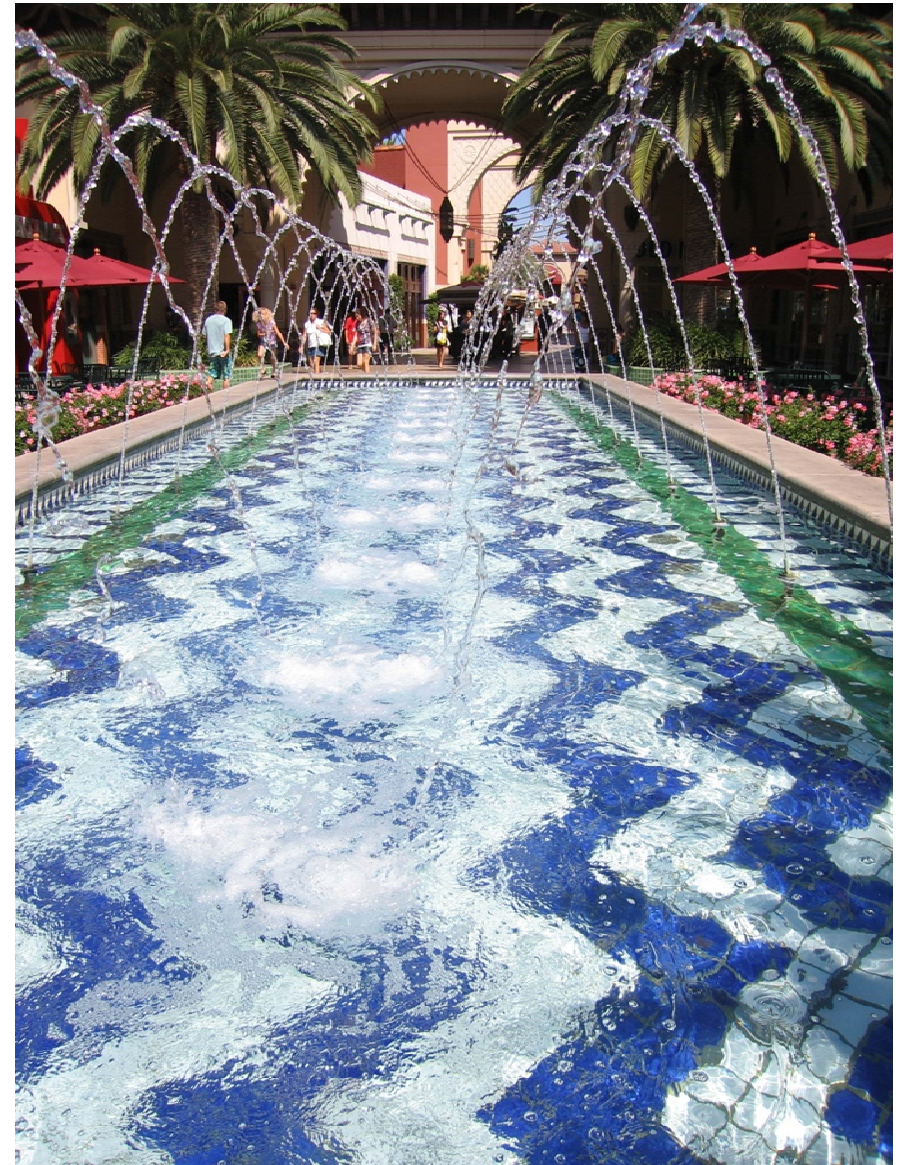


EXAMPLES FROM PARTICIPANTS



WHAT DID WE LEARN?

- Create a plan that is unique to Westminster
 - › The Westminster Mall should be a special destination
 - › Design will play a large part in success
- Maximize community benefits
 - › High quality landscape architecture and open space/recreation amenities
 - › Improve bike and pedestrian safety and connectivity
- Community's biggest concerns
 - › Where is new housing appropriate
 - › Traffic, circulation and parking
 - › Property edge and streetscape design to minimize visual impacts on neighbors





WESTMINSTER MALL DRAFT VISION





WESTMISTER MALL DRAFT VISION

The Westminster Mall is a flourishing center of community life, a unique destination, and a thriving hub of shopping, living and working activity that is source of civic pride for our community.

- **iconic design**
- **transformed the image** of our community.
- a **vibrant, social place**
- the “**place to be**”
- the first place we want to take guests who are visiting from out of town.
- attracts **substantial reinvestment**
- provides our community with a **mix of new retail, hospitality, housing, jobs, and public spaces.**
- contributes to our **long-term economic health** and fiscal stability.
- **new housing opportunities** for first-time home buyers, professionals, families, and seniors in our community
- **variety of affordability levels**
- accommodate the **changing life stages and lifestyle needs** of our residents.
- **rich and inviting indoor and outdoor spaces**, designed with open seating, recreational amenities, and attractive lighting and landscaping
- **activities year-round**
- **easily accessible** to visitors driving, biking, walking, or taking public transit.

WESTMINSTER MALL: *Where opportunities to shop, work and live all come together to create community.*

THINGS TO CONSIDER

- Is the vision forward-thinking enough?
- How will the mix and type of uses maximize the creation of community benefits?
- How do we ensure a mix of uses that will be financially feasible and stable long-term?
- What role should this site serve in Westminster's growth in the next 10-50 years?
- Should it still be called Westminster Mall?





WHAT'S NEXT?

How long will this take?

The process will be a combination of City efforts and individual property owner efforts over time

- **Spring/Summer 2019**
 - City will be drafting the Specific Plan over the next 4-6 months
 - Additional community workshops & surveys will be conducted during development of design approach and creation of the land plan
- **Fall/Winter 2019**
 - Environmental and Technical Studies will be completed
- **Spring 2020**
 - Specific Plan goes to Planning Commission & City Council for adoption



QUESTIONS AND ANSWERS





OPEN HOUSE

Please visit all of our stations –
City staff are available to
answer your questions

ACTIVITIES & STATIONS



- Vision Statement
 - › *What would you add?*
- Land Use Station
 - › *What is here, what is allowed and what do you want to see?*
- Circulation Station
 - › *How should you get there?*
- My Westminster Mall is...
 - › *Describe what the Mall looks like to you in the future – and take a photo!*
- Community Services, Westminster PD, Water Department



WESTMINSTER MALL...

What's Next

WESTMINSTER MALL SPECIFIC PLAN
For the Community. By the Community.

- For more information, or to sign up for email notifications about future events or meetings related to the Westminster Mall visit the project website:

<http://bit.ly/WMallplan>