



Draft Downtown Specific Plan

Planning Commission
March 23, 2016

Workshop Purpose

- High-level overview and key elements
- Inform and educate the public
- Questions & Answers
- Draft Plan includes all solutions and strategies
- No decisions will be made at this meeting
- April 12th Joint CC/PC Meeting
 - seek specific direction on Draft Plan



Overview

Welcome & Overview		Marisa Lundstedt
Ch. 1 Introduction Ch. 2 Existing Conditions Ch. 3 Vision		Ted Fatuross
Ch. 4 Land Use Plan		Laurie Jester
Ch. 5 Circulation		Erik Zandvliet
Question & Answer		
Ch. 6 Private Realm Development Standards & Guidelines Ch. 7 Public Realm Development Standards & Guidelines		Laurie Jester
Question & Answer		
Ch. 8 Infrastructure & Public Facilities Ch. 9 Economic Development & Strategies Ch. 10 Implementation		Nhung Madrid
Closing Remarks		Marisa Lundstedt



Upcoming Outreach Opportunities

March 16: Community Workshop #3

- Informational overview

March 23: Planning Commission Meeting

- Informational overview

March 24: Community Workshop #4

- Breakout sessions, and provide comments

March 28: City Council Meeting

- Informational overview

April 12: City Council/Planning Commission Joint Study Session

- Receive specific direction





Chapter 1

Introduction

Why A Specific Plan?

Preserve Downtown's strengths:

- Sense of community and place
- Mix of businesses
- Pedestrian friendly
- Quality of life
- Economic vitality

Accomplish through regulations and guidelines:

- Land use
- Architectural and urban design
- Circulation and parking
- Economic development and business viability



Specific Plan Area



Specific Plan Area



Downtown Specific Plan Foundation

Documents:

- Zoning Code
- Downtown Parking Management Plan (2008)
- Draft Mobility Plan
- Community Facilities Strategic Plan (2008)
- Downtown Strategic Action Plan (1996)
- Downtown Design Guidelines (1998)
- Urban Land Institute Report (2015)

Outreach:

- Stakeholder and focus group discussion
- Specific Plan Advisory Committee
- Intercept and online survey
- Public workshops
- City Council and Planning Commission meetings





Chapter 2

Existing Conditions

Existing Land Uses

Table 2.1 Existing Land Uses

Existing Land Use	Acreage	Building Area (sq ft)
Bank	0.78	18,158
Mixed-Use (Commercial and Residential)	2.56	132,004
Multi-family Residential	6.04	243,131
Office / Professional Business	8.90	96,552
Park / Open Space	2.82	0
Parking Facilities	2.19	0
Public Facilities	5.45	0
Retail and Restaurant	6.72	148,265
Single-family Residential	8.22	239,505
Grand Total	43.68	877,615



Existing Circulation Networks and Parking

- Lack of Parking Remains a Major Challenge
- 2,258 Parking Spaces in Project Area
 - 1,130 Off-Street Parking Spaces (City Lots, Structures, etc)
 - 371 On-Street Parking Spaces (Commercial Adjacent)
 - 287 On-Street Parking (Residential Adjacent)
 - 470 Private Parking Spaces



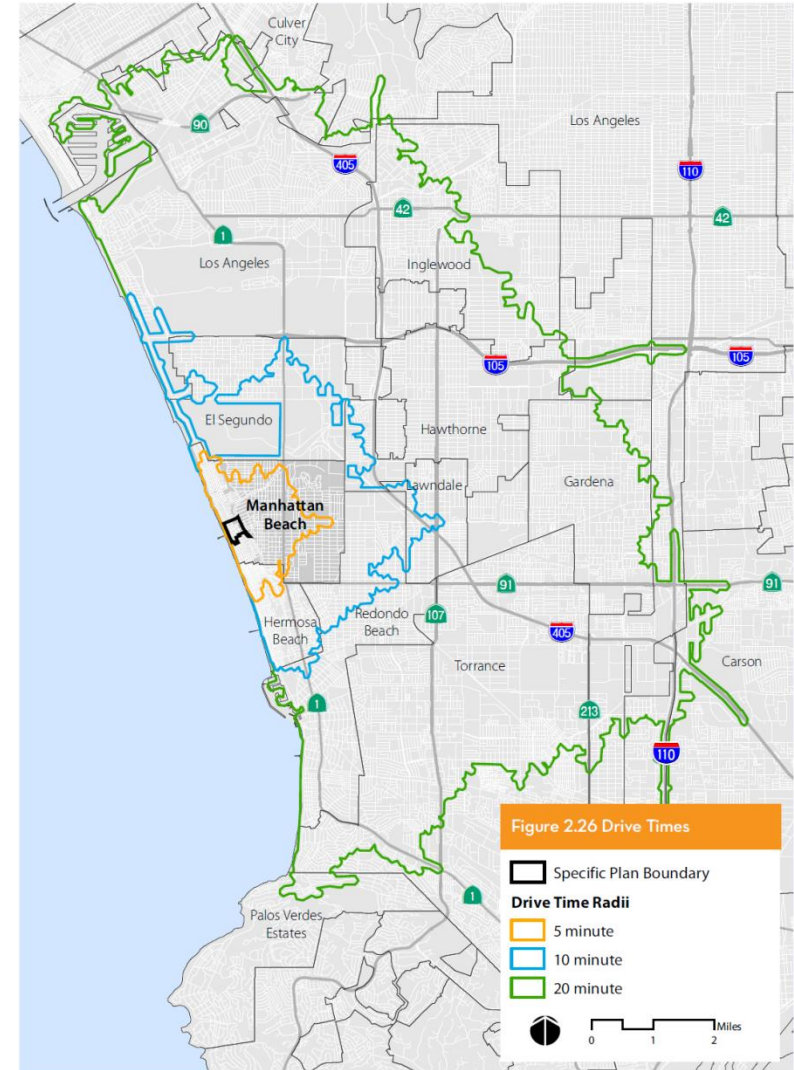
Existing Community Character and Urban Form

- Small lots
- Tight street grid
- Low scale development
- Walkable and pedestrian friendly
- Commercial buildings generally one to two stories tall
- Eclectic buildings, architectural styles, and businesses



Existing Economic Conditions and Development Potential

- Strong market position
- Healthy mix of businesses
- Businesses need locals, visitors, and tourists
- Opportunities
 - Parking solutions
 - Streetscape improvements
 - Enhanced pedestrian and bicycle facilities
 - Retain and strengthen existing businesses





Chapter 3

Vision

Vision Goals

- **Goal 1:** Preserve and enhance small town character
- **Goal 2:** Enhance pedestrian and bicycle access
- **Goal 3:** Improve access to parking and alternative transportation options
- **Goal 4:** Encourage economic development



Small Town Character Defined



Small Town Character Defined

- Relaxed, charming, eclectic beach atmosphere
- Walkable, pedestrian-oriented, clean and safe environment
- Strong sense of community with the Downtown as the heart
- Events that reinforce a shared sense of community and place
- Recognize the need of visitors and tourists to sustain local businesses
- Balance residential and commercial quality of life to maintain the community's integrity and soul





Chapter 4

Land Use Plan

Land Use Diagram



Overview of Proposed Commercial Land Use Changes

	Existing	Proposed	ULI
Formula Uses	-	Use Permit	30-40% max gross floor area
Office/Bank on Ground Level	Permitted	Use Permit	Linear Street: 25-30% Max of Blocks on MBB 40% Max of Blocks in Rest of DT
Office Use Size	Use Permit for Offices over 2,500 sq ft	Use Permit for Offices over 2,500 sq ft	Use Permit for Offices over 2,500 sq ft
Commercial Use Size	Use Permit for Uses over 5,000 sq ft Use Permit for Land Area over 10,000 sq ft	Use Permit for Uses over 5,000 sq ft Use Permit for Land Area over 10,000 sq ft	Use Permit for Uses over 5,000 sq ft Use Permit for Land Area over 10,000 sq ft



Commercial Land Uses: What's Changing?

Changes in Land Uses Shown in Yellow in Draft Plan

New Uses:

- Live/Work Units- Use Permit
- Formula Uses- Use Permit
- Senior Citizen Housing- Use Permit
- Farmers Market- Permitted

No Longer Allowed in Downtown Commercial Zone (CD):

- Animal Boarding
- Animal Hospital
- Service Stations
- Vehicle Equipment Repair



Commercial Land Uses: What's Changing? (cont.)

Not Allowed in Spaces Adjacent to a Sidewalk, Pedestrian Area, or on a Ground Level without a Use Permit:

- Banks, Credit Unions, Savings & Loans
- Office Use
- Catering Services
- Communication Facilities*

Goal is to encourage pedestrian-oriented uses on ground level





Chapter 5

Circulation Plan

Chapter 5 - Circulation Plan Summary

- Incorporates Complete Streets Concepts
- Defines Street Types
- No Traffic Lane Changes
- Updates Parking Management Plan
- Supports Bike Plan
- Adds Pedestrian Plazas
- Enhanced Crosswalks
- Multi-Use Drop-Off Zones
- Establishes Goals



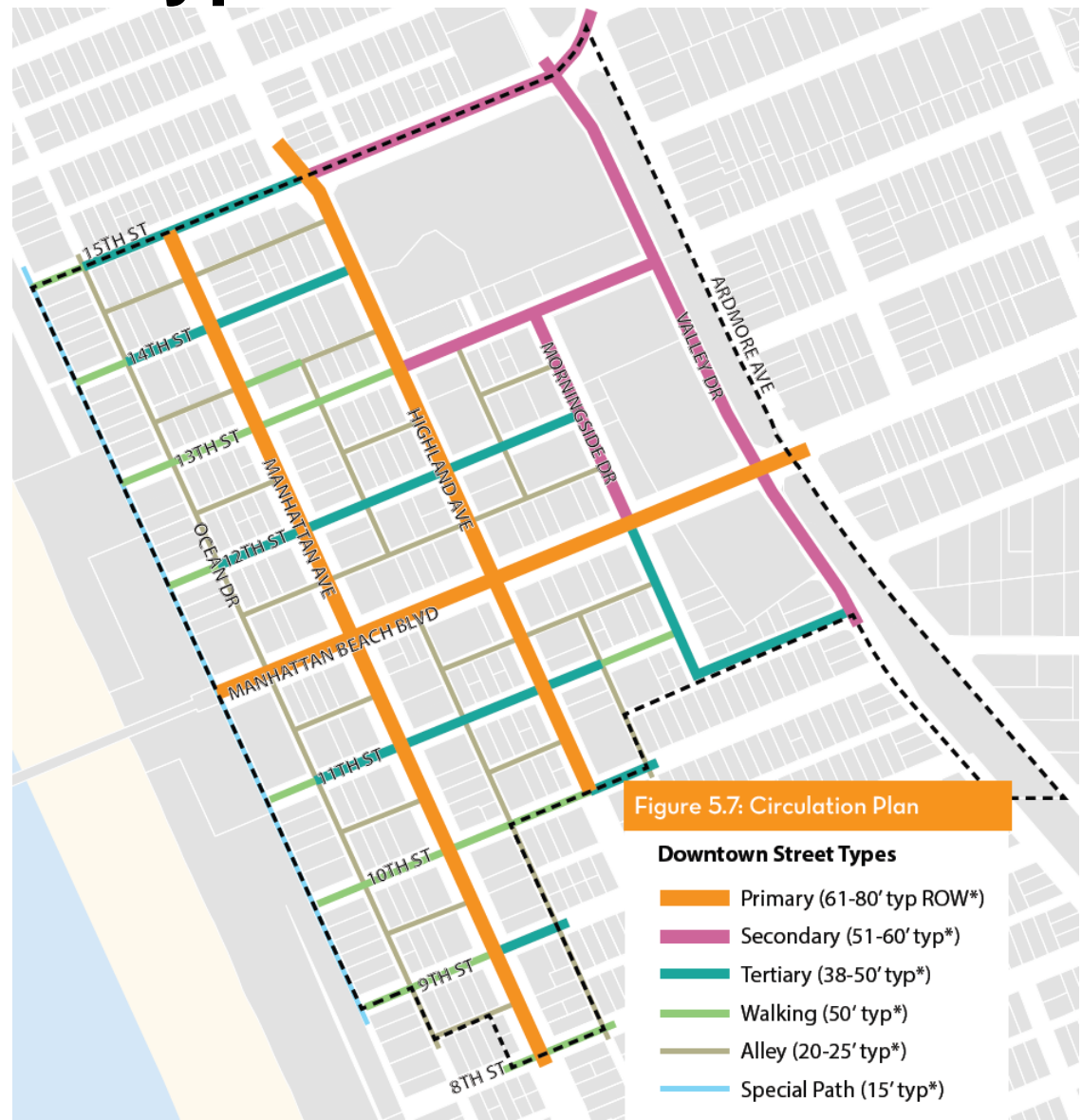
Goals (Abbreviated):

1. Balanced Transportation System for All Users
2. Prioritize Safety
3. Enhance Walking and Biking Facilities
4. Provide Multiple Travel Mode Options
5. Improve Transit Stops
6. Explore Creative Parking Solutions



Downtown Street Types:

- Primary
- Secondary
- Tertiary
- Walk Path
- Alley
- Special Path



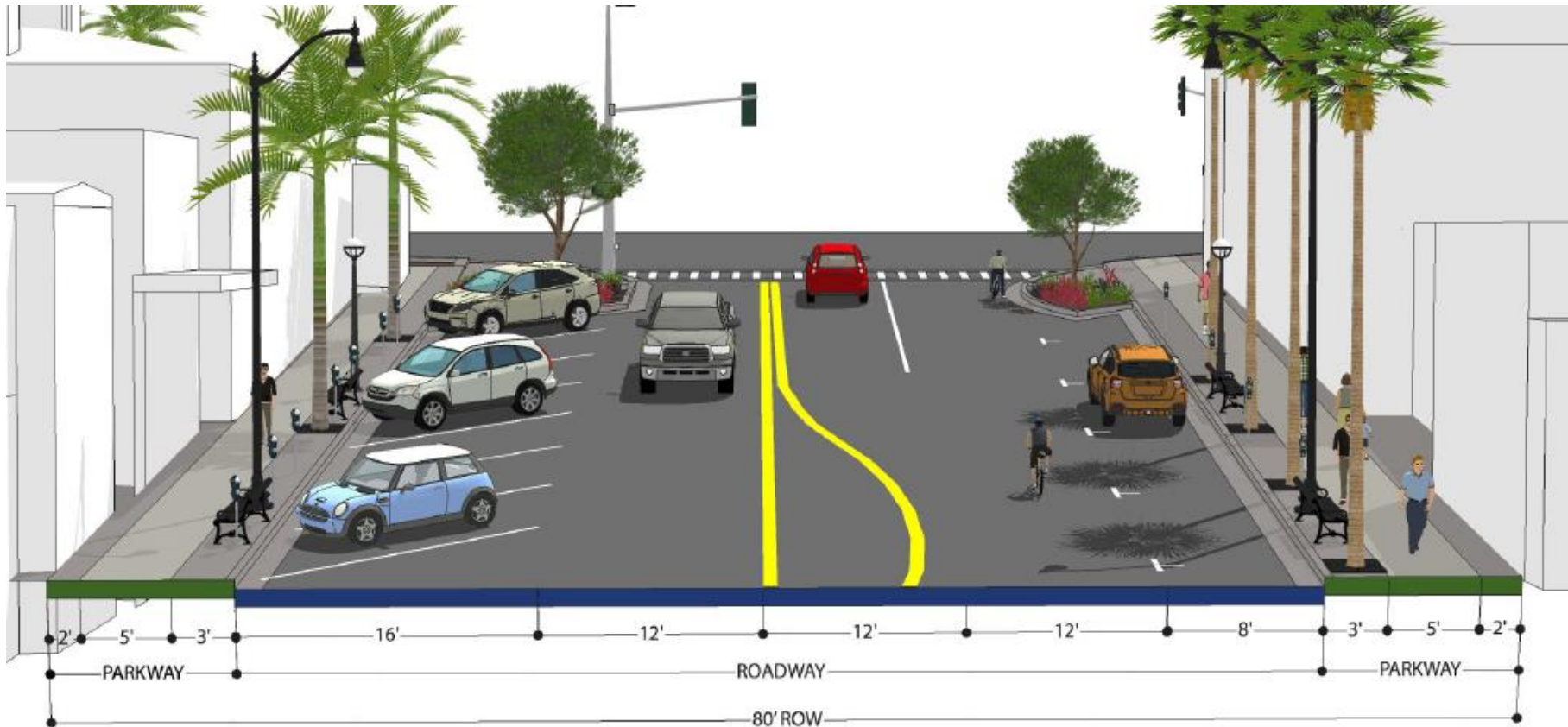
Street Elements:

Roadway

- Paved Lanes
- Parking Zone

Parkway

- Furnishing Zone
- Walk Zone
- Transition Zone



Street Projects

Multi-Purpose Drop-Off Zone

3 Minute
Drop Off
Sign

Cutback
Curb for
Drop Off



Parking Management Plan: Updated Strategies

- Demand Meter Pricing
- Smart Parking Technologies
- New Underground Structured Parking
- Remote Parking Lots/Shuttles
- Intra-Downtown Resident Parking System
- Other Creative Parking Methods





Question & Answer



Chapter 6

Private Realm Development Standards & Guidelines

Overview of Proposed Changes in Commercial Development Standards

	Existing	Proposed	ULI
Maximum Setbacks			
Front	-	10 feet	-
Side	-	15 feet	-
Street Side	-	10 feet	-
Rear	-	0 feet or 10 feet	-
Height Limits			
Area A	22 feet / 30 feet 3 stories	22 feet / 30 feet 3 stories	30 - 45 feet, 3 - 4 stories
Area B	26 feet, 2 stories	26 feet, 2 stories	30 - 45 feet, 3 - 4 stories
Optional Upper Floor Stepbacks	-	5 ft for Residential 6 ft for Commercial	-
Façade Transparency	-	70% Minimum	-
Individual Building Frontage Along A Block	-	50 feet Maximum	-



Commercial Development Standards: What's New?

Changes in Development Standards Shown in Yellow in Draft Plan

Maximum Setbacks:

- Front Setback- 10 feet
- Rear Setback- 0 feet *or* 10 feet
- Street Side Setback- 10 feet
- Side Setback- 15 feet

Optional Upper Floor Stepback

Adjacent to Sidewalk/Pedestrian Spaces

- 5 feet for Residential, 6 feet for Commercial

Minimum Ground Floor Façade Transparency

Along Sidewalk/Pedestrian Spaces: 70%

Maximum Building Frontage Along a Street: 50 feet



Commercial Development Standards: What's New?

Design Guidelines

- Guidance for property owners and architects
- Addresses broad range of architectural elements
 - Site design
 - Building design
 - Lighting and landscaping
 - Signage and awnings
 - Ground floor uses
- New Guideline: Corner Building Height- Towers, turrets, roof forms can exceed max height limit by 6 feet
- New Guideline: Prohibition on pole and can signs.



Corner Height: Then and Now



Private Realm Design Guidelines

Articulated
Façade
Various
Colors and
Materials

Pedestrian
Oriented
Storefront

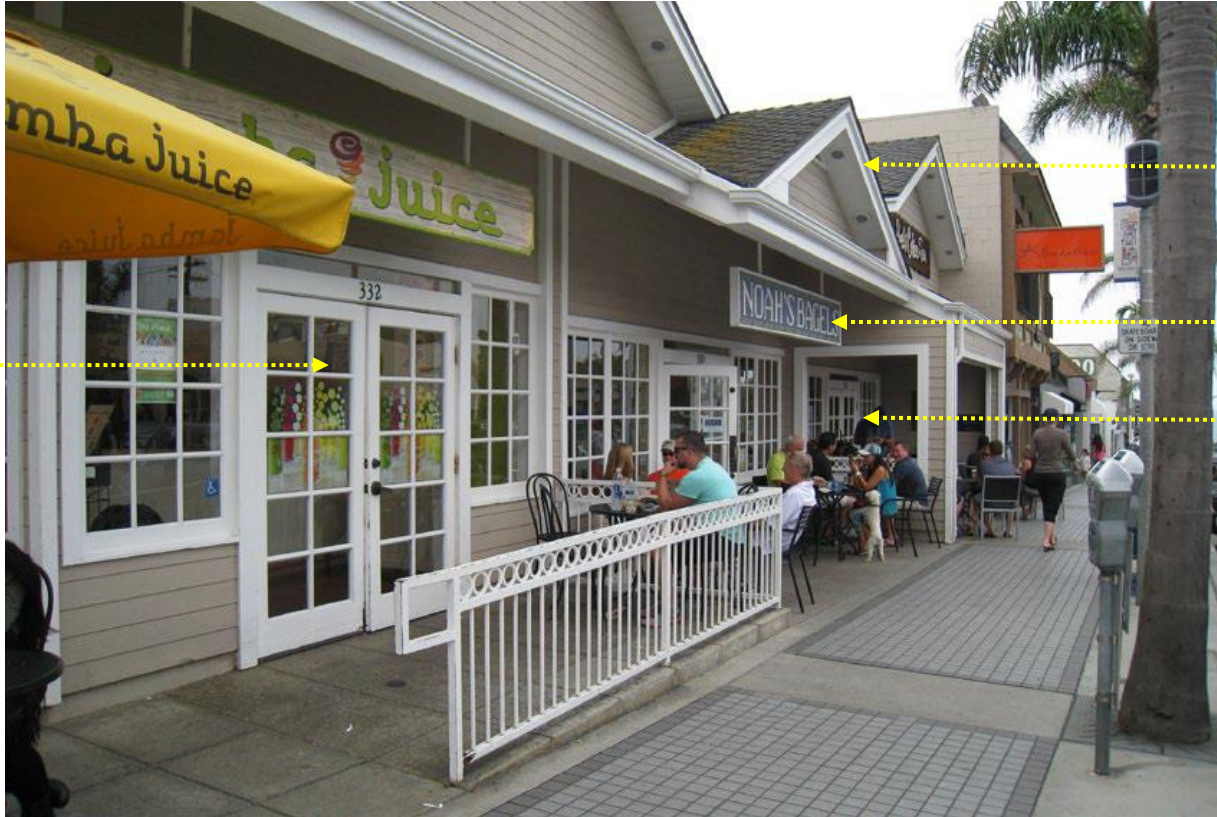


Awnings
Large Glass
Storefront



Private Realm Design Guidelines

Large
Storefront
Windows
Ground Floor
Uses



Massing
and Scale

Signage

Private Outdoor
Dining





Chapter 7

Public Realm Design Guidelines & Improvements

Design Objectives

- Balance between “uniformity and diversity”
- Defining “the place”
- Highlighting “the history”
- Celebrating “the arts”
- Applauding “the activity”

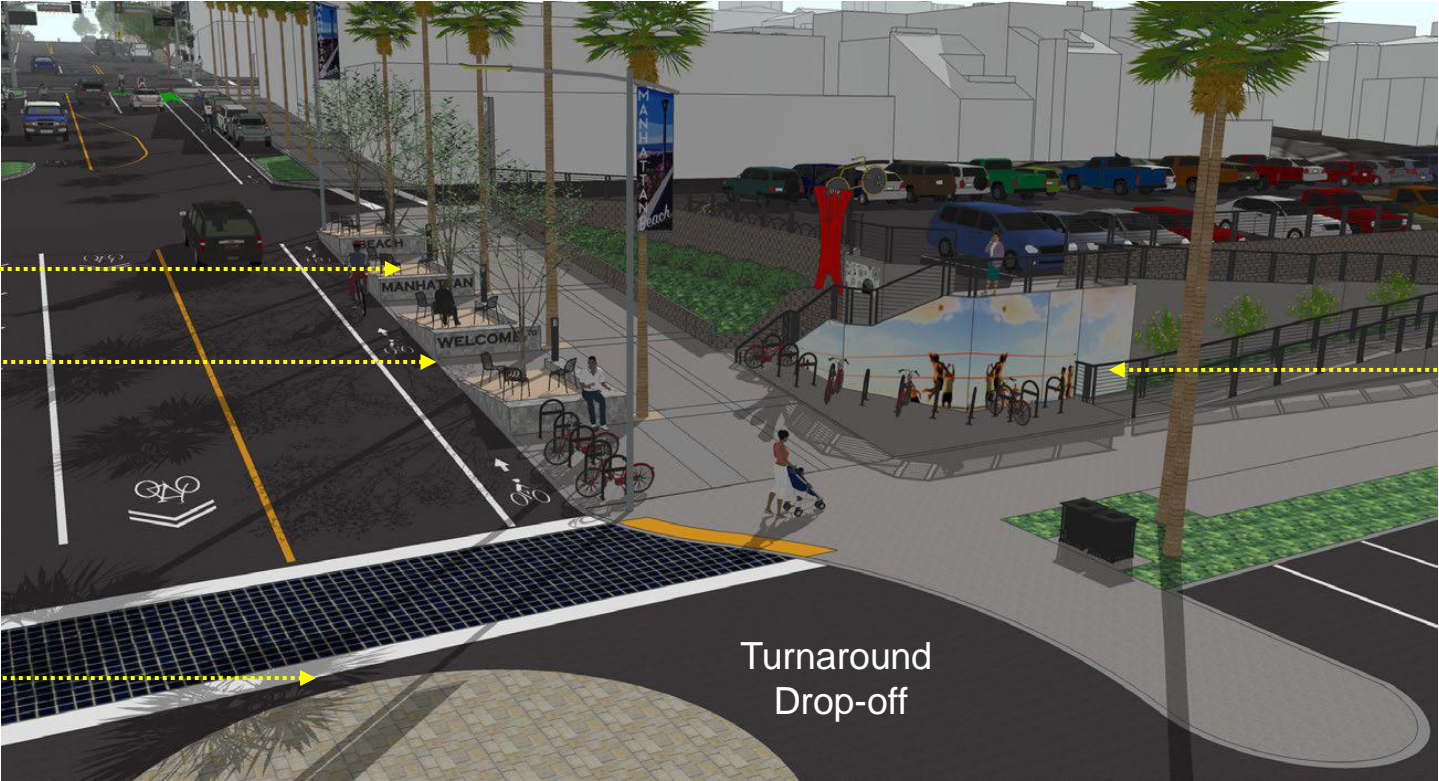


Design Guidelines

- Street Furnishings
- Landscaping Street
- Pedestrian Paving
- Wayfinding
- Node Development



Public Realm Design Improvements- Beachhead



Terrace
Seating
Planters

Welcome
Signage

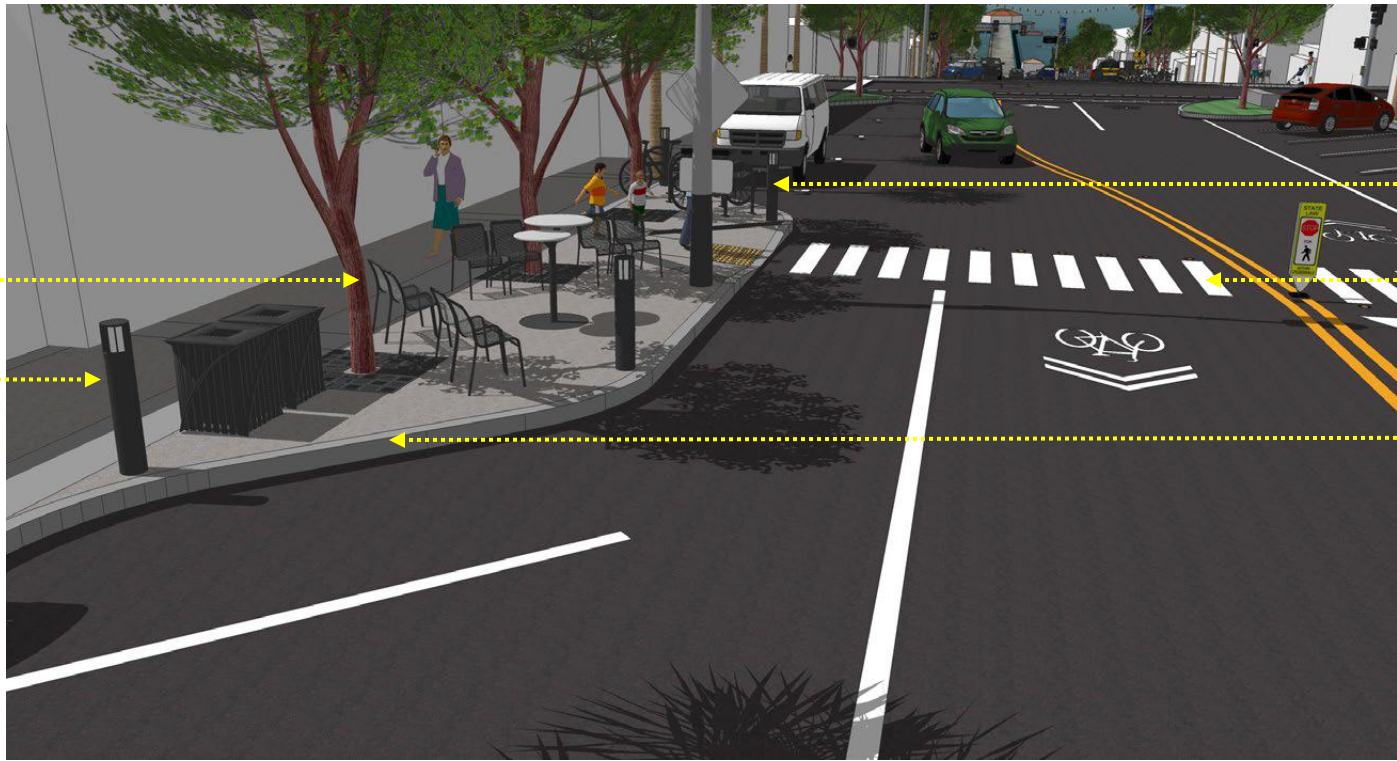
“Volleyball”

Turnaround
Drop-off

Public Art
and Bike
Racks



Public Realm Design Improvements- Midblock Crossing



Modern Street
Furnishings

Improved
lighting

Bike
racks

Midblock
Crosswalk

Bulb out
with Plaza



Public Realm Design Improvements- Eastern block

3 Minute Drop Off Sign

Cutback Curb for Drop Off



Bike Racks and ADA ramp





Question & Answer



Chapter 8

Infrastructure & Public Improvements

Infrastructure & Public Facilities Goals

Goal 1: Mechanisms to construct and maintain public infrastructure

Goal 2: Funding for public services and utilities

Goal 3: Adequate water supply for existing and new development

Goal 4: Sewer capacity for existing and new development

Goal 5: Manage, maintain, and improve stormwater drainage and capacity

Goal 6: Fire and police services that ensure safety



Infrastructure Systems

Plan recommendations will not significantly increase demand on current infrastructure.

Utility Infrastructure

- Water, Wastewater and Stormwater Systems
- Cable, Phone, Gas and Electric

Recreation and Parks

Public Safety

- Police and Fire

Educational, Library, and Cultural Arts

- Schools, Library, and Cultural Facilities





Chapter 9

Economic Development & Strategies

Economic Development Goals & Strategies

- Goal 1:** Implement business strategy focused on retention/expansion.
- Goal 2:** Develop recruitment campaign for ground and second-story locations.
- Goal 3:** Implement comprehensive promotion and marketing strategy.
- Goal 4:** Leverage local markets to boost commercial commerce.
- Goal 5:** Build and sustain a strong Downtown network and organizational structure.





Chapter 10

Implementation

Development Incentives

- TBD

Implementation Action Plan

- Summarizes improvements needed to achieve short and long term goals

Funding and Financing Strategy

- Financial sources for capital improvements

Plan Administration

- Responsibility of the City

****Work in progress: More detailed information to follow**



Project Timeline

- March 16:** Community Workshop #3
- March 23:** Planning Commission Meeting
- March 24:** Community Workshop #4
- March 28:** City Council Meeting
- April 12:** City Council/Planning Commission Joint Meeting
- June 2016:** Planning Commission Public Hearing
- July 2016:** City Council Public Hearing for Final Adoption



