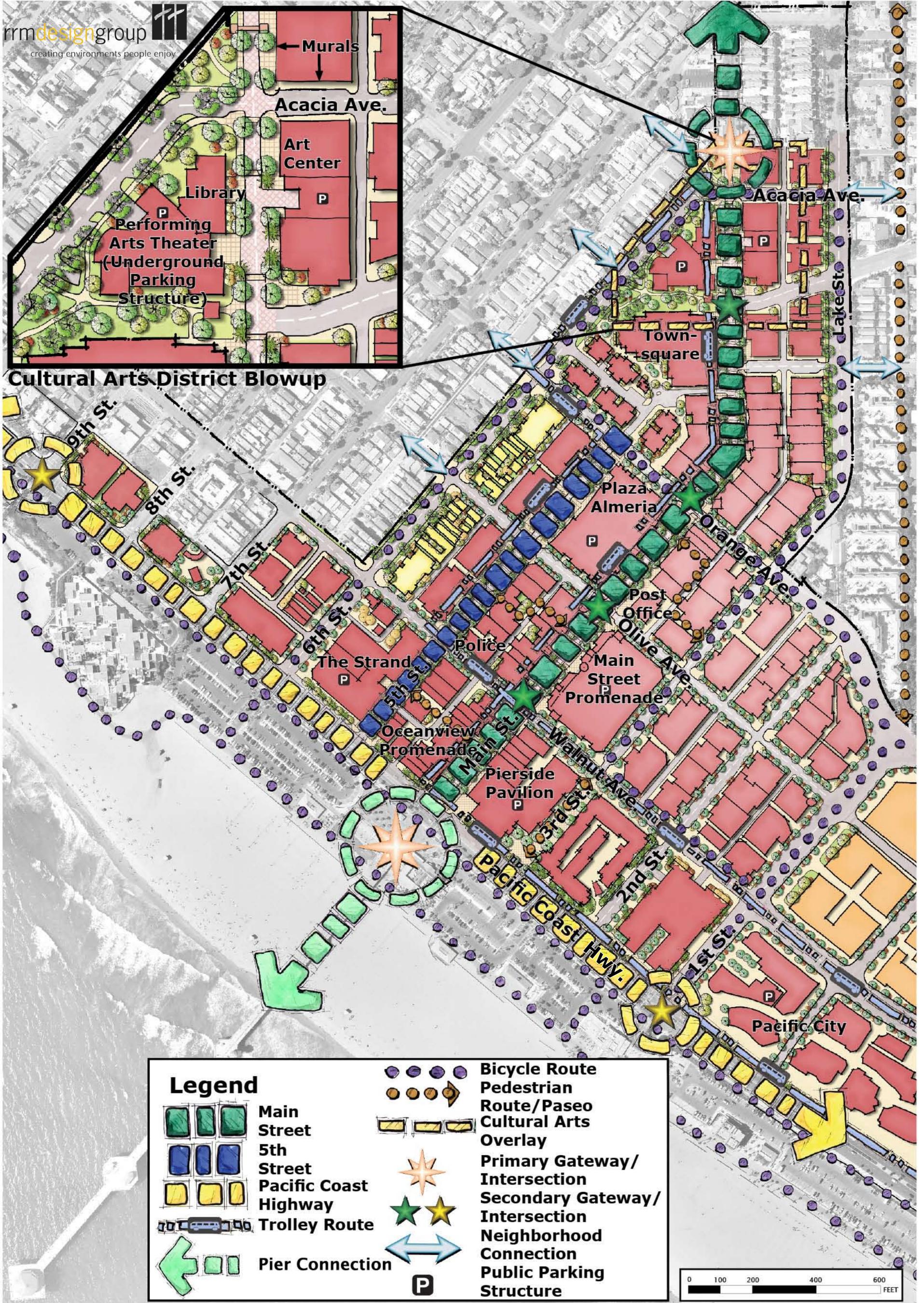


VISION

rrm design group
creating environments people enjoy

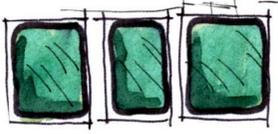


Cultural Arts District Blowup

| Legend | |
|--------|--------------------------------|
| | Main Street |
| | 5th Street |
| | Pacific Coast Highway |
| | Trolley Route |
| | Pier Connection |
| | Bicycle Route |
| | Pedestrian Route/Paseo |
| | Cultural Arts Overlay |
| | Primary Gateway/Intersection |
| | Secondary Gateway/Intersection |
| | Neighborhood Connection |
| | Public Parking Structure |

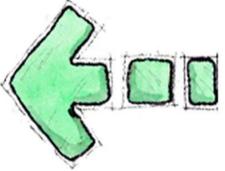


VISION



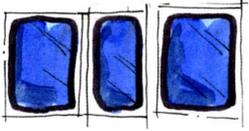
Main Street

- Natural extension of the Pier inland from the ocean
- Encourages pedestrian movement from the beach along the downtown streets
- Opportunities through revised development standards



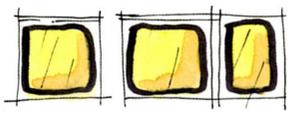
Pier Connection

- Encourages interconnected pedestrian movement between the Pier and Main Street



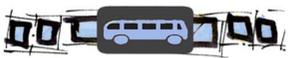
5th Street

- As downtown expands, 5th Street will become a secondary focal street for commercial activity
- Improved with wider sidewalks, streetscape enhancements, and revised development standards and parking opportunities



Pacific Coast Highway

- Streetscape improvements, furniture and shade trees
- Enhances connections between major developments (Hotels, Pacific City, and the Strand)



Trolley Route

- Links major projects (Hotels, Pacific City, and the Strand, Cultural Arts center) with core Downtown HB
- Serves tourists and potentially neighborhoods, depending on route
- Allows for fewer vehicle trips and lowers need for additional parking



Bicycle Route

- New bikeways provide additional connections for bicyclists
- Enhanced bike features reduce vehicle trips



Pedestrian Route/Paseo

- Creates connections between blocks within the downtown
- Provides enhanced pedestrian areas



Cultural Arts Overlay

- Creates a focus point at the north end of Main Street to bookend Pier
- Creates large area of public open space
- Enhances cultural arts within the downtown



Primary Gateway/Intersection

- Signifies main activity points in Downtown



Secondary Gateway/Intersection

- Signifies entry into the core of Downtown HB



Neighborhood Connection

- A goal of the plan is to enhance the pedestrian atmosphere and better connect local residents to downtown



Public Parking Structure

- Identifies existing and proposed parking structures open to the general public

CITY COUNCIL GOALS & OBJECTIVES

Goals

Vision and Land Use

- Establish the vision and create a land use plan for reuse of critical parcels so that the next phase of the community investment and improvement can begin.

Tourism

- Create an environment that promotes tourism to increase revenues to support community services and transform the City's economy.

Update Existing Documents

- Update and revise development standards, design guidelines, and Downtown Parking Master Plan

Objectives

Objective 1

- Create a healthy mix of land uses that are geared toward creating an urban village that serves as a destination to residents and visitors.

Objective 2

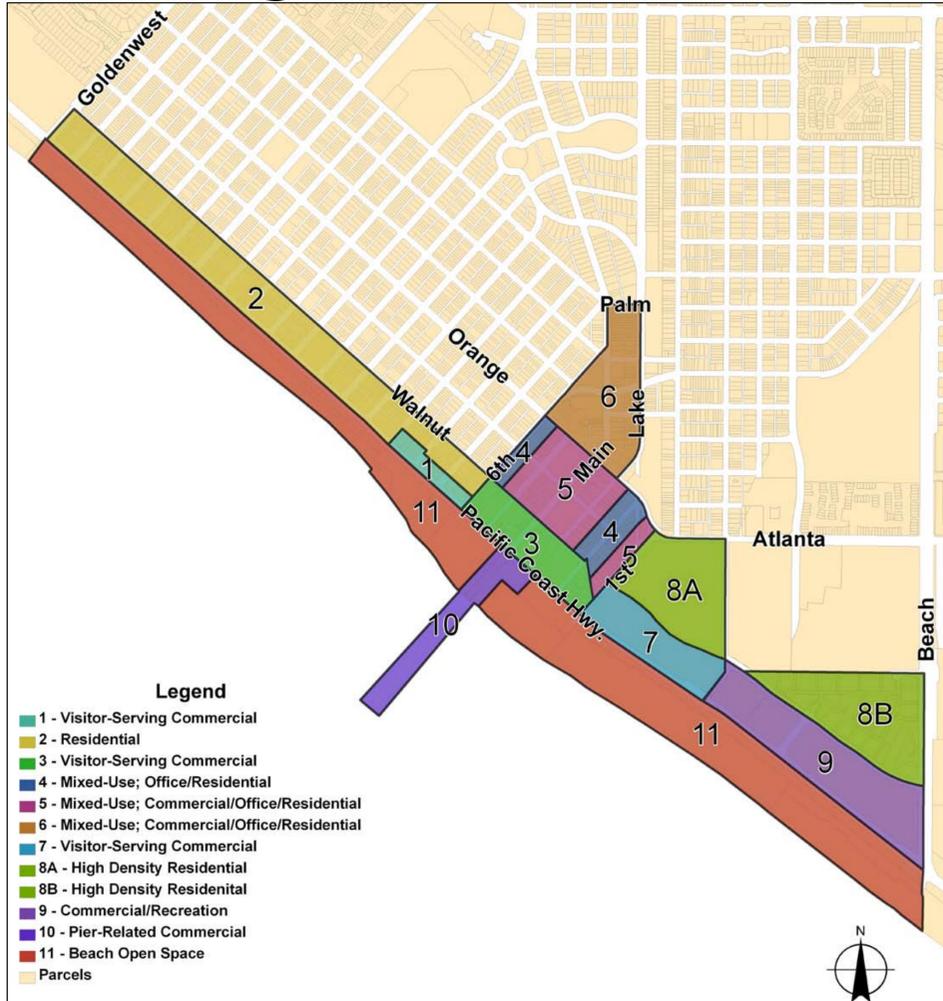
- Implement development standards and design guidelines that encourage development of underused parcels with a mix of uses and unique architecture.

Objective 3

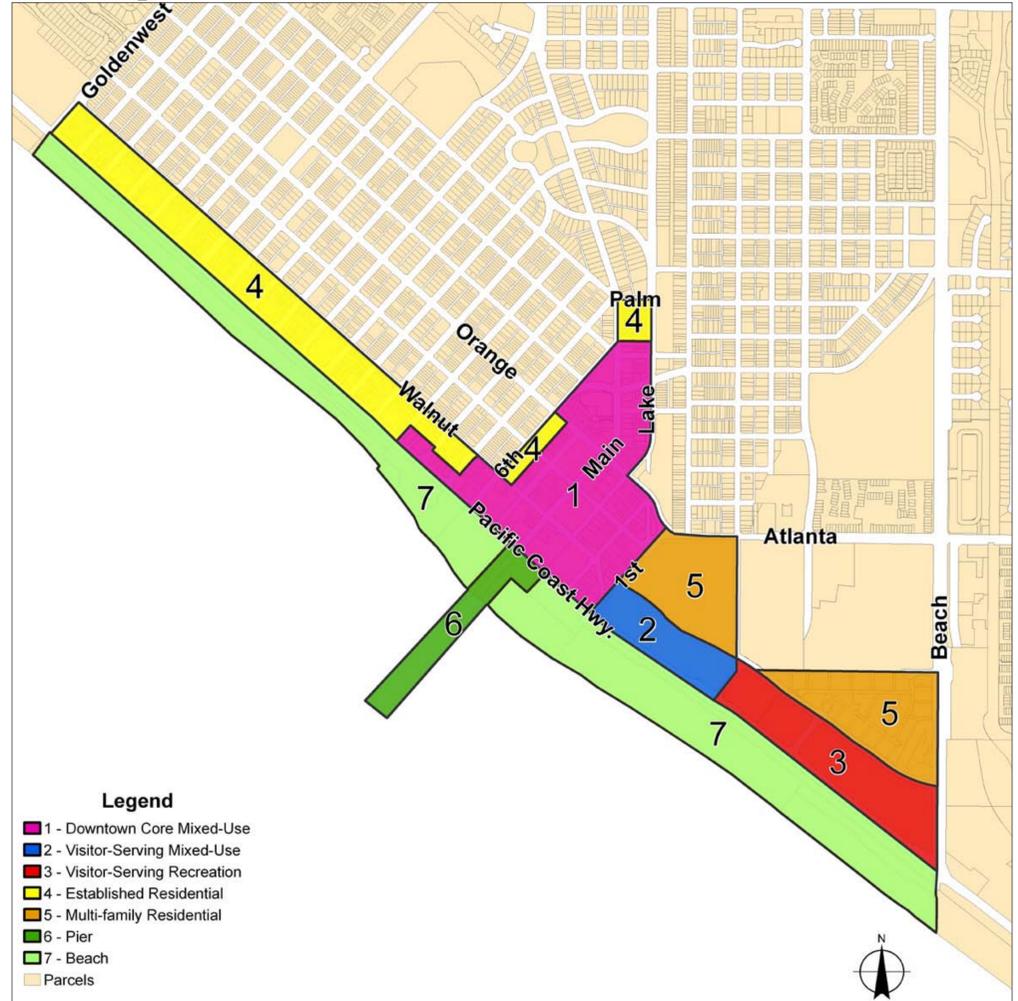
- Ensure that adequate parking is available and is integrated into the framework of pedestrian pathways within the downtown, taking into account Pacific City and the Strand.

KEY CHANGES

Existing Districts



Proposed Districts



District 1

Uses Allowed Anywhere

- Retail
- Restaurant
- Hotel

Uses Not Allowed on Ground Floor

- Street Frontage
- Residential (except on 1st, 2nd, & Lake)
- Offices (except on 1st, 2nd, & Lake)
- Commercial Parking Structures

Development Standards

Maximum Density: 60 du/ac

Building Height:

- a. $\leq 50'$ street frontage: Max 35' & 3 stories
- b. $> 50'$ street frontage & $<$ Full block: Max 45' & 4 stories
- c. Full block: Max 55' & 5 stories
- d. Residential only: Max 35' & 3 stories
- e. Minimum building height: 25'

District 4

Uses

- Single-family Residential
- Multi-family Residential

Development Standards

Maximum Density:

- a. $\leq 25'$ street frontage & $\leq 2,500$ sf lot area: 1 du
 - b. $> 25'$ but $\leq 50'$ street frontage & $> 2,500$ sf but $\leq 5,000$ sf lot area: 4 du
 - c. $< 50'$ street frontage & $< 5,000$ sf lot area: 30 du/ac
- Building Height: Max 35' & 3 stories

District 5 - No Changes

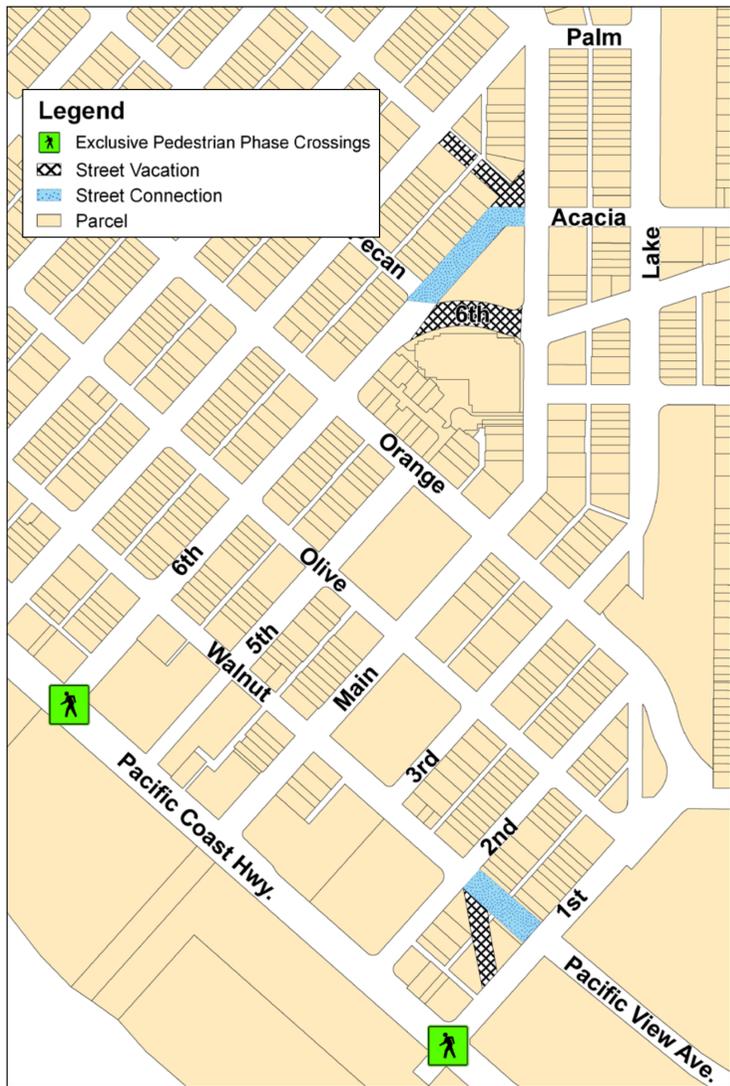
District 6 - No Changes

District 7 - No Changes

District 2 - No Changes

District 3 - No Changes

CIRCULATION IMPROVEMENTS



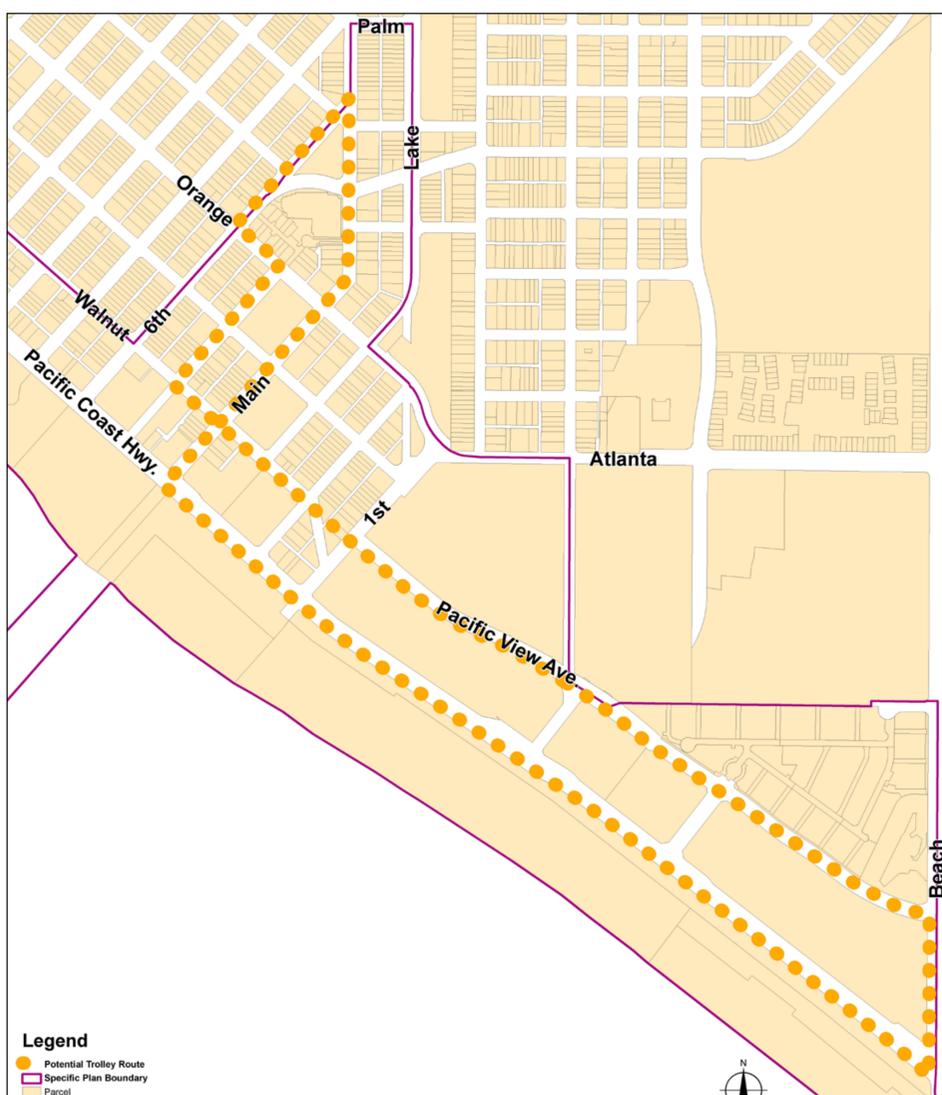
Proposed Street Network Changes

Realign Walnut Avenue between 1st Street and 2nd Street to connect to Pacific View Avenue

Vacate portion of 6th Street between the library and Townsquare Condominiums. Reconnect 6th Street to Pecan Avenue to allow through traffic to Main Street.

Realign intersection of Main Street, Acacia Avenue, and 6th Street extension and vacate portion of Acacia Avenue between 6th Street and 7th Street

Install all-walk pedestrian traffic signals at the intersections of Pacific Coast Highway with 1st Street and 6th Street



Conceptual Trolley Route

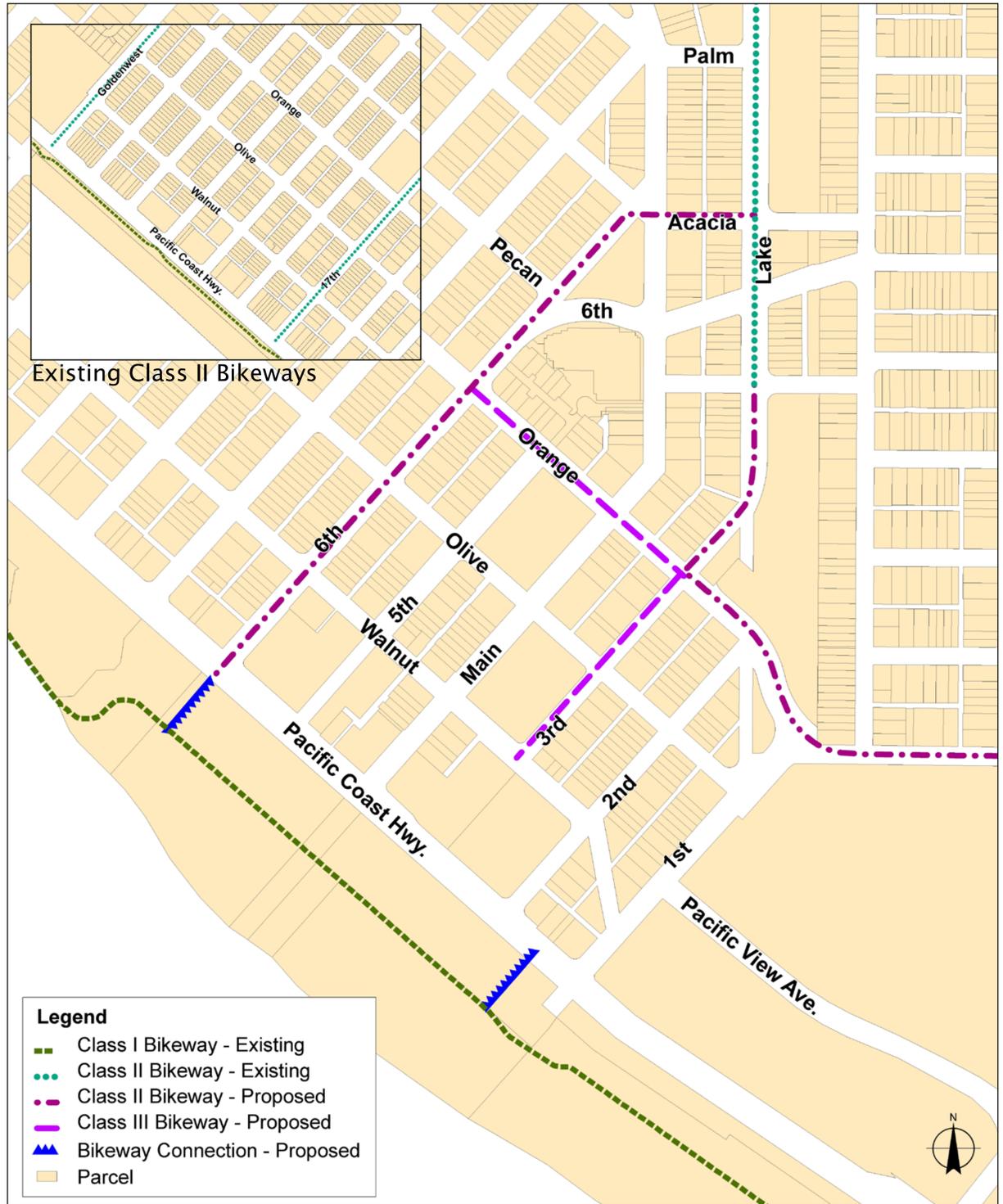
Create a trolley system to connect downtown with the hotels, Pacific City, the Strand, beach uses, cultural arts facilities, and neighborhoods

Provide a shuttle to remote parking lots for use during special events

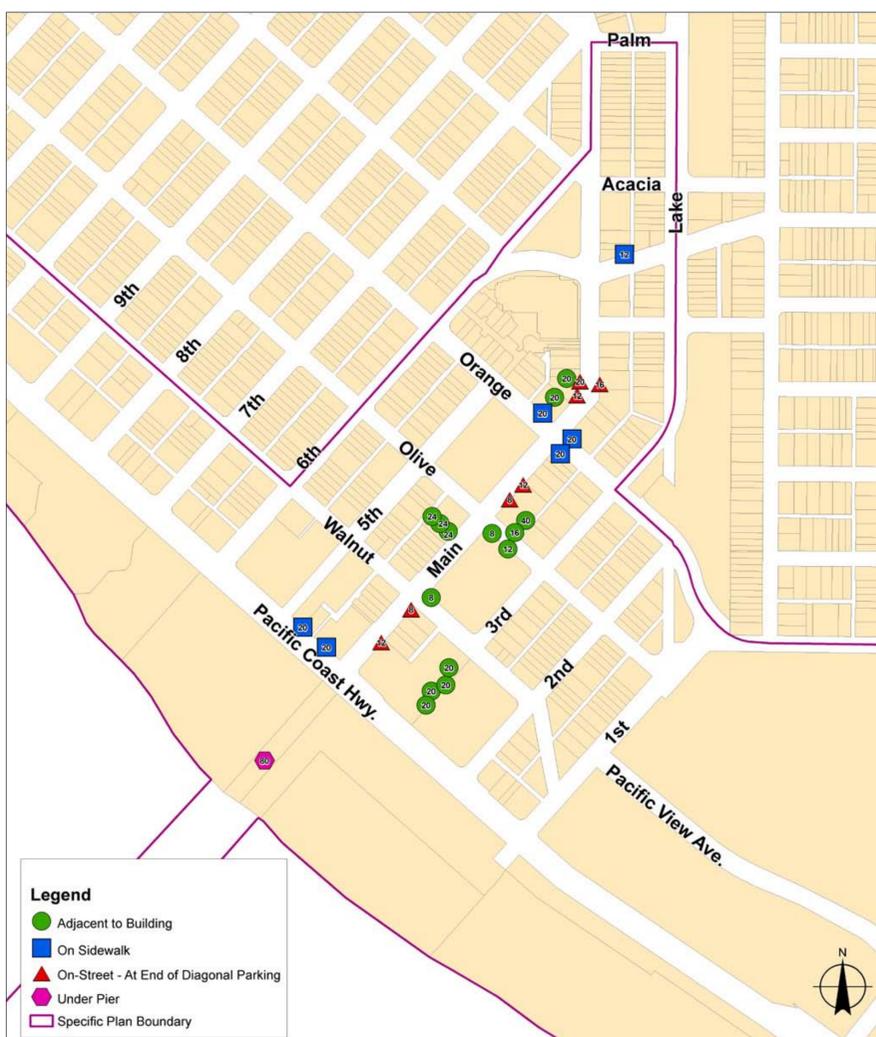
BICYCLE IMPROVEMENTS

Designate new bicycle routes, lanes, paths, and connections

- **Class II** - Striped lane on street along 6th St, Acacia Ave, Atlanta Ave, and Lake St
- **Class III** - Signed only along Orange Ave and 3rd St
- **Connection** - Informal signed connection to link bikeway systems between Pacific Coast Highway and beach trail



Existing and Proposed Bicycle Facilities



Potential New Bicycle Rack Locations

Install new bicycle parking

- High efficiency racks that hold multiple bicycles
- Located on expanded sidewalks, at ends of parking rows, adjacent to buildings, and under the pier

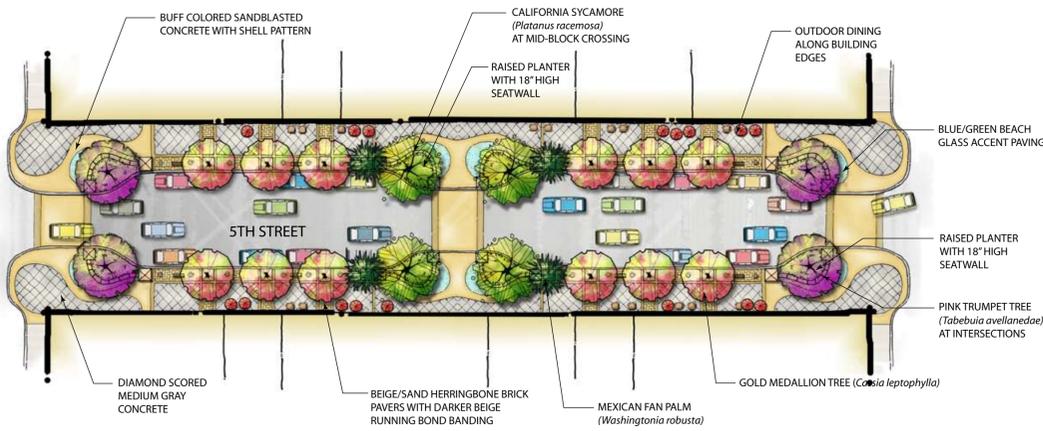


STREETSCAPE & PUBLIC AMENITIES

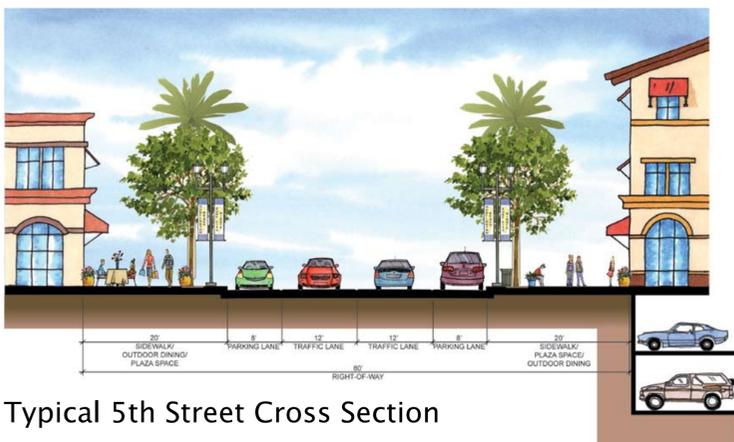
Enhanced downtown streets with new furnishings, lights, and street trees

5th Street designed with unique features to support visitor-serving opportunities

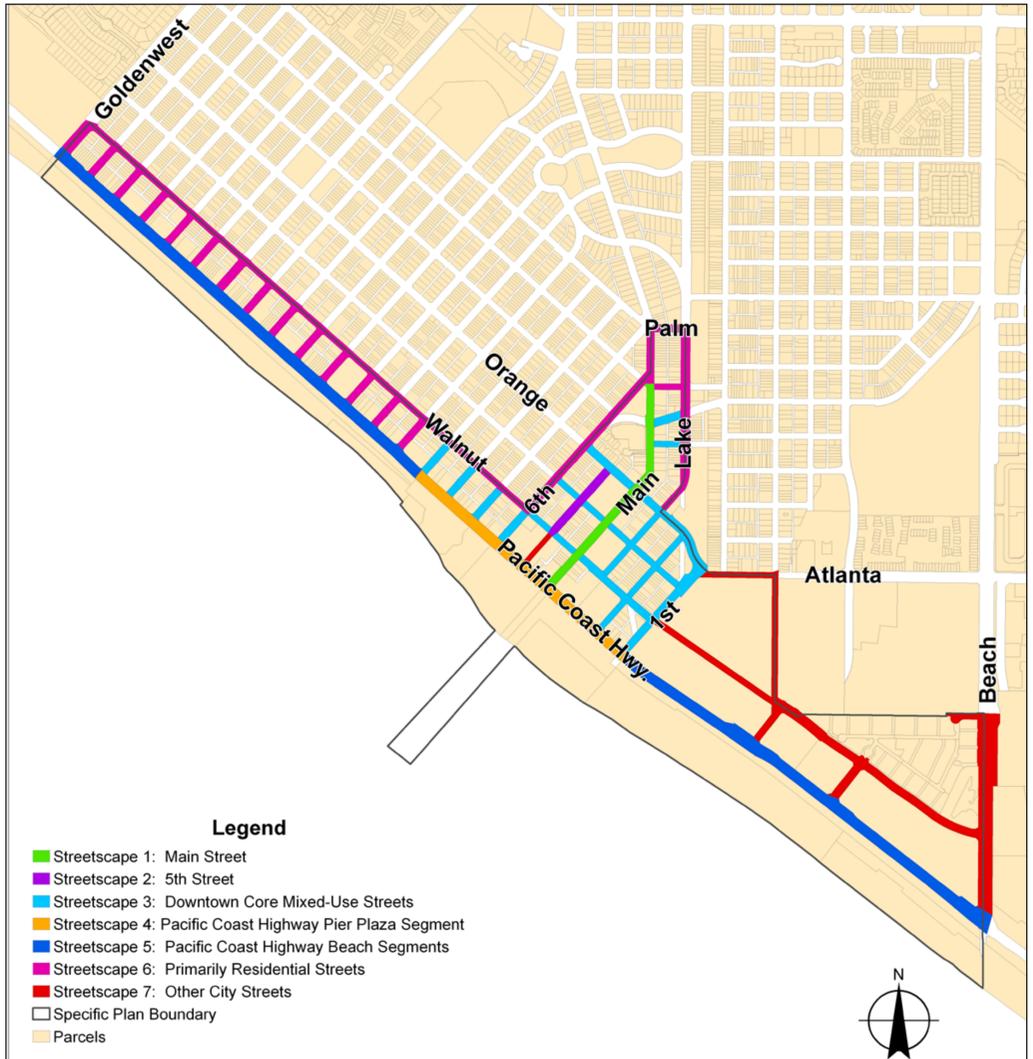
5th Street



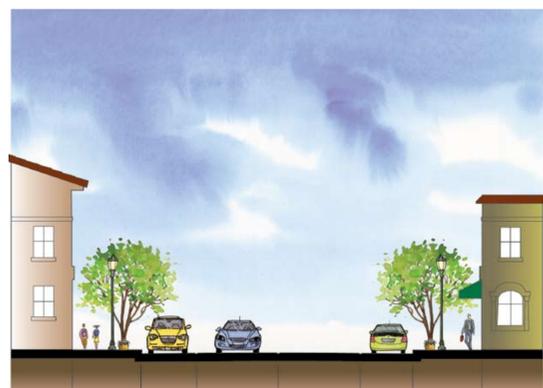
Typical 5th Street Plan View



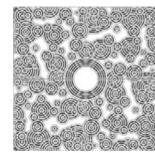
Typical 5th Street Cross Section



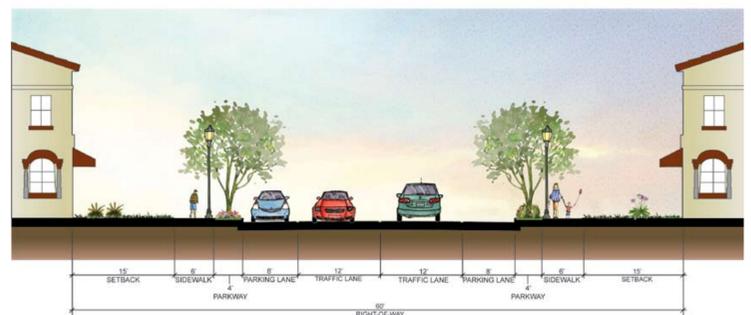
Other Downtown Streets



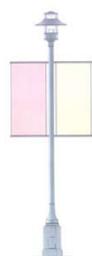
Typical Downtown Street Cross Section



Primarily Residential Streets



Typical Residential Street Cross Section



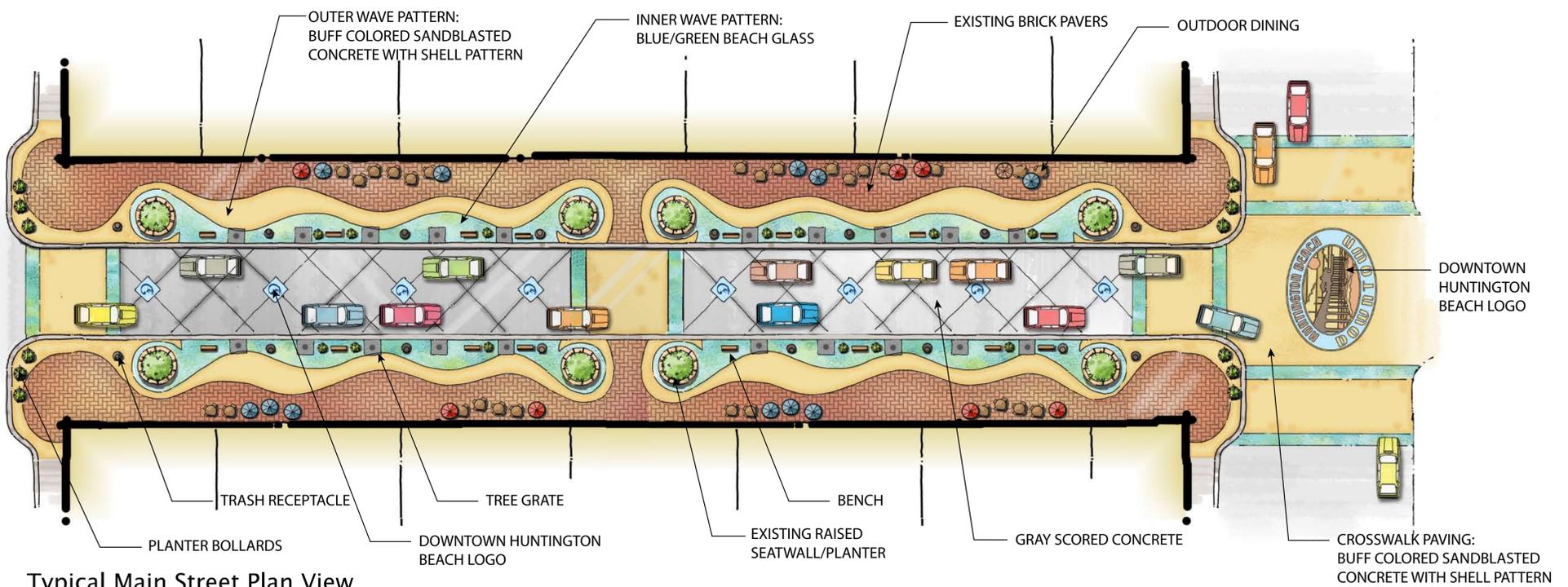
MAIN STREET IMPROVEMENTS

To create an economically vibrant, pedestrian-oriented destination

Recommended streetscape design works whether Main Street is open to traffic or during temporary closures for special events

Proposed design elements, such as rolled curbs, in-street paving, and enhanced outdoor dining opportunities, create a plaza setting when the street is closed to vehicle traffic

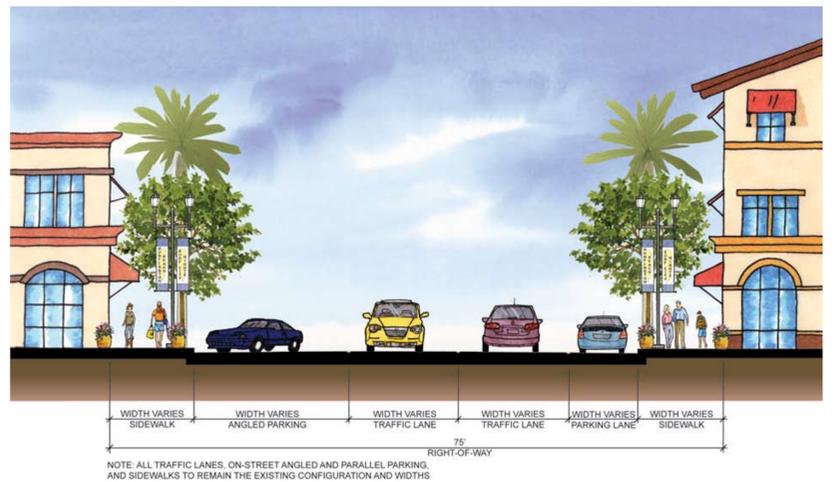
Enhanced furnishings, decorative paving, lights, and street trees also provide a pleasant atmosphere when street is open to traffic



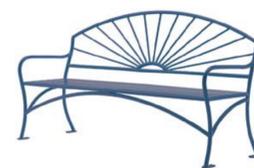
Typical Main Street Plan View



Typical Main Street Cross Section between Pacific Coast Highway & Orange Avenue



Typical Main Street Cross Section between Orange Avenue & Palm Avenue



PARKING STRATEGIES

Strategies for Existing Parking Conditions

Evaluate strategies to reduce parking impact on residential streets

- Meter with residential permit
- Time restrictions with residential permit
- Seasonal
- Employee parking provisions

Increase bicycle parking

Parking fee analysis

- Review all downtown parking time restrictions/allowances and pricing
- Cost analysis
- Strategize on parking rates

City-private partnering

- Augment on-site parking for new development
- Arrange for off-hour use of private business lots
- Parking agreements - City to business
- Parking agreements - business to business

Add downtown parking

- On City-owned lots
- Short-term use of vacant lots
- With new development
- Conventional and automated structures

Local shuttle or trolley

Valet operations in existing lots/structures

- Utilize remote lots
- Maximize parking capacity

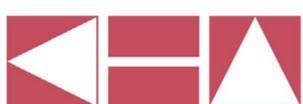
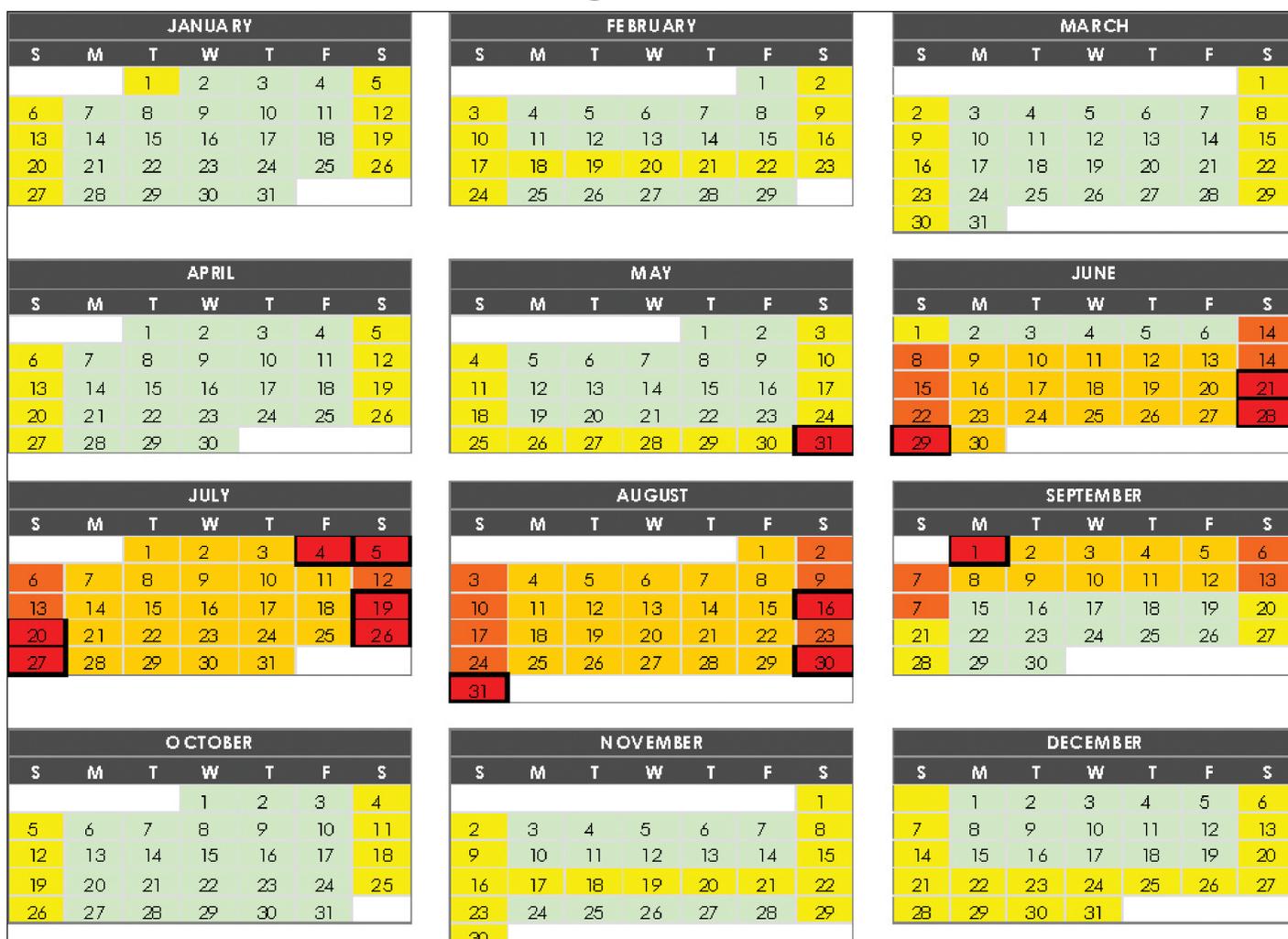
Parking signs/wayfinding/directional

Electronic monitoring/status notification

Employee parking provisions

○ -site/remote parking with shuttle for events

Seasonal Parking Fluctuations 2008



PARKING STRATEGIES

Strategies to Accommodate Net New Development

Continue ULI parking ratios and expand the applicable area to all of District 1

All residential/hotel/motel/bed and breakfast parking required on-site

All commercial development in District 1 eligible for in-lieu fee program, subject to CUP approval

Allow in-lieu fee payment prior to or concurrent with available additional public parking and at a fee determined by city council

Allow shared parking for compatible uses, subject to CUP approval

Tandem parking allowed for selected commercial (CUP) and residential conditions

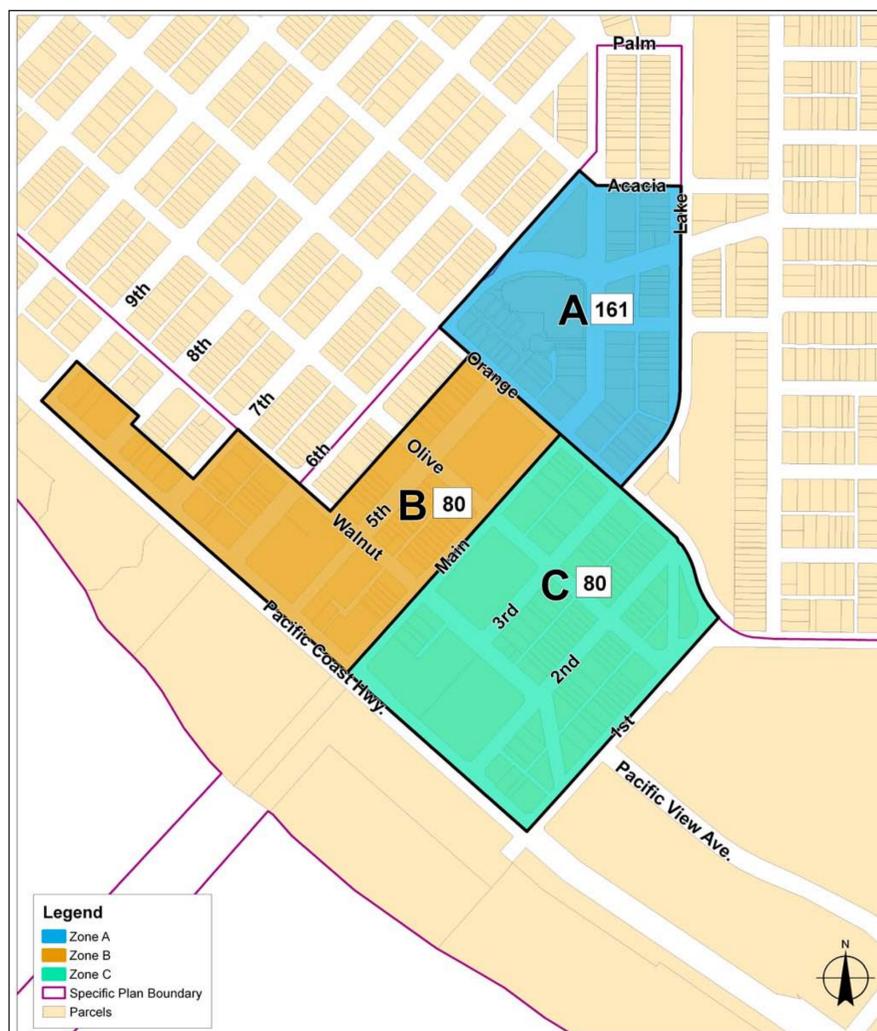
Provide additional public lots and/or conventional/automated structures

Replace existing parking lost due to new development and streetscape improvements

Incentivize public/private partnerships to provide additional public parking (i.e. Plaza Almeria)

Allow and incentivize private parking structures (conventional/automated)

Add parking deck level to beach parking, not to exceed height of PCH



Estimated Additional New On-Site Parking Spaces Needed for Net New Development

IMPLEMENTATION

Creating a Road Map to Enhancing Public Amenities

By creating a conducive development environment:

- Changing zoning standards and design guidelines
- Providing information about the concepts and intent of the Specific Plan to prospective investors/tenants
- Offering streamlined permitting and entitlement processes
- Making area-wide infrastructure investments, including parking facilities, street improvements, and wayfinding/gateway signs
- Making area-wide amenity investments, including landscape and streetscape improvements
- Implementing marketing programs to enhance the area's identity and recognition among consumers
- Making improvements to neighboring areas

By providing focused development support to area businesses, property owners, and key development projects:

- Assembling development or redevelopment sites
- Financially structuring shared infrastructure improvements
- Investing in general infrastructure improvements

| Priority | Implementation Action |
|--|---|
| REGULATORY ACTIONS | |
| 1 | Adopt General Plan/Local Coastal Plan/Zoning Amendments |
| 1 | Adopt Specific Plan |
| 1 | Create public amenity in-lieu fee |
| 1 | Create Restaurant Alcohol Permit |
| 1 | Create Security Fund to provide protection for restaurants with alcohol permits |
| 1 | Designate the Specific Plan Area as an underground utility district |
| 1 | Develop employee parking provisions |
| 1 | Revise existing downtown parking permit program |
| PROGRAMS, STUDIES AND INITIATIVES | |
| 2 | Allow and incentivize private parking structures (conventional/automated) |
| 1 | Create parking opportunities on City-owned lots |
| 2 | Cultural Arts complex - Create RFP to attract public/private partnership |
| 2 | Cultural Arts complex - Design development of Cultural Arts complex |
| 1 | Design development for Streetscape 1 |
| 2 | Design development for Streetscape 2 |
| 2 | Design development for Streetscape 3 |
| 2 | Design development for Streetscape 4 |
| 2 | Design development for Streetscape 5 |
| 3 | Design development for Streetscape 6 |
| 2 | Implement downtown trolley system |

Priority: 1 = Short Range (1st Year), 2 = Mid-Range (2-5 years), 3 = Long Range (5+ years)

IMPLEMENTATION

| Priority | Implementation Action |
|--|---|
| PROGRAMS, STUDIES, AND INITIATIVES cont. | |
| 1 | Implement off-site/remote parking with shuttle for events |
| 1 | Institute valet operations in existing parking lots/structures |
| 1 | Relocate existing outdoor dining adjacent to the buildings |
| 2 | Reopen Pecan Avenue to through traffic |
| 1 | Review and refine parking in-lieu fee amount and program |
| 1 | Shared Parking Agreements – Business to Business |
| 2 | Vacate Acacia Avenue between 6th Street and 7th Street |
| 2 | Vacate portion of Walnut Avenue between 1st Street and 2nd Street |
| 2 | Vacate portion of 6th Street |
| IMPROVEMENT PROJECTS | |
| 2 | Acquire potential sites for additional parking (surface lots and structures) |
| 2 | Acquire ROW for Walnut Avenue between 1st Street and 2nd Street to align with Pacific View Avenue |
| 2 | City-private partnering - Augment on-site parking for new development |
| 3 | Conduct alley paving improvements at intersections with paseos |
| 2 | Construct and install gateway monuments |
| 2 | Create new bike lanes/routes |
| 2 | Develop City wayfinding system - locate and install signs |
| 2 | Implement electronic monitoring/status notification for parking structures |
| 2 | Implement improvements to City-owned paseo off the north side of Main Street between Walnut Avenue and Olive Avenue |
| 2 | Introduce exclusive pedestrian phase crossing at Pacific Coast Highway and 1st Street |
| 2 | Introduce exclusive pedestrian phase crossing at Pacific Coast Highway and 6th Street |
| 1 | Introduce new bike parking/racks downtown |
| 2 | Realign Acacia Ave/Main Street intersection to 90 degrees |

Priority: 1 = Short Range (1st Year), 2 = Mid-Range (2-5 years), 3 = Long Range (5+ years)

EXISTING PARKING

