



City of Huntington Beach Planning Department
STUDY SESSION REPORT

TO: Planning Commission
FROM: Scott Hess, AICP, Director of Planning &
Stanley Smalewitz, Director of Economic Development
BY: Jennifer Villasenor, Associate Planner
DATE: June 23, 2009

SUBJECT: ENVIRONMENTAL IMPACT REPORT NO. 08-001, GENERAL PLAN AMENDMENT NO. 08-007, LOCAL COASTAL PROGRAM AMENDMENT NO. 08-002, ZONING TEXT AMENDMENT NO. 08-004 (DOWNTOWN SPECIFIC PLAN UPDATE)

LOCATION: The project site consists of the Downtown Specific Plan area (Attachment No. 1). No changes to the existing specific plan boundaries are proposed.

PROJECT REQUEST AND SPECIAL CONSIDERATIONS

The project involves a City-initiated proposal to update Specific Plan No. 5 – Downtown Specific Plan (DTSP). The project proposes to reconfigure the existing 11 Specific Plan districts into 7 districts, modify development and parking standards, incorporate design guidelines and provide recommendations for street improvements, public amenities, circulation enhancements, infrastructure and public facility improvements and parking strategies. The project consists of the following requests:

- A resolution to approve a General Plan Amendment (GPA) to amend the Land Use and Circulation Elements to reflect the various changes in land use and development standards as well as the reconfiguration of the districts. Changes to the General Plan include revisions to the Land Use Map and modifications to the Land Use Schedule and Community District and Subarea Schedule and Map in the Land Use Element. The amendment to the Circulation Element includes a revision to Figure CE-9: Trails and Bikeways as a result of recommendations proposed in the DTSP Update and traffic study for the project. Proposed changes to the Land Use Map are shown in Attachment Nos. 4 and 5.
- A resolution to approve a Zoning Text Amendment (ZTA) to amend the existing text of the Downtown Specific Plan.
- A resolution to approve a Local Coastal Program Amendment (LCPA) to amend the Implementation Program (IP), specifically the Downtown Specific Plan, and the Land Use Plan/Coastal Element of the City's certified Local Coastal Program. Amendments to the Coastal Element will involve changes that are consistent with the changes to the Land Use and Circulation Elements in addition to several policies that are proposed to be updated based on proposed changes to the DTSP. The proposed LCPA is also subject to approval by the California Coastal Commission.

- Environmental Impact Report (EIR) No. 08-001 to analyze the environmental impacts associated with the proposed project. The EIR will be presented at a separate study session.

Purpose & Background

The purpose of the DTSP Update is to develop a document that builds upon the existing DTSP and incorporates new standards, guidelines and strategies that will accommodate future development in the downtown area while ensuring that the existing character of the downtown core and surrounding neighborhoods is not lost.

The Downtown Specific Plan was originally adopted on November 16, 1983. The document has been amended several times over the past two and a half decades, most recently in 2007. The last comprehensive update of the DTSP was in 1995, which introduced the “Village Concept” for downtown development and adopted the Downtown Parking Master Plan that established shared parking regulations and identified development thresholds (maximum - 500,000 square feet) based on parking supply for the downtown core area. In 2000, the Downtown Parking Master Plan of the DTSP was revised to establish the development thresholds (maximum - 715,000 square feet) for the downtown core area that are currently identified in the DTSP today. The Downtown Parking Master Plan is discussed in more detail in a subsequent section of this report.

In 2006, the City Council, in accordance with adopted Strategic Plan goals and objectives (Attachment No. 6), directed staff to initiate an update to the DTSP because current development in the DTSP has reached the established thresholds constraining development and redevelopment in the DTSP area. In July 2007, the Redevelopment Agency approved a contract with RRM Design Group to provide consulting services for the preparation of the DTSP Update. In addition, Kimley-Horn was contracted as the City’s parking and traffic consultant on the project.

Major Changes

Most of the major changes to the Downtown Specific Plan are a result of the reconfiguration of the different districts in the DTSP. The general vision and major changes for each of the seven proposed districts is discussed below.

District 1 – Downtown Core Mixed-Use. Part of the vision for the DTSP Update includes expanding the downtown core further north on Main Street as well as on the streets surrounding Main Street, particularly 5th Street. In doing so, District 1 proposes to combine Districts 1, 3, 5 and portions of Districts 4 and 6 from the existing DTSP. The purpose of this is to re-establish the area as the downtown core for the City and create a more urban atmosphere by encouraging relatively higher intensity development with viable commercial, office and residential uses. The district promotes mixed use development of visitor-serving and neighborhood-serving commercial uses as well as office and residential developments. The maximum density for District 1 is proposed to increase from 25 – 30 dwelling units per acre in most areas to 60 dwelling units per acre. Additional revisions that are proposed for District 1 include increases in allowable building heights up to 55 feet and five stories depending on site area, elimination of floor area ratio (FAR) requirements and streamlining the development review process by requiring a Conditional Use Permit from the Planning Commission only for new developments with 100 feet or more of street frontage. Projects

with less than 100 feet of street frontage would require a Conditional Use Permit from the Zoning Administrator. However, it should be noted that certain uses and other factors may trigger review of a project by the Planning Commission even if a project does not have 100 feet of street frontage.

District 1 also includes two overlay areas. A Cultural Arts Overlay, located in the northern portion of the district, is intended to promote continued enhancement of the cultural arts within Huntington Beach by building on existing cultural facilities within the downtown. The Cultural Arts Overlay area currently contains the Main Street Branch of the Huntington Beach Public Library, the Huntington Beach Art Center and properties north of Acacia Avenue. It should be noted, however, that no development is proposed at this time. In addition, any proposal for development on the existing library site, other than a remodel of the library within the existing building footprint, would require a vote of the people in accordance with City Charter Section 612. The Cultural Arts Overlay area has some of the same development standards as the rest of District 1, but does call for greater open space and landscaping requirements and restricts building heights to three stories and 35 feet. The requirements of this overlay area also restrict development such that there would be no net loss of green space from that of the existing library site.

The second overlay area is the Neighborhood Overlay, which is located on 1st and 2nd Streets and is intended to provide a transition zone between the existing residential uses in this area and the commercial Main Street corridor. This overlay allows single- and multi-family residential uses as well as office/residential mixed use developments. In this overlay area, building heights are restricted to three stories and 35 feet.

District 2 – Visitor-Serving Mixed-Use. Designated as District 7 in the existing DTSP, the area of District 2 represents the visitor-serving commercial portion of the approved Pacific City project, a 31-acre mixed use project consisting of retail, office, restaurant, cultural and entertainment uses. There is also a residential component of the Pacific City project, which is designated in a different district. The principal purpose of District 2 is to provide commercial facilities to serve seasonal visitors to the beaches as well as to serve local residents on a year-round basis. This district also provides a continuous commercial link between the Downtown and the visitor-commercial/recreation district near Beach Boulevard. The development standards of District 2 represent the approved Pacific City project and no major changes are proposed for this district.

District 3 – Visitor-Serving Recreation. District 3 covers the area along Pacific Coast Highway between Huntington Street and Beach Boulevard. The area of District 3, generally referred to as the “hotel district,” consists of the Hilton Waterfront Beach Resort and Hyatt Regency Huntington Beach Resort and Spa hotels. Completed in 1990, the Hilton Waterfront is a resort hotel with ballroom and meeting space, restaurants, and a fitness center. The Hyatt Regency opened in 2003 and, in addition to hotel amenities, includes a conference center, retail and restaurant uses and a spa and fitness center. A third hotel is also planned for District 3. This district encourages large, coordinated development that is beach-oriented and open to the public for both commercial and recreational purposes. The existing developments described

above are consistent with the intent and development standards for District 3. Designated as District 9 in the existing DTSP, development standards are not proposed to change with implementation of the DTSP Update.

District 4 – Established Residential. District 4 is composed entirely of established existing single and multi-family residential uses. This district includes three separate areas: the area between Pacific Coast Highway and Walnut Avenue from Seventh Street to Goldenwest Street, except for the area included in District 1; the area along Sixth Street between Walnut Avenue and Orange Avenue; and all of the area between Acacia Avenue and Palm Avenue, except for the area included in District 1. This district is proposing to allow greater densities on smaller lots. For instance, the DTSP currently allows one dwelling unit on lots with less than 50 feet of street frontage and up to four units on lots with 50 feet of street frontage. The updated DTSP would allow one dwelling unit on lots with 25 feet or less of street frontage and up to four units on lots with 26 – 50 feet of street frontage. Lots with more than 50 feet of street frontage can be developed at a density of 30 units per acre in both versions of the Specific Plan. While allowing higher densities, the proposed DTSP Update continues to employ requirements for upper story setbacks in this district and maximum height limits would remain 35 feet and three stories. This District allows residential development exclusively and encompasses all of District 2 and portions of District 4 and 6 that are already developed with residential uses from the existing DTSP. Development standards for this District remain relatively unchanged except for minor changes proposed for setbacks, FAR requirements and parking.

District 5 – Established Multi-Family Residential. District 5 represents the Pacific City residential component and the Waterfront Residential development. The Pacific City residential component is approved for 516 condominium units and outdoor recreational amenities including a 2-acre Village Green public park. The Waterfront Residential development was constructed in 2004 and consists of 184-residential units located north of the waterfront hotels in District 3. In addition, a portion of District 5 has been designated with a conservation overlay. This overlay is identified in the existing DTSP and reflects a designated wetlands area that was restored in 2004 in conjunction with the Waterfront Residential project. The intent of this district is to provide new residential development that will provide a population base to help support the commercial and office uses in the downtown area. This district is designated as District 8 (A & B) in the existing DTSP. No changes to the existing development standards are proposed.

District 6 – Pier. Designated as District 10 in the existing DTSP, this district is intended to continue to provide for commercial uses on and alongside the pier that will enhance and expand the public's use and enjoyment of this area. Uses that capitalize on the views available from the pier and the unique recreational and educational opportunities the pier affords are encouraged. At the same time, care must be exercised to ensure that the major portion of the pier will remain accessible to the public at no charge, for strolling, fishing, or observation. No changes to the existing development standards for the pier are proposed.

District 7 – Beach. Designated as District 11 in the existing DTSP, this district is intended to continue to preserve and protect the sandy beach area within the Downtown Specific Plan boundaries while allowing parking and auxiliary beach-related commercial and convenience uses. Approximately half of the beach frontage in the District is City beach; the remainder is owned by the State of California.

No changes to the existing development standards for the beach district are proposed. However, the interpretation of an existing permitted use is proposing to change. Currently, the beach district allows parking lots provided that recreational sand area and coastal views are protected. The provisions of this district permit tiered parking such that the top of any structure (i.e. – a wall) is located a minimum of one foot below the maximum height of the adjacent bluff. One example of this would be the existing beach parking lots adjacent to Pier Plaza and the restaurants next to the Pier. These parking lots are tiered surface lots that are below the adjacent street level. The proposed DTSP update provides a figure in the District 7 section that would expand the interpretation of tiered parking in the beach district to include parking structures with the same requirements for protecting recreational sand area and coastal views as the existing DTSP. In addition, the General Provisions section, which consists of requirements applicable to all districts, establishes provisions for automated parking structures. Automated parking structures utilize automatic lift systems to store and retrieve vehicles; they allow more cars to be parked in smaller structures by eliminating the need for delineated parking spaces, ramps, driveways and vehicular back-up areas. Because the DTSP Update is clear in that parking structures would be permitted in District 7, and automated structures are included in the General Provisions section, the proposed DTSP Update would effectively permit automated parking structures in certain areas within the beach district subject to a Conditional Use Permit from the Planning Commission.

Other major changes to the DTSP occur in the General Provisions section of Chapter 3. The General Provisions section includes development standards that are applicable to all districts. Major changes in this section include requirements for all development projects to incorporate sustainable/green building practices, provisions specific to mixed use projects, residential buffer requirements for projects adjacent to single-family residential uses and revised parking requirements including the elimination of the Downtown Parking Master Plan concept and modified parking ratios for commercial uses in the expanded downtown core (District 1). Other changes to the Downtown Specific Plan include the elimination of the Resource Production Overlay in District 8 of the existing DTSP. However, provisions for continued oil recovery remain in the proposed DTSP Update.

Downtown Parking Master Plan

Adopted in 1995, the Downtown Parking Master Plan provided a strategic approach to parking for development in the downtown area. The Downtown Parking Master Plan utilizes shared parking concepts and reduced parking ratios for the core commercial area in the DTSP. The “park once, shop twice” philosophy allows one parking space to serve two or more individual land uses without conflict due to variations in peak parking demands (seasonal uses, days of week, hours of day, etc.). The Downtown Parking Master Plan identifies development thresholds for various land uses, which must be monitored in order for the Plan to work effectively. Initially, the Downtown Parking Master Plan identified an overall development threshold of 500,000 square feet. In 2000, the Plan was updated to allow a development

threshold of 715,000 square feet. The development thresholds established within the Downtown Parking Master Plan area were established based on existing available parking. This allowed new development to occur without the provision of additional parking provided that the proposed development did not exceed established thresholds.

Currently, the development thresholds identified in the Downtown Parking Master Plan have been met, which is one of the reasons why the DTSP Update was directed by Council as previously stated in the Purpose and Background section of this report. In addition, the Downtown Parking Master Plan is based on a detailed block by block analysis of land uses and development in the downtown core area, which requires careful monitoring and a yearly status report subject to review and approval by the City Council and California Coastal Commission. The DTSP Update provides an opportunity to adopt a new strategy for parking in the downtown area that will accommodate future development in the DTSP while eliminating cumbersome implementation and monitoring requirements. As such, the Downtown Parking Master Plan concept is proposed to be eliminated in the DTSP Update and new parking standards and strategies are proposed in the draft DTSP. These standards and strategies are based on a parking study that was conducted by Kimley-Horn, a consultant contracted by the City. The proposed parking requirements and strategies will be discussed further in an upcoming study session.

Net New Development Potential

The build-out summary presented in the following table illustrates the maximum net new development potential within the DTSP area that could potentially occur over a 20-year period. This maximum net new development potential was determined based on a study that analyzed market demand of a range of land uses that could potentially be developed in the DTSP area. Based on the market study, new development potential is anticipated to occur in the reconfigured District 1 and does not account for unique constraints on individual parcels.

Net New Development Potential	
Land Use	Maximum Development
Retail	213,467 square feet
Restaurant	92,332 square feet
Office	92,784 square feet
Cultural Facilities	30,000 square feet
Residential	648 units
Hotel	235 rooms

The net new maximum development potential was utilized in determining reconfiguration of the districts, specifically in establishing the boundary for the proposed downtown core area (District 1), as well as appropriate densities and revised development standards that would accommodate the projected development potential. It also provides a development threshold for analyzing environmental impacts associated with the DTSP Update.

Document Organization

The document is organized into two books: Book I: Downtown Specific Plan and Book II: Downtown Specific Plan Guidelines and Strategies. The first book contains the Introduction, Administration, and Land Use and Development Standards chapters. This book outlines the required elements of the

Downtown Specific Plan and provides the regulatory framework for development in the DTSP area. The chapters of Book I are described below.

- **Chapter 1. Introduction** provides an introduction to the Specific Plan effort and contains a summary of existing conditions, community outreach, and a vision for the future.
- **Chapter 2. Administration** gives detailed direction for the proper administration of the Specific Plan regulations and developments and provides definitions for terms used within the Specific Plan.
- **Chapter 3. Land Uses and Development Standards** sets forth general provisions for development within the Specific Plan Area and details the permitted land uses and development standards for each district within the Specific Plan Area.

Book II includes the Design Guidelines, Circulation and Parking, Streetscapes and Public Amenities, Infrastructure and Public Facilities and Implementation chapters as well as the Appendices. Book II provides guidelines and strategies to facilitate development and successful growth in the DTSP area, but does not include requirements for any particular guideline or strategy to be implemented. The chapters of Book II are described below.

- **Chapter 4. Design Guidelines** gives design guidelines for development within the Specific Plan on topics such as site planning and design, landscaping, building design, utilities, signs, and special design considerations.
- **Chapter 5. Circulation and Parking** details current circulation and parking conditions within the downtown. Enhancements for all modes of transportation, including vehicles, transit, bicycles, and pedestrians, are addressed. Parking strategies for improved parking opportunities are presented.
- **Chapter 6. Streetscapes and Public Amenities** discusses streetscape improvements for all portions of the Specific Plan Area. Street and sidewalk design, paving patterns, streetscape furnishings, and landscaping materials are detailed.
- **Chapter 7. Infrastructure and Public Facilities** addresses essential infrastructure upgrades and improvements for future development within the Specific Plan Area.
- **Chapter 8. Implementation** provides implementation strategies and direction for achieving the goals set forth within this Specific Plan.
- **Appendix.** Contains supplemental documentation and technical studies.

Study Session Strategy

A series of study sessions is planned for the Downtown Specific Plan Update. The intent of this study session is to: 1) Discuss existing conditions and reasons why an update to the Downtown Specific Plan is proposed; 2) Provide the background information on the Downtown Specific Plan Update process to date; 3) Provide an overview of the organization of the Downtown Specific Plan document; and 4) Introduce major changes proposed in the Downtown Specific Plan Update.

Subsequent study sessions will address Chapter II – Administration, changes to development standards by district, contents of Book II: Downtown Specific Plan Guidelines and Strategies, parking strategies and the draft Program EIR.

APPLICATION PROCESS AND TIMELINES

DATE OF COMPLETE APPLICATION:

- Draft EIR: April 10, 2009
- General Plan Amendment;
Zoning Text Amendment;
Local Coastal Program Amendment: May 20, 2009

MANDATORY PROCESSING DATE(S):

Within 1 year of complete application; May 20, 2010

Not Applicable

CEQA ANALYSIS/REVIEW

Because the Downtown Specific Plan covers a large geographical area and provides the framework for development in the area over a 20-year period, a program EIR is required pursuant to CEQA. A Program EIR is currently being drafted for the proposed DTSP Update. The required 30 day review period for the Notice of Preparation of the EIR was held from November 6, 2008 to December 5, 2008. A total of 20 comment letters were received from various public agencies as well as the general public. The letters generally included comments regarding traffic and circulation, the proposed downtown core/mixed-use area (District 1), parking, the Cultural Arts Overlay and changes to development standards. A public scoping meeting was held on November 19, 2008 at the Huntington Beach Art Center. It is anticipated that the Program EIR will be released by the mid June for a 45-day public review/comment period. A separate study session on the draft EIR will be scheduled subsequent to the conclusion of the 45-day review period.

COMMENTS FROM CITY DEPARTMENTS AND OTHER PUBLIC AGENCIES

Although the Department of Economic Development is the project applicant, the contents of the draft DTSP Update are based in part on consultation with the City Staff Core Team, which is comprised of the Departments of Community Services, Economic Development, Fire, Planning, Police and Public Works, and includes community input and direction from City Council.

PUBLIC MEETINGS, COMMENTS AND CONCERNS

A series of key stakeholder interviews and community workshops were held prior to the drafting of the specific plan document. The community workshops were held on the following dates:

- November 27, 2007 – Workshop #1
- February 20, 2008 – Workshop # 2
- April 23, 2008 – Workshop #3
- December 4, 2008 – Workshop #4

The Draft Specific Plan was made public on December 4, 2008. A public comment period on the Draft Specific Plan document was held for a 50-day period from December 5, 2008 to January 23, 2009 and a total of 20 public comment letters were received. Copies of all comments received are included as Attachment No. 8 to this staff report and generally expressed concerns related to the proposed Cultural Arts Overlay, the restaurant/alcohol permit process, existing residential uses in District 1 and various development standards. A City Council Study Session was held during the public comment period on December 15, 2008. In addition, the Design Review Board (DRB) held a special meeting on January 15, 2009 in which the proposed Design Guidelines and Streetscapes chapters were reviewed. The recommendations of the DRB will be discussed at a subsequent study session pertaining to the above-referenced chapters.

During and subsequent to the public comment period, staff from the Planning and Economic Development Departments continued to meet with various Downtown stakeholders and groups including members from the Chamber of Commerce and the Conference and Visitors Bureau (CVB) in refining the draft Downtown Specific Plan Update. The smaller group meetings were held on the following dates:

- January 15, 2009 – Small Group Workshop with Downtown development community
- January 29, 2009 – Small Group Workshop with Downtown development community, members of Chamber of Commerce and CVB
- March 31, 2009 – meeting with Downtown development community to go over comments received during comment period

In addition to the above-referenced meetings, staff members from the Planning and Economic Development Departments have met with various members of the public to discuss the proposed DTSP Update throughout the process.

PLANNING ISSUES

The primary issues for the Planning Commission to consider when analyzing this project are:

- The General Plan Amendment request to amend the current land use designations and various sections of the Land Use, Circulation and Coastal Elements
- The Zoning Text Amendment to adopt the DTSP Update including major changes in development standards such as increases in building heights, elimination of FAR requirements and revised parking standards
- The Local Coastal Program Amendment to amend the IP and Coastal Element of the General Plan
- Compatibility with surrounding land uses
- Potential environmental impacts and mitigation measures
- Consistency with the Coastal Element and California Coastal Act
- The overall conformance with the goals, objectives, and policies of the General Plan

ATTACHMENTS:

1. Map of the Downtown Specific Plan area
2. Map of existing DTSP districts

3. Map of proposed DTSP districts
4. Map of existing General Plan Land Use designations
5. Map of proposed General Plan Land Use designations
6. City Council Goals and Objectives
7. Development Standards Matrix of Changes by District
8. Public Comments on December 4, 2008 draft Downtown Specific Plan Update
9. Natelson Dale Market Study, dated July 23, 2008 – not attached, provided under separate cover (available for public review at the Planning and Zoning Counter – 3rd Floor, City Hall)
10. Downtown Specific Plan – Books I & II, dated June 15, 2009 – not attached, provided under separate cover (available for public review at the Planning and Zoning Counter – 3rd Floor, City Hall)



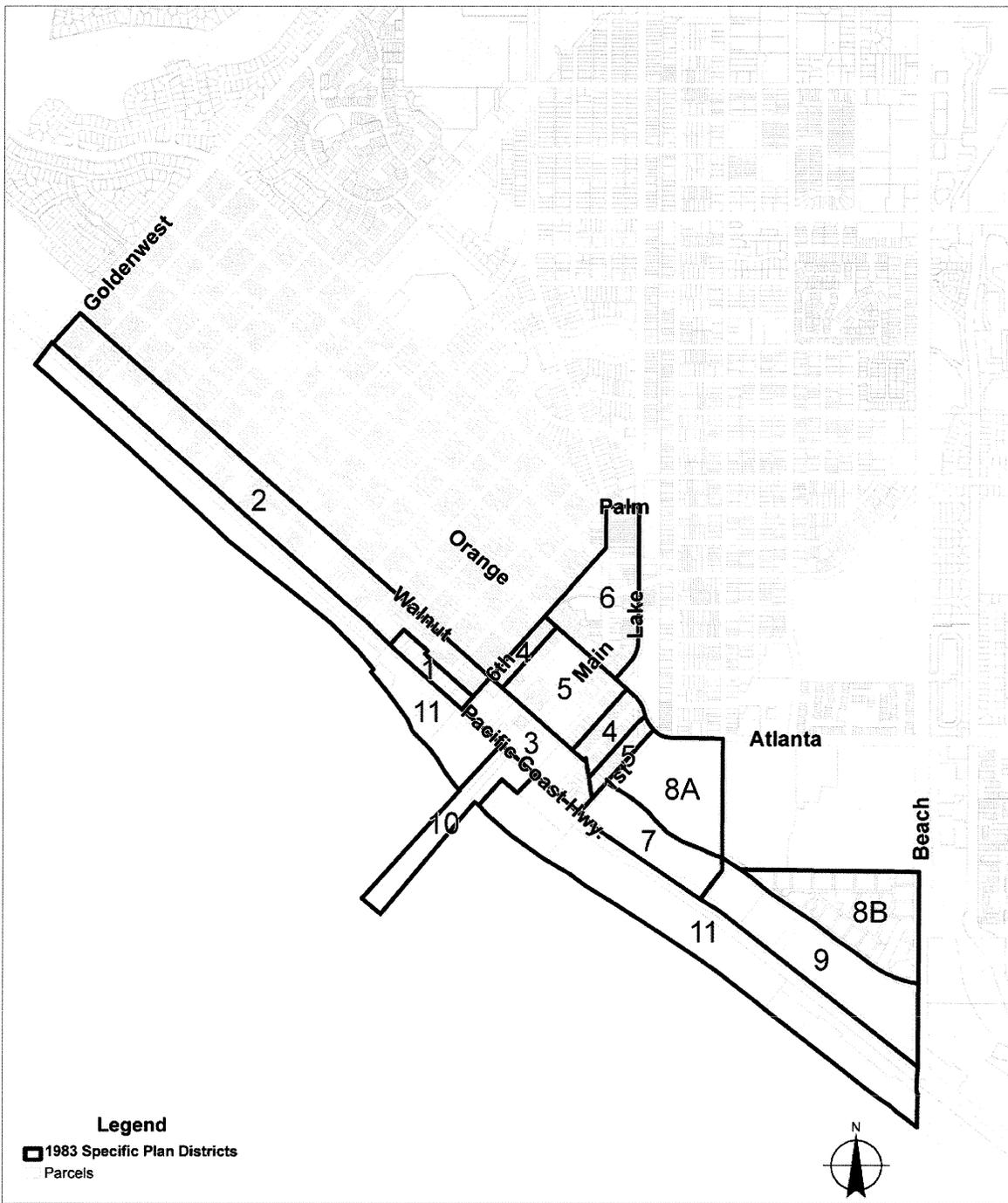
Legend

- Specific Plan Boundary
- Building Footprints
- Parcels

N
 0 300 600 1,200 1,800 Feet

SPECIFIC PLAN AREA

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN OCTOBER 8, 2008 **rm design group**



Legend
 ■ 1983 Specific Plan Districts
 □ Parcels

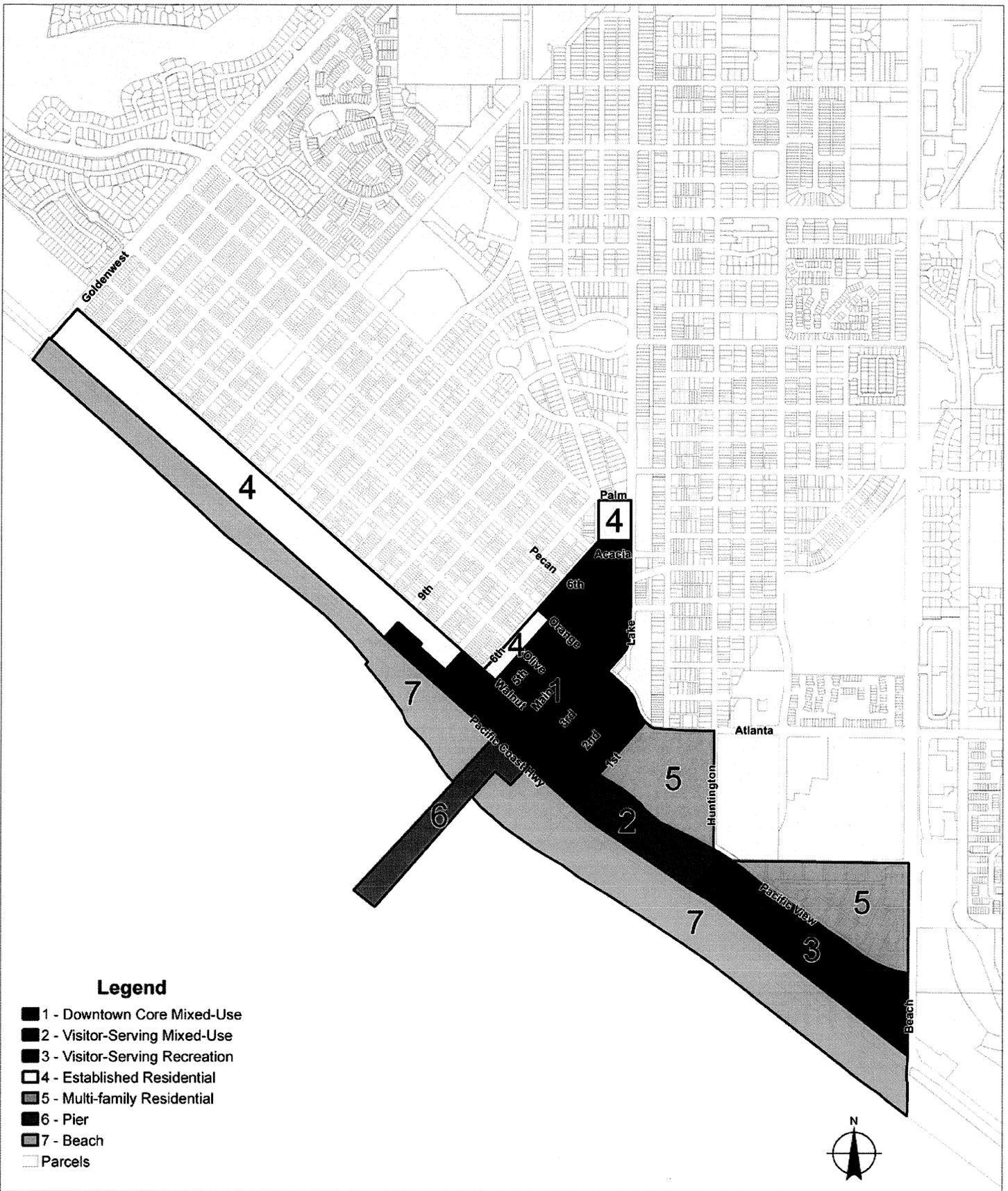


EXISTING SPECIFIC PLAN DISTRICTS

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN

OCTOBER 8, 2008





Legend

- 1 - Downtown Core Mixed-Use
- 2 - Visitor-Serving Mixed-Use
- 3 - Visitor-Serving Recreation
- 4 - Established Residential
- 5 - Multi-family Residential
- 6 - Pier
- 7 - Beach
- Parcels

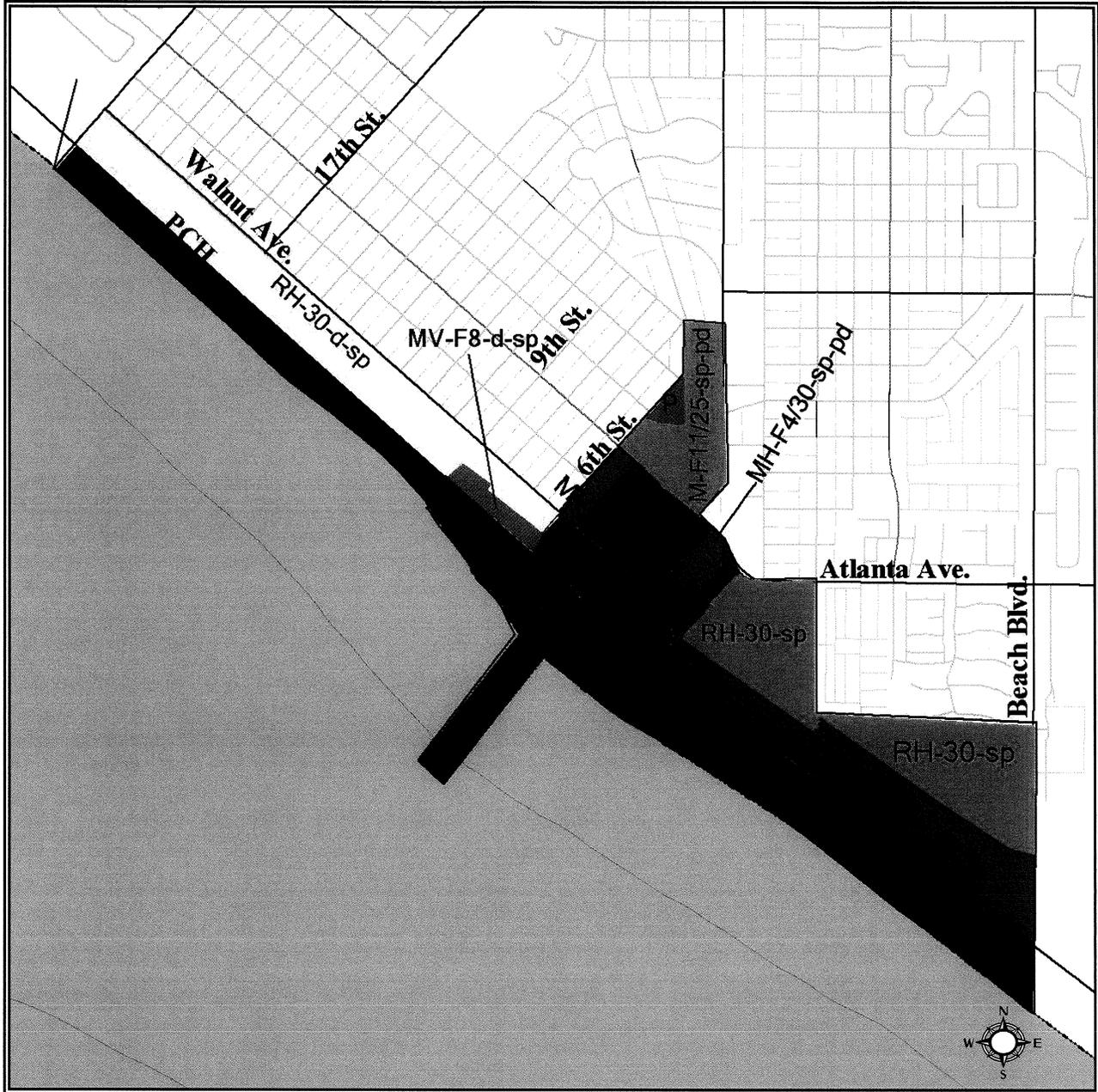
SPECIFIC PLAN UPDATE DISTRICTS

HUNTINGTON BEACH DOWNTOWN SPECIFIC PLAN

OCTOBER 3, 2008

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**Existing General Plan Land Use Designations
Downtown Specific Plan**



Legend

 Downtown Specific Plan boundary

Land Use Designation

CV – Commercial Visitor
 OS-S – Open Space – Shore
 M – Mixed Use
 MV – Mixed Use – Vertical
 MH – Mixed Use – Horizontal
 RH – Residential High Density
 P – Public

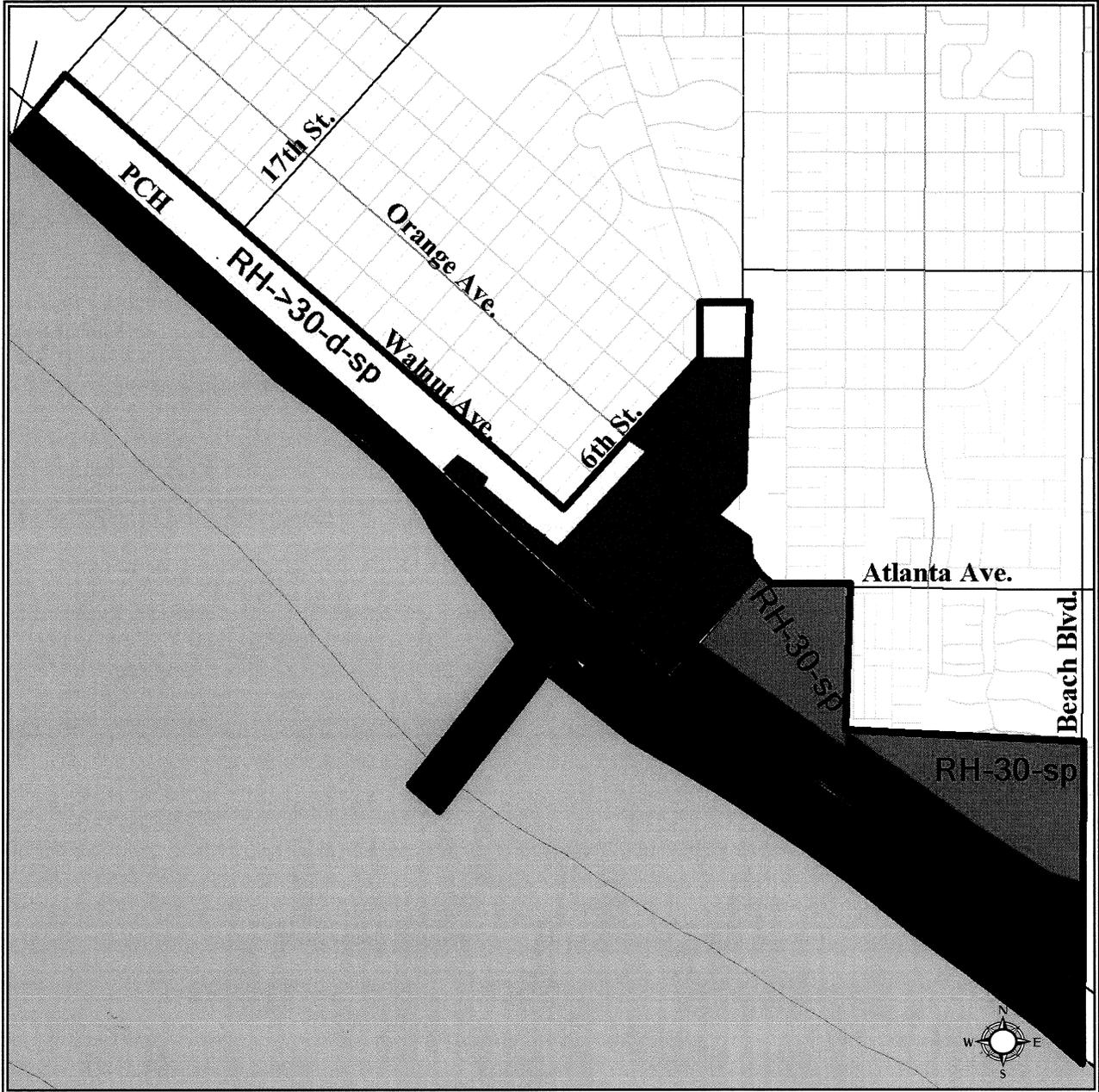
Density Schedule

-F7 (3.0 Floor Area Ratio (FAR))
 -F8 (1.5 FAR (MU)-0.35(C)/25 du/acre)
 -F12 (3.0 FAR (MU)-3.0 (C)/30 du/acre)
 -F4/30 (1.25 FAR – 30 du/acre)
 -F6/25 (2.0 FAR – 25 du/acre)
 -F11/25 (2.0 FAR (MU)-2.0 (C)/25 du/acre)
 -30 (30 du/ acre)

Overlay Suffix

-sp (specific plan overlay)
 -pd (pedestrian overlay)
 -d (design overlay)

**Proposed General Plan Land Use Designations
Downtown Specific Plan Update**



Legend

 Downtown Specific Plan boundary

Land Use Designation

- CV – Commercial Visitor
- OS-S – Open Space – Shore
- M – Mixed Use
- RH – Residential High Density

Density Schedule

- F7 (3.0 Floor Area Ratio)
- >30 (greater than 30 dwelling units per acre)
- 30 (30 dwelling units per acre)

Overlay Suffix

- sp (specific plan overlay)
- pd (pedestrian overlay)
- d (design overlay)

Proposed General Plan Land Use Designations - DTSP Update

Proposed District #	Existing GP land use designation	Proposed GP land use designation
1 – Downtown Core Mixed-Use	MV-F8-d-sp MV-F12-sp-pd MV-F6/25-sp-pd MH-F4/30-sp-pd P M-F11/25-sp-pd	M->30-d-sp-pd
2 – Visitor-Serving Mixed-Use	CV-F7-sp	CV-F7-sp
3 – Visitor-Serving Recreation	CV-F7-sp	CV-F7-sp
4 – Established Residential	RH-30-d-sp MH-F4/30-sp-pd M-F11/25-sp-pd	RH->30-d-sp
5 – Multi-Family Residential	RH-30-sp	RH-30-sp
6 - Pier	CV-d	CV-d-sp
7 - Beach	OS-S	OS-S

DTSP/DPMP AMENDMENT - GOALS AND OBJECTIVES – 8/15/07

STRATEGIC PLAN 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 into a destination economy

OBJECTIVE 1
 Create a healthy mix of land uses that are geared toward creating an urban village that serves as a destination to both residents and visitors

- Policies**
- 1.a Establish a well-balanced mix of land uses that includes retail, restaurant, and office uses while limiting alcohol-related uses
 - 1.b Correct prior land use assumptions that never were realized and modify to reflect current market trends
 - 1.c Revise the land use plan to identify locations where public parking should be provided above and beyond code-required parking
 - 1.d Work closely with the California Coastal Commission and all stakeholders early and throughout the process
 - 1.e Land use regulations shall account for 2 development scenarios – as a Main Street Promenade or as currently exists

OBJECTIVE 2
 Implement Development Standards and Design Guidelines that encourage development of underused parcels with a mix of uses and unique architecture

- Policies**
- 2.a Implement development standards that encourage mixed-use development
 - 2.b Establish standards and design guidelines that encourage upgrading/redevelopment of existing properties
 - 2.c Revise current Design Guidelines to allow market forces to dictate architecture and form with no specified architectural style
 - 2.d Include "quality standards" that will exchange increased development potential for quality architecture including "Green" design methods
 - 2.e Create public directional signage to new Downtown projects
 - 2.f Develop a plan to provide a pedestrian link between Pacific City, the Strand, and Downtown
 - 2.g Devel. Standards and guidelines shall account for the "promenade" scenario

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

- Policies**
- 3.a Create clear pedestrian linkages from parking areas to core retail areas
 - 3.b Expand boundaries of the DPMP to encourage consolidation and development of underutilized parcels
 - 3.c Consider all available options for additional parking within the downtown core.
 - 3.d Enhance directional signage to inform motorists of available public parking structures.
 - 3.e DPMP shall be simplified to be easily understood by decision-makers, the public, and development community.
 - 3.f Development of a tracking mechanism that can be modified to track shifts in land use that affect the parking model.

Development Standard Matrix of Changes
Proposed District #1
(Downtown Core)

Standard	Existing District #1	Existing District #3	Existing District #4 (portion on 2 nd St.)	Existing District #5	Existing District #6	Proposed District #1*
Parcel Size	10,000 s.f. net site area & 100' frontage on PCH	25' street frontage and 2,500 s.f. net site area	25' street frontage and 2,500 s.f. net site area	25' street frontage and 2,500 s.f. net site area	25' street frontage and 2,500 s.f. net site area	25' street frontage and 2,500 s.f. net site area
Lot coverage	50%	None	50%	None	None	None
Density	25 du/ac	30 du/ac	<50' frontage: 1 du 51' – full block frontage: 30 du/ac	25 du/ac	25 du/ac	60 du/ac
Height	35'/3 stories	< full block: 3 stories/35' Full block: 4 stories/45'	35'/3 stories	< full block: 3 stories/35' Full block: 4 stories/45'	<100' frontage: 2 stories/30'; 100' but < full block: 3 stories/35'; full block: 4 stories/45'	Min. 25'; Max. <25,000 s.f. site area: 45'/4 stories; ≥ 25,000 s.f. site area: 55'/5 stories
Front Setback	25' along PCH; all other streets 15'	15'	15'	15'	15'; 5' on 5 th , 3 rd and Main Streets	None; Parking lots: 10' min.; Mixed Use/Comm.: 5' from ultimate ROW
Side Setback - Interior	20% of frontage, not less than 7'	5 th , 3 rd , Main & PCH: none; all others 20% lot width, not less than 7'	≤100' street frontage: min. aggregate 20% lot frontage, not less than 3' >100' street frontage but < half block require 20% of frontage, not less than 7' >half block frontage not less than 7'	None	10'; non-residential: none	None
Dedication	Widen alley to 24'	Additional 5' on PCH; 2.5' on 6 th St.	Additional 2.5' on 6 th St.; Additional ROW required to widen alley to 24' – no more than ½ from 1 side	Additional ROW required to widen alley to 24' – no more than ½ from 1 side	None	No changes to existing requirements

Development Standard Matrix of Changes
Proposed District #1
(Downtown Core)

Standard	Existing District #1	Existing District #3	Existing District #4 (portion on 2 nd St.)	Existing District #5	Existing District #6 (portion north of Orange, south of Acacia)	Proposed District #1
Side Setback - Exterior	20% lot width, not less than 15' from ROW	5 th , 3 rd , Main & PCH: same as front yard setback for that street; all others 20% lot width, not less than 15' from ROW	≤100' street frontage: min. aggregate 20% lot frontage, 5' from ROW >100' street frontage but less than half block require 20% of frontage, 15' from ROW >half block frontage 15' from ROW	5' from ROW	15' from ROW	Commercial/mixed use: same as front setback; Parking lots: 10'
Rear Setback	3'	3'	3'	3'	3'	3'
Uses	Visitor-serving commercial	Visitor-serving commercial on ground floor: office/residential above	Mixed use office/residential; single-family residential	Mixed Use: Commercial/Office/Residential	Mixed Use: Commercial/Office/Residential	Visitor-serving commercial on ground floor street frontage; residential & office above ground floor
Upper-story setback	10' from 2 nd story façade (covered area)	PCH, 1 st , 2 nd , 6 th : average above 2 nd story 15' from ROW; 3 rd & 5 th : 10' from 1 st story above 2 nd story; Main: no part above 2 nd story within 10' of build-to line	10' from 2 nd story façade (covered area)	10' from 2 nd story façade (covered area)	10' from 2 nd story façade (covered area)	10' average from ground floor façade for 4 th and 5 th stories
FAR	1.0	>half block: 2.0; half block to full block: 2.5; >full block: 3.0	1.5; 1.0 single-family residential	2.0	<half block: 1.5; ≥half block: 2.0	None

*Note: Proposed District 1 includes separate development standards for the Cultural Arts Overlay and Neighborhood Overlay areas.