

CITY OF PLACENTIA  
“TOD MARKETPLACE”  
TECHNICAL ASSISTANCE PANEL

May 28, 2009

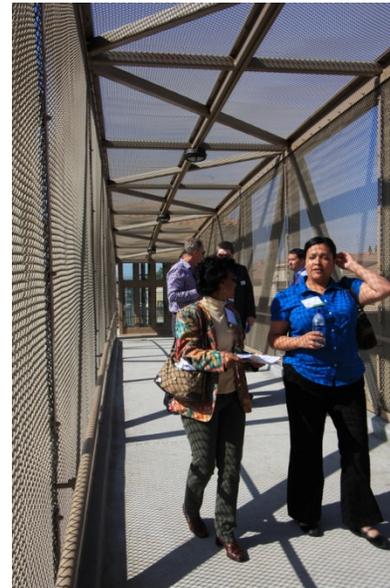


# About ULI

- The ULI-Urban Land Institute was founded in 1936, as a non-profit research and education organization.
- ULI Mission: To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.
- Membership over 37,000 worldwide - public and private sector professionals in all aspects of land use planning and real estate development.
- ULI Orange County is the 7th largest District Council in the world with nearly 1,200 members.

# TOD Marketplace

- Opportunities for Collaboration:
  - To inform city planners about best TOD practices.
  - To provide city planners with private sector feedback on plans for TOD sites.
  - To build relationships between public sector officials and the private sector professionals.
  - To convene transit, housing and governmental agencies with the private sector on the TOD development.





# TOD Marketplace

- TOD Marketplace is an effective tool for informing elected officials, city planning departments, and key business and community leaders about best practices for transit-oriented development (TOD)---compact development that increases transit ridership. ULI created this program as a yearlong initiative with teams of professionals from the private and nonprofit sectors touring targeted TOD sites, evaluating the feasibility of existing city plans, and presenting their recommendations for actions to increase private sector investment in TOD projects.

**Purpose:** This program provides an opportunity for developers and city planners to meet informally with each other and better understand what cities are looking for and what developers need, in practical terms, to make TOD projects feasible.

# TOD Marketplace

- **Partners:** Transportation Agency, Quasi-Governmental Organization/Regional Governmental Organization, Non-Profit Housing Association, a TOD-related organization, such as Reconnecting America, and selected business and community leader organizations.
- **Attendance:** 75-125 planners and development professionals.
- **Budget:** \$12,500 per Technical Assistance Panel (TAP), plus costs for the Walking Tours and the Forum.
- **Role of ULI Orange County:** ULI Orange County will be the lead organization, chairing the steering committee, organizing the TAPs, scheduling the walking tours, and managing the programming and meeting logistics of the forum. ULI Orange County will secure partners to ensure there is countywide collaboration among businesses and cities and broaden the outreach in the community at large.
- **Time frame:** Six- to nine-month lead time.



# ULI in the Community Public Sector Outreach

## □ Planning

- Identify ULI's role
- Develop the program
- Secure partners
- Establish a steering committee
- Prepare a budget
- Locate funding

## Executing

- Conduct the walking tours
- Facilitate evaluation of city plans
- Hold the forum

## □ Organizing

- Confirm participation of planning departments
- Form technical assistance teams
- Recruit team recorders
- Schedule walking tour dates and times
- Prepare briefing books
- Schedule forum date and place
- Invite speakers for the forum

# TAPs

- Technical Assistance Panels (TAPs) provide the public sector with a tool to solve complex real estate and land use issues in a uniquely objective way.
- TAPs bring together seasoned real estate, planning, financial, urban design, marketing, and development specialists to provide unbiased findings and recommendations.
- ULI has been providing advisory services since 1947. TAPs are advisory services at the local level (vs. a national panel) with local members volunteering their time and giving back to the community.

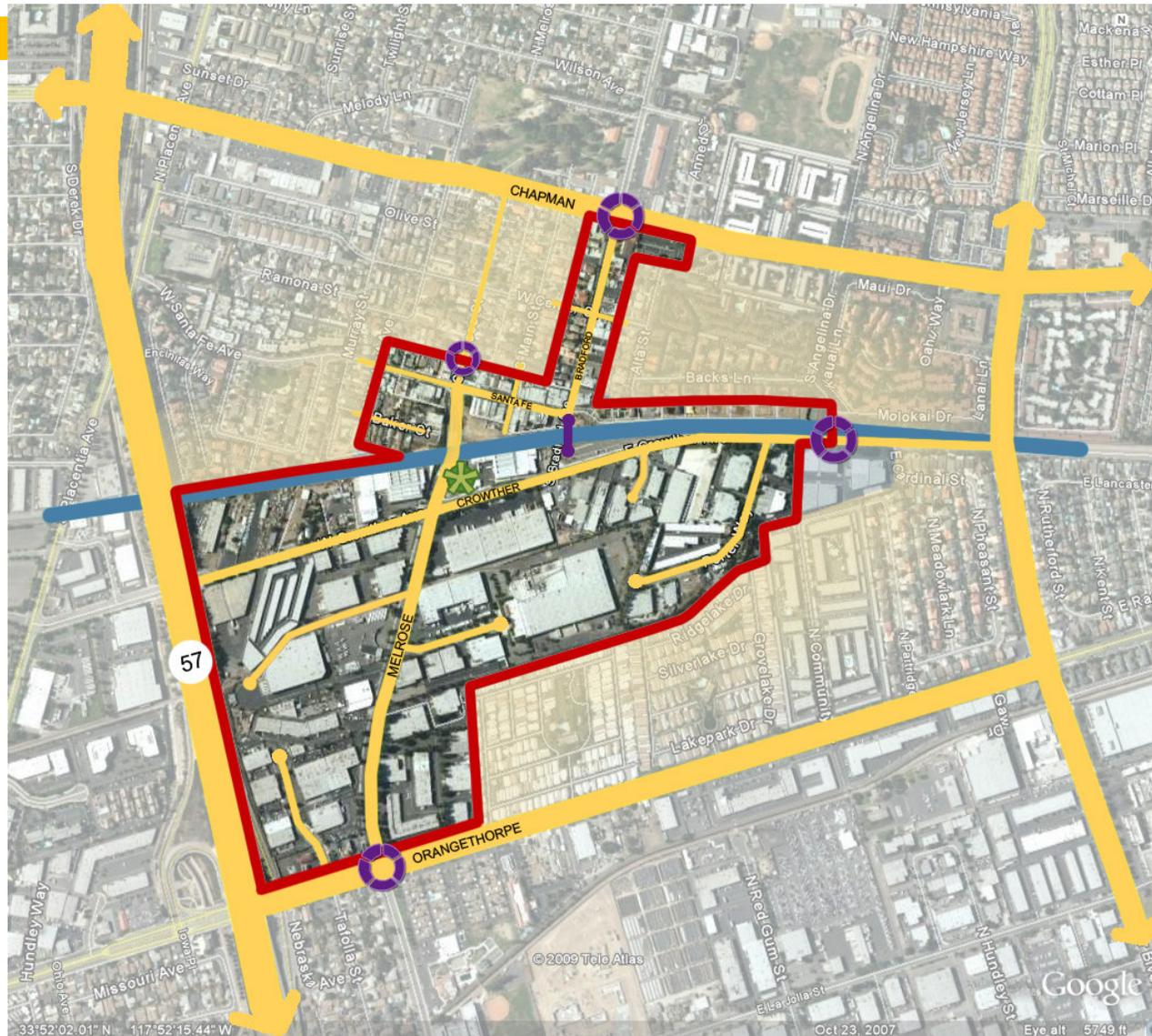
# Placentia TAP Panelists

- Panelists:
  - Aram Chahbazian, Thomas P. Cox Architects
  - Robert Kahn, RK Engineering
  - Jerry Ogburn, The Planning Center
  - John Olivier, Fuscoe Engineering
  - John Reekstin, The Olson Company
  - Roger Wolf, VTBS
  
- Report Writer
  - Carrie Loarie Mayhew, KTG Y Group, Inc.
  
- Staff:
  - Phyllis Alzamora, executive director, ULI Orange County



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# PLACENTIA-WESTGATE SPECIFIC PLAN AREA



# OPPORTUNITIES & CONSTRAINTS

- Opportunities:
  - Historical orchard/farm - early 20<sup>th</sup> Century value
  - Planned Metrolink stop
  - Future adaptive reuse of parking structures and buildings
  - Buildings along Sante Fe Avenue have historical value for revitalization
  - Proximity to CSU Fullerton – young professionals
  - Desire/need for Arts & Entertainment village
  
- Constraints
  - Political will to do something different?
  - Low traffic volumes (7000-9000 ADT)
  - Adjacency to low-density residential
  - Foot traffic on current SP plans does not penetrate commercial/retail
  - How to redevelop Placita Santa Fe and make it successful?





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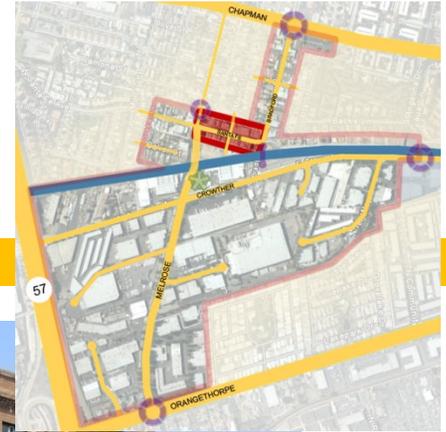
# BRADFORD EDGE





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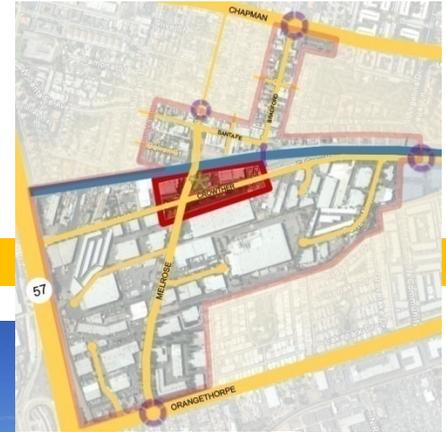
# SANTA FE AVENUE





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# MELROSE & CROWTHER





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# METROLINK





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# EXISTING INDUSTRIAL





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# MELROSE GATEWAY





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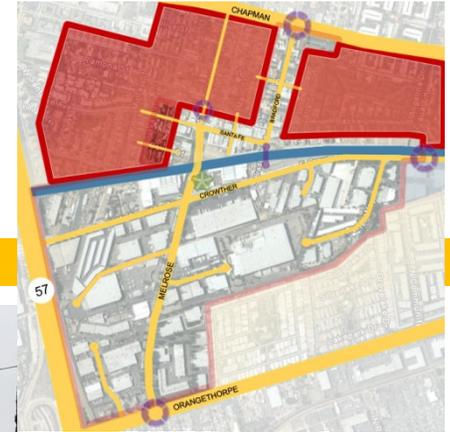
# SOUTHERN EDGE





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# ADJACENT NEIGHBORHOODS



# RECOMMENDATION #1

## Economic Vitality

- **Focus on ways to encourage economic vitality**
  - Consider mixed uses as a hedge against market downturns.
  - Provide market-driven flexibility within broad land use categories.
  - Caution against implementing a form-based code where it restricts economic development.
  - Draw on the benefits of being near CSU Fullerton.
    - Explore satellite campus concept
      - Packing houses as adaptive reuse for classrooms
      - Encourage business development “incubator” spaces to complement traditional office buildings.
    - Design/create live/work spaces.
    - Include housing for students, staff and faculty.
  - Focus on uses that produce tax increment revenue.
    - Office, podium residential (for sale and rental)
    - Be cognizant that the TOD district cannot create a significant revenue source.

# RECOMMENDATION #2

## External Connectivity

- **Improve circulation to and around the TOD site.**
  - All modes of transportation need to be accessible to site.
  - Focus on major nearby intersections
    - Focus on westbound /eastbound Orangethorpe to Crowther to and from downtown.
    - Full access intersection at Kramer and Crowther.
  - Diversify modes of transportation to TOD site.
    - Integrate bicycle paths to and from the University.
    - Make a pedestrian/bike connection to Kramer Park.
    - Use right of way to create bicycle and pedestrian circulation.
  - Concur with OCTA rerouting bus transit
  - Seek “Go Local” assistance from OCTA.
  - Connect CSU Fullerton via Chapman and Nutwood/Placentia to Chapman.
  - Create streetscape along Chapman from CSUF.

# RECOMMENDATION #3

## Districts

- **Create unique districts in the planning area to tie land uses together but recognize their distinct uses.**
  - Placita Santa Fe (Bradford to Santa Fe), Crowther Corridor (south of the tracks and flanking both sides of tracks), two Flex Zones (south of the Crowther Corridor and west and parallel to 57 freeway) .
- Reference to specific sections of the Specific Plan
  - Historical and architectural resources of Specific Plan.
- New opportunities in the Crowther Corridor
  - District character can be more contemporary, creating its own identity.
  - Broaden the category to include office/incubator/R&D/light assembly.

# RECOMMENDATION #4

## Housing

- **Provide flexibility for a variety of housing types and densities**
  - Don't forget about pedestrian connectivity to link housing to the Metrolink station.
  - Invigorate the residential streets.
  - Higher density housing should be located along the Crowther corridor.
  - Increase affordable/workforce housing and density
  - Focus on housing for CSU Fullerton students, staff and faculty.
  - ID key sites early.
  - Acquire property where possible using set-aside funds.
  - Provide for a mix of market rate and "restricted affordable" housing.
  - Consider variety of parking alternatives.

# RECOMMENDATION #5

## Parking

- **Create an early parking problem and then solve it. Encourage pedestrians to walk along retail.**
  - Provide interim uses to generate need for parking.
  - Create separate, structured parking from the train station/platform.
  - Design several smaller parking facilities.
  - Choose sites for parking that promote pedestrian traffic.
  - Consider shared parking uses (daytime and nighttime)
  - Study adverse impacts to retail of one-way street with diagonal parking along Santa Fe.

# RECOMMENDATION #6

## Safescape

- **Make Placita Santa Fe a safe, pedestrian-friendly area**
  - Provide adequate sidewalks within the planning area
  - Improve security with lighting , police substation and mobile patrol (foot, bike, Segway)
  - Study safety issues of one-way streets, traffic calming, bike lanes, on-street parking geometrics, pedestrian pathways.
  - Use Defensible Space planning principles in cooperation with police to design in and around public parking facilities.
  - Compact, mixed-use development maximizes safety with more “eyes on the street.”

# RECOMMENDATION #7

## Planning and Zoning

- **Focus on a Jobs/Housing Balance, not just on residential**
  - Use existing R-3 zoning as a basis for an expanded building opportunity.
  - Add density bonuses for Flex Space (live-work) on 1<sup>st</sup> two floors and cap development intensity at 1.5 FAR (exclusive of parking).
  - Create a SB 1818 density bonus north of Crowther and both sides of the tracks, encompassing approx. 13 acres.
  - This would allow for a market driven use of new development as residential or commercial users.
  - Gross floor area balance recommendation: 25% employment opportunity space, 50% residential, 10% retail/restaurants/entertainment/service, 15% connected open space for courtyards, pathways, etc.
  - Broaden the Specific Plan category to include office/incubator/R&D/light assembly.
  - Mitigate height perceptions with building massing.

# RECOMMENDATION #8

## “The Place”

### □ **Placita Sante Fe is an asset.**

- Recognize retail development outside Placita Santa Fe is likely to be limited by market.
- Use interim land uses, e.g. temporary retail kiosks, street fairs, live entertainment, farmers markets, antique stores.
- Hold festivities and street interaction often, even as much as weekly.
- Create a central space that “celebrates” Placita Santa Fe.
  - “Market Hall” concept as catalyst to phase one.
- Seek unique uses for students, e.g. The Lab in Costa Mesa.
- Consider other types of retail for nearby residents, e.g. small neighborhood market near Bradford/Chapman, butcher, bakery, etc.
- Create opportunities for new retail with business incubator buildings.
- Avoid creating “dark spots” along Santa Fe with office interspersed between retail.
- Create a system for the public realm, open space and pathways.
  - Focus on widening sidewalks (min. 11-14 feet ).



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THANK YOU!

Questions and Comments



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# For More Information

Placentia TAP Panelists are available to answer questions

or contact

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