



## Adjourned Regular Meeting Agenda December 13, 2016

Placentia City Council  
Placentia City Council as Successor to the Placentia  
Redevelopment Agency  
Placentia Industrial Commercial  
Development Authority

Jeremy B. Yamaguchi  
Mayor

Craig S. Green  
Mayor Pro Tem

Scott W. Nelson  
Council Member

Constance M. Underhill  
Council Member

Chad P. Wanke  
Council Member

Patrick J. Melia  
City Clerk

Kevin A. Larson  
City Treasurer

Damien R. Arrula  
City Administrator

Christian L. Bettenhausen  
City Attorney

**City of Placentia**  
**401 E. Chapman Avenue**  
**Placentia, CA 92870**

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### *Mission Statement*

*The City Council is committed to keeping Placentia a pleasant place by providing a safe family atmosphere, superior public services and policies that promote the highest standards of community life.*

### *Vision Statement*

*The City of Placentia will maintain an open, honest, responsive and innovative government that delivers quality services in a fair and equitable manner while optimizing available resources.*

Copies of all agenda materials are available for public review in the Office of the City Clerk, online at [www.placentia.org](http://www.placentia.org), and at the Placentia Library Reference Desk. Persons who have questions concerning any agenda item may call the City Clerk's Office, (714) 993-8231, to make inquiry concerning the nature of the item described on the agenda.

### **Procedures for Addressing the Council/Board Members**

Any person who wishes to speak regarding an item on the agenda or on a subject within the City's jurisdiction during the "**Oral Communications**" portion of the agenda should fill out a "**Speaker Request Form**" and give it to the City Clerk BEFORE that portion of the agenda is called. Testimony for Public Hearings will only be taken at the time of the hearing. Any person who wishes to speak on a Public Hearing item should fill out a "**Speaker Request Form**" and give it to the City Clerk BEFORE the item is called.

The Council and Board members encourage free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of an entire group. To encourage all views, the Council and Board discourage clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE ALL PAGERS, CELL PHONES, AND OTHER ELECTRONIC EQUIPMENT WHILE COUNCIL AND BOARD MEMBERS ARE IN SESSION.

### **Special Accommodations**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at (714) 993-8231. Notification 48 hours prior to the meeting will generally enable City Staff to make reasonable arrangements to ensure accessibility. (28 CFR 35.102.35.104 ADA Title II)

In compliance with California Government Code § 54957.5, any writings or documents provided to a majority of the City Council regarding any item on this agenda that are not exempt from disclosure under the Public Records Act will be made available for public inspection at the City Clerk's Office at City Hall, 401 East Chapman Avenue, Placentia, during normal business hours.

Study Sessions are open to the public and held in the City Council Chambers or City Hall Community Room. Executive Sessions are held in the Council Caucus Room. While the public may be in attendance during oral announcements preceding Executive Sessions, Executive Sessions are not open to the public.

**PLACENTIA CITY COUNCIL  
PLACENTIA CITY COUNCIL AS SUCCESSOR TO THE  
PLACENTIA REDEVELOPMENT AGENCY  
PLACENTIA INDUSTRIAL COMMERCIAL DEVELOPMENT AUTHORITY  
ADJOURNED REGULAR MEETING AGENDA  
December 13, 2016  
7:00 p.m. – City Council Chambers  
401 E. Chapman Avenue, Placentia, CA**

**CALL TO ORDER:**

**ROLL CALL:** Councilmember/Board Member Nelson  
Councilmember/Board Member Underhill  
Councilmember/Board Member Wanke  
Mayor Pro Tem/Board Vice Chair Green  
Mayor/Board Chair Yamaguchi

**INVOCATION:** Police Chaplain Ken Milhandler

**PLEDGE OF ALLEGIANCE:** Placentia Police Department Honor Guard

**CITY ADMINISTRATOR REPORT:**

**ORAL COMMUNICATIONS:**

At this time the public may address the City Council and Boards of Directors with regards to agenda items I.a.- VII.d.

**I. RECOGNITION OF OUTGOING COUNCILMEMBER CONSTANCE M. UNDERHILL**

- a. Congressman Ed Royce's Office  
Presenter: Alison Martin, District Representative
- b. Senator Bob Huff's Office  
Presenter: City on behalf of Senator Huff
- c. Supervisor Shawn Nelson's Office  
Presenter: Steve Spernak, Policy Advisor
- d. City of Placentia  
Presenters: Mayor Yamaguchi and City Administrator Arrula
- e. Comments: Constance Underhill

**II. RECOGNITION OF OUTGOING COUNCILMEMBER SCOTT W. NELSON**

- a. Congressman Ed Royce's Office  
Presenter: Alison Martin, District Representative
- b. Senator Bob Huff's Office  
Presenter: City on behalf of Senator Huff
- c. Supervisor Shawn Nelson's Office  
Presenter: Steve Spernak, Policy Advisor
- d. City of Placentia  
Presenters: Mayor Yamaguchi and City Administrator Arrula
- e. Comments: Scott Nelson

**III. CERTIFICATION OF NOVEMBER 8, 2016 GENERAL MUNICIPAL ELECTION RESULTS**

a. **Certification of the Canvass of the November 8, 2016 General Municipal Election Results**

Financial Impact: None

Recommended Action: It is recommended that the City Council:

- 1) Receive and File the Certificate of Registrar of Voters to Result of the Canvass of the General Election Returns; and
- 2) Waive reading in full of Resolution No. R-2016-69; and
- 3) Approve Resolution No. R-2016-69, A Resolution of City Council of the City of Placentia, California, Reciting the Fact of the General Municipal Election held on Tuesday, November 8, 2016 declaring the Result and such other Matters as Provided by Law.

**----- 5 MINUTE RECESS -----**

**IV. OATHS OF OFFICE ADMINISTERED BY CITY CLERK MELIA  
PRESENTATION OF CERTIFICATES OF ELECTION AND SEATING OF OFFICIALS**

- a. Councilmember Jeremy B. Yamaguchi
- b. Councilmember Ward L. Smith
- c. Councilmember Rhonda Shader
- d. Treasurer Kevin A. Larson

**V. REORGANIZATION OF THE CITY COUNCIL**

- a. City Clerk calls for the selection of Mayor of the City of Placentia
- b. Mayor calls for the selection of Mayor Pro Tem of the City of Placentia

**VI. RECOGNITION OF 2016 MAYOR JEREMY B. YAMAGUCHI**

- a. Congressman Ed Royce's Office  
Presenter: Alison Martin, District Representative
- b. Senator Bob Huff's Office  
Presenter: City on behalf of Senator Huff
- c. Supervisor Shawn Nelson's Office  
Presenter: Steve Spernak, Policy Advisor
- d. City of Placentia  
Presenter: Mayor and City Administrator Arrula

**VII. COMMENTS – NEWLY ELECTED OFFICIALS**

- a. Councilmember Jeremy B. Yamaguchi
- b. Councilmember Ward L. Smith
- c. Councilmember Rhonda Shader
- d. City Treasurer Kevin A. Larson

**RECESS FOR RECEPTION RECOGNIZING MAYOR,  
OUTGOING COUNCILMEMBERS, CITY TREASURER AND  
CITY COUNCIL REORGANIZATION**  
(Recess will be approximately 15-20 minutes)

**ORAL COMMUNICATIONS:**

At this time the public may address the City Council and Boards of Directors with regards to agenda item 3.a.

**3. REGULAR AGENDA:**

**3.a. Transit Oriented Development (TOD) Packing House District and Public Realm Standards (Study Session 2 of 2)**

Fiscal Impact: No Fiscal Impacts are Associated with this Study Session. Potential Significant Economic Benefit to the Local Placentia Economy, Including Jobs, Public & Private Investment, and Annual/ One-Time Revenue

Recommended Action: It is recommended that the City Council:

- 1) Receive and file the report and presentation, ask questions of Staff; and
- 2) Solicit public comment regarding the proposed TOD District Plan, Public Realm Design Standards, and supporting documentation; and
- 3) Provide direction to Staff as appropriate regarding all of the TOD Plan documents; and
- 4) Direct staff to conduct a public hearing before the Planning Commission.

**CITY COUNCIL/BOARD MEMBERS REQUESTS:**

Council/Board Members may make requests or ask questions of Staff. If a Council/Board Member would like to have formal action taken on a requested matter, it will be placed on a future Council or Board Agenda.

**ADJOURNMENT:**

The City Council/Successor Agency/ICDA Agency Board of Directors will adjourn to December 20, 2016 at 5:30 p.m.

**TENTATIVE AGENDA FORECAST**

The Tentative Agenda Forecast is subject to change up until the posting of the Agenda for the Council Meetings listed below:

- December 20, 2016 – Anticipated Cancellation Due to Lack of Business
- January 3, 2017 – Anticipated Cancellation Due to Lack of Business

**CERTIFICATION OF POSTING**

I, Rosanna Ramirez, Chief Deputy City Clerk of the City of Placentia and Assistant Secretary of the Industrial Commercial Development Authority and Successor Agency, hereby certify that the Agenda for the December 13, 2016 meetings of the City Council, Successor Agency, and Industrial Commercial Development Authority was posted on December 8, 2016.

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Rosanna Ramirez, Chief Deputy City Clerk



# Placentia City Council

## **AGENDA REPORT**

TO: CITY COUNCIL

VIA: CITY ADMINISTRATOR

FROM: CHIEF DEPUTY CITY CLERK

DATE: DECEMBER 13, 2016

SUBJECT: **CERTIFICATION OF THE CANVASS OF THE NOVEMBER 8, 2016 GENERAL MUNICIPAL ELECTION RESULTS**

FISCAL  
IMPACT: NONE

### **SUMMARY:**

On July 19, 2016 the City Council adopted Resolution No. R-2016-40 calling a General Municipal Election to be held Tuesday, November 8, 2016 for the purpose of electing three (3) members to the City Council and a City Treasurer to four (4) year terms and placing a measure (Measure NN) on the ballot asking the voters whether the City of Placentia's Charter should be amended to establish by-district elections for the City Council. This action adopts a resolution declaring the results of the November 8, 2016 General Municipal Election.

### **RECOMMENDATION:**

It is recommended that the City Council take the following actions:

1. Receive and file the Certificate of Registrar of Voters to Result of the Canvass of the General Election Returns; and
2. Adopt Resolution No. 2016-xx, A Resolution of the City Council of the City of Placentia, California, reciting the fact of the General Municipal Election held on Tuesday, November 8, 2016 declaring the result and such other matters as provided by law.

### **INTRODUCTION:**

Every even-numbered year, the Placentia Charter requires the holding of a General Municipal Election for the purpose of electing City officials. Through City Council action, the November 8, 2016 General Municipal Election was consolidated with the Statewide General Election conducted by the Orange County Registrar of Voters held on the same day.

The State Elections Code requires the City Council to certify the election results no later than the next regularly scheduled City Council meeting following the Orange County Registrar's final Canvass of the Returns. The City Clerk is submitting the subject Resolution (Attachment No. 1) for adoption as required by the State Elections Code and City Charter.

**III.a.**

**December 13, 2016**

The Resolution and the Certificate of Registrar of Voters to Result of the Canvass of the General Election Returns (Attachment No. 2) provide the specific numbers of ballots cast and votes received by each candidate and Measure NN in the November 8, 2016 election.

Orange County Registrar of Voters Analysis and Results

The municipal elective offices open in the election were as follows:

- Three (3) members of the City Council for a full term of four (4) years.

Candidates: *Kevin Kirwin*  
*Thomas M. (Tom) Solomonson*  
*Rhonda Shader*  
*Ward L. Smith*  
*Fabian O. Fragiao*  
*Jeremy B. Yamaguchi*  
*Blake Montero*  
*Robert McKinnell*  
*Chris Bunker*

- One (1) City Treasurer for the full term of four (4) years.

Candidates: *Scott W. Nelson*  
*Kevin A. Larson*

Ballot Measure:

- Measure NN: *Shall Ordinance: No. \_\_\_ be approved to amend the City Charter to require the City Council to establish five equal, geographically based districts from which council members will be elected by residents of those districts to serve four year terms?*

Pursuant to the vote of the people of the City of Placentia, the following individuals were elected to the following offices:

Members of the City Council: *Jeremy B. Yamaguchi*  
*Ward L. Smith*  
*Rhonda Shader*

City Treasurer: *Kevin A. Larson*

Pursuant to the vote of the people of the City of Placentia, the following ballot measure was approved:

- Measure NN: *Shall Ordinance: No. \_\_\_ be approved to amend the City Charter to require the City Council to establish five equal, geographically based districts from which council members will be elected by residents of those districts to serve four year terms?*

The City Council's adoption of the proposed Resolution is required to certify the election results. According to the City Charter, the term of all members shall commence at the first regular Council meeting following the certification of the election results and each member shall serve until a successor is elected and qualified. The official canvass of the election contains a report of the numbers of votes cast for each candidate.

Prepared and submitted by:

  
\_\_\_\_\_  
Rosanna Ramirez  
Chief Deputy City Clerk

Reviewed and approved:

  
\_\_\_\_\_  
Stephen D. Pischel  
Director of Administrative Services

Reviewed and approved:

  
\_\_\_\_\_  
Damien R. Arrula  
City Administrator

Attachments:

1. Resolution R-2016-xx, reciting the fact of the General Municipal Election held on Tuesday, November 8, 2016
2. Orange County Registrar of Voters Certificate of Result of the Canvass

**RESOLUTION NO. R-2016-XX**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
PLACENTIA, CALIFORNIA, RECITING THE FACT OF THE  
GENERAL MUNICIPAL ELECTION HELD ON TUESDAY,  
NOVEMBER 8, 2016, DECLARING THE RESULT AND  
SUCH OTHER MATTERS AS PROVIDED BY LAW.**

**A. Recitals.**

(i). A General Municipal Election ("Election") was held and conducted in the City of Placentia, California, on Tuesday, November 8, 2016, as required by law.

(ii). Notice of the Election was given in the time, form and manner as provided by law; voting precincts were properly established; that election officers were appointed and that in all respects the election was held and conducted and the votes were cast, received and canvassed and the returns made and declared in time, form and manner as required by the provisions of the Election Code of the State of California for the holding of elections in general law cities and pursuant to the requirements of the Placentia City Charter.

(iii). The Orange County Election Department canvassed the returns of the election and has certified the results to this City Council, the results are received, attached and made a part hereof as "Exhibit A".

(iv). All legal prerequisites to the adoption of this Resolution have occurred.

**B. Resolution.**

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF PLACENTIA, CALIFORNIA, DOES RESOLVE, DECLARE, DETERMINE AND ORDER AS FOLLOWS:

1. In all respects as set forth in the Recitals, Part A., above.
2. The whole number of ballots cast in the precincts except vote by mail voter ballots and provisional ballots, was 9,908.
3. The whole number of vote by mail voter ballots cast in the City was 12,010, making a total of 21,918 ballots cast in the City.
4. The names of persons voted for at the election for Member of the City Council are as follows:

Kevin Kirwin  
Thomas M. (Tom) Solomonson  
Rhonda Shader

Ward L. Smith  
Fabian O. Fragio  
Jeremy B. Yamaguchi  
Blake Montero  
Robert McKinnell  
Chris Bunker

5. The names of the persons voted for at the election for City Treasurer are as follows:

Scott W. Nelson  
Kevin A. Larson

6. That the measure voted upon at the election is as follows:

Measure NN: Shall Ordinance No. O-2016-05 be approved to amend the City Charter to require the City Council to establish five equal, geographically based districts from which council members will be elected by residents of those districts to serve four year terms?

7. The number of votes given at each precinct and the number of votes given in the City to each of the persons above named for the respective offices for which the persons were candidates and for and against the measure were as listed in "Exhibit A" attached hereto and by this reference made a part hereof.

8. The City Council does declare and determine that:

Jeremy B. Yamaguchi was elected as Member of the City Council for the full term of four (4) years;

Ward L. Smith was elected as Member of the City Council for the full term of four (4) years;

Rhonda Shader was elected as Member of the City Council for the full term of four (4) years;

Kevin A. Larson was elected as City Treasurer for the full term of four (4) years.

That as a result of the election, a majority of the voters voting on the measure relating to Measure NN did vote in favor of it and that the measure was carried and shall be deemed adopted and ratified.

9. The City Clerk shall enter on the records of the City Council of the City, a statement of the result of the Election, showing: (1) The whole number of ballots cast in the City; (2) The names of the persons voted for; (3) the measure voted upon; (4) For what office each person was voted for; (5) The number of votes given at each precinct to each person and for and against each measure; (6) The total of number of

votes given to each person, and for and against the measure.

10. The City Clerk shall immediately make and deliver to each of the persons so elected a Certificate of Election signed by the City Clerk and authenticated; that the City Clerk shall also administer to each person elected the Oath of Office prescribed in the Constitution of the State of California and shall have them subscribe to it and file it in the Office of the City Clerk. Each and all of the persons so elected shall then be inducted into the respective office to which they have been elected.

11. The City Clerk shall certify to the passage and adoption of this Resolution and enter it into the book of original Resolutions.

**PASSED, ADOPTED AND APPROVED this 13<sup>th</sup> day of December, 2016.**

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JEREMY B. YAMAGUCHI, MAYOR

ATTEST:

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PATRICK J. MELIA, CITY CLERK

STATE OF CALIFORNIA  
COUNTY OF ORANGE

I, Patrick J. Melia, City Clerk of the City of Placentia, do hereby certify that the foregoing Resolution was adopted at a regular meeting of the City Council of the City of Placentia held on the 13<sup>th</sup> day of December, 2016, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

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PATRICK J. MELIA, CITY CLERK

APPROVED AS TO FORM:

---

CHRISTIAN L. BETTENHAUSEN, CITY ATTORNEY





# Placentia City Council

## **AGENDA REPORT**

TO: CITY COUNCIL

VIA: CITY ADMINISTRATOR

FROM: DIRECTOR OF DEVELOPMENT SERVICES

DATE: DECEMBER 13, 2016

SUBJECT: **TRANSIT ORIENTED DEVELOPMENT (TOD) PACKING HOUSE DISTRICT ZONE AND PUBLIC REALM STANDARDS (STUDY SESSION 2 OF 2)**

### FISCAL

IMPACT: No fiscal impacts are associated with this Study Session. Potential significant economic benefit to the local Placentia economy, including jobs, public & private investment, and annual/one-time revenue.

### **SUMMARY:**

The City of Placentia has been given a unique transit hub opportunity in the form of the new Metrolink station, which will be operational in 2020 near the city center in Historic Old Town Placentia. The positive effect of 530 daily passengers traveling through the City provides a major opportunity for revitalizing this area. The proposed Station has the ability to transform this area into a transit-oriented destination, which is at the heart of the vision for the Transit Oriented Development Packing House District (TOD District). Creating a TOD District, with specific standards for land use, parking, streetscape, sustainability, and public improvements will foster new development opportunities while creating a one-of-a-kind destination. In addition, a TOD District can bring new housing, employment and supporting services to the area, which will help support retail and restaurant businesses while growing the City's local economy. Previously Staff presented the TOD District Plan at the November 15<sup>th</sup> City Council meeting (Study Session 1 of 1).

### **RECOMMENDATION:**

It is recommended that the City Council take the following actions:

1. Receive and file the report and presentation, ask questions of Staff; and
2. Solicit public comment regarding the proposed TOD District Plan, Public Realm Design Standards, and supporting documentation; and
3. Provide direction to Staff as appropriate regarding all of the TOD Plan documents; and
4. Direct staff to conduct a public hearing before the Planning Commission.

**3.a.**

**December 13, 2016**

**BACKGROUND:**

The Orange County Transportation Authority and the City Council have approved the construction of a new state-of-the art Metrolink Station (Station) and 253-space parking structure within the Old Town Placentia area. The new Station will be operational in 2020 and serves as a unique opportunity to act as a hub for visitors and patrons to the area. The proposed Station is centrally located between the Old Town Placentia area and the area south of the station (along Crowther Ave.), which includes a variety of manufacturing uses and underutilized properties. After evaluating this area and examining the unique opportunity to create transit-oriented development, Staff began working with the business community to examine the feasibility of creating a destination that would complement the Old Town area, but be distinctly different in a variety of areas. In addition, a key element of the advanced planning effort was to ensure that the new destination would support the Old Town business community as well as improve our local economy, while creating more shopping, dining and housing opportunities for Placentia residents and visitors.

The vision of this destination resulted in the development of the Transit Oriented Development Packing House District (TOD District). This proposed district will be characterized by a variety of new uses which are designed to accommodate a new mixed-use, pedestrian-oriented retail and residential district. The TOD District is feasible due to the positive effect of 530 daily passengers traveling through the City, whom can access the TOD District via the new Metrolink station. The TOD District enables private redevelopment of existing industrial sites and various illegal uses into 3-5 story mixed-use urban buildings and additional civic spaces. Building types will be primarily residential, consisting of retail on the ground floor and residential on the top floors, with high-quality 360 degree architectural and development standards applied to each unique building through the entitlement process.

**DISCUSSION:**

The TOD District standards will foster responsible, progressive and attractive development in the TOD Packing House District. Higher density mixed-use development will bring new residents to the TOD District and adjacent Old Town Placentia area, benefitting the traditional downtown with new shoppers and diners. New housing will be offered at market and workforce housing rates, to implement both City and regional housing needs.

Fundamental to the revitalization effort will be a connection from the TOD District to Old Town Placentia. While the City's pedestrian bridge functions as an integral feature to achieving this vision, it is ideal to create meaningful public spaces and plazas on both sides of the Metrolink Station platform. Using common streetscape elements to create a seamless transition to both sides of the Station area will attract activity and public gathering, thereby supporting the success of both business areas. Also important to the success of this District is a park-once strategy for non-residential development, which will allow patrons and workers the opportunity to park and walk between Old Town and the TOD Packing House District without the need to move their cars.

A historic packing house occupies the corner of Melrose Street and Crowther Avenue, presenting a logical anchor for a unique destination. Adaptively reusing the historic packing house will strengthen the District's overall character and identity while celebrating the area's agricultural heritage together with Old Town Placentia. Historic preservation, as a strategy for overall revitalization, is fundamental to this area.

Creating a new TOD District with specific standards for land use, parking, streetscape, sustainability, and open space will facilitate development that creates an attractive place to walk, live, shop, dine and board the Metrolink. The proposed boundaries of the TOD (blue) and Old Town (yellow) Districts are represented below:



The City team held a Community Meeting on November 30, 2016, at the Senior Center on Bradford Avenue and 35 persons attended. Overall the input was positive and the community members were supportive of this new zoning. Some of the community comments were:

1. Discussion about how use permits work.
2. Questions regarding what happens to current businesses and residences in the zone and whether adjacent owners were required to improve their buildings.
3. How other properties could be included in the zone.
4. Would the City use eminent domain?
5. Discussion on egress and ingress for traffic circulation and cross sections.

6. Discussion on how the infrastructure improvements would be funded.
7. Questions regarding Old Town Placentia plan (Old Town was not on the agenda).
8. Discussion on providing adequate parking.
9. Transparency around the cost of implementing any improvements, and the costs of studies to complete zone district.
10. Relationship between Old Town businesses and new TOD businesses.
11. Marketing the new zoning district and keeping public apprised of further meetings and hearings.

### **Committee Recommendations**

The City Council, the Council Planning and Development Ad-Hoc Committee and Economic Development Committee have previously reviewed the attached planning documents and PowerPoint presentation and recommend approval of the following items:

1. TOD Plan & Zoning Code Amendment/General Plan Amendment
2. Public Realm Standards
3. TOD Impact Fee Preparation
4. TOD CFD Preparation

It should be noted that based on City Council direction received on November 15, 2016, the draft Development Standards (attached) have been updated to incorporate Council input regarding certain land uses and development standards.

### **Next Steps**

Subsequent to this Study Session, staff will revise the documents based on all input received and then present at a public hearing before the Planning Commission, tentatively scheduled for February 17, 2017. City Council consideration of the full zoning code text amendment, general plan amendment and supporting documents are anticipated for March 2017.

### **FISCAL IMPACT:**

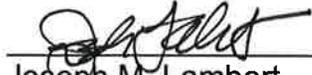
No fiscal impacts are associated with this Study Session; however there is potential significant economic benefit to the local Placentia economy, including jobs, public & private investment, and annual/one-time revenue as outlined below.

### **Economic Benefits**

Based on a Gross Fiscal Impact and Economic Benefit Analysis study prepared by Kosmont Associates for the future TOD District (at build out), collectively these public and private investments generate \$495 million in new economic output. Upon completion, the surrounding TOD area is estimated to generate approximately \$1,550,000 in General Fund revenue for the City. Additionally, the proposed TOD District area would garner \$15,075,000 in impact fee revenue, which would assist with the City's infrastructure funding needs. In total, construction of the TOD District is estimated to generate approximately 3,272 jobs, which will aid in improving Placentia's local economy. A copy of the Gross Fiscal Impact and Economic Benefit Analysis study can be found attached to this report.

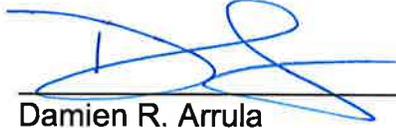
Prepared by:

Reviewed and approved:



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Joseph M. Lambert  
Director of Development Services



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Damien R. Arrula  
City Administrator

Attachments:

1. Draft Development Standards
2. Draft Public Realm Design Guidelines
3. Gross Fiscal Impact and Economic Benefit Analysis Study
4. PowerPoint Presentation



*December 13, 2016  
City Council Study Session 2 of 2*

# **Transit Oriented Development Packing House District Development Standards**

*Lilley Planning Group  
for the City of Placentia*



## TRANSIT ORIENTED DEVELOPMENT PACKING HOUSE DISTRICT DEVELOPMENT STANDARDS

### 23.111.010 Purpose and Intent

The following provides detailed regulations for development of land uses within the Transit Oriented Development Packing House District (TOD Packing House District or “District”). The purpose of the TOD Packing House District is to encourage an appropriate mixture and density of activity around the Metrolink station to increase ridership and promote alternative modes of transportation to the automobile. The consequent intent is to decrease auto-dependency, and mitigate the effects of congestion and pollution. The development standards seek to achieve this by providing a pedestrian, bicycle, and transit-supportive environment configured in a compact pattern and a complementary mix of land uses all within a comfortable walking distance of the station. The specific objectives of this District are to:

- A. Encourage mixed-use and transit oriented development;
- B. Encourage people to walk, ride a bicycle or use transit;
- C. Promote public art and creative public places;
- D. Allow for a complementary mix of land uses to create an environment that engages people at the pedestrian level;
- E. Achieve a compact pattern of development that is more conducive to walking and bicycling;
- F. Provide sufficient density of employees, residents and recreational users to support transit;
- G. Provide a high level of amenities that create a comfortable environment for pedestrians, bicyclists, and other users;
- H. Create a physical connection with Old Town Placentia by activating the station area with a plaza and ground floor shops and restaurants in the TOD Packing House District;
- I. Promote affordable housing and provide housing for all economic segments of the community consistent with the City’s housing goals;
- J. Maintain an adequate level of parking and access for automobiles;
- K. Create fine-grained detail in architectural and urban form that provides interest and complexity at the level of the pedestrian and bicyclist;
- L. Generate a relatively high percentage of trips serviceable by transit;
- M. Encourage integrated development, including the consolidation of parcels; and
- N. Encourage lot and building orientation on Crowther Avenue and parcels extending from Crowther to the Railroad right-of-way, to create an active streetscape.

### 23.111.020 Applicability and General Provisions

The City of Placentia’s TOD Packing House District shall apply to lands delineated as such on the City’s official zoning map. All land uses and development within the District shall be located and developed in accordance with the following provisions. The standards of the TOD Packing House District shall not apply to development for which approvals were granted prior to the adoption of these regulations and which entitlements are still valid and for development which



--- TOD Boundary

has current, valid building permits.

**23.111.030 Land Use and Permit Requirements**

This section identifies the land use types allowed by the City in the TOD Packing House District.

**A. Allowable Land Uses.** A parcel or building within the District shall be occupied by only the land uses allowed by Table 1. Each land use in the table is defined in the glossary of this Ordinance or in the Placentia Municipal Code (PMC) (Definitions, Chapter 23.04).

1. **Multiple Uses.** Any one or more land use identified by Table 1 as being allowable within the District may be established on any parcel, subject to the planning permit requirement listed in the table, and in compliance with all applicable requirements of this Code.
2. **Mixed Use Development.** All new developments with parcels of 20,000 square feet or more, within the TOD zone must be mixed use development as defined in the definitions section in Chapter 23.04 of Municipal Code, except for the catalyst site as defined in the definitions section in Chapter 23.04 of Municipal Code.
3. **Unlisted Uses.** The Development Services Director may determine an unlisted use is similar to another allowable permitted or conditionally permitted use and if all of the following findings can be made:
  - i. The use is no greater in density or intensity than other uses allowed, or conditionally allowed in the zone;
  - ii. The use is compatible with permitted or conditionally permitted uses in the zone;
  - iii. The use will meet the purpose of the zone;
  - iv. The use is consistent with the goals and policies of the General Plan; and
  - v. The use will not be detrimental to the public health, safety or welfare.

Applicants may appeal this decision using the Use Conformity Determination process, outlined in Section 23.39.035 of the PMC.

**B. Permit Requirements.** Table 1 provides for land uses that are:

1. **Permitted.** These uses are permitted subject to compliance with all applicable provisions of this Chapter and require a Development Plan Review or Site Plan Review in compliance with Chapter 23.75 of the PMC. These uses are shown as “P” uses in Table 1. All new construction projects as defined in Chapter 23.04 of Municipal Code, and in this Zone must be reviewed by the Planning and Development Ad Hoc Committee.
2. **Conditionally Permitted Uses.** These uses are allowed subject to the approval of a Use Permit and require a public hearing in compliance with Chapter 23.87 of the PMC. These uses are shown as a “UP” in Table 1.
3. **Not Permitted.** These uses are not permitted, and shown as “NP” in Table 1. A land use that is not listed in Table 1 is not allowed within the District, except as otherwise provided in Section 23.11.030 (A.3). Uses that are expressly listed as not permitted are prohibited.

**C. Standards for Specific Land Uses.** Where the last column in Table 1 (Specific Use Regulations) includes a section number, the regulations in the referenced section of this chapter and/or the PMC apply to the use. Provisions in other sections of this chapter may also apply.

**Table 1: Allowed Land Uses and Permit Requirements**

LAND USE TYPE	PERMIT REQUIREMENT P-permitted UP – use permit NP – not permitted	SPECIFIC USE REGULATIONS
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**D. Mixed Use Requirement.** All new developments fronting Crowther Avenue within the TOD zone must be mixed use development, except for the “catalyst site” or those sites containing less than 20,000 square feet.

**E. Frontage on Crowther:** 75% of frontage must be designed and constructed for potential commercial with a minimum 15’ floor to ceiling height, 75% of building façade to have street level, transparent windows, and ground floor to be constructed with exhaust and grease trap systems for potential restaurant uses.

<b>Recreation, Education, Public Assembly Uses</b>		
1. Commercial recreation facility – indoor	NP	
2. Conference/Convention Facility	NP	
3. Health/Fitness Facility, including stand alone or roving fitness classes	NP	
4. Library, Museum	P	Permitted only in the historic Packing House Building <sup>1</sup>
5. Park, Playground	P	Only permitted when integrated into the overall development of a site.
6. School – specialized Education, training	NP	
7. Studio – art, dance, martial arts, music, cooking, fitness (such as yoga, Pilates, spin, etc.)	P	Permitted only above the ground floor within a mixed use development or above the ground floor of the Packing House building. Only one studio per development.
8. Theatre (live performing arts)	P	Movie Cinemas not permitted
<b>Residential Uses</b>		
9. Emergency/Transitional shelter	NP	
10. Home Occupation	P	PMC Section 23.81.020. No additional parking shall be permitted for those units with home occupation.
11. Live Work, in Packing House building	P	
12. Live Work	UP	
13. Mixed use project with residential	P	Maximum of 3 bedrooms per unit; 15% of all units may be up to 3 bedrooms The design and construction of multi-family residential developments as

<sup>1</sup> The Packing House building is located at 341 S. Melrose Street.

		courtyard housing projects is encouraged. Ground floors in mixed use projects must be plumbed/planned restaurant infrastructure including exhaust and grease control device.
14. Multi-Family Residential, Catalyst Site	UP	Maximum of 3 bedrooms per unit; 15% of all units may be up to 3 bedrooms. Project with only multi-family residential are permitted only on the “catalyst site.” See definition of “catalyst site.”
15. Non Mixed Use Project with a parcel size under 20,000 square feet	UP	Must be commercial on ground floor. May also include commercial, residential or office above ground floor. Must meet all other development standards. Must meet the Intent and Purpose of this chapter.
16. Residential Only	NP, except as permitted as a catalyst site as described in definitions.	
<b>Retail/Commercial Uses</b>		
17. Accessory Retail or services	P	Only permitted when primary commercial use is established. Must be incorporated into mixed-use or within Packing House; cannot stand alone.
18. Adult Entertainment Facility or Business	NP Pursuant to PMC Chapter 23.89	
19. Alcoholic beverage sales (not associated with bar, brewery, distillery, restaurant, or neighborhood market or grocery)	NP	
20. Antique or collectible store	P	Must be incorporated into mixed-use or within Packing House; cannot stand alone.
21. Artisan Shop	P	Must be incorporated into mixed-use or

		within Packing House; cannot stand alone.
22. Auto repair or auto parts sales	NP	
23. Bar, tavern, brewery, distillery, tasting rooms, wine cellar	UP	Must be incorporated into mixed-use or within Packing House; cannot stand alone.
24. Neighborhood Market (without alcohol beverage sales)	P	With alcohol sales, a use permit is required.
25. Drive-through (any uses)	NP	
26. Furniture, furnishings and appliance store	NP	
27. General retail – less than 5,000 sf	P	Must be incorporated into mixed-use or within Packing House; cannot stand alone.
28. General retail –5,000 sf to 20,000 sf	UP	Must be incorporated into mixed-use or within Packing House; cannot stand alone.
29. General retail – more than 20,000 sf (max 60,000 sf)	NP	
30. Groceries, specialty foods – 10,000 sf or less	P	With alcohol sales, a use permit is required.
31. Groceries, specialty foods – more than 10,000 sf	UP	
32. Medical Marijuana Facilities	NP Pursuant to PMC Chapter 23.46	
33. Nightclub (including comedy clubs)	UP	Must be incorporated into mixed-use or within Packing House; cannot stand alone. “Hostess” clubs are not permitted.
34. Outdoor Dining	P	Permitted in public right-of-way with an encroachment permit. Pursuant to ABC requirements as well as the Outdoor Dining Permit and Guidelines.
35. Outdoor display and sales	NP	May be permitted with a Special Event Permit as part of a coordinated event, pursuant to PMC Section 23.81.015. No more than 4 a year.
37. Restaurant with alcohol sales	UP	Must be incorporated into mixed-use or within Packing House; cannot stand alone.

38. Restaurant	P	Must be incorporated into mixed-use or within Packing House; cannot stand alone.
39. Secondhand/Thrift/Pawnshop/Charity store	NP	
40. Service Station	NP	
41. Tobacco Sales, including electronic smoking devices	UP	
<b>Services – Business, Financial, Professional</b>		
42. ATM	P	Must be integrated into building façade. Stand along kiosks not permitted.
43. Bank, over 2,000 sf	NP	Small banks of 2,000 sf or less are permitted.
44. Medical services	UP	See definition. May only be permitted on 2 <sup>nd</sup> story of mixed-use development.
45. Office	P	Upper floors; or in conjunction with live/work. Must be incorporated into mixed-use or within Packing House; cannot stand alone. May only be permitted on 2 <sup>nd</sup> story of mixed-use development.
<b>Services – General</b>		
46. Adult daycare	NP	
47. Commercial daycare center	NP	Large family daycare facilities not permitted. All child care facilities shall be integrated into the over development.
48. Lodging – B&B	UP	Maximum of 10 beds allowed. Are not required to contain residential units or uses.
49. Lodging – Hotel	UP	Are not required to contain residential units or uses. Permitted within 250 feet (verify) of freeway right of way. 1 <sup>st</sup> floor must include 25-50% of floor area as retail or restaurant or conference area. Retail/restaurant uses

		must be consistent with mixed use standards. Must include conference center.
50. Massage Establishments	UP Pursuant to PMC Section 23.30.030	
51. Personal services	P	Must be incorporated into mixed-use or within Packing House; cannot consist of a stand-alone use or building. May only be permitted on 2 <sup>nd</sup> story of mixed-use development or Packing House.
52. Public Safety Facility	NP	Except that City Police Department satellite stations are permitted. Satellite stations may not be stand alone facilities.
53. Spa Services	UP	Must be incorporated into mixed-use or within Packing House; cannot stand alone. May only be permitted on 2 <sup>nd</sup> story of mixed-use development. Must include a full suite of services.
54. Spa Services with alcohol	UP	Must be incorporated into mixed-use or within Packing House; cannot stand alone. May only be permitted on 2 <sup>nd</sup> story of mixed-use development. Must include a full suite of services.
55. Cigar or Hookah Lounge	UP	
56. Meeting Halls, Banquet Centers (Stand alone)	NP	
57. Tattoo Parlors/Body Modification	UP	
58. Hostess Bars	NP	
<b>Transportation, Communications &amp; Infrastructure</b>		
59. Broadcasting or Recording Studio	UP	Must be incorporated into mixed-use or within Packing House; cannot stand alone.

		May only be permitted on 2 <sup>nd</sup> story of mixed-use development.
60. Public Parking Structure	P	
61. Transit Station or terminal	P	
62. Telecommunication Cell Tower	Pursuant to PMC Chapter 23.82	
<b>Historic Packing House Building</b>		
63. Adaptive Re-use of Packing House Building. The building and property located at 341 S Melrose Street is a local historic building and is listed on the California Register. As an historic building, it is eligible for adaptive re-use in order to preserve the historic elements and quality of the building and property.	UP, subject to an adaptive re-use plan prepared by a qualified preservation expert as deemed appropriate by the City.	Adaptive re-use plan may be reviewed for comment by the local Historical Committee.  The adaptive re-use of this building is not subject to any development standards contained in this Chapter, however a finding must be made that the reuse plan meets and is consistent with the Intent and Purpose of this Chapter.

**23.111.040 Development Standards**

Table 2 identifies the development standards required for new land uses in new or modified buildings in the TOD Packing House District.

**Parking Standards.** On-site parking requirements for unlisted but similar uses shall be based on the parking requirements of similar uses found in this chapter and shall be at the discretion of the Development Services Director. The Development Services Director may require the preparation of a parking demand study by a qualified, licensed traffic engineer approved by the City to determine the parking requirement for unlisted but similar uses.

**Parking Calculations.** Parking standards are based on gross floor area.

**Table 2. Development Standards**

A. Building Placement Regulations	Standards	Notes
1. Density	<b>65 dwelling unit/acre minimum and 95 dwelling units/acre maximum</b>	Density shall be calculated using gross lot size, prior to any required right-of-way dedications. Dedications shall be required along Crowther Avenue.

<b>2. Block Length and Lot Size Requirements.</b> Each project along Crowther Avenue shall create an active and inviting environment for pedestrians.		
a. Maximum building length without breaks in building massing	350 ft.	Breaks in building massing mean courtyards, plazas, outdoor dining, etc. These should be open from ground to sky and constitute a true break in the building massing.
b. Lot Depth	No minimum lot depth	Integrated developments and lot consolidations are encouraged with lot orientation fronting on Crowther Avenue, and where possible, with parcels extending from Crowther to the railroad right-of-way.
c. Minimum Lot Size	20,000 square feet	
<b>3. Setbacks.</b> Minimum setbacks required and, where noted, maximum setbacks established, except where a frontage type standard allows exceptions or establishes different requirements. Setbacks are measured from property line after any required dedications. Fire Department requirements supersede any setback listed below.		
a. Setback From Railroad Track	0 feet	10' from rear ROW preferred by BNSF for above ground structures. Applicants should consider access to rear portion of new development.
b. Front Yard Setback	5 ft min./15 ft. max.	
c. Side Yard Setback	0 feet	
d. Rear Yard Setback	10 ft	
e. Street Side Yard Setback	5 ft min./15 ft. max	
<b>4. Projections and Encroachments</b>		
a. <b>Allowable Setback Projections</b>		
i. Ground Floor:		
<ul style="list-style-type: none"> <li>• Awnings and canopies over windows: 60 inches;</li> <li>• Barriers for defining outdoor dining areas such as fences, railings, planter boxes: as needed to encompass outdoor dining area;</li> <li>• Sun Shade Structures: 15 feet;</li> <li>• Bay Windows: 60 inches (not wider than 10 feet);</li> <li>• Cornices, belt courses, and similar architectural features: 12 inches;</li> <li>• Eaves, roof overhangs: 30 inches; and</li> <li>• Uncovered porches, decks and landings (may be covered by arbors or trellises): 10 feet.</li> </ul>		
ii. Above Ground Floor - Awnings, galleries, balconies, bay windows: 48 inches		
iii. Art, as determined by the approval of the public art component of the project.		
iv. For signs, see Sign Regulations, 23.110.050.		
v. Outdoor dining is allowed by approval of the Director of Development Services or Designee and may require Alcoholic Beverage Control Board (ABC) approval.		

<p>vi. All projections must maintain a minimum of 8' vertical height from ground.</p> <p>b. <b>Public Right-of-Way Encroachments (all require approval of an encroachment permit)</b></p> <p>i. Art, as determined by the approval of the public art component of the project.</p> <p>ii. For signs, see Sign Regulations, 23.110.050.</p> <p>iii. Outdoor dining, including sun shade structures for such, is allowed by approval of the Director of Development Services or Designee and may require Alcoholic Beverage Control Board (ABC) approval. Approval is pursuant to the Outdoor Dining Permit and Guidelines.</p>		
<p><b>5. Building Height, Rooftop Amenities, Frontages, and Ground Floor</b></p>		
a. Building Height	3 stories minimum, 35' minimum, 5 stories maximum, not to exceed 67'.	
<p>b. Frontage Requirements. In order to support the pedestrian environment, building frontages onto streets and open spaces shall be maximized. No visible parking is permitted along frontages. A minimum of 75% of the site frontage shall be occupied as building frontage. A section of blank wall shall not exceed 20 linear feet without being interrupted by a window or entry or other façade treatment.</p>		
<p>c. Ground Floors shall contain commercial uses and have a minimum 15' floor to ceiling.</p>		
<b>6. Provision of Common Open Space (Residential Only)</b>	<b>Standards</b>	<b>Notes</b>
a. Amount per residential use	50 sf/unit for residential units; 50 sf/unit for 5 or more Live Work Units	
b. Types of Common Open Space Permitted	<ul style="list-style-type: none"> <li>Common open space can be active or passive but must be accessible to all non-residential tenants (i.e. employees and employers) and residential residents.</li> <li>Required setbacks may not be counted as common open space, except that rear yards counted as meeting the requirement for live/work units.</li> <li>Common open space shall be fully landscaped and requires an approved landscape plan.</li> <li>Examples may include: courtyards, clubhouses with accompanying landscaped areas, swimming pools, plazas, greens, parks, playgrounds, picnic areas, outdoor seating.</li> </ul>	
c. Rooftop Amenities	<ul style="list-style-type: none"> <li>Rooftop amenities are permitted if they provide additional recreational or common open space activities for the residents of the building.</li> <li>50% of the rooftop amenities (structures and active recreation amenities) may count towards the square footage requirement for either private or common open space.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Rooftop Amenities, such as and not limited to, clubhouses, swimming pools, tennis courts, open space areas, fitness centers, are permitted to project 16' above the maximum height limit if integrated into the overall design of the project and the maximum rooftop building coverage is limited to 30% of the rooftop floor area.</li> <li>• Roof top amenities shall be setback from the building edge such that no more than 20% of the rooftop structure can be visible from the primary public right of way at centerline of the street.</li> <li>• Rooftop Amenities are intended for the use of building residents.</li> </ul>	
d. Courtyard Common Open Space Requirements	<ul style="list-style-type: none"> <li>• Courtyards shall be designed as a central courtyard or as partial, multiple, separated or interconnected courtyards.</li> <li>• Minimum courtyard dimension shall be 40 feet when the long axis of the courtyard is oriented EW and 30 feet for a NS orientation. The courtyard proportion is 1:1 between its width and height for at least 2/3 of the court's perimeter. As long as total open space requirement is met, this ratio could be modified by up to 10%.</li> <li>• When there are two or more courtyards, they shall be connected to each other.</li> <li>• The area required for first level patios shall not be deducted from the overall courtyard area.</li> </ul>	
<b>7. Provision of Private Open Space (Residential Only)</b>		
a. Live Work	64 sf/unit	6 feet min in any direction; the total of 64 sq. ft. must be provided as one private open space area, not broken up into smaller sizes.
b. Residential-Attached & Multi-Family	64 sf/unit	6 feet min in any direction; the total of 64 sq. ft. must be provided as one private open space area, not broken up into smaller sizes.

8. <b>Parking</b>	<b>Standards</b>	<b>Applicable Land Uses</b>
a. Retail – spaces per 1,000 sf	2 min./4 max.	Accessory retail, Antique, Artisan, General retail, Grocery, Retail complex, Personal services
b. Eating and Drinking Establishments– spaces per 1,000 sf	5 min./10 max.	Bar/Tavern, Restaurant, Brewery, etc.
c. Outdoor Dining	0	Provided the outdoor dining area does not exceed the interior dining area. Any square footage over the interior dining area shall provide parking pursuant to the eating and drinking establishment requirement above.
d. Specialty Goods & Foods– spaces per 1,000 sf	2 min./4 max.	
e. Entertainment & Recreation– spaces per 1,000 sf	6 min./10 max.	Health/Fitness, Playgrounds, Studios, Theatres cannot be stand alone
f. Commercial Goods– spaces per 1,000 sf	2 min./4 max.	
g. Civic & Cultural, including Libraries and Museums – spaces per 1,000 sf	3 min./no max.	
h. Office Professional – spaces per 1,000 sf	2 min./4 max.	
i. Personal Services	3 min./no max.	
j. Live Work	1 min./1.5 max.	
k. ATM	0	
l. Lodging – B&B	1 per sleeping room	No assembly space permitted.
m. Lodging – Hotel	1 per sleeping room, plus 1 space for every 75 sf of assembly area.	
<b>Residential</b>		
n. Spaces per studio unit	1 min./1 max.	
o. Spaces per 1 bed unit	1 min./1.5 max.	
p. Spaces per 2 bed unit	1.5 min./2 max.	
q. Spaces per 3 bed unit	2 min./ 2.5 max.	
r. Guest spaces per 10 units	2 min./3 max.	
s. Mixed Use	Parking shall meet the requirements for individual land uses. Residential parking shall be separated from non-residential parking and easily accessible through a controlled mechanism.	Reduced parking may be permitted through a parking study
<b>Other</b>		

<p>t. Bike Parking – Short Term</p>	<p>Residential: One (1) resident bicycle parking space for every five (5) residential units, or portion thereof</p> <p>Non-Residential: One (1) bicycle parking space for every 5,000 square feet, or portion thereof, of non-residential floor area.</p>	
<p>u. Bike Parking – Long Term</p>	<p>Residential: Two (2) bicycle storage units for every five (5) dwelling units for the first 20, and one (1) for every five (5) additional units, or portion thereof;</p> <p>Non-Residential: Any establishment with a parking structure and a minimum of 10,000 square of non-residential space shall provide long-term bicycle parking at a minimum ratio of one (1) space per 20 vehicle spaces.</p>	
<p>v. Electric Vehicle Charging Stations</p>	<p>Minimum 10% of project's parking spaces must provide EV Level 2 charging stations. Alternatively, 5% of total spaces if installing DC Fast Charging Stations.</p>	
<p>w. Transit Station or terminal</p>	<p>As per Director of Development Services in coordination with transportation authority</p>	
<p>x. Telecommunication Facility</p>	<p>1 space to service facility.</p>	
<p>y. Surface Parking:</p>	<p>Surface parking is permitted as long as not visible from public street and is fully landscaped and screened from public view.</p>	
<p>z. Parking Structure</p>	<p>Structure parking permitted only if integrated into overall design of building and “wrapped” with the building, such that the parking area is not visible from any portion of the front, sides, rear or interior courtyards of the project.</p>	
<p>aa. Podium Parking</p>	<p>Permitted if fully integrated into a development with a “wrapped” parking structure.</p>	
<p>bb. Underground Parking</p>	<p>Permitted if fully integrated into the design of the development.</p>	
<p>cc. Parking Reduction</p>	<p>Applicants may apply for parking reduction before the Planning Commission for residential and mixed use projects up to a maximum reduction of 25% through a parking demand study or shared parking analysis. One such incentive could include a Zip car or shared car plan.</p>	

## 23.111.050 Sign Regulations

### A. Purpose and Intent

These sign regulations are intended to appropriately limit the placement, type, size, and number of signs allowed within the TOD area, and to require the proper maintenance of signs.

The purposes of these limitations and requirements are to:

1. Avoid traffic safety hazards to motorists, bicyclists, and pedestrians, caused by visual distractions and obstructions;
2. Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of the City as a place to live, work, and shop;
3. Provide for signs as an effective channel of communication, while ensuring that signs are aesthetically proportioned in relation to adjacent structures and the structures to which they are attached;
4. Safeguard and protect the public health, safety, and general welfare; and
5. Promote the pedestrian scale of the district.

### B. Applicability

1. These sign regulations apply to all signs in this zone, except that directional/instructional signs and real estate signs shall instead comply with the requirements of the City's Zoning Code (Sign Regulations).
2. The provisions of this Chapter do not regulate the message content of a sign (sign copy), regardless of whether the message content is commercial or noncommercial.
3. Sign installation within the areas subject to this Code shall require sign permit approval in compliance with the City's Zoning Code (Sign Regulations), unless exempted from sign permit requirements.
4. Sign Variances and Historic Sign Designation - See the Zoning Code (Variances).
5. Definitions of the specialized terms and phrases used in this section are in the Zoning Code (Sign Regulations).

### C. Prohibited Signs

All sign types and sizes not expressly allowed by this Chapter shall be prohibited. Examples of prohibited signs include, but are not limited to the following:

1. Abandoned signs (includes signs on abandoned or closed businesses);
2. Animated and moving signs, including electronic message display signs, and variable intensity, blinking, or flashing signs, or signs that emit a varying intensity of light or color, except time and temperature displays (which are not considered signs), and barber poles;
3. Exposed cabinet/raceways behind channel letters;
4. Internally illuminated cabinet (can) signs;
5. Off-site signs (e.g., billboards, and signs mounted on vehicles);

6. Obscene signs;
7. Pole signs and other freestanding signs over six feet in height;
8. Roof signs;
9. Signs that simulate in color, size, or design, any traffic control sign or signal, or that make use of words, symbols, or characters in a manner that interferes with, misleads, or confuses pedestrian or vehicular traffic;
10. A sign burned, cut, or otherwise marked on or affixed to a rock, tree, or other natural feature;
11. A sign placed within a public right-of-way, except as provided by Table 3 (Sign Standards by Use);
12. A sign painted directly on a building;
13. Permanent signs that advertise continuous sales, special prices, or include phone numbers are prohibited.
14. Temporary signs, including the following:
  - a. Balloons and other inflatable devices;
  - b. Flags, except official national, state, or local government, institutional or corporate flags, properly displayed; and
  - c. Pennants and streamers, except in conjunction with an athletic event, carnival, circus, or fair.

#### **D. General Requirements for All Signs**

##### 1. Sign area and height measurement

The measurement of sign area and height shall occur in compliance with the City's Zoning Code (Sign Regulations).

##### 2. Sign location requirements

Each sign shall be located in compliance with the following requirements, and all other applicable provisions of this Chapter.

- a. On-premise signs required. Each sign shall be located on the same site as the subject of the sign, except as otherwise allowed by this Chapter.
- b. Setback requirements. Each sign shall comply with the setback requirements of the applicable zoning district, except for an approved projecting sign, and except for an approved freestanding sign, which shall be set back a minimum of 5 feet from the front and side street property lines.
- c. Placement on a building. No sign shall be placed so as to interfere with the operation of a door or window. Signs should not be located so that they cover prominent architectural features of the building.
- d. Signs within a public right-of-way. No sign shall be allowed in the public right-of-way except for the following:
  - i. A projecting sign in compliance with Table 3 (Sign Standards by Use);
  - ii. Public signs erected by or on behalf of a governmental agency to convey public information, identify public property, post legal notices, or direct or regulate pedestrian or vehicular traffic;
  - iii. Bus stop signs installed by a public transit company;
  - iv. Informational signs of a public utility regarding its lines, pipes, poles, or other facilities; or

- v. Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized within the public right-of-way.
- e. Any sign installed or placed within the public right-of-way other than in compliance with this Section shall be forfeited to the public and be subject to confiscation.

### 3. Sign design

The following design criteria shall be used in reviewing the design of individual signs. Substantial conformance with each of the following design criteria shall be required before a sign permit or Building Permit can be approved.

- a. Color  
Colors on signs and structural members should be harmonious with one another and relate to the dominant colors of the buildings on the site. Contrasting colors may be utilized if the overall effect of the sign is still compatible with building colors.
- b. Design and construction
  - i. Except for banners, flags, temporary signs, and temporary window signs conforming with the requirements of this Chapter, each sign shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
  - ii. Each permanent sign shall be designed by a professional (e.g., architect, building designer, landscape architect, interior designer, or others whose principal business is the design, manufacture, or sale of signs), or who are capable of producing professional results.
  - iii. Each permanent sign shall be constructed by persons whose principal business is building construction or a related trade including sign manufacturing and installation, or others capable of producing professional results. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability, to reduce maintenance costs and prevent dilapidation.
- c. Materials and structure
  - i. Sign materials (including framing and supports) shall be representative of the type and scale of materials used on the site where the sign is located. Sign materials shall match those used on the buildings on the site and any other signs on the site.
  - ii. No sign shall include reflective material.
  - iii. Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.
  - iv. The size of the structural members (e.g. columns, crossbeams, and braces) shall be proportional to the sign panel they are supporting.
  - v. The use of individual letters incorporated into the building design is encouraged, rather than a sign with background and framing other than the structure wall.
- d. Street address  
The review authority may require that a sign include the street address of the site, where it determines that public safety and emergency vehicle response would be more effectively served than if the street address were displayed solely on one or more buildings on the site.
- e. Copy design guidelines  
The City does not regulate the message content (copy) of signs; however, the following are principles of copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged, but not required.

- i. Sign copy should relate only to the name and/or nature of the business or commercial center.
  - ii. Permanent signs that advertise continuous sales, special prices, or include phone numbers are prohibited.
  - iii. Information should be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.
  - iv. The area of letters or symbols should not exceed 40 percent of the background area in commercial uses or 60 percent for residential uses.
  - v. Freestanding signs should contain the street address of the parcel or the range of addresses for a multi-tenant center.
- f. Sign lighting. Sign lighting shall be designed to minimize light and glare on surrounding rights-of-way and properties.
- i. External light sources shall be directed and shielded so that they do not produce glare off the site, on any object other than the sign.
  - ii. Sign lighting shall not blink, flash, flutter, or change light intensity, brightness, or color.
  - iii. Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.
  - iv. Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.
  - v. For energy conservation, light sources shall be hard-wired fluorescent or compact fluorescent lamps, or other lighting technology that is of equal or greater energy efficiency. Incandescent lamps are prohibited.

#### 4. Sign maintenance.

- a. Each sign and supporting hardware, including temporary signs and awning signs, shall be maintained in good repair and functioning properly at all times. Any damage to a sign or its illumination, including the failure of illumination shall be repaired within a maximum of 14 days from the date of damage or failure.
- b. A repair to a sign shall be of materials and design of equal or better quality as the original sign.
- c. A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance, and may be abated in compliance with the City's Zoning Code.
- d. When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed, and any/all damage to the exterior of the building shall be repaired/repainted to the satisfaction of the Development Services Director or his/her designee.

#### 5. Sign Standards by Use

Each sign shall comply with the standards provided by this Section and comply with the requirements in the following Table 3, except as permitted by the approval of a Creative Sign Permit described below.

#### 6. Master Sign Program

All mixed use projects shall require a Master Sign Program, which is reviewed and approved by the decision-making body in each case. Master sign plan" means a coordinated program of signage for new or existing commercial, office or residential which contain more than one business establishment or tenant. The Master Sign Program can permit signs that meet the intent and standards of the Sign Code and ensure that the all signs are integrated thoughtfully into the design of the structures, creating a unified architectural statement. The Master Sign Program provides a means for defining common sign regulations for multi-tenant projects, to

encourage maximum incentive and latitude in the design and display of multiple signs, and to achieve, not circumvent, the intent of this chapter.

- a. *Application Requirements Revisions to Master Sign Programs.* A sign permit application for a master sign program shall include all information and materials required by the department, and the filing fee set by the city's Fee Resolution. Revisions to a master sign program may be approved by the Director with a standard sign permit if the intent of the original approval is not affected. Revisions that would substantially deviate from the original approval shall require the approval of a new master sign program.
- b. *Standards.* A master sign program shall comply with the following standards:
  - i. The program shall comply with the purpose of this chapter.
  - ii. The signs shall enhance the overall development, be in harmony with, and relate visually to other signs included in the master sign program, to the structures or developments they identify, and to surrounding development;
  - iii. The program shall accommodate future revisions that may be required because of changes in use or tenants; and
  - iv. The program shall comply with the standards of this chapter, except that flexibility is allowed with regard to sign area, number, location, or height to the extent that the master sign program will enhance the overall development and will more fully accomplish the purposes of this chapter.

## 7. Creative Sign Permit

- a. *Definition Creative Sign Permit.* Applicants may apply for a Creative Sign Permit for those signs which are not listed or which exceed the provisions of this Chapter. The Creative Sign Permit is intended for signs that meet the intent and standards of the Sign Code, but may not necessarily meet the standards shown in Table 3. An applicant may request approval of a creative sign permit to authorize on-site signs that employ standards that differ from the other provisions of this chapter but comply with the intent of this Chapter.
- b. *Purpose.* To encourage signs of unique design, and that exhibit a high degree of thoughtfulness, branding, imagination, inventiveness, and spirit; and to provide a process for the application of sign regulations in ways that will allow creatively designed signs that make a positive visual contribution to the overall image of the city, while mitigating the impacts of large or unusually designed signs.
- c. *Application and Procedure Requirements.* A sign permit application for a creative sign shall include all information and materials required by the department, and the filing fee set by the city's Fee Resolution. A sign permit application for a creative sign shall be subject to review and approval by the Director of Development Services when the proposed sign is fifty square feet or less, and by the Commission when the sign is larger than fifty square feet. Notification for a sign permit for a creative sign shall be given in the same manner specified by this Zoning Ordinance for Director-approved development permits in Chapter 19.48.
- d. *Design Criteria.* In approving an application for a creative sign, the review authority shall ensure that a proposed sign meets the following design criteria.
  - i. *Design Quality Criteria.* The sign shall 1) constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area; 2) be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and 3) provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.
  - ii. *Contextual Criteria.* The sign shall contain at least one of the following elements: 1) classic historic design style; 2) creative image reflecting current or historic character of the city; 3) symbols or imagery relating to the citrus packing industry; or 4) inventive representation of the use, name, or logo of the structure or business.

- iii. *Architectural Criteria.* The sign shall: 1) utilize or enhance the architectural elements of the building; and 2) be placed in a logical location in relation to the overall composition of the building's façade and not cover any key architectural features and details of the façade.
- iv. *Neighborhood Impacts.* The sign shall be located and designed not to cause light and glare impacts on neighboring residential uses.

**Table 3. Sign Standards by Use**

a. SIGN STANDARDS MULTI-FAMILY RESIDENTIAL USE			
Allowed Sign	Maximum Sign Height	Maximum No. of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
i. Wall or Freestanding	Wall signs: below edge of roof. Freestanding: 48 inches	1 wall sign or freestanding sign per entrance or street frontage	12 sf each per face area; 24 sf maximum total sf for all signs.

b. SIGN STANDARDS NON-RESIDENTIAL USE/MIXED USE		
Allowed Sign	Placement Standards	Maximum Number and Sign Area
i. Awning	Shall be entirely on awning valence; lettering max 66% of valence height; valence height max: 18 inches.	50% of the area of the valence front. 1 sign max per each separate awning valence.
ii. Marquee	To be established during project review.  Allowed only for the entrance of a theatre or playhouse.	To be established during project review.  1 sign max
iii. Monument	5 ft including base structure. Allowed only on a site with more than 100 ft. of continuous street frontage.	36 sf
iv. Projecting or suspended	16 inches from face of building and bottom of sign shall be no closer than 8 ft above sidewalk surface below.	6 sf. No dimension greater than 3 ft. Sign shall be redwood sandblasted, hand carved or architecturally designed.
v. Wall	2 ft below parapet or eave. Individual letters 18 inches. Mounting 1-story: above 1 <sup>st</sup> floor windows. Mounting multi-story: between windows.	1 sf. per linear foot primary business. 1 sign allowed per business frontage with pedestrian entrance. Side street or rear entrance wall sign max 50% of the primary sign area.
vi. Window Permanent	Within window area	15% of total window area max.
vii. Window Temporary	Within window area	25% of total window area. Allowed for display a maximum of 15 days at 1 time, up to 3 times in a 12 month period.

viii.	A-boards and other portable sidewalk signs are permitted	May not impede pedestrian flow.	1 per business. Signs may only be permitted while the business is open. Requires an encroachment permit if in the public right-of-way
ix.	Building Wall Facing RR ROW	Businesses may have signage equal to or less than the allowable projecting or wall sign standards.	Building or parcel must front along Crowther Avenue and the Railroad ROW
x.	Directional Signage on private property		

7. Legal Nonconforming Signs

A legal nonconforming sign is any permanent or temporary sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation but that does not now comply with the provisions of this specific plan.

- a. General requirements. A legal nonconforming sign shall not be:
  - i. Changed to another nonconforming sign;
  - ii. Structurally altered to extend its useful life;
  - iii. Enlarged;
  - iv. Re-established after a business is discontinued for 60 days or more, subject to the amortization clause below; or
  - v. Re-established after damage or destruction to 50 percent or more of the value of the sign, or its components, as determined by the Building Official and subject to the amortization clause below.
- b. Maintenance and changes.

Sign copy and face changes, nonstructural modifications, and nonstructural maintenance (e.g., painting, rust removal) are allowed without a sign permit up to a maximum of 25 percent of the existing total area of the sign. Face changes not including copy, and any nonstructural modifications exceeding 25 percent of the existing total area of the sign, and any structural changes shall comply with all applicable standards of this Chapter.

<b>23.111.60 Amortization and Existing Uses</b>
A. Except as provided in this section, all TOD zone properties must come into compliance with the requirements of this Chapter upon its effective date.
B. In order to preserve private property rights, all legal uses operating and in existence immediately prior to the effective date of this Chapter, may be continued subject to the following limitations: <ul style="list-style-type: none"> <li>i. If at any time, the structure or use is abandoned or discontinued for twelve (12) months or more, the property or use must comply with this ordinance.</li> <li>ii. The building or use may not be altered or expanded.</li> <li>iii. The business/property may be transferred from a Parent to his/her Child, from a Child to his/her Parent as defined in Chapter 23.04 of Municipal Code,.</li> <li>iv. The business/property may be transferred from an owner to his/her employee(s) such that the Ownership does not change as defined in Chapter 23.04 of Municipal Code,.</li> <li>v. For a period of five (5) years following the effective date of this Ordinance, all legal uses operating and in existence immediately prior to the effective date of this ordinance, may be transferred or assigned from the owner to any other party, provided that the buyer continues to operate the same business activity. This transferred business activity must remain the primary business activity on the property, and the building footprint may not be expanded.</li> </ul>

vi.	If the primary use of the business/property (not accessory uses), remains unchanged, then the secondary uses may change. Secondary uses are defined in the definitions section of this chapter. Secondary uses may also be “accessory uses” as defined in Section 23.04.030 of the PMC and which means “a use incidental, appropriate, subordinate and devoted exclusively to the main use of the lot or building.”
C.	Beginning five (5) years after the effective date of this Chapter, all TOD zoned property sold or transferred shall be brought into compliance with the requirements of this chapter unless the sale or transfer is specifically authorized in this subsection B above.
D.	Notwithstanding the foregoing, the Packing House, located at 341 S. Melrose Street, is identified in the California Register of Historical Resources as eligible for designation as a historic resource. Due to its historical significance and the additional costs associated with bringing a historic resource that requires adaptive reuse into compliance with the TOD standards, the Packing House is exempt from amortization requirements as set forth herein.
E.	The City shall give notice to all property owners of properties within the TOD regarding this ordinance in the following manner: <ul style="list-style-type: none"> <li>a. Within 180 days of adoption of this ordinance;</li> <li>b. Within 3 years after adoption of this ordinance; and</li> <li>c. At least 4 years after adoption of this ordinance.</li> </ul>

Failure to provide any of the notices above shall not prevent the City from enforcing the requirements of this chapter.

**23.111.070 Public Art/Public Plazas**

**Applicability:**

Public Art and Public Plazas are encouraged in every development. Public art or plazas may be required as part of a development agreement for those developments that include 20 or more units or which are over 20,000 square feet. Public art is encouraged in construction and remodel/rehabilitation of existing structures. Public art is encouraged to reflect the history of the Packing House District and citrus growing industry.

Generally, the plans for proposed plazas or public art shall be part of the entitlement package submitted. The plazas may be located on the project site or at another location set forth in a development agreement, but must be located within the TOD project area.

**23.111.080 TOD Development Impact Fee Program**

In addition to City baseline impact fees, the TOD zone will require additional public realm improvements and projects are subject to a TOD Impact Fee that ensures all public sector infrastructure improvements can be provided. In addition to the TOD Impact Fee, all projects will be required to install public infrastructure and streetscape elements up to the curb face of the public street immediately adjacent to the project, in accordance with the Public Realm Development Standards.

**Definitions: to be added to Chapter 23.04 of Municipal Code.**

Term	Definitions
<b>Adaptive Reuse Plan</b>	Adaptive reuse refers to a detailed plan for reusing an old site or building for a purpose other than which it was originally designed for. Adaptive reuse seeks to preserve existing buildings by retrofitting spaces for new uses while retaining much of the original features of the structure, and making use of existing infrastructure and transportation networks. Adaptive reuse plans are prepared by preservation professionals.
<b>Bed &amp; Breakfast</b>	A guest house or small hotel offering sleeping accommodations and a morning meal. This does not include owners of single family homes renting individual rooms.
<b>Bike Parking – Long Term</b>	A volume of space that can accommodate locked storage of one or more bicycles or an area located inside a building where bicycles can be stored. Generally for longer term storage of bicycles.
<b>Bike Parking – Short Term</b>	A fixture to which one or more bicycles can be securely locked. Generally for 2 hours or less.
<b>Catalyst Site</b>	<p>The catalyst site is defined as the first entitled project within the TOD zone and has the following characteristics:</p> <ol style="list-style-type: none"> <li>1. The catalyst site shall be a minimum of one acre and shall contain no less than 65 dwelling units per acre;</li> <li>2. This site is permitted to be all residential, acting as a catalyst to further development in the zone. The catalyst site is permitted to be all residential (not mixed use) but is not required to be all residential; and</li> <li>3. Should the first entitled project be withdrawn after entitlement, the next entitled project may be all residential only if there have been no other large scale projects entitled or developed in the zone. As a residential only project, the catalyst site may be exempt from the following development standards:               <ol style="list-style-type: none"> <li>i. Wrapped parking structure (23.111.040.A.8.z), however any proposed parking structure shall include design and landscape features to mitigate the visual impacts of the parking structure;</li> <li>ii. 15’ Ground floor to ceiling height (Sections 23.11.030.E and 23.111.040.5.d); however no less than 10’; and</li> <li>iii. Commercial at ground floor (Section 12.11.030.E.15), however any proposed first floor residential shall include architectural features designed to create consistency with the TOD first floor commercial streetscape.</li> </ol> </li> </ol>
<b>Child/Parent</b>	“Child” and “Parent” shall have the same meaning as defined in California Probate Code Sections 26 and 54, respectively. In the event of any renumbering or repeal of Sections 26 and/or 54, the successor definition(s) provided pursuant to the provision shall apply.
<b>Courtyard</b>	An open space created by a minimum of 3 sides of a courtyard building and used for private recreation in residential developments.
<b>Courtyard Housing</b>	Building type consisting of residences that can be arranged in several possible configurations: townhouses, townhouses over apartments, apartment over apartments, where an apartment occupies a single floor.
<b>Electric Vehicle Charging Stations</b>	<p><u>Level 2: 240-volt:</u>            Level 2 requires charging equipment to be purchased and installed and provides about 10-20 miles of range per hour of charge. From empty, a full size battery electric car takes about 4-7 hours to recharge.</p>

	<u>DC Fast Charging: 440-volt:</u> DC fast charging provides up to an 80% charge in about 30 minutes.
<b>Entitled Project</b>	Entitled project shall mean a project that has obtained final approval of all necessary planning and other land use approvals.
<b>General Retail</b>	A business or person who sells goods to an individual consumer as opposed to a wholesaler or supplier, who normally sell their goods to another business. Any retail transaction, which has a good sold, is taxable by the State Board of Equalization.
<b>Green</b>	Available for informal active and passive recreation. A green may be spatially defined by ground plan landscape and informal trees and/or buildings.
<b>Hostess Bar</b>	Hostess clubs are nightclubs where staff cater to and/or engage with customers seeking drinks and/or attentive conversation. Typically the staff will be scantily clad. These are also called “bikini bars,” “bee clubs,” and other similar descriptions.
<b>Live/Work</b>	Integrated residence and working space, occupied and utilized by a single household in a structure that has been designed or structurally modified to accommodate joint residential occupancy and work activity. However, such residential use shall only be allowed on the second floor or above of said live/work space. The interior residential portion shall be clearly separated and not be visible from the commercial space.
<b>Medical Offices/ Services</b>	An office or health facility providing health services including, without limitation, preventative and rehabilitation treatment, diagnostic services, testing and analysis. This use includes offices providing medical, dental, surgical, rehabilitation, podiatric, optometric, chiropractic and psychiatric services, and medical or dental laboratories incidental to these offices, but exclude inpatient services and overnight accommodation.
<b>Mixed Use</b>	The combination of non-residential and residential uses in the same structure or on the same site, where the residential component is located either above (vertical mixed-use) or behind or next to (horizontal mixed-use) the non-residential component.
<b>Neighborhood Market</b>	A retail store specializing in fresh produce and staples including bread, cereal, dairy products, and may include a deli counter. More than 75% of floor plan shall be devoted to food sales.
<b>New Construction</b>	New construction means any new ground up building, or any additions/renovations of more than 50% of existing ground floor building square footage, or any major remodel projects of buildings that are over 10,000 square feet and or any major remodel of the Packing House building as part of an adaptive reuse plan.
<b>Nightclub</b>	Any bar, cocktail lounge, discotheque, or similar establishment which provides live entertainment (music and/or dancing, comedy, etc.) in conjunction with alcoholic beverage sales. Includes bars, taverns, pubs, karaoke bars, and similar establishments where any food service is subordinate to the sale of alcoholic beverages.
<b>Office Use</b>	A place of business providing administrative business professional services such as insurance agencies, real estate offices, law offices, architectural or design offices, accounting services, travel agencies, etc. This includes government offices, and postal facilities and businesses engaged in the production of intellectual property such as advertising agencies, computer software production and programming services, educational, scientific and research organizations, media postproduction services, photography and commercial art studios, and writers and artists offices. This definition does not include “banks and financial Services.”
<b>Ownership</b>	Ownership shall mean the ownership of 51% or more interest of a business or real property, including all land, structures, and other interest in the property.

<b>Personal Services</b>	Personal services are any businesses where services are provided or performed through direct physical contact between patron and employee. These include but are not limited to: barbers, beauticians, aestheticians, cosmetologists, nail salons, tanning salons, massage therapists, and tattoo parlors/body modification studios. They do not include doctors, dentists, chiropractors, or other state-licensed medical professionals.
<b>Plaza</b>	An open area usually located near buildings and often featuring walkways, trees and shrubs, places to sit, and sometimes shops
<b>Primary Use</b>	Five (5) years from the effective date of this Ordinance, Primary Use shall mean the main use which occupancies at least 70% or more of the total building area.
<b>Retail and/or Commercial Uses</b>	Uses as listed as Retail/Commercial Uses in Table 1 herein.
<b>Secondary Use</b>	Secondary uses are uses located in the same building as the primary use but which take up less than 70% of the total building area. Secondary uses may also be “accessory uses” as defined in Section 23.04.030 of the PMC and which means “a use incidental, appropriate, subordinate and devoted exclusively to the main use of the lot or building.”
<b>Studio</b>	A place for the study or practice of an art, skill or specific fitness activity (such as dancing, singing, acting, cooking, yoga, palates, spinning, etc.). Typically this is one room devoted to the activity and where there is a limited number of teachers, all teaching the same skill or activity.
<b>Telecommunication Cell Tower</b>	A cell tower not including building used for telecommunication businesses.
<b>Transit Oriented Development (TOD)</b>	Transit-oriented development, or TOD, is a type of community development that includes a mixture of housing, office, retail and/or other amenities integrated into a walkable neighborhood and located within a half-mile of quality public transportation.
<b>Wrapped Parking</b>	A building parking design that completely conceals on all sides a parking garage that is designed for occupancy by retail, service, office, and/or residential uses, or for an all residential development.

**Admin Draft City Council Old Town District Study Session 2 of 2**  
**TOD Packing House District and**  
**Old Town Placentia District**  
**Public Realm Design Standards**  
**December 13, 2016**

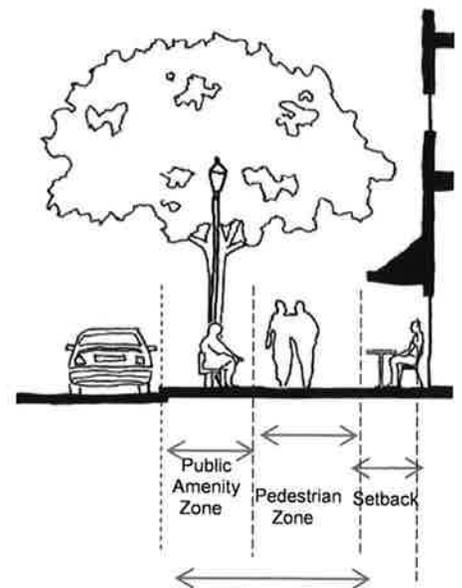
The Transit-Oriented Development (TOD) Packing House District and Old Town Placentia Public Realm Design Standards are intended to enhance the physical safety, comfort and convenience of the pedestrian realm as well as the aesthetic character and quality of the pedestrian experience in the TOD Packing House and Old Town Placentia Districts. Elements defined in these guidelines should be coordinated and serve as a unifying thread between the two areas. These design standards will be used to design and specify detailed engineered streetscape improvement plans for the TOD and Old Town Placentia Districts. The pedestrian realm refers to the public sidewalk area and any adjoining public parkways (or right of ways), parks and plazas. The pedestrian realm is reserved specifically for pedestrian use and serves as the interface between the buildings and uses on private property and the street right-of-way, providing both connections and buffers. As such, the design of the sidewalk and the elements within it are critical for the creation of an active, pedestrian friendly environment: an environment that encourages walking, cycling and public transit as attractive and effective modes of transportation.

For purposes of these design standards, the pedestrian realm has been subdivided into two functional zones: the Pedestrian Zone and the Public Amenity Zone (see diagram below). Each zone plays a slightly different role as defined below. Also see the various cross sections at the end of this document.

**Pedestrian Zone.** The pedestrian zone is the middle section of the sidewalk, of which the primary function is to accommodate the efficient movement of pedestrians. As such, it needs to provide an unobstructed, linear sidewalk space that is free of street furniture, street trees, planters, and other vertical elements such as light standards, fire hydrants and transit facilities, and shall be wide enough to accommodate projected volumes of pedestrian traffic.

**Public Amenity Zone.** The public amenity zone is the section of the public sidewalk that adjoins the street and buffers pedestrians from the adjacent roadway. This zone is the appropriate location for the majority of the public facilities and streetscape amenities that enhance and serve the pedestrian zone, including features such as street trees, landscaping, street lights, transit stops, fire hydrants, benches, public art, and other street furniture and amenities.

Figure 1 Pedestrian Realm



8-foot Right of Way

## A. Pedestrian Realm – General

### 1. Sidewalk Width for Combined Pedestrian and Public Amenity Zones

*Intent: To dedicate adequate space to support a safe, comfortable, attractive, and robust pedestrian environment sufficient for the desired level of pedestrian activity.*

- a. **Width.** Sidewalk width shall be no less than 9 feet adjacent to the north side of Crowther Avenue (North Crowther) and shall be no less than 8 feet adjacent to the south side of Crowther Avenue (South Crowther) and adjacent to other Rights of Way. This includes the area dedicated to the pedestrian zone (5 feet minimum North Crowther and 4 feet minimum South Crowther) and public amenity zone (4 feet minimum North Crowther and 3 feet minimum South Crowther). Sidewalk widths of 9 feet or greater generally provide space for pedestrian amenities and provide for a leisurely walking pace without vehicle traffic dominating the pedestrian realm.

Sidewalk width along Bradford Avenue between Chapman Avenue and Center Street shall be no less than 10 feet, and on Bradford Avenue between Center Street and Santa Fe Avenue sidewalk width shall be no less than 11 feet.

Sidewalk width along Santa Fe Avenue between Bradford Avenue and Main Street shall be no less than 11 feet, and along Santa Fe Avenue between Main Street and Melrose Street sidewalk width shall be no less than 16 feet.

- b. **Curb Extensions.** Curb extensions at intersections expand the pedestrian zone where pedestrians are likely to congregate while waiting for transit or to cross the street. It is important to ensure that curb extensions do not interfere with vehicular traffic and bike lanes. These make it safer for pedestrians.
- c. **Elements Prohibited in Pedestrian Realm.** Merchants are prohibited from using the public right-of-way in front of their business for displaying merchandise or signs. They may use the setback area as defined by the development standards (0-15' setback area). Outdoor dining is encouraged and can be placed in the private setback area and could be allowed with an Encroachment Permit onto public right of way. Encroachments are allowed to encroach within the public Right of Way pursuant to Chapter 23.111 of the Placentia Municipal Code (TOD Regulations) and Chapter 23.112 of the Placentia Municipal Code (Old Town Placentia Regulations).



*Example of Curb Extensions*

## **2. Sidewalk Paving**

*Intent: To define and enhance the pedestrian environment and the quality and safety of the pedestrian experience through the use of consistent, coordinated, attractive, and high-quality paving surfaces.*

- a. **Sustainable Materials.** Recycled and/or locally-sourced paving materials should be specified whenever feasible in order to minimize resource depletion and energy to transport. Examples include pavers, decorative stamped concrete, colored concrete, permeable pavers and other pervious materials.
- b. **New Development/Redevelopment.** All new development and redevelopment will be required to construct new sidewalks and/or sidewalk widening per the specifications of these design standards and city approved roadway plans.
- c. **Decorative Paving.** Decorative paving materials should be provided at bulb-outs, driveway entrances where there are breaks in the sidewalk, and marked crosswalks (i.e., at Crowther Avenue and Melrose Street) and (Santa Fe Avenue and Bradford Avenue) to delineate access points and to provide an aesthetic transition between the pedestrian and vehicular realms.
- d. **Accessibility and Safety.** The design and composition of sidewalk paving must maintain smooth and level surfaces that meet ADA requirements, are durable, and have a non-slippery surface when wet.
- e. **Stormwater Management.** The use of permeable or porous pavement in the amenity zone, including bioswales, is encouraged whenever feasible as a means of reducing and treating storm water and increasing water volume to the root zone of street trees. Permeable paving is also



*Example of decorative and permeable paving.*

encouraged in the pedestrian zone to minimize the flow of untreated water into gutters.



*Example of Pedestrian Realm with bioswales in the Amenity Zone.*

## **B. Pedestrian Zone**

*Intent: To accommodate convenient and comfortable pedestrian circulation, with sidewalk designs proportional to pedestrian traffic levels.*



*Example of Pedestrian Zone flanked by outdoor seating in the setback area and benches, bike racks, trees and other amenities in the Amenity Zone.*

- 1. Width Proportions.** The pedestrian zone should comprise at least 50 percent of the right of way width but never be less than 5 feet, whichever is greater.

2. **Clearance.** The pedestrian zone should not be obstructed with street furniture, utility poles, traffic signs, trees, etc., in order to maintain a minimum sidewalk width for pedestrian through-traffic and ADA clearance requirements.
3. **Minimum Vertical Clearance.** The Pedestrian Zone should maintain a minimum vertical height clearance of 8 feet for pedestrians and 14 feet for vehicles where vehicular access is provided, clear of overhanging tree limbs, protruding fixtures such as awnings, signs, or other horizontal obstructions.

### C. Public Amenity Zone

*Intent: To provide space and amenities within the Pedestrian Realm that contribute to pedestrian comfort, convenience, safety and interest, and encourage walking.*



*Example of Public Amenity Zone, providing seating, shade and flower pots.*

1. **Width Proportions.** The amenity zone should comprise at least 50 percent of the sidewalk width, but never less than 3 feet, whichever is greater. A minimum of 4 feet is preferred. While 3 feet is sufficient for shade trees, tree wells should include a root barrier system to minimize root damage to sidewalks and may require 4 feet.
2. **Appropriate Uses.** Public utilities and street furniture generally should be consolidated in the amenity zone to keep them from becoming obstacles in the pedestrian zone. This includes, but is not limited to street trees, planting strips, street furniture, bicycle parking, utility poles, public art, signal poles, signal and electrical cabinets, signs, fire hydrants, etc.
3. **Distribution and Concentration.** Whereas the function of features such as light standards, street trees and waste/recycle receptacles requires an even distribution along the length of a street, street furniture should generally be located in high activity areas where people can be expected to congregate,

such as transit stops, major building entrances, plazas, and retail and entertainment areas.

4. **Continuity.** Street furnishings should provide a continuity of streetscape features along the length of a street. At a district scale, coordinated design, type, color and material of street furniture contributes to a sense of community identity, complements the context of existing buildings and landscape and reflects and strengthens the local character of the TOD Packing House and Old Town Placentia Districts. Although these furnishings need not be exactly the same in both areas, they should be selected for compatibility across both areas.
5. **Variety.** Public streetscape furnishings should include a variety of amenities and selection of materials that add interest to the pedestrian environment.
6. **Setback from Curb.** Elements within the amenity zone generally shall be setback at least 1.5 feet from the face of the street curb to avoid conflict with on-street parking (e.g. car doors, passenger loading, etc.).
7. **Location of Utilities.** Utility vaults, transformers, and other utility access points should be located out of the sidewalk area, and in the private property area. Above ground utility boxes, control panels, etc. should be discouraged or located outside of the pedestrian realm, and should have a standardized color where possible. All utility facilities shall be located on private property and screened from view with the exception of traffic signal cabinets.
8. **Undergrounding of Utilities.** In order to reduce conflict with pedestrian movement and improve the aesthetic character of the public realm, all existing overhead utilities located on private property shall be converted to underground facilities. This will require the undergrounding of additional overhead facilities located within the public right-of-way connected to those serving private properties. All utility undergrounding will require coordination with affected utility companies and the work shall be completed when new construction occurs and will be at the developer's expense and to the satisfaction of the utility companies. Undergrounding projects should maximize space available for street tree planting.
9. **Storm water Management.** The use of permeable or porous pavement and landscape designed to treat and attenuate storm water flow in the amenity zone is pursuant to the Water Quality Management Plan (WQMP) as a means of reducing storm water runoff rates and volumes. Use of permeable surfaces are encouraged in both private and public realms.
10. **ADA Clearance at Bus Stops.** Bus stops shall maintain a 5 x 8 foot clear area for universal access and shall meet all Orange County Transportation Authority requirements for bus stops and bus pads.

## D. Street Furnishings and Amenities

*Intent: To help animate the pedestrian realm, support public use, contribute to the social and economic vitality of the TOD Packing House and Old Town Placentia Districts, and establish the character and identity of the area.*

### 1. Seating

*Intent: To provide as much formal and informal seating as possible to increase the number of opportunities for people to socialize and spend leisure time outdoors along public streets.*

- a. **Design.** Benches should be attractively designed to further promote pedestrian use. The benches should be fixed in place and constructed of durable and low-maintenance materials. Benches at bus stops should be incorporated into the design of the bus shelter. The selected bench design shall also be of a style that discourages skateboarding on the bench and rails and does not permit users to lay down on the length of the bench.



*Example of desired seating types in the TOD Packing House and Old Town Placentia Districts.*

- b. **Informal Seating.** The creation of seat walls, steps, and planters that can serve as informal seating areas is encouraged as a means of expanding the seating potential and providing diverse opportunities for social interaction.
- c. **Universal Access.** Street furniture needs to be designed for universal access, to facilitate use by those of all ages and abilities and shall comply with all applicable ADA standards.

### 2. Bicycle Racks

*Intent: To provide for a convenient, safe and user-friendly place for cyclists to leave their bicycles to encourage bicycling as a means of transportation.*



- a. **Distribution.** Bicycle parking generally should be accommodated with a number of smaller racks distributed along the length of a block, rather than one or two large concentrations of bike racks.
- b. **Placement.** Bicycle racks should be located so that parked bicycles do not block the travel path of pedestrians, infringe upon seating areas or block ingress and egress to parked vehicles. Bike racks should also be placed where there is adequate distance in front and back to attach the front wheel to the rack in either direction.
- c. **Prominent Location.** Bicycle racks should be located in prominent locations within the public amenity zone that are clearly visible to cyclists from the street and from adjoining buildings and public spaces. Placement in view of doors and windows will ensure adequate surveillance from building occupants and visitors. Bicycle parking should not be located in isolated areas, dark locations, or garage recesses.
- d. **Adequate Space.** Due to the space required for bicycle parking, curb extensions are good locations to site bicycle racks, as long as the facilities do not interfere with pedestrian circulation. Providing space for bicycle parking should be considered a design criterion when designing curb extensions. It is important to ensure that curb extensions do not interfere with traffic and bike lanes.
- e. **Design.** Bike racks should be designed to allow the bicyclist to secure the bicycle frame to the device at two points of contact (including both the frame and front tire together with a standard U lock). Appropriate bicycle rack designs include the inverted U, the ribbon type rack, or the corkscrew. The design of bike racks should be encouraged to be a form of public art that is both creative and functional.

*Examples of desired bicycle racks in the TOD Packing House and Old Town Placentia Districts.*



### 3. Waste and Recycling Receptacles

- a. **Distribution.** Separate trash and recycling receptacles should be located regularly at intersections, near major building entrances, near bus stops

and the Metrolink Station, public parking structures/lots and adjacent to outdoor seating areas.

- b. **Design.** Each receptacle should accommodate recycling, prevent wind, rain and birds from entering the container, facilitate convenient access to the liner, and must be anchored to the pavement. Preference shall be given to solar-powered trash receptacles, which provide automatic compacting and significantly reduce the frequency that receptacles need to be emptied.



*Example of solar powered trash receptacles*



*Example of desired trash receptacle in the TOD Packing House and Old Town Placentia Districts*

- c. **Style and Color.** The style and color of the City's trash receptacles should be coordinated with the selected bench design and be consistent throughout the districts.

#### **4. Planter Boxes and Pots**

*Intent: To add color and unity to the Amenity Zone through potted ornamental trees, flowers and shrubs.*

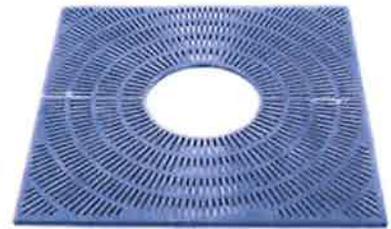
- a. **Planter Dimensions.** Planter dimensions may vary depending on the root ball size of the proposed plants as well as the site-specific conditions. However, to avoid pedestrian congestion, no planter should be larger than 25% of the entire sidewalk width.
- b. **Design.** Planters shall be supplied with a drainage hole in the bottom. While a variety of different sizes in groupings may be used, planter colors and styles should complement the adjacent building architecture.

- c. **Installation.** Planters should be level and anchored. Planting installation should allow for an adequate layer of a gravel base, insulated soil mix, and a topping mulch and/or groundcover.
- d. **Plant Species.** Planters should incorporate an evergreen component for year round interest and require low water usage.
- e. **Irrigation.** Drip lines should be routed to the planters and connected to irrigation clocks, to ensure efficient irrigation and maintenance.

## 5. Tree Grates

*Intent: To protect trees and reduce safety hazards.*

- a. **Use with Tree Wells.** Tree grates should be used in all tree wells that are surrounded by paving, unless the wells are specifically designed for accent planting. In areas with lower levels of pedestrian activity, bare soil with mulch covering, decomposed granite or gravel instead of tree grates may be permitted.
- b. **Added Fixtures.** Grates that allow for integrated tree guards, decorative lighting, electrical fixtures and auxiliary power (for special events, holiday lighting, or maintenance) are encouraged where appropriate.



*Example of tree guard (on left).*

## 6. Bollards

*Intent: To prevent vehicles from entering pedestrian zones and to mark pathway entries at public-private interfaces.*

- a. **Emergency Access.** Bollard placement and design should be coordinated with emergency vehicle access. Removable bollards shall be installed at specific locations to allow street closures for public events.
- b. **Style and Color.** Bollard style and color should match the selected pedestrian bench and be consistent throughout the district.

## 7. Bus and Transit Stops

*Intent: To encourage and support the transit-oriented character of the TOD Packing House and Old Town Placentia Districts by providing attractive, safe and quality public amenities at bus stops.*

- a. **Prominently Signed.** All transit stops should be prominently signed and all pertinent route and schedule information, including major connecting services, should be posted.
- b. **Seating and Shelter.** All bus and transit shelters should provide seating and protection from the sun, wind and rain.
- c. **Design.** Transit and bus shelters and other amenities should be distinctive through strong architectural design that reflects the character of the district.
- d. **Energy Efficient.** Transit and bus shelters should be designed to be fully solar powered.

## 8. Light Standard/Poles and Fixtures

*Intent: To ensure that public safety and security criteria are met through sufficient lighting, and that the design of light fixtures and the quality of the illumination add visual interest to the streetscape and contribute to the overall character and attractiveness of the street.*

- a. **Lighting Style.** A single consistent style and size of pole and fixture should be used within each district to create a unifying scheme of illumination that is appropriate to the scale of the street and the level and character of nighttime activity. Pole and fixture design should be coordinated with other street furniture and amenities to establish an attractive and unified design character. Street lighting shall primarily be oriented towards pedestrians. New street light poles should provide for pedestrian and street lighting, and include armature or fixtures that allows for the hanging of flower baskets, artwork, banners, holiday lights, etc. to add character and identity to the district. Lighting standards should be equipped with electrical outlets suitable for spider boxes.



- b. **Height.** The height of light fixtures generally should be kept low to promote a pedestrian scale and to minimize light spill to adjoining properties. Light standards should not exceed 12 to 15 feet in height from grade to light source. However, dual purpose light fixtures may be used to provide lighting for both the pedestrian and vehicular realms, which would allow for higher light standards to serve the street.

- c. **Spacing.** Generally, shorter light standards should be more closely spaced to provide appropriate levels of illumination, based on a lighting study and plan. Although in lower activity areas where lower lighting levels are acceptable, closer spacing may not be necessary.
- d. **Levels of Illumination.** Street lighting should focus on illuminating the pedestrian realm (e.g., sidewalks, paseos, plazas, alleys, transit stops), rather than the vehicular realm (i.e., the street). Levels of illumination should be responsive to the type and level of anticipated activity, without over-illuminating the area (i.e., bright, uniform lighting of all public right-of-ways is not desirable). The level of illumination for pedestrian areas generally should range from 0.5 foot candles in lower activity areas up to 2.0 foot candles in more critical areas. (A foot candle is a unit of illumination, measured at the distance of one foot from the source of light.)
- e. **Light Pollution.** Lighting shall be Dark Sky certified and generally focused down toward the ground, avoiding all unnecessary lighting of the night sky. In addition to standard street light poles, light sources that are mounted closer to and focus illumination directly onto the ground plane, such as bollard-mounted lighting, stair lighting, and wall- and bench-mounted down-lighting, are desirable. Light fixtures should include internal reflector caps, refractors, or shields that provide an efficient and focused distribution of light and avoid glare or reflection into upper stories of adjacent buildings.
- f. **Illumination of Conflict Areas.** Higher lighting levels should be provided in areas where there is potential for conflict between pedestrians and vehicles, such as intersections and crosswalks, changes of grade, public parking lots and areas with high levels of undesirable nighttime activity.
- g. **Color Balance.** Color-balanced lamps that provide a warm white illumination and realistic color rendition are recommended.
- h. **Energy Efficiency.** In order to conserve energy and reduce long-term costs, energy-efficient, Energy Star-certified LED lamps (or of equal efficiency) should be used for all pedestrian realm lighting, and hours of operation should be monitored and limited to avoid waste.

## 9. Street Trees

*INTENT: To ensure that the selection of street trees for the TOD Packing House and Old Town Placentia Districts are appropriate for the climate and conditions of Placentia, contribute to the creation of a walkable pedestrian environment and create continuity and identity within the district.*

- a. **Unified Tree Planting Scheme.** To optimize the beneficial effects of street trees, both aesthetic and as green infrastructure, emphasis should be

placed on establishing and maintaining a consistent and well-coordinated planting scheme within the district. A diversity of tree species may be used to prevent diseases from spreading, as long as a coordinated tree palettes used. All plantings should conform to city water efficiency landscape regulations.

- b. **Shade Trees.** In selecting the appropriate tree(s) for the TOD Packing House and Old Town Placentia Districts, species that provide large canopy shade coverage shall be selected to enhance the pedestrian experience and reduce the heat island effect.
- c. **Tree Size.** A 36 inch box tree should be selected if feasible, but no less than 24 inch box shall be used for the main tree canopy. Smaller tree varieties may be used as accent trees.
- d. **Horizontal Clearance.** Appropriate horizontal clearance is dependent upon species and subject to approval. Trees shall not be placed in such a way that they would completely block business signs in commercial areas. Generally, to maintain proper clearance and sight lines, street tree centerlines should be located no closer than:
  - i. 10-20 feet from a building façade, depending upon tree form
  - ii. 10-25 feet from the curb line of an intersection, depending upon tree form
  - iii. 5 feet from a driveway or alley
  - iv. 5 feet from fire hydrants, underground utilities, utility poles, and parking meters
  - v. 3 feet from sidewalk furniture
  - vi. 3 feet from curb adjacent to parallel parking
  - vii. 4 feet from curb for perpendicular and diagonal parking
  - viii. 15 feet from street lights
- e. **Tree Spacing.** The maximum spacing for street trees should not exceed 40 feet on center. The minimum spacing for street trees is 15 feet for trees with small mature size. The optimum spacing should be responsive to species type and canopy characteristics. As a general rule, the following spacing should be used:
  - i. Large canopy trees: 30 to 40 feet on center
  - ii. Medium canopy trees: 20 to 30 feet on center
  - iii. Small canopy trees: 15 to 20 feet on center
- f. **Pruning.** To maintain the health of trees (e.g. safety, longevity) and provide a pleasing form, existing street trees should be pruned per ANSI standards, and shall not be topped.
- g. **Vertical Tree Clearance.** Street trees should be selected that have a branching pattern and bottom canopy height at maturity - generally 14 feet

or higher - that will not completely obscure commercial signage and storefront windows or conflict with truck access. Lower branching heights may be appropriate in plazas or other open spaces.

- h. **Planting Conditions.** Efforts should be made to provide the best possible conditions for proper tree growth when planting new street trees, including ample soil planting depth, subsurface preparation, aeration, root protection, irrigation, and drainage. Newly planted street trees will need supplemental irrigation until they are established.
- i. **Tree Wells.** Trees can be planted in parkway planting strips or in individual tree wells. Tree wells are preferred in higher intensity areas with high levels of pedestrian activity, particularly cross traffic between on-street parking and adjoining buildings (e.g., retail uses, sidewalk cafes, etc.).
- j. **Tree Well Dimensions.** In order to promote tree health, tree wells should generally be 6 feet by 6 feet or larger. In constrained areas, the minimum acceptable tree well is 4 feet by 6 feet. As existing trees are replaced, existing tree wells should be expanded wherever possible.
- k. **Tree Grates.** Metal tree grates and tree guards should be used on all tree wells to protect trees, and allow for aeration and surface water collection. Tree grates should be flush with the pavement and shall be of a design that allows pedestrians to walk over them and allow for expansion of grates with tree growth.
- i. **Protecting Tree Roots.** In order to avoid damage to pavement, appropriate, deep-rooted trees shall be selected, and root barriers shall be installed in all instances.

## 10. Public Signage

*INTENT: To distinguish and brand the TOD Packing House and Old Town Placentia Districts from other areas of the City with thematic district signage at key locations in the public realm.*

- a. **Public Street Banners.** Street lights should include mounting brackets to hang banners for City-sponsored events or advertisements.
- b. **Wayfinding Signage Program.** A comprehensive wayfinding signage program is needed for the TOD Packing House and Old Town Placentia Districts that is coordinated with both districts, the Metrolink Station, and other points of



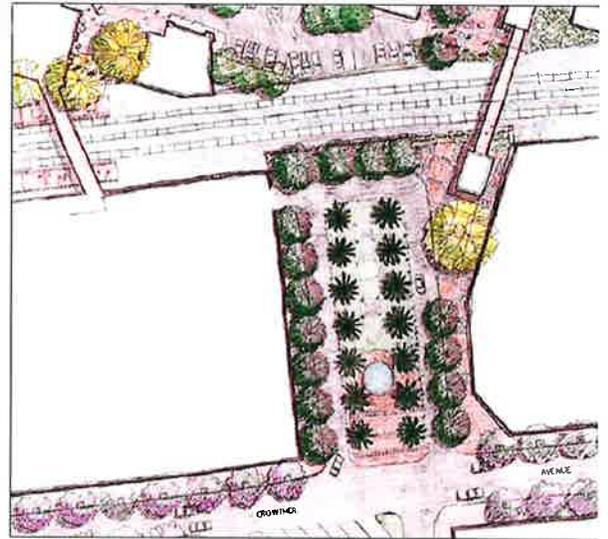
interest throughout the area.

- c. **District Archway Sign.** In both areas, District archway signage shall be included as a component of the wayfinding signage program, to create a sense of place and promote the identity of the TOD Packing House District and Old Town District. The TOD sign may either span Crowther, east of the 57 freeway or may span Melrose Street. The Old Town sign may either span Bradford Avenue, Santa Fe Avenue, or both. Separate funding and design work will be needed to complete this archway sign but it should be considered as an element of the wayfinding signage program.

## 11. Transit Plazas

*INTENT: To create a dramatic yet pleasant gathering and resting place in the TOD District that supports the Metrolink Station and surrounding businesses.*

- a. **Location.** Adequate square footage should be dedicated south of the transit station for a public plaza in the TOD District and near the Metrolink Station or the center of the Old Town District.
- b. **Size and Use.** Transit Plazas should be of sufficient size that allows for informal gathering and passive entertainment and at other times organized or formal events that may support new businesses and visitors to the districts.
- c. **District Identity.** The Plazas should help establish a unique identity for the area encompassing both the TOD Packing House and Old Town Placentia Districts by incorporating elements that celebrate the packing house heritage of this area. This may be accomplished through public art, citrus trees, and/or an open lawn area with a palm grove that recalls the earlier train station.
- d. **Views.** Transit Plazas should maintain sightlines over the tracks in either district. One can easily see across and use the pedestrian bridge that is accessible from both the Old Town plaza and the TOD District.
- e. **Pedestrian Orientation.** Transit Plazas should provide elements that foster an active and welcoming pedestrian environment. Elements may include decorative paving, shade structures, active water features, benches, lighting or lit elements, decorative plantings, bike racks, etc.



*Depiction of the Transit Plaza in the Placentia Westgate Specific Plan*

- f. **Bus Service.** A bus stop on Crowther located near or at the Transit Plaza will maximize the transit nature of this place and of the commuter rail activity.

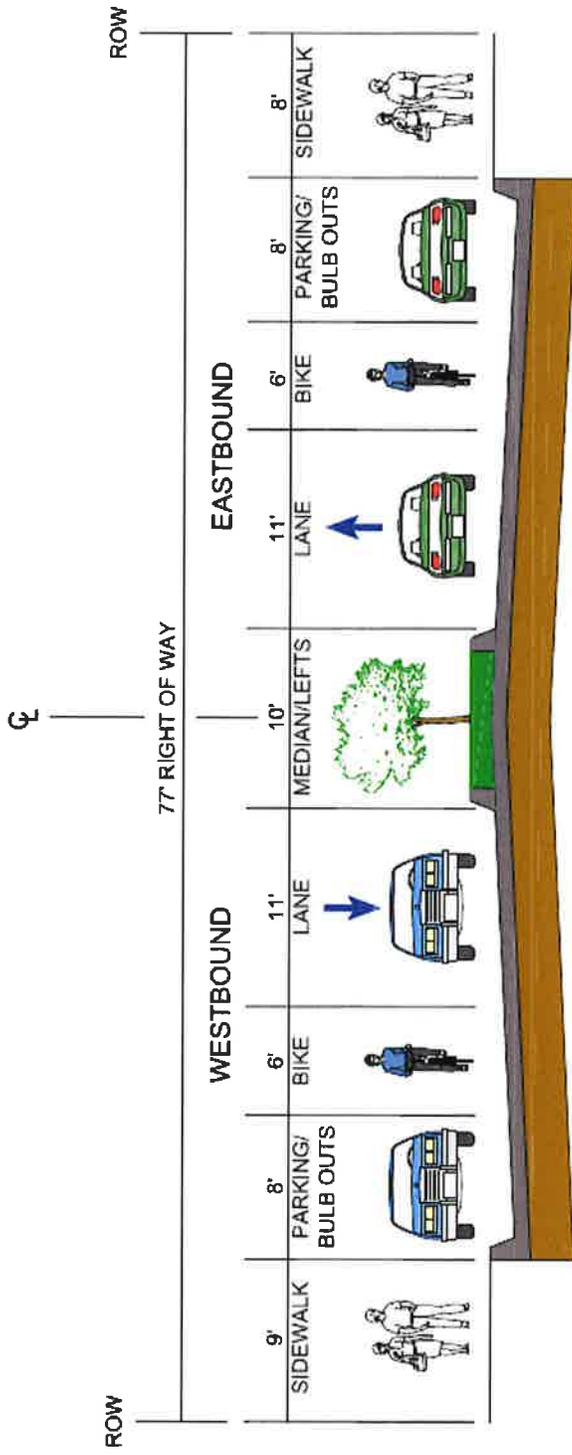
11. Graphic Depictions of the Public Realm



Figure 1, Option 1: Crowther Avenue Streetscape Photosimulation.



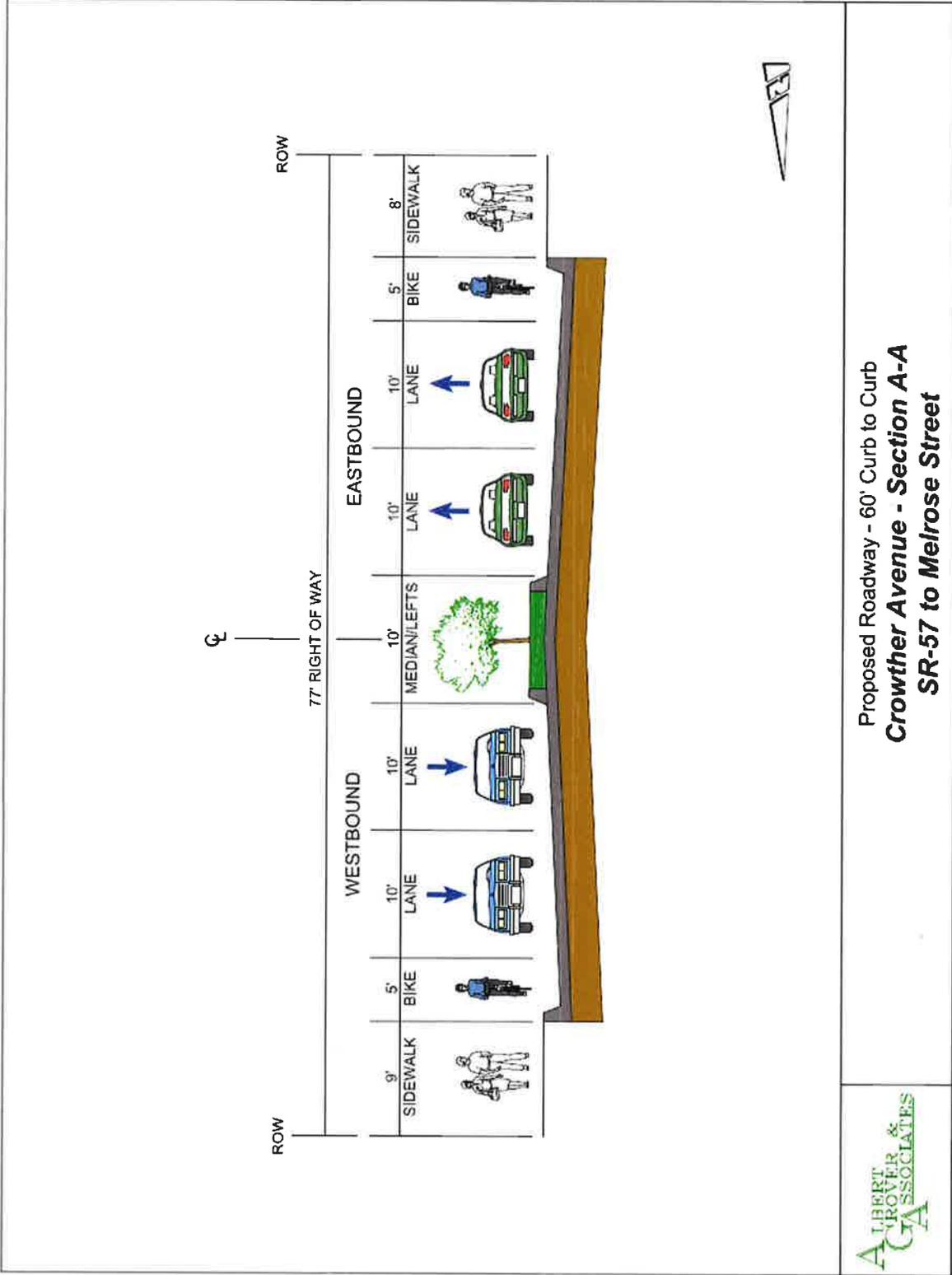
Figure 1, Option 2: Two Lane Crowther Avenue Streetscape Photosimulation.



Proposed Roadway - 60' Curb to Curb  
**Crowther Avenue - Section A-A**  
**SR-57 to Melrose Street**



Figure 2 CROWTHER AVENUE CROSS SECTIONS - SR57- Melrose -- Option with on-street parking



Proposed Roadway - 60' Curb to Curb  
**Crowther Avenue - Section A-A**  
**SR-57 to Melrose Street**

Figure 3 CROWTHER AVENUE CROSS SECTIONS - SR57- Melrose

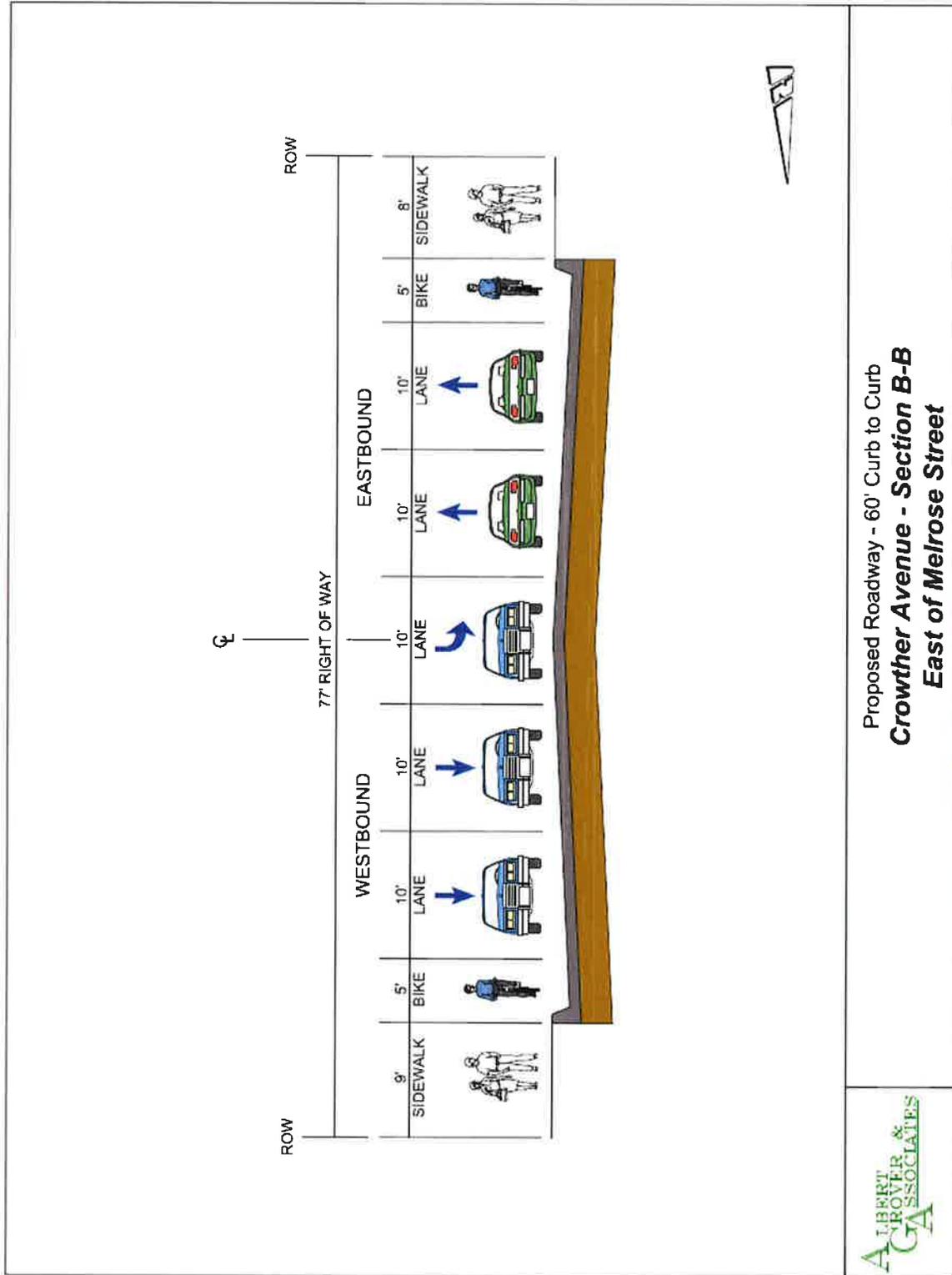
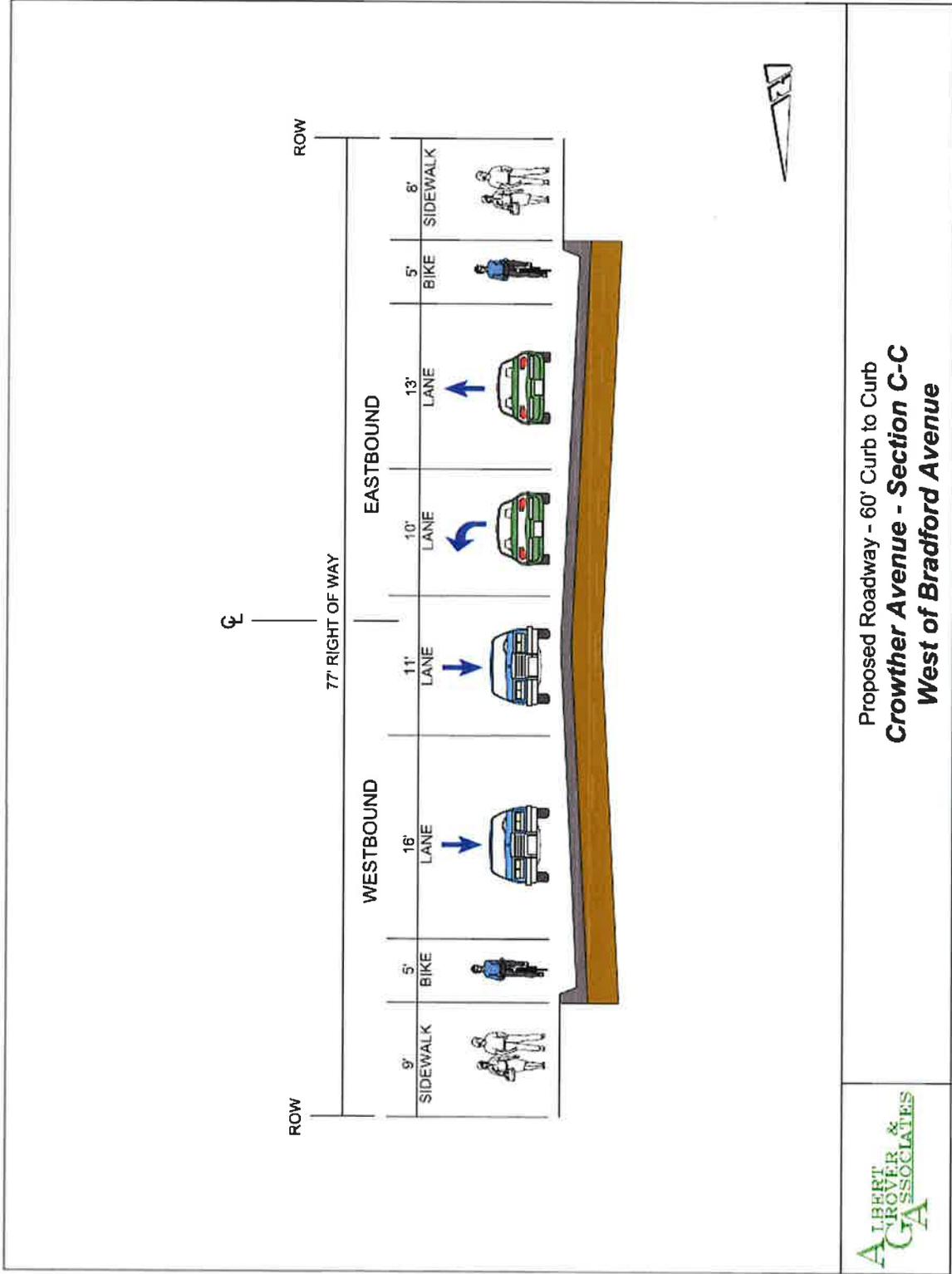


Figure 4 CROWTHER AVENUE CROSS SECTIONS – East to Melrose



Proposed Roadway - 60' Curb to Curb  
**Crowther Avenue - Section C-C**  
**West of Bradford Avenue**

Figure 5 CROWTHER AVENUE CROSS SECTIONS - West to Bradford Ave

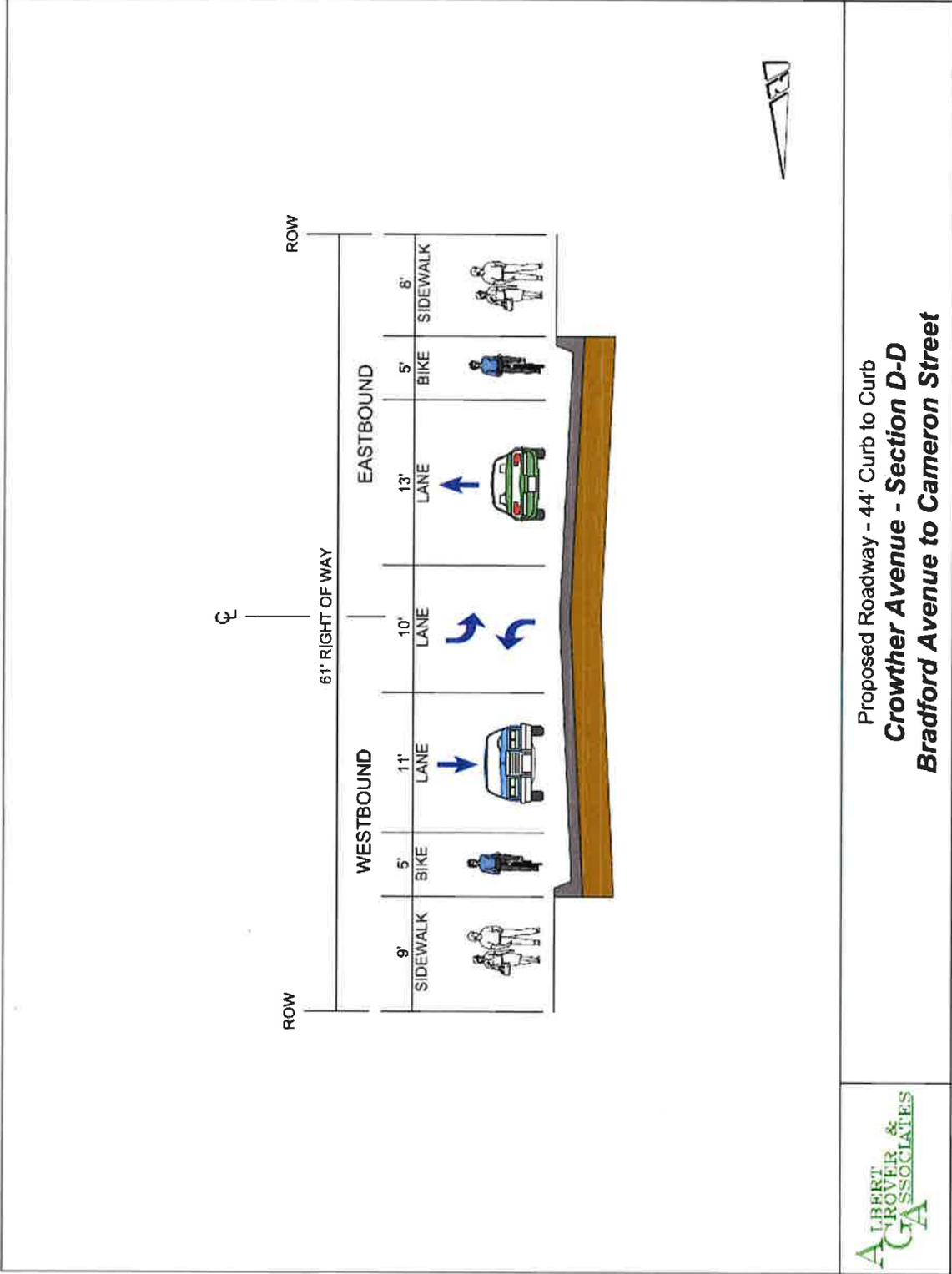


Figure 6 CROWTHER AVENUE CROSS SECTIONS - Bradford to Cameron

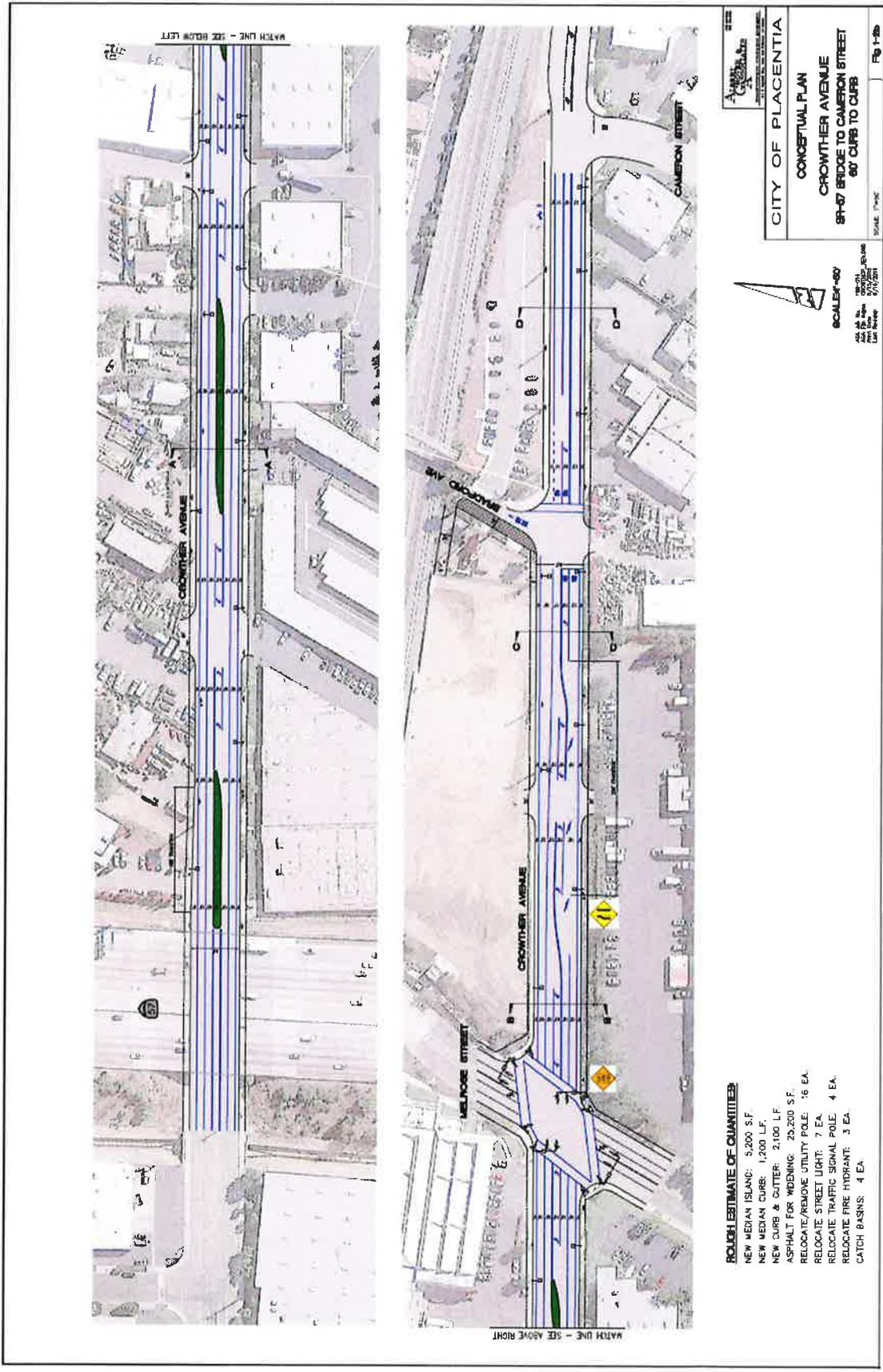
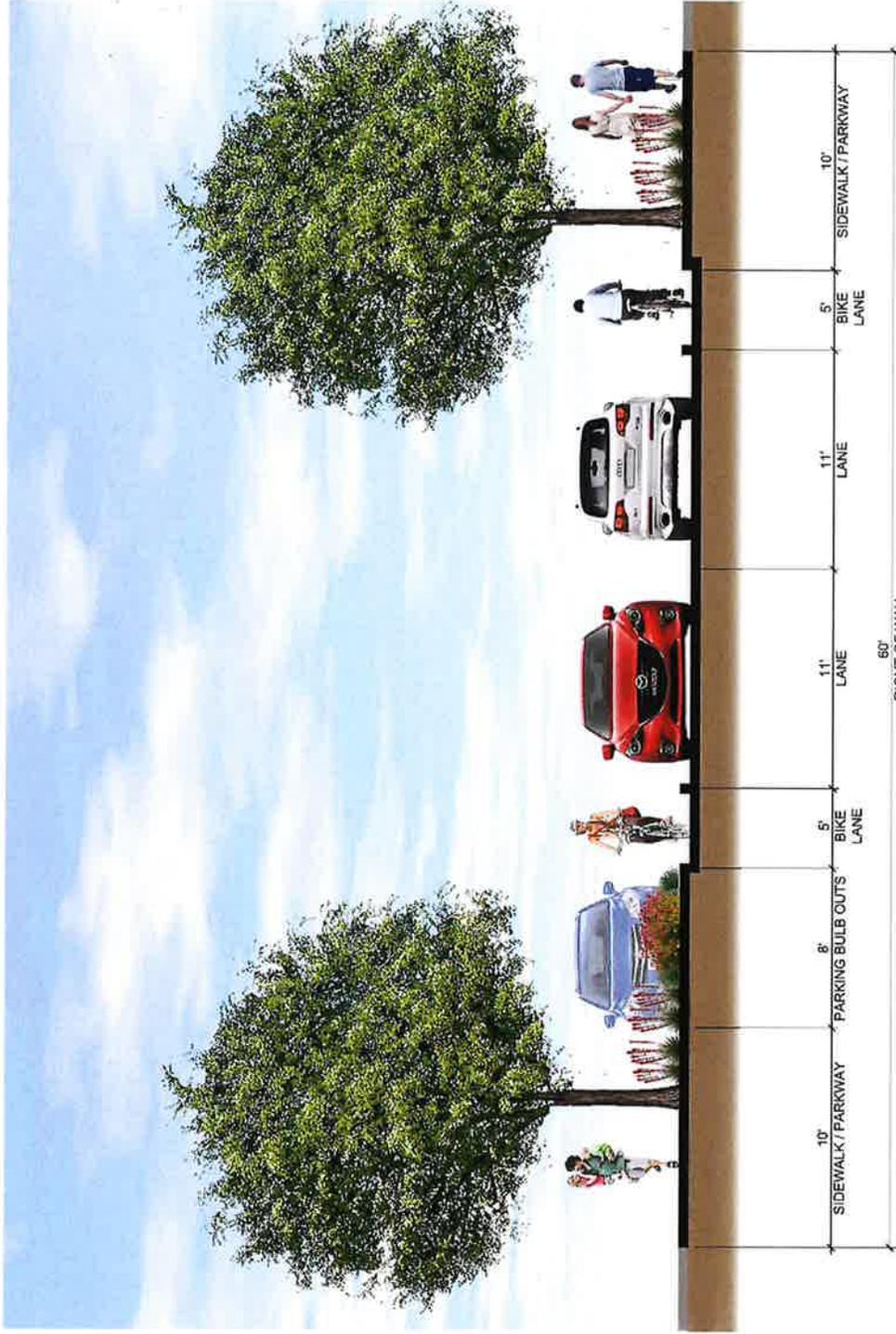


Figure 7 Conceptual ROW Plan Crowther Avenue



Figure 8 Bradford Avenue Looking Southbound from Chapman Avenue Streetscape Photo simulation



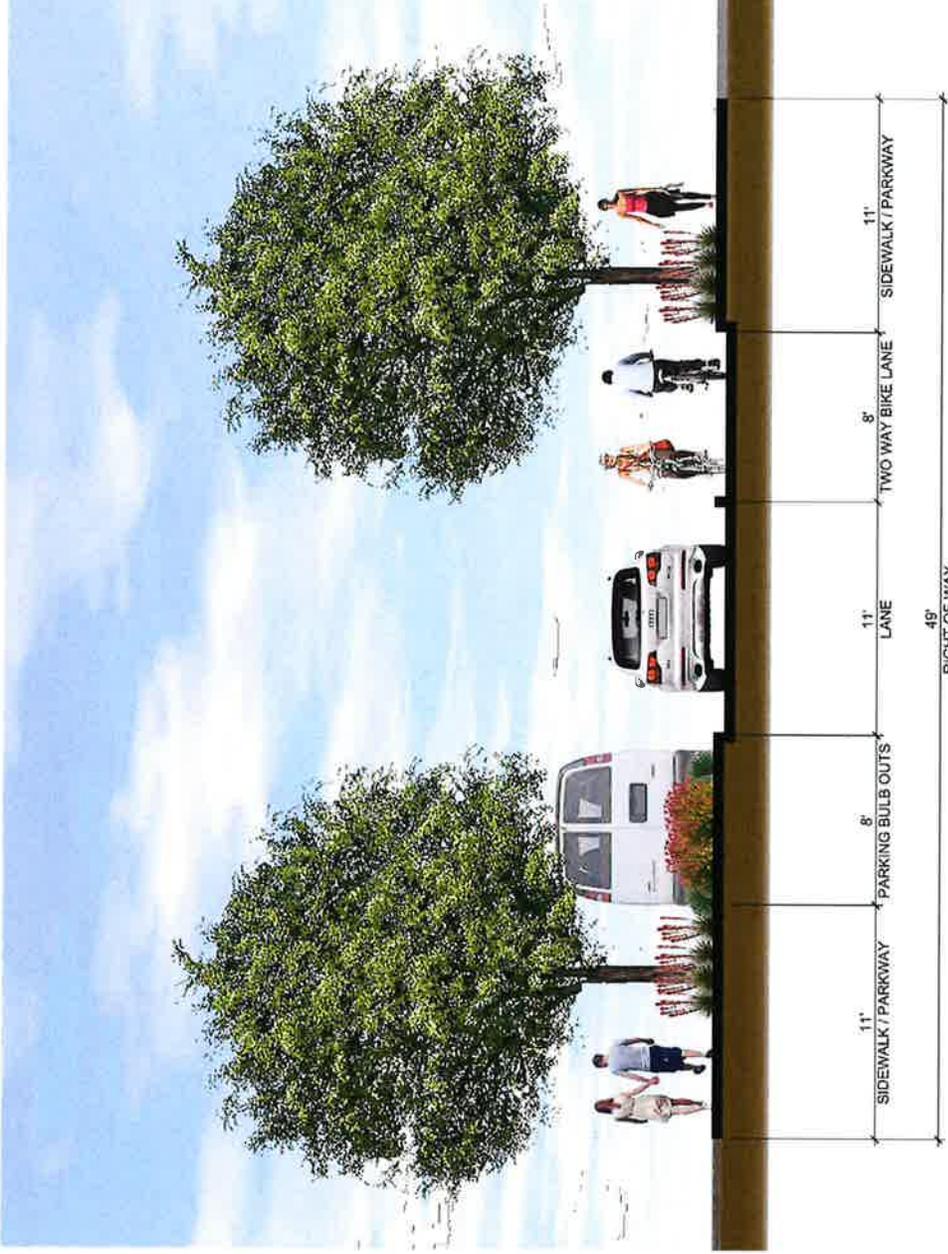
**BRADFORD AVENUE  
CHAPMAN AVE. TO CENTER ST. (SOUTHBOUND)**

**Section A - Bradford Avenue  
OLD TOWN PLACENTIA  
Placentia, CA**

**Figure 9 Bradford Avenue Looking Southbound from Chapman Avenue Cross Section**



Figure 10 Bradford Avenue Looking Southbound from Center Street Photo simulation



**BRADFORD AVENUE  
CENTER ST. TO SANTA FE AVE. (SOUTHBOUND)**

**Figure 11 Bradford Avenue Looking Southbound from Center Street Cross Section**



Figure 12, Option 1 Santa Fe Avenue Looking Westbound from Bradford Avenue Photo simulation



Figure 12, Option 2 Santa Fe Avenue Looking Westbound from Bradford Avenue Photo simulation



**SANTA FE AVENUE  
BRADFORD AVE. TO MAIN ST. (WESTBOUND)**

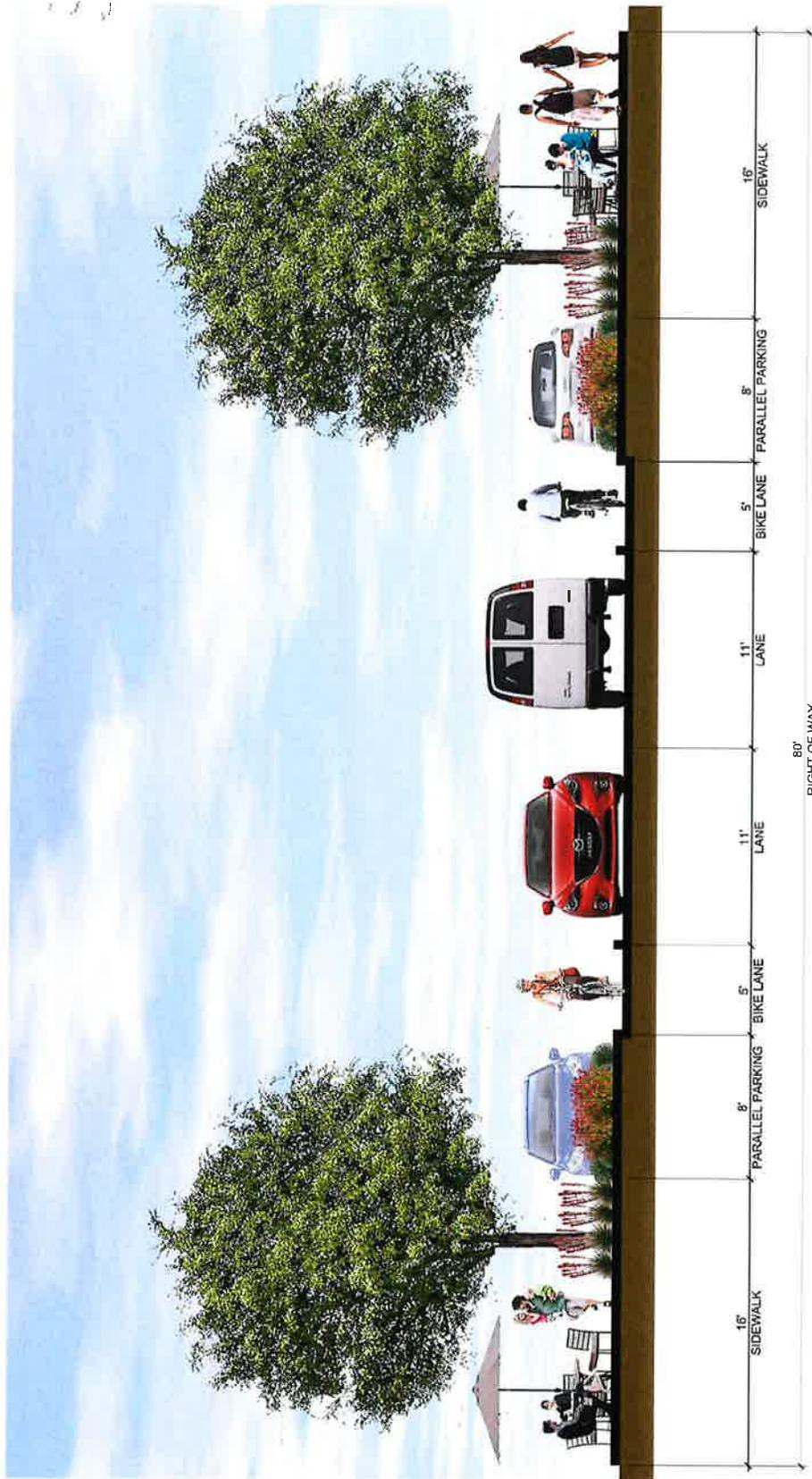
**Figure 13, Option 1 Santa Fe Avenue Looking Westbound from Bradford Avenue Cross Section**



**SANTA FE AVENUE  
BRADFORD AVE. TO MAIN ST. (WESTBOUND)**

anta Fe Avenue

Figure 13, Option 2 Santa Fe Avenue Looking Westbound from Bradford Avenue Cross Section



**SANTA FE AVENUE  
MAIN ST. TO MELROSE AVE. (WESTBOUND)**

**Figure 14, Santa Fe Avenue Looking Westbound from Main Street Cross Section**

# FUTURE METROLINK STATION & TRANSIT ORIENTED DEVELOPMENT DISTRICT

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## GROSS FISCAL IMPACT & ECONOMIC BENEFIT ANALYSIS *PLACENTIA, CA*

Prepared For:



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Placentia, CA 92870

Prepared By:



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**JUNE 2016**



The analyses, projections, assumptions, rates of return, and any examples presented herein are for illustrative purposes and are not a guarantee of actual and/or future results. Project pro forma and tax analyses are projections only. Actual results may differ from those expressed in this analysis.

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# 1.0 Executive Summary

## 1.1 Background & Purpose

City of Placentia ("City" or "Client") has retained Kosmont Companies ("Kosmont") to prepare a gross fiscal impact and economic benefit analysis ("Analysis") for a proposed Metrolink Station and Transit Oriented Development ("TOD") Packing House District ("Project") in the City. The Project is proposed to include a Metrolink commuter rail station (two platforms), a 255-space aboveground parking structure, a proposed 200 unit multi-family residential project, and other hypothetical future development adjacent and proximate to the proposed commuter rail station. The Project also covers the expanse of a roughly 2.4-acre City-owned site, which is planned for a potential TOD mixed-use development, as well as a proposed 215 unit multi-family residential project west and south of the proposed commuter rail station, respectively.

Kosmont has prepared this Analysis to estimate the primary annual gross fiscal revenues generated for the City, as well as direct, indirect, and induced economic benefits to the local economy resulting from the construction / renovation and ongoing operation of the Project.

## 1.2 Project Description

The proposed Project involves the revitalization and redevelopment of 27 parcels, which is an approximately 21-acre land area in the heart of the City's historic packing house and proposed TOD district. The proposed Project also includes an aboveground parking structure as well as proposed new development that may include up to 1,000 new dwellings as well as retail and office space. The Project site is generally located east of the 57 freeway, north of Orangethorpe Avenue, at the northeast corner of Melrose Avenue and Crowther Avenue adjacent to the Burlington North Santa Fe (BNSF) railroad tracks as well as other areas north of the BNSF railroad tracks and east and west of Melrose Avenue.

At the Project's core is the planned development of the new Placentia Metrolink station, the 13<sup>th</sup> station serving the 91 line, which will run from LA Union Station to downtown Riverside. The Placentia Metrolink station is expected to take 15 trips and accommodate 530 passengers daily. Adjacent stations to the proposed Placentia Metrolink station will include the Fullerton station and the West Corona station. The Placentia Metrolink station will be the closest station in proximity to California State University – Fullerton and will provide passengers with an alternative to the Fullerton Metrolink station, in addition to serving as a catalyst for the City's revitalization efforts of the Old Town Santa Fe District and TOD Packing House District.



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The Project site area (“Site”), generally located north of the proposed Metrolink station, is currently zoned Santa Fe Commercial, a designation established to enhance and promote the economic revitalization of Placentia’s original business district, use of historic architectural design, and mixed commercial and residential use. The Site, primarily within the TOD Packing House District, is zoned manufacturing. However, the proposed TOD Packing House District, is contemplating allowing medium to high density residential and mixed-use development to spur revitalization of the area, employment, and supporting services adjacent to the proposed Metrolink station.

Surrounding land uses include industrial and manufacturing south of the intersection of the railroad and the 57 Freeway, medium density residential southeast of the intersection between W. Chapman Avenue and the 57 Freeway (-north of the railroad tracks), as well as retail and office flanking S Bradford Avenue. Ultimately, the Project will provide a mix of land uses that supports transit, providing a high level of public amenities and housing for all economic segments, with a connection to Placentia’s Old Town Santa Fe District.

**1.3 Land Use Plan and Construction Cost Estimation**

An overview of the Project land use plan is delineated in Table 1.1. The proposed retail, office, and residential developments within the Project are estimated by Kosmont to cost approximately \$250 per square foot, totaling approximately \$243.8 million in construction costs. The additional municipal parking structure and train station costs are estimated at approximately \$34 million based on preliminary information provided by the City.

*Table 1.1: Land Use Plan and Construction Cost Estimation*

Private Development Components	Building SF	Estimated Construction Costs	
Retail	60,000 SF	\$250 PSF	\$15,000,000
Office	15,000 SF	\$250 PSF	\$3,750,000
Residential	900,000 SF	\$250 PSF	\$225,000,000
<b>Total Private Development</b>	<b>975,000 SF</b>		<b>\$243,750,000</b>
Estimated Parking Structure and Train Station Costs			\$34,000,000
<b>Estimated Total Construction Costs</b>			<b>\$277,750,000</b>
<b>Estimated Value of Additional Property Improvements</b>			<b>\$243,750,000</b>

Source: Kosmont Companies (2016)



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#### 1.4 Summary of Findings

At full buildout, the Project is estimated to generate approximately \$949,600 in annual gross fiscal revenues and approximately 255 permanent full-time equivalent (“FTE”) jobs on-site. Table 1.2 provides an overview of gross fiscal impacts and economic benefits.

*Table 1.2: Overview of Gross Fiscal Impacts and Economic Benefits*

<b>Annual Gross Fiscal Revenues</b>	<b>\$949,600</b>
30-Year Nominal Total	\$46,510,500
30-Year Present Value (6% discount rate)	\$19,175,700
<b>Direct Construction Employment</b>	<b>1,579</b>
<b>Direct / On-Site Permanent Jobs</b>	<b>255</b>

*Note: Impacts upon build-out and stabilization (except for construction employment). Present value discounted at 6%. All amounts in 2016 dollars.*

A discussion of the methodology and assumptions is provided on the following pages.



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Exhibit 1.1: Regional Map



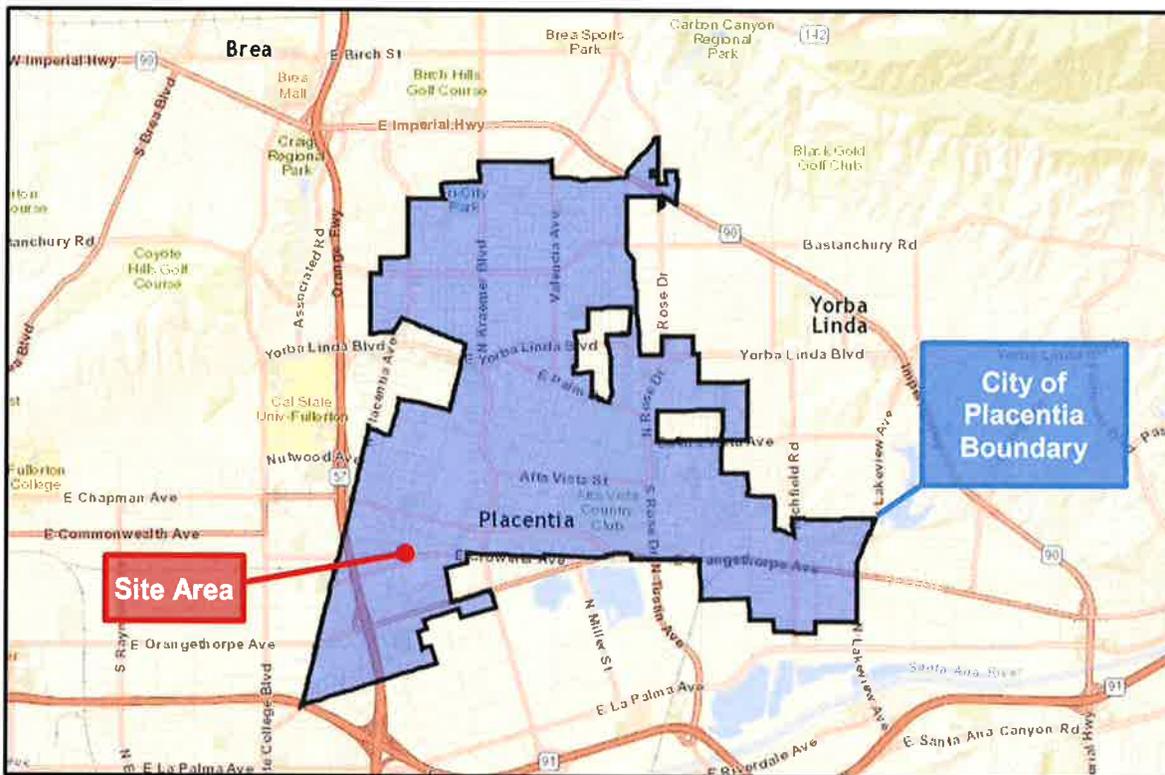
Source: ESRI (2016)



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Exhibit 1.2: Local Map



Source: ESRI (2016)



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Exhibit 1.3: Old Town Santa Fe & Transit Oriented Development Packing House District Map



Note: The region outlined in yellow resides in Placentia's Old Town Santa Fe district. The region outlined in blue resides in Placentia's TOD Packing House District.

Source: ESRI (2016)

## 2.0 Methodology

This Analysis is based on information provided by the City of Placentia, the IMPLAN Group, the Orange County Property Tax Assessor and Auditor-Controller, the California Board of Equalization (“BOE”), the U.S. Bureau of Labor Statistics (“BLS”), and ESRI.

### 2.1 General Assumptions

General assumptions are as follows:

- The Analysis measures gross fiscal and economic impacts (unless otherwise noted).
- Fiscal revenues are estimated for full build-out and stabilized occupancy.
- Dollar amounts are expressed in 2016 dollars.
- Construction employment figures are short-term, FTE jobs.
- On-site employment figures are permanent FTE jobs.

### 2.2 Fiscal Revenue Analysis

#### 2.2.1 Property Tax

Property tax revenues are estimated based on the incremental assessed value of the Project attributed to improvements made during construction / renovation, and the applicable property tax rates for the City as determined by the Orange County Assessor. The Site is located in County tax rate area (“TRA”) 09031. The City general fund receives an approximate 13.4% share of the annual 1.0% general levy placed by the County on the assessed value of the property (\$0.134 of each \$1.00 of property tax revenue) in this TRA. The City Street Lighting Fund receives an additional 3.04% of the 1.0% general levy.

Unsecured property taxes are collected based on the assessed value of real property not affixed to the underlying land, such as business fixtures, and some types of vehicles. The rate of taxation and apportionment is generally the same as for secured property taxes. For the purposes of this Analysis, the assessed value of unsecured property is estimated to be 5% of the assessed value of secured property within the Project area.



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*Table 2.1: Overview of Property Tax Estimation*

<b>Estimated Value of Additional Property Improvements</b>		<b>\$243,750,000</b>
<b>Property Tax Rates</b>		
General Levy – Secured	1.00%	\$2,437,500
<u>Distributions - Secured Property Tax</u>		
City General Fund	13.40%	\$326,542
City Street Lighting Fund	3.04%	\$74,190
Total City Distributions - Secured	16.44%	\$400,732
Unsecured Property as Percent of Secured		5.0%
Estimated Unsecured Property Taxes to City		\$20,037
<b>Total Incremental Property Tax to City (Secured + Unsecured)</b>		<b>\$420,800</b>

Source: City of Placentia, Kosmont Companies (2016)

### 2.2.2 Property Tax In-Lieu of Motor Vehicle License Fees (“VLF”)

Prior to 2004, a percentage of State of California VLF was distributed to cities and counties. As part of the State Budget Act of 2004, the State reduced the VLF rate, and in order to offset the reduction of VLF revenue to cities and counties, the State increased the city and county allocation of property tax revenue, funded from the Educational Revenue Augmentation Fund (“ERAF”). The amount of property tax in-lieu of VLF to be distributed to cities and counties was calculated by the State for the 2004-05 fiscal year, and increases each year directly proportional to the change in gross assessed valuation of taxable property in each jurisdiction from the prior year. Property Tax In-Lieu of VLF resulting from the Project is estimated based on the incremental amount of assessed value that the Project renovations add to the City, thereby increasing the City’s apportionment of property tax in-lieu of VLF.

*Table 2.2: Overview of Property Tax In-Lieu of VLF*

Estimated Value of Additional Property Improvements		\$243,750,000
Total Assessed Value within City (2015-16)		\$5,878,472,691
Percent Share / Increase in Assessed Value		4.1465%
Estimated Property Tax In-Lieu of VLF (2015-16)		\$2,195,125
<b>Incremental Project Tax In-Lieu of VLF</b>		<b>\$91,000</b>

Source: City of Placentia, Kosmont Companies (2016)



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### *2.2.3 Sales and Use Tax (On-Site / Direct)*

On-site / direct sales tax revenue projections are estimated based on the taxable sales generated on-site within the sales-generating retail components of the Project and the City's sales tax apportionment of 1.0%. Project retail components are projected to generate taxable sales based on estimated square-footages and standard industry sales-per-square-foot assumptions. Kosmont estimates the retail components of the Project to cover 60,000 square feet and generate taxable sales at a rate of \$350 per square foot. In addition to sales tax, the City receives use tax revenues, levied on shipments into the State and on construction materials for new development not allocated to a situs location. Use tax is allocated by the BOE to counties and cities based on proportion of countywide and statewide direct taxable sales. Use tax revenues to the City are estimated at an additional 11 percent of point-of-sale taxable sales (see Appendix B).

### *2.2.4 Sales and Use Tax (Off Site / Indirect)*

Off-site / indirect sales tax revenue projections are estimated based on the taxable sales generated by the spending of employees and residents of the Project within the City. Spending is based on BLS Consumer Expenditure Survey data, which provides spending habits of consumers based on household income. The estimated percent of taxes captured directly on-site within the boundaries of the Project is assumed to be 10 percent of total indirect taxable sales. Capture rates for spending by employees within the City are approximated by Kosmont based on preliminary evaluation of existing retail amenities within the local trade area. In addition to indirect sales tax, use tax revenues to the City are estimated at an additional 11 percent of point-of-sale taxable sales based on calendar year 2016 apportionments of citywide, countywide, and statewide taxable sales (see Appendix C).

### *2.2.5 Franchise Fees and Fines & Forfeitures*

Revenues from franchise fees and fines and forfeitures are estimated on a per capita basis based on the City Fiscal Year 2015-2016 Adopted Budget and the relevant resident/employee service population(s) within the City. For the purpose of revenue budget allocation, total employees within the City (as estimated by ESRI) are multiplied by an equivalency factor of 0.5 to arrive at a number of equivalent residents to be considered along with actual City residents as the service population for certain City revenues. The per capita factor estimate for franchise fees is \$38.63, which when multiplied by the project service population, implies \$78,300 in revenues. For Fines & Forfeitures, the per capita factor estimate is \$8.01, which when multiplied by the project service population, yields \$16,200 in annual revenues.



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### 2.2.6 Utility User Tax

A utility user tax of 3.5% is levied on cable, cellular, electric, gas, and telephone. The tax is levied by the City, and then collected by the relevant utility as a part of its regular billing procedure. The utility then sends the tax it has collected on behalf of the City to the City. Utility service providers in the City include but are not limited to AT&T, Southern California Edison and Time Warner Cable. Revenues from the utility user tax are also estimated on a per capita basis based on the City's Fiscal Year 2015-2016 Adopted Budget and the relevant resident/employee service population(s) within the City. The per capita factor for Utility Users Tax is \$27.92, when multiplied by the project service population, yields \$96,300 in annual revenues.

### 2.2.7 Business License Tax

The City mandates an annual business license tax as terms for conducting business within the City. The Business License Tax Revenue from the City's gross receipts tax and rental property tax is estimated by Kosmont referencing the City's Fiscal Year 2015-2016 Adopted Budget for the relevant employee service population(s) within the City. The project-induced employee population multiplied by the per capita Business License Tax factor of \$47.49 yields \$7,100 in annual revenues.

## 2.3 IMPLAN Modeling

This analysis uses the IMPLAN (IMpnact analysis for PLANning) econometric input/output model developed by the IMPLAN Group to quantify the economic impact to the local region from Project construction / renovation and ongoing operations. This proprietary model estimates the economic benefits on the industries in a given geographic area based on known economic inputs, such as construction costs. The model estimates direct, indirect, and induced benefits expressed in terms of increased economic activity ("output"), earnings ("labor income"), and job creation.

*Direct Economic Benefits:* Direct benefits refer to the short-term business activity of general contractors involved in Project construction / renovation and the ongoing business activities of Project tenants.

*Indirect Economic Benefits:* Indirect benefits will result when local firms directly impacted by the Project in turn purchase materials, supplies or services from other firms. Examples would include increased sales of building materials as a result of construction activity and increased sales of inputs related to the business operations of tenants within the Project.



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**Induced Economic Benefits:** Induced benefits relate to the consumption spending of employees of firms that are directly or indirectly affected by the Project. These would include all of the goods and services normally associated with household consumption (e.g., housing, retail purchases, local services, etc.).

Inputs for the IMPLAN economic benefit analysis include the construction / renovation budget and permanent on-site employment information provided by the City, as well as estimations made by Kosmont based on similar projects and industry standard per-square-foot employment densities for corresponding land use types.



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## 3.0 Fiscal and Economic Impacts

### 3.1 Annual Fiscal Revenue Impacts

The Project is expected to generate approximately \$949,600 in annual gross fiscal revenues to the City, comprised primarily of sales tax (off-site and on-site) and incremental property tax from increased property value attributed to Project renovation activities. To calculate the present value of future fiscal benefits, the various fiscal revenues were projected for a 30-year period. Property tax and property tax in-lieu of VLF revenues were escalated using a two percent growth factor (statutory maximum), and sales, franchise fees, fines and forfeitures, business license, and utility user revenues were escalated using a 3.0% growth factor. A discount rate of 6.0% was used to estimate the present value of future fiscal revenues. The 30-year present value of annual gross fiscal revenues generated by the Project is approximately \$19,175,700. Table 3.1 summarizes the gross fiscal impacts from the Project.

*Table 3.1: Summary of Annual Gross Fiscal Impacts*

	<b>Estimated Annual Total</b>	<b>Estimated Annual Growth</b>	<b>30-Year Nominal Total</b>	<b>30-Year Present Value</b>
<b>Primary Fiscal Revenues</b>				
Property Tax	420,800	2.00%	\$17,071,000	\$7,202,200
Property Tax In-Lieu of VLF	91,000	2.00%	\$3,691,700	\$1,557,500
Sales Tax (Off-Site)	110,200	3.00%	\$5,242,800	\$2,120,900
Sales Tax (On-Site)	233,100	3.00%	\$11,089,800	\$4,486,300
Franchise Fees	78,300	3.00%	\$3,725,200	\$1,507,000
Fines & Forfeitures	16,200	3.00%	\$770,700	\$311,800
Business License Tax	7,100	3.00%	\$337,800	\$136,600
Utility User Tax	96,300	3.00%	\$4,581,500	\$1,853,400
<b>Total Gross Fiscal Revenues</b>	<b>\$949,600</b>		<b>\$46,510,500</b>	<b>\$19,175,700</b>

*Notes: Calculation is for a 30-year period beginning after stabilization. Present value discounted at 6.0%. Values in 2016 dollars.*

*Source: Orange County Auditor-Controller, California Board of Equalization; City of Placentia, Kosmont Companies; Bureau of Labor Statistics, ESRI (2016).*



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### 3.2 Construction-Related Economic Benefits

Construction of the Project is estimated to generate approximately 2,684 construction-related jobs, approximately \$218.1 million in labor income, and approximately \$446.1 million in economic output through direct, indirect, and induced economic activity countywide. Table 3.2 summarizes the economic benefits from construction of the Project.

*Table 3.2: Summary of Economic Benefits from Construction*

<b>Economic Benefits from Construction (One-Time / Short-Term)</b>			
	<b>Employment</b>	<b>Labor Income</b>	<b>Economic Output</b>
Direct (On-Site)	1,579	\$148,466,728	\$276,736,184
Indirect	469	\$33,762,849	\$74,972,970
Induced	636	\$35,902,258	\$94,423,424
<b>Total Countywide</b>	<b>2,684</b>	<b>\$218,131,835</b>	<b>\$446,132,594</b>
<b>Estimated City Capture</b>	<b>1,690</b>	<b>\$155,433,239</b>	<b>\$293,675,823</b>

*Notes: 100% of direct benefits estimated to be captured on-site within the City. 10% of indirect and induced benefits estimated to be captured off-site within the City. Estimated benefits during construction period. Values in 2016 dollars.*

Source: IMPLAN, Kosmont Companies (2016)



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### 3.3 Economic Benefits from Ongoing Operation

Upon build-out and stabilization, operation of the Project is estimated to generate approximately 333 permanent jobs (including 255 direct on-site jobs), approximately \$16.5 million in labor income, and approximately \$36.7 million in economic output through direct, indirect, and induced economic activity countywide. Table 3.3 summarizes the economic benefits from ongoing operation of the Project.

*Table 3.3: Summary of Economic Benefits from Ongoing Operations*

<b>Economic Benefits from Ongoing Operation (Annual)</b>			
	<b>Employment</b>	<b>Labor Income</b>	<b>Economic Output</b>
Direct (On-Site)	255	\$11,921,858	\$24,980,252
Indirect	30	\$1,862,427	\$4,534,384
Induced	48	\$2,728,812	\$7,178,010
<b>Total Countywide</b>	<b>333</b>	<b>\$16,513,097</b>	<b>\$36,692,644</b>
<b>Estimated City Capture</b>	<b>263</b>	<b>\$12,380,982</b>	<b>\$26,151,491</b>

*Notes: 100% of direct benefits estimated to be captured on-site within the City. 10% of indirect and induced benefits estimated to be captured off-site within the City. Estimated annual ongoing benefits upon build-out and stabilization. Values in 2015 dollars.*

Source: IMPLAN, Kosmont Companies (2016)



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## 4.0 Appendices

### Appendix A: Overview of Consumer Spending

	Retail Employees		Office Employees		Housing Employees		Residents	
<b>Est. Average HH Income (pre-tax):</b>	<b>\$36,000</b>		<b>\$85,000</b>		<b>\$45,000</b>		<b>\$75,700</b>	
<b>Annual Expenditures</b>	<b>Percent</b>	<b>Amount</b>	<b>Percent</b>	<b>Amount</b>	<b>Percent</b>	<b>Amount</b>	<b>Percent</b>	<b>Amount</b>
Food at home*	10.0%	\$3,598	6.7%	\$5,726	10.0%	\$4,498	5.2%	\$3,931
Food Away from Home	5.3%	\$1,915	4.3%	\$3,656	5.3%	\$2,394	3.9%	\$2,984
Alcoholic Beverages	0.9%	\$326	0.6%	\$550	0.9%	\$408	0.8%	\$569
Fuel oil and other fuels	0.3%	\$100	0.3%	\$226	0.3%	\$126	0.2%	\$159
Other household expenses	1.5%	\$556	1.1%	\$953	1.5%	\$695	0.9%	\$709
Housekeeping Supplies	1.3%	\$481	1.1%	\$897	1.3%	\$602	0.8%	\$641
Household Furn & Equip	3.2%	\$1,143	2.9%	\$2,438	3.2%	\$1,429	2.3%	\$1,703
Apparel & Services	4.2%	\$1,520	3.0%	\$2,533	4.2%	\$1,900	2.5%	\$1,886
Vehicle Purchases	5.7%	\$2,058	4.9%	\$4,126	5.7%	\$2,572	5.0%	\$3,785
Gasoline & Oil	6.5%	\$2,326	5.0%	\$4,244	6.5%	\$2,908	4.1%	\$3,069
Maintenance & Repairs**	1.8%	\$663	1.5%	\$1,294	1.8%	\$828	1.3%	\$976
Drugs**	1.2%	\$441	0.9%	\$767	1.2%	\$551	0.6%	\$492
Medical supplies***	0.3%	\$102	0.2%	\$168	0.3%	\$128	0.2%	\$141
Entertainment	4.9%	\$1,755	4.8%	\$4,056	4.9%	\$2,193	3.8%	\$2,865
Personal care products & services	1.4%	\$496	1.0%	\$889	1.4%	\$620	0.9%	\$703
Reading	0.2%	\$79	0.2%	\$189	0.2%	\$98	0.2%	\$128
Tobacco related	1.1%	\$392	0.7%	\$562	1.1%	\$490	0.5%	\$341
<b>Total Taxable Spending</b>	<b>39.6%</b>	<b>\$14,300</b>	<b>32.1%</b>	<b>\$27,251</b>	<b>39.6%</b>	<b>\$17,800</b>	<b>27.6%</b>	<b>\$20,900</b>
<b>Total Taxable and Non-Taxable</b>	<b>49.9%</b>	<b>\$18,000</b>	<b>39.1%</b>	<b>\$33,300</b>	<b>49.9%</b>	<b>\$22,400</b>	<b>33.1%</b>	<b>\$25,100</b>

Notes: Employee income based on BLS data by industry and county. Resident household income based on City average household income as estimated by ESRI.

\* 15% of "Food at home" purchases assumed to be taxable

\*\* 50% of "Maintenance & Repairs" and "Drugs" purchases assumed to be taxable

\*\*\* 25% of "Medical supplies" purchases assumed to be taxable

Source: ESRI, BLS, City of Placentia, Kosmont Companies (2016)



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**Appendix B: Overview of On-Site Sales Tax**

<b>Sales Generating Components</b>	<b># SF</b>	<b>PSF Taxable Sales</b>	<b>Annual Taxable Sales</b>
General Retail	60,000 SF	\$350 PSF	\$21,000,000
<b>Total</b>	<b>60,000 SF</b>		<b>\$21,000,000</b>
Annual Sales Tax to City		1.0%	\$210,000
Annual Use Tax as % of Sales Tax		11.0%	\$23,100
<b>Total Sales and Use Tax to City (On-Site / Direct)</b>			<b>\$233,100</b>

Source: BOE, City of Placentia, Kosmont Companies (2016)



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**Appendix C: Overview of Off-Site Sales Tax**

<b>Retail Employees</b>		
Estimated Annual Taxable Spending / Empl.		\$14,300
Estimated Capture within City	25%	\$3,575
Estimated # Employees		180
<hr/>		
Total Employee Taxable Spending within City		\$644,144
<b>Office Employees</b>		
Estimated Annual Taxable Spending / Empl.		\$27,251
Estimated Capture within City	25%	\$6,813
Estimated # Employees		55
<hr/>		
Total Employee Taxable Spending within City		\$371,604.48
<b>Housing Employees</b>		
Estimated Annual Taxable Spending / Empl.		\$17,800
Estimated Capture within City	25%	\$4,450
Estimated # Employees		20
<hr/>		
Total Employee Taxable Spending within City		\$89,000
<b>Resident Households</b>		
Estimated Annual Taxable Spending / HH		\$20,900
Estimated Capture within City	50%	\$10,450
Estimated # Occupied Households		950
<hr/>		
Total Household Taxable Spending within City		\$9,927,500
Total Indirect Taxable Sales		\$11,032,249
Estimated % Capture On-Site		(10%)
Less Estimated Capture On-Site		(\$1,103,225)
<b>Total Off-Site / Indirect Taxable Sales</b>		<b>\$9,929,024</b>
Annual Sales Tax to City	1.0%	\$99,290
Projected Use Tax as % of Sales Tax	11.0%	\$10,922
<hr/>		
<b>Annual Sales &amp; Use Tax to City (Off-Site / Indirect)</b>		<b>\$110,200</b>

*Notes: The estimated percent of taxes captured directly on-site within the boundaries of the project is assumed to be 10 percent of total indirect taxable sales. Use tax revenues to the City are estimated at an additional 11 percent of point-of-sale taxable sales.*

Source: BOE, ESRI, City of Placentia, Kosmont Companies (2016)



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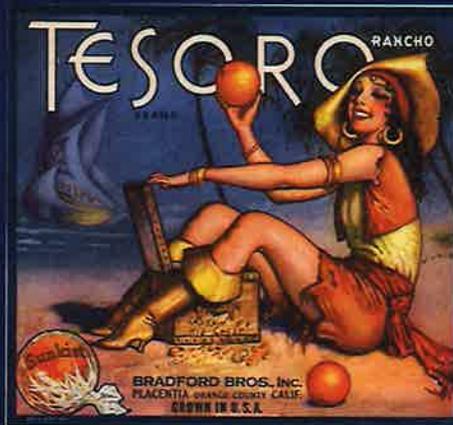
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**PLACENTIA**  
Rich Heritage, Bright Future

# PACKING HOUSE DISTRICT TRANSIT ORIENTED DEVELOPMENT ZONING AMENDMENT

City Council Study Session No. 2  
December 13, 2016



# Today's Agenda



1. Background & Setting
2. What is Transit Oriented Development
3. Overview of TOD Zone Components
4. Next Steps

# Background

New development interest around the new Metrolink Station requires up-to-date Development Standards to support Transit Oriented Development (TOD). We want to establish development standards designed to facilitate high-quality development while creating a destination for residents and visitors.



# Setting the Stage for TOD



Plan for  
Metrolink  
Station  
Begins



TOD &  
Old Town  
Placentia Plan  
Begins

2005

2005

2009

2015

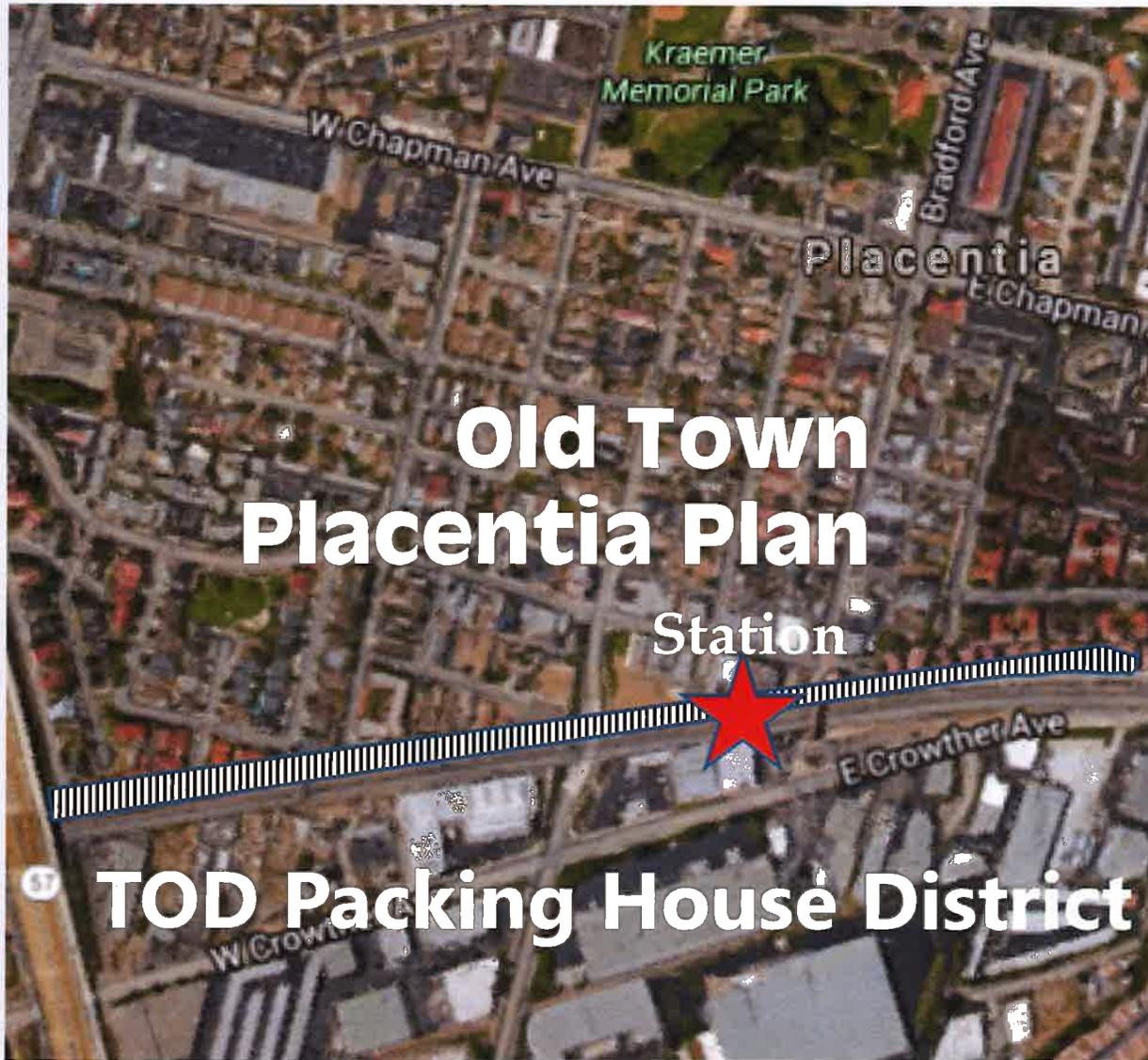
Melrose  
Underpass  
& Streetscape  
Improvements



Pedestrian Bridge  
to Old Town &  
Westgate Specific  
Plan

*Placentia*  *Santa Fe*  
OLD TOWN DISTRICT  
PLAN

# A Plan for Two Distinct Destinations with Metrolink as the Hub



# New Metrolink Station & 253 Space Parking Structure (2020 Completion)

1. 13<sup>th</sup> station serving 91 Line, runs from LA Union Station to DT Riverside
2. Alternative to Fullerton Station on 91 Line
3. Estimated 10 trips and 530 passengers daily
4. Closest station to California State University, Fullerton
5. Integral part of City's revitalization efforts for Old Town Placentia
6. Public/Private partnership opportunities



# What is Transit-Oriented Development (TOD)?

- Development that provides a complementary mix of land uses.
- Minimizes use of automobile
- Encourages other modes of transportation (transit, walking, biking) to and between destinations.
- Key Characteristics:
  - Mix of uses adjacent to transit stop
  - High density residential
  - Lower parking standards
  - Pedestrian environment
  - Active streetscape, amenities for bikes and buses
  - Pedestrian/transit rider given priority

## How does TOD really work?

- Residents own fewer cars compared to the “burbs”
- Residents prefer/depend on transit
- Visitors enjoy walking and experiencing the TOD District
  - Visitors “Park Once”, not ‘Stop Once”
- Buildings and streets are designed for the pedestrian
  - Ground floor retail and restaurants
  - Inviting streetscapes
  - Bicycle Lanes
- TODs help preserve household income
- TODs lower regional congestion, air pollution and GHG emissions
- TODs increase property values



# Examples of TOD & High Density



- *4-5 Stories*
- *All Residential or Residential above Retail.*
- *Highly walkable and pedestrian-friendly*
- *Within walking distance of mass transit*

# Examples of TOD & High Density



- *Rooftop amenities*
- *Shared “park-once” parking garages*
- *Multi-modal friendly*
- *Ample public and private open space*



# TOD History & Plan Features

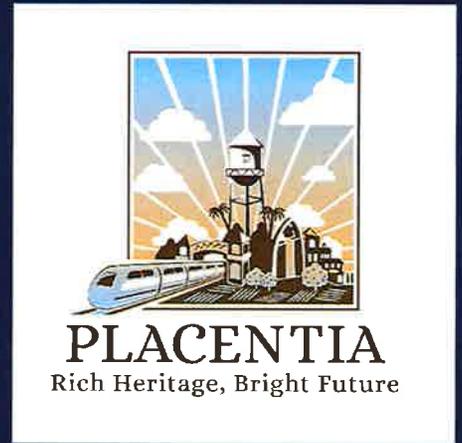
## Moving Forward

- Westgate Specific Plan Draft completed in 2006, Not Adopted
- Intended to revitalize Placentia's core and transform it into a vibrant TOD.
- Key concepts from Plan carried forward:
  - Make great public spaces
  - Make great streets
  - Live and work above stores
  - Build a variety of buildings
  - Create a variety of housing
  - Get the retail right
  - Park-once strategy
  - Adaptively reuse Packing House





# PACKING HOUSE DISTRICT TOD Zoning Amendment



# Placentia TOD Zoning Text Amendment

- Purpose and Intent
- Highlights
- Existing Conditions
- Permitted Land Uses
- Development Standards
- Parking Standards
- Public Realm Guidelines
- Public Infrastructure (Funding & Maint.)
- Economic Benefits



# Purpose and Intent

- Use the Metrolink Station as the hub
- Create an active, vibrant, pedestrian environment
- Insist on high quality architecture & urban design
- Redevelop the area, connect with Old Town
- Focus on walking, biking and transit use
- Slow down traffic
- Reuse the Packing House in an exciting way
- Promote high density residential and a mix of commercial/service uses
- Promote a high level of public amenities, public art, creative public places
- Integrate development/consolidate parcels
- Grow our local economy



# Highlights

- Mixed-Use development
- Higher Density residential development
- Greater height for buildings
- Refined list of land uses: active commercial and multi-family
- Fewer parking spaces required, including a "maximum number "
- Public art and plazas encouraged
- Improved signage
- Developer to finance street improvements



# Existing Conditions

- 27 Parcels – 21 Acres
- Mix of Uses
- Wide range in lot sizes
- 1-2 Stories
- Auto Dominant
- Several Illegal Nonconforming properties
- Several in Disrepair
- Beautiful Packing House



# TOD Parking



- Different model of parking than suburban neighborhoods.
- TOD parking means more walking around which is better for the businesses and the pedestrian experience.
- Likely residents in TOD – “millennials,” “empty-nesters,” students, self-employed and others who are less car dependent.
- TOD parking levels encourage train ridership and other modes of transport (biking, rideshares like Uber, Lyft, shared parking, zipcar, etc)
- TOD caters to individuals or small families; not a traditional single family neighborhood and therefore does not need as much parking.
- For other city’s TOD areas, one vehicle per household or less is common. Placentia’s plan will require more.



# TOD Parking – Other TOD Areas

Anaheim Platinum Triangle	Parking Standard
Studio Unit	1.25
1 Bedroom Unit	1.5
2 Bedroom Unit	2.0
3 Bedroom Unit	2.5
Guest Parking	0

Fullerton Transportation Specific Plan	Parking Standard
Studio Unit	1.5
1 Bedroom Unit	1.75
2 Bedroom Unit	2.25
3 Bedroom Unit	2.75
Guest Parking	0
Live/Work	15% Reduction

Vermont/Western TOD	Parking Standard
1-3 Bedrooms	1.0 min/1.5 max
4+ Bedrooms	1.5 min/2 max.
Guest Parking (per unit)	1.25 min/1.5 max.

Santa Ana Metro East MU Overlay Active Urban District	Parking Standard
Per Unit (Mixed Used with Less than 10% Commercial)	2.0
Guest Parking	0
Per Unit (Mixed Used with more than 10% Commercial)	2.25
Guest Parking	0

Willowbrook TOD Specific Plan	Parking Standard
Studio Unit	0.6 min/1.0 max
1 Bedroom Unit	0.9 min./1.5 max
2 Bedroom Unit	1.20 min./2.0 max
Guest Parking (per unit)	0.15 min./0.25 max (If over 1, then not required)

Pasadena TOD	Parking Standard
Less than 650 SF	1.25
More than 650 SF	1.5 min/1.75 max.
Guest Parking	1.0 Space/10 Units

# TOD Parking – Other TOD Areas

Placentia TOD Parking Requirements	Parking Standard
Studio Unit	1 min./1 max.
1 Bedroom Unit	1 min./1.5 max.
2 Bedroom Unit	1.5 min./2 max.
3 Bedroom Unit	2 min./2.5 max.
Guest Parking	2 min./3 max. per 10 units

Placentia R-3 Parking Requirements	Parking Standard
Per Dwelling Unit	2 spaces

Guest Parking 15% of total parking required

Placentia R-1 Parking Requirements	Parking Standard
Per Dwelling Unit	2 spaces
5+ Bedrooms	3 spaces
Guest Parking	0

- Parking Demand Study required for any Variance from adopted TOD standards
- Additional parking requirements set forth for all other uses (retail, office, etc.)



# Existing Vs. Proposed Development Standards

STANDARD	EXISTING CODE Manufacturing (M)	PROPOSED CODE Transit Oriented Development (TOD)
DENSITY	<ul style="list-style-type: none"> <li>Residential Not Permitted</li> </ul>	<ul style="list-style-type: none"> <li>High Density 65-95 du/ac</li> </ul>
SETBACKS	<ul style="list-style-type: none"> <li>Front: 1 ft for each 2 ft of height (min 15 ft)</li> <li>Side/Rear: 1 ft for each 2 ft of height (min 10 ft next to Residential &amp; 15 ft next to right-of-way)</li> </ul>	<ul style="list-style-type: none"> <li>Front: 15 ft min/max</li> <li>Side: 5 ft min (10 ft if facing Residential)</li> <li>Rear: 10 ft</li> </ul>
HEIGHT	<ul style="list-style-type: none"> <li>54 feet (4-5 stories)</li> </ul>	<ul style="list-style-type: none"> <li>35-67 feet (3-5 stories)</li> </ul>

## Height Limit

Fullerton: 60-80 Feet  
 Santa Ana: No Maximum  
 Anaheim: 100 Feet/No Maximum

## Density (Residential)

Fullerton: 20-65 du/ac  
 Santa Ana: N/A  
 Anaheim Gateway: 59 du/ac

# Existing Vs. Proposed Land Uses

STANDARD	EXISTING CODE Manufacturing (M)	PROPOSED CODE Transit Oriented Development (TOD)
PERMITTED LAND USES	<ul style="list-style-type: none"> <li>• Agricultural Crops</li> <li>• Emergency Shelters</li> <li>• Motor Vehicle Repair</li> <li>• Printing/Reproduction</li> <li>• Recycling Facilities</li> <li>• Repair of Electrical Equipment</li> <li>• Research Laboratory</li> <li>• Manufacturing of Goods and Materials</li> <li>• Warehouse and Storage</li> </ul>	<ul style="list-style-type: none"> <li>• Health/Fitness</li> <li>• Library/Museum</li> <li>• Parks/Playgrounds</li> <li>• Studios (Art, Dance, Music)</li> <li>• Theatre (Live Performing Arts)</li> <li>• Live/Work</li> <li>• Mixed-Use</li> <li>• Multi-Family Residential (UP)</li> <li>• Artisan Shop</li> <li>• Bar/Brewery/Distillery (UP)</li> <li>• Retail (less than 5,000 sf)</li> <li>• Groceries /Specialty Foods</li> <li>• Nightclub (UP)</li> <li>• Restaurant</li> <li>• Office</li> <li>• Lodging (UP)</li> </ul>

# Existing Vs. Proposed Development Standards

<b>STANDARD</b>	<b>EXISTING CODE Manufacturing (M)</b>	<b>PROPOSED CODE Transit Oriented Development (TOD)</b>
<b>PUBLIC OPEN SPACE</b>	<ul style="list-style-type: none"><li>• Non-existent for manufacturing</li></ul>	<ul style="list-style-type: none"><li>• Residential: 50 sf/unit</li></ul>
<b>PRIVATE OPEN SPACE</b>	<ul style="list-style-type: none"><li>• Non-existent for manufacturing</li></ul>	<ul style="list-style-type: none"><li>• Residential: 64 sf/unit</li></ul>
<b>PARKING</b>	<ul style="list-style-type: none"><li>• Traditional Auto Oriented Parking Standards</li></ul>	<ul style="list-style-type: none"><li>• TOD Parking Standards</li></ul>



# What Happens to Existing Uses After TOD Adoption?

**In order to preserve private property rights, all legal existing uses operating in existing building(s) or structure(s) in existence upon the effective date of this ordinance, may be continued after the date of adoption of this zoning code amendment, subject to the following:**

- If the structure or use is abandoned or discontinued for twelve (12) months, the property or use must comply with this Ordinance.
- Any alteration or expansion in building footprint is not permitted.

# What Happens to Existing Uses After 5 Years of TOD Adoption?

Five (5) years after the effective date of this Ordinance, all legal conforming existing uses operating in existing building(s) or structure(s) may be transferred or assigned from the existing owner as follows:

- The business/property is transferred from a Parent to his/her Child, from a Child to his/her Parent as defined in this Chapter.
- The business/property is transferred from an owner to his/her employee(s) such that the Ownership does not change as defined in this Chapter.

# What Happens to Existing Uses After 5 Years of TOD Adoption?

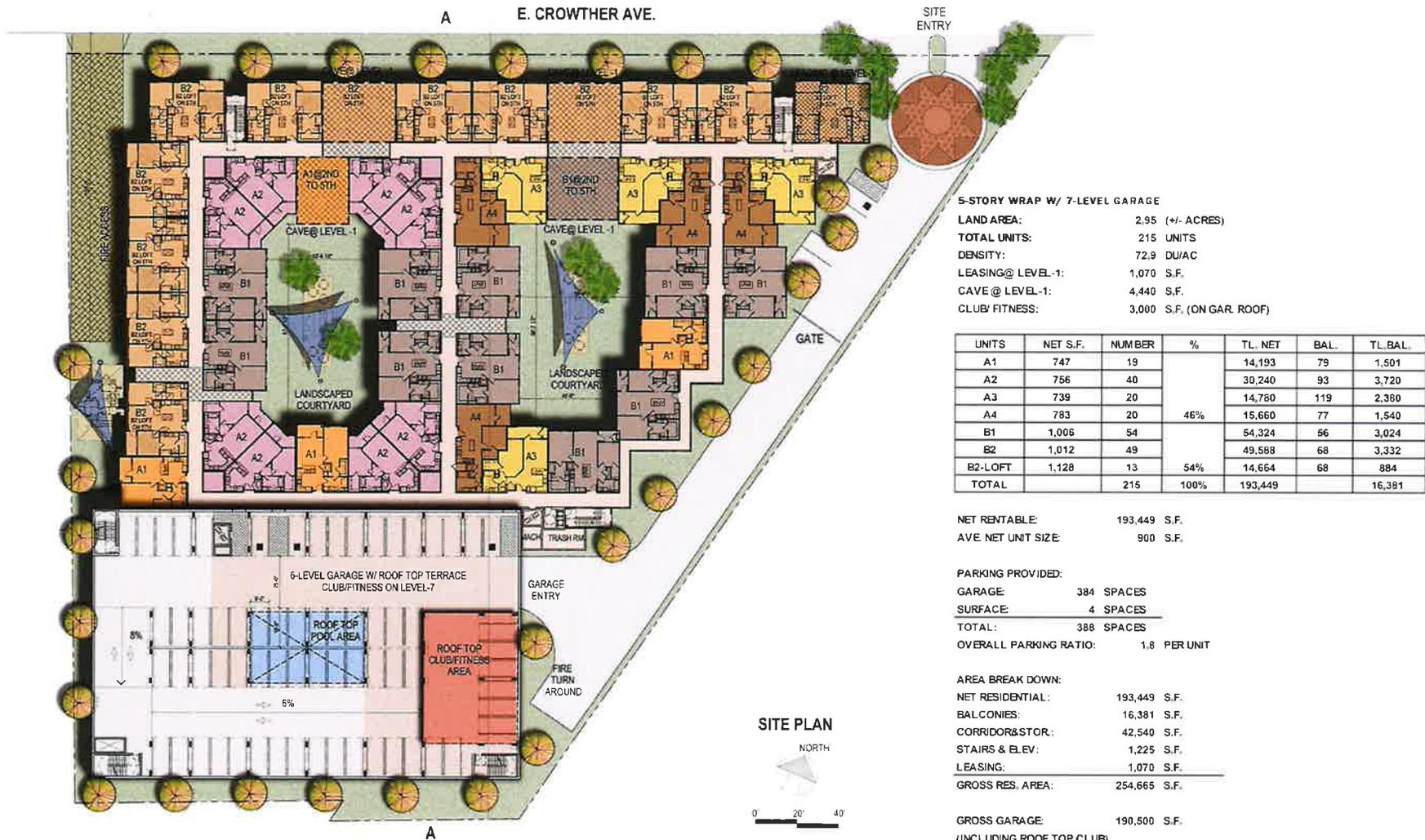
Five (5) years after the effective date of this Ordinance, all legal conforming existing uses operating in existing building(s) or structure(s) may continue as follows:

- If the business/property Primary use (not accessory uses), remains unchanged, then accessory uses may change.
- The business/property is transferred from an owner to his/her employee(s) such that the Ownership does not change.
- Any alteration or expansion in building footprint is not permitted.
- Due to its unique historic nature, the Packing House is exempt from this provision.

# Examples of Interest



# Proposed Development: Integral Communities/ Lyon Living (Draft Site Plan)



## E. CROWTHER AVE. SITE INTEGRAL COMMUNITIES

04/08/2016 PLACENTIA, CA HPA # 16150



**HUMPHREYS & PARTNERS ARCHITECTS, L.P.**

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 All dimensions are in feet and inches unless otherwise noted. Dimensions shown are of a structural member only. Refer to schedule and cut drawing for technical information and measurements.  
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# Public Realm Standards

- What is the Public Realm?

*Any publicly-owned streets, pathways, parks, civic spaces, and amenities*

- The quality of our public realm is vital if we are creating places that people would want to live, work and patronize local businesses.



# Public Realm Standards

- Provides guidance: street trees, tree wells, street furniture, bike racks, paving, lighting, sidewalk widths; signage.
- Will be used to create a detailed Streetscape Master Plan.



# Public Realm Standards

- **Benches**: Durable, low maintenance, prevent lying down and skateboarding.
- **Sidewalk widths**: 9' north Crowther, 8' south side. 5' clear for pedestrians.
- **Street Trees**: Canopy, Shade Trees, 15'-40' spacing.
- **Lighting**: Dual headed pedestrian/street light
- **Trash Receptacles**: Litter and recycling, covered.



# Public Realm Standards

- **Bike Racks:** Attractive design
- **Paving:** Decorative sustainable materials.
- **Wayfinding Signage:** Coordinated with Old Town Street Banners
- **District Archway Sign:** Announces the district



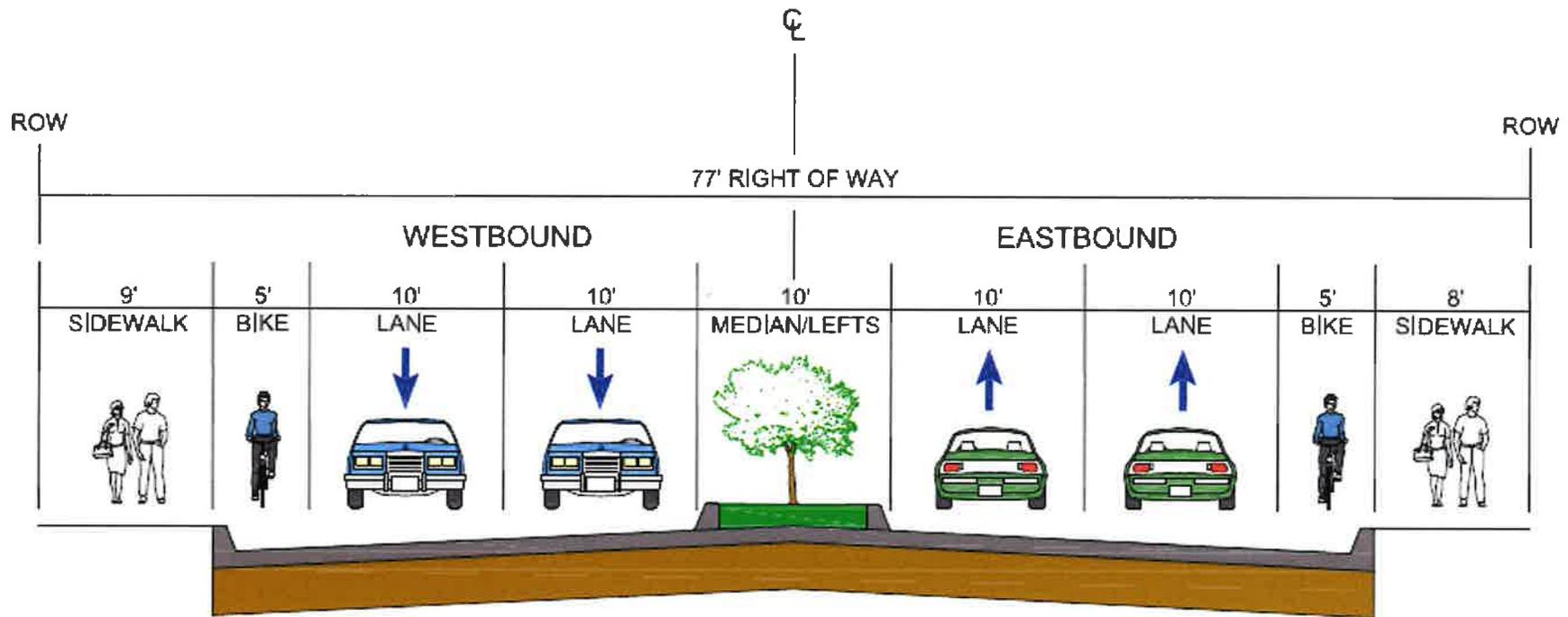
# Crowther Avenue Option 1 (no on-street parking)



# Crowther Avenue Option 2 (with on-street parking)

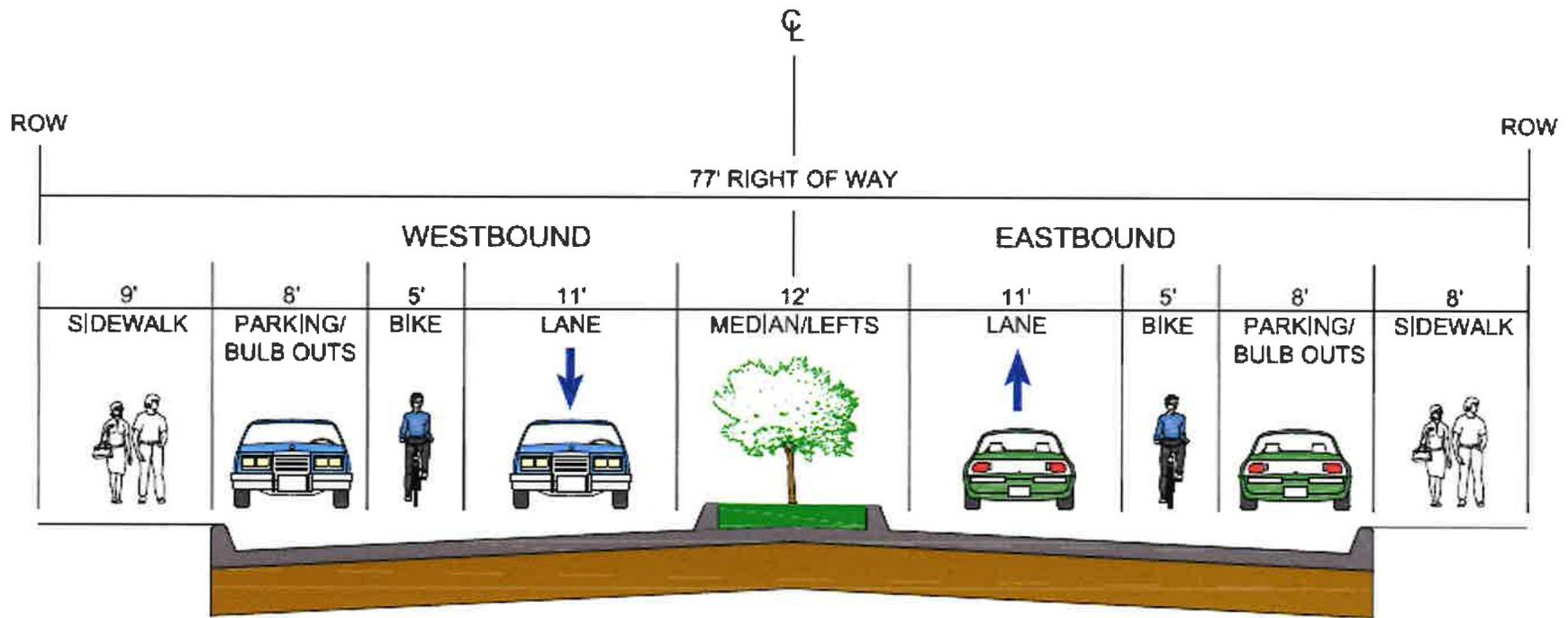


# Crowther Avenue-Option 1 Public Realm-Cross Section



# Crowthers Avenue – Option 2

## Public Realm-Cross Section with on-street parking



# Funding and Future Maintenance



- **Not Funded by General Fund**
- **Developer Public Right of Way Improvements**

Developer responsible for construction of all public right of way improvements from the private building to the curb face adjacent to Crowther Avenue
- **TOD Developer Impact Fees**

Designed to fund public right of way improvements constructed by the City from curb face to property line on the south side of Crowther or centerline when TOD properties on both sides of street. Also provides public safety impact fees.
- **TOD Community Facilities District (Funded by Developers)**

Designed to fund the ongoing maintenance and repair of all public right of way improvements constructed. Provides sustainable revenue source without depleting General Fund.

# Kosmont's Study on Economic Development Analysis on the TOD

Fees & Revenue (1,000 Total Units)	Revenue Created Per Year
Sales, Property & VLF	\$949,600
UUT	\$93,300
Business License Tax	\$7,100
Public Safety Community Facilities District (CFD)	\$500,000
TOD Community Facilities District (CFD)	TBD
<b>TOTAL</b>	<b>\$1,550,000</b>

Fees & Revenue (1,000 Total Units)	Revenue Created One Time
Public Safety Mitigation Fee	\$3,427,000
Workforce Housing Mitigation Fee	\$7,500,000
Park In-Lieu Fee	\$3,740,000
Additional Impact Fees	\$408,000
TOD Impact Fees	TBD*
<b>TOTAL</b>	<b>\$15,075,000*</b>

# Kosmont's Study on Economic Development Analysis on the TOD

One Time Analysis	Revenue/Impact
Private Construction Investment	\$243.8 Million
Construction Related Jobs	2,684 Jobs
Labor Income from Construction Related Jobs	\$218.1 Million
Jobs Created & Permanent Jobs at Build Out	588 FTE On-site
Metrolink Platform and Parking Structure	\$34 Million
<b>Total Additional Economic Benefit</b>	<b>\$495 Million</b>

# Next Steps

Description	Date
Draft IS/MND Completed	December/January
Planning Commission Hearing	February 14
City Council Public Hearing (1 <sup>st</sup> Reading)	March 21
City Council Public Hearing (2 <sup>nd</sup> Reading)	April 4

# Staff Recommendation

It is recommended that the City Council take the following action:

1. Ask questions of Staff, and provide input and comment on the Development Standards and Public Realm documents;
2. Receive and file the report and presentation;
3. Direct staff to proceed with TOD Impact Fee Preparation and TOD CFD Preparation; and
4. Direct staff to schedule a hearing before the Planning Commission