



Special Meeting Agenda

April 10, 2017

Placentia City Council

Placentia City Council as Successor to the Placentia

Redevelopment Agency

Placentia Industrial Commercial

Development Authority

Craig S. Green
Mayor

Chad P. Wanke
Mayor Pro Tem

Rhonda Shader
Council Member

Ward Smith
Council Member

Jeremy B. Yamaguchi
Council Member

Patrick J. Melia
City Clerk

Kevin A. Larson
City Treasurer

Damien R. Arrula
City Administrator

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City Attorney

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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, 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
SPECIAL MEETING AGENDA
STUDY SESSION FOR THE OLD TOWN REVITALIZATION
April 10, 2017
6:00 p.m. – Backs Community Building Main Room
201 N. Bradford Avenue, Placentia, CA**

CALL TO ORDER:

ROLL CALL: Councilmember/Board Member Smith
Councilmember/Board Member Shader
Councilmember/Board Member Yamaguchi
Mayor Pro Tem/Board Vice Chair Wanke
Mayor/Board Chair Green

ORAL COMMUNICATIONS:

At this time the public may address the City Council and Boards of Directors concerning any agenda item. There is a five (5) minute time limit for each individual addressing the City Council and Boards of Directors.

Study Session:

1.a. **Old Town Placentia (Old Town) District Revitalization Plan, Development Standards and Streetscape Master Plan (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; and
- 2) Solicit public comment regarding the proposed Draft Old Town District Revitalization Plan and Development Standards, Public Realm Design Standards, and supporting documentation; and
- 3) Provide direction to Staff, as appropriate, regarding all of the Old Town 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 its Regular Meeting on Tuesday, April 18, 2017, 5:30 p.m.

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 April 10, 2017 meetings of the City Council, Successor Agency, and Industrial Commercial Development Authority was posted on April 6, 2017.



Placentia City Council

AGENDA REPORT

TO: CITY COUNCIL

VIA: CITY ADMINISTRATOR

FROM: DIRECTOR OF DEVELOPMENT SERVICES

DATE: APRIL 10, 2017

SUBJECT: **OLD TOWN PLACENTIA (OLD TOWN) DISTRICT REVITALIZATION PLAN, DEVELOPMENT STANDARDS AND STREETScape MASTER PLAN (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 (Station), which will be operational in 2020 near the City's 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 the area into a destination, which is at the heart of the vision for the proposed Old Town Placentia (Old Town) District Revitalization Plan and Zone. The proposed Old Town District is designed to complement the adjacent proposed Transit-Oriented Development Packing House District (TOD) which was approved by City Council on April 4, 2017. Creating an Old Town District, with specific standards for land use, parking, streetscape, sustainability, architecture and public improvements will complement the TOD and proposed Station while fostering new development opportunities and creating a one-of-a-kind destination. In addition, an Old Town District can bring new housing, employment and supporting services to the area, which will help support existing retail and restaurant businesses while growing the City's local economy. Previously, Staff presented the Old Town Revitalization Plan at the December 6, 2016 City Council meeting (Study Session 1 of 2).

RECOMMENDATION:

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

1. Receive and file the report and presentation; and
2. Solicit public comment regarding the proposed Draft Old Town District Revitalization Plan and Development Standards, Public Realm Design Standards, and supporting documentation; and

1.a.

April 10, 2017

3. Provide direction to Staff, as appropriate, regarding all of the Old Town Plan documents; and
4. Direct Staff to conduct a public hearing before the Planning Commission.

BACKGROUND:

The Old Town Plan and supporting documents are intended for the revitalization, activation, and economic growth of the City's original central business district, which was founded in 1910 around the building of the Placentia train depot and the citrus packing houses. Existing property owners, residents, and businesses have preserved the area with a unique and diverse mix of small businesses, restaurants, residential uses, meaning that the area never truly lost its old, small town charm. Among Orange County's old towns, Placentia is unique in its small scale and variety of land uses. Today, population groups of all types are looking for small scale, walkable urban centers around transit to live, work, and play. This is occurring throughout Orange County with new, more compact, transit-oriented developments and historic reuse districts emerging in Anaheim, Orange, Fullerton, and Santa Ana.

The Orange County Transportation Authority (OCTA) 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 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 area and the proposed TOD District south of the station (along Crowther Ave.), which currently includes a variety of manufacturing uses and underutilized properties. Staff began working with the local business community to examine the feasibility of creating a destination surrounding the Metrolink Station that would include the Old Town area, and the area south of Old Town. These two project areas are complementary, but are distinctly different in a variety of areas. This unique opportunity will allow the City to rehabilitate the Old Town area and create the new TOD District. A key element of these advanced planning efforts is to ensure that the new destination would support the Old Town business community as well as improve our local economy, while creating more shopping and dining opportunities for Placentia residents and visitors.

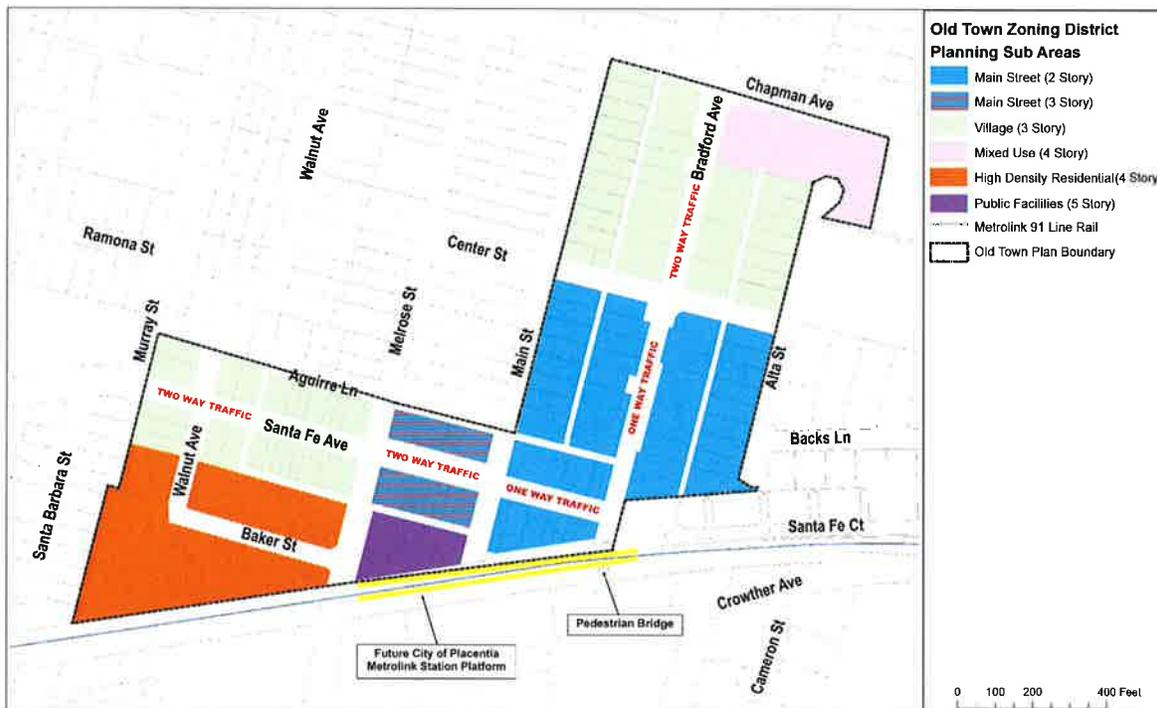
DISCUSSION:

Old Town is located in the southwest quadrant of the City along a section of BNSF railroad and is an integral part of the region. The Plan Area is approximately 33 acres in size and consists of 147 parcels made up of a diverse mix of commercial land uses, surrounded by residential neighborhoods to the west, east, and north. There are a few existing mixed-use buildings featuring commercial uses and residential dwellings. The area also includes a small number of potential historic resources. Public facilities include the senior center and the fire station. Many parcels are less than 5,000 square feet in size and include one to two story structures characterized by single family residential and "Main Street" retail, which contributes to the small scale of the Old Town.

The Old Town project area currently consists of properties zoned SF-C (Santa Fe Commercial), C-1 (Neighborhood Commercial), C-2 (Community Commercial) and R-2 (Low-Medium Density Residential) as demonstrated below:



The proposed Old Town Revitalization Plan (Plan) will result in the creation of a new Old Town Placentia Zone with specific standards for land use, parking, streetscape, sustainability, architecture and open space to facilitate new development and the rehabilitation/reuse of existing sites to create an attractive place to walk, live, shop, dine and congregate. The proposed land use map with planning sub-areas is below:



Fundamental to the revitalization effort will be a connection from Old Town to the TOD District. 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 Station platform. Designing a seamless transition to the districts on 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 District without the need to move their cars.

The proposed boundaries of the Old Town and TOD Districts are represented below:



Committee Recommendations

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

1. Old Town Revitalization Plan
2. Zoning Code Amendment/Development Standards
3. Public Realm Standards
4. Old Town Impact Fee Preparation
5. Old Town CFD (Community Facilities District) Preparation

It should be noted that based on City Council direction received on December 6, 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 June 13, 2017. City Council consideration of the full zoning code text amendment, general plan amendment and supporting documents is anticipated for July 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

A draft Gross Fiscal Impact and Economic Benefit Analysis study has been completed for the Old Town project, prepared by Kosmont Companies. Due to variables in buildout scenarios for Old Town, Kosmont has provided both an expected and conservative estimate for the Economic Benefit Analysis. Any new construction in the Old Town District would be subject to paying Development Impact fees, Community Facilities District (CFD) fees, and Public Safety Impact Mitigation fees. These fees will be very similar to the same fees proposed for the TOD District. The draft findings of Kosmont's Gross Fiscal Impact and Economic Benefit Analysis is summarized in the following table:

	SCENARIOS	
	EXPECTED 853,000 Sq. Ft of New Improvements	CONSERVATIVE 622,500 Sq. Ft of New Improvements
Private Development Activity	\$217 Million	\$159 Million
Annual Gross Fiscal Tax at Full Build Out (Property, VLF, TOT, Sales Tax, Franchise Fees, UUT, etc.)	\$926,000	\$730,100
Direct Construction Jobs	1,057	758
On-site Permanent Jobs	823	480
Development Impact Fees	\$8,320,000	\$6,440,000
Community Facilities District	Under Review	Under Review

Prepared by:



Joseph M. Lambert

Director of Development Services

Reviewed and approved:



Damien R. Arrula

City Administrator

Attachments:

1. Draft Old Town Revitalization Plan
2. Draft Old Town Gross Fiscal Impact and Economic Benefit Analysis
3. TOD/Old Town Public Realm Design Standards
4. Draft Old Town Development Standards
5. PowerPoint Presentation

Old Town  *Placentia*

Revitalization Plan



Draft #1

December 6, 2016 Version

Prepared by

City of Placentia

OLD TOWN PLACENTIA REVITALIZATION PLAN

1. Introduction

This Old Town Placentia Revitalization Plan (“Plan”) is a comprehensive plan for the revitalization, activation, and growth of the City’s original central business district founded in 1910 near the original the Placentia train depot and the citrus packing houses. The area suffered from disinvestment and economic decline with the widespread growth of Orange County’s suburbanization in the 1960s to 1990s periods.

However, existing property owners, residents, and businesses have kept the area active with a unique and diverse mix of small businesses, restaurants, churches, and public venues. This activity has helped this area retain some of its small town charm. Among Orange County’s old towns, Placentia has retained its unique small scale environment with rich variety of land uses.

Market data indicates that population groups of all types are looking for small scale, walkable urban centers located around transit to live, work, and play. This is occurring in Orange County with new, more compact, and transit-oriented developments and historic reuse districts emerging in Anaheim, Orange, Fullerton, and Santa Ana. Coupled with the proposed Transit Oriented Development (TOD) south of the railroad along Crowther Avenue, there is a unique opportunity for Old Town to see revitalization.

This Plan focuses on an 18-year period, from 2017 to 2035 and is expected to be implemented in phases under a partnership between City Elected Officials, City Departments, regional agencies, local businesses, stakeholders, residents, and community organizations.

PURPOSE

The purpose of this Plan is to enhance the physical environment in the City’s Old Town aimed at creating a lively destination to support and expand the current economic base, create a town center for Placentia, and better connect to adjacent neighborhoods and surrounding cities. The area’s assets include a walkable layout with its short blocks across a linear street pattern. Old Town Placentia, also known as “Placita Santa Fe”, has a good mix of commercial uses including popular restaurants, shops, and neighborhood serving stores.

OLD TOWN PLACENTIA REVITALIZATION PLAN

In 2016, the City of Placentia and the Orange County Transportation Authority (OCTA) approved a new Metrolink Station and parking structure in the Old Town area. This Station and parking structure, to be completed by 2020, is the primary element in the planned changes to the Old Town as well as in the area immediately to the south, currently under study as the “Transit Oriented



Development Packing House District”. The Station will have two platforms, one north of the railroad and one south of the railroad. A pedestrian overcrossing bridge and a grade separated road at Melrose Street have been completed in anticipation of the station. Both plans will meld a cohesive vision for the area around the new station and will be tied together by shared public realm elements.

The Plan covers both private property and public spaces, city and other government owned land, utility and service providers and addresses both public and private realms. It also provides information on implementation and funding once this Plan is adopted. Responsibility for implementation includes the City of Placentia, land owners, developers, business operators, and other stakeholders. An important partner in the Metrolink Station is the Orange County Transportation Authority (OCTA).

This Plan is intended to represent a shared vision for the Old Town and will allow other, more specific planning and development to occur, as well as enable direction for seeking grant funding and other funding for construction of public improvements. An amendment to the City’s General Plan and Zoning Code is being processed concurrently with the adoption of this Plan to provide a regulatory framework for private development within the Old Town.

BACKGROUND

Placentia’s Old Town constitutes the original town of Placentia, formed in 1910 and incorporated in 1926. The City has grown to a population of over 51,000 today. The Old Town developed around the original Placentia train depot and the citrus packing houses. Residential homes were

OLD TOWN PLACENTIA REVITALIZATION PLAN

typically Craftsman style homes or duplexes built around the commercial and industrial uses. Afterwards, the Old Town transitioned to house more industrial and auto-related uses as the citrus industry declined. When the City incorporated, the Old Town was the location of City buildings, services, as well as commercial banking, shops and commerce.

The City of Placentia considers investment in its Old Town one of the top priorities and has prepared this Plan as a comprehensive public and private development plan to cover a horizon of 18 years. Prior planning and revitalization efforts included formal City redevelopment of blighted areas around the Old Town, a specific zoning code for the “Santa Fe Commercial District”, and branding “Placita Santa Fe” as an attraction. With the Placentia Metrolink Station coming and past projects like the railroad grade separation projects, new transit oriented opportunities have presented themselves. The annual Los Posadas Tamale Festival hosted by



the Placita Santa Fe Merchants Association has brought regional recognition to Old Town. The previously prepared Draft Westgate Specific Plan in 2006 (not adopted) was a more recent attempt to bring a broader vision to the Old Town. In that plan, revitalization of the City’s historic core was included as a top priority.

COMMUNITY OUTREACH

In preparation for the City of Placentia’s Revitalization Plan for the Old Town area, a series of community meetings and workshops were conducted to gather the community’s input and insight. This identified the community’s goals and desires, and helped create a working glossary of terms related to the Plan. Data collected from the community workshops and public outreach was used to inform the vision, values, policies, and design elements of the Plan.

Outreach efforts focused on meetings, community events, public workshops, and stakeholder comments. Discussions covered a range of topics, including vision, mobility, land use/density, business type, streetscapes and landscapes, wayfinding, programming, implementation, and funding.

OLD TOWN PLACENTIA REVITALIZATION PLAN

Outreach began with a collection discussion amongst a group of identified stakeholders, comprised of agencies, businesses, city-wide organizations, school-afterschool entities, and individuals from the community. Many of the identified stakeholders were similarly engaged during the 2006 Placentia-Westgate Specific Plan that was not formally adopted.

Many participants were especially concerned with Old Town's perceived lack of safety. Stakeholders expressed an overwhelming need for a plan that implemented safety improvements, including a more consistent sanitation schedule, better lighting, and improved police surveillance. Stakeholders were additionally excited about plans that would offer extended parking opportunities, outdoor dining, additional retail and restaurants, and an improved connectivity between the new Metrolink station and its surrounding community.

The first community workshop was held on February 19, 2016 to discuss the purpose of the plan as well as further opportunities that encouraged public involvement. The public was given a clear description of the project boundaries and was presented with a review of past recommendations made from the Westgate Specific Plan for context. Additionally, they received visual examples of design elements. Participants undertook a design exercise intended to gather comments, ideas, and prioritize design elements. This activity took place amongst small groups, which presented their findings to the entire audience at the end of the activity. Common concerns included: poor landscaping, lack of street lighting, challenging parking, and physical deterioration. Common priorities included: improvement of private and public spaces, enhanced streetscapes, landscapes, improved lighting, sidewalks, and alleys. The community desired an enhanced environment that would be safer, more inviting, creating a better sense of place, while drawing from the historic importance in the area.

The second community workshop was held on May 4th, 2016, where the public was presented with both a summary of findings drawn from the previous meeting, as well as visual renderings of concepts, and alternatives for consideration. Participants discussed their impressions in small groups and emphasized the concerns. In regards to "Circulation and Infrastructure," the public recommended better lighting and enhanced security, as well as 2-4 hour parking accommodations for downtown patronage. Regarding "Density and Land Use", the public emphasized their desire for a more "open market" concept, as well as a premium coffee retailer. Regarding "Streetscape and Landscape," the public requested a consistent aesthetic that included curb appeal, earth tones, welcome signs, and street lights with hanging plants.

OLD TOWN PLACENTIA REVITALIZATION PLAN

They requested that bike racks, benches, planters, and welcome signs be prioritized, but they were also interested in more decorative focal points like street art and a public gazebo in a small public plaza area. Regarding “Identity and Programming”, the public has a high interest in establishing funding streams to support improvements—examples include the establishment of a lighting district, a business improvement district, and a special assessment. Lastly, there was an almost unanimous vote to change the district’s name to “Old Town Placentia”, as well as the desire to “phase out” auto shops and “phase in” minor public/private improvements that would add to the vitality of the district.

SETTING AND BOUNDARY

DEMOGRAPHICS

According to the Southern California Association of Government (SCAG) profile published in 2014, the City has a population of 52,094 persons, representing 1.7 percent of Orange County’s 3,113,991. Placentia experienced a growth rate that was higher than average for its area, 12.1 percent between 2000 and 2014. The population includes Hispanic (37.6 percent), Non-Hispanic White (42.9 percent), and Non-Hispanic Asian (15.0 percent), with Non-Hispanic Blacks, American Indians, and others making up the remaining 4.5 percent. There are an estimated 16,554 households within this population, and the median household income is \$76,688 as of 2014. The homeownership rate is high at 64.6 percent. According to SCAG, the most common housing type is single family detached dwelling: 70.3 percent of the homes. As of 2014, 84 percent of the population drives alone to work and 94 percent of Placentia’s residents commute to other cities for their place of employment, Anaheim and Los Angeles ranking in first and second place. Placentia statistics show the City to have 19,581 jobs out of Orange County’s 1,570,830 jobs. Between 2000 and 2014, Placentia saw a 3.7 percent reduction in the number of residents carpooling to work, which reflects the biggest change in transportation modes that were surveyed. There was a minimally detected increase in the number of residents who used public transportation. These demographics point to a stable, mostly single family residence, community with the potential for more sustainable transportation patterns.

EXISTING ZONING, LAND USES, AND BUSINESS TYPES

The Old Town is located in Placentia’s southern and western portion and is a part of the north Orange County area. The Plan Area is approximately 32 acres in size and consists of over 140

OLD TOWN PLACENTIA REVITALIZATION PLAN

parcels made up of a diverse mix of commercial land uses, surrounded by residential neighborhoods to the west, east, and north. There are a few residential uses. Four community churches are within and surrounding the Old Town. Community facilities include the City's senior center and the fire station. Many parcels are less than 5,000 square feet in size and this contributes to the small scale of the Old Town.

The Plan Area is focused on Bradford Avenue and Santa Fe Avenue from Chapman Avenue on the north to Murray Street on the west and is "L" shaped. To the north along Chapman Avenue is Kraemer Memorial Park. The immediately adjacent residential neighborhood to the north and west of the Plan Area, bounded by Chapman Avenue on the north and Murray Street on the west, is made up of primarily single family and duplex homes built during the Old Town's initial development period, many designed in the Craftsman architectural style.

The Plan Area includes the current "SF-C" Santa Fe Commercial District zone (Chapter 23.37 of the Code) and some surrounding parcels in the "C-1", "C-2", and "R-2" zones. The Plan Area does not include any schools, but Valencia High School is located just to the north of Chapman Avenue. California State University Fullerton is located approximately 2 miles to the west, in the City of Fullerton. Surrounding cities include Anaheim to the south with large industrial tracts and Fullerton to the west with large residential and commercial zones. The 57 Freeway (Orange Freeway) and the 91 Freeway (Riverside Freeway) provide the most direct freeway access. Business organizations include the Placita Santa Fe Merchants Association and the Placentia Chamber of Commerce. Long time establishments in the Old Town include the American Legion Post No. 277 and the Tlaquepaque and El Farolito Restaurants.

OLD TOWN PLACENTIA REVITALIZATION PLAN



CONSISTENCY WITH CITY POLICIES, CODES, AND PLANS

With proposed General Plan and Zoning Code Amendments, this Plan is intended to be consistent with the City’s General Plan, Zoning Code, Municipal Codes, and local and regional planning initiatives particularly for climate action, sustainability, multimodal transportation, complete streets, and livability. The City is currently in the process of updating the City’s General Plan adopted in the 1980s. This Plan is intended to expand the purpose and reach of the “Santa Fe Commercial District” zoning code provisions, creating a new zone called “Old Town,” with revised development standards to accommodate the goals of the community and this Plan. This Plan has also been prepared to be consistent with the Transit Oriented Development Packing House District plan and development codes for the area to the immediate south of the Old Town, separated by the Burlington Northern-Santa Fe (BNSF) railroad tracks.

OLD TOWN PLACENTIA REVITALIZATION PLAN

2. Vision

The vision for revitalization of Old Town Placentia includes a combination of historic preservation, infill complementary development, creation of unique public spaces, enhanced public realm features, and designation of the area as a transportation hub, all to provide this downtown core with a special identity to call its own. Placentia is considered a bedroom community, with a large portion of the City's land uses devoted to single family and apartment homes. While this character is important to the City's identity, it is also important to present a different part of the City, unique and tied to the past.

AN ACTIVE OLD TOWN

The vision for Old Town Placentia is to create a central gathering space inclusive of all population groups in the City and the region. A place where residents and visitors can walk to the corner store, go to dinner, congregate, shop, and relax in one place. This Plan strives to improve the built environment of the Old Town while also enhancing the human environment, creating more opportunities for people to interact and to create an environment conducive to expanding new business opportunities. The Plan is intended to attract customers, visitors, nearby residents, and travelers to destinations and to encourage people to stay longer by highlighting the aesthetics, views, scenes, and businesses of Old Town.

Central to the Plan is the creation of a "Pedestrian Priority Zone" around the intersection of Bradford and Santa Fe Avenue and a pedestrian network with primary paths along streets and secondary paths along alleys, behind buildings. The short blocks that are the original layout of the Old Town are very walkable and are preserved in the Plan.

Preserving the current diverse mix of land use types is important as well as supporting small businesses, public buildings, and housing. Although the area has developed with auto-related and industrial uses over the years, the goal is to phase out those types of uses to enhance more intense commercial development that contributes to a more pedestrian friendly environment and provides new business and shopping opportunities and points of interest.

OLD TOWN PLACENTIA REVITALIZATION PLAN

LOOK AND FEEL

The vision is to create a unique and distinguishable look and feel to Old Town Placentia that is slightly different from other old towns in Southern California by retaining the small scale buildings and shopfronts with smaller parcels, walkable blocks, and building frontages that are complementary to the public, pedestrian-scale spaces. The Old Town currently has a “village” character and the goal is to preserve and enhance that image.

Specifically, the objective is to preserve the commercial block style of building characteristic of Old Town Placentia. Buildings are built side by side and are placed at, or close to the right of way line, with very little interruptions for driveways and parking. Uses typically include shops, restaurants, and other attractions on the ground floor and offices and residential uses on the top floors. Building façades are well articulated and focus on openings, proportions, entries, and embellishments that add to the attractiveness of the area. Infill development is encouraged to help create the compact walkable environment important to a vital town center.

The Plan includes defining a look and feel for Bradford Avenue that is complementary but distinguishable from Santa Fe Avenue through streetscape and landscape features. Current building heights at two stories would be preserved around the Pedestrians Priority Area with increased allowances to three and four stories on the outer edges, but still retaining the commercial block style of buildings.

A SUSTAINABLE FUTURE

The Plan also includes provisions for sustainable development by creating a multimodal transportation hub around the Metrolink Station. The objective is to increase active transportation modes such as walking and bicycling alone or in combination with transit. A multimodal future is built into the plan by placing less emphasis on development around the automobile and creating a multimodal place providing more options for travel.

Cities across the nation are implementing policies to enhance public health, public safety, and the environment. This includes the creation of a sustainable environment that encourages community activity and addresses climate change as well. There are multiple strategies that can be used to improve air quality and conserve water. The Green Cities program plays a role in reducing waste by having recycling, reuse and composting programs. Its mission is to

OLD TOWN PLACENTIA REVITALIZATION PLAN

accelerate the adoption of innovative policies and practices that further sustainability at the local, State, and national levels and can be used as a model to guide the policies of this Plan. Green Cities support multimodal transportation that improves ease of access to a variety of transportation methods such as walking, cycling, and public transit. Green infrastructure includes innovative water drainage systems, water retention, and sustainable landscaping to assure water quality and conservation.

PLAN GOALS AND POLICIES

The goals and objectives of the Plan is to support an enhanced the environment which will encourage more public capital improvements and serve as a catalyst for stimulating private investment.

1. Goal: Make Old Town Placentia a Unique Destination

Policies:

- A. Celebrate the City's heritage
- B. Make connections to the past
- C. Create a walkable village atmosphere
- D. Build public gathering spots
- E. Enhance the City's identity overall
- F. Highlight historic features
- G. Improve public and private spaces
- H. Create a diversified commercial base
- I. Create a shopping destination

2. Goal: Make Old Town Placentia a Pedestrian, People Priority Zone

Policies:

- A. Encourage and allow compact development
- B. Encourage and allow outdoor dining
- C. Provide for small passive recreation spots
- D. Support inclusivity across all walks of life
- E. Enhance community facilities and services
- F. Build lively streetscapes

OLD TOWN PLACENTIA REVITALIZATION PLAN

- G. Create public spaces for events that will promote Old Town as a central focal point for City
- H. Create a small-scale village environment
- I. Create a variety of businesses, uses, and events that will encourage people to stay in Old Town longer
- J. Create a safe, inviting, pleasant, attractive and appealing sense of place
- K. Avoid large expanses of visible parking garages and surface parking
- L. Avoid conflicts with motor vehicles
- M. Provide opportunities to create intimate walkways
- N. Make the Old town walk-friendly for all ages and abilities
- O. Improve the alleys to make them attractive, useful and safe.

3. Goal: Promote Multi Modal and Sustainable Transportation

Policies:

- A. Connect surrounding suburban and commercial thoroughfares
- B. Encourage use and increased ridership of the Metrolink System
- C. Move away from the auto-orientation in the layout and land uses
- D. Provide hubs for various transportation modes
- E. Provide a community shuttle service within this hub

4. Goal: Support Businesses and Provide for Development Opportunities

Policies:

- A. Enhance safety and security
- B. Develop incentive programs
- C. Provide business start-up opportunities
- D. Promote the Old Town through media and outreach
- E. Provide for infill development, reuse, and preservation
- F. Develop a promotional campaign to encourage visits to Old Town Placentia

OLD TOWN PLACENTIA REVITALIZATION PLAN

3. Mobility

The development of the Old Town Placentia around the railway network was a key factor to the local citrus industry in the early 1900s. As a result, today the area is not well integrated into the street network of the City and the north Orange County region. The area is somewhat land-locked and tucked away from view. Contributing to the Old Town's isolated feel is the blocking of local streets with dead-ends and limited access to major thoroughfares. The train tracks are an additional feature that contributes to the area's inaccessibility.



METROLINK STATION. The new Placentia Metrolink Station constructed by the Orange County Transportation Authority (OCTA) will have a north and south platform similar to this example in Orange.

With the coming of the Placentia Metrolink Station, the area's local and regional connectivity will improve substantially, particularly for travelers using all types of transportation modes. The Metrolink Station provides the opportunity to reimagine getting to and from and around the Old Town and can draw visitors from outside the area along with new residents in the Packing House District. Recent circulation improvements

include the pedestrian bridge over the BNSF tracks and the underpass at Melrose Avenue.

Safety will be a driving factor in improving connectivity and will play a part in redesigning streets, sidewalks, and common public spaces, particularly where modes come together in a shared environment. The goal of this Plan is to make streets within and surrounding the Plan Area more accommodating and inviting for all users with varying abilities, a concept known as "complete streets."

OLD TOWN PLACENTIA REVITALIZATION PLAN

LOCAL AND REGIONAL CONNECTIVITY

It is important that the Old Town be better connected to the larger north Orange County economic, commerce, and population centers including major destinations like California State University Fullerton to the west, Placentia City Hall to the east, the Packing House District to the south, Anaheim Canyon employment hub to the southeast, and schools and neighborhoods adjacent to and surrounding the Old Town.

COMPLETE STREETS

Complete streets means that streets are designed for all users of the public roadways including bicyclists, transit users, pedestrians, and vehicles - for all ages and abilities. To achieve this balance, a redesign of the current roadway is necessary configurations since much of the urban landscape between the 1920s and 1990s centered on the automobile for movement and parking.

Streets have traditionally been designed to move automobile traffic as fast and efficiently as possible with pedestrians given second priority. Increasing traffic congestion has made streets less welcoming to pedestrians and cyclists. Streets are important for the livability of a community and economic sustainability for businesses, and more and more people want to be able to walk and ride bicycles in their neighborhoods. More people are focused on healthy living, with include better food choices, increased physical activity, reduced stress and the opportunity to relax and enjoy nature. To improve a more active lifestyle, many communities are taking steps to modify street designs to optimize their usability by a variety of users. Currently the City of Placentia is working on a health initiative with St. Jude's Medical Center, which will complement the new Health and Wellness Element of the draft General Plan Update.

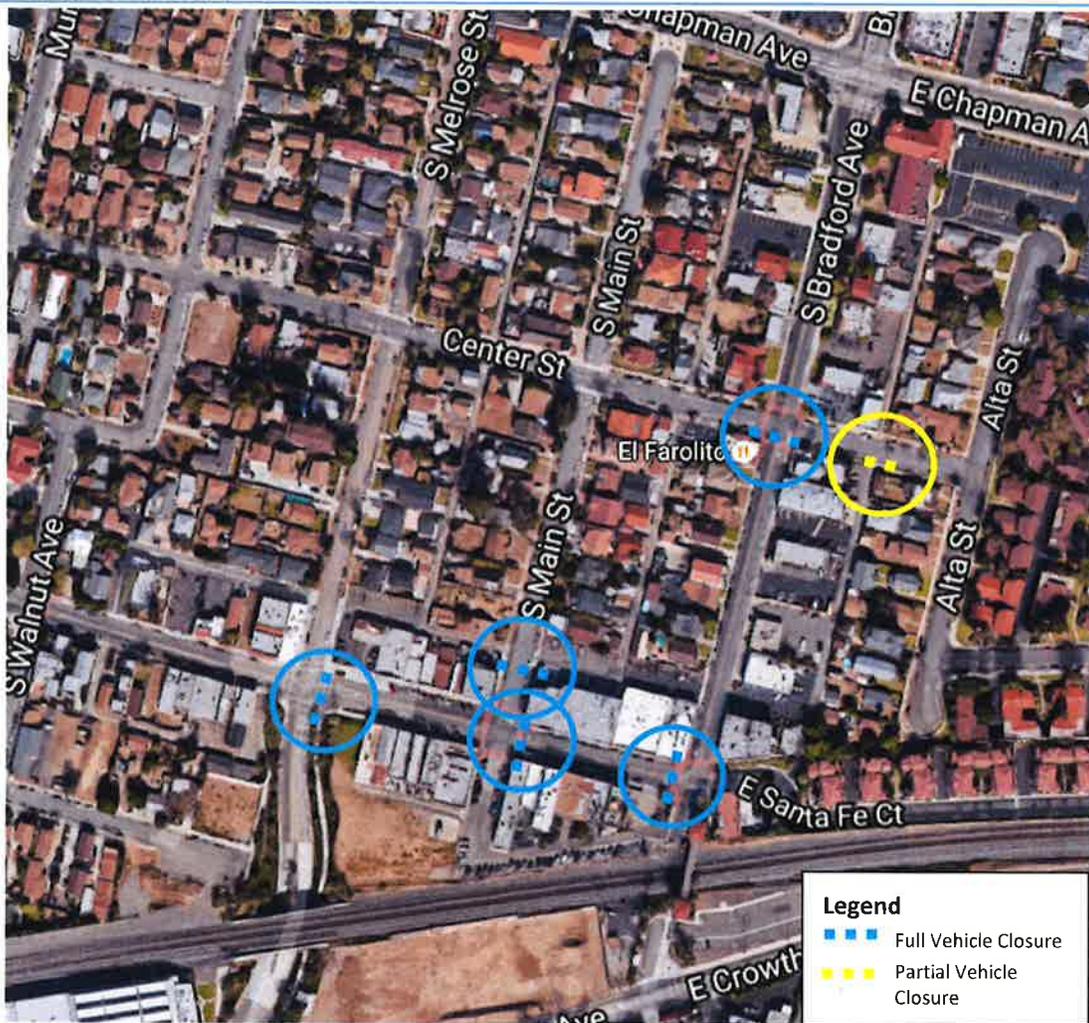
With a complete streets model, pedestrians of all ages and abilities can be given safe spaces with continuous unobstructed sidewalks. Cyclists desire a safe, clearly designated and cohesive network of cycling lanes. Transit riders want convenient and reliable transportation that reduces traffic congestion. Children and adults want safe and inviting routes to schools and transit stations. Motorists need roadways that facilitate safe movement while still providing safe spaces for pedestrians and cyclists. Freight operators and service providers require safe accommodations for unloading and loading supplies via dedicated curb access. People doing business need adequate space to provide active and rich street environments.

OLD TOWN PLACENTIA REVITALIZATION PLAN

FLEX STREETS

This Plan allows for certain streets to be easily closed for special events and festivals, day and night through provisions for “flex streets”. Flex streets provide communities a means to transform roadways into safe public areas for city supported functions. A flex street is a roadway that can be changed from vehicle-use to a pedestrian use by strategic placement of removable bollards or other vehicular barriers. Vehicles can be prohibited from road use during pedestrian priority events to ensure a safe walking area.

FLEX STREET



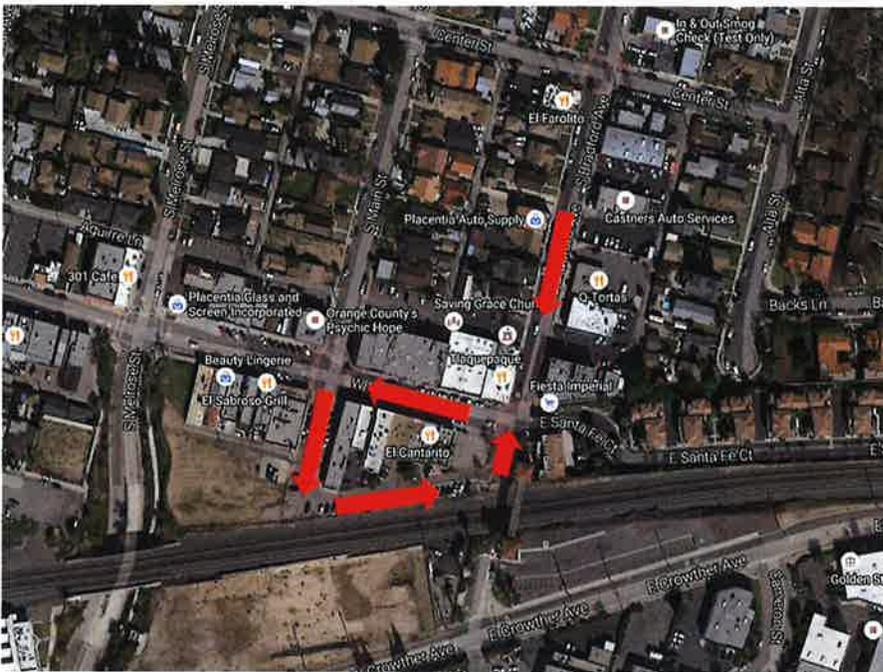
OLD TOWN PLACENTIA REVITALIZATION PLAN

SANTA FE AVENUE & BRADFORD AVENUE (from Center Street to Main Street). This street segment (s) can be easily converted into a "Flex Street" using physical temporary barriers such as rails and bollards that close the street in part or in full to vehicle traffic. This frees up public roadway space for community activities such as fairs and cultural festivals.

TRAFFIC SAFETY

This Plan considers that traffic safety and the reduction of collisions is a top priority. Although the Old Town does not suffer from many traffic collisions, the introduction of more pedestrians, bicyclists, and vehicles presents could increase the need for safety awareness and for designing public right of way improvements that reduce any conflicts between the different types of users.

CIRCULATION



This Plan recognizes that enhanced vehicle circulation will be important to moving through the Old Town, particularly in cases where drop off and pick up of passengers and goods occur. The proposed circulation for the plan area includes creating a one way circulation pattern starting at Center Street on Bradford Avenue,

heading south to Santa Fe Avenue and west on Santa Fe to Main Street. This circulation plan includes dedicated bike lanes and parallel parking where right of way space allows.

OLD TOWN PLACENTIA REVITALIZATION PLAN

TRANSIT SERVICE

Important to creating a multimodal hub, is introducing various type of transit options for the Plan Area to include rail (Metrolink), community shuttle (OCTA), and transit circulator (OCTA) routes, stations, and stops. Through enhancing the pedestrian realm within the Old Town, walking routes to transit stations and stops will be enhanced, creating an environment that promotes use of transit.

BICYCLE NETWORK

Bicycle facilities increase mobility options for residents and guests. Bike lanes are important to mobility in the Old Town and are proposed for both Bradford and Santa Fe Avenues. To ensure that bike travelers will have places to keep their bicycles, short term and long term bicycle parking spaces will be incorporated into each new development and with the development of a future streetscape master plan. Short term bicycle parking spaces are bicycle racks while long term bicycle parking spaces are provided via paid bicycle lockers. Long term storage is particularly important for the proposed Metrolink parking structure. Furthermore, a bicycle share program can be evaluated for those without bicycles. This would enable bicycle commuters to connect with bicycle routes to Fullerton on the northwest and Anaheim in the south and allowing bicycle commuters to connect to residences on the eastern areas of the City. Where feasible, protected bike lanes (Class I) can be installed in the Old Town district. Where the roadway cannot accommodate Class I lanes, Class II or III can be installed. Bike lanes can be either one way or two, depending on the right of way width available.

PEDESTRIAN NETWORK

An overall goal of the Plan is to improve the walking environment for all visitors to Old Town. The Old Town Placentia Plan includes improvements to walkways for all users. Sidewalks along Bradford Avenue and Santa Fe Avenue can serve as the primary pedestrian network. These sidewalks are proposed to be widened from their current 5-foot to 8-foot widths (up to 16' in some areas) depending on location and feasibility. Wider sidewalks will be achieved by narrowing or redesigning roadways and wider sidewalks provide more public space for pedestrian travel, landscaping, outdoor cafes, and streetscape amenities. One way traffic allows for wider sidewalks, thus increasing pedestrian priority and a more active streetscape.

OLD TOWN PLACENTIA REVITALIZATION PLAN

The goal is to create more pedestrian friendly routes that will help to bring destinations within the Old Town closer by allowing shortcuts between spaces. Activating existing alleys behind buildings can provide a secondary pedestrian network. Alleys can be lined with green infrastructure to create more intimate and personal city spaces. Store owners can be encouraged to create secondary frontages along alleys and to maintain the rear entrances to their businesses. Alleys can be beautified in a way that they will also be utilized as off-street spaces for festivals and cultural activities as well. Naming of alleys as “courts”, “lanes”, etc. will help to create a sense of place with the Old Town. For example,

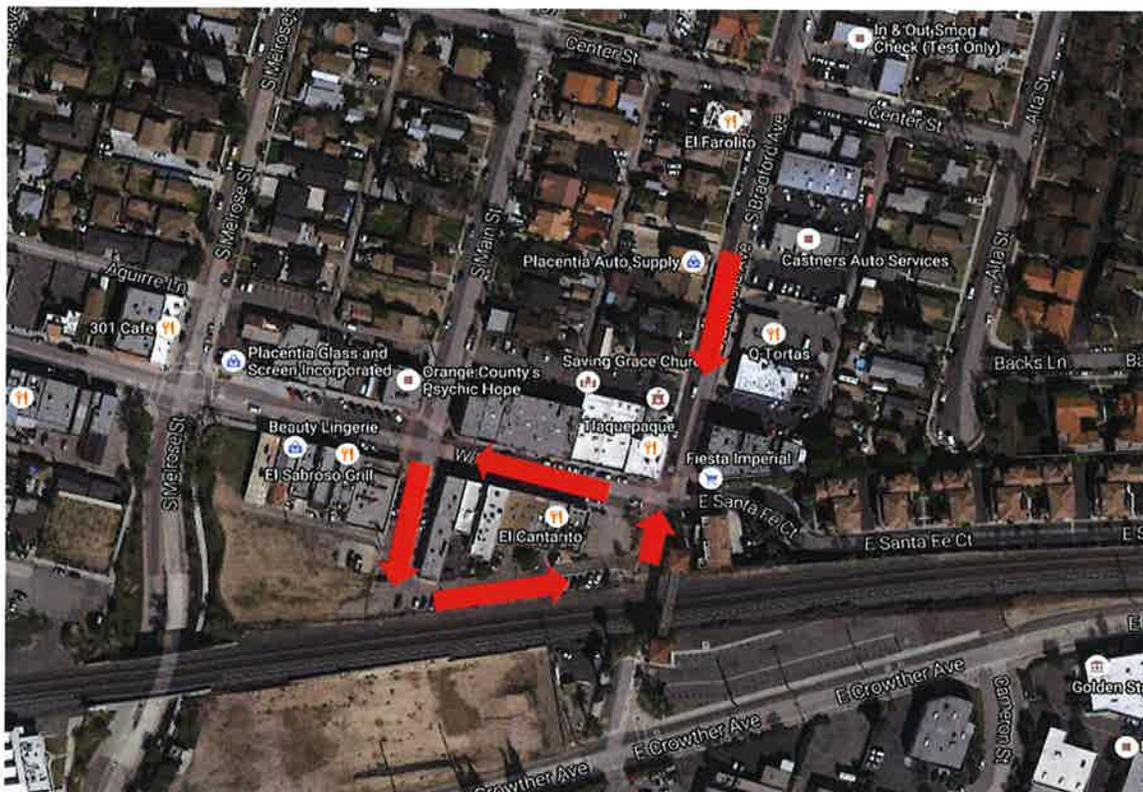
- The alley behind Santa Fe Avenue north could be called “Aguirre Lane;”
- The alley behind Santa Fe Avenue south could be called “Santa Fe Lane;”
- The alley nearest to the Metrolink Station could be called “Old Town Court;”
- The alley behind Bradford Avenue west could be called “Chapman Lane;” or
- The alley behind Bradford Avenue east could be called “Alta Lane”

STREET CROSS SECTIONS AND CIRCULATION PLAN

The following pages contain illustrations showing the circulation plan options and corresponding street profiles and cross sections.

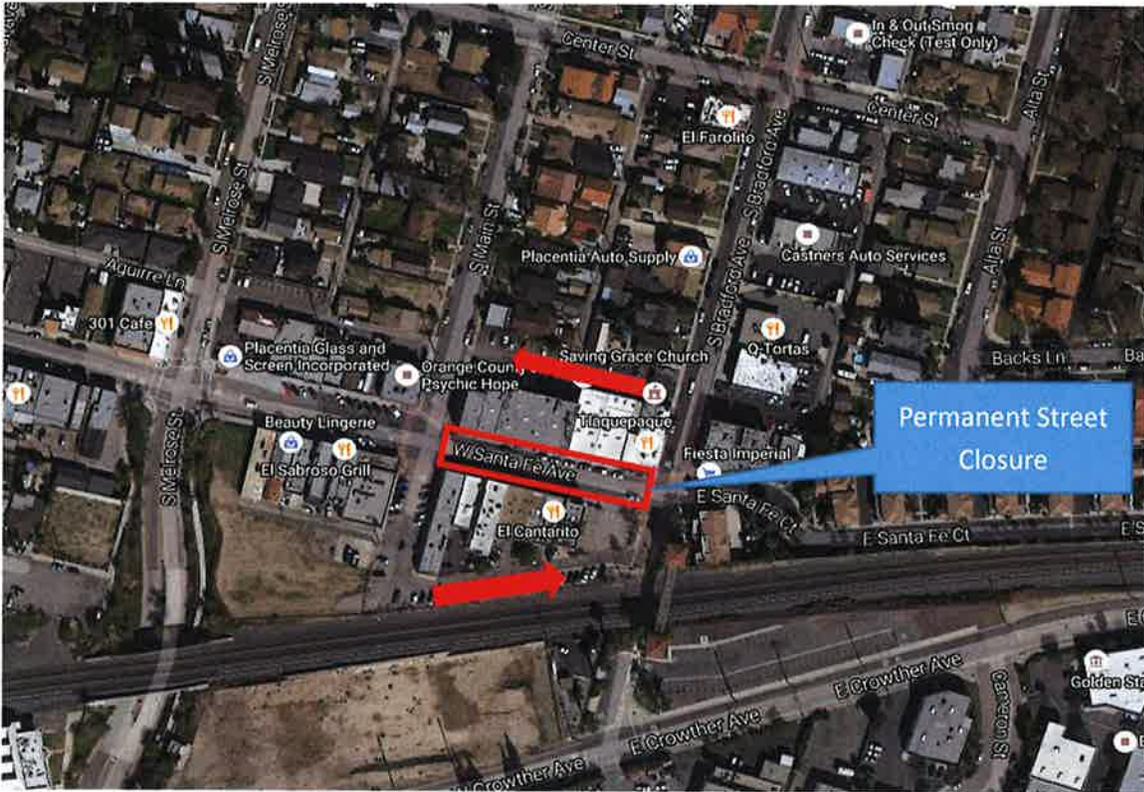
OLD TOWN PLACENTIA REVITALIZATION PLAN

Circulation Option 1



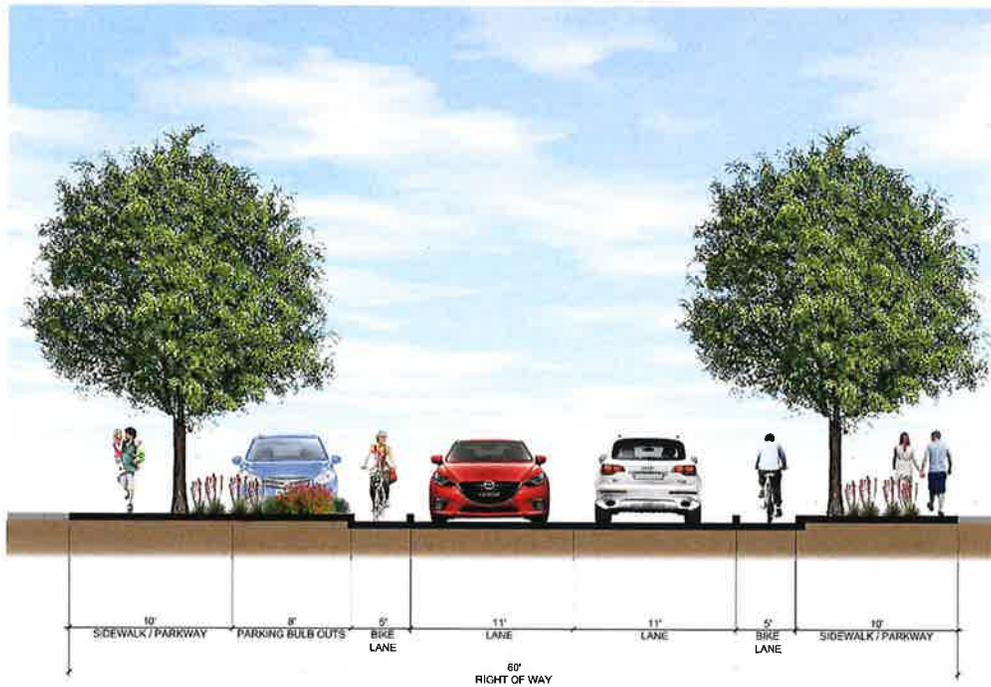
OLD TOWN PLACENTIA REVITALIZATION PLAN

Circulation Option 3



OLD TOWN PLACENTIA REVITALIZATION PLAN

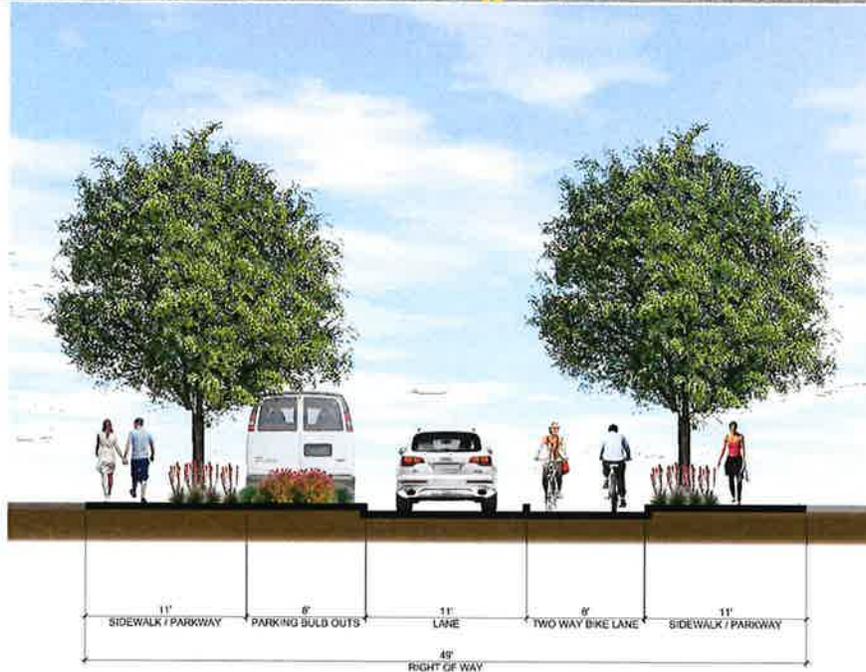
Streetscape – Bradford Avenue (Chapman Avenue to Center Street) Southbound



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

OLD TOWN PLACENTIA REVITALIZATION PLAN

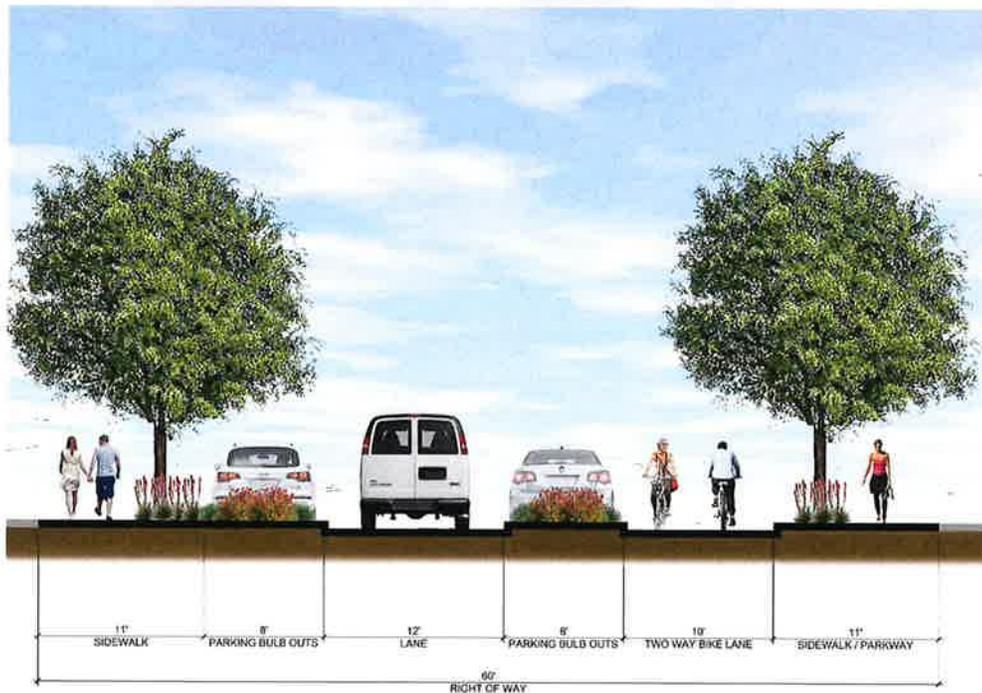
Streetscape – Bradford Avenue (Center Street to Santa Fe Avenue) Southbound



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

OLD TOWN PLACENTIA REVITALIZATION PLAN

Streetscape – Santa Fe Avenue (Bradford Avenue to Main Street) Westbound (Option 1)

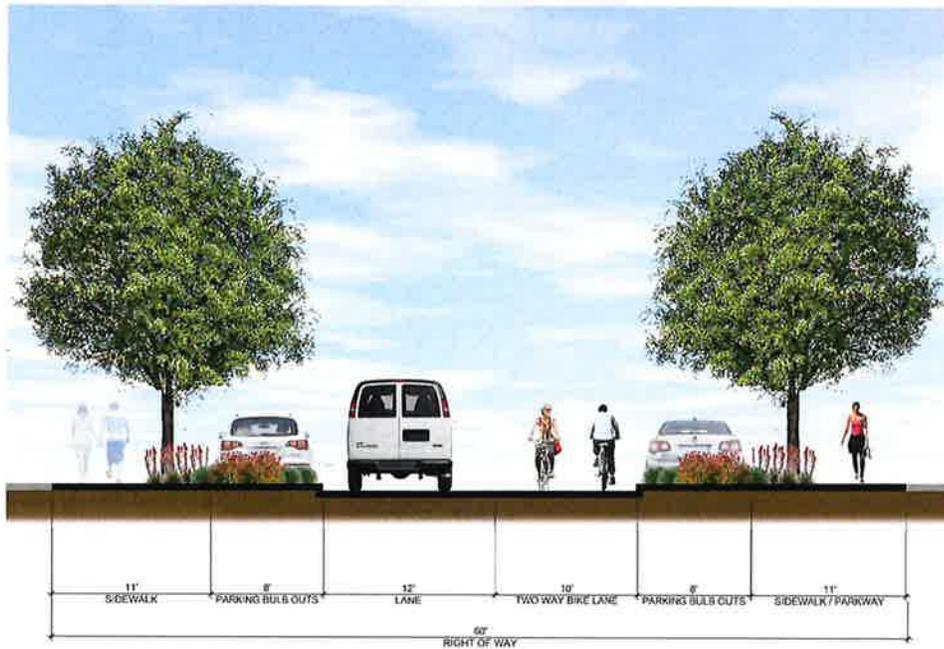


anta Fe Avenue

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

OLD TOWN PLACENTIA REVITALIZATION PLAN

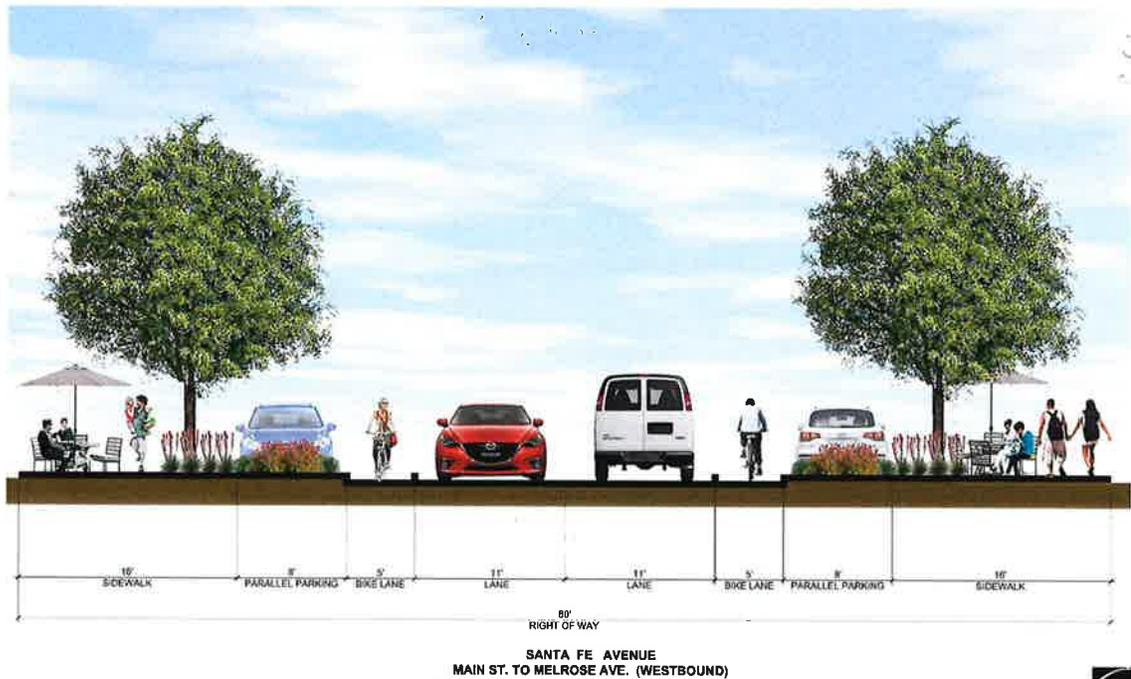
Streetscape – Santa Fe Avenue (Bradford Avenue to Main Street) Westbound (Option 2)



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

OLD TOWN PLACENTIA REVITALIZATION PLAN

Cross Section - Santa Fe Avenue (Main Street and Melrose Street) Westbound



RECOMMENDATIONS

CIRCULATION, SAFETY AND FLEXIBLE STREETS

1. Implement the tenets of Complete Streets model and follow, when adopted, the City's Complete Streets Ordinance
2. Build "Flex Streets" that allow for community events and activities through temporary closures (with removable bollards) and redirection of traffic.
3. Widen sidewalks and reduce roadway widths where feasible to slow vehicle traffic and increase walking, sitting, shopping, etc. in the pedestrian realm.
4. Construct enhanced crosswalks for increased visibility of pedestrians with decorative crosswalks that are highly visible.
5. Add signage at potential conflict points and design public right of way improvements that reduce any conflicts between the different types of users.
6. Open up closed streets and alleys to bicycles and pedestrians (keep existing closed to vehicles)

OLD TOWN PLACENTIA REVITALIZATION PLAN

7. Open up more access routes into and out of the Old Town by opening through traffic in both directions along Melrose Street.
8. Implement a community shuttle system.
9. Create a pedestrian priority intersection where Santa Fe Avenue and Bradford Avenue meet.
10. Install enhanced crosswalk designs.
11. Designate emergency access routes reviewed and approved by Public Safety
12. Consider folding into the mobility improvement the relevant components of the City's health initiative and the draft Health and Wellness Element of the draft General Plan Update

TRANSIT

13. Install wayfinding signage for the Placentia Metrolink Station and link to the Packing House District, and citywide signage.
14. Design and install enhanced bus shelters on Chapman Avenue.
15. Instigate a local circulating bus or trolley that services the Old Town, the Metrolink Station, the Metrolink parking structure, the TOD Packing House District and surrounding areas.

BICYCLE FACILITIES

16. Construct bike lanes along both Bradford and Santa Fe Avenues. Although Class I bike lanes are desirable, lower classes can be considered given available right of way widths.
17. Install short term and long term bicycle parking spaces at central and convenient locations, as development and streetscape improvements occur.
18. Evaluate the feasibility of a bicycle share program for those without bicycles, particularly near the Metrolink Station.

PEDESTRIAN

19. Widen sidewalks to give priority to the pedestrian and to allow space for more active streetscape activities such as walking, outdoor dining, seating, and other amenities that improve the environment for the pedestrian.
20. Utilize the alleys as a secondary pedestrian network and encourage secondary business entries there.

OLD TOWN PLACENTIA REVITALIZATION PLAN

21. Implement “greening” the alleys.
22. Encourage the maintenance of alleys by the business or property owners.
23. Consider alleys as off-street spaces for festivals and cultural activities.
24. Consider a program of community naming of the alleys.

4. Infrastructure

To support any new infill development in the Old Town, an assessment of the capacity of the various infrastructure systems will need to be conducted. Because the Plan can allow for greater density through infill and increased height limits, the exiting systems will likely have to be upgraded.

WATER

This Plan considers that increased development may require upgrades to the current water lines and facilities. The Plan Area is served by water distribution piping ranging in size from 8-inches to 12-inches. Golden State Water Company provides water supply assessment. Current water lines run from Center Street to Bradford and Santa Fe Avenues.

WASTEWATER

This Plan considers that increased development may require capacity upgrades to the current wastewater and facilities. The Plan Area is served by the City's sanitary sewer system. This system contains sewage collection piping ranging in size from 8-inches to 15-inches. Current sewer lines run to Bradford and Santa Fe Avenues.

DRAINAGE AND STORMWATER MANAGEMENT

The Plan Area is served by a storm drainage system consisting primarily of pipes with diameters ranging from 8-inches to 60-inches, which ultimately drain to Carbon Creek. These creeks have been channelized in their downstream sections and are also used in conjunction with the storm drainage system for flood protection. Drainage in the Plan Area collects at Bradford and Santa Fe Avenues.

UTILITIES

The Plan area includes creating attractive public realm environment in all corners. To the extent feasible, overhead utility lines should be undergrounded or otherwise upgraded.

OLD TOWN PLACENTIA REVITALIZATION PLAN

DRAINAGE AND STORMWATER MANAGEMENT



PAVEMENT. Permeable pavement treatments help to retain runoff and improve water quality.



BIOSWALES. Swales help to ensure proper storm water drainage and water retention.

RECOMMENDATIONS

WATER

1. Verify with Golden State Water Company that it can provide any additionally needed water supply.
2. Evaluate whether the water lines around the intersection of Bradford Avenue and Santa Fe Avenue, near the new Metrolink Station, need to be relocated to accommodate planned improvements.

WASTEWATER

3. Conduct a wastewater facilities assessment to determine the capacity of the network.
4. Evaluate whether the wastewater facilities around the intersection of Bradford Avenue and Santa Fe Avenue, near the new Metrolink Station, need to be relocated to accommodate planned improvements.

DRAINAGE AND STORMWATER

5. Assess the capacity of the current drainage system to accommodate future development
6. Ensure compliance with Low Impact Development standards pursuant to a Water Quality Management Plan.

OLD TOWN PLACENTIA REVITALIZATION PLAN

5. Streetscapes

Streetscapes are the common connectors between plazas, spaces, parking, and buildings and can be a major contributor to a clean, uniform, unified, uncluttered, and attractive shared environment, with a color scheme, style, and design tied to the City's heritage. Streetscapes as a major component of thoroughfares help define the street space as a safe environment for automobiles, cyclists and pedestrians while adding beauty and shade to the street. Landscaping, wayfinding, amenities, street furniture, and related elements are to be integrated with Packing House District to the south by means of a Public Realm Standards document that encompasses both areas. This document gives support and direction to completing a more detailed streetscape plan that will tie the two areas together with common or complementary streetscape elements and wayfinding.

SANTA FE AVENUE TODAY



LACK OF STREETSCAPE. This image shows Santa Fe Avenue without street furniture and open spaces for pedestrians. There is a lack of landscaping and pavement treatments which would help bring out the welcoming character of the City.

OLD TOWN PLACENTIA REVITALIZATION PLAN

PEDESTRIAN REALM

The key component of the Old Town Placentia streetscape is the emphasis on a linear and park-like, pedestrian realm branching out from the new Metrolink Station area. An enhanced pedestrian experience can occur through streetscape improvements that unify corridors with consistent tree palettes and planting. Pedestrian amenities, organized in clusters, such as benches, trash cans, and pedestrian lighting all add to the pedestrian experience. Utility boxes that inhabit the roadway space should be wrapped with artistic materials that are evocative of Old Town Placentia. Shade structures can also be used to improve the pedestrian experience. This pedestrian zone environment is a guiding principle for the proposed circulation plan, as shown in the Mobility and Land Use Chapters of this Plan.

STREETSCAPE ELEMENTS

OPEN SPACE AND PUBLIC PLAZAS

Open space is integral to the success of the Plan in creating a destination and active town center. It is an important part of a commitment to provide places that promote the physical and emotional well-being of residents. Locating a space for a central public plaza is recommended and should be linked to the Metrolink station and parking structure. This public plaza could include a stage area, public amenities, landscaping and seating. The plaza could play an important role in community activities and festivals through the year and would be the central location for information and signage and could provide a focus to civic life in Placentia, provide shade, establish a focal point for the Metrolink Station, and attract visitors. Secondary to a public plaza could be a series of small open spaces to contain amenities, public art, and signage combined to produce attractive and well maintained areas of interest and continuity in the outdoor environment.

The Plaza complements commercial activity by allowing shoppers and patrons a place for respite amidst their activities. Instead of leaving the Old Town, pedestrians can retreat for a break. Public amenities contribute to an atmosphere and character, and help paint an area as a destination with a consistent planting palette and lighting scheme.

OLD TOWN PLACENTIA REVITALIZATION PLAN

AMENITIES AND STREET FURNITURE

Amenities in the public realm provide for shared features that make the area attractive as well as functional. Street furniture such as benches, bike racks and trash receptacles coordinated in style and color can enhance the feel of the Old Town. Furniture should sit in clusters and be organized in a way that does not feel cluttered and that provides pedestrians respite from street and shopping activity. Resting or seating areas should be organized around trees, planters, and green spots for access to shade and a more peaceful environment.

LANDSCAPE

Landscapes should preserve and promote the aesthetic character and value of Placentia's core by defining, unifying and enhancing the public realm while providing the passive solar functions of cooling in summer while allowing filtered sunlight and warmth in winter.



Landscapes can help to mitigate environmental degradation resulting from stormwater runoff. As practical, plant materials will be indigenous to Placentia, or similar in character and habitat to indigenous materials. The focus should be on shade trees, particularly those that are evergreen, to improve the environment for pedestrians. Indigenous trees such as, Oaks and Eucalyptus provide a sustainable habitat and are tolerant of stress created during periods of drought, while being receptive to eco-friendly integrated pest management. Storm Water Best Management Practices, along with Low Impact Development standards, can help to maintain and improve water quality. The landscape shall consist of elements consistent with the character, climate and soils of Placentia.

OLD TOWN PLACENTIA REVITALIZATION PLAN

WAYFINDING SIGNAGE

Signage is a key navigation element of the Old Town Placentia Streetscape as it becomes more pedestrian oriented. Signage is necessary for locating parking, businesses, the train station and other points of interest, and a coordinated wayfinding program can add to the ambiance of the area. A wayfinding program, governing the placement, design, and style of signs, can create a feeling of consistency and a sense of place. Signage can indicate traffic direction, restrooms, parking lots, commercial areas, public transportation stops, and where to find city information. Signage should be clear and easy to read. The wayfinding program should be tied to the Packing House District, the Metrolink Station and other citywide points of interest, in a holistic manner. Individual business signage should not cover the façades, doors, or windows of buildings and be in proportion to the primary building façade.

LIGHTING

Lighting has the capacity to make an area attractive, inviting, and safe at night times. Lighting is a fundamental amenity for streets, access-ways, parking lots, plazas, and other public spaces and helps to establish a more human environment for walking and driving. Well-designed lighting also fosters a safer and more viable night-life atmosphere and adds a more festive and relaxing feeling. It can create interest by illuminating special locations and architectural and landscape features, and can help convey an overall feeling of activity during the evening.

In addition to street lighting, lighting within the Plan Area should be pedestrian oriented, pedestrian scaled and contribute to the overall experience of the environment, while at the same time providing sufficient street lighting. Commercial and mixed-use area should exemplify the vitality of an urban night life while preserving the quality of the night sky.

Lighting signs, fountains, pedestrian crossings, and special features is encouraged, and the color and quality of the light should support the architectural character and textures of the building. Lighting fixtures should be spaced close together with lower light levels than further apart with intense and varied light levels. Light fixtures should not cause glares into the upper stories of buildings.

Architectural lighting should be encouraged and be consistent with the design vocabulary of the streetscape. Light fixtures should be hidden or integrated into the architectural character of building. Retail environments require special lighting to attract customers and promote the sale of merchandise. Interior lights should be directed towards the interior of the store, and

OLD TOWN PLACENTIA REVITALIZATION PLAN

varied light expression is encouraged. Retailers should make special effort to create interesting and dynamic storefronts while abiding by the concerns of light-wash and over-lighting. Parking garage lighting should be limited to highlighting special features such as green or living walls, stair and elevator core elements, lobbies, and signage. Pedestrian and vehicular entrances must be controlled to reduce glare and/or light wash. Residential and balcony lighting should be directed toward building walls. In general, balcony lighting should provide architectural highlights with no illumination beyond the direct boundary of the building. Security lighting should be connected to a timer and/or motion detector. Other important lighting elements include festoon lighting over Santa Fe Avenue, landscaping up-lighting and lighting that marks the seasons and holidays.

HARDSCAPES AND PAVEMENT TREATMENTS

Hardscapes and pavement treatments should be incorporated to break up spaces and particularly to define node, centers, segments, and districts within the Old Town. Hardscape materials such as wood, brick, masonry, stones, can be artfully combined to create these edges. Roadway pavement is encouraged to support the pedestrian friendly environment particularly around the existing Placita Santa Fe.

PUBLIC ART

The Old Town has the potential to be a center of arts and culture in the City. A public art program would be coordinated by City departments and community organizations and could include a mural program.

RECOMMENDATIONS

1. Prepare a streetscape master plan, based on the public realm document and the guidance in this Chapter, and have the plan encompass a cohesive approach to both Old Town and TOD packing house district.
2. Develop a wayfinding program that would include both Old Town and the TOD Packing House District.
3. Conduct a study to consider the feasibility of outdoor kiosks in the Plan area.

OLD TOWN PLACENTIA REVITALIZATION PLAN

4. Identify a location for a central public plaza and corresponding smaller open spaces. Create a site plan for the central plaza, as part of the streetscape master plan.
5. Consider adopting the sign regulations proposed in the TOD Packing House District code amendment.
6. Consider adopting a public art program.

6. Parking

Parking is an essential part of the success of the revitalized Old Town, but has traditionally caused lost opportunities and has helped to make the Old Town an uninviting pedestrian environment. Less land devoted to the automobile will make land uses and destinations with the Plan Area seem closer together and more easily accessible on foot. Currently, the Plan Area has on-street parallel and angled parking, surface public parking lots, and on-site private parking in addition to driveways associated with parking.

Consistent with the objective of creating a pedestrian friendly walkable environment with a sense of place, the Plan discourages on-site parking. Because parcels are small, space should be restricted to buildings to help create that compact development with a large variety of uses. All parking in the Old Town is intended to be shared public parking through on-street parking, City parking lots, and the Metrolink parking structure to provide parking for both the Old Town businesses and Metrolink commuters. The parking structure is planned to provide space for approximately 253 vehicles within a five-level structure. Also included would be designated space for electrical vehicle charging, bicycle racks, and long term bicycle parking (lockers).

A parking management program is being prepared for the Old Town including the new parking structure to include permitted, time-limited, and designated spaces to ensure adequate parking among various users.

An “in-lieu parking” program can allow development flexibility and add to funding needed for more centralized parking facilities.

OLD TOWN PLACENTIA REVITALIZATION PLAN

Land Use

The vision for the land use and private and public land is to keep development compact by providing opportunities for infill that preserves the small-scale character of the historic core. A portion of the Plan area encompasses surface parking lots and driveways, and the objective would be to convert that space to development use for stores, restaurants, offices, and residential uses. The Plan encourages rehabilitation, additions, and alterations to existing properties, while providing opportunities for new infill development. The objective is to create a more compact commercial core district, keep parcel sizes small as they currently exist, and consolidate parcels, where appropriate, to create larger development sites at the outer ends of the plan area.

TYPES OF USES

The Plan's vision is to encourage a continuing and robust mix of uses oriented around this unique destination. The goal for commercial diversity includes a healthy mix of retail, restaurants, combined with outdoor gathering spaces such as public plazas. In addition, office and service uses would be permitted on the second floor of the Plan area buildings, providing an important element to create a more full service area. Residential development could occur in areas outside of the historic core, or "Main Street" areas.

ZONING DISTRICTS

The Plan Area includes the current "SF-C" Santa Fe Commercial District zone (Chapter 23.37 of the Code) and some surrounding parcels in the "C-1", "C-2", and "R-2" zones. The Plan proposes the area to be rezoned as "Old Town" and further divides the Old Town into five planning sub areas to guide new development, infill, preservation, and reintegration of land uses. These subareas were drawn around distinctive areas or locations in the Plan area, with distinctive standards and include Main Street (2-story), Main Street (3-story) Village, Mixed Use, High Density Residential, and Public Facilities. (See Proposed Zoning Map)

Subareas

Generally, the Old Town area encourages retail, commercial uses with residential uses permitted in the High Density Residential subarea and in the Mixed Use and Village subareas, where it is

OLD TOWN PLACENTIA REVITALIZATION PLAN

permitted above the ground floor. Residential would not be permitted in the Main Street subarea.

Main Street (Two and Three Story Height Subarea)

This subarea is the core of the Old Town area and is found along both Bradford Avenue and Santa Fe Avenue from Center Street to Melrose Street and is characterized by small scale buildings with frontages that blend with the streetscapes. The proposed height limit is two stories from Center to Main Street and three stories between Main and Melrose Streets. The focus is on historic rehabilitation and infill development to create a dense urban segment. Uses would be limited to commercial type uses that occupy smaller spaces and attract a large number of visitors.

The Main Street (MS) subarea encourages the preservation and enhancement of its unique historic character, with commercial block building forms and shopfront architecture. The north and south sides of Santa Fe Avenue from its intersection with Bradford Avenue to the first block west of Melrose Avenue is characterized by commercial block buildings, sitting at the sidewalk edge. This pattern could be repeated along the Bradford Avenue segment. The historic character of existing buildings is to be preserved where sufficient architectural integrity remains, and new buildings are to be designed to be compatible with the historic character of the area in the commercial block style.

Allowable land uses emphasize ground floor retail, restaurant, and related uses, with opportunities for offices and other services above. No residential uses are permitted in the Main Street subarea. The restoration and renovation of existing façades is encouraged. Parking is on-street, in existing and proposed surface lots, and in park-once surface lots/garages. "Park once" is where parking structures and lots are located so that people can park their cars and then make stops on foot rather than driving from one destination to another within the district, as you would with a car-oriented strip mall area. New buildings should mimic the existing older structures and be built to the front property line throughout the subarea.

Village (3 Story Height Subarea)

This subarea is found in two separate places. One at the north end of Bradford Avenue from Center Street to Chapman Avenue (excluding the southeast corner) and along both sides of Santa Fe Avenue from Melrose Street on the east to Murray Street on the west. The intent is to

OLD TOWN PLACENTIA REVITALIZATION PLAN

create new and infill development opportunities while preserving existing historically significant properties such as the old City Hall, Library, and telephone exchange.

The Village (V) subarea provides an opportunity for a new walkable retail and office center as an extension of the Main Street subarea. The Village subarea would provide for the same building form and setbacks as the Main Street subarea but would allow three stories, with residential above. In this area, the primary frontages along Bradford and Santa Fe Avenues would orient to the street with no front setbacks and a minimal rear setback for secondary frontages along the alleys. Retail and restaurants would be located on the ground floor spaces, with offices and residential permitted above. Building types are intended primarily to be a commercial block with well-defined frontages in the shopfront style similar to the MS zone.

Mixed-Use (Four Story Height Subarea)

This subarea is found at the southeastern corner of Chapman and Bradford Avenue and would be permitted four stories in height. The Mixed Use (MU) subarea provides for a mix of concentrated urban housing types with some live-work opportunities with commercial on the ground floor. Denser, high quality, landmark development is encouraged here as this is envisioned as the gateway into the Old Town area. This subarea could provide for urban residential building types including townhouses and courtyard housing, and live-work buildings.

High Density Residential (Four Story Height Subarea)

At the most southwestern corner of the Plan area is the high density residential subarea, with a four story height limit. This area can provide opportunity for new housing development; with its residents patronizing the Old Town businesses and using the new Metrolink station for certain transport needs.

Public Facilities (Five Story Height Subarea)

This subarea, bounded by Melrose Street on the west, Main Street on the east, the railroad on the south and the alley on the north, is the location for the upcoming parking structure. This structure will be five stories in height and will provide 253 spaces and will provide parking for Old Town visitors as well as those using the Metrolink station.

OLD TOWN PLACENTIA REVITALIZATION PLAN

The shopfronts are an important design feature of facades in this style and they are placed at or close to the right-of-way line, with their entrances at sidewalk grade. The ground floors are commonly equipped with cantilevered shed roof(s) or awning(s). Recessed storefronts are also common and create more visual interest for pedestrians on the sidewalk. A great variety of shopfront designs are possible, but the following is consistent with existing Main Street shopfront configurations and is encouraged throughout the Plan area:

- a. 12 feet to 16 feet tall, as measured from the adjacent sidewalk;
- b. The corresponding storefront(s) opening(s) (doors and windows) along the primary frontage shall comprise 65% of the 1st floor wall area facing the street and not have opaque, stucco or reflective glazing;
- c. Storefronts may be recessed from the frontage line by up to 10 feet;
- d. "Bulkheads," which are a segment of wall that provides a transition between the window opening(s) and the adjacent grade, are also encouraged. The bulkhead shall be between 24 inches and 36 inches tall (aluminum storefront or spandrel panel may not substitute for a bulkhead); and
- e. Awnings, signs, etc., shall be located 8 feet above the adjacent sidewalk and may project for the width of the sidewalk. Awnings shall only cover storefronts and openings so as to not cover the entire facade.

New Infill development, rehabilitation, additions, and building alterations need to consider the context of the Old Town block pattern and setting as well as the existing properties of historic significance or merit. The following are a few principles to guide new construction.

Encouraged:

- a. multiple openings;
- b. recessed, protruding, cantilever, balconies;
- c. proportioned articulation for all building walls and well positioned details; and
- d. a complimentary mix of building materials.

Discouraged:

- a. blank façades and block walls along the streets and alleys;
- b. poor quality building materials and construction methods.

OLD TOWN PLACENTIA REVITALIZATION PLAN

RECOMMENDATIONS

1. Recognize the five subareas within the Plan Area and adopt an amendment to the Zoning Code outlining regulations, land uses and standards that would implement the Plan's goals for each subarea.
2. Adopt an amendment to the General Plan to allow the proposed land uses in the Old Town area.
3. Retain and preserve the historic architecture of the core of the Plan area, principally located in the Main Street subarea and with the designated historic buildings along Bradford Avenue.
4. New shopfronts should be consistent with the patterns of the existing shopfronts in the Old Town.
5. Require high quality architectural and urban design for all new buildings.

7. Historic Resources

Based on a limited field review of historic properties in the Old Town, there appears to be enough historic fabric and integrity for the area to qualify as a historic resource under local and State law and the area would likely be eligible for the National Register of Historical Places as a historic district.

HISTORIC CONTEXT

Placentia was originally part of the Rancho San Juan Cajon De Santa Ana, known today as the area comprising the cities of Placentia, Anaheim, Fullerton, and La Habra. The City of Placentia emerged when approximately 4,000 acres were purchased by two separate parties, Daniel Kraemer and William and Sarah Jane McFadden, in the late 1860s. Like many early Southern California settlements, the area was attractive for both its climate and its soil—the town quickly became known for its citrus crops, though walnuts, grapes, and avocados were also grown. The town's development was largely dependent on early, civic-oriented residents. In 1910, a rancher by the name of A.S. Bradford convinced the Santa Fe railroad to re-route its track through the area, making the rail distance to Los Angeles notably shorter. A train depot was constructed alongside multiple packing houses to accommodate the town's growing citrus industry, and by 1926, the town had continued to develop and saw 500 of its citizens successfully vote to incorporate.

A.S. Bradford was also responsible for laying out the main streets of the town, and he had the foresight to structure the town's center around the Santa Fe depot. Between 1910 and 1912, three blocks of the designated city center on Santa Fe Avenue were subdivided multiple times to properly accommodate commercial lots; these lots would eventually house banks, markets, hardware stores, and hotels. 1910 saw Samuel Kraemer Jr. construct the town's first packing house, called the Placentia Mutual Orange Association. In 1917, the Union Oil Company took an interest in exploratory drilling and struck oil in 1919. As a result, Placentia experienced another period of huge development, as settlers seeking fortunes, rather than agricultural prospects, arrived to the town.

OLD TOWN PLACENTIA REVITALIZATION PLAN

RESOURCE IDENTIFICATION

The City of Placentia has not conducted a historic resources survey to determine which properties may have historical significance; however, an inventory of potential historic resources located in the Plan Area is included in Table below. This list does not necessarily represent all historic resources in the Old Town but can help focus historic preservation efforts.

Identified Historic Resources in Old Town Placentia

Name	Year	Address	Designation	Prior Evaluation/Date
Placentia Water Tower		Chapman Ave at Main St	Local	
Old Placentia Library		143 S Bradford Ave	Local	
Old City Hall	1939	120 S Bradford Ave	Local	(1)
Cavalry Church	1928	102 S Bradford Ave		(1)/2002
The Kraemer Building	1914	238 & 240 S Bradford Ave	Local	(2)/2002
Telephone Exchange Building	1931	125 S Bradford Ave		(2)/2002
Marjie Building		149,155, and 161 W Santa Fe Ave	Local	
The Stradley Building No. 2		167 & 173 W Santa Fe Ave	Local	

Sources: City of Placentia; California Historic Property Data File (2012); California Register of Historical Resources

Notes: (1) Appears Eligible for National Register & California Register based on Survey Work; (2) Contributor to a local district as recognized by local government

Properties identified as potential historic resources in the Westgate Specific Plan include over 20 identified properties that have enough integrity to at least qualify as contributors to a historic district. The properties represent buildings that should undergo review against the Secretary of the Interior's Standards and Guidelines for the Rehabilitation of Historic Properties (available online).

OLD TOWN PLACENTIA REVITALIZATION PLAN



The old Placentia City Hall, Library, and Telephone Exchange buildings on their own and combined represent a cluster of Spanish Colonial Revival style architecture, and a grouping important to early Placentia. The commercial block style architecture on Santa Fe Avenue constitutes another distinct historic cluster with strong associations to the early citrus industry and town

formation. Bradford Avenue has several distinctive Mid-Century Modern style buildings which merit further consideration. Some properties appear to be important due to early town site associations, but need to be further evaluated due to the amount of alterations inconsistent with key historic features and styles. An assessment of historic integrity will also be necessary. This Plan recommends that a historic resource survey be conducted for the entire Plan Area within the first year of adoption to closely identify properties of significance. Infill development and alterations will need to be carefully reviewed on a case by case basis.

ADAPTIVE REUSE, HISTORIC PROPERTY REHABILITATION, AND INFILL DEVELOPMENT

Adaptive reuse is converting the use of a historic property for more contemporary use that may require certain modifications to the building form and features. Such modifications can be achieved without compromising the features identified as significant in earlier work. Historic rehabilitation may involve returning previously inappropriate alterations made to conform to the style and features of the historic architecture. Infill development in a historically sensitive area requires special attention to scale, massing, rhythm, and building placement.



Guidance for alterations to historic properties is best found in the Secretary of the Interior's Standards and Guidelines for Rehabilitation of Historic Properties. Changes, alterations, and demolition of potential and listed historic resources often undergo a design review process to

OLD TOWN PLACENTIA REVITALIZATION PLAN

determine the impact of the changes on the historic significance of the property. Minor changes and ongoing maintenance require minimal staff review, but major alterations and demolitions are typically reviewed by a commission.

REGULATORY FRAMEWORK

Certain rules and laws apply to the treatments of historic properties. Local ordinances can prescribe how to treat listed historic properties in the City. At the State level, the California Environmental Quality Act requires review of discretionary public approvals for impacts to historic resources.

HISTORIC PRESERVATION PROGRAMS

Certain programs and activities can help with supporting a historic preservation environment such as collecting oral histories, displaying information about important historical events in the community, and providing preservation incentive programs.

RECOMMENDATIONS

1. Ensure that all new development is compatible with adjacent and nearby historic resources.
2. Complete detailed documentation to determine the historic elements of each resource (DPR 523 forms).
3. Consider an historic façade rehabilitation program.
4. Consider annual awards honoring historic resources and their preservation, reuse or restoration.
5. Consider a National Preservation Month event (May).

8. Business Support

Small businesses are the engines helping to drive economic development. Nearly all the businesses located in Old Town Placentia are small businesses or “mom and pop” type of stores. Conversations with small business owners during the community workshops further highlighted the need for small business support, with an emphasis on minority and women-owned businesses, and assistance, when available, through the City of Placentia, State programs, business assistance centers, and the local chambers of commerce to develop policies, procedures and practices that encourage small business growth in Placentia and Old Town. Areas of need prioritized by workshop participants included:

- Business Development, such as topical workshops and seminars
- Marketing of Old Town as a destination
- Branding with Logo and Tagline
- Maintenance of public areas
- Public Safety & Security Measures
- Public/Private Funding for building improvements, common public areas
- Public/Private Partnerships for promoting and developing Old Town
- Incentive programs

An area of business support that was frequently mentioned included support with finding private or public funding streams from physical improvements to the Old Town. Recommendations for generating funding streams included:

- Adapt an Old Town CFD
- Establish a Lighting District in this specific area
- Establish a Business Improvement District
- Establish a Special Assessment
- Establish a parking In-Lieu Fee Program
- Adopt an Old Town impact fee

The City and the business community can encourage local businesses to take a more active role in the Old Town by adopting such measures as staying open for longer hours as feasible, illuminating storefronts, arranging attractive window displays, ongoing building maintenance, repair and refurbishing shopfronts and building facades, greening the rears of shops as secondary frontages.

OLD TOWN PLACENTIA REVITALIZATION PLAN

RECOMMENDATIONS

1. Encourage the business community to take a more active role in Old Town's improvements including such things as establishing a lighting district, special assessment districts, and a Business Improvement District, or BID. These can be used to fund physical improvements, provide added security measures and create a branding/marketing program.
2. In order to ensure that improvements can be financed, have developers pay into a parking In-Lieu Fee Program to fund new parking opportunities, a community facilities district to fund ongoing maintenance, and pay an Old Town impact fee to fund physical improvements to the district.
3. Encourage the Chamber of Commerce and Placita Santa Fe Merchants to provide business development workshops that are relevant to the needs of existing and emerging businesses.

9. Community Events & Programming

Programming includes promoting and hosting community events including farmer's markets, crafts fairs, outdoor performances, street festivals, community classes, parades, and special celebrations in the town square fashion.

Robust event programming, specifically in the town's center, provide encouragement for citizens to gather for civic events, as well as private functions. These events and community activities support the Plan's goals for an active Old Town and add interest to attract visitors, tenants, customers, etc. Community programming is intended to:

- Strengthen community image and sense of place
- Support economic development
- Strengthen safety and security
- Promote health and wellness
- Foster human development
- Increase cultural unity
- Protect environmental resources
- Facilitate community problem solving and create an atmosphere of working together toward common goals
- Provide recreational experiences

In the workshops held with the community, the following programming was recommended to support the growth of the Old Town:

- Festivals
- Public Art
- Special Events/Activities
- Cleaning and Maintenance
- Sponsorships & Partners
- Public safety, police patrol events
- Wayfinding signage

OLD TOWN PLACENTIA REVITALIZATION PLAN

RECOMMENDATIONS

1. Create “flex streets” with removable bollards for community events.
2. Ensure that all new light standards are supplied with electrical outlets and hardware for banners.
3. Encourage the business and property owners to adopt special assessments districts, a community facilities district, and a business improvement district to help fund and foster community programming and events.
4. Encourage a more active and engaged Chamber of Commerce and Placita Santa Fe Merchants to implement community programming and events.
5. Develop a wayfinding signage program for Old Town and the Packing House Districts.

10. Maintenance

A clean and maintained Old Town will not only attract tenants and visitors but will make the area feel safer knowing that investment is occurring in an on-going manner. Maintenance includes upkeep of the public and private realms, including public improvements, trash pick-up, landscaping, graffiti abatement, and addressing repair as need. Maintenance responsibilities are assigned to the City and area stakeholders and can be integrated with an ongoing code enforcement program.

Safety and security can be enhanced through improvements such as lighting, but also through crime prevention programs such as a neighborhood watch and other localized public safety programs. Increased security patrolling and police presence can assist with the feeling of safety and security. More multimodal travel will lead to more “eyes on the street” which will add to the feeling of safety.

RECOMMENDATIONS

1. Establish an Old Town community facilities district (CFD) to ensure future and ongoing maintenance of the built environment.
2. Establish a neighborhood watch program.

11. Implementation

This Plan, once adopted, serves as a three phase action plan to proceed with the implementation activities and funding strategies to bring about public and private improvements. This Plan represents a collective agreement on the future direction of the City's Old Town with support by area stakeholders. Both the Old Town and the TOD Packing House District should be considered together in the implementation actions.

PHASING

As with any project or planning effort, there are actions that need to happen fairly quickly to ensure the groundwork is laid for implementing the plan. Other actions follow in later phases. The table below lists specific recommendations and their general timing, together with the parties responsible for their fruition. This Plan assigns implementation phasing to best capture the investment and synergy of detailed streetscape and street plans.

INTERGOVERNMENTAL AGENCY COORDINATION

Important to the implementation of this Plan is the support and coordination with other governmental agencies including the Orange County Transportation Authority (OCTA).

OLD TOWN PLACENTIA REVITALIZATION PLAN

Implementation Plan

OLD TOWN REVITALIZATION PLAN IMPLEMENTATION			
ACTION	TIMING 1=Short term phase, 1-2 years 2=Mid Term phase, 3-5 years 3=Long Range phase, beyond 5 years	RESPONSIBILITY DS-Development Services PW-Public Works ED-Economic Development NS-Neighborhood Services PS-Public Safety PD-Private Development B/PO-Business & Property Owners OA-Outside Agency OS- Outside Services	
		LEAD	SUPPORT
REGULATORY ACTIONS			
Adopt General Plan Amendment and Zoning Code Amendments enabling new development standards	1	DS	
Adopt a circulation plan for Old Town, redesigning the current roadway configurations	1	PW	
Prepare and adopt an Old Town development impact fee	1	PW	
Establish a community facilities district (CFD)	1	PW	B/PO
Establish creative sign and master sign permits	1	DS	
Establish outdoor dining permit	1	PW	DS
Initiate code enforcement to address unsafe conditions	1	NS	
Adopt a Complete Streets Ordinance	1	PW	DS
Consider folding into the mobility improvements the relevant components of the City's health initiative and the draft Health and Wellness Element of the draft General Plan Update	2	PW	DS
Consider adopting the sign regulations proposed in the TOD Packing House District code amendment.	1	DS	
IMPROVEMENT PROJECTS			
The completion of the Metrolink Station platforms and Metrolink service to Placentia	2	OA	

OLD TOWN PLACENTIA REVITALIZATION PLAN

The completion of the Metrolink Parking Structure	2	PW	OA
Redesign streets as called out in the circulation plan, as development occurs	2-3	PD	PW
Conduct any water and sewer upgrades as necessary	2	PW	
Install streetscape features as development occurs	2-3	PD	PW
Ongoing streetscape and roadway improvements, as development occurs	2-3	PD	PW
Install short term and long term bicycle parking spaces at central and convenient locations, as development and streetscape improvements occur.	2-3	PD	PW
Build "Flex Streets" that allow for community events and activities	2-3	PW	
Construct enhanced crosswalks for increased visibility of pedestrians with decorative crosswalks that are highly visible.	2-3	PW	
Add signage at potential conflict points and design public right of way improvements that reduce any conflicts between the different types of users.	2-3	PW	
Open up closed streets and alleys to bicycles and pedestrians (keep existing closed to vehicles)	2-3	PW	
Construct bike lanes along both Bradford and Santa Fe Avenues. Although Class I bike lanes are desirable, lower classes can be considered given available right of way widths.	2-3	PW	PD
Open up more access routes into and out of the Old Town by opening through traffic in both directions along Melrose Street.	2	PW	
Design and install enhanced bus shelters on Chapman Avenue.	2-3	OA	PW
Evaluate Infrastructure capacity and upgrade as needed	2-3	PW	PD
Include amenities such as electrical vehicle charging, bike storage and parking for shared car programs with new parking structures and surface lots.	2-3	PD	DS
Ensure that all new light standards are supplied with electrical outlets and hardware for banners.	2-3	PW	
PROGRAMS			
Consideration of Historic Resources:	1	ED	DS

OLD TOWN PLACENTIA REVITALIZATION PLAN

<ul style="list-style-type: none"> • Inventory of historic resources • Historic resource listing at the local, State, and National levels can also be achieved in this phase. • Historic façade rehabilitation program • Awards honoring historic resources and their preservation, reuse or restoration, National Preservation Month event • Adaptive reuse of significant historic properties • Marketing and public awareness campaigns about the history and plans for the Old Town 			
Develop an “in lieu” parking program.	1	DS	
Prepare and adopt a streetscape master plan, based on the public realm standards document, including recommendations on public plazas and other public areas	1	PW	DS
Create an outdoor kiosk master plan	2	DS	
Study a bike share program	2	PW	
Establish a Branding and Marketing program	2	ED	
Adopt a wayfinding signage program	1	DS	PW, ED
Designate emergency access routes reviewed and approved by Public Safety	2	PS	
Implement a community shuttle system.	2	PW	ED, OA
Implement “greening” the alleys.	2	PW	
Encourage the maintenance of alleys by the business or property owners.	1	PW	DS, ED
Consider alleys as off-street spaces for festivals and cultural activities.	1	ED	PW
Consider a program of community naming of the alleys.	2	ED	
Utilize the alleys as a secondary pedestrian network and encourage secondary business entries there.	2	DS	PW
Consider adopting a public art program.	1	DS	ED
Establish a neighborhood watch program.	2-3	B/PO	
Complete a parking management program to evaluate how best to use paid, permitted, time-limited, and designated parking spaces to the benefit of residents, visitors and businesses.	1	PW	DS
Retain and preserve the historic architecture of the core of the Plan area, principally located in the Main Street subarea	1-3	DS	ED

OLD TOWN PLACENTIA REVITALIZATION PLAN

and with the designated historic buildings along Bradford Avenue.			
New shopfronts should be consistent with the patterns of the existing shopfronts in the Old Town.	1-3	DS	
Require high quality architectural and urban design for all new buildings.	1-3	DS	
Encourage the business community to take a more active role in Old Town's improvements including such things as establishing a lighting district, special assessment districts, and a Business Improvement District, or BID.	1-3	ED	PW
Encourage the Chamber of Commerce and Downtown Merchants Association to provide business development workshops that are relevant to the needs of existing and emerging businesses.	1-3	ED	

12. Sources of Funding

Funding for the implementation of this Plan will need to draw upon a mixture of public, quasi-public, and private resources under a funding strategy focusing on implementing the Plan. For most of the physical improvements to the Old Town district, private development funding will be sought.

PRIVATE DEVELOPMENT FUNDING

As redevelopment occurs, new development will be required to pay a specific impact fee for the area, to pay, proportionately, for the construction of roadway and public realm improvements. As part of new construction, developers will be responsible for installing sidewalk improvement up to the curb face in front of their properties and to pay an impact fee to fund the cost of constructing roadway improvements to the center of the street. Wherever public funds, grants, or other private sources of money are identified or become available, these will be used to augment private resources.

REGIONAL, STATE, AND FEDERAL GRANTS

Various federal and State funding programs are available through the year depending on priorities of larger scale resources. Opportunities are particularly appropriate for the sustainability aspects of this Plan including multimodal transportation improvements.

SPECIAL ASSESSMENTS

Special assessment districts, such as Community Facilities Districts (CFD), are available for public improvements and on-going maintenance of the public real estate such as business assessment districts, infrastructure districts, and lighting districts. Such districts require the support of the local property owners and/or businesses.

INFRASTRUCTURE FINANCE DISTRICTS

Although redevelopment funding is no longer available to California agencies, infrastructure finance districts are still available and operate similarly with "tax increment" financing available to install capital improvements.

OLD TOWN PLACENTIA REVITALIZATION PLAN

FOUNDATION AND CORPORATE SUPPORT

Limited funding opportunities are available through large foundations, non-profits, and corporations that can fit into the overall funding strategy for the Old Town.

OLD TOWN PLACENTIA REVITALIZATION PLAN

GROSS FISCAL IMPACT & ECONOMIC BENEFIT ANALYSIS

PLACENTIA, CA

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

Table of Contents

Section	Page
1.0 Executive Summary	3
2.0 Methodology	12
3.0 Fiscal and Economic Impacts	22

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1.0 Executive Summary

1.1 Background & Purpose

The City of Placentia ("City" or "Client") has retained Kosmont Companies ("Kosmont") to prepare a gross fiscal impact and economic benefit analysis ("Analysis") for the expected build-out of the Old Town zoning district ("Project"), also known as the "Old Town Santa Fe District." As of the date of this report, the City prepared a draft Revitalization Plan, corresponding Zoning Amendment Document, and Public Realm document. The City is soliciting proposals from Consultants to provide services related to the preparation of a California Environmental Quality Act (CEQA) document.

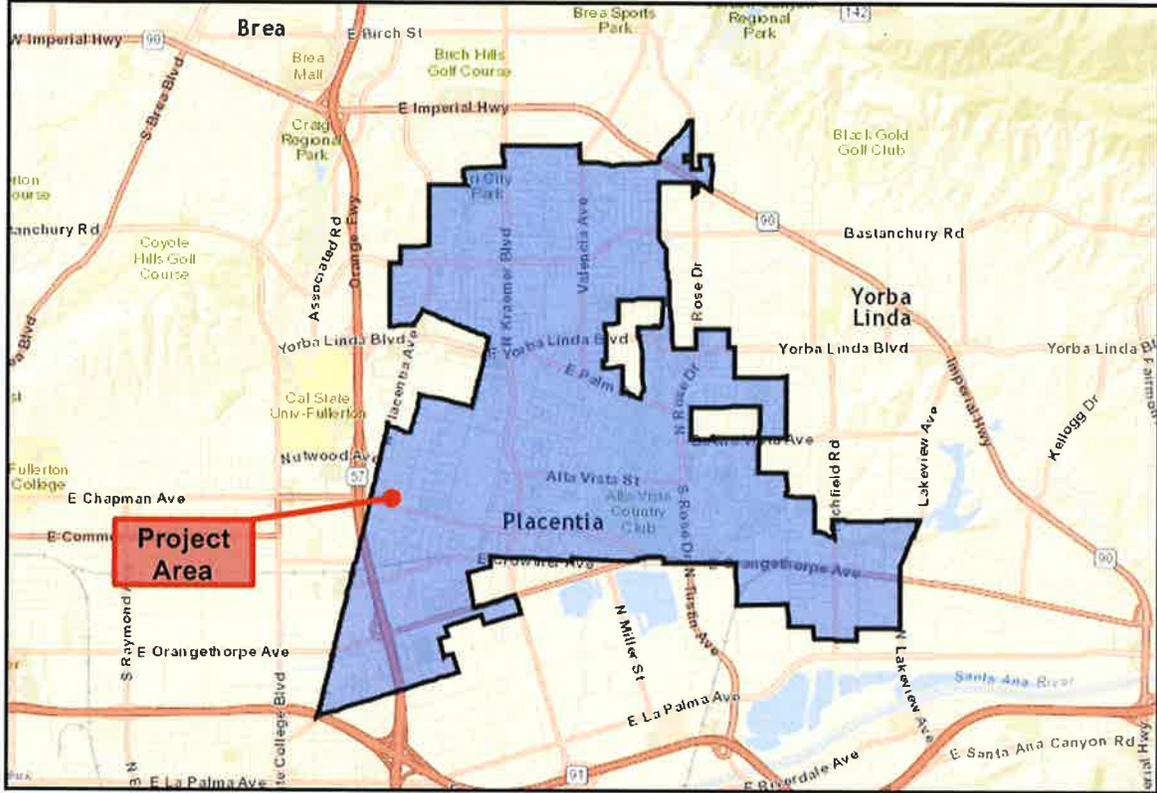
The Project area is immediately adjacent to a new Metrolink commuter rail station (two platforms) scheduled for completion in 2020. The Project area covers roughly 32.5-acres, which is planned for medium to high-density residential and commercial mixed-use development. An above-ground, 255-space parking structure is also planned for the Project area.

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 area.



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Exhibit 1.2: Local Map

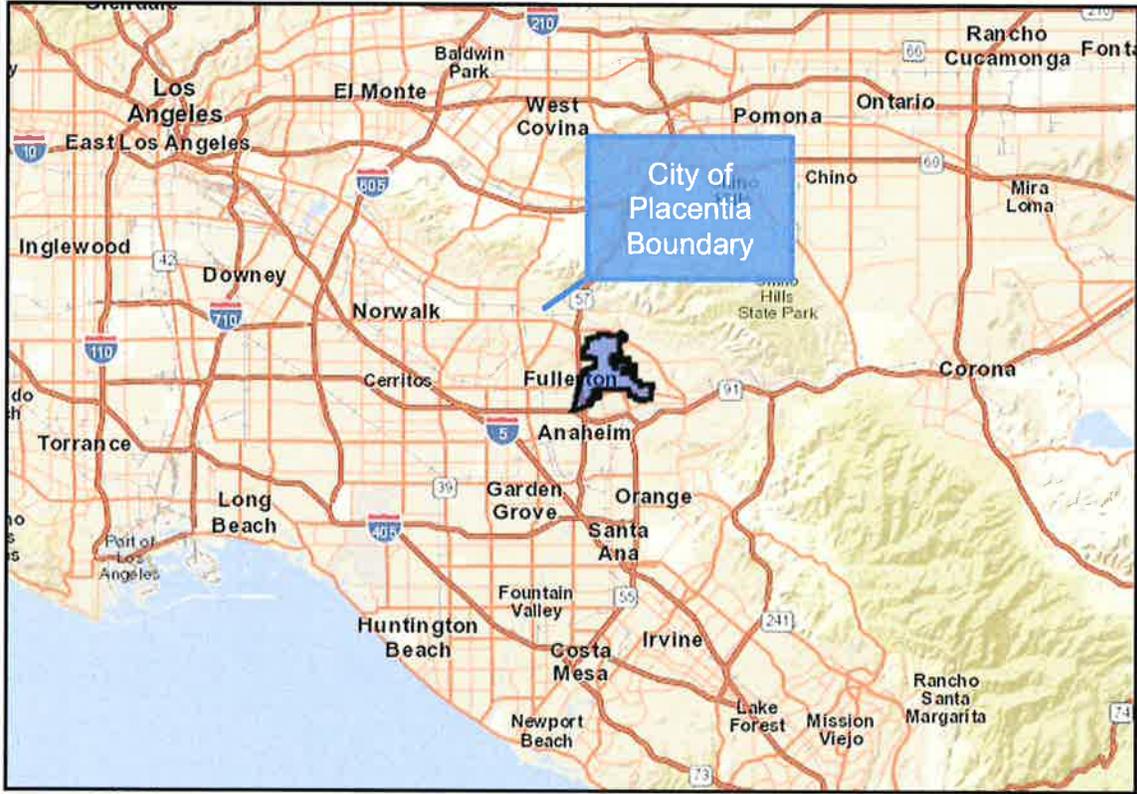


Source: ESRI (2017)



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Exhibit 1.3: Regional Map



Source: ESRI (2017)



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1.2 Project Description

Location

As shown in the map above, the Project area is generally located east of the 57 freeway, north of Orangethorpe Avenue, within the southwesterly portion of the City. The Project area represents a L-shaped district consisting of 147 parcels. The area is generally bound by Chapman Avenue and Santa Fe Ct. to the north and south, respectively, between Alta Street and Murray Street, to the east and west respectively.

Existing Land Uses

The Project area is just north of the BNSF Railway and represents the City's original town site. As shown in the map below, the majority of the parcels within the Project area are currently zoned "SF-C," Santa Fe Commercial. The parcels situated on the northerly and easterly portion of the Project area are zoned for "C-1" and "C-2" commercial uses, while properties west of Bradford are zoned for "R-2," residential land uses.

Exhibit 1.2(a): Existing Zoning



Source: Old Town Placentia Revitalization Plan



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Existing land uses are reflective of the area's mixed zoning. Improvements include a variety of residential, commercial, and auto-related uses. Commercial low-rise buildings are occupied by restaurants, retail shops, markets, and office users. Residential land uses include single-family and duplex homes situated on the westerly portion of the Project area and residential units on the second floor of commercial buildings. Many of the homes were built during the Old Town's initial development period and were designed in a Craftsman architectural style. In addition, several of the commercial buildings have been studied for their possible contribution to a local or national historic registry.

Proposed Metrolink Project & TOD Packing House District

A critical aspect of the Project's implementation is the planned construction of the new Placentia Metrolink station ("Station"), which is anticipated to serve as a catalyst for the City's revitalization efforts of the Old Town and Transit Oriented Development (TOD) Packing House Districts. Upon completion, the Station will represent the 13th station serving the 91 line, which will run from LA Union Station to downtown Riverside. The Station is expected to take 15 trips and accommodate 530 passengers daily. Nearby train stations include West Corona and Fullerton. The subject Station will have the closest proximity to California State University Fullerton (CSUF).

Exhibit 1.2(b): Old Town Santa Fe & Transit Oriented Development Packing House District Map



Source: ESRI (2017)



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The Plan proposes for the area to be re-zoned from “SF-C,” “C-1,” “C-2,” and “R-2” to “Old Town.” Old Town will be divided into five (5) planning sub areas namely, Main Street (2-Story), Main Street (3-story), Village, Mixed-Use, High Density Residential, and Public Facilities. As shown in the map above, the Main Street subareas (blue) are the core of the Old Town area. Allowable land uses emphasize ground floor retail, restaurant, and related uses, with opportunities for offices and other commercial services on the upper floors. Residential uses are not allowed in the Main Street and Public Facility subareas but are allowed in the other subareas.

Exhibit 1.2(d): (Select) Development Standards

	Main Street (2-stories & 3- stories)	Village	Mixed-Use	High-Density Residential	Public Facility
Residential Density					
Max. DU/Acre	Not Permitted	35	55	65	Not Permitted
Setbacks					
1. from Railroad Track	NA	NA	NA	0 ft.	0 ft.
2. Front Yard (min-max)	0 ft.	0-5 ft.	5-15 ft.	5-15 ft.	NA
3. Side Yard	0 ft.	0 ft.	0 ft.	0 ft.	NA
4. Rear Yard	0 ft.	0 ft.	0 ft.	0 ft.	NA
5. Street Side Yard (min-max)	0 ft.	0-5 ft.	0-5 ft.	5-15 ft.	NA
Height					
1. Max. Building Height	2-Stories/ 30 ft. OR 3-Stories, 40 ft.	3 stories, 40 ft.	4 stories, 60 ft.	4 stories, 55 ft.	5 stories, 65 ft.
Open Space Requirements					
1. Amount per residential use	a. 50 sf/unit for residential units; b. 50 sf/unit for 5 or more Live Work Units				
2. Courtyard and Common Space Requirements	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%				

Source: Old Town Placentia Revitalization Plan – Development Standards

Select development standards are referenced in the table above. As shown, the maximum residential density is between 35 to 65 dwelling units (DU) per Acre. The Plan does not reference a maximum density (FAR, lot coverage ratio, etc.) for commercial uses; however, each subarea has a maximum allowable building height. In addition, the Village, Mixed-Use, and High-Density Residential subareas have minimal setback requirements.



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According to the City, the proposed zoning has a maximum build-out potential of approximately 2.9 million square feet of improvement area whereas the current zoning has potential for 1.6 million square feet. Currently, there are approximately 430,000 square feet (rounded) of improvements in the Plan area or 26% (rounded) of the current zoning's build-out potential.

1.3 Land Use Plan and Construction Cost Estimation

The Analysis presented herein is based on two development scenarios for the 32.5-Acre Old Town area. The first scenario represents an "expected" scenario and the second scenario is "conservative." The expected scenario assumes that a total of 853,000 square feet of new improvements will be development, while the conservative scenario assumes 622,500 square feet will be developed. Under both scenarios, the improvement area is lower than the maximum build-out potential because the scenarios consider that redevelopment is a slow process and many properties remain for decades unless there is a financial incentive to tear down existing uses. In addition, the scenarios consider that select properties with historic or other significance will remain. The development scenarios were reviewed by the City's planning firm, High Peaks Planning, and are presented below:

Table 1.3(a): Development Assumptions

Land Use	Avg. SF / Unit	Expected		Conservative	
		# Rooms/ Units	# SF	# Rooms/ Units	# SF
Residential	900 SF	670	603,000	525	472,500
Service Commercial	N/A	N/A	150,000	N/A	85,000
Retail			75,000		40,000
Hotel	500 SF / room	50 rooms	25,000 SF	50 rooms	25,000 SF
Total Uses:			853,000 SF		622,500 SF
Total Improvement Area:			853,000 SF		622,500 SF

Source: City of Placentia (Verified by High Peaks Planning)

Residential land uses represent multi-family product. Retail includes shops, restaurants, and other *sales-tax* generating land uses. Both scenarios assume that a 50-room hotel will be developed. Service commercial includes non-sales tax generating users such as professional offices (doctors, dentist, etc.) and salons and other service-oriented uses. Under the expected scenario, 150,000 square feet of service commercial space will be developed, while the conservative scenario assumes 85,000 square feet.



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Table 1.3(b): Land Use Plan and Construction Cost Estimation

Land Use	Cost PSF or /Unit	Total SF or Units (\$1)	Total SF or Units (\$2)	Total Costs: Expected	Total Costs: Conservative
Residential	\$250	603,000	472,500	\$150,750,000	\$118,125,000
Service Commercial	\$250	150,000	85,000	\$37,500,000	\$21,250,000
Retail	\$250	75,000	40,000	\$18,750,000	\$10,000,000
Hotel	\$200,000	50 rooms	50 rooms	\$10,000,000	\$10,000,000
Total Uses:				\$217,000,000	\$159,375,000
Estimated Total Construction Costs:				\$217,000,000	\$159,375,000

Source: Kosmont Companies (2017)

Table 1.3(b) provides an overview of the construction costs associated with the land use plan. The proposed retail, service commercial, and residential developments within the Project area are estimated to cost approximately \$250 per square foot. Total project costs for private development activity under the expected and conservative scenarios are \$217 million and \$159.4 million (rounded), respectively. The City estimates that the above-ground 255-space public parking structure will cost approximately \$34 million.

1.4 Summary of Findings

At full buildout, the Project is estimated to generate approximately \$926,000 (rounded) and \$730,100 in annual gross fiscal tax revenues under the expected and conservative scenarios, respectively. Under the expected scenario there will be 1,057 direct construction jobs and 823 on-site permanent jobs. Under the conservative scenario, there will be 758 direct construction jobs and 480 on-site permanent jobs. Table 1.2 provides an overview of gross fiscal impacts and economic benefits.

Table 1.2: Overview of Gross Fiscal Impacts and Economic Benefits

	Expected	Conservative
Annual Gross Fiscal Revenues	\$926,185	\$730,100
30-Year Nominal Total	\$43,186,800	\$34,119,700
30-Year Present Value (6% discount rate)	\$17,908,300	\$14,155,900
Direct Construction Employment	1,057	758
Direct / On-Site Permanent Jobs	823	480

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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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 2017 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 properties in the Project area that are attributed to improvements made during construction / renovation, and the applicable property tax rates for the City as provided by the Orange County Assessor and Auditor Controller. The Project area is generally located in County tax rate area ("TRA") 09004. The City general fund receives an approximate 13.8% share of the annual 1.0% general levy placed by the County on the assessed value of the property (\$0.138 of each \$1.00 of property tax revenue) in this TRA.

The incremental assessed value is the difference between the estimated assessed value of new property improvements and the current assessed value of Project area properties on the tax rolls. The assessed value of new improvements is based on the stabilized value of properties assuming completion and occupancy. The "new" assessed values were reduced by \$28.2 million and \$21.9 million for the expected and conservative scenarios, respectively, to account for the assessed value and associated revenues generated by existing land uses. The variation in the reduction to assessed value is attributed to the difference in the teardown/redevelopment rate assumptions between both scenarios.

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



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purpose of this Analysis, the unsecured assessed value is estimated to be approximately 5% of the secured assessed value of property within the Project area.

Table 2.2.1: Property Tax Estimation

		Expected	Conservative
Estimated Value of New Property Improvements			
Retail & Service Commercial (\$ PSF)	\$300	\$67,500,000	\$37,500,000
Residential (/Unit)	\$300,000	\$201,000,000	\$157,500,000
Hotel (/Unit)	\$250,000	\$12,500,000	\$12,500,000
Total Value of New Property Improvements		\$281,000,000	\$207,500,000
Deduction to AV based on current AV (Rounded)		\$28,200,000	\$21,900,000
Net Increase in Assessed Value		\$252,800,000	\$185,600,000
Property Tax Rates			
General Levy - Secured	1.00%	\$2,528,000	\$1,856,000
<u>Distributions - Secured Property Tax</u>			
City General Fund	13.40%	\$338,752	\$248,704
Total City Distributions - Secured	13.40%	\$338,752	\$248,704
Unsecured Property as Percent of Secured		5.0%	5.0%
Estimated Unsecured Property Taxes to City		16,938	\$12,435
Total Secured + Unsecured Incremental Property Tax to City (Rounded):		\$355,700	\$261,100

Source: Orange County Assessor's Office. Kosmont Companies (2017)

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 developments add to the City, thereby increasing the City's apportionment of property tax in-lieu of VLF. The calculation is also based on the Incremental Assessed Value.



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Table 2.2.2: Overview of Property Tax In-Lieu of VLF

	Expected	Conservative
Estimated Value of Additional Property Improvements	\$252,800,000	\$185,600,000
Total Assessed Value within City (2015-16)	\$5,878,472,691	\$5,878,472,691
Percent Share / Increase in Assessed Value	4.3004%	3.1573%
Estimated Property Tax In-Lieu of VLF (2015-16)	\$2,195,125	\$2,195,125
Incremental Project Tax In-Lieu of VLF	\$94,400	\$69,300

Source: City of Placentia Annual Budget & Kosmont Companies (2017)

2.2.3 Transient Occupancy Tax ("TOT")

Transient Occupancy Tax ("TOT") revenues are projected based on estimated average daily room rates, occupancy, and the City's TOT rate of 10.0%. Average daily rates are estimated based on rates at comparable hotels and CBRE Hotels Consulting's, The 2017 Southern California Lodging Forecast. Both scenarios assume that a 50-room hotel project will be developed. A summary of the associated TOT revenues is summarized below.

Table 2.2.3: Transient Occupancy Tax

	Both Scenarios
Number of Rooms	50
Average Daily Room Rate	\$125.00
Average Occupancy Rate	75%
Annual Hotel Room Receipts	\$1,710,900
City TOT Rate	10.0%
Annual TOT to City	\$171,100

Source: The 2017 Southern California Lodging Forecast, CBRE Hotels. City of Placentia, Finance.

2.2.4 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 will generate taxable sales at a rate of \$350 per square foot. A downward adjustment of 35% and 20% was also



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applied to the expected and conservative scenarios, respectively, to account for the *net increase* in sales. Net increase in sales is equivalent to the difference between total sales of new retail minus existing sales.

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.

Table 2.2.4 On-site/Direct Sales Tax

Sales Generating Components	PSF Taxable Sales	# SF		Annual Taxable Sales	
		Scenario 1	Scenario 2	Expected	Conservative
General Retail	\$350 PSF	75,000 SF	40,000 SF	\$26,250,000	\$14,000,000
Total		75,000 SF	40,000 SF	\$26,250,000	\$14,000,000
Annual Sales Tax to City	1.0%			\$262,500	\$140,000
Annual Use Tax as % of Sales Tax	11.0%			\$28,875	\$15,400
Total Sales and Use Tax to City (On-site/Direct)				\$291,375	\$155,400
Deduction to Sales & Use Tax Based on Existing Tax Sources		35%	20%	\$101,981	\$31,080
Net Increase in Sales and Use Tax to City (On-Site / Direct) - ROUNDED:				\$189,000	\$124,000

Source: Kosmont Companies (2017)

2.2.5 Sales Tax (Off-Site/Indirect)

Off-site / indirect sales tax revenue projections are estimated based on the taxable sales generated by the spending of residents and employees of the Project off-site within the City. Spending is based on BLS Consumer Expenditure Survey data, which provides spending habits of consumers based on household income. Capture rates for spending by employees, and hotel guests within the City are approximated based on preliminary evaluation of existing retail amenities within the local trade area. In order to account for existing off-site sales within the City, the estimates were off-set by 35% and 20% for the expected and conservative scenarios, respectively.



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Table 2.2.5 Sales Tax (Off-Site/Indirect)

		Expected	Conservative
Retail Employees			
Estimated Annual Taxable Spending / Empl.		\$14,300	\$14,300
Estimated Capture within City	25%	\$3,575	\$3,575
Estimated # Employees		225	120
Total Employee Taxable Spending within City		\$805,180	\$429,429
Service Commercial Employees			
Estimated Annual Taxable Spending / Empl.		\$14,427	\$14,427
Estimated Capture within City	25%	\$3,607	\$3,607
Estimated # Employees		545	309
Total Employee Taxable Spending within City		\$1,967,318	\$1,114,813
Housing Employees			
Estimated Annual Taxable Spending / Empl.		\$17,800	\$17,800
Estimated Capture within City	25%	\$4,450	\$4,450
Estimated # Employees		13	11
Total Employee Taxable Spending within City		\$59,630	\$46,725
Resident Households			
Estimated Annual Taxable Spending / HH		\$20,900	\$20,900
Estimated Capture within City	50%	\$10,450	\$10,450
Estimated # Occupied Households		637	499
Total Household Taxable Spending within City		\$6,656,650	\$5,214,550
Hotel Employees			
Estimated Annual Taxable Spending / Empl.		\$13,500	\$13,500
Estimated Capture within City	25%	\$3,375	\$3,375
Estimated # Employees		25	25
Total Household Taxable Spending within City		\$84,375	\$84,375
Hotel Guests			
Estimated Annual Taxable Spending / Guest		\$13,688	\$13,688
Estimated Capture within City	25%	\$3,422	\$3,422
Estimated # Guests		56	56
Total Household Taxable Spending within City		\$192,480	\$192,480
Total Indirect Taxable Sales		\$9,765,633	\$7,082,373
Estimated % Capture On-Site		(10%)	(10%)
Less Estimated Capture On-Site		(\$976,563)	(\$708,237)
Total Off-Site / Indirect Taxable Sales		\$8,789,070	\$6,374,136
Annual Sales Tax to City	1.0%	\$87,891	\$63,741
Projected Use Tax as % of Sales Tax	11.0%	\$9,668	\$7,012
Annual Sales & Use Tax to City (Off-Site/Indirect)		\$97,559	\$70,753
Off-set for Existing Sales & Use Taxes	35%/20%	\$34,146	\$14,151
Incremental Annual Sales & Use Tax to City (Off-Site / Indirect) Rounded:		\$63,400	\$56,600



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2.2.6 Franchise Fees and Fines & Forfeitures

Revenues from franchise fees and fines and forfeitures are 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. For the 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 \$52,600 and \$48,000 in annual revenues for the expected and conservative scenarios, respectively.

Table 2.2.6: Franchise Fees and Fines & Forfeitures

Relevant Population	Allocation Basis	Per Capita	Proj. Service Population		Projected Revenues	
			Scenario 1	Scenario 2	Expected	Conservative
Franchise Fees	Service Population	\$38.63	1,734	1,286	\$67,000	\$49,700
Fines & Forfeitures	Service Population	\$8.01	1,734	1,286	\$13,900	\$10,300
Total Multiplier Revenues:					\$80,900	\$60,000
<i>Deduction based on existing revenues (S1: 35%, S2: 20%)</i>					\$28,315	\$12,000
Incremental Multiplier Revenues (Rounded):					\$52,600	\$48,000

Source: City of Placentia, Finance. Kosmont Companies (2017)

2.2.7 Utility User Tax

A utility user tax of 3.5% is levied on cable, cellular, electric, gas, and telephone within the City and then collected by the relevant utility service provider as a part of its regular billing procedure. The utility service provider then sends the City its share of the tax. Utility service providers in the City include but are not limited to AT&T, Southern California Edison and Time Warner Cable. Estimated revenues from the utility user tax are presented below.



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Table 2.2.7 Utility User Tax

Expected					
	Service Commercial	Retail	Residential	Hotel	Expected Total
Estimated Commercial SF	150,000	75,000	N/A	N/A	
# of DU or Rooms	N/A	N/A	670 DU	50 Rooms	
Utilities					
Estimated Usage/SF	\$2.25	\$2.25	N/A	N/A	
Estimated Usage/DU or Room	N/A	N/A	2,400	\$1,200	
Estimated Total Usage	\$337,500	\$168,750	\$1,608,000	\$60,000	
City Utility User Tax Rate	3.5%	3.5%	3.5%	3.5%	
Total Annual UUT:	\$11,813	\$5,906	\$56,280	\$2,100	\$76,099
<i>35% Deduction to UUT:</i>	<i>\$4,134</i>	<i>\$2,067</i>	<i>\$19,698</i>	<i>\$735</i>	<i>\$26,635</i>
Expected UUT:	\$7,678	\$3,839	\$36,582	\$1,365	\$49,464
Conservative					
	Service Commercial	Retail	Residential	Hotel	Conservative Total
Estimated Commercial SF	85,000	40,000	N/A	N/A	
# of DU or Rooms	N/A	N/A	525 DU	50 Rooms	
Utilities					
Estimated Usage/SF	\$2.25	\$2.25	N/A	N/A	
Estimated Usage/DU or Room	N/A	N/A	2,400	\$1,200	
Estimated Total Usage	\$191,250	\$90,000	\$1,260,000	\$60,000	
City Utility User Tax Rate	3.5%	3.5%	3.5%	3.5%	
Total Annual UUT:	\$6,694	\$3,150	\$44,100	\$2,100	\$56,044
<i>20% to UUT:</i>	<i>\$1,339</i>	<i>\$630</i>	<i>\$8,820</i>	<i>\$420</i>	<i>\$11,209</i>
Scenario 2: Total Annual UUT:	\$5,355	\$2,520	\$35,280	\$1,680	\$44,835

Source: City of Placentia, Finance. Kosmont Companies (2017)

2.2.8 Business License Tax

The City of Placentia requires all business within the City limits to pay an annual business license tax. In Year 1, the business license tax is a lump-sum, flat tax. Year 2 and older businesses are required to pay taxes based on the number of professional and non-professional workers OR based on gross receipts. Retail and other sales generating businesses are required to pay a business license tax based on gross receipts. The tax rate is equal to \$0.55 per \$1,000 of net gross receipts (NGR), where NGR is equal to total gross receipts minus \$6,000. Non-gross receipts businesses such as doctors, dentists, pay businesses taxes at a rate of \$60 per licensed professional and \$13 per non-professional worked, which includes



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clerical and other support staff. A summary of the estimated revenues associated with both scenarios is presented below.

2.2.8 Business License Tax

<i>Business License Tax By Gross Receipts (GR)</i>											
Land Use	% of Land Use	Sales PSF	Expected Cons.		Expected Cons.		Tax Rate (/\$1,000)	Expected Conservative			
			SF by Use		Net Gross Receipts = Gross Receipts - \$6,000			Net Gross Receipts X Tax Rate			
Retail	100%	\$350	75,000	40,000	\$ 26,244,000	\$ 13,994,000	\$0.55	\$14,434	\$7,697		
A. Service Commercial ("SC"): Taxed by GRs	80%	\$300	120,000	68,000	\$ 35,994,000	\$ 20,394,000	\$0.55	\$19,797	\$11,217		
Total Business Taxes based on Gross Receipts:								\$34,231	\$18,913		

<i>Business License Tax By Type of Worker</i>											
	%	SF/ Emp.	SF by Use		Est. # of Professionals		Flat Tax (/Worker)	Flat Tax per Worker			
			7,500	4,250	15	9		\$60	\$900	\$510	
B. SC Professionals (Doctors, etc.)	5%	500	7,500	4,250	15	9	\$60	\$900	\$510		
C. SC Non-Professional (Clerical, etc.)	15%	250	22,500	12,750	90	51	\$13	\$1,170	\$683		
Service Commercial Total (A + B + C):			150,000	85,000							
Total Businesses Taxes Based on Type of Worker:								\$2,070	\$1,173		

Total Annual Business License Taxes:	\$36,301	\$20,086
Off-set (Expected: 35%, Conservative: 20%):	\$12,705	\$4,017
Incremental Business License Taxes (Rounded):	\$23,600	\$16,100

Source: City of Placentia, Finance. Kosmont (2017)

2.3 IMPLAN Modeling

This analysis uses the IMPLAN (IMpact analysis for PLANning) econometric input/output model developed by the IMPLAN Group to quantify the economic impact to the local region from Project area 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 area tenants.

Indirect Economic Benefits: Indirect benefits will result when local firms directly impacted by the Project area 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



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sales of inputs related to the business operations of tenants within the Project area.

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 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.



3.0 Fiscal and Economic Impacts

3.1 Annual Fiscal Revenue Impacts

Under the expected scenario, the Project area will generate approximately \$926,000 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 estimated Project area 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 under the expected scenario is approximately \$17.9 million (rounded).

Table 3.1(a) Expected: Summary of Gross Fiscal Impacts from Ongoing Operation

Primary Fiscal Revenues	Estimated Annual Total	Estimated Annual Growth	30-Year Nominal Total	30-Year Present Value
Property Tax	355,700	2.00%	\$14,430,100	\$6,088,000
Property Tax In-Lieu of VLF	94,400	2.00%	\$3,829,600	\$1,615,700
Hotel TOT	171,100	2.00%	\$6,941,200	\$2,928,500
Sales Tax (Off-Site)	63,400	3.00%	\$3,016,300	\$1,220,200
Sales Tax (On-Site)	189,000	3.00%	\$8,991,800	\$3,637,600
Franchise Fees	43,550	3.00%	\$2,071,900	\$838,200
Fines & Forfeitures	9,035	3.00%	\$429,800	\$173,900
Business License Tax	23,600	3.00%	\$1,122,800	\$454,200
Utility User Tax	49,464	3.00%	\$2,353,300	\$952,000
Total Gross Fiscal Revenues	\$926,185		\$43,186,800	\$17,908,300

Notes: Calculation is for a 30-year period beginning after stabilization. Present value discounted at 6.0%. Values in 2017 dollars.

Source: Orange County Auditor-Controller, California Board of Equalization; City of Placentia, Kosmont Companies; Bureau of Labor Statistics, ESRI (2017).

Under the conservative scenario, the Project will generate approximately \$730,100 in annual gross fiscal revenues to the City. Based on annual growth rates between 2% to 3%, and assuming a 6% discount rate, the 30-year present value of annual gross fiscal revenues generated by the Project is approximately \$14.1 million (rounded).



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Table 3.1(b) Conservative: Summary of Gross Fiscal Impacts from Ongoing Operation

	Estimated Annual Total	Estimated Annual Growth	30-Year Nominal Total	30-Year Present Value
Primary Fiscal Revenues				
Property Tax	261,100	2.00%	\$10,592,300	\$4,468,900
Property Tax In-Lieu of VLF	69,300	2.00%	\$2,811,400	\$1,186,100
Hotel TOT	171,100	2.00%	\$6,941,200	\$2,928,500
Sales Tax (Off-Site)	56,600	3.00%	\$2,692,800	\$1,089,300
Sales Tax (On-Site)	124,000	3.00%	\$5,899,400	\$2,386,500
Franchise Fees	39,760	3.00%	\$1,891,600	\$765,200
Fines & Forfeitures	8,240	3.00%	\$392,000	\$158,600
Business License Tax	16,100	3.00%	\$766,000	\$309,900
Utility User Tax	44,835	3.00%	\$2,133,000	\$862,900
Total Gross Fiscal Revenues	\$730,100		\$34,119,700	\$14,155,900

Notes: Calculation is for a 30-year period beginning after stabilization. Present value discounted at 6.0%. Values in 2017 dollars.

Source: Orange County Auditor-Controller, California Board of Equalization; City of Placentia, Kosmont Companies; Bureau of Labor Statistics, ESRI (2017).



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3.2 Construction-Related Economic Benefits

Development Impact Fees

Based on the City’s development impact fee schedule, and the associated build-out, the proposed plan will generate approximately \$8.3 million and \$6.4 million for the expected and conservative scenarios, respectively. As noted below, the Affordable Housing Mitigation fee (“AH fee”) only applies when the project is subject to a discretionary actions and/or Development Agreement. The Analysis assumes that the majority of the proposed projects will be developed “by-right,” in conformance with the proposed Old Town plan. As such, the AH fee was only applied to 25% of the proposed projects for both the expected and conservative scenarios.

Table 3.2: Development Impact Fees

Description	Rate	Expected	Conservative
Public Safety Mitigation Fee	\$3,427 /DU	\$2,296,090	\$1,799,175
Police Protection, etc.	\$500 /DU	\$335,000	\$262,500
Affordable Housing Mit. Fee*	\$1,000 /DU	\$167,500	\$131,250
Park in-Lieu Fees**	\$3,628 /DU	\$2,430,760	\$1,904,700
<i>Library District</i>			
Library District	\$1.12 /SF	\$955,360	\$697,200
<i>School District Fees</i>			
School District (Residential)	\$3.36 /SF	\$2,026,080	\$1,587,600
School District (Commercial)	\$0.46 /SF	\$102,375	\$56,875
School District (Hotel)	\$0.23 /SF	\$5,675	\$5,675
Total Development Impact Fees (Rounded):		\$8,320,000	\$6,440,000

Source: City of Placentia. Kosmont Companies (2017)

* Affordable Housing Mitigation Fees only applies when there is a Development Agreement. Analysis assumes this fee applies to 25% of residential projects.

** Park in-lieu fees are based on Zoning. Old Town is proposed new zoning. Analysis based on multi-family zone rate reported by City

Construction Jobs and Spending Impacts

Under the expected scenario, construction within the Project area is estimated to generate approximately 1,927 construction-related jobs, approximately \$156.2 million in labor income, and approximately \$353 million in economic output through direct, indirect, and induced economic activity countywide. Table 3.2(a) summarizes the economic benefits from construction within the Project area.



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Table 3.2(a) Expected: Economic Benefits from Construction

Economic Benefits from Construction (One-Time / Short-Term)			
	Employment	Labor Income	Economic Output
Direct (On-Site)	1,057	\$101,555,608	\$220,279,798
Indirect	425	\$28,973,827	\$65,307,784
Induced	445	\$25,628,792	\$67,570,505
Total Countywide	1,927	\$156,158,227	\$353,158,087
Estimated City Capture	1,275	\$115,206,263	\$253,499,370

Under the conservative scenario, construction of the Project is estimated to generate approximately 1,390 construction-related jobs, approximately \$112.4 million in labor income, and approximately \$255.6 million in economic output through direct, indirect, and induced economic activity countywide. Table 3.2(b) summarizes the economic benefits from construction of the Project.

Table 3.2(b) Conservative: Economic Benefits from Construction

Economic Benefits from Construction (One-Time / Short-Term)			
	Employment	Labor Income	Economic Output
Direct (On-Site)	758	\$72,808,359	\$159,375,001
Indirect	312	\$21,114,778	\$47,598,592
Induced	320	\$18,437,033	\$48,608,966
Total Countywide	1,390	\$112,360,170	\$255,582,558
Estimated City Capture	916	\$82,696,312	\$183,426,891

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 2017 dollars.

Source: IMPLAN, Kosmont Companies (2017)

3.3 Economic Benefits from Ongoing Operation

Under the expected scenario, upon build-out and stabilization, operation of the Project is estimated to generate approximately 1,141 permanent jobs of which the City will capture 903 jobs. Based on the estimated City capture, these jobs translate into \$52.3 million in labor income and approximately \$92.9 million in economic output. Table 3.3(a) summarizes the economic benefits from ongoing operation of the Project.



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Table 3.3(a) Expected: Economic Benefits from Ongoing Operation

Economic Benefits from Ongoing Operation (Annual)			
	Employment	Labor Income	Economic Output
Direct (On-Site)	823	\$47,628,583	\$80,988,808
Indirect	130	\$8,050,910	\$18,964,493
Induced	189	\$10,847,435	\$28,591,060
Total Countywide	1,141	\$66,526,928	\$128,544,361
Estimated City Capture	903	\$52,353,169	\$92,877,696

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 2017 dollars.

Source: IMPLAN, Kosmont Companies (2017)

Under the conservative scenario, upon build-out and stabilization, operation of the Project is estimated to generate approximately 669 permanent jobs of which the City will capture 527 jobs. Based on the estimated City capture, these jobs translate into \$30.5 million in labor income and approximately \$55.8 million in economic output. Table 3.3(a) summarizes the economic benefits from ongoing operation of the Project.

Table 3.3(b) Conservative: Economic Benefits from Ongoing Operation

Economic Benefits from Ongoing Operation (Annual)			
	Employment	Labor Income	Economic Output
Direct (On-Site)	480	\$27,695,163	\$48,695,686
Indirect	79	\$4,900,556	\$11,561,231
Induced	110	\$6,354,833	\$16,750,148
Total Countywide	669	\$38,950,551	\$77,007,065
Estimated City Capture	527	\$30,509,010	\$55,773,531

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 2017 dollars.

Source: IMPLAN, Kosmont Companies (2017)



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

**TOD Packing House District and
Old Town Placentia District
Public Realm Design Standards
April 4, 2017**

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 with those selected for Old Town Placentia 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 surrounding 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 Amenity Zone (see diagram below). Each zone plays a slightly different role as defined below. Please see the various cross sections at the end of this document.

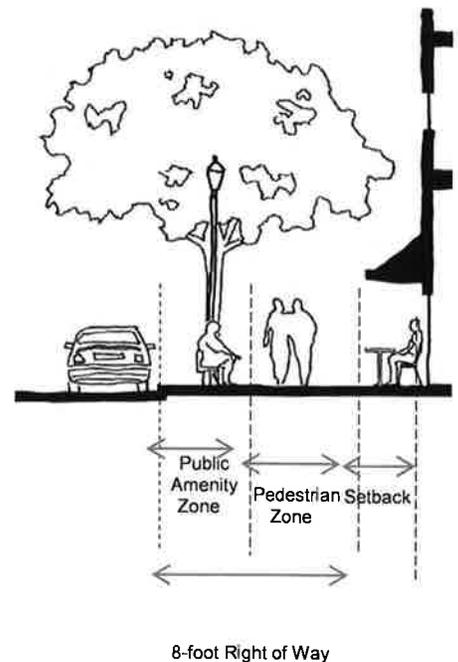
Pedestrian Zone. The pedestrian zone is the middle section of the sidewalk, of which the primary function is to accommodate the efficient movement of pedestrians. As such, it needs to provide an unobstructed, linear sidewalk space that is free of street furniture, street trees, planters, and other vertical 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.

A. Pedestrian Realm – General

1. Sidewalk Width for Combined Pedestrian and Amenity Zones

Figure 1 Pedestrian Realm



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, including 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 are required as a means of expanding 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.
- 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 but will be placed in the private setback area and is only 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

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.



Example of decorative and permeable paving.

b. **New Development/Redevelopment.** All new development and redevelopment shall include 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 stormwater and increasing water volume to the root zone of street trees. Permeable paving is also 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 9 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.
- 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. These furnishings should be selected for compatibility with Old Town Placentia furnishings.

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 parcel 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 at the developer's expense and to the satisfaction of the utility companies. Undergrounding projects should maximize space available for street tree planting.
9. **Stormwater Management.** The use of permeable or porous pavement and landscape designed to treat and attenuate stormwater flow in the amenity zone is pursuant to the Water Quality Management Plan (WQMP) as a means of reducing stormwater 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.



Examples 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 district.

4. Planter Boxes and Pots

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

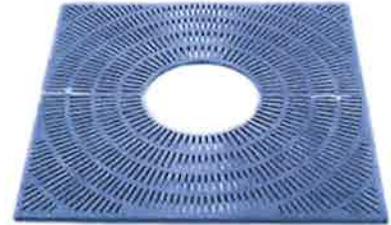
- a. **Planter Dimensions.** Planter dimensions may vary depending on the root ball size of the proposed plants as well as the site-specific conditions. However, to avoid pedestrian congestion, no planter should be larger than 25% of the entire sidewalk width.
- b. **Design.** Planters shall be supplied 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, 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; in certain locations, removable bollards may be appropriate to balance pedestrian protection with emergency access.
- 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 the 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 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 could 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 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.
- l. **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 Old Town Placentia, the Metrolink Station, and other points of interest throughout the City.
- c. **District Archway Sign.** 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. This sign may either span Crowther, east of the 57 freeway or may span Melrose Street. Separate funding and design work will be needed to

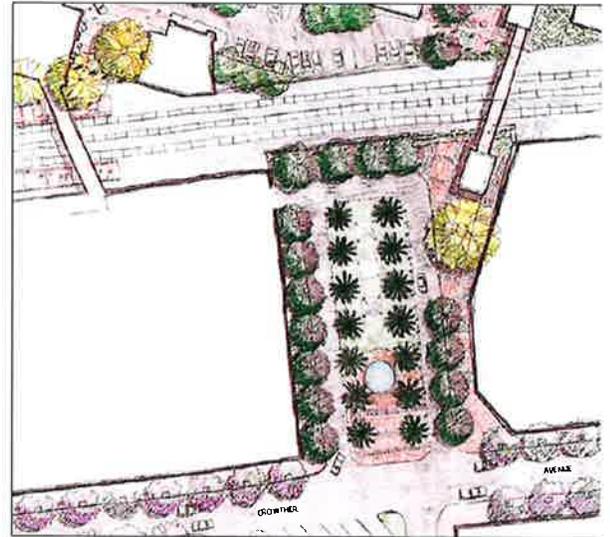


complete this archway sign but it should be considered as an element of the wayfinding signage program. Include an Old Town archway sign?

11. Transit Plaza

Intent: To create a dramatic yet pleasant gathering and resting place in the TOD District that supports the Metrolink Station and surrounding businesses, as well as provides a visual and physical connection with Old Town Placentia.

- a. **Location.** Adequate square footage should be dedicated south of the transit station for a public plaza. The plaza should act as a continuation of the proposed plaza directly north of the tracks in Old Town Placentia, as an extension of Bradford Avenue. Access to both is provided from the pedestrian over-crossing of the railroad tracks.
- b. **Size and Use.** The Transit Plaza 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 south of the tracks.
- c. **District Identity.** The Plazas should help establish a unique identity for 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.** The Transit Plaza should maintain sightlines over the tracks and to the proposed plaza in Old Town. One can easily see across and use the pedestrian bridge that is accessible from both the Old Town plaza and the Transit Plaza.
- e. **Pedestrian Orientation.** The Transit Plaza should foster an active and welcoming pedestrian environment to provide a connection to Old Town and minimize the railroad tracks as a barrier. Elements may include decorative paving that extends north across Santa Fe Avenue, shade structures, active water features, benches, lighting or lit elements, decorative plantings, bike racks, etc.
- f. **Framing of Plaza.** The Transit Plaza should be defined to the west by buildings that face onto the plaza, providing both an intimate and active



Depiction of the Transit Plaza in the Placentia Westgate Specific Plan

setting with ground floor retail and café uses oriented onto the plaza where possible.

- g. **Furnishings, Plantings and Amenities.** As a gateway into the TOD District, the furnishings, lighting, planting palette and other amenities in the Transit Plaza should contribute to an atmosphere and character, complement and establish unity with Old Town Placentia, and help paint the area as a destination.
- h. **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



TOD PHOTO SIMULATION
Placentia, California
CITY OF PLACENTIA

NUVIS
LANDSCAPE
ARCHITECTURE
INC.
CA 1881 NY 206
19-261-01 09-29-2016

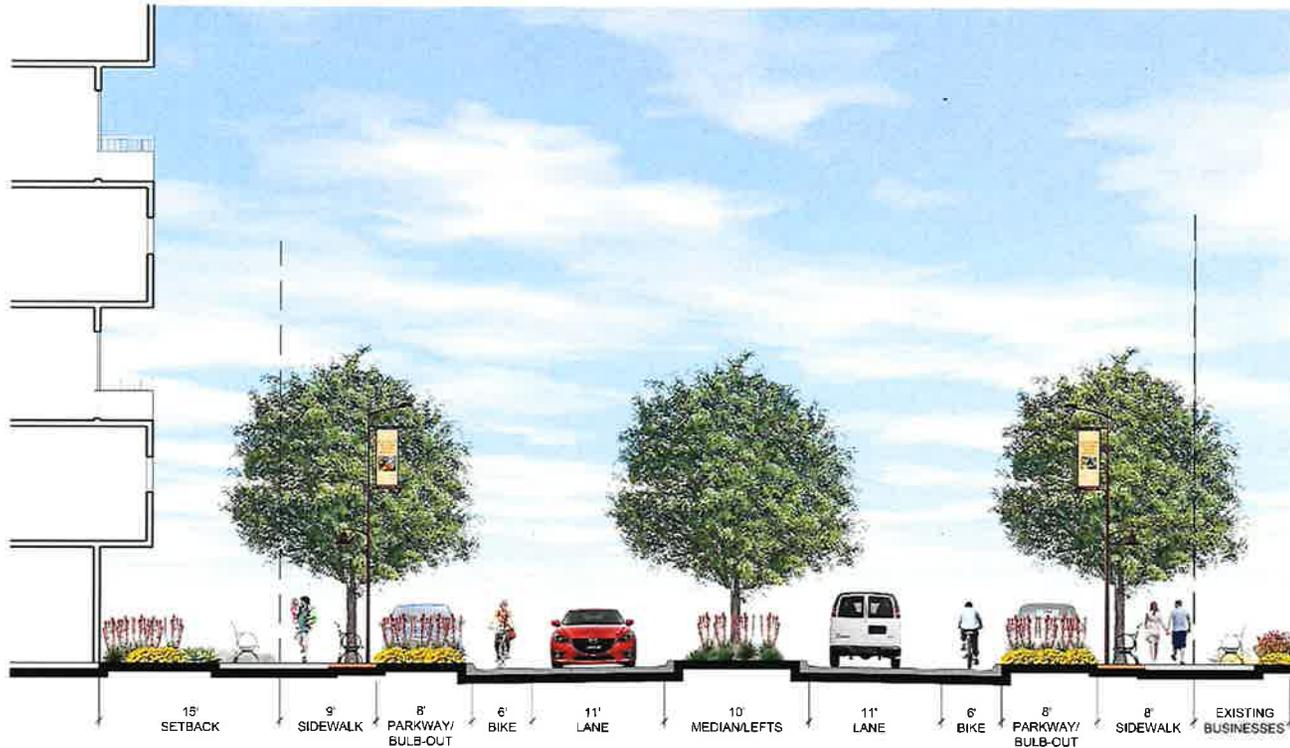
Figure 1, Option 1: Crowther Avenue Streetscape Photosimulation.



Crowther Ave. Simulation
TOD PACKING HOUSE DISTRICT
Placentia, CA



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



Section A-A with Median and Bulb-Out
 TOD PACKING HOUSE DISTRICT
 Placentia, CA



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

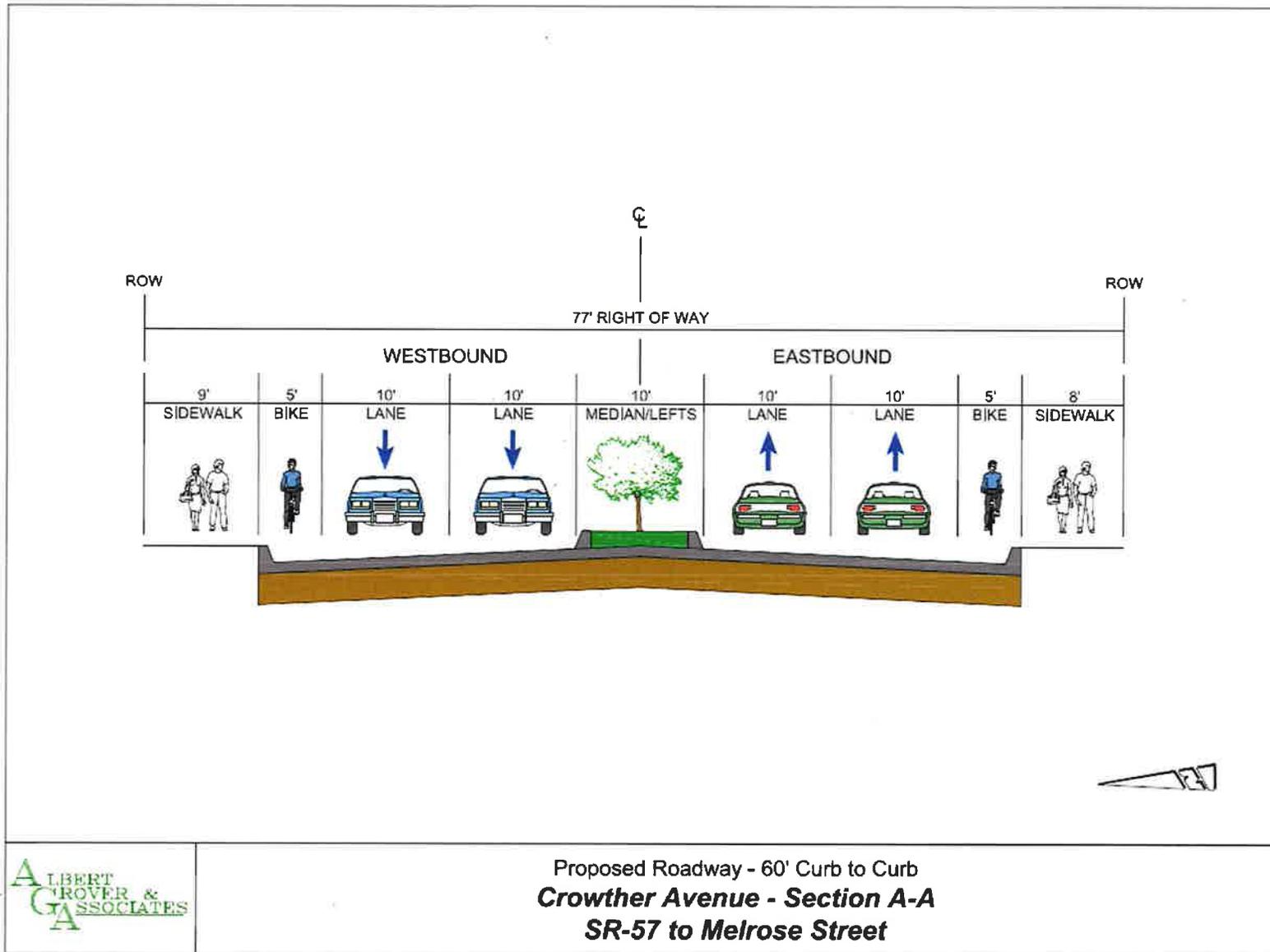
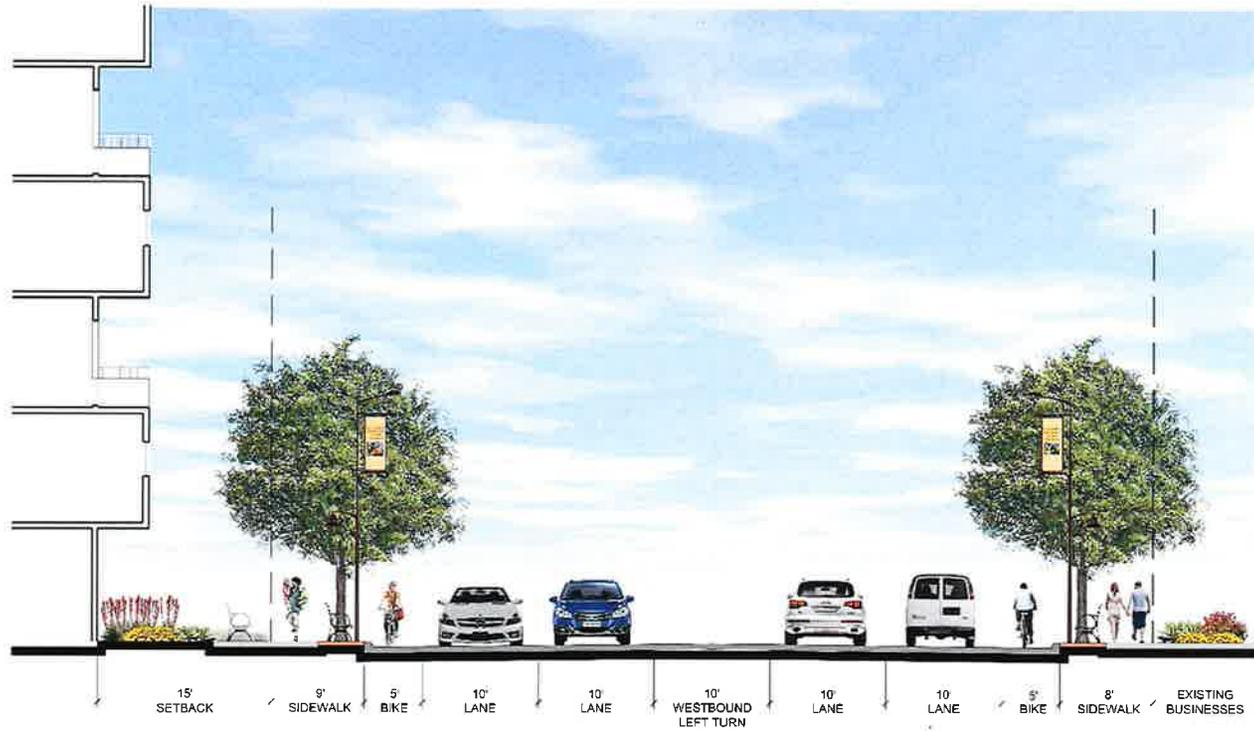


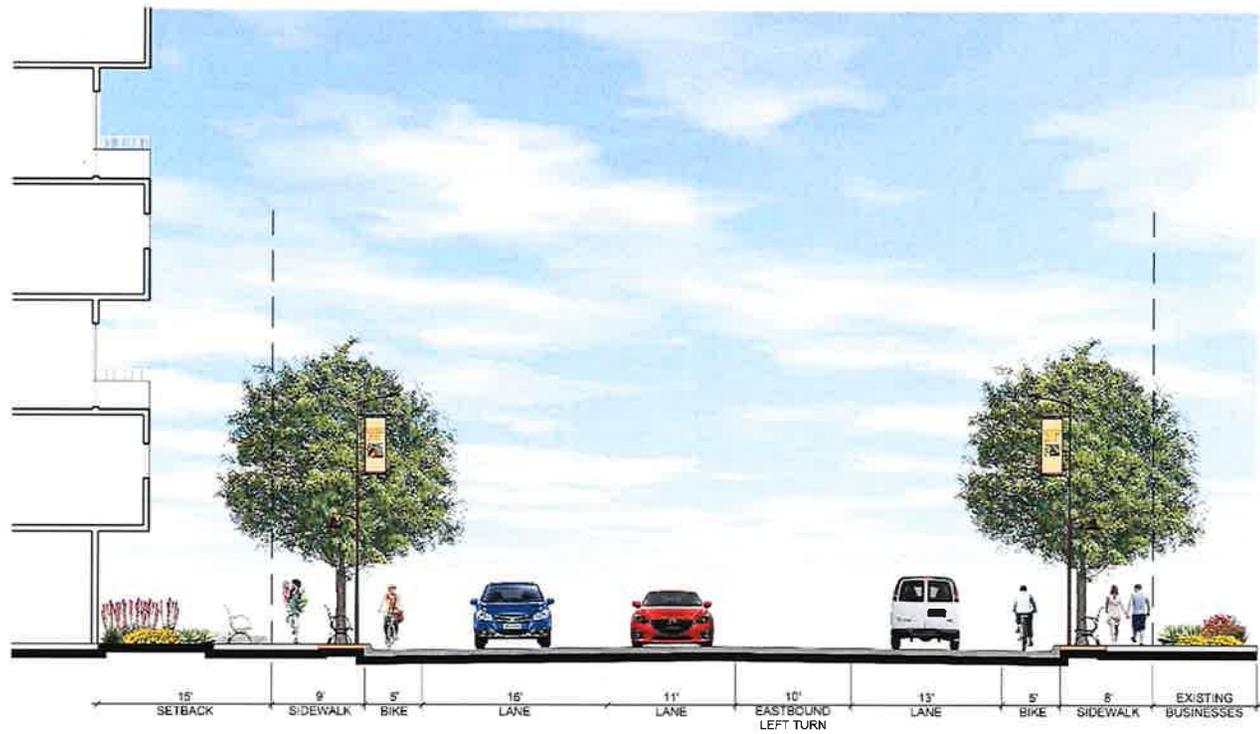
Figure 3 CROWTHER AVENUE CROSS SECTIONS - SR57- Melrose 4 lanes



Section B-B with 5 Traffic Lanes
 TOD PACKING HOUSE DISTRICT
 Placentia, CA



Figure 4 CROWTHER AVENUE CROSS SECTIONS – East to Melrose



Section C-C With 4 Traffic Lanes
 TOD PACKING HOUSE DISTRICT
 Placentia, CA



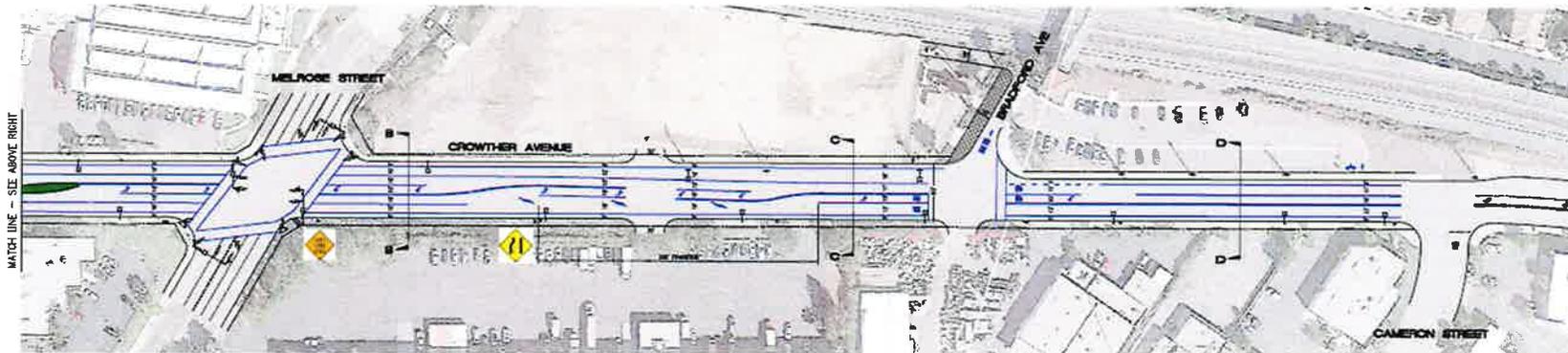
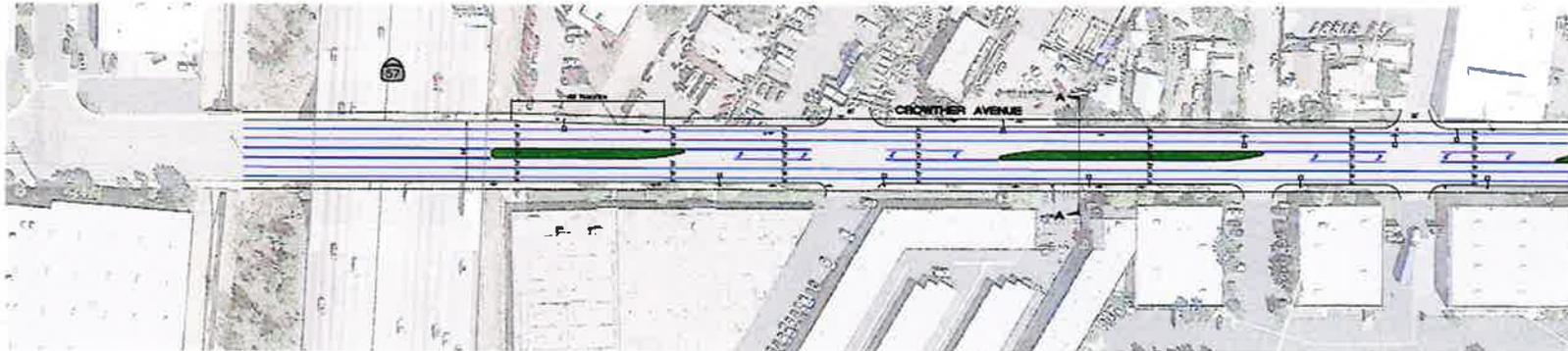
Figure 5 CROWTHER AVENUE CROSS SECTIONS - West to Bradford Ave



Section D-D with 3 Traffic Lanes
 TOD PACKING HOUSE DISTRICT
 Placentia, CA

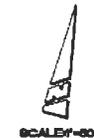


Figure 6 CROWTHER AVENUE CROSS SECTIONS - Bradford to Cameron



ROUGH ESTIMATE OF QUANTITIES

- NEW MEDIAN ISLAND: 5,200 S.F.
- NEW MEDIAN CURB: 1,200 L.F.
- NEW CURB & CUTTER: 2,100 L.F.
- ASPHALT FOR WIDENING: 25,200 S.F.
- RELOCATE/REMOVE UTILITY POLE: 16 EA.
- RELOCATE STREET LIGHT: 7 EA.
- RELOCATE TRAFFIC SIGNAL POLE: 4 EA.
- RELOCATE FIRE HYDRANT: 3 EA.
- CATCH BASINS: 4 EA.



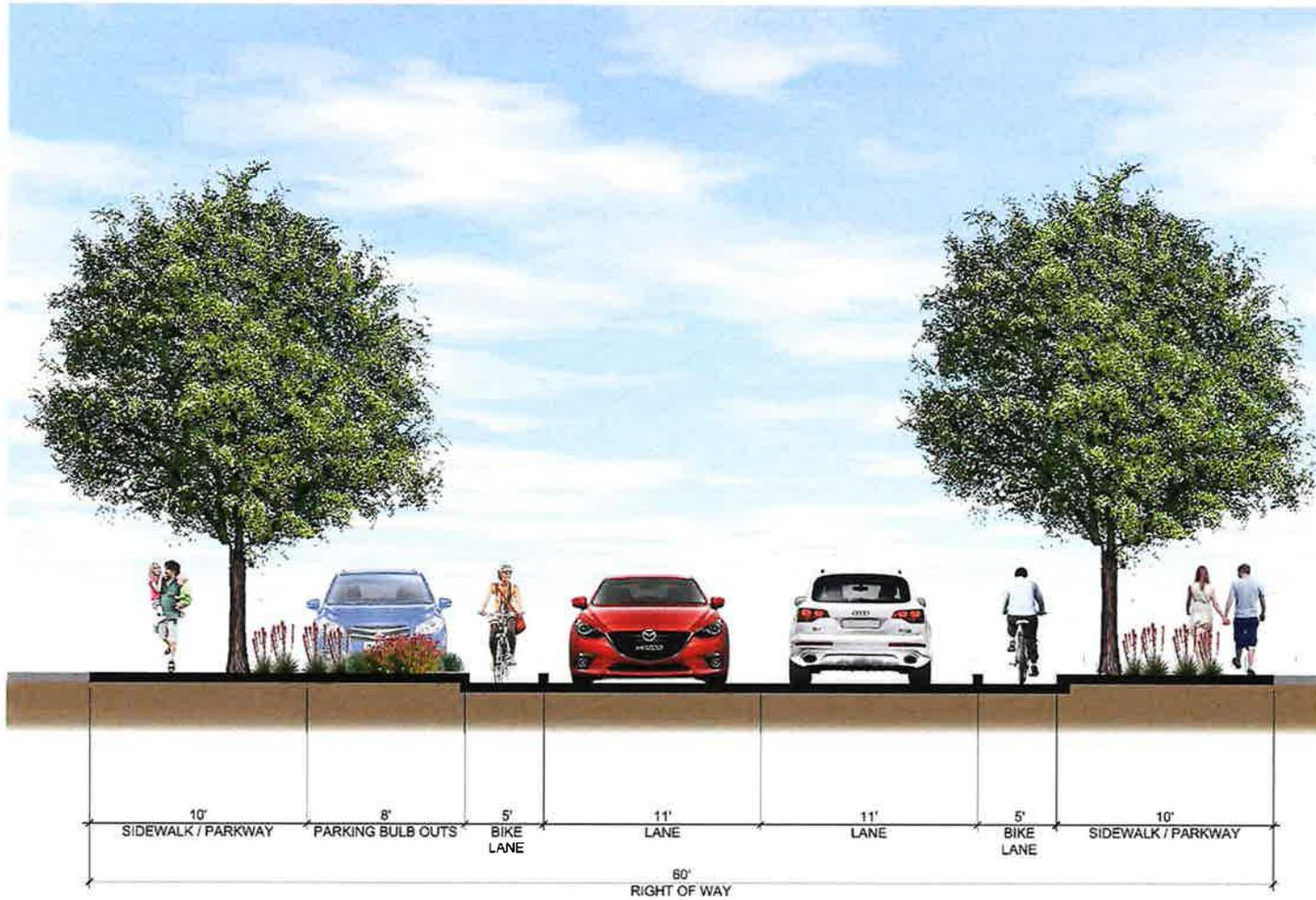
SCALE 1"=50'
 2/15/2011
 2/15/2011
 2/15/2011

CITY OF PLACENTIA CONCEPTUAL PLAN CROWTHER AVENUE SR-67 BRIDGE TO CAMERON STREET 60' CURB TO CURB
Fig 1-2b

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)**

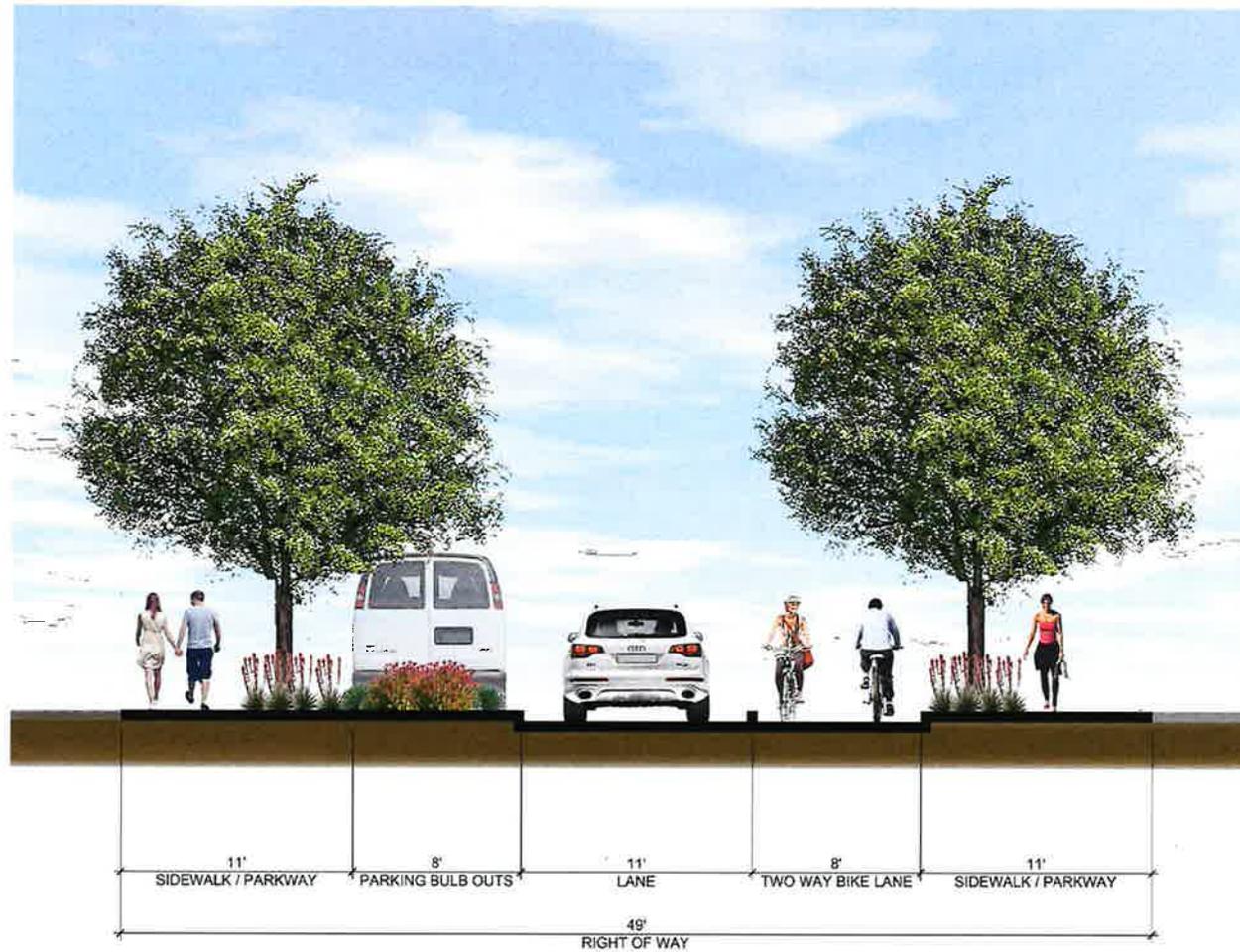
Section A - Bradford Avenue
OLD TOWN PLACENTIA
Placentia, CA



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)**

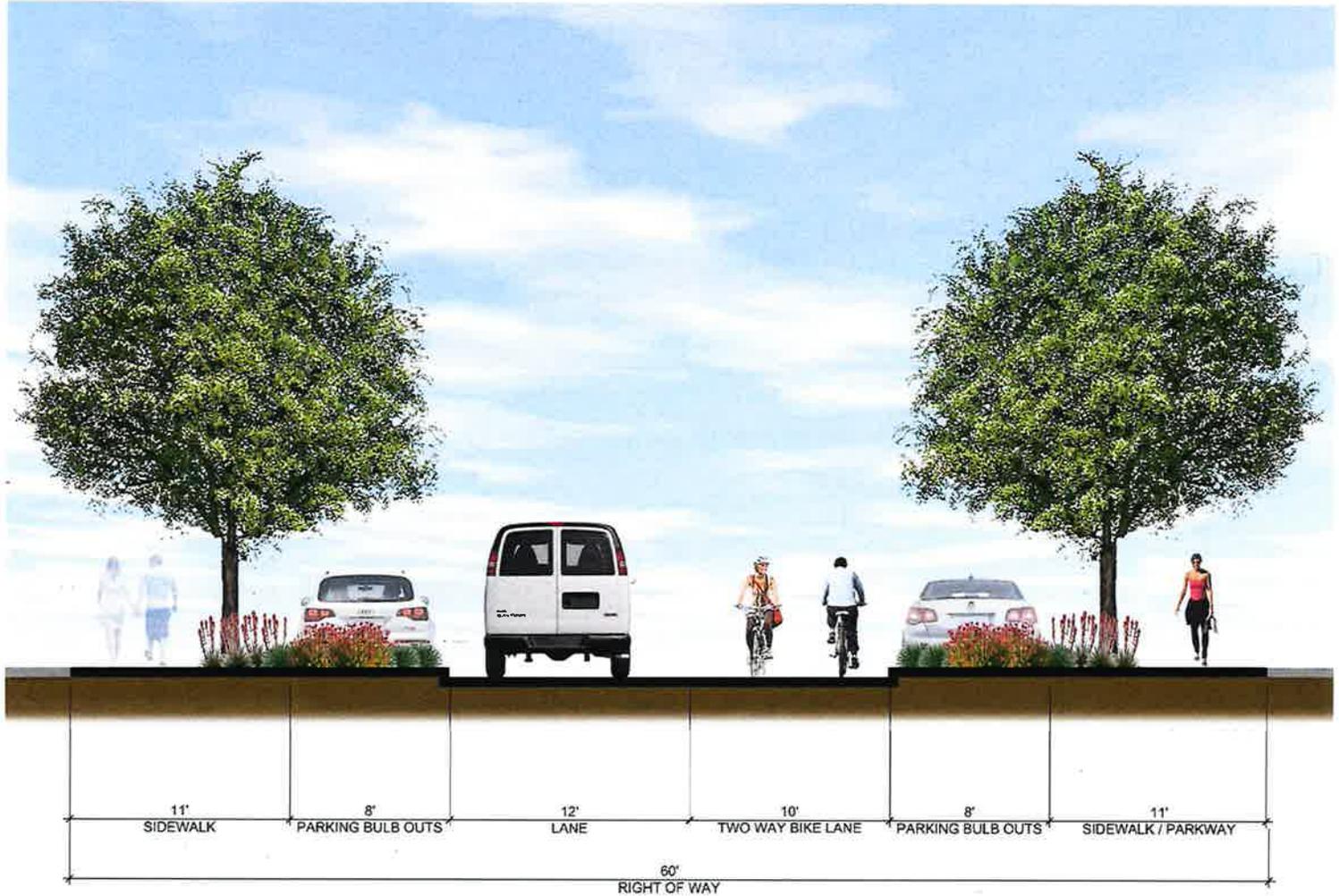
Figure 11 Bradford Avenue Looking Southbound from Center Street Cross Section



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

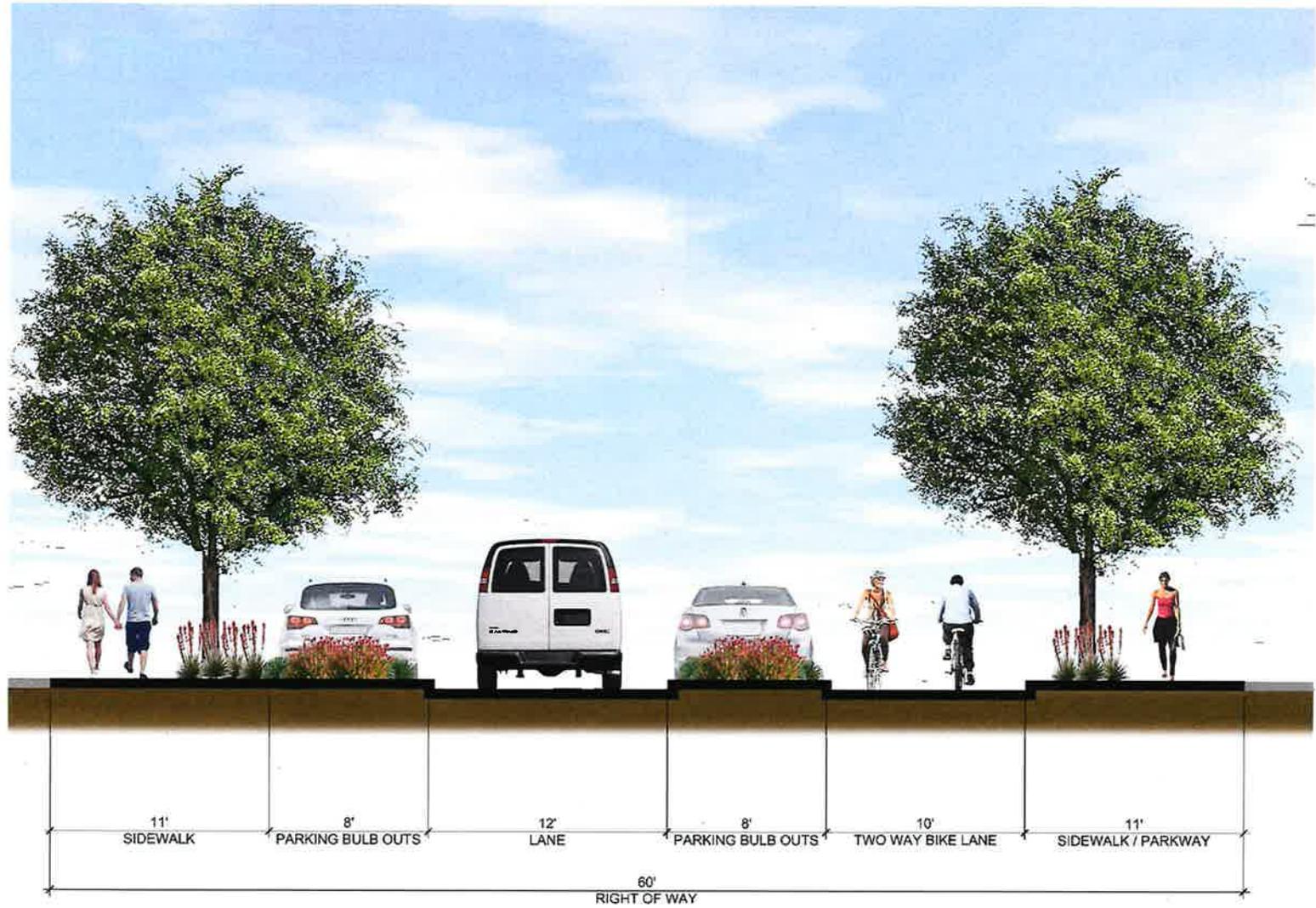


Figure 12, Option 2 Santa Fe Avenue Looking Westbound from Bradford Avenue Photo simulation



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

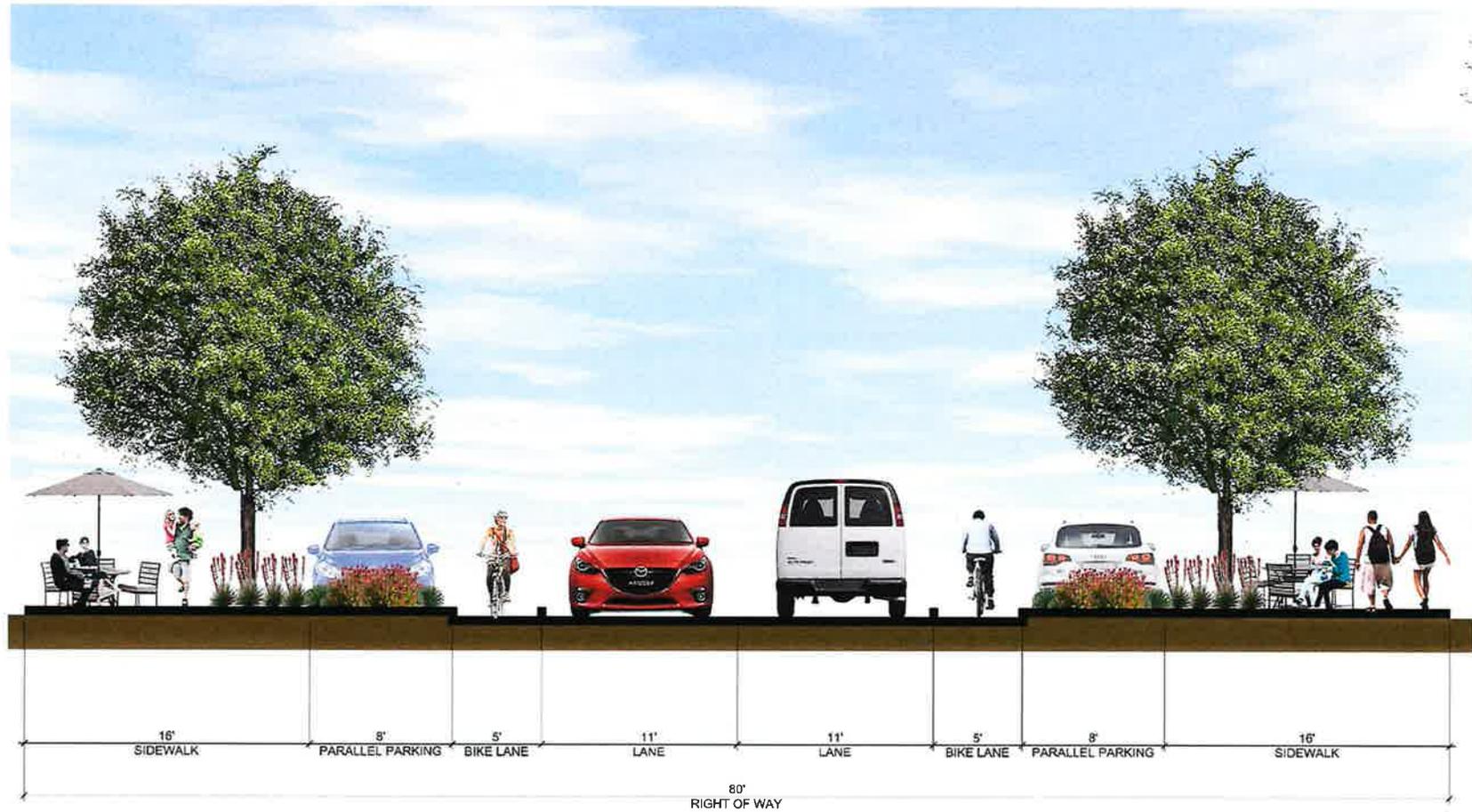
Figure 13, Option 1 Santa Fe Avenue Looking Westbound from Bradford Avenue Cross Section



anta Fe Avenue

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

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



DRAFT #1

January 18, 2017 version

Old Town Placentia Revitalization Plan Development Standards

Prepared by City of Placentia



City of Placentia ♦ 401 E. Chapman Avenue ♦ Placentia, CA 92870 ♦ (714) 993-8117

OLD TOWN PLACENTIA REVITALIZATION PLAN DEVELOPMENT STANDARDS

23.112.010 Purpose and Intent

The following provides detailed regulations for development of land uses within Old Town Placentia (Old Town). The purpose of these standards is to facilitate the enhancement of the City's historic core, characterized by its small-scaled village atmosphere, shopfront architecture, mix of uses and inviting streetscapes. Specifically, these regulations are aimed at accomplishing the following objectives, in tandem with public realm standards and guidelines created for Old Town and the TOD Packing House District:

- A. Preserve and enhance the distinguishable "village" look and feel of Old Town Placentia;
- B. Preserve the original Old Town grid pattern comprised of short, walkable blocks;
- C. Preserve the diverse mix of land use types while attracting a more diversified commercial base that creates a shopping destination and contributes to a more pedestrian-friendly environment;
- D. Encourage infill development that contributes to creating a compact walkable environment important to a vital town center;
- E. Support businesses and attract new investment through enhanced safety and security measures, development incentives, a high level of amenities and adaptive reuse standards;
- F. Create fine-grained detail in architectural and urban form that provides interest and complexity at the level of the pedestrian and bicyclist;
- G. Enhance public safety by improving street lighting, public services, streetscapes and alleys, and police surveillance;
- H. Support multimodal transportation that improves ease of access to a variety of transportation methods such as walking, cycling and public transit;
- I. Create a sustainable environment through standards that result in "green" buildings and infrastructure, as well as a safe, healthy and attractive environment;
- J. Preserve and highlight historic features that make Old Town Placentia a unique destination;
- K. Provide for public gathering spaces and small passive recreation places;
- L. Improve connections between Old Town and the region through increased transit ridership and the provision of hubs for various transportation ;
- M. Maintain an adequate level of parking and access for automobiles;
- N. Continue to brand Old Town Placentia through wayfinding, welcome signs, banners, public art, creative public spaces, a focal point (i.e., gazebo), etc.; and
- O. Create a physical and visual connection with the TOD Packing House District to the south through interconnected plazas on both sides of the rail line;

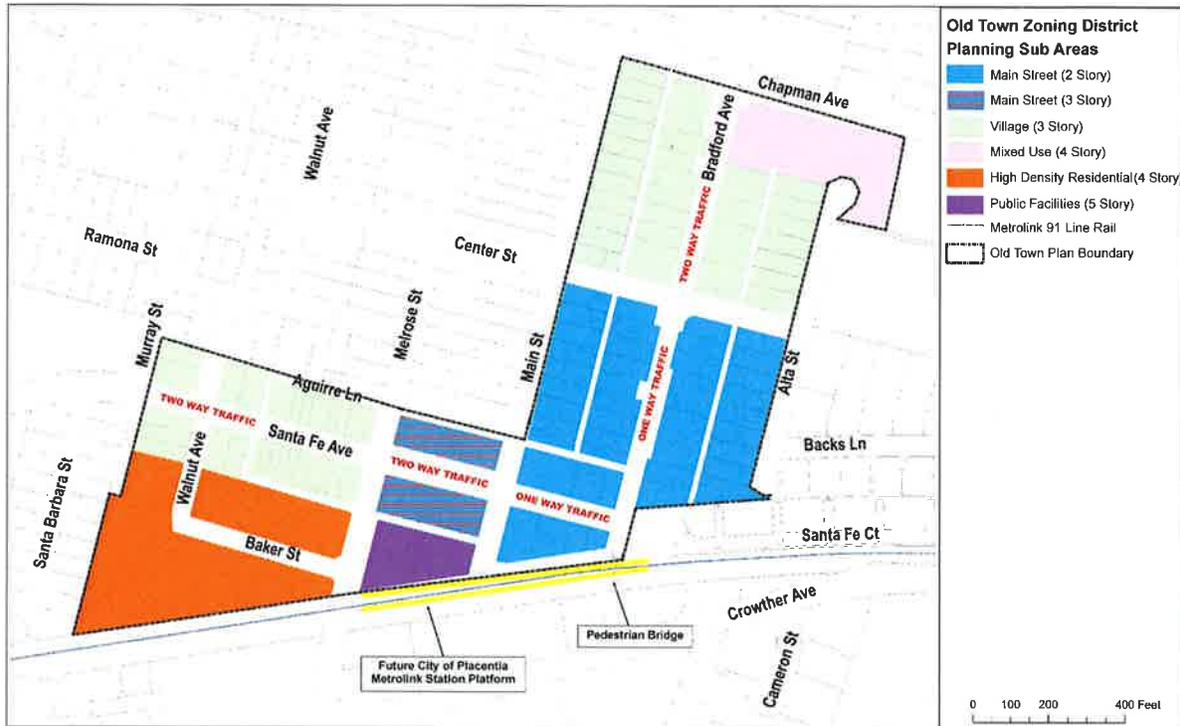
23.112.020 Applicability and General Provisions

Old Town Placentia shall apply to lands delineated as such on the City's official zoning map and shown in Figure 1. All land uses and development within Old Town shall be located and developed in accordance with the following provisions. The standards of Old Town 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 has current, valid building permits.

23.112.030 Planning Subareas

Old Town Placentia is divided into five subareas described below:

- A. Main Street (MS) (this subarea has both a 2 and 3 story area).**
- B. Village (V).**
- C. Mixed-Use (MU).**
- D. High-Density Residential (HDR).**
- E. Public Facilities (PF).**



23.112.040 Land Use and Permit Requirements

This section identifies the land use types allowed by the City in Old Town Placentia.

A. Allowable Land Uses. A parcel or building within Old Town 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 Old Town 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. **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:
 - a. The use is no greater in density or intensity than other uses allowed, or conditionally allowed in the Planning Subarea;
 - b. The use is compatible with permitted or conditionally permitted uses in the Planning Subarea;
 - c. The use will meet the purpose of the Planning Subarea;
 - d. The use is consistent with the goals and policies of the General Plan; and
 - e. 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 this Chapter 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. All proposed projects in this Zone must be reviewed by the Planning and Development Ad Hoc Committee.
 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

PERMIT REQUIREMENT P – permitted UP – use permit NP – not permitted	PLANNING SUBAREAS					SPECIAL USE REGULATIONS
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
Recreation, Education, Public Assembly Uses						
1. Churches and religious facilities (change name?)	NP	NP	NP	NP	NP	
2. Commercial recreation facility – indoor (make sure this is clearly defined)	NP	NP	NP	NP	NP	
3. Community Recreation Facility	NP	NP	NP	NP	NP	
4. Conference/Convention Facility	NP	NP	NP	NP	NP	
5. Health/Fitness Facility, including stand alone or roving fitness classes	NP	UP	UP	NP	NP	
6. Library, Museum	NP	UP	NP	NP	NP	
7. Public Park, Playground or Plaza	P	P	P	P	P	
8. School – specialized Education, training	NP	NP	NP	NP	NP	
9. Studio – art, dance, martial arts, music, photography, cooking, instructional, fitness (such as yoga, Pilates, spin, etc)	UP	UP	UP	NP	NP	Not to exceed 1,500 square feet
10. Theatre (live performing arts, live music)	UP	UP	UP	NP	NP	
Residential Uses						
11. Emergency/Transitional shelter	NP	NP	NP	NP	NP	

PERMIT REQUIREMENT P – permitted UP – use permit NP – not permitted	PLANNING SUBAREAS					SPECIAL USE REGULATIONS
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
12. Home Occupation	NP	P	P	P	NP	Not permitted in ground floor units, must comply with Home Occupation provisions of PMC
13. Live Work	NP	UP	NP	NP	NP	Add TOD criteria
14. Multi-Family Residential	NP	P (upper floors only)	P (upper floors only)	P	NP	New construction only (create definition)
15. Assisted Living Facility	NP	NP	NP	NP	NP	
16. Single-Family Residential	NP	NP	NP	NP	NP	Add language stating no SFR expansion is allowed.
Retail/Commercial Uses						
17. Accessory Retail or services	NP	NP	P	NP	NP	permitted when primary commercial use is established. Must be incorporated into mixed-use; cannot stand alone
18. Adult Entertainment Facility or Business	NP	NP	NP	NP	NP	Pursuant to PMC Chapter 23.89
19. Liquor Stores/Alcoholic beverage sales (not associated with bar, brewery, distillery, restaurant, or neighborhood market or grocery)	NP	NP	NP	NP	NP	
20. START HERE Antique or collectible store	P	P	P	NP	NP	
21. Artisan Shop	P	P	P	NP	NP	

PERMIT REQUIREMENT P – permitted UP – use permit NP – not permitted	PLANNING SUBAREAS					SPECIAL USE REGULATIONS
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
22. Auto repair, auto sales or auto parts sales	NP	NP	NP	NP	NP	
23. Bar, tavern, brewery, distillery, tasting rooms, wine cellar	UP	UP	UP	NP	NP	
24. Drive-through (any uses)	NP	NP	NP	NP	NP	
25. Furniture, furnishings and appliance store	P	P	P	NP	NP	
26. General retail – less than 5,000 sf	P	P	P	NP	NP	
27. General retail –5,000 sf to 20,000 sf	UP	UP	UP	NP	NP	
28. General retail – more than 20,000 sf (max 60,000 sf)	NP	NP	NP	NP	NP	
29. Groceries, specialty foods – 10,000 sf or less	P	P	P	NP	NP	With alcohol sales, a use permit is required.
30. Groceries, specialty foods – more than 10,000 sf	UP	UP	UP	NP	NP	
31. Medical Marijuana Facilities	NP	NP	NP	NP	NP	Pursuant to PMC Chapter 23.46
32. Neighborhood Market (without alcohol beverage sales)	P	P	P	NP	NP	With alcohol sales, a use permit is required.
33. Nightclub (including comedy clubs)	UP	UP	UP	NP	NP	“Hostess” clubs are not permitted.
34. Outdoor Dining	P	P	P	NP	NP	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	NP	NP	NP	NP	May not encroach into public right-of-way
36. Pet store, pet boarding, animal shelter	P	P	P	NP	NP	Sheltering and boarding shall be limited to 10 animals or less.

PERMIT REQUIREMENT P – permitted UP – use permit NP – not permitted	PLANNING SUBAREAS					SPECIAL USE REGULATIONS
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
						Over 10 animals shall require a Use Permit.
37. Restaurant	P	P	P	NP	NP	
38. Restaurant with alcohol sales	UP	UP	UP	NP	NP	
39.						
40. Secondhand/Thrift/Consignment/Pawn/Charity store	UP	UP	UP	NP	NP	
41. Service Station	NP	NP	NP	NP	NP	
42. Tobacco Sales, including electronic smoking devices	UP	UP	UP	NP	NP	
Services – Business, Financial, Medical, Professional						
43. ATM	P	P	P	NP	NP	Must be integrated into building façade. Stand along kiosks not permitted.
44. Bank (2,000 sf or less)	P	P	P	NP	NP	Banks over 2,000 sf are not permitted.
45. Business support services (copying, printing, office supplies, etc.)	P	P	P	NP	NP	
46. Hospital	NP	NP	NP	NP	NP	
47. Medical office	P	P	P	NP	NP	See definition. May only be permitted on upper floors.
48. Office	P	P	P	NP	P	See definition. May only be permitted on upper floors.
Services – General						
49. Adult daycare	NP	NP	NP	NP	NP	
50. Cigar or Hookah Lounge	UP	UP	UP	NP	NP	
51. Commercial daycare center	UP	UP	UP	NP	NP	Large family daycare facilities not permitted.
52. Hostess Bars	NP	NP	NP	NP	NP	
53. Laundromat and laundry services	P	P	P	NP	NP	
54. Lodging – B&B	UP	UP	NP	NP	NP	
55. Lodging – Hotel	UP	UP	UP	NP	NP	
56. Massage Establishments	UP	UP	UP	NP	NP	Not permitted on the ground floor in

PERMIT REQUIREMENT P – permitted UP – use permit NP – not permitted	PLANNING SUBAREAS					SPECIAL USE REGULATIONS
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
						any subarea. Pursuant to PMC Section 23.30.030
57. Meeting Halls, Banquet Centers (Stand alone)	NP	NP	NP	NP	NP	
58. Personal services	P	P	P	NP	NP	
59. Public Safety Facility	NP	NP	NP	NP	P	
60. Spa Services (with or without alcohol)	UP	UP	UP	NP	NP	
61. Tattoo Parlors/Body Modification	UP	UP	UP	NP	NP	
Transportation, Communications & Infrastructure						
62. Broadcasting or Recording Studio	UP	UP	UP	NP	NP	May only be permitted on upper floors of mixed-use development.
63. Public Parking Structure or surface parking lot	UP	UP	UP	UP	P	
64. Transit Station or terminal	NP	NP	NP	NP	NP	
65. Telecommunication Cell Tower						Pursuant to PMC Chapter 23.82

23.112.050 Development Standards

Table 2 identifies the development standards required for new land uses in new or modified buildings in Old Town Placentia.

Table 2. Development Standards

DEVELOPMENT STANDARD	PLANNING SUBAREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
A. Residential Density						
1. Density (max du/ac)	25	35	55	65	NA	Density shall be calculated using gross lot size, prior to any required right-of-way dedications.
B. Setbacks. Minimum setbacks required and, where noted, maximum setbacks established, except where a frontage type standard allows exceptions or establishes different requirements. Setbacks are measured						

DEVELOPMENT STANDARD	PLANNING SUBAREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
from property line after any required dedications. Fire Department requirements supersede any setback listed below.						
1. Setback from Railroad Track	NA	NA	NA	0 ft	0ft	10' from rear ROW preferred by BNSF for above ground structures. Applicants should consider access to rear portion of new development.
2. Front Yard Setback (min-max)	0 ft	0-5 ft	5-15 ft	5-15 ft	NA	All setback areas facing a street or alley not devoted to walkways and driveways shall be properly landscaped and maintained in compliance with PMC Chapter XX. For 2-3 story buildings, ground floor setback may be increased by a maximum of 15 feet.
3. Side Yard Setback	0 ft	0 ft	0 ft	0 ft	NA	
4. Rear Yard Setback	0 ft	0 ft	0 ft	0 ft	NA	
5. Street Side Yard Setback (min-max)	0 ft	0-5 ft	0-5 ft	5-15 ft	NA	
C. Projections and Encroachments						
1. Allowable Setback Projections	<p>a. Ground Floor:</p> <ul style="list-style-type: none"> • Awnings and canopies over windows: 60 inches; • Barriers for defining outdoor dining areas such as fences, railings, planter boxes: as needed to encompass outdoor dining area; • Sun Shade Structures: 15 feet; • Bay Windows: 60 inches (not wider than 10 feet); • Cornices, belt courses, and similar architectural features: 12 inches; • Eaves, roof overhangs: 30 inches; and • Uncovered porches, decks and landings (may be covered by arbors or trellises): 10 feet. <p>b. ii. Above Ground Floor - Awnings, galleries, balconies, bay windows: 48 inches</p> <p>c. Art, as determined by the approval of the public art component of the project.</p> <p>d. For signs, see Sign Regulations, 23.111.070.</p>					

DEVELOPMENT STANDARD	PLANNING SUBAREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
	<p>e. Outdoor dining is allowed by approval of the Director of Development Services or Designee and may require Alcoholic Beverage Control Board (ABC) approval.</p> <p>f. All projections must maintain a minimum of 8' vertical height from ground.</p>					
2. Public Right-of-Way Encroachments (all require approval of an encroachment permit)	<p>a. Art, as determined by the approval of the public art component of the project.</p> <p>b. For signs, see Sign Regulations, 23.111.070.</p> <p>c. 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>					
D. Building Height, Rooftop Amenities, Frontages, and Ground Floor						
1. Building Height	2-Story Area: 2 stories, 30 ft. 3 Story Area: 3 stories, 40 ft.	2 min/3 max stories, 40 ft.	3 min/4 max stories, 60 ft.	3 min/4 max stories, 55 ft.	5 stories, 65 ft.	New stories built on top of existing buildings shall be fully integrated into the design of the existing building.
2. Ground Floor Height (min)	15 ft	15 ft	15 ft	--	--	
3. 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.					
4. Rooftop Amenities	In multi-family residential and mixed-use residential projects, 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. Rooftop 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. Rooftop amenities are intended for the use of building residents.					
5. Height Exceptions	Non-habitable building features such as chimneys (up to 6' in width), cupolas, flagpoles, monuments, steeples, roof screens, equipment, and similar structures,					

DEVELOPMENT STANDARD	PLANNING SUBAREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
	covering no more than 10% of the top floor roof area to which they are accessory, may exceed maximum permitted height standards by up to 8'.					
E. Provision of Common Open Space (Residential Only)						
1. Amount per residential use	<ul style="list-style-type: none"> a. 50 sf/unit for residential units; b. 50 sf/unit for 5 or more Live Work Units 					
2. Types of Common Open Space Permitted	<ul style="list-style-type: none"> a. 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. b. Required setbacks may not be counted as common open space. c. Common open space shall be fully landscaped and requires an approved landscape plan. d. Examples may include: courtyards, clubhouses with accompanying landscaped areas, swimming pools, plazas, greens, parks, playgrounds, picnic areas, outdoor seating. 					
3. Rooftop Amenities	<ul style="list-style-type: none"> a. Rooftop amenities are permitted if they provide additional recreational or common open space activities. b. 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. 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. Rooftop Amenities are intended for the use of building residents. c. 50% of the rooftop amenities (structures and active recreation amenities) may count towards the square footage requirement for either private or common open space. d. Rooftop buildings supporting recreational activities may cover a maximum of 30% of the rooftop area and may project above the maximum height limit by 16 feet. 					
4. Courtyard and Common Open Space Requirements	<ul style="list-style-type: none"> a. Courtyards shall be designed as a central courtyard or as partial, multiple, separated or interconnected courtyards. b. 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%. 					

DEVELOPMENT STANDARD	PLANNING SUBAREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
	c. When there are two or more courtyards, they shall be connected to each other.					
F. Provision of Private Open Space (Residential and Live/Work Only)						
1. Amount per residential use	64 sf/unit					6 feet min in any direction; the total of 64 sf must be provided as one private open space area, not broken up into smaller sizes.
G. Architectural Styles						
1. Main Street Commercial- Multi-story facades are typically divided into base, body and top with the ground floor taller than the shorter upper floor which is finished by a significant parapet. The ground floor has recessed entries and any expansive glass is interrupted by structural columns with transoms to allow light to penetrate deep into the interior. Upper floor windows are smaller with vertical windows directly relating to the ground floor openings.						Main Street Subarea
2. Mission Revival- Prominent features of the style include red clay tile roofs, use of balconies, smooth-stuccoed exterior walls usually painted white, arched openings, colorful tile work and elaborate landscaping. The buildings frequently have courtyards.						<ul style="list-style-type: none"> Village Subarea Mixed Use Subarea High Density Residential Subarea
3. Spanish Colonial- Typical features include a low-pitched roof with little or no eave overhang, a red-tiled roof, perhaps a prominent rounded arch over a door, window or porch, a stucco wall surface, and usually an asymmetrical façade. The features elaborate molded ornament around doors and windows, polychrome tile at ingresses and wrought iron grilles and balconies.						<ul style="list-style-type: none"> High Density Residential Subarea

23.112.060 Parking Standards

A. Parking Standards. Table 3 identifies the parking requirements for new land uses in new or modified buildings in Old Town Placentia. All subareas shall be subject to the parking requirements listed in Table

3, with the exception of the Main Street Subarea as described in subsection (B) below. Applicants may also elect to pay an in-lieu fee in exchange for meeting the parking requirement, as described in subsection (C) below.

- B. In-Lieu Parking Fee.** Applicants may also elect to pay an in-lieu fee in exchange for meeting the parking requirements in the Main Street Subarea or in the Village Subarea. Payment made to the City of Placentia in-lieu of providing some or all of the required off-street parking spaces of a project in Old Town shall be allowed by right.
- C. Main Street Subarea Parking Exception.** Providing parking in this subarea is optional. However, in the 3-story area of Main Street Subarea, parking shall be required for third floor uses, according to this section, or by payment of an in-lieu parking fee.
- D. Un-Listed Uses.** On-site parking requirements for unlisted but similar uses shall be based on the parking requirements of similar uses found in this section 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.
- E. Parking Reduction.** Applicants may apply for a parking reduction before the Planning Commission for High Density Residential and Mixed Use Subareas 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. Parking demand studies shall be reviewed and approved at a noticed public hearing before the Planning Commission.
- F. Bicycle Parking-Short Term.**
 - 1. *Residential:* One (1) resident bicycle parking space for every five (5) residential units, or portion thereof.
 - 2. *Non-Residential:* One (1) bicycle parking space for every 5,000 square feet, or portion thereof, of non-residential floor area.
- G. Bicycle Parking-Long Term.**
 - 1. *Residential:* Two (2) bicycle storage units for every five (5) dwelling units for the first 20 units, and one (1) for every five (5) additional units, or portion thereof;
 - 2. *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.
- H. Electric Vehicle (EV) Charging Stations.** A minimum 10% of a project’s parking spaces shall provide EV Level 2 charging stations, or 5% of total spaces if installing DC Fast Charging Stations.
- I. Surface Parking.** Surface parking is permitted as long as it is not visible from a public street and is fully landscaped and screened from public view.
- J. Parking Structure.** Structured parking is permitted only if integrated into the overall design of the 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.
- K. Podium Parking.** Permitted if fully integrated into a development with a “wrapped” parking structure.
- L. Underground Parking.** Permitted if fully integrated into the design of the development.

Table 3. Parking Standards

PARKING STANDARDS	STANDARDS	APPLICABLE LAND USES
Non-Residential		

PARKING STANDARDS	STANDARDS	APPLICABLE LAND USES
1. Retail – spaces per 1,000 sf	2 min./4 max.	Accessory retail, Antique, Artisan, Bank, Business support services, General retail, Grocery, Retail complex, Personal services, Pet store/boarding
2. Eating and Drinking Establishments– spaces per 1,000 sf	5 min./10 max.	Bar/Tavern, Restaurant, Brewery, etc.
3. 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.
4. Specialty Goods & Foods– spaces per 1,000 sf	2 min./4 max.	
5. Entertainment & Recreation– spaces per 1,000 sf	6 min./10 max.	Health/Fitness, Recreation, Playgrounds, Studios, Theatres cannot be stand alone
6. Commercial Goods– spaces per 1,000 sf	2 min./4 max.	
7. Civic & Cultural, including Libraries, Museums– spaces per 1,000 sf	3 min./no max.	
8. Office Professional – spaces per 1,000 sf	2 min./4 max.	
9. Personal Services	3 min./no max.	
10. Live Work	1 min./1.5 max.	
11. ATM	0	

PARKING STANDARDS	STANDARDS	APPLICABLE LAND USES
12. Lodging – Bed & Breakfast	1 per sleeping room	No assembly space permitted.
13. Lodging – Hotel	1 per sleeping room, plus 1 space for every 75 sf of assembly area.	
Residential		
14. Spaces per studio unit	1 min./1 max.	
15. Spaces per 1 bed unit	1 min./1.5 max.	
16. Spaces per 2 bed unit	1.5 min./2 max.	
17. Spaces per 3 or more bed unit	2 min./ 2.5 max.	
18. Guest spaces per 10 units	2 min./3 max.	
Mixed-Use		
19. 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
Other		
20. Transit Station or terminal	As per Director of Development Services in coordination with transportation authority	
21. Telecommunication Facility	1 space to service facility.	

23.112.070 Sign Regulations

A. Purpose and Intent

These sign regulations are intended to appropriately limit the placement, type, size, and number of signs allowed within Old Town Placentia, 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 Old Town Placentia, 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 Subarea, 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 4 (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 4, 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. A "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 4. 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 4. 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.	1 wall sign or freestanding sign per entrance or street	12 sf each per face area; 24 sf maximum total sf

	Freestanding: 48 inches	frontage	for all signs.
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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 st 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	May not impede pedestrian flow.	1 per business. Signs may only be permitted while the business is

	permitted		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		

8. 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.

23.112.080 Amortization and Existing Uses

- A. Except as provided in this section, all Old Town 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:
 - a. 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.
 - b. The building or use may not be altered or expanded.
 - c. The business/property may be transferred from a Parent to his/her Child, from a Child to his/her Parent as defined in this Chapter.
 - d. The business/property may be transferred from an owner to his/her employee(s) such that the Ownership does not change as defined in this Chapter.
 - e. 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.

- f. If the primary use of the business/property (not accessory uses), remains unchanged, then accessory uses may change. An accessory use as defined in Section 23.04.030 of the PMC 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, no Old Town zoned property may be sold or transferred unless it is brought into compliance with the requirements of this chapter, unless the sale or transfer is specifically authorized in this subsection B above.

D. The City shall give notice to all property owners of properties within the Old Town regarding this ordinance in the following manner:

- a. Within 180 days of adoption of this ordinance;
- b. Within 3 years after adoption of this ordinance; and
- c. At least 4 years after adoption of this ordinance.

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

23.112.090 Public Art/Public Plazas

A. 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. This includes new construction and remodel/rehabilitation of existing structures. Public art is encouraged to reflect the history of Old Town Placentia and the 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 Old Town boundaries.

23.111.100 Old Town Development Impact Fee Program

In addition to City baseline impact fees, Old Town will require additional public realm improvements and projects are subject to an Old Town Impact Fee that ensures all public sector infrastructure improvements can be provided. In addition to the Old Town 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.

23.112.110 Definitions to be added to Chapter 23.04 of Municipal Code

Term	Definitions
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Adaptive Reuse Plan	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.
Antique or collectible store	INSERT DEFINITION
Bed & Breakfast	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.
Bike Parking – Long Term	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.
Bike Parking – Short Term	A fixture to which one or more bicycles can be securely locked. Generally for 2 hours or less.
Child/Parent	“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.
Courtyard	An open space created by a minimum of 3 sides of a courtyard building and used for private recreation in residential developments.
Courtyard Housing	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.
Electric Vehicle Charging Stations	<p><u>Level 2: 240-volt:</u></p> <p>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> <p><u>DC Fast Charging: 440-volt:</u></p> <p>DC fast charging provides up to an 80% charge in about 30 minutes.</p>
Entitled Project	Entitled project shall mean a project that has obtained final approval of all necessary planning and other land use approvals.
General Retail	A business or person who sells goods to an individual consumer as opposed to a

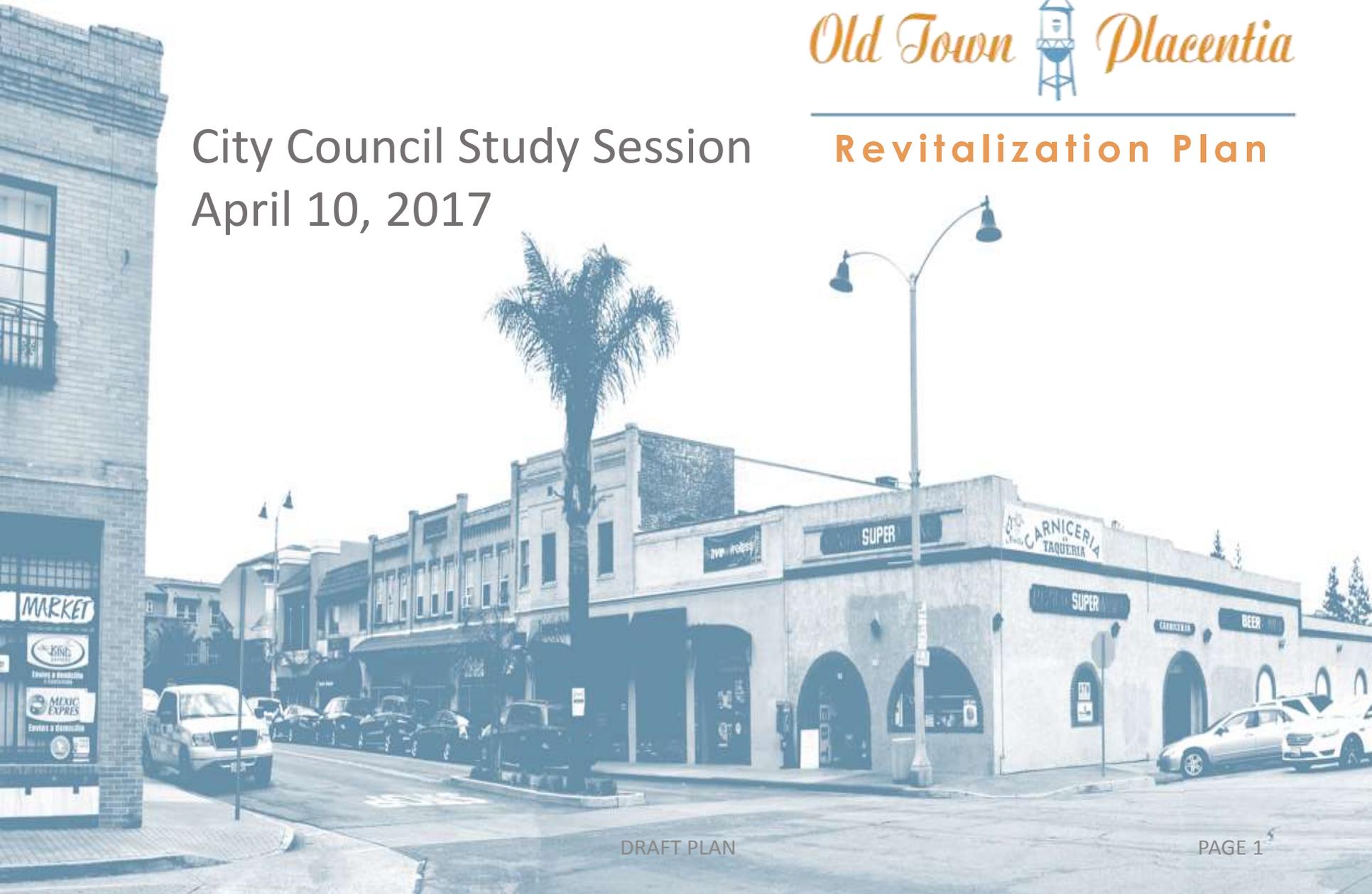
	wholesaler or supplier, who normally sell their goods to another business. Any retail transaction, which has a good sold, is taxable by the State Board of Equalization.
Green	Available for informal active and passive recreation. A green may be spatially defined by ground plan landscape and informal trees and/or buildings.
Hostess Bar	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.
Live/Work	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.
Medical Offices/ Services	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.
Mixed Use	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.
Neighborhood Market	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.
New Construction	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.
Nightclub	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.
Office Use	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."
Ownership	Five (5) years from the effective date of this Ordinance, Ownership shall mean 51% or more interest in real property including all land, structures, and all interest in the property.
Personal Services	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.
Plaza	An open area usually located near buildings and often featuring walkways, trees and shrubs, places to sit, and sometimes shops
Primary Use	Five (5) years from the effective date of this Ordinance, Primary Use shall mean use or occupancy of 70% or more of the total building area.
Retail and/or Commercial Uses	Uses as listed as Retail/Commercial Uses in Table 1 herein.
Studio	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.
Telecommunication Cell Tower	A cell tower not including building used for telecommunication businesses.
Transit Oriented Development (TOD)	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.
Wrapped Parking	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.

Old Town  *Placentia*

City Council Study Session
April 10, 2017

Revitalization Plan



TODAY'S AGENDA

- 1 Background
- 2 Existing Conditions & Vision
- 3 Development Standards
- 4 Public Realm Standards
- 5 Traffic Circulation & Streetscape Design
- 6 Historical Resources & Adaptive Reuse
- 7 Wayfinding & Programming
- 8 Funding & Maintenance
- 9 Next Steps

BACKGROUND

This Old Town Placentia Revitalization Plan (“Plan”) is a plan for the revitalization, activation, and economic growth of the City’s original central business district founded in 1910 around the building of the Placentia train depot and the citrus packing houses.

Existing property owners, residents, and business have preserved the area with a unique and diverse mix of small businesses, restaurants, residential uses, meaning that the area never truly lost its old, small town charm.

Among Orange County’s old towns, Placentia is unique in its small scale and variety of land uses. Today, population groups of all types are looking for small scale, walkable urban centers around transit to live, work, and play. This is occurring in Orange County with new, more compact, and transit-oriented developments and historic reuse districts emerging in Anaheim, Orange, Fullerton, and Santa Ana.

PURPOSE AND INTENT

The purpose of this Plan is to enhance the physical environment in the City's Old Town aimed at:

- Creating a lively destination to support the current and future economic base
- Create an in-town and regional destination for Placentia
- Connection to transit in and around the area
- Improving walkability and other modes of transportation for residents and visitors
- Create a high-quality mix of commercial uses to serve visitors and residents including restaurants, shops, and boutique retail
- Create additional mixed use opportunities for quality residential and office
- Facilitate enhanced residential development to support the surrounding businesses

COMMUNITY OUTREACH

There have been 17 public meetings regarding this project including community meetings, merchants meetings, Chamber meetings and one City Council Study Session. These were conducted to gather the community's input and insight, including:

- Identifying goals and desires for Old Town
- Identifying Old Town vision, mobility, land use/density, business type, streetscapes and landscapes, wayfinding, programming, implementation, and funding

Data collected from the community workshops and public outreach was used to inform the vision, values, policies, and design elements of the draft Plan. One additional Council Study Session will be held.

COMMUNITY OUTREACH

Date	Meeting	Location
January 26, 2016	Economic Development Committee	City Hall
February 17, 2016	Community Meeting	Senior Center
February 23, 2016	Economic Development Committee	City Hall
April 12, 2016	Placita Santa Fe Merchants Meeting	Tlaquepaque
May 4, 2016	Community Meeting	Backs Community Center
May 5, 2016	Chamber of Commerce Board Meeting	Chamber Office
June 14, 2016	Placita Santa Fe Merchants Meeting	Tlaquepaque
October 11, 2016	Placita Santa Fe Merchants Meeting	Tlaquepaque
November 28, 2016	Planning and Development Ad Hoc Committee	City Hall
November 29, 2016	Economic Development Committee	City Hall
December 6, 2016	City Council Study Session (1 of 2)	Chambers
January 5, 2017	Chamber of Commerce Board Meeting	Chamber Office
January 10, 2017	Placita Santa Fe Merchants Meeting	Tlaquepaque
January 25, 2017	Community Meeting	Senior Center
February 14, 2017	Placita Santa Fe Merchants Meeting	Tlaquepaque
March 14, 2017	Placita Santa Fe Merchants Meeting	Tlaquepaque
March 16, 2017	Chamber of Commerce Board Meeting	Chamber Office

PUBLIC COMMENTS

Sample Downtowns

- Brea, good parking, eating places, entertainment
- Orange, architectural design, charm, restaurants, trolley
- Santa Ana, pedestrian friendly, young people, art galleries, historic integrity
- Pasadena, live music, alley improvements, ample parking

Needs

- Perceived as unsafe
- Area needs to look clean
- Need more city advertisement
- Alley need to be cleaned
- Area needs more lighting
- Building with balconies and overlooks
- Basic code enforcement issues
- Entertainment and music options
- Needs to be promoted to students

Wants

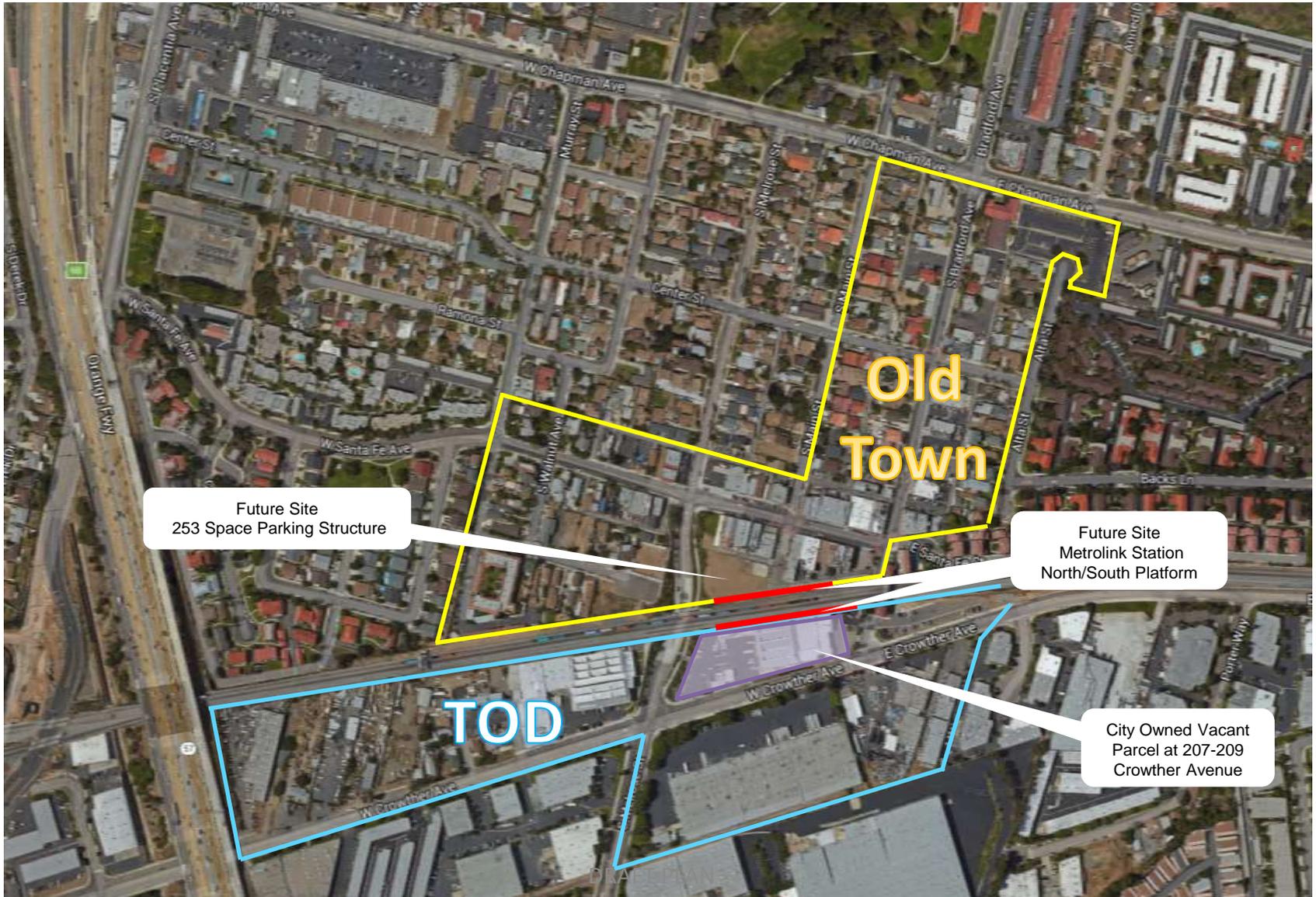
- Old town should be unique
- Plans for years but have not seen anything. Complete and implement a Plan
- Plan needs to revitalize the area
- Diamond in the rough; Use its potential to create new opportunities for development and streetscape
- Preserve and enhance sense of place

PLAN BOUNDARY

The Old Town is located in Placentia's southern and western portion along a section of BNSF railroad and is an integral part of the region. The Plan Area consists of:

- 33 acres and 147 parcels
- Diverse mix of land uses, surrounded by residential neighborhoods to the west, east, and north
- Mixed-use buildings
- Small number of historic buildings, including Senior Center and Fire Station
- Small parcels (less than 5,000 square feet)
- "Main Street" retail core which forms the destination for Old Town

MAP AND PROXIMITY



METROLINK STATION & PARKING STRUCTURE SCHEDULE

Date	Milestone
Jan-Oct 2017	Final Station and Structure Design Review and Plan Check Review
April, 2017	First Plan Check Review
Nov, 2017	OCTA Board of Directors Approval of Station Design
Feb, 2018	OCTA Award of Contract for Construction
April, 2018	Begin Construction of Metrolink Station and Parking Structure
Oct, 2019	Complete Construction of Metrolink Station and Parking Structure



2 EXISTING CONDITIONS & VISION

CURRENT CONDITIONS



CREATE A PEDESTRIAN FRIENDLY AND ACTIVE ENVIRONMENT





3 DEVELOPMENT STANDARDS

DEVELOPMENT STANDARDS PURPOSE AND INTENT

- The following provides detailed regulations for private development of land uses within Old Town Placentia.
- The purpose of these standards is to facilitate the protection and enhancement of the City's historic core, characterized by its small scaled village atmosphere, shopfront architecture, mix of uses and inviting streetscapes.
- These regulations are designed to work with public realm standards and guidelines created for Old Town and the TOD Packing House District.

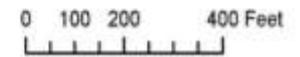
CURRENT ZONING



Zoning Legend

C-1	R-2
C-1 (O)	R-2 (MHP)
C-1 (O-1)	R-3
C-2	R-3 (O-1)
C-M	R-A
C-O	R-G
M	R-G (O)
M (O)	R-G(O) & C-1 (O)
M (PMD)	RA
PUD-1	RPC (O)
PUD-2	SF-C
PUD-2 (O)	SP-2
PUD-3	SP-3
PUD-3 (O)	SP-4
PUD-4	SP-5
R-1	SP-6 (O)
R-1 (MHP)	SP-7
R-1 (O)	T-C

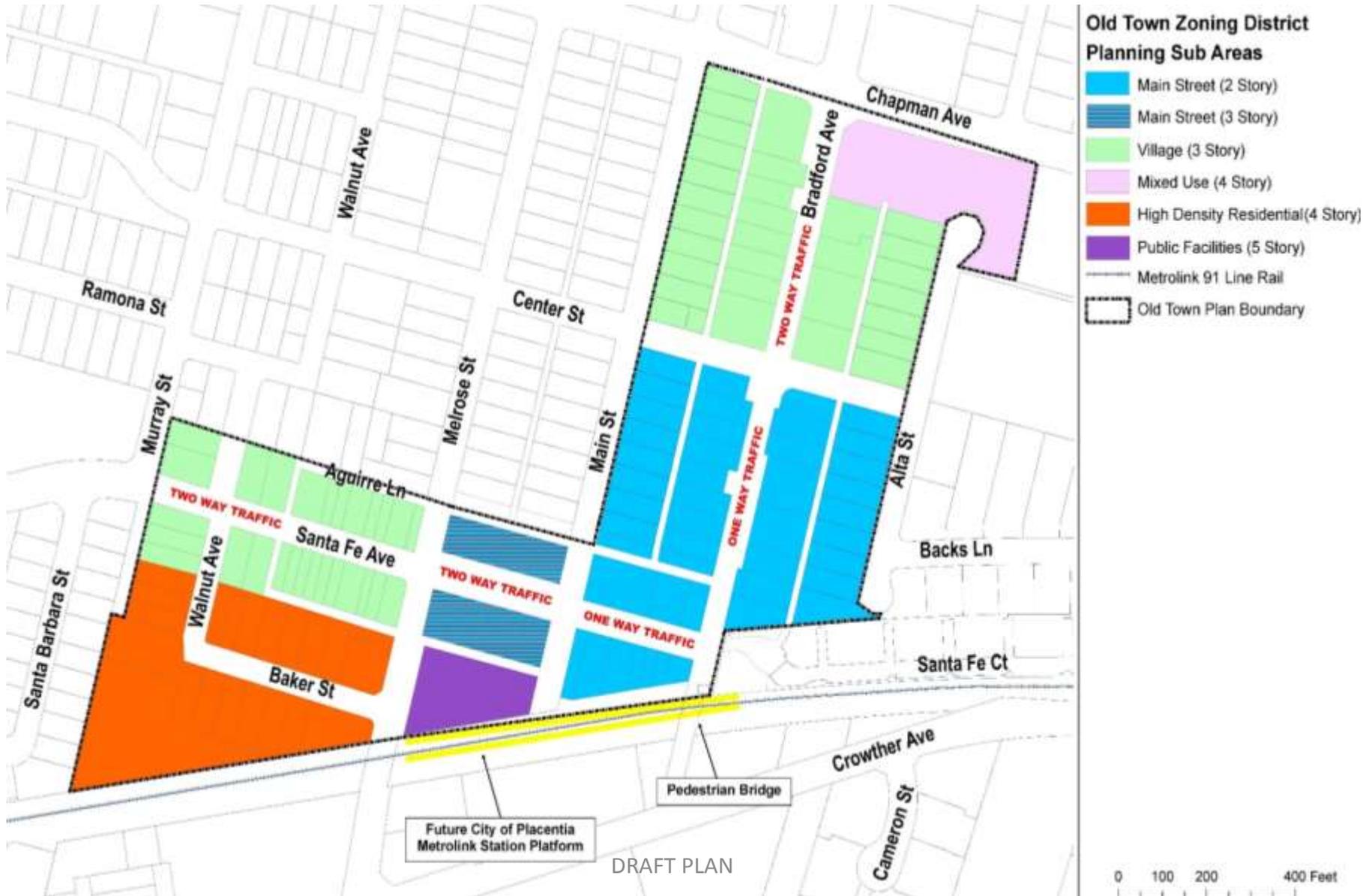
- - - - - Old Town Plan Boundary
 Station Platform
 Metrolink Rail
 Santa Fe Commercial District ("SF-C")



Source: ESRI, Placentia Zoning Map

DRAFT PLAN

PROPOSED ZONING



PROPOSED DEVELOPMENT STANDARDS

DEVELOPMENT STANDARD	PLANNING SUB AREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
Building Placement Regulation						
Density (max du/ac)	25	35	55	65	N/A	Density shall be calculated using gross lot size, prior to any required right-of-way dedications.
<p>Through lot and Cross-alley developments: A through lot is a lot with two fronts yards that form parallel lines. Cross-alley development is a single development that incorporates multiple properties, in which a portion of the development spans an alley. The first floor of through lot or cross-alley developments with the portion of the development facing Main St. or Alta shall be allowed to have first floor residential if that residential development is oriented toward Alta or Main and if residential is permitted in that sub-area.</p> <p>Cross alley development requires:</p> <ul style="list-style-type: none"> - The development cannot obstruct access to nearby properties, nor can it obstruct utilities - An encroachment permit subject to the review/approval of the City of Placentia - Consultation with utility agencies and consistency with the City's Underground Ordinance. <p>Alley may be spanned by a catwalk or enclosed completely and used as a paseo if all affected property owners agree and the above are complied with.</p>	UP **/**	UP **/**	UP **/**	N/A	N/A	<p>*Must also front Chapman Avenue. **In new development that results in a through lot via consolidation or a cross-alley development, the front yard shall be oriented toward Bradford or Santa Fe Avenue.</p> <p>***No new retail uses shall be established within existing residential structures oriented on Main or Alta and no new retail uses shall be located on the first floor of new buildings facing Main or Alta. New commercial developments shall be oriented toward Bradford or Santa Fe and a secondary entrance may be oriented toward a public alley (if that alley is treated). The first floor of through lot or cross-alley developments with that portion of the development facing Main St. or Alta shall be allowed to have first floor residential if that residential development is oriented toward Alta or Main and if residential is permitted in that sub-area.</p>

PROPOSED DEVELOPMENT STANDARDS

DEVELOPMENT STANDARD	PLANNING SUB AREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
Setbacks. 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.						
Setback from Railroad Track	N/A	N/A	N/A	0 ft.	0 ft	10' from rear ROW preferred by BNSF for above ground structures. Applicants should consider access to rear portion of new development.
Front Yard Setback (min-max)	0 ft*	0-5 ft.*	5-15 ft.*	5-15 ft.	N/A	All setback areas facing a street or alley not devoted to walkways and driveways shall be properly landscaped and maintained in compliance with PMC. *For 2-3 story buildings, ground floor setback may be increased by maximum of 15 feet.
Front Yard Setbacks for through lots and cross-alley developments	15 ft.	15 ft.	15 ft.			
Side Yard Setback	0 ft.	0 ft.	0 ft.	0 ft	N/A	
Rear Yard Setback	0-15 ft	0-15 ft	0-15 ft	0 ft	N/A	No setback required when rear yard faces an alley.
Street Side Yard Setback (min-max)	0 ft	0-5 ft	0-5 ft	5-15 ft	N/A	

PROPOSED DEVELOPMENT STANDARDS

DEVELOPMENT STANDARD	PLANNING SUB AREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
Building Height, Rooftop Amenities, Frontages, and Ground Floor						
Building Height	2-Story Area: 2 stories, 30 ft. 3 Story Area: 3 stories, 40 ft.	2 min/3max stories, 40 ft.	3 min/4max stories, 60 ft.	3 min/4 max stories, 55 ft.	5 stories, 65 ft.	New stories built on top of existing buildings shall be fully integrated into the design of the existing building.
Minimum Lot Size (When a 3+ Story Development is Proposed)						
10,000 Square Feet		X	X	X		

ARCHITECTURAL STYLES

Architectural Styles	Definition	Photo	Sub Areas
Main Street Commercial	Multi-story facades are typically divided into base, body and top with the ground floor taller than the shorter upper floor which is finished by a significant parapet. The ground floor has recessed entries and any expansive glass is interrupted by structural columns with transoms to allow light to penetrate deep into the interior. Upper floor windows are smaller with vertical windows directly relating to the ground floor openings.		<ul style="list-style-type: none"> • Main Street (preserve and enhance existing buildings)
Mission Revival	Prominent features of the style include red clay tile roofs, use of balconies, smooth-stuccoed exterior walls usually painted white, arched openings, colorful tile work and elaborate landscaping. The buildings frequently have courtyards.		<ul style="list-style-type: none"> • Village • Mixed Use • High Density
Spanish Colonial	<p>Typical features include a low-pitched roof with little or no eave overhang, a red-tiled roof, perhaps a prominent rounded arch over a door, window or porch, a stucco wall surface, and usually an asymmetrical façade. The features elaborate molded ornament around doors and windows, polychrome tile at ingresses and wrought iron grilles and balconies.</p> <p style="text-align: center;">DRAFT PLAN</p>		<ul style="list-style-type: none"> • High Density

PROPOSED PARKING STANDARDS

USES	STANDARDS	APPLICABLE LAND USES
Non-Residential		
Retail – spaces per 1,000 sf	2 min./4 max.	Accessory retail, Antique, Artisan, Bank, Business support services, General retail, Grocery, Retail complex, Personal services, Pet store/boarding
Eating and Drinking Establishments– spaces per 1,000 sf	5 min./10 max.	Bar/Tavern, Restaurant, Brewery, etc.
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.
Specialty Goods & Foods– spaces per 1,000 sf	2 min./4 max.	
Entertainment & Recreation– spaces per 1,000 sf	6 min./10 max.	Health/Fitness, Recreation, Playgrounds, Studios, Theatres cannot be stand alone
Commercial Goods– spaces per 1,000 sf	2 min./4 max.	
Civic & Cultural, including Libraries, Museums– spaces per 1,000 sf	3 min./no max.	
Office Professional – spaces per 1,000 sf	2 min./4 max.	
Personal Services	3 min./no max.	
Live Work	1 min./1.5 max.	
ATM	0	
Lodging – Bed & Breakfast	1 per sleeping room	No assembly space permitted.
Lodging – Hotel	1 per sleeping room, plus 1 space for every 75 sf of assembly area.	

PROPOSED PARKING STANDARDS

PARKING STANDARDS	STANDARDS	APPLICABLE LAND USES
Residential		
Spaces per studio unit	1 min./1 max.	
Spaces per 1 bed unit	1 min./1.5 max.	
Spaces per 2 bed unit	1.5 min./2 max.	
Spaces per 3 or more bed unit	2 min./ 2.5 max.	
Guest spaces per 10 units	2 min./3 max.	
Mixed-Use		
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

Parking Exceptions:

Main Street Sub Area Parking Exception. Providing parking in this subarea is optional. However, in the 3-Story Area, parking shall be required for third floor uses, according to this section, or by payment of an in-lieu fee.

In-Lieu Fee. Applicants may also elect to pay an in-lieu fee in exchange for meeting the parking requirements in the Main Street subarea (3rd story) or in the Village subarea. Payment made to the City of Placentia in-lieu of providing some or all of the required off-street parking spaces for a project in Old Town shall be allowed by right.

Parking Reduction. Applicants may apply for a parking reduction before the Planning Commission for projects within the High Density Residential and Mixed Use sub areas, up to a maximum reduction of 25% utilizing a parking demand study or shared parking analysis.

Parking Analysis. To be reviewed annually by parking consultant.

WHAT HAPPENS TO EXISTING USES?

- The proposed amortization clause seeks to preserve private property rights in existence at the time of this zone change.
- All legal uses, buildings or structures may be continued to operate as a legal nonconforming use, building or structure.
- After this five year period has elapsed, legal nonconforming uses can continue if the business is transferred to a child or parent of the owner or to the owner's employees.
- The businesses may not be modified or expanded, however secondary uses are permitted to change.
- Exempt from this provision: Legal non-conforming single family residential homes, which may remain and may be maintained in accordance with Chapter 23.84 of the PMC.

4 PUBLIC REALM STANDARDS



PUBLIC REALM



COMPLETE STREETS CONCEPT



- Less reliance on the car
- Streets are for all users
- Safe infrastructure for bicycling
- Streets, sidewalks, paseos, and parks that encourage walking
- Safety measures for modal conflicts
- Balancing the needs of all modes
- Making the public realm more livable

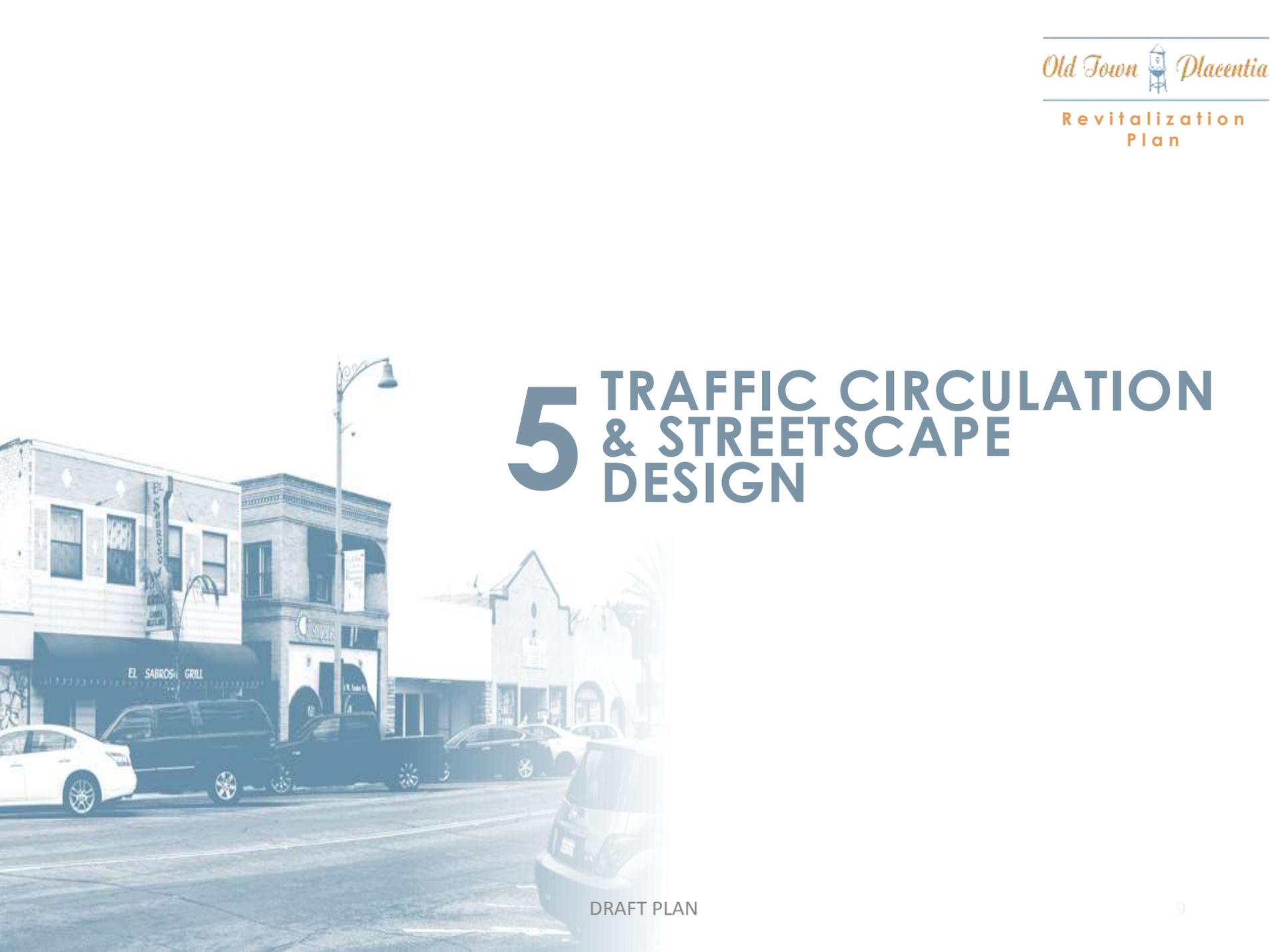


STREETSCAPE/LANDSCAPE



- Creative and artistic use of colors, earth tones for buildings and more vibrant complementary colors for streetscape elements
- Creative and artistic use of lighting, public and private realms
- A mix of landscape types, shrubs, trees, drought tolerant, low maintenance
- Creative and artistic styles of streetscape furniture
- Creative and artistic wayfinding signage
- Creative and artistic gateway entry monuments





5 TRAFFIC CIRCULATION & STREETScape DESIGN

TRAFFIC CIRCULATION

A Traffic Circulation Analysis has been prepared by Albert Grover & Associates, a Traffic Engineering Firm to conduct the following:

- Gathered Traffic Data
- Conducted Field Observations/Traffic & Video Counts
- Analyzed 3 Traffic Circulation Options
 - Arrived at 1 Preferred Option
- Streetscape Design and Cross Sections
- Proposed Traffic Improvement Measures

PROPOSED TRAFFIC IMPROVEMENT MEASURES

- **Completed Projects**

- Placentia Avenue Bridge Underpass
- Kraemer Boulevard Bridge Underpass

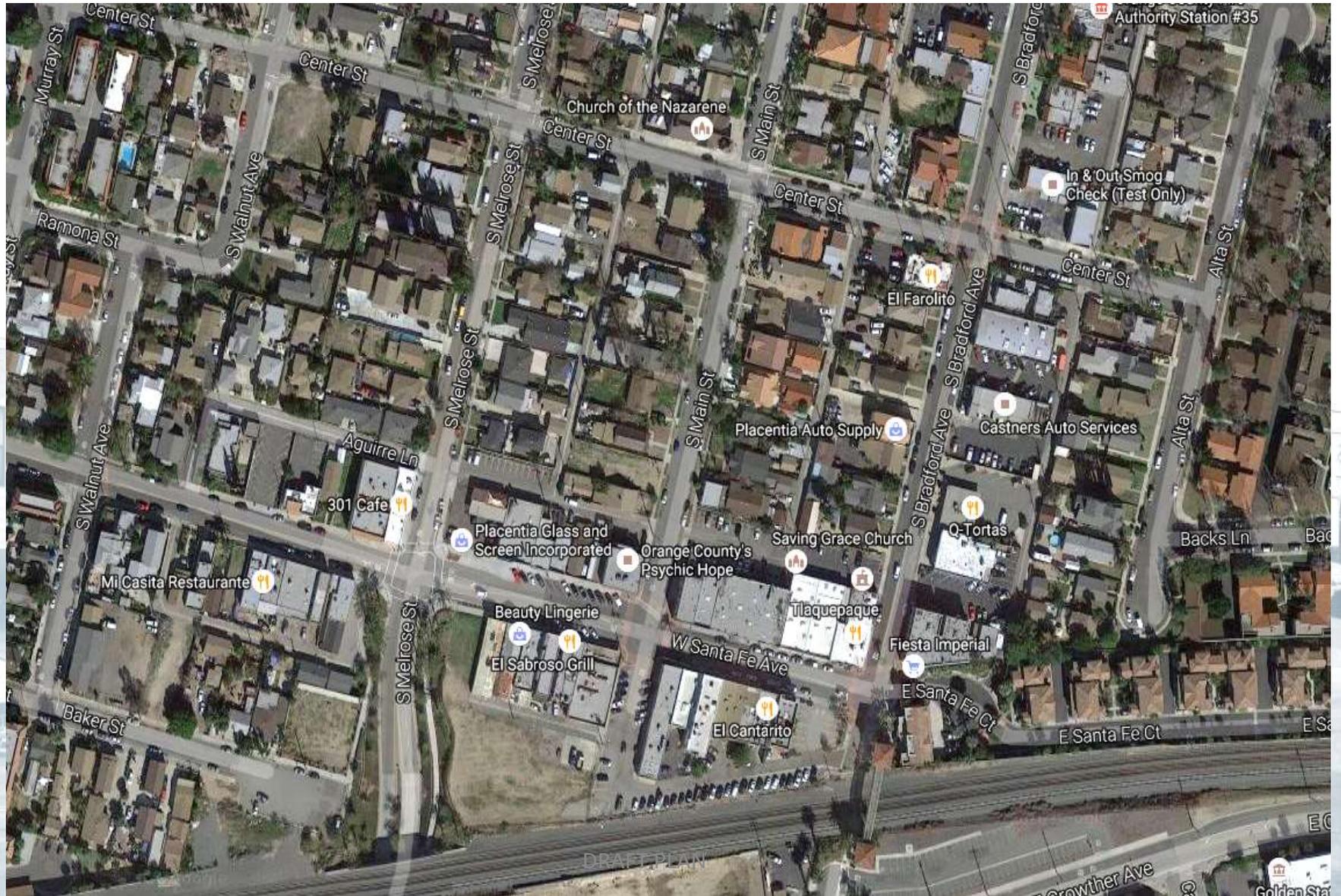
- **Proposed Measures**

- Remove pork-chop at Melrose and Santa Fe
- Install crosswalks at all stop signs
- Install Speed Limits signs
- Analyze street changes after six months of installation
- One year review of street changes

- **Future Measures**

- Speed feedback signs
- Roundabouts to replace four-way stops
- FY 2018/19 Slurry Seal, Restriping and Signage Plan

EXISTING CONDITIONS



OPTION #1

SANTA FE WEST (ONE WAY)

- One-way traffic
 - Southbound Bradford: Center to Santa Fe
 - Westbound Santa Fe: Bradford to Main
- Unrestricted traffic flow on Melrose
- Facilitates traffic access to the downtown area from the north
- No Impacts to OCFA/PD response to Santa Fe
- Counterclockwise circulation exiting Parking Garage
- Cul-de-sacs on Walnut and Main remain
- Alley north of Santa Fe remains two-way
- Installation of bulb-outs on one way streets
- Two-way bike lane on Bradford and Santa Fe
- Wider sidewalks
- Facilitates flow in and out of new parking structure
- Improved streetscape opportunities
- Encourages bicycle use
- Pedestrian Friendly
- Significant cost to widen sidewalks



OPTION #2

SANTA FE STREET CLOSURE

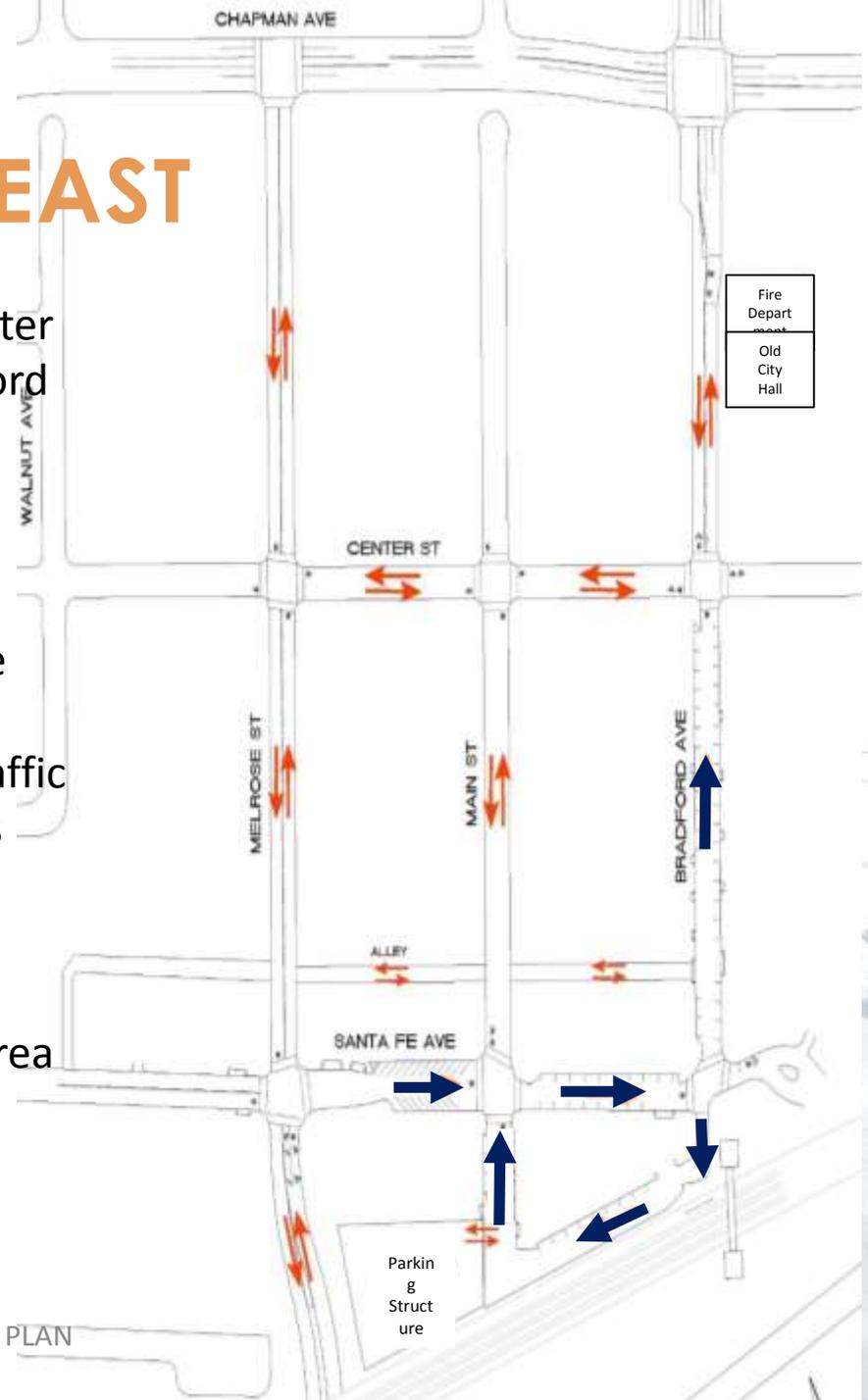
- Unrestricted traffic flow on Melrose
- One-way westbound traffic on alley north of Santa Fe: Bradford to Main
- Remove cul-de-sacs on Walnut and Main at Chapman
- Pedestrian Zone on Santa Fe between Main and Bradford
- Facilitates flow in and out of new parking structure
- Maintains two-way traffic flow
- Increases neighborhood access
- No bike lanes
- Encourages pedestrian activity
- Significant cost to remove cul-de-sacs



OPTION #3

SANTA FE ONE WAY EAST

- One-way traffic
 - Northbound Bradford: Santa Fe to Center
 - Eastbound Santa Fe: Melrose to Bradford
- Unrestricted traffic flow on Melrose
- Impacts to OCFA/PD response to Santa Fe
- Does not adequately capture Chapman Ave patrons
- Clockwise circulation exiting Parking Garage
- Cul-de-sacs on Walnut and Main remain
- Alley north of Santa Fe remains two-way traffic
- Installation of bulb-outs on one-way streets
- Wider sidewalks on Bradford and Santa Fe
- Facilitates flow in and out of new parking structure
- Facilitates traffic access to the downtown area from the south
- Maintains limited neighborhood access
- Improved street scape opportunities
- Pedestrian Friendly
- Significant cost to widen sidewalks



OPTION #1

SANTA FE WEST (ONE WAY)

PREFERRED OPTION

- One-way traffic
 - Southbound Bradford: Center to Santa Fe
 - Westbound Santa Fe: Bradford to Main
- Unrestricted traffic flow on Melrose
- Facilitates traffic access to the downtown area from the north
- No Impacts to OCFA/PD response to Santa Fe
- Counterclockwise circulation exiting Parking Garage
- Cul-de-sacs on Walnut and Main remain
- Alley north of Santa Fe remains two-way
- Installation of bulb-outs on one way streets
- Two-way bike lane on Bradford and Santa Fe
- Wider sidewalks
- Facilitates flow in and out of new parking structure
- Improved streetscape opportunities
- Encourages bicycle use
- Pedestrian Friendly
- Significant cost to widen sidewalks



STREET DESIGN



STREETSCAPE – BRADFORD SOUTHBOUND

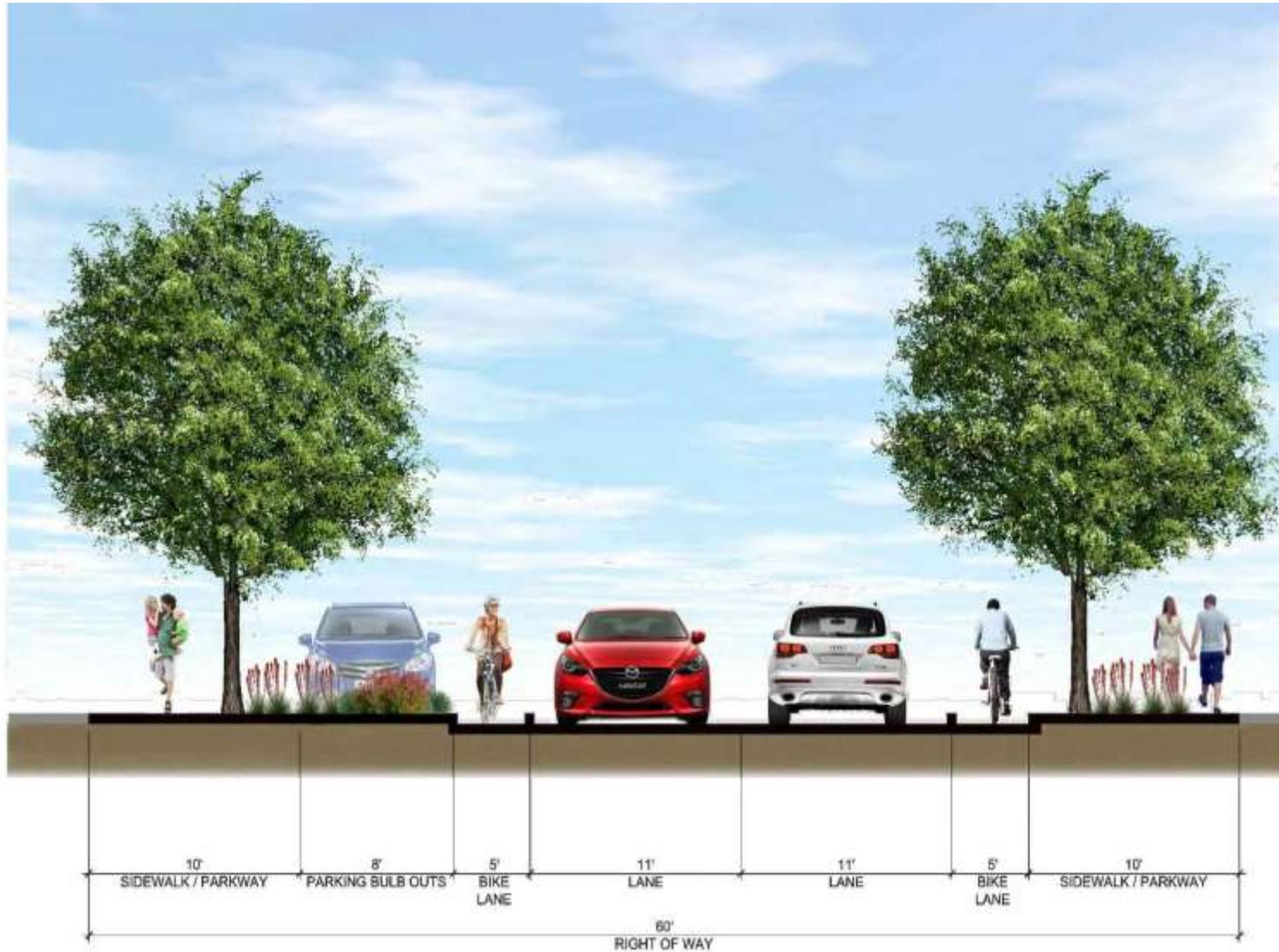


STREETSCAPE – BRADFORD SOUTHBOUND



DRAFT PLAN

CROSS SECTION-BRADFORD (BT CHAPMAN AND CENTER)



DRAFT PLAN

STREETSCAPE – BRADFORD (MID-WAY) SOUTHBOUND

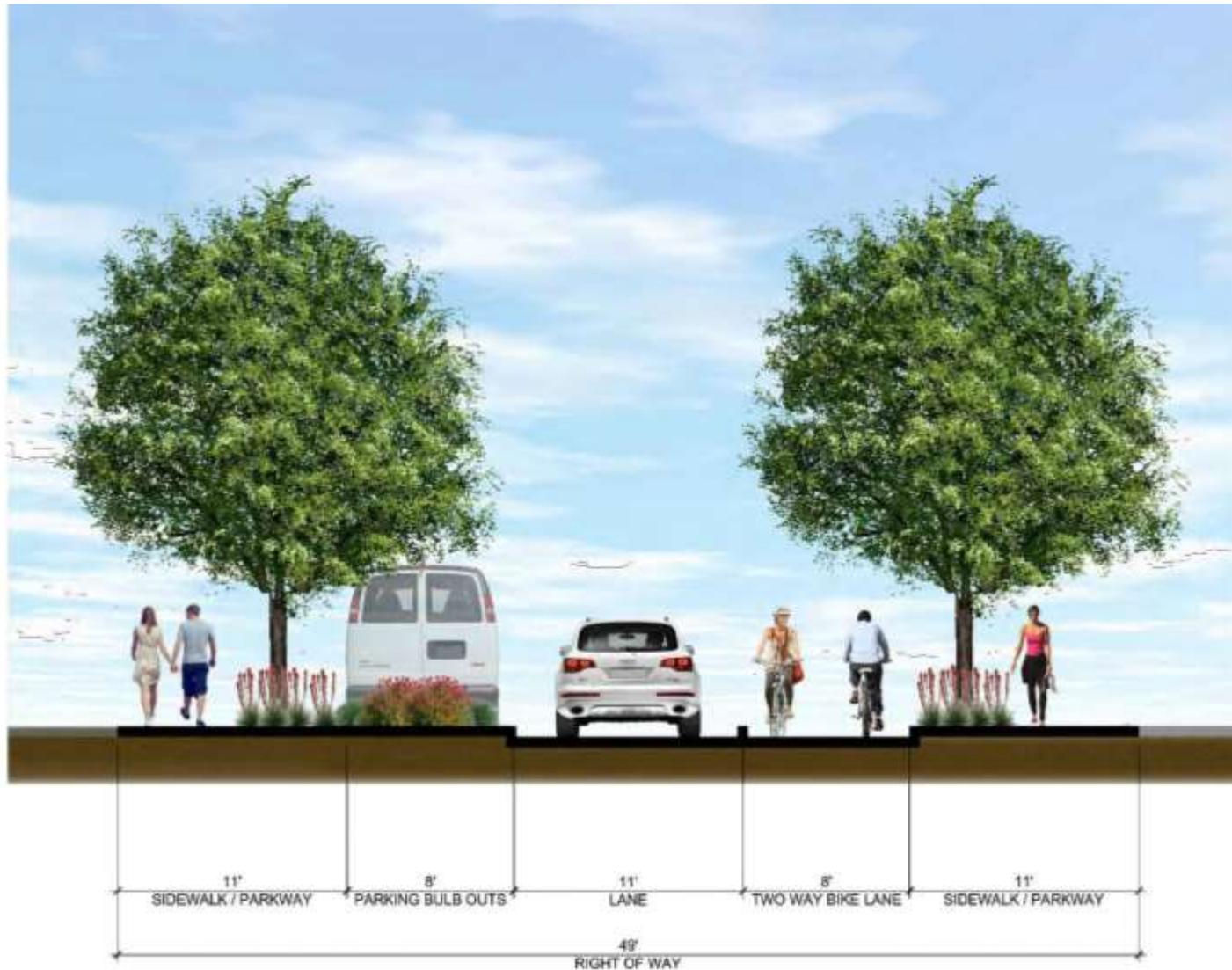


DRAFT PLAN

STREETSCAPE – BRADFORD (MID-WAY) SOUTHBOUND



CROSS SECTION-BRADFORD (BT CENTER AND SANTA FE)



DRAFT PLAN

STREETSCAPE – SANTA FE LOOKING WEST



STREETSCAPE – SANTA FE LOOKING WEST



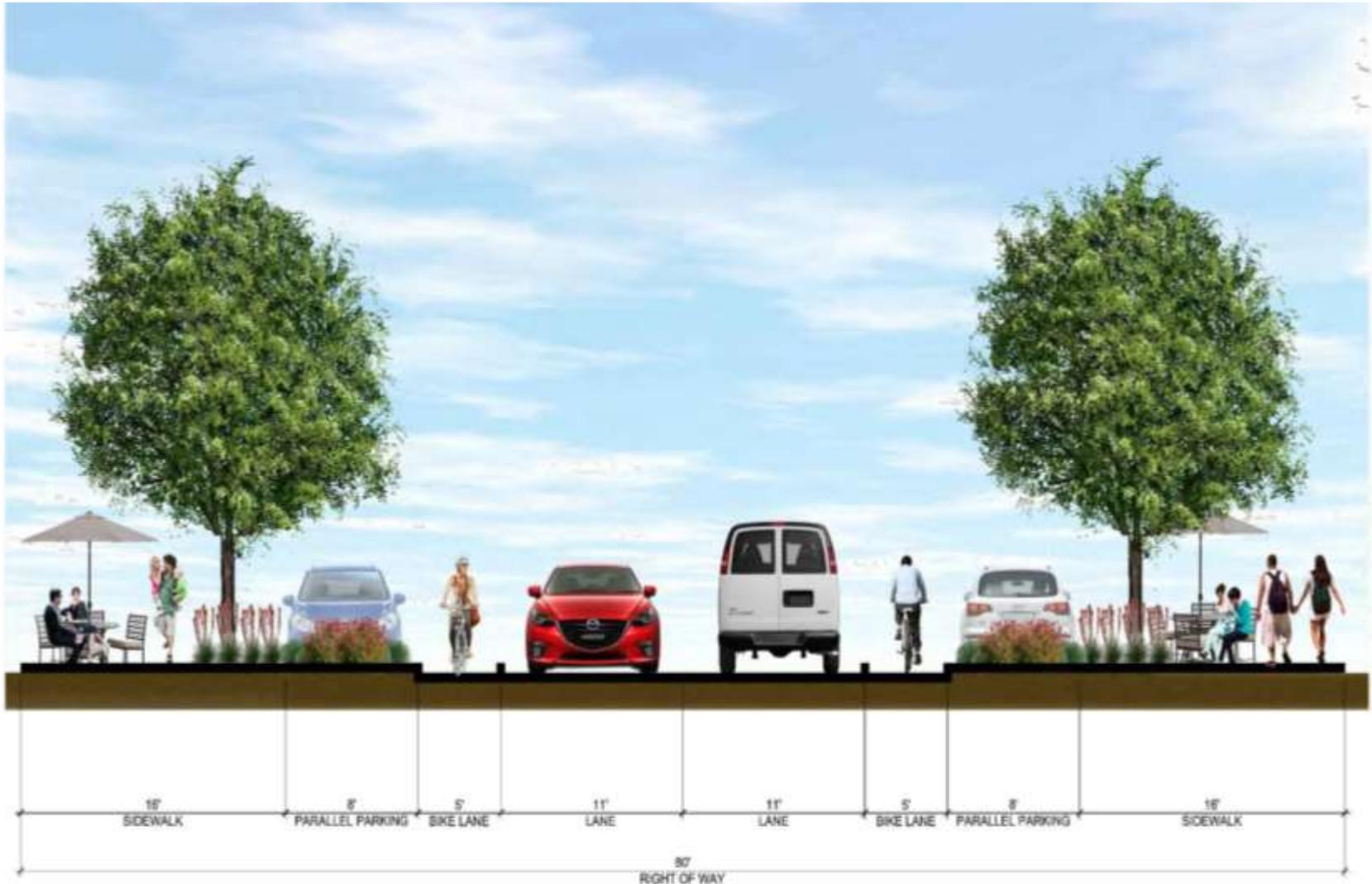
DRAFT PLAN

CROSS SECTION-SANTA FE (BT BRADFORD & MAIN)



DRAFT PLAN

CROSS SECTION-SANTA FE (BT MAIN AND MELROSE)



DRAFT PLAN

STREETSCAPE DESIGN

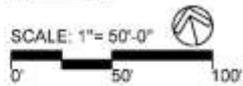
A draft Streetscape Master Plan has been prepared by Nuvis Landscape Architecture to provide additional public streetscape details and specifications based on the adopted Public Realm document including specific standard regarding the following components:

- Street furniture design and placement
- Landscape palettes
- Curb, sidewalk and on-street parking design
- Decorative paving

DRAFT STREETScape MASTER PLAN



Site Amenities Legend	
	Tree Grates
	Backed Benches
	Trash/Recycle Receptacles
	Bike Rack
	Bollards
	Street/Pedestrian Lights with Banners
	Table seating



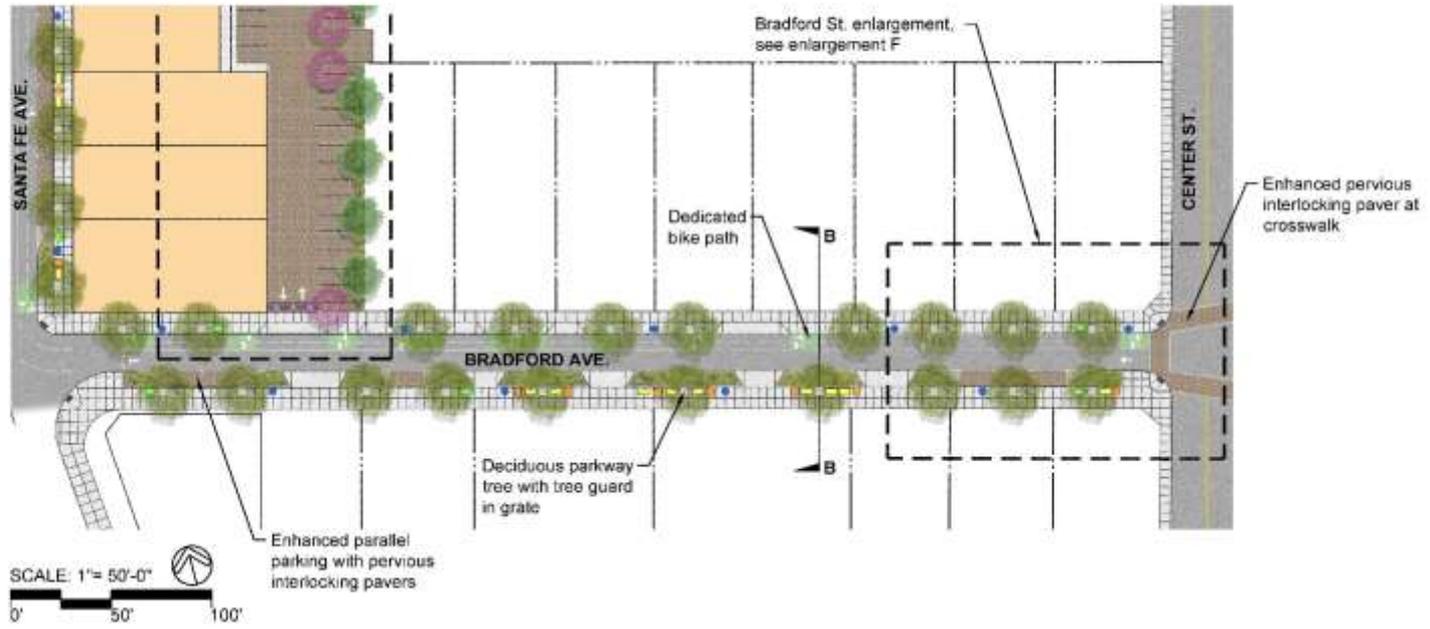
Santa Fe - Walnut Ave. to Melrose St.
 Old Town Placentia
 Placentia, CA



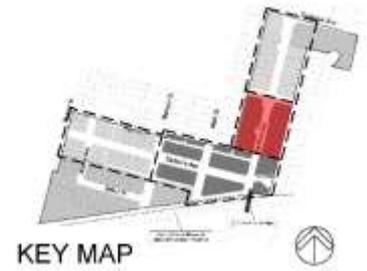
DRAFT STREETScape MASTER PLAN



DRAFT STREETScape MASTER PLAN



Bradford Avenue - Santa Fe to Center St.
Old Town Placentia
Placentia, CA



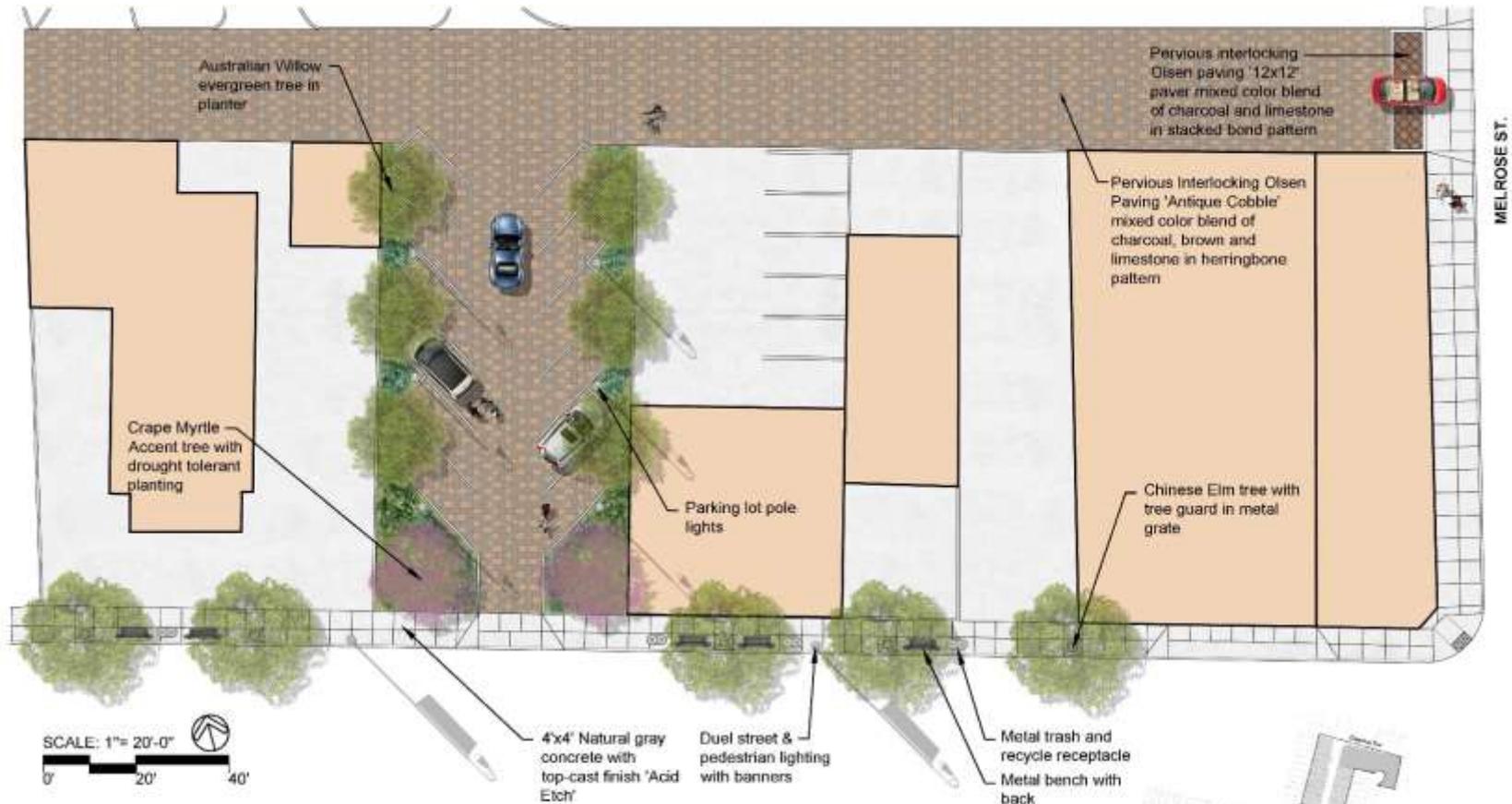
DRAFT STREETScape MASTER PLAN



Bradford Ave. - Center St. to Chapman Avenue
Old Town Placentia
Placentia, CA

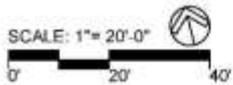
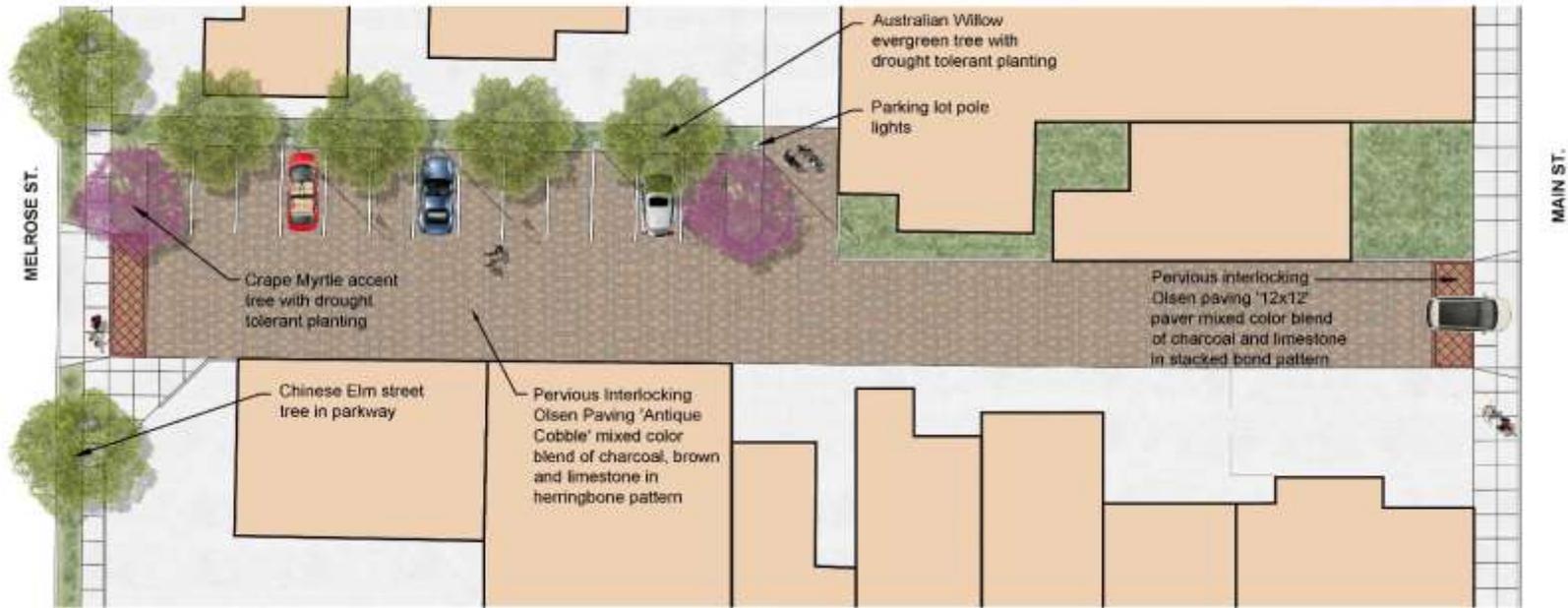


DRAFT STREETScape MASTER PLAN



Enlargement A - Alleyway & Parking Lot
Old Town Placentia
Placentia, CA

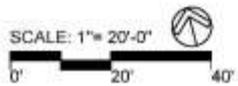
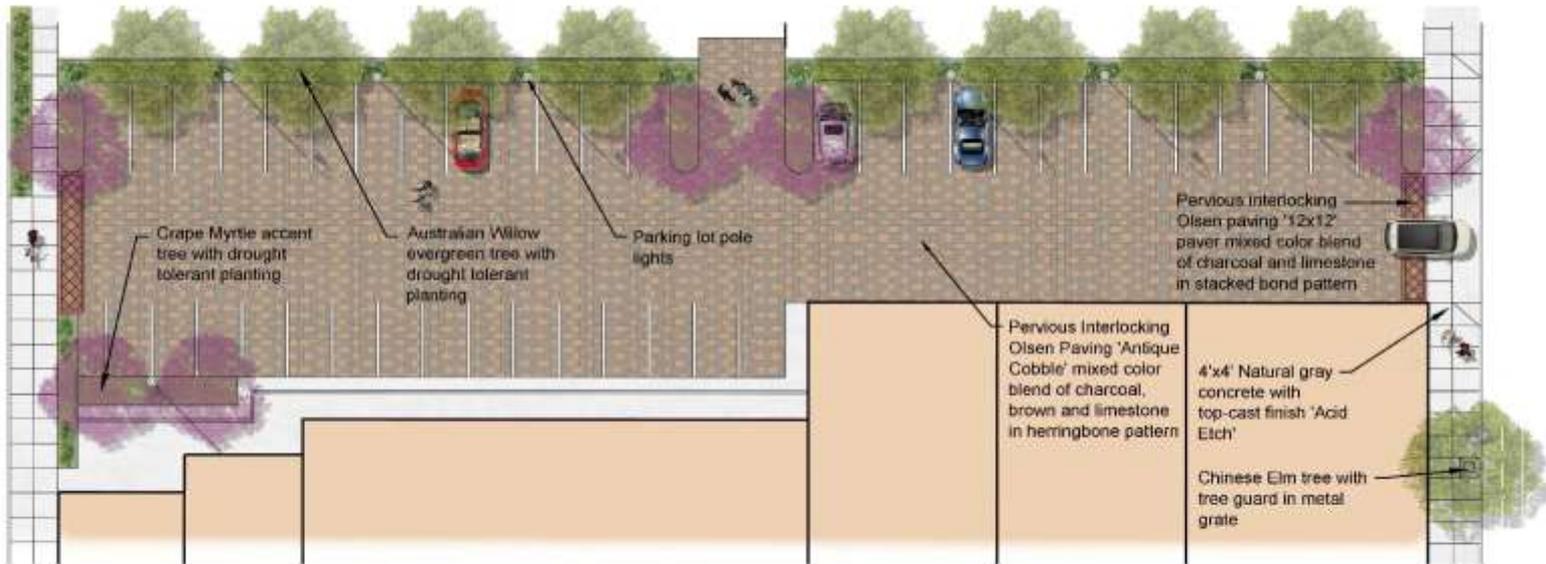
DRAFT STREETScape MASTER PLAN



Enlargement B - Alleyway and Parking Lot
 Old Town Placentia
 Placentia, CA



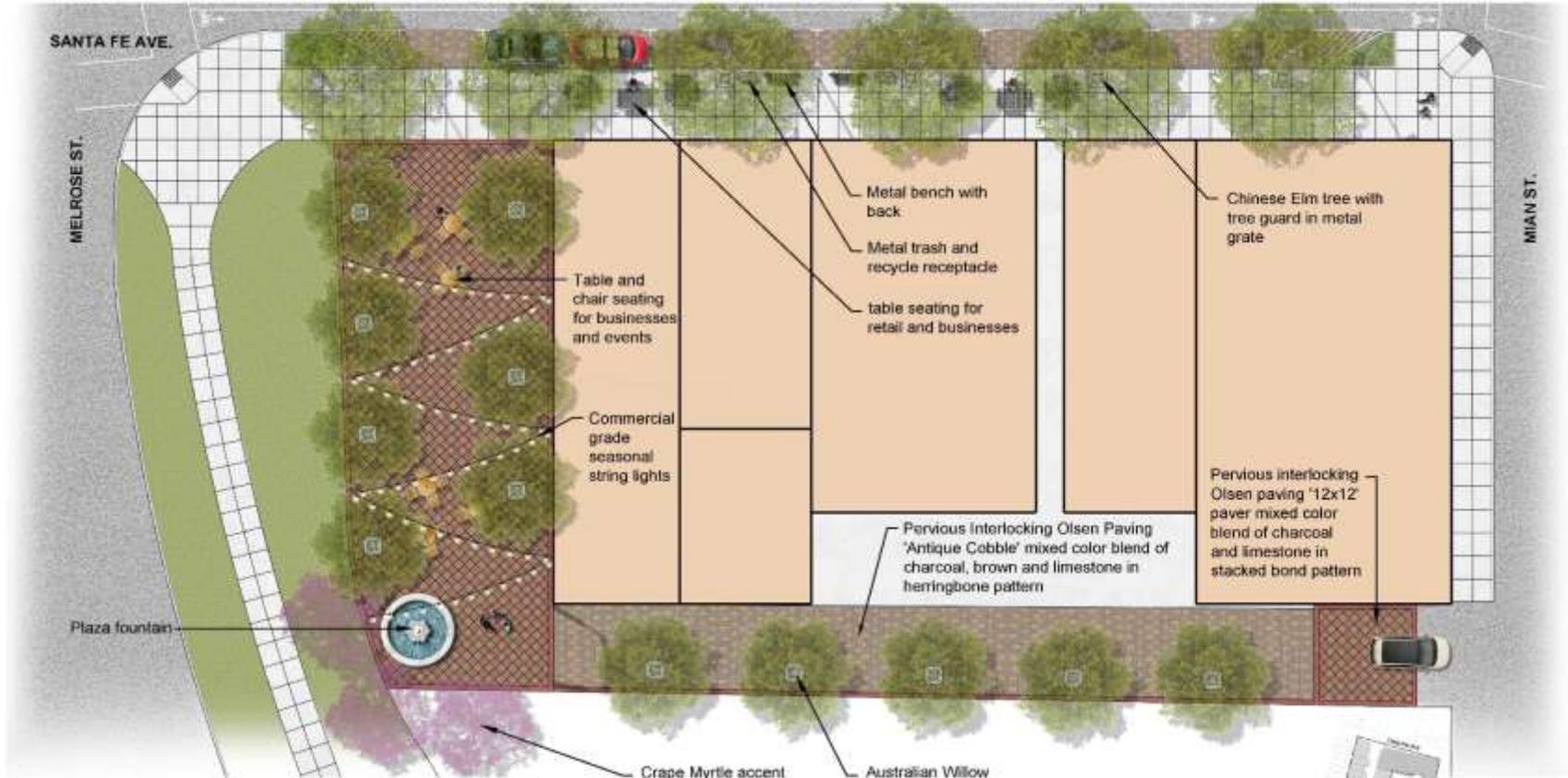
DRAFT STREETScape MASTER PLAN



Enlargement C - Alleyway and Parking Lot
 Old Town Placentia
 Placentia, CA



DRAFT STREETScape MASTER PLAN



SCALE: 1" = 20'-0"
0' 20' 40'

Enlargement D - Plaza Space and Alleyway
Old Town Placentia
Placentia, CA



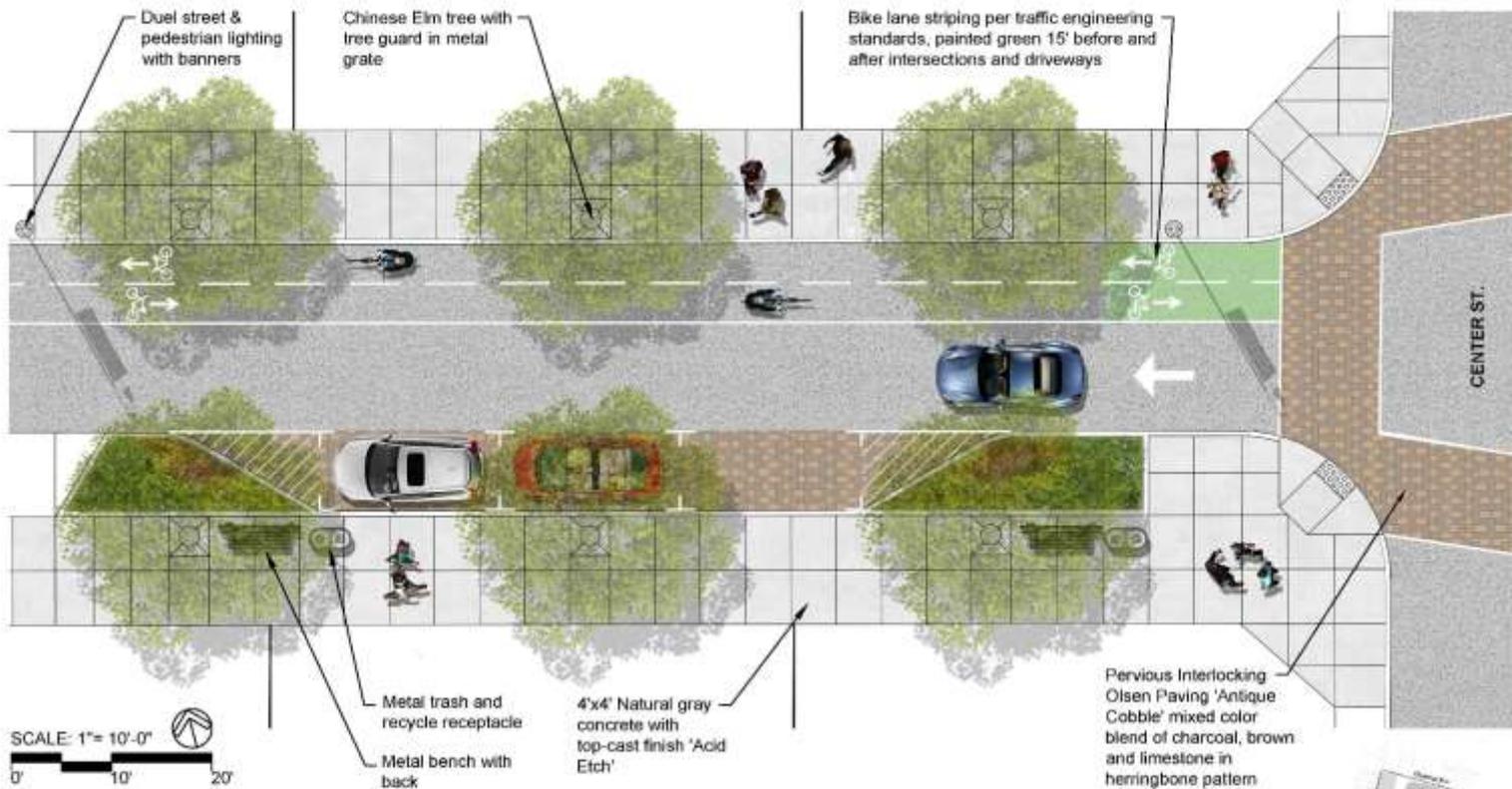
DRAFT STREETScape MASTER PLAN



Enlargement E - One way street and Alleyway
Old Town Placentia
Placentia, CA



DRAFT STREETScape MASTER PLAN



Enlargement F - Bradford Avenue
 Old Town Placentia
 Placentia, CA





6 HISTORICAL RESOURCES & ADAPTIVE REUSE

PRESERVE HISTORIC FABRIC



ADAPTIVE REUSE



Church on Bradford and Chapman Avenue 1022 N. Bradford Avenue

- Not designated as a National, State or Local Resource
- State has determined that this site is eligible for local listing or designation.



Old City Hall 120 S. Bradford Avenue

- Locally Designated Resource
- State has determined that this site appears eligible for National Registry.

7 WAYFINDING & PROGRAMMING



SIGNAGE (WAYFINDING)



BRANDING AND IDENTITY

Several names have been used to identify the Old Town area, including:

- Old Town Placentia
- Placita Santa Fe
- Downtown Placentia
- Old Town Santa Fe
- Historic Placita Santa Fe
- Placita Santa Fe District



COMMUNITY EVENTS & PROGRAMMING



Programming includes promoting and hosting community events including farmer's markets, crafts fairs, outdoor performances, street festivals, community classes, parades, and special celebrations in the town square fashion.

- Electrical outlets and hardware for banners and festoon lighting on light poles.
- Create “flex streets” with removable bollards
- Encourage the business and property owners to adopt special assessments districts, a CFD, and a BID
- City to partner with Library, Chamber of Commerce and the Placita Santa Fe Merchants to implement community programming and events.
- Develop a wayfinding signage program for Old Town and the Packing House Districts.



8 FUNDING & MAINTENANCE

KOSMONT'S GROSS FISCAL IMPACT & ECONOMIC BENEFIT ANALYSIS

	SCENARIOS	
	EXPECTED 853,000 Sq. Ft of New Improvements	CONSERVATIVE 622,500 Sq. Ft of New Improvements
Private Development Activity	\$217 Million	\$159 Million
Gross Fiscal Tax at Full Build Out (Property, VLF, TOT, Sales Tax, Franchise Fees, UUT, etc.)	\$926,000	\$730,100
Direct Construction Jobs	1,057	758
On-site Permanent Jobs	823	480
Development Impact Fees	\$8,320,000	\$6,440,000
Community Facilities District	Under Review	Under Review

FUNDING & MAINTENANCE

- **Not Funded by General Fund**
- **Old Town Placentia Community Facilities District (Funded by Developers/Property Owners)**
 - Designed to fund capital improvements and the ongoing maintenance and repair of all public right of way improvements constructed. Provides sustainable revenue source without depleting General Fund.
 - Option 1 (2-3 Years)
 - Option 2 (10-15 Years)
- **CFD analysis currently underway**
- **City to also pursue State and Federal Grants for Infrastructure**

9 NEXT STEPS



NEXT STEPS

- 
- **City Council Study Session (2 of 2) – April 10, 2017**
 - **Environmental Review (CEQA) – May, 2017**
 - **Planning Commission Public Hearing – June, 2017**
 - **City Council Public Hearing – July, 2017**
 - **City Council Second Reading – July, 2017**

POLICY DISCUSSION/DIRECTION



POLICY DISCUSSION/DIRECTION

- Building orientation and uses facing Main/Alta
- 4 story building(s) for certain parcels on the south side of Santa Fe Street in the 3-story Main Street sub-area that will be adjacent to the parking structure
- Church Building preservation (preserved as is; adaptive reuse; partial preservation; demolish and new construction)

COMMENTS OR QUESTIONS?

