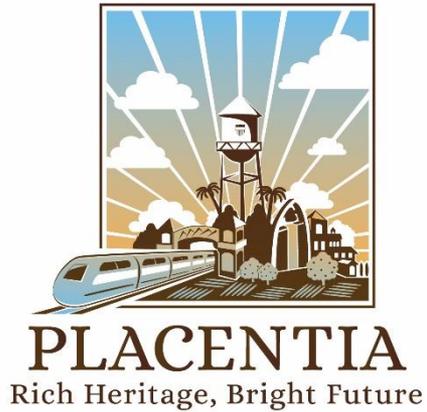


PACKING HOUSE DISTRICT TRANSIT ORIENTED DEVELOPMENT ZONING AMENDMENT



Community Meeting
November 30, 2016



Today's Agenda



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

Background

New development interest around the new Metrolink Station requires up-to-date Development Standards to support Transit Oriented Development (TOD). We want to be ahead of the game with standards that can drive quality, high density development.



Setting the Stage for TOD



Plan for
Metrolink
Station
Begins



TOD &
Old Town
Placentia Plan
Begins

2005

2005

2009

2015

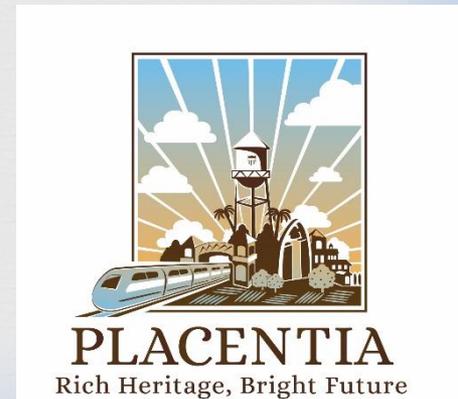
Melrose
Underpass
& Streetscape
Improvements



Pedestrian
Bridge to Old
Town &
Westgate
Specific Plan

Placentia
OLD TOWN  *Santa Fe*
District
PLAN

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



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

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



What is Transit-Oriented Development (TOD)?

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

How does TOD really work?

- Residents own fewer cars compared to the “burbs” and prefer/depend on transit
- Visitors “Park Once”, and then walk to several locations
- Buildings and streets are designed for the pedestrian
 - Ground floor retail and restaurants
 - Inviting streetscapes
- TODs help preserve household income
- TODs lower regional congestion, air pollution
- TODs increase property values



Examples of TOD & High Density



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

Examples of TOD & High Density



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



TOD History & Plan Features

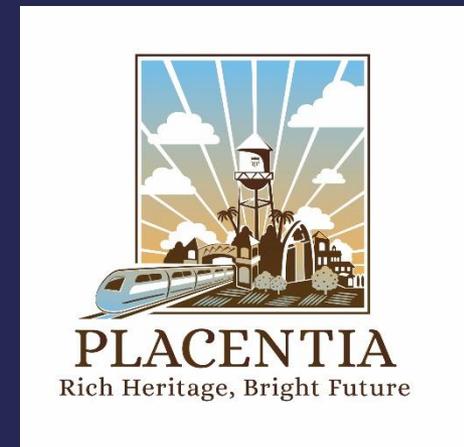
Moving Forward

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





PACKING HOUSE DISTRICT TOD Zoning Amendment



Placentia TOD Zoning Text Amendment

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



Purpose and Intent

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



Highlights

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



Existing Setting & Physical Conditions

- 27 Parcels – 21 Acres
- Wide range in lot sizes
- 1-2 Stories
- Auto Dominant
- Several Illegal Nonconforming properties
- Several in Disrepair



TOD Parking

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



TOD Parking – Other TOD Areas

Other TOD areas have reduced parking standards, some require no parking. It is a basic tenet of TOD.

- Anaheim Platinum Triangle:
 - Studio unit -1.25
 - 1 Bedroom unit -1.5
 - 2 Bedroom unit -2.0
 - 3 Bedroom unit -2.5
- Fullerton Transportation Specific Plan:
 - Studio unit -1.5
 - 1 Bedroom unit -1.75
 - 2 Bedroom unit -2.25
 - 3 Bedroom unit -2.75
- Santa Ana Metro East MU Overlay:
 - 2-2.25 per unit
- Pasadena TOD:
 - Less than 650 sf -1.25 unit
 - More than 650 sf – 1.5 min/1.75 max
- Vermont/Western TOD:
 - DU with 3 rooms -1 space min/1.5 max
 - DU with more than 3 rooms – 1.5 min./2 max.

Placentia TOD parking requirements:
Studio unit 1 min./1 max.
1 Bedroom unit 1 min./1.5 max.
2 Bedroom unit 1.5 min./2 max.
3 Bedroom unit 2 min./2.5 max.



- Willowbrook TOD Specific Plan:
 - Studio unit -0.6 min./1.0
 - 1 Bedroom unit – 0.9 min./1.5
 - 2 Bedroom unit -1.20 min./2

Existing Vs. Proposed Development Standards

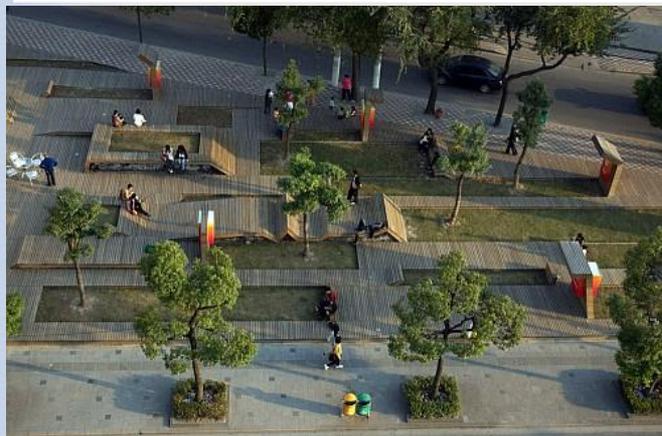
STANDARD	EXISTING CODE Manufacturing (M)	PROPOSED CODE Transit Oriented Development (TOD)
DENSITY	<ul style="list-style-type: none"> Residential Not Permitted 	<ul style="list-style-type: none"> High Density 65-95 du/ac
SETBACKS	<ul style="list-style-type: none"> Front: 1 ft for each 2 ft of height (min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

Existing Vs. Proposed Land Uses

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

Existing Vs. Proposed Development Standards

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



What Happens to Existing Uses After TOD Adoption?

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

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

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

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

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

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

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

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

Examples of Interest



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



5-STORY WRAP W/ 7-LEVEL GARAGE

LAND AREA: 2.95 (+/- ACRES)
TOTAL UNITS: 215 UNITS
DENSITY: 72.9 DU/AC
LEASING@ LEVEL-1: 1,070 S.F.
CAVE @ LEVEL-1: 4,440 S.F.
CLUB/ FITNESS: 3,000 S.F. (ON GAR. ROOF)

UNITS	NET S.F.	NUMBER	%	TL. NET	BAL.	TL.BAL.
A1	747	19		14,193	79	1,501
A2	756	40		30,240	93	3,720
A3	739	20		14,780	119	2,380
A4	783	20	46%	15,660	77	1,540
B1	1,006	54		54,324	56	3,024
B2	1,012	49		49,588	68	3,332
B2-LOFT	1,128	13	54%	14,664	68	884
TOTAL		215	100%	193,449		16,381

NET RENTABLE: 193,449 S.F.
AVE NET UNIT SIZE: 900 S.F.

PARKING PROVIDED:

GARAGE: 384 SPACES
SURFACE: 4 SPACES
TOTAL: 388 SPACES
OVERALL PARKING RATIO: 1.8 PER UNIT

AREA BREAK DOWN:

NET RESIDENTIAL: 193,449 S.F.
BALCONIES: 16,381 S.F.
CORRIDOR&STOR: 42,540 S.F.
STAIRS & ELEV: 1,225 S.F.
LEASING: 1,070 S.F.
GROSS RES. AREA: 254,665 S.F.

GROSS GARAGE: 190,500 S.F.
(INCLUDING ROOF TOP CLUB)



E. CROWTHER AVE. SITE INTEGRAL COMMUNITIES

04/08/2016 PLACENTIA, CA HPA # 16150



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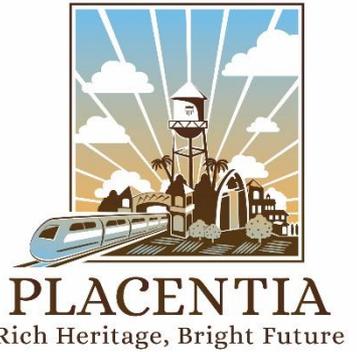
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 Architectural conceptual site plans are for feasibility purpose only. Revisions may occur due to further investigation from regulatory authorities and building code analysis. Dimensions shown are of a strategic intent only. Refer to surveys and civil drawings for technical information and measurements.

Public Realm Standards

- What is the Public Realm?

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

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



Public Realm Standards

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



Public Realm Standards

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



Public Realm Standards

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

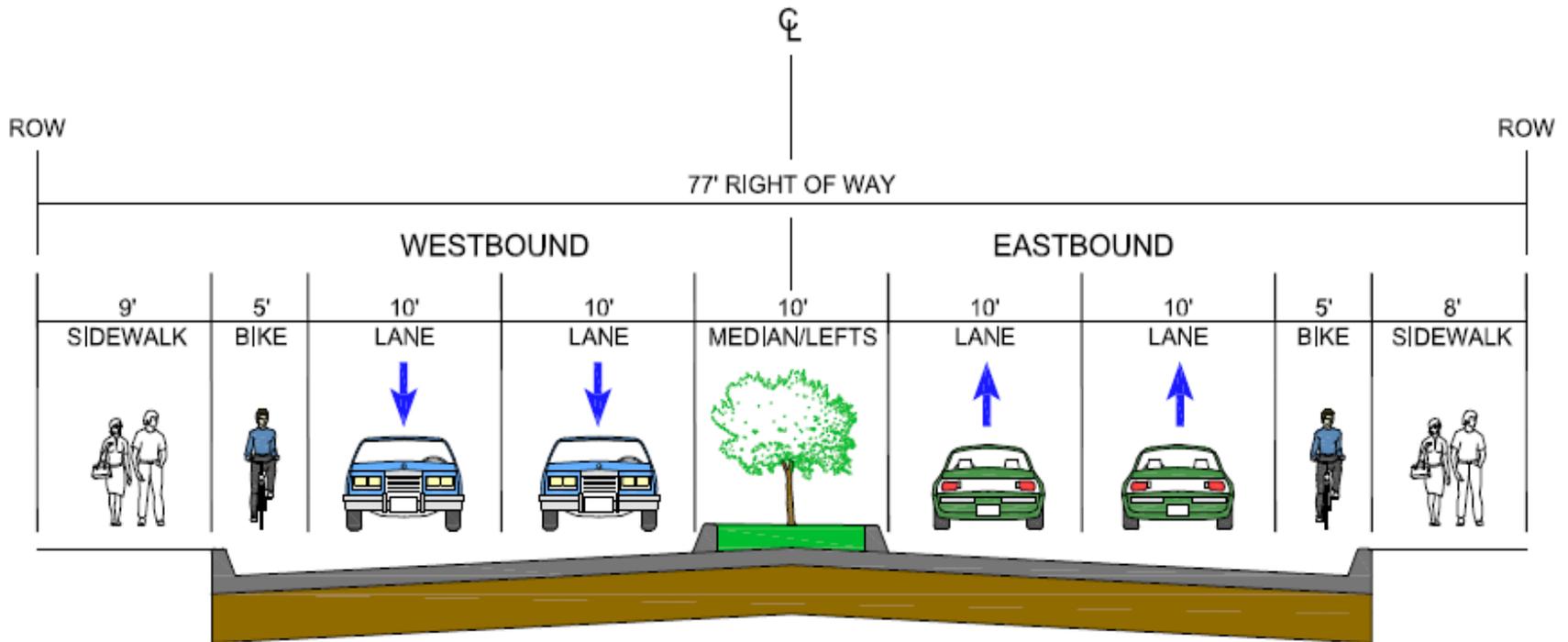


Crowther Avenue Option 1 (no on-street parking)



Crowther Avenue-Option 1

Public Realm-Cross Section

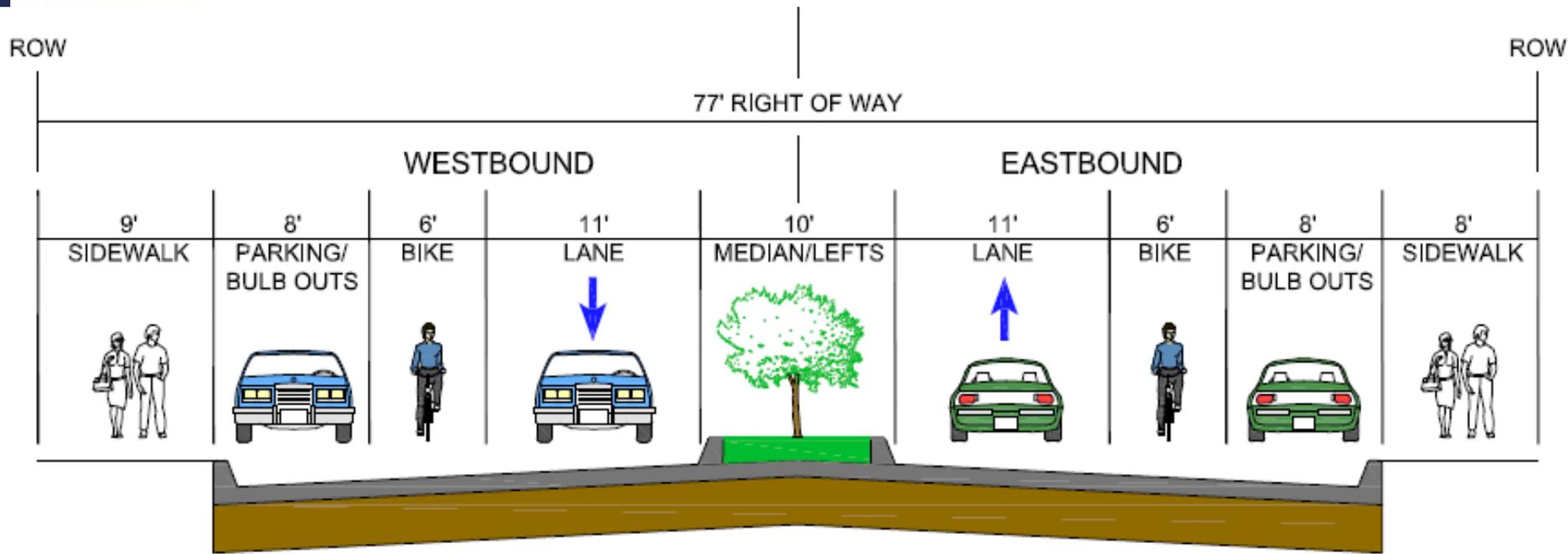


Crowther Avenue Option 2 (with on-street parking)



Crowther Avenue – Option 2

Public Realm-Cross Section with on-street parking



Funding and Future Maintenance



- **Not funded by General Fund**
- **Developer Public Right of Way Improvements**
 - Developer responsible for construction of all public right of way improvements from the private building to the curb face adjacent to Crowther Avenue
- **TOD Developer Impact Fees**
 - Designed to fund public right of way improvements constructed by the City from curb face to property line on the south side of Crowther or centerline when TOD properties on both sides of street. Also provides public safety impact fees.
- **TOD Community Facilities District (Funded by Developers)**
 - Designed to fund the ongoing maintenance and repair of all public right of way improvements constructed. Provides sustainable revenue source without depleting General Fund.

Kosmont's Study on Economic Development Analysis on the TOD

Fees Per 1,000 Total Units	Revenue Created Per Year
Sales, Property & VLF	\$949,600
UUT	\$93,300
Business License Tax	\$7,100
Public Safety CFD	\$500,000
TOD CFD	TBD
TOTAL	\$1,550,000

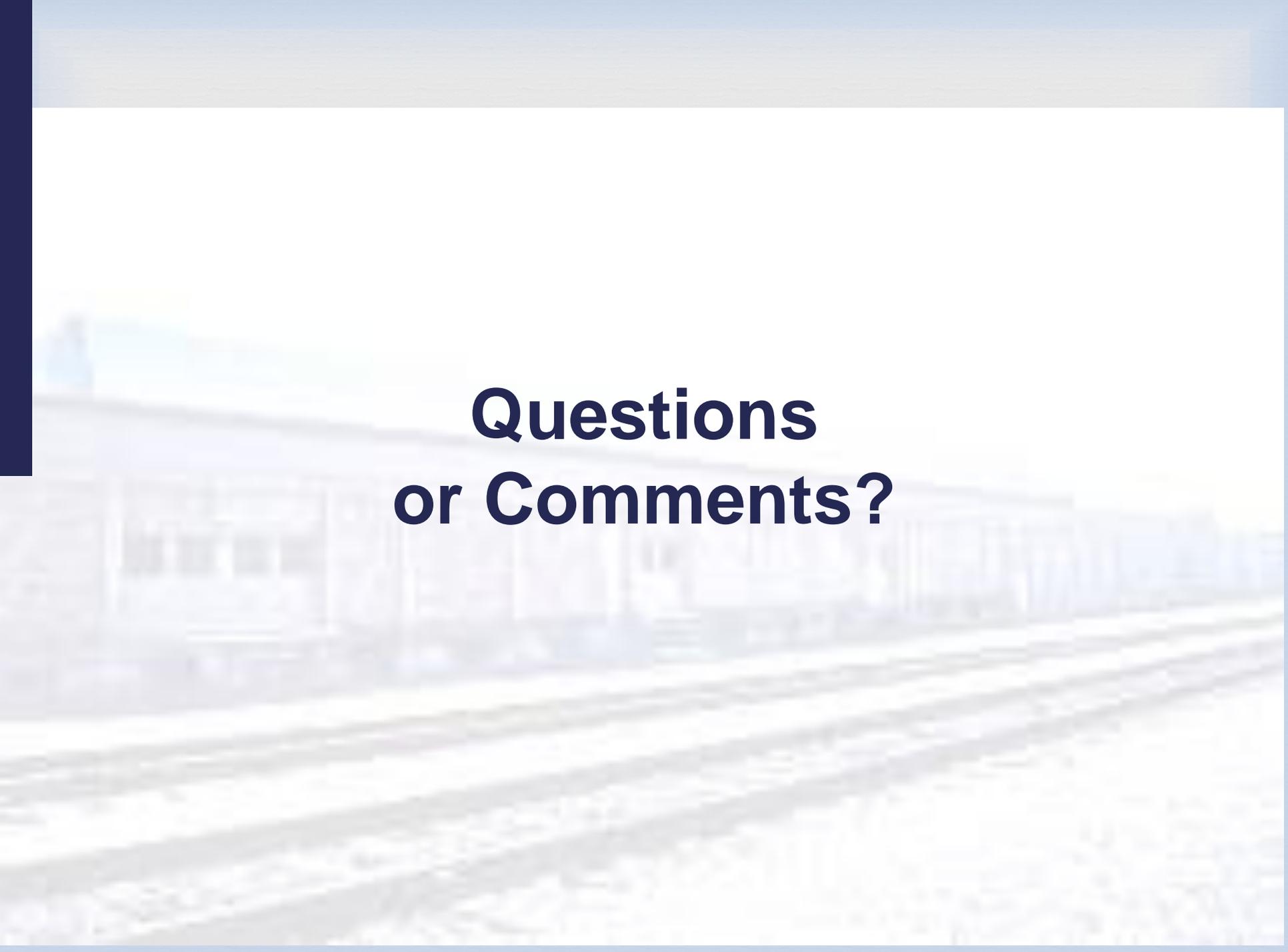
Fees Per 1,000 Total Units	Revenue Created One Time
Public Safety Mitigation Fee	\$3,427,000
Affordable Housing Mitigation Fee	\$7,500,000
Park In-Lieu Fee	\$3,740,000
Additional Impact Fees	\$408,000
TOD Impact Fees	TBD
TOTAL	\$15,075,000

Kosmont's Study on Economic Development Analysis on the TOD

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

Next Steps

Description	Date
Draft IS/MND Completed	December/January
2 nd City Council Study Session	December 13 (TBD)
Planning Commission Hearing	February 14
City Council Public Hearing (1 st Reading)	March 21
City Council Public Hearing (2 nd Reading)	April 4

The background of the slide is a blurred photograph of a long, single-story building with a light-colored facade and a dark roof. In front of the building is a large, open area covered in gravel or crushed stone, which appears to be a parking lot or a construction site. The overall scene is out of focus, with the text overlaid in the center.

**Questions
or Comments?**