

# PLACITA SANTA FE MERCHANTS

Monthly Meeting  
March 14, 2017

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*Old Town*  *Placentia*

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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



# 1 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

Three community meetings and one City Council Study Session have been 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.

# 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

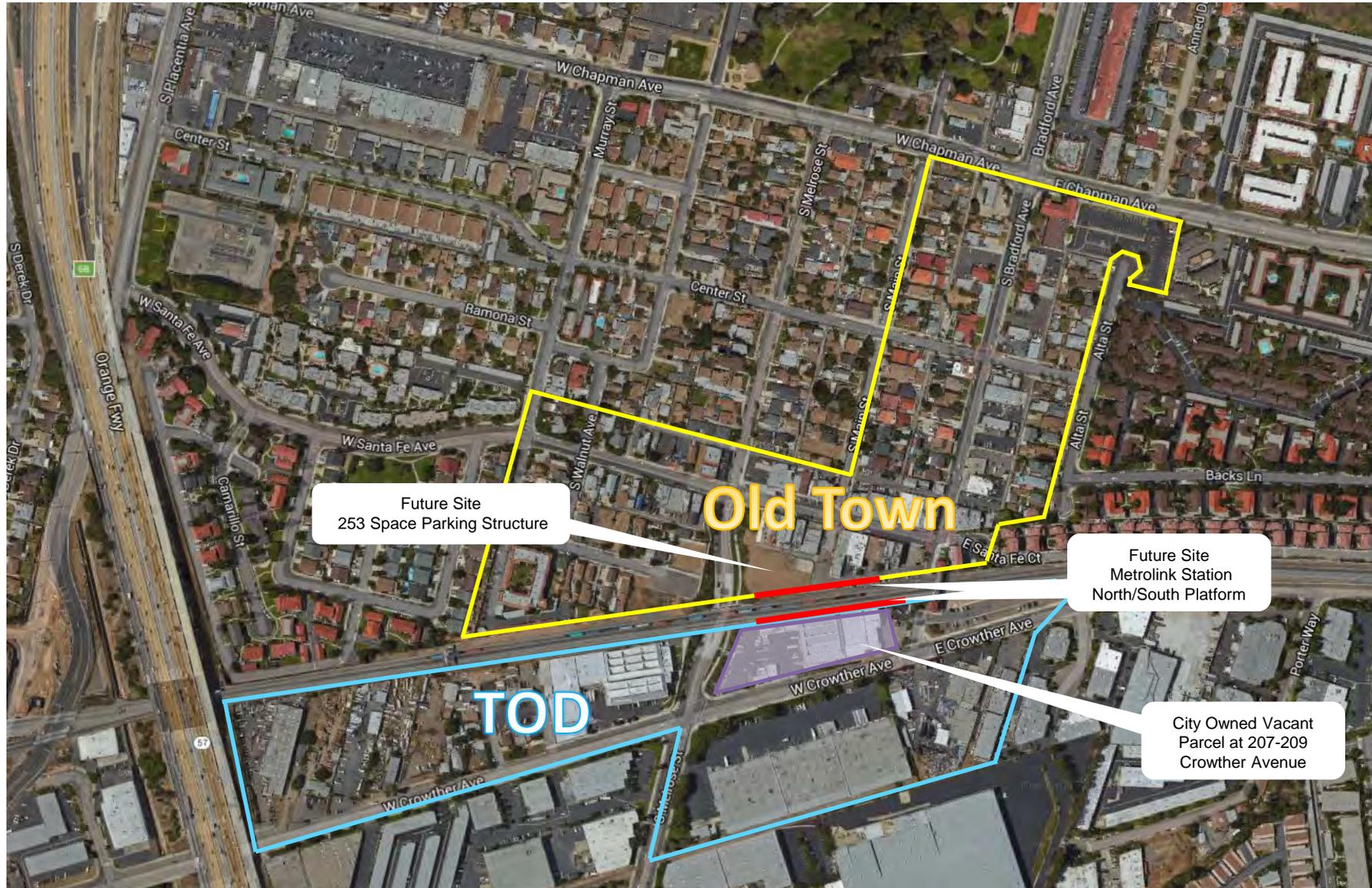
# PLAN BOUNDARY

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

<b>Date</b>	<b>Milestone</b>
<b>June 27, 2016</b>	OCTA Board of Directors Meeting Approved Cooperative Agreement
<b>July 12, 2016</b>	City Council Meeting Approved Cooperative Agreement
<b>Nov/Dec, 2016</b>	OCTA and City Staff to reviewed Construction Management Bids
<b>Dec, 2016</b>	OCTA Board of Directors Approved Construction Management Firm
<b>Jan-Oct 2017</b>	Final Station and Structure Design Review and Plan Check Review
<b>April, 2017</b>	First Plan Check Review
<b>Nov, 2017</b>	OCTA Board of Directors Approval of Station Design
<b>Feb, 2018</b>	OCTA Award of Contract for Construction
<b>April, 2018</b>	Begin Construction of Metrolink Station and Parking Structure
<b>Oct, 2019</b>	Complete Construction of Metrolink Station and Parking Structure



# 2 EXISTING CONDITIONS & VISION

# CURRENT CONDITIONS



# CREATE AN ACTIVE OLD TOWN



# CREATE A PEDESTRIAN FRIENDLY AND TRANSIT-ORIENTED ENVIRONMENT



# 3 DEVELOPMENT STANDARDS



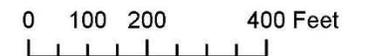
# DEVELOPMENT STANDARDS PURPOSE AND INTENT

- 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.

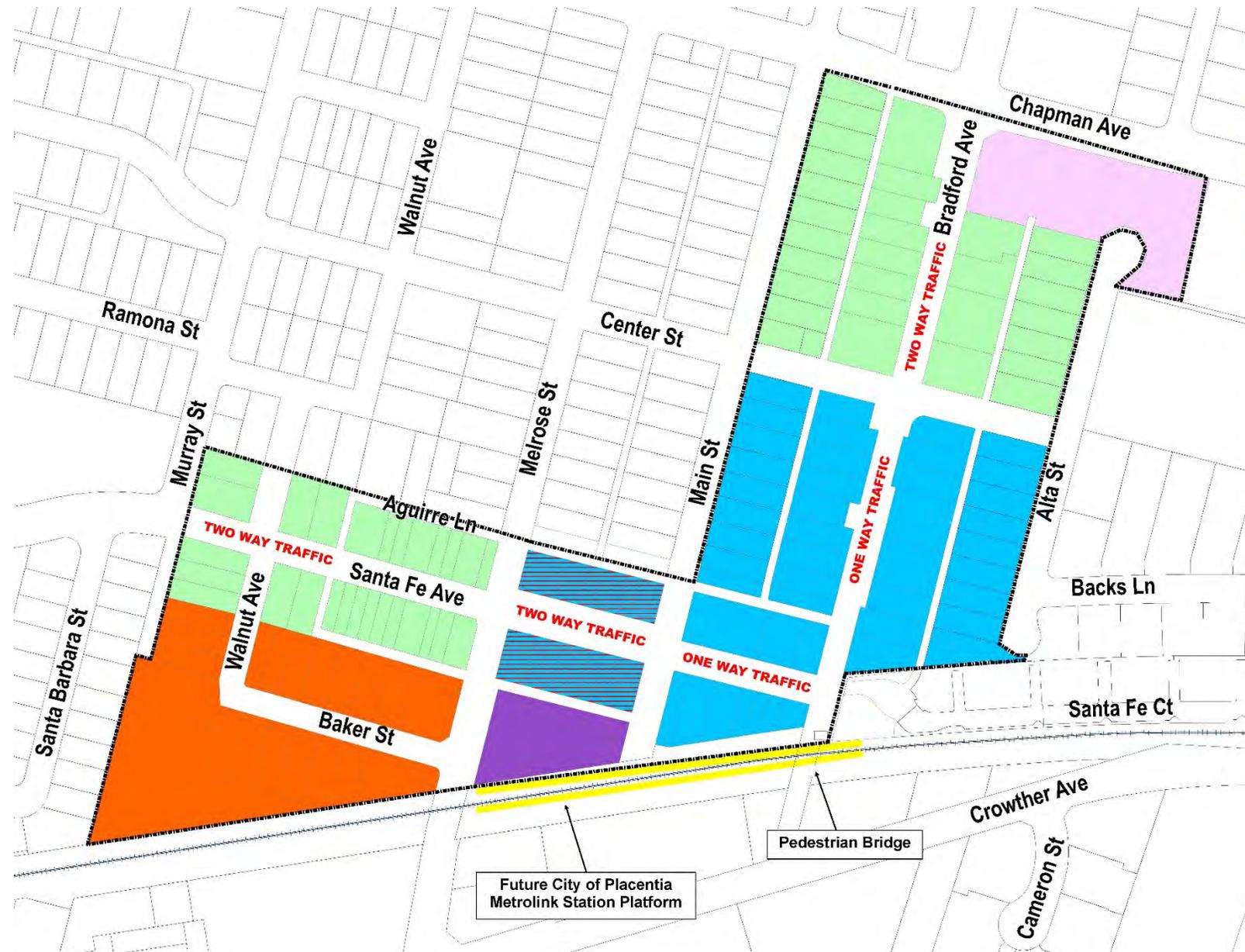
# CURRENT ZONING



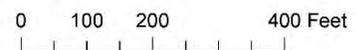
Source: ESRI, Placentia Zoning Map



# PROPOSED ZONING



- Old Town Zoning District  
Planning Sub Areas**
-  Main Street (2 Story)
  -  Main Street (3 Story)
  -  Village (3 Story)
  -  Mixed Use (4 Story)
  -  High Density Residential (4 Story)
  -  Public Facilities (5 Story)
  -  Metrolink 91 Line Rail
  -  Old Town Plan Boundary



# PROPOSED DEVELOPMENT STANDARDS

DEVELOPMENT STANDARD	PLANNING SUB AREAS					NOTES
	Main Street	Village	Mixed-Use	High-Density Residential	Public Facility	
<b>Building Placement Regulation</b>						
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.
Existing frontage and orientation at the time of application shall remain fronting and oriented toward the same street it was oriented toward previously.	X	X	X*			*Must also front Chapman Avenue. In new development that results in a through lot via consolidation the front yard shall be oriented toward Bradford or Santa Fe Avenue
<b>Setbacks.</b> Minimum setbacks required and, where noted, maximum setbacks established, except where a frontage type standard allows exceptions or establishes different requirements. Setbacks are measured from property line after any required dedications. Fire Department requirements supersede any setback listed below.						
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.
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	
<b>Building Height, Rooftop Amenities, Frontages, and Ground Floor</b>						
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.
<b>Minimum Lot Size (When a 3+ Story Development is Proposed)</b>						
10,000 Square Foot		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"> <li>• Main Street (preserve and enhance existing buildings)</li> </ul>
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"> <li>• Village</li> <li>• Mixed Use</li> <li>• High Density</li> </ul>
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"> <li>• High Density</li> </ul>

# PROPOSED PARKING STANDARDS

USES	STANDARDS	APPLICABLE LAND USES
<b>Non-Residential</b>		
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
<b>Residential</b>		
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.	
<b>Mixed-Use</b>		
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 (3<sup>rd</sup> 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.

# 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.

# 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
- Studied Traffic Collision Records
- 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

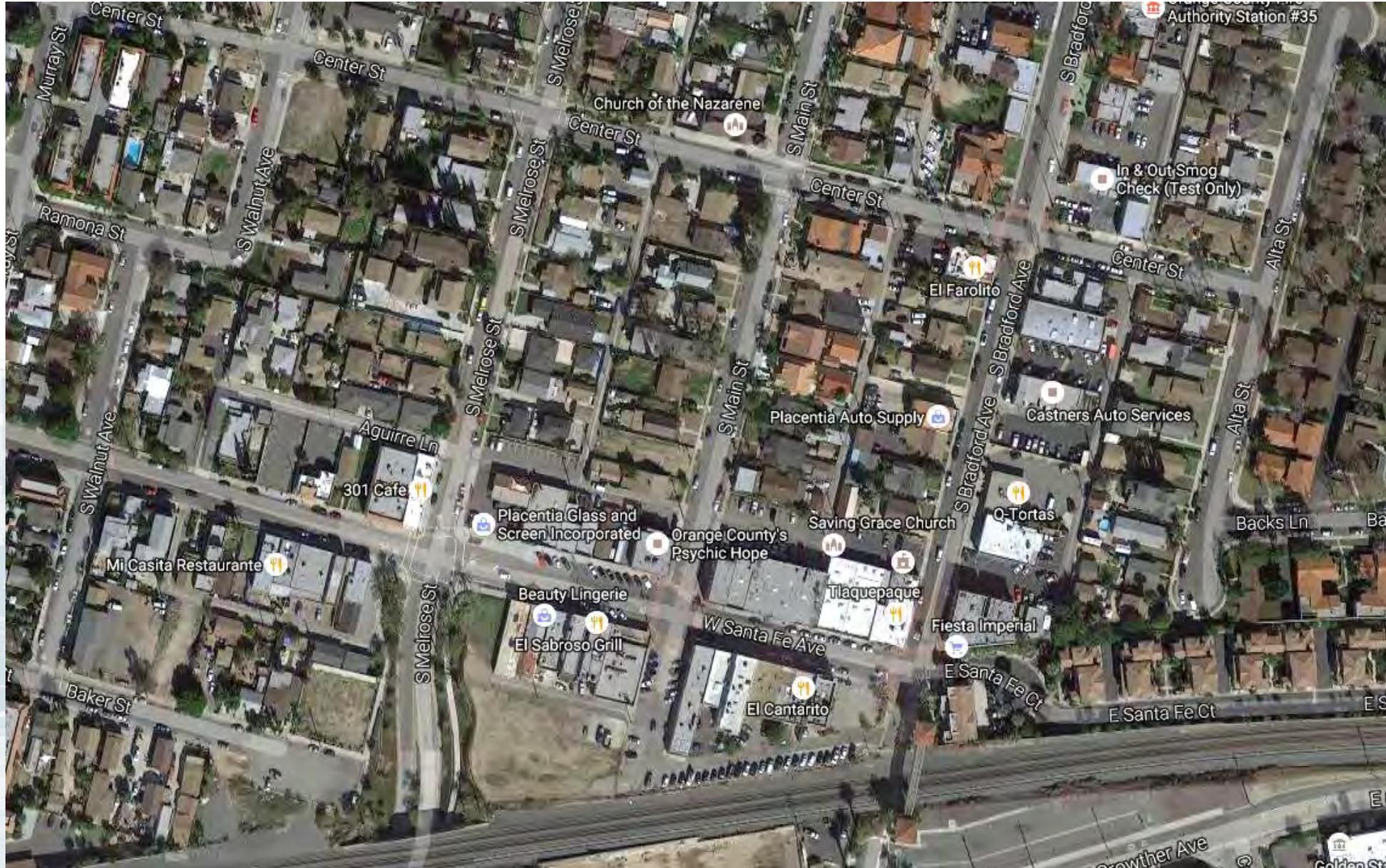


# PROPOSED TRAFFIC IMPROVEMENT MEASURES

- **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



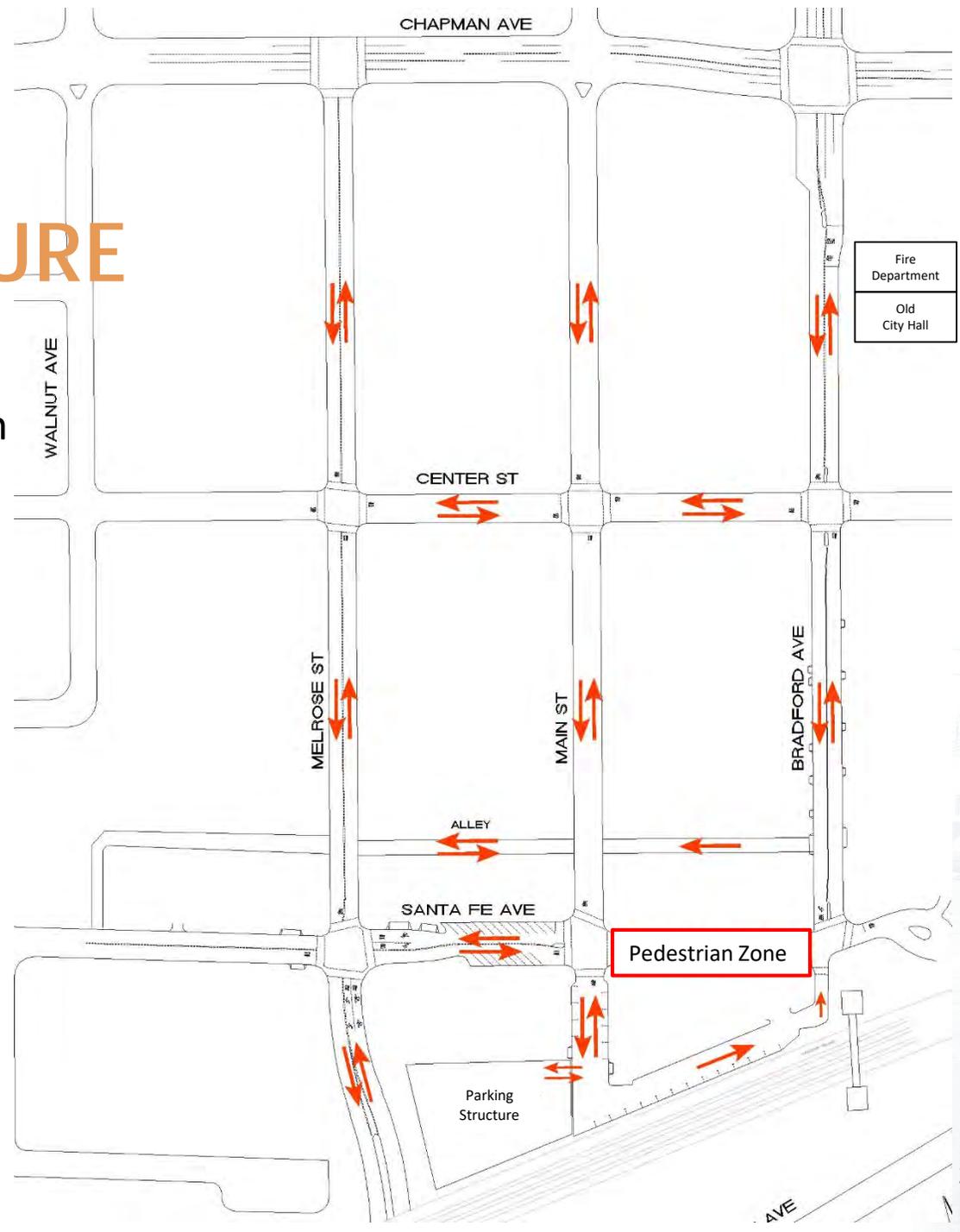
# OPTION #1 SANTA FE WEST (ONE WAY)

- 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

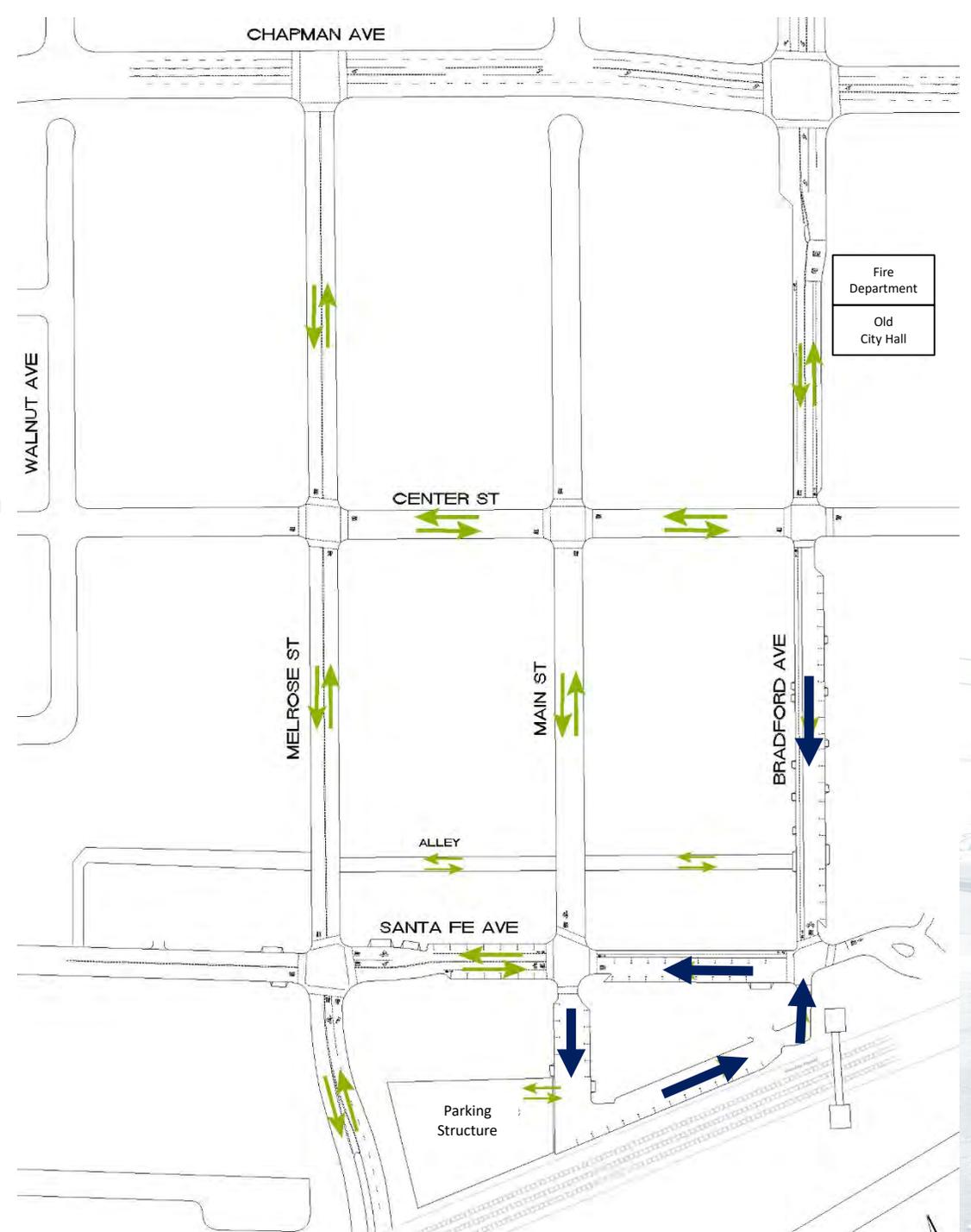


# OPTION #1

## 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

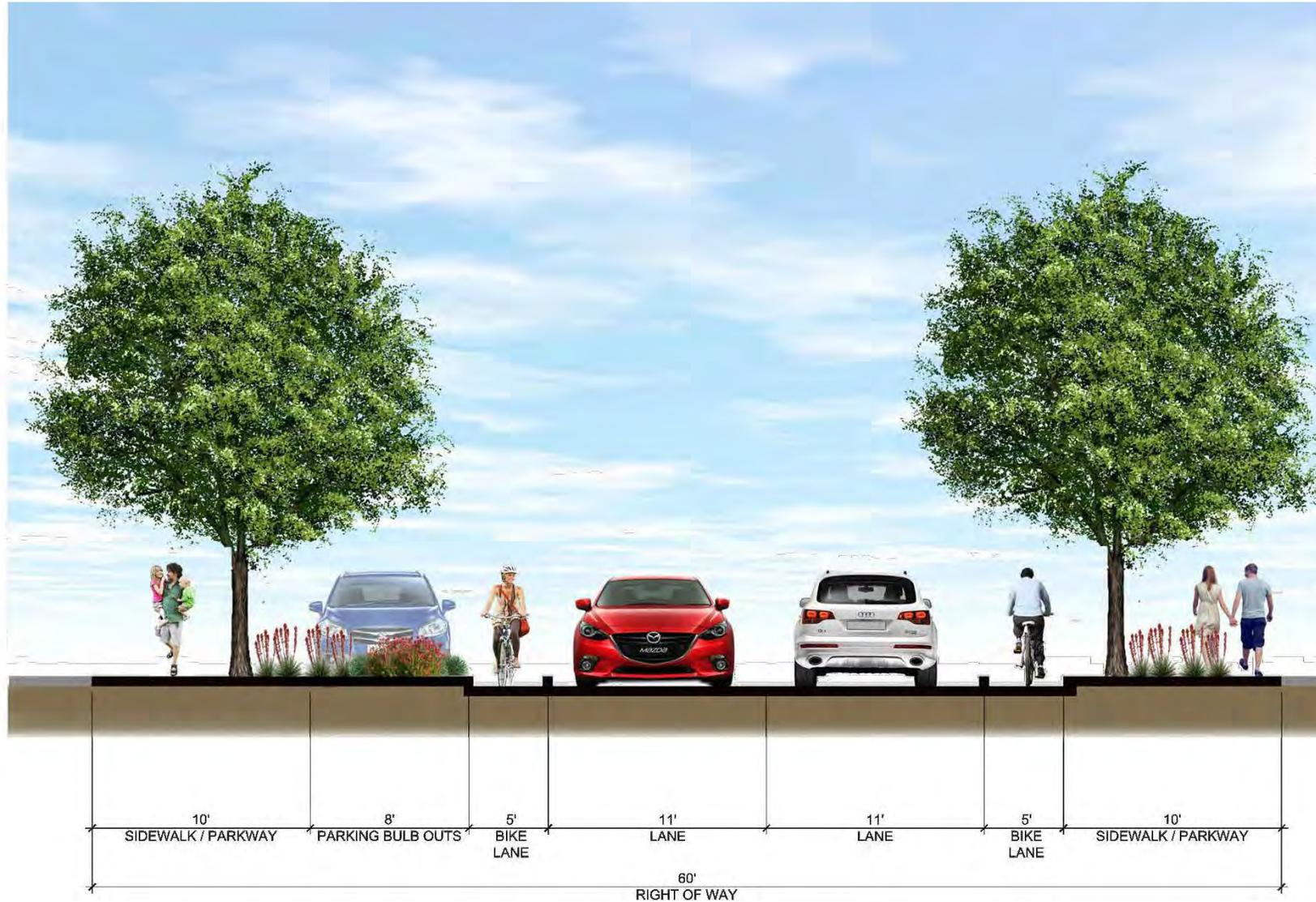
# STREETSCAPE – BRADFORD SOUTHBOUND



# STREETSCAPE – BRADFORD SOUTHBOUND



# CROSS SECTION-BRADFORD (BT CHAPMAN AND CENTER)



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

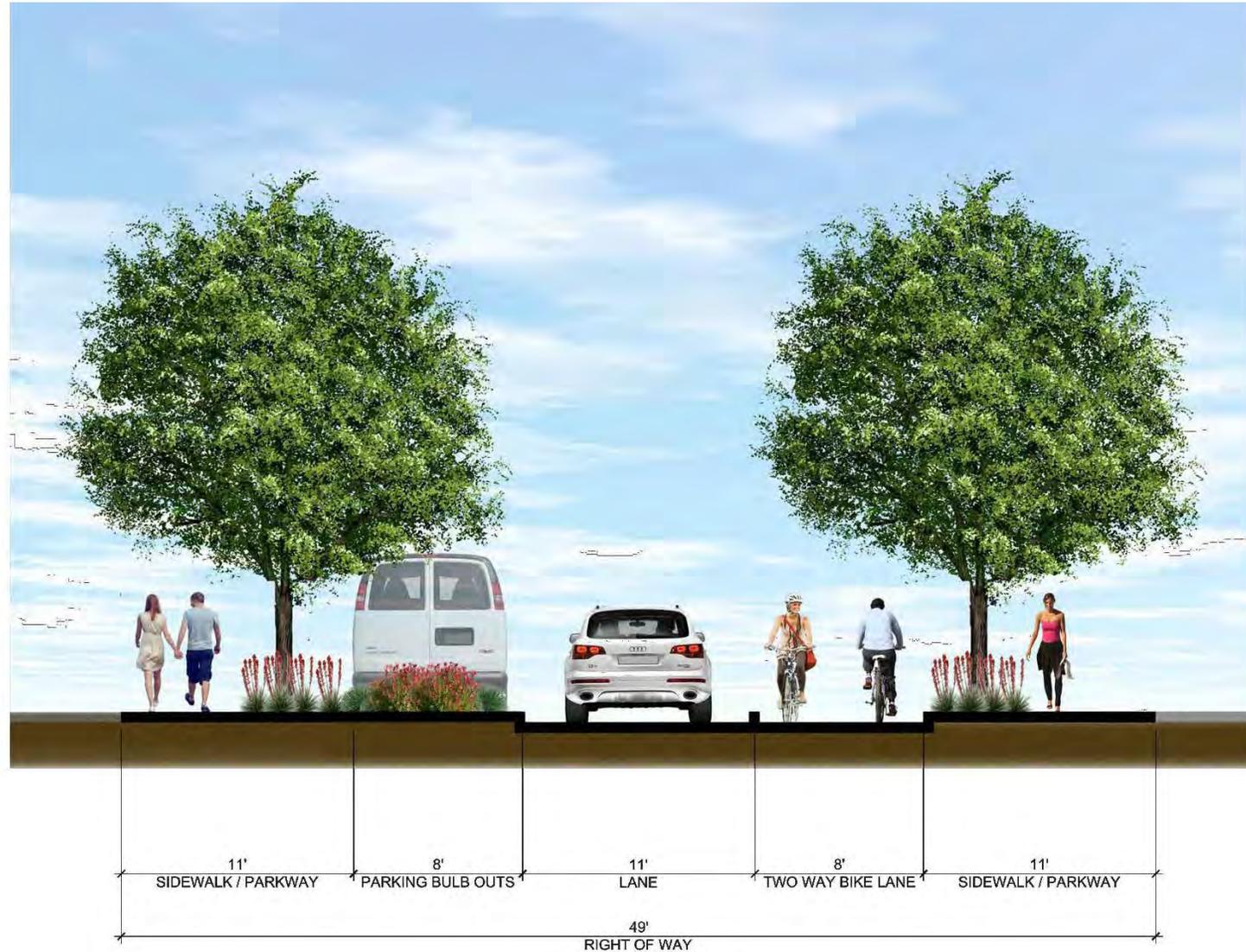
# STREETSCAPE – BRADFORD (MID-WAY) SOUTHBOUND



# STREETSCAPE – BRADFORD (MID-WAY) SOUTHBOUND



# CROSS SECTION-BRADFORD (BT CENTER AND SANTA FE)



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

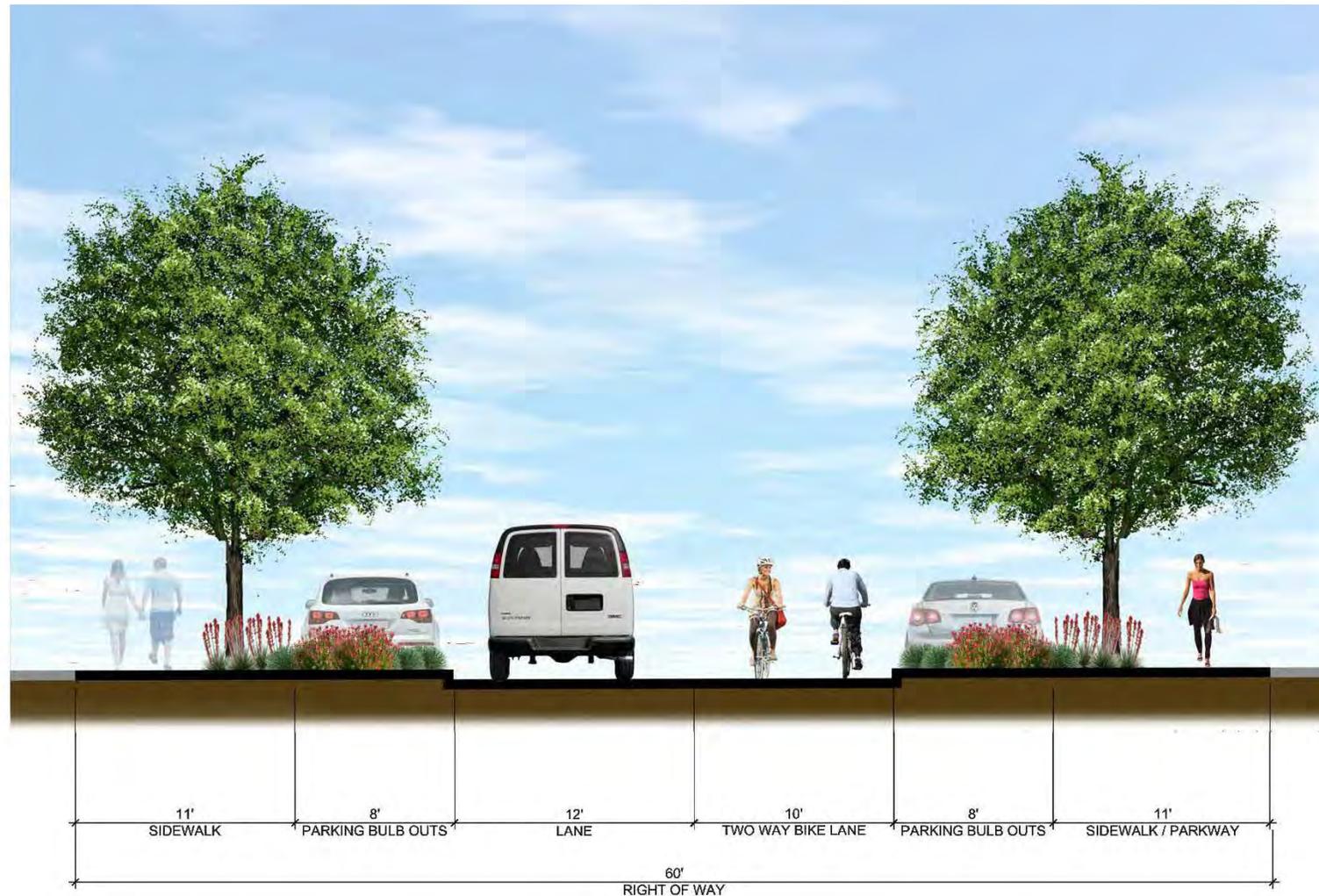
# STREETSCAPE – SANTA FE LOOKING WEST



# STREETSCAPE – SANTA FE LOOKING WEST OPTION 1



# CROSS SECTION-SANTA FE (BT BRADFORD AND MAIN) OPTION 1

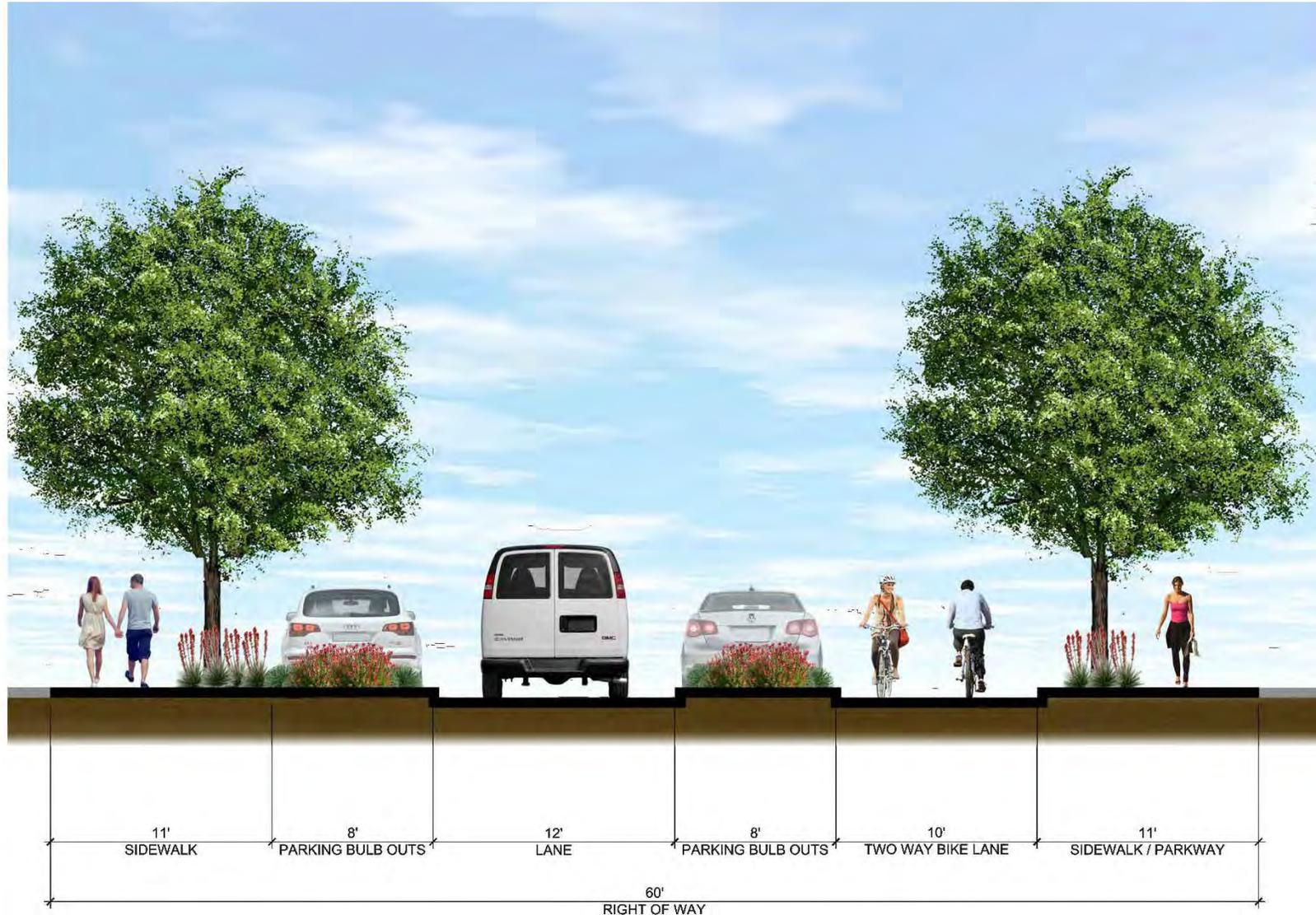


**SANTA FE AVENUE  
BRADFORD AVE. TO TO MAIN ST. (WESTBOUND)**

# STREETSCAPE – SANTA FE LOOKING WEST OPTION 2



# CROSS SECTION-SANTA FE (BT BRADFORD AND MAIN) OPTION 2

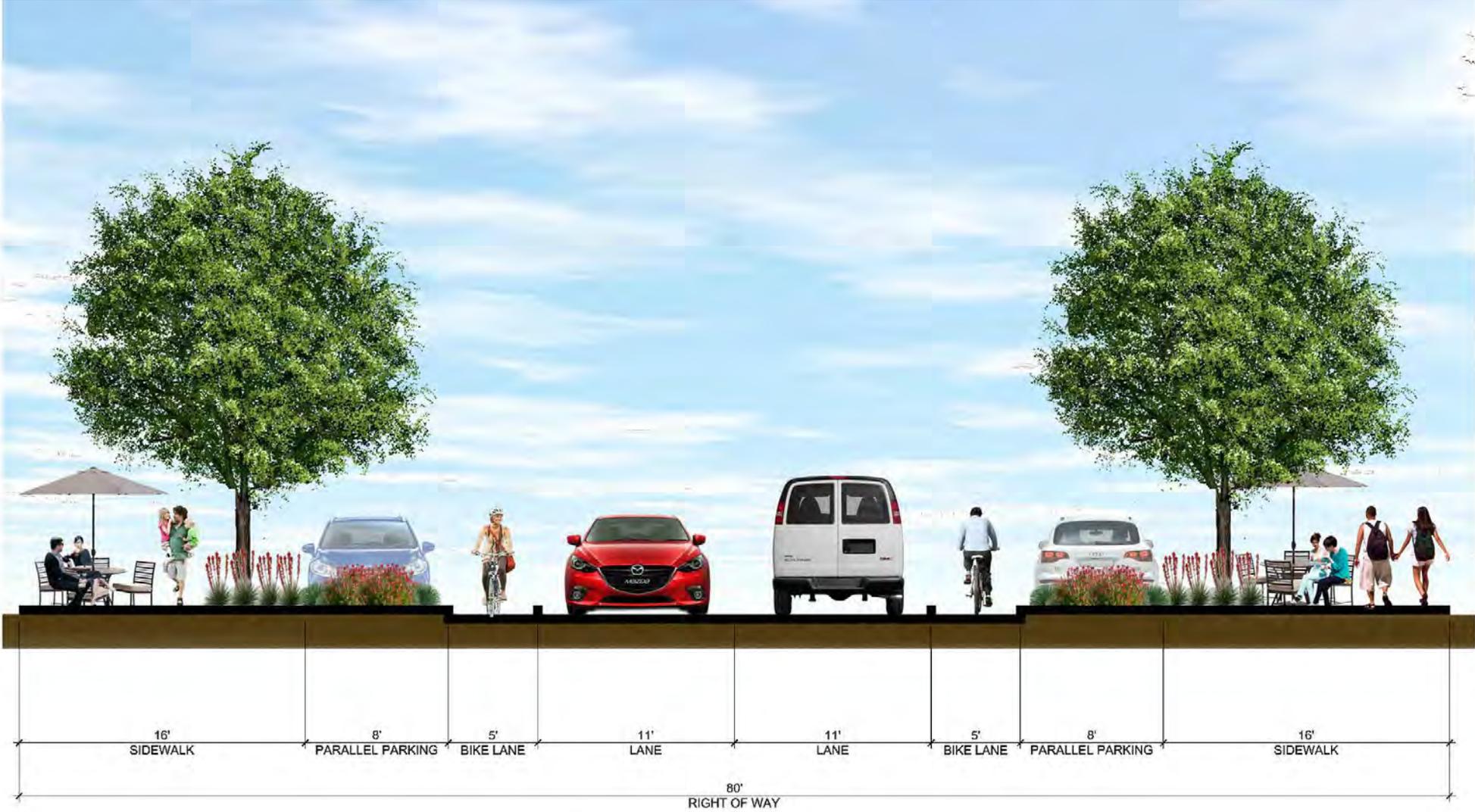


**SANTA FE AVENUE**  
**BRADFORD AVE. TO TO MAIN ST. (WESTBOUND)**

# STREETSCAPE – SANTA FE LOOKING WEST OPTION 1 (PREFERRED OPTION)



# CROSS SECTION-SANTA FE (BT MAIN AND MELROSE)



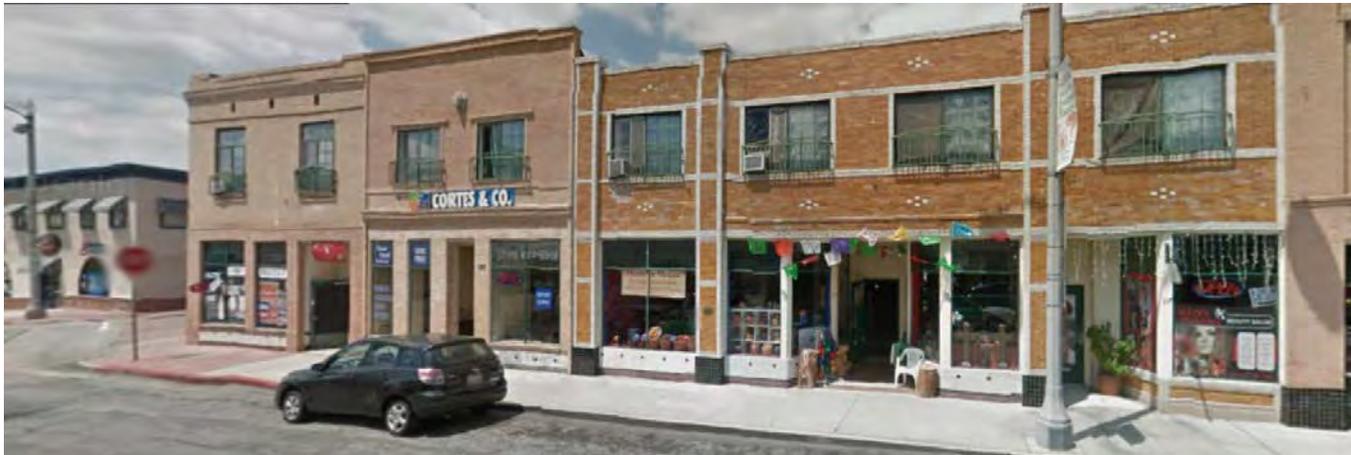
SANTA FE AVENUE  
MAIN ST. TO MELROSE AVE. (WESTBOUND)





# 5 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.

# 6 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

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*Old Town*  *Placentia*

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# 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.



# 7 FUNDING & MAINTENANCE

# 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)
- **City to also pursue State and Federal Grants for Infrastructure**

# 8 NEXT STEPS



# NEXT STEPS



- Environmental Review – March/April 2017



- City Council Study Session (2 of 2) – April, 2017



- Planning Commission – May, 2017



- City Council Public Hearing – June, 2017



- City Council Public Hearing – June/July, 2017

# COMMENTS OR QUESTIONS?

