

Downtown Working Group Meeting #2

January 28, 2013

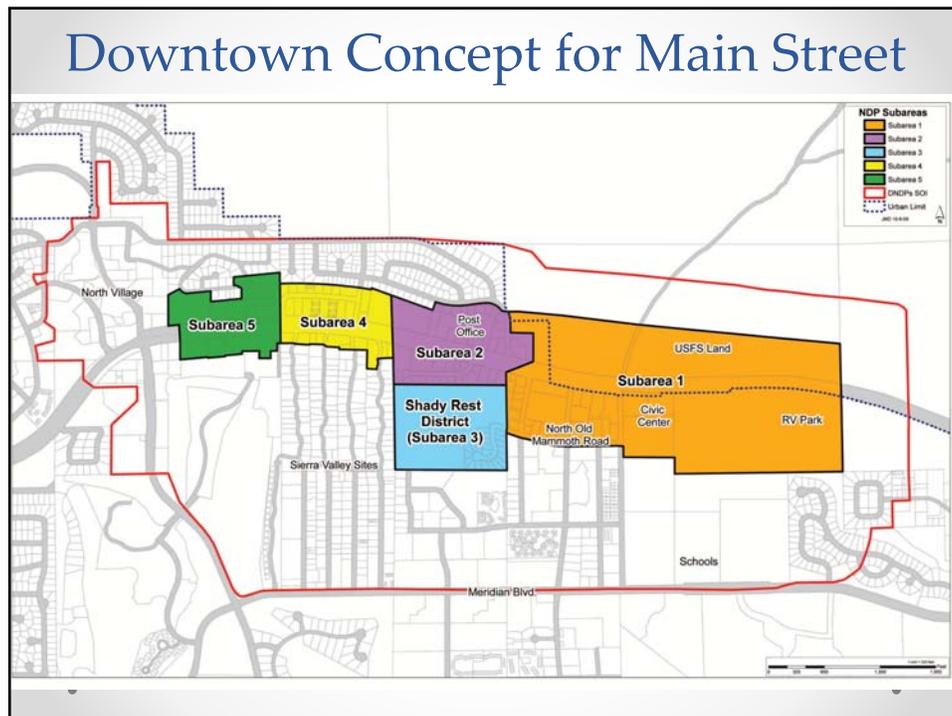


DWG Meeting #2: Agenda

- Intro and Approve Meeting Notes (5 Minutes)
- Recap Downtown Concept for Main Street, Draft Commercial Zones Chapter and Dyett & Bhatia Critique (20 Minutes)
- Floor Area Ratio Concepts (15 Minutes)
- Review Physical Modeling Results (30 Minutes)
- Land Use Discussion (45 Minutes)
- Wrap Up/Next Meeting (5 Minutes)

Downtown Concept for Main Street Key Concepts

- Creating a sense of place: Design and development standards paired with feet-first transportation principles
- Reconfiguration of Main Street (4-lanes, center median, on-street parking, bike lanes, and sidewalks)
- Connected street network
- Distinctive and attractive gateway
- Pedestrian-oriented retail streets – street fronting retail, animation and character, walkable nodes
- Mixed use Downtown Core - focus for highest intensity uses
- Lodging and commercial districts as transition and “bookends”



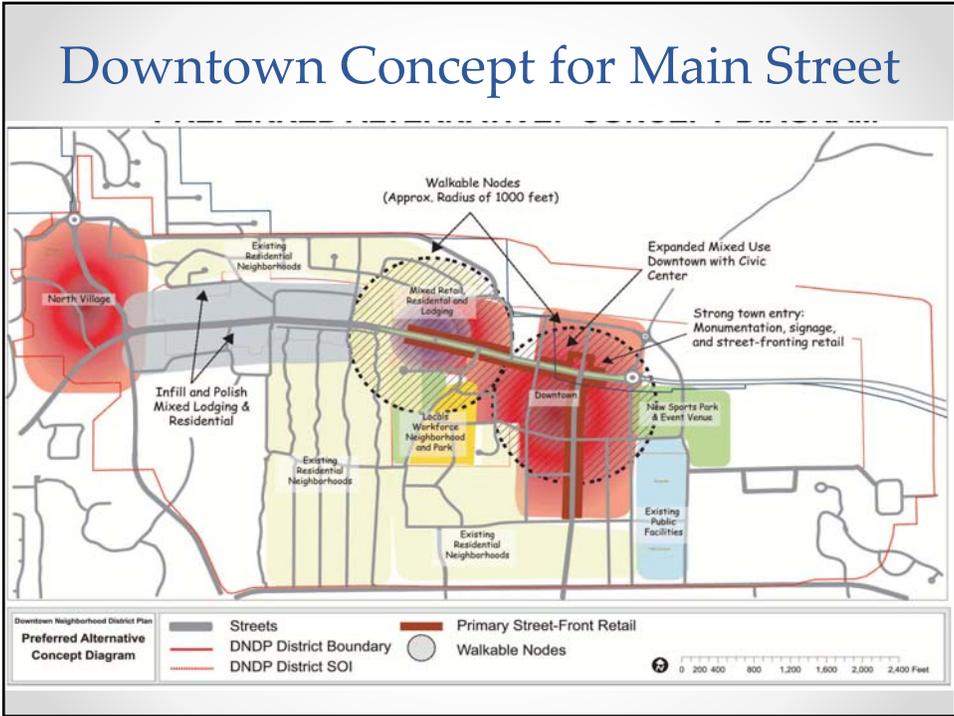
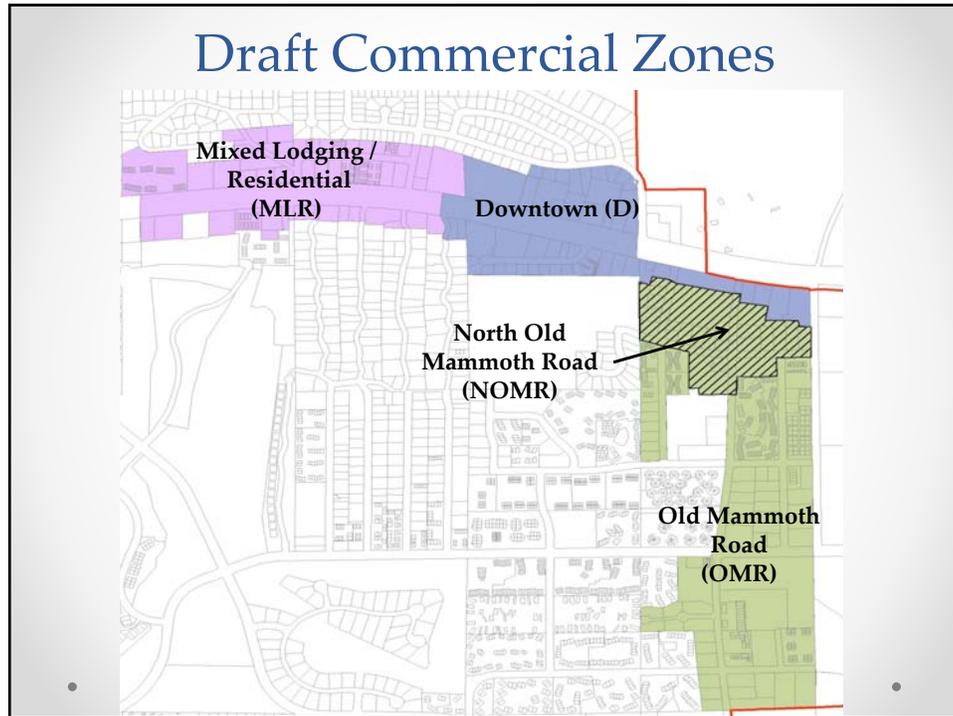


Figure 5-15: Downtown Core: Mixed Use, Street-front Retail and Pedestrian-Friendly



Draft Commercial Zones: Purpose

Mixed Lodging/Residential (MLR) District

- Wide range of **medium scale residential and lodging** uses.
- Emphasis on **transient occupancy** lodging.

Downtown District

- Encourage a **mix of uses with an emphasis on retail, entertainment, restaurant and cultural** uses.
- Accommodate **mixed use and live/work** uses.
- Development standards ...intended to provide an **animated, pedestrian-friendly environment with high visual quality**.

Draft Commercial Zones

North Old Mammoth Road (NOMR) District.

- **Small to medium scale commercial** uses.
- Emphasizing **community serving retail, artist galleries, office and service** uses. Mixed use, live/work, and infill developments.
- Development standards...provides a **transition between the OMR district to the south and the Downtown (D)** district to the north.

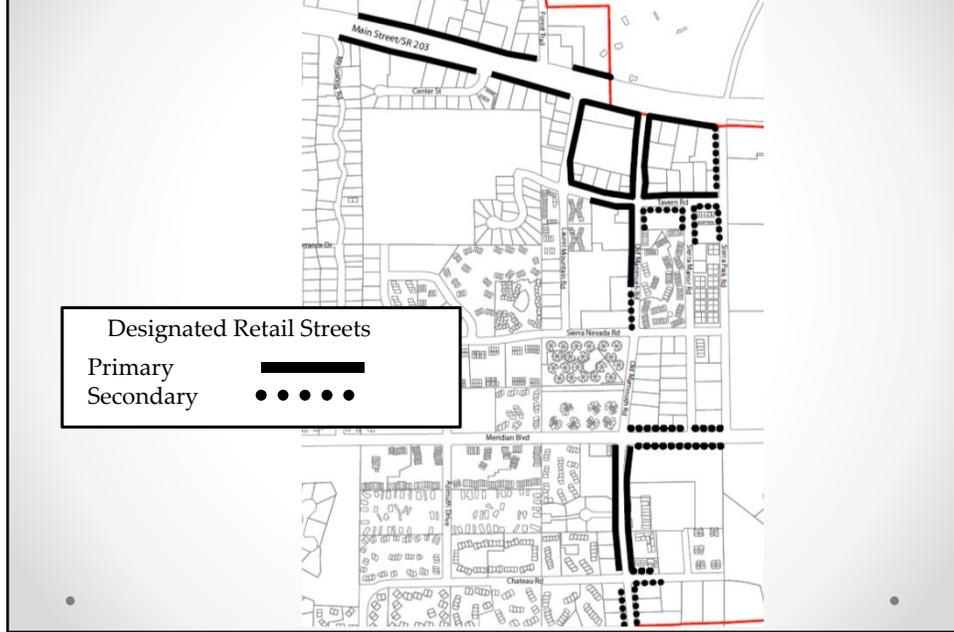
Old Mammoth Road (OMR) District.

- **Small to medium scale commercial** uses.
- Emphasizing **community serving retail, artist galleries, office and service** uses.
- Accommodate **mixed use, live/work, and infill** developments.

Draft Commercial Zones Key Concepts

- Designates "primary" and "secondary" retail streets
 - Street front retail requirement
 - Build-to lines (buildings positioned to back of sidewalk)
- Differentiates zones based on:
 - Use
 - Development standards
 - Height, setbacks, stepbacks
 - Does not differentiate based on intensity
- Architectural and Design Standards:
 - Building articulation/modulation
 - Façade design – base, middle, top and roof
 - Street relationship: transparency, pedestrian-oriented design features

Downtown Concept for Main Street



Draft Commercial Zones: Envelope

		D	NOMR	OMR	MLR
Stories (Min/Max)		2 - 5	2 - 5	2 - 4	2 - 4
Height at Street	Stories	4	3	3	3
	Height	45'	35'	35'	35'
Story Height	Ground	14	14	14	14
	Upper	8	8	8	8
Max. Height		55'	55'	45'	45'
Stepbacks		17.5' above 4 th Flr.	17.5' above 3 rd Flr.	17.5' above 3 rd Flr.	17.5' above 3 rd Flr.

Commercial Zoning Critique

Overall Organization:

- Reorganize/consolidate to ensure a logical flow
- Unique standards within chapter; common standards in "Standards for all uses"

Use of Graphics

- Improve graphics/illustrations to more effectively and accurately communicate regulations

Commercial Zoning Critique

Development and Design Standards

- Refine and consolidate standards into single table
- Refine/clarify story-height requirements (remove max. story height limit)
- Incorporate standards for public open space and pedestrian improvements

Building /Architectural Standards

- Incorporate standards for architectural compatibility consistent with General Plan and Design Guidelines
- Address broader range of conditions
- Better articulate design concepts & quantify where possible (e.g. minimum amount transparency, maximum block length)

Commercial Zoning Critique

DWG Discussion Items

- Land Uses/Permitting
 - What uses should be allowed, where, and with what level of review?
- Development Standards: Defining the box
 - Is it practical/feasible?
 - Does it achieve the concept and vision?
- Intensity Standards (Future Meeting)
 - What fits?
 - How do we measure/count it?

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Commercial Zoning: Land Use

Mixed Use Concepts/ Principles

- "Mixed Use" is a development type, not a land use category.
- Zones should allow for mixed use development, but there is no such thing as a "mixed use zone."
- Performance criteria help to avoid, minimize incompatibility between uses within a mixed use development.
- Account for both "vertical" and "horizontal" mixed use development.
- Base permit requirement on the highest level of review required for any single use in the development.

Commercial Zoning: Land Use

Table of uses defines what uses are permitted where, and level of review:

- "As of Right" (Permitted Use)
- Administrative Permit (Staff)
- Use Permit (PEDC)
- Design Review may be required, regardless of other permitting requirement

Use Classes and Characteristics

- Type
- Size and scale
- Location
 - Zone
 - Designated retail streets
 - Ground vs. upper floors
- New construction versus occupying existing space

Commercial Zoning: Land Use

General

1. Should permit requirements be minimized for desired/desirable uses, especially in Downtown and NOMR and on designated retail streets that meet zone purpose (small-scale/fine grained, storefront and "walk in trade" oriented).
2. Should the table of uses differentiate between permit requirements for new uses in new buildings, versus those that occupy existing built space (assuming "similar and no more detrimental than previous use)?

Retail, Restaurant, Office and Services

3. Should size be a basis for determining permit requirements?
4. Should any types of service or office uses be limited on primary retail streets? (e.g. real estate, insurance, medical?)
5. Should any types of retail businesses be limited on primary retail streets (e.g. liquor stores, tattoo parlors, pawn shops?)

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Commercial Zoning: Land Use

Residential

6. Should ground floor residential uses be prohibited on designated retail streets?
7. Are there any types of residential uses that should not require a use permit? (consider size, scale, location and type)

Public and Quasi-Public Uses (government offices, post office, indoor recreation, community facilities, churches, schools, hospitals/clinics etc.)

8. Should these types of uses be allowed in some or all commercial zones?

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