

# GENERAL PLAN & DOWNTOWN SPECIFIC PLAN COMMUNITY WORKSHOP CITY OF SOUTH PASADENA

JANUARY 28 AND FEBRUARY 1, 2020





# TODAY'S AGENDA

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- Welcome and Introduction
- Meeting Objectives
- Overview of Draft General Plan and Downtown Specific Plan
- Revisions Since 2017 Draft
- Focus on Key Policies
- Next Steps
- Questions and Answers



# Meeting Objectives

- Opportunity for additional public comment and discussion during the public comment period
- Identify the changes that have taken place between the 2017 and 2019 draft documents
- More in-depth presentation of some of the plan components





# Plan



## South Pasadena General Plan

Draft: November 4, 2019



## Downtown Specific Plan



## South Pasadena

Draft: November 4, 2019





# What Does the General Plan Contain?

- A Vision for the Future (Citywide)
- Elements/Chapters
  - Goals: A general expression of community values and directions, expressed as ends (not actions)
  - Policies: A specific statement that guides decision-making and helps implement a general plan vision
  - Actions: A procedure, program, or technique that carries out general plan policy
- Implementation Programs
  - Timing, responsible entity, possible funding

# What Does the Specific Plan Contain?

- A Vision for the Future (**Downtown**)
- Elements/Chapters (**Focused**)
  - Goals
  - Policies
  - Actions
- **Code | Development Standards**
- Implementation Programs



# What the GP **is Not**...

- Development regulations, such as zoning (see DTSP)
- Related implementing studies and plans—Examples:
  - Special Plans (i.e. DTSP)
  - Climate Action Plans
  - Infrastructure Master Plans (streets, water, sewer, energy, etc.)
  - Transportation demand management and parking management plans
  - Streetscape improvement plans
  - Development fee programs
  - Municipal budget and financing plans
  - Other



# General Plan Organization

	General Plan Chapter	Required/Optional Element	Topics Covered
	Our Natural Community	Conservation, Open Space	Air and water, greenhouse gasses, open space, hillsides, watersheds, riparian areas, plants and animals
	Our Prosperous Community	Economic Development	Fiscal health, economic Diversification, job growth, tourism
	Our Well-Planned Community	Land Use/Design, Housing, Parks and Recreation	Place types, visual character, nature of intended change, and housing
	Our Accessible Community	Circulation	Street networks, street types, transit services, bicycle and pedestrian systems, parking, transportation demand management, and performance metrics
	Our Healthy Community	Public Health, Noise, and Land Use	Physical health, mental health, social capital, and access healthy food
	Our Safe Community	Safety	Police, fire, and natural hazards
	Our Active Community	Land Use, Open Space, Parks and Recreation	Open Spaces, parks and recreation facilities, youth and senior programs
	Our Creative Community	Culture	Arts, culture, schools, libraries, historic resources



# What has changed since 2017 draft?

<https://www.southpasadenaca.gov/government/departments/planning-and-building/general-plan/proposed-2019-general-plan-downtown-specific-plan-update>

Specifies revisions to goals, policies, actions, and implementation programs. Does not include revisions of descriptive text, as this information changes over time and will not be adopted by the City Council.

The screenshot shows the City of South Pasadena website. The main heading is "PROPOSED 2020 GENERAL PLAN & DOWNTOWN SPECIFIC PLAN UPDATE". Below the heading, there is a paragraph explaining that the City is updating its General Plan (GP) and Downtown Specific Plan (DTSP) based on community input. It lists meeting dates for public comment: 11/7, 11/9, and 11/20, 2020. A link is provided for the Planning Commission website. The page also includes a sidebar with a navigation menu and a footer with a search bar and social media icons.



# What has changed since 2017 draft?

<https://www.southpasadena.gov/government/departments/planning-and-building/general-plan/proposed-2019-general-plan-downtown-specific-plan-update>

Chapter	Section	Rangwala Draft (11/8/2017)				Public Draft (11/4/19)				Changes
		Page	Policy #	Action #	Text	Page	Policy #	Action #	Text	
Natural	Air	17	1.X		Promote alternative transportation modes like walking, biking, and transit that reduce emissions related to vehicular travel.	40		1.1	Promote alternative transportation modes like walking, biking, and transit that reduce emissions related to vehicular travel.	
Natural	Air	17		1.X	Continue to channel Federal, State and Local transportation funds to programs, and infrastructure improvements that reduce air pollution through the promotion of walking, biking, ride-sharing, public transit use, the use of alternative fuel vehicles or other clean engine technologies.	40		1.1	Continue to channel Federal, State and Local transportation funds to program and infrastructure improvements that reduce air pollution through the promotion of walking, biking, ride-sharing, public transit use, use of alternative fuel vehicles, and other clean engine technologies.	
Natural	Air	17	1.X		Promote the use of energy-efficient vehicles.	40		1.2	Promote the use of energy-efficient vehicles.	
Natural	Air	17		1.X	Continue to control and reduce air pollution emissions from vehicles owned by the City by expanding the use of alternative fuel, electric, and hybrid vehicles in City fleets.	40		1.2a	Continue to control and reduce air pollution emissions from vehicles owned by the City by expanding the use of alternative fuel, electric, and hybrid vehicles in City fleets.	
Natural	Air	17		1.X	Establish policies that promote, encourage and facilitate the installation of alternative fuelling stations and electrical charging stations at businesses and residences.	40		1.2b	Establish policies that promote, encourage and facilitate the installation of alternative fuelling stations and electrical charging stations at businesses and residences.	
Natural	Air	17	1.X		Minimize the adverse impacts of growth and development on air quality and climate.	40		1.3	Minimize the adverse impacts of growth and development on air quality and climate.	
Natural	Air	17		1.X	Prepare and adopt a Climate Action Plan to reduce greenhouse gases as part of the Environmental Impact Report (to be concurrently approved with the South Pasadena General Plan) to achieve compliance with State mandates, and consistency with the Regional Transportation Plan/ Sustainable Community Strategy to facilitate development by streamlining the approval process, and to improve air quality.	40		1.3	Implement policies and actions of the Climate Action Plan (scheduled for adoption in Summer 2020).	Removed specific language to provide greater flexibility.
Natural	Air	17	1.X		Preserve, manage, and grow the tree canopy.					Removed.
Natural	Air	17		1.X	Replace the dead, diseased, declining, or poorly structured, street trees.					Removed.
Natural	Air	17		1.X	Plant 150 new trees annually.					Removed.
Natural	Air	17		1.X	Establish and fund a citywide street tree maintenance program.					Removed.
Natural	Air	17		1.X	Develop and maintain design standards for street tree planting design, curb design, parkway design, and street tree planting replacements.					Removed.
Natural	Air	17		1.X	Develop a mapping system that utilizes GIS technology to identify the street tree canopy of the City and where canopy falls short.					Removed.
Natural	Water	18	1.X		Promote integration of Green Infrastructure into storm water management systems.	41		1.4	Promote integration of Green Infrastructure into stormwater management systems.	
Natural	Water	18		1.X	Prepare a citywide Green Infrastructure Framework.	41		1.4a	Prepare a citywide Green Infrastructure Framework.	
Natural	Water	18		1.X	Make storm water regulation more supportive of green infrastructure.	41		1.4b	Make stormwater regulation more supportive of green infrastructure.	
Natural	Water	18		1.X	Promote the use of captured rainwater, grey water, or recycled water.	41		1.4c	Promote the use of captured rainwater, gray water, or recycled water.	
Natural	Water	77		5.X	Support transition of conventional (gray) infrastructure to multi-functional natural system (Green Infrastructure).			1.4d	Support transition of conventional gray infrastructure to multi-functional natural system Green Infrastructure.	
Natural	Water	19		1.X	Encourage simple, small, and low-cost demonstration green infrastructure projects both in the public and private realm.	41		1.4e	Encourage simple, small, and low-cost demonstration green infrastructure projects both in the public and private realm.	



# What has changed since 2017 draft?

<https://www.southpasadenaca.gov/government/departments/planning-and-building/general-plan/proposed-2019-general-plan-downtown-specific-plan-update>

Section	Action	Description	Timeframe	Implementer	Cost	Funding	Changes
Natural	A1.1	Continue to channel Federal, State and Local transportation funds to program and infrastructure improvements that reduce air pollution through the promotion of walking, biking, ride-sharing, public transit use, use of alternative fuel vehicles, and other clean engine technologies.	On-going	PW	\$	GF	
Natural	A1.2a	Continue to control and reduce air pollution emissions from vehicles owned by the City by expanding the use of alternative fuel, electric, and hybrid vehicles in City fleets.	On-going	PW	\$\$	AQMD, Grants	
Natural	A1.2b	Establish policies that promote, encourage and facilitate the installation of alternative fueling stations and electrical charging stations at businesses and residences.	Short-term	Planning	\$	GF	
Natural	A1.3	Implement policies and actions of the Climate Action Plan (scheduled for adoption in Summer 2020).	Immediate	Planning	\$	SCAG, Grants	Removed specific language to provide greater flexibility.
Natural	A1.4a	Prepare a citywide Green Infrastructure Framework.	Mid-term	PW & Planning	\$\$	CSCG, AQMD, SCAG	
Natural	A1.4b	Make stormwater regulation more supportive of green infrastructure.	Short-term	PW	\$	Grants, GF	
Natural	A1.4c	Promote the use of captured rainwater, gray water, or recycled water.	On-going	Planning & PW	\$	Grants, SCAG, GF, PBID, SLLF	
Natural	A1.4d	Support transition of conventional gray infrastructure to multi-functional natural system Green Infrastructure.					
Natural	A1.4e	Encourage simple, small, and low-cost demonstration green infrastructure projects both in the public and private realm.	Immediate	Planning & PW	\$	Grants, CBDG, EIFD, SCAG, CIP, PBID, DIF, DA	
Natural	A1.4f	Review and revise development regulations to encourage a green approach in new developments. Minimize impervious areas. Develop new projects and retrofit existing surfaces to reduce runoff through infiltration.	Mid-term	Planning & PW	\$	Grants, SCAG, GF, CSGC	
Natural	A1.4g	Incorporate Green Street elements into repaving projects on a city-wide basis.	On-going	PW	\$	Grants, CBDG, EIFD, SCAG, CIP	
Natural	A1.4h	Promote the use of green roofs, bio-swales, pervious materials for hardscape, and other stormwater management practices to reduce water pollution.	On-going	PW	\$	Grants, SCAG, DA	
Natural	A1.4i	Establish design standards for the City Rights-of Way including street tree planting and design that incorporates filtration and water retention.	Mid-term	PW	\$	Grants, CSGC, SCAG	
Natural	A1.4j	Conduct demonstration and pilot projects, focusing on testing and developing green partnerships.	Short-term	PW	\$	Grants, CBDG, EIFD, SCAG, CIP, PBID, DIF, DA	



# What has changed since 2017 draft (General)?

- Revisions for consistency with **statutory requirements** (e.g., inclusion of development standard for non-residential uses—Floor Area Ratio)
- **“Resilience”** chapter content **integrated** into other plan chapters
- Policies and actions re-organized and added to address “Active Transportation” (GP P. 80-82)
- Revision of policies to enable **flexibility** in response to changing budget availability, legislation, and specific subsequent studies, plans, and regulations without compromising vision or goals
- Clarify policies and actions that are **vague/unclear** or are more appropriately implemented through subsequent plans and improvement programs

# Vision

The central theme of the General Plan is to conserve the stable areas and reinvest wisely in the Downtown area, Ostrich Farm, and centers along Huntington Drive

## Overarching Themes

- Small-town character
- Quality of life and livability
- Sustainable environment, economy, and social well-being (Equity)
- Culture
- Healthy community
- Resilience





# What has changed since 2017 draft (General)?

- Revision of actions directing establishment of a procedure or a program that **currently exists**
- Removal of a policy or action when it is addressed in another section of the Plan
- Revision of policies and actions to ensure **consistency** between the GP and DTSP
- Revisions of policies and actions for **grammar** and **understanding**



# Our Natural Community

## KEY GENERAL PLAN POLICIES

- **Minimize** adverse **impacts** of growth and development on air quality and climate change
- Promote **alternative transportation modes** such as walking, biking, and transit and the use of energy-efficient vehicles
- Preserve, manage, and grow the **urban forest**
- Promote a network of **Green Infrastructure** – Stormwater management, use of gray or recycled water, green roofs, bioswales, street trees





# Our Healthy Community

## KEY GENERAL PLAN POLICIES

- Accommodate a **mix of uses** to encourage physical activity
- Design networks of complete streets to facilitate **walking and biking**
- Establish a network of public and private **green space** for access to nature
- Locate and design buildings for **energy and water efficiency** and reduction of waste and consumption of scarce resources
- Expand **access to** affordable and nutritious **food**





# Our Well-Planned Community

## KEY GENERAL PLAN POLICIES

- Conserve South Pasadena's **character and scale**
- Conserve existing stable residential **neighborhoods**
- Direct **new growth** to the Downtown, Ostrich Farm, and the neighborhood centers along Huntington Drive
- Promote resilient low-carbon built environments that are **compact**, comprised of **pedestrian-scaled** blocks, and includes a **diversity** of necessary and desired functions





# Our Well-Planned Community

## KEY GENERAL PLAN POLICIES

- Provide high quality **housing** for current and future residents with a **diverse** range of income levels and increase the supply of **affordable units**



# Our Well-Planned Community

## KEY GENERAL PLAN POLICIES

- Maintain adequate, sustainable, and safe **infrastructure** to support existing and future uses
- Support inclusion of **energy and water efficient** design and **renewable** technologies in new public and private projects and retrofits





### PLANNING DESIGNATIONS

#### Residential

**Very Low (0-3.9 units/acre):** This designation permits detached single family homes and is characterized by lots over 10,000 square feet.

**Low (4-5.9 units/acre):** This designation permits detached single family homes and is characterized by lots of 5,000 to 10,000 square feet.

**Medium (6-13.9 units/acre):** This designation permits attached housing types, such as townhomes and duplexes and detached single family homes on smaller lots.

**High (14-24 units/acre):** This designation permits multi-family residential development. It is intended to identify and conserve existing concentrations of such development in the city. These areas are characterized by multi-story apartments and condominiums.

#### Mixed Use

Encourages a wide range of building types depending on neighborhood characteristics that house a mix of functions, including commercial, entertainment, office, and housing at approximately 24 to 30 units per acre and 14 to 24 units per acre outside the Downtown Specific Plan area. An intensity of 2.5 FAR is permitted throughout the City and an FAR of up to 3.0 is allowed at the Ostrich Farm.

#### Civic

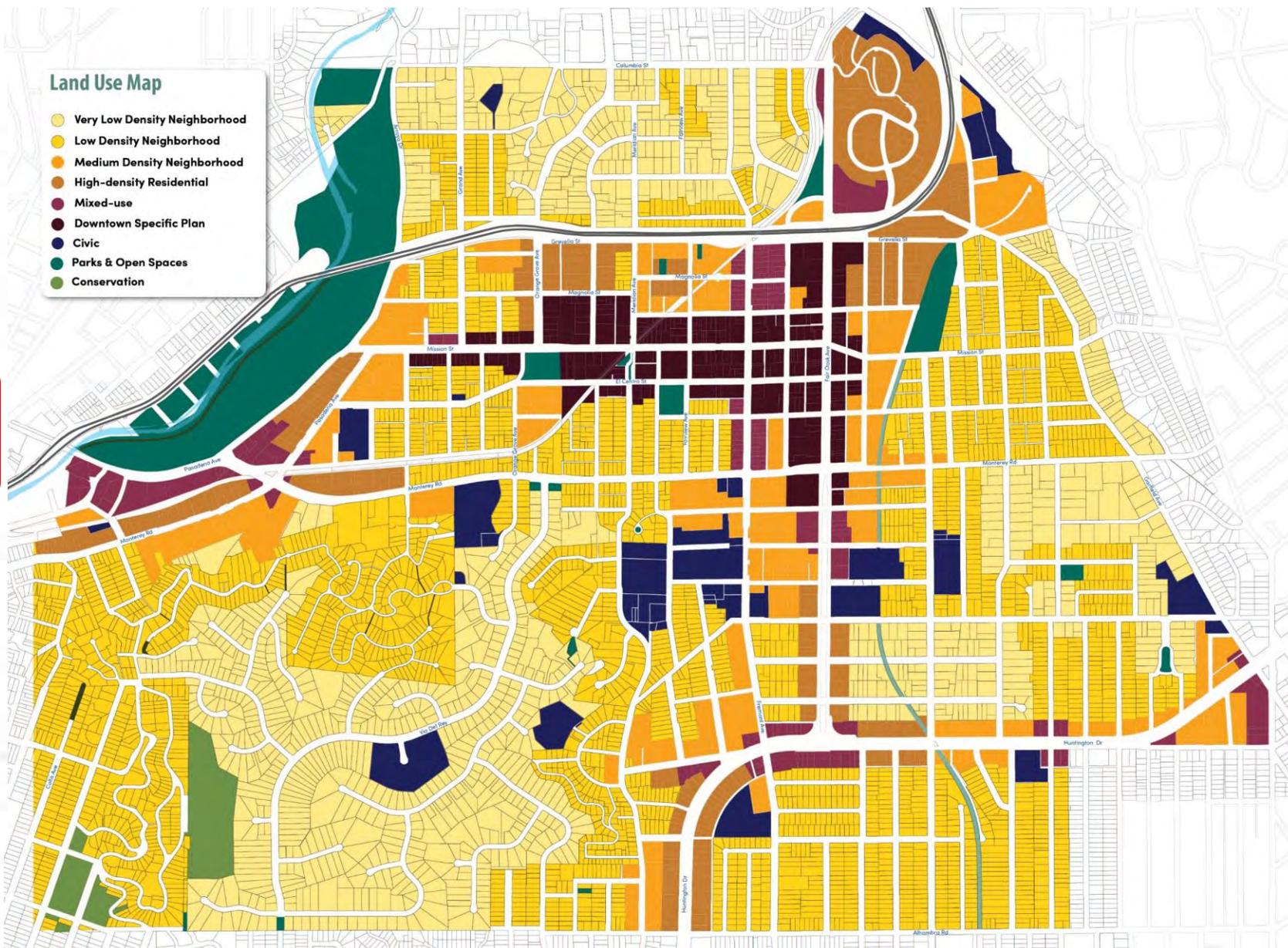
Accommodates civic functions such as government offices, libraries, schools, community center, and places of religious worship.

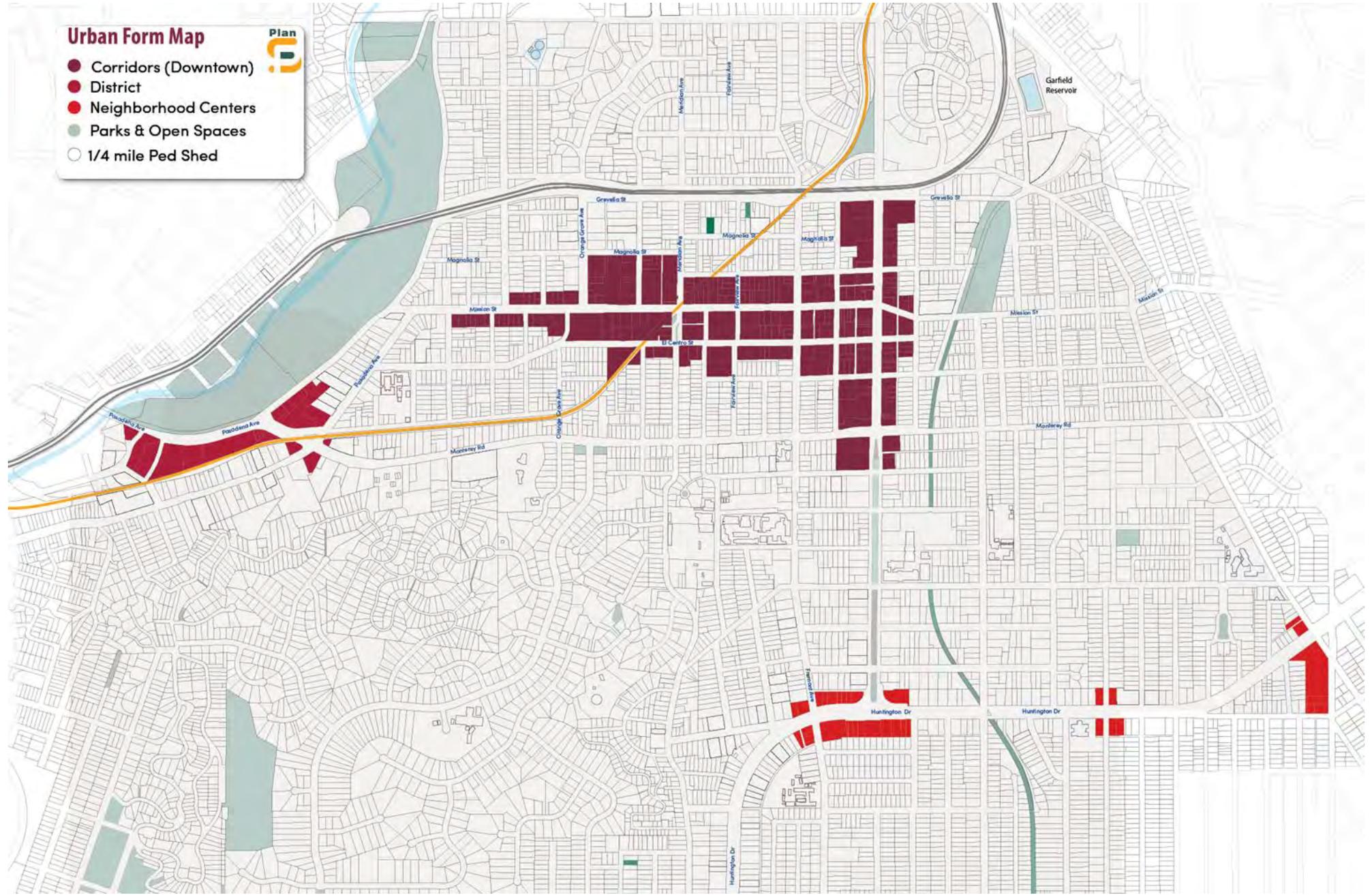
#### Parks & Open Space

Includes active and passive public parks of all sizes to maintain open space areas for public recreation and leisure resources. These zones can range from small pocket parks to larger community parks and may include playgrounds or other recreation facilities.

#### Conservation

Intended to preserve the natural characteristics of properties that have been acquired by the City, while providing the public opportunities for recreation and passive enjoyment. Maintain as Open Space.





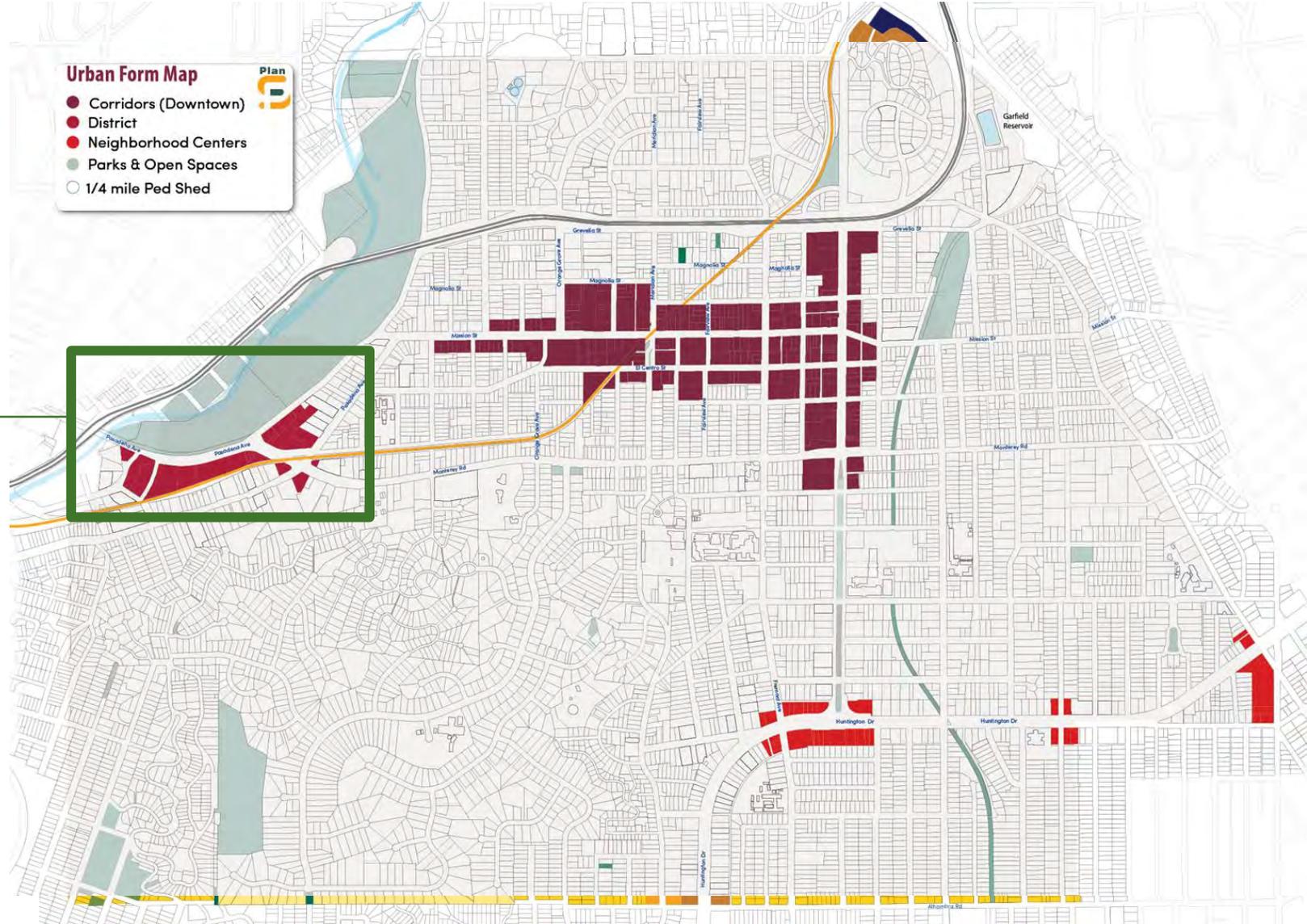


Pattern	Residential	Non-residential	
		Retail	Office
<b>Districts</b>			
Ostrich Farm	75 units	5,000 square feet	100,000 square feet
<b>Corridors (within the Downtown Specific Plan)</b>			
Mission Street and Fair Oaks Avenue	300 units	100,000 square feet	125,000 square feet
<b>Neighborhood Centers</b>			
Huntington Drive and Garfield Avenue	75 units	10,000 square feet	50,000 square feet
Huntington Drive and Fletcher Avenue		5,000 square feet	
Huntington Drive and Fremont Avenue	50 units	10,000 square feet	25,000 square feet
<b>Total</b>	<b>500 units</b>	<b>130,000 square feet</b>	<b>300,000 square feet</b>



Urban Form Map

- Corridors (Downtown)
- District
- Neighborhood Centers
- Parks & Open Spaces
- 1/4 mile Ped Shed



Ostrich Farm



**75**  
Units



**5k**  
Sq. Feet



**100k**  
Sq. Feet



Urban Form Map

- Corridors (Downtown)
- District
- Neighborhood Centers
- Parks & Open Spaces
- 1/4 mile Ped Shed



Mission Street and Fair Oaks Avenue



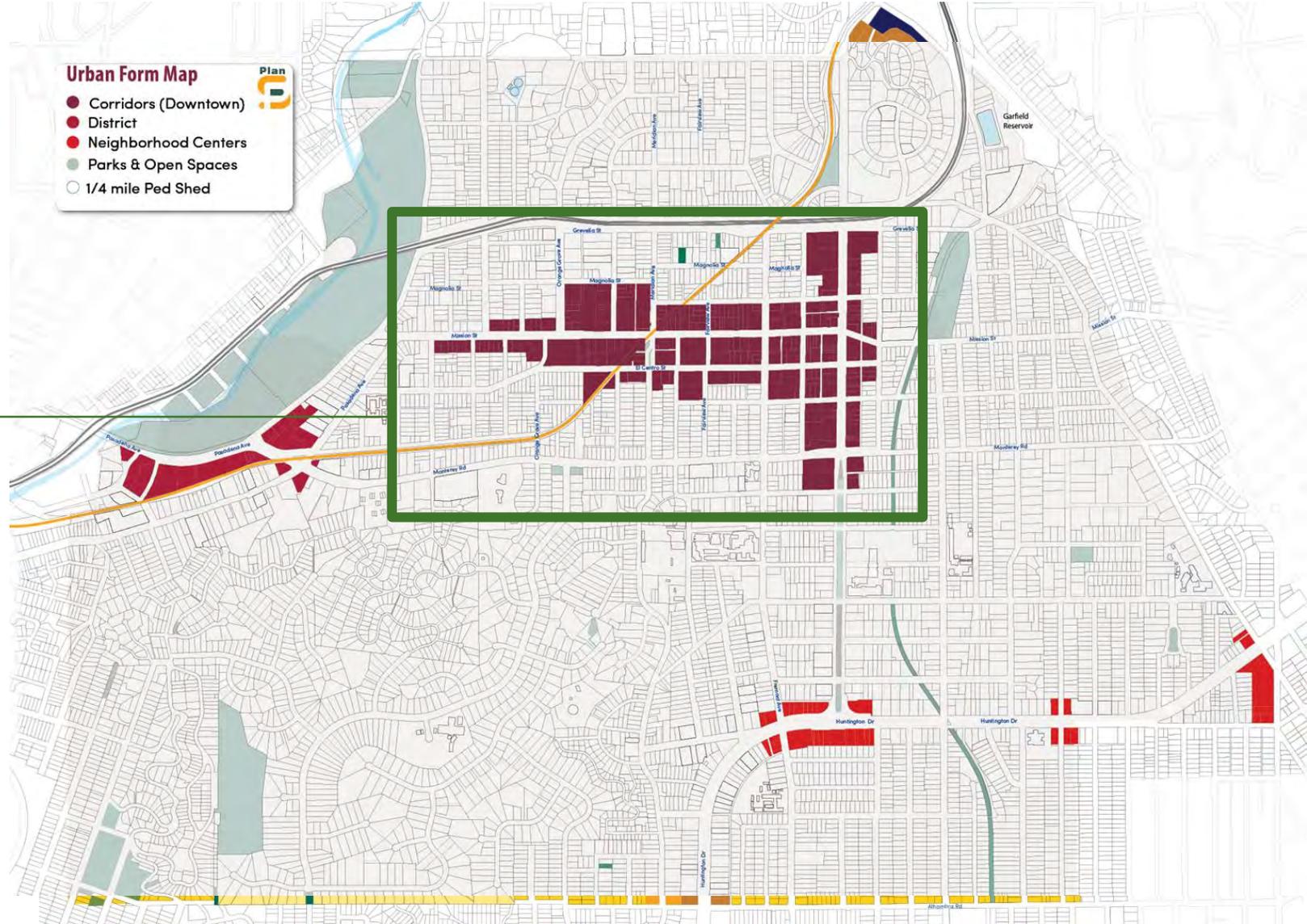
**300**  
Units



**100k**  
Sq. Feet



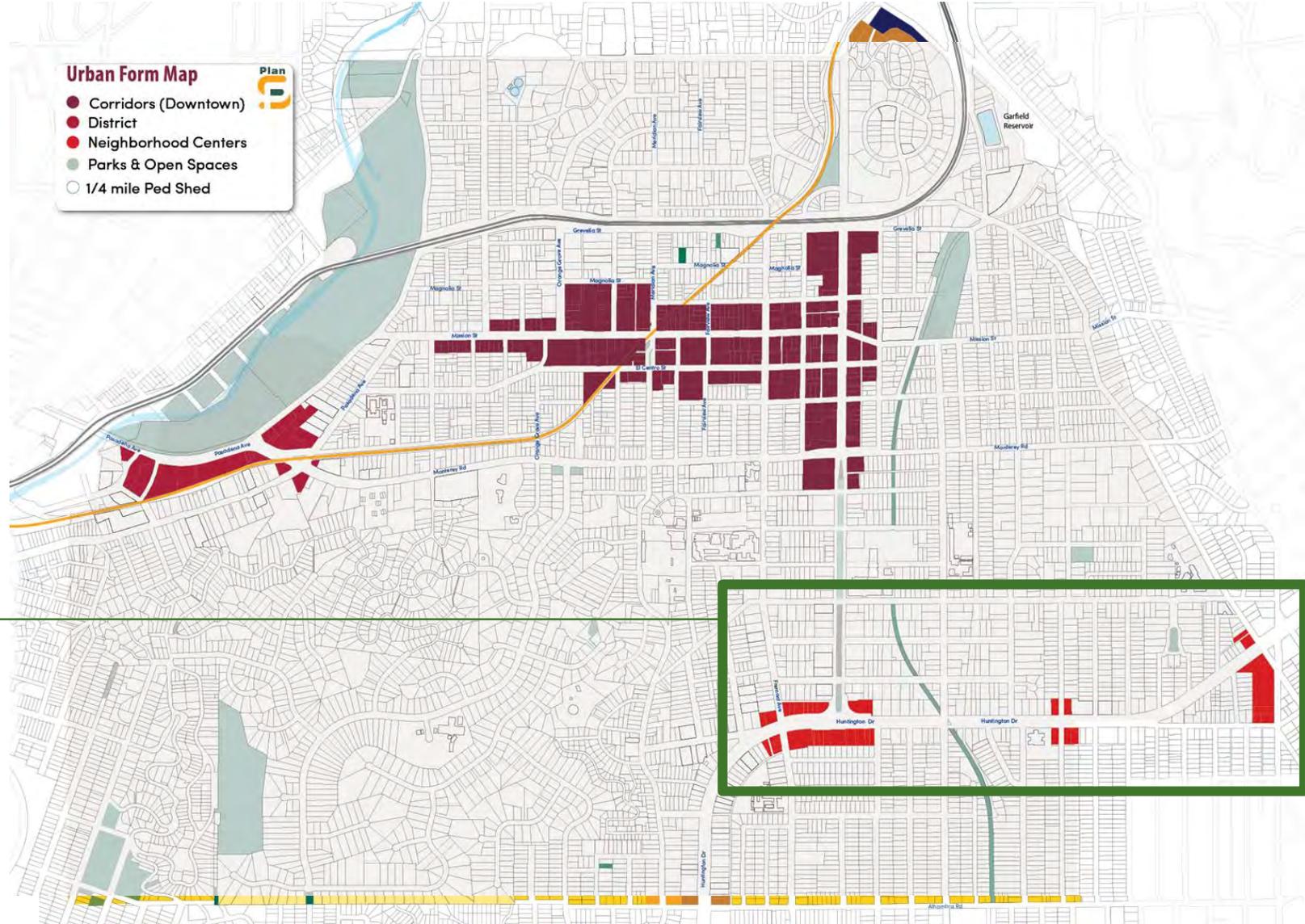
**125k**  
Sq. Feet





Urban Form Map

- Corridors (Downtown)
- District
- Neighborhood Centers
- Parks & Open Spaces
- 1/4 mile Ped Shed



Huntington Drive



125  
Units



25k  
Sq. Feet



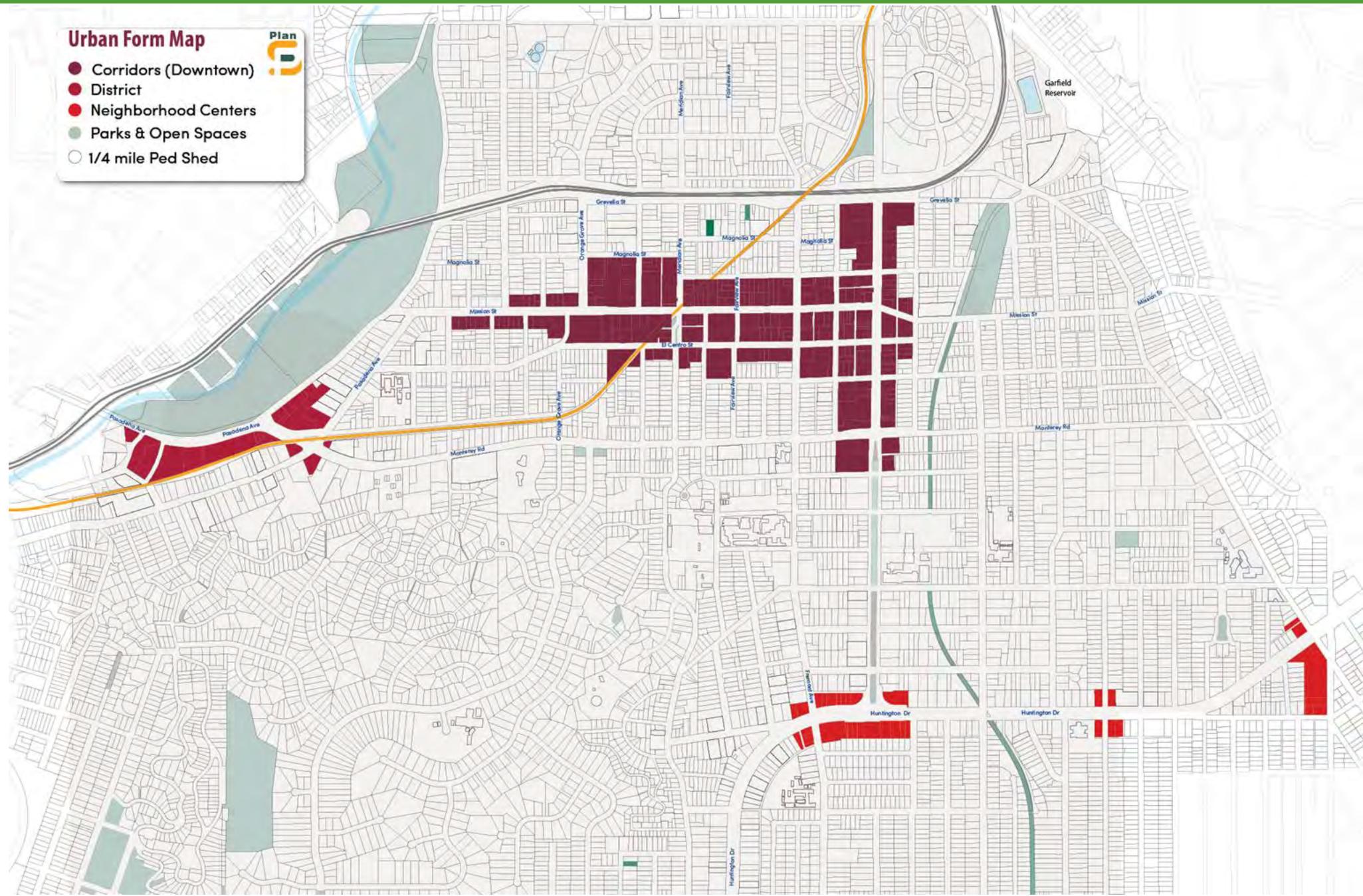
75k  
Sq. Feet



**Urban Form Map**

- Corridors (Downtown)
- District
- Neighborhood Centers
- Parks & Open Spaces
- 1/4 mile Ped Shed

Plan

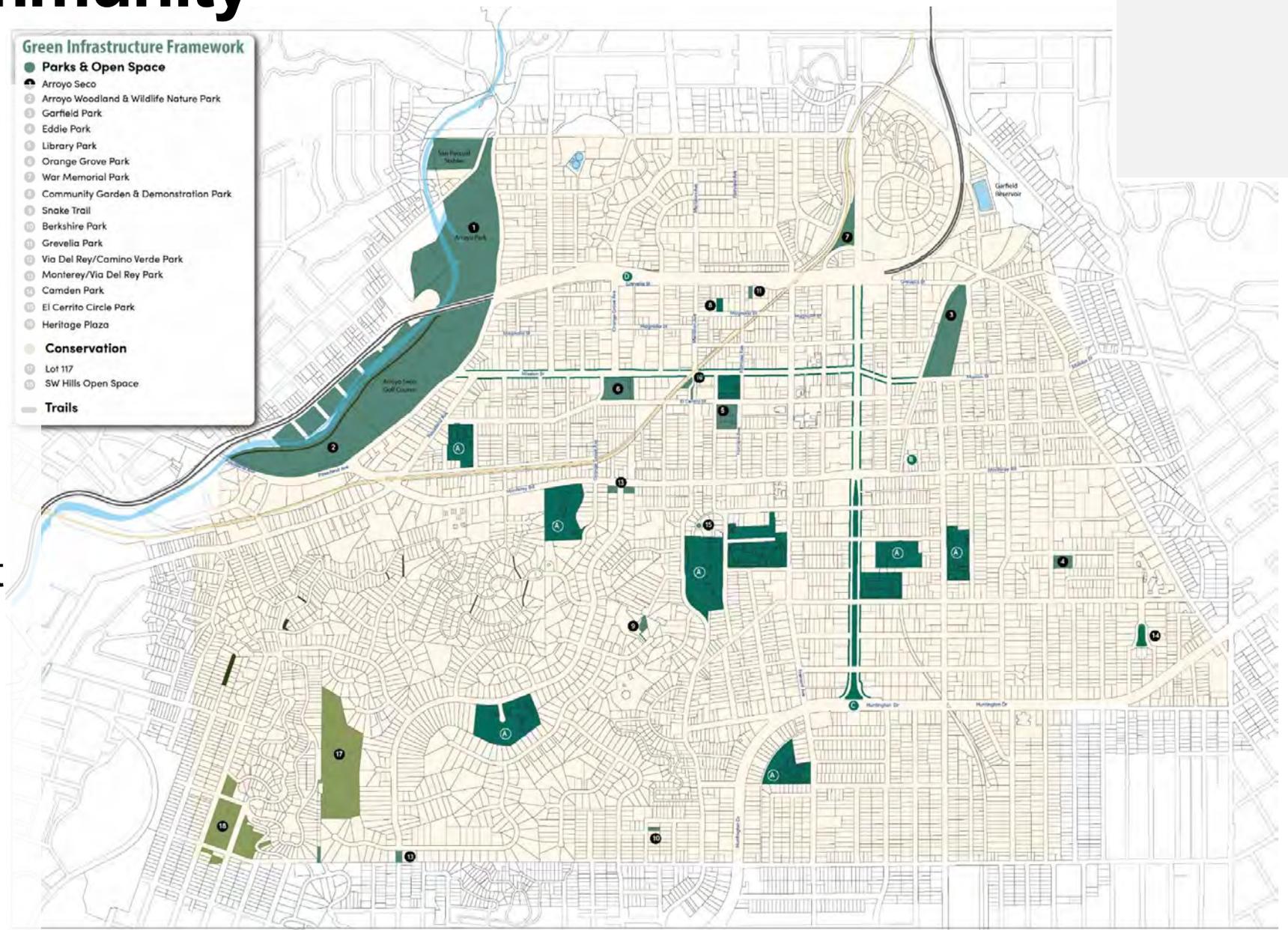




# Our Active Community

## KEY GENERAL PLAN POLICIES

- Expand parkland inventory to strive for the **standard** of 5 acres/1,000 residents
- Ensure the maximum **distance** between homes and the nearest park or preserve is 1/2 mile, 1/4 mile preferred
- Develop and support a **parklet program** for Downtown area





# Our Prosperous Community

## KEY GENERAL PLAN POLICIES

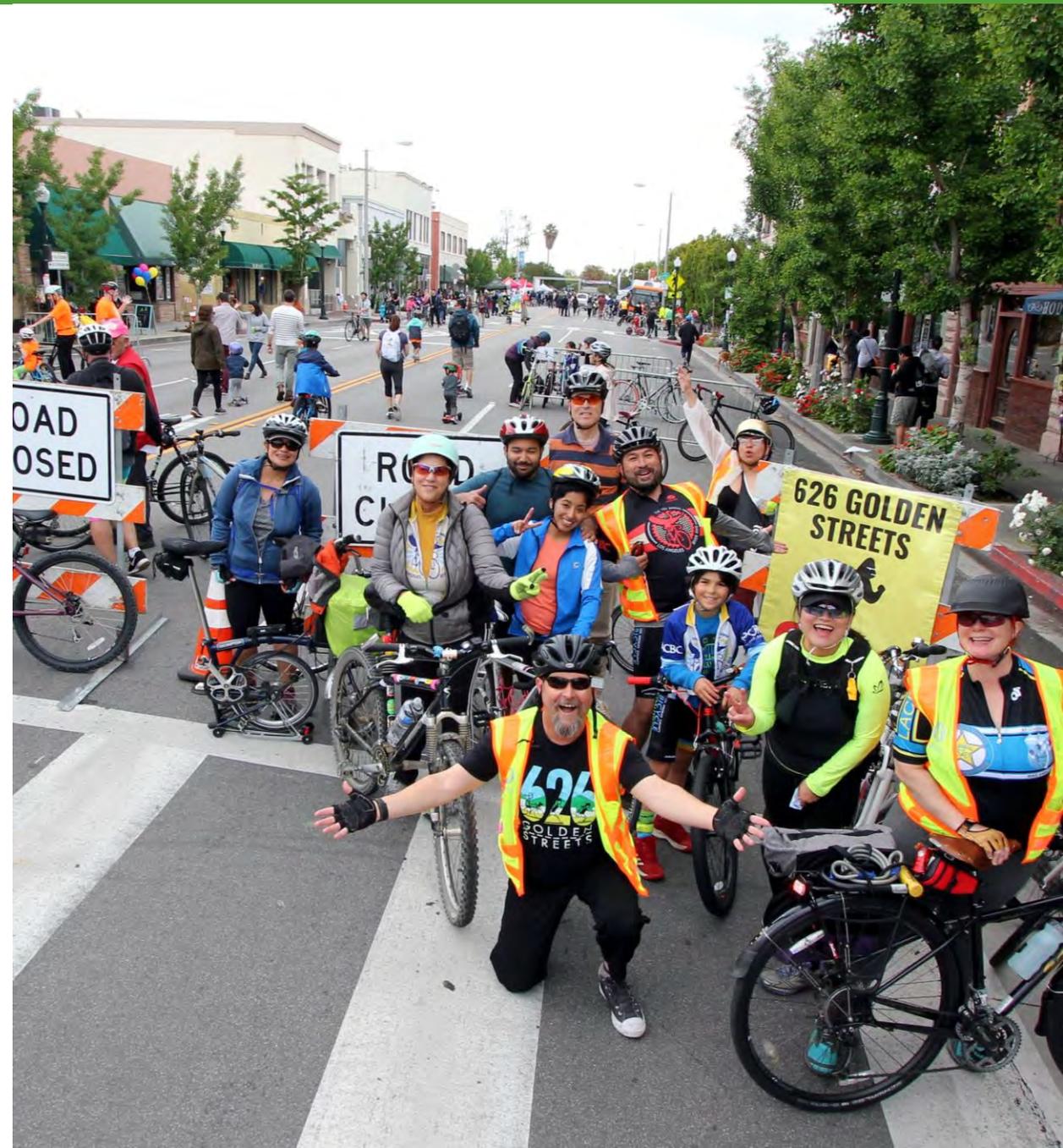
- Economic development that sustains and builds on **existing character** and qualities
- Attract and retain high value, high-wage **jobs** and **diversify** the local economy
- Promote and support **local businesses**
- Build the City's **fiscal capacity** to sustain public amenities and services
- Foster new commercial growth to create more vibrant and attractive **commercial districts**





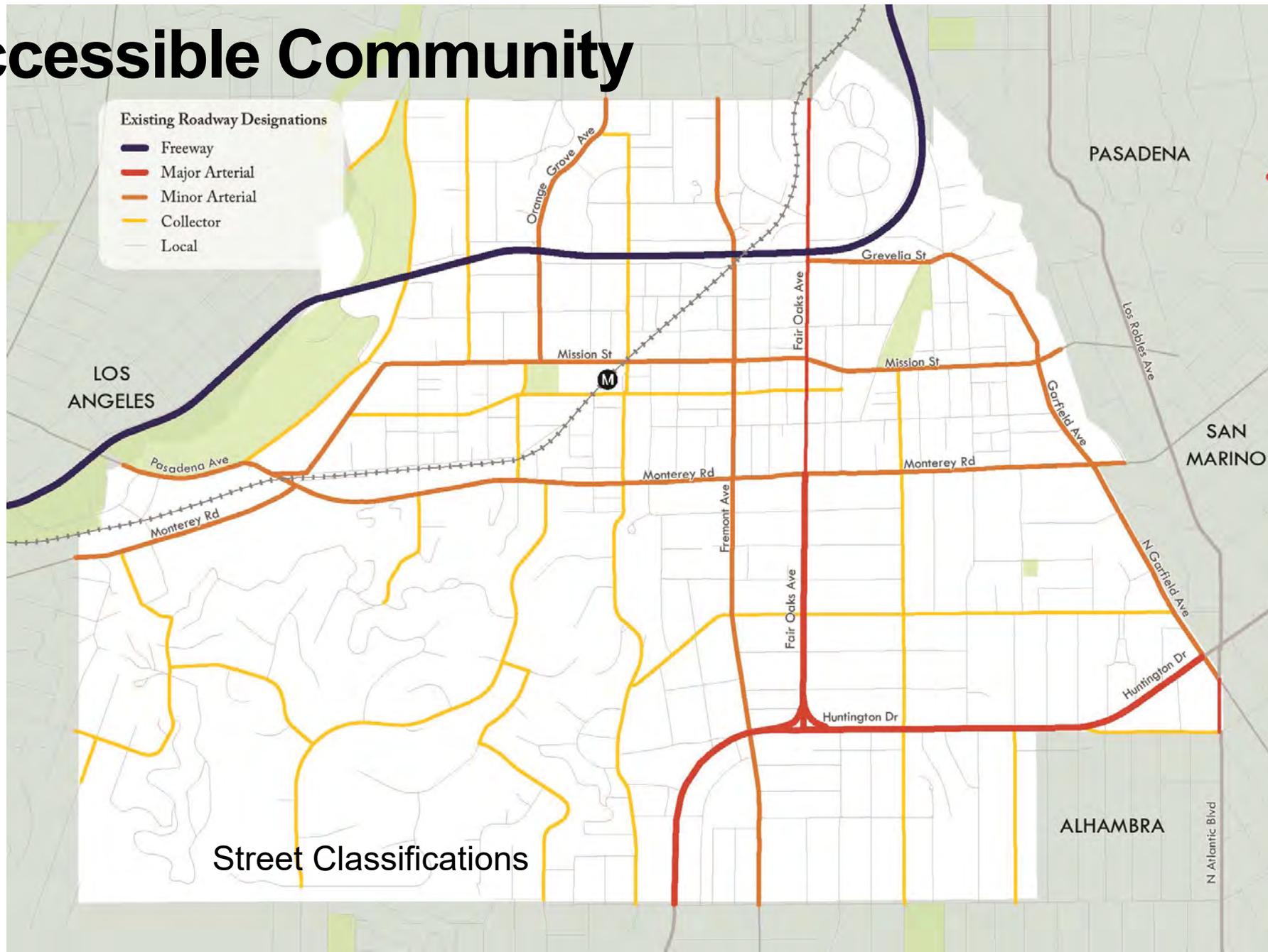
# Our Accessible Community

A transportation network designed and managed to support not just **mobility and access**, but broader goals of safety, health, economic development, and environmental sustainability





# Our Accessible Community





# Our Accessible Community

## KEY GENERAL PLAN POLICIES

- Provide and maintain high-quality **pedestrian** and **bicycle facilities** and encourage residents to walk and bike
- Reduce traffic congestion by reconfiguring outmoded interchanges and traffic signals, **rather than adding lanes to streets**
- Explore options to improve **transit service** and improve access to and from the Gold Line station
- Encourage and facilitate **shared-ride** options
- Manage public and private **parking supply** as a shared resource, and focus on measures to ensure availability and access rather than simply increasing supply



# Our Safe Community

## KEY GENERAL PLAN POLICIES

- Provide a high level of **police and fire service**, with an average response time of three minutes for emergency calls
- Promote **crime prevention** strategies: Neighborhood Watch, pedestrian-scaled lighting, and design and surveillance best practices
- Locate and design buildings to **protect** residents and properties **from** seismic, geologic, flooding, and brushfire **risks**.





# Our Creative Community

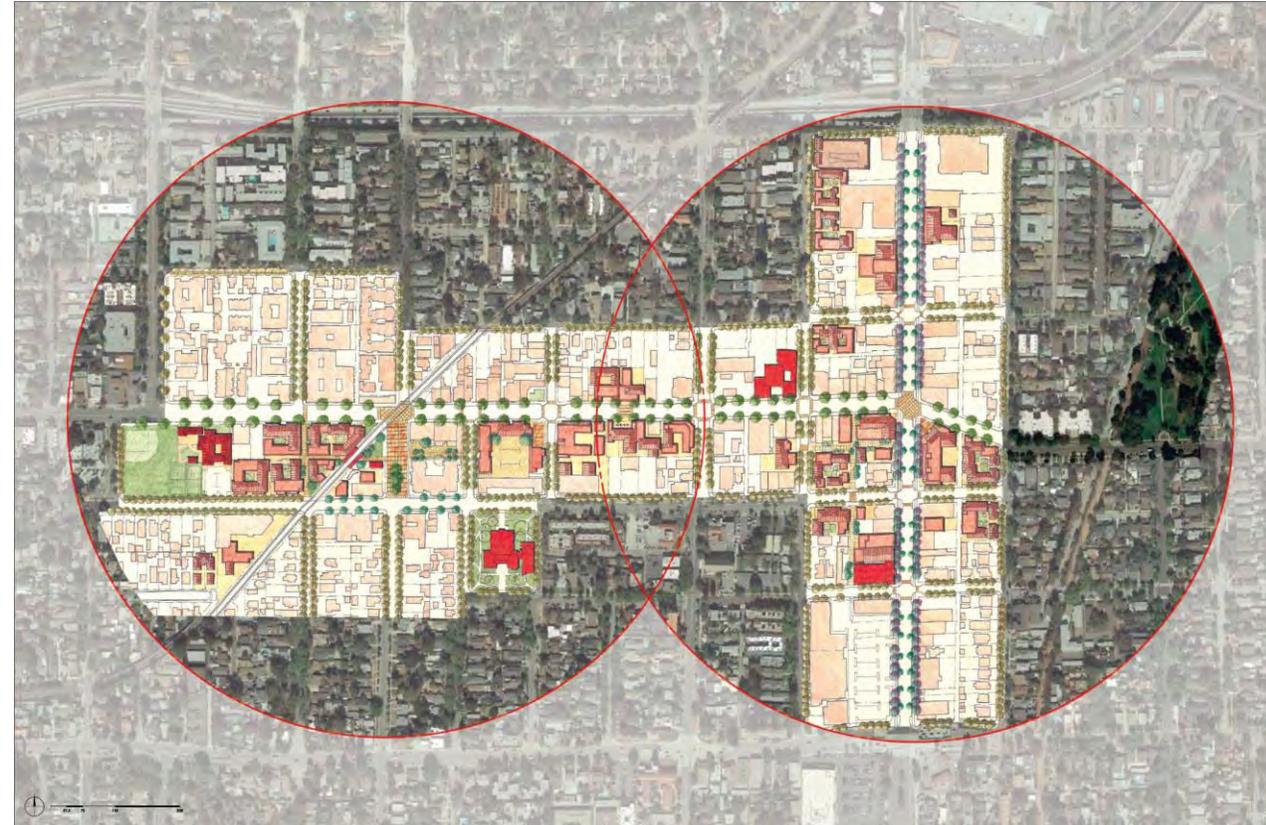
## KEY GENERAL PLAN POLICIES

- Increase **awareness** of, brand, and market the creative community
- Integrate **public art** in development projects and capital improvements
- Enhance understanding, appreciation, and respect for all cultures and support South Pasadena's **cultural organizations**
- Promote designation of **historic districts** and conservation of resources
- **Integrate** new **development** with the **historic character** of neighboring historic buildings and districts



# Key Ideas of the Vision

- Two distinct districts—Mission District centered on light rail station; Fair Oaks District centered on Fair Oaks-Mission intersection
- Two great streets
- Leverage public transit and multimodality
- Intricate network of open spaces
- Park once, pedestrian first
- Responsible infill development
- Preserve and rehabilitate historic buildings



# Central Themes of the Specific Plan



The intersection of Fair Oaks Avenue & Mission Street is conceived as a pedestrian-friendly crossing and a visually attractive place with new infill buildings with a quality and character appropriate to enhancing this place.



To augment pedestrian activity and social interaction along Mission Street, and to provide more sidewalk space, the plan proposes a series of parklets that occupy the space of one parallel parking stall and are designed as intimate places for outdoor seating and dining.



# Our Planned Community

## KEY SPECIFIC PLAN POLICIES

- Conserve the **small-town character and scale** of the downtown area
- Provide high-quality **housing** for a diverse range of income levels
- Support the restoration and reuse of the historic **Rialto Theater**
- Support **street designs** that emphasize safety and accommodate all users, including **pedestrians and cyclists**
- Expand the inventory of publicly accessible community **gathering spaces**



# Our Prosperous Community

## KEY SPECIFIC PLAN POLICIES

- Attract a greater **variety of retail and office uses** by building on existing strengths
- Continue to nurture **small, independently owned businesses**
- Promote the **redevelopment** of single-use and single-story retail centers on Fair Oaks Avenue into **mixed-use projects with shared parking**





# Our Accessible Community

## KEY SPECIFIC PLAN POLICIES

- Promote a network of **complete streets** that facilitate walking and biking
- Explore creative strategies to **manage available parking**, including establishing a common area as a shared resource
- Improve pathways for **pedestrian and bicycle travel** between the **Gold Line station** and major designations





# Our Natural Community

## KEY SPECIFIC PLAN POLICIES

- Emphasize **sustainable building design** performance and implement **“green” streetscape** improvements
- Preserve, manage, and grow the downtown **tree canopy**



# Our Healthy Community

## KEY SPECIFIC PLAN POLICIES

- Promote a mix of uses within a **walking and biking** environment
- Encourage **local food** production, processing, and distribution
- **Avoid** a concentration of **unhealthy food providers** in the Downtown
- Implement **Natural Communities policies** (nature and parks integrated in **streetscapes**, sustainable **building design**, and so on)





# Our Active Community

## KEY SPECIFIC PLAN POLICIES

- Encourage the dynamic and flexible use of existing **open spaces** and promote a variety of new recreation and open space use, where appropriate; including redesign of open space around **Metro Gold Line Station** and requirements for developers to provide **on-site open space**





# Our Safe Community

## KEY SPECIFIC PLAN POLICIES

- Reduce opportunities for **criminal activity** through **physical design** standards
- Improve **pedestrian and bicycle safety** through physical and lighting improvements
- Require reinforcement of inventoried **unreinforced masonry structures**



# Our Creative Community

## KEY SPECIFIC PLAN POLICIES

- **Creative businesses** have places to work, live, gather, and promote art in the Downtown
- Facilitate the use of vacant retail space by **arts and cultural groups**
- Promote cultural tourism
- Integrate **public art** into development projects and capital improvements



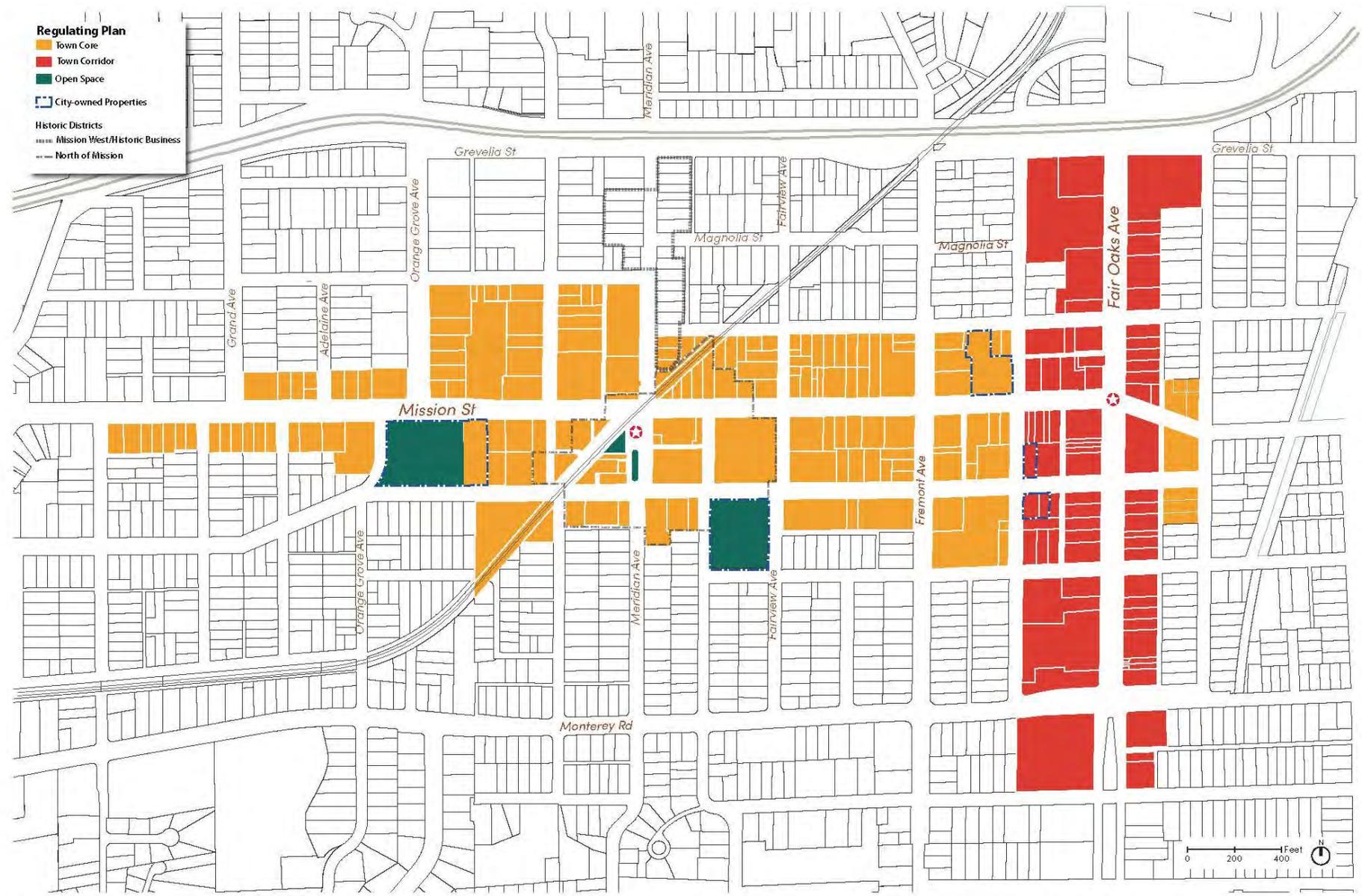


Figure 4.2.1: Downtown regulating plan.



Figure 4.2.2: Summary of Zoning Districts

Zoning District	Mission Street Zone	Fair Oaks Avenue Zone
		
<b>Intent</b>	<p>Mission Street is South Pasadena’s traditional Main Street with small-scale cultural, civic, retail, and transit-oriented mix of uses.</p>	<p>Fair Oaks Avenue is a wider street with larger format retail and office uses, including neighborhood serving shopping centers into a walkable urban format.</p>
<b>Desired Form</b>	<p>New buildings are block scale, up to three stories in height, buildings close to property line, and active ground floor commercial activities on key streets.</p>	<p>New buildings are block scale, up to four stories in height, buildings close to property line, and active ground floor commercial activities on key streets.</p>
<b>Streetscape and Public Realm</b>	<p>Active streetscapes providing continuity with adjacent areas. Commercial frontages such as shopfronts, arcades, or galleries; wide sidewalks; and street trees encourage interesting, safe, and comfortable walking environment.</p>	<p>Fair Oaks Avenue is envisioned to be configured as a grand tree-lined street with commercial frontages, wide sidewalks, four travel lanes, two protected bicycle lanes and parallel parking on both sides.</p>
<b>Parking</b>	<p>Parking consists of on-site spaces located either behind buildings or in above- or underground parking structure. On-street public parking spaces are provided. Parking ratios are lower due to available transit and shared parking options.</p>	<p>Parking consists of on-site spaces located either behind buildings or in above- or underground parking structure. On-street public parking spaces are provided. Parking ratios are lower due to available transit and shared parking options.</p>
<b>General Use</b>	<p>Buildings are occupied with ground floor retail, cultural, entertainment, and office activity. Upper floors and the floor area behind shopfronts is flexible for a wide variety of office, lodging, or housing uses.</p>	<p>Buildings are occupied with ground floor commercial, retail, and office activity. Upper floors and the floor area behind shopfronts is flexible for a wide variety of office, lodging, and housing uses.</p>



Table 4.3.1: Land Use Table

	MS	FO
<b>1</b> Retail Stores and Shops		
Supermarket and home improvement center	—	P
Neighborhood market, pharmacy	P	P
Restaurants	P	P
Drive through (any retail use)	—	—
Retail businesses	P	P
Alcohol businesses, off sale and on sale, including on-site brewing	CUP	CUP
Banks, ATMs	P	P
<b>2</b> Services		
<b>Personal Services</b> Salons, barber shops, day care, tailors, shoe repair shops, and dry cleaning shops, and similar uses.	P	P
<b>Personal Services (restricted)</b> Banquet facility/catering, accessory massage (licensed, therapeutic, and in conjunction with primary businesses such as day spa, beauty salon, barber shop or similar uses) and tanning salons.	—	CUP
<b>Professional Services</b> Accounting, advertising agencies, attorneys, commercial art and design services, counseling services, scientific and research organizations, financial management and investment counseling, real estate and insurance office, management and public relations services, photo studio, urgent care clinic, and medical clinic (doctor, dentist).	P	P
<b>3</b> Light Industrial, Craft Manufacturing, and Processing		
Artisan/craft manufacturing, commercial kitchen, printing and publishing.	CUP	CUP
<b>4</b> Public Assembly, Education, Recreation		
Civic building	P	P
Public assembly, meeting facility, place of worship	P	P
Cultural Institutions (performing arts centers for theater, dance and events, museums, art galleries, and libraries)	P	P
Health/fitness facility, and studios for arts, dance, music, martial arts	CUP	CUP
School, public or private (includes business, trade schools, colleges)	CUP	CUP
Theater, cinema, or performing arts	CUP	CUP
Recreational and entertainment uses	CUP	CUP
<b>5</b> Residential		
Group home	P	P
Lodging: Hotel, motel, B&B Inn	CUP	CUP
Single-family dwelling(s), duplex, multiplex	P	—
Multi-family dwelling(s)	P	P

	MS	FO
Home occupation	P	P
Home office	AUP	AUP
<b>6</b> Auto Related		
Parking facility, public or private	CUP	CUP
Auto Service Station	CUP	CUP
<b>7</b> Other Uses		
Farmers market, certified	AUP	AUP
Outdoor community events	AUP	AUP

Key to Table

- P Permitted
- CUP Conditional Use Permit
- AUP Administrative Use Permit
- Not Permitted
- MS Mission Street Zone
- FO Fair Oaks Zone

Table 4.3.1 Requirements

- 1 All land use types, including secondary and incidental accessory uses, are subject to the applicable requirements of the zoning district, including building size, frontage, and all applicable right-of-way and access requirements.
- 2 Uses not listed are prohibited.



### 4.1 MISSION STREET ZONE

#### 4.1A. Purpose

The Mission Street Zone permits community serving retail, office, cultural, and transit-oriented residential mixed-uses. Uses include small-scale commercial activities that are typically located along the main street. The standards in this zone are intended to promote a walkable, diverse, and well-connected area.



#### 4.1B. Building Placement

Setback	Building setback from PL		
	Frontage Zone		Side/Rear
	Min. (ft.)	Max. (ft.)	Min. (ft.)
i Primary street	0	10	--
ii Side street	0	10	--
iii Rear yard	with alley	--	5
	no alley	--	15

#### 4.1C. Allowed Building Intensity, Density, Types, Height, and Site Size

Intensity	2.5
Density	24 to 30

Allowed Building Types	Minimum		Maximum	
	Stories/ft.	Site W/D	Stories/ft.	Site W/D
Flex building	2/25	25/100	2/25 <sup>1</sup>	200/150
Liner	1/18	100/100	2/25 <sup>1</sup>	200/150
Hybrid court	2/25	125/125	2/25 <sup>1</sup>	200/200
Court	1/18	125/125	2/25 <sup>1</sup>	200/200
Live-work	1/18	70/95	2/25 <sup>1</sup>	200/150
Rowhouse	1/18	90/95	2/25 <sup>1</sup>	200/150
Rosewalk or Bungalow Court	1/18	125/125	2/25 <sup>1</sup>	150/150
Duplex, multiplex	1/18	50/95	2/25 <sup>1</sup>	150/150
Single-family	1/18	40/80	2/30	80/150

1: See Section 4.3 Height Bonus.  
 W = Building site width along primary frontage; D = Building site depth perpendicular to primary frontage.

	Ground Floor	Upper Stories
Interior ceiling height	12 ft. min.	10 ft. min.

#### 4.1D. Parking

- i Required Parking
  - a Residential uses
    - Studio or 1 bedroom: 1 space per unit
    - 2+ bedroom: 1.5 spaces per unit
  - b Non-residential uses: 2 spaces per 1,000 sq.ft.

Larger developments may reduce portion of the required parking in exchange for implementation of trip reduction measures. See Section 4.4.

- ii Parking Placement: On-site parking and access shall be located in compliance with the following requirements:

Setback	
a Primary street	min. 30 ft.
b Side street	min. 15 ft.
c Side property	min. 5 ft.
d Rear property/rear alley	min. 5 ft.

Parking requirements may be revised to reflect the findings and recommendations of a Parking Management Plan for the Downtown Specific Plan Area.

#### 4.1E. Frontages and Encroachments

- i Allowed Frontages
  - Arcade
  - Gallery
  - Shopfront
  - Lightcourt
  - Forecourt
  - Stoop
  - Dooryard
  - Porch
  - Frontyard
- ii Encroachments: Architectural features, and signs may encroach into the required setbacks subject to the following requirements:

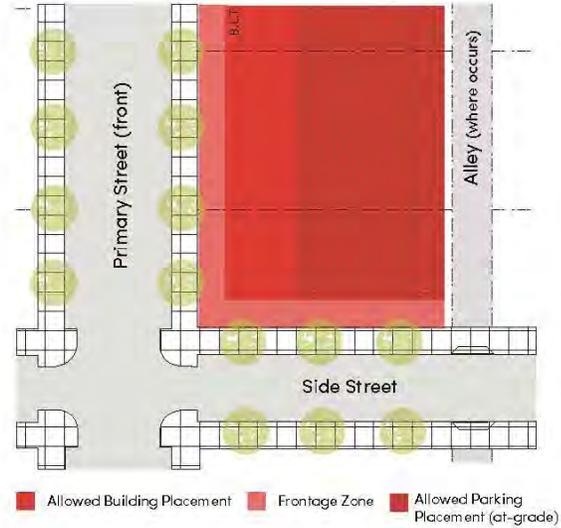
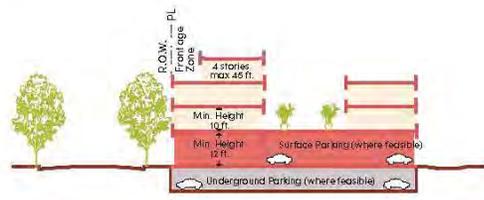
Description	Encroachment				Vertical
	Horizontal				
	Front	Side St.	Rear	Side	
Arcade, gallery, awning	6 ft. max.		min. 5 ft. from PL	not allowed	min. 8ft. clear
Balcony	4 ft. max.				
Bay window	4 ft. max. on upper floors only.		min. 5 ft. from PL		
Eave	2ft. max		min. 3 ft. from PL	min. 3 ft. from PL	



### 4.2 FAIR OAKS AVENUE ZONE

#### 4.2A. Purpose

The Fair Oak Avenue Zone permits regional and community serving retail, office, cultural, and residential mixed-uses. Uses include larger-scale commercial uses that are typically located along busy commercial street. The standards in this zone are intended to promote a walkable, diverse, and well-connected area. The buildings located along the edges that back-up to residential districts require very careful residential scale massing and articulation.



#### 4.2B. Building Placement

Setback	Building setback from PL		
	Frontage Zone		Side/Rear
	Min. (ft.)	Max. (ft.)	Min. (ft.)
i Primary street	5	15	--
ii Side street	5	15	--
iii Rear yard	with alley	--	5
	no alley	--	15

#### 4.2C. Allowed Building Intensity, Density, Types, Height, and Site Size

Intensity	2.5
Density	24 to 30

Allowed Building Types	Minimum		Maximum	
	Stories/ft.	Site W/D	Stories/ft.	Site W/D
Flex building	2/25	25/100	3/35 <sup>1</sup>	200/150
Liner	1/18	100/100	3/35 <sup>1</sup>	200/150
Hybrid court	2/25	125/125	3/35 <sup>1</sup>	200/200
Court	1/18	125/125	3/35 <sup>1</sup>	200/200
Live-work	1/18	70/95	3/35	200/150
Rowhouse	1/18	90/95	3/35	200/150
Rosewalk or Bungalow Court	1/18	125/125	3/35	150/150
Duplex, multiplex	1/18	50/95	3/35	150/150

1: See Section 4.3 Height Bonus.  
 W = Building site width along primary frontage; D = Building site depth perpendicular to primary frontage.

	Ground Floor	Upper Stories
Interior ceiling height	12 ft. min.	10 ft. min.

#### 4.2D. Parking

- i Required Parking
  - a Residential uses
    - Studio or 1 bedroom: 1 space per unit
    - 2+ bedroom: 1.5 spaces per unit
  - b Non-residential uses: 2 spaces per 1,000 sq.ft.
- ii Parking Placement: On-site parking and access shall be located in compliance with the following requirements:
  - Setback
    - a Primary street: min. 30 ft.
    - b Side street: min. 15 ft.
    - c Side property: min. 5 ft.
    - d Rear property/rear alley: min. 5 ft.

Larger developments may reduce portion of the required amount of parking in exchange for implementation of trip reduction measures. See Section 4.4.  
 Parking requirements may be revised to reflect the findings and recommendations of a Parking Management Plan for the Downtown Specific Plan Area.

#### 4.2E. Frontages and Encroachments

- i Allowed Frontages
  - Arcade
  - Gallery
  - Shopfront
  - Lightcourt
  - Forecourt
  - Stoop
  - Dooryard
  - Porch
- ii Encroachments: Architectural features, and signs may encroach into the required setbacks subject to the following requirements:

Description	Encroachment				Vertical
	Horizontal				
	Front	Side St.	Rear	Side	
Arcade, gallery, awning	6 ft. max.				min. 8ft. clear
Balcony	4 ft. max.			min. 5 ft. from PL	
Bay window	4 ft. max. on upper floors only.				
Eave	2ft. max		min. 3 ft. from PL	min. 3 ft. from PL	



# Development Standards

- Base maximum building height: 25 feet in Mission Zone, 35 feet in Fair Oaks Zone
- Bonus height for projects providing any or a mix of the following community benefits:  
Maximum 45 feet
  - *Extraordinary sustainable building and site development performance*
  - *Improves the street frontages beyond requirements*
  - *Provides additional and enhanced public amenities such as plazas, bicycle support facilities, or public parking*
  - *Provides community-desired goods and services*
  - *Provides additional affordable housing units*
  - *The project has a demonstrated net positive fiscal impact to the City*



# Development Standards: Building Typologies

## House Scale Buildings



**Single-family residence**

A residential building occupied by one primary residence. The building is set back from all four sides of the property line with front, side, and rear yards. The building typically has similar setbacks, massing, scale, and frontage types as surrounding houses.



**Duplex, multiplex**

Duplex consists of a pair of dwelling units located side-by-side or one above the other to create a building that reads like a medium or large house. Multiplex is a residential building of three to four dwelling units respectively. Depending on the lot size and context the units can be placed side-by-side, front-to-back or stacked, or some combination of these options.



**Rosewalk, Bungalow court**

Rosewalk: Six or more single dwellings arranged in a linear manner along either side of a common green. Pedestrian access to the building entrances are accessed from the common green and/or primary street. Bungalow Court: Four or more single dwellings arranged around a shared courtyard, with pedestrian access to the building entrances from the courtyard and/or fronting street.



**Rowhouse**

A building comprised of five or more attached two- or three-story dwelling units arranged side by side, with the ground floor raised above grade to provide privacy for ground floor rooms. The primary building sits at the front of the property, with the garage at the rear, separated from the primary building by a rear yard.



**Live-work**

Live/Work is an integrated residence and work space located at street level, occupied and utilized by a single household in an array of at least 3 such structures, or a structure with at least 3 units arranged side by side along the primary frontage, that has been designed or structurally modified to accommodate joint residential occupancy and work activity.

## Block Scale Buildings



**Court**

A group of dwelling units arranged to share one or more common courtyards. The courtyard is intended to be a semi-public outdoor room that is an extension of the public realm. The units may be arranged in four possible configurations: rowhouses, rowhouses over flats, flats, and flats over flats. Court buildings may accommodate ground floor commercial uses in either a live-work configuration or as solely commercial/retail space facing the primary street.



**Hybrid court**

Hybrid Court combines a point-access portion of the stacked dwelling with a walk-up portion of the courtyard housing building type. The building may be designed for occupancy by retail, service, or office uses on the ground floor, with upper floors also configured for those uses or for residences.



**Liner**

A liner building has a thin footprint that conceals parking garage or other large scale faceless building, such as a movie theater, or "big box" store to create a pedestrian friendly environment. The building can be designed for occupancy by retail, service, and/or office uses on the ground floor, with upper floors configured for retail, service, office, and/or residential uses.



**Flex**

Flex Block is a vertical mixed-use building typically of a single massing element, designed for occupancy by retail, service, or office uses on the ground floor, with upper floors configured for retail, service, office, and/or residential uses. Second floor units may be directly accessed from the street through a stair. Upper floors are accessed through a street level lobby. This building type is typically found in town centers and main streets.

### Coding Criteria

- The size of the lot determines the size of the building. Varied lot widths will promote variation in building masses.
- Infill development should respect adjacent buildings by responding to their massing, scale, need for light, natural ventilation, privacy, and views.
- Parking and service location and access should be placed to reduce their visual impact on the street. Where an alley is present, parking should always be accessed from the alley.

- These medium to large footprint buildings requires a minimum lot width of 50 feet and a minimum depth of 100 feet.
- Duplex and multiplexes when packaged within house-like form and detailing, and with breaks in building elevations in the horizontal and vertical planes provide human scale and make the building contextual.
- Typical height of the building is 2 stories.

- The defining feature of Rosewalks and Bungalow Court is the communal central open space. The lot width should be large enough to allow a functional public and private open spaces and area for driveways.
- The building size and massing of individual buildings is similar to a single dwelling unit.
- Entrance to units shall be directly from the front yard or from the courtyard.

- The single family dwelling units can either be separated by property lines or located on narrow single tax lot 16 to 30 feet wide.
- Design principles such as repetition, rhythm and order must be considered carefully to add interest and individuality.
- Rowhouses have shallow front yards, 5 to 10 feet, to maximize the size of a private open space in the rear yard. The rear yard should be large enough to be functional and receive sunlight and screened by fence or wall to provide privacy.

- The floor to ceiling height of the work floor is typically about 15 feet.
- The main entrance to the street floor work space should be accessed directly from and face the street. The dwelling unit above the work space should be accessed by a separate entrance, and by a stair or elevator.
- Each unit should have access to private open space. The private open space should be in the rear yard of each unit.

- The main entry to ground floor units should be directly off the courtyard or from the street. Access to second story units should be directly from the courtyard through stairs. Elevator access, if any, should be provided between the underground garage and courtyard-podium only.
- The open space is designed as a central court or partial, multiple, separated or interconnected courtyards.

- Stacked dwellings define the street edge and the building mass tapers down to a courtyard building type. The main entrance to all ground floor units should be directly from the street. Entrance to the stacked dwelling element can be through a dedicated street level lobby, or through a dedicated podium lobby accessible from the street or through a side yard. Access to units above the second level in the stacked dwelling is through an interior, double-loaded corridor.

- The main entrance to each ground floor storefront and the theater or big box retail is directly from the street. Entrance to the upper levels of the building is through a street level lobby accessible from the street or through a side yard. Interior upper level uses are accessed by a corridor.
- Required parking is accommodated in an underground garage, surface parking at the rear of the lot, parking tucked under from the back, or a combination of any of the above.

- The floor to ceiling height of the first floor is greater than the rest of the floors, typically about 15 feet to accommodate the unique needs of commercial space and increase the comfort of occupants and guests.
- The main entrance to each ground floor tenant bay should be directly from the street. Required parking is accommodated in an underground garage, surface parking, structured parking, tucked under parking, or some combination of these options.



# Development Standards: Building Typologies Example

## 5.2 D Rowhouse

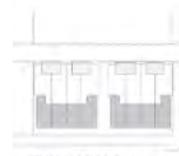
- 1 **Description** A small- to medium-sized building comprised of five or more attached dwelling units arrayed side by side, with the ground floor raised above grade in order to provide privacy for ground floor rooms. The primary building sits at the front of the property, with the garage at the rear. Each dwelling unit is directly accessed from the front yard/street. Rowhouses are prohibited on a lot with-out alley access, since garages must be located and accessed from the rear of the lot. This Type is typically located within medium-density neighborhoods or in a location that transitions from a primarily single-family neighborhood into a neighborhood main street. This Type enables appropriately-scaled, well-designed higher densities and is important for providing a broad choice of housing types and promoting walkability.
- 2 **Lot Size**

Width	90 ft. min.
Depth	95 ft. min.
- 3 **Pedestrian Access** Main entrance location: Primary street
- 4 **Frontages**
  - Porch
  - Stoop
  - Dooryard
- 5 **Vehicle Access & Parking** At least one parking space per unit shall be enclosed in a garage at the rear of the lot or in a tuck-under condition. The remaining required parking may be covered or uncovered in the rear.
- 6 **Private Open Space**

Width	Depth	Area
8 ft. min.	8 ft. min.	100 s.f. min.
- 7 **Building Size & Massing**

Width per rowhouse: 18 ft. min.; 36 ft. max.  
 Length along side yard: 80 ft. max.

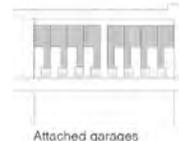
The front elevation and massing of each rowhouse building may be either symmetrical or asymmetrical, repetitive or unique in disposition, as long as the delineation of each individual unit is evident. The footprint area of an accessory structure may not exceed the footprint area of the main body of the building.



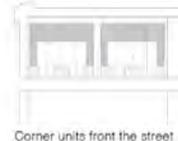
Detached garages



Carriage houses above detached garages



Attached garages



Corner units front the street





# Development Standards: Street Frontages



Table 6.1 Frontage Types

**Front Yard:** A frontage wherein the facade is set back substantially from the frontage line. The front yard created remains unfenced and is visually continuous with adjacent yards, supporting a common landscape. The setback can be densely landscaped to buffer from the higher speed thoroughfares.

**Porch:** A frontage wherein the facade is set back from the frontage line with an attached porch permitted to encroach. A fence at the frontage line maintains the demarcation of the yard while not blocking view into the front yard. The porches shall be no less than 8 feet deep.

**Dooryard:** A frontage wherein the facade is set back from the frontage line with an elevated garden or terrace permitted to encroach. This type can effectively buffer residential quarters from the sidewalk, while removing the private yard from public encroachment. The terrace is also suitable for cafes.

**Stoop:** A frontage wherein the facade is aligned close to the frontage line with the first story elevated from the sidewalk sufficiently to secure privacy for the windows. The entrance is usually an exterior stair and landing. This type is recommended for ground-floor residential use.

**Forecourt:** A frontage wherein a portion of the facade is close to the frontage line and the central portion is set back. The forecourt with a large tree offers visual and environmental variety to the urban street streetscape. The forecourt may accommodate a vehicular drop-off.

**Lightcourt:** A frontage wherein the facade is setback from the frontage line by a sunken lightcourt. This type buffers residential use from urban sidewalks and removes the private yard from public encroachment.

**Shopfront:** A frontage wherein the facade is aligned close to the frontage line with the building entrance at sidewalk grade. This type is conventional for retail use. It has substantial glazing on the sidewalk level and an awning that may overlap the sidewalk.

**Gallery:** A frontage wherein the facade is aligned close to the frontage line with an attached cantilevered shed or a lightweight colonnade overlapping the sidewalk. This type is conventional for retail use. The gallery shall be no less than 10 feet wide and may overlap the whole width of the sidewalk to within 2 feet of the curb.

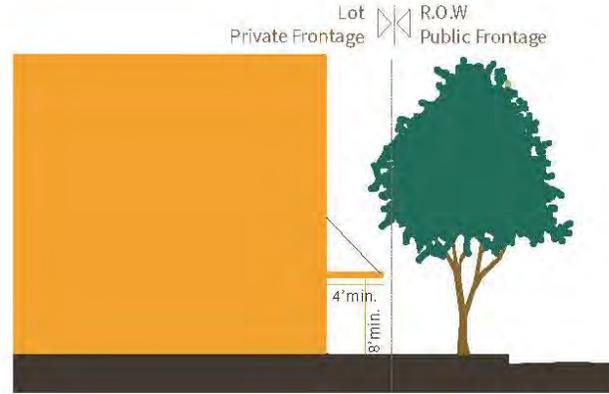
**Arcade:** A frontage wherein the facade is a colonnade that overlaps the sidewalk, while the facade at sidewalk level remains at the frontage line. This type is conventional for retail use. The arcade shall be no less than 12 feet wide and may overlap the whole width of the sidewalk to within 2 feet of the curb.



# Development Standards: Street Frontage Example

## 6.2 G Shopfront

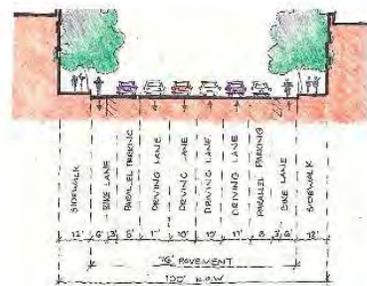
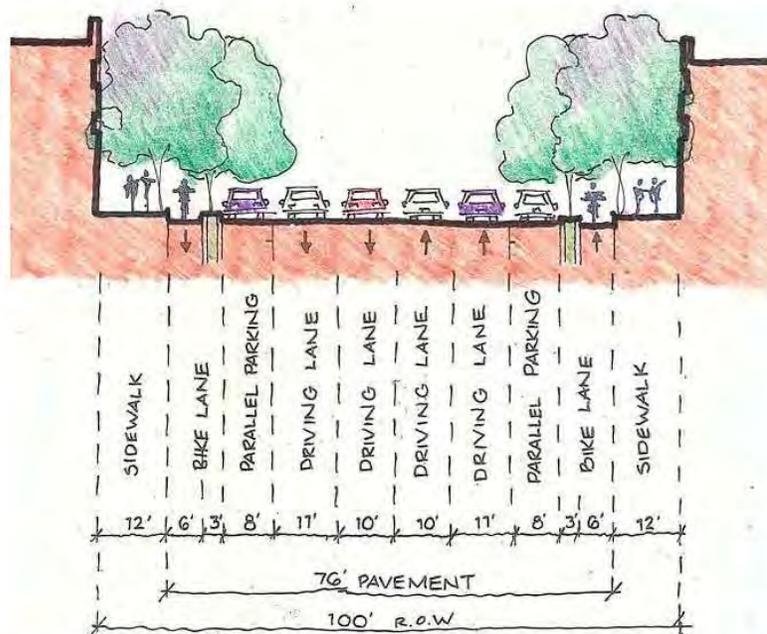
- |   |                 |   |                      |
|---|-----------------|---|----------------------|
| 1 | Description     | In the Shopfront Frontage Type, the main facade of the building is at or near the frontage line with an at-grade entrance along the public way. This Type is intended for retail use. It has substantial glazing at the sidewalk level and typically include an awning that may overlap the sidewalk. It may be used in conjunction with other frontage types. An awning that extends over the sidewalk requires an encroachment permit.  |                      |
| 2 | Size            | Ground floor transparency   | 75% of frontage min. |
|   |                 | Shopfront recessed from property line   | 12 ft. min.          |
| 3 | Awning          | Depth   | 4 ft. min.           |
|   |                 | Setback from curb   | 2 ft. min.           |
|   |                 | Height, clear   | 8 ft. max.           |
| 4 | Design Standard | <ul style="list-style-type: none"> <li>a. Shopfront glass shall be clear without reflective glass frosting or dark tinting.</li> <li>b. Shopfront windows may have clerestory windows (horizontal panels) between the shopfront and second floor/top of single-story parapet. Glass in clerestory may be of a character to allow light, while moderating it such as stained glass, glass block, painted glass, or frosted glass.</li> <li>c. Shopfronts with accordion-style doors/windows or other operable windows that allow the space to open to the street are encouraged.</li> <li>d. Operable awnings are encouraged.</li> </ul> |                      |



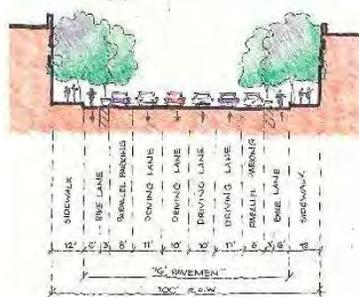


# Development Standards: Street

7.1Di Fair Oaks Avenue

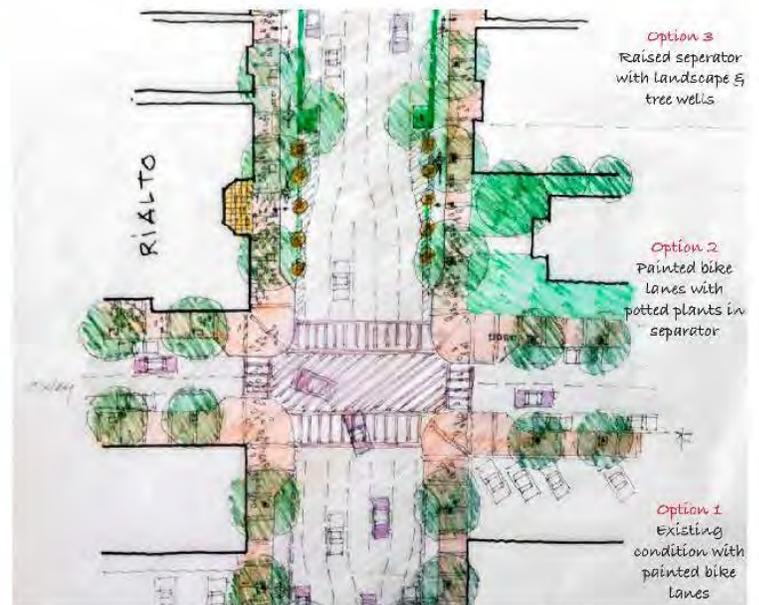


The bicycle lanes are located closest to the street curb and separated from the parallel parking by potted plants in the initial phases



and permanent planters in the eventual phases.

Fair Oaks Avenue is envisioned to be configured as a grand double-tree lined north-south arterial. It will be restriped to have four travel lanes, two bicycle lanes and parallel parking on both sides.





# Development Standards: Public Open Spaces

## 7.3 OPEN SPACE STANDARDS

### 7.3A Purpose

The purpose of this Section is to provide a catalog of pre-approved Public Open Space types that are appropriate to use within walkable urban environments.

### 7.3B Applicability

- i. This section describes the guidelines for development of Public Open Spaces in the Downtown Area.
- ii. The Standards shall apply to all proposed development within downtown zones, and shall be considered in combination with the standards for the applicable zone.
- iii. Additional Public Open Spaces can be integrated into this section as they are approved by the City.

### 7.2C Design Objectives

Open Spaces play an important role in place-making. Their standards must be considered alongside building form, building types, frontage types, and thoroughfares in creating urban environments. The diverse palette of parks and other publicly accessible open spaces are assigned to one or more downtown zones.

### 7.2D Open Space Required

Each application that involves at least 4 acres shall be required to provide a minimum of five percent of the project area as open space. The required open space shall be designed in compliance with the applicable requirements from Table 7.2

Zone	MS	FO	MS	FO	MS	FO	MS	FO	MS	FO	MS	FO
Type	Green		Square		Plaza		Pocket Park		Playground		Community Garden	
Illustration												
Example of Intended Character												
Description	An open space available for unstructured and limited amounts of structured recreation.		An open space available for civic purposes, unstructured and limited amounts of structured recreation.		Plazas are open spaces available for civic purposes and commercial activities. Building frontages should define these spaces. Plazas are typically hardscaped.		An open space available for informal activities in close proximity to neighborhood residences.		An open space designed for the recreation of children and interspersed within residential areas. Playgrounds may be included within other open spaces.		An open space designed as a grouping of plots for nearby residents for small-scale cultivation. Community Gardens may be included within other open spaces.	
Size	1 to 15 acres		½ to 5 acres		½ to 2½ acres		4,000 s.f. to ½ acre		There is no minimum or maximum size.		There is no minimum or maximum size.	
Frontage	2 streets		2 streets		2 streets		1 street		1 street		1 street	
Typical Facilities	Passive and active recreation (unstructured or structured), accessory structure, drinking fountains, community facility < 5,000 gsf, and paths.		Passive and active recreation (unstructured or structured), accessory structure, drinking fountains, community facility < 5,000 gsf, and paths.		Passive recreation, accessory structure, drinking fountains, and paths.		Passive recreation, accessory structure, drinking fountains, and paths.		Accessory structures, drinking fountain, and paths.		Accessory structures, drinking fountain, and paths.	

Table 7.2 Open Space Types



# Development Standards: Street Trees

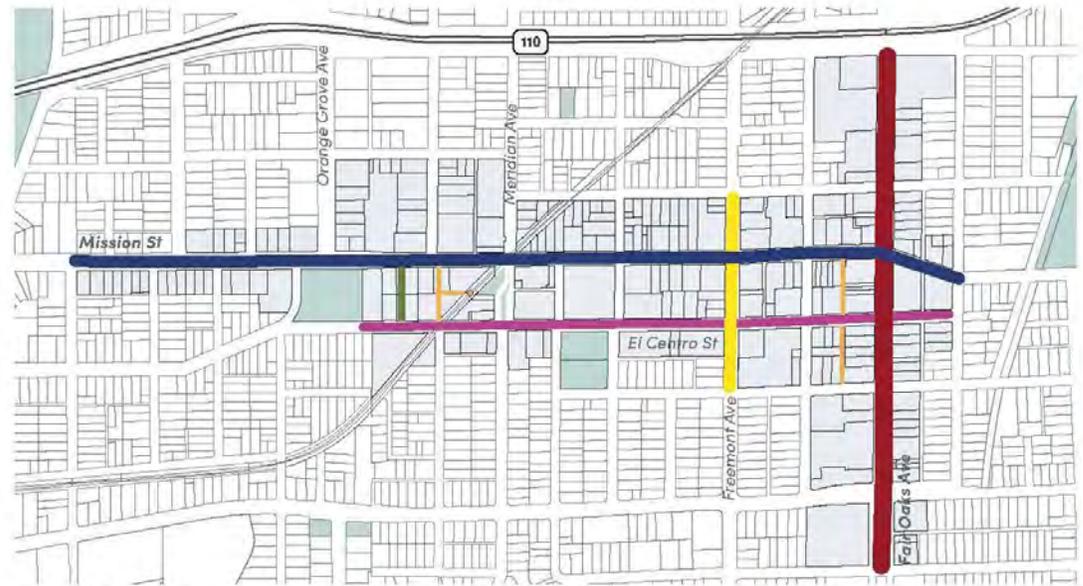
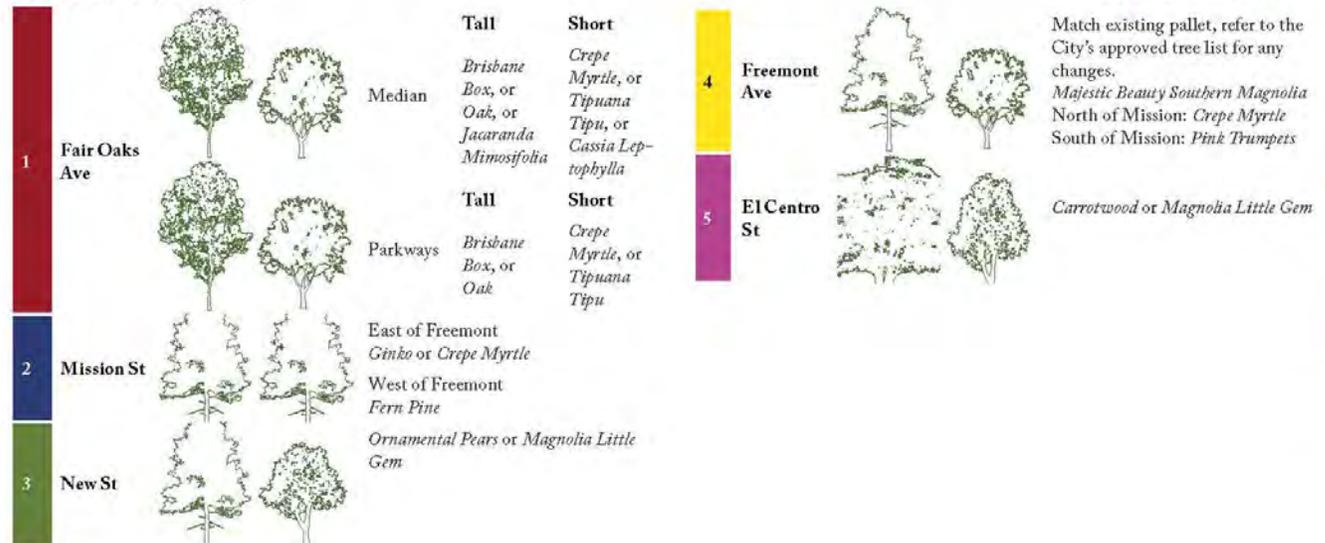


Figure 8.1. Tree species map



Vision for Fair Oaks Avenue



Vision for Mission Street



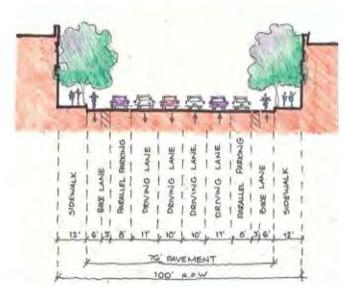
Brisbane Box



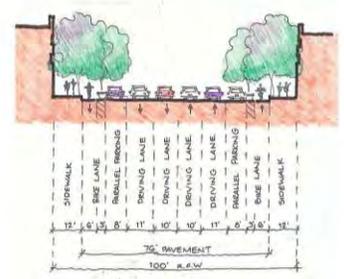
Tipuana Tipu



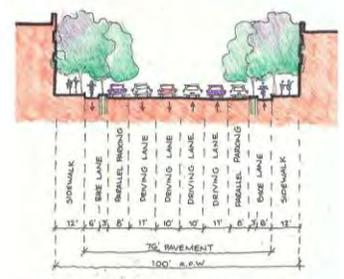
# Development Standards: Street Trees



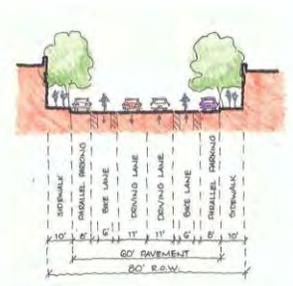
**Fair Oaks Avenue, Option 1:**  
Existing condition with painted bike lanes



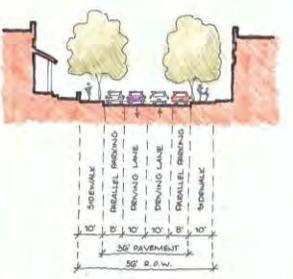
**Fair Oaks Avenue, Option 2:**  
Painted bike lanes with potted plants separating bike lanes



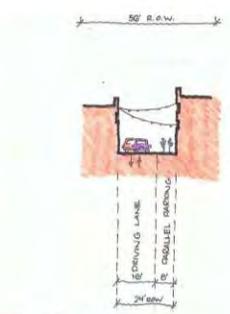
**Fair Oaks Avenue, Option 3:**  
Raised separator with landscape and tree wells



**Mission Street**



**New Street**



**Alley**



Crepe Myrtle



Ginkgo



Jacaranda Mimosifolia



Oak



Cassia Leptophylla



Fern Pine



Carrotwood



Magnolia Little Gem



Ornamental Pear



Pink Trumpet



Southern Magnolia



# Development Standards: Sign Types

Wall		Window		Awning/Canopy		Sidewalk		Marquee		Projecting		Monument		Roof		Pole			
MS	FO	MS	FO	MS	FO	MS	FO	MS	FO	MS	FO	MS	FO	MS	FO	MS	FO		
<p>A sign that is painted or applied directly to the wall, typically above the shopfront or more creatively as approved by the City. This type consists of a single externally illuminated panel or individual letters including a logo and does not include cabinet signs. This type of sign is intended for viewing from across the street and along the sidewalk.</p>		<p>A sign that is painted or applied directly to the storefront window(s) and/or door(s). This type consists of individual letters, including a logo with allowances for contrasting background. This type of sign is intended for viewing from across the street and at close range.</p>		<p>A sign that is integral to the awning or canopy above a shopfront. This type of sign may be located either on the valence face of the awning that faces the street or on the valence perpendicular to the building. Also included is a feature area on the main panel. For canopies, this type of sign is located on top of and along the front edge of the canopy. This type of sign is intended for viewing at close range.</p>		<p>A two-sided, non-illuminated, portable sign that is placed outside of the shopfront on the adjacent sidewalk for viewing at close range. The sidewalk sign is intended for use by restaurants, cafes, other food-oriented businesses, theaters and other such activities.</p>		<p>A vertically-oriented two- to three-sided sign that projects from the facade over a sidewalk, public open space or other public right-of-way and may project above the building's parapet. This type of sign is intended for viewing along the sidewalk and down the street from the adjacent block.</p>		<p>A two-sided sign that projects over a sidewalk (public or private) or open space (public or private). This type of sign is intended for viewing at close range.</p>		<p>A sign that is located within front and side yards where the building is setback substantially from the sidewalk and the sign is to be viewed from a distance along the street. Wall-integral: Occurs as part of site-defining landscape, in the form of a low wall that may include a gateway that encloses outdoor dining or open space. Freestanding: Occurs as a freestanding sign subject to location and size limitations aimed at scale and compatibility with pedestrian frontages.</p>		<p>A sign that is for use on block-scale buildings at least 3 stories in height such as hotels, conference centers, and certain civic building. This type of sign is intended for viewing from a distance to help emphasize the identity and presence of a particular area as a whole and therefore, the signage is allowed to be more inventive.</p>		<p>A vertically-oriented sign that is detached from the main building, located along the primary frontage within the front setback, consisting of a structural support with the sign mounted at the top. This type of sign is for use on property that has a certain amount of street frontage and if intended for viewing from a distance to identify a business set back and not readily visible from the street.</p>			



# Development Standards: Sign Types



## 9.2 A Wall Sign

- 1 Description A sign that is painted or applied directly to the wall, typically above the shopfront or more creatively as approved by the City. This type consists of a single externally illuminated panel or individual letters including a logo and does not include cabinet signs. This type of sign is intended for viewing from across the street and along the sidewalk.
- 2 Size
 

Height	18 in. max.
Width (as % of facade width)	60%
Features (allowed beyond sign area)	6 ft. max.
- 3 Design Standard
  - a. Maximum of 1 wall sign per storefront bay along frontage of building;
  - b. Multi-story buildings qualify for a building identification sign located on the uppermost story;
  - c. Maximum thickness of sign as measured from the wall shall not exceed 4 inches;
  - d. Minimum of 24 inches between sign and any opening or edge of the building facade;
  - e. Minimum of 12 inches between sign and an eave or parapet; and
  - f. If illuminated, individual letters required and shall be either internally illuminated or externally illuminated with decorative lamps mounted to maintain visual integrity of the sign.



## 9.2 B Window Sign

- 1 Description A sign that is painted or applied directly to the storefront window(s) and/or door(s). This type consists of individual letters, including a logo with allowances for contrasting background. This type of sign is intended for viewing from across the street and at close range.
- 2 Size
 

Height	15 in. max.
Width (as % of storefront width)	40%
Features (allowed beyond sign area)	2 ft. max.
- 3 Design Standard
  - a. Maximum of 1 window sign per storefront;
  - b. Minimum of 75% of window sign shall be independent of contrasting background;
  - c. Sign inside the shop-space is not allowed within 4 feet of the window; and
  - d. Storefront width is measured between walls or columns of at least 8 inches in width.



## 9.2 C Awning/Canopy Sign

- 1 Description A sign that is integral to the awning or canopy above a shopfront. This sign may be located either on the valence face of the awning facing the street or on the valence perpendicular to the building. Also included is a feature area on the main panel. For canopies, this type of sign is located on top of and along the front edge of the canopy. This type of sign is intended for viewing at close range.
- 2 Size
 

Height awning valance	6 in. min.; 12 in max.
Height canopy valance	2 ft. max.
Width (as % of awning/canopy width)	75%
Features (logo) for awning main panel	2 sq.ft.
Feature (beyond canopy sign area)	3 sq.ft.
Encroachment	within 2 ft. of curb
- 3 Design Standard
  - a. Maximum of 1 sign per awning / canopy;
  - b. Each awning / canopy shall correspond to a storefront.
  - c. The main panel of awnings shall only be used for a logo feature and shall not be for additional signage area;
  - d. Internal illumination of awning(s) is prohibited;
  - e. Canopy sign may extend up to 24 inches above the top of the canopy; and
  - f. Encroachment permit required.



# Next Steps

- February 12, 2020 – Public Comment Period Ends
  - Comment reconciliation
- Environmental Impact Report Project Definition
  - Release of the Administrative Draft of the EIR
  - EIR Public Comment Period
  - Response to Comments
- Final Draft of the GP/DTSP
  - Review and Recommendation by the Planning Commission
  - Adoption by City Council



# Implementation Tools

- Downtown Specific Plan
- Green Action Plan – Fall 2019
- Neighborhood Traffic Management Program – Spring 2020
- Climate Action Plan\* – Summer 2020
- Economic Development Plan – Summer 2020
- Housing Element Update – 2021 (due Oct. 15 2021 to the State)
- Active Transportation/Complete Streets/Safe Routes to School Plan – Pending Grant Funding

\*To be integrated into the General Plan

An aerial architectural rendering of a city block, showing a dense arrangement of buildings with various roof colors (grey, brown, red), streets, and trees. The scene is illuminated with a warm, golden light, suggesting late afternoon or early morning. A semi-transparent dark green rectangular box is overlaid in the center of the image, containing the text "Questions and Comments?".

# Questions and Comments?