PACKING HOUSE DISTRICT
TRANSIT ORIENTED DEVELOPMENT
ZONING AMENDMENT

Community Meeting
November 30, 2016
Today’s Agenda

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

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

2005

Melrose Underpass & Streetscape Improvements

Plan for Metrolink Station Begins

2009

Pedestrian Bridge to Old Town & Westgate Specific Plan

2015

TOD & Old Town Placentia Plan Begins
A Plan for Two Distinct Destinations with the Metrolink as the Hub

Old Town Placentia Plan Station

TOD Packing House District
New Metrolink Station & 253 Space Parking Structure (2020 Completion)

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

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

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

- 4-5 Stories
- All Residential or Residential above Retail.
- Highly walkable and pedestrian-friendly
- Within walking distance of mass transit
Examples of TOD & High Density

- Rooftop amenities
- Shared “park-once” parking garages
- Multi-modal friendly
- Ample public and private open space
TOD History & Plan Features Moving Forward

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

Anaheim Stadium Lofts
Placentia TOD Zoning Text Amendment

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

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

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

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

- Different model of parking than suburban neighborhoods.
- TOD parking means more walking around which is better for the businesses and the pedestrian experience.
- Likely residents in TOD – “millennials,” “empty-nesters,” students, self-employed and others who are less car dependent.
- TOD parking levels encourage train ridership and other modes of transport (biking, rideshare companies like Uber, Lyft, shared parking, zipcar, etc).
- TOD caters to individuals or small families; it’s not a traditional single family neighborhood and therefore does not need as much parking.
- For other cities’ TOD areas, one vehicle per household or less is common. Placentia’s plan will require more.
Other TOD areas have reduced parking standards, some require no parking. It is a basic tenet of TOD.

- **Anaheim Platinum Triangle:**
  - Studio unit - 1.25
  - 1 Bedroom unit - 1.5
  - 2 Bedroom unit - 2.0
  - 3 Bedroom unit - 2.5

- **Fullerton Transportation Specific Plan:**
  - Studio unit - 1.5
  - 1 Bedroom unit - 1.75
  - 2 Bedroom unit - 2.25
  - 3 Bedroom unit - 2.75

- **Santa Ana Metro East MU Overlay:**
  - 2 - 2.25 per unit

- **Pasadena TOD:**
  - Less than 650 sf - 1.25 unit
  - More than 650 sf - 1.5 min/1.75 max

- **Vermont/Western TOD:**
  - DU with 3 rooms - 1 space min/1.5 max
  - DU with more than 3 rooms - 1.5 min./2 max.

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

- **Willowbrook TOD Specific Plan:**
  - Studio unit - 0.6 min./1.0
  - 1 Bedroom unit - 0.9 min./1.5
  - 2 Bedroom unit - 1.20 min./2
# Existing Vs. Proposed Development Standards

<table>
<thead>
<tr>
<th>STANDARD</th>
<th>EXISTING CODE Manufacturing (M)</th>
<th>PROPOSED CODE Transit Oriented Development (TOD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DENSITY</td>
<td>• Residential Not Permitted</td>
<td>• High Density 65-95 du/ac</td>
</tr>
<tr>
<td>SETBACKS</td>
<td>• Front: 1 ft for each 2 ft of height (min 15 ft)</td>
<td>• Front: 15 ft min/max</td>
</tr>
<tr>
<td></td>
<td>• Side/Rear: 1 ft for each 2 ft of height (min 10 ft next to Residential &amp; 15 ft next to right-of-way)</td>
<td>• Side: 5 ft min (10 ft if facing Residential)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Rear: 15 ft</td>
</tr>
<tr>
<td>HEIGHT</td>
<td>• 54 feet (4-5 stories)</td>
<td>• 35-67 feet (3-5 stories)</td>
</tr>
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# Existing Vs. Proposed Land Uses

<table>
<thead>
<tr>
<th>STANDARD</th>
<th>EXISTING CODE Manufacturing (M)</th>
<th>PROPOSED CODE Transit Oriented Development (TOD)</th>
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</table>
| **PERMITTED LAND USES** | • Agricultural Crops  
• Emergency Shelters  
• Motor Vehicle Repair  
• Printing/Reproduction  
• Recycling Facilities  
• Repair of Electrical Equipment  
• Research Laboratory  
• Manufacturing of Goods and Materials  
• Warehouse and Storage | • Health/Fitness  
• Library/Museum  
• Parks/Playgrounds  
• Studios (Art, Dance, Music)  
• Theatre (Live Performing Arts)  
• Live/Work  
• Mixed-Use  
• Multi-Family Residential (UP)  
• Artisan Shop  
• Bar/Brewery/Distillery (UP)  
• Retail (less than 5,000 sf)  
• Groceries /Specialty Foods  
• Nightclub (UP)  
• Restaurant  
• Office  
• Lodging (UP) |
# Existing Vs. Proposed Development Standards

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<th>STANDARD</th>
<th>EXISTING CODE Manufacturing (M)</th>
<th>PROPOSED CODE Transit Oriented Development (TOD)</th>
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<tbody>
<tr>
<td>PUBLIC OPEN SPACE</td>
<td>• Non-existent for manufacturing</td>
<td>• Residential: 50 sf/unit</td>
</tr>
<tr>
<td>PRIVATE OPEN SPACE</td>
<td>• Non-existent for manufacturing</td>
<td>• Residential: 64 sf/unit</td>
</tr>
<tr>
<td>PARKING</td>
<td>• Traditional Auto Oriented Parking Standards</td>
<td>• TOD Parking Standards</td>
</tr>
</tbody>
</table>
What Happens to Existing Uses After TOD Adoption?

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

- If the structure or use is abandoned or discontinued for twelve (12) months, the property or use must comply with this Ordinance.

- Any alterations or expansion in building footprint is not permitted.
What Happens to Existing Uses After 5 Years of TOD Adoption?

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

- If the business/property **Primary use** (not secondary uses), remains unchanged, then secondary uses may change.

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

- Any alterations or expansion in building footprint is not permitted.

- Due to its unique historic nature, the Packing House is exempt from this provision.
What Happens to Existing Uses After 5 Years of TOD Adoption?

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

- The business/property is transferred from a Parent to his/her Child, from a Child to his/her Parent.
- The business/property is transferred from an owner to his/her employee(s) such that the Ownership does not change.
Examples of Interest
Proposed Development: Integral Communities/ Lyon Living (Draft Site Plan)
Public Realm Standards

- What is the Public Realm?
  Any publicly-owned streets, pathways, parks, civic spaces, and amenities

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

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

• **Benches:** Durable, low maintenance, prevent lying down and skateboarding.

• **Sidewalk widths:** 9’ north Crowther, 8’ south side. 5’ clear for pedestrians.

• **Street Trees:** Canopy, Shade Trees, 15’-40’ spacing.

• **Lighting:** Dual headed pedestrian/street light

• **Trash Receptacles:** Litter and recycling, covered.
Public Realm Standards

- **Bike Racks**: Attractive design
- **Paving**: Decorative sustainable materials.
- **Wayfinding Signage**: Coordinated with Old Town Street Banners
- **District Archway Sign**: Announces the district
Crowther Avenue Option 1
(no on-street parking)
Crowther Avenue-Option 1
Public Realm-Cross Section
Crowther Avenue Option 2 (with on-street parking)
Crowther Avenue – Option 2
Public Realm-Cross Section with on-street parking
Funding and Future Maintenance

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

<table>
<thead>
<tr>
<th>Fees Per 1,000 Total Units</th>
<th>Revenue Created Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales, Property &amp; VLF</td>
<td>$949,600</td>
</tr>
<tr>
<td>UUT</td>
<td>$93,300</td>
</tr>
<tr>
<td>Business License Tax</td>
<td>$7,100</td>
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<tr>
<td>Public Safety CFD</td>
<td>$500,000</td>
</tr>
<tr>
<td>TOD CFD</td>
<td>TBD</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$1,550,000</strong></td>
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<table>
<thead>
<tr>
<th>Fees Per 1,000 Total Units</th>
<th>Revenue Created One Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Safety Mitigation Fee</td>
<td>$3,427,000</td>
</tr>
<tr>
<td>Affordable Housing Mitigation Fee</td>
<td>$7,500,000</td>
</tr>
<tr>
<td>Park In-Lieu Fee</td>
<td>$3,740,000</td>
</tr>
<tr>
<td>Additional Impact Fees</td>
<td>$408,000</td>
</tr>
<tr>
<td>TOD Impact Fees</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$15,075,000</strong></td>
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## Kosmont’s Study on Economic Development Analysis on the TOD

<table>
<thead>
<tr>
<th>One Time Analysis</th>
<th>Revenue/Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Construction Investment</td>
<td>$243.8 Million</td>
</tr>
<tr>
<td>Construction Related Jobs</td>
<td>2,684 Jobs</td>
</tr>
<tr>
<td>Labor Income from Construction Related Jobs</td>
<td>$218.1 Million</td>
</tr>
<tr>
<td>Jobs Created &amp; Permanent Jobs at Build Out</td>
<td>588 FTE On-site</td>
</tr>
<tr>
<td>Metrolink Platform and Parking Structure</td>
<td>$34 Million</td>
</tr>
<tr>
<td><strong>Total Additional Economic Benefit</strong></td>
<td><strong>$495 Million</strong></td>
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# Next Steps

<table>
<thead>
<tr>
<th>Description</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>Draft IS/MND Completed</td>
<td>December/January</td>
</tr>
<tr>
<td>2nd City Council Study Session</td>
<td>December 13 (TBD)</td>
</tr>
<tr>
<td>Planning Commission Hearing</td>
<td>February 14</td>
</tr>
<tr>
<td>City Council Public Hearing (1st Reading)</td>
<td>March 21</td>
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<tr>
<td>City Council Public Hearing (2nd Reading)</td>
<td>April 4</td>
</tr>
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Questions or Comments?