



DATE: June 25, 2019
CATEGORY: Consent
DEPT.: Community Development
TITLE: **Downtown Precise Plan Update**

RECOMMENDATION

Approve the general scope and direction for updating aspects of the Downtown Precise Plan as outlined in this report.

BACKGROUND

March 5, 2019 City Council Meeting: Downtown Precise Plan Update

At this meeting, the City Council discussed potential amendments to the Downtown Precise Plan. Council comments on the potential scope for this effort included the following topics (see Attachment 1):

Parking

- Update/modernize parking requirements for all land uses allowed in downtown;
- Review the valet parking program;
- Study paid parking;
- Analyze parking in-lieu fees and how they might be adjusted to incentivize/disincentivize uses; and
- Assess the interface between the residential permit parking program and downtown parking requirements.

Historic Preservation

- Look at making historic resource preservation language more clear and strong in the Precise Plan.

Land Use Tables

- Limit the amount and/or location of office;
- Incentivize residential uses/developments;
- Incentivize ground-floor retail and active ground-floor uses; and
- Modernize and expand use lists in the various subdistricts.

Design

- Clarify and/or amend design standards and expectations in the various subdistricts.
- Evaluate whether to allow greater heights or intensities to incentivize development in various subdistricts, on key sites, or for certain land uses.

May 21, 2019 City Council Meeting: Council Goal Setting

At this meeting, the City Council discussed phasing the Downtown Precise Plan update with the work phased to prioritize preserving the character of the downtown core and preventing, to the extent possible, preemption by State legislation. During the City Council Goal-Setting process, Council discussed and noted the following:

- General interest in including all members of the City Council in the decision-making process, to the extent appropriate, in light of potential conflicts of interest;
- Focus initially only on Areas A, H, and G in order to limit conflicts of interest;
- Preserve historic character and provide clarity and strength to historic resource preservation language;
- Update development standards and guidelines to preserve the character of the district (FARs, heights, design guidelines for facades, pedestrian-friendly storefronts, etc.);

- Revisit the Plan’s design guidelines, including consideration of a form-based code approach;
- Consider only minimal ground-floor land use changes; and
- Defer study of parking issues or incorporation of changes to the Plan’s parking provisions that would have an impact on other subdistricts outside Areas A, H, and G to a later phase.

A study of downtown parking issues is included in the Downtown Parking Strategy being completed by the Community Development Department and an evaluation of the current Residential Parking Permit Program (RPP) is being completed by the Public Works Department as part of Council Goal work plan items.

ANALYSIS

Staff is recommending the following phased approach to this Precise Plan update work based on Council direction. Staff notes this general direction will be further refined over the coming summer months and that staff will return to Council for formal authorization in fall 2019 with a more detailed scope of work.

Scoping – Summer/Fall 2019

Staff will use this period to create a detailed scope of work based on City Council direction included in this report. Staff will then prepare a Request for Proposals (RFP), distribute it to consulting firms, and conduct interviews. Staff will then bring forward a formal scope of work and recommended consultant for the Downtown Precise Plan update to the City Council in the fall for formal approval. The scope of work will include proposed Precise Plan updates in addition to any required California Environmental Quality Act (CEQA) documentation, including an overall community outreach plan.

Phase I

This phase of the Precise Plan update process will focus on potential revisions to the goals, policies, and/or development standards for only Precise Plan Sub-Areas A, G, and H which would include: potential revisions to design guidelines, including consideration of a form-based code approach; feasibility of a historic district overlay; and minimal ground-floor land use changes. The public outreach and CEQA processes would also commence during this time period after the scope of the project has been

more clearly defined. Study Sessions with the EPC and City Council, as well as public outreach, would take place during this period. Phase I is anticipated to take approximately 18 months. However, the review of the historic district feasibility will be done with the goal of completing it before any related State legislation goes into effect.

Phase II

Staff would return to Council after completion of the first phase of Precise Plan amendments and the Downtown Parking Strategy and RPP Program reports for direction on any desired additional amendments which were previously identified at the Study Session in March 2019, such as amendments to other Precise Plan Sub-Areas and parking.

FISCAL IMPACT

The City's Fiscal Year 2019-20 budget includes a \$1,750,000 budget line item for the Downtown Precise Plan update.

ALTERNATIVES

1. Modify the general scope of work presented.
2. Do not pursue changes to the Downtown Precise Plan.
3. Provide other direction to staff.

PUBLIC NOTICING – Agenda posting.

Prepared by:

Martin Alkire
Advanced Planning Manager

Aarti Shrivastava
Assistant City Manager/
Community Development Director

Approved by:

Audrey Seymour Ramberg
Assistant City Manager/
Chief Operating Officer

MA-AS/SW/5/CAM/891-06-25-19CR-1/190399

Attachment: 1. City Council Study Session Report, March 5, 2019