Agenda

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Public Comments
5. Mariners’ Mile Revitalization Master Plan
   a. Introduction
   b. Presentation
   c. Small Group Breakout Discussions
   d. Report on Group Discussions
   e. Planning Commission Comments
   f. Next Steps
6. Adjournment
FRAMEWORK FOR PLANNING

GENERAL PLAN VISION FOR MM

- Enhanced vitality for residents and visitors
- Distinct centers
- Harbor frontage: mix of visitor-serving retail and marine-related businesses, with limited housing and mixed-use
- Inland parcels: pedestrian-oriented mixed-use village
- Streetscape amenities
- Enhanced view corridors
- Coast Highway: six-lane roadway
FRAMEWORK FOR PLANNING
Mariners' Mile Existing Development DRAFT
+/- 933,108 commercial square footage
180 dwelling units

Legend
# FRAMEWORK FOR PLANNING

<table>
<thead>
<tr>
<th>DISTRICT</th>
<th>DENSITY/INTENSITY</th>
<th>BASE HEIGHT *</th>
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<tr>
<td>CG</td>
<td>0.3–0.5 Max FAR</td>
<td>26 ft. / 31 ft.</td>
</tr>
<tr>
<td>CV 0.5</td>
<td>0.5 Max FAR</td>
<td>26 ft. / 31 ft.</td>
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<tr>
<td>CM 0.5</td>
<td>0.5 Max FAR</td>
<td>26 ft. / 31 ft.</td>
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<tr>
<td>MU-MM</td>
<td>Single Use: Com. 0.5 Max FAR</td>
<td>26 ft. / 31 ft.; 32/37 ft.</td>
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<td>Mixed Use: Com. 0.25–0.5 FAR / Res. 1.0 Max FAR</td>
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<tr>
<td>MU-W1</td>
<td>Single Use: Com. 0.5 Max FAR</td>
<td>26 ft. / 31 ft.</td>
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<td>PC-45</td>
<td>Cumulative Development: 0.88 FAR</td>
<td>26 / 31 ft.</td>
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<td>PF</td>
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<td>N/A</td>
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* The height of a structure may be increased up to a maximum of 35’/40’ in the shoreline height zone and 50’/55’ in the non shoreline height zone through the approval of a discretionary application.
FRAMEWORK FOR PLANNING
WHAT WE HEARD

• **Parking**
  - Employee/visitor parking in adjacent residential neighborhoods is a problem
  - Lack of available parking is a deterrent to business expansion
  - It is difficult and expensive to secure off-site parking
  - A consolidated employee parking location would benefit businesses and residents
  - A consolidated drop-off/pick-up & loading area would be great for restaurants
  - Improved signage is needed to direct visitors to public parking lots

• **Access/Circulation**
  - Most residents and visitors travel to Mariners’ Mile by car
  - The area is unsafe for pedestrians (particularly families and children)
  - A pedestrian boardwalk/promenade is the best tool to revitalize the area
  - A pedestrian overpass/bridge would integrate inland and harbor-side properties
  - Sidewalk and streetscape improvements are needed
  - Wayfinding signage would help guide visitors to destinations
WHAT WE HEARD

• Uses
  • The village concept is a good idea for the inland side of Coast Highway between Riverside and Tustin
  • The area lacks breakfast and lunch dining options
  • Better neighborhood-serving retail would attract more residents to the area
  • We should develop incentive strategies to attract and retain coastal-dependent uses
  • The City should pursue development of a public dock.
  • Mariners’ Mile needs more of the “little things” that bring a place together

• Development
  • Existing building heights and densities should be maintained
  • Other Voices: the inland area between Riverside and Tustin is an ideal location for three and four story mixed-use buildings
  • We should preserve views to the water from inland properties
SOME IDEAS FOR YOUR CONSIDERATION
Circulation

- Internal Street Network
- Relocated Traffic Signal
- Bicycle Network
- Pedestrian Connections
Circulation

- Pedestrian Plazas
Circulation

- Pedestrian Plazas
- Boardwalk
- Pedestrian Scrambles
Circulation

- Pedestrian Plazas
- Boardwalk
- Pedestrian Scrambles
- Shared Streets
- Village Streetscape Improvements
Circulation

- Parking Structures
Circulation

- Parking Structures
- Pedestrian Bridges
Parking Strategies

Short Term
• Employee parking program
• Consolidated drop-off/pick-up and loading

Medium Term
• Design and install wayfinding signage
• Standardize on-street regulations and pricing
• Public-use of private lots

Long Term
• Construction of City-owned parking structure
• Develop a shuttle and/or water taxi service
Some Principles

- Mixed-use—housing and commercial horizontally distributed
- Pedestrian oriented
- Buildings front onto streets
- Park-once and parking located to the rear of buildings and in shared structures
- Streetscape improvements
Avon Village

Concept Illustrating Application of Principles
NOW WE WOULD LIKE TO HEAR FROM YOU

Do you like the ideas?
Are there other ideas?
- Plazas, boardwalk, pedestrian scrambles at intersections, shared streets, village street trees?
- Circulation
- Parking structures and pedestrian bridge connections
- Avon village
- Eastern and harbor fronting properties
- Transfer of Development Rights (TDR)