



Mariners' Mile Workshop— Revitalization Master Plan Concepts

January 26, 2017



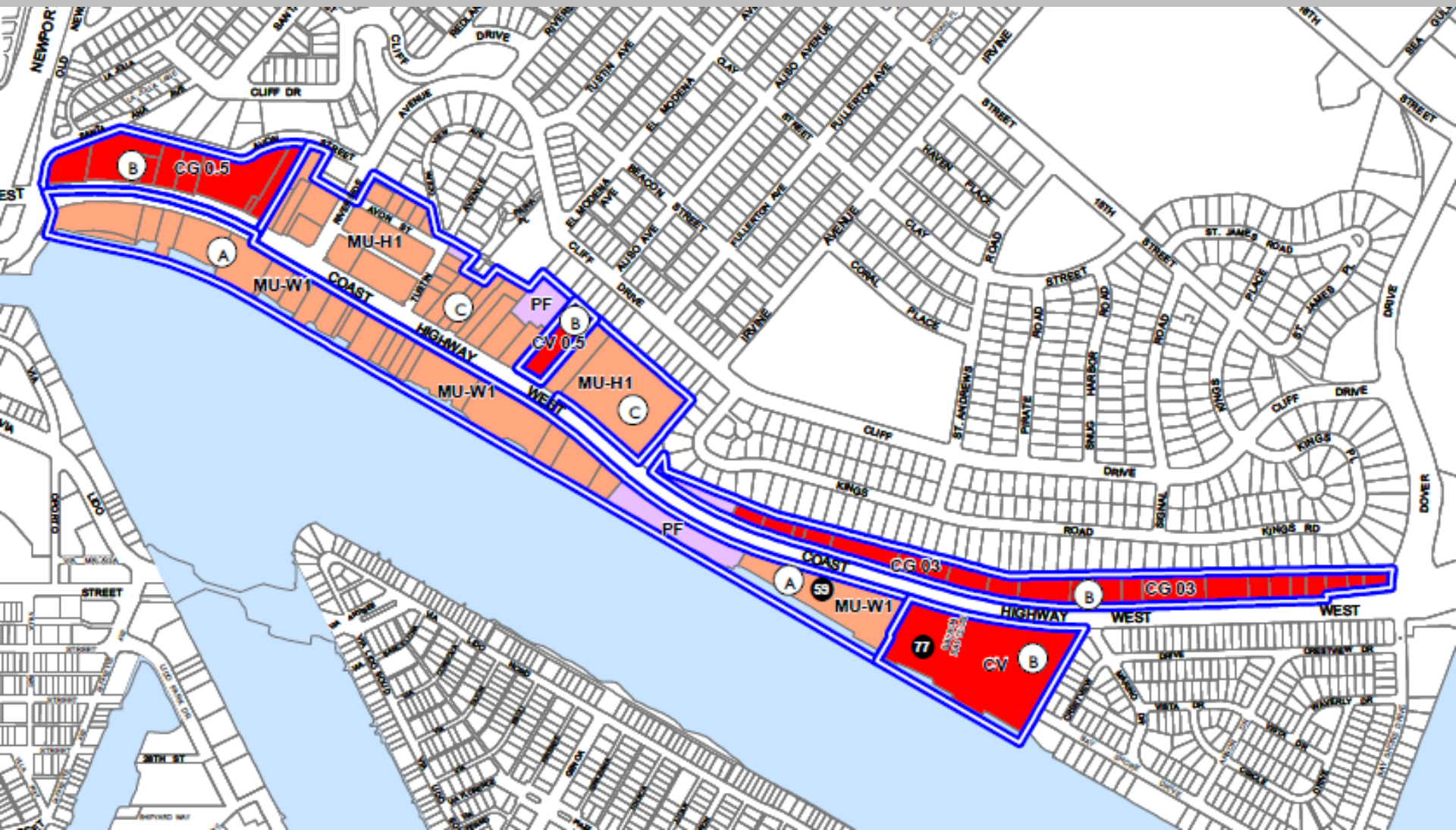
Revitalization Master Plan

- Implements General Plan Goals and Policies
- Replaces *Mariners' Mile Strategic Vision and Design Framework*
- Content and Organization
 - Introduction
 - Land Use and Development
 - Pedestrian and Streetscape
 - Parking
 - Design Guidelines

General Plan Vision for Mariners' Mile

- Enhanced vitality for residents and visitors
- Distinct centers—"Village" Core, Harbor Frontage, & Commercial Corridor
- Harbor frontage mix of visitor-serving retail and marine-related businesses, including public docks and dock & dine opportunities with limited housing and mixed-use
- Inland parcels: pedestrian-oriented mixed-use village
- Pedestrian connections within districts and connections to the Harbor frontage with streetscape amenities
- Boardwalk along the Harbor frontage
- Enhanced view corridors
- Coast Highway: six-lane roadway [*Note: Presentation to Planning Commission on February 9*]

General Plan Land Use Designations



Master Plan



General Plan Land Use Designations

DISTRICT	DENSITY/INTENSITY	BASE HEIGHT *
CG	0.3–0.5 Max FAR	26 ft. / 31 ft.
CV 0.5	0.5 Max FAR	26 ft. / 31 ft.
CM 0.5	0.5 Max FAR	26 ft. / 31 ft.
MU-MM	Single Use: Com. 0.5 Max FAR Mixed Use: Com. 0.25–0.5 FAR / Res. 1.0 Max FAR	26 ft. / 31 ft.; 32/35 ft.
MU-W1	Single Use: Com. 0.5 Max FAR Mixed Use: Com. 0.35–0.5 FAR / Res. 0.5 Max FAR	26 ft. / 31 ft.
PC-45	Cumulative Development: 0.88 FAR	26 / 31 ft.
PF	N/A	N/A

• All buildings in the Coastal Zone subject to 35' height limit

Master Plan



Master Plan



Design Guidelines

- Replaces *Mariners' Mile Strategic Vision and Design Framework*
- Create opportunities for quality development
- Do not establish a specific theme or character
- Respect and enhance existing development
- Development that fits in – rather than stands out

Design Guidelines

Building Siting and Massing



- Buildings located along street frontages
- Building frontages and sizes modulated to avoid sense of oversized buildings
- Buildings clustered on public plazas
- Openings on coast side to maintain views of Harbor
- Parking located to the rear or in subterranean structures

Design Guidelines

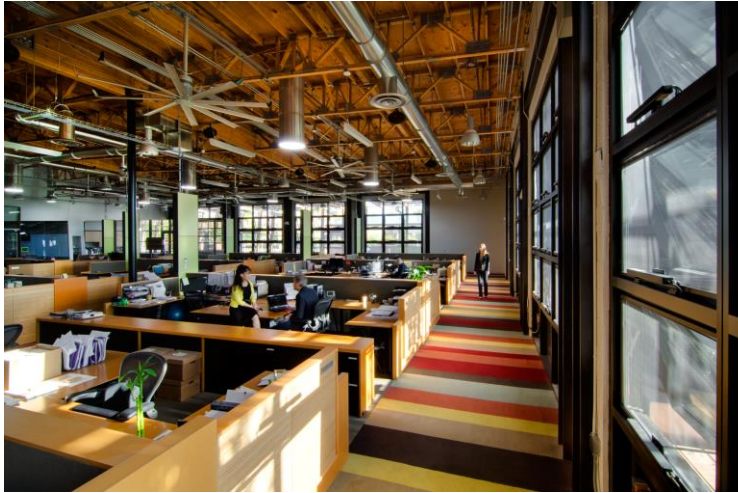
Architecture



- Architecture creativity within context of area's history and character
- Respect and ensure compatibility with adjoining buildings
- Buildings incorporate vertical and horizontal articulation
- "Transparent" frontages to promote pedestrian activity
- Constructed with quality materials and finishes
- Promote adaptive reuse of existing buildings

Design Guidelines

Sustainable Building and Site Design



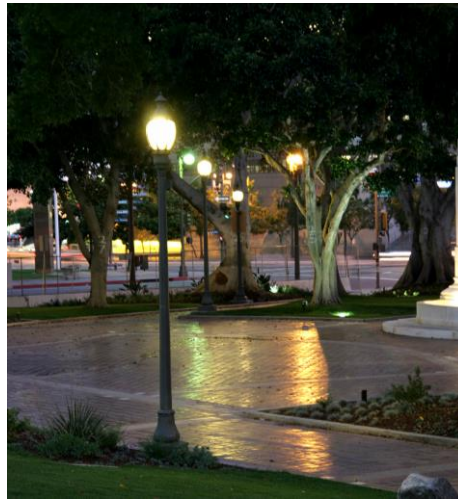
Design Guidelines

Sustainable Building and Site Design



Design Guidelines

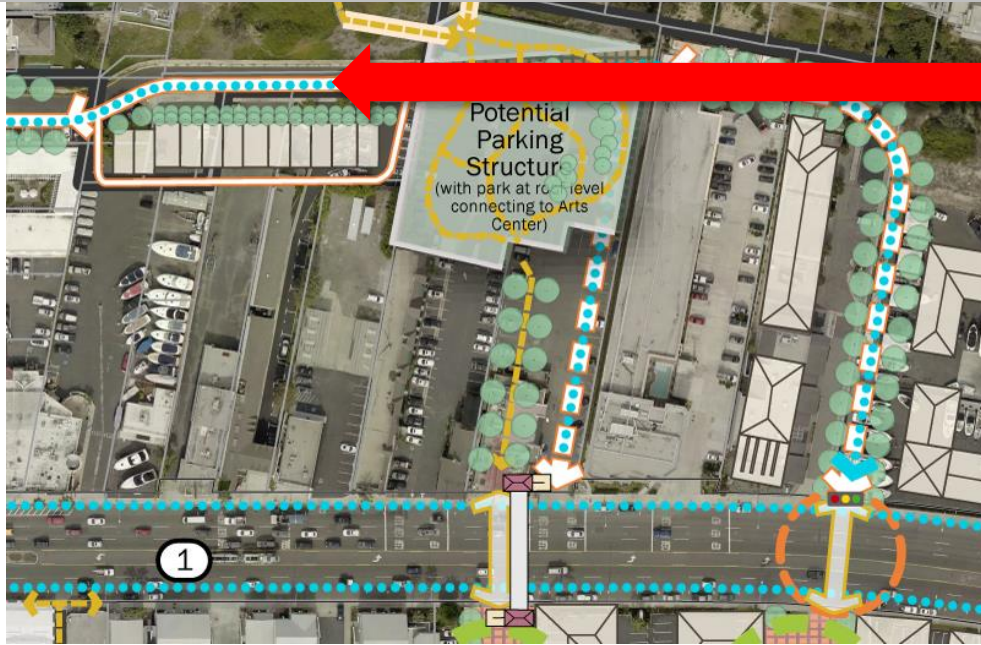
Streetscape Design for Avon, Riverside, & Tustin



Mobility Network



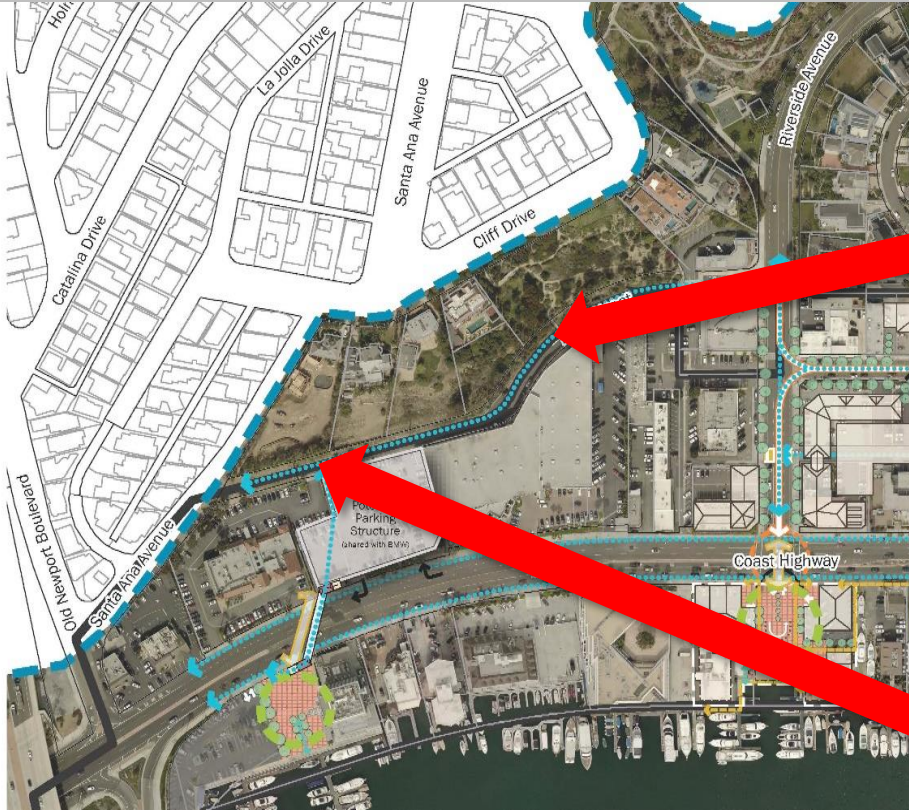
Mobility



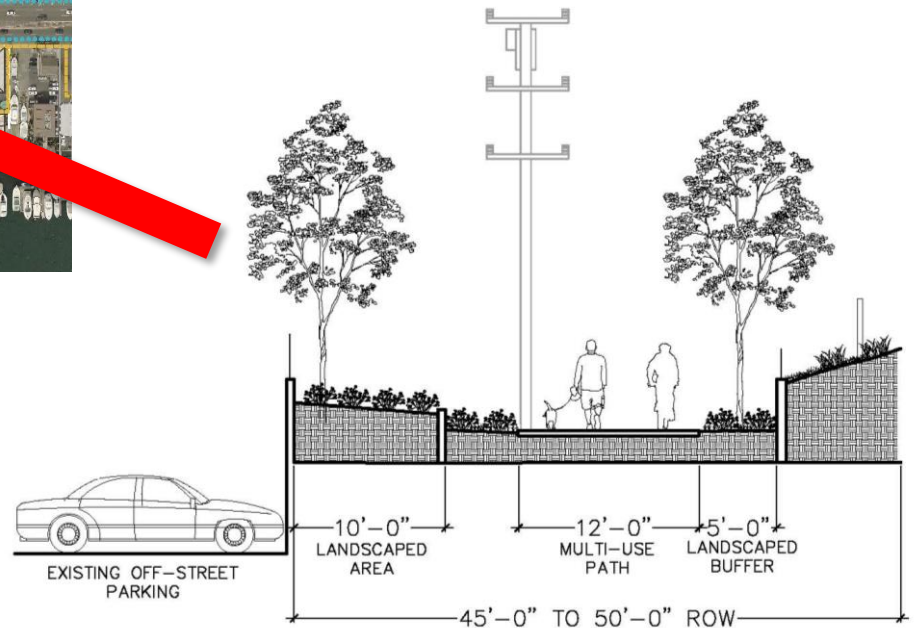
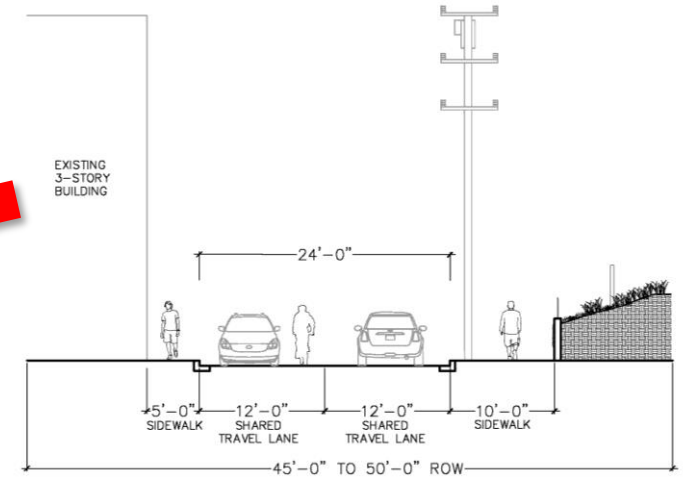
- Alternative routes for Avon extension to Coast Highway, with bike lane and streetscape improvements along residential frontage
- Integrated with public parking structure



Mobility



- Avon extension to west for multi-use path (pedestrian and bicycle)
- Immediately west of Riverside, Avon improved as Shared Street



AVON ST (WEST) MULTI-USE PATH - PROPOSED
SCALE: 1/8" = 1'-0"

Pedestrian Improvements



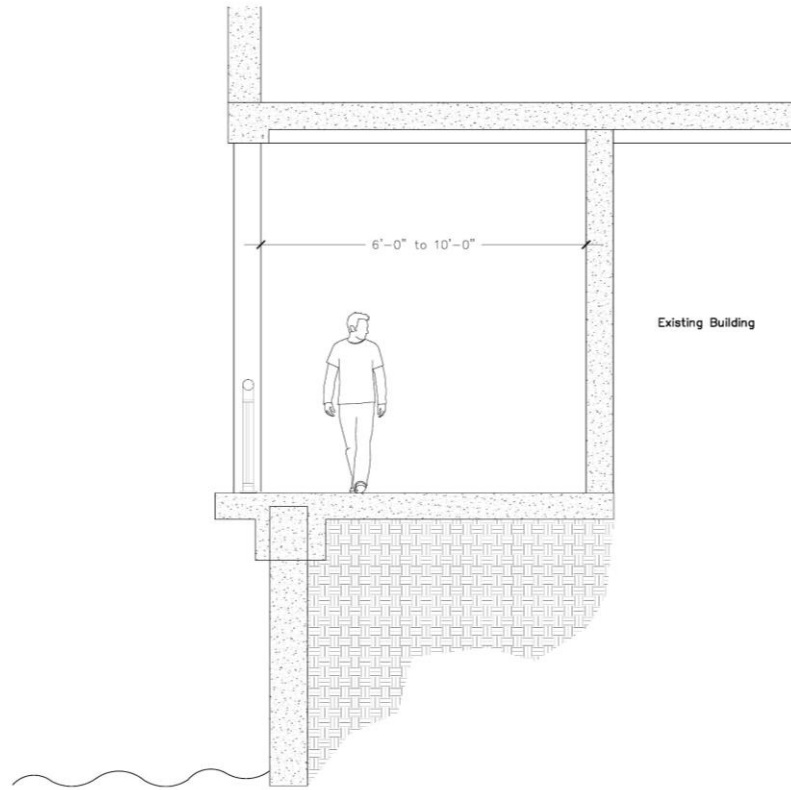
- Conceptual Framework for Future Improvements
- Focus on Access to and Connectivity within Mariners' Mile
 - East/West
 - Inland/Harbor
- Local and Non-Motorized Movement away from Coast Highway
- Enhanced Crossings of Coast Highway
- Harbor-side Improvements

Pedestrian Improvements



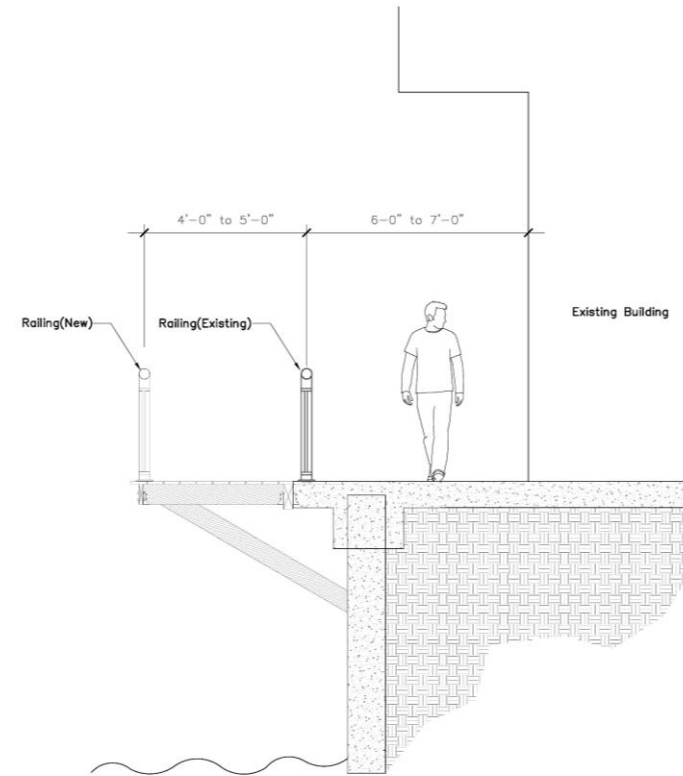
- Harbor Frontage Circulation | Boardwalk

Pedestrian Improvements



Existing Boardwalk, Constrained, No Change

SCALE: $1/4" = 1'-0"$



Boardwalk Expanded, Cantilevered

SCALE: $1/4" = 1'-0"$

- Harbor Frontage Circulation | Boardwalk

Pedestrian Plazas



West Coast Highway Improvements



Street Trees, Sidewalk Paving



Benches, Trash Receptacles, Landscape



Bollards



Lighting



Benches with Public Art



Street Crossings



OPTIONS

- Pedestrian Bridge
- Pedestrian Scramble
- Pedestrian Crossing Signalization and Control

- Pedestrian Bridge

Street Crossings



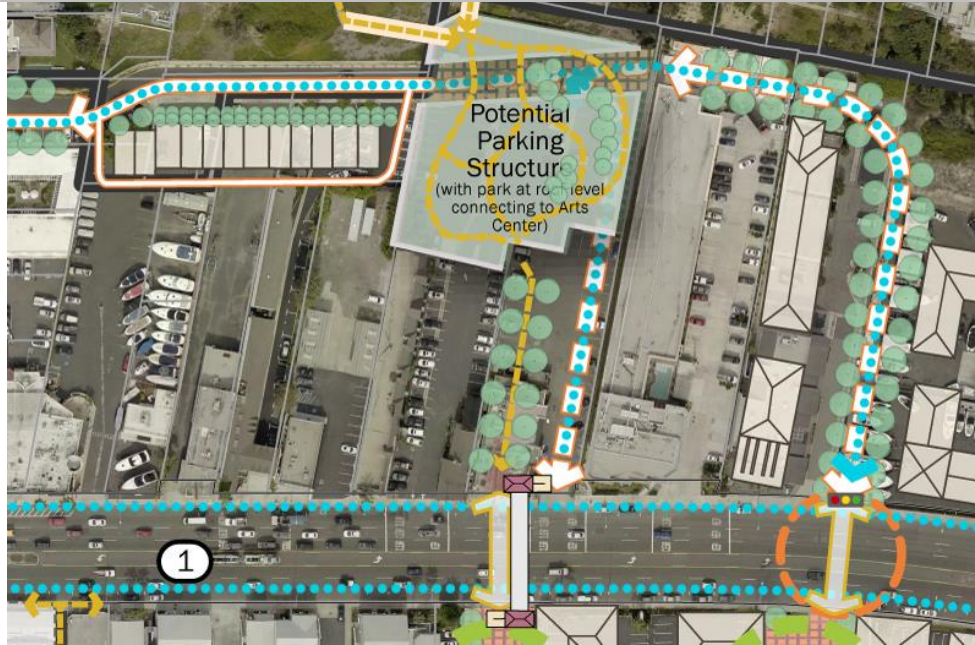
Parking Management Plan

Short-Term	Medium-Term	Long-Term
Consolidated pick-up/drop-off and loading zones	Design/Install wayfinding to/from public parking	Construction of public parking structure
Universal/standardized valet agreements for off-street lots (no on-street usage)	Develop consistent pricing/regulations for on-street parking	Develop in-lieu parking fee program
Ticketless employee parking program	"Open" private parking to public (after hours)	
Consolidate employee off-site parking		

Parking Management Plan



Parking Management Plan



- Shared public parking structure on existing City parcel
- Designed to convey the character of an occupied building
- Landscaped roof with paths connecting Art Center and pedestrian crossing to Harbor

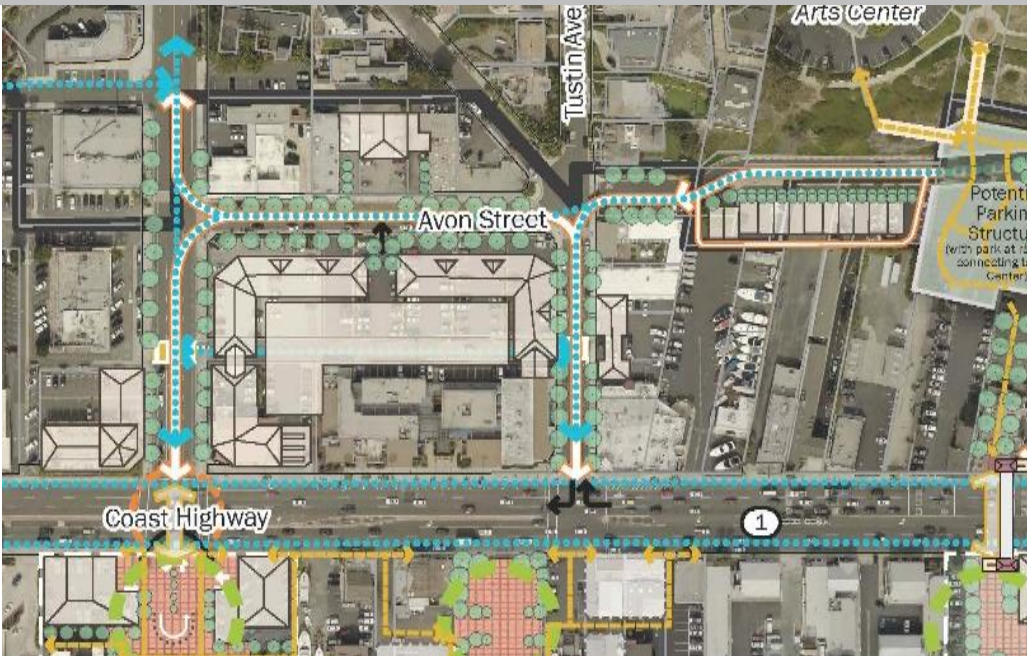


Master Plan Opportunity Areas



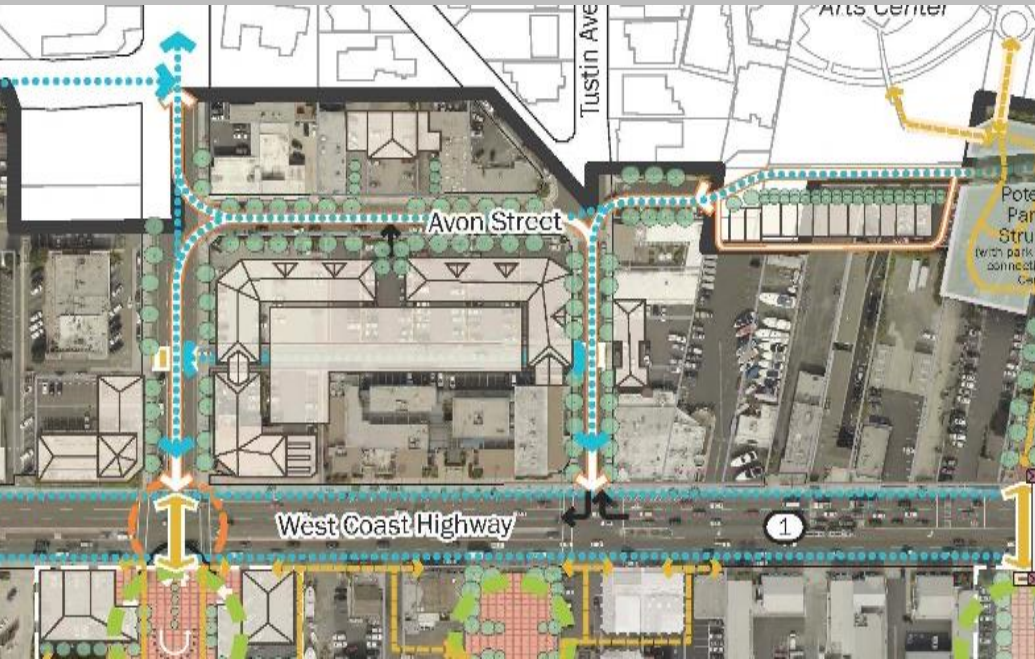
- Village Core
- Harbor Frontage
- East Commercial Corridor

Master Plan Village Core



- Focus development on Avon, Riverside, and Tustin
- Transformation: Automobile to pedestrian-orientation
- Infill development on underutilized properties
- Buildings located along and oriented to the street frontage, promoting walkability
- Ground floor of buildings occupied by pedestrian-active uses
- Pedestrian-oriented streetscape amenities
- Parking clustered in shared facilities and public parking lot

Master Plan Village Core



- Residential buildings of Mixed-Use projects located to the rear of commercial uses along West Coast Highway and orient these to face the internal street frontage, promoting walkability
- Pedestrian-oriented streetscape amenities
- Parking clustered in shared facilities and public parking lot

Master Plan Harbor Frontage



- Buildings clustered around and oriented toward public plaza
- Extensively landscaped public plaza
- Buildings off-set to provide viewsheds to the Harbor
- Crossing improvement (sidewalk enhancement, bridge) to facilitate pedestrian and bicycle crossing

Master Plan Harbor Frontage



- Buildings clustered around and oriented toward public plaza
- Extensively landscaped public plaza
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- Crossing improvement (sidewalk enhancement, bridge) to facilitate pedestrian and bicycle crossing

Master Plan East Commercial Corridor



- Infill development on underutilized properties
- Limit development to commercial/retail uses and operations compatible with adjoining residential neighborhoods
- Modulation of building frontages to establish visual character of individual buildings and storefronts
- Multiple buildings on a property clustered around and oriented to public plazas
- Extensive on-site landscaping
- Buildings located along Coast Highway frontage to preserve integrity of bluff faces and footings
- Street crossing improvements (sidewalks, bridge)

Master Plan East Commercial Corridor



Proposed Orange Coast
College Professional
Mariner Training Center



Next Steps

- Publication of Draft Revitalization Master Plan
- Public Review
- Planning Commission Public Hearings
- City Council Public Hearings
- Adoption
- Implementation