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

<table>
<thead>
<tr>
<th>DISTRICT</th>
<th>DENSITY/INTENSITY</th>
<th>BASE HEIGHT *</th>
</tr>
</thead>
<tbody>
<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>
</tr>
<tr>
<td>CM 0.5</td>
<td>0.5 Max FAR</td>
<td>26 ft. / 31 ft.</td>
</tr>
<tr>
<td>MU-MM</td>
<td>Single Use: Com. 0.5 Max FAR</td>
<td>26 ft. / 31 ft; 32/35 ft.</td>
</tr>
<tr>
<td></td>
<td>Mixed Use: Com. 0.25–0.5 FAR / Res. 1.0 Max FAR</td>
<td></td>
</tr>
<tr>
<td>MU-W1</td>
<td>Single Use: Com. 0.5 Max FAR</td>
<td>26 ft. / 31 ft.</td>
</tr>
<tr>
<td></td>
<td>Mixed Use: Com. 0.35–0.5 FAR / Res. 0.5 Max FAR</td>
<td></td>
</tr>
<tr>
<td>PC-45</td>
<td>Cumulative Development: 0.88 FAR</td>
<td>26 / 31 ft.</td>
</tr>
<tr>
<td>PF</td>
<td>N/A</td>
<td>N/A</td>
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</tbody>
</table>

- All buildings in the Coastal Zone subject to 35’ height limit
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
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 re-use 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
- Alternative routes for Avon extension to Coast Highway, with bike lane and streetscape improvements along residential frontage
- Integrated with public parking structure
- Avon extension to west for multi-use path (pedestrian and bicycle)
- Immediately west of Riverside, Avon improved as Shared Street
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

- 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
OPTIONS
- Pedestrian Bridge
Street Crossings
### Parking Management Plan

<table>
<thead>
<tr>
<th>Short-Term</th>
<th>Medium-Term</th>
<th>Long-Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consolidated pick-up/drop-off and loading zones</td>
<td>Design/Install wayfinding to/from public parking</td>
<td>Construction of public parking structure</td>
</tr>
<tr>
<td>Universal/standardized valet agreements for off-street lots (no on-street usage)</td>
<td>Develop consistent pricing/regulations for on-street parking</td>
<td>Develop in-lieu parking fee program</td>
</tr>
<tr>
<td>Ticketless employee parking program</td>
<td>“Open” private parking to public (after hours)</td>
<td></td>
</tr>
<tr>
<td>Consolidate employee off-site parking</td>
<td></td>
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</tr>
</tbody>
</table>
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
- Village Core
- Harbor Frontage
- East Commercial Corridor
- 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
- 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
- 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
- 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
- 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