



North Mall

Development Concepts

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Economic Development Director

The Ask...

That City Council
provide feedback and
direction for a mixed-
use development at
the North Mall



Presentation Overview

- History
- Redevelopment options
- Request for direction
- Next steps

Presentation Overview

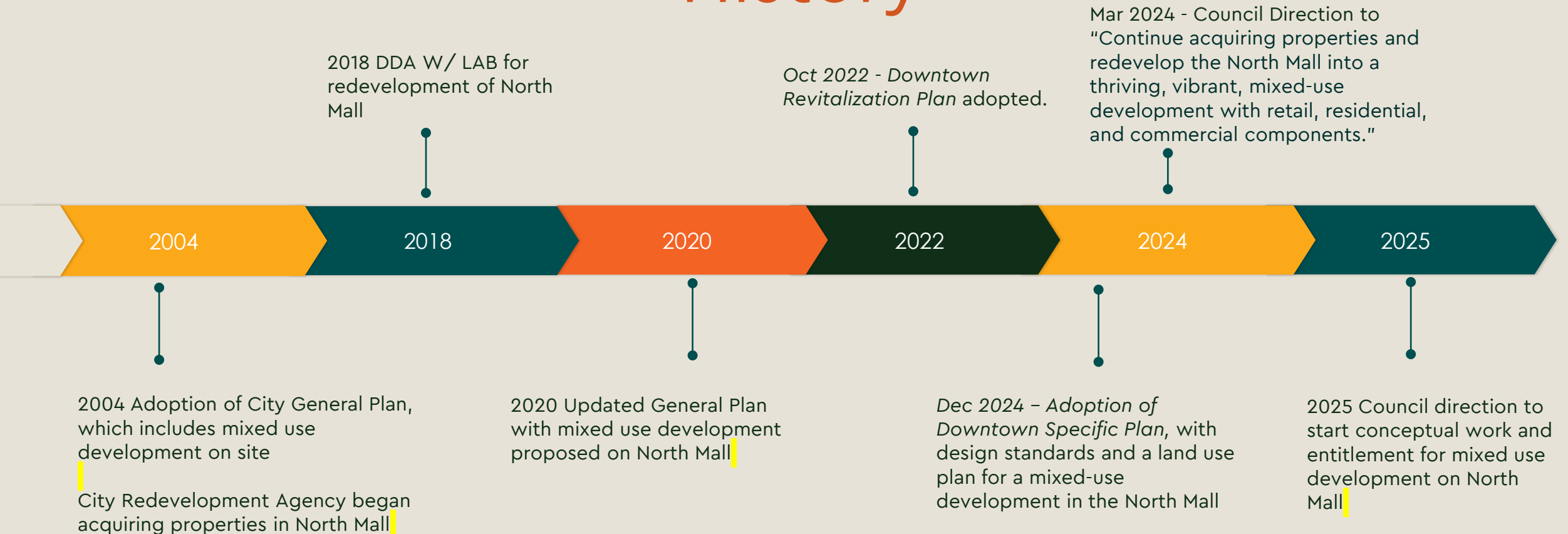
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6th Street Corridor

North Mall Redevelopment

History



Site Description & Constraints

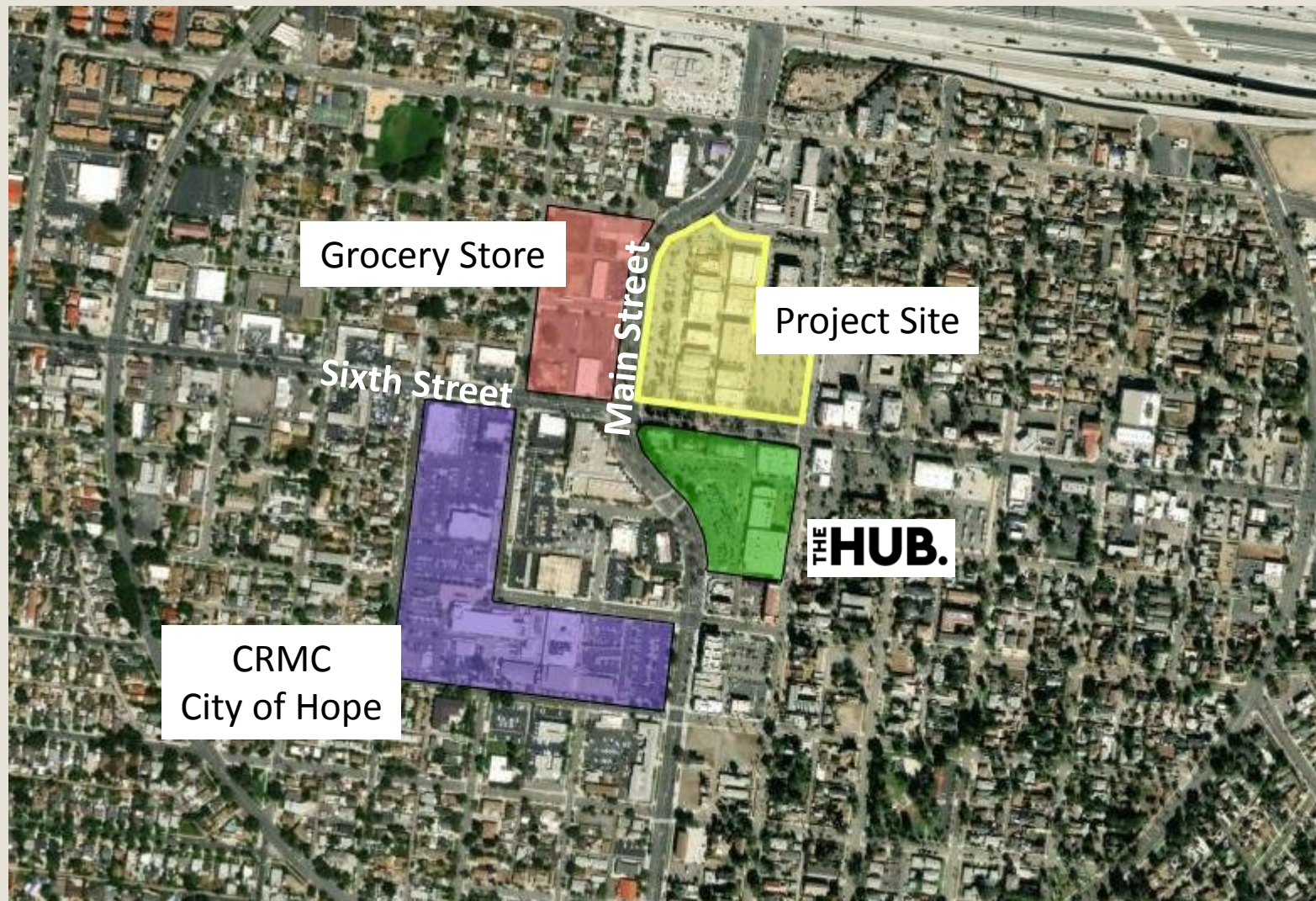
Site Description

- Bounded by
 - 6th & 4th
 - Main & Ramona
- 7.8 – 9.6 acres
- Existing 115,000 s.f. strip mall
 - Office building additional 36,000 s.f.

Constraints

- Housing a required component
 - Housing Authority Funds
 - Surplus Lands Act
- City does not own all the parcels

Context



Regulatory Framework



3.2.2 LAND USE DISTRICTS

Downtown (D) District

The Downtown (D) District provides opportunities for commercial retail, service commercial, business offices, restaurants and sidewalk dining, cultural and entertainment uses, mixed-use (including residential), as well as prominent buildings for governmental uses. The uses within the district are intended to encourage and support a pedestrian-friendly environment. Parking structures of a human-scale and pedestrian character, including efficient internal access, ingress and egress, plazas, courtyards, and attractive streetscapes are also intended for the district.



Downtown Revitalization Specific Plan

	D	
RESIDENTIAL DENSITY		
Maximum Dwelling Units Per Acre		Re
BUILDING AND LOT REQUIREMENTS		
Minimum Lot Area (square feet)	N/A	
Minimum Lot Width (feet)	N/A	
Minimum Lot Depth (feet)	N/A	
MAXIMUM BUILDING HEIGHT		
Stories	5 ⁷	
Feet	60 ⁷	
Maximum Floor Area Ratio (FAR)		
Lot Coverage (% of lot area including accessory structures)	N/A	
MINIMUM YARD SETBACKS^{1 & 2}		
Front Yard Setback (feet)	0	
Side Yard Setback, Interior (feet)	10 ⁴	
Side Yard Setback, Street (feet)	0	
Rear Yard Setback (feet)	10 ⁴	

3.8.3 MIXED USE

A. Overview

The development of commercial and residential mixed use projects in the Downtown (D) and Transitional Commercial (TC), General Commercial (GC), and Residential Office (RO) Districts can present unique design issues not encountered in more conventional single use (e.g. all commercial) projects. The primary design issue related to mixed use projects is the need to successfully balance the requirements of residential uses, such as the need for privacy and security, with the needs of commercial uses for access, visibility, parking, loading, and possibly extended hours of operation.

Structures in mixed use developments can be combined on a single lot, or as components of a single development. In the Downtown (D), Transitional Commercial (TC), General Commercial (GC), and Residential Office (RO) districts, the mixed uses can be combined vertically or horizontally on the site. For example, office and residential uses can be located on upper floors with retail on the ground floor or offices and retail located in the front or outer perimeters of the project with residential to the interior.



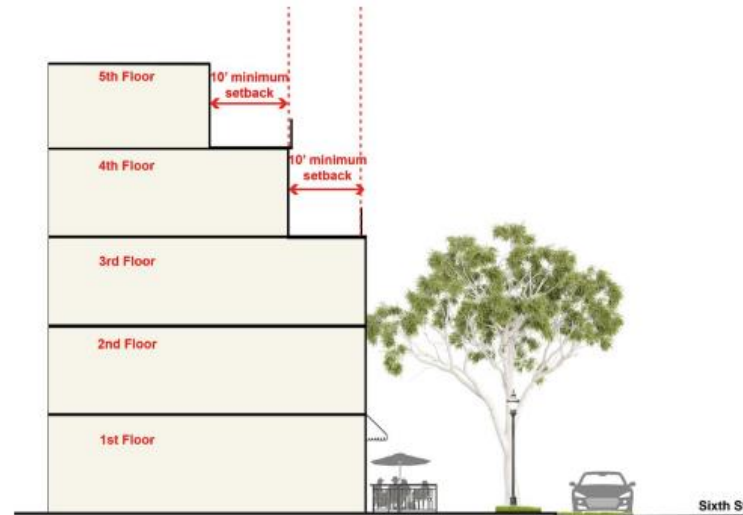
Conceptual rendering of mixed use

Downtown Revitalization Specific Plan

F. Building Stepbacks

A building stepback is where the upper floors of a building, except for parking structures, are stepped back from the lower floors to increase the building setback from the property line based on the height of a building from an adjoining property or street. Uses allowed within the building stepback include private open space (terraces), shade structures (trellises), green roofs, and other open space features at the discretion of the Director of Planning and Development.

1. **Stepbacks from Sixth Street.** Starting on the fourth floor, the building shall be stepped back according to Table 3-3 for at least 70 percent of the building façade facing the street. The floors of a building above the fifth floor are allowed to have the same building stepback of the fifth floor with no additional building stepback required.



Five story building with fourth and fifth floor stepped back along Sixth St

TABLE 3-3 BUILDING STEPBACKS ALONG SIXTH STREET.

Project Type	Stepbacks Along Sixth Street		
	3rd Floor	4th Floor	5th Floor
Mixed Use	N/A	10' from 3 rd floor	10' from 4 th floor
Nonresidential	N/A	10' from 3 rd floor	10' from 4 th floor
Residential	N/A	10' from 3 rd floor	10' from 4 th floor



Example of a 3rd floor stepback

2. **Stepbacks from Interior Property Lines Adjacent to Single-Family Residential Zoning Districts.** Starting on the fourth floor, the building shall be stepped back according to Table 3-4 for 100% of the building façade facing the residential zone. The floors of a building above the fifth floor are allowed to have the same building stepback of the fifth floor with no additional building stepback required.

Downtown Revitalization Specific Plan



Vertical mixed-use with ground floor commercial



Mixed-use building showcasing harmonious high-quality materials



Conceptual paseo design between buildings



Storefronts provide visual appeal



Arcade reduces visual mass and articulates facade

Architecture & Design



**2 TO 3 STORIES
AT THE STREET**



CORNER IDENTITY FEATURES



MEZZANINE LEVELS



ONE STORY ARCADES



HIGHER FIRST STORY



**FACADE BREAKS IN PLANE AT
40/60 FEET**

Building Materials



BRICK



STUCCO



TILE



FABRIC AWNINGS



METAL SIGNAGE BLADE



PAINTED MURAL SIGNAGE

Presentation Overview

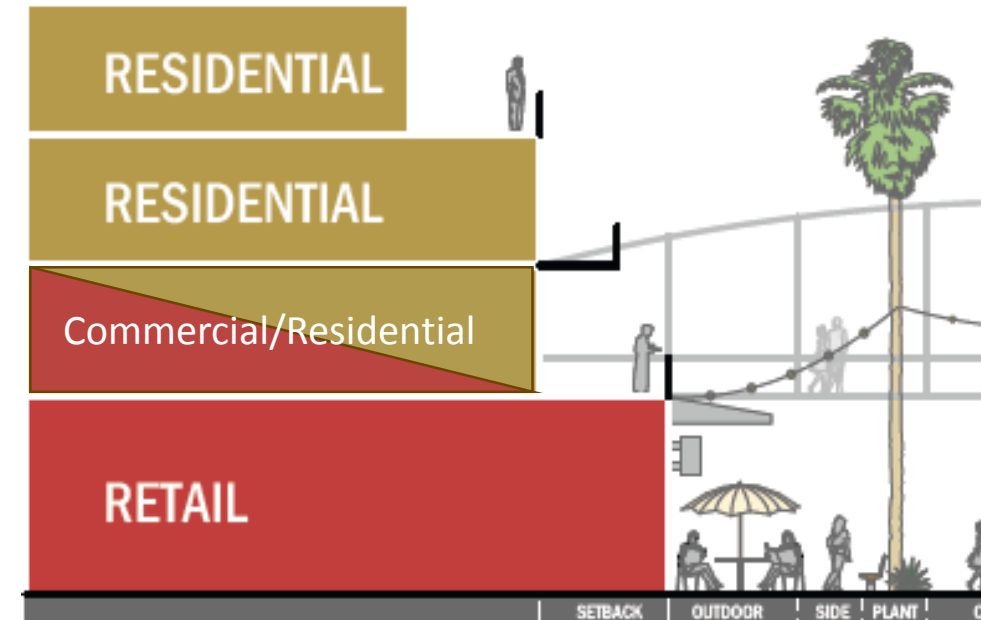
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Market Viability

- Reviewed resident preferences and community input
- Evaluated current market trends in similar-scale developments
- Built data-driven concepts (viable mix of sizes, use types, construction types, etc.)
- Met with architects, real estate consultants, & five developers to vet concepts for viability



Building Designs



Look and Feel



Source: Flickr - sotonoba place



Look and Feel

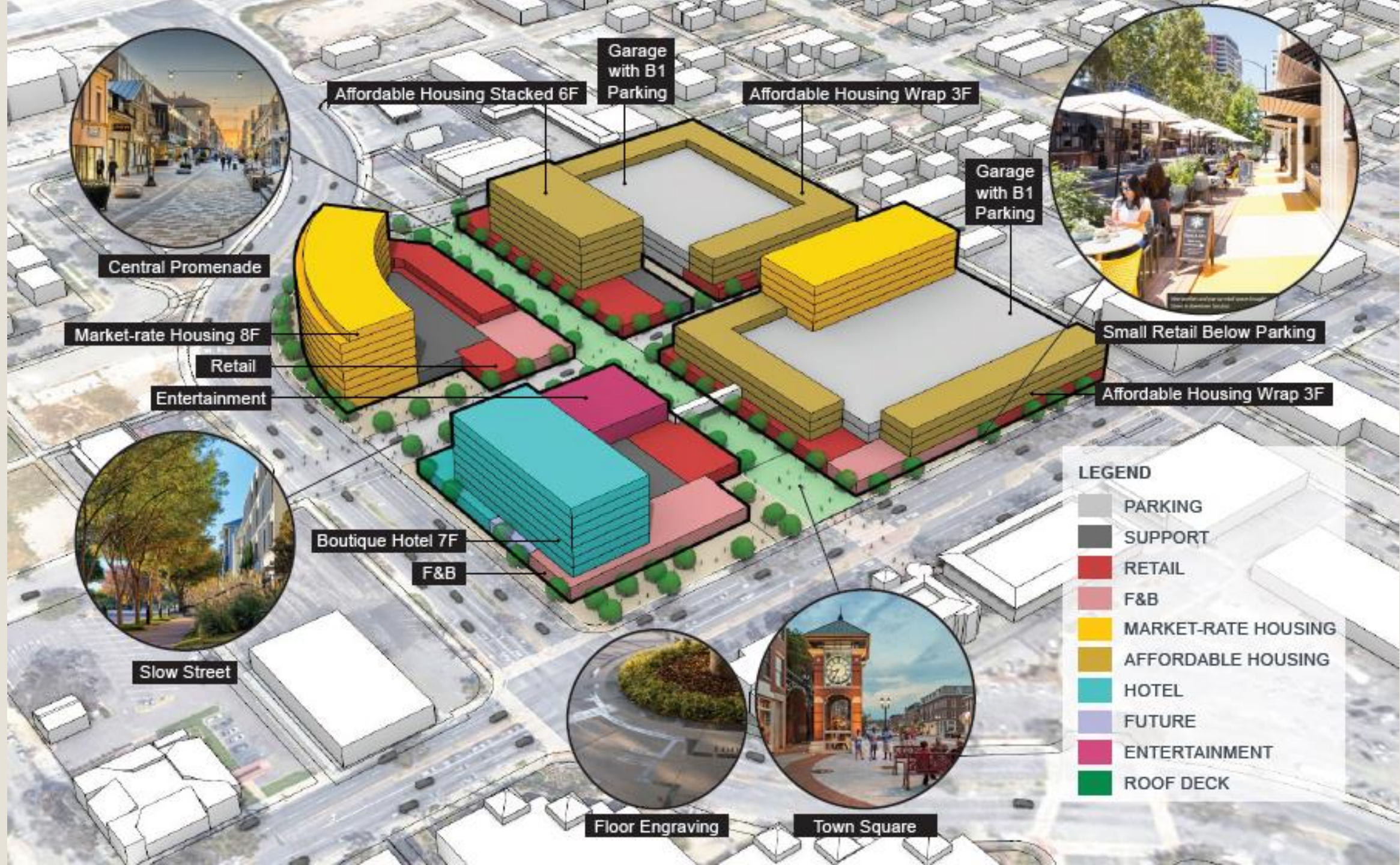


Look and Feel

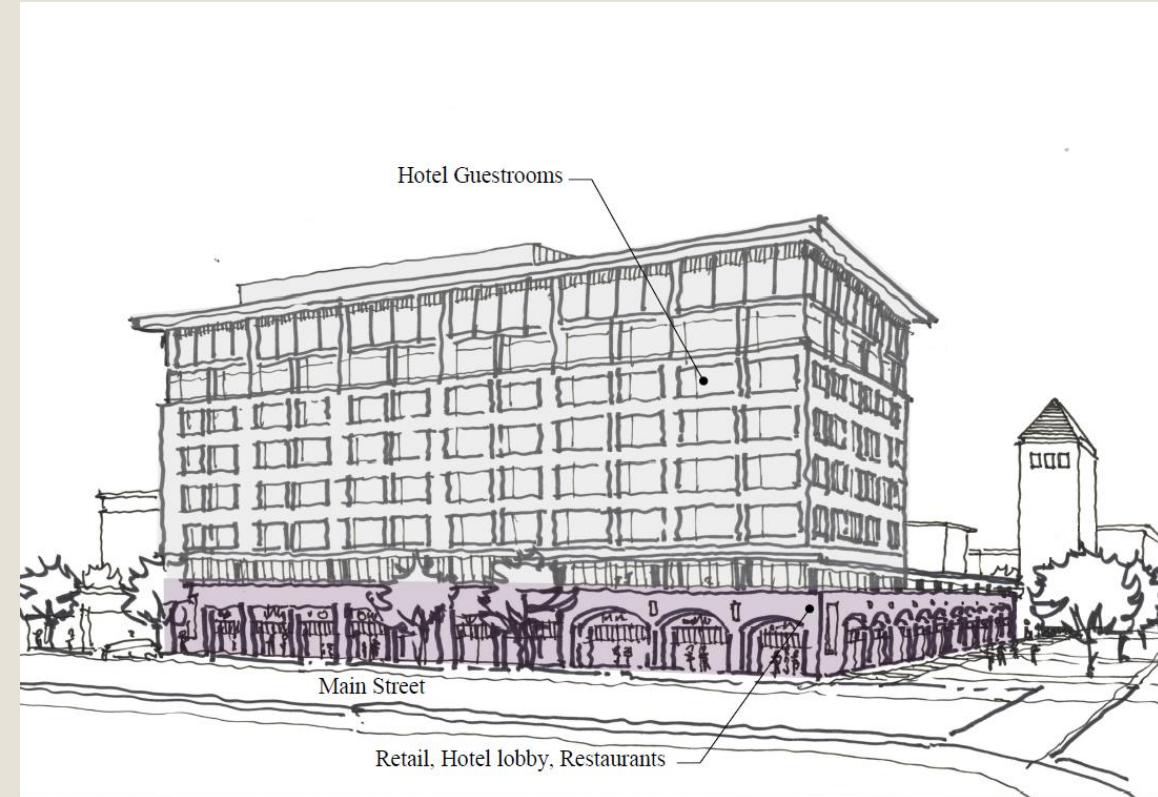


Look and Feel

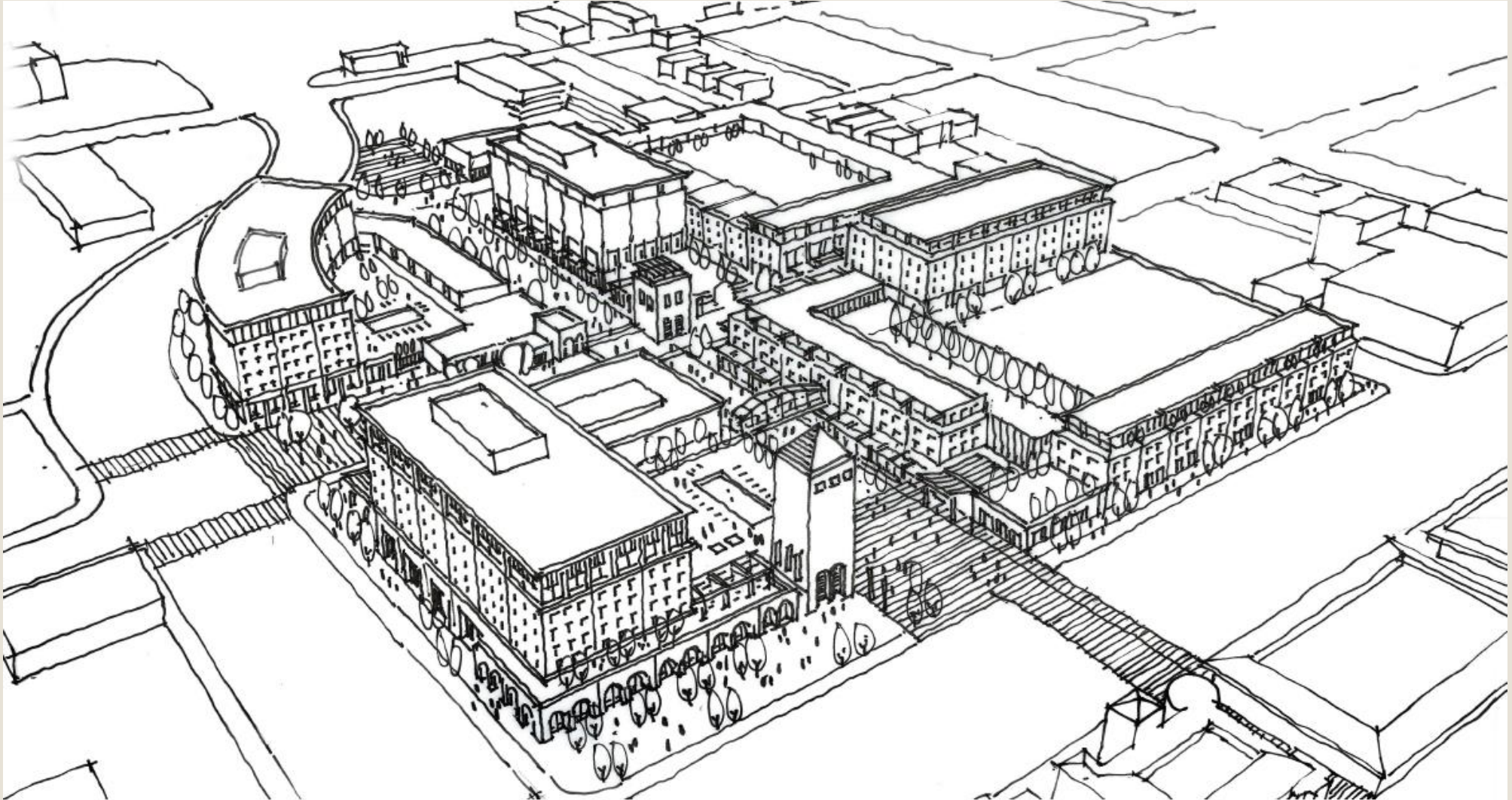




Concept



Concept



Differences in Scale

Option 1



Option 2



Option 3



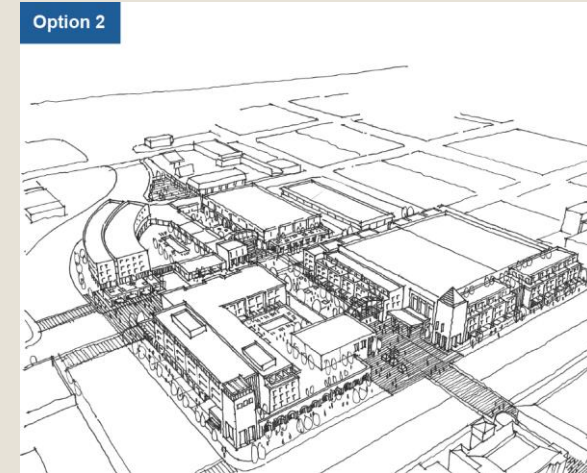
Option 4



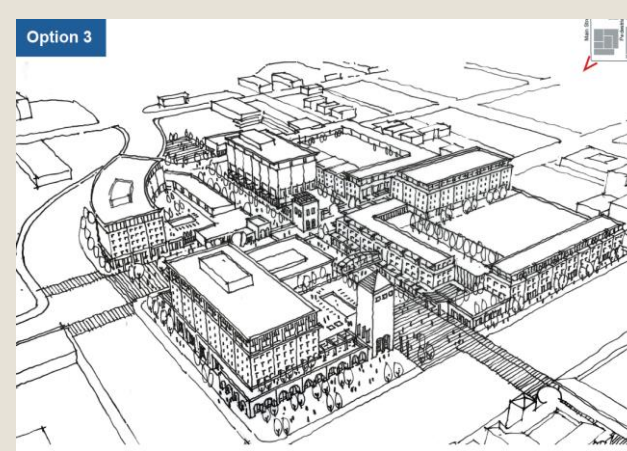
Option 1



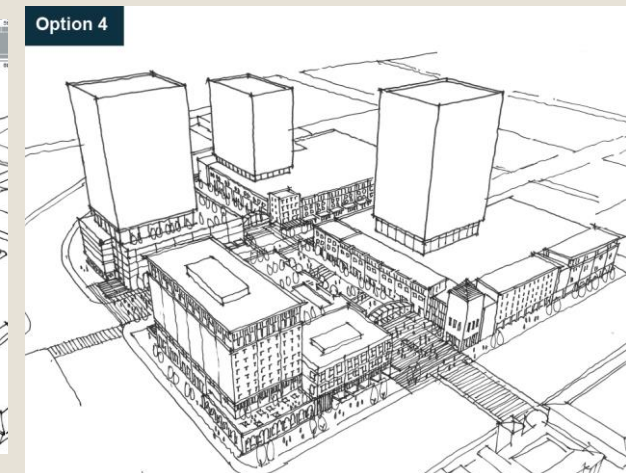
Option 2



Option 3



Option 4

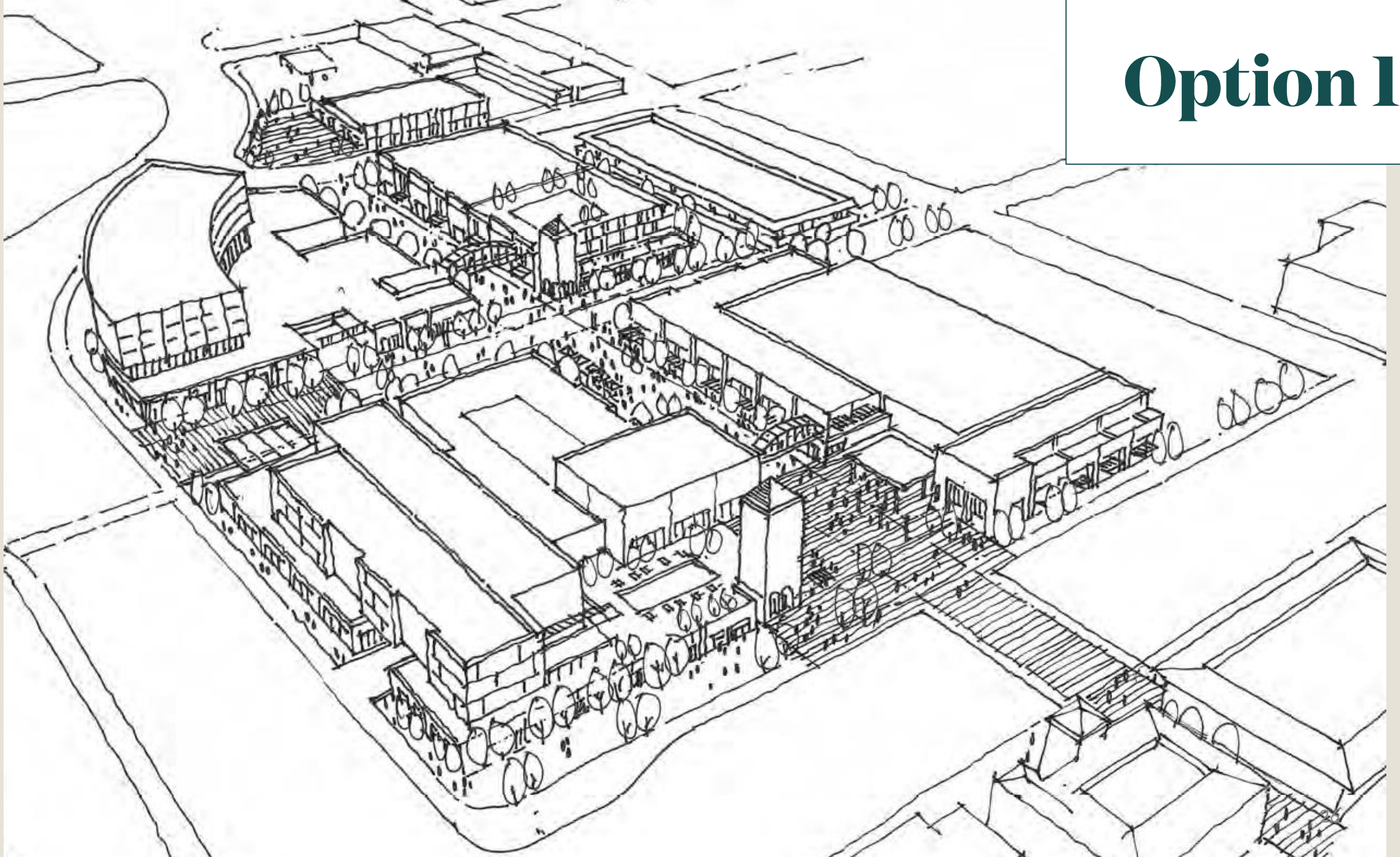


Option 1



- 73,200 square feet of retail, dining, entertainment   
- 138 Apartments/Condos - some affordable  
- 108 Room Hotel 
- Support Spaces
- Surface and Structured Parking (681) 
- 2-5 Stories

Option 1



Option 2

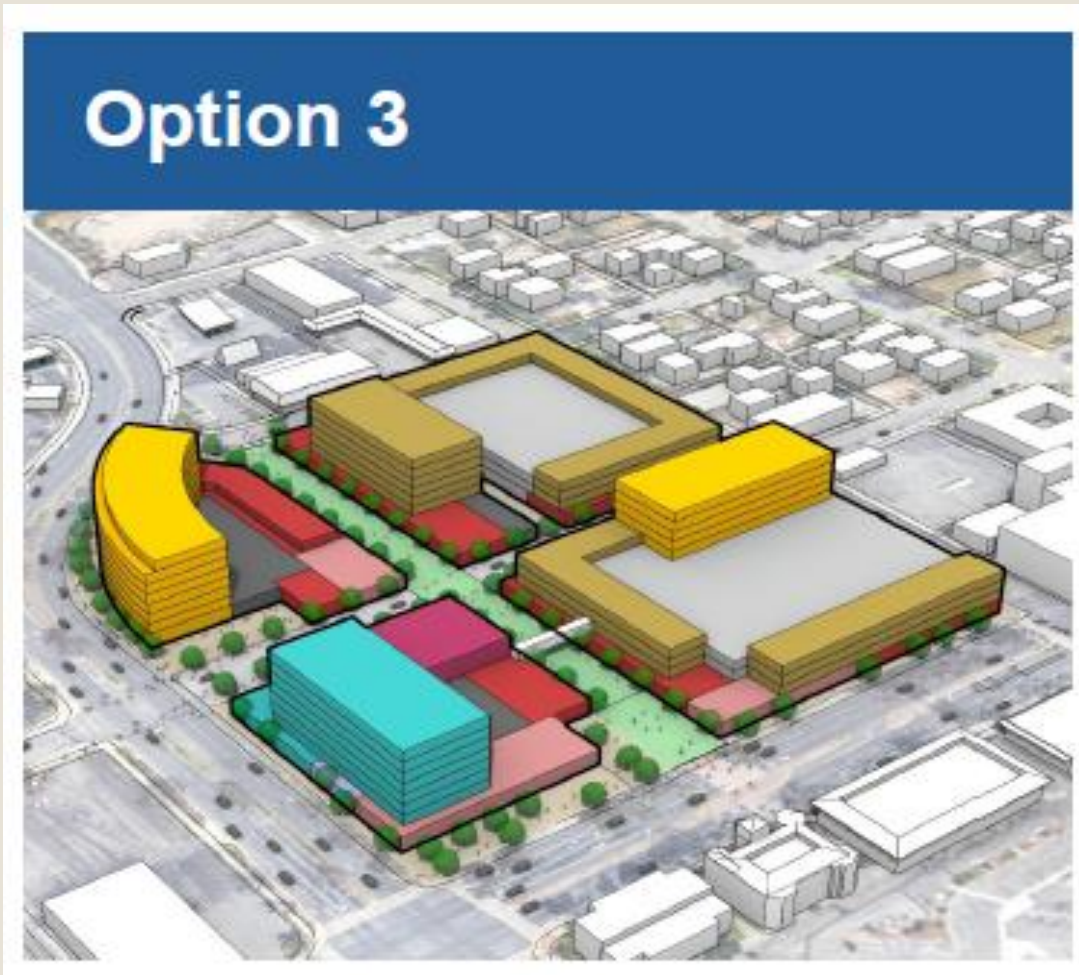


- 107,300 square feet of retail, dining, entertainment   
- 196 Apartments/Condos - some affordable  
- 144 Room Hotel 
- Support Spaces
- Surface and Structured Parking (962) 
- 2-5 Stories

Option 2



Option 3

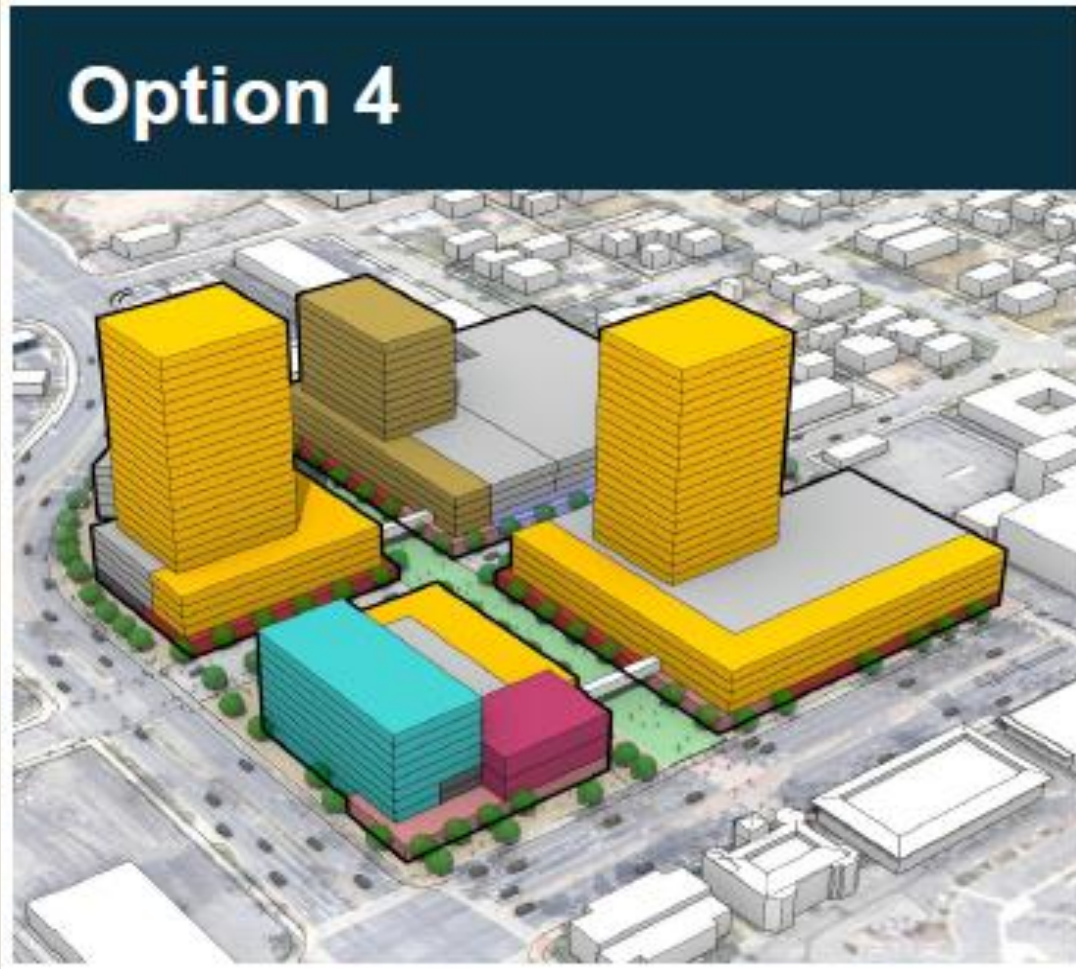






- 143,900 square feet of retail, dining, entertainment 
- 452 Apartments/Condos - some affordable 
- 224 Room Hotel 
- Support Spaces
- All Structured Parking (1,709) 
- *Includes property not owned by the City just for planning purposes*
- 4-8 Stories, with 1-2 Story elements

Option 3

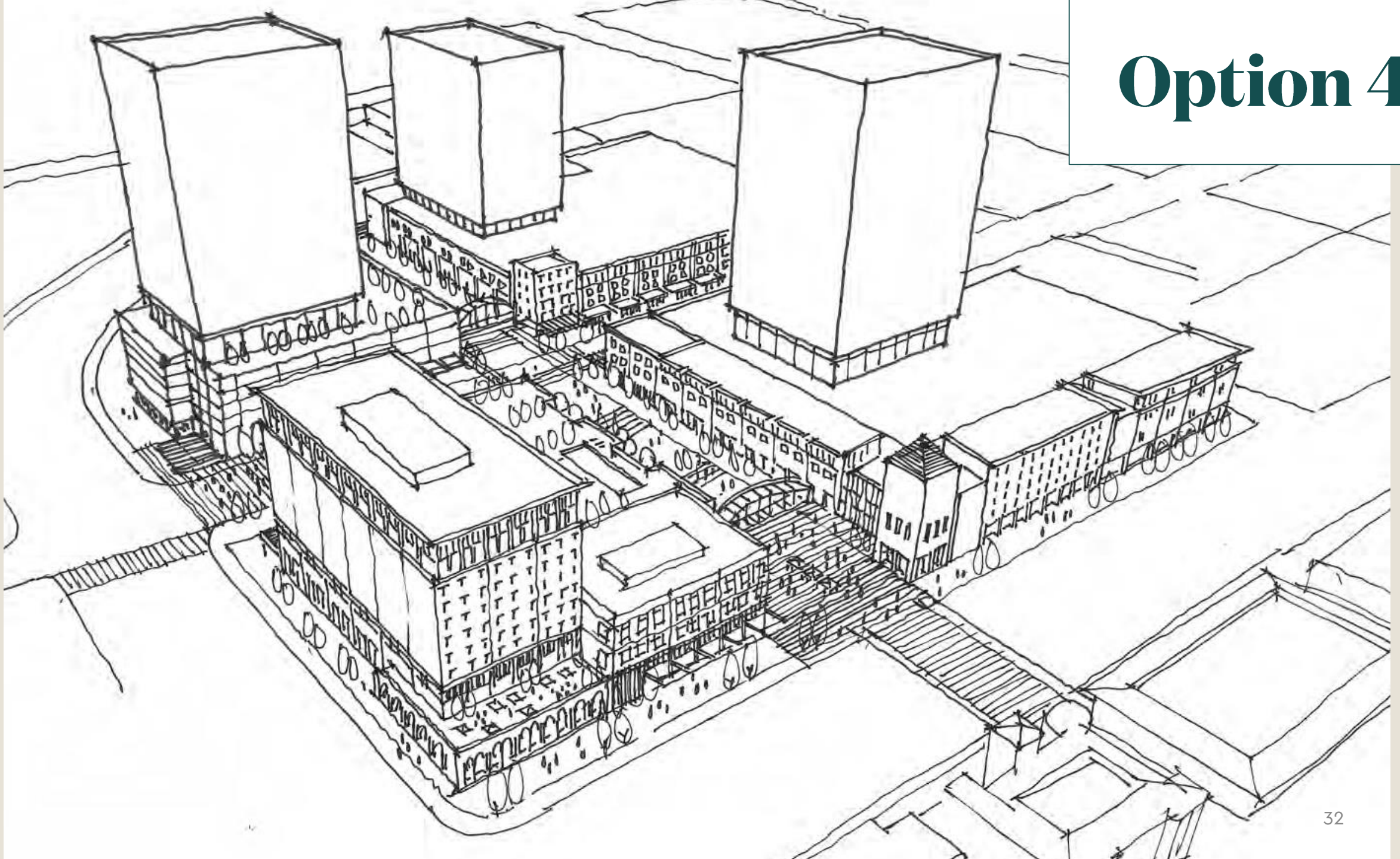


Option 4



- 179,400 square feet of retail, dining, entertainment 
- 772 Apartments/Condos - some affordable 
- 224 Room Hotel 
- Support Spaces
- All Structured Parking (2,485) 
- *Includes property not owned by the City just for planning purposes*

Option 4



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Options



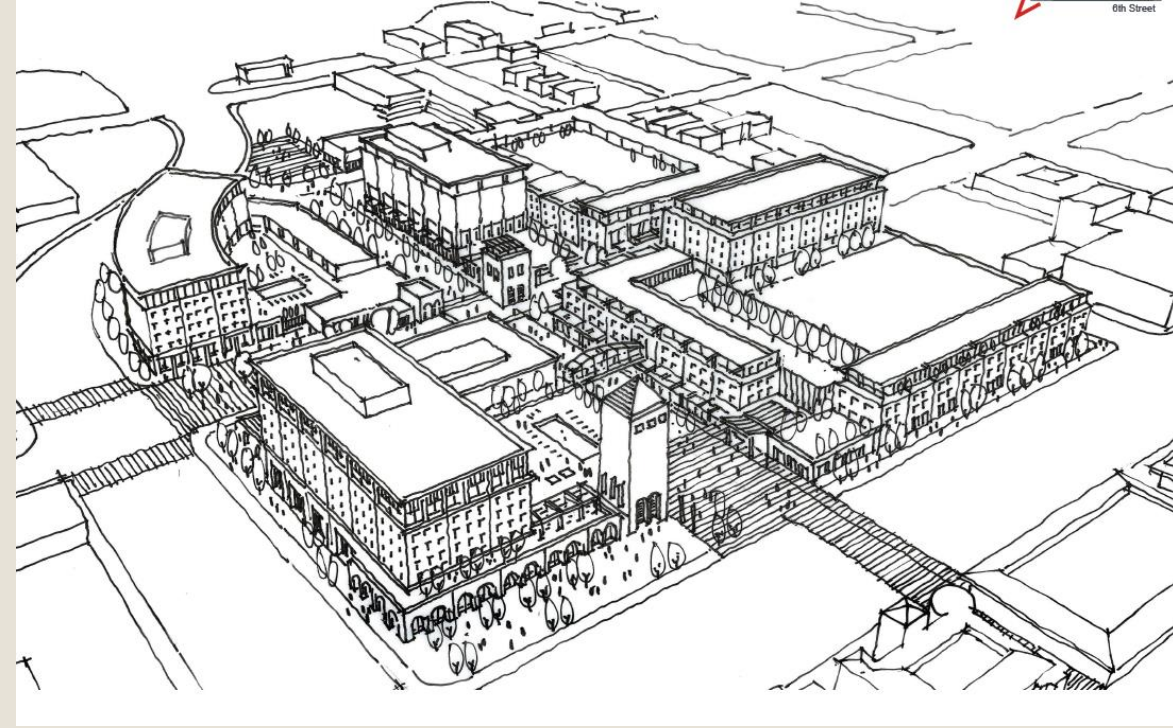
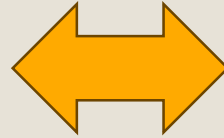
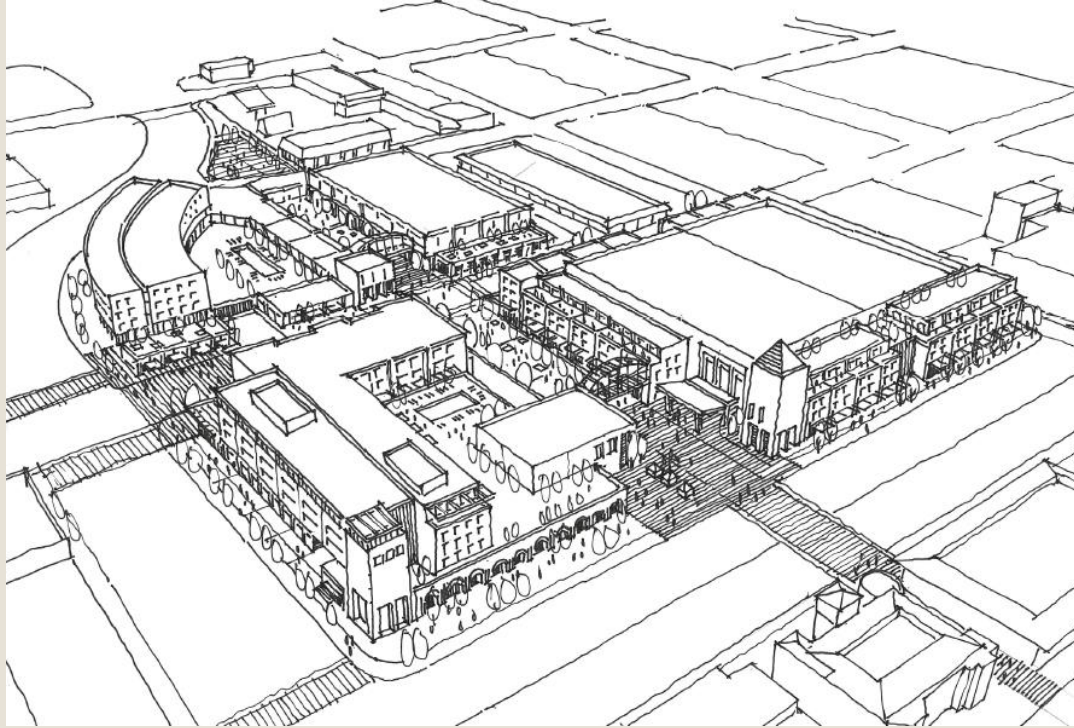
Commercial Space	73,200 s.f.	107,300 s.f.	143,900 s.f.	179,400 s.f.
Housing Units	138	196	452	772
Hotel rooms	108	144	224	224
Parking stalls	681	962	1,709	2,485
Max Stories	5	5	8	25

*Numbers presented are approximate for comparison of scale. Final counts will be determined in the entitlement process

Recommended Scale



Recommended Scale



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How do we get there? (Process)



What works best here?

1. Downtown
Revitalization Plan
2. Downtown
Specific Plan
3. Market viability:

Retail
Commercial
Housing



Site Planning

1. Project Concept
Architecture
Layout
Open space
Parking
Phasing

2. Most viable
and beneficial option



Entitle project

1. Public input
2. CEQA Clearance
3. Commission
review



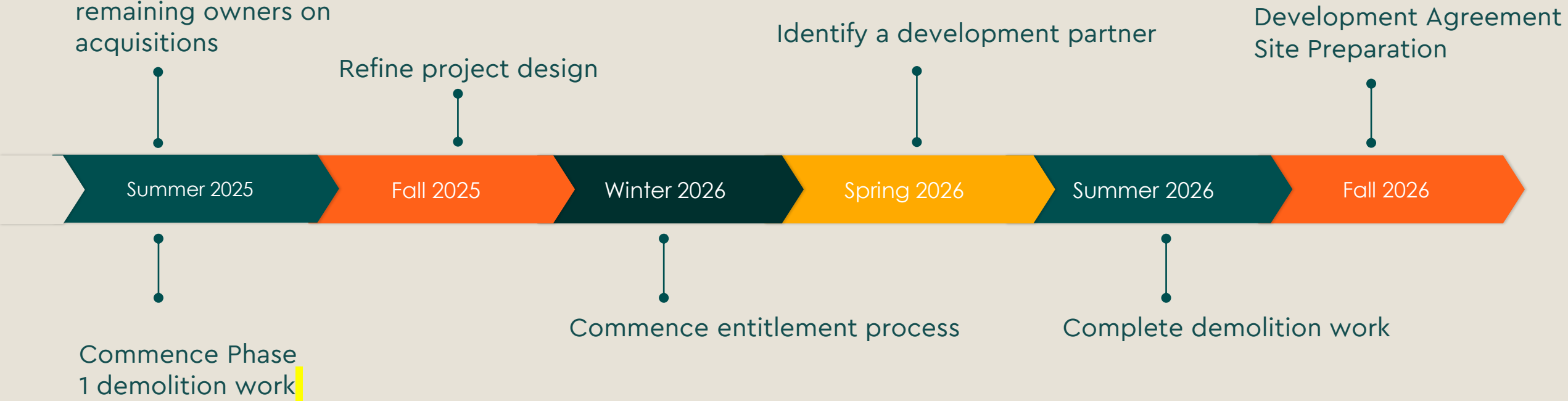
Development

Partner

1. Outreach
2. SLA
3. Negotiations
4. DDA

Next Steps

- Assist remaining tenants in City-owned buildings with relocation
- Continue working with remaining owners on acquisitions



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