

ORDINANCE NO. O-2025-08

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PLACENTIA, CALIFORNIA, APPROVING ZONE CHANGE (ZCA) 2025-03 AND SPECIFIC PLAN AMENDMENT (SPA) 2025-01 ADDING CHAPTER 23.113 ENTITLED “CHAPMAN CORRIDOR SPECIFIC PLAN” TO THE PLACENTIA MUNICIPAL CODE, ADOPTING THE CHAPMAN CORRIDOR SPECIFIC PLAN WITH DEVELOPMENT STANDARDS AND AMENDING MUNICIPAL CODE SECTION 23.08.010 TO ESTABLISH THE CHAPMAN CORRIDOR DISTRICT, AND AMENDING THE OFFICIAL ZONING MAP OF THE CITY OF PLACENTIA CHANGING THE EXISTING ZONING FOR THE CHAPMAN CORRIDOR PROJECT AREA FROM EXISTING VARIOUS ZONING DESIGNATIONS TO CHAPMAN CORRIDOR SPECIFIC PLAN FOR THE CHAPMAN CORRIDOR PROJECT AREA

City Attorney’s Summary

This Ordinance would result in an amendment to the Placentia Municipal Code adding Chapter 23.113, Chapman Corridor Specific Plan to the Placentia Municipal Code. This action also approves Zone Change (ZCA) 2025-03 and Specific Plan Amendment (SPA) 2025-01 changing the existing Zoning for the Chapman Corridor project area from existing various Zoning designations to Chapman Corridor Specific Plan and adopting the Chapman Corridor Specific Plan with development standards for the Chapman Corridor project area. The project site encompasses approximately 0.13 square miles (approximately 120 acres and 680 parcels) of a largely developed, one-mile stretch of Chapman Avenue from the 800 West Block of Chapman Avenue to the 400 East Block of Chapman Avenue referred to as the “Chapman Corridor.” Additionally, adopting Chapter 23.113 results in an amendment to the Official Zoning Map of the City of Placentia.

WHEREAS, the City of Placentia wishes to amend the City of Placentia Municipal Code by adding Chapter 23.113, Chapman Corridor Specific Plan to the Placentia Municipal Code. The City of Placentia also wishes to approve Zone Change (ZCA) 2025-03 and Specific Plan Amendment (SPA) 2025-01 changing the existing Zoning for the Chapman Corridor project area from existing various Zoning designations to Chapman Corridor Specific Plan and adopting the Chapman Corridor Specific Plan with development standards for the Chapman Corridor project area. The project site encompasses approximately 0.13 square miles (approximately 120 acres and 680 parcels) of a largely developed, one-mile stretch of Chapman Avenue from the 800 West Block of Chapman Avenue to the 400 East Block of Chapman Avenue referred to as the “Chapman Corridor.” Additionally, adopting Chapter 23.113 results in an amendment to the Official Zoning Map of the City of Placentia; and

WHEREAS, on July 8, 2025, the Planning Commission of the City of Placentia conducted a duly noticed public hearing, continued the public hearing to August 12, 2025, reopened and concluded the public hearing on August 12, 2025, as required by law, and recommended that the City Council of the City of Placentia approve Zone Change (ZCA) 2025-03 and Specific Plan Amendment (SPA) 2025-01; and

WHEREAS, the City of Placentia provided notice of the City Council's public hearing in accordance with California Government Code Section 65090 and the City of Placentia Municipal Code Section 23.96.030; and

WHEREAS, on September 16, 2025, the City Council of the City of Placentia held a duly noticed public hearing, and said public hearing was continued to October 7, 2025, at which times it considered all evidence presented, whether written or oral; and

WHEREAS, all other prerequisites to the adoption of this resolution have occurred.

NOW, THEREFORE, THE CITY COUNCIL OF PLACENTIA DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1. In all respects as set forth in the Recitals of this Ordinance.

SECTION 2. Severability. If any section, subsection, subdivision, paragraph, sentence, clause or phrase in this Ordinance or any part thereof is for any reason held to be unconstitutional or invalid or ineffective by any court of competent jurisdiction, such decision shall not affect the validity or effectiveness of the remaining portions of this Ordinance or any part thereof. The City Council hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentence, clause or phrase thereof irrespective of the fact that any one (1) or more subsections, subdivisions, paragraphs, sentences, clauses or phrases be declared unconstitutional, or invalid, or ineffective, provided the basic purposes of this Ordinance and the benefits to the City and the public are not substantially impaired.

SECTION 3. CEQA. The City has complied with the requirements of CEQA and the City of Placentia Environmental Guidelines. In adopting Resolution No. R-2025-48, the City Council found that approval of GPA 2025-01, ZCA 2025-03, SPA 2025-01 is exempt under State California Environmental Quality Act (CEQA) Guidelines Section 15061(b)(3) in that it can be seen with certainty that there is no possibility that the activity would result in a significant effect on the environment, and the activity is not subject to CEQA. This determination was made in full compliance with the California Environmental Quality Act ("CEQA"), California Public Resources Code §§ 21000, *et seq.*, and the Environmental Guidelines of the City of Placentia.

SECTION 4. The City Council hereby amends the Official Zoning Map of the City of Placentia, maintained in accordance with the provisions of § 23.08.020 of the Placentia

Municipal Code, as set forth in Exhibit "A" attached hereto and by this reference made a part hereof.

SECTION 5. The City Council further approves an amendment to the City of Placentia Municipal Code by amending Chapter 23.08.010 adding "Chapman Corridor Specific Plan" as a Zoning District as set forth in Exhibit "B". The City Council hereby amends the City of Placentia Municipal Code by adding Chapter 23.113, "Chapman Corridor Specific Plan", as set forth in Exhibit "C", attached hereto and by this reference made a part hereof. The Chapman Corridor Specific Plan includes development and design standards including but not limited to land use limitations, density requirement, setbacks, signage regulations.

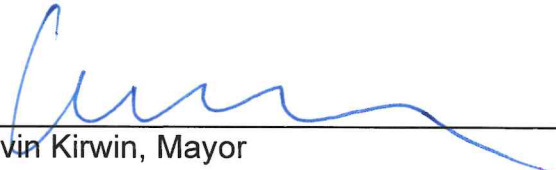
SECTION 6. The City Council finds, in accordance with the requirements of Section 23.96.040 ("Amendments") of the Placentia Municipal Code, that the proposed amendment to the municipal code will not be detrimental to the health, safety or general welfare of the persons residing or working within the neighborhood of the proposed amendment or within the city, and that it will not be injurious to property or improvements within the neighborhood or within the city. The City Council also finds that the amendment is consistent with the latest adopted General Plan.

SECTION 7. Effective Date. This Ordinance shall take effect on the 31st day after adoption.

SECTION 8. Certification. The City Clerk shall certify the passage of this ordinance and shall cause the same to be entered in the book of original ordinances of said City; shall make a minute passage and adoption thereof in the records of the meeting at which time the same is passed and adopted; and shall, within fifteen (15) days after the passage and adoption thereof, cause the same to be published as required by law, in a publication of general circulation.

INTRODUCED at a regular meeting of the City Council of the City of Placentia held on the 7th day of October 2025.

PASSED, APPROVED AND ADOPTED this 4th day of November 2025.



Kevin Kirwin, Mayor

ATTEST:


Robert S. McKinnell, City Clerk



STATE OF CALIFORNIA
COUNTY OF ORANGE

I, Robert S. McKinnell, City Clerk of the City of Placentia, do hereby certify that the foregoing Ordinance was introduced at a regular meeting of the City Council of the City of Placentia, held on the 7th day of October 2025, and adopted at a regular meeting of the City Council of the City of Placentia, held on the 4th day of November 2025, by the following vote:


AYES:	COUNCILMEMBERS:	Hummer, Smith, Kirwin
NOES:	COUNCILMEMBERS:	Yamaguchi, Wanke
ABSENT:	COUNCILMEMBERS:	None
ABSTAIN:	COUNCILMEMBERS:	None

ATTEST:



Robert S. McKinnell, City Clerk

APPROVED AS TO FORM:



Christian L. Bettenhausen, City Attorney

- EXHIBIT A: Amending Official Zoning Map of the City of Placentia reflecting Chapman Corridor Specific Plan boundaries
- EXHIBIT B: Amendment to Chapter 23.08.010, adding Chapman Corridor Specific Plan
- EXHIBIT C: New PMC Chapter 23.113, Chapman Corridor Specific Plan

EXHIBIT "A"

APPROVE AN AMENDMENT TO THE CITY OF PLACENTIA MUNICIPAL CODE ZONE CHANGE (ZCA) 2025-03 AND SPECIFIC PLAN AMENDMENT (SPA) 2025-01, AMENDING THE OFFICIAL ZONING MAP OF THE CITY OF PLACENTIA, MAINTAINED IN ACCORDANCE WITH THE PROVISIONS OF § 23.08.020 OF THE PLACENTIA MUNICIPAL CODE, FOR THE PROJECT AREA BOUNDARIES AS REPRESENTED

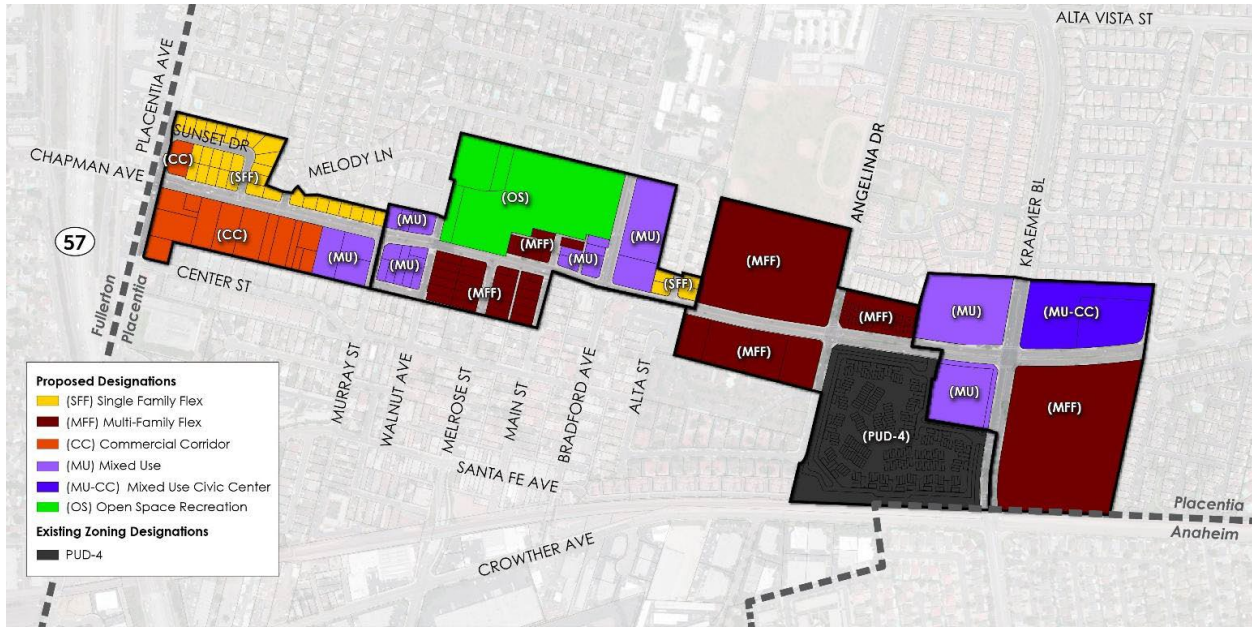


EXHIBIT “B”
AMENDMENT TO PMC CHAPTER 23.08.010, ADDING CHAPMAN CORRIDOR
SPECIFIC PLAN

Chapter 23.08 DISTRICTS ESTABLISHED

23.08.010 Established.

Zoning districts are established as follows:

R-A	Residential agricultural district
R-1	Single-family residential district
R-2	Low-medium density multiple-family district
R-G	Medium density multiple-family district
R-3	High density multiple-family district
RPC	Residential planned community district
T-C	Town center district
P-V	Combining parkway vista district
C-0	Commercial office district
C-1	Neighborhood commercial district
C-2	Community commercial district
SF-C	Santa Fe commercial district
C-M	Commercial manufacturing district
M	Manufacturing district
PMD	Combining planned manufacturing district
MHP	Combining mobile home park district
O	Combining oil district
O-1	Combining oil district
PUD	Planned unit development district
SP-1	Specific Plan 1 district
SP-2	Specific Plan 2 district
SP-3	Specific Plan 3 district
SP-4	Specific Plan 4 district
SP-5	Specific Plan 5 district

SP-6	Specific Plan 6 district
SP-7	Specific Plan 7 district
SP-8	Specific Plan 8 district
TOD	TOD Packing House District
OT	Old Town Placentia
<u>CCSP</u>	<u>Chapman Corridor Specific Plan</u>

EXHIBIT “C”

ZONE CHANGE (ZCA) 2025-03 AND SPECIFIC PLAN AMENDMENT (SPA) 2025-01, ADOPTING THE “CHAPMAN CORRIDOR REVITALIZATION PLAN” WHICH SHALL BE CODIFIED AND ADDED INTO THE PLACENTIA MUNICIPAL CODE AS CHAPTER 23.113, KNOWN AS THE “CHAPMAN CORRIDOR SPECIFIC PLAN” AS SET FORTH IN EXHIBIT “C” ESTABLISHING LAND USE REGULATIONS AND DEVELOPMENT STANDARDS FOR PROPERTIES WITHIN THE PROJECT AREA BOUNDARIES



CHAPMAN CORRIDOR REVITALIZATION PLAN

Final Version: November 2025



City of Placentia
401 E. Chapman Avenue
Placentia, CA 92870

PREPARED BY:



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Appendix A: Economic Study

1 INTRODUCTION

Figure 1-1: Plan Area Map



1.1 Purpose

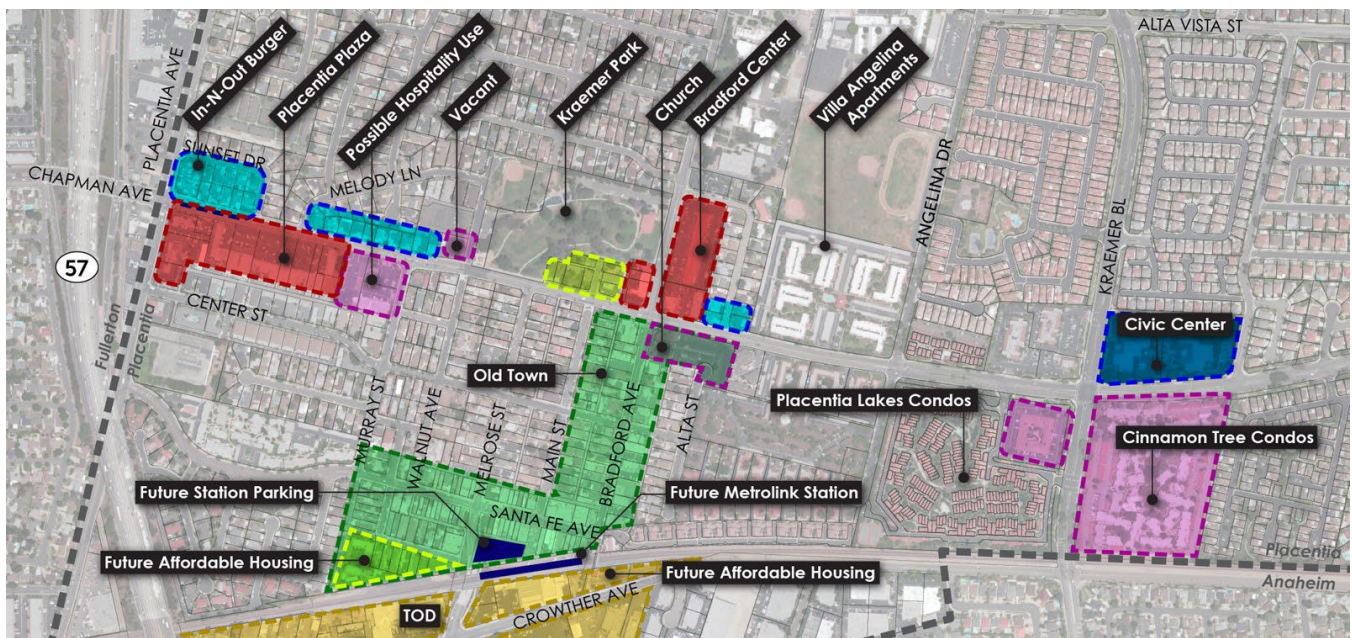
As a gateway to the City of Placentia, the Chapman Corridor Revitalization Plan aims to allow for a vibrant mix of uses and development standards to stimulate the economic and social environment of the Chapman Corridor. Revitalizing this corridor will create an inviting entry that welcomes residents and visitors while providing connections to the adjacent districts and the City’s Civic Center. This Plan allows for integrated land use patterns that encourage multimodal travel, walkability, mixed-use development, increased opportunities for residential, public/private open space, and high-quality urban design that is in scale with its respective property and its surrounding area. The Plan encourages a network of cohesive developments that revitalizes the corridor, provides a path to the Old Town and Packing House Districts, and anchors the western city boundary with the City’s Civic Center. Development standards and design guidelines (Chapters 4 & 5) are specially tailored for the Chapman Corridor.

As shown on Figure 1-1, *Plan Area Map*, the Plan boundary encompasses a one-mile stretch of Chapman Avenue between Placentia Avenue and the Civic Center and Cinnamon Tree Condos just beyond the intersection of Chapman and Kraemer.

1.2 Background

Placentia is a city with a rich heritage and bright future. The City has already accomplished a tremendous amount of work to build on, with Old Town Placentia and the Transit Oriented Development Packing House Districts both allowing for new mixed-use projects and capitalizing on the forthcoming Metrolink station. The Chapman Corridor is a western gateway to the city and these unique areas. Revitalizing this corridor will create an inviting entry that welcomes residents and visitors while providing a connection to the adjacent districts and the City's Civic Center, as shown on Figure 1-2.

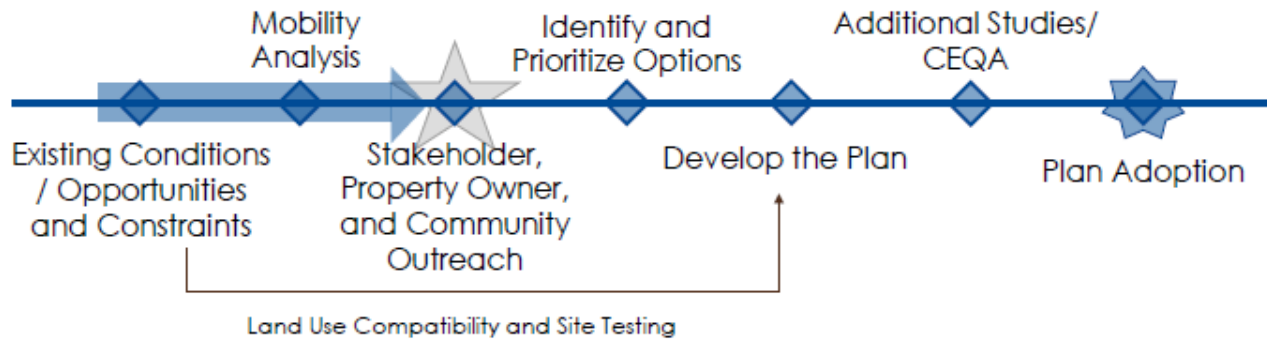
Figure 1-2: Area Context



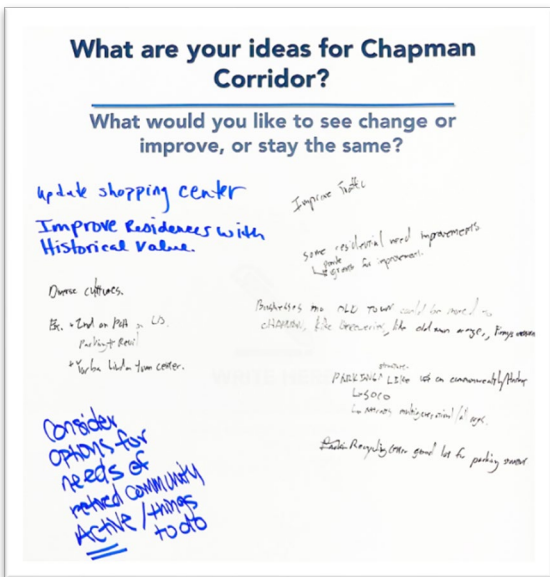
1.3 Community Outreach

During preparation of the Chapman Corridor Revitalization Plan, a series of community meetings and workshops were conducted to gather the community's input and insight (see Figure 1-3). Outreach for the Plan included a community workshop, an online survey, and two City Council study sessions. These community conversations solicited invaluable feedback and data to help inform the vision, values, policies, and design elements of the Plan.

Figure 1-3: Project Process



1.3.1 Community Workshop



The City of Placentia hosted a citywide workshop on March 30, 2023, to solicit input from the community on the Chapman Corridor Revitalization Plan. The workshop was held at the Powell Building and was attended by 15 to 20 community members. The workshop consisted of a PowerPoint presentation that included an overview of the project, followed by an open house format with interactive activities and stations. Question prompts for stations included: Where do you live and work? What should the Study Area include? What are your Ideas for Chapman Corridor? What types of uses and buildings would you like to see? and What potential mobility and streetscape improvements would you like to see? A summary of feedback received from the workshop is in Appendix A.





1.3.2 Survey

The Chapman Corridor Revitalization Plan Online Survey was available for three months between March 30, 2023, and July 10, 2023. This survey corresponded to activities that were available during the first Community Workshop held on March 30th. A total of 86 survey responses were received, 85 in English and 1 in Spanish. The survey was promoted on the Plan website, the City Facebook page, at the Placentia Palooza event, and at the City Development Services counter. The survey gathered community feedback on the study area boundaries and ideas for the future of Chapman Corridor and included a visual preference survey of potential land uses and building types on the corridor. A summary of the survey results is in Appendix A.

1.3.3 City Council Study Sessions

Two study sessions were held with City Council to give updates about the project and get input along the way. City staff and the consultant team provided details on community outreach, land plan, and circulation options. Study sessions were held on February 7 and October 3, 2023.

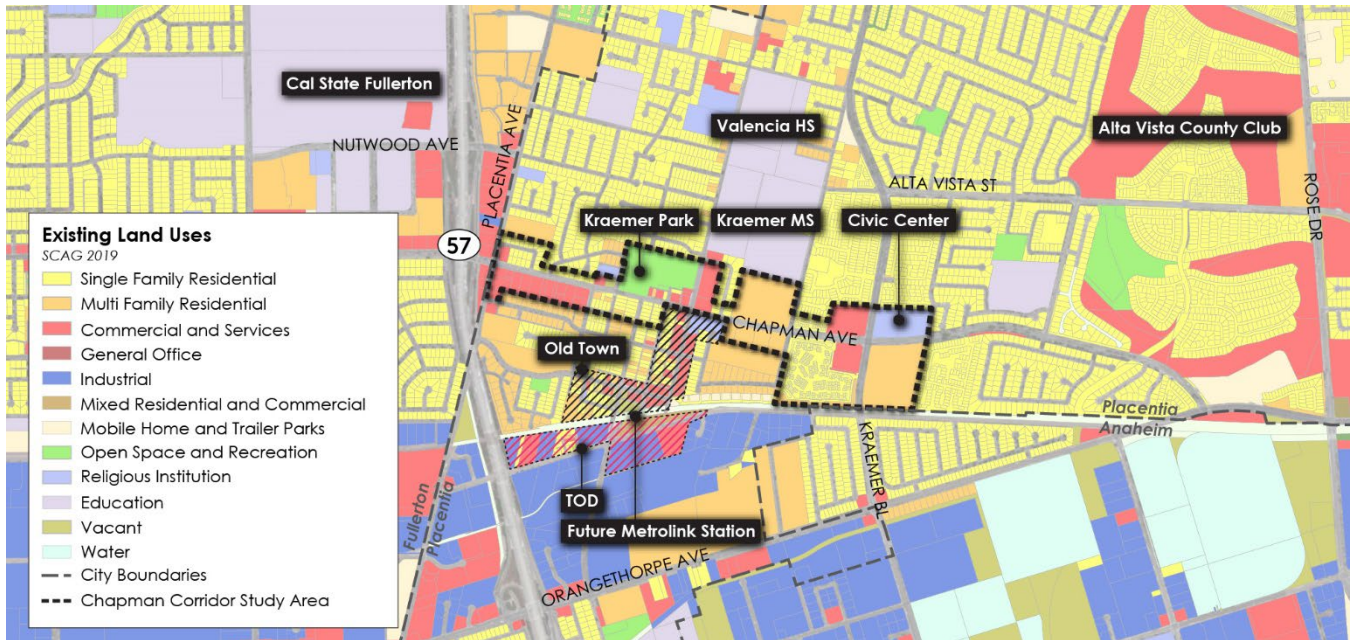
1.4 Setting and Boundary (Existing Conditions)

1.4.1 Existing Land Uses

Figure 1-4, *Existing Land Use Map*, shows existing land uses in the Plan area using data from the Southern California Association of Government (SCAG). The area primarily consists of multifamily residential, single-family residential, and commercial and services uses. Kraemer Park makes up 11 percent of the total area and is centrally located in the corridor (see Figure 1-5).

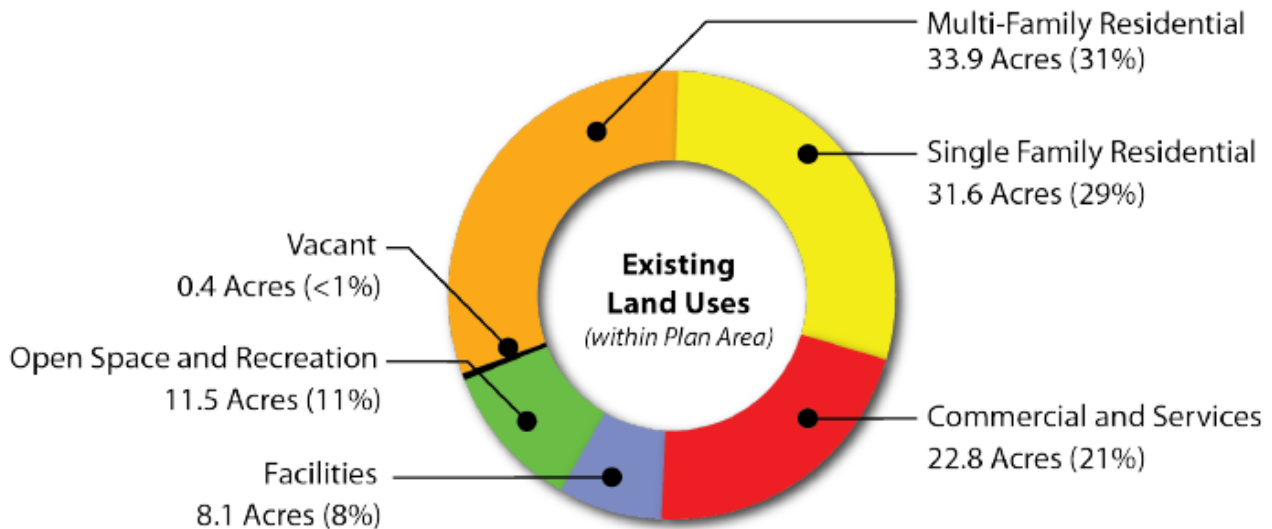
Key destinations in the Plan area include Northgate Market, In-N-Out Burger, Kraemer Park, and the Placentia Civic Center. Multifamily developments along Chapman Avenue include Villa Angelina, Chapman Woods, and Camino Pueblo and El Rancho apartments.

Figure 1-4: Existing Land Use Map, SCAG 2019



Note: Figure 1-4: Existing Land Use Data is provided by the Southern California Association of Governments at a regional level. Existing Land Use Map is intended to represent existing on the ground uses. For regulatory land use requirements, see Chapter 3 Land Use.

Figure 1-5: Land Use Distribution Chart, SCAG 2019

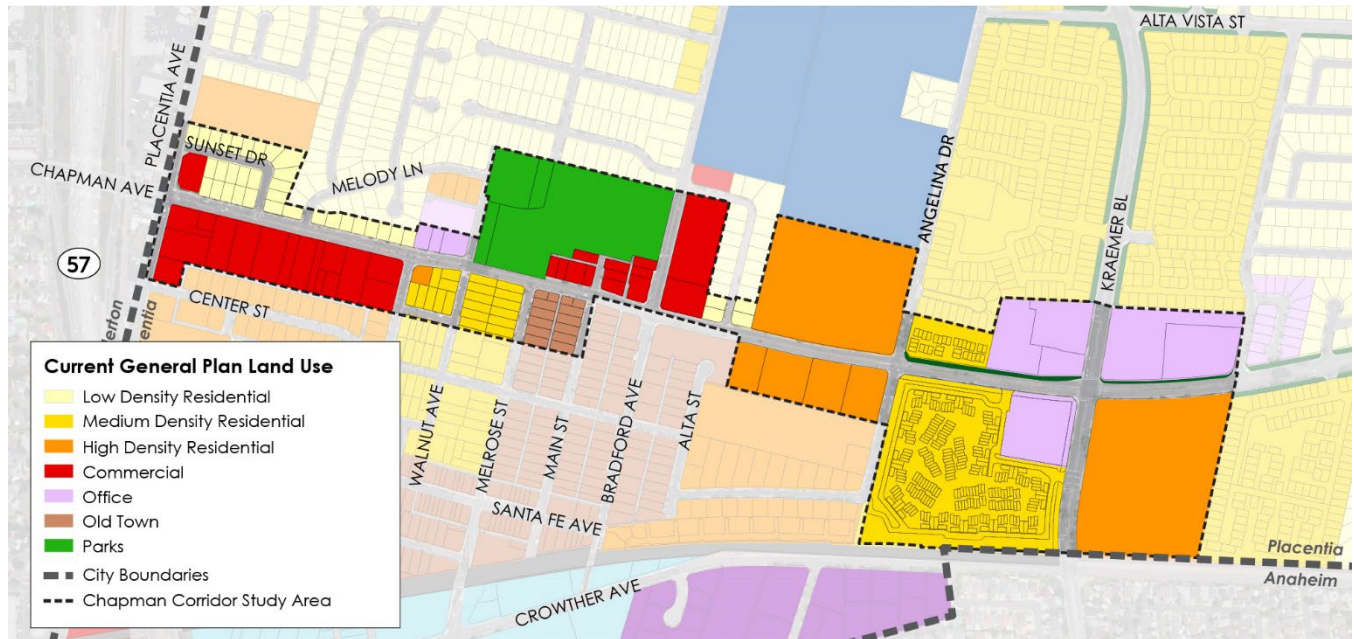


1.5 Relevant Plans and Projects

1.5.1 General Plan

On October 1, 2019, City Council adopted a comprehensive General Plan update. This update included all elements of the General Plan except the housing element, which was updated as part of the required 6th-cycle Regional Housing Needs Assessment. The land use element of the 2019 General Plan strongly encourages enhancements and improvements to the visual image, physical design characteristics, economic vitality, and infrastructure of the Chapman Corridor. This Plan is consistent with the General Plan land use designations and policies (see Figure 1-6).

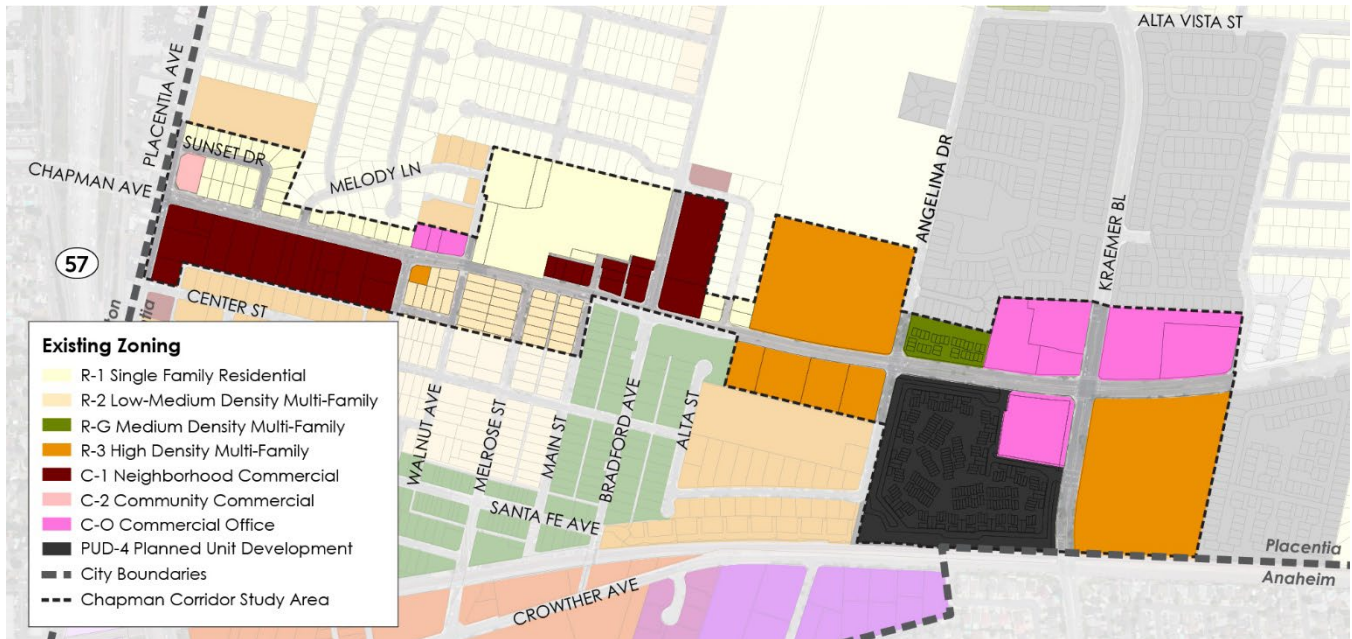
Figure 1-6: Current General Plan Land Use Map, City of Placentia 2024



1.5.2 Current Zoning

The City’s current zoning on Figure 1-7 reflects existing land uses shown on Figure 1-4. This Plan creates new zoning designations for the Chapman Corridor that will replace the existing zoning.

Figure 1-7: Current Zoning Map (2023)



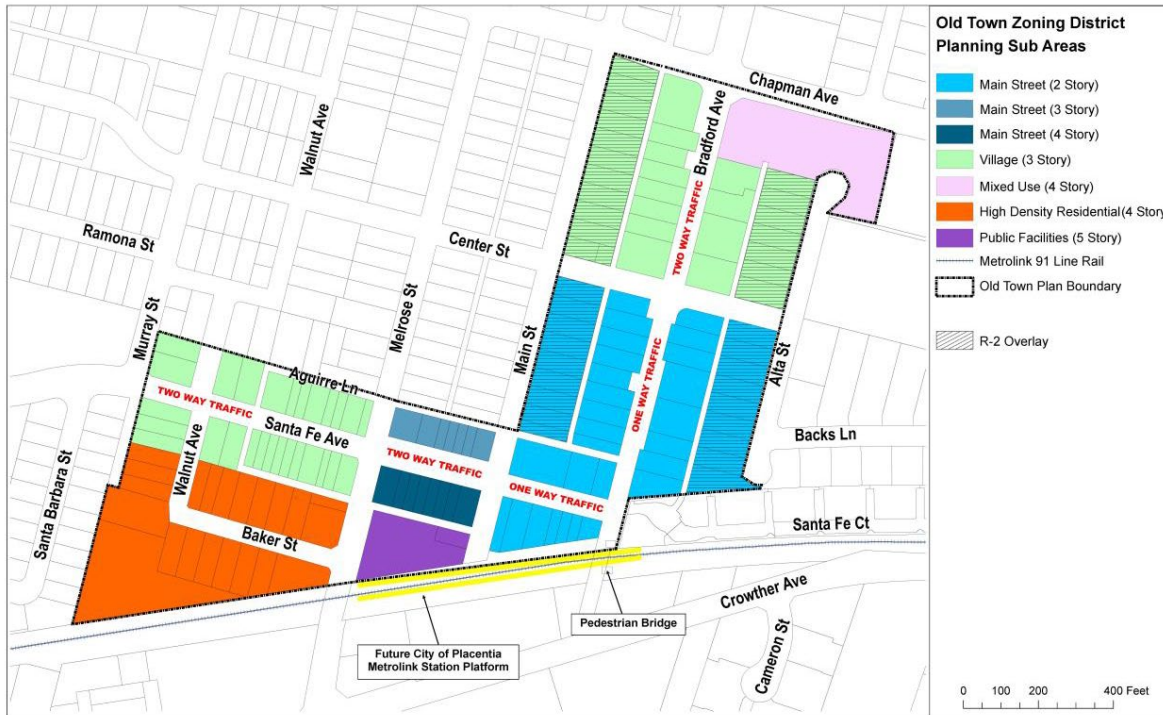
1.5.3 Old Town Revitalization Plan and Streetscape Master Plan

Old Town Revitalization Plan

The Old Town Revitalization Plan, adopted in 2017, is a comprehensive plan for the revitalization, activation, and growth of the City’s original central business district, founded in 1910 near the site of the original Placentia train depot and citrus packing houses. The area sits at the southern edge of the Chapman Corridor Revitalization Plan between Main Street and Alta Street and extends to the future Metrolink Station at Santa Fe Avenue (see Figure 1-8).

Old Town has specific development standards and zoning districts within its boundaries. The area along Chapman Avenue and Bradford Avenue is identified as the Village Subarea. The Village Subarea allows for three stories with setbacks and new walkable retail and office uses. The area east of Bradford Avenue is identified as Mixed-Use Subarea. The Mixed-Use subarea allows for four stories and provides for a mix of concentrated urban housing types, with some commercial uses within convenient walking distance of the Main Street and Village subareas.

Figure 1-8: Old Town Zoning District Planning Subareas



Old Town Streetscape Master Plan

A Streetscape Master Plan for Old Town was prepared concurrently with the Old Town Revitalization Plan. The Old Town Streetscape Master Plan identifies public realm improvements throughout Old Town. Identified improvements include tree well grates, street furniture, pedestrian lights, gateway signage, public art, and decorative traffic signals. Bike lanes are identified on Santa Fe Avenue and Bradford Avenue. Alleyway and parking lot enhancements are also identified to enhance pedestrian connectivity and safety. If a Streetscape Master Plan is developed for Chapman Corridor it should consider consistency with the Old Town Streetscape Master Plan, but site amenities may be unique to the Chapman Corridor to establish a distinct identity.

1.5.4 Enhanced Infrastructure Financing District

The City of Placentia—in partnership with the County of Orange—has established an “enhanced infrastructure financing district” near the city’s future Metrolink station that includes the Old Town Placentia area and Transit Oriented Development Packing House District. The purpose of the financing district is to create a funding mechanism that can facilitate the construction of public infrastructure improvements in this area.

1.5.5 Transit Oriented Development Packing House District and Streetscape Master Plan

Transit Oriented Development (TOD) Packing House District and Expansion Project (TOD II)

In 2017, the City of Placentia adopted a TOD zoning code and general plan amendment for the Packing House District. In anticipation of the future Metrolink station, the amendment to the zoning code includes specific standards to allow a mixed-use, pedestrian-oriented retail and residential district, creating new development opportunities for a one-of-a-kind destination. This amendment supports retail and restaurant businesses while growing the city's local economy and encouraging mixed-use residential development.

As part of the 2021-2029 housing element update, the City identified the expansion of the original TOD area as a strategy for providing new housing opportunities. The proposed Packing House District TOD Expansion Project will expand the original TOD area to encompass an additional 14.5 acres (TOD expansion area) along Crowther Avenue and allow for the development of up to 1,378 new residential units in the TOD zoning district based on an allowable density of up to 95 units per acre. The City of Placentia is both the project proponent and the lead agency for review of the project under CEQA. The Initial Study/Mitigated Negative Declaration (IS/MND) for the TOD Expansion Project is currently underway.

TOD Packing House District Streetscape Master Plan

The City of Placentia adopted a Streetscape Master Plan concurrently with the TOD Packing House District. The Streetscape Plan identifies streetscape design concepts along Crowther Avenue in the district. Improvements include bike lanes, street furniture, tree grates, landscaping, pedestrian lighting, and gateway signage.

Figure 1-9: Transit Oriented Packing House District Project Area



2 VISION & GUIDING PRINCIPLES

2.1 A Vision for the Future of Chapman Avenue

The Chapman Corridor is a prominent gateway into the city, Old Town, and the Packing House District. The street is a vibrant area where the community comes for civic activities at Kraemer Park, the library, and City Hall. Pride of ownership shows throughout the corridor where property owners have upgraded and maintained their shop fronts, homes, and community entries. New mixed-use developments have increased the city’s housing stock and provided cafes and other businesses for residents and visitors. Chapman Avenue itself provides an efficient way to connect to the freeway, Old Town, and the Metrolink Station by driving, taking transit, cycling, or walking. A hotel along the corridor provides an additional lodging option for visitors to Placentia and nearby Cal State Fullerton. Residents who used to drive straight through the area now make a point to stop at their favorite local spot on their way to or from their next destination. This revitalized area anchors the western boundary of the City, signaling to all that they have entered Placentia—“a pleasant place.”

To implement the Plan vision, the proposed land use plan provides flexibility for commercial and residential opportunities to develop. The land use plan aligns with recommendations from the community and City Council and enhances the character of Placentia and Chapman Corridor. Existing uses are allowed to remain; however, new designations create flexibility for potential residences to convert to home businesses and for a variety of mixed-use opportunities throughout the corridor.



2.2 Guiding Principles

- Create subareas to tailor land use standards.
- Create new flexible land use districts allowing for new housing units and mixed-use development.
- Preserve the function of Chapman Avenue but add safe multimodal options.
- Revitalize frontage along Kraemer Park and continue to support civic uses along the corridor.
- Link to Old Town District and Packing House District (TOD).
- Allow for new and expanded retail and commercial opportunities.
- Streetscape beautification along Chapman Avenue.

3 LAND USE

3.1 Introduction

To implement the Plan vision, the proposed land use plan provides flexibility for commercial and residential opportunities to develop. The land use plan aligns with recommendations from the community and City Council and enhances the character of Placentia and Chapman Corridor. Existing uses are allowed to remain; however, new designations create flexibility for a variety of mixed-use opportunities throughout the corridor.

The Chapman Corridor Plan area is divided into four districts (Figure 3-1). These districts implement various land use designations that provide flexibility for property owners and developers as identified on Figure 3-2. Although a designation may apply within more than one district, the permitted uses and standards (Chapter 4) are further refined in response to adjacent neighborhoods. For example, the multifamily flex designation in the Gateway Core District has a maximum density requirement that is compatible with the surrounding single-family residential uses. Land use designations are defined in Section 3.2. Development standards for each designation by subarea are provided in Chapter 4.

Figure 3-1: Corridor Districts

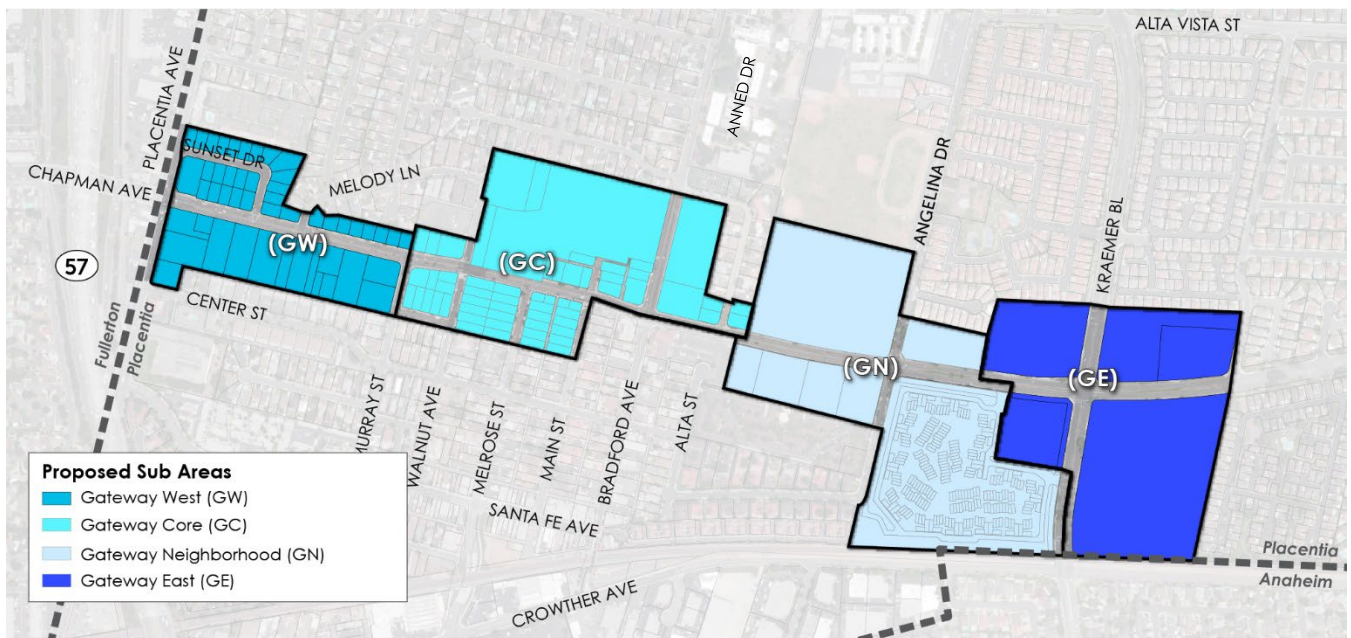


Figure 3-2: Proposed Land Use Plan



3.2 Land Use Definitions

The following land use definitions guide future uses for the corridor and implement the vision for this Plan. Table 3-1 provides the maximum density, intensity, and summary for buildout of the Chapman Corridor Revitalization Plan. The definitions should be used along with Section 3.4, *Land Use and Permit Requirements*.

3.2.1 Single Family Flex (SFF)

The Single Family Flex designation is on existing single-family parcels along Chapman Avenue and Sunset Drive in the Gateway West district and at Anned Drive in the Gateway Core District. The SFF designation would allow existing R-1 zoning and land uses to continue, and also allows adaptive reuse of structures for flexibility of commercial use. For example, residential buildings could be adapted to offices, such as those found on arterial streets in neighboring cities of Orange and Fullerton. The SFF designation would preserve single-family uses, allow flexibility for home business conversion to activate and diversify use types, and maintain the residential character of the neighborhood.

3.2.2 Commercial Corridor (CC)

The Commercial Corridor designation is at the existing In-N-Out, Placentia Plaza shopping center, and car wash at the intersection of Chapman Avenue and Placentia Avenue in the Gateway West District. This designation would allow current commercial uses to continue to operate. This designation preserves commercial uses but increases intensity to incentivize further redevelopment.

3.2.3 Mixed-Use (MU)

The Mixed-Use designation is at the intersections of Chapman Avenue at Murray Street, Walnut Avenue, Bradford Avenue, and Kraemer Boulevard. MU would encourage a diversity of use types along the corridor and accommodate the future catalyst site (Angelina Development) in the Gateway East District and a hotel in the Gateway West District. Depending on the subarea, this designation allows for 2- to 3-story, 3- to 4-story, and 5-story building heights if certain conditions are met. Mixed-use could be vertical or horizontal. There is no requirement for ground-floor commercial or incorporation of retail. Projects may be 100 percent residential or 100 percent commercial.

3.2.4 Multifamily Flex (MFF)

Multifamily Flex designation would allow for multifamily development between 32 and 45 dwelling units per acre, depending on the subarea. This designation will preserve existing residential areas in the Gateway Core, Gateway Neighborhood and Gateway East Districts, as well as encourage multifamily development adjacent to Kraemer Park along Chapman Avenue. Existing uses would be allowed to remain in these areas, and lot consolidation would be required to achieve higher density development.

3.2.5 Mixed-Use Civic Center (MU-CI)

The Mixed-Use Civic Center is at the existing City Hall and Library at the northeast corner of Kraemer Boulevard and Chapman Avenue. The Mixed-Use Civic Center designation would provide flexibility in uses and standards for future use of the Civic Center. This standard would allow for 3- to 4-story buildings, and 5 stories if certain conditions are met.

3.2.6 Open Space Recreation (OS-R)

The Open Space Recreation is at the existing Kraemer Memorial Park. This designation is intended to preserve the existing park and allow for passive and active recreational uses.

3.2.7 Planned Unit Development (PUD-4)

See the Placentia Municipal Code (PMC) Chapter 23.72, "PUD" Planned Unit Development District.

Table 3.1: Proposed Buildout Statistical Summary					
Designation	Acreage	Max Density (DU/AC)	Max FAR	Target Residential Dwelling Units	Target Non-residential Square Feet
Single Family Flex (SFF)	5.7	6	--	34	--
Gateway West	5.0			30	
Gateway Core	0.7			4	
Mixed-Use (MU)	15.7	35-45	-	339	112,000
Gateway West ¹	2.1	45	1.0	35	72,000
Gateway Core	6.4	35	0.5	65	26,140
Gateway East ²	7.5	35	0.5	239	13,860
Commercial Corridor (CC)	7.3		1.0	--	120,000
Gateway West					
Multifamily Flex (MFF)	36.6	30-45	--	754	--
Gateway Core ²	4.7	30		80	
Gateway Neighborhood	17.8	45		400	
Gateway East	13.8	35		274	
Mixed-Use Civic Center (MU-CI)	6.0	45	0.35	272	--
Gateway East					
Open Space Recreation (OS-R)	11.4	--	.02	--	9,990
Gateway Core					
Planned Unit Development (PUD-4)	17.1	15	--	254	--
ROW	20.5	--	--	--	--
Total	120.4	--	--	1,653	241,900

Source: Economic Study, Kosmont, 2024. See Appendix A.

NOTE: Buildout is estimated for properties that are most likely to change use or redevelop.

1. Building square feet includes a hotel, estimated to have approximately 120 rooms.
2. City Owned Property and Catalyst Site may develop at a higher density if the criteria in Section 3.3 are met.

3.3 Opportunity Sites

Several properties along the corridor are likely to be redeveloped in the near-term. These sites as well as possible reuse plans are discussed below.



Rendering of potential catalyst site project. Credit: Kraemer Land Company (2021)

3.3.1 Catalyst Site

As is the case in the City's TOD zone, a developer could take advantage of the benefits of a designated catalyst site. A catalyst site is defined as the first entitled project in the Plan area and meets the following criteria:

- a) It must be a minimum of one acre and shall contain no less than 65 dwelling units per acre.
- b) The catalyst site may exceed maximum allowed building height by one floor. Building height shall be calculated using average level of the highest and lowest portion of the lot as described in Chapter 4, *Development Standards*.
- c) If the first entitled project is withdrawn after entitlement, the next entitled project may be identified as a catalyst site under discretion of the Director of Development Services.

A catalyst project has been identified on a 2.96-acre parcel at the southwest corner of Chapman Avenue and Kraemer Boulevard. This mixed-use project proposes 239 new units at approximately 81 dwelling units per acre, a 2,310-square-foot café, and 5,240 square feet of retail office space. The proposed project is five stories high, and parking is in the first two stories. The City of Placentia has identified this project as a catalyst site.

3.3.2 Potential Multifamily Housing with Affordable Housing Incentive

Figure 3-3: Potential Multifamily Housing Illustrative



The City has identified parcels at the intersection of Chapman Avenue and Main Street, adjacent to Kraemer Park, as an opportunity site for potential multifamily affordable housing. The area includes single-story commercial office buildings, vacant land, and the Placentia Chamber of Commerce. The appliance store at Bradford Avenue is expected to remain. Specific parcels are currently owned by the City.

The Plan designates this area as Multifamily Flex in the Gateway Core Subarea. Figure 3-3 illustrates one example of potential development at this opportunity site. This development assumed consolidation of all parcels. To further maximize density, the potential development also utilizes public right-of-way at Main Street north of Chapman Avenue. Potential future residents would benefit from the adjacency to the park, and the land use typology and density is compatible with the density of the existing neighborhood. These properties can benefit from an affordable housing incentive if a developer provides 25% of the units as deed

restricted affordable housing. This incentive is flexible and does not require a specific income level. If 25% of the units proposed for this site are set aside for Very Low, Low, and/or Moderate-income households as defined by the City's Housing Element, then the project may develop up to 45 dwelling units an acre.

Figure 3-4: Potential Hotel Illustrative



3.3.3 Potential Hotel

At the southwest corner of Chapman Avenue and Murray Street is a strip-mall with retail and services and a Fantasy Burger restaurant. West of these uses is a recycling center and vacant office buildings. These combined sites are envisioned as a small boutique hotel that would accommodate guests for Chapman Corridor, Old Town, the Packing House District, and surrounding communities.

3.4 Land Use and Permit Requirements

New development, including additions to existing buildings, shall comply with the provisions of Ch. 23.75, and shall follow the entitlement procedures therein.

- 1) **Allowable Land Uses.** A parcel or building within Chapman Corridor shall be occupied by only the land uses allowed by Table 3-2, Land Use and Permit Requirements. Each land use in the table is defined in the glossary of the ordinance codified in PMC Chapter 23.04, Definitions.
- 2) **Multiple Uses.** Any one or more land use identified by Table 3-2 as being allowable within Chapman Corridor may be established on any parcel, subject to the planning permit requirement listed in the table, and in compliance with all applicable requirements of this code.
- 3) **Unlisted Uses.** The development services director or designee may determine an unlisted use is similar to another allowable permitted or conditionally permitted use if all of the following findings can be made:
 - a. The use is no greater in density or intensity than other uses allowed or conditionally allowed in the planning subarea.
 - b. The use is compatible with permitted or conditionally permitted uses in the planning subarea.
 - c. The use will meet the purpose of the planning subarea.
 - d. The use is consistent with the goals and policies of the general plan.
 - e. The use will not be detrimental to the public health, safety, or welfare.

Applicants may appeal this decision using the use conformity determination process, outlined in Section 23.39.035 of the PMC.

- 4) **Permit Requirements.** Table 3-2 provides for land uses that are:
 - a. **Permitted.** These uses are permitted subject to compliance with all applicable provisions of this chapter and may require a development plan review or site plan review in compliance with Chapter 7 of this Plan. These uses are shown as “P” uses in Table 3-2.
 - b. **Conditionally Permitted Uses.** These uses are allowed subject to the approval of a use permit and require a public hearing before the planning commission in compliance with Chapter 23.87 of the PMC. These uses are shown as “UP” in Table 3-2. All proposed projects with use permits in the Plan area must be reviewed by the City Council Housing, Community, and Economic Development Committee; see Chapter 7, *Administration and Implementation*.
 - c. **Not Permitted.** These uses are not permitted and are shown as “NP” in Table 3-2. A use that is not listed in Table 3-2 is not allowed in the district, except as otherwise provided in Section 3.4 (3) Unlisted Uses of this Plan. Uses that are expressly listed as not permitted are prohibited.

- d. Standards for Specific Land Uses. Where the last column in Table 3-2 (Specific Use Regulations) includes a section number, the regulations in the referenced section of this chapter and/or the PMC apply to the use. Provisions in other sections of this chapter may also apply.

5) In any case this Plan is silent, the applicable sections of the PMC shall apply.

3.5 Land Use Table

Table 3.2: Land Use and Permit Requirements							
Permit Requirement P: Permitted UP: Use Permit NP: Not Permitted	Land Use Designations						Notes and Special Use Regulations by Subarea
	SFF	MFF	CC	OS	MU	MU- CI	
Recreation, Education, Public Assembly Uses							
Commercial Recreation Facility, Indoor	NP	NP	UP	NP	NP	NP	
Community Recreation Facility	NP	NP	NP	P	NP	UP*	Recreation Facility allowed in MU-CI in Gateway East subarea only through a Use Permit.
Conference/Convention Facility	NP	NP	NP	NP	NP	NP	
Health/Fitness Facility, including stand-alone or roving fitness classes	UP	NP	P	NP	P	P	
Library, Museum	P	NP	NP	P	P	P	
Public Park, Playground or Plaza	P	NP	P	P	P	P	
School: specialized education, training	UP	NP	NP	NP	NP	NP	
Studio: art, dance, martial arts, music, photography, cooking, instructional, fitness (yoga, pilates, spin, etc.)	UP	NP	P	UP	P	P	Not to exceed 1,500 SF.
Theater (live performing arts, live music)	NP	NP	P	UP	UP	UP	

Table 3.2: Land Use and Permit Requirements							
Permit Requirement P: Permitted UP: Use Permit NP: Not Permitted	Land Use Designations						Notes and Special Use Regulations by Subarea
	SFF	MFF	CC	OS	MU	MU- CI	
City Center (City Hall and related civic uses)	NP	NP	NP	P	NP	P	
Residential Uses							
Emergency/Transitional Shelter	NP	NP	NP	NP	NP	NP	
Home Occupation	P	P	NP	NP	P	P	Must comply with home occupation provisions of PMC. 23.81.020.
Live-Work	NP	NP	NP	NP	UP	UP	
Multifamily Residential	NP	P	NP	NP	P	P	Includes apartments, condominiums, courtyard housing, and townhomes.
Assisted Living Facility	NP	NP	NP	NP	NP	NP	
Single-Family (existing only)	P	NP	NP	NP	NP	NP	
Mixed-Use with Residential Development	NP	NP	NP	NP	P	P	
Retail/Commercial Uses							
Accessory Retail or Services	NP	NP	UP	NP	P	P	Only permitted when primary commercial use is established.
Adult Entertainment Facility or Business	NP	NP	NP	NP	NP	NP	Pursuant to PMC Ch 23.89.

Permit Requirement P: Permitted UP: Use Permit NP: Not Permitted	Land Use Designations						Notes and Special Use Regulations by Subarea
	SFF	MFF	CC	OS	MU	MU-CI	
Alcoholic Beverage Sales (not associated with bar, brewery, distillery, restaurant, or neighborhood market or grocery)	NP	NP	NP	NP	NP	NP	“Alcoholic beverages” means any spirituous, vinous, malt, or other alcoholic liquor.
Retail Sales of Fine Wine and Beer	NP	NP	UP	NP	UP	NP	“Fine Wine and Beer” means all types of wine and malt beverages for consumption off the premises in original, sealed containers. No on-site consumption allowed.
Antique or Collectible Store	P	NP	P	NP	P	P	
Artisan/Handcraft Shop	P	NP	P	NP	P	P	
Auto Repair, Auto Sales, or Auto Parts Sales	NP	NP	NP	NP	NP	NP	
Bar, Tavern, Brewery, Distillery, Tasting Rooms, Wine Cellar	NP	NP	P	NP	UP	UP	
Convenience Store (with alcohol sales)	NP	NP	UP	NP	UP	UP	No on-site consumption allowed.
Drive-Through (any uses)	NP/UP*	NP	UP	NP	NP	NP	Use Permit in Gateway West and Gateway Core Subareas Only. Minimum aggregated lot size 18,000 SF. Lot consolidation must be in combination with an existing commercial use.
Furniture, Furnishings, and Appliance Store	NP	NP	P	NP	P	P	
General Retail: less than 5,000 sf	P	NP	P	NP	P	P	Includes thrift and second hand stores.
General Retail: 5,000 sf to 20,000 sf	UP	NP	P	NP	UP	UP	Includes thrift and second hand stores.

Table 3.2: Land Use and Permit Requirements							
Permit Requirement P: Permitted UP: Use Permit NP: Not Permitted	Land Use Designations						Notes and Special Use Regulations by Subarea
	SFF	MFF	CC	OS	MU	MU-CI	
General Retail: more than 20,000 sf (max 60,000 sf)	NP	NP	P	NP	UP	UP	Includes thrift and second hand stores.
Groceries, Specialty Foods: 10,000 sf or less	NP	NP	P	NP	P	P	With alcohol sales, a use permit is required.
Groceries, Specialty Foods: more than 10,000 sf	NP	NP	UP	NP	UP	UP	
Medical Marijuana Facilities	NP	NP	NP	NP	NP	NP	Pursuant to PMC Ch 23.46.
Neighborhood Market (without alcohol beverage sales): 10,000 sf or less	NP	NP	P	NP	P	P	With alcohol sales, a use permit is required.
Nightclub	NP	NP	NP	NP	NP	NP	
Outdoor Dining	UP	NP	P	NP	P	P	With alcohol sales, a use permit is required. Outdoor dining is allowed by approval of the director of development services and director of public works or their designees and may require Alcoholic Beverage Control Board (ABC) approval. Approval is pursuant to the outdoor dining permit and guidelines.
Outdoor Display and Sales	NP	NP	P	NP	NP	NP	May not encroach into public right-of-way.
Pet Store, Pet Boarding, Animal Shelter	NP	NP	P	NP	P	P	Sheltering and boarding shall require a use permit.

Table 3.2: Land Use and Permit Requirements							
Permit Requirement P: Permitted UP: Use Permit NP: Not Permitted	Land Use Designations						Notes and Special Use Regulations by Subarea
	SFF	MFF	CC	OS	MU	MU-CI	
Recreation Entertainment	NP	NP	UP	UP	UP	UP	20,000 SF max.
Restaurant	NP/UP*	NP	P	NP	P	P	*For SFF Use-Permit in Gateway West Subarea only with a minimum aggregate lot size 18,000 SF. Lot consolidation must be in combination with an existing commercial use.
Café	UP	NP	P	UP	P	P	
Restaurant with Alcohol Sales	UP	NP	P	NP	P	P	Pursuant to Alcoholic Beverage Control Board (ABC) approval.
Pawn Shop	NP	NP	NP	NP	NP	NP	
Service Station	NP	NP	UP	NP	UP*	NP	Mixed Use: Use-Permit in Gateway Core only. Must be on corner lot and 15,000 SF minimum.
Tobacco Sales, including Electronic Smoking Devices	NP	NP	P	NP	UP	UP	
Services: Business, Financial, Medical, Professional							
ATM	NP	NP	P	NP	P	P	Must be integrated into building façade. Stand-alone kiosks not permitted.
Bank (2,000 sf or less)	NP	NP	P	NP	NP	NP	Banks over 2,000 SF are not permitted.
Business Support Services (copying, printing, office supplies, etc.)	UP	NP	P	NP	P	P	
Hospital	NP	NP	NP	NP	NP	NP	
Medical Office	UP*	NP	P	NP	P	NP	*Single Family Flex: No new construction allowed. Use must occupy existing building.

Table 3.2: Land Use and Permit Requirements							
Permit Requirement P: Permitted UP: Use Permit NP: Not Permitted	Land Use Designations						Notes and Special Use Regulations by Subarea
	SFF	MFF	CC	OS	MU	MU-CI	
Urgent Care	NP	NP	P	NP	P	NP	
Office	UP*	NP	P	NP	P	P	*Single Family Flex: No new construction allowed. Use must occupy existing building.
Services – General							
Adult Daycare	P	NP	NP	NP	NP	NP	
Cigar or Hookah Lounge	NP	NP	UP	NP	NP	NP	
Commercial Daycare Center	UP	NP	P	NP	NP	NP	
Hostess Bars	NP	NP	NP	NP	NP	NP	
Laundromat and Laundry Services	NP	NP	UP	NP	UP	NP	
Lodging: B&B	NP	NP	NP	NP	NP	NP	
Lodging: Hotel	NP	NP	NP	NP	UP*	NP	*Allowed in Gateway West Mixed-Use Only Requires HCED recommendation (see Chapter 7)
Massage Establishments	NP	NP	UP	NP	UP	NP	
Meeting Halls, Banquet Centers	NP	NP	UP*	NP	UP/NP*	NP	*Commercial Corridor: Must be associated with restaurant facilities; Gateway West Mixed-Use Only: Must be associated with Hotel use or restaurant facility; All other mixed-use not permitted.
Personal Services	NP	NP	P	NP	P	P	
Public Safety Facility	NP	NP	NP	P	NP	P	
Spa Services (with or without alcohol)	NP	NP	UP	NP	UP	UP	Pursuant to Alcoholic Beverage Control Board (ABC) approval
Tattoo Parlors/Body Modification	NP	NP	UP	NP	UP	UP	

Table 3.2: Land Use and Permit Requirements							
Permit Requirement P: Permitted UP: Use Permit NP: Not Permitted	Land Use Designations						Notes and Special Use Regulations by Subarea
	SFF	MFF	CC	OS	MU	MU- CI	
Transportation, Communications & Infrastructure							
Broadcasting or Recording Studio	UP*	NP	UP	NP	UP	UP	Single Family Flex: No new construction allowed. Use must occupy existing building. No roof- or ground-mounted antenna or broadcasting apparatus allowed that is visible from street, adjacent properties, or otherwise detracts from the existing residential character.
Parking Structure or Surface Parking Lot (standalone)	NP	NP	UP	UP	UP	UP	Pursuant to PMC 23.78
Transit Station or Terminal	NP	NP	NP	NP	NP	NP	
Telecommunication Cell Tower/Microcell and Small Cell Sites	UP	UP	UP	UP	UP	UP	Pursuant to PMC Ch 23.82; Must be on building rooftop. Macro telecommunication facilities are not permitted

For PUD-4, refer to PMC Chapter 23.72.

4 DEVELOPMENT STANDARDS

4.1 Introduction

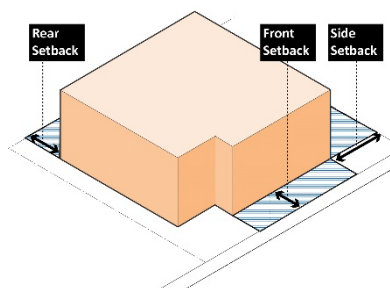
This chapter establishes land use and design requirements for the Chapman Corridor Revitalization Plan (CCRP) area. These regulations include building heights, setbacks, parking requirements, open space, and building form standards. The standards are consistent with and implement the applicable goals and policies of the City's General Plan pertaining to this area as well as the vision and guiding principles established in this Plan. This chapter should be used in conjunction with Chapter 5, *Design Guidelines*, when reviewing and processing development applications for properties in the CCRP area.

The following standards are organized by land use category and then broken down further by designation and subarea as follows:

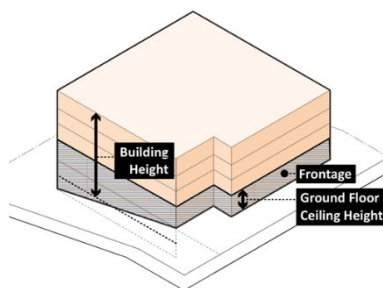
- Residential: Single Family Flex, Multi Family Flex
- Non-residential: Commercial Corridor
- Mixed-Use: Mixed-Use, Mixed-Use Civic Center

Definitions, permit requirements, and permitted uses for each land use category are provided in Chapter 3, *Land Use*. The development standards of this Specific Plan are intended to replace City zoning regulations except where noted. Where the Specific Plan is silent, the Placentia Municipal Code shall apply. The standards of the CCRP shall not apply to development for which approvals were granted prior to the adoption of these regulations and for which entitlements are still valid and for development that has current, valid building permits. Consistent with the City's Zoning Code "Building Height", means the vertical distance from the average level of the highest and lowest point of that portion of the lot covered by the building to the highest point of the building exclusive of chimneys, ventilators and other projections and exceptions to building height as permitted in the PMC.

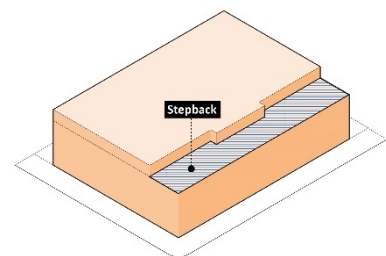
Throughout this chapter, standards are provided by land use designation and further refined by subarea. The standards address setbacks, heights, and in some cases stepbacks. The illustrations, below, are provided for reference for building height and setback standards. Additional standards that apply to all zones in the CCRP area are provided at the end of this chapter.



Setbacks



Height



Stepbacks

4.2 Residential Development Standards

4.2.1 Single Family Flex

The Single Family Flex designation occurs in two subareas.

Gateway West (GW). Properties in the Gateway West subarea are encouraged and anticipated to convert to non-residential uses in the current structure, as described in Chapter 3. Suitable adaptive reuse of these homes include uses such as coffee shops, salons, and small medical offices such as dental. Single-family homes that remain as residential use are a conforming use and may remain. The standards in Table 4.1 shall apply.

Gateway Core (GC). Properties in the Gateway Core subarea are encourage to maintain their single-family use, and the standards in Table 4.1 shall apply.

Subareas	GW	GC
Density (max du/ac)	6*	6
Building Height	30 feet max/ 1-2 stories	
Setbacks (General)	All of the required setback area shall be landscaped and maintained unless otherwise allowed.	
Setbacks Front	20 feet min.	
Setbacks Side	6 feet min each side.	
Setbacks Rear	<ul style="list-style-type: none"> a) 20 feet minimum from rear property line. b) Room Additions, Accessory Structures and Enclosed Patios: 10 feet min from rear property line. c) Patio Covers: 5 feet min from rear property line, as measured from the overhang of the patio cover. 	
Allowable Setback Projections	<ul style="list-style-type: none"> a) Ground Floor. <ul style="list-style-type: none"> i. Awnings and canopies over windows: 60 inches maximum. ii. Shade structures: 15 feet maximum. iii. Bay windows: 3 feet maximum iv. Cornices, belt courses, and similar architectural features: 12 inches maximum. v. Eaves, roof overhangs: 30 inches maximum. vi. Uncovered porches, decks, and landings (may be covered by arbors or trellises): 10 feet maximum. b) Above Ground Floor. Awnings, galleries, balconies, bay windows: 48 inches maximum. c) Signs, see section 4.6. d) All projections must maintain a minimum of 8 feet vertical clearance from ground. 	
Public Right-of-Way Encroachments	<ul style="list-style-type: none"> a) Art, as determined by the approval of the public art component of the project. b) Signs, see section 4.6. c) NOTE: Requires approval of an encroachment permit. 	

Table 4.1: Single-Family Flex Development Standards		
Subareas	GW	GC
Lighting	All lighting, exterior and interior, shall be designed and located so as to confine direct rays to the premises.	
Building Orientation	Buildings shall be oriented to the public street.	Buildings in this subarea are not required to front Chapman Avenue.
Commercial Uses, General	Only allowed on parcels fronting Chapman Avenue. All development standards above shall apply to commercial uses in the GW zone.	Not allowed.
Commercial Uses, Commercial Conversion	For commercial conversion of former residential properties, additions required for the purpose of complying with building and/or fire safety codes are exempt from setback requirements (e.g., new area for ADA access or egress).	Not allowed.
Outdoor Dining	<ul style="list-style-type: none"> a) Outdoor dining allowed in conjunction with café or restaurant use only. b) Alcoholic beverages may be served in an outdoor eating area of an eating establishment provided the business operating the outdoor eating area has obtained an approval authorized by this Plan and the PMC to serve alcoholic beverages on-site and has obtained and maintains all approvals required by the ABC. c) Outdoor dining must be within the front setback area or rear yard and may not encroach into the public right-of-way. d) Background music and speakers, and live entertainment are prohibited in Outdoor Dining Areas, unless otherwise approved by the City. e) Outdoor dining areas shall not operate no later than 10:00 p.m. if abutting a residential zone, unless otherwise approved by the City. f) See Chapter 5 Section 5.15 Outdoor Dining of this Plan for design related standards. 	Not Allowed.

Table 4.1: Single-Family Flex Development Standards

Subareas	GW	GC
<p>NOTES: Existing single-family homes in the Single Family Flex district may be converted to a non-residential use such as a medical, dental, or professional office if the site can support the parking requirements of PMC 23.78.</p> <p>If the standards of the zone are silent on a particular topic, the R-1 standards of the PMC shall apply.</p>		

4.2.2 Multi-Family Flex

The Multi-Family Flex designation occurs in three subareas.

Gateway Core (GC). Properties in the Gateway Neighborhood subarea are adjacent to Old Town and single-family neighborhoods where additional standards provide a transition between buildings that vary in size and height, preserving privacy for all residents. Lot consolidation within this subarea is encouraged to provide multi-family units at a size and scale that is feasible for new development. The standards under GC in Table 4.2 shall apply.

Gateway Neighborhood (GN). Properties in the Gateway Neighborhood subarea are existing condo and apartment communities that are already built out and not expected to change. These areas are adjacent to single-family neighborhoods, and if properties within this subarea were to redevelop, additional standards reinforce a transition between buildings that vary in size and height, preserving privacy for all residents. The standards under GN in Table 4.2 shall apply.

Gateway East (GE). The Gateway East subarea includes Cinnamon Tree Condominium Community. The standards under GE in Table 4-2 are intended to guide this property for redevelopment or future improvements.

Table 4.2: Multi-Family Flex Development Standards			
Subareas	GC	GN	GE
Density (max du/ac)	30	45	35
Building Height*	35 feet max. / 1-3 stories. 30 feet max / 1-2 stories if adjacent to Single-Family homes; however, 35-foot maximum height shall be permitted when 2 feet of additional setback is provided for every foot of additional height.	40 feet max. 1-3 stories.	
Lot Size	10,000 square feet minimum		
Setbacks (General)	All of the required setback area shall be landscaped and maintained unless otherwise allowed.		
Setbacks Front	15 feet minimum.		
Setbacks Side	5 feet min from property line.	10 feet minimum from property line.	
Setback Rear	<ul style="list-style-type: none"> a) Initial Construction: 20 feet minimum from rear property line. b) Room Additions, Accessory Structures, and Enclosed Patios: Minimum setback shall be 10 feet from rear property line. c) Patio Covers: Minimum setback shall be 5 feet from the rear property line, as measured from the overhang of the patio cover. Interior lot line. d) Buildings containing living units and accessory structures not specified in subdivision (b) of this subsection: 15 feet. e) Garages and carports: zero setback may be approved if: <ul style="list-style-type: none"> i. The zero setback does not abut single family residential properties ii. Garages and carports match the color, materials, and roof slope of the main structures in the project 		
Allowable Setback Projections	<ul style="list-style-type: none"> a) Ground Floor. <ul style="list-style-type: none"> i. Awnings and canopies over windows: 60 inches maximum. ii. Barriers for defining outdoor dining areas such as fences, railings, planter boxes: as needed to encompass outdoor dining area. iii. Sun Shade Structures: 15 feet maximum. iv. Bay Windows: 3 feet maximum. v. Cornices, belt courses, and similar architectural features: 12 inches maximum. vi. Eaves, roof overhangs: 30 inches maximum. vii. Uncovered porches, decks, and landings (may be covered by arbors or trellises): 10 feet maximum. b) Above Ground Floor. Awnings, galleries, balconies, bay windows: 48 inches maximum. c) For Signs, see Section 4.5. <p>All projections must maintain a minimum of 8 feet vertical clearance from ground.</p>		
Public Right-of- Way Encroachments (all require	<ul style="list-style-type: none"> a) Art, as determined by the approval of the public art component of the project. b) For signs, see Signs – Advertising Structures, 23.90 of the PMC. 		

Table 4.2: Multi-Family Flex Development Standards			
Subareas	GC	GN	GE
approval of an encroachment permit)			
Building Separation	15 feet min.		
Building Orientation	Primary ground-floor common entries or individual exterior dwelling unit entries shall be oriented to Chapman Corridor.	Primary ground-floor common entries or individual exterior dwelling unit entries shall be oriented to Chapman Corridor. However, with multiple structures, may orient buildings so that only the primary driveway or private road into the project is accessed from Chapman Corridor. Then buildings should be oriented to front a common building (such as a club house) or open space amenity accessed by the entry driveway. The backside of any building shall not face Chapman Avenue. Entrances at building corners may be used to satisfy this requirement.	
Site Design	<ul style="list-style-type: none"> a) New development projects are required to provide convenient pedestrian access to and from public sidewalks from either individual units or a common pedestrian walkway. b) If adjacent to a single-family zone, the third floor shall be stepped back a minimum of 10 feet. c) Garages and parking areas shall not front onto Chapman Avenue. d) Street frontage devoted to driveways and vehicular access shall be minimized to the greatest extent possible. e) Consolidated driveways are encouraged along Chapman Avenue. 		
Open Space Common and Private Minimum Requirements	<ul style="list-style-type: none"> a) 200 square feet per dwelling unit (total common and private) b) Minimum Dimensions: <ul style="list-style-type: none"> i. Private areas: 7 feet in any direction ii. Common areas: 20 feet in any direction 		
Types of Common Open Space Permitted	<p>A minimum of one shared outdoor recreational facility shall be required per project.</p> <p>Qualifying shared common open spaces: Park, clubhouse, rooftop terrace, swimming pool, gymnasium, tennis court, pickleball court, basketball court (half or full), children’s play area, community garden, courtyard, fire pit, dog park, barbeque area.</p>		
<p><i>NOTE: If the Standards of the MFF zone are silent on a particular topic, the R-3 standards of the PMC shall apply.</i></p> <p>*The greater of the stated maximum building height or number of stories shall apply.</p>			

4.3 Non-residential Development Standards

4.3.1 Commercial Corridor

The commercial corridor designation applies to properties at the far end of the Gateway West subarea. Properties in this designation shall comply with the standards in Table 4.3.

Land Use Designation	Commercial Corridor (CC)
Subarea	GW
Intensity (Floor Area Ratio)	1.0
Height	35 feet max. / 1-3 stories
Ground Floor Height	15 feet floor to ceiling height.
Setbacks (General)	All of the required setback area shall be landscaped and maintained unless otherwise allowed.
Setbacks Front	15 feet min.
Setbacks Side and Rear	Adjacent to residential: 10 feet min. Adjacent to public right-of-way: 15 feet min. Side and rear yards are required only along a property lines adjacent to a residential district or a public right-of-way.
Allowable Setback Projections	<ul style="list-style-type: none"> a) Ground Floor. <ul style="list-style-type: none"> i. Awnings and canopies over windows: 60 inches maximum. ii. Barriers for defining outdoor dining areas such as fences, railings, planter boxes: as needed to encompass outdoor dining area. iii. Sun Shade Structures: 15 feet maximum . iv. Bay Windows: 3 feet v. Cornices, belt courses, and similar architectural features: 12 inches maximum. vi. Eaves, roof overhangs: 30 inches. vii. Uncovered porches, decks and landings (may be covered by arbors or trellises): 10 feet maximum. b) Above Ground Floor. Awnings, galleries, balconies, bay windows: 48 inches maximum. c) For signs, see standards in Section 4.5. All projections must maintain a minimum of 8 feet vertical clearance from ground.
Public Right-of- Way Encroachments	<ul style="list-style-type: none"> a) Art, as determined by the approval of the public art component of the project. b) For signs, see standards in Section 4.5. c) Fences, only allowed in conjunction with a restaurant use. NOTE: Requires approval of an encroachment permit.
Frontage Requirements	A section of blank wall shall not exceed 20 linear feet without being interrupted by a window or entry or other façade treatment. Developments over 1 acre in size shall choose a frontage type from the Frontage

Table 4.3: Commercial Corridor Development Standards	
Land Use Designation	Commercial Corridor (CC)
Subarea	GW
	Section of Chapter 5, Design Standards and Guidelines.
Building Orientation	Buildings shall be oriented to Chapman Avenue. Pedestrian connections shall be provided to Chapman Avenue.
Outdoor Dining	<ul style="list-style-type: none"> a) All outdoor dining areas shall maintain a minimum sidewalk clearance of 4 feet between any outdoor eating area and light poles, signposts, utility poles, and similar sidewalk obstructions. b) Alcoholic beverages may be served in an outdoor eating area of an eating establishment provided the business operating the outdoor eating area has obtained an approval authorized by this Plan and the PMC to serve alcoholic beverages on-site and has obtained and maintains all approvals required by the ABC. c) Outdoor dining areas within the public right-of-way are subject to an Encroachment Permit. d) See Chapter 5 Section 5.15 Outdoor Dining of this Plan for design related standards.

4.4 Mixed-Use Development Standards

4.4.1 Mixed-Use and Mixed-Use Civic Center

The Mixed-Use and Mixed-Use Civic Center designations occur in three subareas described below. The mixed-use designations implement the City's General Plan Mixed-Use designation and allow for vertical and horizontal mixed-use. The standards in Table 4.4 shall apply for the identified subareas.

Gateway West (GW). Mixed-use properties in the Gateway West subarea adjacent to the Commercial Corridor designation. Mixed-use options in this area include hotel and retail and/or residential land uses. The properties are ready for redevelopment with many underutilized parcels in this subarea.

Gateway Core (GC). Properties in the Gateway Core subarea are adjacent to both Old Town and single-family development. New development should provide a transition between buildings that vary in size and height, preserving privacy for all residents. Lot consolidation in this subarea is encouraged to provide projects at a size and scale that makes development feasible.

Gateway East (GE). Properties in the Gateway Neighborhood subarea include the properties at three of the four corners of the Chapman Avenue and Kraemer Avenue intersection, including the Civic Center. This subarea includes the Kraemer Land property that is expected to be a catalyst site for the CCRP area.

Table 4.4: Mixed-Use Development Standards

Land Use Designation	Mixed-Use			Mixed-Use Civic Center
Subareas	GW	GC	GE	GE
Density/ Intensity Max Residential (du/ac) Non-residential (Floor Area Ratio FAR)	DU/AC: 45 FAR: 1.0	DU/AC: 35 FAR: 0.5	DU/AC: 35 FAR: 0.5 The catalyst site shall be a minimum of one acre and shall contain no less than 65 dwelling units per acre.	DU/AC: 45 FAR: 0.35
Setbacks (General)	All of the required setback area shall be landscaped and maintained unless otherwise allowed.			
Setbacks Front	15 feet min.	10 feet min. For corner lots, a 15 foot minimum setback along both street frontages.		
Setbacks Side and Rear	Side and rear yards are required only along a property line adjacent to a residential district or a public right-of-way. The required yard shall be a minimum of 15 feet adjacent to a residential district and 10 feet adjacent to a public right-of-way. All of the required yard area shall be landscaped and maintained as a condition of the use.			
Allowable Setback Projections.	<ul style="list-style-type: none"> a) Ground Floor. <ul style="list-style-type: none"> i. Awnings and canopies over windows: 60 inches maximum. ii. Barriers for defining outdoor dining areas such as fences, railings, planter boxes: as needed to encompass outdoor dining area. iii. Sun Shade Structures: 15 feet maximum. iv. Arcade: 15 feet maximum. v. Cornices, belt courses, and similar architectural features: 12 inches maximum. vi. Eaves, roof overhangs: 30 inches maximum. vii. Uncovered porches, decks and landings (may be covered by arbors or trellises): 10 feet maximum. b) Above Ground Floor. Awnings, galleries, balconies, bay windows: 48 inches maximum. c) For signs, see Section 4.5. d) All projections must maintain a minimum of 8 feet vertical clearance from ground. 			
Public Right-of- Way Encroachments	<ul style="list-style-type: none"> a. Art, as determined by the approval of the public art component of the project. b. Signs, see Section 4.5 below. c. Outdoor Dining. d. Fences, only allowed in conjunction with a restaurant use. <p><i>NOTE: Require approval of an encroachment permit.</i></p>			

Table 4.4: Mixed-Use Development Standards

Land Use Designation	Mixed-Use			Mixed-Use Civic Center
Subareas	GW	GC	GE	GE
Building Height*	<p>a. 1-4 stories—55 feet max. or as determined by the adjacency parameters below:</p> <p>i. If adjacent to SFF or R-1, 30 feet max. or 35-foot maximum height / up to 3 stories shall be permitted when 2 feet of additional setback is provided for every foot of additional height.</p> <p>ii. Hotel Use (only in GW): No portion of a hotel building shall exceed 40 feet / up to 3 stories in height within 50 feet of any residential building.</p> <p>Catalyst Site: 5 stories/ 65 feet max.</p> <p>The catalyst site may exceed maximum allowed building height by one floor, see Chapter 3, <i>Section 3.3 Opportunity Sites</i>.</p>			<p>40 feet max./ 1-3 stories</p> <p>Rear building with stepback; 30 feet max / 2 stories adjacent to single-family homes.</p>
Ground Floor Height	Where commercial uses are on ground floors, those commercial uses shall have a minimum 15-foot height floor to ceiling.			
Frontage Requirements	<p>A section of blank wall shall not exceed 20 linear feet without being interrupted by a window or entry or other façade treatment.</p> <p>Developments over 1 acre in size shall choose a frontage type from the Chapter 5 Design Guidelines, Section 5.7 Frontages, of this Plan.</p>			
Building Orientation	<p>Primary ground-floor common entries or individual exterior dwelling unit entries shall be oriented to Chapman Corridor. Development with multiple structures may orient buildings so that only the primary driveway or private road into the project is accessed from Chapman Corridor. Then buildings should be oriented to front a common building (such as a club house or building containing the hotel lobby) or open space amenity accessed by the entry driveway. The backside of any building shall not face Chapman Avenue. Entrances at building corners may be used to satisfy this requirement.</p> <p>Pedestrian connections shall be provided to Chapman Avenue.</p>			
Open Space Common and Private Minimum Requirements	<p>a) 200 square feet per dwelling unit (total common and private).</p> <p>b) Minimum Dimensions.</p> <p>i. Private areas: 7 feet in any direction.</p> <p>ii. Common areas: 20 feet in any direction.</p> <p>Open space and outdoor open space areas may be provided as private areas, common areas, or a combination.</p> <p>All common open space areas shall be conveniently located and readily accessible from all dwelling units on the building site and shall be contiguous to and integrated with other common areas on the building site.</p> <p>The common open space areas may be composed of active or passive facilities and may incorporate any required setback areas other than street setback areas and required landscape setbacks, but shall not include or incorporate any driveways or parking areas, trash pickup or storage areas, or utility areas. All residential common areas shall be improved as either active or passive facilities, with landscape or hardscape elements designed to serve the residents of the project.</p>			

Table 4.4: Mixed-Use Development Standards

Land Use Designation	Mixed-Use			Mixed-Use Civic Center
	Subareas	GW	GC	GE
Types of Common Open Space Permitted	A minimum of one shared outdoor recreational facility shall be required per project. Qualifying shared common open spaces: Park, clubhouse, rooftop terrace, swimming pool, gymnasium, tennis court, pickleball court, basketball court (half or full), children’s play area, community garden, courtyard, fire pit, dog park, barbeque area.			
Outdoor Dining	a) All outdoor dining areas shall maintain a minimum sidewalk clearance of 4 feet between any outdoor eating area and light poles, signposts, utility poles, and similar sidewalk obstructions. b) Alcoholic beverages may be served in an outdoor eating area of an eating establishment provided the business operating the outdoor eating area has obtained an approval authorized by this Plan and the PMC to serve alcoholic beverages on-site and has obtained and maintains all approvals required by the ABC. c) Outdoor dining areas within the public right-of-way are subject to an Encroachment Permit. d) See Chapter 5 Section 5.15 Outdoor Dining of this Plan for design related standards.			
NOTE: *The greater of the stated maximum building height or number of stories shall apply.				

4.5 Sign Regulations

4.5.1 Purpose and Intent

The sign regulations for CCRP are intended to appropriately address the placement, type, size, and number of signs allowed in Chapman Corridor and to require the proper maintenance of signs.

The purpose of these requirements are to:

- 1) Avoid traffic safety hazards for motorists, bicyclists, and pedestrians caused by visual distractions and obstructions.
- 2) Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of the City as a place to live, work, and shop.
- 3) Provide for signs as an effective channel of communication while ensuring that signs are aesthetically proportioned in relation to adjacent structures and the structures to which they are attached.
- 4) Safeguard and protect the public health, safety, and general welfare.
- 5) Promote the pedestrian scale of the corridor.

4.5.2 Applicability

- 1) These sign regulations apply to all signs in the CCRP area except: directional/instructional signs and real estate signs shall instead comply with the requirements of the City's Zoning Code (PMC 23.90); and specialty City identification/ gateway signage.
- 2) The provisions of this section do not regulate the message content of a sign (sign copy) regardless of whether the message content is commercial or noncommercial.
- 3) Sign installation in the CCRP shall require sign permit approval in compliance with the City's Zoning Code (PMC 23.90), unless exempted from sign permit requirements.
- 4) Sign Variances: See the Zoning Code (PMC 23.90.220).
- 5) Definitions of the specialized terms and phrases used in this section are in the Zoning Code (PMC 23.90).

4.5.3 Prohibited Signs

- 1) Abandoned signs (includes signs on abandoned or closed businesses).
- 2) Animated and moving signs, including electronic message display signs; and variable intensity, blinking, or flashing signs; or signs that emit a varying intensity of light or color, except time and temperature displays (which are not considered signs).
- 3) Exposed cabinet/raceways behind channel letters.
- 4) Internally illuminated cabinet (can) signs.
- 5) Off-site signs (e.g., billboards, signs mounted on vehicles).
- 6) Obscene signs.
- 7) Pole signs and other freestanding signs over six feet in height.
- 8) Roof signs.
- 9) Signs that simulate, in color, size, or design, any traffic control sign or signal, or that make use of words, symbols, or characters in a manner that interferes with, misleads, or confuses pedestrian or vehicular traffic.
- 10) A sign burned, cut, or otherwise marked on or affixed to a rock, tree, or other natural feature.
- 11) A sign placed within a public right-of-way, except as provided by Tables 4.5 through 4.7.
- 12) A sign painted directly on a building, unless approved as a Creative Sign (See Section 4.5.9 Creative Sign Permit, of this Plan) .
- 13) Permanent signs that advertise continuous sales, special prices, or include phone numbers.
- 14) Temporary signs, including:
 - a. Balloons and other inflatable devices.

- b. Flags, except official national, state, or local government, institutional, or corporate flags properly displayed.
- c. Pennants and streamers, except in conjunction with an athletic event, carnival, circus, or fair.

4.5.4 General Requirements for All Signs

- 1) Sign Area and Height Measurement. The measurements of sign area and height shall comply with the City's Zoning Code (PMC 23.90).
- 2) Sign Location Requirements. Each sign shall be located according to the following requirements and all other applicable provisions of this chapter.
- 3) On-Premises Signs Required. Each sign shall be located on the same site as the subject of the sign, except as otherwise allowed by this chapter.
 - a. Setback Requirements. Each sign shall comply with the setback requirements of the applicable zoning district, except for an approved projecting sign, and except for an approved freestanding sign, which shall be set back a minimum of 5 feet from the front and side street property lines.
 - b. Placement on a Building. No sign shall be placed so as to interfere with the operation of a door or window. Signs should not be located so that they cover prominent architectural features of the building.
 - c. Signs within a Public Right-of-Way. No sign shall be allowed in the public right-of-way except for the following:
 - i. A projecting sign in compliance with Tables 4.5 through 4.7.
 - ii. Public signs erected by or on behalf of a governmental agency to convey public information, identify public property, post legal notices, or direct or regulate pedestrian or vehicular traffic.
 - iii. Bus stop signs installed by a public transit company.
 - iv. Informational signs of a public utility regarding its lines, pipes, poles, or other facilities.
 - v. Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized work within the public right-of-way.
 - d. Any sign installed or placed within the public right-of-way other than in compliance with this section shall be forfeited to the public and be subject to confiscation.
- 4) Sign Design. The following design criteria shall be used in reviewing the design of individual signs. Substantial conformance with each of the following design criteria shall be required before a sign permit or building permit can be approved.
- 5) Color. Colors on signs and structural members should be harmonious with one another and relate to the dominant colors of the buildings on the site. Contrasting colors may be utilized if the overall effect of the sign is still compatible with building colors.
- 6) Design and Construction.
 - a. Except where otherwise permitted elsewhere in this section, each sign shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

- b. Each permanent sign shall be designed by a professional (e.g., architect, building designer, landscape architect, interior designer, or others whose principal business is the design, manufacture, or sale of signs), or who is capable of producing professional results.
 - c. Each permanent sign shall be constructed by persons whose principal business is building construction or a related trade, including sign manufacturing and installation, or others capable of producing professional results. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability to reduce maintenance costs and prevent dilapidation.
- 7) Materials and Structure.
- a. Sign materials (including framing and supports) shall be representative of the type and scale of materials used on the site where the sign is located. Sign materials shall be complementary those used on the buildings on the site and any other signs on the site.
 - b. No sign shall include reflective material.
 - c. Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.
 - d. The size of the structural members (e.g., columns, crossbeams, and braces) shall be proportional to the sign panel they are supporting.
 - e. The use of individual letters incorporated into the building design is encouraged, rather than a sign with background and framing other than the structure wall.
 - f. See Design Guidelines, Chapter 5, for additional guidelines for materials.
- 8) Street Address. The review authority may require that a sign include the street address of the site where it determines that public safety and emergency vehicle response would be more effectively served than if the street address were displayed on 1 or more buildings on the site.
- 9) Copy Design Guidelines. The city does not regulate the message content (copy) of signs; however, the following are principles of copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged but not required.
- a. Sign copy should relate only to the name and/or nature of the business or commercial center.
 - b. Permanent signs that advertise continuous sales, special prices, or include phone numbers are prohibited.
 - c. Information should be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.
 - d. The area of letters or symbols should not exceed 40 percent of the sign area in commercial uses or 60 percent for residential uses.
 - e. Freestanding signs should contain the street address of the parcel or the range of addresses for a multi-tenant center.

4.5.5 Sign Lighting

Sign lighting shall be designed to minimize light and glare on surrounding rights-of-way and properties.

- 1) External light sources shall be directed and shielded so that they do not produce glare off the site, or on any object other than the sign.

- 2) Sign lighting shall not blink, flash, flutter, or change light intensity, brightness, or color.
- 3) Colored lights shall not be used at a location or in a manner so as to be confused with or construed as traffic control devices.
- 4) Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.
- 5) For energy conservation, light sources shall be hard-wired fluorescent or compact fluorescent lamps, or other lighting technology that is of equal or greater energy efficiency. Incandescent lamps are prohibited.

4.5.6 Sign Maintenance

- 1) Each sign and supporting hardware, including temporary signs and awning signs, shall be maintained in good repair and functioning properly at all times. Any damage to a sign or its illumination, including the failure of illumination, shall be repaired within a maximum of 14 days from the date of damage or failure.
- 2) A repair to a sign shall be of materials and design of equal or better quality as the original sign.
- 3) A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance and may be abated in compliance with the City’s Zoning Code.
- 4) When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed, and any/all damage to the exterior of the building shall be repaired/repainted to the satisfaction of the Director of Development Services or designee. When an existing sign is removed, the repairs must match surface type and color of building exactly. No disparity in color tone is permitted.

4.5.7 Sign Standards by Use

Each sign shall comply with the standards provided by this section and comply with the requirements in Tables 4.5 through 4.7, except as permitted by the approval of a creative sign permit, described below.

Table 4.5: Sign Standards by Use: Multi-Family Residential Use			
Allowed Sign	Maximum Sign Height	Maximum No. of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
Wall or Freestanding	Wall signs: below edge of roof. Placement shall only be located below the roof or over the primary entrance. Freestanding: 48 inches	1 wall sign or freestanding sign per primary vehicular entrance or street frontage.	12 square feet per face area; 24 square feet maximum total square feet for all signs.

Allowed Sign	Placement Standards	Maximum Number and Sign Area
Awning	Shall be entirely on awning valence; lettering max 66% of valence height; valence height max: 18 inches.	50% of the area of the valence front. 1 sign max per separate awning valence.
Marquee	To be established during site plan review. Minimum clearance of 10' from sidewalk surface below. Allowed only for the entrance of a theatre or playhouse.	To be established during site plan review. 3 square feet per 1 linear foot of frontage width, up to 80 percent of frontage width. 1 sign max.
Monument	5 feet including base structure. Allowed only on a site with more than 100 feet of continuous street frontage.	36 square feet.
Projecting or Suspended	Up to 24 inches from face of building and bottom of sign shall be no closer than 8 feet above sidewalk surface below.	6 square feet. No dimension greater than 3 feet.
Wall	2 feet below parapet or eave. Individual letters 18 inches. Mounting 1-story: above 1st-floor windows. Mounting multi-story: between windows.	1 square foot per linear foot primary business. 1 sign allowed per business frontage with pedestrian entrance. Side street or rear entrance wall sign max 50% of the primary sign area.
Window Permanent	Within window area.	15% of total window area max.
Window Temporary	Within window area.	25% of total window area. Allowed for display a maximum of 15 days at 1 time, up to 3 times in a 12-month period.
A-Boards and Other Portable Sidewalk Signs	May not impede pedestrian flow.	1 per business. Signs are only be permitted while the business is open. Requires an encroachment permit if in the public right-of-way.
Directional Signage on Private Property	Cannot be freestanding and shall be minimized for basic directional functions. Sign may include minimized development logo and/or branding associated with development or tenant.	Included in sign permit application approval process.

Allowed Sign	Placement Standards	Maximum Number and Sign Area
Monument	5 feet max height, including base structure.	1 per site. 25 square feet sign area max.
Wall signs	Raised letter only, unlighted or dimly back-lighted	Not to exceed one-half square foot in area per foot of front of building, or 50 square feet total area per building, whichever is less.
<i>Banners, pennants, and streamers are specifically prohibited.</i>		

4.5.8 Master Sign Program

All mixed-use projects shall require a master sign program, which is reviewed and approved by the decision-making body in each case. A “master sign plan” means a coordinated program of signage for new or existing commercial, office, or residential that has more than one business establishment or tenant. The master sign program can permit signs that meet the intent and standards of the Sign Code and ensure that all signs are integrated thoughtfully into the design of the structures, creating a unified architectural statement. The master sign program provides a means for defining common sign regulations for multi-tenant projects to encourage maximum incentive and latitude in the design and display of multiple signs, and to achieve, not circumvent, the intent of this chapter.

- 1) **Application Requirements and Revisions to Master Sign Programs.** A sign permit application for a master sign program shall include all information and materials required by the development services department and the filing fee set by the City’s fee resolution. Revisions to a master sign program may be approved by the Director of Development Services or designee with a standard sign permit if the intent of the original approval is not affected. Revisions that would substantially deviate from the original approval shall require the approval of a new master sign program.
- 2) **Standards.** A master sign program shall comply with the following standards:
 - a. The program shall comply with the purpose of this chapter.
 - b. The signs shall enhance the overall development, be in harmony with, and relate visually to other signs in the master sign program, to the structures or developments they identify, and to surrounding development;
 - c. The program shall accommodate future revisions that may be required because of changes in use or tenants; and
 - d. The program shall comply with the standards of this chapter, except that flexibility is allowed with regard to sign area, number, location, or height to the extent that the master sign program will enhance the overall development and will more fully accomplish the purposes of this chapter.
 - e. Sign permit application must include identification of size, height, and location of all signs.

4.5.9 Creative Sign Permit

- 1) **Definition of Creative Sign Permit.** Applicants may apply for a creative sign permit for signs that are not listed or that exceed the provisions of this chapter. The creative sign permit is intended for signs that meet the intent and standards of the sign code, but may not necessarily meet the standards shown in

Tables 4.5 through 4.7 of this chapter. An applicant may request approval of a creative sign permit to authorize on-site signs that use different standards from the other provisions of this chapter but comply with the intent of this chapter.

- 2) **Revisions** to a creative sign within a master sign program may be approved by the Director of Development Services or designee with a standard sign permit if the intent of the original approval is not affected. Revisions that would substantially deviate from the original approval shall require the approval of a new master sign program.
- 3) **Purpose.** To encourage signs of unique design and that exhibit a high degree of thoughtfulness, branding, imagination, inventiveness, and spirit; and to provide a process for the application of sign regulations in ways that will allow creatively designed signs that make a positive visual contribution to the overall image of the city and Chapman Corridor, while mitigating the impacts of large or unusually designed signs.
- 4) **Application and Procedure Requirements.** A sign permit application for a creative sign shall include all information and materials required by the department, and the filing fee set by the City's resolution fee. A sign permit application for a creative sign shall be subject to review and approval by the Director of Development Services when the proposed sign is 50 square feet or less, and by the planning commission when the sign is larger than 50 square feet. Notification for a sign permit for a creative sign shall be given in the same manner specified by the zoning ordinance for director-approved development permits.
- 5) **Design Criteria.** In approving an application for a creative sign, the review authority shall ensure that a proposed sign meets the following design criteria:
 - a. Constitutes a substantial aesthetic improvement to the site and has a positive visual impact on the surrounding area.
 - b. Is of unique design and exhibits a high degree of thoughtfulness, imagination, inventiveness, and spirit.
 - c. Provides strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.
- 6) **Contextual Criteria.** The sign shall contain at least one of the following elements:
 - a. Classic historic design style.
 - b. Creative image reflecting current or historic character of the city.
 - c. Symbols or imagery relating to the citrus packing industry.
 - d. Inventive representation of the use, name, or logo of the structure or business.
- 7) **Architectural Criteria.** The sign shall:
 - a. Utilize or enhance the architectural elements of the building.
 - b. Be placed in a logical location in relation to the overall composition of the building's façade and not cover any key architectural features and details of the façade.

- 8) **Neighborhood Impacts.** The sign shall be located and designed not to cause light and glare impacts on neighboring residential uses.

4.5.10 Legal Nonconforming Signs

A legal nonconforming sign is any permanent or temporary sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation but that does not now comply with the provisions of this specific plan.

- 1) **General Requirements.** A legal nonconforming sign shall not be:
 - a. Changed to another nonconforming sign.
 - b. Structurally altered to extend its useful life.
 - c. Enlarged.
 - d. Re-established after a business is discontinued for 60 days or more, subject to the amortization clause in Section 4.5.6.
 - e. Re-established after damage or destruction to 50 percent or more of the value of the sign or its components, as determined by the building official and subject to the amortization clause below.
- 2) **Maintenance and Changes.** Sign copy and face changes, nonstructural modifications, and nonstructural maintenance (e.g., painting, rust removal) are allowed without a sign permit up to a maximum of 25 percent of the existing total area of the sign. Face changes not including copy, and any nonstructural modifications exceeding 25 percent of the existing total area of the sign, and any structural changes shall comply with all applicable standards of this chapter.

4.6 Amortization and Existing Uses

In order to preserve private property rights, all legal uses, buildings or structures in existence immediately preceding the effective date of the ordinance codified in this chapter, may be continued to operate as a legal nonconforming use, building or structure pursuant to PMC Ch. 23.84.

4.7 Fences and Walls

Must comply with Chapter 23.81 of the Placentia Municipal Code.

4.8 Trash and Recycling Enclosures

Must comply with Chapter 23.41 of the Placentia Municipal Code.

4.9 Parking

Parking for all uses must comply with Chapter 23.78 of the Placentia Municipal Code. Additionally, mixed-use projects shall provide a parking management plan or shared parking agreement for approval by the Director of Development Services or designee. The documentation shall detail joint, or reciprocal parking between uses or buildings.

5 DESIGN STANDARDS AND GUIDELINES

5.1 Introduction

The design standards and guidelines are intended to promote quality design, consistent with overall vision, while providing a level of flexibility to encourage creative design. This chapter provides additional standards and guidelines that address the physical design of buildings and various site design elements within the Chapman Corridor Revitalization Plan (CCRP) area in addition to those found in Chapter 4. These standards apply to all subareas of the corridor.

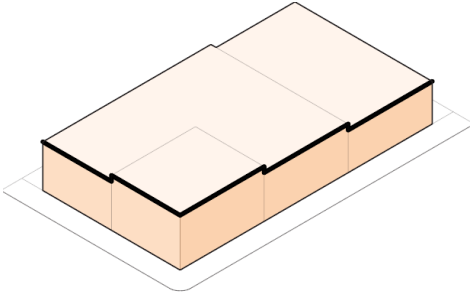
5.1.1 Interpretation

This chapter is intended to provide guidance and expectations for quality building and site design for development along Chapman Corridor. Design standards are provided with specific requirements and are written as “shall” or “must.” A design guideline written as a “should” requires compliance unless a legitimate reason or acceptable design substitute is deemed acceptable through the Development Plan Review process, as described in Chapter 7 of this Plan. A design guideline written with an action verb (e.g., provide, use, locate, create, establish, employ) is highly recommended. Finally, statements written as “prohibited” or “not allowed” is not appropriate for the CCRP area.

5.2 Building Massing and Scale

- 1) Projects containing several buildings should be designed as a collection of suitably scaled buildings instead of a singular mass.
- 2) Buildings greater than three stories should provide variation by using balconies, fenestration, and sunshades to create an interesting pattern of projections and recesses.
- 3) Building mass should be articulated to reflect a human scale, both horizontally and vertically. Examples of such building elements include articulated façades, corner elements, inset windows, highlighted entry features, and prominent cornices and rooflines. See sections below for additional requirements and guidelines for these elements.

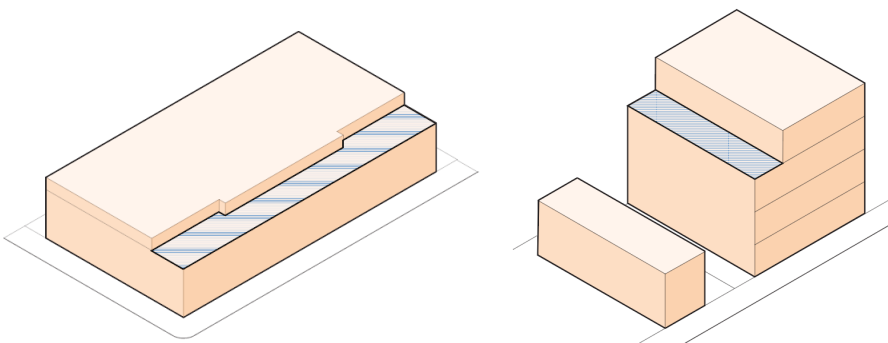
5.3 Building Height



Modulation of rooflines can add visual interest to the skyline, while reducing the scale of large building masses. Modulation can also minimize the “canyon” effect along a corridor while creating visual reference points and the appearance of distinct and separate buildings.

- 1) Development shall not exceed the height limits set in Chapter 4.
- 2) Buildings over three stories in height that do not use stepbacks (sec. 5.2.4) or prominent corners (sec. 5.2.6) shall vary the roof height by at least 5 feet for every 75 linear feet.
- 3) Rooftop equipment shall be concealed from visibility from the public right-of-way. The point of view for determining visibility shall be 6 feet above grade at a distance of 200 feet. If the roof structure does not provide this screening, an equipment screen shall be included in the design.
- 4) Exception(s): Projecting features such as appurtenances, chimneys, and vents may exceed the height limit.

5.4 Stepbacks

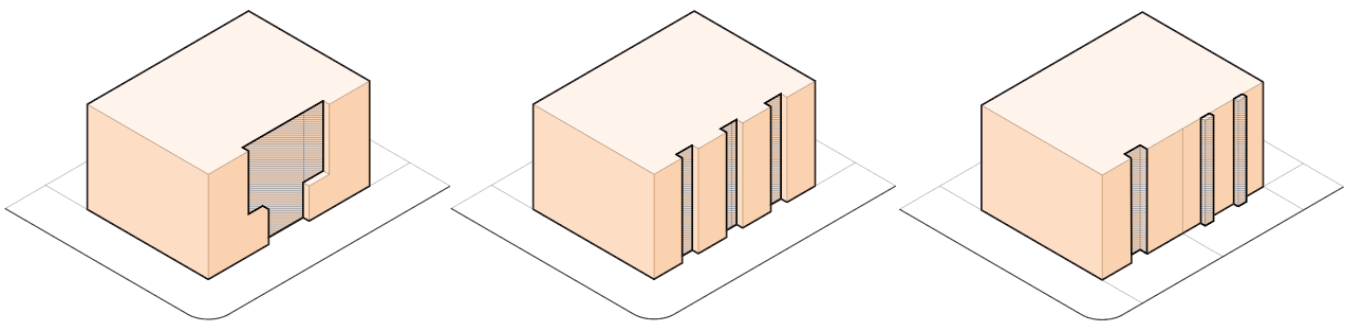


Stepbacks are upper levels of a building set back from the façade before the total height of the building is achieved. Building stepbacks at upper levels allow for multiple roofline profiles, lessening the imposing appearance of building massing, providing privacy, and creating space for open space amenities.

- 1) Chapter 4 establishes when and where (which building façade) stepbacks are required.
- 2) Stepbacks are measured from the primary façade plane. The primary façade plane is defined as the vertical plane with the greatest surface area above the ground floor.

- 3) Allowable Uses. Uses allowed within the stepback include:
 - Private and outdoor common open spaces
 - Shade structures, such as trellises, or fabric canopies
 - Green roofs and photovoltaic panels
- 4) Exception(s): Architectural features used to meet prominent corners are allowed to interrupt required stepbacks.

5.5 Façade Articulation and Design

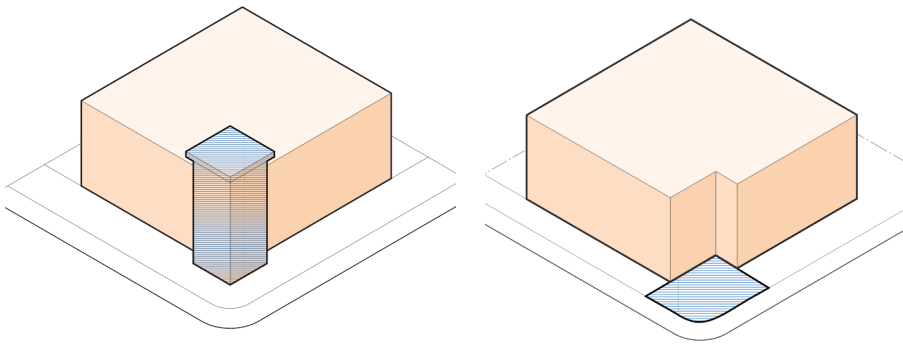


Façade articulation encourages proportions that reduce the apparent massing of buildings and create visual interest. Recesses and projections of a building facade, in combination with detailing, articulation, and fenestration pattern, create diversity and visual interest in the horizontal, particularly in its relationship to the pedestrian realm.

- 1) Façade Articulation. Any street-facing façade exceeding 50 feet in length shall modulate a minimum of 25 percent of the area above the first story. This modulation shall be between 2 feet and 12 feet in depth from the primary façade plane. Buildings 2 stories or less are exempt.
- 2) Modulation is not required to be continuous or open to the sky, and may be recessed or projected.
- 3) Building façades should include three-dimensional detailing such as cornices, belt courses, window moldings, bay windows, and reveals to create shadows and façade relief.
- 4) Balconies that are recessed a minimum of 2 feet shall qualify. Projected balconies shall not qualify.
- 5) Façade Articulation, Large Buildings. Any street-facing façade exceeding 150 feet shall additionally include a minimum break of 10 percent of the façade length or 20 feet, whichever is greater. This break shall be a minimum of 8 feet deep and open to the sky.
- 6) Materials, texture, patterns, colors, and details on building façades should vary to diminish the perceived mass of large buildings and to create the impression of smaller-scale buildings.
- 7) Building façades should be articulated with a building base, body, and roof or parapet edge.

- 8) The highest level of details should be on the ground floor's front façade and façades visible from public streets. However, similar and complementary massing, materials, and details should be incorporated into side and rear façades.
- 9) No more than 40 percent of balconies on a project shall extend beyond the façade of the building, and the maximum projection shall be 25 percent of the balcony's full depth. All other balconies shall be recessed into the building façade.
- 10) No balconies shall overhang into the public right-of-way or cross a property line.

5.6 Prominent Corners

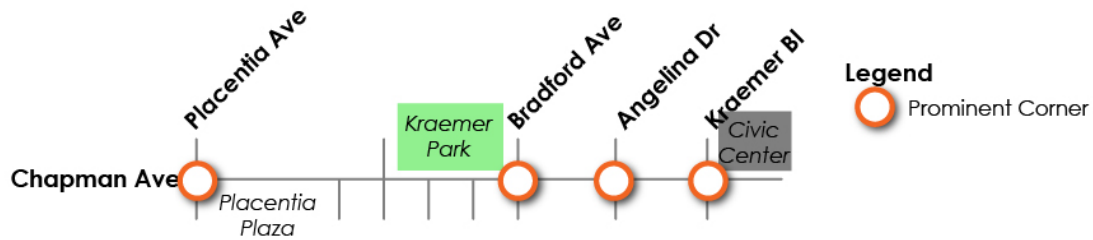


Sites at prominent street intersections present unique opportunities to enhance the aesthetic quality of gateways into Chapman Corridor by creating signature buildings, architectural features, or open spaces. In addition to creating variation in building massing, an enhanced corner can create a sense of place in the public realm by incorporating key design features.

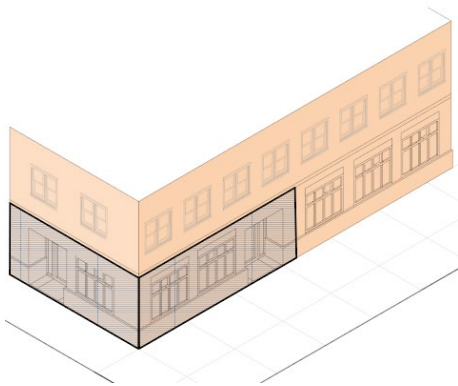
- 1) Location. Chapman Avenue at Placentia Avenue, Bradford Avenue, Angelina Drive, and Kraemer Boulevard, see Figure 5-1, *Prominent Corners*.
- 2) Design. Corner features shall have a distinct but complementary design to the overall mass of the building.
- 3) Minimum Height. If expressed as architectural form, corner features shall be greater in height than the overall building mass by a minimum of 10 feet, and may exceed the maximum allowable height established in Chapter 4 by 10 feet.
- 4) Canopies / Marquees. Enhanced canopies or marquees shall be provided to help create a sense of enclosure in the public realm.
- 5) Open Space. Open space in the form of plazas or entry courts may be used as an alternative to architectural form to meet prominent corner requirements.
- 6) Stepback Exemptions. Sites designated “prominent corners” (see Figure 5-1, *Prominent Corners*) are exempt from any stepback requirements for up to 30 percent of the street-facing building facade at the corner.

- 7) Exception(s): Prominent corner requirements shall not apply to projects with assembled parcels under 0.5 acre in size.

Figure 5-1: Prominent Corners

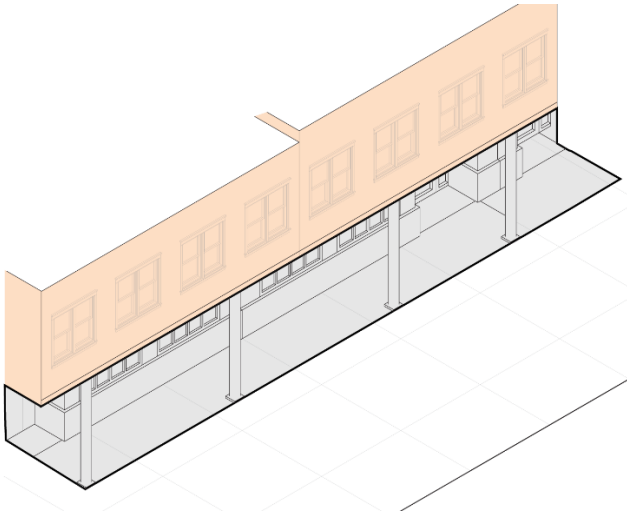


5.7 Frontages

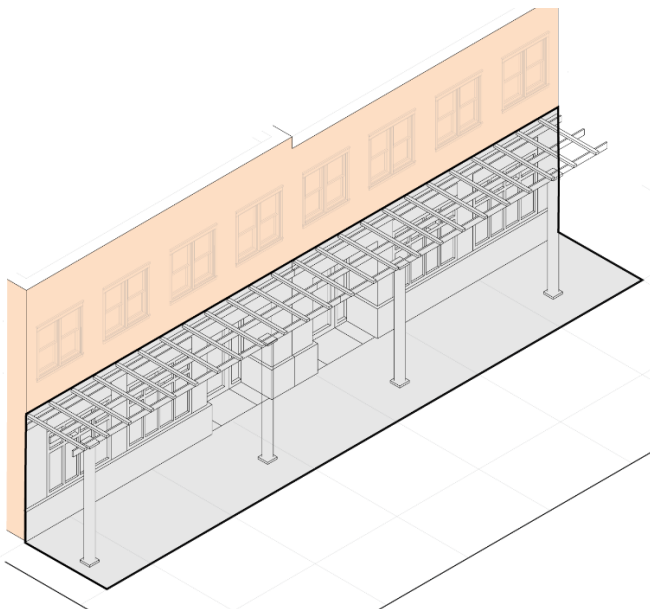


A building frontage is the portion of the building facing the primary street. Frontages are often categorized into various types to address specific design elements. The arrangement and design are important considerations because it is the interface for how a building engages the public realm. The following building frontage types have been selected for the Chapman Corridor area:

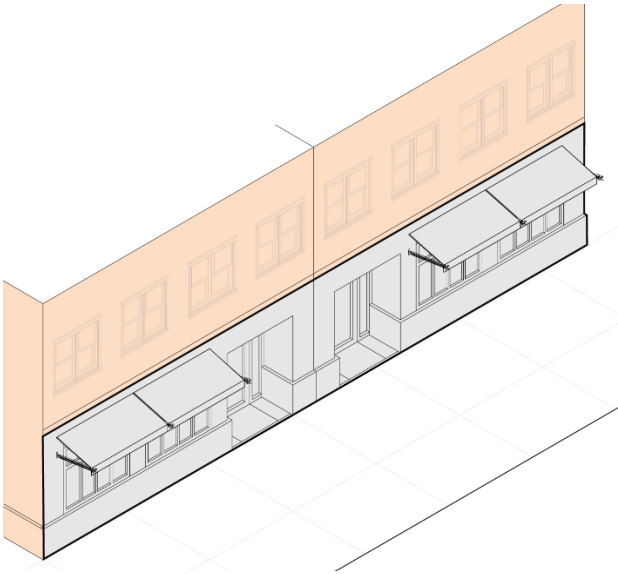
Arcade. Arcades are facades with a ground-floor colonnade that supports the upper stories of the building or, for one-story buildings, the roof. Arcades contain ground-floor shopfronts, making them ideal for retail or restaurant use, because the arcade shelters pedestrians from the sun and rain. Arcades function as an extension of the public sidewalk.



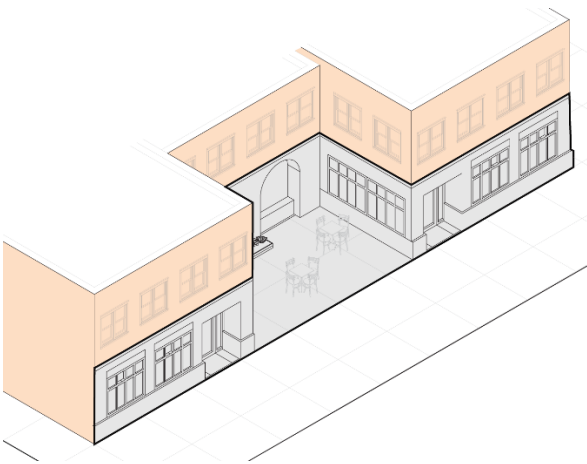
Gallery. The main facade of the building is set back at or near the front lot line, and an at-grade, covered structure, typically articulated with colonnade or arches, covers an area in the right-of-way. This type may be one or multiple stories and is intended for restaurants and outdoor dining uses.



Shopfront. A shopfront is a frontage wherein the building façade and entrance are at sidewalk grade and close to the pedestrian zone. Shopfronts include large areas of transparent openings and doors and are commonly equipped with cantilevered roofs or awnings. Shopfronts typically provide access directly from sidewalks and are oriented to display ground-level commercial uses. This frontage type is typically used for commercial use. This frontage type can be used in conjunction with a terrace and/or forecourt to create a more engaging street.



Forecourt. A forecourt is a frontage wherein a portion of the building façade is recessed from the primary building façade. The forecourt may be used as an entry court and open space for residential uses, or as additional shopping or seating areas for commercial uses. This frontage type is appropriate for either residential and/or commercial uses. A mixed-use building could use a forecourt as a residential entrance while commercial uses occupy street-adjacent building space. This type can be used in conjunction with shopfronts and stoops as a transition into residential frontage.



The following also guide the design of building frontages for the CCRP area:

- 1) Active uses should be focused at the sidewalk level, with the greatest concentration at the intersection of two streets.
- 2) Entries to stores and ground-floor commercial uses should be visually distinct from the rest of the store façade, with inventive use of scale, materials, glazing, projecting or recessed forms, architectural details, color, and/or awnings. These entries should have direct at-grade access from the sidewalk.
- 3) Individual storefronts should be clearly defined by architectural elements, such as piers or changes in plane and/or materials.
- 4) For non-residential uses, a minimum of 60 percent of the façade between 3 and 12 feet above the sidewalk should contain windows of clear or lightly tinted vision glass that allows views of indoor space. Heavier tinted or mirrored glass is not permitted.
- 5) Residential units must be designed to ensure the security of residents. Secured entrances and exits that are separate from the non-residential uses and are directly accessible to resident parking areas are required.

5.8 Awnings, Canopies, and Marquees

- 1) Awnings, canopies, and marquees enhance the pedestrian environment by providing visual interest and a human scale. Their use is encouraged, but care must be taken so they do not negatively impact the pedestrian zone.
- 2) Ground supports for encroachments are prohibited.
- 3) A continuous series of awnings, canopies, or other coverings is encouraged along retail frontages. Awnings and canopies should be designed to correspond to individual storefront structural bays and should convey the outline and proportion of storefront window openings.

5.9 Landscaping

- 1) Plant materials should utilize plants and trees identified in the City's Parkway Design Guide.
- 2) Provide a variety of landscaped spaces that accommodate different activities and needs, including buffering from sidewalks, at the perimeter of parking areas and seating and dining areas.
- 3) The palette of plant materials in landscape buffers should create an aesthetically pleasing space through a mix of colors, heights, and types of plants.

5.10 Circulation and Access

- 1) All buildings should be connected to the public sidewalk by a clearly delineated path or walkway.

- 2) Primary routes for pedestrian circulation should provide universal access for people of all ages, sizes, abilities, or disabilities wherever possible by minimizing the number of steps and elevation changes and providing ADA access to building entries.
- 3) Design cues should be provided along pedestrian connections to help demarcate the transition between public and private spaces. Where there is a pedestrian connection between public and private space, at least one of the following design cues shall be used:
 - Change in paving color
 - Change in paving materials
 - Landscaping on one or both sides of a walkway

5.11 Materials and Finishes

- 1) Buildings shall use durable, high quality materials to develop long-lasting buildings that can be adaptively reused over time.
 - Brick, natural stone, precast concrete, and factory-finished metal panels (heavy gauge only, in corrugated or flat sections) are preferred.
 - Alternatives to stucco are preferred. When stucco is used it should be applied with a smooth finish. Stucco seams should be used to create visual interest for the building's façade and form.
 - The finish, texture, and color of materials should be compatible with the overall architectural theme.
- 2) Greater attention to detail and quality should be used at the lower levels of a building to contribute to an enhanced streetscape.
- 3) Encourage buildings to express a variety of architectural styles, but with full awareness of and respect for the height, mass, articulation, and materials of the high quality (desirable) older buildings that surround them.
- 4) Architectural style and use of quality materials shall be consistent throughout an entire mixed-use project; however, variations in materials and details may be used to differentiate between the residential and commercial portions of the project.
- 5) Construction details should be authentic and applied with consistency. Faux architecture that mimics a past era is strongly discouraged.
- 6) Materials and colors should be used to imply form changes, particularly for entrance lobbies, massing changes, and different uses or tenants.
- 7) Entrance canopies, scuppers, downspouts, and metal railings should follow the aesthetic of the building theme.
- 8) The use of concrete is allowed as long as it is part of an overall architectural composition, and it should have a finished architectural expression.

- 9) Façade elements constructed of foam or foam molding are prohibited on the ground floor of buildings and should be avoided overall. If used, they should be well proportioned and constructed to avoid appearing glued to the building.
- 10) Concrete masonry units should only be used if they are fundamental to the building design and have a suitable appearance at the ground floor.
- 11) Signs should be constructed with high quality materials such as metal and architecturally designed.

5.12 Windows, Doors, Balconies, and Walls

- 1) The rhythm of windows and entrances should provide interest and engage pedestrians.
- 2) Clear glass should be used on the ground floor of non-residential façades with marginal obstruction from window signs, permanent shades, or interior displays.
- 3) Balconies and bay windows in upper stories are encouraged to enhance activity and provide “eyes on the street.”
- 4) The design, size, type, and location of windows should enhance interior daylight and potentially decrease the size/type of required heating/cooling systems.
- 5) For non-residential storefronts, curtain wall, metal panel, frameless glass porch wall systems, and high quality glass storefront wall systems should be used.
- 6) Installation using a vertical cavity system and reinforced fiber cement panels is acceptable.
- 7) Windows and glass curtain wall systems should be transparent. Highly reflective or very dark glass is not allowed.
- 8) For residential buildings, windows should be of high quality and afford a shadow line and depth. This may be achieved through inset windows with an integral frame or inseting the window into the exterior wall.

5.13 Architectural Lighting

- 1) Lighting should enhance the building’s architecture and augment the street and sidewalk experience at night.
- 2) Direct lamp glare from unshielded floodlights is not permitted.
- 3) Lighting that aims light directly into the night sky is prohibited.
- 4) Internal and external storefront lighting should be designed for ground-floor retail and restaurant spaces to augment the pedestrian space and encourage window shopping even when stores are closed.
- 5) Special illumination should be used to highlight main building entrances and add interest to the building façade. Subtle lighting to accent the architecture and special architectural elements (such as distinctive building rooftops) is encouraged.

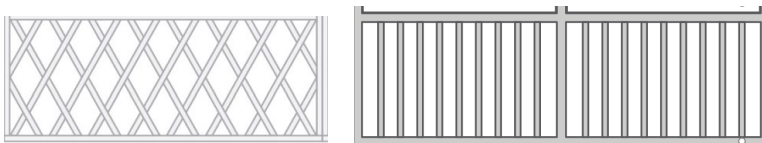
- 6) Secondary building entrances and parking/loading/service access points should have lighting compatible with the project's lighting to maintain a safe environment around the entire project, especially where pedestrians and other building tenants circulate.
- 7) Warm white light is encouraged. Blinking, flashing, and oscillating lights are prohibited. Colored lights are not encouraged unless they contribute to the theming of commercial areas or establishments. Overly bright or glaring lights should be avoided.
- 8) Automatic timers should be programmed to maximize personal safety at night while conserving energy. They should be reset seasonally to match the flux of dusk/dawn.
- 9) Exterior lighting should be designed and located so that light does not project off-site or onto adjacent uses. This is especially critical with neighboring residential uses.

5.14 Public Art

- 1) Public art shall be developed in the most accessible and visible places and considered in relation to other visual elements and cues (signage and other elements that may impede or heighten its enjoyment).
- 2) Public art shall reflect Chapman Corridor's visual and cultural setting. New installations shall provide a contextual understanding of and be clearly related to the City's overall network of public art.
- 3) Artists shall create sustainable, maintainable works of art that aspire to the highest standards of innovation and aesthetic quality.
- 4) Public art shall be integrated into the project's design at an early stage of development to ensure cohesiveness of site design, architecture, art, landscape, and public space.
- 5) Public art shall be made a condition of approval for all new development at the discretion of the appropriate approval body, including approvals made at the staff level.

5.15 Outdoor Dining

- 1) Outdoor dining facilities such as chairs, tables, fences, planters, and such related furnishings and equipment shall not exceed 60 inches in height and, if permanently installed, must have a transparency of at least 80 percent. Such furnishings under 48 inches in height are not subject to transparency restrictions. Umbrellas, awnings, or other shade covering, plant material, temporary partition, or other movable items used in conjunction with aforementioned chairs, tables, fences, planters, and such related furnishings and equipment may exceed 60 inches in height and are not subject to transparency restrictions.



80 percent transparency examples

- 2) There is no minimum or maximum number of tables or chairs that are permitted pursuant to this section.

6 MOBILITY & INFRASTRUCTURE

6.1 Mobility

Chapman Avenue is an approximately one-mile stretch that runs from the 57 freeway to Placentia Civic Center. The corridor serves as an east-west, auto-oriented thoroughfare that connects the southwestern area of the Placentia to the 57 freeway, Cal State Fullerton, and the City of Fullerton.

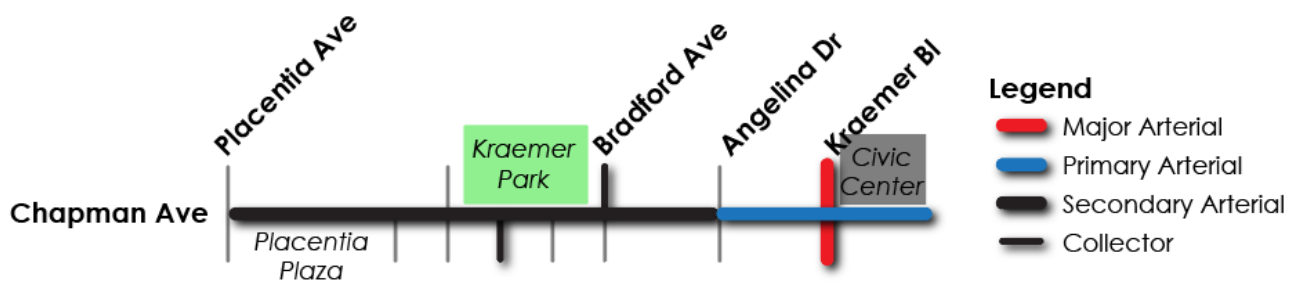
This chapter provides circulation and mobility improvements for Chapman Avenue within the Chapman Avenue Revitalization Plan (CCRP) area. While land use changes and design and development standards focus on the private realm, mobility addresses the public realm to improve accessibility and safety and accommodate users of all ages, including pedestrians, transit passengers, cyclists, and motorists.

6.1.1 Roadway Network

The Orange County Master Plan of Arterial Highways (MPAH, 2017) establishes a countywide surface roadway network intended to provide a guideline for the development of an inter-community arterial highway system. Roadways identified in the City of Placentia’s General Plan Mobility Element (2019) are required to be consistent with roadways in the MPAH.

The MPAH classifies the length of Chapman Avenue as a primary arterial road. The City’s Mobility Element identifies Chapman Avenue as several variations of an arterial. From Placentia Avenue to Angelina Drive it is classified as an existing functional secondary arterial. East of Angelina Drive to Orangethorpe, Chapman Avenue is classified as a primary arterial. Primary and secondary arterial streets are designed for through-vehicular traffic. The roadway network classifications are identified on Figure 6-1.

Figure 6-1: Placentia Mobility Element, Existing Roadway Conditions (2019)

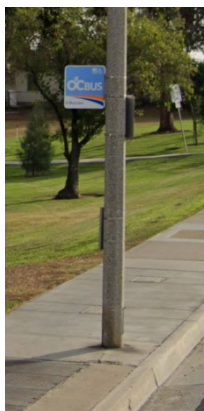
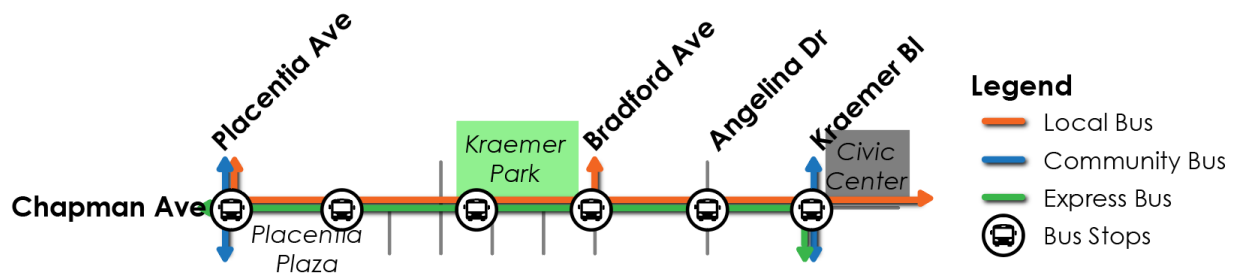


Due to traffic demand and the corridor’s function as a vehicular thoroughfare, implementation of this Plan does not require the addition or removal of vehicular travel lanes. However, the proposed roadway sections have been designed to accommodate bicycle lanes that connect with the City’s existing bicycle network (see Figure 6-3) and keep traffic moving. Existing and proposed street sections are provided later in this chapter on Figures 6-4 to 6-12.

6.1.2 Transit Network

Local, community, and express bus routes run east-west along Chapman Avenue, and north-south along Placentia Avenue, Bradford Avenue, and Kraemer Boulevard (see Figure 6-2). The bus routes are serviced by Orange County Transportation Authority. Bus stops along the corridor typically include signage affixed to a freestanding pole or street light post. Bus-stop enhancements such as seating, bus shelters, pedestrian-scaled lighting, and real-time bus arrival info would greatly enhance the experience for transit users going to and from Chapman Corridor. There are no known planned changes to the transit routes serving the Corridor at this time.

Figure 6-2: Existing Transit Network



Existing Bus Stop



Example Bus Shelter

6.1.3 Pedestrian Infrastructure

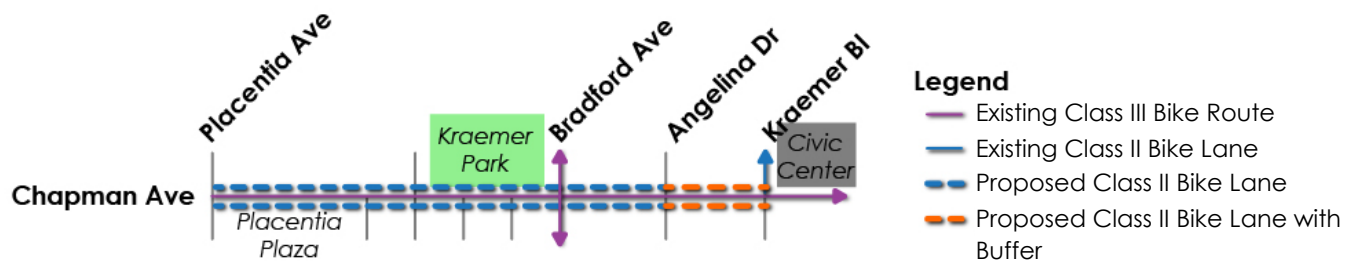
Chapman Avenue typically includes six- to eight-foot-wide sidewalks on both sides of the corridor. The existing sidewalk widths are adequate for two pedestrians to walk side by side comfortably. Where possible, street trees

can provide shade and enhance the pedestrian experience and comfort along the corridor. High-visibility crosswalks would also improve safety at all pedestrian crossings. The Chapman Corridor Streetscape Master Plan (Appendix B) identifies enhancements to the landscaping, street trees and other public realm improvements that will improve the pedestrian experience along Chapman Avenue. Implementation of that Plan is also discussed in Chapter 7, Administration and Implementation.

6.1.4 Bicycle Network

Chapman Avenue is currently a designated bike route without markings. The auto-oriented nature of the road and high traffic speeds provide an uncomfortable experience for bicyclists. Additionally, the presence of residential driveways and commercial surface parking lots present challenges and unsafe conditions for bicyclists. To improve bicyclists' safety, this Plan includes a continuous eastbound and westbound bike facility from Placentia Avenue to Kraemer Boulevard. A class II bike lane is proposed from Placentia Avenue to Angelina Drive. Additional curb to curb right-of-way allows for a buffered bike lane from Angelina Drive to Kraemer Boulevard. To accommodate the bike facility, on-street parking is removed on Chapman Avenue across from Kraemer Park. The street reconfiguration does not add or remove travel lanes. Street sections that showcase existing and proposed roadway configurations are shown below in Section 6.2 and also provided in the *Chapman Corridor Streetscape Master Plan*.

Figure 6-3: Existing and Proposed Bicycle Facilities



6.2 Street Sections

To guide implementation of this mobility plan, the following section provides existing and proposed street sections for various segments of Chapman Avenue in the plan area. All proposed street sections fit within the existing right-of-way.

6.2.1 Chapman Avenue: Placentia Avenue to Walnut Avenue, Bradford Avenue to Angelina Drive

Chapman Avenue at Placentia Avenue to Walnut Avenue and Bradford Avenue to Angelina Drive feature wide travel lanes and a center median, exemplifying the autocentric nature of the corridor. Lane widths are reduced to accommodate dedicated bike lanes in each direction as shown on Figures 6-4b and 6-4c.

Figure 6-4a: Chapman Avenue: Placentia Avenue to Walnut Avenue, Bradford Avenue to Angelina Drive Key Map

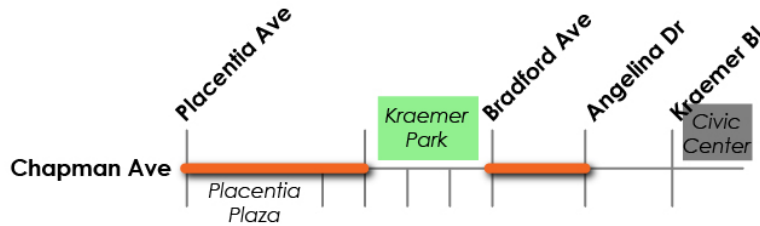


Figure 6-4b: Existing Street Section, Chapman Avenue: Placentia Avenue to Walnut Avenue, Bradford Avenue to Angelina Drive

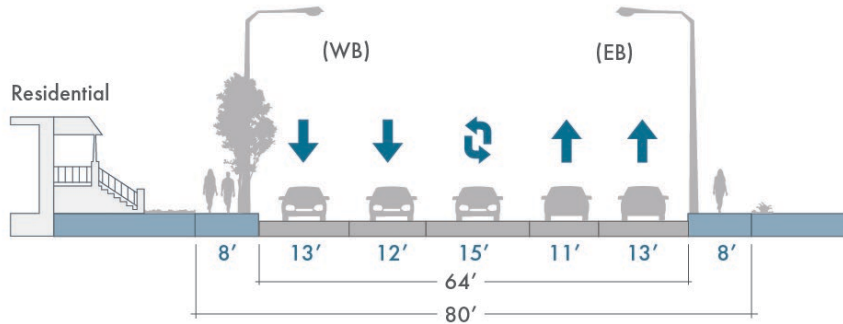
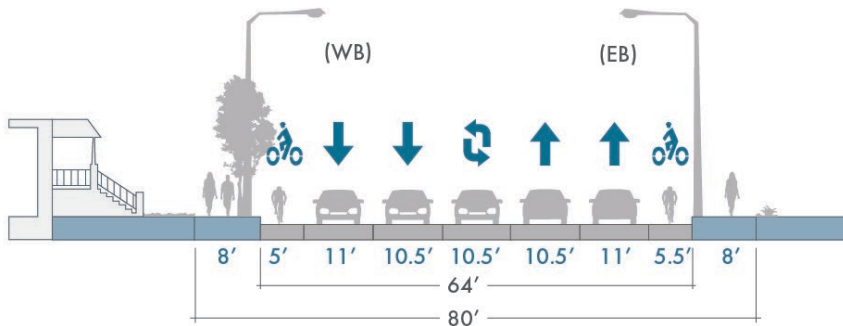


Figure 6-4c: Proposed Street Section, Chapman Avenue: Placentia Avenue to Walnut Avenue, Bradford Avenue to Angelina Drive



6.2.2 Chapman Ave: Walnut Avenue to Bradford Avenue (Kraemer Park)

Proposed improvements to Chapman Avenue between North Walnut Avenue and Bradford Avenue include reconfiguring the lanes to improve bicycle safety and connections to Kraemer Park and the citywide bicycle network. To accommodate bike lanes, on street parking is removed on the south side of Chapman. Figures 6-5b and 6-5c show the existing and proposed improvements for this stretch of the corridor.

Figure 6-5a: Chapman Avenue East of Bradford Avenue Key Map

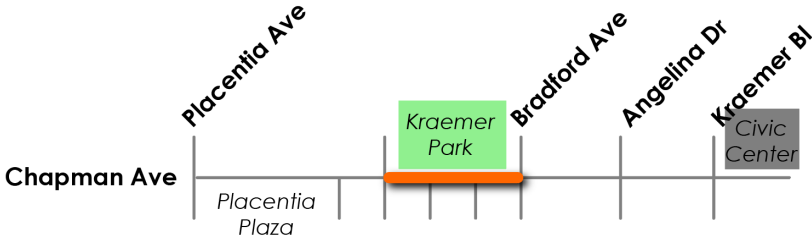


Figure 6-5b: Existing Street Section, Chapman Avenue East of Bradford Avenue

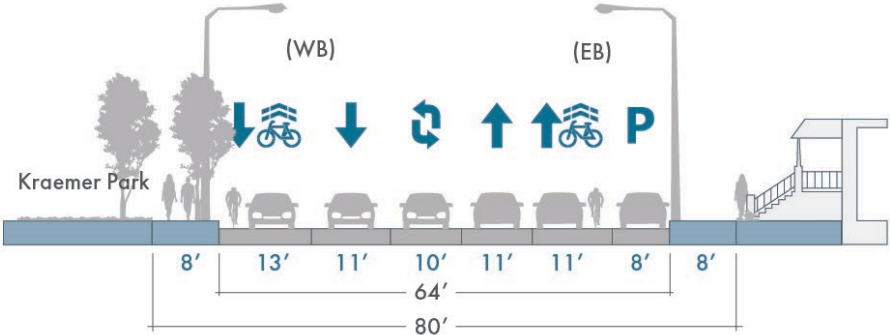
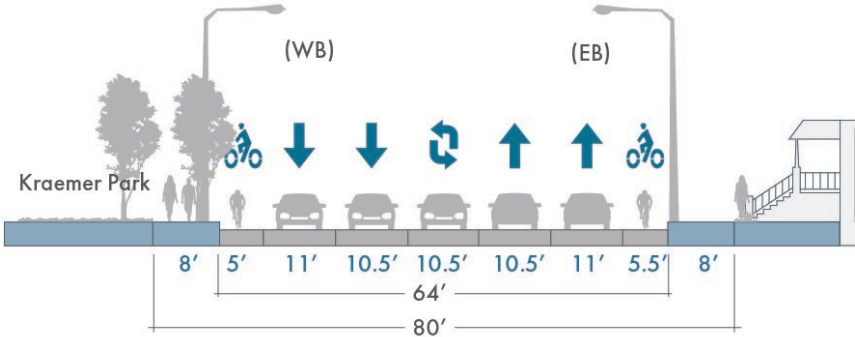


Figure 6-5c: Proposed Street Section, Chapman Avenue East of Bradford Avenue



6.2.3 Chapman Avenue: Angelina Drive to Kraemer Boulevard

Chapman Avenue between Angelina Drive and Kraemer Boulevard features a wider right-of-way that can accommodate safer bike facilities. In this section, travel lanes are reduced to accommodate buffered bike lanes. Figures 6-6b and 6-6c provide existing and proposed lane configuration for this segment of Chapman Avenue.

Figure 6-6a: Chapman Avenue East of Bradford Avenue Key Map

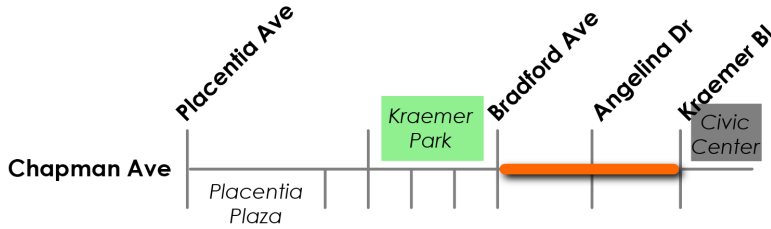


Figure 6-6b: Existing Street Section, Chapman Avenue East of Bradford Avenue

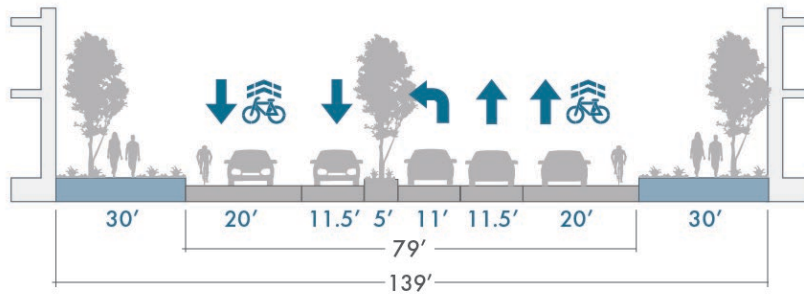
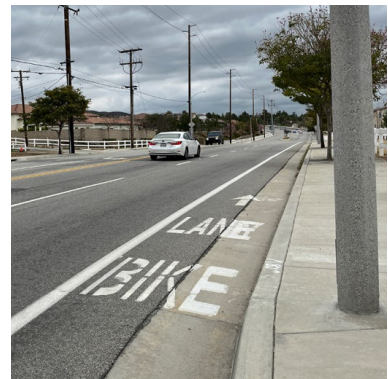
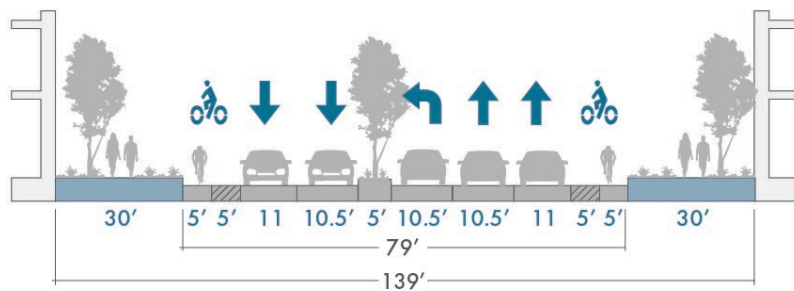


Figure 6-6c: Proposed Street Section, Chapman Avenue East of Bradford Avenue



6.3 Infrastructure

The plan area oriented around Chapman Ave is supported by three primary infrastructure systems including storm drain (drainage and flood control), the water system (domestic) and the sewer (sanitary) system. The following sections describe each of these systems and their ability to serve the proposed land use changes identified in Chapter 3, *Land Use*.

6.3.1 Storm Drain System

The plan area spans two of the City's six watersheds as defined in the 2023 Storm Drain Master Plan. Chapman Avenue to the west of Angelina Drive denotes Watershed A, while Chapman Avenue to the east of Angelina Drive designates Watershed B in the 2023 Storm Drain Master Plan Update. Drainage patterns within the City of Placentia flow from northeast to southwest, following the general topography. Storm drain pipes within from the plan area range from 12" to 72" reinforced concrete pipe (RCP).

The largest stormwater collection pipe is a 72" RCP that flows north to south along Kraemer Blvd. in the Gateway East subarea (within Watershed B). This conveyance begins approximately 1 mile north of the Gateway East subarea. Further downstream near Placentia City Hall, the 72" RCP marks the border between the Gateway Neighborhood and Gateway East subareas. Flows confluence downstream into a larger 78" RCP just outside the plan area on Kraemer Blvd and Crowther Avenue prior to emptying into Carbon Creek Channel, an OCFCD-owned regional facility.

The next largest storm drain pipe is a 54" RCP that flows east to west along Chapman Avenue within the Gateway West subarea. This storm drain pipe directs flows within Watershed A in a westerly direction and terminates at the intersection of the boundary between Placentia and the City of Fullerton.

Within the Gateway Core subarea, a 30" RCP directs flows from the neighborhoods north of the subarea prior to emptying as surface flow into the northeast corner of Kraemer Memorial Park. As stated in the "City of Placentia Master Plan of Drainage Update (November 2023)," the park is designed to flood during storm events. Excess surface runoff within the park flows into a 42" RCP in the southwest corner of the park and continues south beyond the plan area.

In Gateway East, a 51" RCP receives flows from neighborhoods to the east of the subarea, directing flows west. Flows confluence downstream in the 72" RCP north-south storm drain pipe on Kraemer Blvd. All storm drains within the plan area discharge to larger regional drainage facilities. Specifically, storm water runoff collected in the storm drain pipes described above within the SP area ultimately drain into the Carbon Canyon channel.

The 2023 Storm Drain Master Plan Update, completed by Michael Baker in 2023, inventories existing stormwater convenances, catalogs storm drain pipes under current conditions and future build-out, identifies deficiencies, and provides a list of improvements and priorities for future planning.

The 2023 Storm Drain Master Plan Update identifies 3 areas of localized flooding within or near the plan area. The intersection of Walnut Avenue at Center Street is located one block south of the plan area and experiences flooding due to an insufficient number of inlets in the area. The recommended improvements included installation of four additional inlets in the vicinity, along with 111 feet of new 24" RCP storm drain. Based on correspondence with the City of Placentia, these improvements have been completed.

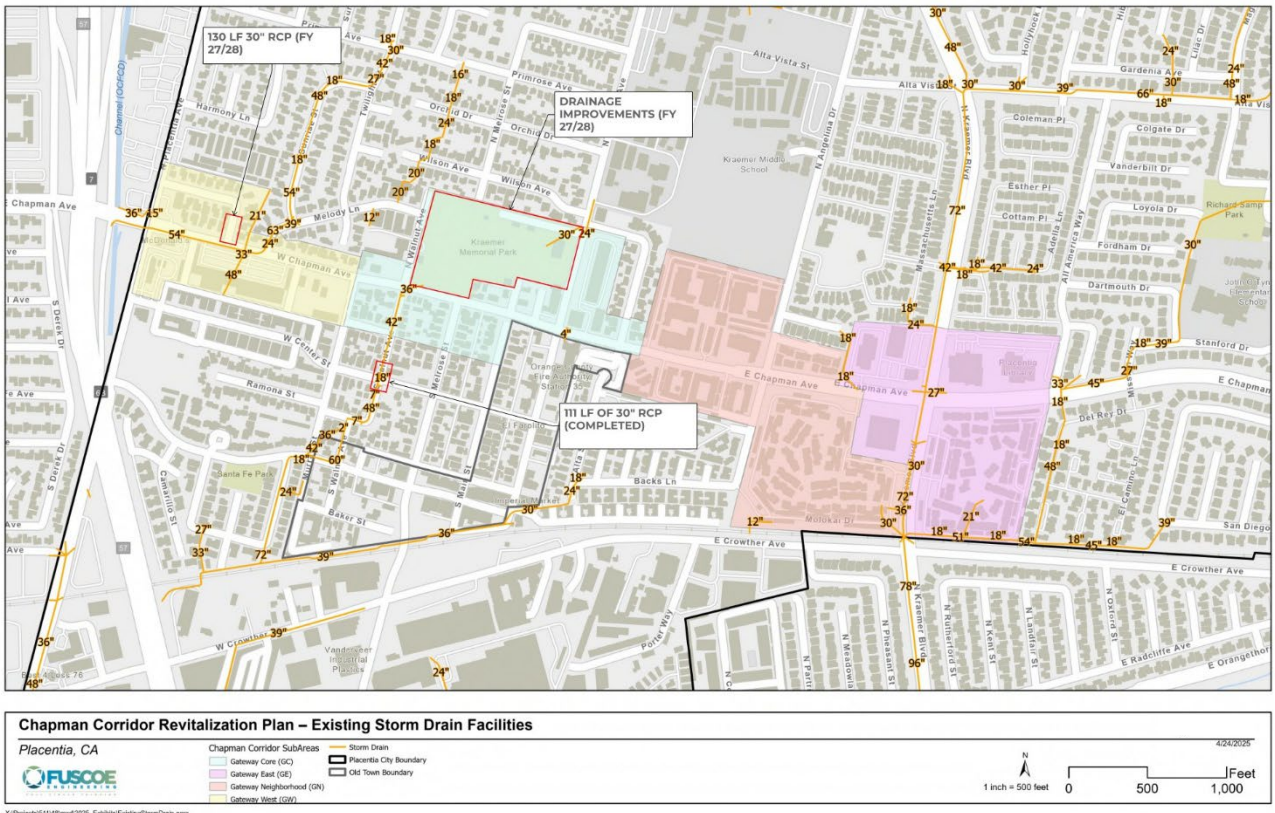
The second localized flooding area occurs at the intersection of Sunset Drive and Placentia Avenue, at the westerly boundary of the plan area, just north of Chapman Avenue. This intersection experiences flooding during rain events, as the stormwater along Placentia Avenue is conveyed southerly toward the Sunset Drive intersection. Although there is a cross-gutter which is intended to direct the drainage to continue southerly in Placentia Avenue, the amount of water overwhelms the gutter, and the drainage is conveyed easterly in Sunset Drive, resulting in shallow flooding in the Sunset Drive/Chapman Avenue intersection. The recommended improvements include three catch basins (inlets) in Placentia Avenue at the Sunset Drive intersection, along with

130 lineal feet of 30” RCP in Placentia Avenue from Sunset Drive to Chapman Avenue. These improvements are planned in FY 27/28 based on the 2024-2025 CIP.

The third area identified with localized flooding is Kraemer Park. There are no major storm drain improvements recommended for this area, as the park was intended to function as a detention/retention system during rain events. However, there are drainage improvements scheduled for the overall system to operate more efficiently and these are programmed for FY 27/28.

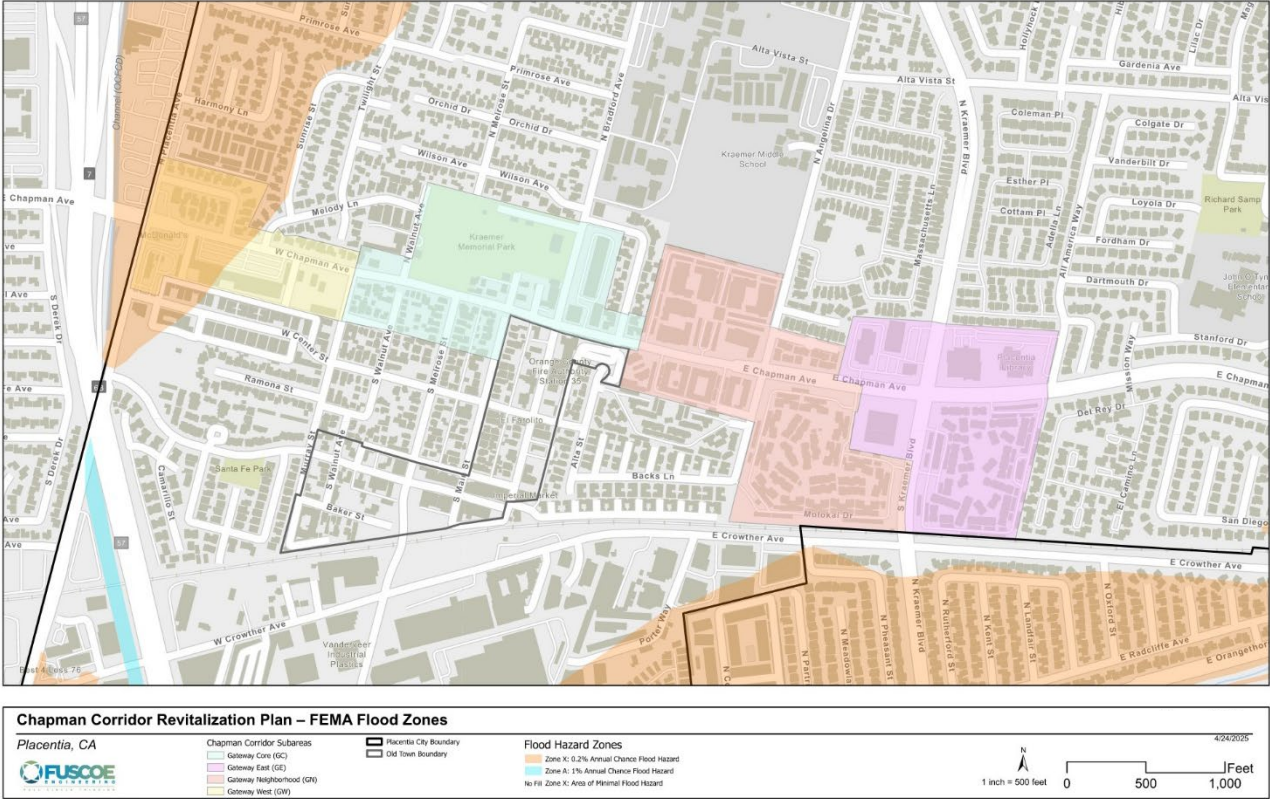
Figure 6-7 shows the storm drain system and highlights the three localized flooding areas.

Figure 6-7: Storm Drain Facilities



The Gateway West portion of the plan area resides within a FEMA Flood Zone designated as “Shaded X”. This indicated a moderate flood hazard area, typically located between the 100-year (1% annual chance) and 500-year (0.2% annual chance) flood levels. It is not considered high risk and does not require mandatory flood insurance. The remaining areas of the plan area do not fall within any FEMA flood zone. Figure 6-8 shows the FEMA flood zones associated with the plan area.

Figure 6-8: FEMA Flood Zones

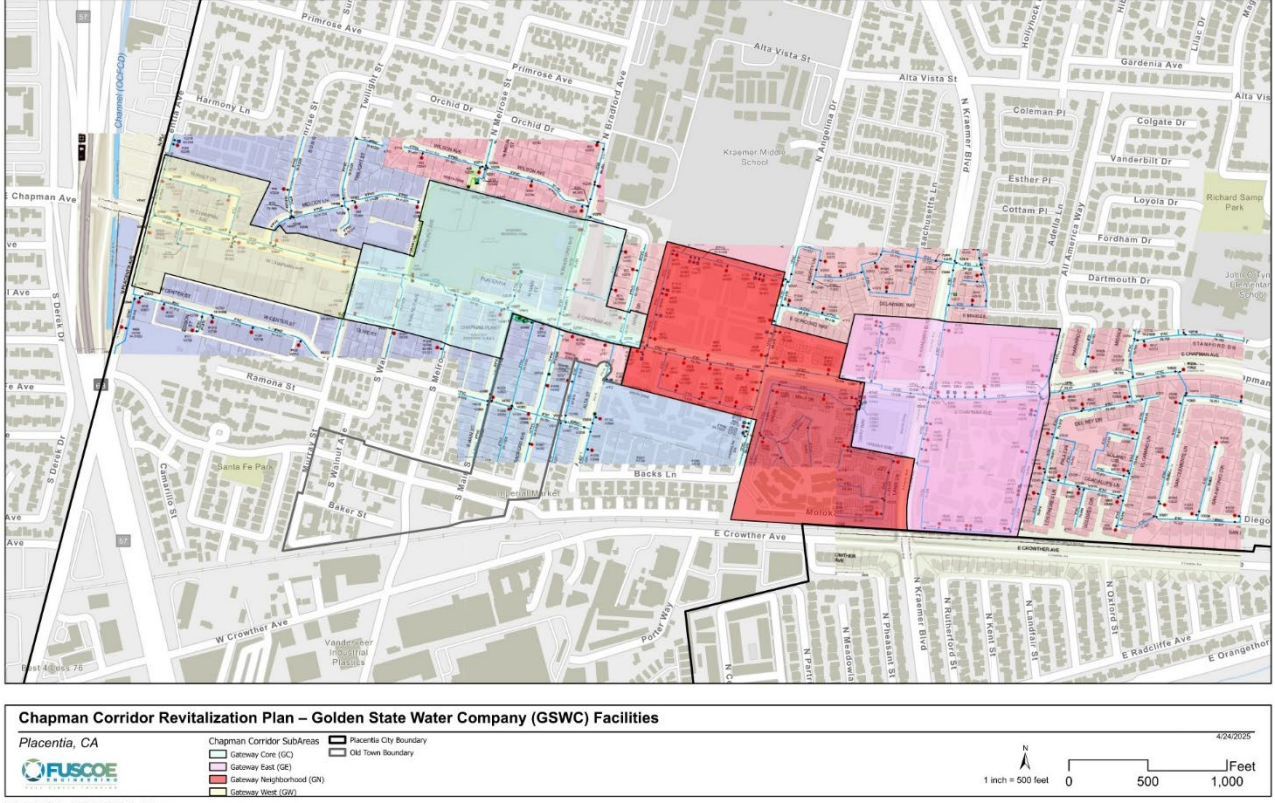


The plan area is currently built out and supported by an existing storm drain. Based on the recommendations of the SDMPU, as well as the capital improvements budgeted for in the CIP, the storm drain system is being adequately managed and is sufficient to support the proposed land uses. As redevelopment occurs within the SP area, the existing storm drain system will be evaluated at the project-specific level to ensure any changes in runoff peak flows are adequately mitigated for on a project-by-project basis. In addition, the 2023 SDMPU identifies the recommended drainage improvements for the region and the City will continue to prioritize and implement these improvements through the CIP process. Therefore, there are no impacts anticipated with the full build and redevelopment of the proposed plan area land uses.

6.3.2 Water System

Golden State Water Company (GSWC) owns and operates the existing water system in the plan area and provides domestic and fire suppression water to the City’s residents and businesses. There are no recycled water systems within the plan area or the GSWC service area. There is an existing 12”-diameter water pipeline in Chapman Avenue that serves as the primary backbone for the plan area, with connections to water systems along the intersections within the plan area. Figure 6-9 shows the water system associated with the plan area.

Figure 6-9: Golden State Water Company Facilities, Water System



Water sources identified in the Urban Water Management Plan (UWMP) for the Placentia Service Area that service the plan area include local groundwater pumped from the Central Plain of Orange County Groundwater Basin as well as purchased supplies from the Municipal Water District of Orange County, a Metropolitan Water District (MWD) member agency.¹ GSWC maintains its own comprehensive program for evaluating integrity, conveyance capacity, water pressure, etc. for proper water delivery. GSWC also has a comprehensive capital improvements program based on fees collected from its users.

Table 6.1 below summarizes the projected increase in net water demand based on the proposed land uses within the plan area. Using water demand factors for multi-family residential from the 2020 UWMP and commercial land use sewer demands from the Sewer Master Plan (multiplied by 20% to account for water usage), the projected net increase in water demand within the SP area is demonstrated below.

¹ UWMP Placentia-Yorba Linda

Table 6.1: Net Increase in Water Demand (Gallons Per Day)

Proposed Residential			
Net Increase of Units	Water Demand Factor* (GPD/DU)	Water Demand (GPD)	Water Demand (AFY)
614	165	101,310	113
* Per GSWC 2020 UWMP, Water Demand calculated using 55 gpcd x 3 persons per dwelling unit = 165 gpd/du			
Proposed Commercial			
Proposed Commercial (SF)	Water Demand Factor** (GPD/AC)	Water Demand (GPD)	Water Demand (AFY)
-35,900	1,500	-1,236	-1.4
** Water Demand calculated per City of Placentia Sewer Master Plan (2018), and applying a 20% increase to account for consumption and landscape irrigation.			
		Net Increase (GPD)	100,074
		Net Increase (AFY)	112

Implementation of full build out of the proposed land uses within the Chapman plan area will have the potential for water demands to increase in the range of 100,074 gpd or 112 AFY over existing conditions. The projected increase in water demands falls within the overall increase in projected water demand and water supply identified in the 2020 UWMP out to 2045. In addition, the 2025 UWMP are required to be certified by June 30, 2026. It is recommended the 2025 UWMP incorporate the most current general plan land uses and maximum build out conditions for developing projected water demands and water supply out to 2050.

Implementation of projects consistent with the proposed land uses may require the construction of new water infrastructure where existing water lines are not sufficient to accommodate the increased demands. These determinations will be made on a project-by-project basis and include site specific fire flow tests and hydraulic pressure analyses. The proposed improvements may include upsizing water lines on-site and off-site and additions of boosters in low pressure areas. In those conditions, where hydraulic issues or capacity impacts are identified, as new development comes in for the Chapman Corridor plan area each project will be responsible for paying for the impacts through their connection fees.

6.3.3 Sewer System

The City of Placentia owns and maintains its sewer system within the City. The sewer system in the plan area typically gravity drains from northeast to southwest including several tributary systems along the Chapman corridor. Sewer system sizes range from 6" to 12" within the plan area and ultimately discharge into larger lines (15") further south in N Placentia Ave. There are no Orange County Sanitation District trunk lines in the plan area and the closest line exists in State College Blvd to the west of the plan area.

The City of Placentia's 2018 Sanitary Sewer Master Plan and Condition Assessment (SMP), prepared by Dudek, was utilized to perform the evaluation of the City's sanitary sewer system and included the plan area. The SMP identifies capacity deficiencies, along with recommended sewer rehabilitation projects. The recommended improvements are incorporated into capital improvement projects (CIPs), based on the priorities provided in the SMP.

The Sewer Master Plan identified capacity deficiencies under existing dry and wet weather flow conditions (Section 3.8.1, 2018 Sewer Master Plan). While the City of Placentia does not maintain wastewater design criteria, those from neighboring wastewater service providers were utilized. Within the plan area, there are areas exhibiting a moderate to high potential for upsizing during Existing Peak Dry Demands under the existing condition. Upsize potential was determined by ratio of depth of flow to the diameter of the pipe. Moderate potential is classified as a ratio of 0.5-0.75, while a high potential is classified with a ratio greater than 0.9. The highest potential need for upsizing for existing peak dry demands was found in the southwestern portion of the plan area, specifically along Placentia Avenue south of Chapman Avenue. For Existing Peak Wet Demands for the existing system infrastructure, the greatest potential for upsizing was found along a northeast to southwest corridor north of Chapman Avenue, along Chapman Avenue, and south of Chapman Avenue within the plan area.

Table 6.2 below summarizes the anticipated net increase in sewer demand associated with the full buildout of the proposed land uses.

Table 6.2: Net Increase in Sewer Demand (Gallons per Day)

Proposed Residential		
Net Increase of Units	Sewer Demand Factor* (GPD/DU)	Sewer Demand (GPD)
614	120	+73,680
* Generation Factors Per City of Placentia Sewer Master Plan (2018) based on 120 GPD/DU		
Proposed Commercial		
Proposed Commercial (SF)	Sewer Demand Factor** (GPD/AC)	Sewer Demand (GPD)
-35,900	1,250	-1,030
* Generation Factors Per City of Placentia Sewer Master Plan (2018)		
Net Increase (GPD)		72,650

Implementation of full build out of the proposed land uses within the Chapman plan area will have the potential for sewer flow generation to increase in the range of 0.073 MGD (72,650 gpd) over existing conditions.

The SMP designates proposed CIPs into areas (A1-A7), and rehabilitation projects (B1 – B3), based on capacity and condition of sewer pipeline. The sanitary sewer pipelines associated with the SP areas are described below.

Gateway West (CIP A3) Expected in FY 28/29:

This area includes a 10" sanitary sewer pipeline (SS) at Placentia Avenue within the Gateway West portion of the plan area including a sewer siphon at OCFCD's Placentia Storm Channel and State Route (SR) 57. The SMP identifies upsizing of pipes in this area. The "A3 Sewer Capacity Project - 2018 Sewer Master Plan" plans to upsize this line with pipe sizes ranging from 12" to 15," covering a total of 3,277 linear feet. These improvements within the subarea are found Melody Lane, Chapman Avenue, and Placentia Avenue.

Gateway Core (CIP A2) Expected in FY 27/28 with A1 constructed:

The Gateway Core area sewer system include the 8" line on Murray Street sewer, marking the western border of the Gateway Core. This line discharges in a southerly direction as an 8" pipe within the subarea into a 12" pipe

past Santa Fe Avenue, located outside the subarea. This sewer line continues southerly and westerly at the AT&SF Railroad, becoming a 15" at Placentia Avenue.

A 10" sewer line exists within an easement between Walnut Avenue and Melrose Street. This line receives flows from an 8" line on Walnut Avenue west of Kraemer Park as well a 6" line within Kraemer Park.

An additional sewer line includes a 6" line in the alley between Melrose Street and Main Street in the southern portion of the subarea as well. Another 6" line is present along the eastern border of the subarea that discharges into an 8" line in Chapman Avenue.

The "A2 Sewer Capacity Project - 2018 Sewer Master Plan" plans to upsize this line with pipe sizes ranging from 12" to 24," covering a total of 11,755 linear feet. These improvements begin outside the subarea on Bradford Avenue and within the subarea along Walnut Avenue.

Gateway Neighborhood (CIP A5) Expected in FY 30/31:

The Gateway Neighborhood subarea includes two primary sewer systems. There is an 8" sewer in E. Chapman Avenue, that discharges at the westerly boundary of this area, and connects with the 8" sewer in Gateway Core. The other sewer facility is an 8" line that discharges from the southerly boundary of the subarea, and goes under the RR and Crowther Avenue, and continues southerly within an easement to Partridge Street. The "A5 Sewer Capacity Project - 2018 Sewer Master Plan" plans to upsize this line with pipe sizes ranging from 12" to 15," covering a total of 6,873 linear feet. These improvements begin along the southern border of the subarea on Molokai Street and continue downstream outside the subarea.

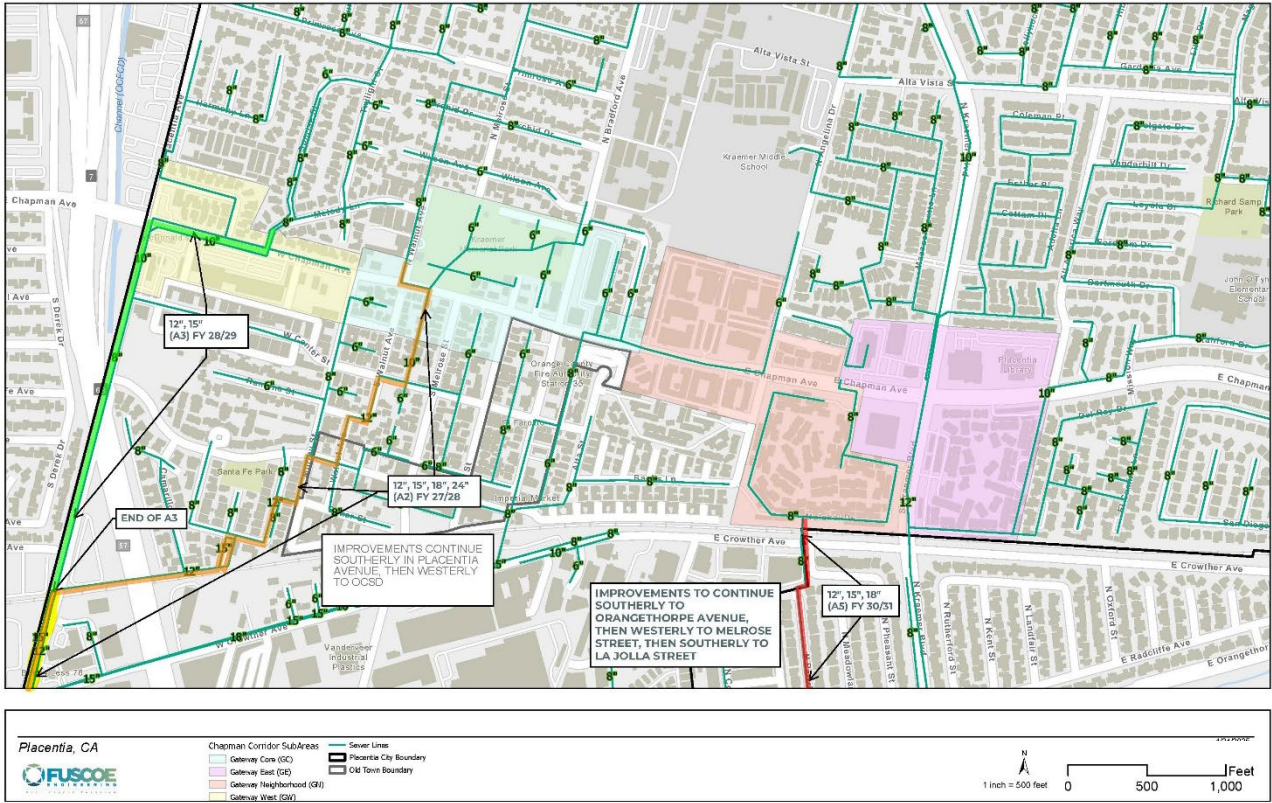
Gateway East (No CIP recommendations):

This area has one discharge location, at the southerly boundary. The sewer exits the plan area as a 12" diameter line in Kramer Boulevard at the railroad, and continues southerly to the OCSD outfall at the City boundary, as a 21" diameter sewer south of Orangethorpe Avenue. There is a siphon just before the OCSD outfall to accommodate the OCFCD Carbon Creek Flood Control Channel. There are no proposed recommendations for this area based on the 2018 Sewer Master Plan.

In addition to the sewer capacity recommendations, a number of sewer reaches within or downstream of the SP area have been designated for CIP rehabilitation projects, denoted as B1 and B3 in the 2018 SMP. Portions of these recommended repairs are scheduled for this year (FY 24/25), while other sewer repairs are expected to be performed during FY 26/27.

Figure 6-10 shows the sewer system and highlights the future sewer CIP projects related to the plan area.

Figure 6-10: Sanitary Sewer Facilities



Based on detailed evaluation of the sewer system and the proposed recommendations to improve the system now and in the future through the CIP process, the sewer system is being well managed and maintained. With the maximum increase in sewer flows at approximately 0.073 MGD, the sewer system has adequate capacity to accommodate the projected flows over time with the proposed improvements.

7 ADMINISTRATION AND IMPLEMENTATION

7.1 Introduction

This chapter describes the steps and actions to implement and administer the Chapman Corridor Revitalization Plan (CCRP).

7.2 Administration

7.2.1 Applicability

The CCRP was prepared in conformity with the California Government Code, Title 7, Division 1, Chapter 3, Article 8, Section 65450 et seq.; the City of Placentia’s General Plan; and the City of Placentia Municipal Code (PMC) and adopted by ordinance.

The CCRP serves as the implementation tool—the zoning— for the Plan area. This Plan addresses general provisions, permitted uses, development and design standards, mobility and infrastructure improvements, and design guidelines. Proposed development plans, tentative tract or parcel maps, and any other development approval pertaining to land or property governed by this Plan must be consistent with this Plan. The CCRP supersedes the City of Placentia Municipal Code. Where the CCRP is silent, the PMC shall apply, using the context and objectives of the CCRP as a guide.

7.2.2 Responsibility and Enforcement

The Developmental Services Department is responsible for the overall administration and enforcement of this Plan. The Development Services Director or his/her designee shall be the individual responsible for coordination of review and decision-making and the provision of information regarding the status of all applications and permits for developments.

7.2.3 Severability

If any portion of this CCRP and its regulations are declared invalid or ineffective in whole or in part by a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Plan.

7.2.4 Interpretation and Use Conformity Determination

In the event of ambiguity concerning the content or application of the Corridor Plan, the ambiguity shall be resolved by the development services director or his/her designee. The development services director or his/her designee may review and determine whether a proposed use that is not otherwise specified in Table 3.2 conforms to the intent of the CCRP. The following shall guide an interpretation:

- The interpretation is consistent with the purposes and intent of the CCRP.
- The interpretation does not alter the intent of the CCRP as defined by the vision, development standards, and design guidelines.
- The Development Services Director may reference the PMC when making a determination for similar uses and applicable development standards.

7.2.5 Minor Alterations

The Chapman Corridor Revitalization Plan includes a process to grant minor relief from development standards. The development services director or his/her designee shall have the authority to approve minor alterations to a development application as defined herein. Minor alterations may also be negotiated as part of a development agreement, which may require a developer to provide or finance any public projects deemed agreeable to both the developer and the City Council.

Minor alterations may include:

- Adjustments to development standards by no more than 10 percent (including parking).
- Adjustments to allowable projections and encroachments if consistent with PMC Title 20 Building Codes and Regulations.
- Modifications necessary to comply with final Conditions of Approval or mitigation measures when adopted under subsequent action.
- Addition of information to the CCRP (text or map changes) for purposes of clarification, provided that the additions do not change the intent of the Plan or regulations.
- Adjustments to the alignment, location, and sizing of utilities and facilities, or a change in utility and/or service provider, as approved by the public works department.

Findings:

- In approving a minor alteration, the development services director or his/her designee must make at least one of the following findings:
 - The minor alteration is consistent with the purposes and intent of the CCRP.
 - The minor alteration is consistent with the purposes and intent of the General Plan.
 - The minor alteration will not be detrimental to the public health, safety, and welfare of the existing or future development in the surrounding area.

7.2.6 Amendments to the Specific Plan

Any deviation or relief from the requirements of the CCRP that cannot be accommodated by an Interpretation or Minor Alteration, according to Sections 7.2.4 and 7.2.5, shall require a Plan Amendment. An amendment shall be required if the following is proposed:

- Change in the CCRP boundary.
- An increase or decrease of more than 10 percent in the quantitative development standards.
- An increase in the maximum buildout of residential units and nonresidential square footage (not including any applicable density bonus units).
- A change in use not allowed in the CCRP that was determined (through Section 7.2.4) not to be consistent with the Permitted Use or Conditional Use (Chapter 3 Land Use, Table 3.2, Land Use and Permit Requirements).

An amendment to the CCRP shall be processed as specified in PMC 23.96 and require approval of City Council.

Changes or amendments to Appendices are not considered Amendments to the Specific Plan.

7.2.7 Development Plan Review

Construction of new buildings and exterior additions within the CCRP area shall require that the development services director first makes a finding that the proposed new building or exterior addition is in conformity with both the intent and provisions of this Plan.

The development services director or designee shall have the authority to approve the application for site development approval only if all the following conditions are met:

1. The proposed development is consistent with the permitted uses in Table 3.2, Land Use and Permit Requirements, of this Plan.
2. The proposed development meets or exceeds the criteria established in PMC Section 23.75.020 and Chapter 4, Development Standards, of this Plan.
3. There have been attached any other conditions necessary to prevent: (A) detriment to the health, safety or general welfare of the persons residing or working within the neighborhood of the proposed development or within the city, or (B) injurious to the property or improvements within the neighborhood or within the city.
4. The proposed development will be consistent with the latest adopted general plan.
5. Conditions necessary to secure the purposes of this section, including guarantees and evidence of compliance with conditions, are made part of the development approval.

7.2.8 Conditionally Permitted Uses

Conditionally permitted uses established in Table 3.2, Land Use and Permit Requirements, of the CCRP are subject to the approval of a use permit and require a public hearing before the planning commission in compliance with Chapter 23.87 of the PMC. The planning commission or the City Council Housing, Community, and Economic Development Committee may approve the use permit only if these three conditions are met.

1. The proposed use will not be: (A) detrimental to the general health, safety or general welfare of the persons residing or working within the neighborhood of the proposed development or within the city, or (B) injurious to the property or improvements within the neighborhood or within the city.
2. The proposed use will be consistent with the latest adopted general plan.
3. Conditions necessary to secure the purposes of this section, including guarantees and evidence of compliance with conditions, are made part of the use permit approval

7.2.9 Appeals

Appeals shall be pursuant to PMC 23.75, Development Plan Review, and PMC 23.87, Use Permits. The decision of the development services director shall be final unless appealed to the planning commission. The decision of the planning commission shall be final unless appealed to the city council. The city council or planning commission shall make its own determination as to whether the proposed development conforms to land use regulations and meets the developments standards in the CCRP, and may approve, modify, or disapprove the decision of the planning commission or development services director.

7.2.10 Review Authority

Table 7.1 summarizes the review authority for each type of approval that will or might be required after the CCRP is approved.

Reviewing Body Designation	Approval Type
Development Services Director or his/her Designee	<ul style="list-style-type: none"> • Site Plan Review • Interpretations and Use Conformity • Minor Alterations • Shared Parking Agreements and Parking Management Plans (also reviewed by the Public Works Department)
Planning Commission or City Council Housing, Community and Economic Development Committee (HCED) [or similar review committee]	<ul style="list-style-type: none"> • Development Plan Review • Tentative Tract Map(s) Recommendation/Tentative Parcel Map(s) Recommendation • Appeal of Development Services Director action • Variance • Use Permits

City Council	<ul style="list-style-type: none"> • Corridor Plan Adoption/Amendment • Tentative Tract Map(s) Approval/Tentative Parcel Map(s) Approval • Environmental Certification • Appeal of Planning Commission Action • Development Agreement Adoption/Amendment
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7.3 Implementation

The CCRP area is expected to undergo shifts in growth in housing, employment, commercial/retail, and other supporting uses. There are a number of implementation and financing strategies that could or will be applied—both public and private—to realize the vision and potential of the CCRP area. These resources and action items are described below.

7.3.1 CEQA Exemption

The CCRP will be adopted in compliance with the requirements of the California Environmental Quality Act (CEQA) (California Public Resources Code, §§ 21000 et seq.). The City of Placentia finds that the adoption of the plan is exempt from CEQA pursuant to CEQA Guidelines Section 15061(b)(3), also known as the “common sense” or “general rule” exemption. This exemption applies to activities where it can be seen with certainty that there is no possibility the activity may have a significant effect on the environment. “Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA” (CEQA Guidelines § 15061(b)(3)).”

7.3.2 Phasing

The phasing of new development and revitalization of existing buildings on private properties will occur incrementally, over time as landowners and developers respond to new market opportunities. Redevelopment of opportunity sites, noted in Chapter 3 of this Plan, is expected to occur in the short term (1 to 5 years).

To attract and spur mixed-use residential development in the CCRP area, development incentives for a catalytic project are included in this Plan. The intent of the catalytic project, once approved, is to attract interest and investment in other parts of the corridor. Following the catalytic project, new development or adaptive reuse of existing buildings, such as those in the Single Family Flex zone, will ensue over time in response to market demand and the availability of financing. Improvements along the corridor are identified in Table 7.2, along with a general time frame for when they are expected based on funding.

Corridor Plan Revitalization Action Items	Time Frame	Primary Responsibility	Potential Funding Sources
Establish and Adopt CCRP Development Fees	Short (1–5 years)	City	City General Fund
Prepare Nexus Study, Create and Adopt Development Impact Fees	Short (1–5 years)	City	City General Fund
Approval of Catalyst Project	Short (1–5 years)	Developer, City	Private Funding

Corridor Plan Revitalization Action Items	Time Frame	Primary Responsibility	Potential Funding Sources
Redevelopment of Vacant and Underutilized Lots	Short (1–5 years)	Developer	Private Funding
Chapman Avenue Streetscape Improvement Plan	Concurrent with this Plan	City	City, general fund or grant
Streetscape Improvements (Street trees, landscaping, lighting)	Medium (5–10 years)	City	Community Facilities District, City, Grant funding
Gateway Signage	Medium (5–10 years)	City	Community Facilities District, City, Grant funding
Roadway Restriping	Medium (5–10 years)	City	Community Facilities District, City, Grant funding

*Timing of and funding for infrastructure related improvements (water, sewer, and storm drain) are described in Chapter 6, *Mobility and Infrastructure*.

7.4 Funding

Several potential funding sources are identified in Table 7.2, these sources are further described below. In general options include grants, private loans, and value capture funding mechanisms. Depending on the project type funding may come from multiple sources.

7.4.1 Community Facilities District

The City intends to require the catalyst site developer and/or the first entitled new development to initiate a Chapman Corridor Community Facilities District (CFD). A Community Facilities District is a special tax district provided by State Law that funds public improvements and ongoing services within an identified area. Generally, these districts fund a wide variety of services, such as parks and open space maintenance, and finance public infrastructure projects. The City currently administers two CFDs in Placentia—CFD 2014-04 (Public Safety Services) and CFD 2018-01 (Transit Oriented Development Maintenance Services).

In addition to City baseline impact fees, Chapman Corridor will require additional public realm improvements, and projects are subject to a Chapman Corridor community facilities district fee that ensures all public sector infrastructure improvements can be provided. In addition to the Chapman Corridor CFD fee, all projects will be required to install public infrastructure and streetscape elements up to the curb face of the public street immediately adjacent to the project, in accordance with the City’s Parkway Design Guide, an adopted Chapman Corridor streetscape plan, and implementation of area gateway signage.

7.4.2 Development Impact Fees

A future Chapman Corridor specific development impact fee program may be initiated in addition to a citywide development impact fee. Development impact fees are a potential funding source for affordable housing, parks, recreational open space, and infrastructure upgrades. These fees, paid by new residential and commercial

development projects, may only be used to pay for improvements necessitated by the new development and only in an amount proportionate to the new development’s share of the benefit. The fees can be combined with other funding sources to pay for an improvement that serves both new and existing residents or businesses. A nexus study—which calculates the new increment of development, estimates the portion of an improvement project attributable to that increment of growth, and allocates the fee among the new development projects by land use—is required by state law for implementation. Cities can, and usually do, have more than one impact fee, with each fee dedicated to an individual category of improvements, such as roads, water, sewer, parks, affordable housing, etc.

7.4.3 Enhanced Infrastructure Financing District

The enhanced infrastructure financing district (EIFD) is a funding mechanism designed to finance a wide array of infrastructure projects with “communitywide significance,” such as parks, transit improvements, and affordable housing.

An EIFD can be created by a city, county, or joint powers authority to fund specific infrastructure and economic development projects as outlined in a financing plan. An EIFD is established with a set boundary, which may include the Plan area or a portion thereof, a larger part of the city, or more than one separate area in the city. If approved by the voters, an EIFD’s financing plan may include tax increment financing, in which the EIFD can collect the property tax revenue from increases in property values associated with new development. An EIFD can collect the tax revenue that would otherwise have gone to the city’s general fund and revenue from any other taxing entity (such as the county general fund, flood control, etc.) except school districts. The tax increment revenue can be used to secure bond funding for EIFD improvements, which may facilitate the new development. EIFDs can also leverage other funding streams, such as assessment revenues, fees, and state and federal grants.

The City of Placentia in partnership with the County of Orange has already established an EIFD near the city’s future Metrolink Station that includes the Old Town Placentia area and Transit Oriented Development Packing House District. The purpose of this district is to create a funding mechanism that can facilitate the construction of public infrastructure improvements in the area. In 2020, the city council established a public financing authority to oversee the creation and adoption of an infrastructure financing plan.

7.4.4 Private Sector Financing

New development in the corridor will largely be financed by private-sector developers. This will include the extension of water, sewer, and stormwater infrastructure; building construction; grading; and other site improvements and amenities. Improvements and adaptive reuse of existing buildings that are privately owned will also be largely financed by the building owners or developers.

The private sector has the widest access to capital to fund new investment in Chapman Corridor, provided that potential investors see opportunities for reasonable returns on investment without undue risk and uncertainty. Other sources of funding, including grants by the state or federal government, can leverage and supplement private investment by supporting reasonable returns on investment and reducing uncertainty and risk. In addition, a local jurisdiction can pursue public financing mechanisms to assist with the costs of certain kinds of public infrastructure improvements to help incentivize economic development within an area. These sources of public financing mechanisms are described further.

7.4.5 Regional and State Grant Funding

Several regional and state agencies may provide grant opportunities that could be utilized to support the revitalization of Chapman Corridor. Some examples include: CalTrans Active Transportation Program; Golden State Acquisition Fund, administered by the California Housing and Community Development Department; Southern California Association of Governments; and the Infrastructure State Revolving Loan Fund (ISRF), administered by the California Infrastructure and Economic Development Bank.



CHAPMAN CORRIDOR REVITALIZATION PLAN

Appendix A: Economic Study



City of Placentia
401 E. Chapman Avenue
Placentia, CA 92870

MEMORANDUM

Date: September 8, 2025

To: Joseph Lambert, Director of Development Services, City of Placentia

From: Ken K. Hira, President, Kosmont Companies
Thomas Jirovsky, Sr. Advisor Kosmont Companies

Re: **Chapman Corridor Revitalization - Target Buildout Analysis**

Kosmont is pleased to present this summary analysis memorandum identifying the process used to develop the target buildout of the 88 acres within the Chapman Corridor Revitalization Plan (“Plan”) prepared by PlaceWorks.

PlaceWorks has been working with City to develop a land use plan/rezoning for the 1-mile Chapman Corridor extending from Placentia Ave. to the Civic Center located north of Old Town and the Metrolink station TOD. The Plan was designed to encourage a variety of multi-family and mixed-use commercial and affordable housing on vacant and underutilized parcels along Chapman Avenue.

The existing Plan area contains approximately 1,029 residential units and 277,000 square feet of commercial and civic uses.



Source: PlaceWorks

The existing uses include Placentia Plaza, anchored by very successful Northgate Market, several older low density shopping centers, office parcels, City Hall, Kraemer Park, existing single family homes and several large apartment and condominium projects.

The proposed plan divides the area into four planning subareas: Gateway West (GW), Gateway Core (GC), Gateway Neighborhood (GN) and Gateway East (GE) as shown on the Land Use map. The proposed land use designations within the Plan area include Single Family Flex (SFF), Commercial Corridor (CC), and Mixed-Use (MU) within Gateway West. Multi-Family Flex and Mixed-Use are in the other three subareas. Open Space Recreation (OS-R) is in Gateway Neighborhood, while Mixed-Use Civic Center (MU-CC) and Planned Unit Development (PUD-4) are located in Gateway East.

- SFF allows continued R-1 use, but with adaptive reuse for commercial businesses
- CC allows commercial uses with up to 1.0 Floor Area Ratio (FAR)
- MU allows a mix of types including hotel, retail and multi-family with densities ranging from 35-45 du/acre and FAR between 0.35 and 1.0
- MFF allows multi-family development from 30-45 units per acre with lot consolidation of smaller parcels required in some subareas
- MU-CC allows a mix of uses of commercial up to 0.35 FAR and residential 45 du/acres
- PUD-4 is an existing housing development (15 /acre) that will not have a change in zoning

ANALYSIS SUMMARY

To guide the planning effort, the City has requested an Analysis of the likely redevelopment expected over the next 15-30 years based on a high-level market feasibility assessment of each significant parcel. It is important to note that the Plan area is fully developed with one vacant parcel at the corner of N.Walnut Avenue and Chapman Ave., other long-term opportunities could be developed on City owned property and/or underutilized parcels. It is also important to note that real estate is a cyclical business with peaks and valleys and today real estate development has many challenges including high construction costs, high interest rates and difficulty obtaining loans. These factors will likely delay any new development for several years.

Once market conditions improve there will still be challenges to redevelopment. In order to determine the likelihood in the near future that the property owners would redevelop properties with significant improvements, Kosmont had to examine existing value of the residential and commercial uses and compare to the likely residual land value for redevelopment under the proposed density outlined in the Plan.

In order for new development to be feasible, the owner must be able to achieve a development profit substantially in excess of the value in its current use. This typically occurs where there are major vacancies and/or blighted buildings. Redevelopment does not occur when you have strong occupancy and market rents. Of course, over a long planning period of 30 years or more, conditions change and it is valuable for City to have new zoning in place which could provide higher value development opportunities.

Kosmont examined uses in each of the planning areas as well as the proposed density/intensity within each of the zoning subareas to estimate what redevelopment could occur over a 15-30 year timeframe. Table 1 below summarizes the existing uses by planning area, the maximum development that proposed rezoning allows and shows Kosmont’s expected case residential and commercial redevelopment within each area of Chapman Corridor.

Table 1

Placentia Chapman Corridor					
Change in Land Use					
	GW	GC	GN	GE	Total
Acres	14.4	11.7	34.9	27.4	88
Total Units					
Existing	32	59	667	281	1,039
Proposed Max	123	369	1,055	1,018	2,565
<i>Expected</i>	<i>30</i>	<i>164</i>	<i>667</i>	<i>792</i>	<i>1,653</i>
Total SF					
Existing	98,100	45,500	-	134,200	277,800
Proposed Max	409,000	133,700	9,900	256,300	808,900
<i>Expected</i>	<i>180,000</i>	<i>40,000</i>	<i>9,900</i>	<i>12,000</i>	<i>241,900</i>

Source: PlacWworks, Kosmont Companies
 Acreage excludes right-of-way.

It is important to note that in many areas, the proposed maximum development provides both 100% residential or 100% commercial limits, but actual development will typically be one or the other depending on market conditions at the time.

As shown above, Kosmont expects up to 600 more residential units to be built, while substantial commercial office will be demolished due to high vacancies and other commercial would likely be renovated.