DOWNTOWN SPECIFIC PLAN (DSP)

ENVIRONMENTAL ASSESSMENT NO. EA 1057
SPECIFIC PLAN AMENDMENT NO. SPA 14-01
ZONE TEXT AMENDMENT NO. ZTA 16-03
TOPICS

- Tinting or reflective glass on storefront windows
- Signs for non-street front uses
- Improved and streamlined Design Review process
- Parking requirements for non-profit Museum uses
- Parking standards and in-lieu parking fee
  (ongoing effort, not part of the proposed amendment)
TINTED STOREFRONT GLASS

- Current DSP language:
  "Storefront windows shall be clear glass, neither tinted nor reflective."

- Intent: To promote a pedestrian friendly Downtown.

- Recommendation:
  1. Allow tinted glass or films
  2. 50% or more transparency (staff approval required)
  3. Less than 50% transparency requires an Administrative Adjustment
  4. Prohibit reflective glass
SIGNS FOR NON-STREET FRONT USES

- Current DSP language:
  1. Maximum limit of 25 square feet (per 25-foot standard lot), including a combination of storefront, window and perpendicular/pedestrian signs.
  2. “Perpendicular/Pedestrian signage may be used for non-street fronting businesses and shall be no more than nine square feet.”
  3. “a maximum of two square feet of lettered/logo and/or icon painted directly onto the entrance (without a background).”

- Intent: Maintain aesthetics

- Recommendation:
  1. Allow one **12 square-foot directory sign** on sides and facing alleys.
SIGNS FOR NON-STREET FRONT USES

Potential directory sign location
The Specific Plan contains design standards but no (clearly-defined) design approval process.

Recommendation: Establish 3 levels of design review:
- **Ministerial**: For minor alterations
- **Administrative (Director)**: For small additions, outdoor retail and dining, and substantial exterior alterations
- **Planning Commission**: For new buildings and large additions
“Non-profit Museum of Art” means a Museum of Art that is operated by nonprofit corporations that have been approved by the Internal Revenue Service to be tax-exempt under the terms of the Internal Revenue Code.

Recommendation:
1. Define Non-profit Museums of Art and eliminate parking requirements for that use
2. Require subsequent uses to provide required parking
PARKING STANDARDS AND IN-LIEU FEE
SUMMARY

- Allow tinted glass on storefronts
- Permit directory signs for non-street facing uses
- Improved and streamlined Design Review process
- Address parking for non-profit museums

NEXT STEPS

- 2nd reading on October 4, 2016