

CITY OF IMPERIAL BEACH

Commercial Zoning Review

City Council

Design Review Board

***WORKSHOP* Wednesday, June 24, 2009**



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Today's Workshop: Purpose

- Present Draft Zoning Amendments
- Explain Relationship to Community Vision
- Hear Your Feedback, Comments, and Ideas



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Today's Workshop: Agenda

- Project Purpose and Background
- Public Involvement
- Guiding Principles
- Economic and Development Feasibility Analysis
- Development Prototypes
- Proposed Zoning Amendments

Zoning and Land Use * Height and Density *
Commercial and Retail Standards * FAR, Setbacks,
and Stepbacks * Development Incentives



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The Project

- Review commercial zoning and mixed-use overlay regulations
- Compare zoning to community vision and goals
 - Does the existing zoning maximize achievement of the vision?
- Explore different development concepts
- Identify potential zoning amendments to better achieve community's vision

Project Study Areas

Palm Ave

Old Palm and Seacoast

13th/IB Blvd

SANDAG Smart Growth Map



Mixed-Use
Transit Corridor



Community
Center





Old Palm Avenue and Second Street, Smart Growth Mixed-Use Transit Corridor Area
Image Courtesy of SANDAG and DCE



Palm Avenue Between 9th and 10th Streets, Smart Growth Community Center Area
Image Courtesy of SANDAG and DCE



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Our Zoning Focus

- **Regulations for development**
 - Where, what kind, and how much
- **Standards for new buildings**
 - Size, height, distance from street, and shape
- **Parking requirements**

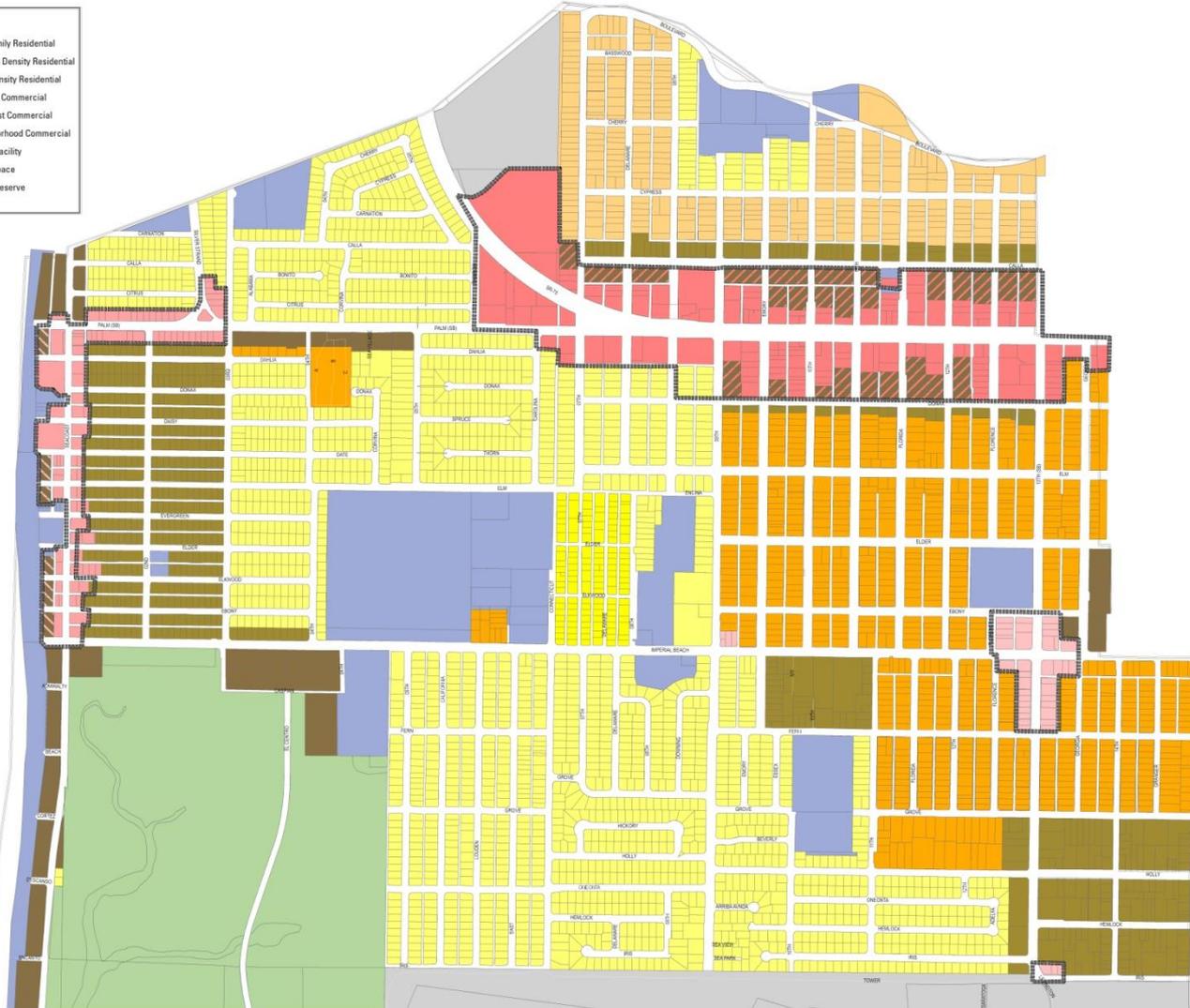
Based on the community's vision established in the General Plan



Imperial Beach Planned Land Use

Legend

- Project Area
- City Boundary
- Pacific Ocean
- Mixed Use Overlay**
 - Mixed Use 1
 - Mixed Use 2
- Land Use**
 - Large Lot Single Family Residential
 - Small Lot Single Family Residential
 - Two Family Detached Residential
 - Two Family Residential
 - Medium Density Residential
 - High Density Residential
 - General Commercial
 - Seacoast Commercial
 - Neighborhood Commercial
 - Public Facility
 - Open Space
 - Urban Reserve





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Why Now?

- Envisioned projects not being developed
- Recent mixed-use projects lack type and amount of desired ground-floor retail
- Long-term need for increased tax revenue from commercial activity





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Project Team

EDAW

Zoning, urban design, and public outreach

Keyser Marston Associates

Real estate, market, fiscal, and development trends

Roesling Nakamura Terada

Architecture and urban design

Fehr & Peers

Parking





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Public Involvement

- **Stakeholder interviews**
- **Two public workshops**
 - Workshop #1: Fine-tuning the vision
 - Workshop #2: Development concepts
- **City website postings**



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Public Workshop #1

Purpose

- Fine-tune the vision for the commercial areas





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VISION

What are the development goals?

How can development in this area help accomplish citywide goals?

What is unique about this area that should be expanded and used to attract new activity and development?

What should new buildings look like?

How should the area feel to pedestrians?
Drivers?



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What We Heard *Guiding Principles*

- The “Big Picture” vision for each sub-area is still relevant.
- People want change.
- Building height limits may impede desired development.
- Improving quality and consistency of urban design is important.
- Commercial areas should be cleaned up.
- Pedestrians need a safer environment.
- Options for parking regulations should be explored.
- Zoning revisions should recognize market demand for certain **uses.**



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Purpose of Workshop #2

- Explore development prototypes that reflect community vision
- Key Question: Does the zoning need to be amended to better achieve the vision?



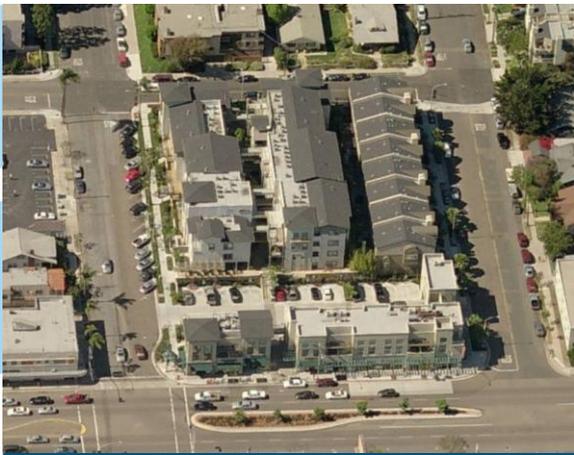


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Next Steps

- Respond to your input – revise amendments as needed
- CEQA review
- Public review and noticing
- Approval consideration at public hearing
- LCP amendment process
- Community vote on Palm Ave Height Overlay if approved by Council



Economic & Development Feasibility Analysis

Keyser Marston

- Development trends overview
- Retail needs assessment
- Input on prototypes
- Prototype evaluation - financial feasibility and fiscal implications



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SANDAG: 2,300 new homes by 2030

Summary of Retail Space Demand Projections

	<u>Low</u>	<u>High</u>
Sales Export Recapture Potential	55,000 SF	88,000 SF
Retail Space Demand Through 2030		
Demand from New Housing Units	44,000 SF	57,000 SF
Demand from beyond Trade Area	<u>11,000</u> SF	<u>14,000</u> SF
Total Retail Space Demand Through 2030	55,000 SF	71,000 SF
Total Retail Space Demand and Potential Recapture	110,000 SF	159,000 SF



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KMA's Recommendations for Increasing Quantity and Quality of Retail

- Require sufficient ground floor heights
- Make lot consolidation more attractive
- Develop new housing consistent with projections to increase retail demand
- Help project financial feasibility by allowing strong residential components
- Focus retail planning in areas with best potential



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Urban Design and Development Prototypes

- *What Makes a Successful Retail / Mixed-Use Street?*







What Makes a Successful Retail/ Mixed-Use Street?

1. Consistent setback or “streetwall”
2. Taller ground floors at retail uses
3. Doors, windows, and transparency at the ground floor
4. Pedestrian-oriented retail and active uses facing the street:
 - Retail
 - Grocery Stores
 - Restaurants and Bars
 - Theaters and Entertainment Uses
 - Hotels, Banks
 - Libraries, Museums, and Galleries
5. Resident population
 - Commercial office or residential above increases the viability of retail streets



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Development Concepts PALM AVENUE (Proposed C/MU-1)



Palm Avenue

District:
Old Palm Avenue

District: **Press Ave**
Palm Avenue Commercial Corridor

Key Gateway

Palm Avenue

Palm Avenue Terminus





Current Zoning



1. 4story/40' height limit presents challenges for taller ground floor
2. Prototype includes 3 Story Retail/Residential or Office Mixed-Use
3. Height limit and parking requirements make larger development projects challenging

Proposed Zoning



1. Prototype illustrates 3-4 Story Residential/ Commercial Mixed-Use over Taller Ground Floor
2. Ground Floor Retail
3. Opportunity for Live/Work

Palm Avenue - What We Learned:

1. 40' height limit makes 3 levels above viable ground floor retail difficult
2. Allowable density of 43 du/acre is difficult to achieve with height limit
3. Parking requirements reduces development interest on smaller sites
4. Lack of setback requirement creates a hodge-podge of buildings along the street, with parking lots at street edge
5. Insufficient direction for viable commercial space at the ground floor





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Development Concepts OLD PALM (Proposed C/MU-2)

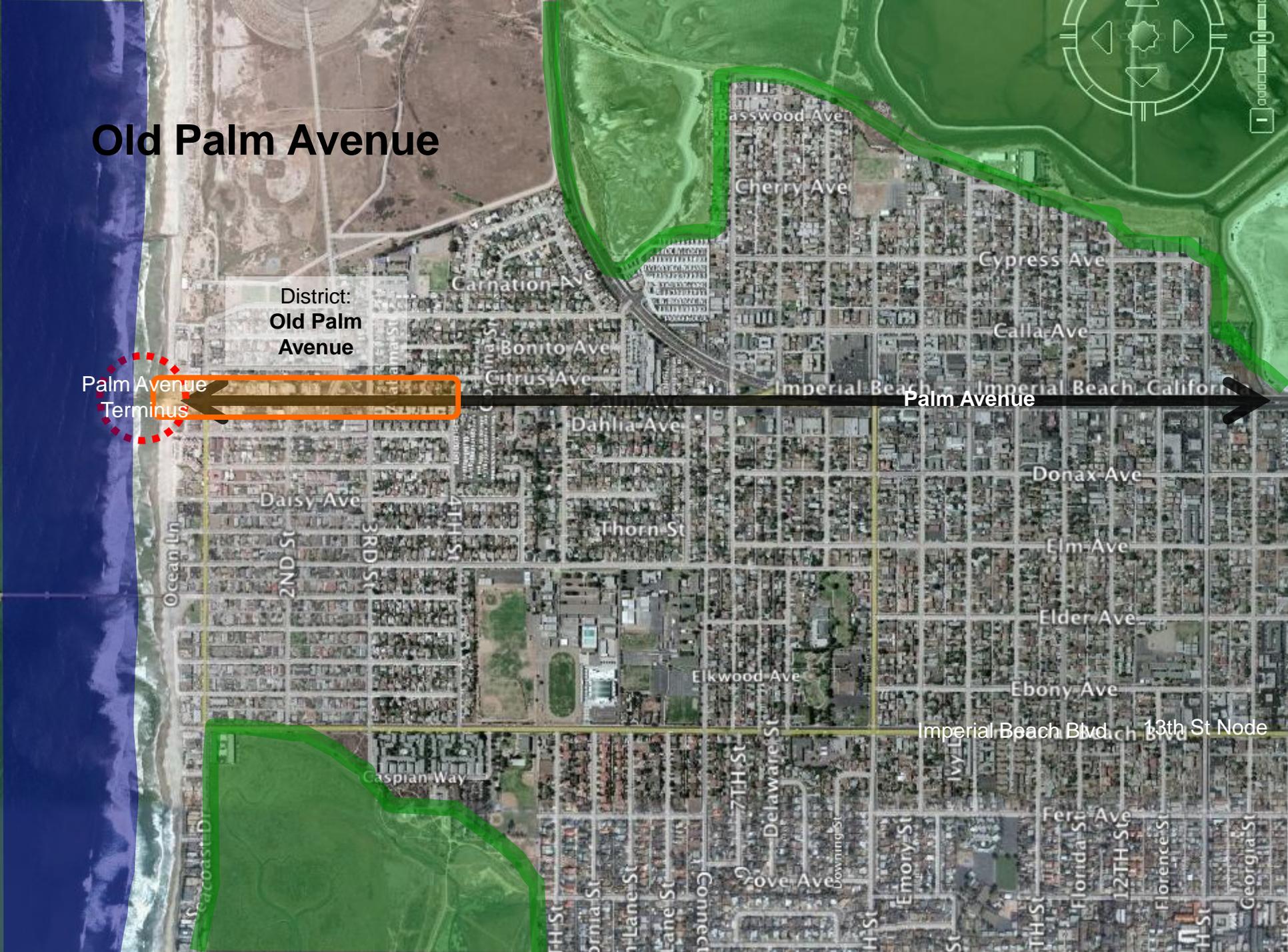


Old Palm Avenue

District:
Old Palm
Avenue

Palm Avenue
Terminus

Palm Avenue



Current Zoning



1. 3 story/30' height limit presents challenges for taller ground floor
2. Prototype illustrates 2 Story Retail/Residential Mixed-Use
3. Height limit and parking requirements make larger development projects challenging

Proposed Zoning



1. Prototype illustrates 3-Story Residential/ Commercial Mixed-Use over Parking
2. Ground Floor Retail

Old Palm Avenue - What We Learned:

1. **30' height limit makes 2 levels above viable ground floor retail difficult**
2. **Allowable density of 29 du/acre is difficult to achieve with height limit**
3. Parking requirements reduce development interest on smaller sites
4. Lack of setback requirement creates a hodge-podge of buildings along the street, with parking lots at street edge
5. Insufficient direction for viable commercial space at the ground floor





4134
ADAMS

STARBUCKS COFFEE



STARBUCKS

ro Jones

Clear Choice



Green street sign





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Development Concepts SEACOAST COMMERCIAL CORRIDOR (Proposed C/MU-2)



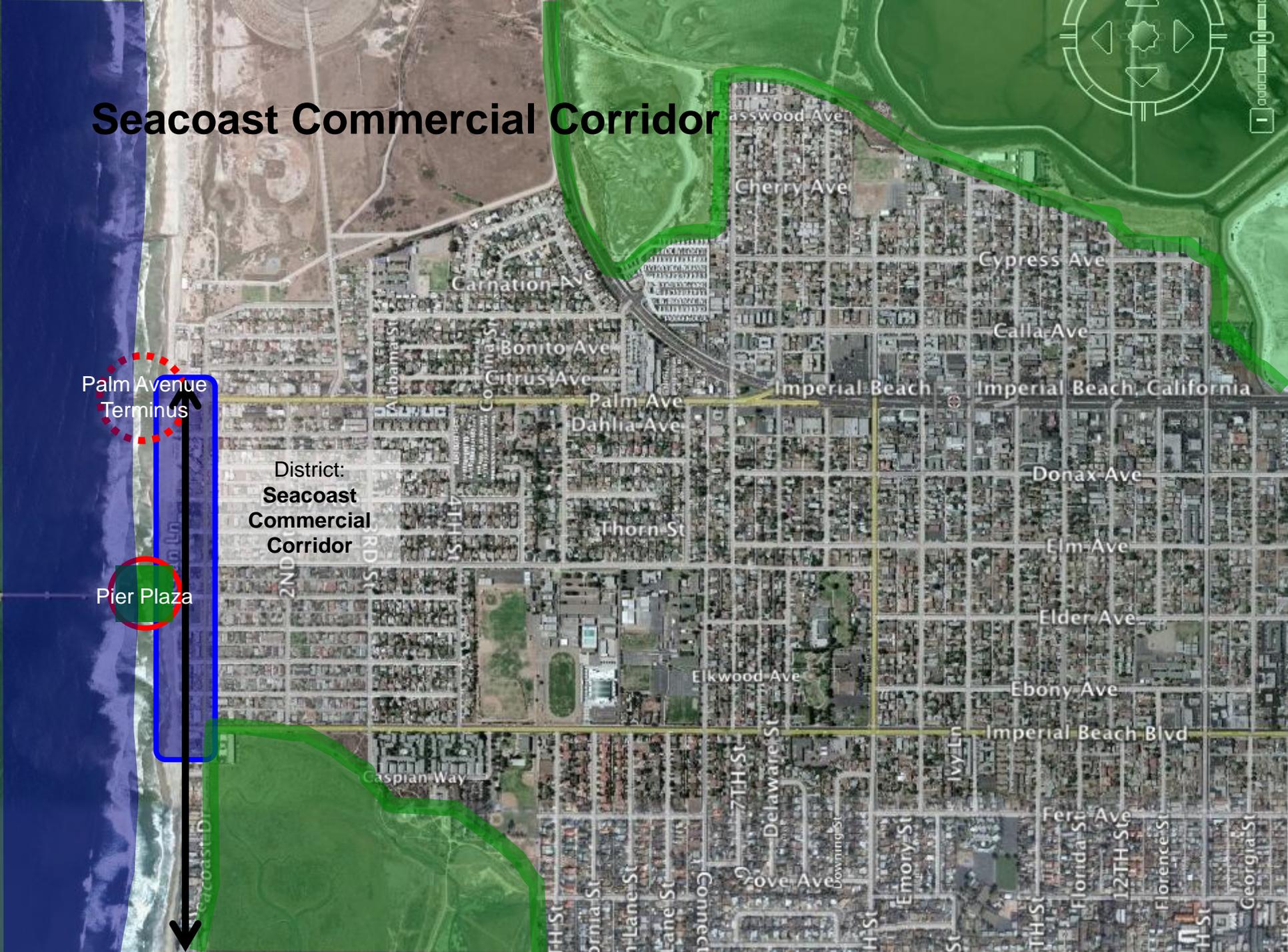
Seacoast Commercial Corridor



Palm Avenue
Terminus

District:
**Seacoast
Commercial
Corridor**

Pier Plaza





Current Zoning



1. 3 story/30' height limit presents challenges for taller ground floor (step req'd)
2. Prototype illustrates 2-3 Story Retail/Residential Mixed-Use
3. Height limit and parking requirements make larger development projects challenging

Proposed Zoning

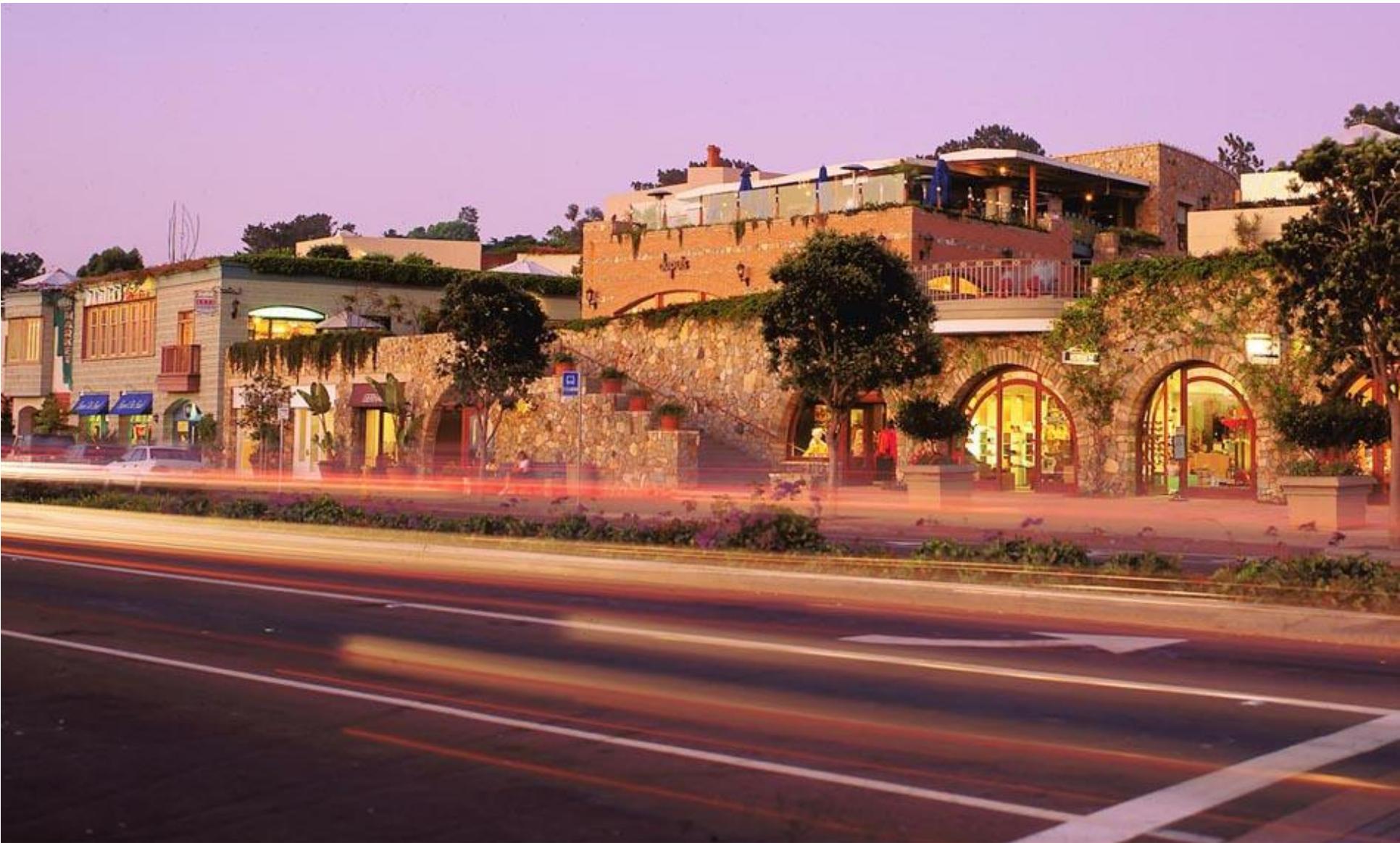


1. Prototype illustrates 3-Story Residential/ Commercial Mixed-Use over Parking
2. Ground Floor Retail
3. Stepbacks and Setbacks take advantage of views

Seacoast Drive- What We Learned:

1. 30' height limit makes 2 levels above viable ground floor retail difficult
2. Allowable density of 29 du/acre is difficult to achieve with height limit
3. Parking requirements reduce development interest on smaller sites
4. Lack of setback requirement creates a hodge-podge of buildings along the street, with parking lots at street edge
5. Insufficient direction for viable commercial space at the ground floor





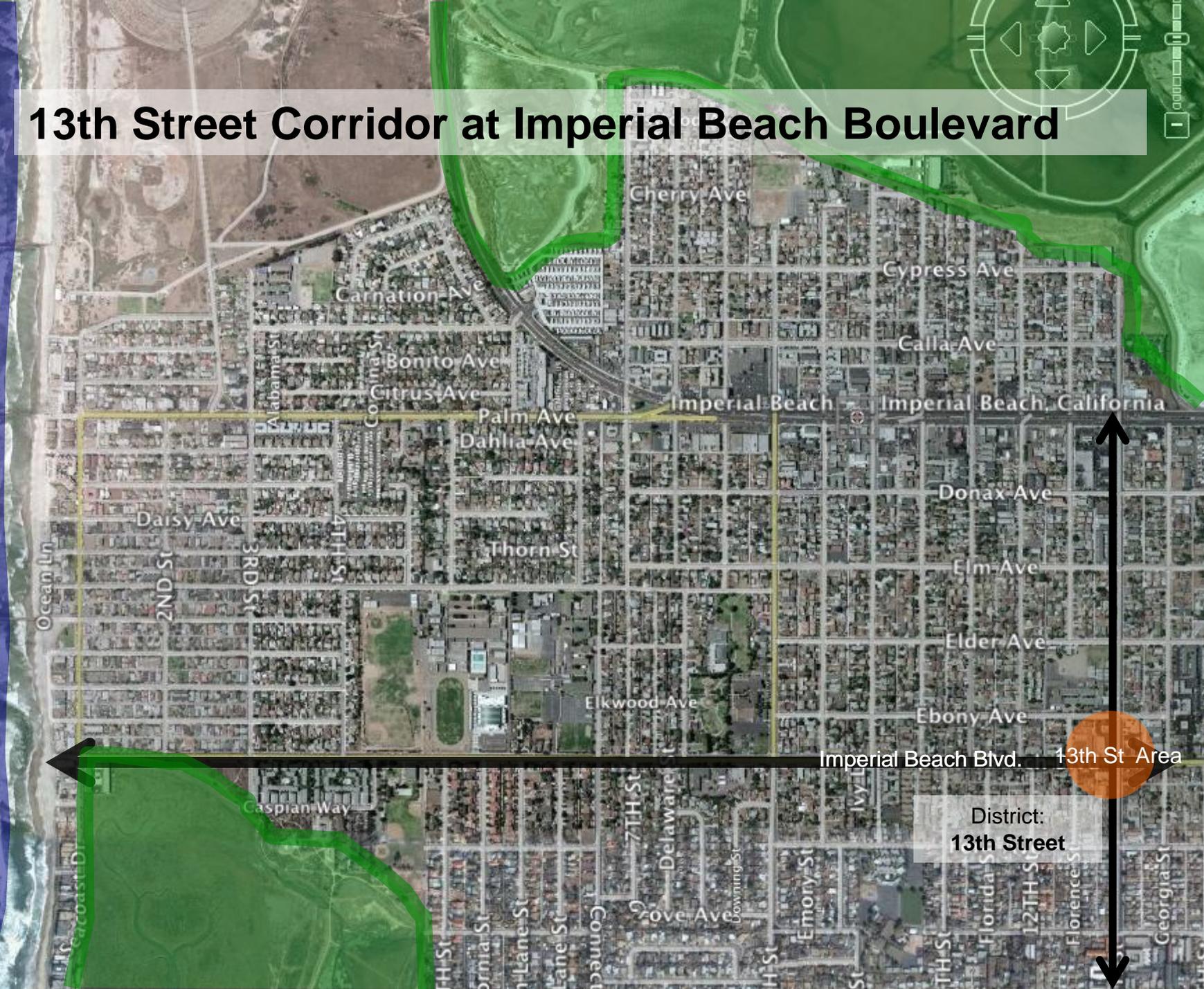


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Development Concepts 13th STREET CORRIDOR (Proposed C/MU-3)

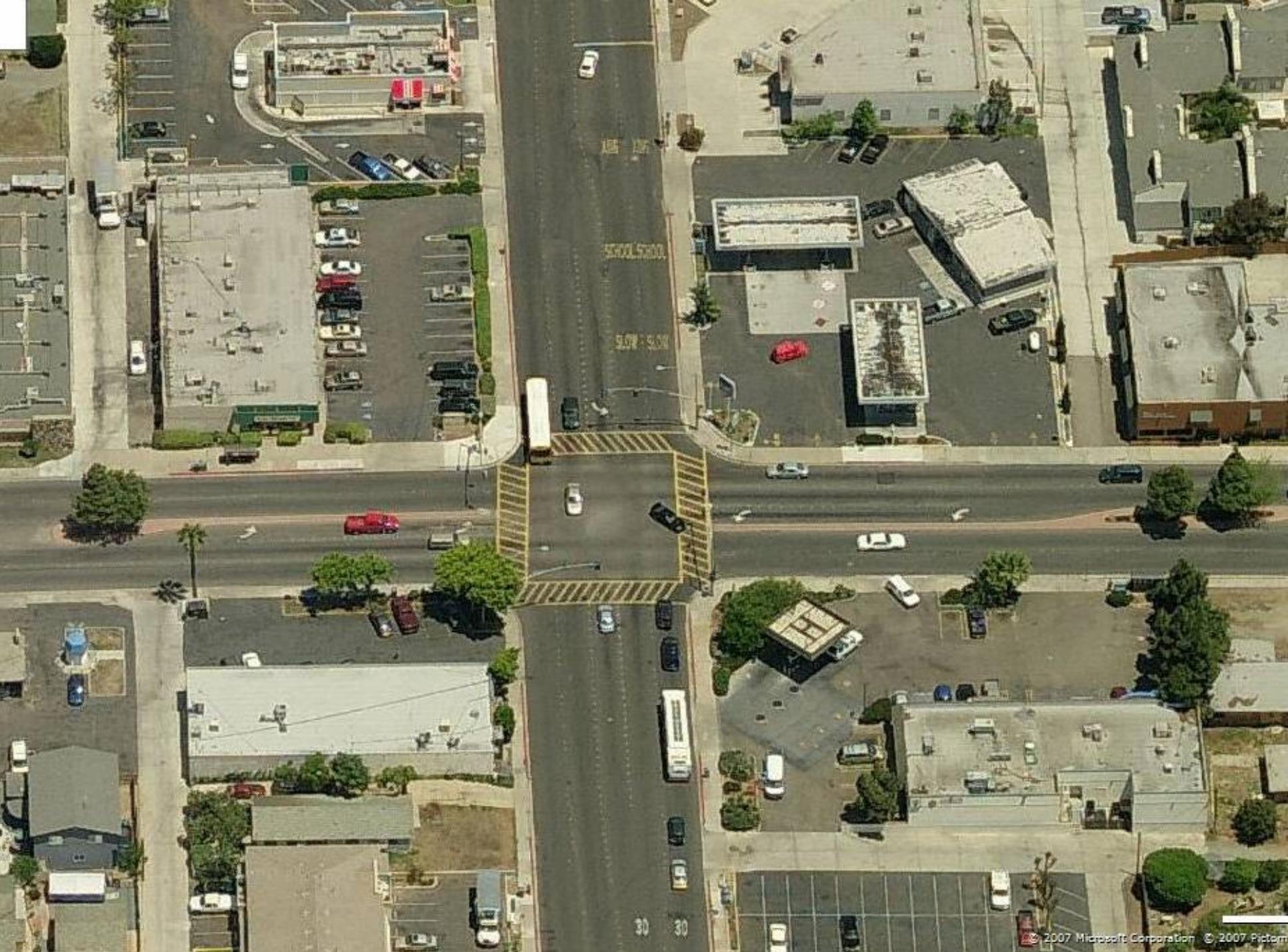
13th Street Corridor at Imperial Beach Boulevard



Imperial Beach Blvd. 13th St Area

District:
13th Street





Current Zoning



1. Prototypes illustrates 1-2 Story Commercial
2. 28' height limit and parking requirements make larger development projects challenging

Proposed Zoning



1. Prototypes illustrates 3-Story Commercial/Office Mixed-Use
2. Ground Floor Retail

13th Street Corridor- What We Learned:

1. **2story, 28' height results in little development interest**
2. Parking requirements reduce development interest on smaller sites
3. Lack of setback requirement creates a hodge-podge of buildings along the street, with parking lots at street edge
4. Insufficient direction for viable commercial space at the ground floor





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Recommendations



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Recommendations Zoning and Land Use

Zoning and Land Use

Need to refine zoning to attract development and implement the community vision

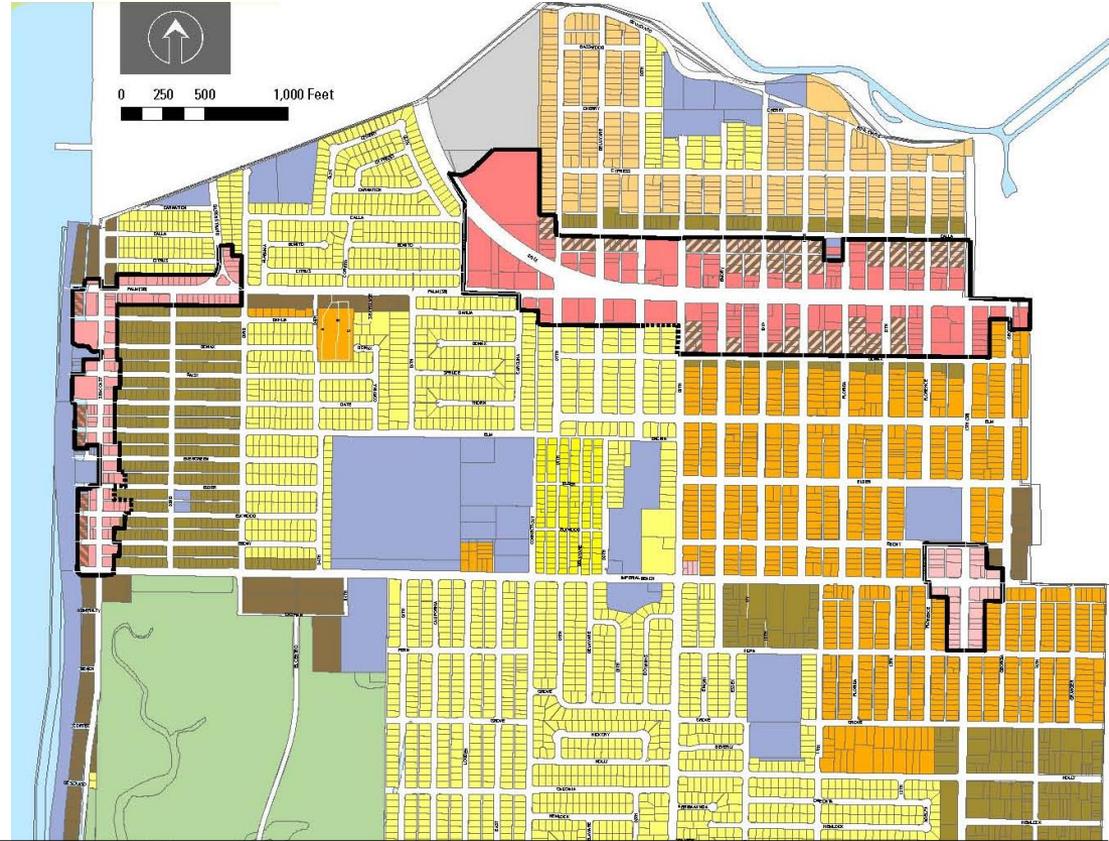
- Consolidate Zones
- Add Land Uses
- Add Definitions
- Refine Standards

Builds upon economic study, parking study, and city/community vision



Existing Zoning

- Palm Ave: 2 base zones (C-1, R-1500), 1 overlay (MU-1)
- Old Palm Ave: 1 base zone (C-2)
- Seacoast Dr: 3 base zones (C-2, R-1500, and PF), 1 overlay (MU-2)
- 13th Street corridor: 1 base zone (C-3)



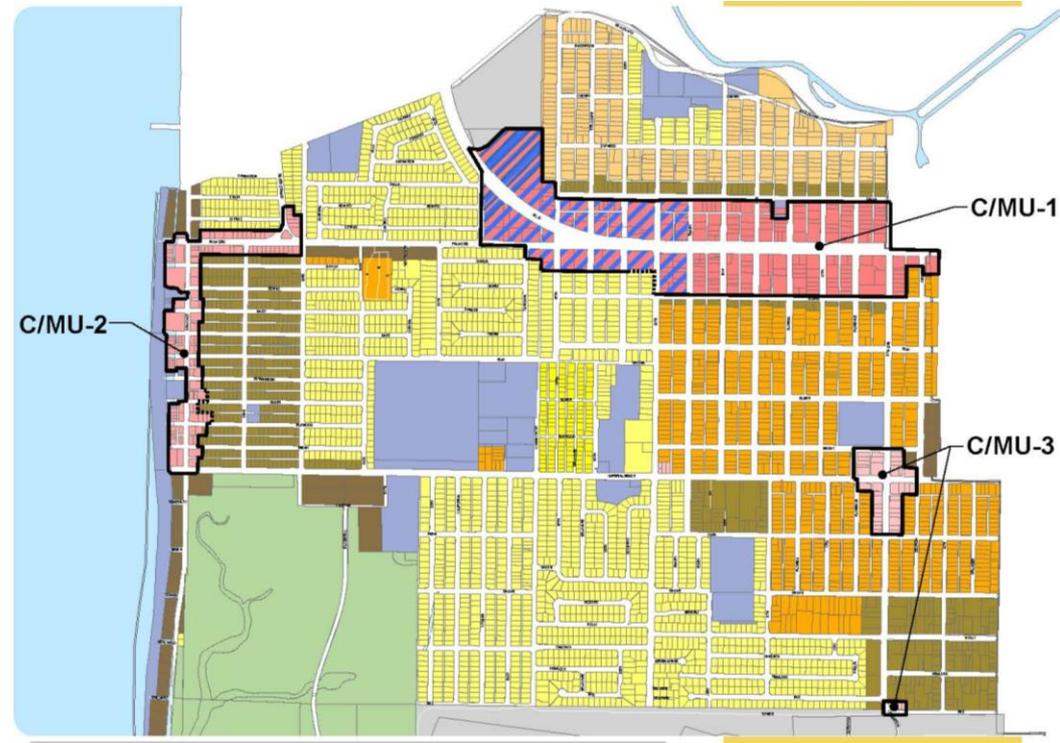
Study Subarea	Existing Base Zones	Existing Overlays
Palm Avenue (SR-75)	C-1 General Commercial R-1500 High Density Residential	MU-1 (Mixed-Use 1) overlay primarily within R-1500 area
Old Palm Avenue	C-2 Seacoast Commercial	
Seacoast Drive	C-2 Seacoast Commercial PF Public Facility R-1500 High Density Residential	MU-2 (Mixed-Use 2) overlay within R-1500 area
13th Street Corridor	C-3 Neighborhood Commercial	

Proposed Zoning

Consolidate C and MU zones

Why?

C zones conditionally permit residential above the 1st floor (i.e. mixed use) and the R-1500 zone has a MU overlay (i.e. mixed use) Development intent is the same!



New Zones Simplify the Code:

- C/MU-1: General Commercial and Mixed Use
- C/MU-2: Seacoast Commercial and Mixed Use
- C/MU-3: Neighborhood Commercial and Mixed Use

Proposed Zoning

Create Palm Avenue Height Overlay Zone within C/MU-1

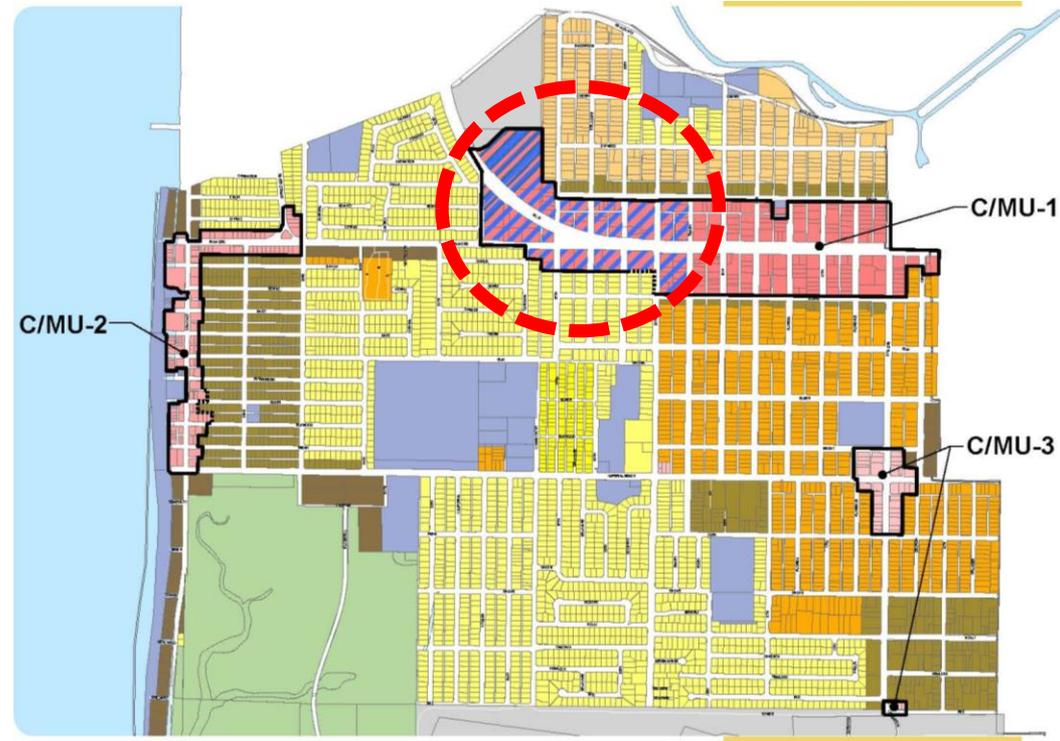
Why?

Gateway to the City.

Area identified by City and Community as potential for increased height/density.

Land availability

- Allow up to 60 feet only with development incentives (i.e. exceptional architectural design/green building, 60% ground floor active use)
- Height increase is subject to community vote and approval



- *Note: This is the only area that would allow heights over 40 feet.*

Land Use Table

- Organized according to new base zones (C/MU-1, C/MU-2, and C/MU-3)
- Incorporates most of land uses from previous zones
- Includes new uses and more current terminology to foster more pedestrian-oriented areas
 - Mixed use development
 - Live/work unit

Land Use	PF ^a	C/MU-1	C/MU-2	C/MU-3
Residential and Similar				
Accessory buildings, structures, private garages	N	C	C	C
Boarding house	N	C	N	N
Emergency shelter	N	P	N	N
Hotels, Motels (H1, H2, H3, H4) ^b	P	P	P	P ^c
Live/Work units	N	P	P	P
Motor home / Mobile home parks	N	N	N	N
Mixed-use development	N	P	P	P
Multi-family residential units (Minimum active commercial uses are required for all residential developments. See page 17 for more information related to active commercial uses).	N	P	P	P
Second-family units	N	N	N	N
Senior housing, Nursing home, Retirement home	N	C	C	C
Short term rentals	N	P	P	P
Single-family detached	N	N	N	N
Timeshares	N	C	C ^{oo}	N
Youth Hostel	N	N	C	N
Commercial				
Adult bookstore, adult hotel/motel, adult mini-motion picture theater, adult picture arcade, adult picture theater, sexual encounter studio, rap parlor, model studio	N	C	N	N
Antique Stores	N	P	P	P
Arcades / Game centers	N	C	C	C
Art Studio, Galleries, Museums	N	P	P	P
Athletic and Health clubs	N	P	P	P
Bars, Cocktail lounges, Pool / Billiard Hall with live entertainment	N	C	C	C
Beach equip rental, Surf shop, Fishing supply	N	P	P	N
Body piercing establishment	N	C ^o	N	N
Bookstores	N	P	P	P
Boutiques	N	P	P	P
Child Care facilities	N	P ^o	P ^o	P ^o
Department stores	N	P	N	N
Drive-in Restaurants	N	P	P	N
Drive-thru establishments	N	C	N	C
Fortune telling establishment	N	C ^o	N	N
Kennels	N	C ^o	N	N
Kiosks	N	P ^{oo}	P ^{oo}	P ^{oo}
Liquor stores	N	C ^o	N	C ^o
Massage establishment	N	C ^o	N	N
Mortuaries	N	C ^o	N	N
Pawn shops	N	C	N	C
Personal convenience services	N	P	P	P
Restaurants	N	P	P	P
Restaurants with live entertainment	N	C	C	C
Retail food stores	N	P	P	P

Land Use Definitions

Why?

Provide clarity and new uses require new definitions to minimize ambiguity

- Revised Definition for height
- New Definitions
 - Mixed-use
 - Active commercial use
 - Live-work units
 - Main streets
 - Ground floor retail
 - Pedestrian entrance

Revisions:

- Height, measurement of
 - Add: Height shall be measured from the average level of the highest and lowest point of that portion of the building site covered by the building or structure to the highest point of the building or structure.

New Definitions:

- Active Commercial Use
 - “Active commercial uses” mean commercial uses that are accessible to the general public, generate walk-in pedestrian clientele, and contribute to a high level of pedestrian activity. Uses that generate pedestrian activity include retail shops, grocery stores, restaurants, bars, theaters and the performing arts, commercial recreation and entertainment, personal convenience services, hotels, banks, travel agencies, airline ticket agencies, child care services, libraries, museums and galleries.
- Active Use Area
 - “Active use area” means all portions of a site and buildings included in the use area, except storage, parking and landscaping.
- Courtyard
 - Courtyard means an open space unobstructed to the sky, located at or above grade level on a lot, and bounded on two (2) or more sides by walls of a building.
- Garage
 - “Garage” means an accessible and usable enclosed space of not less than nine feet by nineteen feet for the parking of automobiles off the street.
- Ground floor retail
 - “Ground floor retail” is considered a general commercial use as permitted in a given district which is oriented along the street wall facing the main street and pedestrian movement, serves



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Discussion



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Recommendations Height and Density

Height and Density

- Limited height increases are recommended (pending community approval)

Ensure that 2-4 stories of residential or commercial can be developed above viable ground floor retail

Update the way building height is measured

- Refine density and intensity standards to be consistent with intent



Building Height

Why?

Make projects economically feasible

- C/MU-1 (Palm): Increased height to 5 stories or 60' only in the Height Overlay Zone with development incentive
- C/MU-2 (Seacoast/Old Palm): Increased height to 36' on W. side of Seacoast Dr. and 40' on E. side only with development incentive
(Note: 40' for hotel use will continue to be allowed with Specific Plan)
- C/MU-3 (13th St): Increased height to 4 stories or 40' only with development incentive

Proposed Zone	Former Standard	Proposed Standard	Height Changes Requiring Review/Approval
C/MU-1	4 story / 40' in the Former C-1 zone	4 story / 40' 5 story / 60' for projects which qualify for the height increase within the Palm Avenue Height Overlay Zone (as described in Section 2F: Development Incentives)	Subject to community vote/ approval.
C/MU-2	3 story / 30' (except hotel uses to 40' as part of Specific Plan) in the Former C-2 zone	3 story / 36' on west side of Seacoast Drive. 3 story / 40' on east side of Seacoast Drive, for projects that qualify for performance-based bonus (as described in Section 2F: Development Incentives)	n/a
C/MU-3	2 story / 28' in the Former C-3 zone	2 story / 28' 4 story / 40' for projects that qualify for performance-based bonus (as described in Section 2F: Development Incentives)	n/a
R-1500	3 story/30'	R=1500 zone is being deleted. Per new zone (C/MU-1, C/MU-2, or C/MU-3) regulations.	n/a

Density

Why?

Achieve active mixed-use districts and increase demand for retail

- Set *minimum* density of 30 du/ac in all zones
- C/MU-1 (Palm): Increase to 52 du/ac only with development incentives
- C/MU-2 (Seacoast/Old Palm) and C/MU-3 (13th St): Increase to 36 du/ac or 43 du/ac with development incentives

Zone	Former Standard	Proposed Minimum Density	Proposed Maximum Density	Potential Additional Performance-based Density Bonus
C/MU-1	43 DU/Acre, in the Former C-1 zone	30 DU/Acre	43 DU/Acre	10%-20% for a Maximum of 52 DU/Acre for qualifying projects within the Palm Avenue Height Overlay Zone
C/MU-2	29 DU/Acre, in the Former C-2 zone	30 DU/Acre	36 DU/Acre	10-20% for Maximum 43 DU/Acre
C/MU-3	22 DU/Acre, in the Former C-3 zone	30 DU/Acre	36 DU/Acre	10-20% for Maximum 43 DU/Acre
R-1500	29 DU/Acre	Per new district regulations	Per new district regulations	R=1500 zone is being deleted. Per new zone (C/MU-1, C/MU-2, or C/MU-3) regulations.



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Recommendations

Commercial and Retail Standards

Commercial and Retail Standards

- Require minimum ground floor retail heights
- Require minimum % of ground floor retail, as part of mixed-use



First Floor Height

Why?

Create more viable ground floor retail space

- C/MU-1, C/MU-2 and C/MU-3:
 - 15' minimum first floor with active commercial use requirement
 - 20' minimum height for single story buildings.

Zone	Former Standard	Proposed Standard
C/MU-1, C/MU-2, C/MU-3	None in the former C-1, C-2, or C-3 zones	15' minimum first floor height for mixed-use projects with an active commercial use requirement 20' minimum height requirement for single story buildings
R-1500	None	R-1500 zone is being deleted. Per new zone (C/MU-1, C/MU-2, or C/MU-3) regulations.

Minimum Active Commercial Use

Why?

Develop active pedestrian-oriented commercial uses at the ground floor level to encourage active, walkable streets

- What are they?
 - Grocery stores
 - Retail shops
 - Restaurants
 - Hotels
 - Banks
 - Museums
 - Art galleries

Zone	Former Standard	Proposed Standard
C/MU-1	None in the Former C-1 zone	A minimum of 25% of building frontage along Palm Avenue shall contain active commercial uses on the ground floor. Within the Palm Avenue Height Overlay Zone, a minimum of 60% of building frontage along Palm Avenue shall contain active commercial uses along the ground floor to qualify for a height bonus.
C/MU-2	None in the Former C-2 zone	A minimum of 60% of building frontage along Palm Avenue, and along Seacoast Drive, shall contain active commercial uses along the ground floor.
C/MU-3	None in the Former C-3 zone	A minimum of 25% of building frontage along Imperial Beach Boulevard, and along 13 th Street, shall contain active commercial uses along the ground floor.
R-1500	None	R-1500 zone is being deleted. Per new zone (C/MU-1, C/MU-2, or C/MU-3) regulations.

Minimum Active Commercial Use

- C/MU-1: 25% of building frontage
- C/MU-2: 60% of building frontage
- C/MU-3: 25% of building frontage

Note: Developers may build up to 100% of building frontage as active commercial uses- these standards are minimums only.

Zone	Former Standard	Proposed Standard
C/MU-1	None in the Former C-1 zone	A minimum of 25% of building frontage along Palm Avenue shall contain active commercial uses on the ground floor. Within the Palm Avenue Height Overlay Zone, a minimum of 60% of building frontage along Palm Avenue shall contain active commercial uses along the ground floor to qualify for a height bonus.
C/MU-2	None in the Former C-2 zone	A minimum of 60% of building frontage along Palm Avenue, and along Seacoast Drive, shall contain active commercial uses along the ground floor.
C/MU-3	None in the Former C-3 zone	A minimum of 25% of building frontage along Imperial Beach Boulevard, and along 13 th Street, shall contain active commercial uses along the ground floor.
R-1500	None	R=1500 zone is being deleted. Per new zone (C/MU-1, C/MU-2, or C/MU-3) regulations.



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Recommendations FAR, Setbacks, and Stepbacks

FAR, Setbacks, and Stepbacks

- Need specific development setbacks, stepbacks and maximum FAR to create a consistent development character and respect neighboring community



Floor Area Ratio (FAR)

Why?

*Measure of intensity of
development*

(building sf/ lot sf)

Regulate bulk of buildings

- C/MU-1: 3.0 max
- C/MU-2:
 - 2.0 max west side of Seacoast Dr.
 - 3.0 max east side of Seacoast Dr.
- C/MU-3: 3.0 max

Zone	Former Standard	Proposed Standard
C/MU-1	None	Maximum FAR of 3.0
C/MU-2	None	Maximum FAR of 2.0 for west side of Seacoast Drive. Maximum FAR of 3.0 for east side of Seacoast Drive.
C/MU-3	None	Maximum FAR of 3.0

Setbacks

Why?

*Create consistent street edges.
Zero foot setbacks or build-to
lines can foster pedestrian activity*

- C/MU-1, and C/MU-3: 0' front, 10' rear, 5' side, and 0' street side
 - (Properties along Donax and Calla Avenues require a 15' front yard landscape setback to transition to existing neighborhood)
- C/MU-2: 0' on all sides

Setbacks

Zone	Former Standard	Proposed Standard
C/MU-1	None required in the Former C-1 zone	General: 0' front, 10' rear, 5' side, 0' street side Exception: 15' front yard / landscape setback for properties facing Donax or Calla Avenues.
C/MU-2	0' in the Former C-2 zone if lot fronts Seacoast Drive, otherwise none required.	0' all sides
C/MU-3	None required in the Former C-3 zone	0' front, 10' rear, 5' side, 0' street side
R-1500	15' front, with 20' at garages; 5' rear at alleys, 10' rear if no alley; 5' side setback at first 2 floors, additional 5' above second floor; 10' street side	R=1500 zone is being deleted. Per new zone (C/MU-1, C/MU-2, or C/MU-3) regulations.

Stepbacks

Why?

Preserve view corridors

Reduce bulk and scale

Blend in with existing neighborhoods

- C/MU-1: 5-10' at 2nd floor and above if project abuts residential or residential zone
- C/MU-2: 5-10' on upper stories of projects fronting Seacoast – minimum of 50% of the facades
- C/MU-3: none

Zone	Former Standard	Proposed Standard
C/MU-1	None, in the Former C-1 zone	At the second floor and above, a minimum of 5-10 feet is required for projects abutting existing residential uses or zones.
C/MU-2	For properties fronting Seacoast Drive in the Former C-2 zone: Front of each building set on property line. Second Floor: Front yard = 5 feet; 60% of frontage may be set back 0 ft. Third Floor: Front yard = 10 ft; 40% of frontage may be set back 5 ft.	For properties fronting Seacoast Drive, an upper story stepback of 5-10 feet is required for a minimum of 50% of street facing facades along Seacoast Drive.
C/MU-3	None, in the Former C-3 zone	None
R-1500	None	R=1500 zone is being deleted. Per new zone (C/MU-1, C/MU-2, or C/MU-3) regulations.



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Recommendations Development Incentives

Link Height and Density Increases to Performance-Based Incentives

Ensure that the City's vision is emphasized through available incentives:

- Lot Consolidation
- Exceptional Architectural Design
- Green Building
 - Emphasize sustainability through vision, incentives, and design guidelines*
- Additional active commercial use



Development Incentives

Why?

- Strategic zoning tool allows for greater development flexibility (density/intensity)
- In return, community achieves added value such as better architectural quality or sustainability features.
- Improves the overall quality of projects

Development Incentives

1. Lot consolidation: increase in density

- Lots 20-30k sf: 10% du bonus
- Lots >30k sf: 20% du bonus

(Note- currently there is a disincentive for lot consolidation.)

2. Exceptional Architectural Design and/or Green Building:

increase in height or density

- C/MU-1 height overlay zone: up to 60' and/or 10-20% du bonus to 52 du/ac
- C/MU-2 (east side only) height increase up to 40'
- C/MU-3: height increase up to 40'

3. 60% Active Commercial Use: increase in height or density

- C/MU-1 Height overlay zone: up to 60' and/or 10-20% du bonus to 52 du/ac



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Discussion



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Recommendations Design Guidelines

Develop Design Guidelines to Ensure Community's Vision is Achieved

- Recommend updating existing 1984 Design Review Manual and Design Review Guidelines
- Create a more user friendly, graphically oriented document to reflect the vision and a more mixed-use approach, and allow for easier enforcement



Develop Design Guidelines to Ensure Community's Vision is Achieved

- Address the relationship of buildings to site and surrounding context
- Promote high quality commercial and mixed-use development
- Incorporate active ground floor uses and pedestrian-oriented design
- Consider sustainability and the pedestrian in the design of landscape improvements, open space, exterior lighting, and parking





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Recommendations Parking

Parking

- Need to refine parking standards to support mixed-use and shared parking goals





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Parking

- Analysis of existing parking requirements
- Comparison to other parking codes
- Comparison to other parking studies



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Parking

- Local data collection
- Shared parking assessment
- Additional parking supply and parking management
- Additional changes to parking requirements



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Municipal Code

- **34 separate commercial categories in Municipal Code**
- **Issues related to current code application**
 - Many categories
 - Difficult to identify applicable category or parking requirements
 - Need to accommodate different commercial uses within one building
 - Use may change over time



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Imperial Beach Municipal Code

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[Title 19. ZONING](#)

[Chapter 19.48. OFF-STREET PARKING](#)

19.48.050. Required spaces—Commercial and other uses.

The number of required off-street parking spaces for commercial and other uses shall be as follows:

- A. Automobile service stations: one space for each pump island;
- B. Bowling alleys: two spaces for each lane;
- C. Car washes, self-service or attendant-operated: three spaces for each stall;
- D. Schools: five spaces plus one for each employee;
- E. The following uses require one space for each fifty square feet of net floor area; plus one space per two employees at largest work shift:
 1. Drive-in restaurants and food stands.
- F. The following uses require one space for each seventy-five square feet of net floor area, plus one per two employees at largest work shift:
 1. Establishments for the sale and consumption on the premises of food and beverages (minimum four spaces).
- G. The following uses require one space for each one hundred square feet of net floor area, plus one space per two employees:
 1. Auditoriums;
 2. Funeral home;
 3. Mortuaries;
 4. Sports arenas;
 5. Stadiums;
 6. Theaters.

H. The following uses require one space per each one hundred square feet of net floor area, plus one space per two employees minimum. When a conditional use permit is required for any of these uses, applicant shall provide a report by a qualified Civil Engineer of the minimum and maximum required parking:

1. Churches;
2. Fraternal organizations (Masons, Moose, Elks, Eagles, etc.);
3. Service organizations (such as Rotary, Kiwanis, Lions Club, Jaycees, etc.);
4. Veterans organizations (American Legion, VFW, FRA, Disabled American Veterans, etc.).
- I. The following uses require one space for each two hundred fifty square feet of net floor area, plus one space per two employees at largest work shift:
 1. Libraries;
 2. Retail stores not otherwise listed.
- J. The following uses require one space for each three hundred square feet of net floor area, plus one space per two employees:
 1. Banks;
 2. Businesses;
 3. Medical offices;



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Existing Parking Requirements

Use	Parking Requirement
Multi-Family Residential	1.5 spaces/dwelling unit (C-1, C-2, C-3, MU-1, MU-2) 2.0 spaces/dwelling unit (all other zones)
Hotels	1.0 spaces/room if no cooking facilities provided 1.5 spaces/room if cooking facilities provided
General Commercial	1 space/200 square feet + 1 space per 2 employees
Eating/Drinking Establishments	1 space/75 square feet + 1 space per 2 employees

The existing Municipal Code does not allow for any shared parking reductions or the use of off-site parking except for the following statement:



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Comparison to other Parking Codes

Land use	Imperial Beach	Range	Average
Multi-Family Residential	1.5-2.0 spaces/unit	0.25 -3.0 spaces/unit	1.5 spaces/unit
Hotels	1.0 spaces/room if no cooking facilities provided 1.5 spaces/room if cooking facilities provided	0.8 to 2.0 spaces/room	1.1 spaces/room
Restaurant	1 space/75 sq. ft	0.35 spaces/100 sq. ft to 1 space/50 sq ft.	1.1 spaces/100 square feet
Commercial	1 space/200 square feet + 1 space per 2 employees	0.85 spaces/500 square feet	1 space/500 square feet

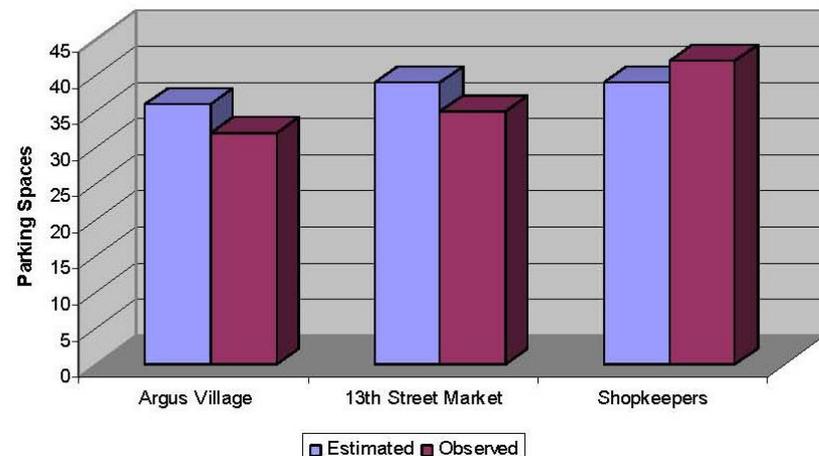


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Local data collection Findings:

- All sites had available parking at all times of day
- Sites on Seacoast Drive had high number of walk, bike, and transit users accessing sites



Proposed Parking Standards

Category	Former Standard	Proposed Standard	Eligible for 25% Reduction for Vertical Mixed-Use	Eligible for Waiver for Commercial Uses under 1000 SF	Eligible for Additional Parking Reduction for Shared Parking*
Commercial (C/MU-1, C/MU-3)	Varies by use	1 space/500 SF of commercial	X	X	X
Commercial (C/MU-2)	Varies by use	1 space/1,000 SF of commercial	X	X	X
Multi-Family Residential	1.5 spaces/unit	Same	X		X
Hotel without cooking facilities	1.0 spaces/unit	Same	X		
Hotel with cooking facilities	1.5 spaces/unit	Same	X		



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Additional Parking Supply and Parking

- **Management**

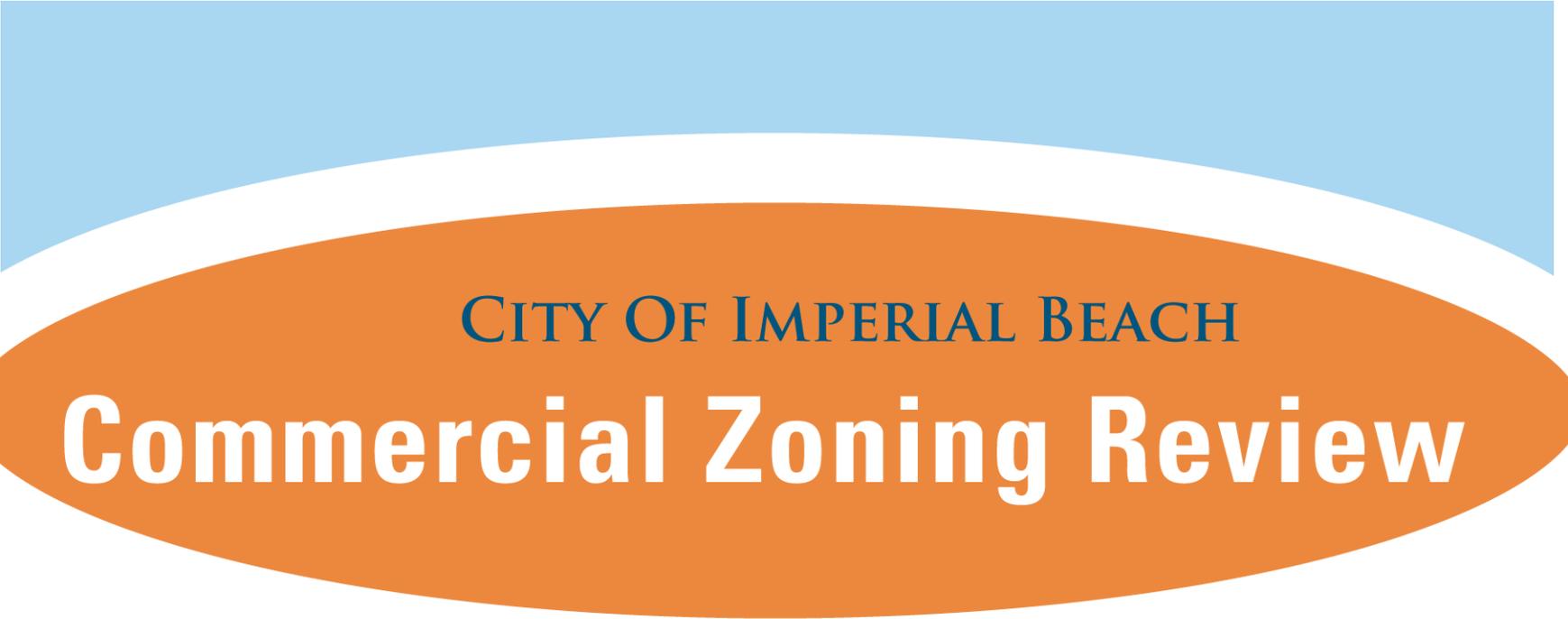
- Parking structures
- Additional surface lots
- Joint use of existing parking facilities (near term priority)



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Design Review Board

***WORKSHOP* Wednesday, June 24, 2009**

