
COMMERCIAL ELEMENT

PRIMARY COMMERCIAL GOAL

Ensure the availability of adequate commercial facilities offering a variety of goods and services to meet the needs of existing and future residents.

EXISTING CONDITIONS




A very small percentage of the community is zoned for commercial development. Approximately 134 acres or 3.5 percent of the community is commercially zoned (Table 4). Historically, much of the area designated for commercial use has been developed with residential uses. Forty-five acres or 33 percent of the commercially zoned land in the community has been developed with multifamily housing. This residential development is particularly evident in the South Bay Terraces neighborhood where 43 of the 85 acres designated for commercial use have been developed with multifamily housing.

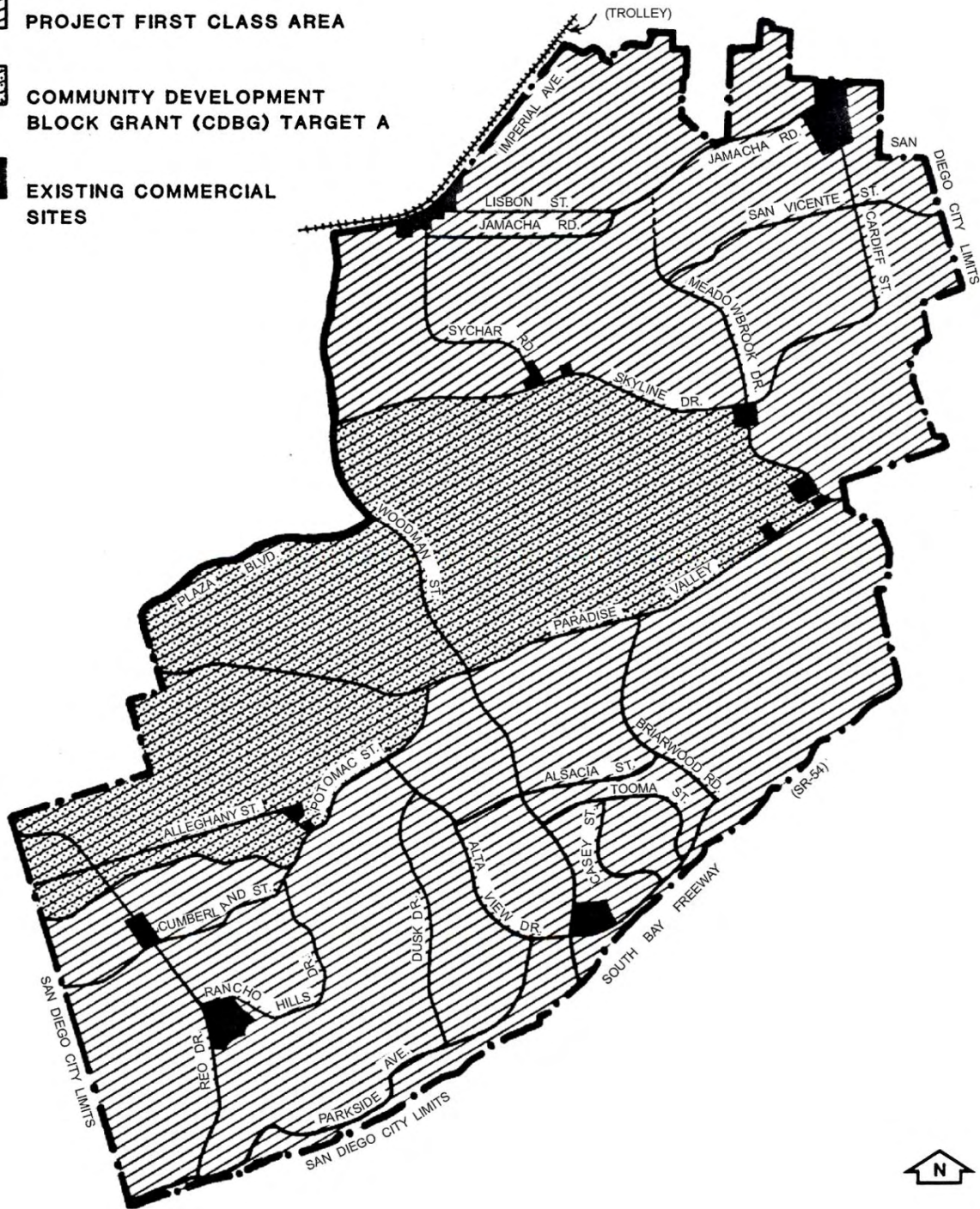
TABLE 4
1986 LAND USE IN COMMERCIAL ZONES (in acres)

Zone	Total Acres	Amount in Residential Use	Amount in Commercial Use	Vacant Land	Public/Semipublic
C	5.14	0.88	2.58	0.00	1.68
CA	73.36	41.07	16.56	7.04	8.69
CA-RR	30.25	0.00	6.65	23.60	0.00
CN	20.93	0.50	10.75	8.26	1.42
CO	4.48	4.20	0.28	0.00	0.00
All Commercial Zones	134.16	46.65	36.82	38.90	11.79
All Zones	3,665.48	2,384.62	38.34	575.59	281.40

There are eleven existing commercial sites dispersed throughout the community. The condition of these sites ranges from new or remodeled, well-maintained shopping centers to older commercial strips and centers in need of revitalization. Two of the sites are undeveloped.

The Project First Class Urban Design Program is a comprehensive plan for community development and design for Council District Four, which includes the Skyline-Paradise Hills community. Included in the design study is a planting program which will recommend landscaping materials for street corridors in need of improvement. The landscape corridor target areas have been modified slightly from the original study through the Community Development Block Grant (CDBG) eligibility assessment. Three of the existing commercial areas are located within these corridors. Figure 7 shows the location of these targeted corridors and their relationship to the three adjacent commercial sites. The existing commercial zones are illustrated on Figure 8.

-  PROJECT FIRST CLASS AREA
-  COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) TARGET A
-  EXISTING COMMERCIAL SITES

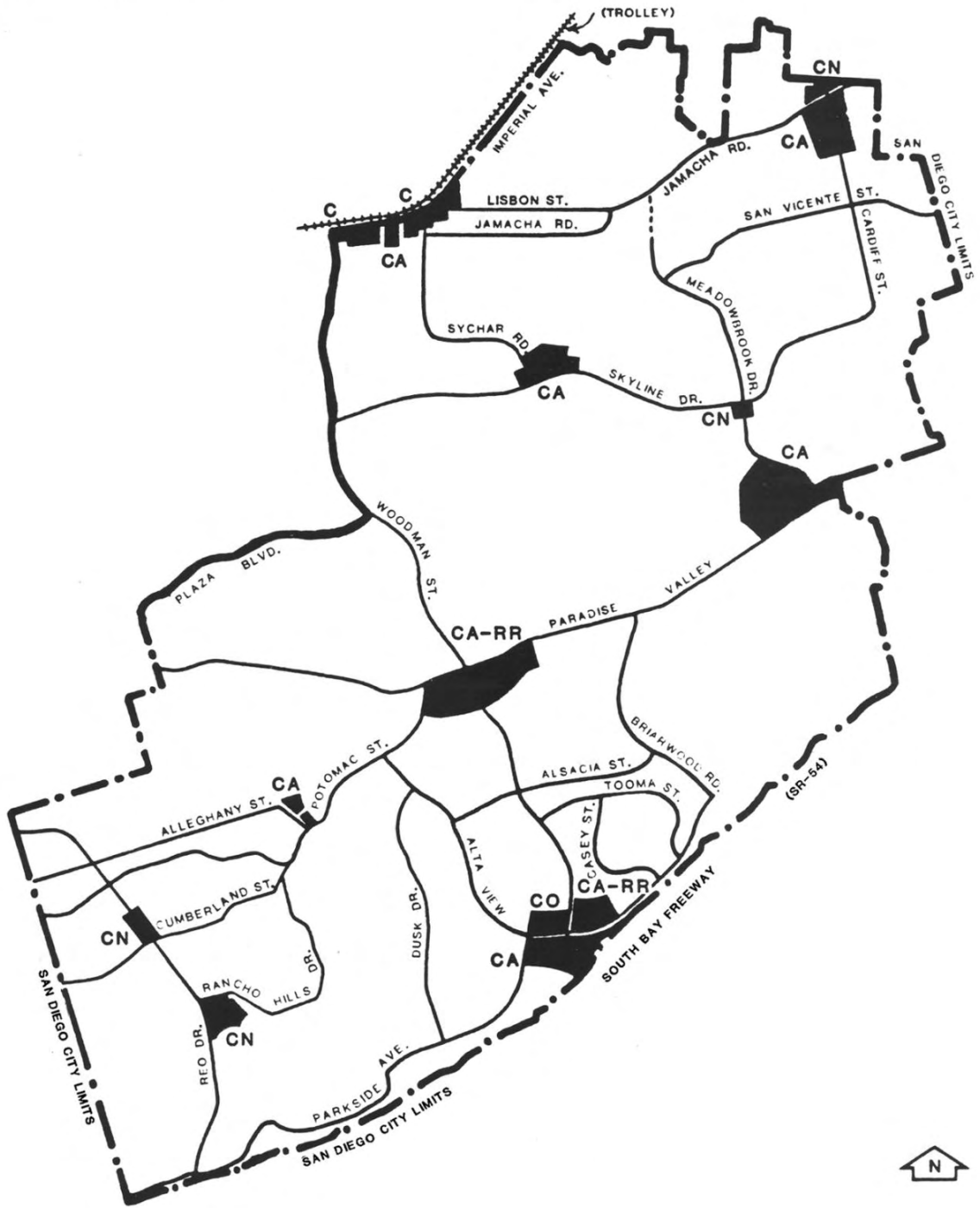


Project First Class and Community Development Block Grant Target Area

Skyline-Paradise Hills Community Plan

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FIGURE

■ COMMERCIAL ZONES



Existing Commercial Zones
 Skyline-Paradise Hills Community Plan

8
 FIGURE

Objectives

1. Revitalize existing commercial facilities through property cleanup, maintenance (repair and painting) and through utilization of the Project First Class Landscaping Program wherever applicable.
2. Enhance pedestrian activity and accessibility to the Reo Drive and Imperial Avenue neighborhood commercial areas.
3. Develop a centrally located, community commercial center.
4. Require commercial areas to incorporate landscaping which complements surrounding land use.
5. Promote the design of commercial areas so as to best utilize the existing transportation system.
6. Prevent, to the extent feasible, the redevelopment of commercial sites for residential use, except where a mix of residential and commercial development is proposed.

Summary of Commercial Recommendations

1. Revitalization and/or redevelopment is recommended for most commercial centers in the community. Possible programs to expedite improvements to facilities, parking areas and along the public right-of-way include:
 - a. Use of the City's Capital Improvement Program (CIP).
 - b. Establishment of Business Improvement Districts (BID) and/or Assessment Districts.
 - c. Utilization of the Project First Class Landscaping Program.
 - d. Community Development Block Grant (CDBG) funding and related program opportunities such as Demonstration Block or Building grants, improvement rebate programs and low-interest loans.
2. The existing commercially designated sites should be maintained in order to ensure needed commercial development within the community. The types of uses permitted in the larger commercial sites should preclude residential development. These areas are described under Specific Commercial Recommendations. The block between 68th and 69th Streets facing Imperial Avenue should be redeveloped consistent with the Mixed Use Element to provide high quality residential and mixed-use commercial/residential development. Additional residential units in this area are needed to provide additional customers to support the existing underutilized commercial development in the area.
3. Where residential development is not specifically precluded, the density should not exceed 15 units per net acre where adjacent use is single-family and/or in the RI-5000 zone, due to the low scale of most residential development surrounding commercial sites.

4. Commercial areas should complement surrounding land uses. Mass and bulk of new buildings should not appear to overpower adjacent structures. Compatible building materials and colors should be used. Design criteria as recommended in the **Urban Design Element** of the Plan should be followed for redevelopment of commercial sites.
 - a. Street and sidewalk improvements, including paving treatment to define pedestrian walkways, lighting and street furniture.
 - b. A landscaping program within the public right-of-way to include planting of street trees. Maintenance of the landscaping should be the responsibility of the individual store sites.

SPECIFIC COMMERCIAL RECOMMENDATIONS

The following section describes existing commercial sites, proposed uses and recommendations for improvements. Further discussion of design guidelines for commercial developments can be found under the Urban Design Element of the Plan.

1. Reo Drive, Albemarle Street to Cumberland

Location: Paradise Hills Neighborhood

This 3.34-acre neighborhood site includes the east and west sides of Reo Drive between Albemarle and Cumberland. The existing commercial development includes markets, retail stores, restaurants, professional services and a postal substation.

Recommendations: This area is recommended for neighborhood commercial use. Permitted uses should be those of the CN zone, with the exception of residential use. A commercial revitalization program should be established to upgrade existing development and to utilize the vacant lots to their full potential. The formation of a Business Improvement District is recommended to promote and improve this area.


Any rehabilitation or redevelopment of this area should be sensitive to the adjacent residential areas. Commercial buildings should remain single-story unless adjacent development is two-story. If alleys are used for delivery or service access, they should be well screened with fencing and landscaping to buffer nearby residences.

Where commercial uses back up to residential development, new infill or redeveloped commercial buildings should be set to the back of the lot with parking provided in front or at the sides of the building.

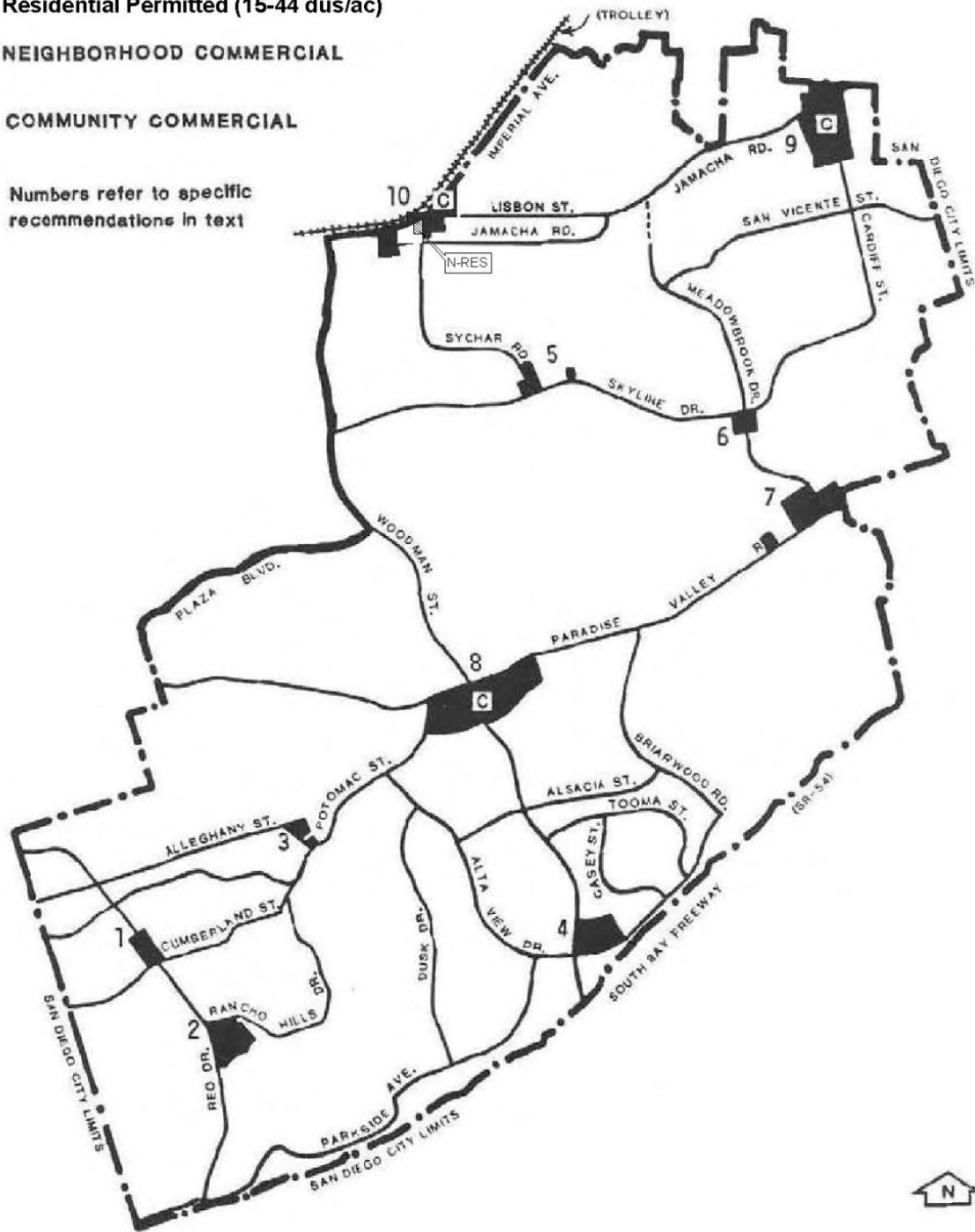
Diagonal on-site parking should be considered if parking is to be provided in front of the building, to allow adequate area for auto circulation, a pedestrian walkway along the storefronts, the replacement of the sidewalk in the public right-of-way and a landscaping strip.

Flexibility in enforcement of the citywide landscaping ordinance may be necessary to encourage revitalization. The enhancement of the existing palm tree theme with additional landscaping and a walkway between the palm trees is recommended as an alternative to complying with the citywide landscaping ordinance.

When significant owner commitment to improvement is demonstrated, the City should give the area priority for capital improvement projects and available assistance programs. Possible programs include:

-  Neighborhood Commercial - Residential Permitted (15-44 dus/ac)
-  NEIGHBORHOOD COMMERCIAL
-  COMMUNITY COMMERCIAL

Numbers refer to specific recommendations in text



Recommended Commercial Designations
Skyline-Paradise Hills Community Plan

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FIGURE



If private efforts fail to revitalize this area, a publicly initiated redevelopment program should be explored.

2. Reo Drive and Rancho Hills Commercial Center

Location: Paradise Hills Neighborhood

This neighborhood commercial site has a total of 6.58 acres. The site includes a service station, a laundry/dry cleaner, a beauty shop and a market.

Recommendations: The site should be maintained for neighborhood commercial use. Permitted uses should be those of the CN zone, with the exception of residential use. The center is in need of revitalization to improve the physical setting and attract additional tenants. The program should be oriented to both public and private investment. Public improvements should include sidewalk repairs along the street. Private responsibility should include general cleanup and landscaping and upgrading of the parking lot. A coordinated signage program is recommended to enhance the identification of the center's commercial uses.

3. Saipan Drive, Alleghany to Potomac Streets

Location: Paradise Hills Neighborhood

This neighborhood site is located along the eastern length of the block and covers a total of 2.28 acres, all of which are developed for commercial use. These uses include storage garages, two convenience markets, a laundromat, a music store and a self-service car wash.

Recommendations: Rehabilitation and diversity of uses is needed in this area to offer the community a greater selection of merchandise. Rehabilitation of the area should include standard design for store signage and a landscaping program to be financed by the private enterprises. An additional landscaping buffer is needed between the commercial center and the adjacent R-1500 zoned property. This center is within the target area of the Project First Class landscaping program and should implement the planting recommendations along the public right-of-way. The responsibility of maintenance of the landscaping should be assumed by the business owners. The site should be rezoned to CN to ensure that uses do not conflict with adjacent residential uses.

4. Woodman Street and Alta View Drive

Location: South Bay Terraces Neighborhood

Of the 32.98 acres of commercially zoned property at this intersection 21.42 acres, or 65 percent of the area, has been developed with multifamily residential use. The northeast corner of the intersection has been developed as a neighborhood shopping center including a major grocery store anchor, restaurants and services (dry cleaning, insurance, etc.). The shopping center has been well developed using coordinated signage and landscaping throughout the parking area.

Recommendations: The commercially zoned land that has been developed as multifamily housing should be rezoned to reflect the present use.

5. Skyline Drive, Lausanne to Sychar Streets

Location: Skyline Neighborhood

Approximately 7.5 acres at this location are commercially zoned; however, 6.5 acres have been designated for Skyview Park. Existing uses include a police substation, one operating service station and one vacant service station.

Recommendations: This site should be maintained for commercial development and should be rezoned to CN to ensure that uses do not conflict with adjacent residential uses. A restaurant or professional building is recommended on the site of the vacant service station.

6. Skyline Drive and Meadowbrook Drive

Location: North Bay Terraces/Skyline Neighborhood

In terms of size, this is the smallest neighborhood commercial site in the community, covering 1.54 acres. It is less than one block in length with the businesses fronting Meadowbrook Drive. The area has a range of commercial development including markets, hair salons, medical care and a restaurant.

Recommendations: This site should remain zoned CN to ensure that uses do not conflict with adjacent residential areas. Public and privately funded rehabilitation should be used in this area.

This area would be improved by increased landscaping along the street, which is within the Project First Class Landscape Program area. This program provides funding for landscaping within the public right-of-way. Maintenance and graffiti removal should be assumed by business owners. The block should apply for money allocated under Community Development Block Grant funds including Demonstration Block funding for façade and signage improvements and the incorporation of street furniture for pedestrian use.

7. Paradise Valley Road and Meadowbrook

Location: North Bay Terraces Neighborhood

This is one of the largest commercially zoned sites in the community, however, of the 29.35 acres, 21.73 have been developed as multifamily residential development. The remaining 7.62 acres are used for commercial services including markets, a restaurant and an auto service center.

Recommendations: The existing shopping center is in need of landscaping within the center and in the public right-of-way, signage control, parking lot resurfacing and a general cleanup of surface graffiti and trash. Revitalization could include:

- a. Implementation of signage design standards.
- b. Incorporation of street furniture.

- c. Landscaping the parking lot medians and areas fronting Meadowbrook and Paradise Valley Road.
- d. Cosmetic improvements such as removal of graffiti, and building repair and painting.

The majority of the site is within the Project First Class Landscaping program CDBG target area. The center should utilize this program as an initial step to revitalization.

Uses that are permitted under the CA zone, excluding residential development, are recommended in order to ensure needed commercial development within the neighborhood and the community.

8. Paradise Valley Road and Woodman

Location: South Bay Terraces Neighborhood

Two sites at this intersection comprise the second largest commercially zoned area within the community. The area consists of two parcels on either side of Woodman Street, totaling 23.03 acres. Both sites are vacant and zoned CA-RR.

Recommendations: It is important that both of these sites remain commercially zoned due to the small amount of available commercial land in the community. The sites have excellent exposure potential due to their location at an intersection of two major streets, Paradise Valley Road and Woodman. Due to the higher elevations of adjacent properties and development, design features should incorporate use of textural, decorative roofing materials such as shake shingles or tile roofing on pitched roofs. Large areas of asphalt should be avoided. Parking lots should incorporate landscaping including trees and shrubbery. Since these sites are highly visible, additional landscaping treatment should be incorporated along the public right-of-way and at the corner to include low-maintenance shrubbery and groundcover. Signage that identifies the project should be incorporated with the landscaping plan. Entryways should be well defined using alternative paving materials, landscaping and/or signage. Recommended uses would include groceries, financial institutions, drug stores, hardware or home furnishing stores, restaurants or other related enterprises.

9. Cardiff Street and Jamacha Road

Location: Skyline and Lomita Neighborhoods

This site covers 12.46 acres of CA-zoned land. This commercial center has been recently remodeled, offering a number of merchandise and service facilities including restaurants, a grocery store, laundry/cleaner and automotive service. The center provides a number of needed services for the neighborhoods and the community.

Recommendations: Due to the center's recent remodeling, very little rehabilitation is needed. Private investment responsibility could include provision of additional landscaping on site.

10. Imperial Avenue, Ritchey to Foster Street

Location: Skyline and Jamacha Neighborhoods

This commercial area covers a total of 6.54 acres and is zoned C and CA. Land uses include area designated for the Imperial Avenue Corridor Master Plan, Marie Widman Park, Encanto park, a pet clinic, a boy's club and Girl's club, restaurants, a meat market, postal substation and other small retail shops.

Recommendations. This area is within the Central Imperial redevelopment project area and should be revitalized to enhance the trolley's planned Orange Line. Measures should be taken to encourage pedestrian use including incorporation of street furnishings (benches, bike racks, etc.) or through alternative street materials or pedestrian islands in intersections. Signage standards, façade improvements (including maintenance and general cleanup) and a planting program should be considered as part of a development/redevelopment program. East of 69th Street, those parcels currently zoned C should be rezoned to CA. The Marie Widman Park should be rezoned to R1-5000 or an open space zone. Special regulations should preclude solely residential development east of 69th Street.

Expansion of commercial uses into the area bordered by 69th Street, Jamacha Road, Pigeon Street, and Foster Street and the existing commercial zone should be considered, however, only with a planned commercial development. Discretionary review would be necessary to ensure coordinated commercial uses that would enhance the trolley corridor. Circulation design, possible street vacations and lot consolidation would also need to be addressed.

Mixed-use development should be allowed for the two parcels at the southwest corner of Imperial Avenue and 69th Street intersection