

CICMP Land Use Map Development

The draft emerging vision, goals, and principles served as the basis for the development of alternatives and the alternatives evaluation as shown below. Each alternative strove to meet the community's vision and guiding principles, though in different ways. The text below describes the intent of each of the alternative concepts that were presented to the community for discussion and input:

Alternative A: Mixed Use Centers: This alternative directed development into mixed use centers around the two existing trolley stops. These centers are strategically located to maximize accessibility from transit and the residential neighborhoods to the north and south. Each center will contain local serving uses, including shopping, spaces for small businesses, and plazas or open spaces. For example, the intersection of 25th and Commercial streets can build on existing public facilities and foot traffic to become a center for the community and a gathering space for a farmers' or open air market. However, retail would only be required in certain locations. Medium- and high-density housing (up to 74 du/acre) will surround the commercial spaces or integrate into mixed-use buildings.

Alternative B: New 28th Street Trolley Stop: This alternative featured a new trolley stop at 28th Street, stimulating new uses around all three of the trolley stops as well as transformation of Commercial Street from industrial/junkyard uses to a mix of pedestrian and transit-oriented uses. Plazas/open spaces and streetscape improvements would be prioritized in these mixed use districts. New uses on Commercial Street would include residential, live/work, small businesses, and cultural and community facilities.

Alternative C: Commercial Cores: This alternative focused redevelopment along portions of Imperial Avenue that already have a concentration of commercial activity: between I-5 and 22nd Street, between 25th and 27th streets, and around 30th Street. While commercial development would be allowed as part of mixed use developments in any location on the corridor, they would be required in these nodes in order to create core locations for foot traffic, small businesses, façade improvements and local shopping. Pedestrian and streetscape improvements would also be prioritized in these locations and could include wider sidewalks, bulbouts, traffic calming, landscaping, and street furniture. Although industrial and employment uses will be retained on Commercial Street, compatibility with residential uses will be improved through noise mitigation (i.e. controlling noise at the source), landscaping and/or screening.

Alternatives Comparison

The following criteria were used by the planning team to compare and evaluate the three alternatives. The criteria below reflected the priorities expressed by community members during the visioning stage and provided quantitative and qualitative metrics for evaluation. Community members were asked to further evaluate the alternatives during public outreach activities using the draft guiding principles that they had adopted as part of the master planning effort.

<i>Criteria</i>	<i>Alternative A</i>	<i>Alternative B</i>	<i>Alternative C</i>
Diversity of Uses (balance and variety of land uses)			
Open Space Access (new public/open spaces and			

<i>Criteria</i>	<i>Alternative A</i>	<i>Alternative B</i>	<i>Alternative C</i>
connections to existing facilities within ¼ to ½ mile)			
Transit Access (within ¼ mile)			
Financial Feasibility (residual land value analysis)			
Multi- Modal Circulation (quality of service and level of service of all modes)			
Hazardous Materials (mitigation; remediation; reuse)			
Noise Levels (source controls; mitigation; siting)			

CICMP Market Analysis

A market analysis of the CICMP area was prepared in tandem with the existing conditions report and assisted in informing the demand and feasibility for various land uses. Keyser Marston Associates projected the following demand potential for three key land use types, identifying a range with low and high estimates, as shown in Table 5-1 below. The study envisioned office and retail uses in mixed use developments (e.g. commercial development on the ground floor and residential units above). Projected demand was primarily for residential uses. Assuming non-residential development at an FAR of 0.75 and residential development at average density of 25 dwelling units per acre, 21 to 44 acres would be needed to meet the low and high demand estimates, respectively.

The residential and commercial projections under the Master Plan exceed the high end of the market demand projected by Keyser Marston Associates for the corridor. Thus, staff attempted to locate development in a manner that would be most beneficial to transit ridership and not create undue impacts to the surrounding single family neighborhoods. As a result of the projected demand, City staff and the consulting team evaluated the land use scenarios and determined that densities upwards of 44 du/acre across a majority of the CICMP area could be appropriate in order to provide a cohesive sense of development that is in keeping with the existing historic and evolving development pattern of this community. However, based on community, property owner and stakeholder input, staff designated the area between 28th and 32nd Street as light industrial and included the request to redesignate to Community Mixed Use as an alternative that could be recommended by the Planning Commission and approved by the City Council.