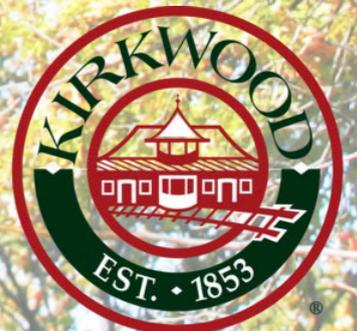


Kirkwood's Downtown Plan & Parking Study Refresher Presentation

January 30, 2020

DPZ
CODESIGN
+
JACOBS



Existing Conditions Assessment

Market Analysis

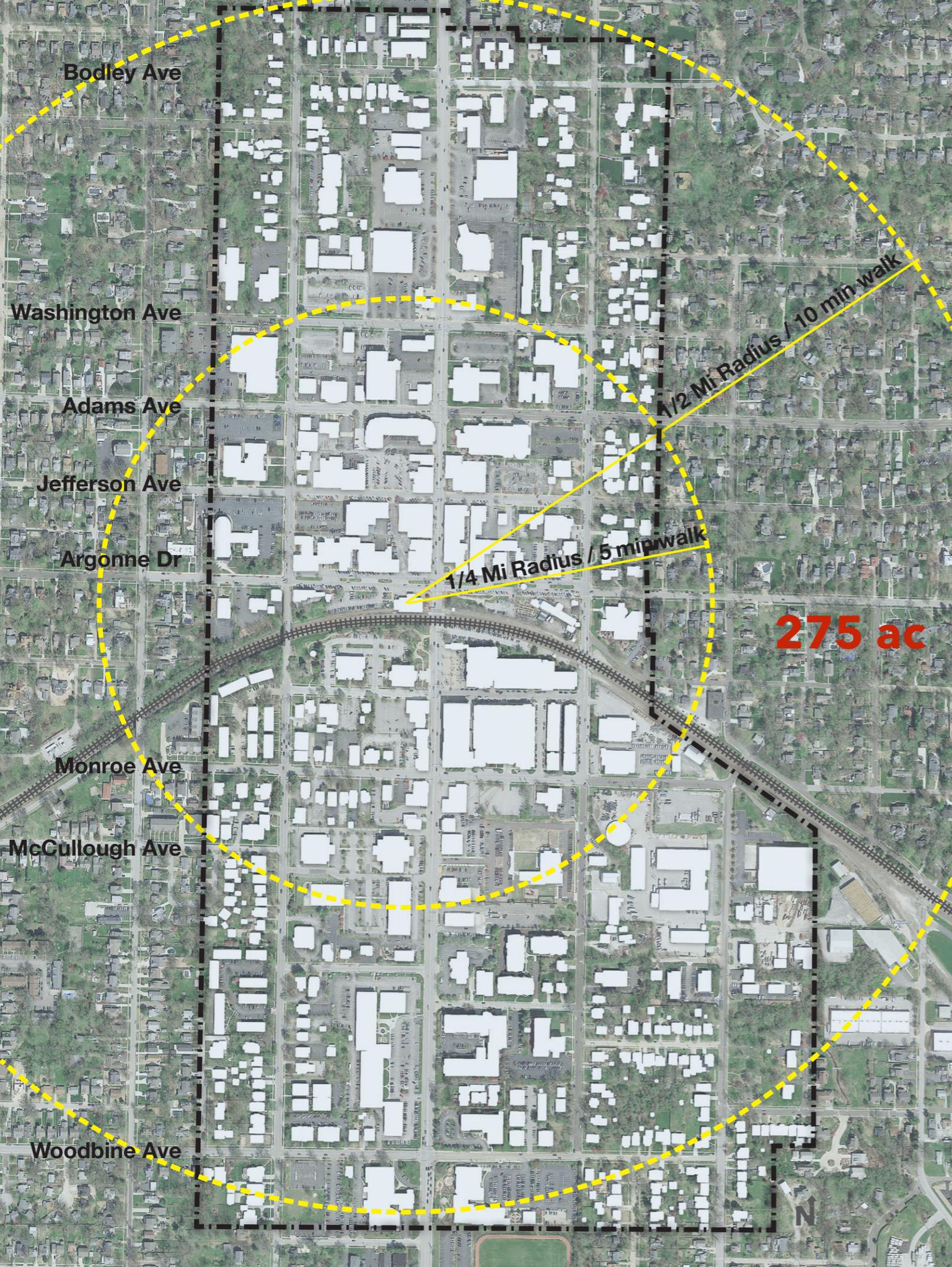
Parking Findings

Master Plan Proposals

Minor Zoning Changes

Progress so far

Q & A



Existing Conditions Assessment

Comprehensive Plan Goals

EnVision Kirkwood 2035

City of Kirkwood
Comprehensive Plan
Summer 2017



- Establish land use controls
- Provide a document reflecting the vision and goals of the community
- Strike a balance between demands relating to land and development
- Protect valued community resources
- Provide guidance for shaping physical appearance of the community and create a distinctive sense of place
- Provide action steps and methodology for measuring progress and success

Charrette

Workshop Schedule: October 16-20, 2017

Time Blocks
30m

TIME	MON 16TH	TUE 17TH	WED 18TH	THU 19TH	FRI 20TH	
9:00 AM	Studio Setup <i>Design Team</i>	Private Team Debrief <i>Design Team</i>	Private Team Debrief <i>Design Team</i>	Private Team Debrief <i>Design Team</i>	Next Steps City Staff	
9:30 AM						
10:00 AM	Area & Precedent Tour Team & City Staff	Meeting #1 Market Analysis	Meeting #3 Transportation & Parking	Studio Work		
10:30 AM						
11:00 AM		Studio Work	Studio Work			
11:30 AM		Meeting #2 Planning & Zoning	Meeting #4 Developers			
12:00 PM						
12:30 PM	Client Briefing Project Background and Overview <i>(working lunch)</i>	Lunch in Studio	Lunch out	Lunch in Studio	Team Departure	
1:00 PM						
1:30 PM	Studio Work	Studio Closed	Studio Work	Studio Closed		
2:00 PM						
2:30 PM						
3:00 PM						
3:30 PM						
4:00 PM	Studio Work	Studio Work	Studio Work	Studio Work		
4:30 PM						
5:00 PM						
5:30 PM					Opening Presentation	Final Presentation
6:00 PM						
6:30 PM						
7:00 PM						
7:30 PM						



Existing Conditions



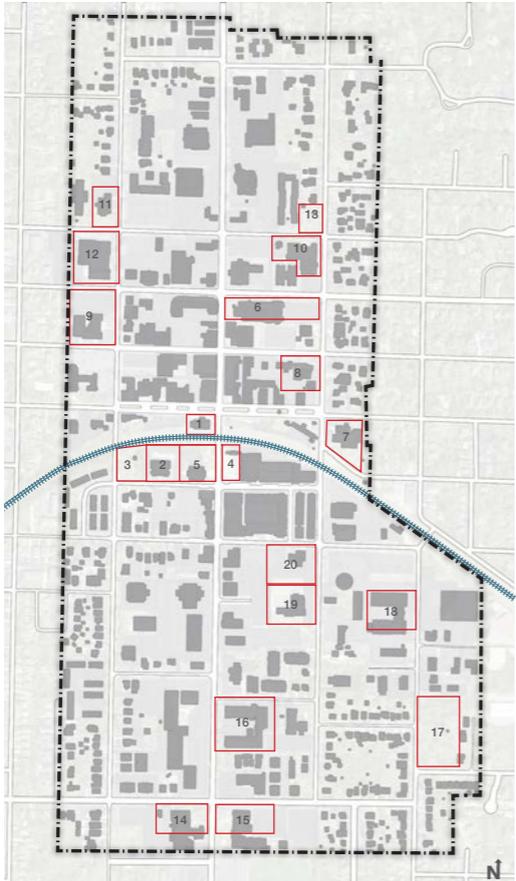
Street Network



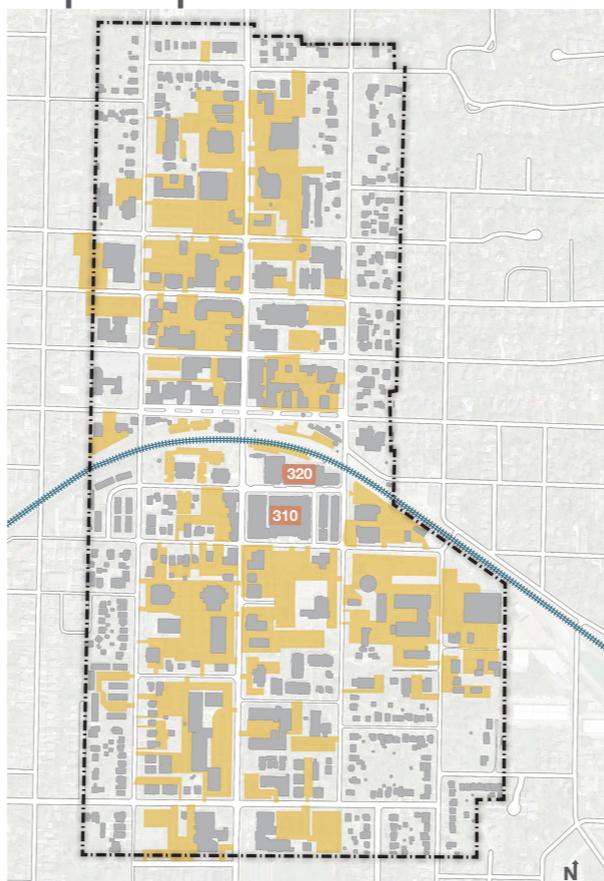
Open Space



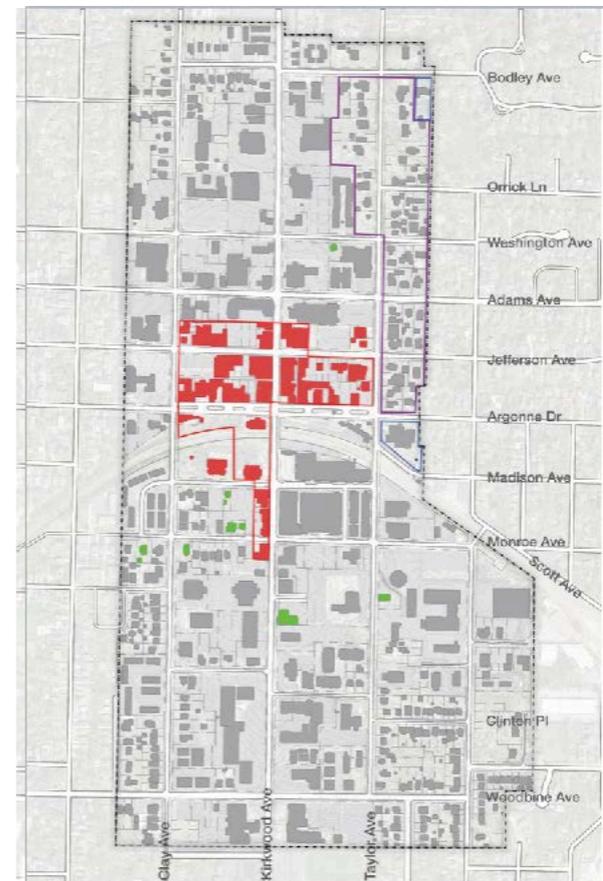
Transit



Community Facilities



Parking



Historic Buildings

Documenting character

ZONING SURVEY

DOWNTOWN SURVEY

B-2 HISTORIC URBAN

Zoning: B-2

Quadrat

Disect Address: 123 W Argonne Dr



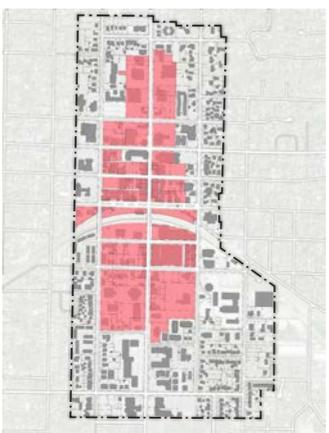
PUBLIC FRONTAGE

Public Frontage	Street
Right-Of-Way Width	98 ft.
Travel Lanes	2
Parking	Angle - 2-sides
Pavement Width	80 ft.
Sidewalk Width	9 ft.
Planter Type	Median
Planting Pattern	Random
Street Lighting	Cobra Head
Curb Type	Header

PRIVATE FRONTAGE

Private Frontage	Shopfront
Principal Building Ht	2
Outbuilding Height	N/A
Building Type	Mixed-Use
Garage Access	N/A
Lot Width	30 ft.
Frontage Buildout	28 ft.
Front Setback	0 ft.
Side Setback	1 ft.
Front Encroachment	0 ft.
GRND Level Use	Commercial
Upper Level Use	Residential

Block Perimeter	1800 ft.
Avg. Units/Acre	8.8



1. Kirkwood Train Station



3. N Kirkwood Rd Strip Malls



5. Single Family Housing



2. Adams Ave & Kirkwood Rd

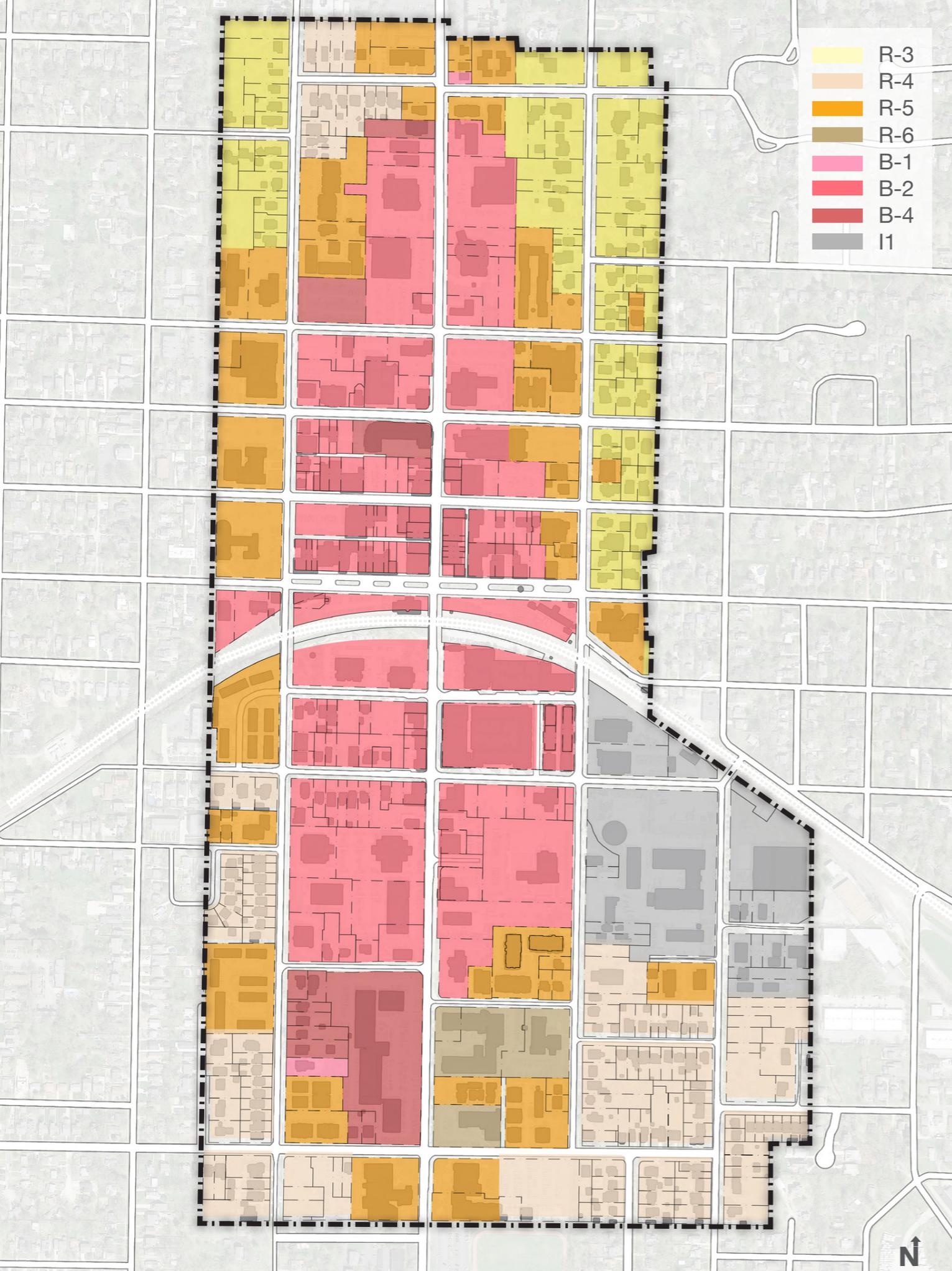


4. S Kirkwood Rd Strip Malls



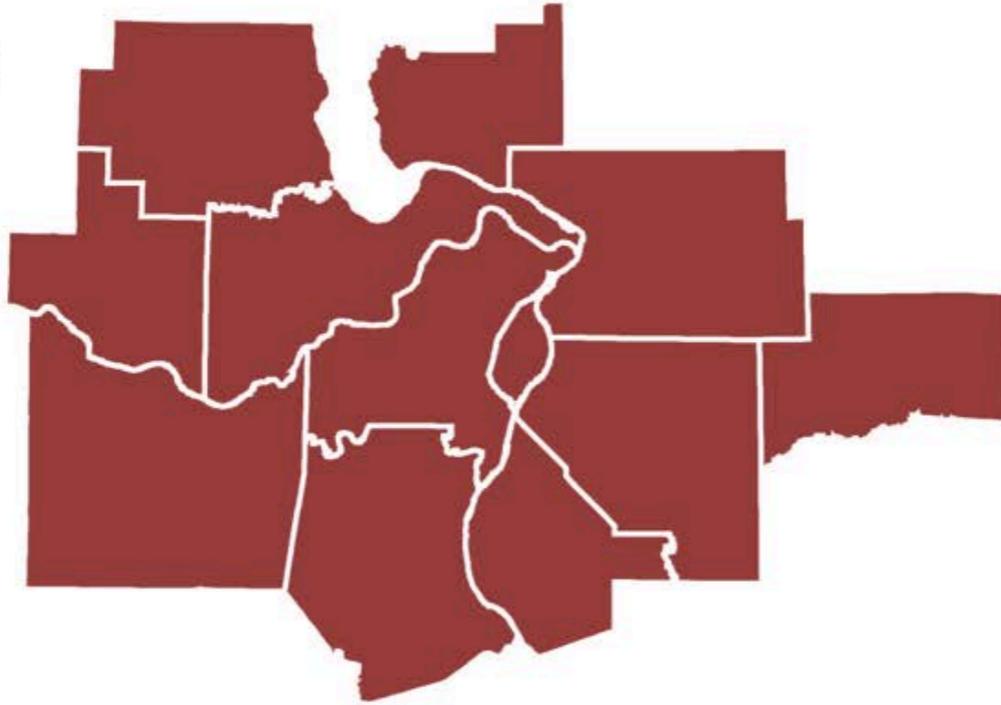
6. New Multi Family Building

Zoning / Survey



**St Louis
MSA**

2.85m



**City of
Kirkwood**

27.6k



**Downtown
Kirkwood**

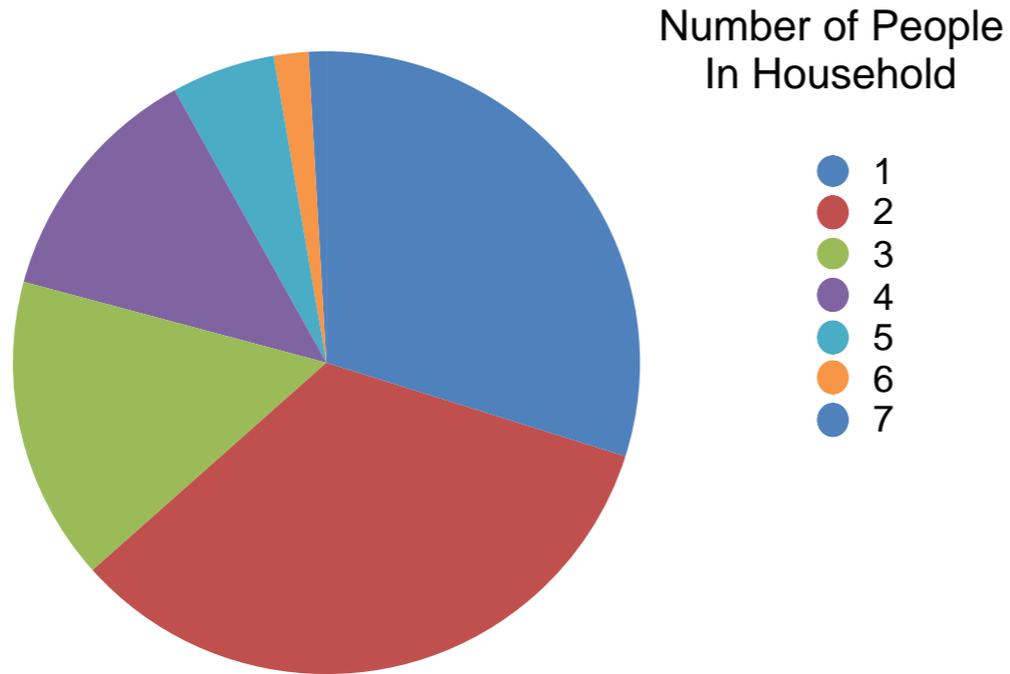
1.25k



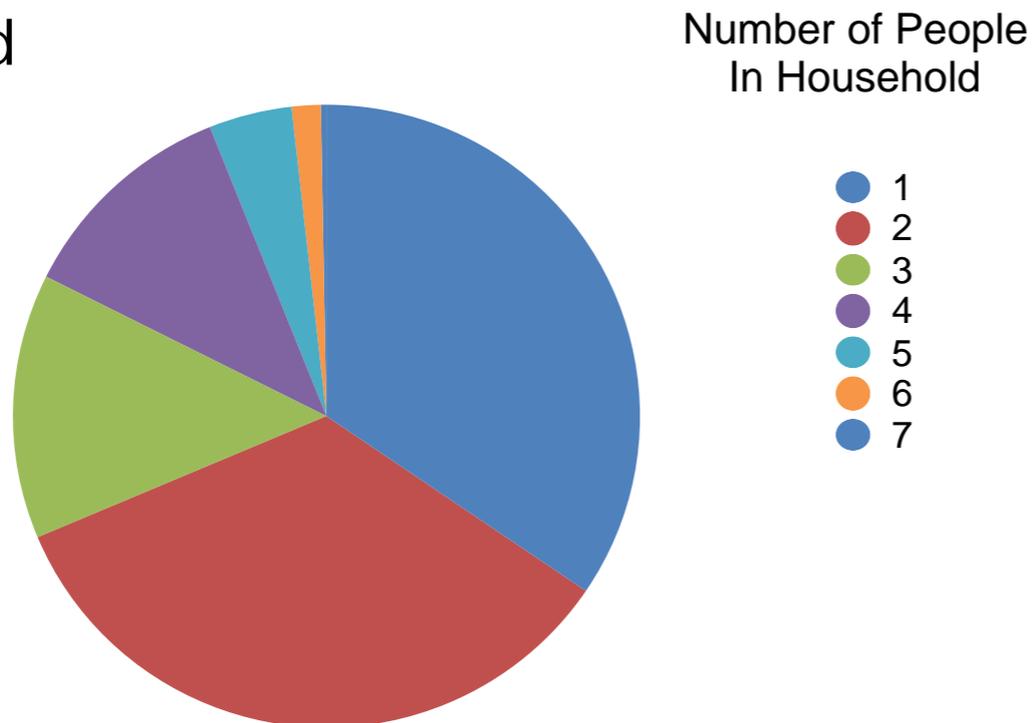
Market
Analysis

Household Size

St Louis
MSA



City of
Kirkwood



HOUSEHOLD SIZE

Who is the Market?

- Median household size in Kirkwood is 2.31, smaller than the MSA's 2.47
- The distribution of household sizes in Kirkwood is similar to the region as a whole
- 82 percent of households in Kirkwood have 3 people or less
- 68 percent of households in Kirkwood have 1 or 2 people

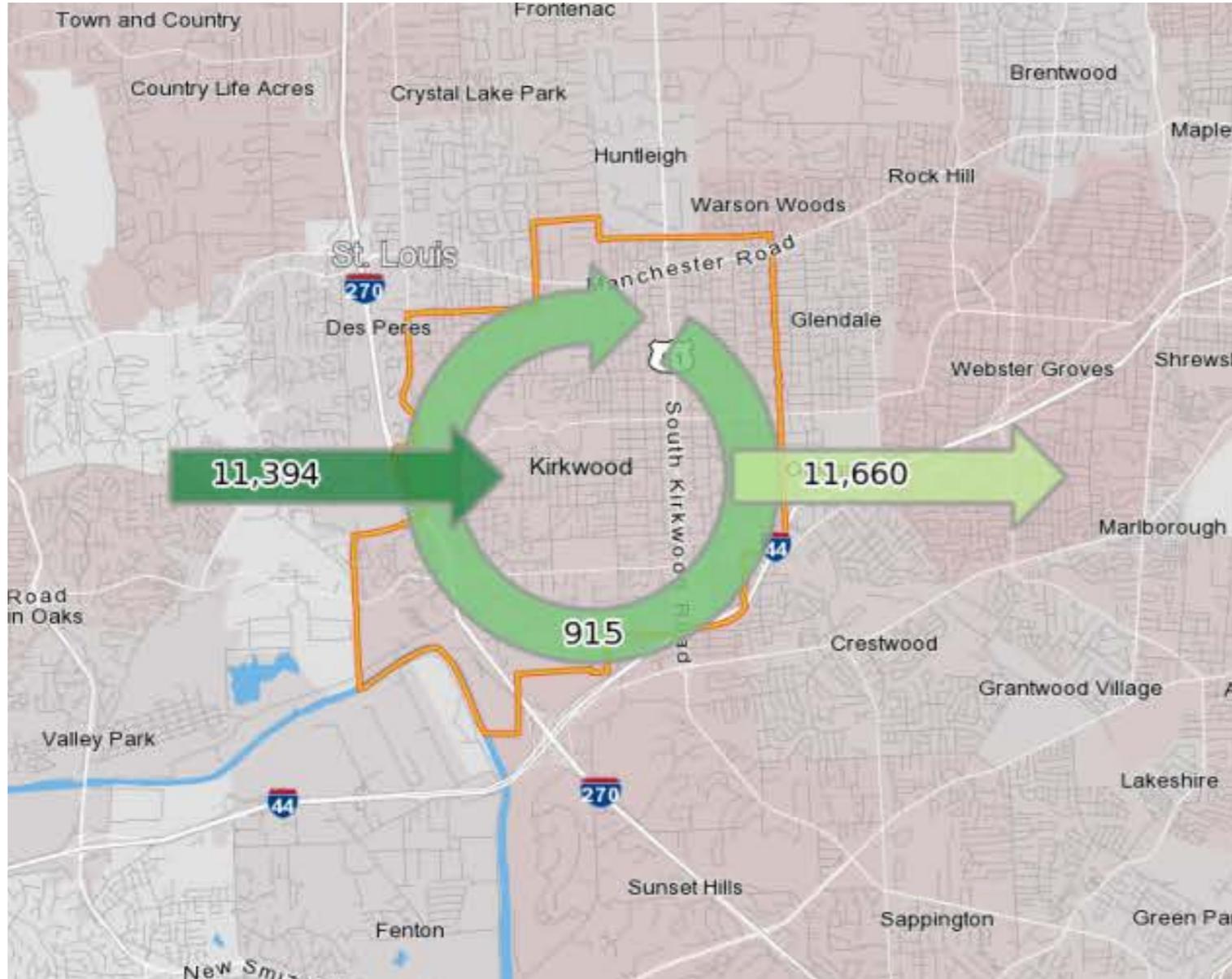
	Businesses		Employees	
	#	%	#	%
Construction	22	5.7%	204	5.8%
Manufacturing	9	2.3%	154	4.4%
Wholesale Trade	11	2.8%	94	2.7%
Retail Trade	51	13.2%	341	9.8%
Furniture/Home Furnishings	3	0.8%	12	0.3%
Electronics/Appliances	2	0.5%	14	0.4%
Bldg/Gardening Materials	5	1.3%	30	0.9%
Food and Beverage Stores	3	0.8%	56	1.6%
Health & Personal Care Stores	8	2.1%	64	1.8%
Gasoline Stations	1	0.3%	9	0.3%
Clothing/Accessories	11	2.8%	70	2.0%
Sport Goods, Hobby, Books, Music	5	1.3%	30	0.9%
General Merchandise	1	0.3%	6	0.2%
Misc.	11	2.8%	43	1.2%
Non-store Retailers	2	0.5%	3	0.1%
Transportation/Warehousing	8	2.1%	126	3.6%
Information	9	2.3%	55	1.6%
Finance/Insurance	38	9.8%	180	5.2%
Central Bank/Credit	9	2.3%	72	2.1%
Securities, Commodities, Other Financial	10	2.6%	45	1.3%
Insurance Carriers/Funds/Trusts	18	4.7%	63	1.8%
Real Estate	20	5.2%	161	4.6%
Professional/Scientific/Tech	39	10.1%	203	5.8%
Legal Services	8	2.1%	38	1.1%
Administrative/Support/Waste Management	16	4.1%	84	2.4%
Educational Services	10	2.6%	96	2.7%
Health Care/Social Assistance	48	12.4%	630	18.0%
Arts, Entertainment, Recreation	6	1.6%	75	2.1%
Accommodations and Food Services	27	7.0%	519	14.9%
Other Services	38	9.9%	261	7.5%
Automotive Repair	1	0.3%	7	0.2
Public Administration	20	5.2%	270	7.7%
Unclassified	13	3.4%	38	1.1%

DOWNTOWN BUSINESS PROFILE

Of all businesses Downtown....

- 18.0 percent are health care/social assistance
- 14.9 percent are restaurants/food services
- 7.7 percent are public administration
- Only 9.8 percent are retail/trade

Inflow/Outflow of Workers in City of Kirkwood



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- ➡ Employed and Live in Selection Area
- ➡ Employed in Selection Area, Live Outside
- ➡ Live in Selection Area, Employed Outside

COMMUTING

- The amount of workers who live in Kirkwood but commute elsewhere is approximately the same as the amount of people who work in Kirkwood but live elsewhere.
- Higher income workers commute out to professional jobs in St. Louis, while lower income workers commute in to staff retail and service jobs.
- **Need for greater diversity of residential building types and office space**



SUMMARY OVERVIEW: STRENGTHS

- People – engaged residents, high incomes to support upscale and niche retail
- Excellent regional reputation
- Strong sense of place
- Successful farmers market
- Well-established small/local businesses
- Train station/Amtrak
- Access to interstates and St. Louis CBD
- Mix of housing densities
- Housing and infrastructure for residents to age in place



SUMMARY OVERVIEW: WEAKNESSES

- Perception that there is no parking hurts retailers
- Risk of stagnation
- Lack of amenities/business to attract Millennials/younger customers
- Lack of housing products that appeal to empty nesters and Millennials
- Lack of restaurant diversity
- No quality hotels in Downtown or nearby
- Housing options for larger families are limited and expensive
- Inactive/under-used spaces





SUMMARY OVERVIEW: OPPORTUNITIES

- Theater development moving forward, creates “night out” demand
- Developers that are very interested in building new projects in Downtown
- Multiple infill, and small / incremental development opportunities
- Capitalization on public/ institutional facilities, destinations
- Housing demand is strong when product is available

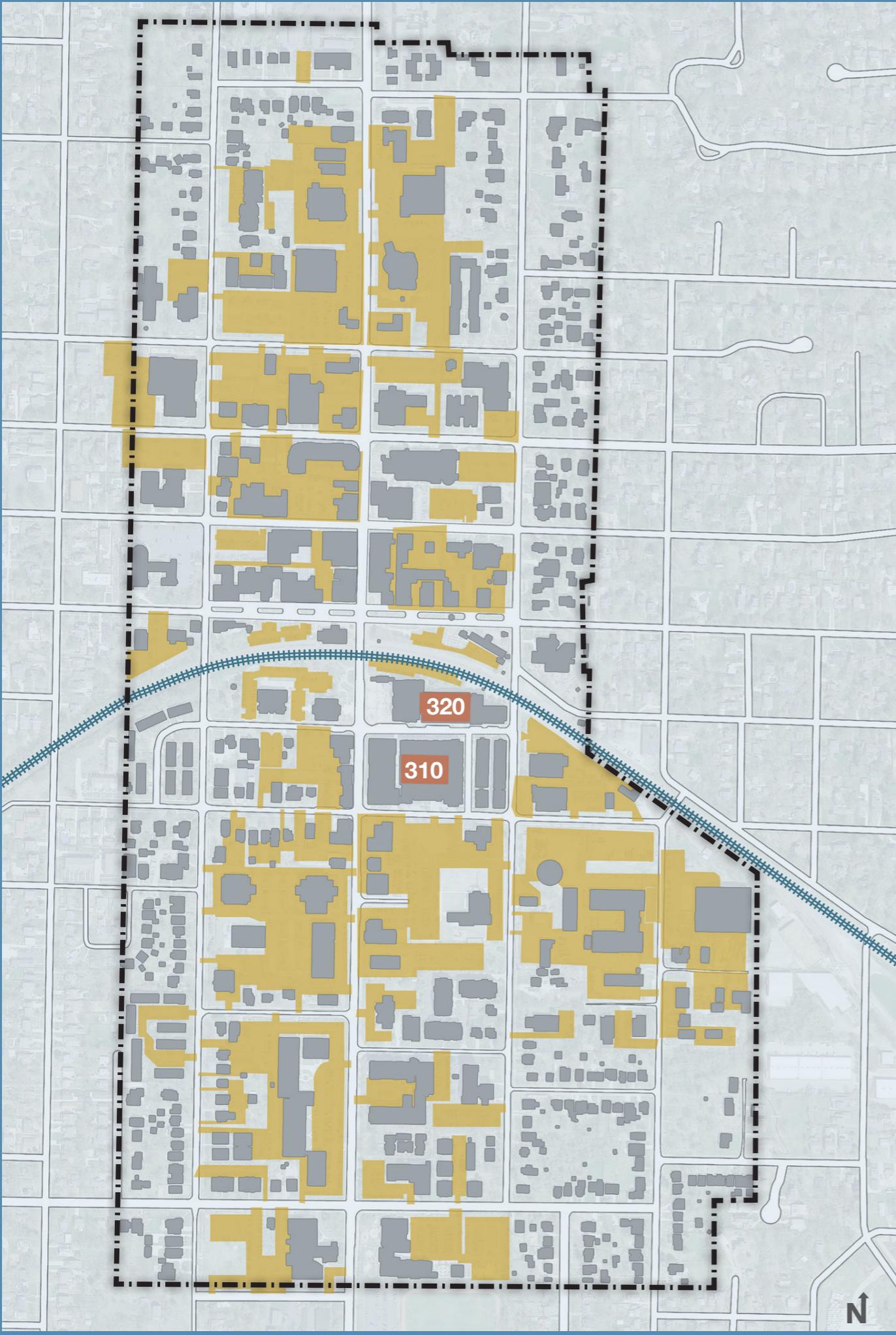


KEY RECOMMENDATIONS

Expectations surpassed!

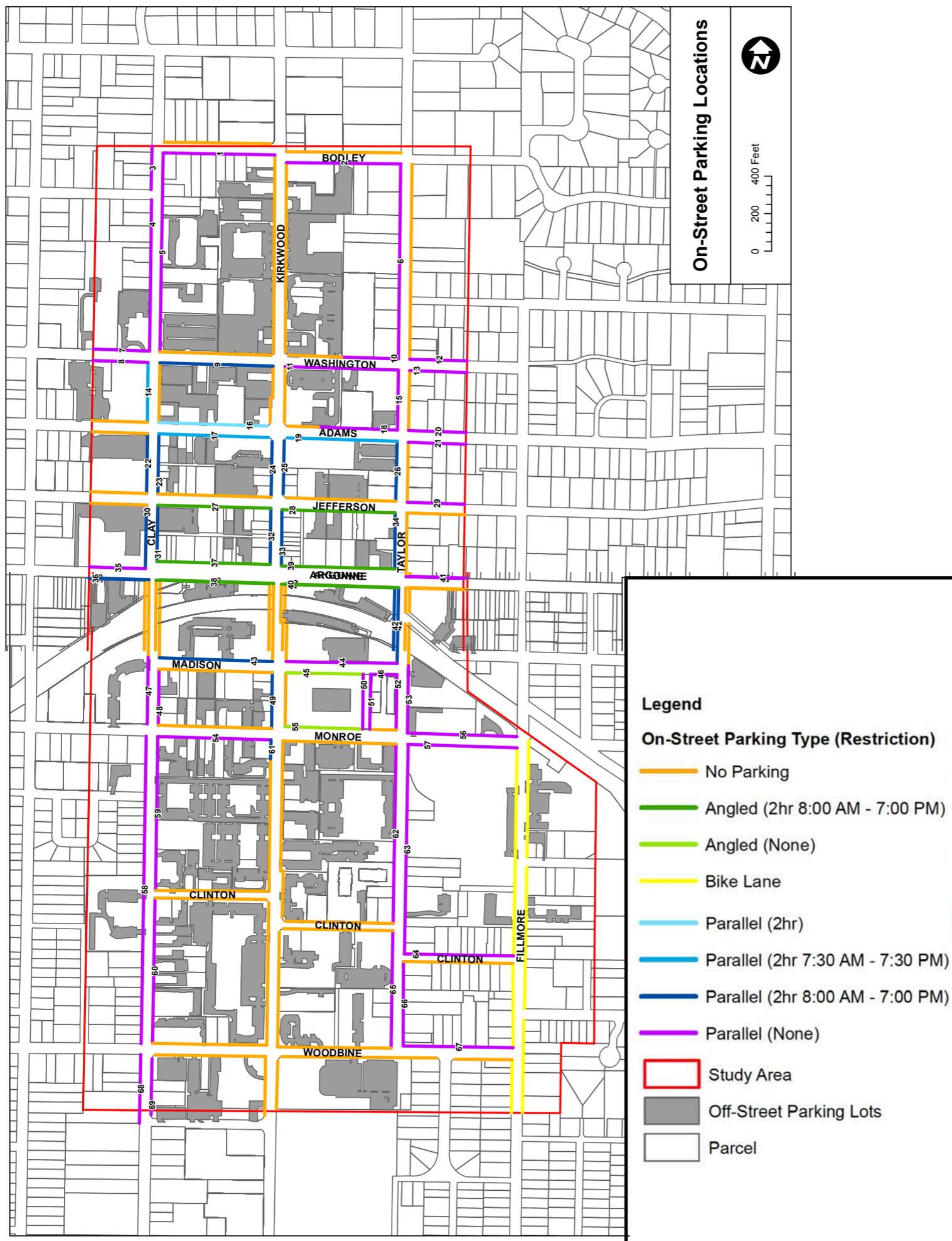
- Remove code and procedural barriers to developing smaller multi-family housing projects to address demand for “missing middle” homes. **(up to 220 DU in 5 years)**
- Actively recruit unique retail to the corridor, particularly businesses that offer special shopping experiences and/or successful integration of eCommerce into their business models.
- Attract more non-chain, fast casual restaurants where people can grab a quick meal without table service.
- Address parking from a holistic perspective, and consider transitioning surface lots in prime areas into higher and better uses.
- Encourage developments that integrate the existing character of Kirkwood with more modern elements that are attractive to younger consumers.
- Test the potential market for co-working space in Kirkwood by doing a pilot project in a currently under-used space.
- ~~Commission a hotel market study.~~

Consider instead an in-depth retail study. **(DONE)**



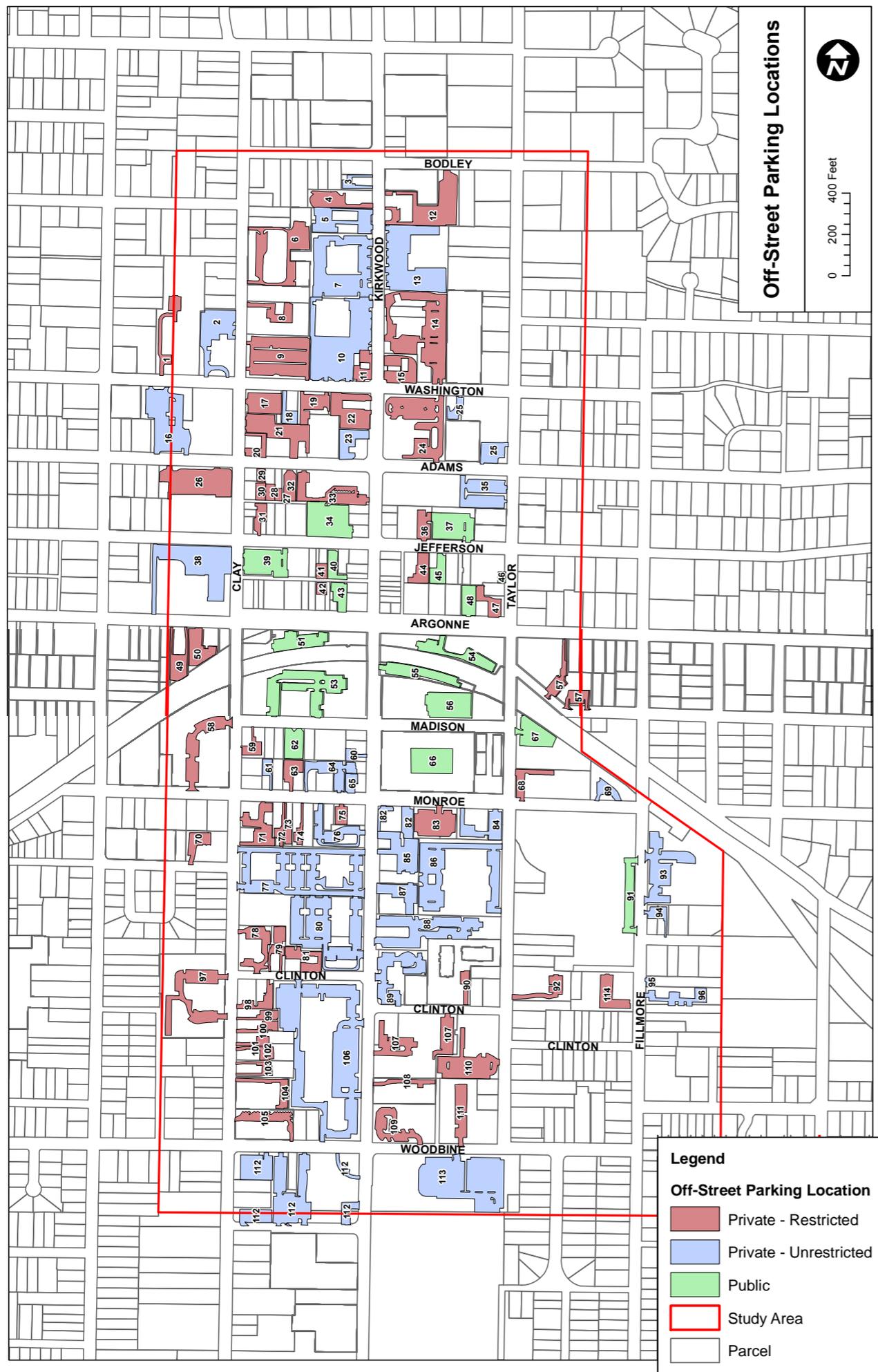
Parking Findings

On-Street Parking



- Total on-street: 1,012 spaces
- Striped: 374 spaces
- Non-striped: 638 spaces
- Total spaces used in daytime was 406 (40%)
- **Total surplus of 606 (60%)**

Off-Street Parking



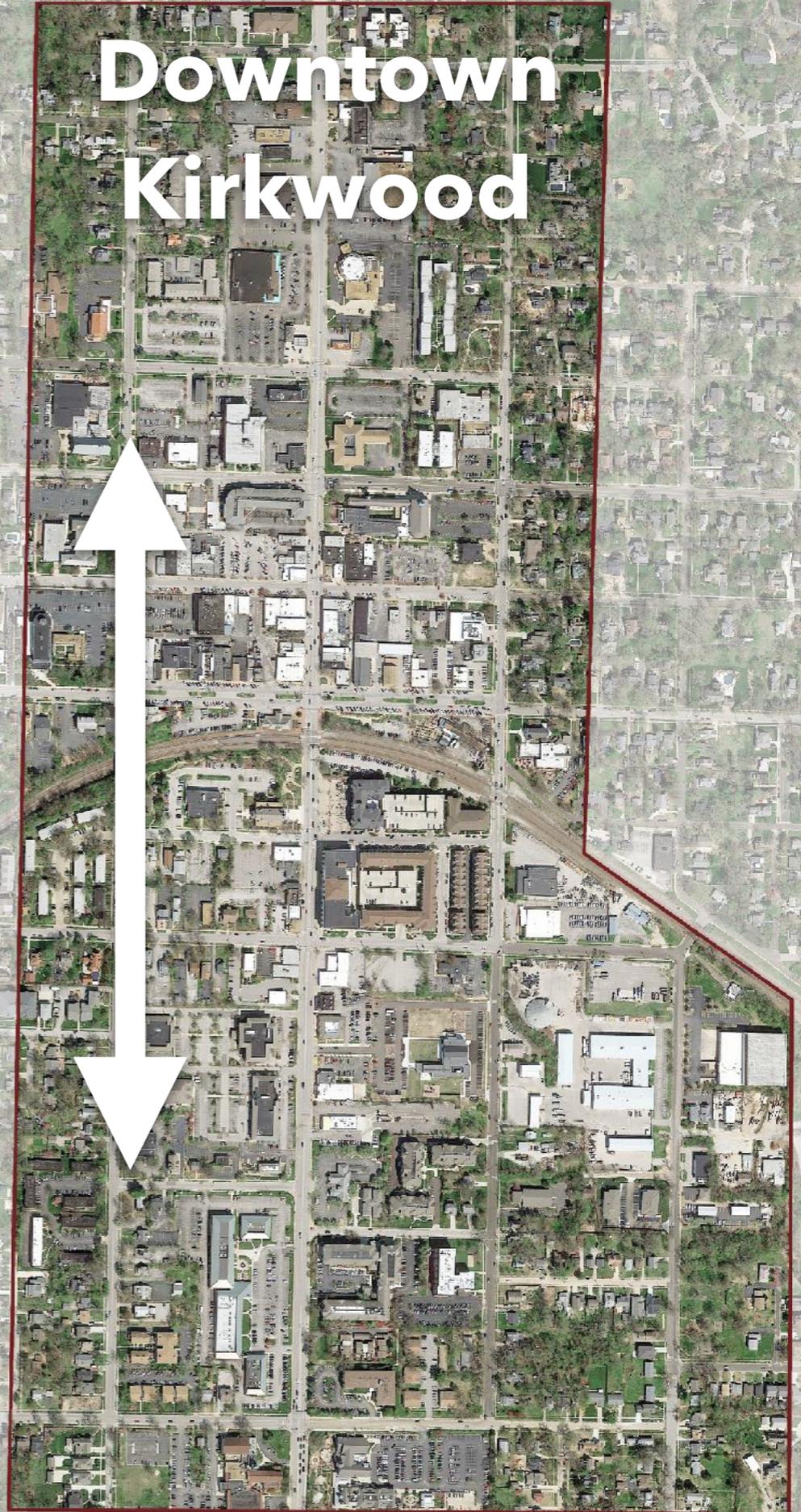
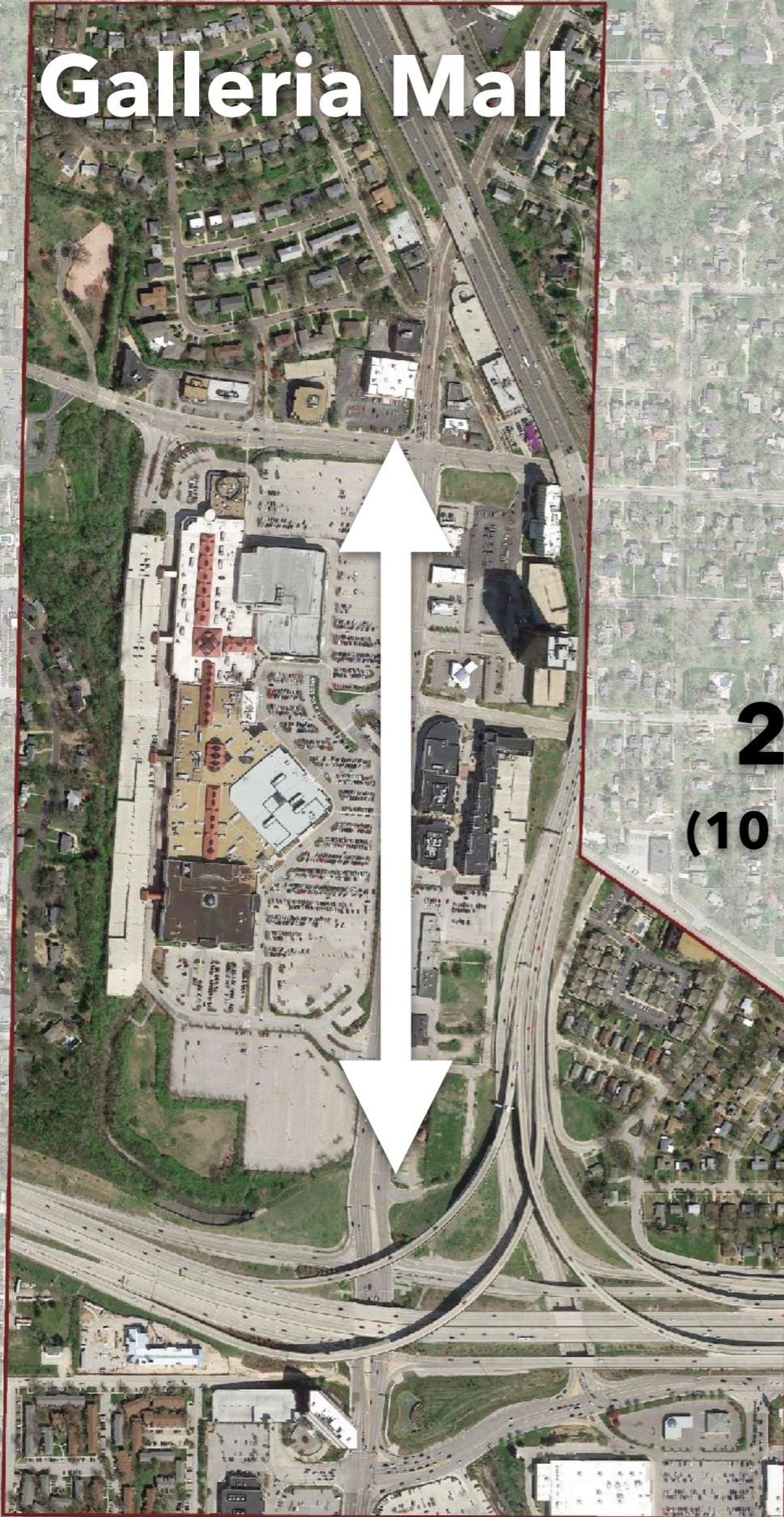
- 1,200 public (21%)
 - 2,665 private, unrestricted (46%)
 - 1,919 private, restricted (33%)
- = 5,784 total (+1.2m sq ft)**

Public parking (on and off-street)
meets or exceeds demand
by 90 - 113%

Galleria Mall

**Downtown
Kirkwood**

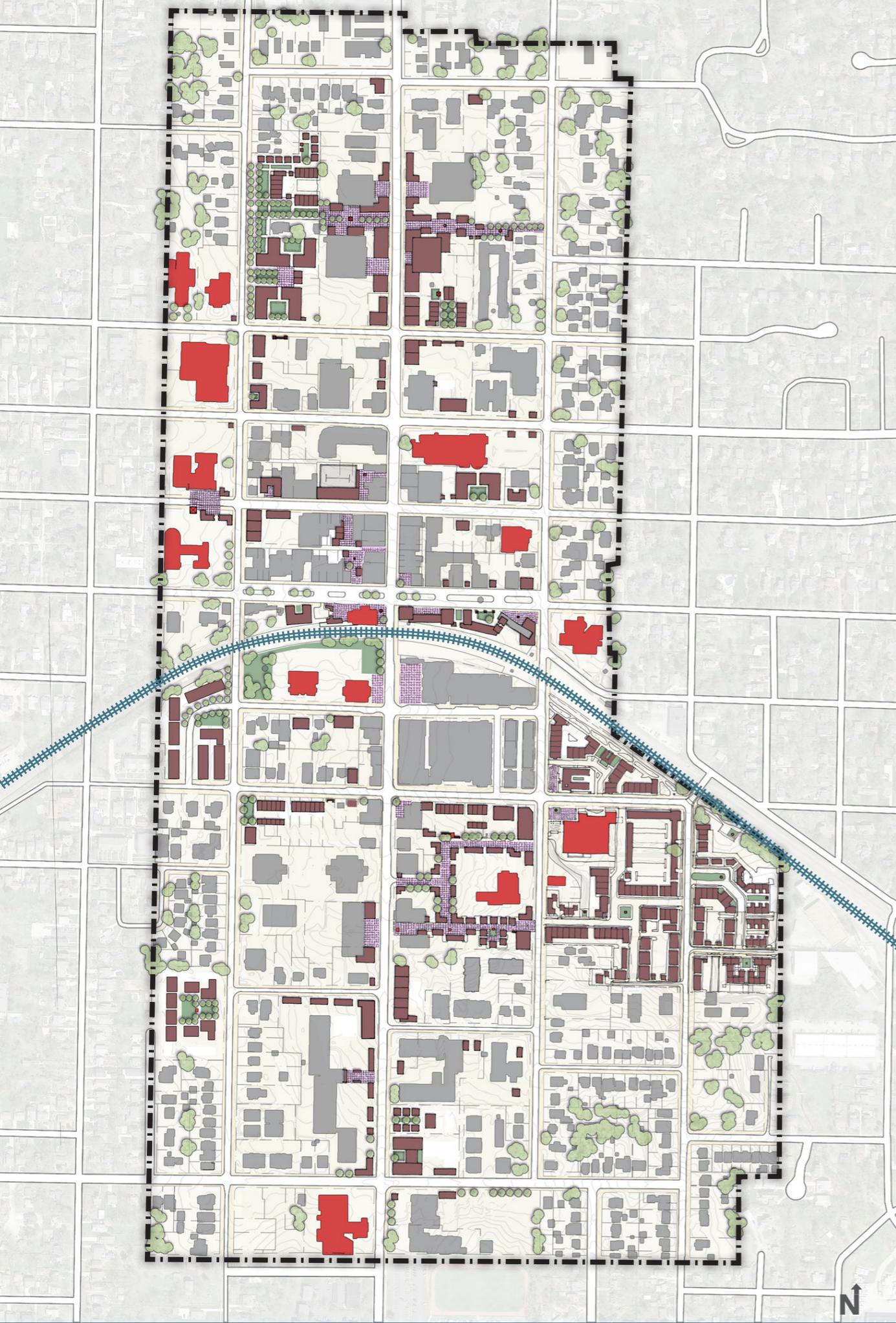
2500'
(10 min walk)



Parking Recommendations

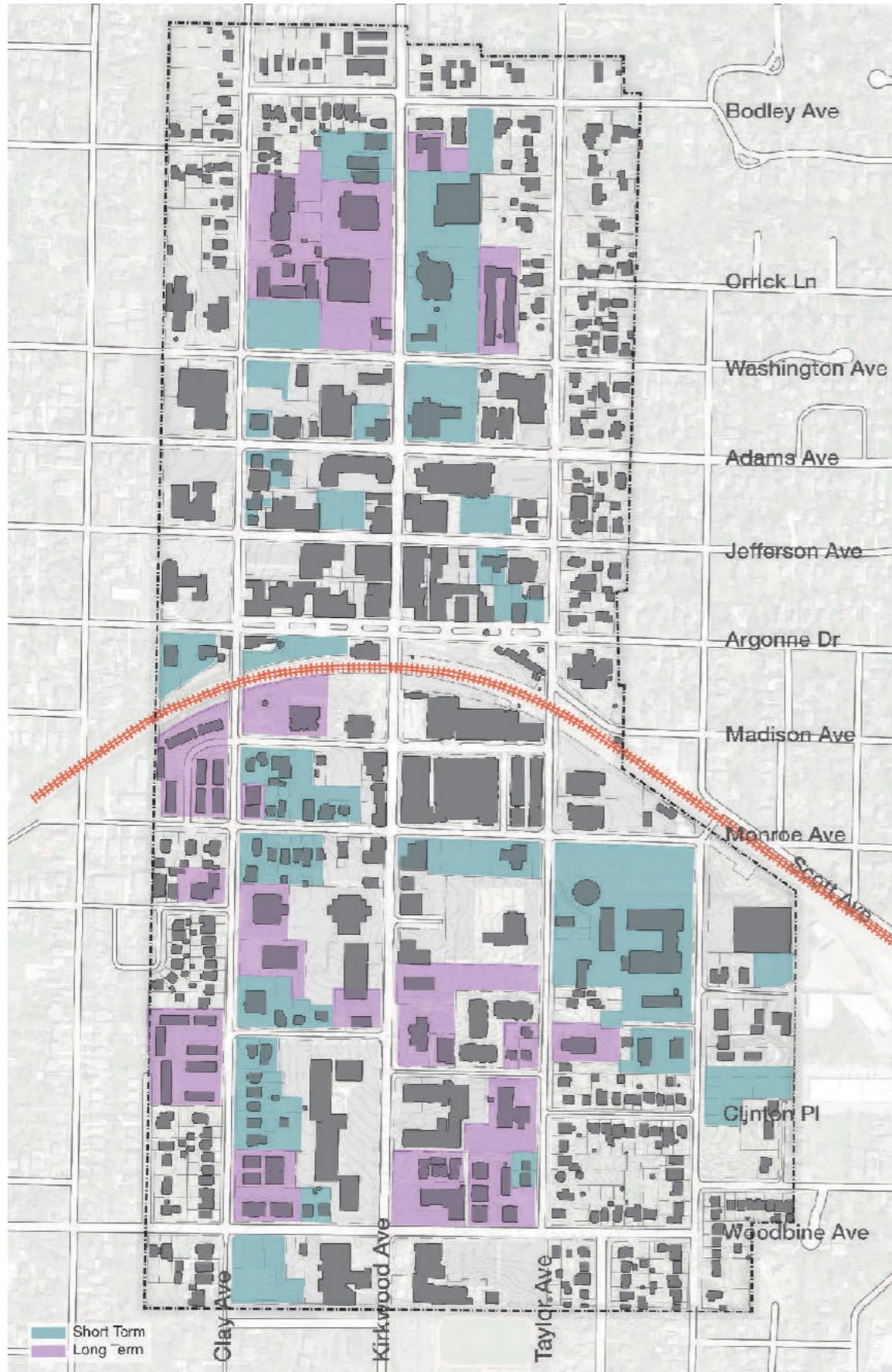


- Adjust zoning code;
 - Modify on-street parking;
 - Negotiate shared parking agreements;
 - Regulate parking, (time, use and duration);
 - Provide better signage;
 - Encourage remote employee parking,
 - Subsidize ride-sharing,
 - Improve transit;
 - Adjust parking ratios;
 - Increase bike parking
- +
- Improve walking & biking environment.

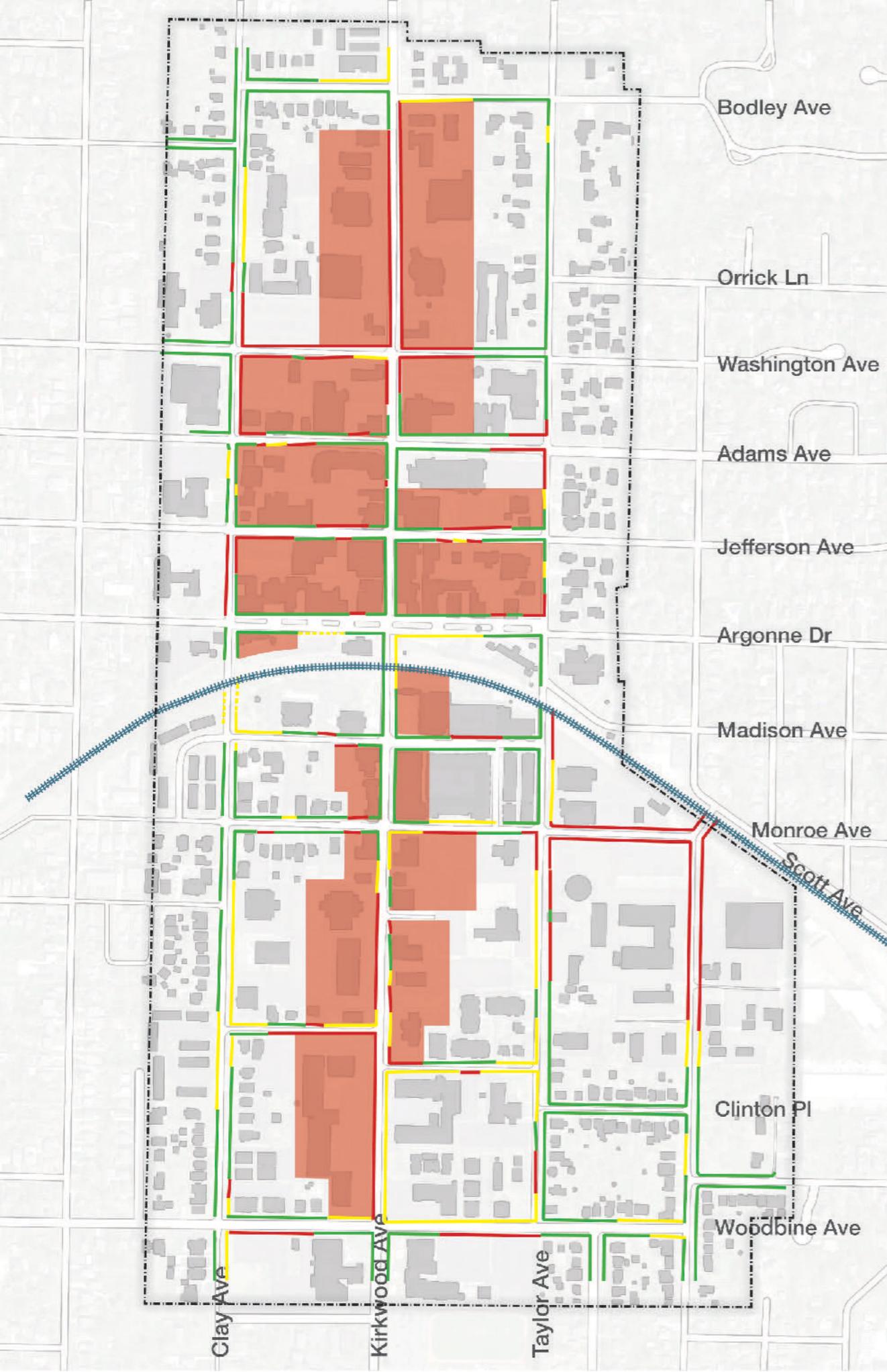


Master Plan Proposals

Potential Redevelopment Sites



Frontage Analysis



- Continuous sidewalk
- Pedestrian scaled buildings
- Active Frontage

Good



- Human scaled buildings
- Removed from the frontage
- Constant Curb Cuts

Fair



- No active frontage
- Principally surface parking
- Constant curb cuts
- Inconsistent lighting

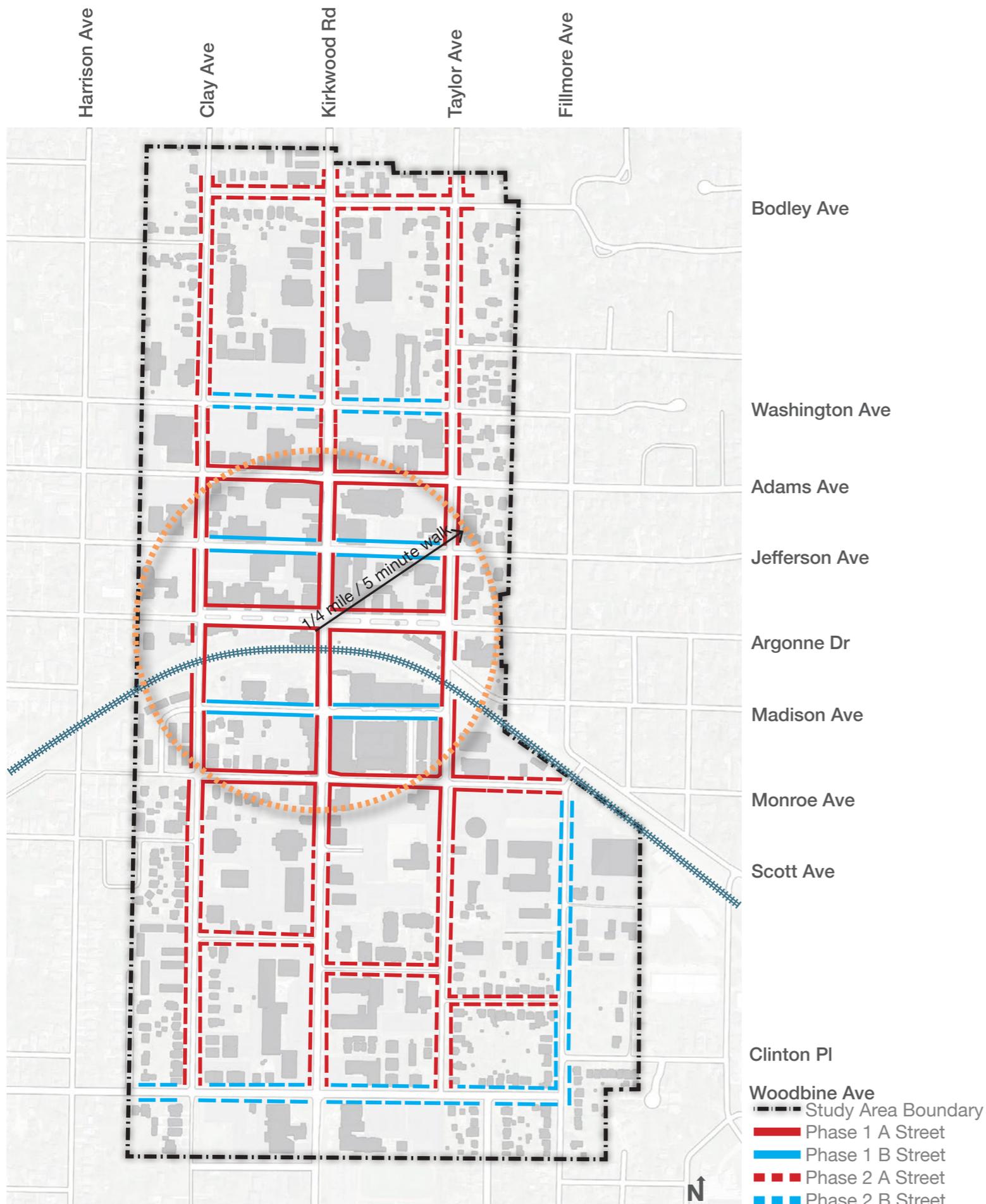
Regrettable

A & B Grid, Phased

- Prioritize redevelopment in the downtown core

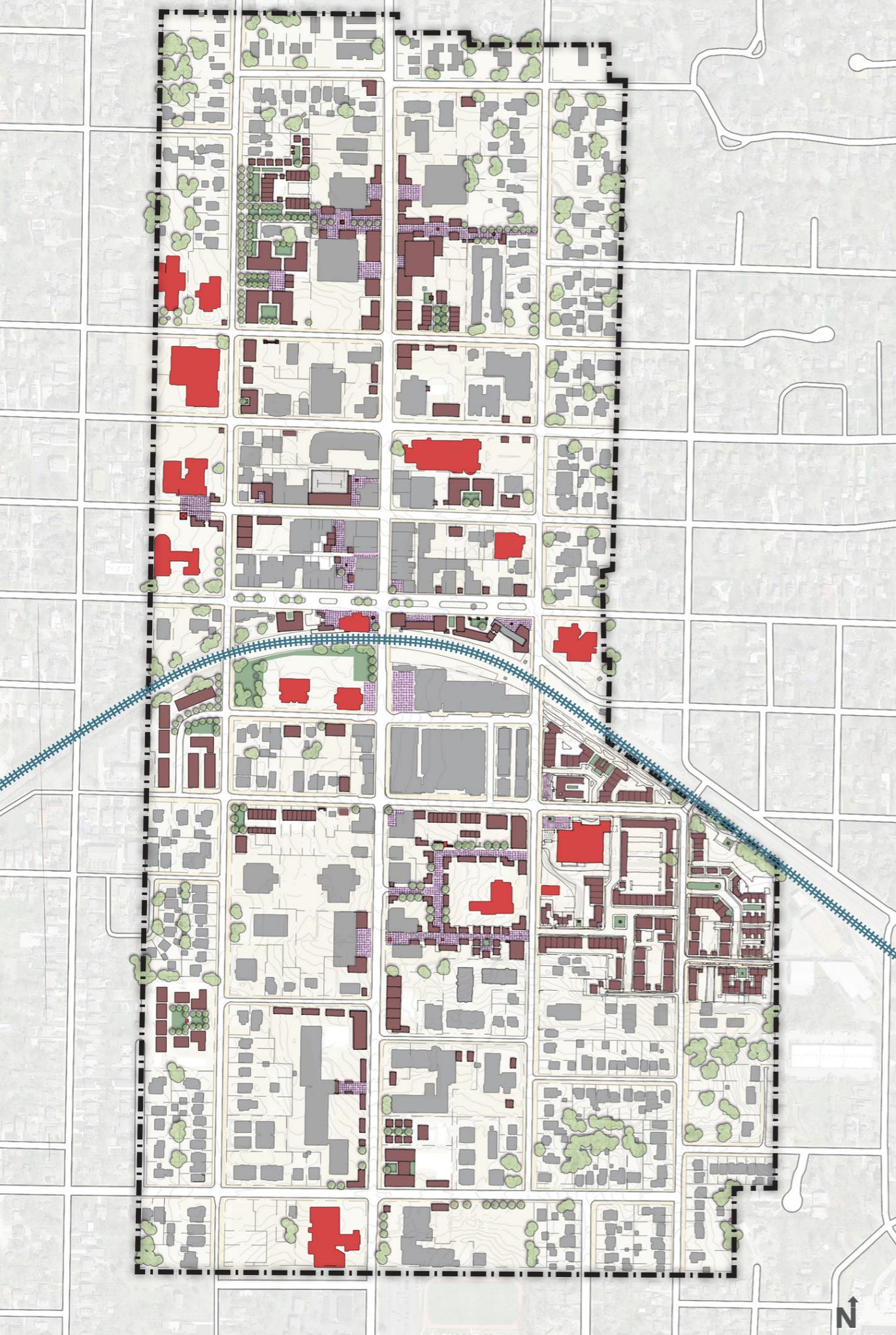
A-Grid: Excellent pedestrian experience

B-Grid: Functional

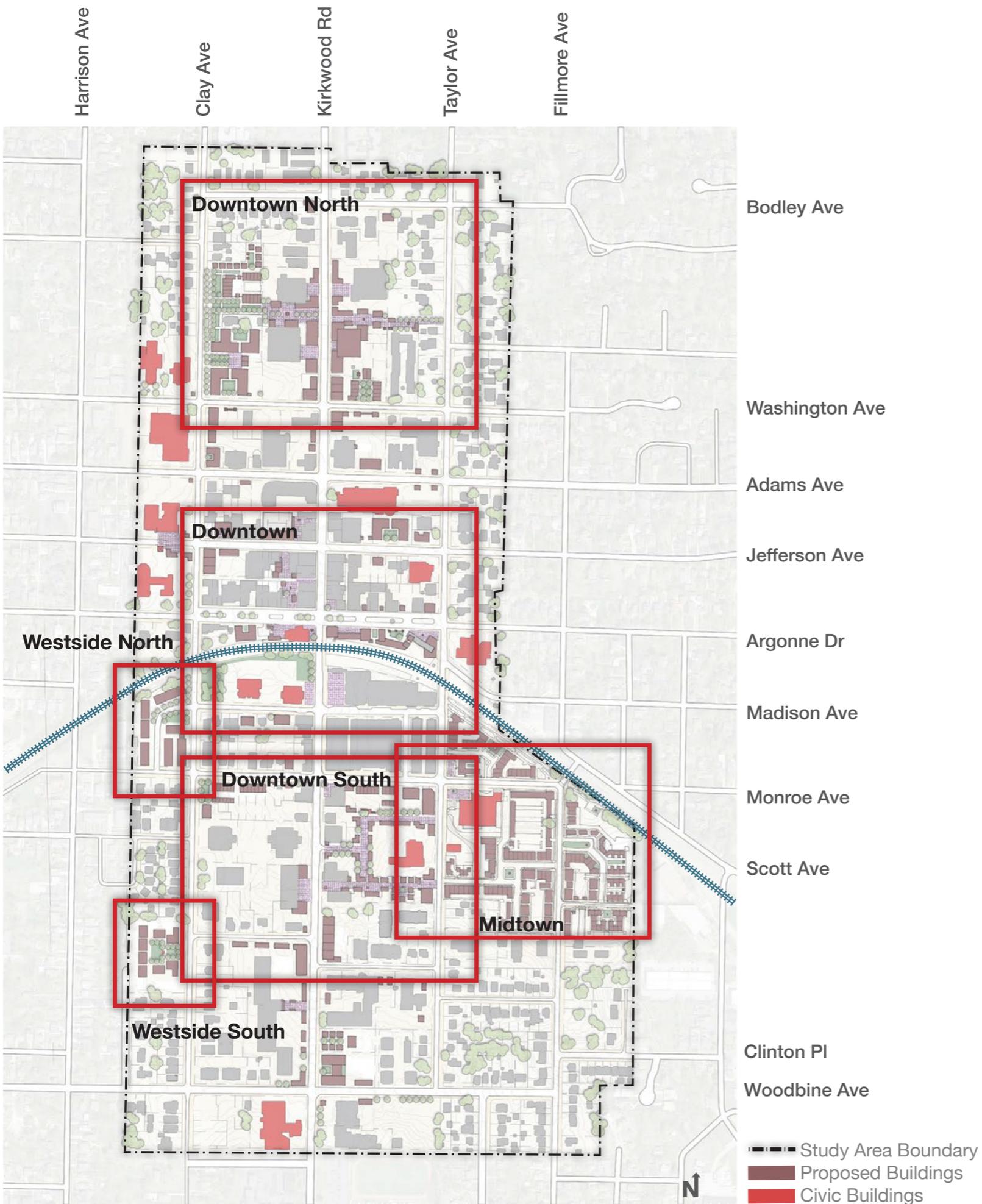


Illustrative Master Plan

- Incentivize small-scale redevelopment in downtown core between Adams & Monroe
- Create “kirkwalks” (cross-block passages), wherever possible
- Activate land along rail-line and infill along Kirkwood Road.
- Augment open space network
- Support the bicycle and pedestrian network throughout as a top priority
- Evaluate options for Jefferson Ave abutting St. Peter’s properties

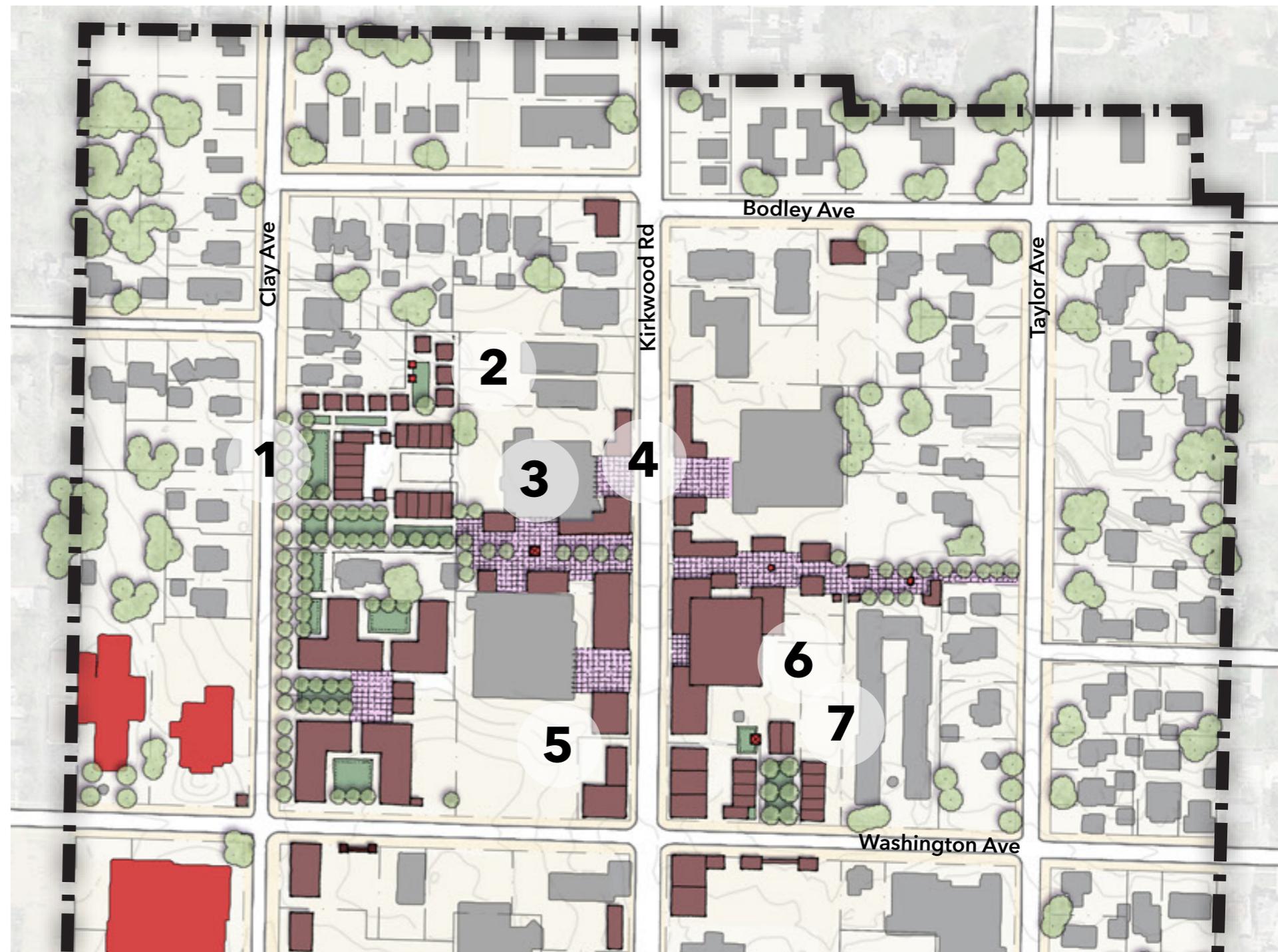


Downtown Areas



Lining Kirkwood Rd

1. Green fronted by townhomes
2. Cluster of tower houses
3. Pedestrian passage
4. Plaza entries for Global Foods and the Alpine Shop
5. Liners buildings to shield parking lot
6. Proposed big-box retail
7. Townhouse court

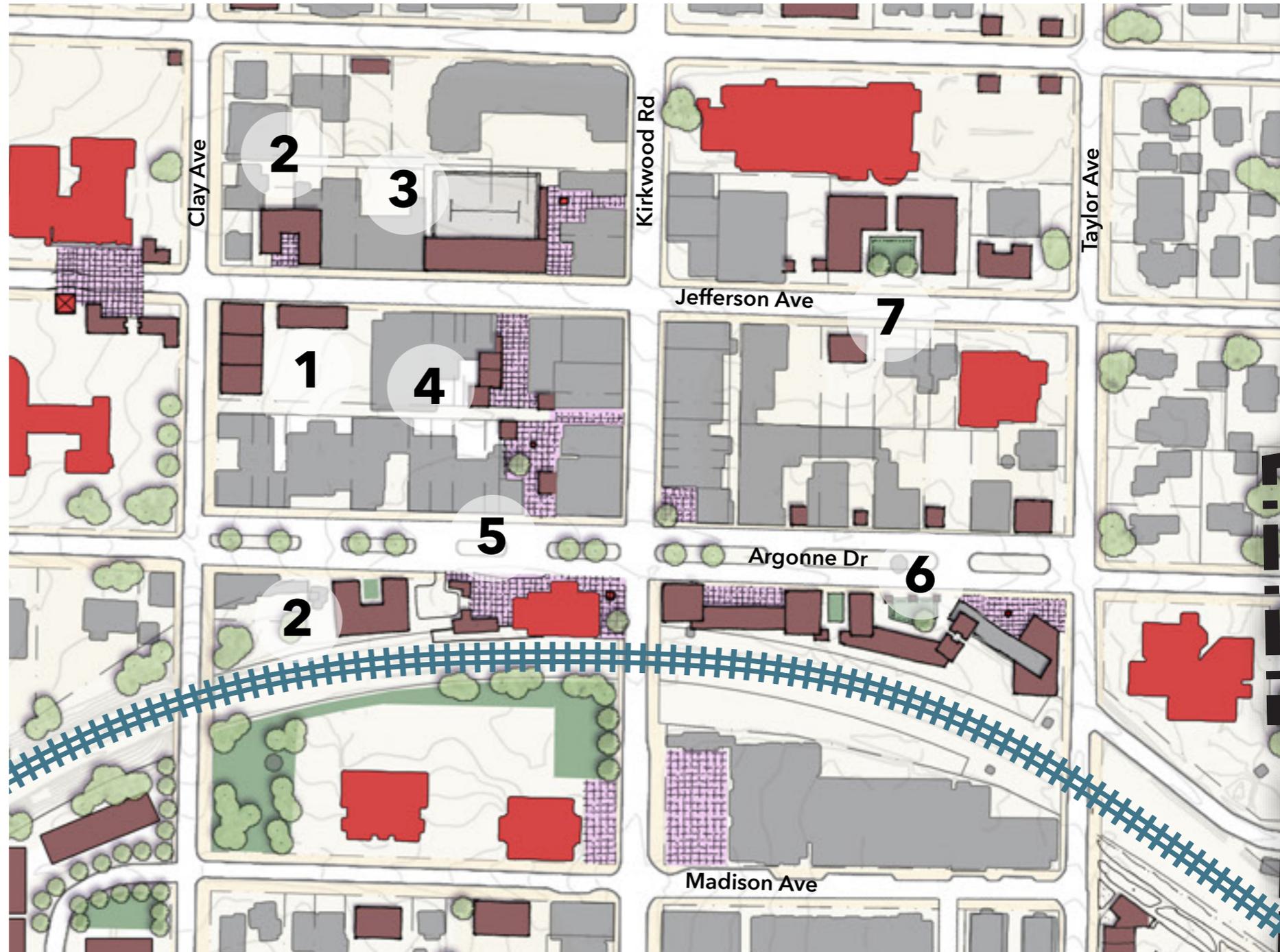


Lining Kirkwood Rd

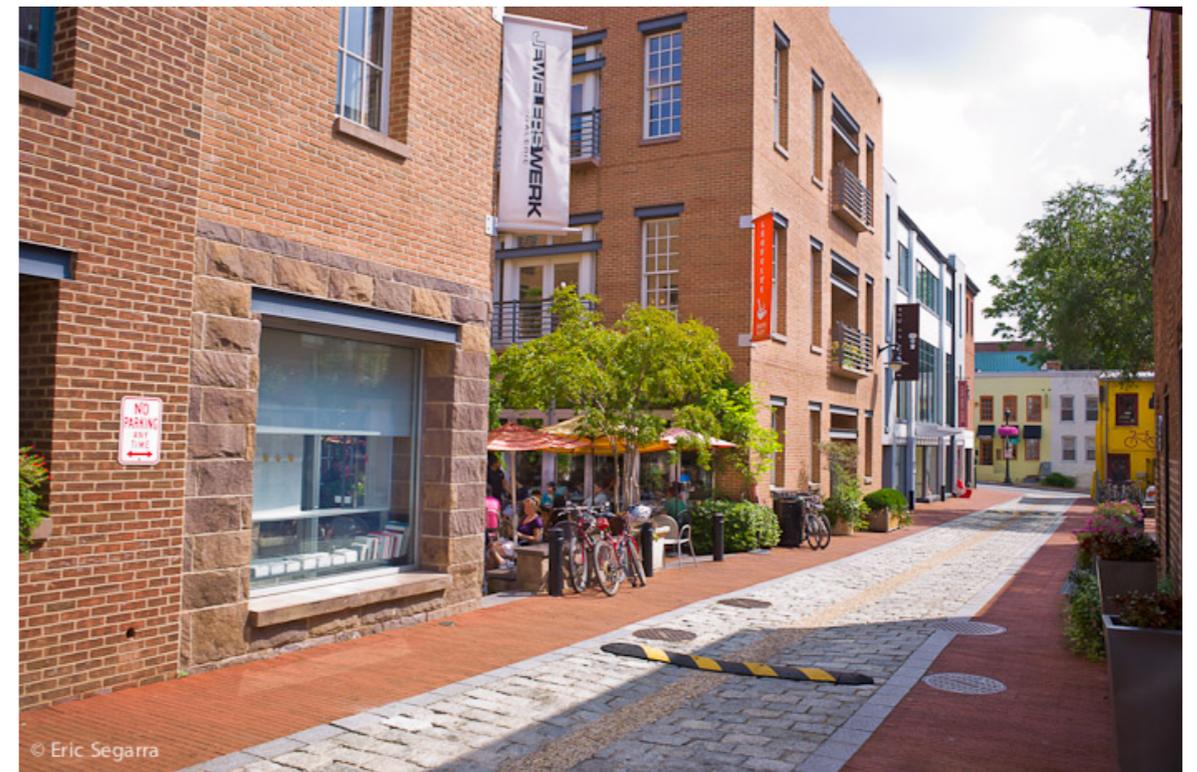
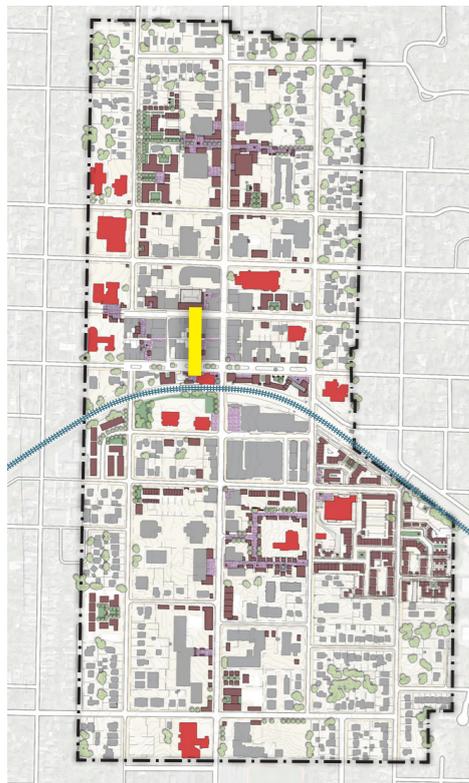


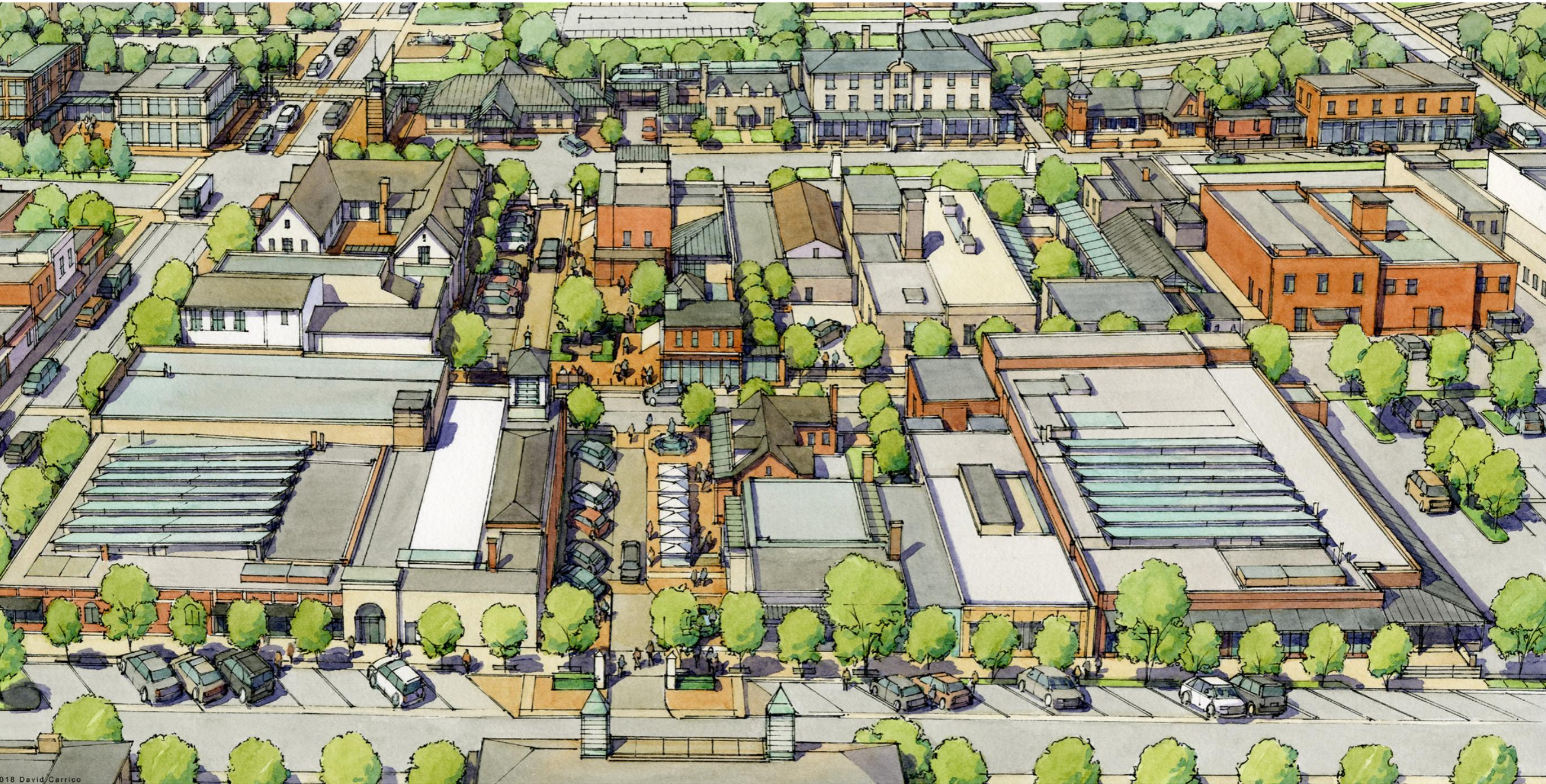
Downtown

1. Infill mixed-use buildings
2. Potential boutique hotel sites
3. Propose parking garage
4. Pedestrian passage connecting Argonne Dr to proposed parking garage
5. Drop-off plaza at train station
6. Expanded farmers market
7. Small multi-family courtyard building



"Kirk-Walk"

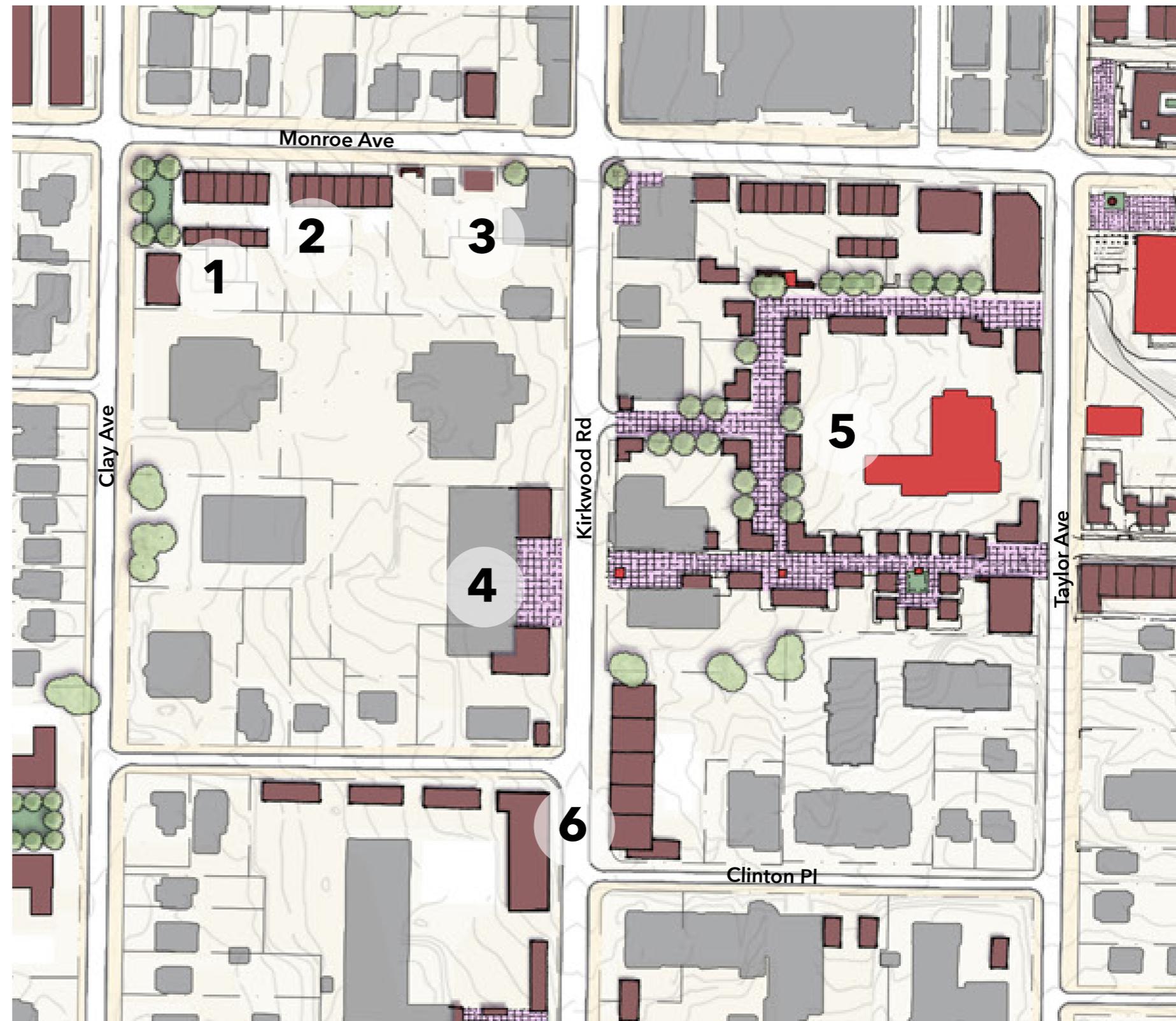




View of cross block passage towards train station

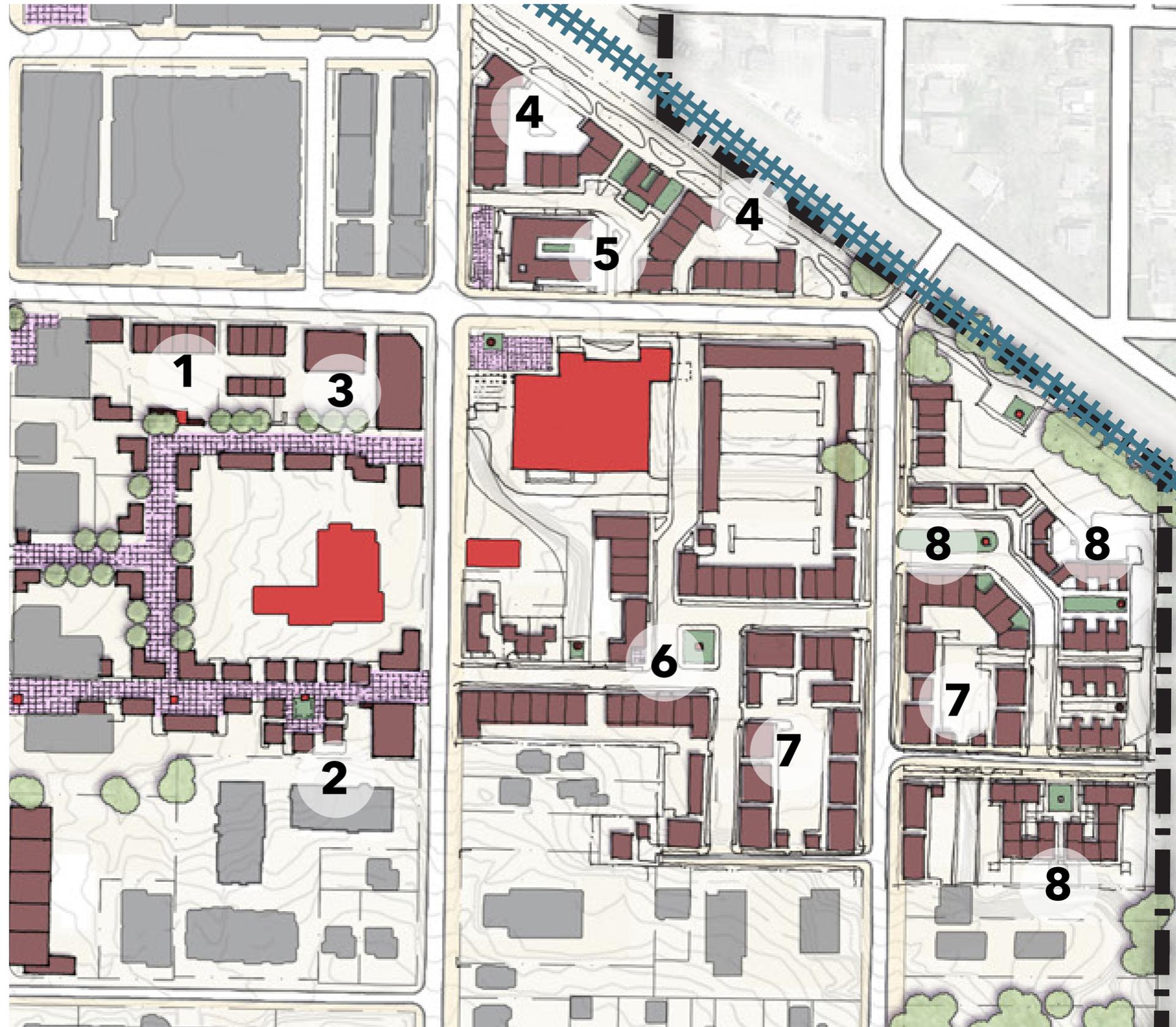
Downtown South

1. Small multi-family building
2. Townhomes or live/work units
3. Small mixed-use infill shielding parking lot
4. Liner buildings create a plaza for Starbucks and sushi restaurant
5. Pedestrian passage dividing large block for increased walkability surrounded by small liner buildings / kiosks
6. Mixed-use infill shielding parking

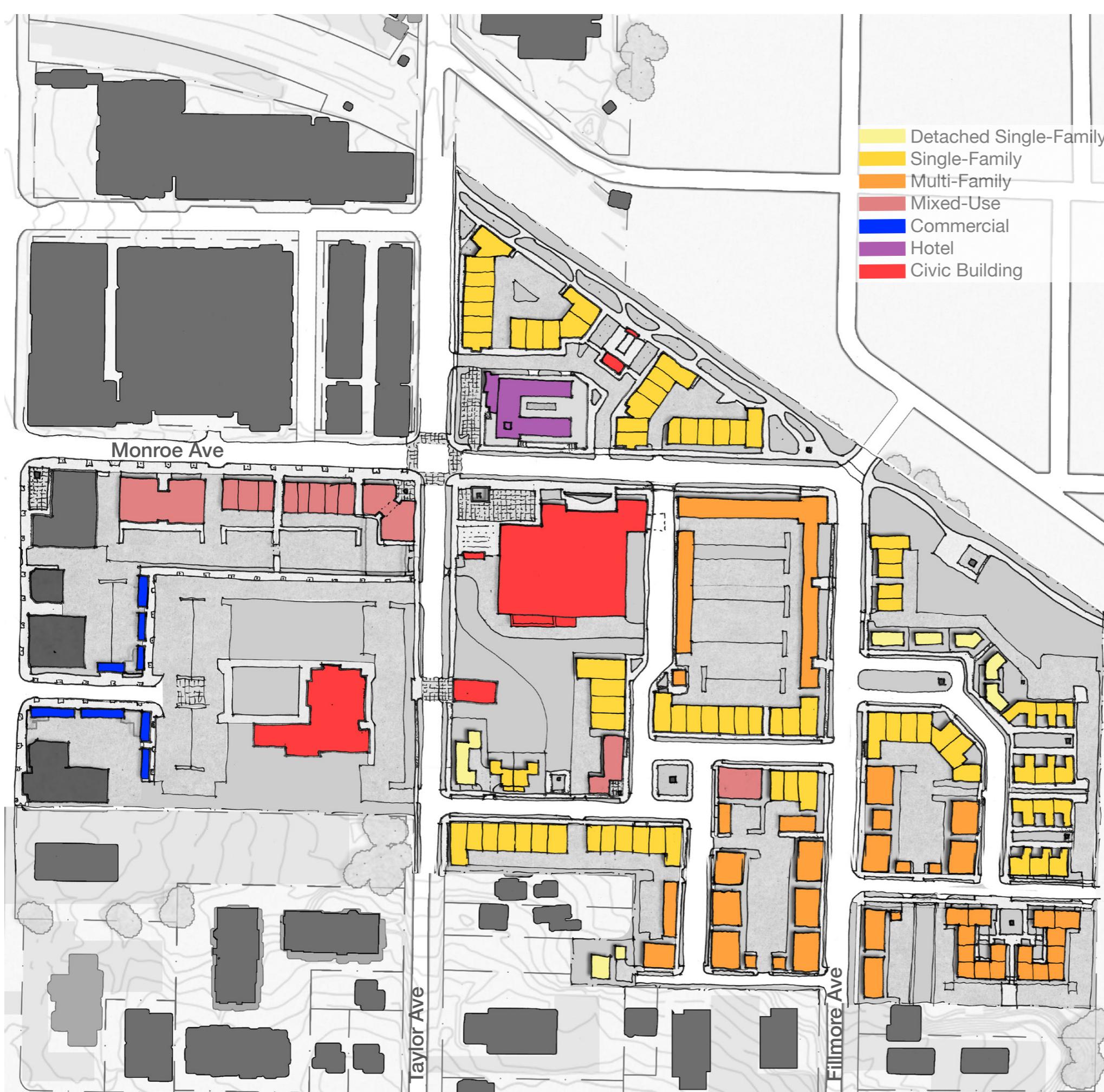


Midtown

1. One story kiosks
2. Tower house cluster
3. Mixed-use building
4. Townhouse court
5. Potential boutique hotel site
6. Turbine square surrounded by live/works
7. Small multi family
8. Series of small greens fronted by residential units



Midtown

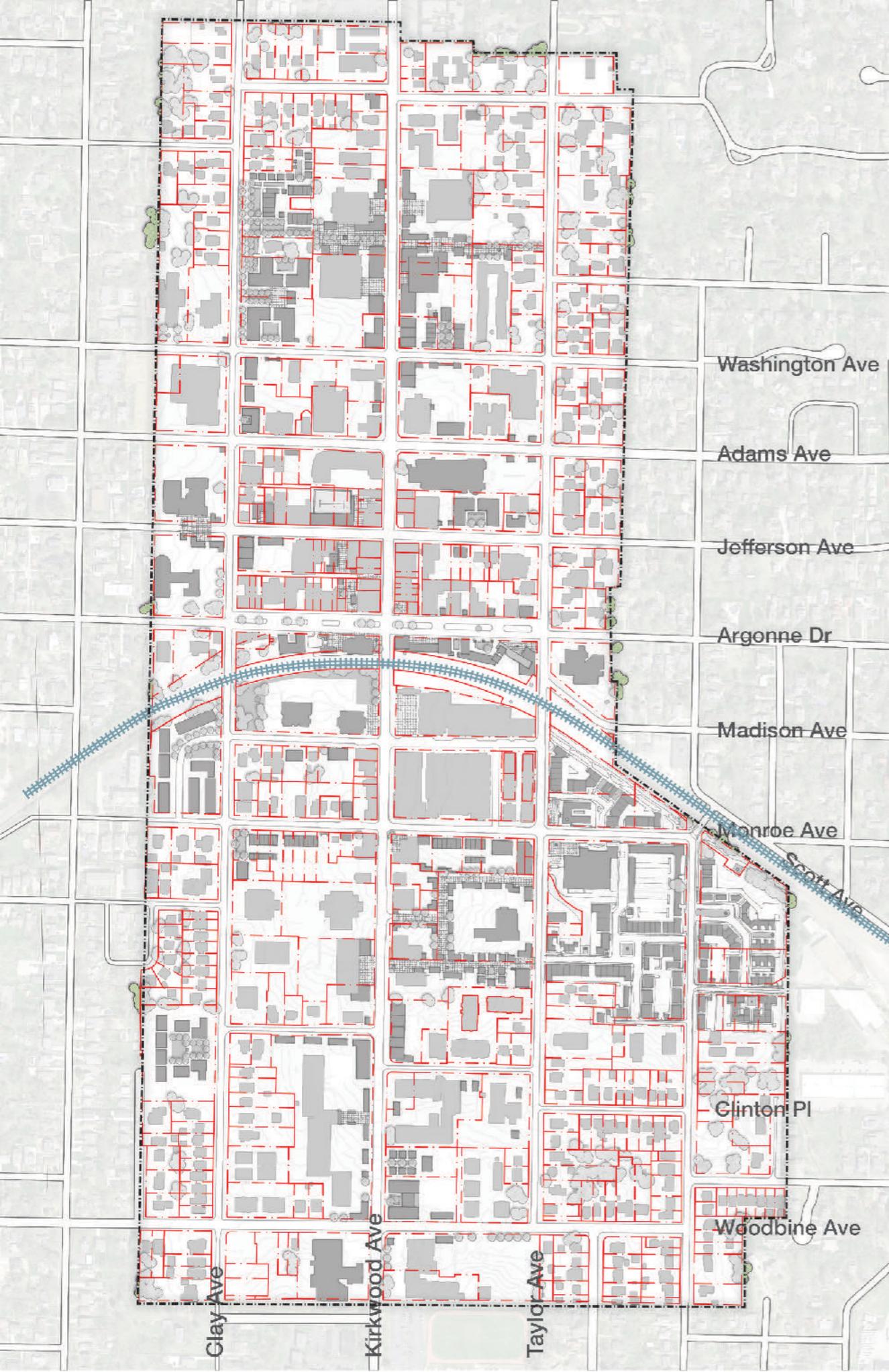


Midtown Entertainment District

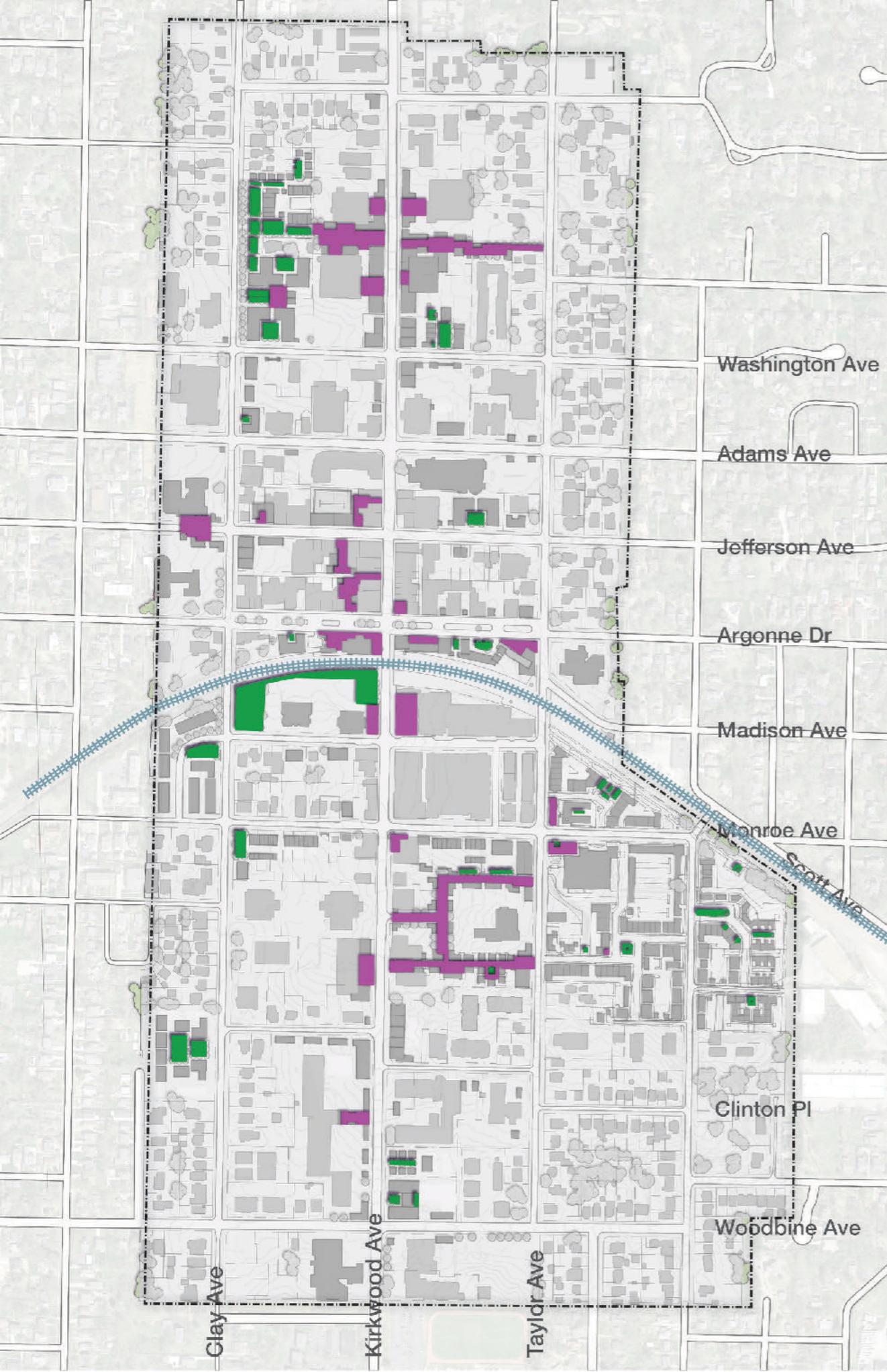


View towards PAC

Parcel Lines



Open Space

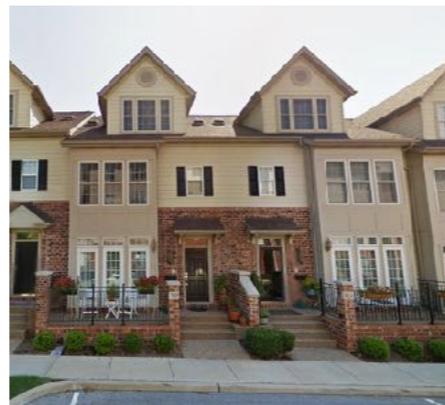


- Green Open Space
- Hardscape Open Space

There is a **mismatch** between:

- What the market wants and our changing demographics; and
- What cities and towns are providing/permitting
- **20-35%** gap nationwide between supply & demand for walkable urbanism.
- In Kirkwood:
 - **46%** are 1-person households;
 - **+60%** are 1 or 2-person households.

Missing Middle Housing



a lot

not enough

some

Small Multi-Family



Lindenwood Avenue Mansion Apartments



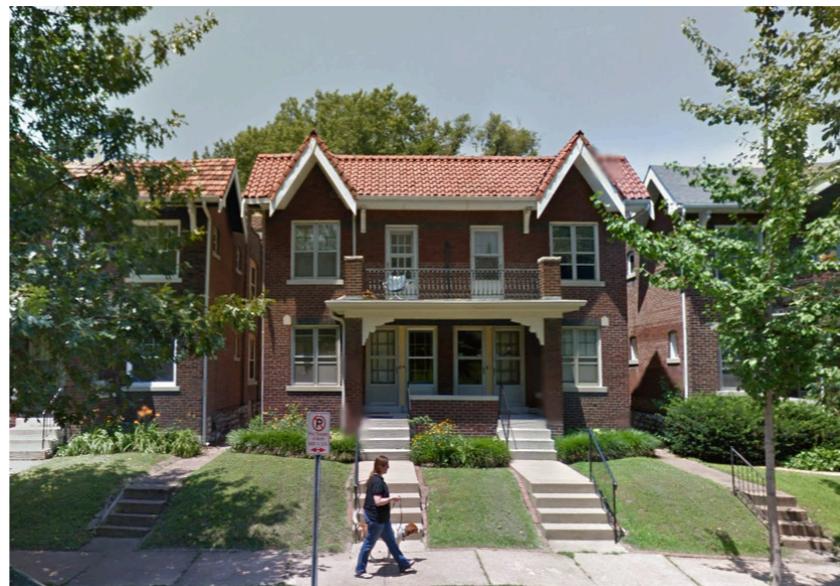
12th Street Mansion Apartments



39th Street Small Multi-Family



Waterman Boulevard Small Multi-Family



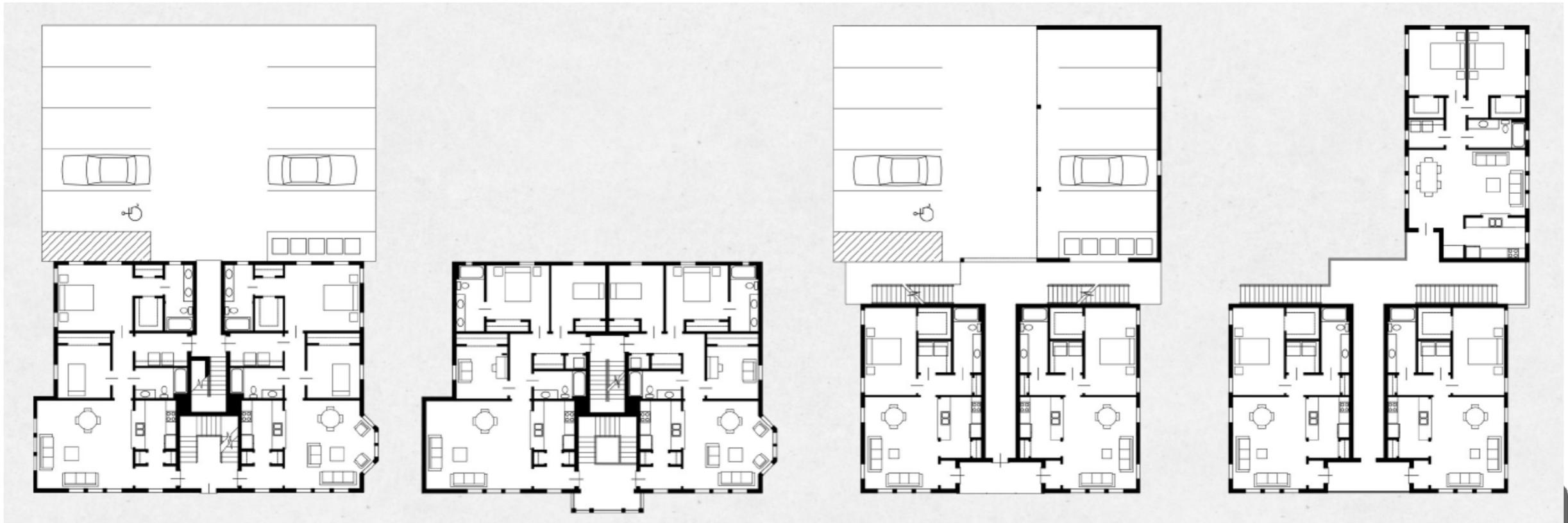
Alfred Avenue Semi Detached 2 Family



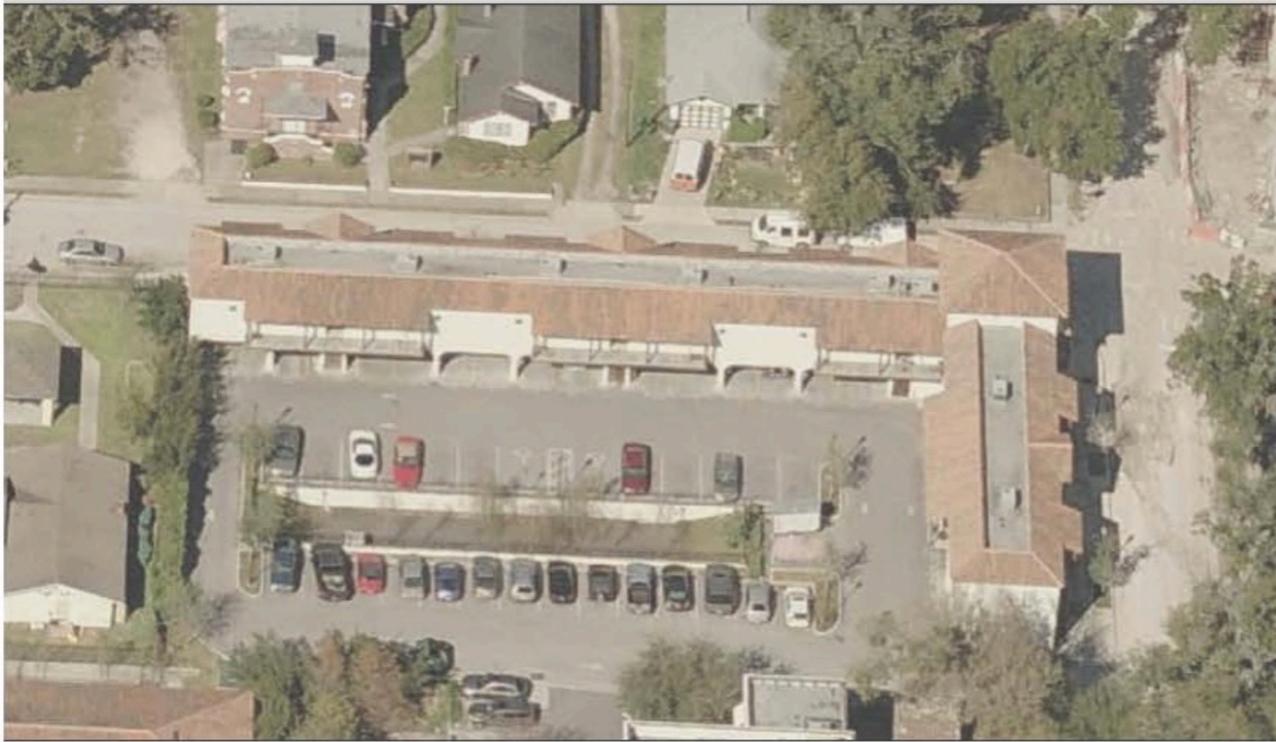
Botanical Avenue Semi Detached 2 Family

Embedded in walkable context, contextual & well-designed

Multi-plex Mansion Apartments



Liner Buildings



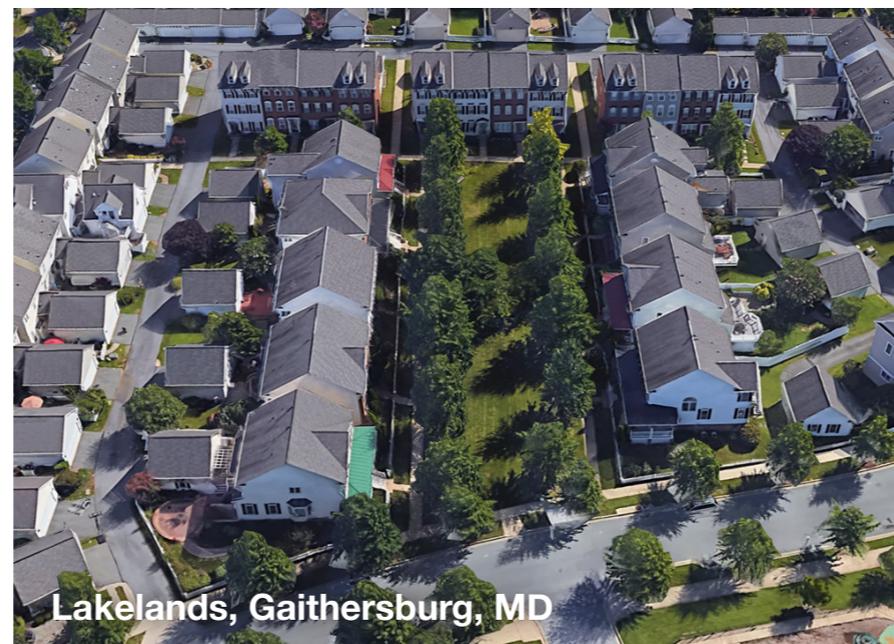
Contributing to street life and hides parking

Live Works



Contributes to local economy, great transition type

Cottage Courts

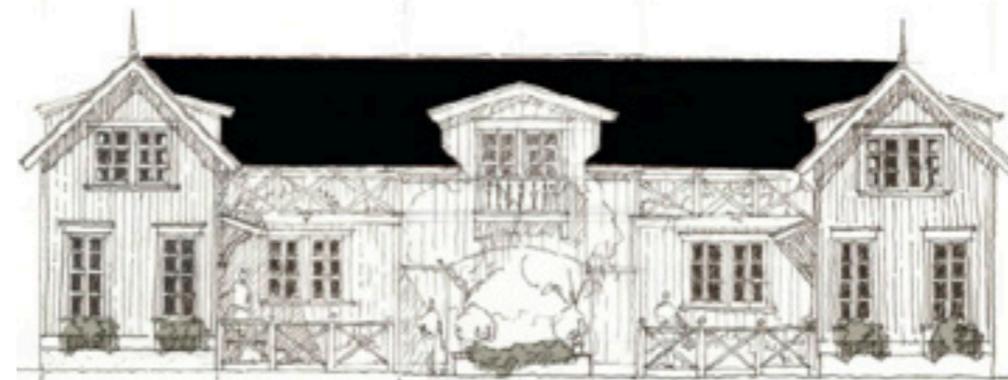
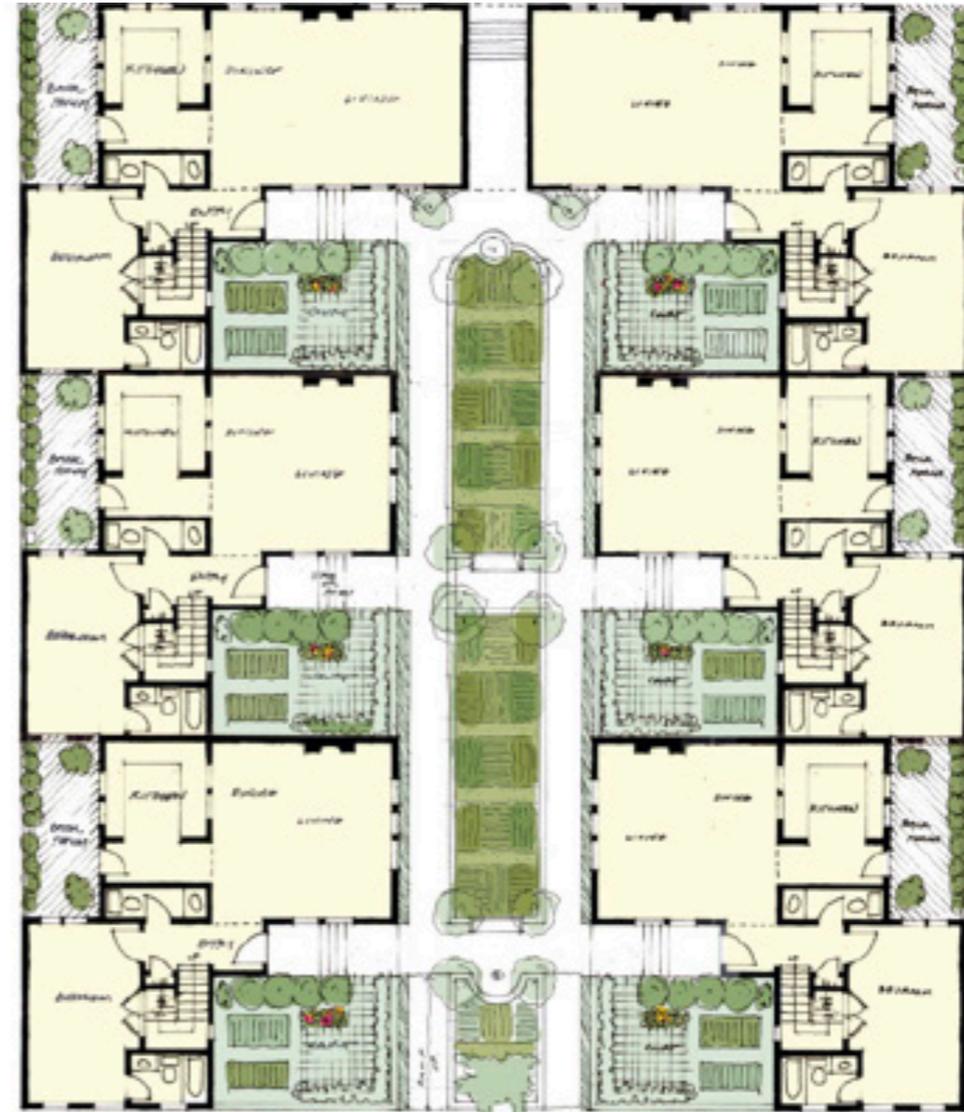


Lower perceived density, senior housing with active, usable open space

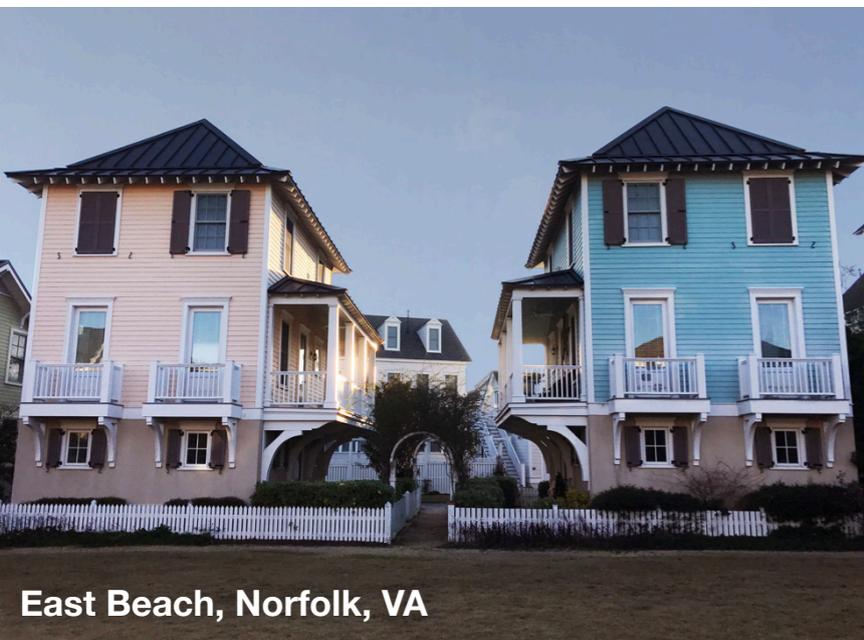
Senior Courts



Carlton Landing, OK



Tower Houses



Small-scale, incremental and marketable

Missing Middle Housing



Westside

Townhouse Plan



25 townhomes & 22 stacked townhomes



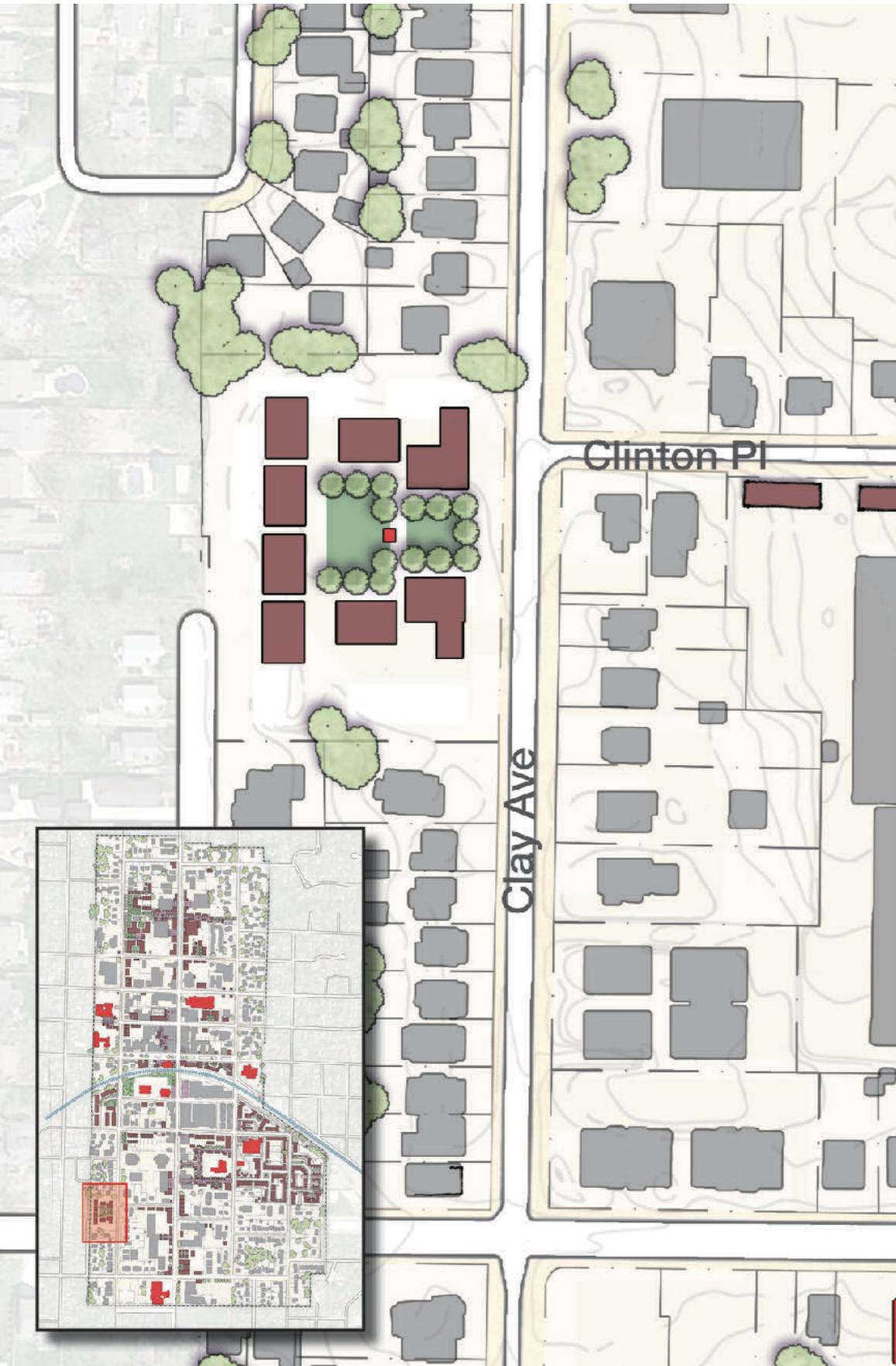
39 Towerhouses

Missing Middle Housing



Scott, Scott &
Co, CPA, PC

Westside



Small Multi-family Plan



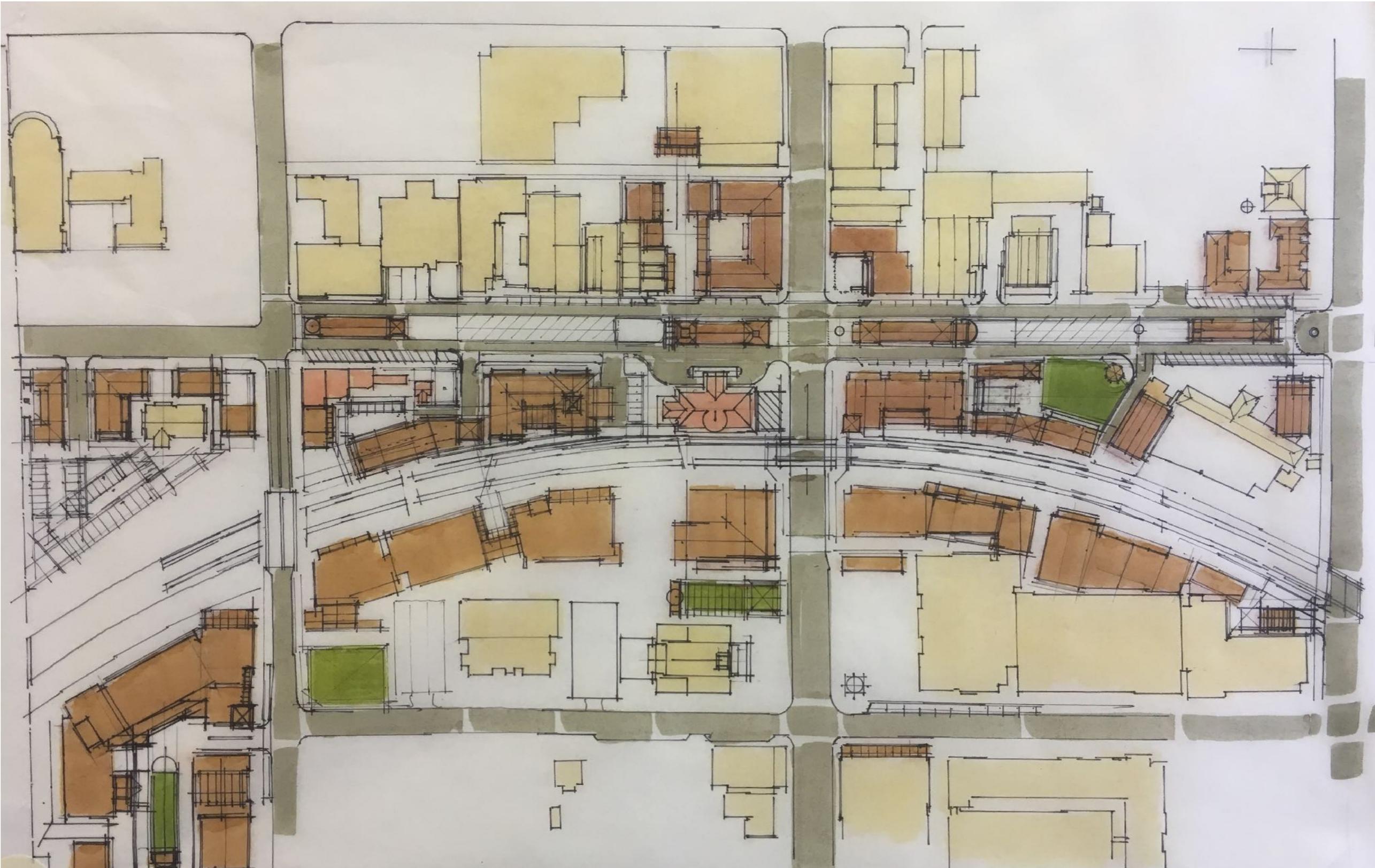
8 multi-family buildings (mix of 4 and 6-packs)

Townhouse Plan



28 townhomes & 24 stacked townhouses

Master Plan Options



Inhabiting the Right-Of-Way



Market Pavilions



Incubator Retail: Kiosks

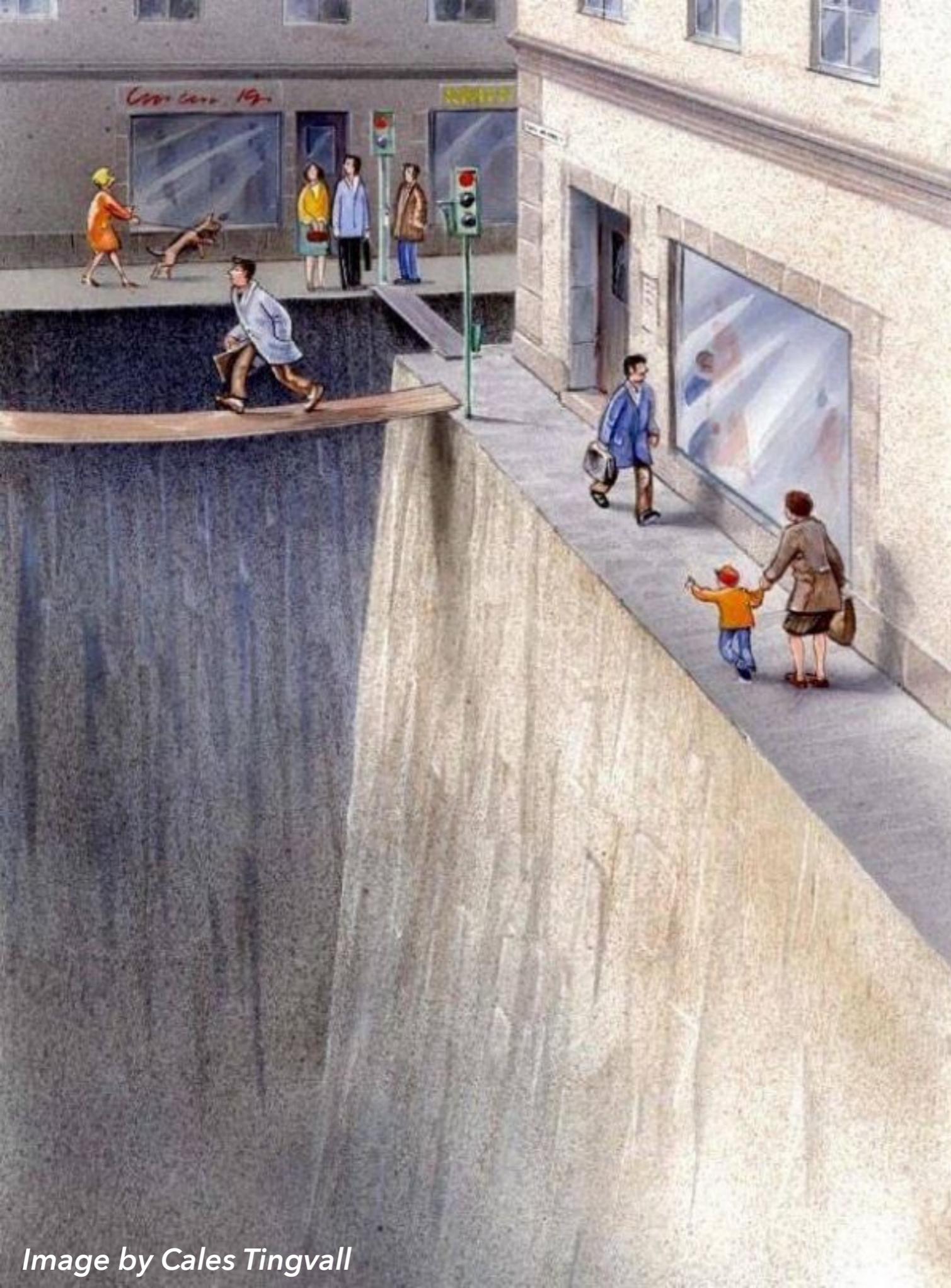


STRONG TOWNS

LOW-COST POP-UP SHOPS CREATE BIG VALUE IN MUSKEGON, MICHIGAN

FEBRUARY 20, 2018
BY RACHEL QUEDNAU

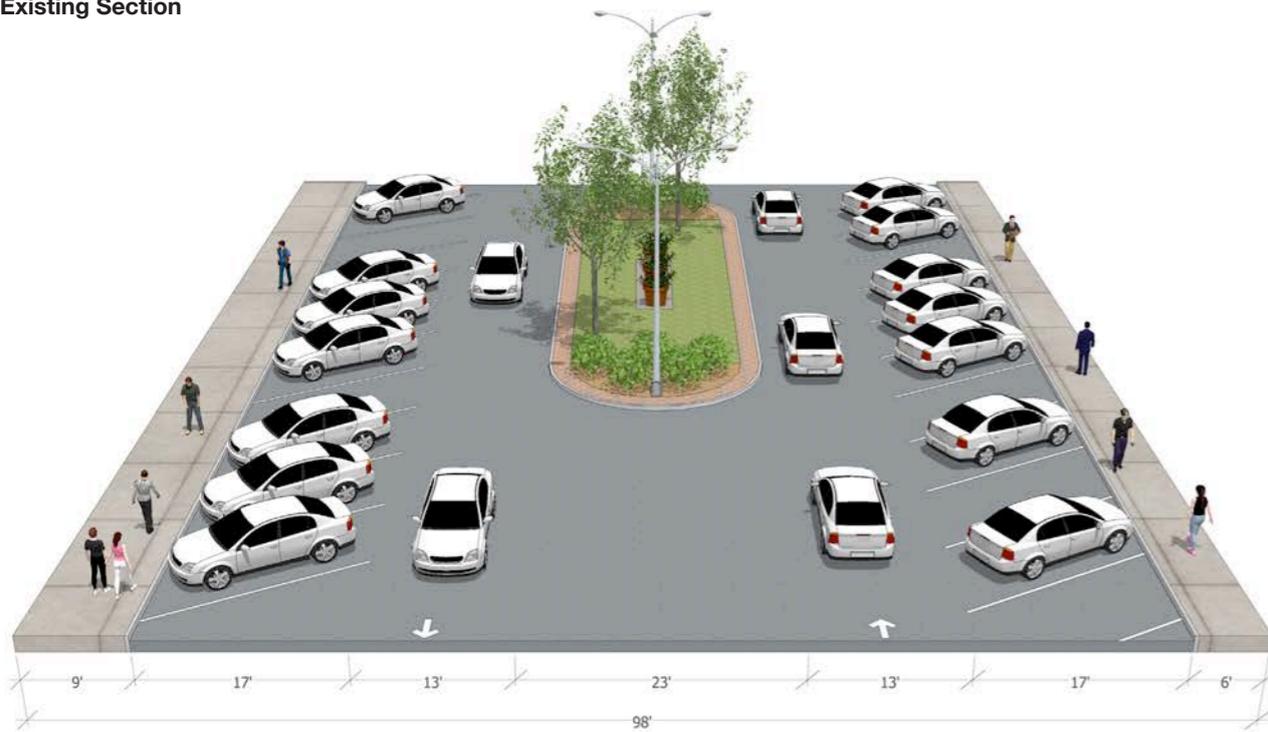




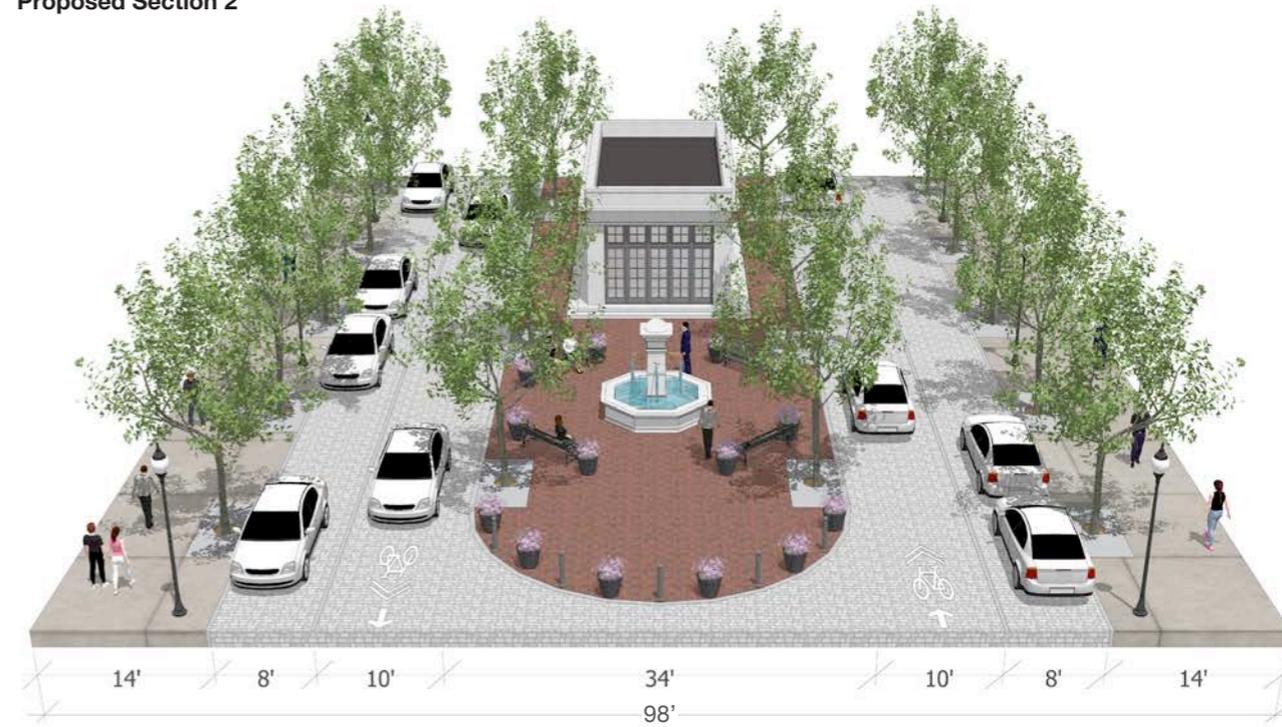
Rethinking Streets

Argonne Dr

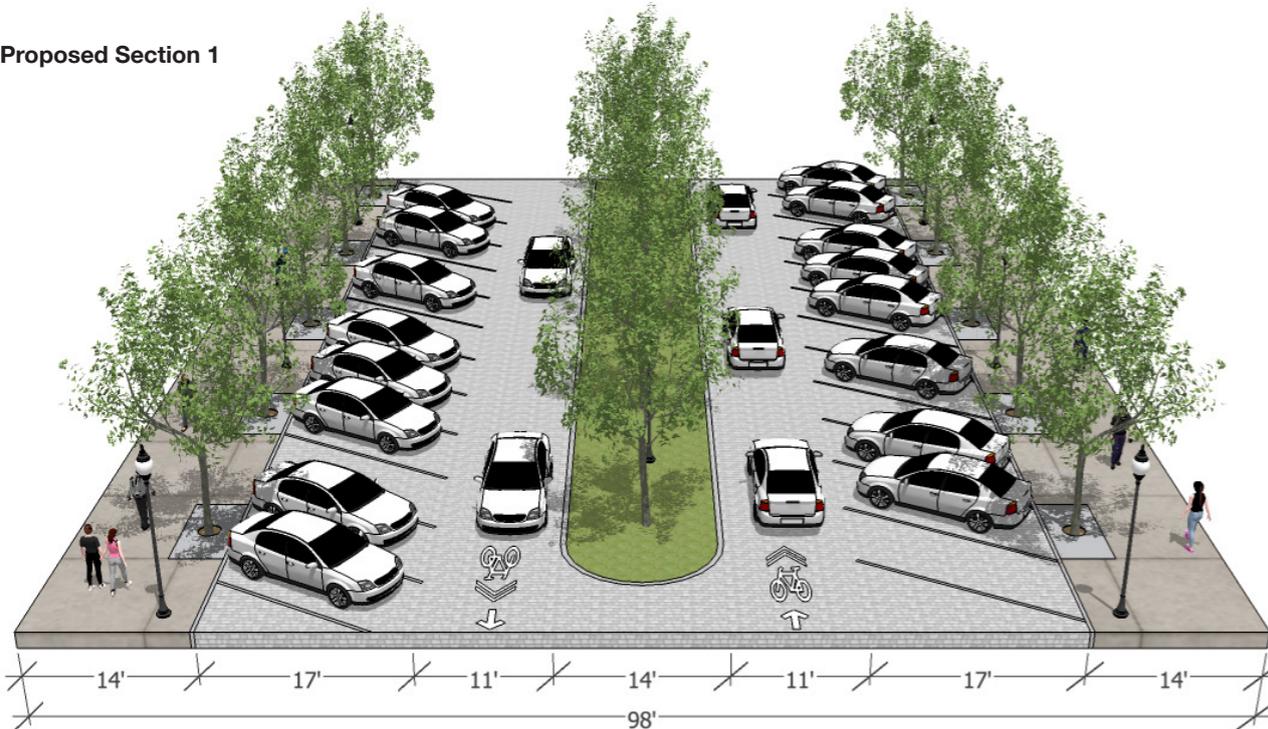
Existing Section



Proposed Section 2



Proposed Section 1

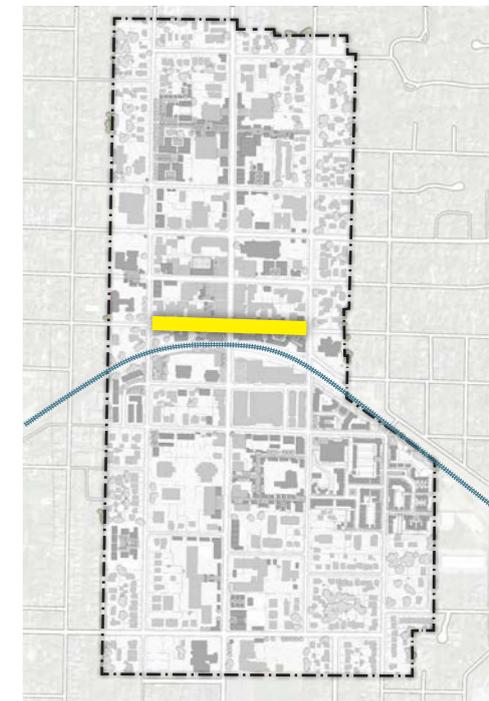


▲ **Proposed section 2 characteristics**

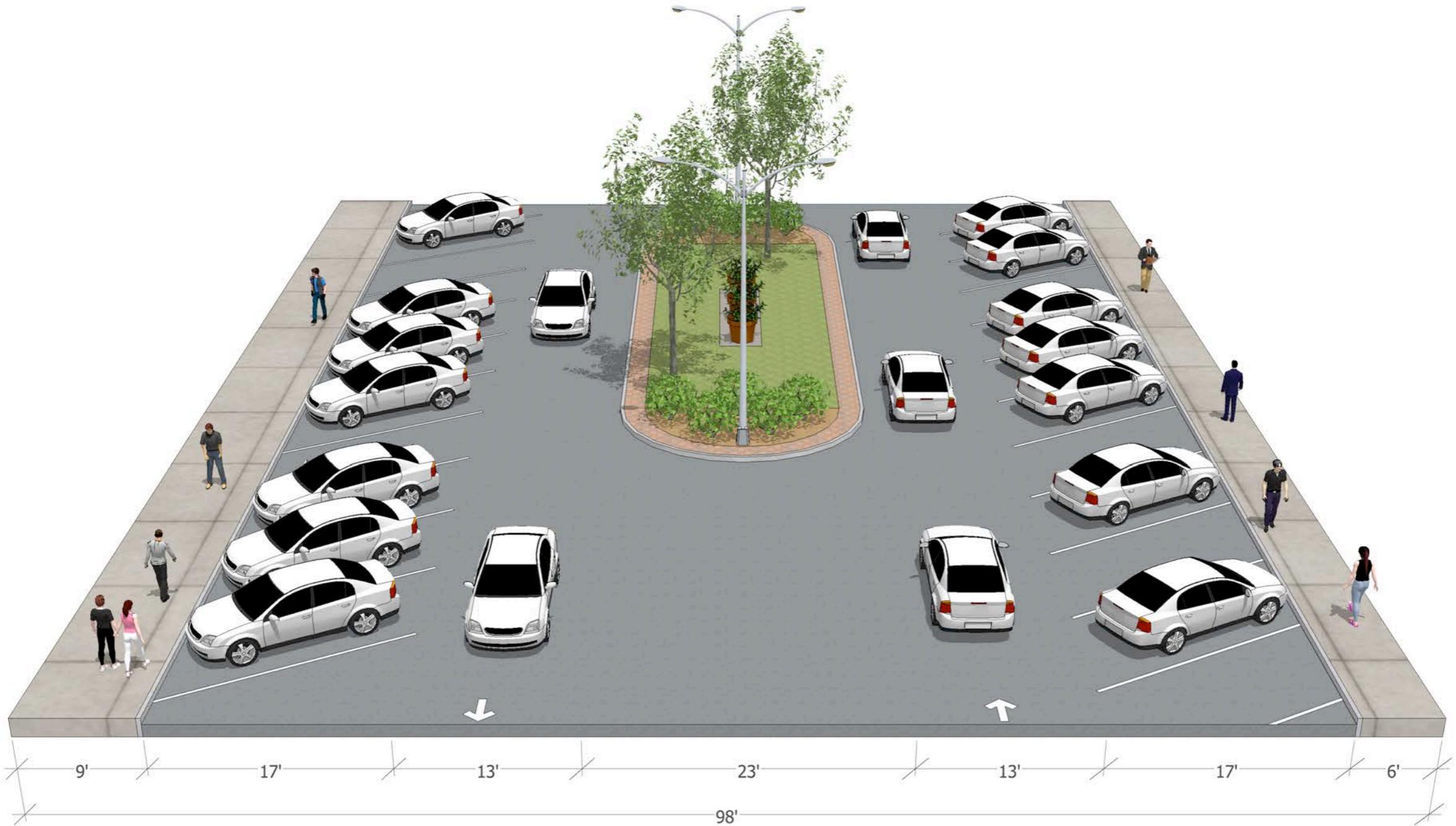
- Remove the angled parking and replace it with parallel parking
- The median is widened to allow it to be used by pedestrians. It may also permit a small 'jewel' building to be located within it.
- The sidewalks in this option are thus permitted to be 3x wider than the existing section.

◀ **Proposed section 1 characteristics**

- Angled parking is re-stripped to become reverse-in parking instead of head-in which has been proven to be safer and more efficient.
- Narrow travel lanes, as they are currently too wide.
- Narrow the median to allow a 3x wider sidewalk, which is heavily used as opposed to the median.
- The wider sidewalks allow for street trees to be planted continuously.



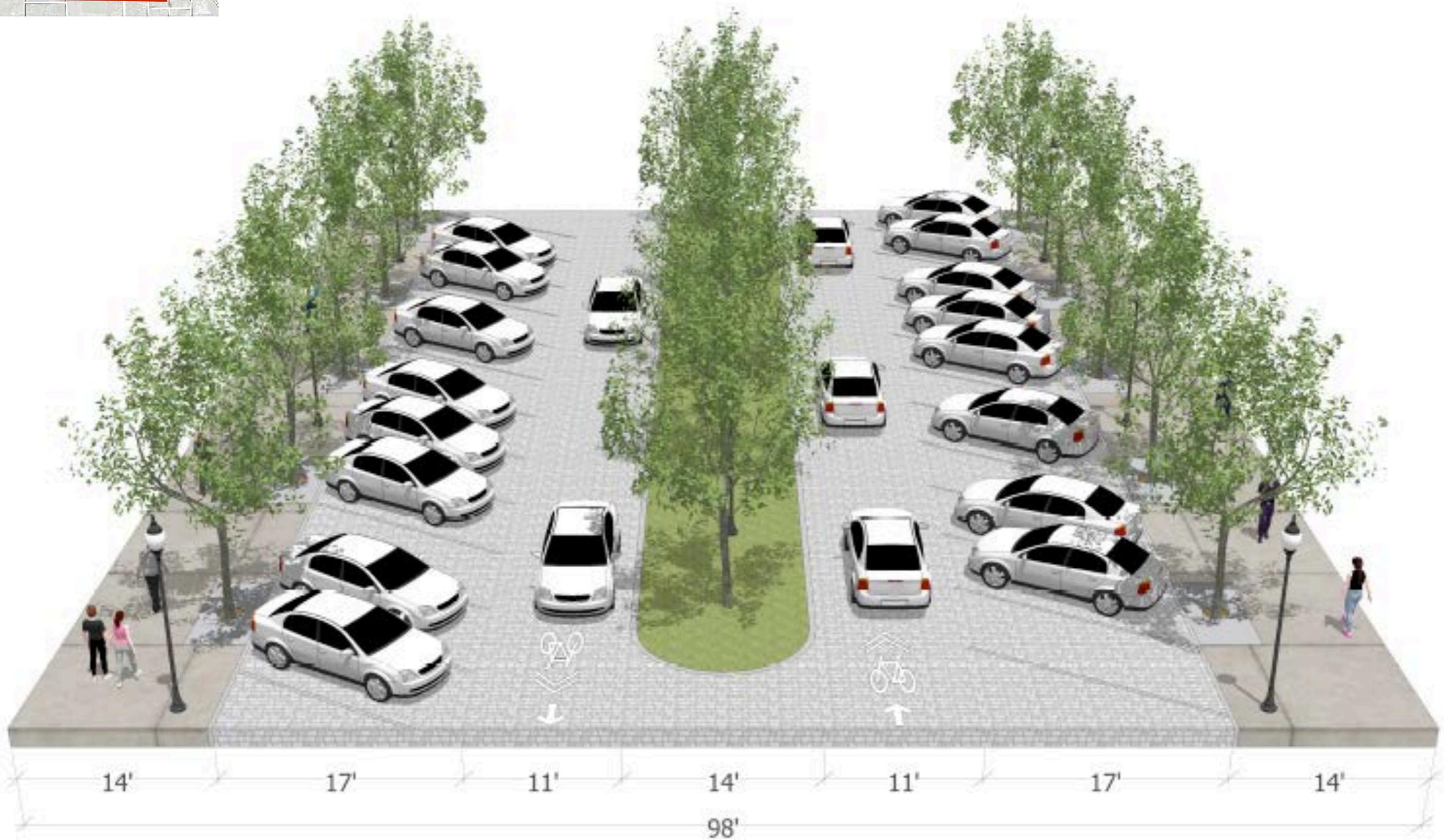
Existing Argonne Dr





Argonne Dr Option 2

- Widen sidewalks
- Retain smaller median
- Back-in parking



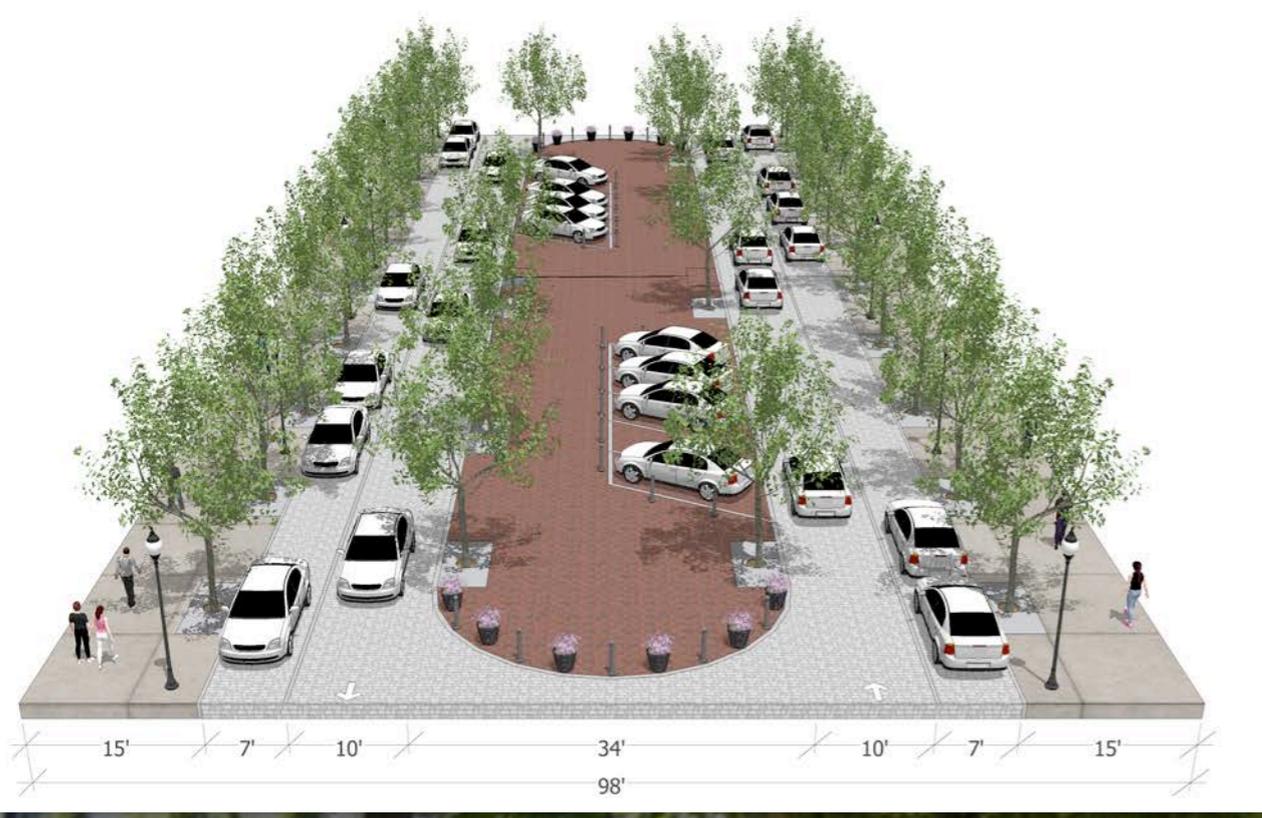
Argonne Dr Option 2

- Widen median
- Widen sidewalks
- Parallel parking



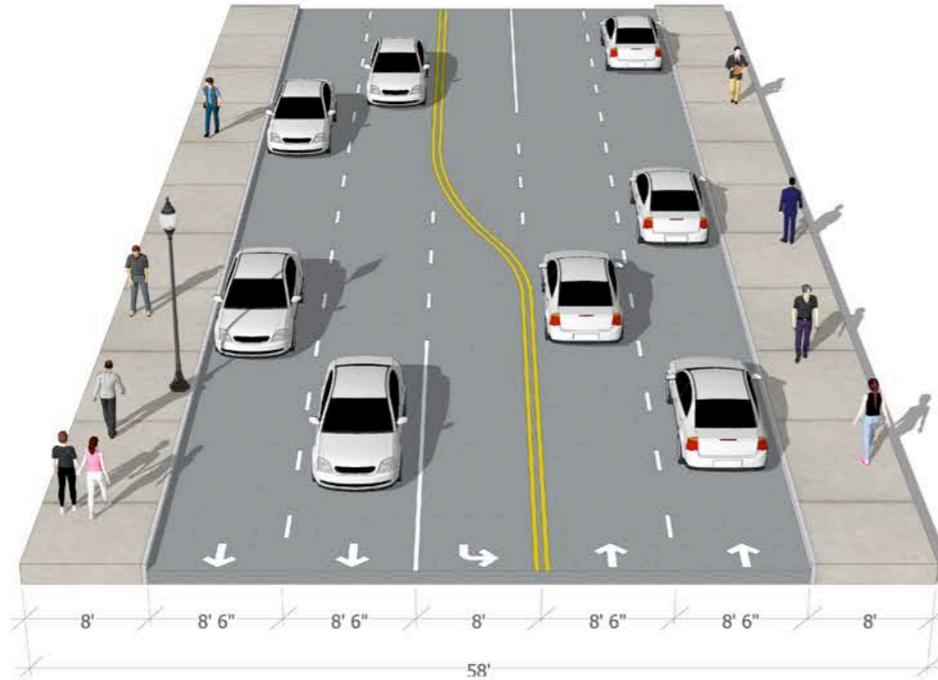


Avalon, GA

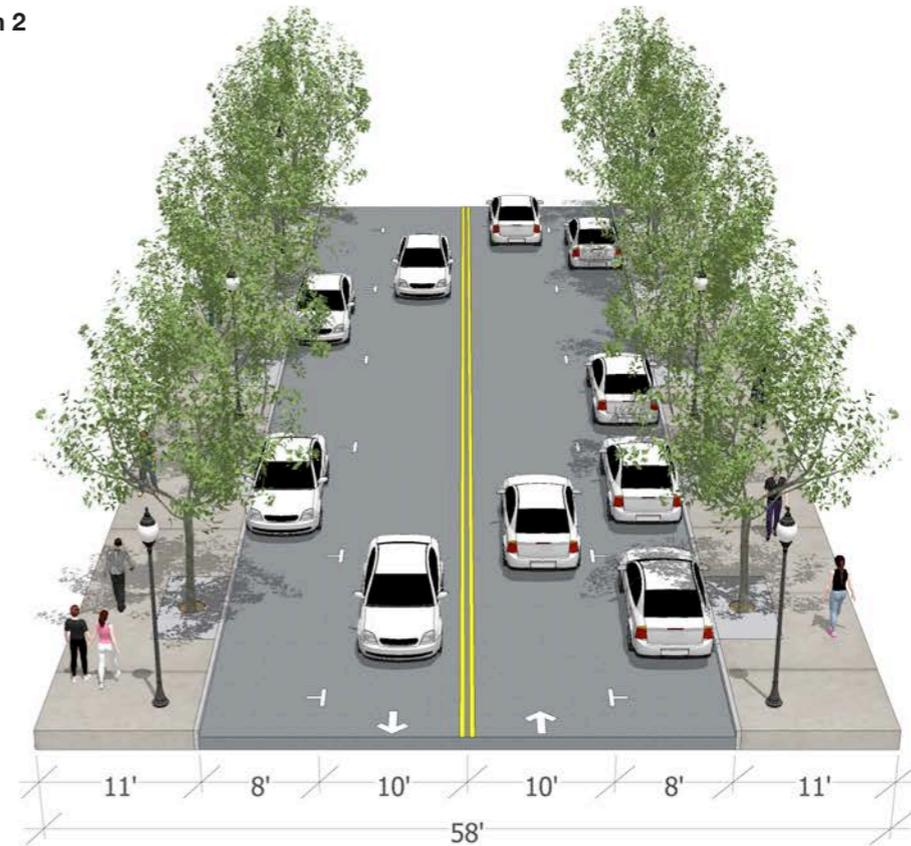


Kirkwood Rd (North & South)

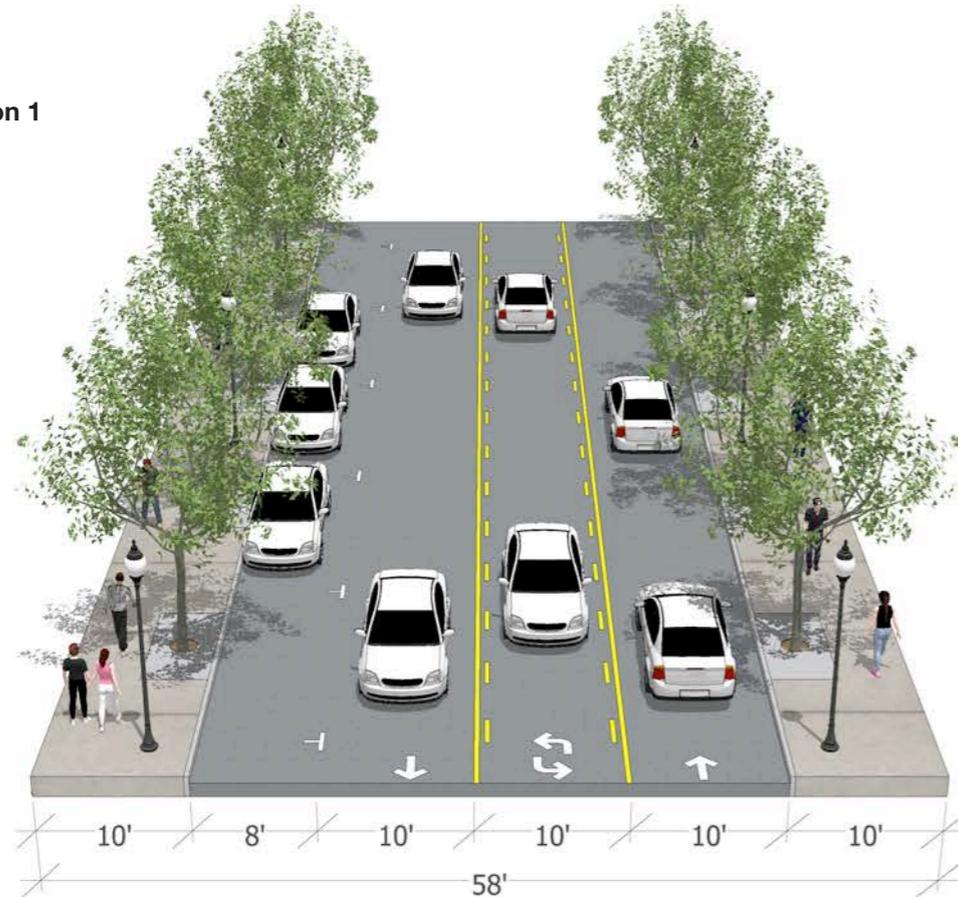
Existing Section



Proposed Section 2



Proposed Section 1

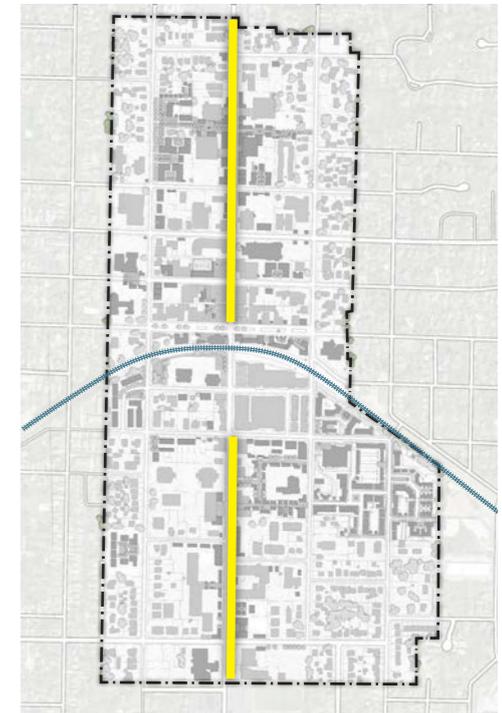


▲ **Proposed section 2 characteristics**

- Remove the center left-turn lane.
- Convert the two outside lanes to parking.
- Increase the sidewalk width by 3 feet on both sides to allow for continuous street trees.
- During rush hour the outside lanes could convert to travel lanes and back to parking once rush hour ends.

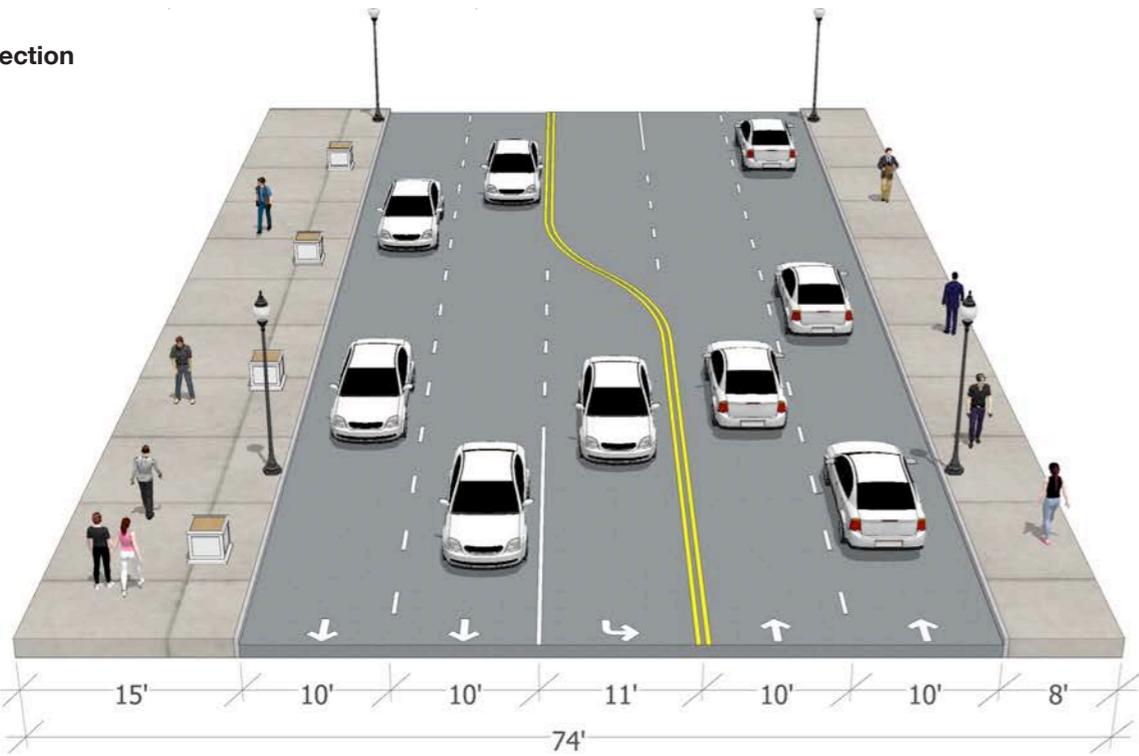
◀ **Proposed section 1 characteristics**

- Convert the left turn lane to a full center lane, which could be used as a convertible lane during rush hour.
- Convert one lane to parking
- Increase the sidewalk width by 2 feet on both sides to allow for street trees.

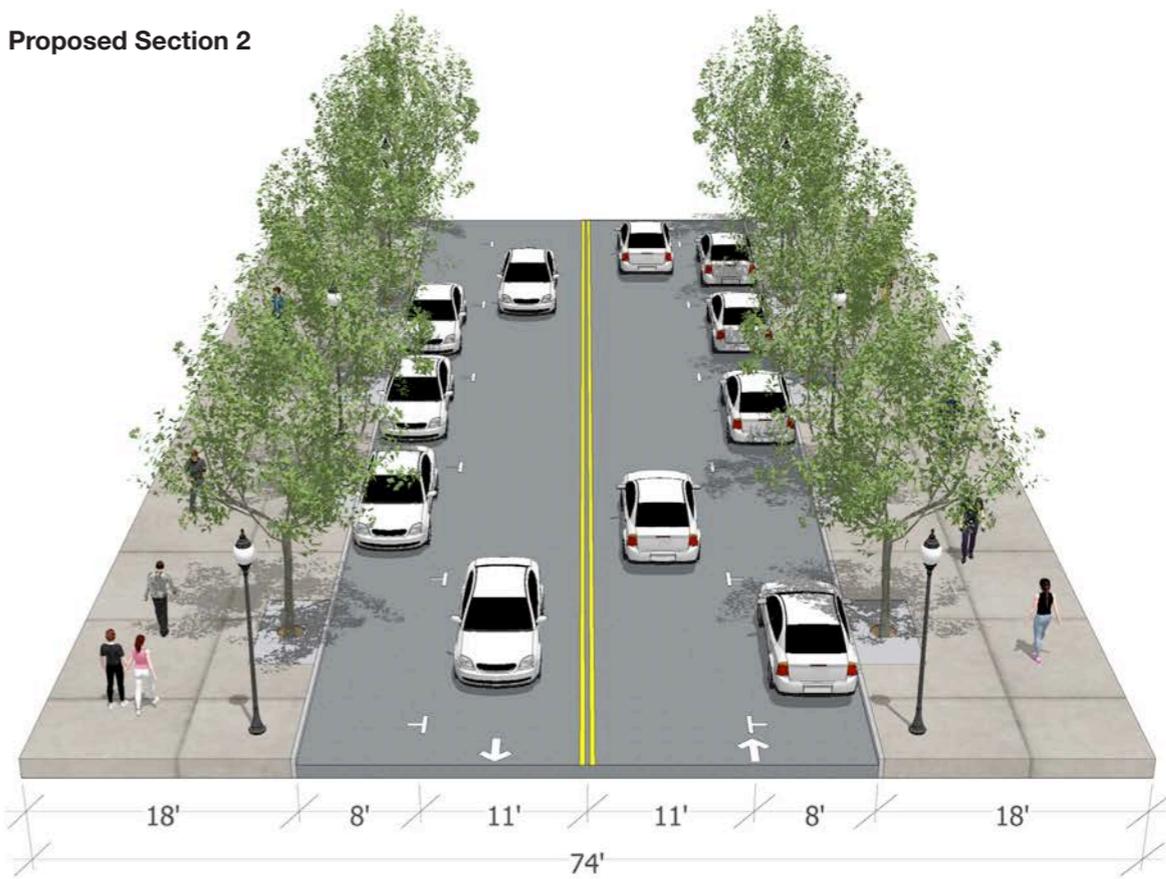


Kirkwood Rd (core)

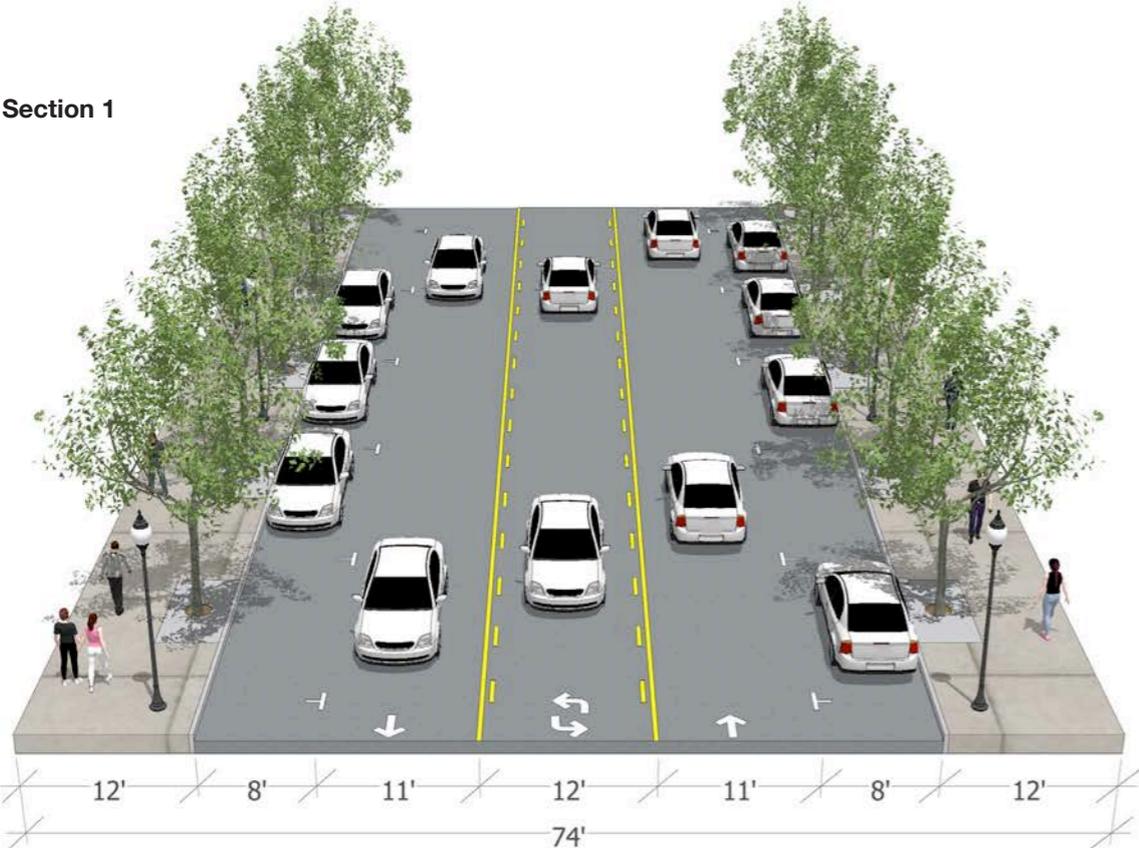
Existing Section



Proposed Section 2



Proposed Section 1



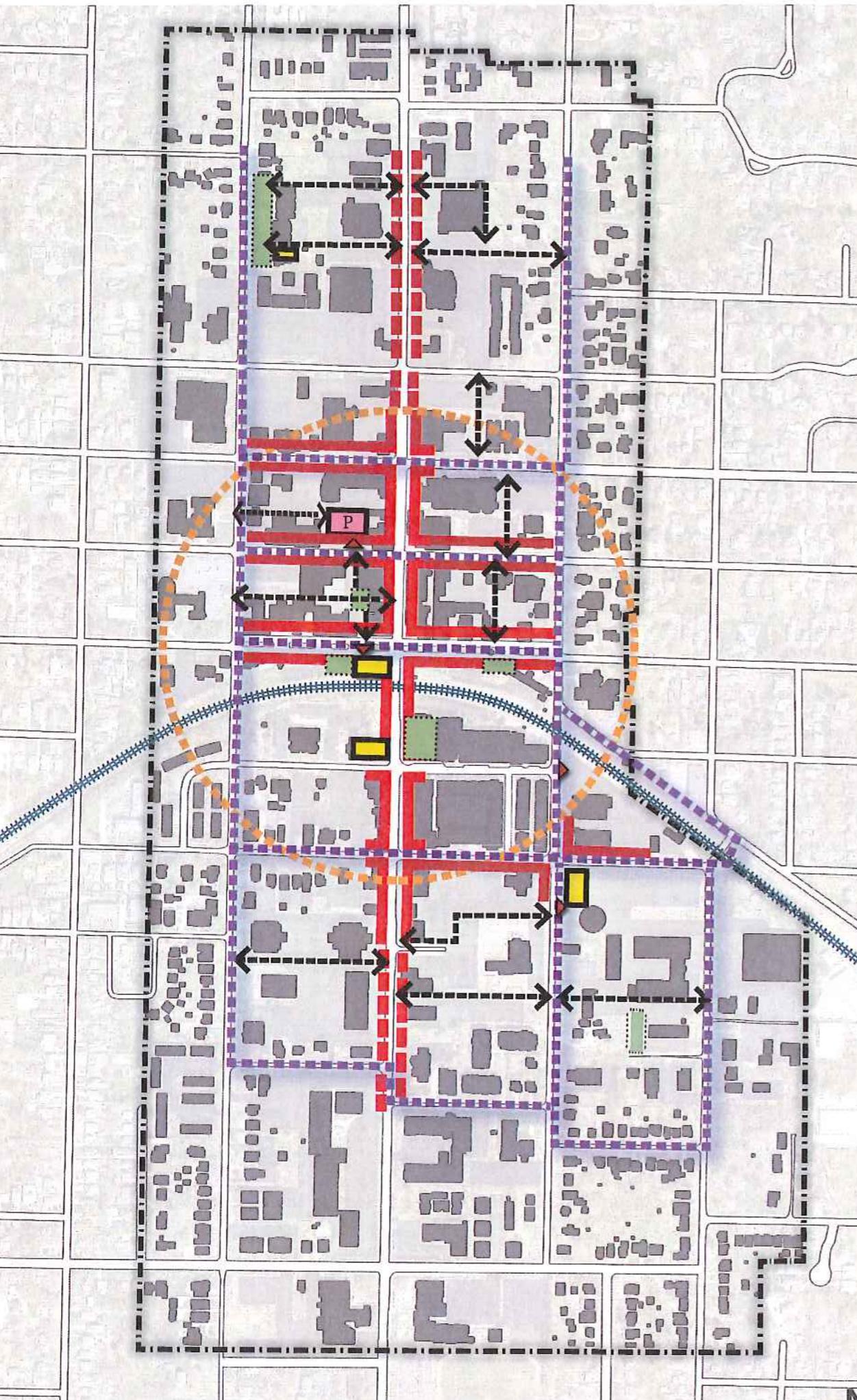
Proposed section 2 characteristics

- Remove the left turn lane
- Convert outer lanes to parking.
- This section only has two travel lanes, however the outer lanes could be convertible lanes, to be utilized during rush hour. Also, at key intersections the last few parallel spaces of one outer lane could be deleted in favor of creating a permanent center turn lane.
- The sidewalks in this option are also 10 feet wider than the existing section, promoting a high quality pedestrian realm.

Proposed section 1 characteristics

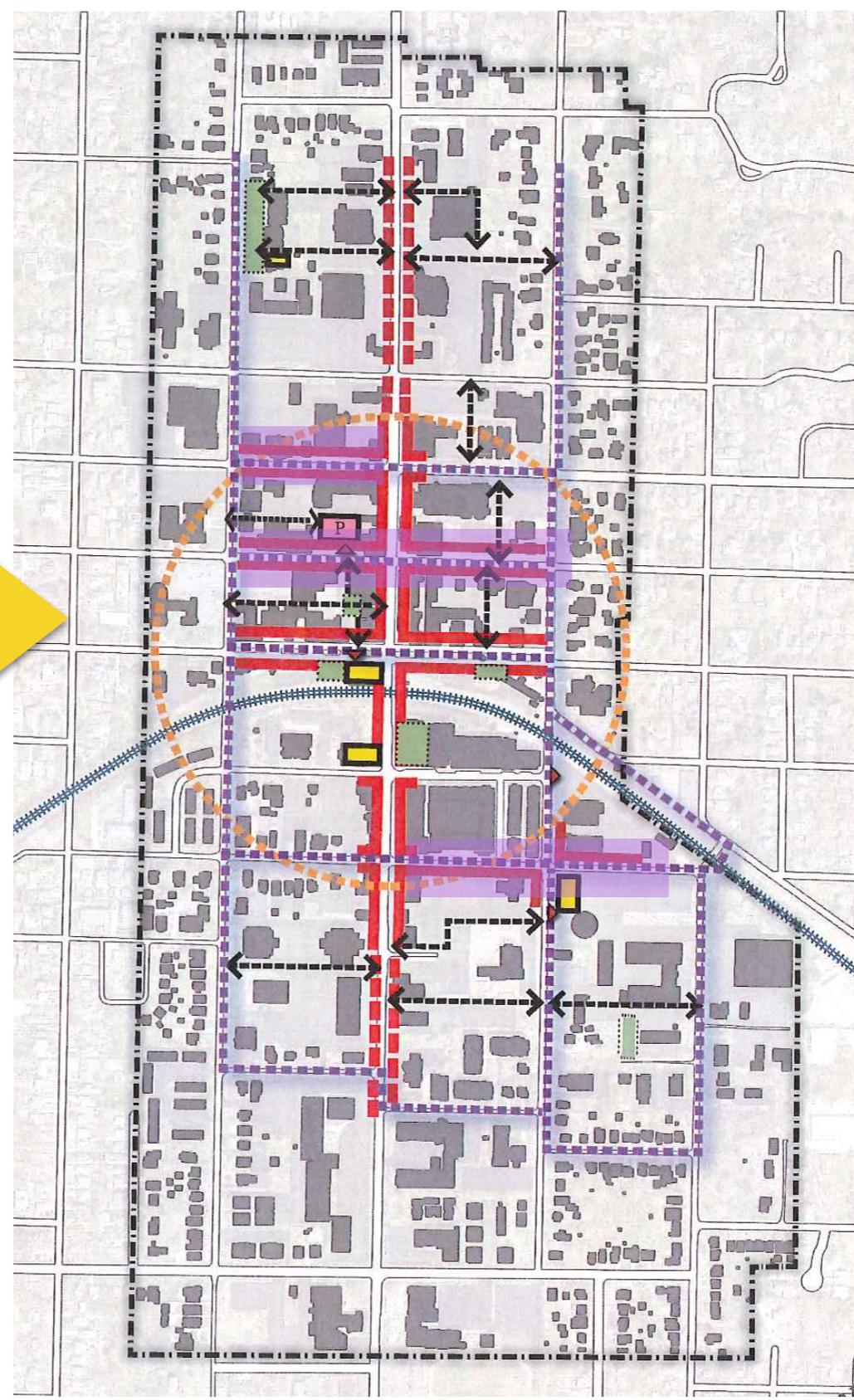
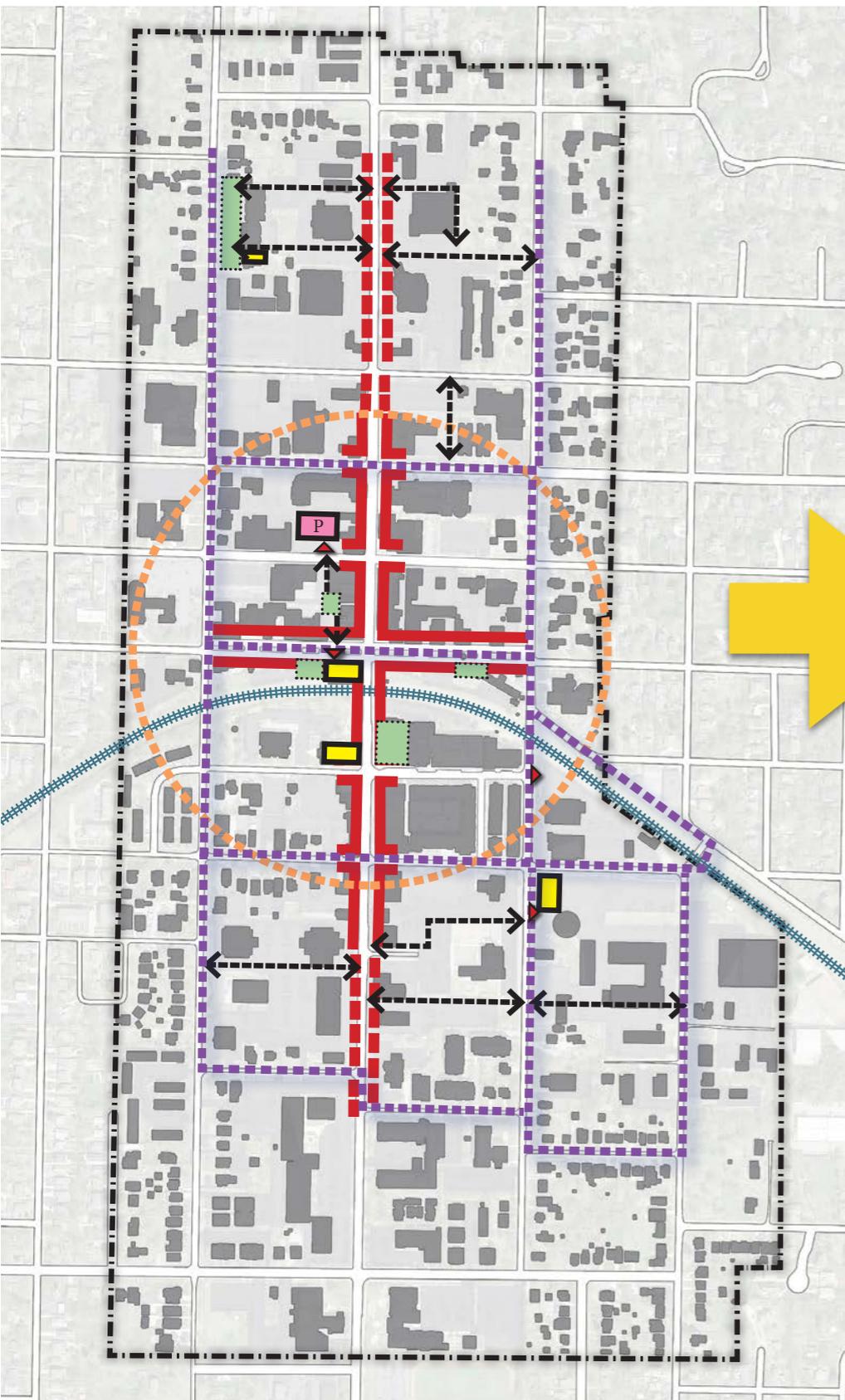
- Convert the left turn lane to a full center lane, which could be used as a convertible lane during rush hour.
- Convert outer lanes to parking.
- Increase the sidewalk width by 4 feet on both sides to allow for continuous street trees.





Activating
Development
&
Code
Acupuncture

Framework Plan Modifications



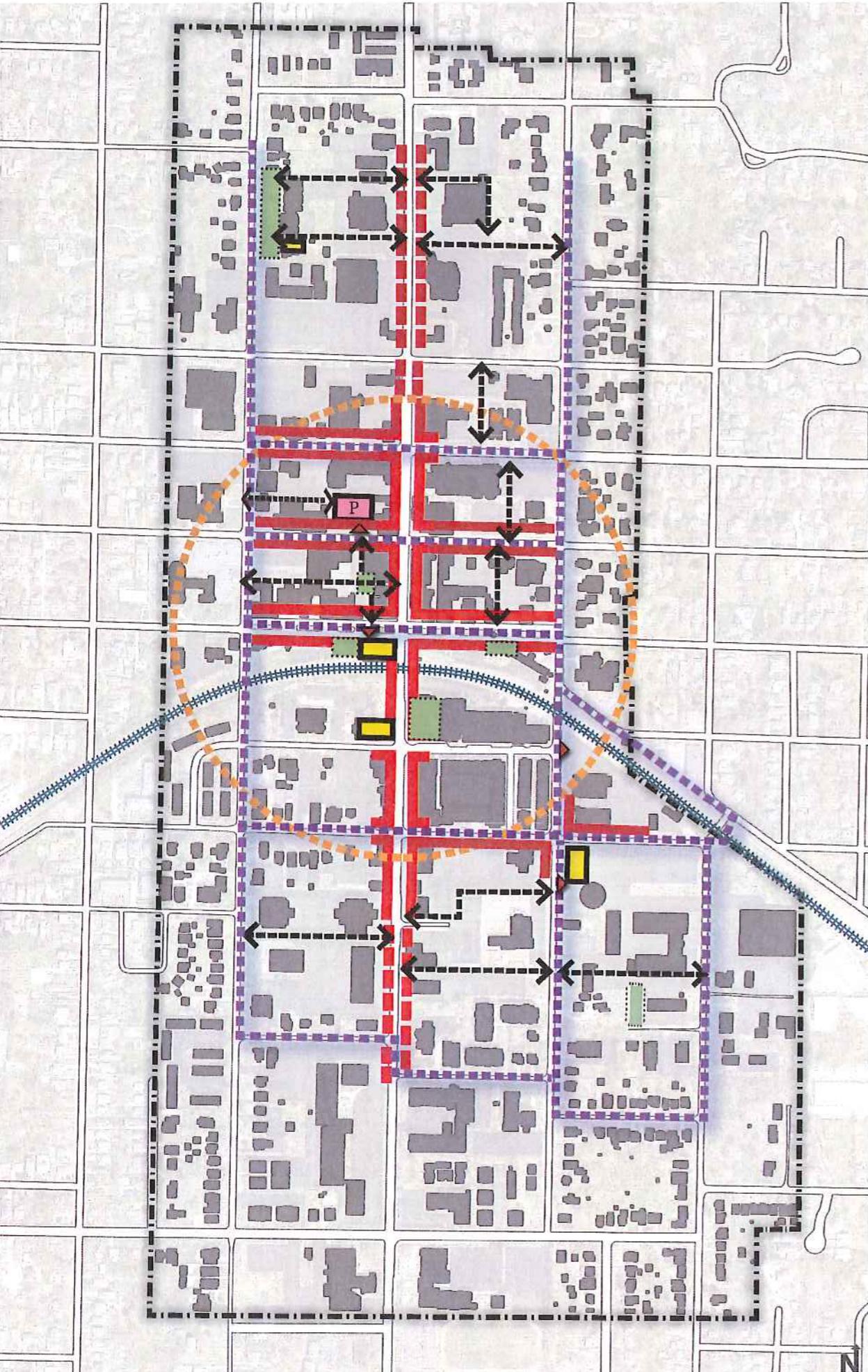
Bodley Ave
Washington Ave
Adams Ave
Jefferson Ave
Argonne Dr
Madison Ave
Monroe Ave
Scott Ave

- Study Area Boundary
- Suggested Commercial
- Mandatory Commercial
- A Street (Ped & Bike Route)
- Suggested Pedestrian Passage
- Building
- Open Space

Framework Plan

commercial

- Mandate ~~retail~~ frontage in the downtown core
- Create cross-block passage to break the scale of oversized blocks, north and south of the downtown core
- Be specific regarding the form of new open spaces
- Terminate important vistas
- Create a connected pedestrian & bike network (Connect Grant's trail to downtown)

- 
- Study Area Boundary
 - Suggested Commercial
 - Mandatory Commercial
 - A Street (Ped & Bike Route)
 - ↔ Suggested Pedestrian Passage Civic
 - Building
 - Open Space
 - Terminated Vista

Zoning Code Acupuncture



1. Waive the minimum parking requirements for liner buildings less than 24 feet in depth



Zoning Code Acupuncture

2. Remove surface parking as a permitted use in B2 for downtown and let form take precedent over use.



- (38) Motor vehicle parts stores, retail sales only with no on-site installation of motor vehicle parts or accessory items
- (39) Offices, general
- (40) Offices, medical and dental
- (41) Office supplies and equipment sales and service
- (42) Outpatient facilities for the treatment of alcohol and other drug abuse
- ~~(43) Parking lots~~
- (44) Parks or playgrounds, publicly owned
- (45) Paint and wallpaper stores
- (46) Pet shops, including grooming and supplies
- (47) Pharmacies

Zoning Code Acupuncture

3. Measure height in stories, not feet, and reconsider height measurement for roofs.

CONTROVERSIAL



Zoning Code Acupuncture

- 4.** Reduce parking ratios according to Tables 1.1, and 1.2, encourage shared parking, according to Table 1.3, and permit off-site parking within 500 ft.



Offices, general	Five (5) spaces per one thousand (1,000) square feet of useable area of the building
Offices, medical and dental	Seven (7) spaces per one thousand (1,000) square feet of useable area of the building
Physical fitness facilities	One (1) space for every five (5) customers computed on the basis of maximum servicing capacity at any one time plus one (1) additional space for every two (2) persons regularly employed on the premises
Retail, indoor	Five and one-half (5 ½) spaces per one thousand (1,000) square feet of usable area plus one (1) space for every vehicle used directly in the conduct of such business
Retail, outdoor	Two (2) spaces for each person employed on the premises based on maximum seasonal employment plus one (1) space for each vehicle used in the conduct of the business
Restaurants	Twenty (20) spaces per one thousand (1,000) square feet of seating area plus two (2) parking spaces for every three (3) employees on the maximum shift plus one (1) parking space for every vehicle used in the conduct of the business

Too High!

Zoning Code Acupuncture

5. Reduce side setbacks to incentivize middle missing housing in R5.



IN PROGRESS

(3) Side yard:

- a. Multiple family dwellings, two family dwellings and attached row dwellings shall have a side yard of not less than twelve (12) feet or 50% of the building height, whichever is greater.
- b. On lots used for a church or similar place of worship, there shall be a side yard on each side of a building having a width of not less than thirty (30) feet.
- c. All other uses not identified in paragraph a or b above shall have a side yard on each side of the building of not less than eight (8) feet.
- d. When a lot of record having a width less than sixty (60) feet is to be used for a single-family detached dwelling, the side yard requirement on each side of the building shall not be less than five (5) feet.

- Multi-family dwellings of up to six units shall have a minimum side yard of five feet.
- Attached single-family dwellings (row houses) are permitted a zero side yard. End and corner units shall have a minimum side yard of five feet.

Zoning Code Acupuncture



IN PROGRESS

6. Remove the minimum required unit size and the maximum number of units per floor tied to height from R5.

(5) Dwellings, Single-family detached

(6) Multiple family dwellings (~~3,000~~ square feet per dwelling unit) with not more than:

- a. Four (4) dwelling units per building for one story buildings;
- b. Eight (8) dwelling units per building for two-story buildings; and
- c. Twelve (12) dwelling units per building for three story buildings.



Zoning Code Acupuncture

- Establish maximum lot widths in R5 and minimum frontage occupation in B2.



IN PROGRESS

B-2 HISTORIC URBAN

Zoning: B-2

Quadrat

Disect Address: 123 W Argonne Dr





PUBLIC FRONTAGE		PRIVATE FRONTAGE	
Public Frontage	Street	Private Frontage	Shopfront
Right-Of-Way Width	98 ft.	Principal Building Ht	2
Travel Lanes	2	Outbuilding Height	N/A
Parking	Angle - 2-sides	Building Type	Mixed-Use
Pavement Width	80 ft.	Garage Access	N/A
Sidewalk Width	9 ft.	Lot Width	30 ft.
Planter Type	Median	Frontage Buildout	28 ft.
Planting Pattern	Random	Front Setback	0 ft.
Street Lighting	Cobra Head	Side Setback	1 ft.
Curb Type	Header	Front Encroachment	0 ft.
		GRND Level Use	Commercial
		Upper Level Use	Residential

Block Perimeter	1800 ft.
Avg. Units/Acre	8.8

Zoning Code Acupuncture

8. Increase maximum lot coverage in R5 to include desired building types such as townhouses.



Article IV

Residential Districts

440.8: *Percentage of lot coverage.* The coverage of all buildings, including accessory buildings, shall not be more than forty (40) percent. **50%? 60%?**

440.9: *Dwelling standards.* Each building erected, converted, or reconstructed in this district shall have a minimum floor area as follows:

- (1) One family dwellings, two family dwellings, and row dwellings, one story in height, 850 square feet per dwelling unit, measured from the outside of the exterior walls, but excluding cellars, basements, open porches, breezeways, carports and garages, common entrances and halls.
- (2) One family dwellings and two family dwellings and row dwellings more than one story in height: 600 square feet per floor, but excluding cellars, basements, open porches, breezeways, carports, and garages, common entrance and halls.
- (3) Multi-family dwellings: 600 square feet per dwelling unit measured from the outside of the exterior walls, but excluding cellars, basements, open porches, breezeways, carports and garages, common entrance and halls.

Zoning Code Acupuncture

9. Regulate retail at grade by the Framework Plan. This may mean revising building height “bonus” and use mix for mixed-use buildings.

IN PROGRESS



Article V

Business Districts

Revise

- c. Minor revisions to the final site plan may be approved by the Director of Public Works if such revisions satisfy the intent of the approved site plan.

510.6:

Height. No building other than a church or similar place of worship shall exceed in height that height which for that particular building will create a maximum floor area ratio in excess of two and one-half (2 1/2) or 40 feet whichever is the lesser except when the building is part of a mixed-use development, the height shall not exceed 60 feet when approved by the Planning and Zoning Commission or City Council as part of a site plan review. Architectural features may be permitted above the height limitations provided that the space above the maximum height is not occupied, not used for storage, and is approved by Planning and Zoning or the City Council as part of a site plan review.

Remove

For mixed-use development consisting of multiple buildings, a minimum of twenty (20) percent and maximum of forty (40) percent of the total gross floor area of all buildings shall be provided as commercial use. If a commercial use is provided in a building, the entire ground story shall be provided as commercial uses only and residential uses only shall be provided on the second and above stories.

REWORD TO SAY '... EXCEPT FOR MIXED-USE BUILDINGS OR WHEN THE BUILDING IS PART OF A MIXED-USE DEVELOPMENT, THE HEIGHT SHOULD NOT EXCEED 60 FEET'

Remove the measurement by FAR as this doesn't provide a predictable result.

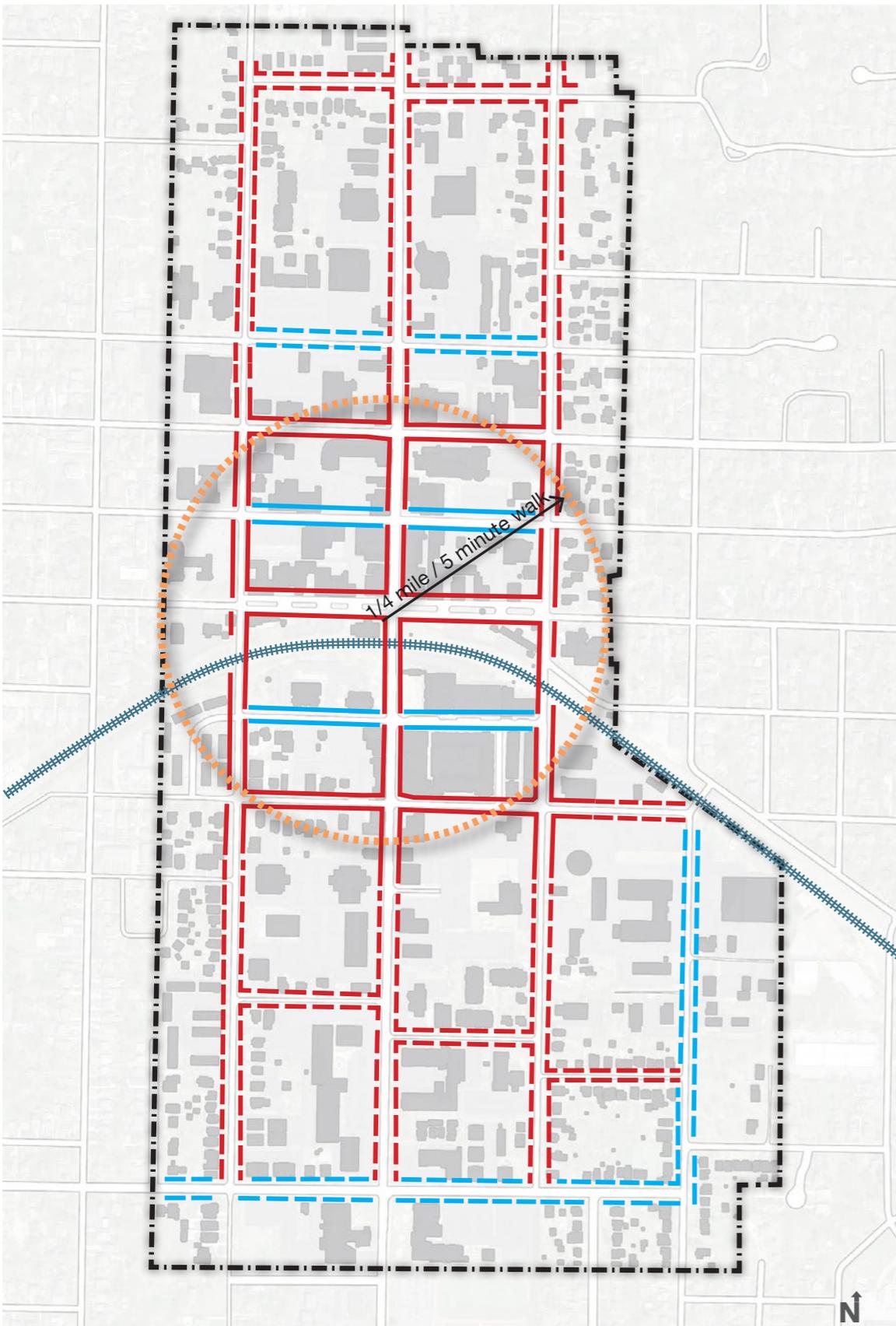
Suggest measuring height by stories to allow more generous floor to ceiling height. The current limit of 40 feet would translate to 4 stories and 60 feet to 6 stories.

Zoning Code Acupuncture

10. Calibrate ARB regulations to the A/B grid proposed by the Framework Plan.

Preferred elements are those the City finds to be highly compatible with, and contributing to, the existing character and quality of life in the single family zoning districts and for achieving the preferred character of residential infill development. Appropriately incorporating these elements into a project significantly increases the likelihood that the project will be viewed favorably by the Architectural Review Board.

Discouraged elements are those the City finds to be potentially incompatible with, and detracting from, the existing character and quality of life of the single family zoning districts and the preferred character of residential infill development. Incorporating discouraged elements into a project decreases the likelihood that the project will be viewed favorably. Because discouraged elements have the potential to be disruptive to the existing character of a neighborhood, applicants shall demonstrate how their use in the context of their total project design is consistent with:



1. BEAUTIFY

- Set plan and measure projects against implementability of vision plan and Comp Plan Goals: to be attractive, walkable, vibrant and healthy.

2. DIVERSIFY

- Build in more equity and more choices: transportation options, building types, open space types, etc..

3. SIMPLIFY

- Make zoning code changes, facilitate redevelopment, permit activation of storefronts, streamline approvals and processes, build-in predictability, accept some messiness!

WINS: Progress to date (< 2 years)

- An adopted Framework Plan;
- More detailed retail analysis completed (optimistic);
- Code rewrite well underway, with majority of Plan recommendations incorporated, including a R-MMH;
- Streamlined permitting process;
- Code provides incentives for better architecture;
- Plan stirred healthy amount of new development;
- Many streetscape improvements (ornamental lighting, parking restriping, new crosswalks and curb extensions where possible);
- Additional bike route; and
- You are saying no to Starbucks drive-thru downtown!



*"Men do not love
Rome because she
is beautiful.
Rome is beautiful
because men have
loved her"*

(The Roman Oath)