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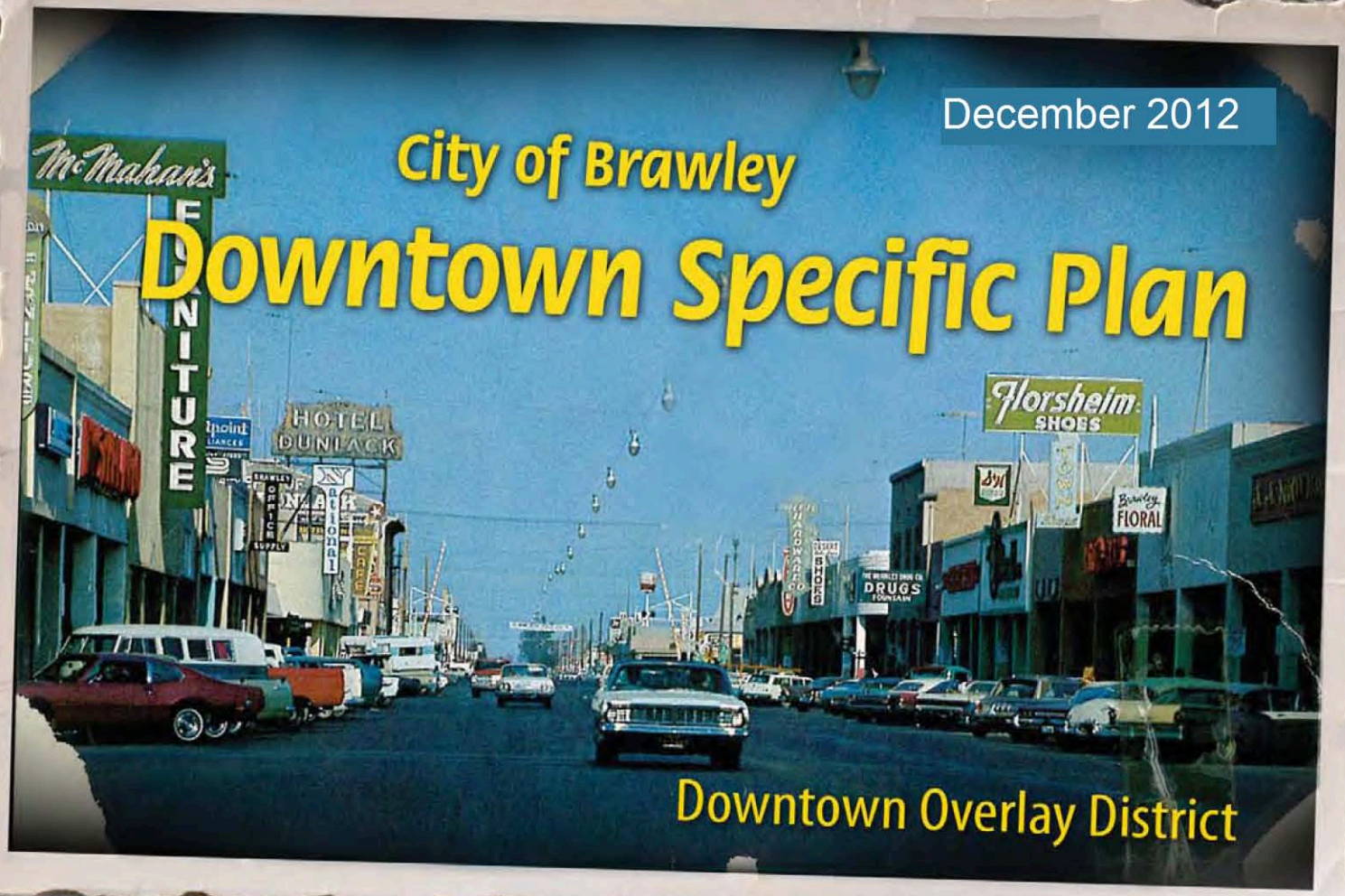
December 2012

City of Brawley
Downtown Specific Plan



Downtown Overlay District

urban design studio
RBF CONSULTING

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INTRODUCTION AND USER'S GUIDE

This Specific Plan is intended to guide future development patterns within the Downtown Brawley and assist in realizing the vision as described in detail within Chapter 3 (Downtown Vision). This Chapter provides essential information about the components of this Specific Plan, including it's purpose, statutory requirements, and general contents of each chapter. At the end of this Chapter is a user's guide. This guide should be used by all interested parties to better understand how to most effectively use this Specific Plan.

1.1 Introduction

1.1.1 Specific Plan Overview and Purpose

This Specific Plan will guide development and facilitate the redevelopment of approximately 110 acres of land within Downtown Brawley into a more cohesive central business district generally around Plaza Park and along Main Street. The overall purpose of this Specific Plan is to:

- Manage the transition of Main Street ownership from Caltrans back to the City of Brawley upon completion of the Brawley Bypass.
- Encourage facade rehabilitation, property redevelopment, and new development within vacant and underutilized properties.
- Increase connectivity for pedestrians, bicyclists, motorists and transit users within Downtown and the larger region.
- Increase City revenues and diversify the City's economic base.
- Increase the demand for goods and services within Downtown by increasing its resident and visitor population.
- Create opportunities for expansion of existing businesses, integration of new businesses, and job growth through destination amenities.
- Preserve designated historic buildings.
- Provide high quality civic spaces for cultural events, public gatherings, and recreational uses.
- Diversify the City's housing options by providing urban housing opportunities for a range of socio-economic levels.

Downtown Brawley is located in the heart of the City. The Specific Plan area is illustrated in Figure 1-1 (Specific Plan Area). The General Plan has divided this Specific Plan Area into three distinct districts: Civic Center District, West Village District, and East Village District.

1.1.2 Specific Plan Authority

The California Government Code (Title 7, Division 1, Chapter 3, Article 8, Sections 65450 through 65457) provides the authority for a city to adopt a specific plan by ordinance (as a regulatory plan) or resolution (as a policy driven plan). This Specific Plan is both a regulatory and policy document, and therefore must be adopted by ordinance.

This Specific Plan includes development standards and guidelines (Chapters 4 and 5), a description of future land uses and infrastructure improvements (Chapter 6), implementation and financing measures (Chapter 7), and a statement of the Specific Plan's relationship to the General Plan (Chapters 1 and 7). This Specific Plan document meets the legal requirements for a Specific Plan, as established by the California Government Code and the City of Brawley Municipal Code.

1.1.3 Specific Plan Statutory Requirements

Under California Law (Government Code Section 65450 et seq.) cities and counties may prepare specific plans to develop policies, programs, and regulations to implement the jurisdictions adopted general plan. A specific plan frequently serves as a bridge between the general plan and individual development master plans and planned unit developments, or other large development projects.

Required Contents

This Specific Plan has been prepared in accordance with the requirements of California Government Code Section 65451. As prescribed by law, this Specific Plan includes text and diagrams that generally describe the following:

- The distribution, location and extent of all land uses, including open space.
- The proposed distribution, location, extent and intensity of major components of public infrastructure, such as transportation and drainage systems.

- The standards and criteria by which development will proceed.
- A program of implementation measures, such as financing measures, policy and regulations and public works projects.

California law also requires a specific plan to be consistent with a City's General Plan, and that findings regarding consistency be included in the specific plan itself.

1.1.4 California Environmental Quality Act (CEQA) Compliance

The Brawley Downtown Specific Plan has been adopted in compliance with the requirements of the California Environmental Quality Act (CEQA) (California Public Resources Code, Section 21000 et seq.). Pursuant to CEQA Guidelines (Title 14, California Code of Regulations, Chapter 3, Section 15000 et seq.), the City of Brawley prepared an Initial Study and made these documents available to responsible agencies, trustee agencies, and interested parties for a 30-day public review period. Through the Initial Study, the City determined that the implementation of the Brawley Downtown Specific Plan could result in less than environmental impacts with mitigation and that preparation of an Mitigated Negative Declaration (MND) was required.

The Brawley Downtown Specific Plan MND is assigned State Clearinghouse Number 2012101023. Section 15162 of the CEQA Guidelines allows an MND to be prepared for a project area with certain mitigation measures. The Brawley Downtown Specific Plan establishes an overall development program that can be charaterized as one large project, but its implementation will require a series of future discretionary actions (approval of specific projects) by the City of Brawley. The Brawley Downtown Specific Plan Program MND is intented to serve as the primary environmental document for all future entitlements (later activities) ssociated with implementation of the Brawley Downtown Specific Plan, including all discretionary approvals requested or required to implement the project.

Pursuant to Section 15162 of the CEQA Guidelines, a later activity under the Brawley Downtown Specific Plan development program must be examined in the light of the Final MND to determine whether additional environmental documentation must be prepared. Each later activity must undergo an initial study and analysis by the City to determine if it is within the scope of the Final MND. Given that later activities are not new projects as defined by CEQA, compliance for each impact category is narrowed to a determination as to whether the activity would result in: (1) a new significant impact; (2) a more severe impact; or (3) no substantial change from the previous analysis. Based on the results of this initial study, the City will determine which of the following actions is applicable to the later activity:

- The later activity is a component of and consistent with the Brawley Downtown Specific Plan and has been previously analyzed as a part of the Final MND and findings certified pursuant to the State CEQA Guidelines. No additional CEQA documentation is required (CEQA Guidelines Section 15162).
- The later activity is a component of the Downtown Brawley Specific Plan and has been previously analyzed as a part of the Final MND and findings certified pursuant to the State CEQA Guidelines; however, minor technical changes or additions are needed to make the previous documentation adequate to cover the project. An Addendum to the Final MND is required (CEQA Guidelines Section 15164).

1.1.5 Consistency with Applicable Plans and Regulations

Findings of Consistency with General Plan

Although a map amendment to the City's General Plan will be necessary to facilities its implementation of this Specific Plan, the recommendations and objectives of the Brawley Downtown Specific Plan are consistent with the goals of the Brawley General Plan.

The purpose of the Downtown Overlay District (corresponds with the boundary for this Specific Plan), as stated in the General Plan, is to maximize the area's potential and provide a more exciting and compatible mix of civic, recreational, retail, office, light industrial, and residential uses.

The General Plan includes various implementation goals and programs to implement the General Plan, including Goal 3: Promote the Revitalization of the City's Downtown Business and Program 3.1: Downtown Revitalization, which states that the City will promote downtown revitalization and business growth through the following efforts:

- Continue the redevelopment of downtown with particular emphasis within the Downtown Overlay District.
- Consider adopting a specific plan for the Downtown Overlay District following the adoption of the update to the General Plan in order to provide greater direction for future developments.
- Use signage, landscaping, and public improvements to create a path and gateway that can draw travelers from the future intersection of SR 111/SR 78 into Downtown Brawley on Main Street. Implement and update the 1989 Downtown Revitalization Guidelines as needed.
- Encourage the preservation of residential neighborhoods in close proximity to the Downtown business district, along with rehabilitation of older housing and development of new housing, to support the district's commercial retail and service businesses.
- Create incentive programs to assist businesses in storefront improvements.
- Create a Downtown marketing program that strives to better position the Downtown Overlay District as a regional shopping and entertainment center.
- Consider creating a parking district to acquire and construct additional parking spaces.

Consistency with General Plan

The General Plan's intent for Downtown Brawley is to encourage the greatest densities while maintaining a small town "village" in the Downtown center, create a strong connection to Main Street and the Downtown center with a greater emphasis on residential uses west of the Downtown center, and emphasize commercial light industrial uses that are compatible with adjacent residential uses east of the Downtown center. A series of implementing programs are established in the General Plan, including:

- Incentive programs to assist businesses in storefront improvements;
- A marketing program that strives to better position Downtown Brawley as a regional shopping and entertainment center; and
- Parking district to acquire and construct additional parking spaces.

The General Plan encourages additional programs as well.

The following are the General Plan policies most relevant to Downtown Brawley. Policies not directly applicable to this Specific Plan have not been included. The analysis below provides a statement of consistency between the City's General Plan and this Specific Plan.

Land Use Element:

LUE Policy 1.1.1: Preserve the quality of Brawley's existing low-density single-family neighborhoods while permitting compatible multi-family development to meet community housing needs where best suited from the standpoint of current development, accessibility, transportation and facilities.

LUE Policy 1.1.3: Provide for and encourage the development of neighborhood-serving commercial uses in areas of Brawley presently under-represented by such uses. Encourage the integration of retail or service commercial uses on the street level of office projects. Neighborhood-serving commercial centers should primarily provide convenience goods and services and be consistent with the scale of the surrounding neighborhood.

LUE Policy 1.1.7: Encourage in-fill of vacant parcels in areas already predominately developed.

LUE Policy 1.1.8: Ensure an adequate supply of commercial and industrial land for potential commercial and industrial expansion and development. Businesses within a community or neighborhood should provide a range of job types.

LUE Policy 2.1.5: Encourage consolidation of parking and reciprocal access agreements among adjacent businesses.

LUE Policy 2.1.6: For mixed-use development, ensure that parcels of adequate size are used.

LUE Policy 2.2.2: Ensure a sensitive transition between commercial or industrial uses and residential land uses by employing techniques that include adequate buffering, landscaping and setbacks.

LUE Policy 2.2.3: Where mixed uses are permitted such as in the Downtown Overlay Districts, ensure compatible integration with adjacent uses to minimize potential conflicts, such as aesthetics, noise, and traffic. Compatibility with existing neighborhoods is important and should be an important consideration.

LUE Policy 2.2.4: Encourage the elimination of non-conforming land uses and nonconforming buildings.

LUE Policy 3.1.1: Encourage and continue the use of redevelopment activities, including the provision of incentives for private development, joint public-private partnerships, and public improvements in the redevelopment project areas.

LUE Policy 3.1.2: Encourage the rehabilitation of existing commercial arcades and signage.

LUE Policy 3.1.3: Continue to provide rehabilitation assistance in targeted residential neighborhoods to eliminate code violations and enable the upgrading of residential properties.

LUE Policy 3.1.4: Encourage the restoration and rehabilitation of properties in Brawley eligible for inclusion on the National Register of Historic Places (NRHP), California Register of Historic Resources (CRHR), or potentially eligible listed buildings, including historically sensitive restoration, as a means of preserving eligible structures.

LUE Policy 3.1.5: Promote vigorous enforcement of City codes, including building, zoning, and health and safety, to encourage building and property maintenance.

LUE Policy 3.1.6: Continue the graffiti removal program to facilitate prompt removal of graffiti on private and public property.

LUE Policy 3.1.7: Establish incentives to improve edge conditions and buffer areas between residential neighborhoods and adjacent commercial, industrial, and agricultural uses and highways.

LUE Policy 3.1.8: Re-establish the Brawley Central Business District as a major regional shopping, marketing, and office/commercial area for north Imperial County, while maintaining and encouraging a pedestrian friendly downtown "village" environment.

LUE Policy 3.1.9: Encourage mixed-use of commercial, residential, and institutional uses within the Central Business District. Mixed uses may be located in the same building footprint or in separate buildings.

LUE Policy 4.1.2: Encourage and promote high quality design and physical appearance in all development projects.

LUE Policy 4.1.4: Preserve and enhance the City's "small town" character. Neighborhoods should be designed so that housing, jobs, daily needs and other activities are within easy walking distance of each other, while preserving the aesthetic character of the community.

LUE Policy 4.1.5: Preserve historically significant structures and sites, and encourage the conservation and rehabilitation of older buildings, sites and neighborhoods that contribute to the City's historic character. Establish a strong architectural theme that represents the character and history of Brawley.

LUE Policy 4.1.7: Emphasize the Brawley Central Business District as the focal point of community, civic, cultural and recreational activities.

LUE Policy 4.1.11: Review and revise, as necessary, the City's development standards to improve the quality of new development in the City and to protect the public health and safety.

LUE Policy 4.1.12: Develop and implement design guidelines for all new development.

LUE Policy 4.1.13: Develop and implement design guidelines that will preserve and enhance the character of the City's Brawley Central Business District and enhance downtown "village" environment.

LUE Policy 4.1.14: Encourage entertainment opportunities such as restaurants, coffee shops, movie theatres, civic theatres, art, and water parks.

LUE Policy 4.1.15: Encourage the undergrounding of utility lines in the central business district and urban area.

LUE Policy 4.1.16: Consider the use of form-based codes as a useful tool for achieving certain general plan goals, such as walkable neighborhoods and integrated land uses. The City may choose to establish form-based codes where such codes would implement General Plan policies.

LUE Policy 5.2.1: Establish standards for the location of industrial areas within the City of Brawley.

LUE Policy 5.2.2: Encourage industrial development in areas that have readily available rail and truck access.

LUE Policy 6.1.9: Concentrate government legislative and administrative offices in or near the central business district to facilitate public access, public interaction among City agencies, and interaction among agency staff.

Infrastructure Element:

IE Policy 1.1.12: Minimize pedestrian and vehicular conflicts through street design and well-marked pedestrian crossings.

IE Policy 2.1.1: Consolidate parking, where appropriate, to eliminate the number of ingress and egress points onto arterials.

IE Policy 2.1.2: Provide sufficient off-street parking for all land uses.

IE Policy 2.1.3: Encourage the efficient use of parking facilities, including provisions for shared use of facilities, smaller vehicles and other provisions to improve the effectiveness of City codes and ordinances.

IE Policy 3.3.2: Encourage the preservation of existing development along the railroad.

IE Policy 4.1.3: Encourage the development of additional regional public transportation services and support facilities including park-and-ride lots.

IE Policy 5.1.5: Encourage the provision of safe transit stops.

IE. Policy 5.2.1: Promote the safety of pedestrians and bicyclists by adhering to uniform standards and practices, including designation of bicycle lanes, proper signage, and adequate sidewalks, bicycle lanes, and off-road bicycle trails.

IE Policy 5.2.2: Maintain existing pedestrian facilities and require new development to provide pedestrian walkways between developments, schools and public facilities.

IE Policy 5.2.9: Provide for a non-vehicular circulation system that encourages bicycle transportation and pedestrian circulation.

IE Policy 7.1.1: Increase the capacity of the water treatment plant and the water distribution system as needed to provide for new development and ensure adequate supplies during the summer months.

IE Policy 7.1.2: Continue to replace inefficient cast iron pipes with more efficient pipe.

IE Policy 9.1.3: Consider establishing a program that encourages undergrounding of existing power and telephone lines.

Resource Management Element:

RME Policy 1.1.5: Provide commercial areas that are conducive to pedestrian and bicyclist circulation.

RME Policy 1.2.5: For planned high density and mixed use developments, project proponents should consult with the local transit agency and incorporate all appropriate and feasible transit amenities into the plans.

RME Policy 1.2.6: Encourage non-motorized transportation through the provision of bicycle and pedestrian pathways.

Open Space/Recreation Element:

OSRE Policy 4.1.1: Preserve public and private open space lands for active and passive recreational opportunities. Utilize zoning and land use control as a means to preserve open space lands.

Public Safety and Noise Element:

PSNE Policy 2.1.3: Regulate the structural seismic safety of all buildings located within the City, especially un-reinforced masonry buildings built prior to 1933 and inventory tilt-up industrial buildings built prior to 1974.

PSNE Policy 2.1.4: Ensure that existing and new structures for human occupancy, critical structures, and vital emergency facilities are designed to minimize damage from potential geologic/seismic hazards and avoid functional impairment.

Economic Development Element:

EDE Policy 1.1.1: Maintain and support the Brawley Economic Development Commission and Chamber of Commerce and facilitate an aggressive business marketing and promotion program.

EDE Policy 1.1.2: Identify the types of industrial, office and commercial uses that are desired by the community and assess the market demand for those types of uses.

EDE Policy 1.1.3: Ensure that the land use plan includes sites supporting new job-creating industrial and commercial development.

EDE Policy 1.1.4: Work with federal and state agencies to develop and implement programs designed to train the under-educated and unskilled to increase their opportunities for employment.

EDE Policy 3.1.1: New developments in the Downtown Overlay District (DOD) should be consistent with the vision of the DOD's respective sub-districts and the 1989 Downtown Revitalization Guidelines. Modify and implement design guidelines for the downtown area as needed.

EDE Policy 3.1.2: Promote the development of residential, recreational, and retail opportunities that encourage use and activity beyond the normal hours of the work week.

EDE Policy 3.1.3: Encourage the development of a combined governmental (City, state and federal) services complex in downtown Brawley.

EDE Policy 3.1.3: Establish a business improvement district in the downtown area and offer incentives to downtown businesses.

Consistency with Zoning Ordinance

The City of Brawley Zoning Ordinance will need to be amended to facilitate implementation of this Specific Plan. Article XXII: Mixed-Use Overlay District of the Zoning Ordinance will need to reflect adoption of this Specific Plan and state that the Regulating Code of this Specific Plan will serve as the zoning for the Mixed-Use Overlay District. The Zoning Map will need to be amended to reflect the Brawley Downtown Specific Plan similar to other identified specific plans.

Consistency with Downtown Revitalization Guidelines

The City created Downtown Revitalization Guidelines in 1989 in order to help provide a better framework to guide the character of growth and improvements within the City's redevelopment areas, which include the Downtown Overlay District (DOD). New developments in the DOD shall be consistent with the Downtown Revitalization Guidelines. Any design guidelines contained within this Specific Plan are intended to supplement those already adopted in 1989.

Other Planning Documents Analyzed

The City has a number of planning documents and studies that were evaluated in preparing this Specific Plan. Findings and/or information from the following documents may be referenced throughout this Specific Plan:

- 2009 Imperial Valley Enterprise Zone Marketing Plan
- 2009 Brawley Service Area Plan
- 2008 Brawley General Plan Update
- 2008 SCAG Regional Transportation Plan (Forecast Data)
- 2007 Brawley Redevelopment Plan Amendment (Project Area 1)
- 2006 Brawley Main Street Charrette Study Report
- 2002 Brawley Bicycle Master Plan
- 2001 Brawley Downtown: Existing Building Footprints (Hand-Drawn)
- 2000 IVAG Non-Motorized Transportation Plan
- 1989 Brawley Revitalization Master Plan (Includes Design Guidelines)

1.2 User's Guide

1.2.1 Specific Plan Organization

The Specific Plan is composed of nine (9) Chapters, as described below.

Chapter 1: Introduction and User's Guide

This Chapter describes the Specific Plan contents. Since the Specific Plan will be used by a variety of users (such as property owners, City staff, business owners, residents, and elected and appointed officials), a user's guide is also provided in Section 1.2 of this Chapter.

Chapter 2: Existing Conditions

This Chapter provides detailed existing conditions information about the Specific Plan area.

Chapter 3: Downtown Vision

This Chapter describes the overall vision for Downtown Brawley, Specific Plan goals and objectives, and the planning process and rationale that led to the formation of this Specific Plan. The Downtown Brawley Vision Plan is included as Figure 3-1 (Vision Plan).

Chapter 4: Regulating Code

The Regulating Code provides the development regulations for all new buildings within Downtown Brawley and supercedes the provisions of the Zoning Ordinance unless otherwise noted.

Chapter 5: Building Retrofit and Maintenance

This Chapter provides design guidance for additions, retrofits and maintenance of existing buildings, as well as recommendations for other related design improvements to those buildings.

Chapter 6: Infrastructure

This Chapter provides a summary of the existing infrastructure within Downtown Brawley and future improvements in anticipation of build-out.

Chapter 7: Implementation Programs

This Chapter provides the process for implementation of this Specific Plan.

Chapter 8: Administration

This Chapter provides a summary of the administrative process for Specific Plan adoption, amendments, development entitlement processing, enforcement, and severability.

Chapter 9: Definitions

This Chapter provides definitions for various terms used throughout this Specific Plan. Standard dictionary definitions shall be used for words not contained in this Chapter.

1.2.2 Applicability of Figures and Images

Figures and images are used liberally throughout this document, especially in Chapter 4 (Regulating Code), and Chapter 5 (Design Guidelines). These figures and images are intended for illustrative purposes only. Specific development standards, regulations, and guidelines contained in this document are the controlling language for the purposes of the development regulation. If a figure or image is in conflict with the controlling regulation, the regulation shall rule and the diagram shall be updated by the Planning Director to prevent future confusion. Such updates do not require a Specific Plan amendment.

1.2.3 Steps to Using this Specific Plan

This Specific Plan is designed to meet the needs of many users, including property owners, merchants, architects, designers, building contractors, City staff, residents, investors, developers, and other interested organizations and persons in the community. Each of these interests plays a vital role in the future development of Downtown Brawley.

The following steps are recommended for using this Specific Plan:

Step 1:

Review Chapters 1 and 2 to gain an understanding of this Specific Plan and existing conditions of Downtown Brawley.

Step 2:

Review Chapter 3 to gain an understanding of the vision for Downtown Brawley and future development projects.

Step 3:

Those interested in developing a specific property or expanding/enhancing a specific business or building within Downtown Brawley should review Chapters 4 and 5 to gain an understanding of the development regulations and design guidelines for the property or business/building.

Step 4:

Review Chapters 6 and 7 to learn about infrastructure needs and the process by which this Specific Plan will be implemented.

Step 5:

Schedule a meeting with the City of Brawley Planing Department to review concepts, determine project processes and requirements, identify other agencies that may need to be contacted, and discuss potential issues, solutions, and approaches.

It is highly recommended that interested property/business owners, developers, and investors contact the City to discuss project proposals before committing large amounts of time and money for plans and drawings.

End of Section.

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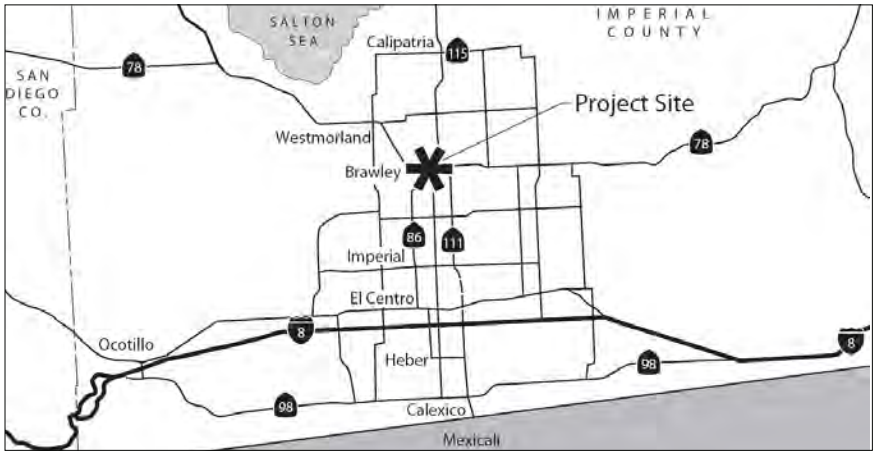
2 EXISTING CONDITIONS

The City of Brawley is located in central Imperial County, California in the Imperial Valley. The City is located approximately 12 miles southeast of the Salton Sea and approximately 10 and 12 miles, respectively, north of the Cities of Imperial and El Centro. Regional roadway access to the City is provided by State Routes 78, 86, and 111.

Downtown Brawley is situated around Plaza Park and generally includes properties along Main Street (between First Street and Cesar Chavez Street) and several properties one block north and south. Existing land uses include commercial, office, service, residential, light industrial, and civic uses. Main Street generally bisects Downtown Brawley in an east-west manner and railroad tracks in a north-south manner. Downtown is divided into three districts: West Village, Civic Center, and East Village. Each district has unique characteristics that differentiate them from the others.

2.1 Physical Setting

The City of Brawley is strategically situated in an important agricultural area of the Southwest region. Three state highways intersect in Brawley: Highway 86, Highway 111 and Highway 78, making the City an important hub accessible from the coast, as well as Arizona and further east; to Coachella Valley, Interstate 10 and other points north. In September 2008, the City of Brawley adopted a new General Plan, which includes the addition of a Downtown Overlay District to encourage the revitalization of Downtown Brawley.



2.1.1 Brawley Bypass

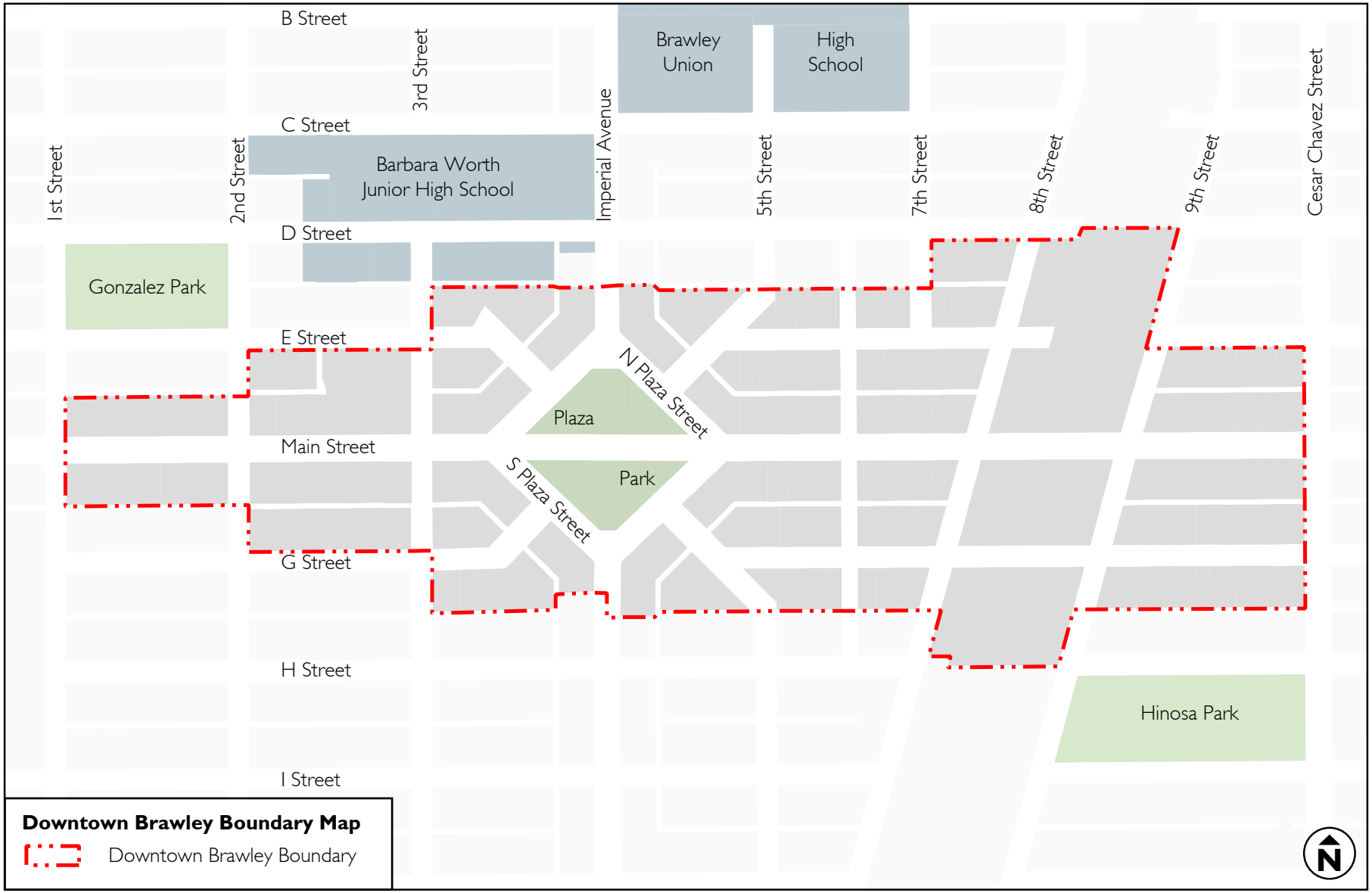
The steady increase of traffic on Hwy 78 and Hwy 86/Hwy 111, particularly within the City of Brawley, has resulted in increased traffic congestion, noise and safety concerns along Main Street. The City of Brawley, the County of Imperial and the Brawley Chamber of Commerce all expressed an urgent desire to alleviate the traffic congestion within Downtown Brawley. The resulting "Brawley Bypass" (SR-78/SR-11 Expressway) project initiated by Caltrans was aimed at reducing traffic impacts located within Downtown Brawley, and to accommodate increased regional and international transportation infrastructure needs along the California/Mexico border.

With the completion of the "Brawley Bypass" and the ultimate relinquishment of Main Street back to the City, there are many changes anticipated in the Downtown and other commercial areas of the City. To prepare for this transition, the City intends to revitalize Downtown through the integration of pedestrian and bicycle connections, increased transit access, infill commercial and residential development, facade rehabilitation of existing storefronts, and active community events. The envisioned efforts will maximize use of existing infrastructure and promote energy efficiencies through new construction and building retrofits. Social gathering spaces, easy access between consolidated parking areas and businesses, and enhanced streetscapes will promote interconnectedness throughout the Downtown area.

2.1.2 Specific Plan Location

The Specific Plan Area (or "Downtown Brawley") is located at the core of the City and is generally centered along Main Street from First Street to Cesar Chavez Street (10th Street). Refer to Figure 2-1 (Specific Plan Area) for a map of Downtown Brawley. Downtown Brawley is contained entirely within the City's Redevelopment Project Area No. 1, which is described in detail in the 2007 Amendment to the Redevelopment Plan.

Figure 2-1: Specific Plan Area



2.2 Downtown Overlay District

In September 2008, the City of Brawley adopted its General Plan Update. One of the distinctive changes to the plan was the addition of a Downtown Overlay District (DOD), which outlines specific policies for revitalizing Downtown Brawley. Those policies include the following:

- Re-establish the Brawley Central Business District as a major regional shopping, marketing, and office/commercial area for north Imperial County, while maintaining and encouraging a pedestrian friendly Downtown "village" environment.
- Develop and implement design guidelines that will preserve and enhance the character of the City of Brawley Central Business District and enhance Downtown "village" environment.
- Encourage specific plans which describe necessary circulation and infrastructure systems and specific land uses desired within Special Study areas.
- Consider adopting a specific plan for the DOD following the adoption of the update to the General Plan in order to provide greater direction for future developments. As part of a Special Study Area, the DOD would benefit from a Specific Plan that would further study and evaluate development options in the District.

The City's DOD includes three sub-districts, each with a different vision. With the exception of areas designated for industrial uses, the DOD may allow densities and/or a combination of uses that would not otherwise be allowed by a single land use designation anywhere else in the City.

Figure 2-2 (Downtown Overlay District) graphically represents the three DOD districts within the Specific Plan Area, and the following sections describe the general focus and intent of the three DOD districts.

2.2.1 Civic Center District (I)

The Civic Center District is intended to encourage the greatest densities within the City, while maintaining a safe and small town "village" Downtown center. This is the heart of the City, which contains many opportunities for revitalization. The street network surrounding the City Hall, North Plaza Street and South Plaza Street, resembles a diamond shape and provides a unique connection to the adjacent and nearby uses. The overlay area will help to increase the area's position as the City's cultural, civic, and entertainment center within a walkable, pedestrian scale village atmosphere.

The Civic Center District, with the exception of areas with an industrial designation, may permit up to 25 dwelling units per net acre of land (including any density bonuses) with a variety of residential, retail and office commercial, recreational, and civic uses. This District does not provide any density bonuses for areas with an industrial designation. Residential developments must include ground floor commercial uses. The maximum height of any future development shall be no greater than five (5) stories.

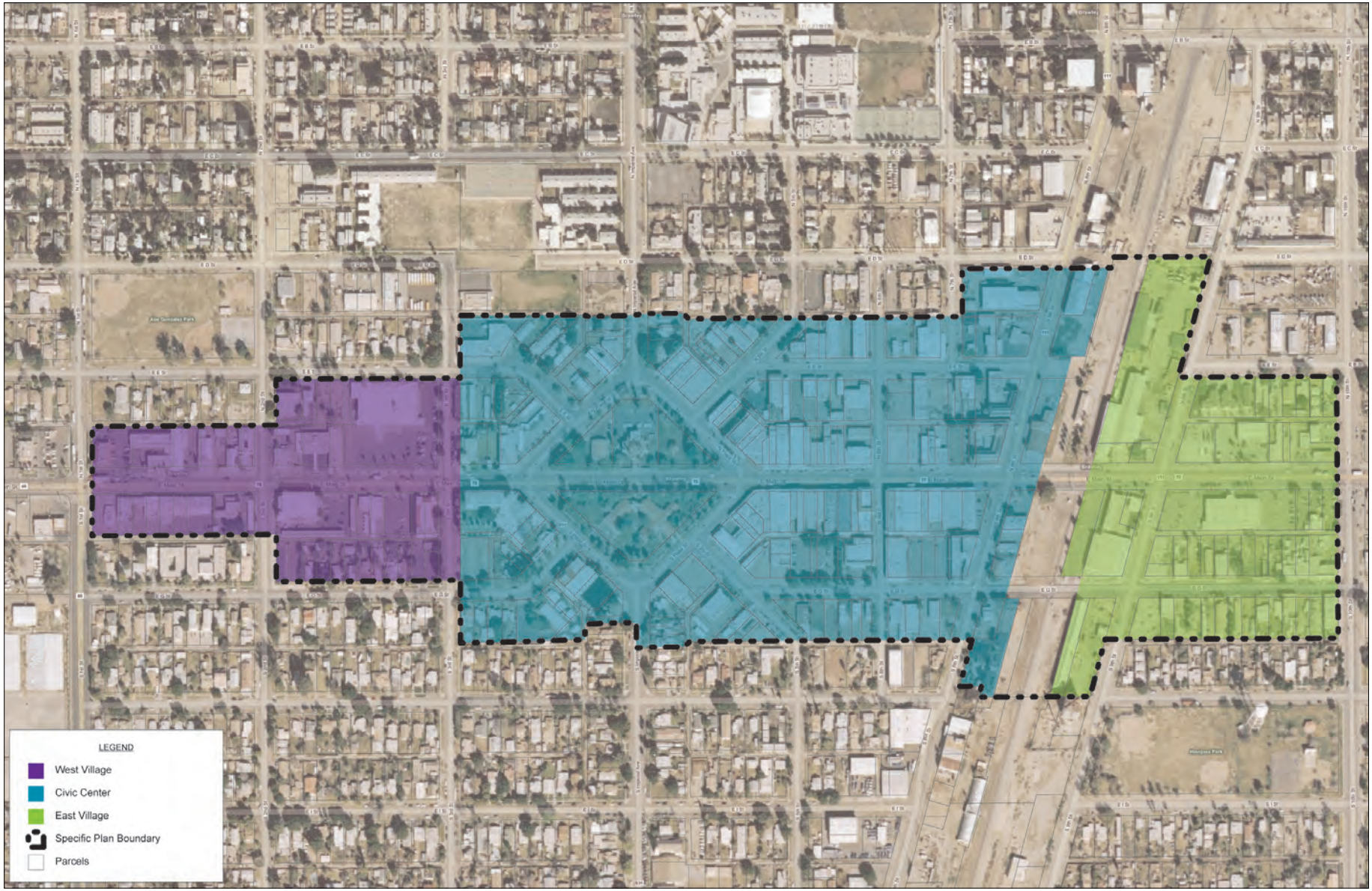
The Civic Center District also encompasses a few industrial designated parcels along the Union Pacific Railroad corridor. New developments in this area must ensure adequate buffers and compatibility between any industrial and residential properties and other sensitive receptors with regard to but not limited to the following potential hazards: noise; hazardous and/or toxic air contaminants; and hazardous and/or toxic substances.

- Maximum DUs/Net Acre = 25 (Includes Density Bonus)
- Maximum Building Height = 5 Stories

2.2.2 West Village District (II)

The West Village District is intended to encourage strong connections to Main Street and the Center Civic District located to the east, but on a less intensive scale and with a greater focus on residential uses.

Figure 2-2: Downtown Overlay District



The West Village District may permit up to 20 dwelling units per net acre of land (including any density bonuses) with a variety of residential, retail and office commercial, recreational, and civic uses. Residential developments must include ground floor commercial uses. The maximum height of any future development shall be limited to three (3) stories.

- Maximum DUs/Net Acre = 20 (Includes Density Bonus)
- Maximum Building Height = 3 Stories

2.2.3 East Village District (III)

The East Village District is intended to encompass a variety of industrial, commercial, and residential uses. The connection to the Civic Center District to the west and Main Street are key elements that should be incorporated into future developments. This area may encourage a stronger orientation of retail and office commercial and light industrial uses but new developments in the District must ensure adequate buffers and compatibility between any industrial and residential properties and other sensitive receptors with regard to but not limited to the following potential hazards: noise; hazardous and/or toxic air contaminants; and hazardous and/or toxic substances.

The East Village District, with the exception of areas with an industrial designation, may permit up to 18 dwelling units per net acre of land (including any density bonuses) with a variety of residential, retail and office commercial, light industrial, recreational, and civic uses. The District does not provide any density bonuses for areas with an industrial designation. Residential developments must include ground floor commercial and may include ground floor light manufacturing uses with a retail outlet for the products produced on-site as long as they are compatible with adjacent and nearby uses. The maximum height of any future development is four (4) stories.

- Maximum DUs/Net Acre = 18 (Includes Density Bonus)\
- Maximum Building Height = 4 Stories

2.3 Existing Conditions

2.3.1 Existing Land Uses

Throughout most of Downtown, Main Street is lined with one-story civic (city, county and quasi-public), retail, commercial/office, service and public park uses. Brawley's City Hall, Council Chambers, Library, Post Office, Police Station, and Chamber of Commerce (among other public facilities) are located within Downtown's immediate core, on and immediately surrounding Plaza Park. The Imperial County Courthouse is located to the west along Main Street, and the County's Employment Services Center is located to the east, adjacent to Brawley's Medical Center.

A combination of residential, school and park uses have generally developed within the blocks located just north and south of Main Street, offering strong north/south connections to Downtown users. Barbara Worth Junior High School, Brawley Union High School and Gonzalez Park are located immediately north of the Specific Plan Area, and Hinjosa Park immediately to the south.

A variety of light industrial and general commercial uses are also located within the eastern portion of the Specific Plan Area, nearest the Railroad. See Figures 2-3 (Key Downtown Assets) and 2-4 (Existing Land Uses).

2.3.2 Parcel Configuration and Ownership

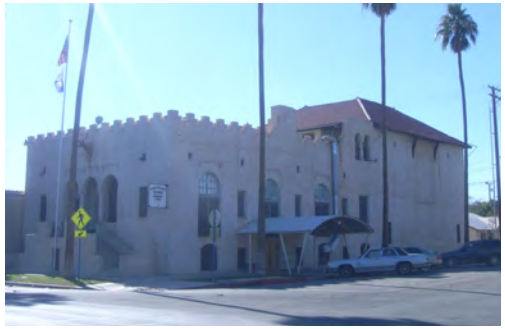
Downtown Brawley is approximately 110 acres and is comprised of approximately 265 parcels. Several parcels are publicly owned (e.g. City of Brawley and Imperial County) and others are owned by a variety of individuals and entities. Parcel sizes range from approximately 2,100 to 156,000 square feet, which is highly influential over the potential for future development. In order to facilitate larger concentrations of development within Downtown, many projects will require the City's assistance with land assembly. See Figures 2-5 (Parcel Configuration and Ownership) and 2-6 (Existing Building Footprints and Heights).

Figure 2-3: Key Downtown Assets

Historic Brawley Theater (Facade Only)

Plaza Park and Statue

Brawley City Hall


Elks Lodge

Brawley Post Office

Brawley Police Station

Brawley Fire Department

Tree-Lined Neighborhood Street Connecting into Downtown

Figure 2-4: Existing Land Uses ("On-The-Ground")

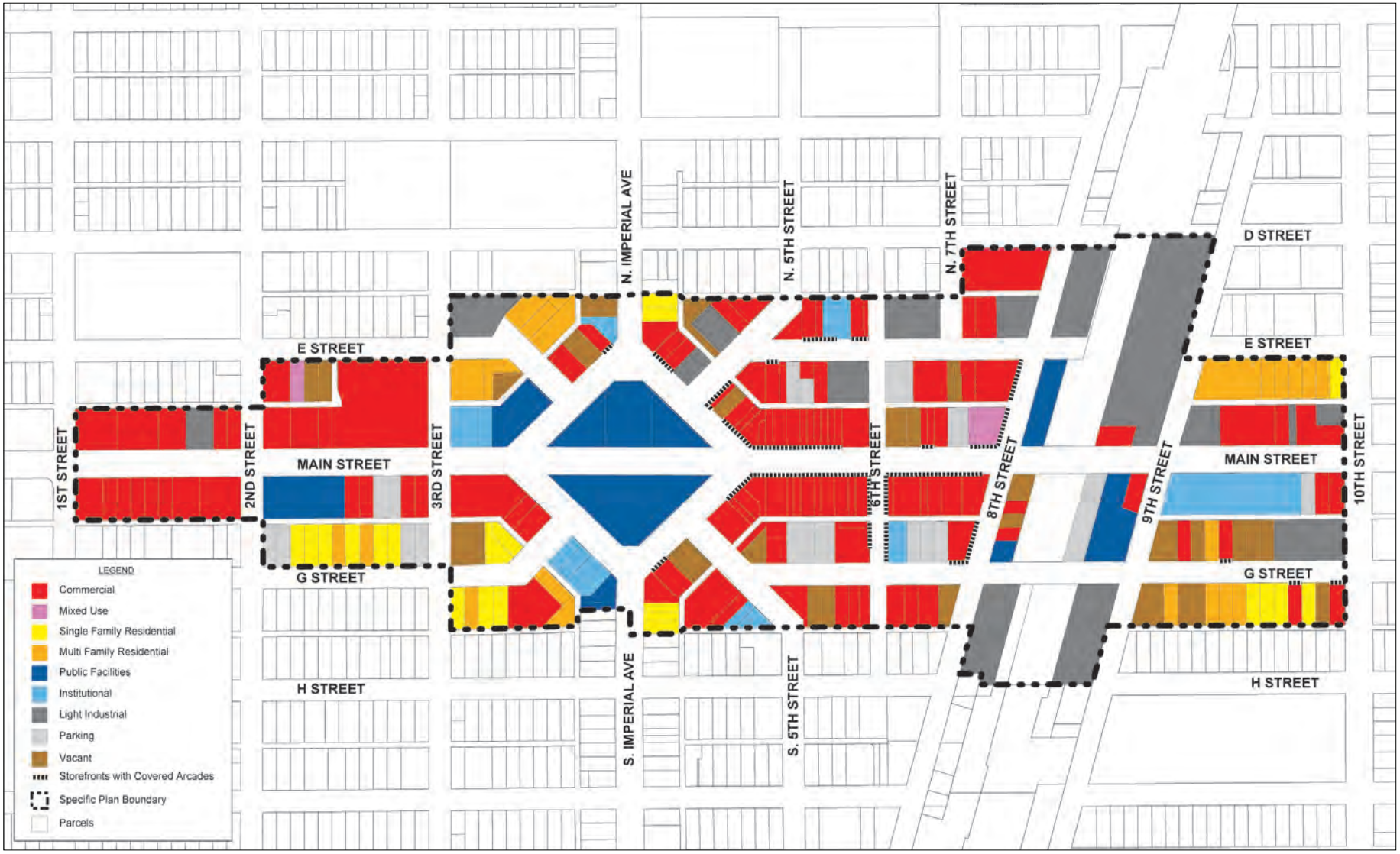
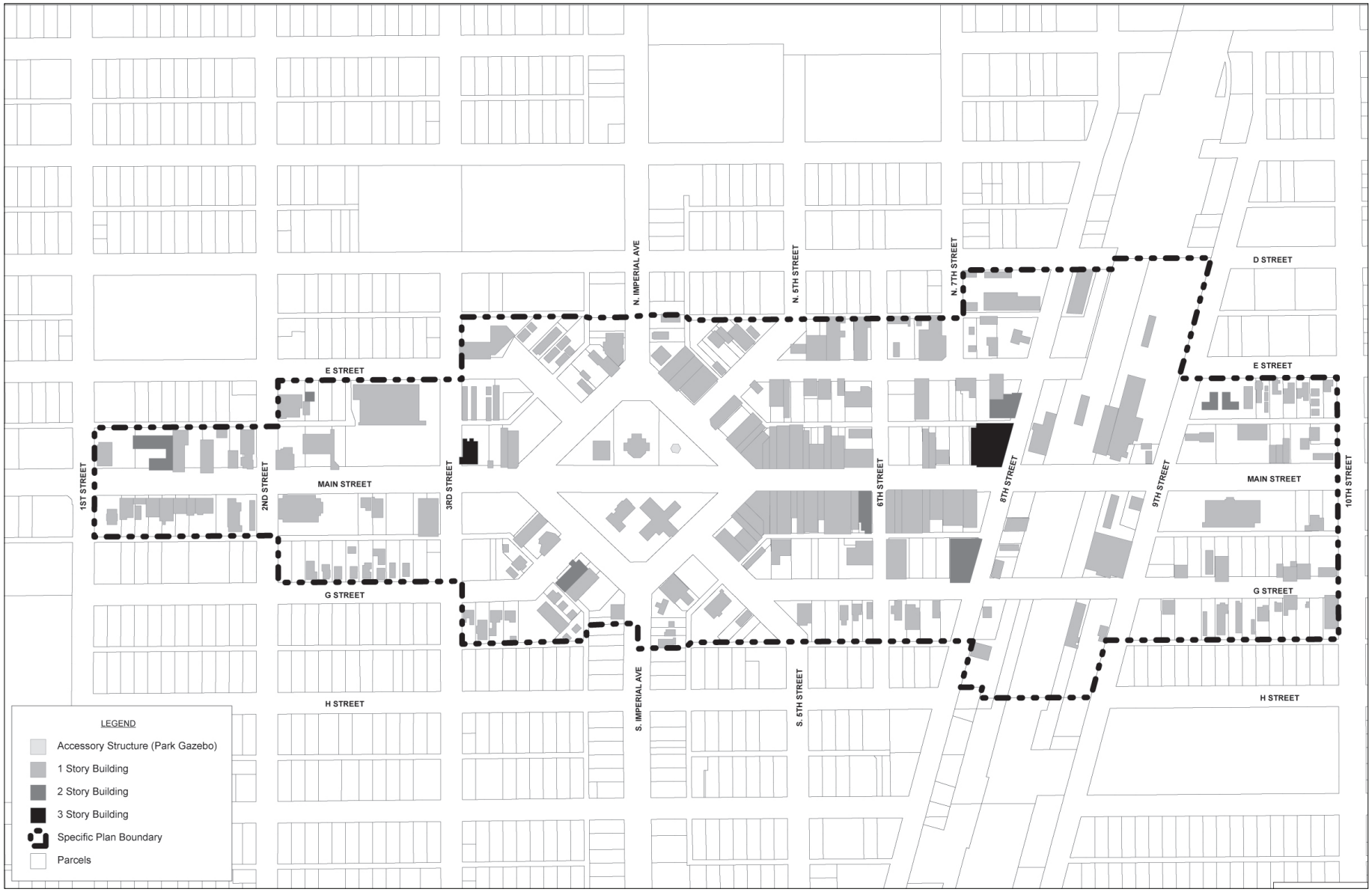


Figure 2-5: Parcel Configuration and Ownership

Figure 2-6: Existing Building Footprints and Heights



2.3.3 Un-Reinforced Masonry (URM) Structures

Most of the existing storefronts located along Main Street in Downtown are constructed of brick and hollow concrete block, also known as Un-Reinforced Masonry (URM). The State of California mandates that cities inventory the number and location of URM buildings located within their community. The City of Brawley's Building Department has documented a total of twenty-seven (27) properties within the Specific Plan Area that represent a total of forty (40) URM buildings. The properties are listed in Table 2-1 (URM Buildings) and shown in Figure 2-7 (URM Building Locations).

Un-Reinforced masonry (URM) can be generally defined as masonry that contains no reinforcement (steel or otherwise), which can compromise a building's structural integrity during earthquakes. Masonry is comprised of earthen materials such as brick, hollow concrete block, hollow clay tile, stone and adobe. Given its durability, fire resistance and architectural character, URM has been used quite often in the construction of schools, city halls, central business district buildings, factories and residential buildings.

URM Buildings (Looking East Along Main Street)

Table 2-1: URM Buildings

Building Address	Legal Description	APN #
157 N Plaza St.	Lots 4-6, Block 47	046-213-10
161 N Plaza St.	Lots 1-3, Block 47	046-213-11
541 E "E" St.	Lot 5, Block 70	047-341-08
541 E Main St.	Lot 18, Block 71	047-342-11
527 E Main St.	Lot 15, Block 71	047-342-13
515 E Main St.	Lots 11 & 12, Block 71	047-342-15
511 E Main St.	Lot 10, Block 71	047-342-16
505 E Main St., 507 E Main St.	Portions of Lots 8 & 9, Block 71	047-342-17
501 E Main St., 106 & 112 N Plaza St.	Lots 7, 8, 9, Block 71	047-342-18
136 N Plaza & 110 N 5th St.	Lot 1, Block 71	047-342-21
549 Main St.	Lot 20, Block 71	047-342-29
537 Main St.	Lot 17, Block 71	047-342-31
533 Main St.	Lot 16, Block 71	047-342-32
625 E Main St.	Portion of Lot 7, Block 79	047-345-13
623 E Main St.	Portion of Lot 6, Lot 7, Block 79	047-345-14
967 & 961 E Main St.	Lot 7, Block 108	047-353-28
516 E Main St.	Lots 10, 11, 12, Portion of Lot 13	049-021-02
522 E Main St.	Portion of Lot 13, Block 72	049-021-03
526 E Main St.	Lot 14, Block 72	049-021-04
530 E Main St.	Lots 15 & 16, Block 72	049-021-05
536, 538, 540 E Main St.	Lot 17, Block 72	049-021-06
542 E Main St.	Lots 18 & 19, Block 72	049-021-07
550 E Main St.	Lots 20 & 21, Block 72	049-021-08
558 E Main St.	Lot 22, Block 72	049-021-09
580 Main St., 111, 115, 119, 123, 125 S. Sixth St.	Lots 23 & 24, Block 72	049-021-10
632 & 638 E Main St.	Lots 14, 15 & 16, Block 78	049-023-05
945 E "G" St.	Lot 6, Block 109	049-041-20

Figure 2-7: URM Building Locations

2.3.4 Parking Conditions

Automobile parking is a highly debated planning topic for many communities, especially throughout Southern California where cities have become increasingly auto-centric. Parking heavily influences the walkability of planning districts, as well as the feasibility of potential development projects.

For several years, the community of Brawley has been discussing existing parking conditions within Downtown and exploring potential parking management options for the future. Through a series of Main Street Charrette workshops conducted with stakeholders prior to preparation of this Specific Plan, the City initiated a re-striping effort for much of the parking located around Plaza Park. Like many streets within Downtown, Plaza Park Street is a wide "sea" of asphalt, leaving pedestrians, bicyclists and motorists confused as to where they can move safely through the right-of-way.

Currently, all parking within Downtown is free-of-charge and located on surface. As shown in Table 2-2 (Existing Parking Counts), on-street parallel parking is more prevalent throughout Downtown than angled. Parking is also limited to two-hour use within certain segments along Main Street. Some consolidated surface parking lots are located at the rear of Main Street businesses, but suffer from pothole and flooding, as well as illegal dumping maintenance issues. See Figure 2-8 (Existing Parking Locations).

As future development occurs, business owners throughout Downtown have expressed a strong desire to see parallel parking transition to angled parking along Main Street and other areas where it does not already exist.

Table 2-2: Existing Parking Counts

Existing Downtown Parking Spaces (Estimated, June 2010)		
On-Street Parallel Parking Spaces	=	845
On-Street Angled Parking Spaces	=	70
Off-Street Parking Lot Spaces	=	160
TOTAL PARKING SPACES	=	1,075

NOTE: Total Parking Spaces Count Subject to Field Verification

Source: Google Earth (Looking North Towards Plaza Park)

West Side of Main Street

Existing Parking Around Plaza Park

Directional Sign to Rear Parking Lot

Parking at Rear Suffering from Disinvestment

Parallel Parking on Side Street off Main

Figure 2-8: Existing Parking Locations

2.4 Economic and Market Profile

Over the last decade, the City of Brawley has trailed the population growth rate of Imperial County. The distribution of age groups and racial/ethnic groups in the City are similar to other communities in Imperial County. Average household size in the City is similar to the county, and within the Specific Plan Area, average household size is larger than Imperial County. Brawley has added new dwelling units at a lower rate than the County over the last decade, and like many communities in Imperial County, has seen a significant increase in the percentage growth of housing units entering foreclosure.

Imperial County has historically suffered from structural rates of unemployment, which has worsened in the most recent economic recession. Median household income in Downtown Brawley is higher than the County, but the entire City's median household income ($30,000) is lower than that of Imperial County.

Presently, Brawley is a net retail sales exporter and growth in taxable sales within the City has lagged behind other communities within Imperial County. The low per square foot sales price of commercial real estate indicates that there is currently a low demand for this type of product throughout the County, and that existing inventories must be absorbed by the market before new development can take place in a consistent manner.

As shown in Table 2-3 (Market Absorption Forecast), retail demand in Downtown Brawley can be separated into three categories: (1) spending generated by household in the City of Brawley; (2) spending by household in the rest of Imperial County; and (3) spending generated by cross border retail trade, which is an important component of the area's economy. As with the rest of the County, as the population grows, the amount of supportable retail space in Brawley can be expected to grow as well. Based on this analysis, existing retail consists of approximately 182,000 square feet, and new retail supported in Downtown Brawley over the next 25 years is approximately 188,000 square feet.

Comparatively, a forecast for demand of residential space was based on the existing proportional share of households currently located and by applying the same population growth rates anticipated for the City. Total demand for residential dwelling units within the Downtown area is anticipated to grow to 321 dwelling units by 2035. Excluding the estimated 172 dwelling units that already exist, the projected demand is approximately 150 new residential dwelling units over the next 25 years.

Based on an industry standard of 300 square feet per employee, the Downtown Specific Plan Area is estimated to account for 10.3% of total employment space within the City of Brawley. Using the current employment density estimate, Downtown Brawley's employment space (non-retail) square footage can be expected to grow from approximately 272,000 square feet to over 504,000 square feet by 2035, an increase of approximately 232,000 square feet.

Table 2-3: Market Absorption Forecast

Downtown Brawley (Market Absorption Forecast)							
Year	**Retail (SF)**	**Growth (SF)**	**Residential (DUs)**	**Growth (DUs)**	**Estimated Jobs**	**Employment Space (SF)**	**Increase (SF)**
2010	182,000	-	172	-	907	272,000	-
2015	224,420	42,420	203	31	1069	320,752	48,752
2020	260,200	35,780	242	39	1276	382,850	62,098
2025	304,130	43,930	275	33	1449	434,624	51,774
2030	340,760	36,630	301	26	1587	476,044	41,420
2035	370,120	29,360	321	20	1682	504,512	28,468
25 Yrs		**188,120**		**149**	**775**		**232,512**

Source: Metropolitan Research + Economics, 2010

End of Section.

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3

DOWNTOWN VISION

"Downtown is the civic and cultural heart of Brawley. The community is proud of the "small town" feel, historic charm, distinct architecture and dynamic events. Main Street is bustling seven days a week with a range of retail, entertainment and restaurant activities that serve local residents, civic employees and traveling visitors. As your bus crosses through the attractive gateway at 3rd Street, you know you've arrived even before reaching the depot. Amidst the warm breeze, you are greeted by the sounds of a lively street scene. Business owners are actively preparing for tonight's market in Plaza Park; families are seen taking a leisurely stroll down the arcade-covered walkways, while others cross about the streets in uniquely paved crosswalks. You see two friends immersed in conversation at your favorite outdoor dining spot while their children play happily amidst the water fountain's cooling mist. Once empty lots are now filled with rich, mixed-use architecture that respect the community's heritage and values; and as you relax in this clean, safe and magnetic civic center

. . . you remember why you love Downtown Brawley!"

- Community-Supported Vision Statement

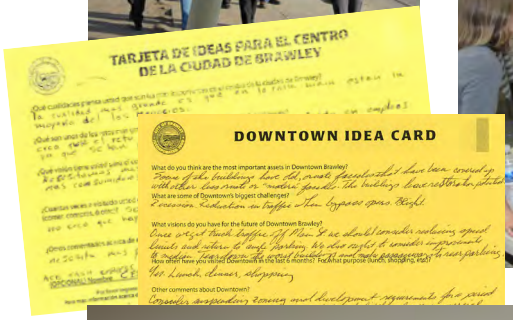
3.1 Community Participation

3.1.1 Outreach

Brawley business owners, residents, elected officials, City Staff, and local organization representatives actively participated in a series of outreach activities related to developing the vision for Downtown Brawley. Outreach included one-on-one stakeholder interviews, a Downtown walking tour, community workshops, a joint study session with Planning Commission and City Council members, and the use of comment cards.

- (10) In-Person Stakeholder Interviews -- January 13, 2009
- Downtown Walking Tour -- February 13, 2010
- Community Workshop No. 1 -- February 13, 2010
- (4) By Phone Stakeholder Interviews -- Week of March 18, 2010
- Joint Study Session -- June 1, 2010
- Community Workshop No. 2 -- June 9, 2010
- Comment Cards (English and Spanish) -- Throughout Entire Project

A great deal of feedback was received from Downtown stakeholders during Community Workshop No. 1, which integrated a Post-It-Note Visioning Exercise (i.e. treasures, challenges and visions), Visual Design Preference Survey using electronic handheld voting devices, and Small Group Vision Plans during which each workshop participant was given an opportunity to map out and present their ideas related to land uses, public gathering plazas, "sense of place" design features, etc.



3.1.2 Vision Statement

In addition to integrating stakeholders' comments on the vision plan, the community's ideas were used in preparing the community-supported vision statement located on the section cover of this Chapter.

3.1.3 The Community's Message

All of the outreach efforts proved successful in allowing the community of Brawley to provide input on the future of Downtown Brawley. Following are the major themes that arose from the combined outreach:

Post-It-Note Treasures

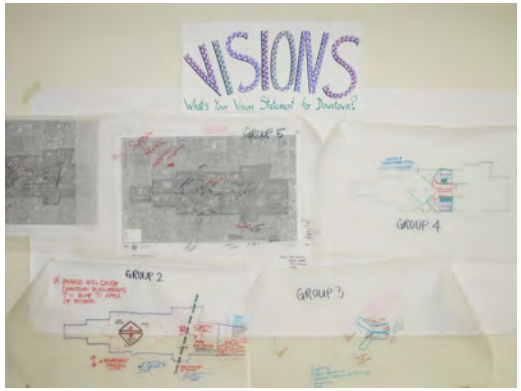
- "Small Town" Feel
- Plaza Park, Fountain and Cowboy Statue
- Concentration of Civic Uses
- Walkability
- Distinct and Historic Architecture
- Brawley Theater Facade
- Community Events
- Friendliness of Long-Time Local Businesses

Challenges

- City Code Enforcement (i.e. Signs and URM Building Retrofits)
- High Vacancy Rates and Absentee Landlords
- Hot Weather (Influences Design Options for Shaded Sidewalks)
- Funding for Facade Rehabilitation Programs
- Un-Reinforced Masonry Buildings
- Local Support and Participation in Redevelopment Efforts
- Alley Maintenance and Illegal Dumping

Visions

- Gateways, Entry Anchors and a "Sense of Arrival"
- Streetscape Amenities:
  - Public Art and/or Art Tiles on Streetscape Furniture
  - Distinctive Lighting
  - Street Trees (Consistent Shade Canopy)
  - City-Supported Sidewalk Sale Opportunities
- Vibrant Mix of Uses:
  - Specialty Retail (Ground Floor), Dining and Entertainment
  - Live/Work (Residential and Personal Office)
  - Professional Office and Medical
- Consolidated Surface Parking Lots at Rear of Main Street Businesses
- Safe Pedestrian Crossings
- A "Convertible Street" for Lively and Frequent Community Events
- Expanded Transit Service Connections
- Revenue Generation for Economic Stability



Strong Design Preference "Likes"

- Iconic Gateways
- Spanish Colonial, Art Deco and Mission Style Architecture
- Courtyard-Style Public Gathering Plazas
- Water Fountains or Other Water Features
- Covered Arcades and Tree Canopies
- In-Set and Decorative Crosswalk Pavers
- Corner Bulbouts for Pedestrian Safety
- Angled Parking Wherever Possible
- Attractive Paseos Connecting to Well-Lit Rear Parking Lots
- Creative 3-D Projecting Wall Signs (Business Identification)
- Painted Murals and Public Art

Strong Design Preference "Dislikes"

- Pueblo, Desert/Mid-Century Modern and Western Style Architecture
- Parallel and Back-In Parking
- Wall-Mounted Illuminated Can Signs (Business Identification)

The community's extensive input on treasures, challenges and visions, as well as design preferences, was combined with the opportunities and constraints analysis to prepare a set of Specific Plan goals to guide the future development of Downtown Brawley. These goals are described in the next section. See Figure 3-1 (Opportunities and Constraints Plan).

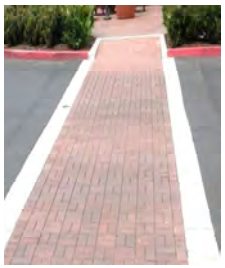
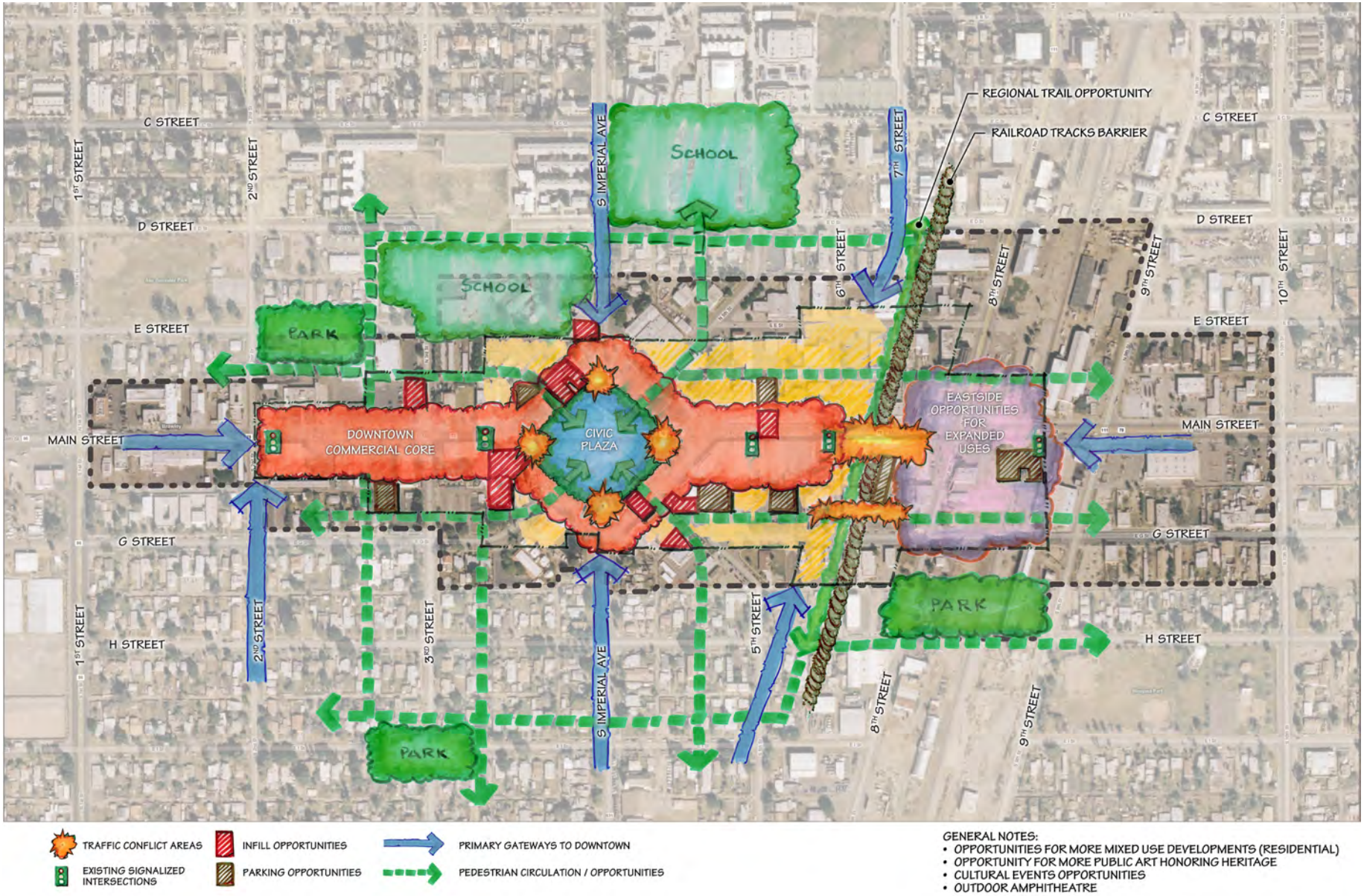


Figure 3-1: Opportunities and Constraints Plan



3.2 Specific Plan Goals

The Brawley Downtown Specific Plan has aligned its goals with the four (4) Southern California Association of Government's (SCAG) Compass Blueprint principles of livability, mobility, prosperity and sustainability. All revitalization efforts are encouraged to embrace and embody these principles.

Livability

The Downtown Overlay District (DOD) allows for mixed use and increased residential density, two land use changes that typically spark renewed interest in redevelopment project areas. This Specific Plan encourages property owners to re-purpose existing vacant and underutilized properties as mixed-use (retail and office), live/work and recreational uses, thereby eliminating blight and facilitating the re-birth of Downtown. Encouraging the retention, expansion and recruitment of office professional and medical uses compatible with the existing City and County uses will also elevate the livability index of Downtown for prospective residents. Downtown will become the concentrated "live, work and play" lifestyle center within the City.

Mobility

With Caltrans' relinquishment of Downtown Brawley's Main Street, concurrent with completion of the Brawley Bypass, positive circulation changes will occur in Downtown and other areas in the City. Main Street will no longer be saturated with ominous semi-trucks and unsafe pedestrian crossings. Instead, Downtown will revert back to a walkable and bikable community offering convenient vehicular parking areas along Main Street and within consolidated parking lots at the rear of businesses. The alleys that exist within Downtown's strong street grid network will be activated by the addition of rear business entrances, new pedestrian paseos, parking lot lighting, climate appropriate landscaping, trash enclosure improvements, and the undergrounding of overhead utility lines. From a regional perspective, the new bus depot adjacent to Plaza Park will provide opportunities to access Downtown using public transportation, and the multi-purpose trail along the railroad will connect to neighboring areas of the City.

Prosperity

The success of Downtown Brawley's redevelopment will rely most on the unification of residents, business merchants, local organizations, and city representatives. Through efforts to assemble land and create new development opportunities, rehabilitate existing Main Street storefront facades, retrofit of un-reinforced masonry buildings, and engage crowds at frequent community events, Downtown Brawley will emerge from this economic downtown as "the place to be" within the Imperial Valley. Small businesses will benefit from the enhanced presence of civic uses, increased residential and new bus depot, while residents will benefit from the employment opportunities, variety of vibrant destination amenities, lively activities and general ambience. The synergy of these activities will generate a newfound "sense of identity" and community pride, as well as prove economically prosperous for the City of Brawley.

Sustainability

Downtown Brawley is rich in parks and historic treasures. This Specific Plan calls for the preservation and enhancement of existing open space, as well as the integration of public gathering plazas in all new developments. Public space is important in bringing the community together for events such as farmers markets, during which fresh fruits and vegetables can be sold. The proposed multi-purpose trail connection along the railroad is yet another opportunity to expand the recreational opportunities for Brawley residents. From a health perspective, it can include exercise stations and from an environmental perspective, it can boast of climate-sensitive, water-efficient and low maintenance cost plants. Most importantly, revitalization of Downtown encourages infill development that improves existing infrastructure. Infill is a sustainable alternative to suburban development that occurs at the outskirts of many cities and consumes agricultural lands or natural habitat and open space.

Figure 3-2: Downtown Brawley Vision Plan

Perspective Looking East Along Main Street

Perspective Looking Northeast Along 8th Street

3.3 Vision Plan

This vision plan provides a look into the future of Downtown Brawley. It offers the City and community stakeholders an illustration of one potential scenario for redevelopment within Downtown. It is possible that redevelopment could occur in different locations within the Specific Plan Area, and/or with alternative building configurations and uses. The illustration contained within Figure 3-2 (Downtown Brawley Vision Plan) should not be viewed as an absolute plan or form of regulation. There are many unforeseen conditions, opportunities and/or constraints that may arise in the future. Instead, this vision should serve as an initial guide for where and how future development within Downtown may occur.

3.3.1 Redevelopment Concept

Land Use Mix

The redevelopment concept for Downtown Brawley looks to build upon the strong mix of civic and other destination amenities that already exist. Within the Downtown core around Plaza Park and along Main Street (approximately two blocks east and west of Plaza Park), developments should include ground floor retail, as well as upper story office and/or residential uses compatible with the civic uses (i.e. City Hall, Library, Post Office, County Courthouse, etc.). Uses in this area should also focus on activating the street and Plaza Park during weekdays, weeknights and weekends.

Developments east of the railroad should include light industrial, general and medical offices that build upon the County's Employment Services Center and Brawley's Medical Center.

Refer to Chapter 4 (Regulating Code) for more detailed information on the location and mix of potential land uses.

Land Assembly

Through this Specific Plan, successful redevelopment within Downtown Brawley calls for aggressive land assembly by the City's Redevelopment Agency and/or development community, where and when financially feasible as well as community-supported. Refer to Chapter 7 (Implementation Programs) for more detailed recommendations.

Land assembly involves joining contiguous parcels to make one larger parcel of developable land. Acquiring and developing land one parcel at a time can be very expensive for developers, resulting in a lack of redevelopment interest in a community.

As shown in Figure 3-3 (Vacant Parcels and Buildings), there are a number of parcels scattered throughout Downtown that are either vacant or contain empty buildings. Several of these parcels exist around Plaza Park, on the north side of Main Street (east of Plaza Park), as well as on both sides of G Street (east of Plaza Park).

Many parcels in Downtown are long and narrow, limiting their individual redevelopment potential. When considering the building footprint to lot dimension ratio, as well as need for on-site parking, many of these parcels are limited in their ability to offer larger magnitude projects. For example, if the owner of a long and narrow property wanted to independently develop their parcel, the project would likely result in a 1 to 2 story building. If multiple contiguous, long and narrow properties were consolidated through the land assembly process, a new development has potential of being constructed at 3 to 5 stories while still providing for on-site parking.

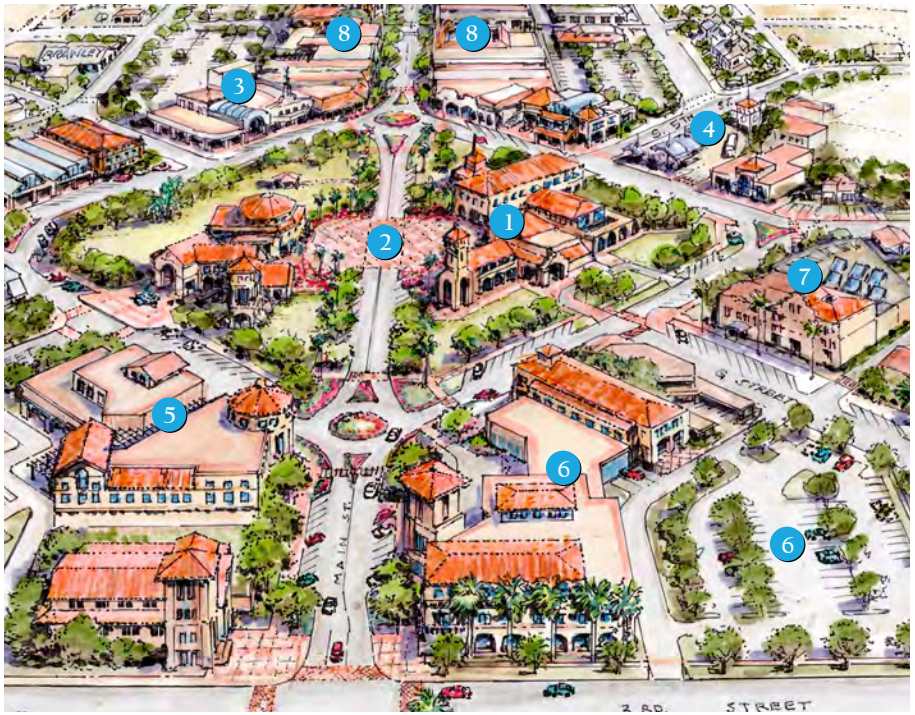
Figure 3-4 (Potential Opportunity Sites) shows parcels suffering from vacancies within Downtown that, when consolidated with adjoining properties, become key redevelopment opportunity sites. This illustration is solely intended to graphically represent potential project areas, not to specifically identify parcels to be acquired.

3.3.2 Catalyst Projects

Based on discussions during the community workshops and with City Staff, several potential catalyst projects were identified within Downtown. Catalysts are progressive and promising projects that, when implemented, have strong potential of influencing the initiation of other redevelopment efforts within the immediate vicinity. In effect, catalyst projects are strategic in helping a community to see change and gain momentum behind a larger redevelopment vision.

Civic Center District (I)

1. City Hall and Library Expansion -- As population growth demands it, expansion of these public facilities will serve as iconic buildings representing the Brawley's civic core and as the architectural backdrop for community events to be held in the Main Street Plaza.
2. "Convertible Street" (Main Street Plaza) -- Install decorative in-set crosswalk/public gathering area pavers within the core segment of Main Street that connects City Hall and Library to the Post Office and Council Chambers. Allow for temporary closure of the Main Street segment between the proposed roundabouts at each intersection with Plaza Street for frequent community events.
3. Historic Brawley Theater Renovation (Existing Vacant Building) -- Reuse the historic theater facade in redeveloping this property as a small-scale cinema with adjoining retail and dining uses.
4. Planned Imperial Valley Bus Depot (Existing Vacant Site) -- Construct a modern and architecturally iconic bus depot with 3 to 4 bus covered bus bays, a ticket kiosk and adjoining retail uses.
5. New Street-Fronting Retail and Office (Existing Police Station) -- As population growth demands expansion and possible relocation of the existing Police Station, this site becomes a prime location for iconic gateway buildings that include ground floor retail and upper level office/professional and/or residential uses.



6. New Community Valley Bank (Existing Vacant Site) -- This site includes a development approval for a future Community Valley Bank. While the approved site plan includes street-fronting parking and buildings to the rear of the site, a preferred alternative includes "flip-flopping" those uses should the plan be abandoned. This site is also a prime location for iconic gateway buildings with street-fronting uses that activate sidewalks and enhance the pedestrian experience.
7. Public Facility Expansion (i.e. Elks Lodge and Boys & Girls Club) -- Future expansion and adaptive reuse of these existing public facilities.
8. Facade Rehabilitation Program (Existing Main Street Storefronts) -- Retain and seismically retrofit these historically-significant storefronts.

Figure 3-3: Vacant Parcels and Buildings *(Based on Visual Walking Survey in June 2010)*

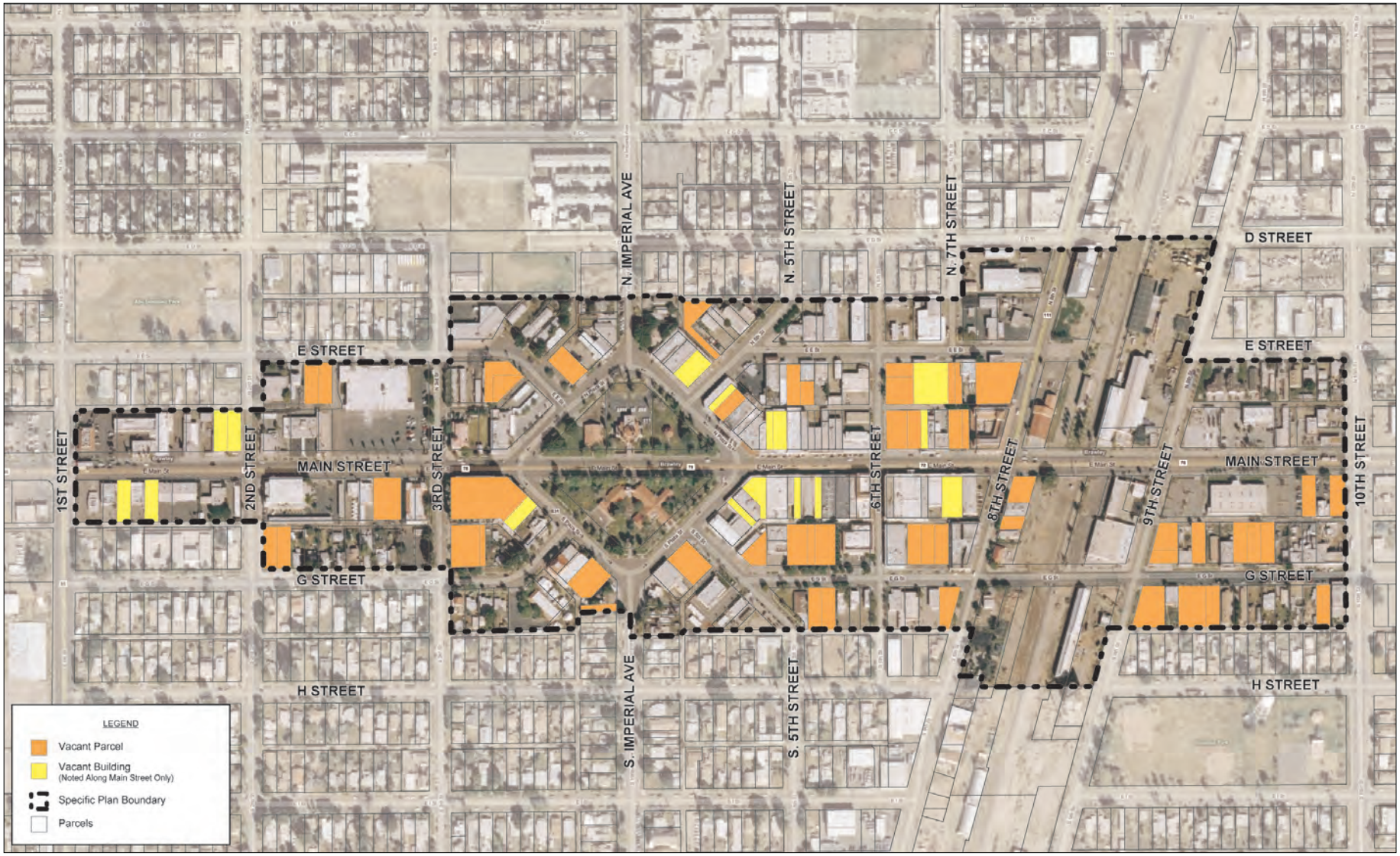
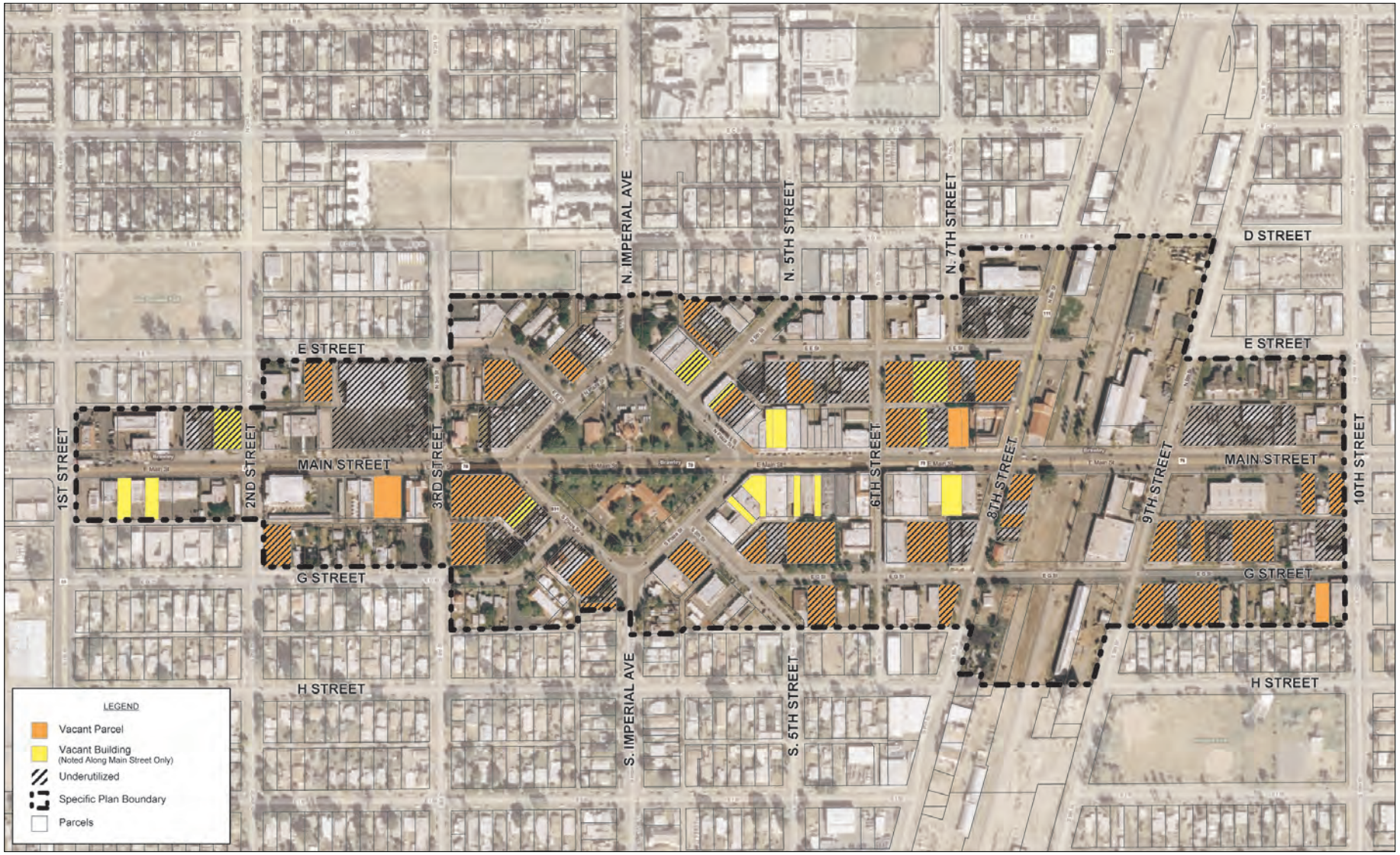


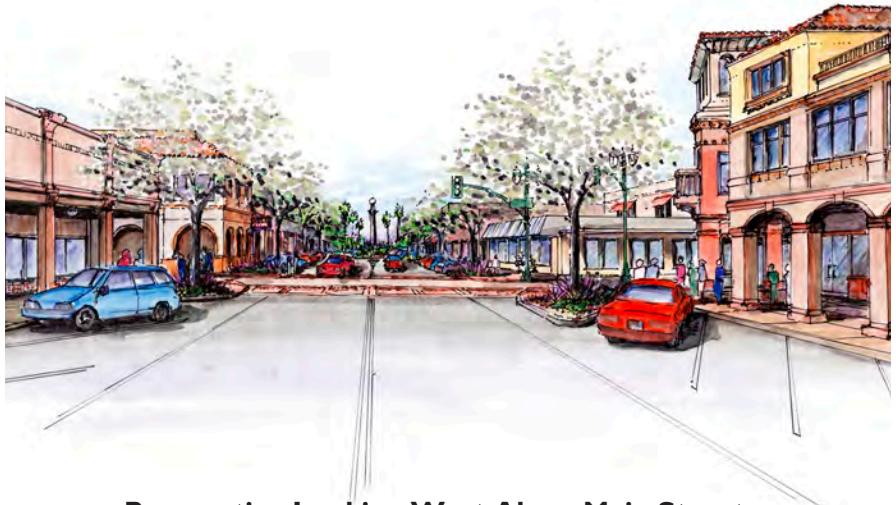
Figure 3-4: Potential Opportunity Sites *(Assuming Land Assembly is Feasible)*



West Village District (II)

9 New Street-Fronting Retail and Office (Existing Dollar Tree Site) -- This site is located on the northwest corner of 3rd Street and Main Street. Pedestrians walking along Main Street are greeted by a large surface parking lot and minimal landscape buffer along the sidewalk. During hot summer days, this segment of Main Street is a not conducive to pedestrian activity. Mid-size retail anchors are located at the rear of the site, with no distinct pedestrian connection.

In order to activate the sidewalk and connectivity of uses along all of Main Street, future redevelopment of this site should include street-adjacent buildings comprised of ground floor retail or office uses compatible with the County Courthouse located directly across the street (to the south). A consolidated surface parking lot should be provided at the rear of the project site.



Perspective Looking West Along Main Street

Existing Dollar Tree Site (Northwest Corner of 3rd Street and Main Street)

Existing View Looking West Along Main Street (Note Vacant Parcel on Right Side of Image)

Looking North Along Railroad Tracks

East Village District (III)

10 New Street-Fronting Retail and Residential (Existing Vacant Site) -- The site is encouraged to redevelop with a mixed-use residential component that is compatible with the adjacent Ciudad Apartments. Parking for both may be located in a rear consolidate parking lot.

11 "Tops Cocktails' Historic Building Renovation -- Preserve and renovate, or adaptively reuse this historic building, which houses one of the community's most long-standing businesses. The building will require a significant amount of retrofit work, but is well-designed with street-fronting uses and covered arcades that wrap the street corner.

12 New Multi-Purpose Recreational Trail Along Railroad -- Convert the expansive vacant land along the railroad tracks to a decomposed granite multi-purpose trail that connects Downtown to northern and southern parts of the City. This trail can be used by walkers, runners, bicyclists, and also include exercise stations at various points. Landscaping should include California natives and be climate-sensitive, water-efficient as well as low-maintenance. Tall vegetation and colorful shrubs will buffer the railroad and beautify this area.

13 County Employment and Medical Services Expansion -- As demand for employment and medical services grow, the vacant parcels located along G Street should redevelop with commercial buildings to expand the County's adjacent Employment Services Center and Brawley's Medical Center. A strong pedestrian connection and plaza between the activity of these two blocks (straddling 9th Street) will unify the project and the parking lot accessed from G Street.

14 Public Gathering Plazas -- Streetscape, public plaza and rear alley enhancements should occur as part of all redevelopment projects.

Undertaking implementation of the catalyst projects described will require time for planning and design, financial feasibility analysis, and a significant amount of coordination between the public (e.g. City, County, Water District, other agencies, etc.) and private sectors (e.g. developers, citizen stakeholders, etc.). There is no preferred phasing approach, and moreover, catalyst projects are not limited to only those described.

Gateways

Gateways are important visual cues that help visitors of a Downtown know "when they've arrived!" Gateways can include iconic building architecture, enhanced landscaping and lighting, as well as signage.

As shown in Figure 3-5 (Proposed Gateways), there are four (4) different types of gateways proposed within Downtown Brawley. Entry monuments and special landscape treatments are most important at the following intersections:

- Main Street and 1st Street
- Main Street and 10th Street (Cesar Chavez Street)
- 8th Street and D Street
- 8th Street and Alley Immediately North of H Street

Core Downtown gateway and landscape treatments are secondary entry signs that distinguish the boundaries of the Main Street core within Downtown. These signs are most important at the following intersections:

- Main Street and 3rd Street
- Main Street and Plaza Street (4 Locations)
- Main Street and 8th Street

Way-finding signage for vehicles and pedestrians will vary in size and location. As shown, these signs are scattered throughout key intersection and mid-block segment locations along Main Street and around Plaza Park. The pedestrian-oriented signs are also located at the main alley access points.

Figure 3-5: Proposed Gateways

3.3.3 Circulation Concept

Improved circulation and accessibility for all users in Brawley is very important to ensuring the social and economic success of Downtown. As discussion in Chapter 2 (Existing Conditions), completion of the Brawley Bypass will result in the relinquishment of Main Street from Caltrans, transitioning enforcement of standards for the street's configuration, use and care back to the City.

During community workshops, merchants and Brawley residents expressed concern about the economic impacts to Downtown based on the anticipated reduction in vehicle trips along Main Street following completion of the Bypass. Fortunately, it is expected that semi-trucks and other large transport vehicles will comprise the group of trips using the new Bypass. Currently, Main Street is heavily traveled by regional users who pass through Downtown, but rarely stop due to time constraints and physical parking limitations. Those who do not stop, also do not offer any economic support. Instead, their use of Main Street simply adds to its cost of maintenance.

Main Street is currently is a four (4) lane divided roadway with parallel on-street parking. The roadway division between eastbound and westbound traffic is provided via an approximate 10-foot wide buffer that varies between a raised median, a painted median, and left-turn lanes at intersections.

The circulation concept shown in Figure 3-6 (Preferred Circulation Alternative) has been evaluated from a capacity standpoint, considering a reduction from four (4) to two (2) travel lanes in the Main Street segment between 3rd Street and 6th Street. Other considerations include the addition of angled parking in the Main Street Core and a stronger pedestrian focus through crosswalks and bulbouts.

Livability and Mobility

Consideration of Main Street travel within Downtown Brawley cannot focus solely on performance in facilitating vehicular traffic flow, but should also include increased opportunities for human interaction, comfort, convenience, and safety. Through linkages between commerce and the community, stakeholders can further build pride in a well-designed and livable Downtown.

Balancing mobility and livability metrics provides a wide-ranging set of criteria for review of street design within Downtown. Enhanced community design and focus on access for all users will support residents, visitors, and businesses alike. The balance between vehicular and non-vehicular needs helps increase accessibility to workplaces, homes, community activities, and destination amenities within Downtown.

A high level of walkability is important to providing a livable Main Street and is supported by the following goals:

- Safe, comfortable and attractive pedestrian environments
- Walkable distances between Downtown and nearby neighborhoods, schools, parks and open space
- Integration of neighborhoods currently bisected by Main Street
- Access to transit stops and a Downtown bus depot

Broadened Circulation Objectives

In order to support livability within Downtown, circulation objectives for Main Street need to be broadened beyond the typical aim of reducing travel delay and accommodation of through traffic. Typical evaluation of the system performance focuses solely on improving vehicular traffic, which typically results in a street network hostile to pedestrians, bicyclists, and transit users.

In order to create a pedestrian-friendly Downtown, this circulation concept aims to slow traffic through a progressive reduction in travel lanes, integration of crosswalk bulbouts, and roundabouts in strategic locations.

Accessibility as an objective within Downtown results in a multi-modal, human scale design that supports "sense of place" and active commerce. Enhanced accessibility provides the opportunity for users to access all of the civic, destination, and recreational amenities offered in Downtown through an attractive, safe, and comfortable environment.

A more livable and accessible Downtown will ultimately strengthen the social experience, diversity of amenities, and economic vibrancy.

Figure 3-6: Preferred Circulation Alternative

Reduced Travel Lanes / Maximum Angled Parking / Pedestrian Orientation

This alternative transitions from four travel lanes along Main Street to two lanes in the core and has one travel lane along Plaza Street. A roundabout would be provided at both intersection of Main Street and Plaza Street. Segment locations are identified in the map to the right. Descriptions of each segment are provided below. Section and plan view graphics for each segment are located along the bottom of this sheet.

Main Street

Two lanes in each direction with bike lanes, planted median, parallel parking, street lights, planters, and street trees. The existing median would be narrowed to accommodate the bike lanes. A dedicated left-turn lane could be provided at intersections by removing a few adjacent parking spaces, adjusting lanes, and narrowing the median.

Main Street Core

One lane in each direction with bike lanes, angled parking, street lights, planters, and street trees (proposed only for segment between 3rd St/Plaza St. and Plaza St/8th St.) The existing median would be removed to accommodate the bike lanes and angled parking. A dedicated left-turn lane could be provided at intersections by removing parking.

Plaza Street

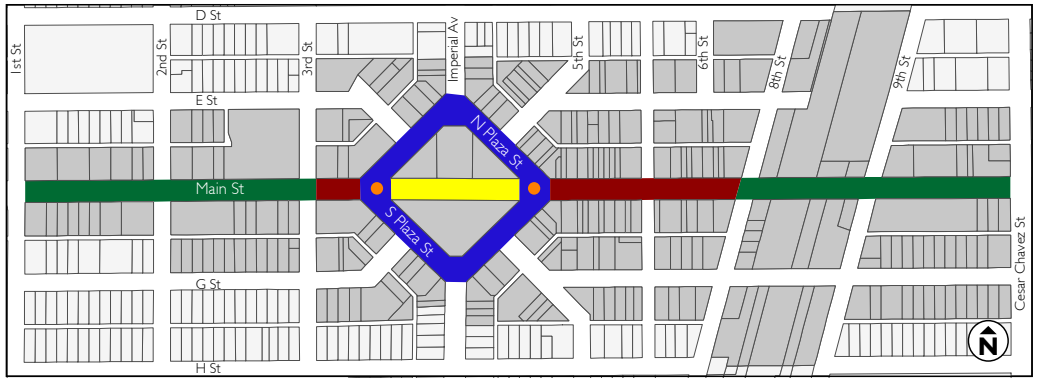
One lane with bike lane, angled parking, street lights, planters, and street trees.

Main Street within Plaza

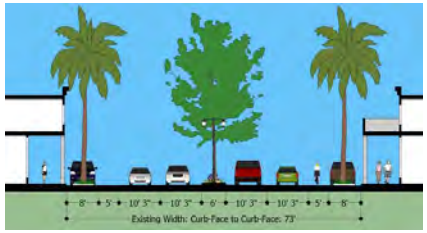
One lane in each direction, angled parking, planted center median, street lights, planters, and street trees. This street segment may be temporarily closed for special events.

Proposed Roundabouts

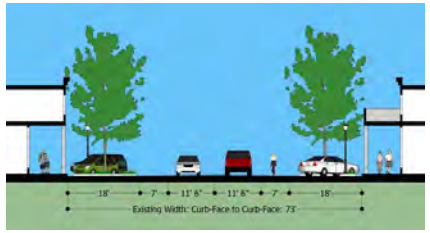
Serves as traffic calming, iconic gatgeway, and critical design feature to clearly define traffic flow.



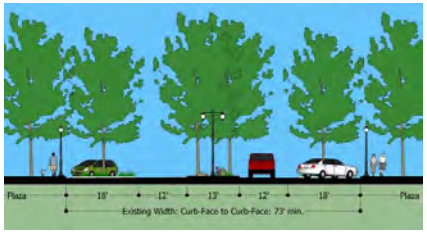
Main Street



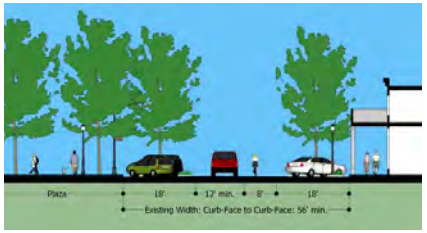
Main Street Core



Main Street within Plaza



Plaza Street



Traffic Volumes

From 1997 to 2007, traffic volumes on Main Street decreased slightly from 25,500 vehicles daily to 23,900 vehicles daily. Data collection measured in February 2010 shows roughly a 20 percent decrease in traffic volumes to approximately 19,000 vehicles daily.

The State Routes 78/111 Brawley Bypass EIS/EIR (Caltrans, May 2001) cited the high level of pedestrian traffic crossing Main Street, due in large part to the high school and middle school located immediately north of the Specific Plan Area. The State Route and associated regional and truck traffic negatively impacts the inherent "people resource" provided to Downtown by students traveling to and from the local schools.

The Brawley Bypass EIS/EIR was forecasted to reduce long-range year 2020 traffic volumes on Main Street to approximately 22,000 vehicles daily. The Bypass analysis indicated a decrease in long-range traffic volumes on Main Street by approximately 18,000 vehicles daily. While the Bypass has not yet been completed, its schedule for completion is expected in the next few years, allowing the community to regain control of the treasured Main Street.

Assuming continued community growth, the 2008 General Plan traffic analysis indicated the Bypass was forecasted to reduce long-range year 2025 traffic volumes on Main Street to approximately 17,300 vehicles daily. Following this progression, the updated analysis would then forecast a reduction in long-range year 2025 traffic volumes to approximately 12,124 vehicles daily.

According to the functional classification system of the City's General Plan Circulation Element, a demand of 12,124 vehicles daily on Main Street in Downtown would theoretically require a four (4) lane Collector Roadway with a design speed of 55 miles per hour. A street design of this nature is does not support the principles of livability and mobility in a Downtown.

Fortunately, provisions for a slower speed Main Street serving all users, and which compliments adjacent land uses, is consistent with many of the policies identified in the Circulation Element. These policies emphasize a circulation system that preserves community values and character. Based on consideration of the transportation and land use needs in Downtown, the following circulation recommendations are provided:

- Upon construction of the Brawley Bypass, retrofit Downtown's Main Street from a four (4) lane roadway to a two (2) lane roadway between 3rd Street and 6th Street
- Modify the General Plan Circulation Element to include a modified Level of Service (LOS) target for the Main Street segment with the reduced cross-section
- Consider opportunities to enhance or provide additional east-west capacity within Downtown to balance vehicular traffic demand over multiple roadways

Overall Connectivity

The community-supported desire for livability and mobility requires a circulation concept that is context sensitive and multi-faceted. Downtown's overall connectivity will require special design enhancements for pedestrians, bicyclists, transit users, motorists and parking. Following are brief descriptions of the plans contained within the next several pages:

- Pedestrian Connections -- See Figure 3-7 (Pedestrian Connections). Walkability throughout Downtown should focus primarily on the north/south connections to residential neighborhoods, schools and parks. Streetscape enhancements will be especially important along Main Street, 3rd Street, Imperial Avenue, 5th Street, 6th Street, 8th Street, 9th Street, 10th Street, D Street, E Street G Street and alleys.
- Bicycle Connections -- See Figure 3-8 (Bicycle Connections). Fragmented bicycle routes only exist along segments of Imperial Avenue, 7th Street and B Street. In order to complete the network, dedicated bicycle lanes should be integrated along Main Street and Plaza Street (all four sides). Without dedicated lanes, bicycle routes should be encouraged along 3rd Street, 5th Street, 8th Street, 10th Street, C Street, D Street and G Street.

Figure 3-7: Pedestrian Connections

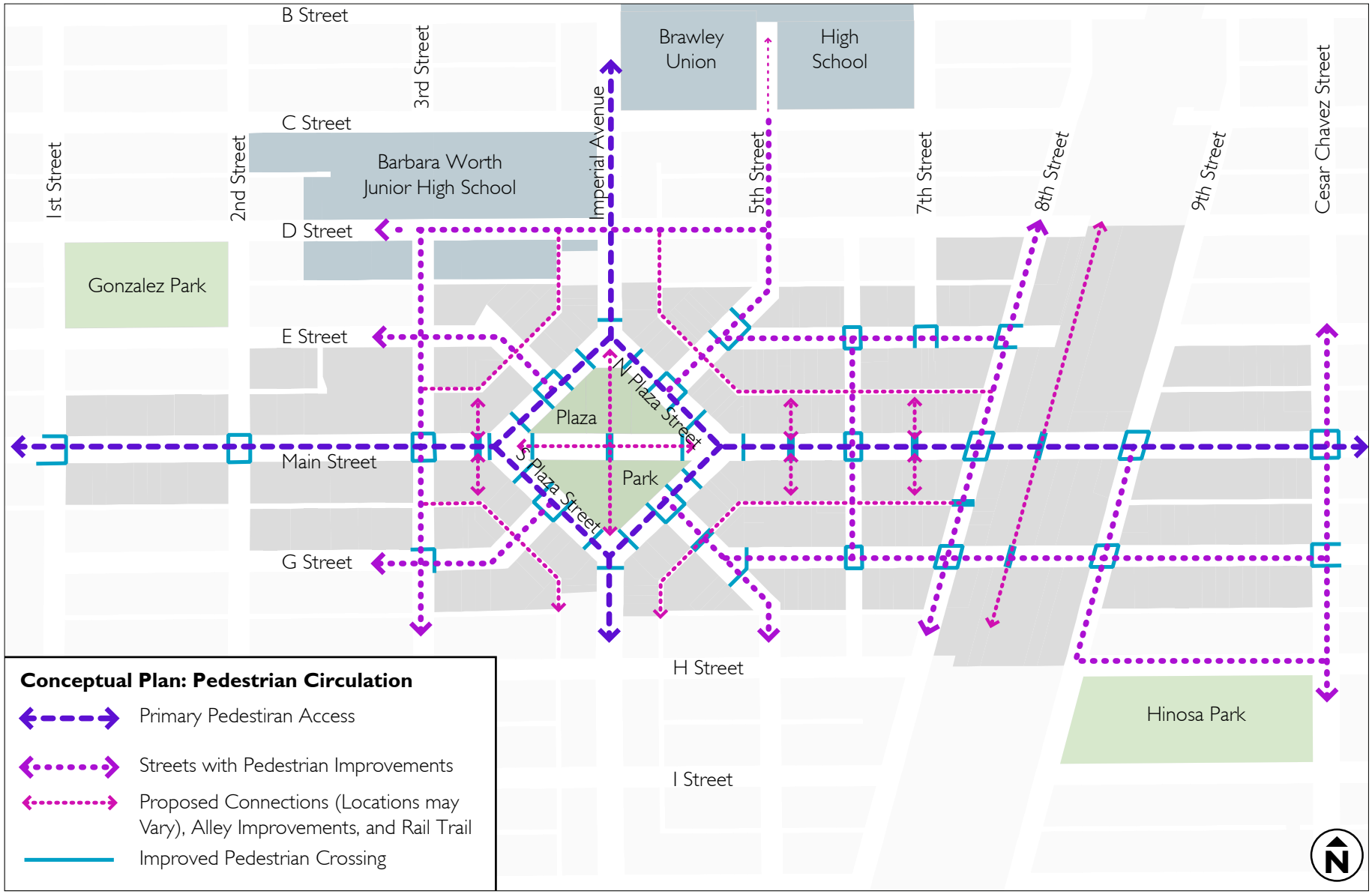


Figure 3-8: Bicycle Connections

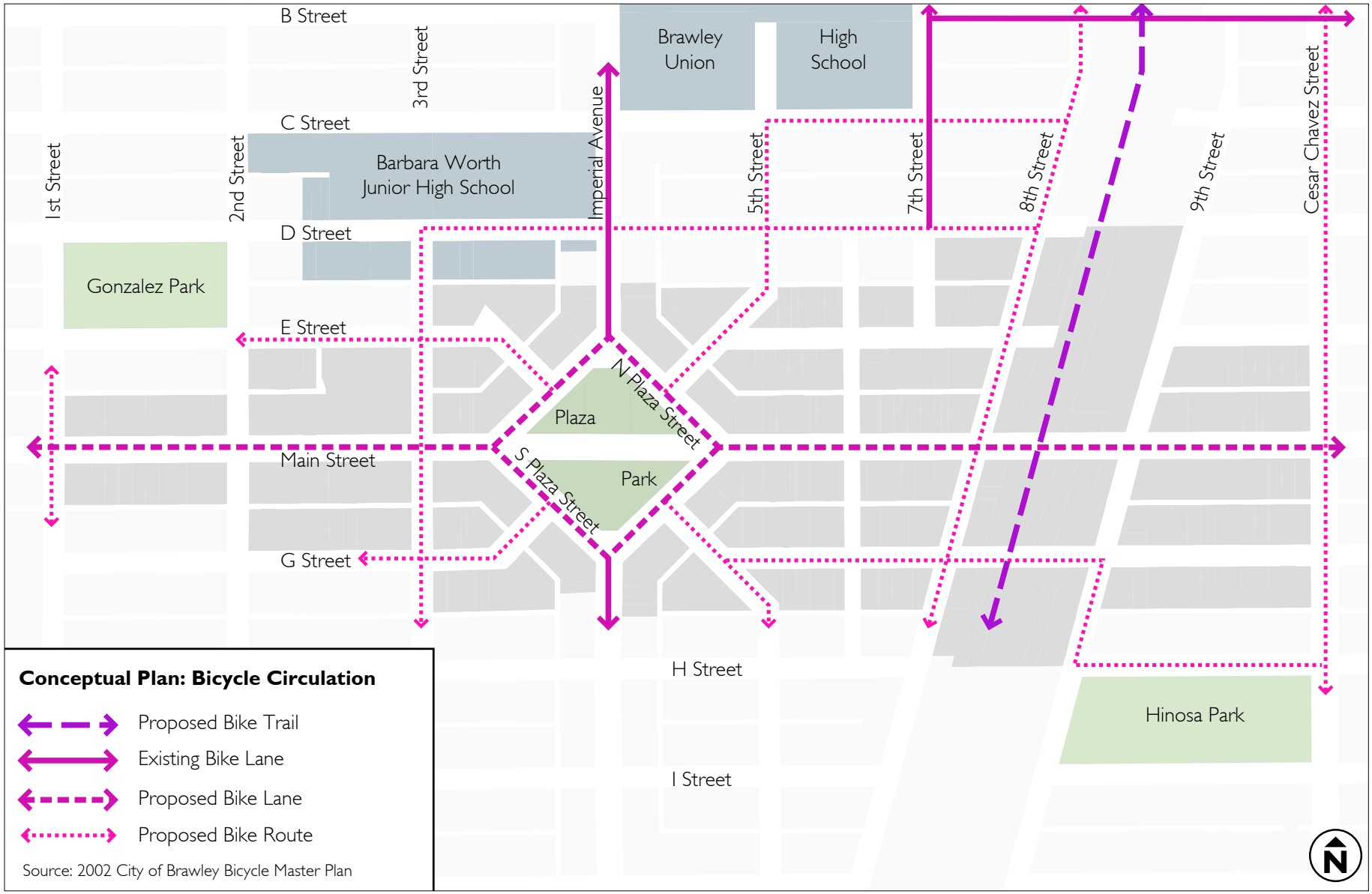
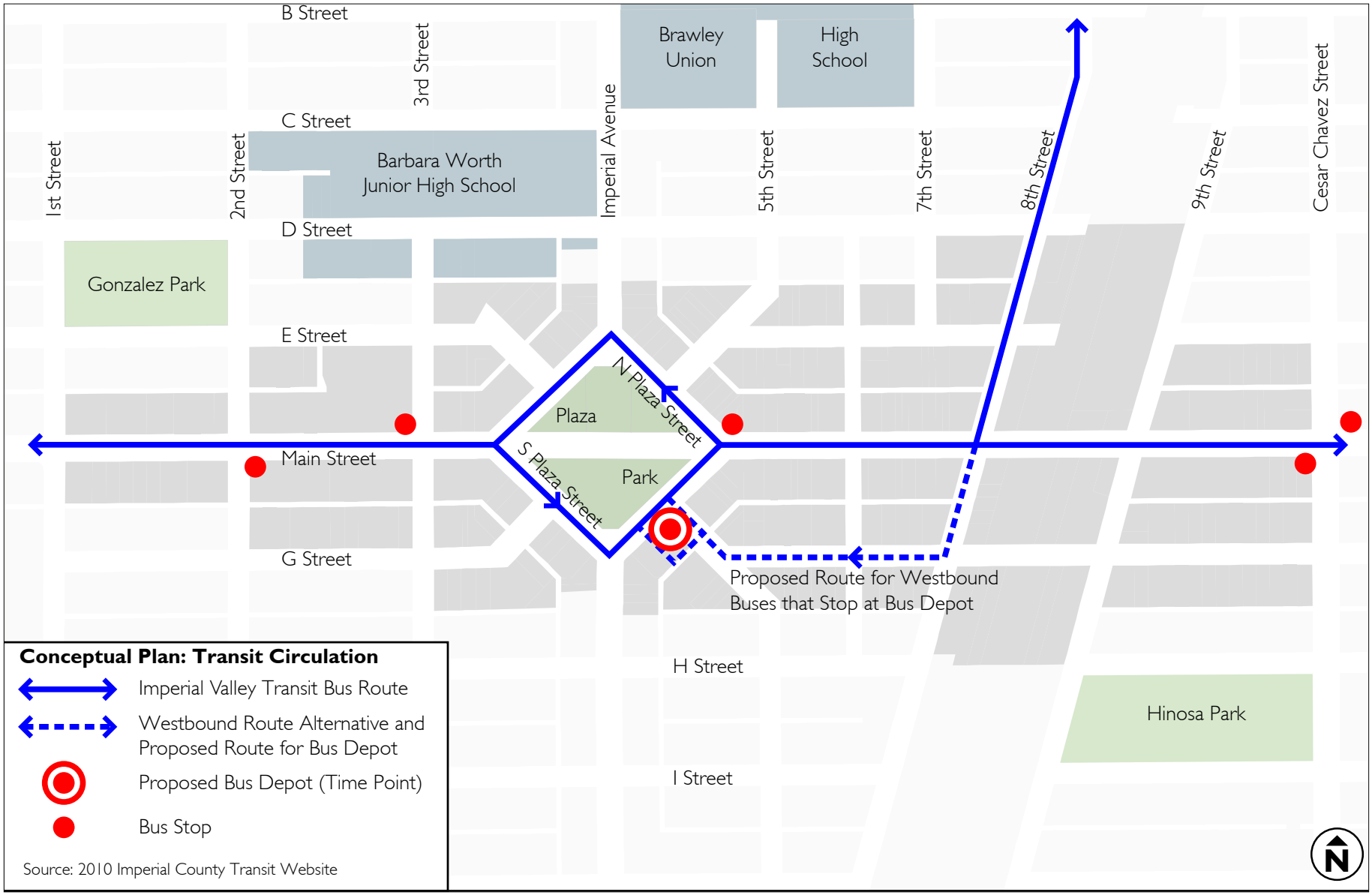


Figure 3-9: Planned Transit Connections



- Transit Connections -- See Figure 3-9 (Planned Transit Connections). Main Street is the only Imperial Valley Transit corridor within Downtown Brawley. Five (5) bus stops exist along Main Street, located at the intersections of 2nd Street (southeast corner), 3rd Street (northwest corner), Plaza Street (northeast corner), and 10th Street (both the northeast and southwest corners). A new "time point" bus depot is strategically planned on a vacant parcel located at the southwest corner of 5th Street and Plaza Street, right within the heart of Downtown. The site will contain approximately 3 to 4 bus bays with more frequent service during the weekday and weekends.
- Vehicular Paths -- See Figure 3-10 (Vehicular Paths). While the circulation concept emphasizes pedestrian, bicycle and transit user connections, it also considers the street network accessible to motorists. Main Street, Plaza Streets and Imperial Avenue are the primary streets accessing Downtown from surrounding parts of the City, but special design considerations should be given to traffic calming where motorists interface most with pedestrians and bicyclists. This analysis is also important in understanding the preferred locations for parking within Downtown.
- Parking Options -- See Figure 3-11 (Conceptual Parking Plan). The circulation concept presented provides diverse opportunities for surface parking in Downtown. Options include a combination of on-street parallel and angled parking spaces, as well as off-street parking spaces located in consolidated lots at the rear of buildings along Main Street. An estimated increase of 580 total parking spaces can be accommodated through a combination of these options. Special design considerations should be geared toward provided safe, well-lit and attractive paseos or alleys leading to rear parking lots, as well as to including some larger parking spaces throughout Downtown for travelers passing through Brawley with campers, 5th Wheels, etc.

3.4 Development Intensity

3.4.1 Existing Land Use Calculations

Downtown Brawley consists of approximately 110 acres, 265 parcels and a little over one (1) million square feet of existing civic, commercial, institutional and industrial uses. Approximately 170 dwelling units also exist within the Specific Plan Area, represented by a mixture of single-family residential and multi-family homes.

3.4.2 Maximum Build-Out

Table 3-1 (Maximum Build-Out) summarizes the maximum build-out calculations for the Civic Center, West Village and East Village Districts. These calculations factor in the market absorption study projected for the next 25 years, as well as the catalyst projects identified in the vision plan.

The total build-out projections for each land use account for an overage buffer, allowing for the possibility of more rapid redevelopment growth than anticipated in the market absorption study.

Figure 3-10: Vehicular Paths

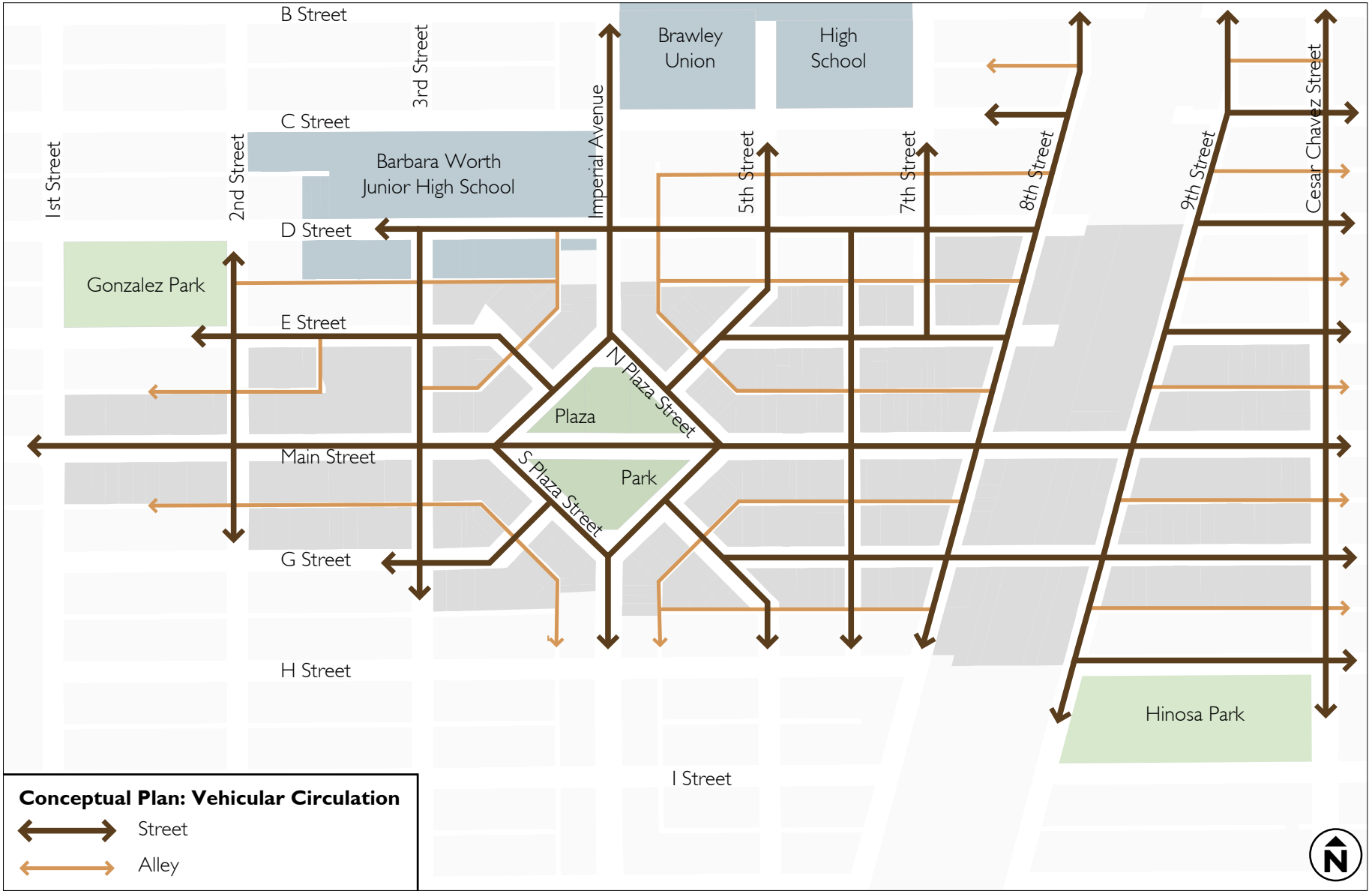


Figure 3-11: Conceptual Parking Plan

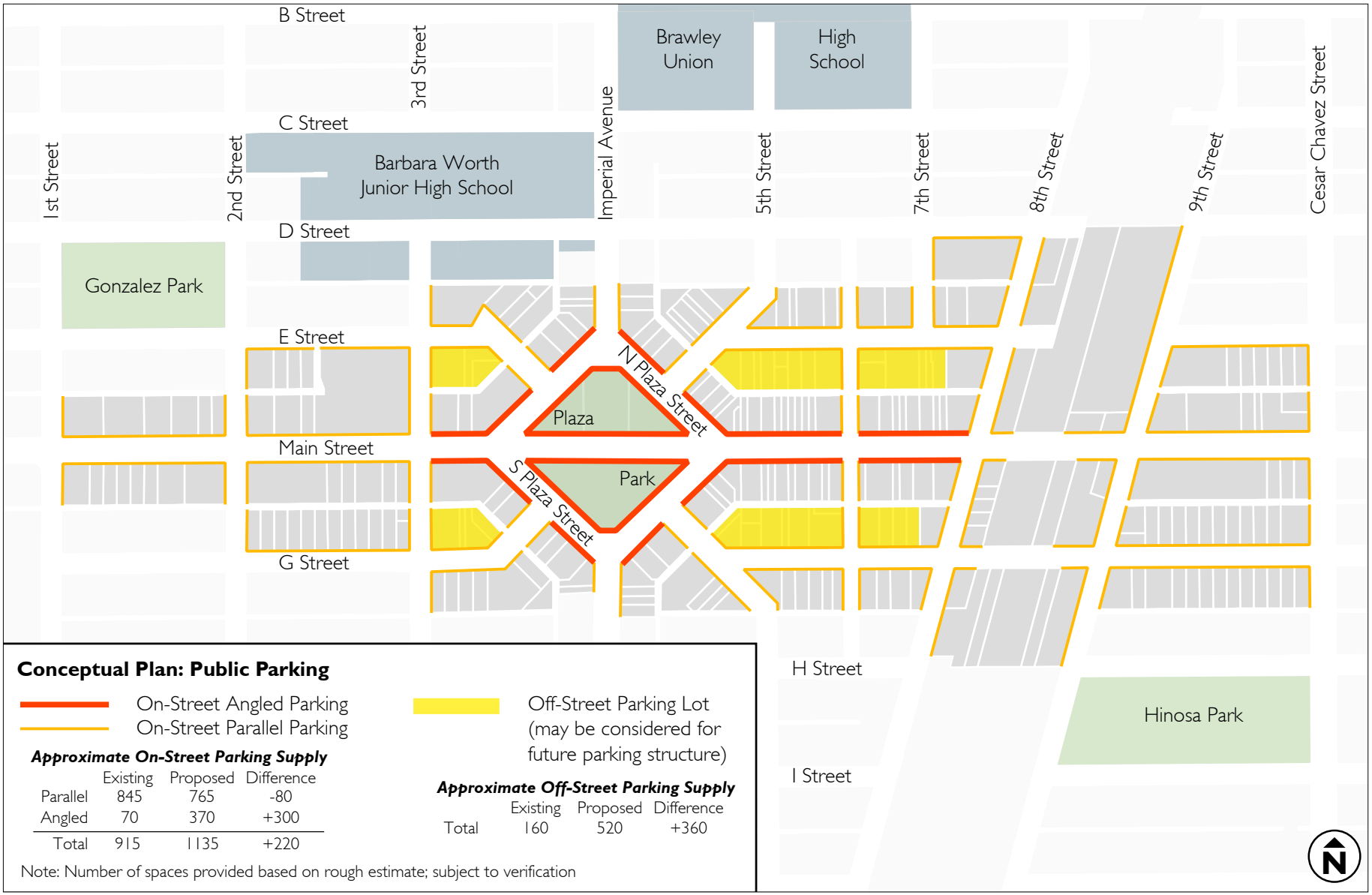


Table 3-1: Maximum Build-Out

Maximum Build-Out *(Pursuant to Vision Plan)*				
Total Acres (Acres) [1]	Land Use Designation	Permitted Dwelling Units Per Acre (DU) [2]	Maximum # of Dwelling Units Per District (DU) [3]	Maximum Build-Out Per District (SF)
Civic Center District (I)				
36.87	Residential	25	150	--
	Live/Work			40,000 [4]
	Retail (Mixed-Use)			100,000 [4]
	General Office	--	--	150,000
	Medical Office	--	--	15,000
	Institutional	--	--	50,000
	Civic	--	--	50,000
	Parking	--	--	270,000
	Open Space	--	--	115,000 [5]
West Village District (II)				
12.54	Residential	20	20	--
	Live/Work			10,000 [4]
	Retail (Mixed-Use)			50,000 [4]
	General Office	--	--	100,000
	Medical Office	--	--	5,000
	Institutional	--	--	5,000
	Civic	--	--	15,000
	Parking	--	--	15,000
	Open Space	--	--	5,000 [5]
East Village District (III)				
16.03	Residential	18	30	--
	Live/Work			15,000 [4]
	Retail (Mixed-Use)			50,000 [4]
	General Office	--	--	100,000
	Medical Office	--	--	100,000
	Institutional	--	--	5,000
	Civic	--	--	55,000
	Parking	--	--	35,000
	Open Space	--	--	100,000 [5]
Combined Totals (Districts I, II and III)				
65.44	Residential	N/A	200	--
	Live/Work			65,000 [4]
	Retail (Mixed-Use)			200,000 [4]
	General Office	--	--	350,000
	Medical Office	--	--	120,000
	Institutional	--	--	60,000
	Civic	--	--	120,000
	Parking	--	--	320,000
	Open Space	--	--	220,000 [5]

1. Total Acres does not include public right-of-way (i.e. sidewalks, streets, alleys) or railroad right-of-way

2. Permitted Dwelling Units Per Acre (Acre) includes residential density bonuses

3. Maximum # of Dwelling Units (DU) has been determined based on total combined acres of parcels designated by one of the "Neighborhood" frontage types; The Market Absorption analysis prepared by MR+E estimates that approximately 150 dwelling units can be built in the Specific Plan Area between 2010 and 2035, based upon Brawley's current socio-economic structure, demographic and market trends

4. The square footages contained within the Maximum Square Feet Per District (SF) column and within the "Live/Work" and "Mixed-Use" land use designations represent retail and office/commercial uses only

5. Open Space shall not be limited to a maximum build-out square-footage within each District

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End of Section.

4

REGULATING CODE

This Chapter provides standards for the design and layout of new buildings within Downtown Brawley. Property owners who want to update existing buildings and building facades should refer to Chapter 5 (Building Retrofit and Maintenance). Standards within this Chapter address a variety of factors such as building uses, architectural site design, building height and mass, facade design and projections, streetscape and public spaces, as well as parking and signage.

4.1 Frontage Types

This Regulating Code regulates the development of properties based on the desired type of building frontage for the property. Figure 4-1 establishes the following eight (8) frontage types within Downtown, as well as development and design standards:

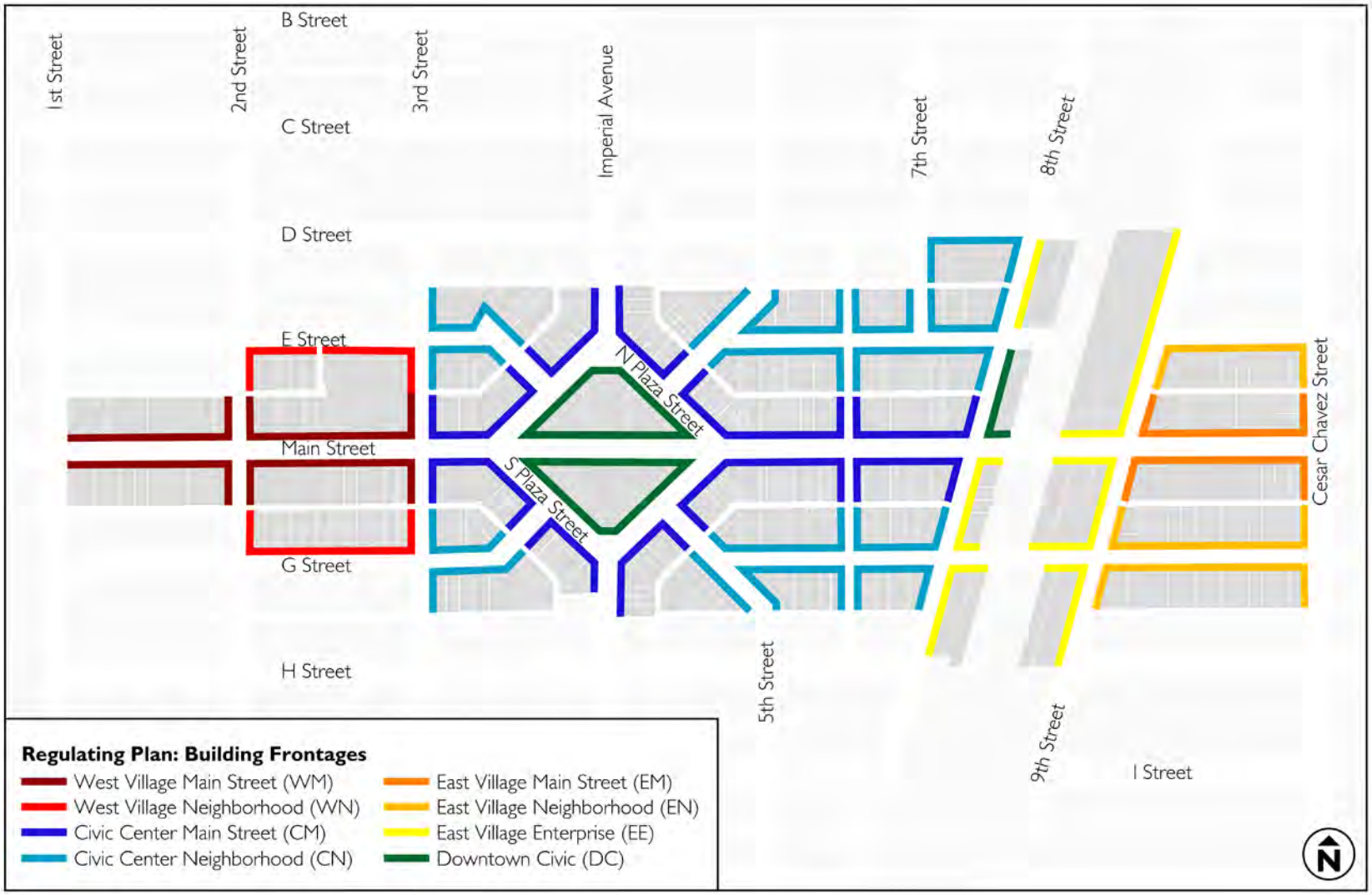
- 4.1.1 Civic Center Main Street
- 4.1.2 Civic Center Neighborhood
- 4.1.3 West Village Main Street
- 4.1.4 West Village Neighborhood
- 4.1.5 East Village Main Street
- 4.1.6 East Village Neighborhood
- 4.1.7 East Village Enterprise
- 4.1.8 Downtown Civic

To identify the frontage type applicable to the subject property, locate the property on Figure 4-1 (Frontage Regulating Plan) and then identify the color shown along the property's street adjacent lot lines. This color corresponds to a frontage type noted within the legend.

For example, the property at the northeast corner of Main Street and 1st Street has a dark red line along the property's street adjacent lot line, which means that the property is regulated by the standards for the West Village Main Street.

In addition to the frontage standards, the property is also regulated by design and development standards that apply to all properties in the Downtown. These standards follow this section.

Figure 4-1: Frontage Regulating Plan

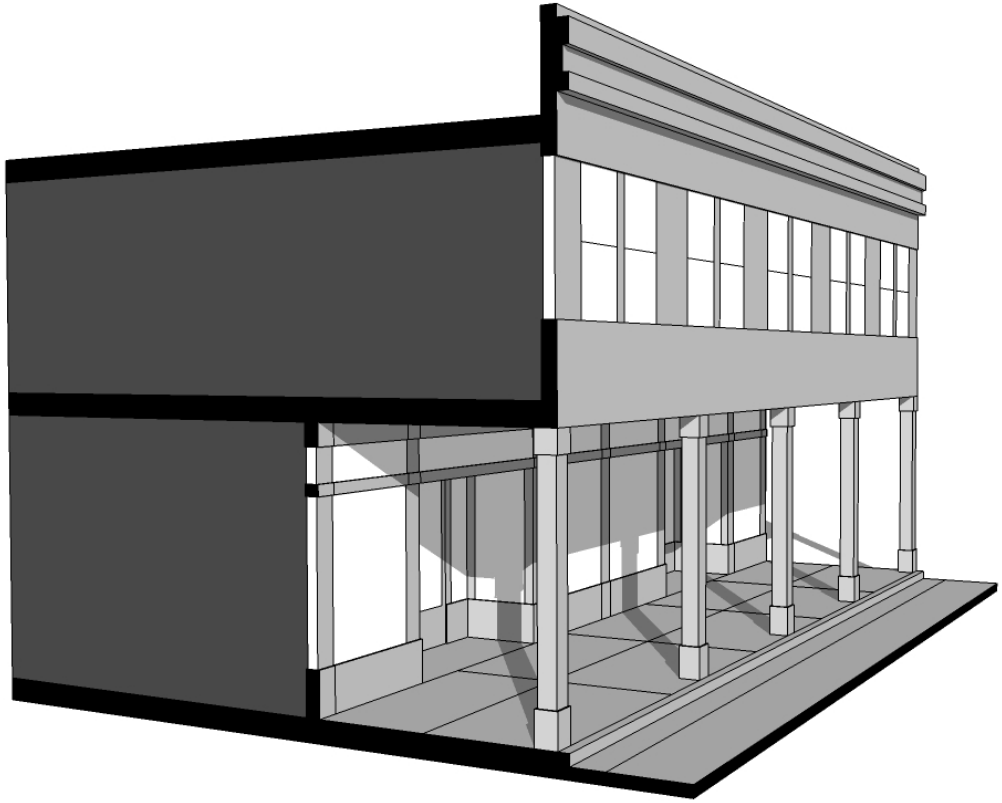


4.1.1 Civic Center Main Street Frontage

Description

The Civic Center Main Street Frontage contains commercial storefronts that are within an arcade frontage. If provided, upper floors may contain residential and commercial uses.

The following page contains images of example projects similar to this frontage type.

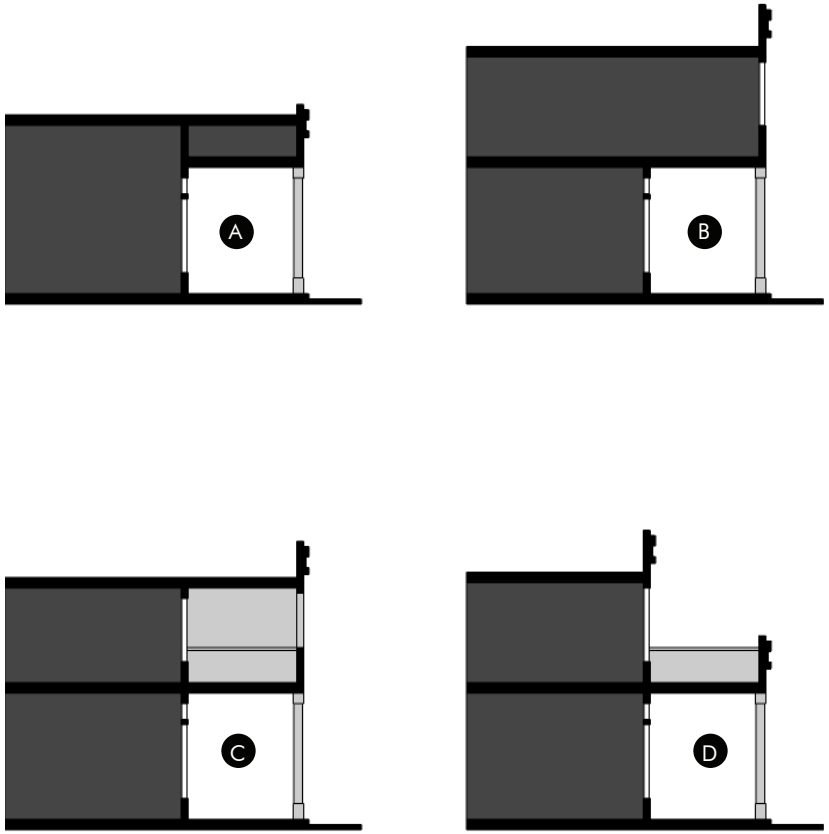


Reference: Building Frontage Types

Civic Center Main Street (CM)

Design Options

- **A** Single story building with parapet over arcade
- **B** Multi-story building with habitable space over arcade
- **C** Multi-story building with covered balconies and/or habitable space over arcade
- **D** Multi-story building with open balcony over arcade



Civic Center Main Street (CM)

Building Placement

E Build to Line: A storefront facade is required at a 0' setback along the entire length of the lot's front lot line(s) (lot lines along both Main Street and Plaza Street) . Storefront/building entrances may be recessed into the storefront facade.

Exception: To create a publicly accessible paseo that links the sidewalk to a rear parking facility, the Planning Director may allow a 12' to 20' wide segment of the lot's front property line to be open or unoccupied by a storefront facade.

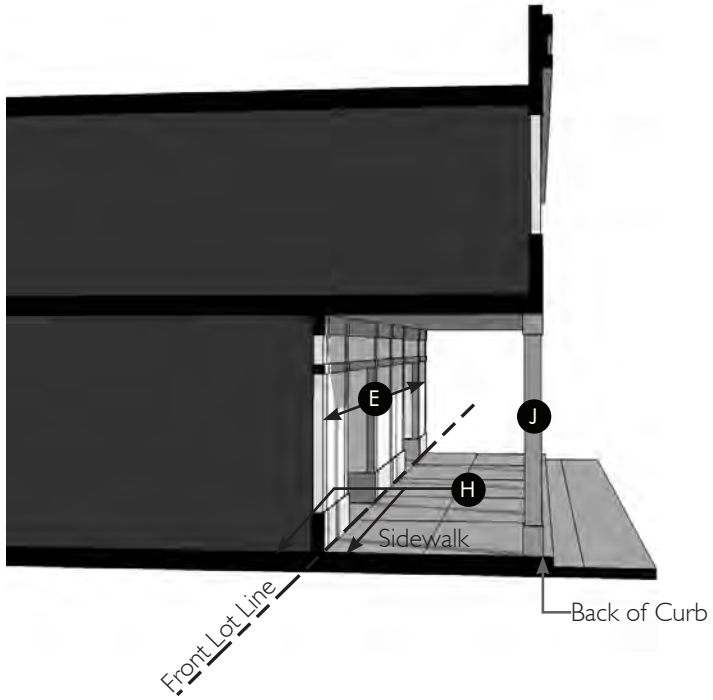
F Side yard setbacks: not required.

G Rear yard setback: not required.

H The elevation of the ground floor shall be near the elevation of the adjacent sidewalk to minimize the need for external stairs and ramps at building entrances.

I A continuous arcade is required along all facades that are adjacent to a street. The arcade shall extend over the sidewalk to the back of the existing curb.

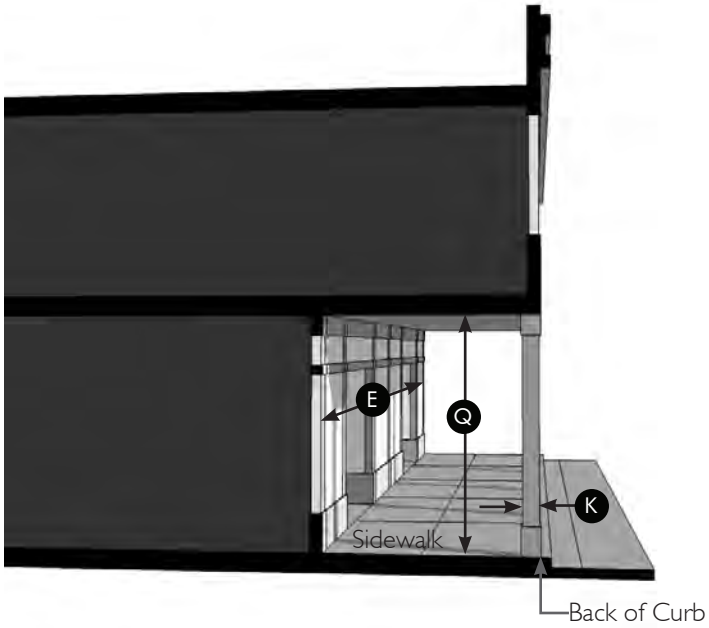
J Arcade supports shall be located along the outer edge of the sidewalk adjacent to the back of curb.

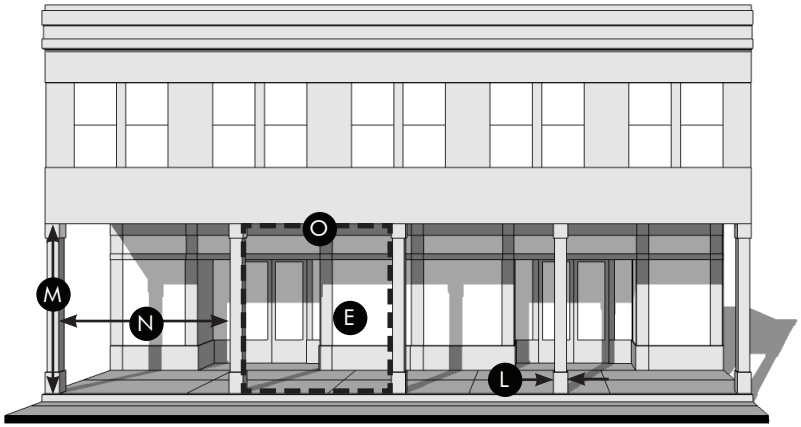


Civic Center Main Street (CM)

Arcade Standards

- **K** Depth of arcade supports (as measured from back of curb): 10" minimum and 12" maximum
- **L** Width of arcade supports: 10" minimum and 24" maximum.
- **M** Height of arcade support: 12' minimum and 14' maximum
- **N** The space between arcade supports shall be at least 8' and no more than twice the height of the arcade support.
- **O** Arcade supports shall create square or rectangular openings as viewed along the front facade. Arched openings are prohibited.
- P Arcade supports shall have a square or rectangular shape (as viewed in plan view).
- **Q** Arcade Ceiling Height: 12' minimum

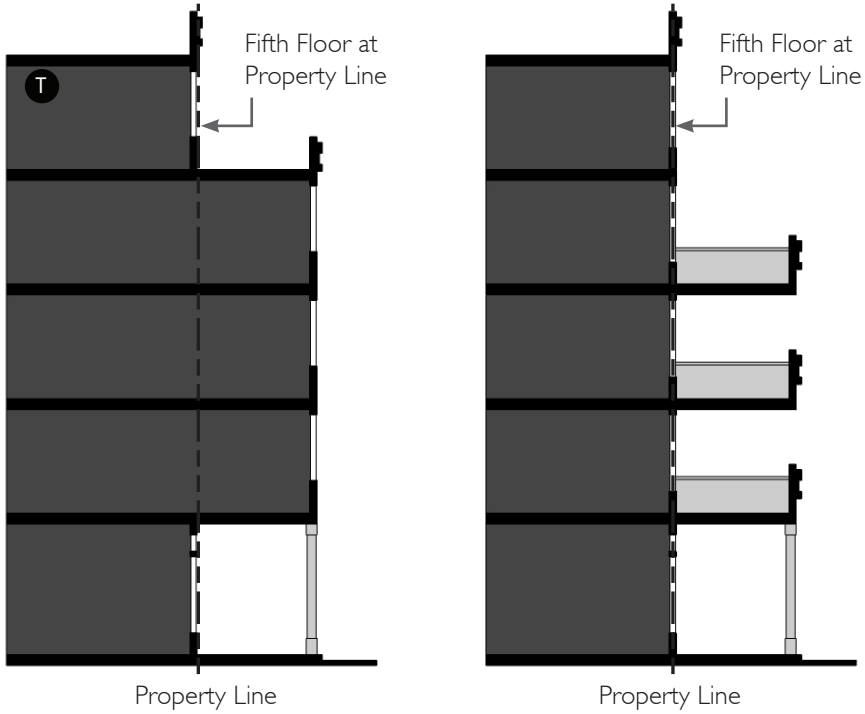


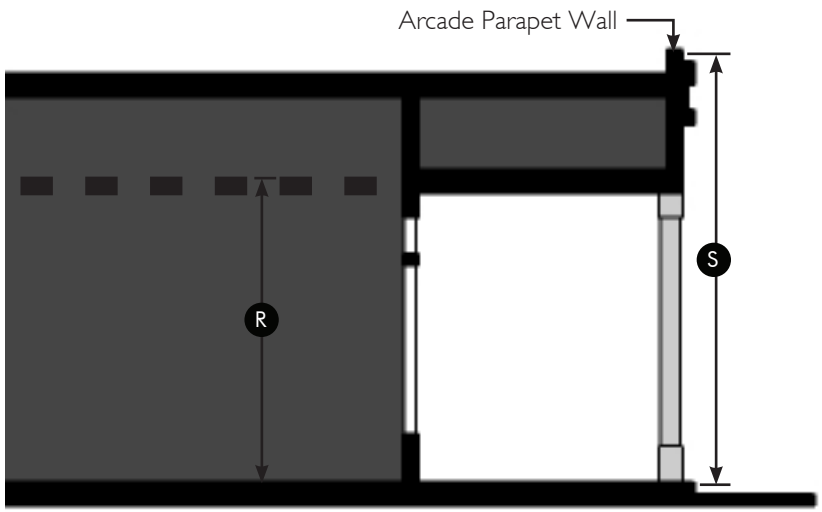


Civic Center Main Street (CM)

Heights

- **R** Ground Floor Ceiling Height: 12' minimum (as measured from floor plate to floor plate)
- **S** Minimum Building Height: 18' minimum (as measured from the top of curb to the top of arcade parapet wall).
- **T** Maximum Height: 5 stories maximum; however the fifth story facade shall not project past the property line maximum (refer to Figure 4-2: Height Regulating Plan).





Civic Center Main Street (CM)

Facade Standards

U Entrances: All ground floor uses that have street frontage shall have an individual storefront entrance.

V Ground Floor Windows: Windows shall occupy at least 65% of the area of the facade between 3' and 8' above the ground level's floor plate.

W Upper Floors Windows: Windows shall occupy at least 35% of the area of the facade between 3' and 7' above each upper level's floor plate.

Civic Center Main Street (CM)

Building Uses

X Permitted by Right:

- Retail
- Dining (including outdoor dining on private property)
- Service
- Professional office
- Temporary outdoor sales, events, and festivals (per guidelines & parameters of City Council Resolution)

Y Permitted by Right in Certain Locations:

- Attached Single-Family and Multi-Family Residential Units: residential units are only allowed on upper floors or within ground floor locations that do not have street frontage.
- Lodging: sleeping rooms are only allowed on upper floors or within ground floor locations that do not have street frontage

Z Permitted with Planning Director Conditional Use Permit

- Child care centers
- Automobile sales/rentals (new/used)
- Entertainment (movie theaters, arcades, bowling alleys, live performances, comedy clubs, etc.)
- Tattoo parlors
- Pawn shops
- Liquor/convenience stores
- Self-service laundries
- Medical/Veterinarian services
- Sidewalk dining

Z Permitted with Planning Director Conditional Use Permit (continued)

- Other similar uses as determined by the Planning Director

AA Permitted with Planning Commission Conditional Use Permits

- Bars and cocktail lounges
- Smoke house, cigar lounge, hookah lounge
- Places of assembly
- Kennels/animal hotels
- Other similar uses as determined by the Planning Director

BB Prohibited:

- Adult businesses
- Medical marijuana dispensaries
- Mini-storage and indoor/outdoor storage
- Automobile repair/service stations, car washes
- Industrial/manufacturing
- Convalescent care/hospitals
- Shooting galleries
- Drive-thrus
- Warehousing
- Other similar uses as determined by the Planning Director

Residential Density Standards

CC Base Residential Density: 18.5 units per acre

DD Density Bonus: Density bonuses of up to 35% (maximum of 25 units per acre) are allowed per the requirements of Article XXI (Density Bonus Program) of the Zoning Ordinance.

Parking Standards

EE The following parking options are allowed:

- Surface parking (to rear of buildings)
- Underground parking
- Tuck-under parking
- Above ground structured parking

Standards for the above parking option are provided in Section 4.3.

FF Off-street parking shall be provided at the following ratios:

- A minimum of 1.5 spaces per residential unit
- Commercial: Parking District

Civic Center Main Street (CM)

4.1.2 Civic Center Neighborhood Frontage

Description

The Civic Center Neighborhood Frontage contains residential and live-work, fronts.

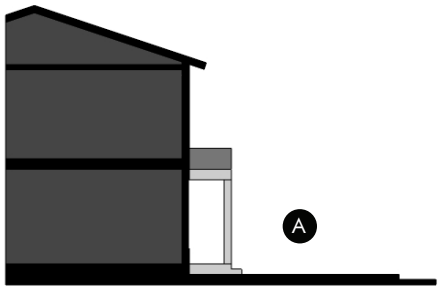
The following page contains images of example projects similar to this frontage type.

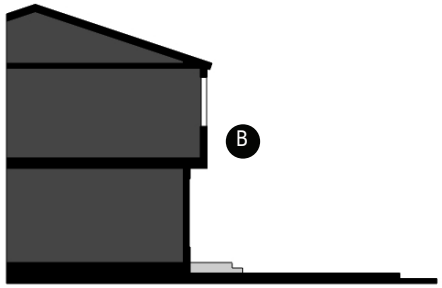
Reference: Building Frontage Types

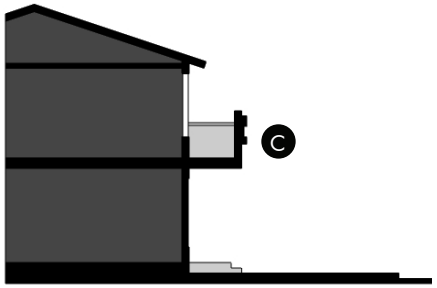
Civic Center Neighborhood (CN)

Design Options

- A Single or multi-story building with stoop or front porch
- B Multi-story building with bay windows
- C Multi-story building with projecting or recessed balconies







Civic Center Neighborhood (CN)

Building Placement

D Build to Line: A front facade is required at a 5' to 15' setback along the entire length of the lot's front lot line(s) (lot lines along a street, but not an alley) . Individual and common unit entrances may be recessed into the facade.

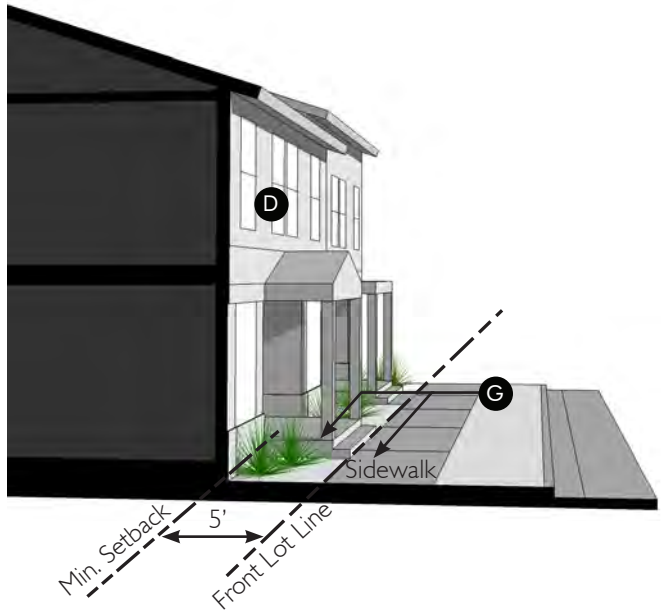
Exception: To provide additional parking, the Planning Director may allow a parcel to be developed with public parking if adjacent to an alley that also serves parcels with Civic Center Main Street frontage.

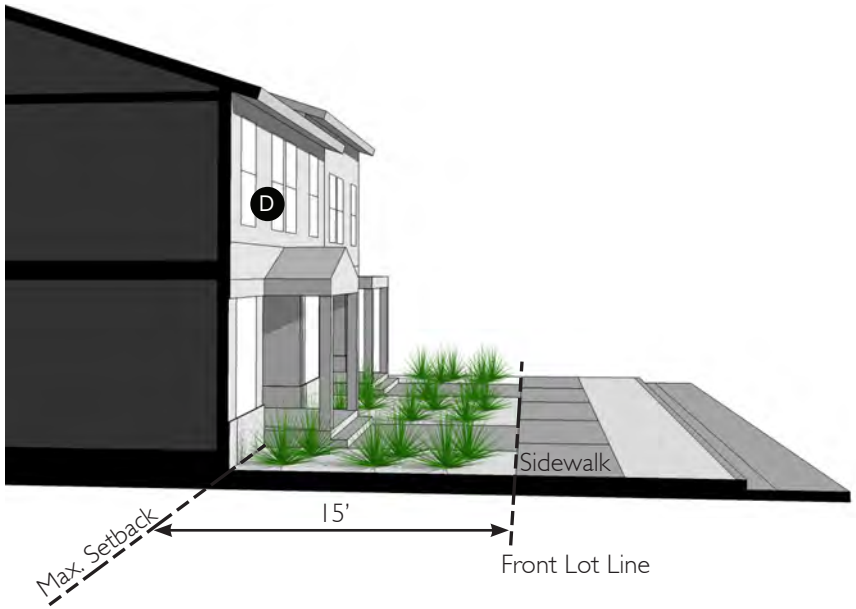
Exception: A side yard may be provided on either side of the building; however, the total width of the side yard shall not exceed 10% of the lot width.

E Side yard setbacks: not required; maximum 10% of lot width.

F Rear yard setback: not required.

G The elevation of the ground floor shall not be more than 6' above the grade of the adjacent sidewalk.

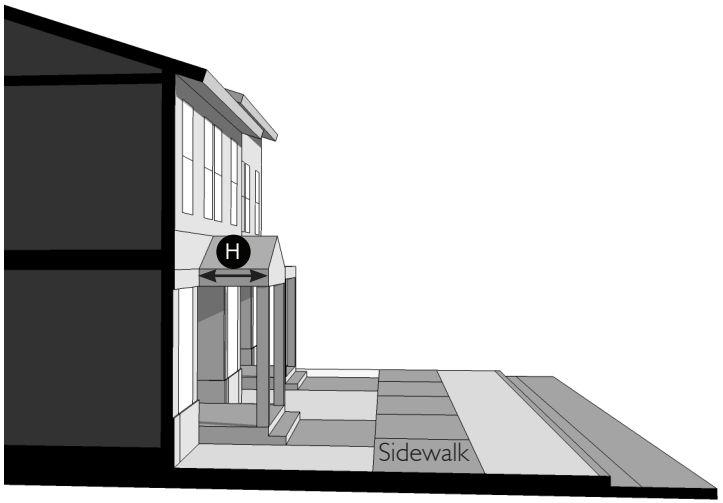


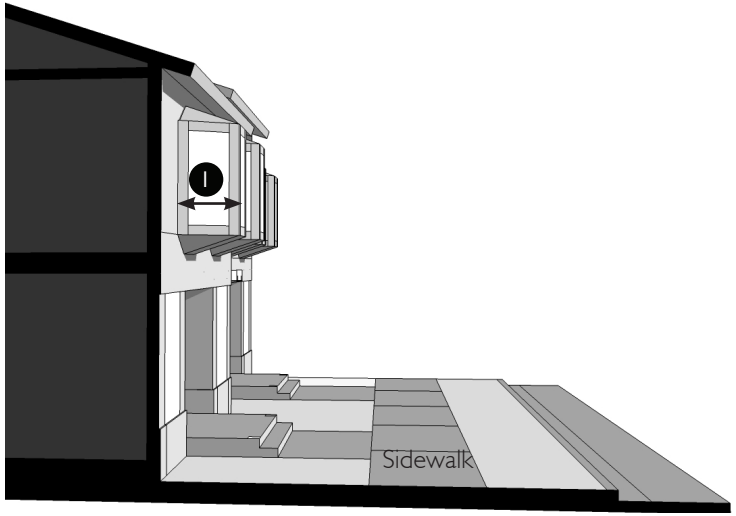


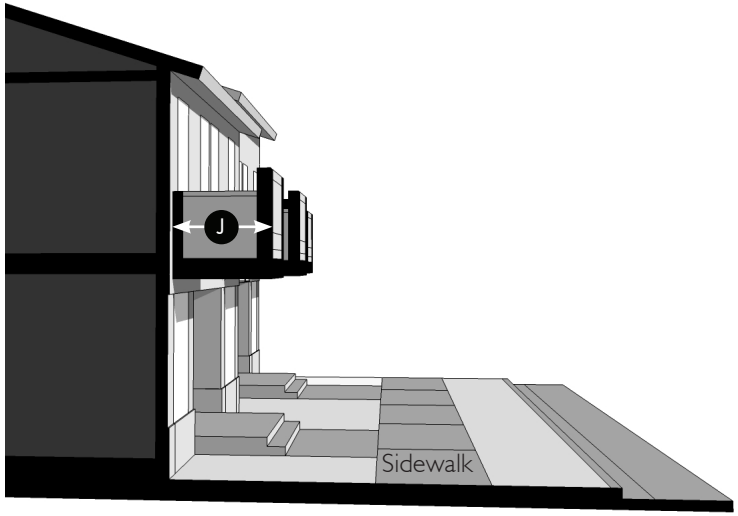
Civic Center Neighborhood (CN)

Projection Standards

- **H** Stoops and front porches may project up to 5' from the facade and into the setback; however, stoops and front porches may not project onto or over sidewalks.
- **I** Bay Windows may project up to 3' from the facade and into setbacks; however, bay windows may not project over sidewalks.
- **J** Balconies may project up to 4' from the facade and into the setback; however, balconies may not project over sidewalks.







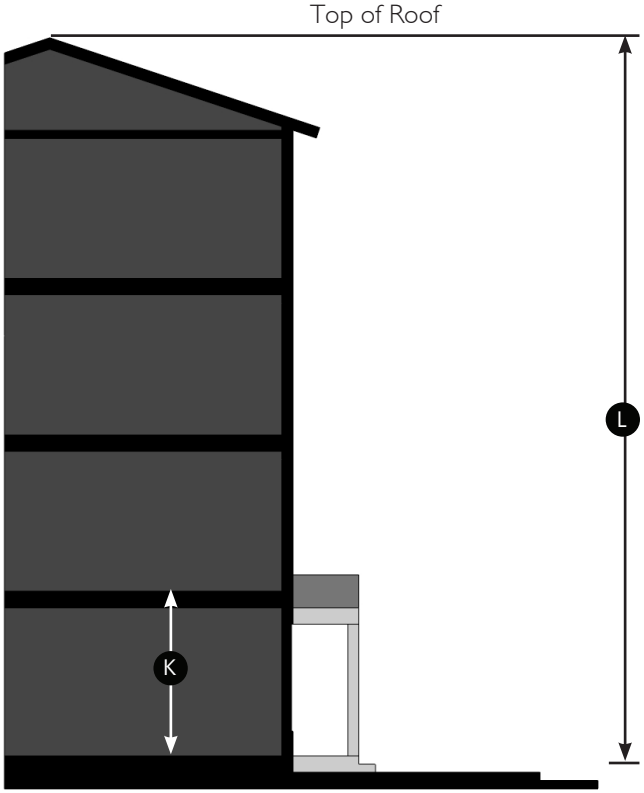
Civic Center Neighborhood (CN)

Heights

K Ground Floor Ceiling Height: 10' minimum (as measured from floor plate to floor plate)

L Minimum Building Height: 45' maximum (as measured from the top of curb to the top of roof or parapet wall).

M Maximum Height: 4 stories maximum (refer to Figure 4-2: Height Regulating Plan).



Civic Center Neighborhood (CN)

Facade Standards

N Entrances: Ground floor units may include individual unit entrances or may be served from a common entrance along the front facade. Upper floor units shall be served by a common entrance (which may also serve ground floor units) along the front facade.

O Ground Floor Windows: Windows shall occupy at least 45% of the area of the facade between 3' and 7' above each building level's floor plate.

P Upper Floor Windows: Windows shall occupy at least 35% of the area of the facade between 3' and 7' above each building level's floor plate.

Building Uses

Q Permitted by Right:

- Attached Single-Family and Multi-Family Residential Units
- Service
- Professional office
- Similar uses as determined by the Planning Director

R Permitted with Planning Director Conditional Use Permit

- Retail
- Dining (including outdoor dining on private property)
- Lodging
- Child care centers
- Automobile sales/rentals (new/used)
- Entertainment (movie theaters, arcades, bowling alleys, live performances, comedy clubs, etc.)
- Tattoo parlors
- Pawn shops
- Liquor/convenience stores
- Self-service laundries
- Medical services
- Veterinarian services
- Sidewalk dining
- Temporary outdoor sales
- Events and festivals
- Other similar uses as determined by the Planning Director

Civic Center Neighborhood (CN)

S Permitted with Planning Commission Conditional Use Permits

- Smoke house, cigar lounge, hookah lounge
- Places of assembly
- Other similar uses as determined by the Planning Director

T Prohibited:

- Kennels/animal hotels
- Drive-thrus
- Bars and cocktail lounges
- Adult businesses
- Medical marijuana dispensaries
- Mini-storage and indoor/outdoor storage
- Automobile repair/service stations, car washes
- Industrial/manufacturing
- Convalescent care/hospitals
- Shooting galleries
- Warehousing
- Other similar uses as determined by the Planning Director

Residential Density Standards

U Base Residential Density: 25 units per acre

V Density Bonus: Density bonuses of up to 35% (maximum of 34 units per acre) are allowed per the requirements of Article XXI (Density Bonus Program) of the Zoning Ordinance.

Parking Standards

W The following parking options are allowed:

- Surface parking (to rear of buildings)
- Underground parking
- Tuck-under parking

Standards for the above parking option are provided in Section 4.3.

X Off-street parking shall be provided at the following ratios:

- A minimum of 1.5 spaces per residential or live-work unit

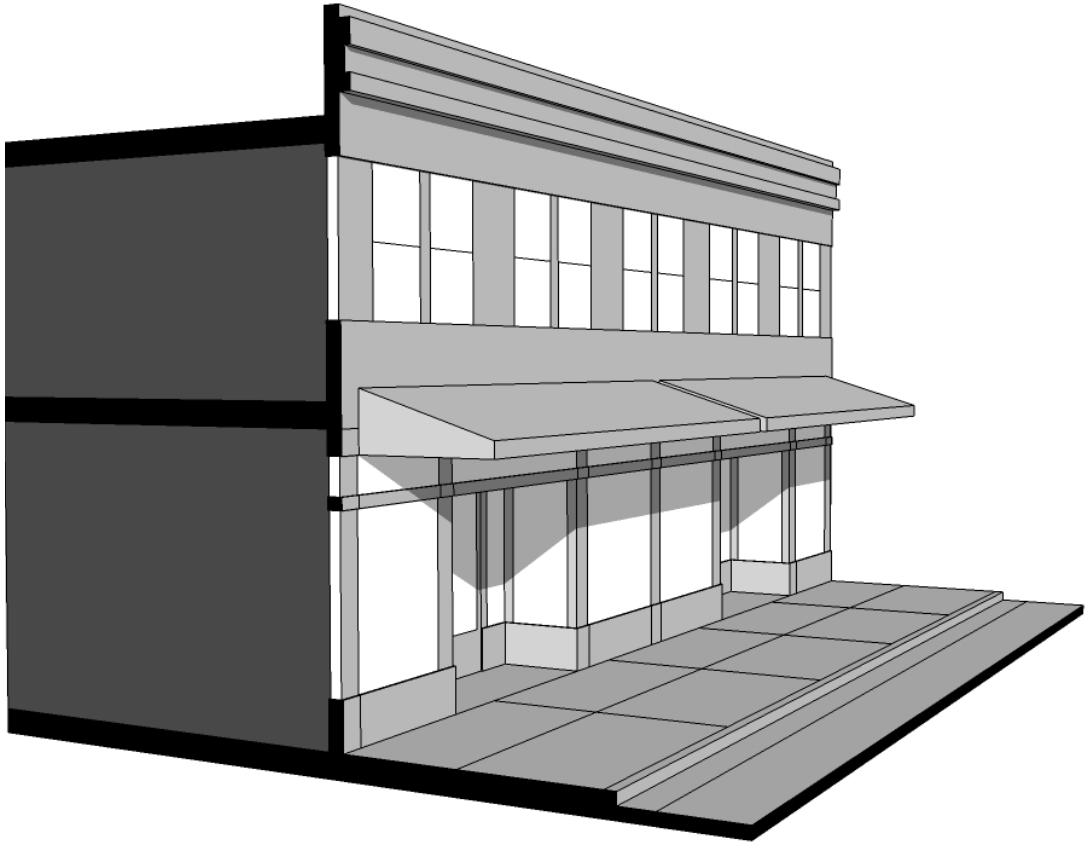
Civic Center Neighborhood (CN)

4.1.3 West Village Main Street Frontage

The West Village Main Street Frontage contains commercial storefronts that are located near the public sidewalk. If provided, upper floors may contain residential and commercial uses.

The following page contains images of example projects similar to this frontage type.

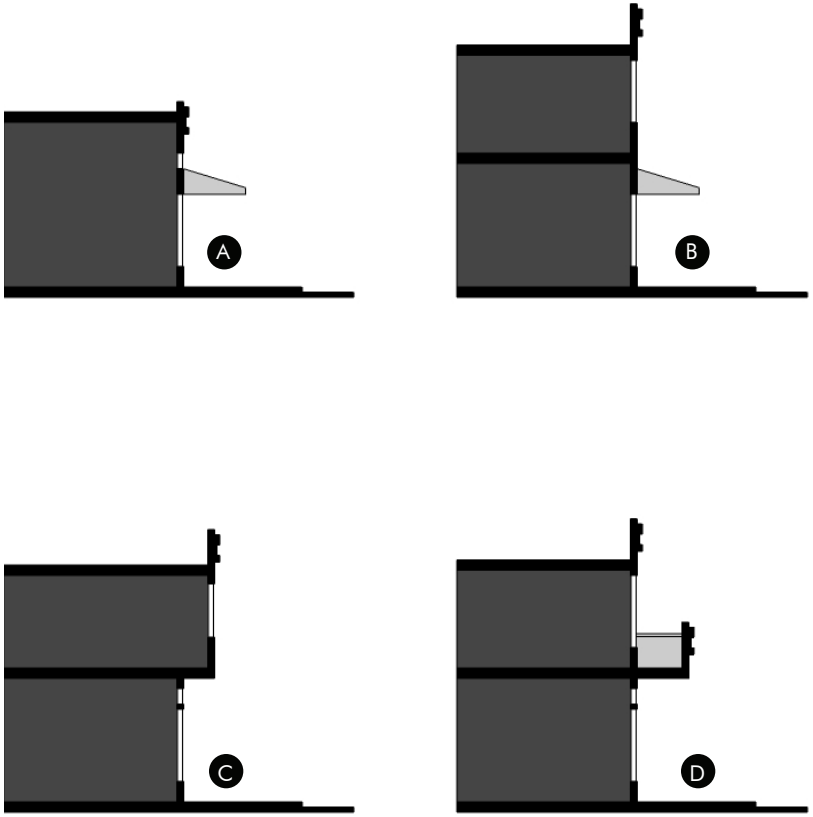
Reference: Building Frontage Types



West Village Main Street (WM)

Design Options

- A Single story building with awnings/marquees
- B Multi-story building with awnings/marquees
- C Multi-story building with bay windows
- D Multi-story building with projecting or recessed balconies



West Village Main Street (WM)

Building Placement

E Build to Line: A storefront facade is required at a 0' to 5' setback along the entire length of the lot's front lot line (lot line along Main Street). Storefront/building entrances may be recessed into the storefront facade.

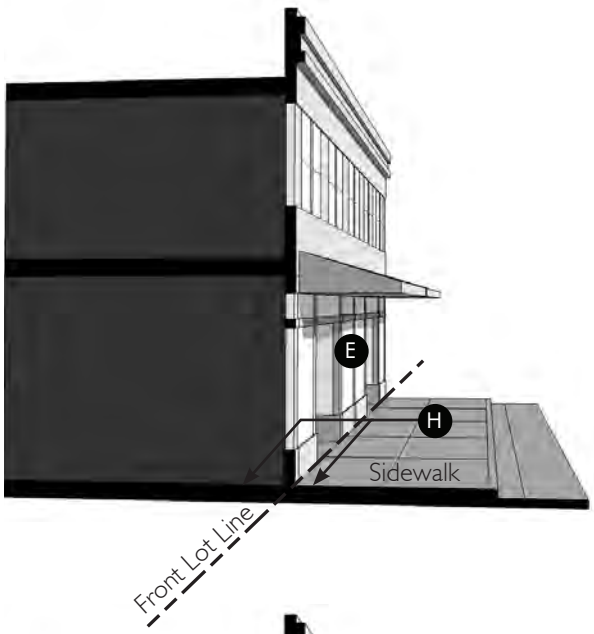
Exception: To create a publicly accessible paseo that links the sidewalk to a rear parking facility, the Planning Director may allow a 10' wide segment of the lot's front property line to be open or unoccupied by a storefront facade.

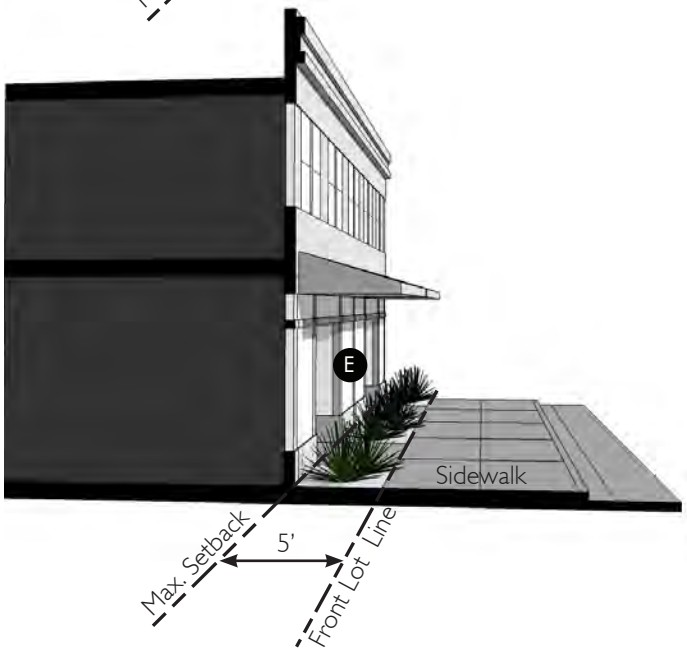
Exception: To create a driveway that links Main Street to a rear parking facility, the Planning Director may allow a 30' wide segment of the lot's front property line to be open or unoccupied by a storefront facade. Shared driveways are encouraged to minimize curb cuts along Main Street.

F Side yard setbacks: not required.

G Rear yard setback: not required.

H The elevation of the ground floor shall be near the elevation of the adjacent sidewalk to minimize the need for external stairs and ramps at building entrances.

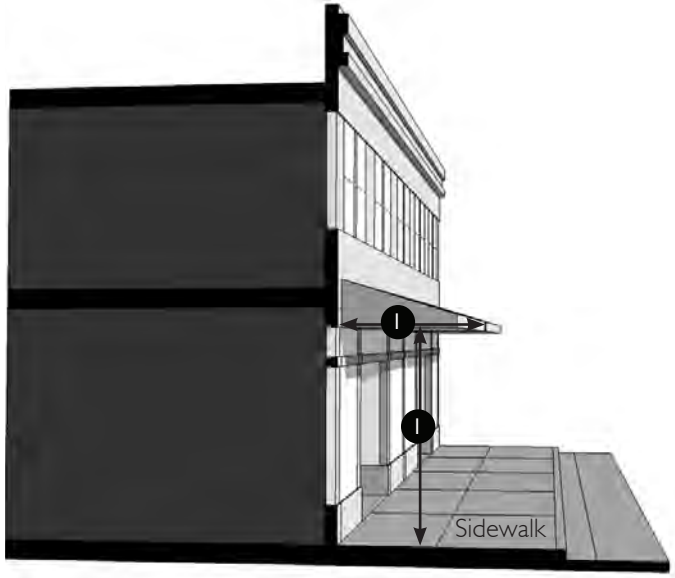


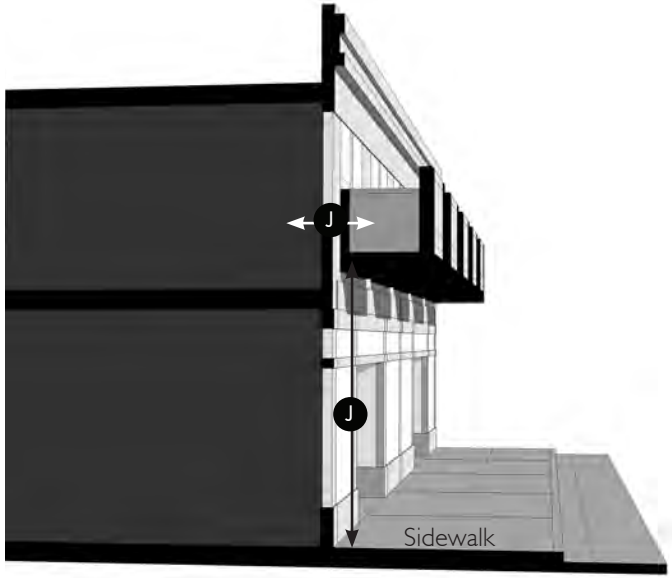


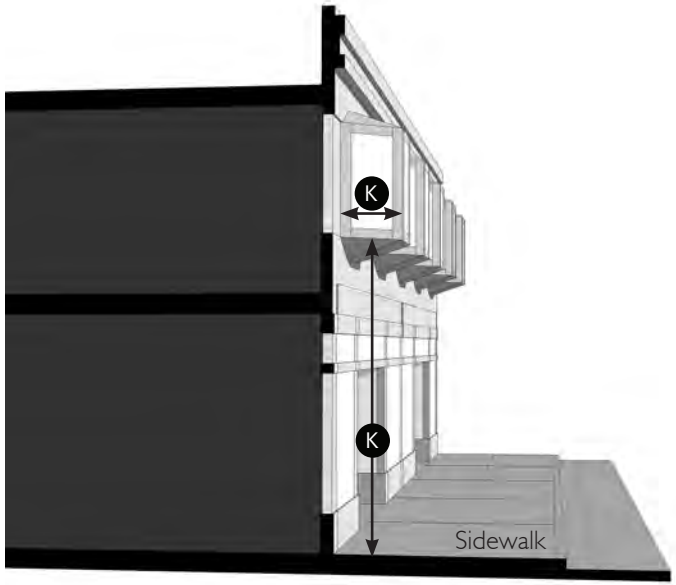
West Village Main Street (WM)

Projection Standards

- **I** Awnings/Marquees may project up to 6' from the facade provided that at least 8' of vertical clearance is provided between the sidewalk and the lowest point of the awning/marquee.
- **J** Balconies may project up to 4' from the facade provided that at least 10' of vertical clearance is provided between the sidewalk and the lowest point of the bay window.
- **K** Bay Windows may project up to 3' from the facade provided that at least 10' of vertical clearance is provided between the sidewalk and the lowest point of the bay window.







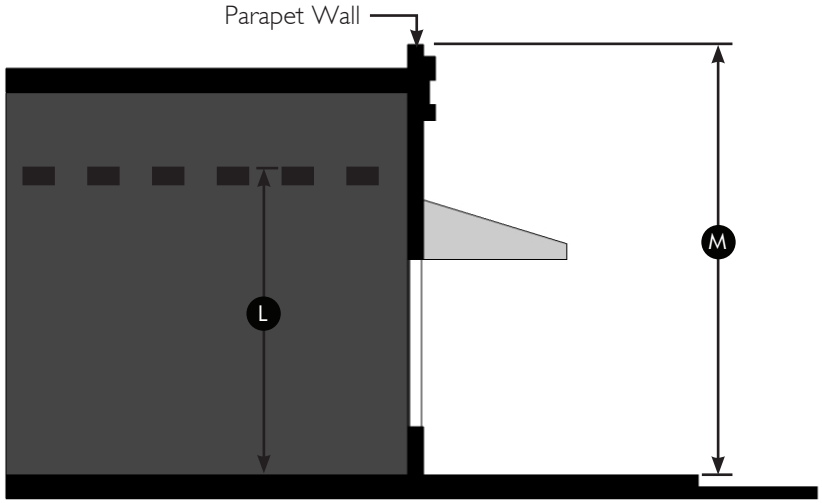
West Village Main Street (WM)

Heights

L Ground Floor Ceiling Height: 12' minimum (as measured from floor plate to floor plate)

M Minimum Building Height: 18' minimum (as measured from the top of curb to the top of parapet wall).

T Maximum Height: 3 stories maximum (refer to Figure 4-2: Height Regulating Plan).



West Village Main Street (WM)

Facade Standards

U Entrances: All ground floor uses that have street frontage shall have an individual storefront entrance.

V Ground Floor Windows: Windows shall occupy at least 65% of the area of the facade between 3' and 8' above the ground level's floor plate.

W Upper Floors Windows: Windows shall occupy at least 35% of the area of the facade between 3' and 7' above each upper level's floor plate.

Civic Center Main Street (CM)

Building Uses

X Permitted by Right:

- Retail
- Dining (including outdoor dining on private property)
- Service
- Professional office
- Similar uses as determined by the Planning Director

Y Permitted by Right in Certain Locations:

- Attached Single-Family and Multi-Family Residential Units: residential units are only allowed on upper floors or within ground floor locations that do not have street frontage.
- Lodging: sleeping rooms are only allowed on upper floors or within ground floor locations that do not have street frontage

Z Permitted with Planning Director Conditional Use Permit

- Child care centers
- Automobile sales/rentals (new/used)
- Entertainment (movie theaters, arcades, bowling alleys, live performances, comedy clubs, etc.)
- Tattoo parlors
- Pawn shops
- Liquor/convenience stores
- Self-service laundries
- Medical/Veterinarian services
- Events and festivals
- Sidewalk dining

T Permitted with Planning Commission Conditional Use Permits

- Bars and cocktail lounges
- Smoke house, cigar lounge, hookah lounge
- Places of assembly
- Kennels/animal hotels
- Drive-thrus
- Other similar uses as determined by the Planning Director

U Prohibited:

- Adult businesses
- Medical marijuana dispensaries
- Mini-storage and indoor/outdoor storage
- Automobile repair/service stations, car washes
- Industrial/manufacturing
- Convalescent care/hospitals
- Shooting galleries
- Warehousing
- Other similar uses as determined by the Planning Director

Residential Density Standards

V Base Residential Density: 18.5 units per acre

W Density Bonus: Density bonuses of up to 35% (maximum of 25 units per acre) are allowed per the requirements of Article XXI (Density Bonus Program) of the Zoning Ordinance.

Parking Standards

X The following parking options are allowed:

- Surface parking (to rear of buildings)
- Underground parking
- Tuck-under parking
- Above ground structured parking

Standards for the above parking option are provided in Section 4.3.

Y Off-street parking shall be provided at the following ratios:

- A minimum of 1.5 spaces per residential unit
- Commercial: Parking District

West Village Main Street (WM)

4.1.4 West Village Neighborhood Frontage

Description

The West Village Neighborhood Frontage contains residential and live-work, fronts.

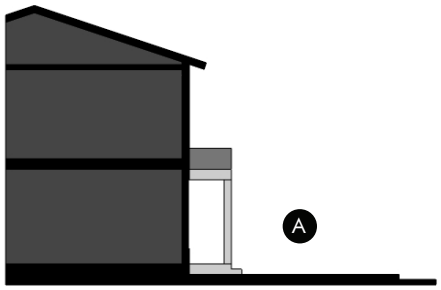
The following page contains images of example projects similar to this frontage type.

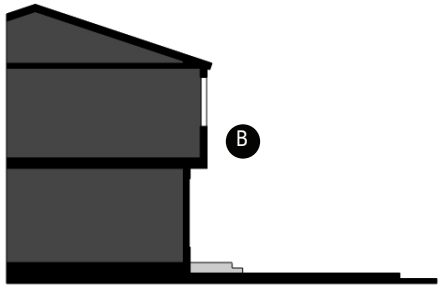
Reference: Building Frontage Types

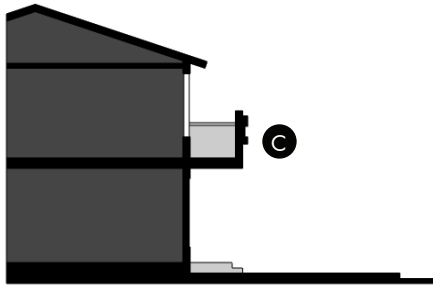
West Village Neighborhood (WN)

Design Options

- A Single or multi-story building with stoop or front porch
- B Multi-story building with bay windows
- C Multi-story building with projecting or recessed balconies







West Village Neighborhood (WN)

Building Placement

D Build to Line: A front facade is required at a 10' to 20' setback along the entire length of the lot's front lot line(s) (lot lines along a street, but not an alley) . Individual and common unit entrances may be recessed into the facade.

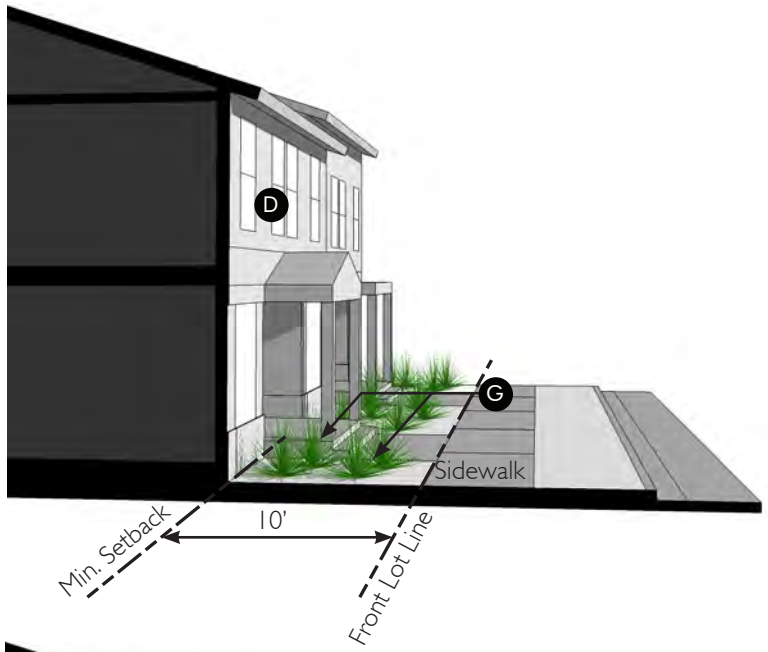
Exception: To provide additional parking, the Planning Director may allow a parcel to be developed with public parking if adjacent to an alley that also serves parcels with West Village Main Street frontage.

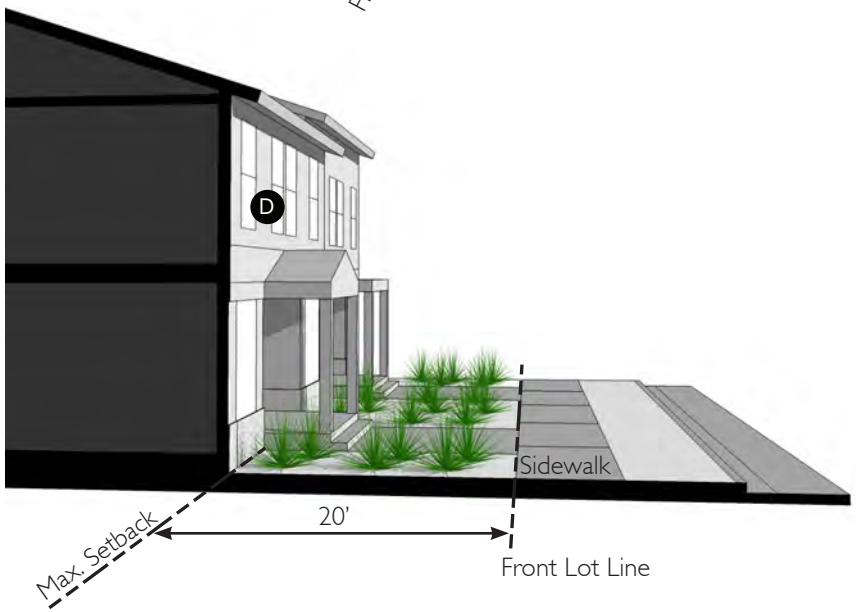
Exception: A side yard may be provided on either side of the building; however, the total width of the side yard shall not exceed 20% of the lot width.

E Side yard setbacks: not required; maximum 20% of lot width.

F Rear yard setback: not required.

G The elevation of the ground floor shall not be more than 6' above the grade of the adjacent sidewalk.

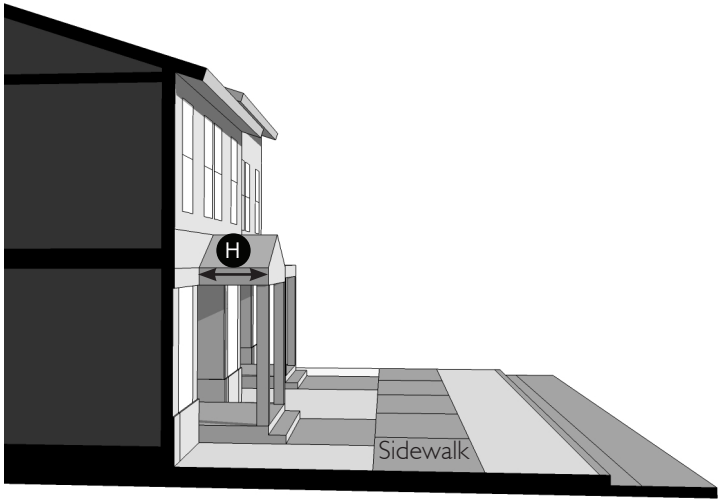


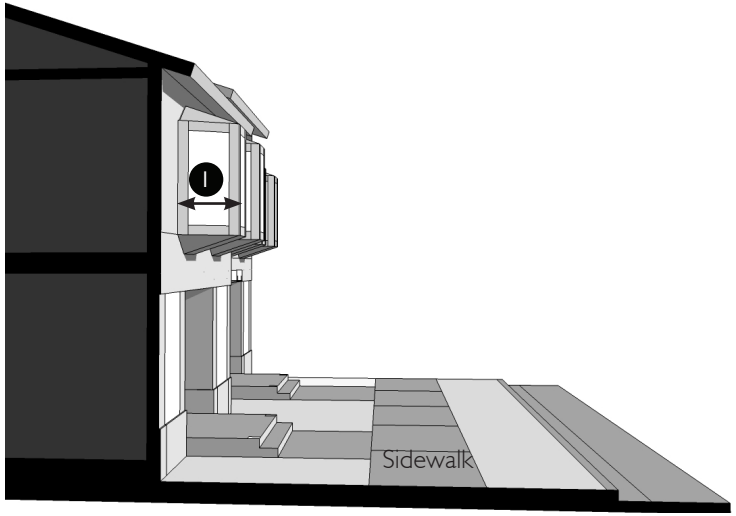


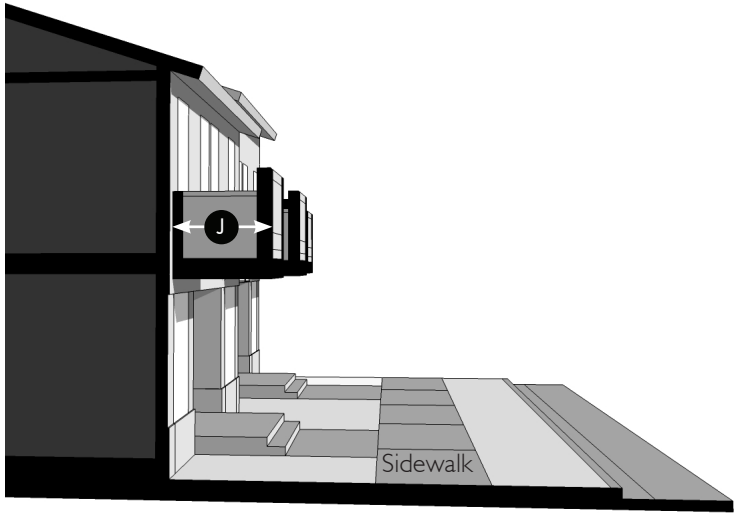
West Village Neighborhood (WN)

Projection Standards

- **H** Stoops and front porches may project up to 5' from the facade and into the setback; however, stoops and front porches may not project onto or over sidewalks.
- **I** Bay Windows may project up to 3' from the facade and into setbacks; however, bay windows may not project over sidewalks.
- **J** Balconies may project up to 4' from the facade and into the setback; however, balconies may not project over sidewalks.







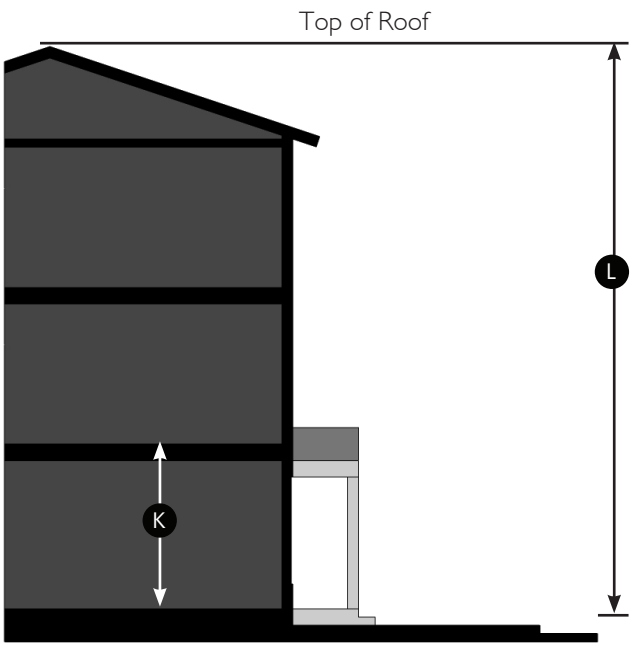
West Village Neighborhood (WN)

Heights

K Ground Floor Ceiling Height: 10' minimum (as measured from floor plate to floor plate)

L Minimum Building Height: 35' maximum (as measured from the top of curb to the top of parapet wall).

M Maximum Height: 3 stories maximum (refer to Figure 4-2: Height Regulating Plan).



West Village Neighborhood (WN)

Facade Standards

N Entrances: Ground floor units may include individual unit entrances or may be served from a common entrance along the front facade. Upper floor units shall be served by a common entrance (which may also serve ground floor units) along the front facade.

O Ground Floor Windows: Windows shall occupy at least 35% of the area of the facade between 3' and 7' above each building level's floor plate.

P Upper Floor Windows: Windows shall occupy at least 35% of the area of the facade between 3' and 7' above each building level's floor plate.

Building Uses

Q Permitted by Right:

- Attached Single-Family and Multi-Family Residential Units
- Service (as permitted by Section 27.200: Home Occupations of the Zoning Ordinance)
- Temporary outdoor sales (per guidelines & parameters of City Council Resolution)
- Similar uses as determined by the Planning Director

R Permitted with Planning Director Conditional Use Permit

- Service
- Professional office
- Child care centers
- Events and festivals
- Other similar uses as determined by the Planning Director

S Permitted with Planning Commission Conditional Use Permits

- Retail
- Dining (including outdoor dining on private property)
- Lodging
- Self-service laundries
- Medical services
- Veterinarian services
- Sidewalk dining
- Places of assembly
- Other similar uses as determined by the Planning Director

West Village Neighborhood (WN)

T Prohibited:

- Automobile sales/rentals (new/used)
- Entertainment (movie theaters, arcades, bowling alleys, live performances, comedy clubs, etc.)
- Tattoo parlors
- Pawn shops
- Liquor/convenience stores
- Smoke house, cigar lounge, hookah lounge
- Kennels/animal hotels
- Drive-thrus
- Bars and cocktail lounges
- Adult businesses
- Medical marijuana dispensaries
- Mini-storage and indoor/outdoor storage
- Automobile repair/service stations, car washes
- Industrial/manufacturing
- Convalescent care/hospitals
- Shooting galleries
- Warehousing
- Other similar uses as determined by the Planning Director

Residential Density Standards

U Base Residential Density: 20 units per acre

V Density Bonus: Density bonuses of up to 35% (maximum of 27 units per acre) are allowed per the requirements of Article XXI (Density Bonus Program) of the Zoning Ordinance.

Parking Standards

W The following parking options are allowed:

- Surface parking (to rear of buildings)
- Underground parking
- Tuck-under parking

Standards for the above parking option are provided in Section 4.3.

X Off-street parking shall be provided at the following ratios:

- A minimum of 1.5 spaces per residential or live-work unit

West Village Neighborhood (WN)

4.1.5 East Village Main Street Frontage

The East Village Main Street Frontage contains commercial storefronts that are located near the public sidewalk. If provided, upper floors may contain residential and commercial uses.

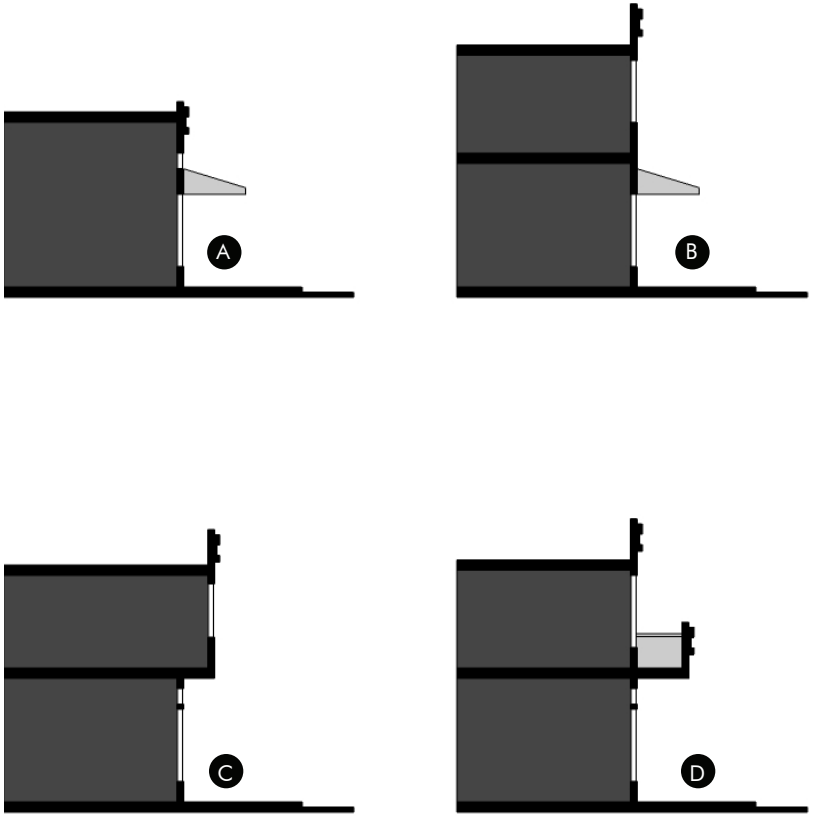
The following page contains images of example projects similar to this frontage type.

Reference: Building Frontage Types

East Village Main Street (EM)

Design Options

- A Single story building with awnings/marquees
- B Multi-story building with awnings/marquees
- C Multi-story building with bay windows
- D Multi-story building with projecting or recessed balconies



East Village Main Street (EM)

Building Placement

E Build to Line: A storefront facade is required at a 5' to 15' setback along at least 60% of the length of the lot's front lot line (lot line along Main Street). Storefront/building entrances may be recessed into the storefront facade.

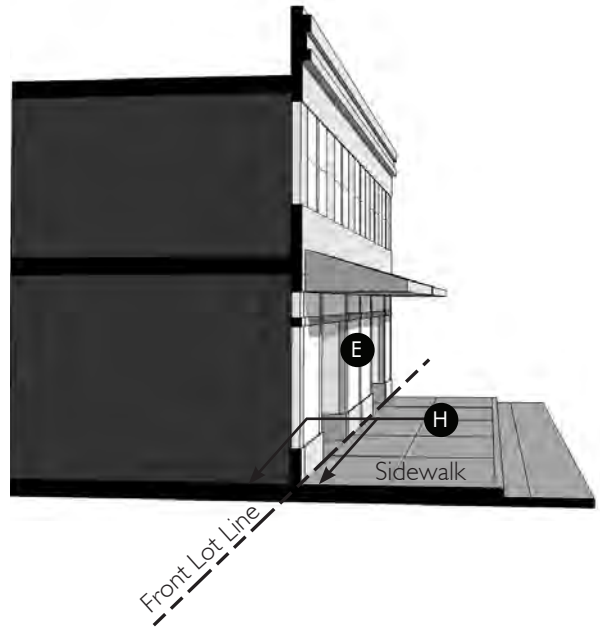
Exception: To create a publicly accessible paseo that links the sidewalk to a rear parking facility, the Planning Director may allow a 10' wide segment of the lot's front property line to be open or unoccupied by a storefront facade.

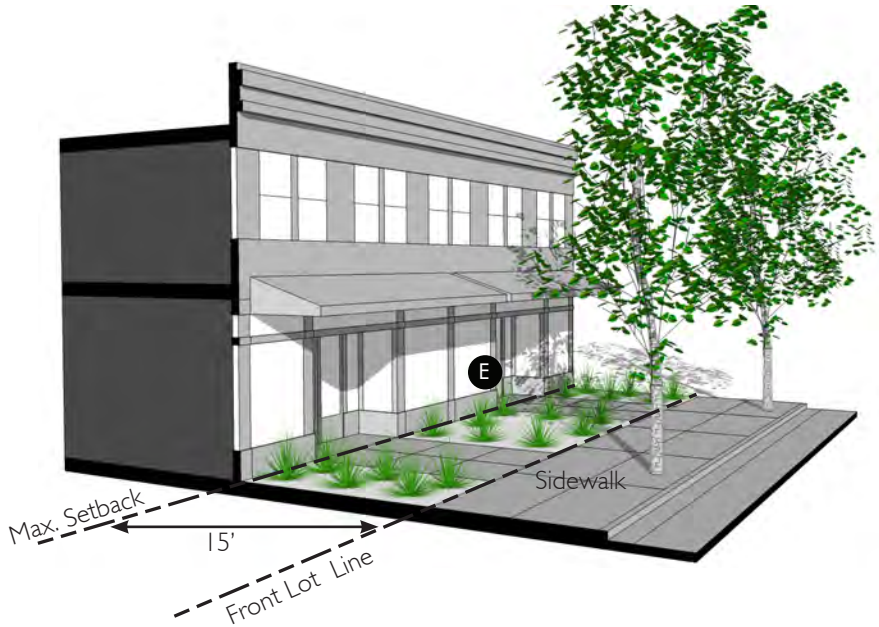
Exception: To create a driveway that links Main Street to a rear parking facility, the Planning Director may allow a 30' wide segment of the lot's front property line to be open or unoccupied by a storefront facade. Shared driveways are encouraged to minimize curb cuts along Main Street.

F Side yard setbacks: not required.

G Rear yard setback: not required.

H The elevation of the ground floor shall be near the elevation of the adjacent sidewalk to minimize the need for external stairs and ramps at building entrances.





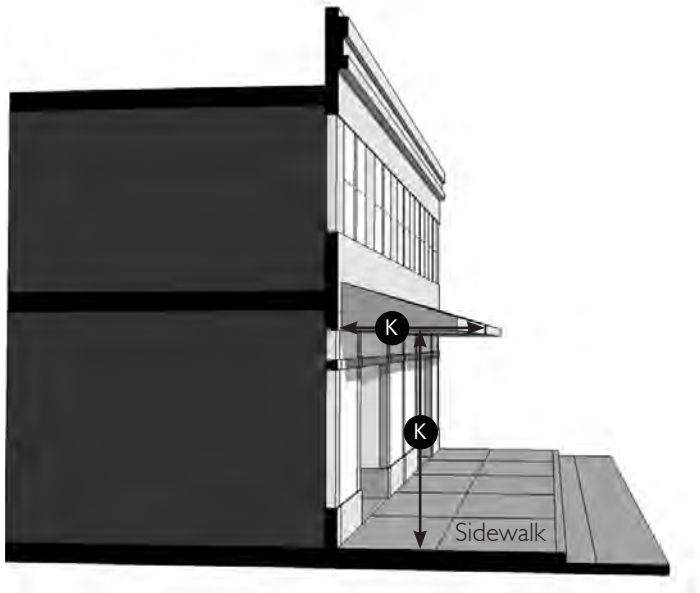
East Village Main Street (EM)

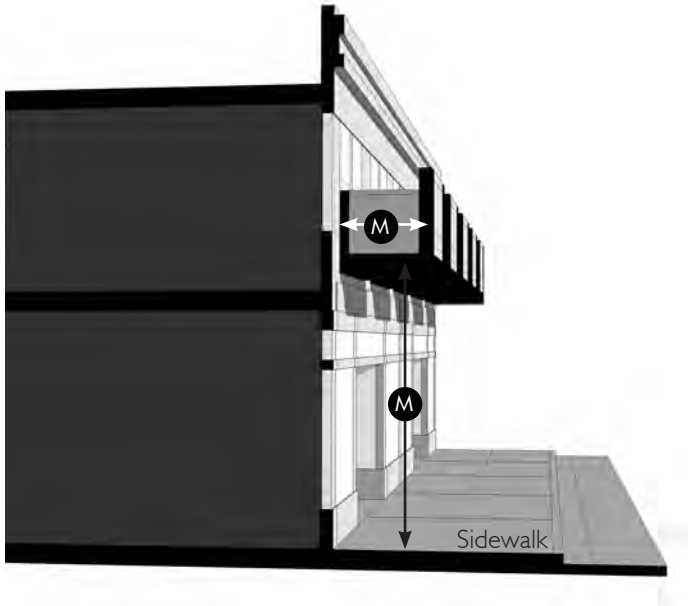
Projection Standards

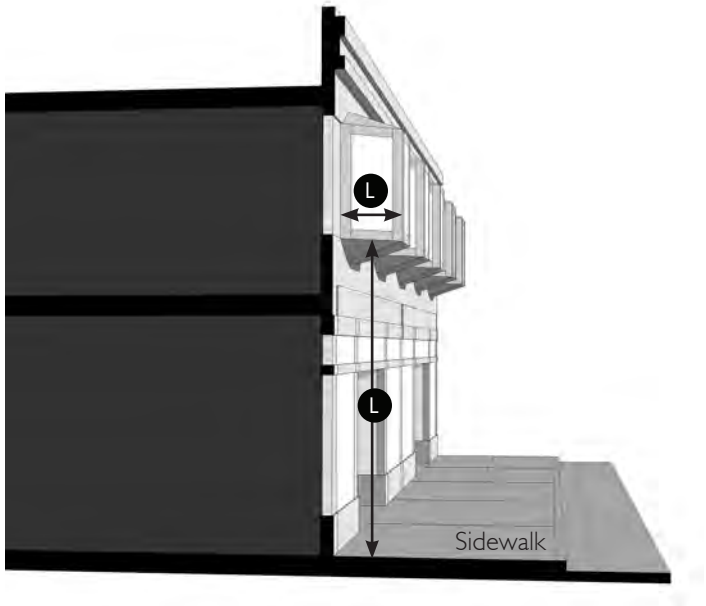
K Awnings/Marquees may project up to 6' from the facade provided that at least 8' of vertical clearance is provided between the sidewalk and the lowest point of the awning/marquee.

L Bay Windows may project up to 3' from the facade provided that at least 10' of vertical clearance is provided between the sidewalk and the lowest point of the bay window.

M Balconies may project up to 4' from the facade provided that at least 10' of vertical clearance is provided between the sidewalk and the lowest point of the bay window.







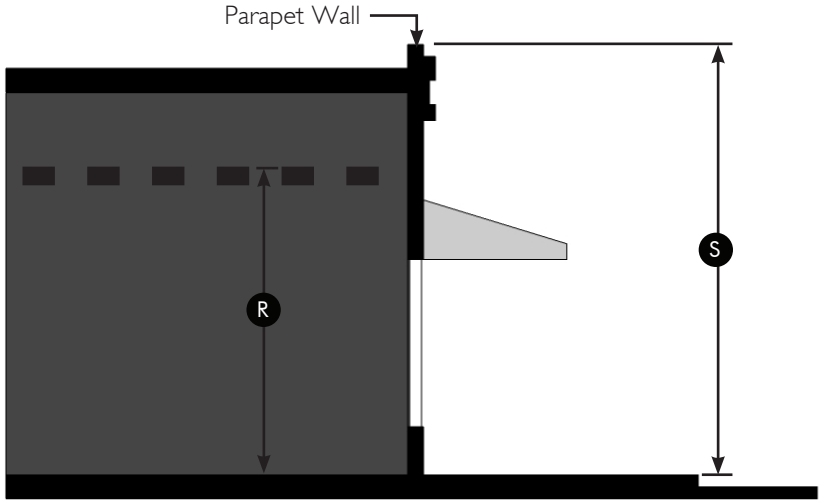
East Village Main Street (EM)

Heights

R Ground Floor Ceiling Height: 12' minimum (as measured from floor plate to floor plate)

S Minimum Building Height: 18' minimum (as measured from the top of curb to the top of parapet wall).

T Maximum Height: 4 stories maximum (refer to Figure 4-2: Height Regulating Plan).



East Village Main Street (EM)

Facade Standards

V Entrances: All ground floor uses that have street frontage shall have an individual storefront entrance.

W Ground Floor Windows: Windows shall occupy at least 50% of the area of the facade between 3' and 8' above the ground level's floor plate.

X Upper Floors Windows: Windows shall occupy at least 35% of the area of the facade between 3' and 7' above each upper level's floor plate.

East Village Main Street (EM)

Building Uses

Y Permitted by Right:

- Retail
- Dining (including outdoor dining on private property)
- Service
- Professional office
- Temporary outdoor sales (per guidlines & parameters of City Council Resolution)
- Similar uses as determined by the Planning Director

Z Permitted by Right in Specific Locations:

- Attached Single-Family and Multi-Family Residential Units: residential units are only allowed on upper floors or within ground floor locations that do not have street frontage
- Lodging: sleeping rooms are only allowed on upper floors or within ground floor locations that do not have street frontage

AA Permitted with Planning Director Conditional Use Permit

- Child care centers
- Automobile sales/rentals (new/used)
- Entertainment (movie theaters, arcades, bowling alleys, live performances, comedy clubs, etc.)
- Tattoo parlors
- Pawn shops
- Liquor/convenience stores
- Self-service laundries
- Medical services
- Veterinarian services
- Sidewalk dining
- Events and festivals
- Other similar uses as determined by the Planning Director

BB Permitted with Planning Commission Conditional Use Permits

- Bars and cocktail lounges
- Smoke house, cigar lounge, hookah lounge
- Places of assembly
- Kennels/animal hotels
- Drive-thrus
- Other similar uses as determined by the Planning Director

CC Prohibited:

- Adult businesses
- Medical marijuana dispensaries
- Mini-storage and indoor/outdoor storage
- Automobile repair/service stations, car washes
- Industrial/manufacturing
- Convalescent care/hospitals
- Shooting galleries
- Warehousing
- Other similar uses as determined by the Planning Director

Residential Density Standards

DD Base Residential Density: 18.5 units per acre

EE Density Bonus: Density bonuses of up to 35% (maximum of 25 units per acre) are allowed per the requirements of Article XXI (Density Bonus Program) of the Zoning Ordinance.

Parking Standards

FF The following parking options are allowed:

- Surface parking (to rear or side of buildings)
- Underground parking
- Tuck-under parking
- Above ground structured parking

Standards for the above parking option are provided in Section 4.3.

GG Off-street parking shall be provided at the following ratios:

- A minimum of 1.5 spaces per residential unit
- Commercial: Parking District

East Village Main Street (EM)

4.1.6 East Village Neighborhood Frontage

Description

The East Village Neighborhood Frontage contains residential and live-work, fronts.

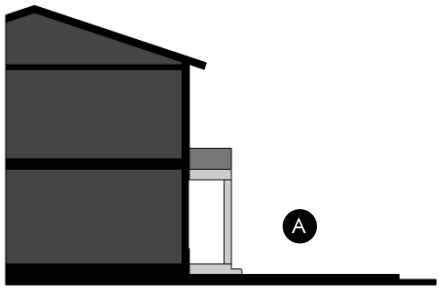
The following page contains images of example projects similar to this frontage type.

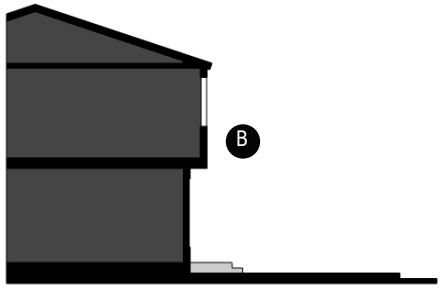
Reference: Building Frontage Types

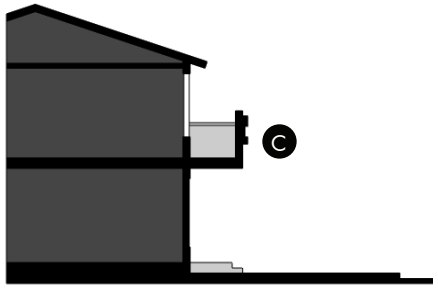
East Village Neighborhood (EN)

Design Options

- **A** Single or multi-story building with awnings/marquees
- **B** Multi-story building with bay windows
- **C** Multi-story building with projecting or recessed balconies







East Village Neighborhood (EN)

Building Placement

D Build to Line: A front facade is required at a 10' to 20' setback along the entire length of the lot's front lot line(s) (lot lines along a street, but not an alley) . Individual and common unit entrances may be recessed into the facade.

Exception: To create a driveway that links Main Street to a rear parking facility, the Planning Director may allow a 30' wide segment of the lot's front property line to be open or unoccupied by a building. Shared driveways are encouraged to minimize curb cuts along Main Street.

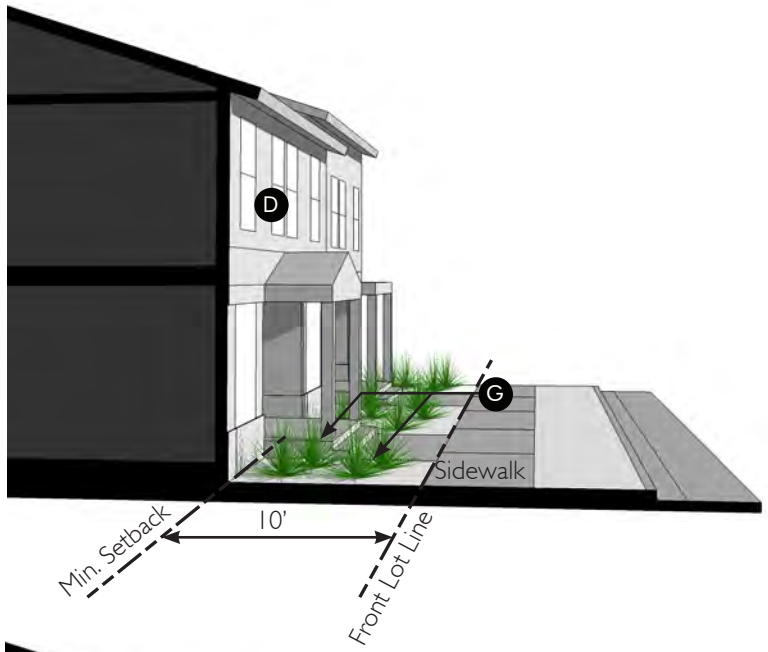
Exception: To provide additional parking, the Planning Director may allow a parcel to be developed with public parking if adjacent to an alley that also serves parcels with East Village Main Street frontage.

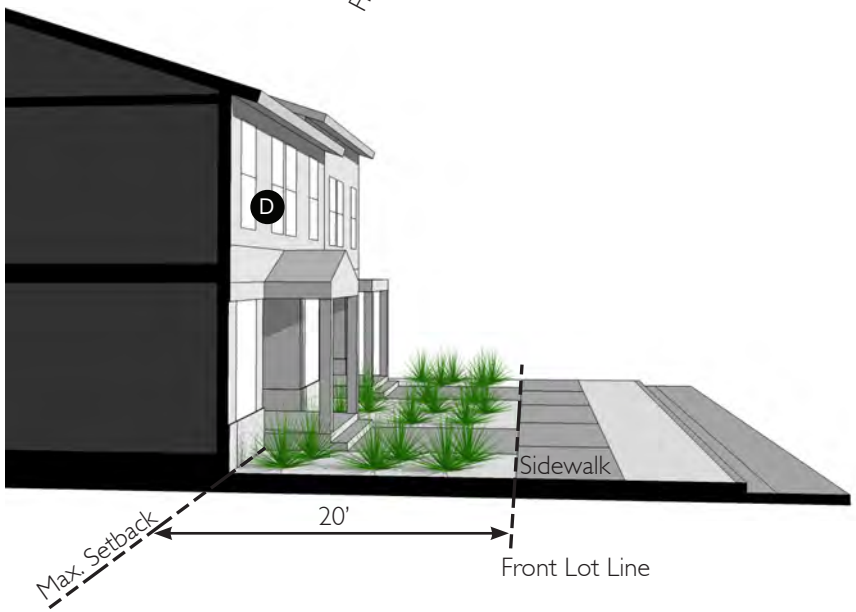
Exception: A side yard may be provided on either side of the building; however, the total width of the side yard shall not exceed 20% of the lot width.

E Side yard setbacks: not required; maximum 20% of lot width.

F Rear yard setback: not required.

G The elevation of the ground floor shall not be more than 6' above the grade of the adjacent sidewalk.

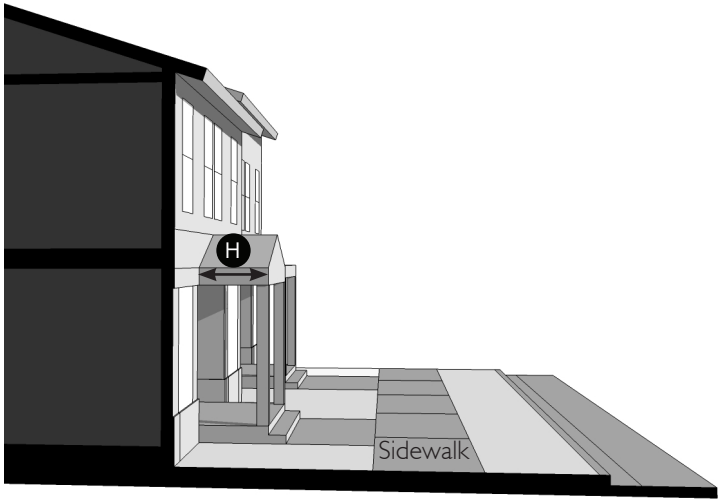


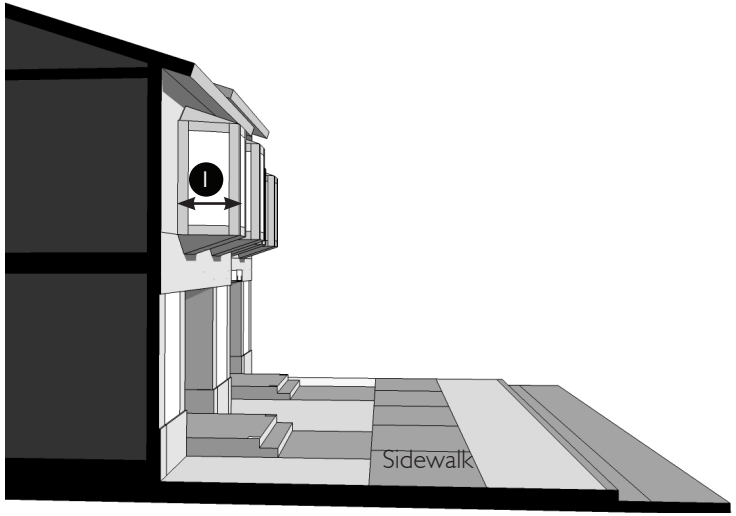


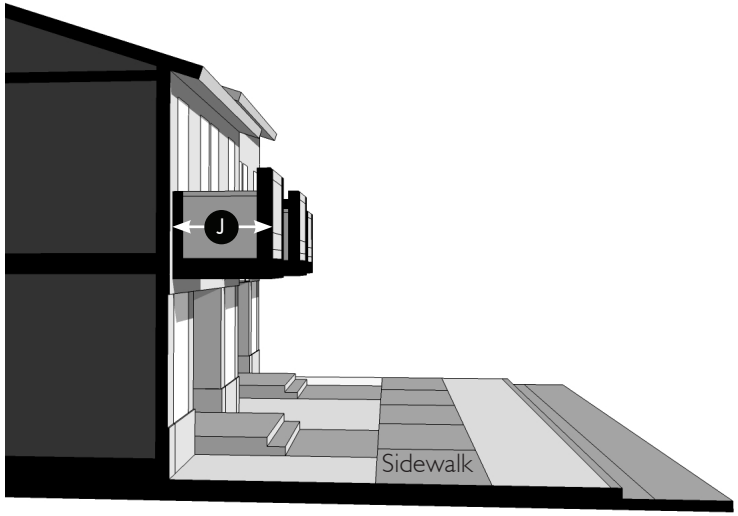
East Village Neighborhood (EN)

Projection Standards

- **H** Stoops and front porches may project up to 5' from the facade and into the setback; however, stoops and front porches may not project onto or over sidewalks.
- **I** Bay Windows may project up to 3' from the facade and into setbacks; however, bay windows may not project over sidewalks.
- **J** Balconies may project up to 4' from the facade and into the setback; however, balconies may not project over sidewalks.







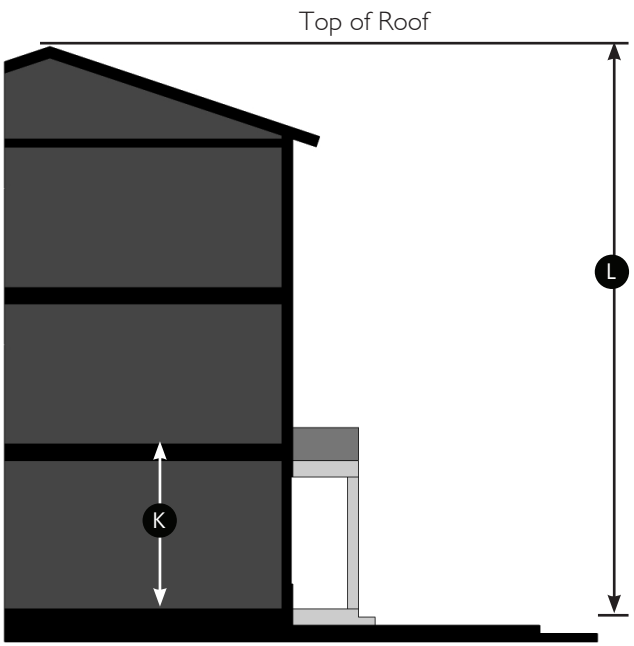
East Village Neighborhood (EN)

Heights

K Ground Floor Ceiling Height: 10' minimum (as measured from floor plate to floor plate)

L Minimum Building Height: 35' maximum (as measured from the top of curb to the top of parapet wall).

M Maximum Height: 3 stories maximum (refer to Figure 4-2: Height Regulating Plan).



East Village Neighborhood (EN)

Facade Standards

N Entrances: Ground floor units may include individual unit entrances or may be served from a common entrance along the front facade. Upper floor units shall be served by a common entrance (which may also serve ground floor units) along the front facade.

O Ground Floor Windows: Windows shall occupy at least 35% of the area of the facade between 3' and 7' above each building level's floor plate.

P Upper Floor Windows: Windows shall occupy at least 35% of the area of the facade between 3' and 7' above each building level's floor plate.

Building Uses

Q Permitted by Right:

- Attached Single-Family and Multi-Family Residential Units
- Service (as permitted by Section 27.200: Home Occupations of the Zoning Ordinance)
- Temporary outdoor sales (per guildelines and parameters of City Council Resolution)
- Similar uses as determined by the Planning Director

R Permitted with Planning Director Conditional Use Permit

- Service
- Professional office
- Child care centers
- Events and festivals
- Other similar uses as determined by the Planning Director

S Permitted with Planning Commission Conditional Use Permits

- Retail
- Dining (including outdoor dining on private property)
- Lodging
- Self-service laundries
- Medical services
- Veterinarian services
- Sidewalk dining
- Places of assembly
- Other similar uses as determined by the Planning Director\

East Village Neighborhood (EN)

T Prohibited:

- Automobile sales/rentals (new/used)
- Entertainment (movie theaters, arcades, bowling alleys, live performances, comedy clubs, etc.)
- Tattoo parlors
- Pawn shops
- Liquor/convenience stores
- Smoke house, cigar lounge, hookah lounge
- Kennels/animal hotels
- Drive-thrus
- Bars and cocktail lounges
- Adult businesses
- Medical marijuana dispensaries
- Mini-storage and indoor/outdoor storage
- Automobile repair/service stations, car washes
- Industrial/manufacturing
- Convalescent care/hospitals
- Shooting galleries
- Warehousing
- Other similar uses as determined by the Planning Director

Residential Density Standards

U Base Residential Density: 18 units per acre

V Density Bonus: Density bonuses of up to 35% (maximum of 25 units per acre) are allowed per the requirements of Article XXI (Density Bonus Program) of the Zoning Ordinance.

Parking Standards

W The following parking options are allowed:

- Surface parking (to rear of buildings)
- Underground parking
- Tuck-under parking

Standards for the above parking option are provided in Section 4.3.

X Off-street parking shall be provided at the following ratios:

- A minimum of 1.5 spaces per residential or live-work unit

East Village Neighborhood (EN)

4.1.7 East Village Enterprise Frontage

Description

The East Village Enterprise Frontage contains light industrial, office, and commercial uses that front the sidewalk and on-site common space.

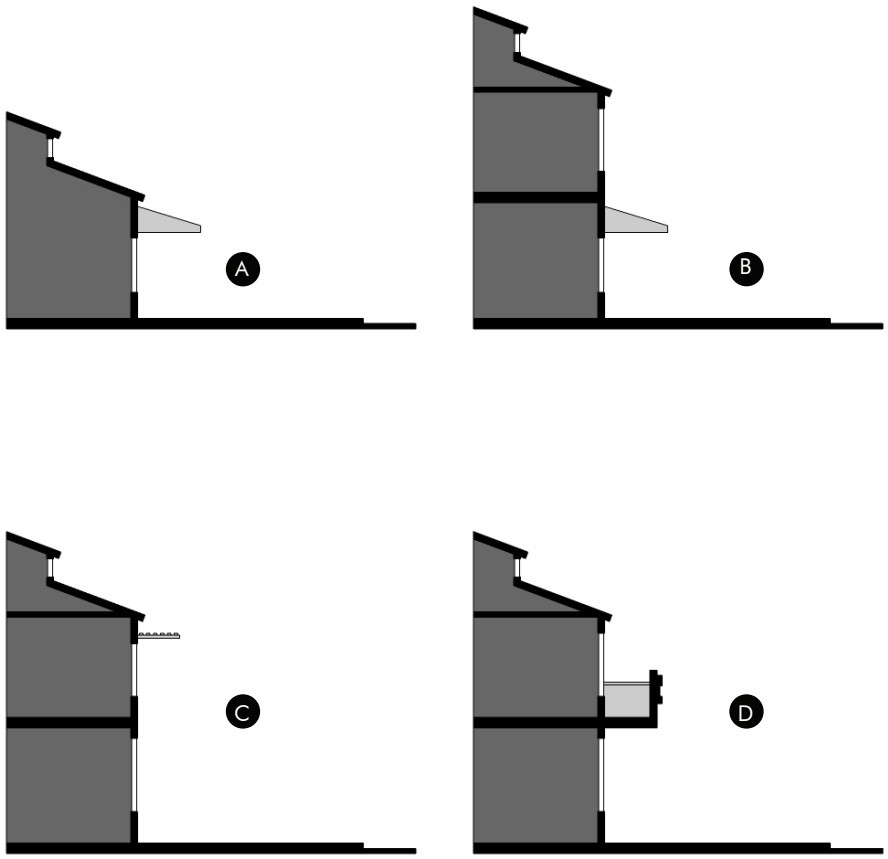
The following page contains images of example projects similar to this frontage type.

Reference: Building Frontage Types

East Village Enterprise (EE)

Design Options

- A Single story building with awnings/marquees
- B Multi-story building with awnings/marquees
- C Multi-story building with shade structures
- D Multi-story building with projecting or recessed balconies



East Village Enterprise (EE)

Building Placement

D Build to Line: A front facade is required at a 10' to 20' setback along at least 80% of the lot's front lot line(s) (lot lines along a street, but not an alley) . Individual and common unit entrances may be recessed into the facade.

Exception: To create a driveway that links Main Street to a rear parking facility, the Planning Director may allow a 30' wide segment of the lot's front property line to be open or unoccupied by a building. Shared driveways are encouraged to minimize curb cuts along Main Street.

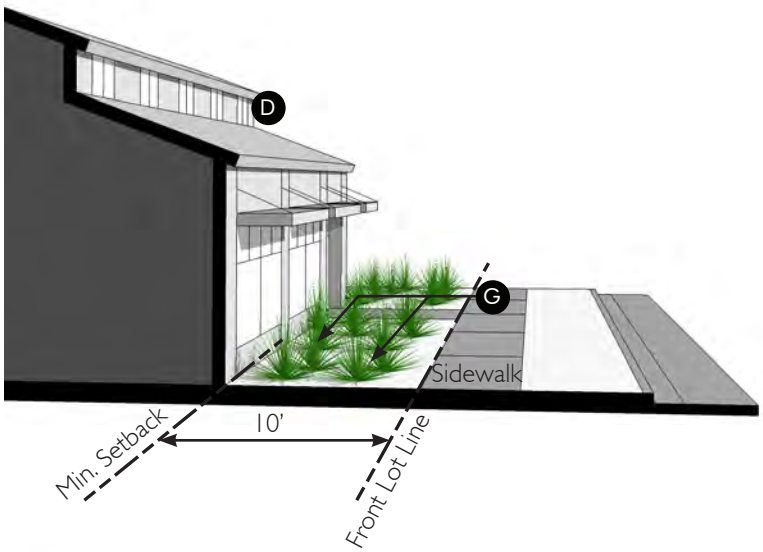
Exception: To provide additional parking, the Planning Director may allow a 75' wide segment of the lot's front property line to be dedicated to parking and landscaping. Shared parking facilities and driveways are encouraged to minimize curb cuts.

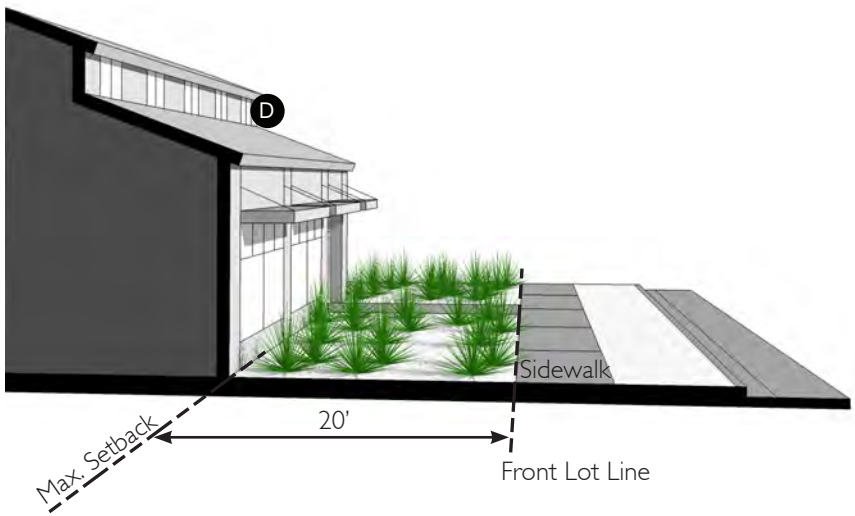
Exception: A common open space area (such as a plaza) may be provided along the front property line. Common open space areas along front property lines shall consist of at least 75% usable space (such as plaza space) and no more than 15% of lawn area.

E Side yard setbacks: not required.

F Rear yard setback: not required.

G The elevation of the ground floor shall be near the elevation of the adjacent sidewalk to minimize the need for external stairs and ramps at building entrances.





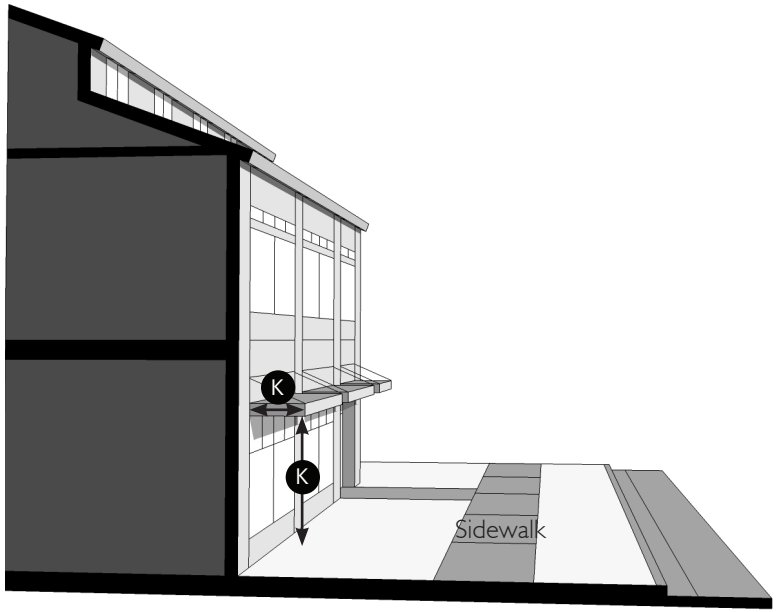
East Village Enterprise (EE)

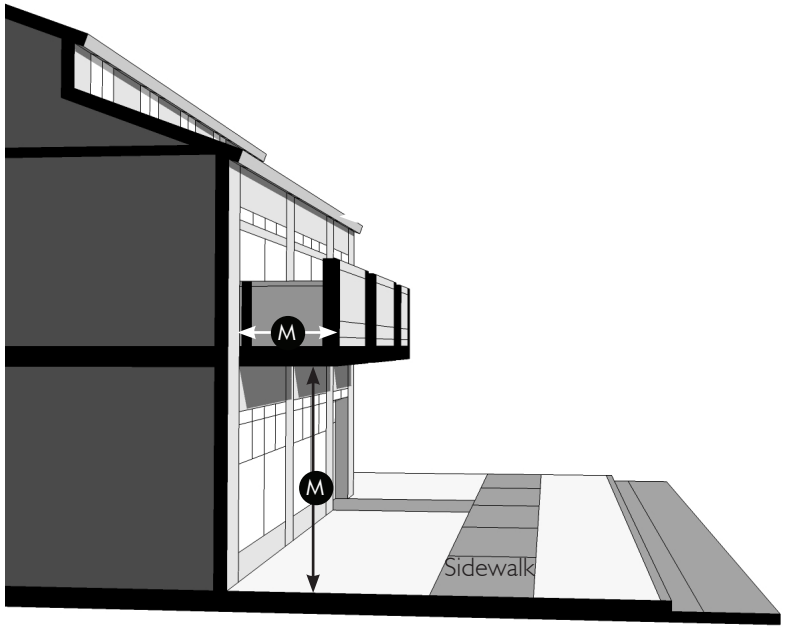
Projection Standards

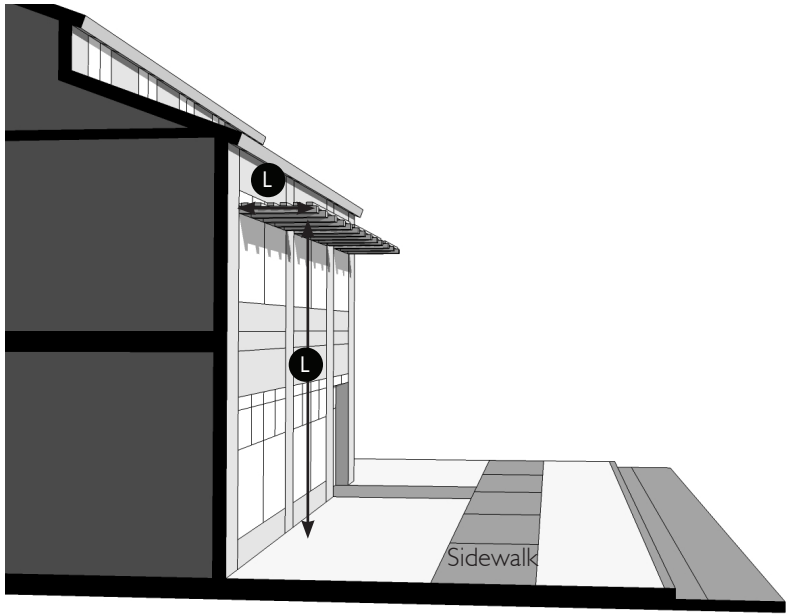
K Awnings/Marquees may project up to 6' from the facade provided that at least 8' of vertical clearance is provided between the sidewalk and the lowest point of the awning/marquee.

L Bay Windows and Window Shades may project up to 3' from the facade provided that at least 10' of vertical clearance is provided between the sidewalk and the lowest point of the projection.

M Balconies may project up to 4' from the facade provided that at least 10' of vertical clearance is provided between the sidewalk and the lowest point of the bay window.







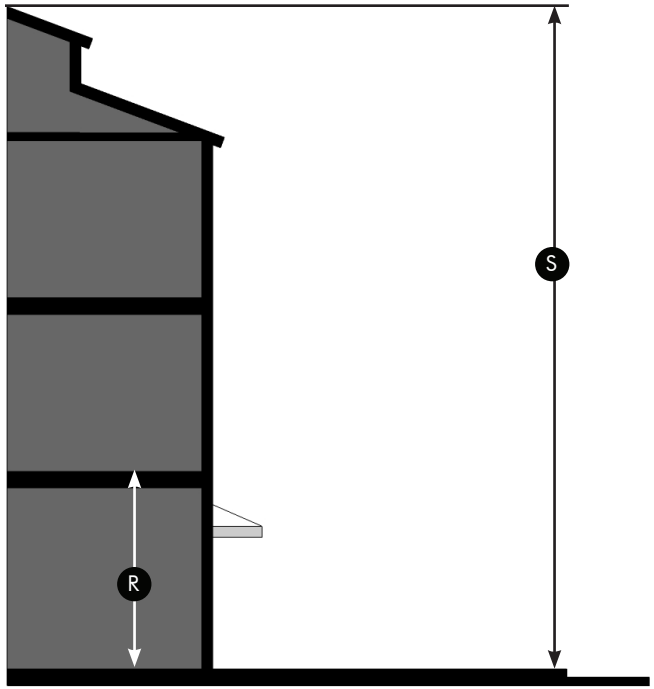
East Village Enterprise (EE)

Heights

R Ground Floor Ceiling Height: 12' minimum (as measured from floor plate to floor plate)

S Minimum Building Height: 18' minimum (as measured from the top of curb to the top of parapet wall).

T Maximum Height: 3 stories maximum south of G Street and 4 stories maximum north of G Street (refer to Figure 4-2: Height Regulating Plan).



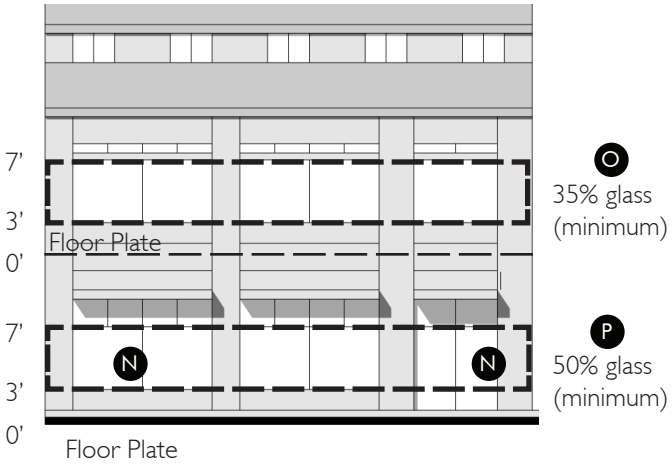
East Village Enterprise (EE)

Facade Standards

N Entrances: Ground floor units may include individual unit entrances or may be served from a common entrance along the front facade. Upper floor units shall be served by a common entrance (which may also serve ground floor units) along the front facade.

O Ground Floor Windows: Windows shall occupy at least 50% of the area of the facade between 3' and 7' above each building level's floor plate.

P Upper Floor Windows: Windows shall occupy at least 35% of the area of the facade between 3' and 7' above each building level's floor plate.



Building Uses

Q Permitted by Right:

- Light Industrial
- Warehousing
- Research and development
- Professional office
- Temporary outdoor sales (per guidelines & parameters of City Council Resolution)
- Similar uses as determined by the Planning Director

R Permitted with Planning Director Conditional Use Permit

- Service
- Retail
- Dining (including outdoor dining on private property)
- Child care centers
-
- Events and festivals
- Other similar uses as determined by the Planning Director

S Permitted with Planning Commission Conditional Use Permits

- Lodging
- Self-service laundries
- Medical services
- Mini-storage and indoor/outdoor storage
- Veterinarian services
- Sidewalk dining
- Places of assembly
- Other similar uses as determined by the Planning Director

East Village Enterprise (EE)

T Prohibited:

- Attached Single-Family and Multi-Family Residential Units
- Automobile sales/rentals (new/used)
- Entertainment (movie theaters, arcades, bowling alleys, live performances, comedy clubs, etc.)
- Tattoo parlors
- Pawn shops
- Liquor/convenience stores
- Smoke house, cigar lounge, hookah lounge
- Kennels/animal hotels
- Drive-thrus
- Bars and cocktail lounges
- Adult businesses
- Medical marijuana dispensaries
- Automobile repair/service stations, car washes
- Industrial/manufacturing
- Convalescent care/hospitals
- Shooting galleries
- Other similar uses as determined by the Planning Director

Residential Density Standards

U Base Residential Density: Residential uses are not permitted.

V Density Bonus: Not applicable.

Parking Standards

W The following parking options are allowed:

- Surface parking (to rear of buildings)
- Underground parking
- Tuck-under parking

Standards for the above parking option are provided in Section 4.3.

X Off-street parking shall be provided at the following ratios:

- A minimum of one space per 1,000 square feet

East Village Enterprise (EE)

4.2 Building Height

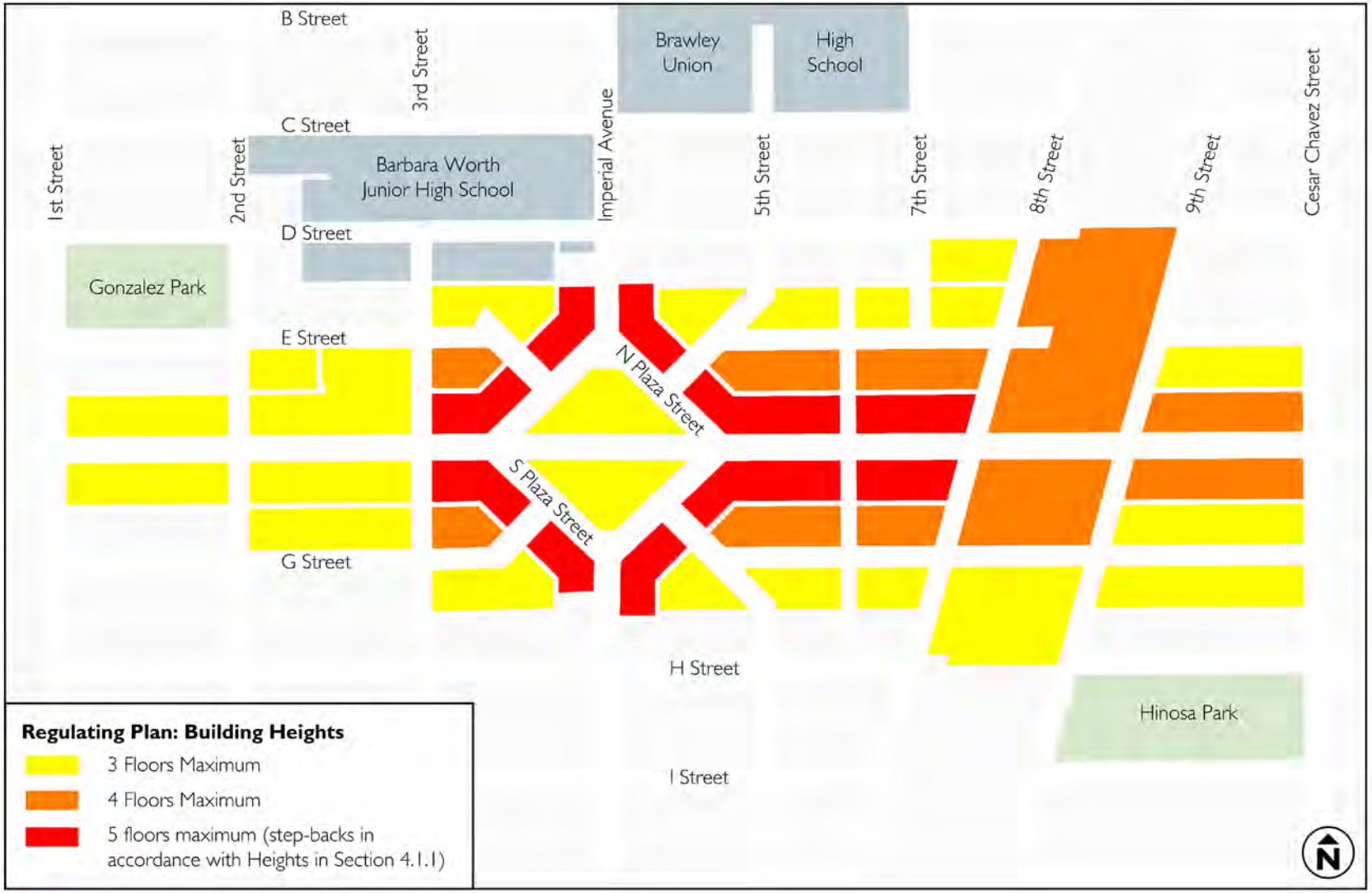
Maximum building heights are determined by the location of buildings within Downtown Brawley. The General Plan provides general building height maximums based on the three districts within Downtown; however, this Specific Plan provides further guidance to better locate density and to account for market demand.

In general, maximum building heights are greatest around Plaza Street and taper down away from there. Building heights within Park Plaza are limited to enhance views and emphasize a street wall around the Plaza.

All properties within Downtown Brawley are allowed to develop with 3 floors and some are allowed to develop with buildings up to 4 or 5 floors in height. Buildings developed with 5 floors are required to include building step-backs in compliance with the Heights indicated for each frontage type in Section 4.1.1. These step-backs are required to maintain a more consistent street wall by minimizing the potential for drastic height differences between adjacent buildings.

Figure 4-2 (Height Regulating Plan) illustrates the maximum building height for parcels within Downtown Brawley.

Figure 4-2: Height Regulating Plan



4.3 Parking Requirements

4.3.1 Surface Parking

A Surface parking is encouraged to be located in consolidated parking lots at the rear of buildings along Main Street, but may be provided on-street as well with Planning Director approval.

B. Within the Civic Center Neighborhood frontage, the Planning Director may permit parcels to develop with surface on-street parking (refer to Section 4.1.2: Civic Center Neighborhood).

C. Within the East Village Main Street frontage, surface parking may also be provided to the side of buildings along a street. Surface parking areas along the side of a building shall not exceed a width of 75 feet as measured along the adjacent street-facing property line. At least 10 feet of landscaping shall be provided between the sidewalk and the surface parking area. This landscaped setback shall include a combination of trees and medium- to low-lying landscaping, such as shrubs and groundcovers. The landscaped area may also incorporate walls or fences that are no greater than 40 inches in height and that offer pedestrian points of access a minimum of every 35 feet.

D. Surface parking lots shall include trees throughout to provide shade and relief from the sun. One shade tree shall be provided for every four parking spaces. Shade trees may be planted in individual planters, consolidated planters, bio-swales, or within a walkway adjacent to the parking space. Palm trees may be provided within parking areas but shall not count toward the required number.

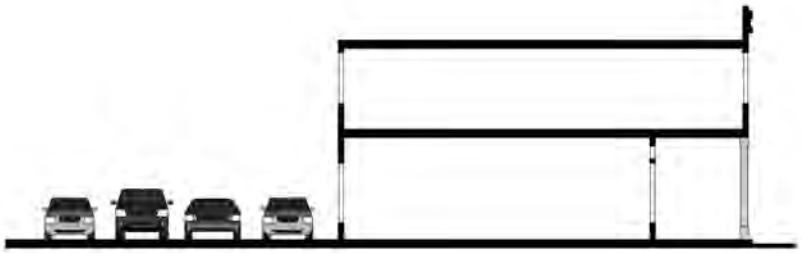
E. To minimize stormwater runoff and improve the appearance of parking lots, parking lots may be paved with semi-permeable or semi-pervious surfaces, such as pavers, turf-block, and/or porous paving.

F. Carports and solar power collectors are encouraged (but not required) within surface parking lots to provide additional shade for cars and to generate clean energy for buildings.

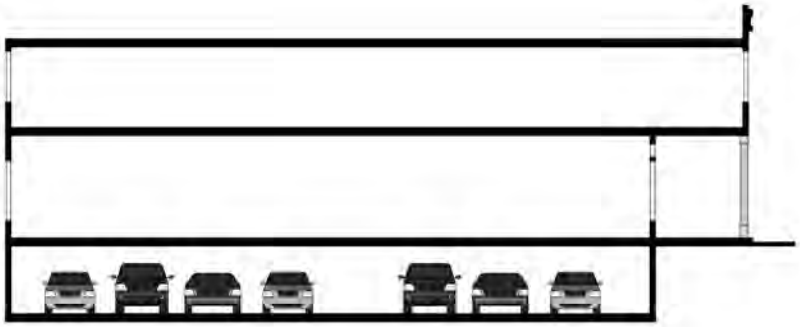
4.3.2 Underground Parking

A. Underground parking structures are permitted on all areas of the site with the exception of required building setbacks.

B. With the exception of driveway entrance points, underground parking levels shall not be visible from the street.



Surface Parking Diagram



Underground Parking Diagram

4.3.3 Tuck-Under Parking

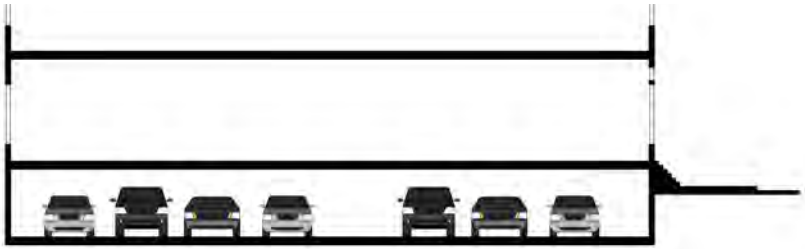
A. Tuck-under parking spaces are surface parking spaces located under the upper floors of a building. Tuck-under parking spaces are prohibited along facades that are adjacent to streets and public spaces (excluding public parking areas).

B. At least 15 feet of ground floor building space shall be provided between the parking area and facades that are built along streets and public spaces (excluding public parking areas).

C. Entrances to tuck-under parking areas may be open or enclosed by garage doors.

D. Landscaping is encouraged (but not required) between tuck-under parking spaces. If provided, landscaping in the form of vines, groundcovers, small shrubs, and/or narrow and smaller-scale trees should be used.

Tuck Under Parking Diagram (Partitioned)



Tuck Under Parking Diagram (Open)

4.3.4 Above Ground Structured Parking

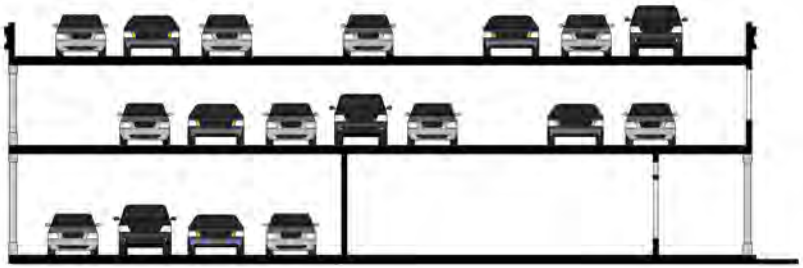
A. Above ground structured parking levels are allowed on the entire site (excluding required setbacks); however, a building with interior uses on the ground floor and upper floors is required between the facade along Main Street and the structured parking levels.

B. The minimum depth of the required storefronts or live-work units on the ground floor shall be 20 feet.

C. All above ground structured parking facades that are adjacent to a street shall be designed with features to minimize the appearance of its function as parking.

D. A parapet, roof, planter with vegetation, or other roof line architectural feature is required to screen parked vehicles from streets.

E. Parking is allowed on the roof of this building if the building includes a parapet, roof, or other architectural feature at the roof line to screen views of parked vehicles from the street.



Above Ground Structured Parking Diagram

4.4 Business Identification Signage

This section applies to permanent signs for business, including retail, food service, office, industrial, live-work, lodging, entertainment, and cultural uses. All other signs not regulated by this code shall conform to the Zoning Ordinance. Where a conflict occurs between this Regulating Code and the Zoning Ordinance for businesses, the standards in this Code shall supersede the standards and regulations in the Zoning Ordinance.

All signs are subject to review and a sign permit as identified in the Zoning Ordinance. Existing signs that were established lawfully before this Regulating Code was adopted shall be considered legal nonconforming signs. Section 27.214 (Nonconforming Signs) of the Zoning Ordinance shall be used to regulate legal nonconforming signs.

4.4.1 General Sign Standards

Design

A strong connection shall be maintained between all signage and the project architecture and landscaping. Elements of color, materials, scale, form and detail shall be reflected in the signage. A mixed media approach using a variety of materials and lighting techniques is encouraged.

Simple and easy-to-read typefaces are generally more legible, and are therefore preferable to hard-to-read and intricate typefaces.

In addition, colors of letters and symbols which contrast with the base or background colors of signs enhance readability.

Signs that have symbols, characters, or graphics may be used. The symbol, character, or graphic shall relate to the products sold in the business or to the name of the business.

Signs shall be constructed of durable and weatherproof materials so they will not discolor, fade, crack, rust, or erode.

In order to avoid sign clutter, signage shall only be allowed on facades that have building entrances.

Buildings shall be designed with appropriate locations for signs. Signs shall not cover or obscure windows, doors, storefronts, building entrances, cornices, columns, or other architectural elements or details.

Sizes and Quantities

In general, signs shall follow the City-wide sign regulations for size and quantity, as well as more specifically to these criteria and per each lot development Sign Plan approved by the Planning Director.

Notwithstanding the maximum square footage specified for sign copy area allowances, adequate amounts of visual open space shall be provided so that signs appear balanced and scaled in relation to their backgrounds and adjacent signage. Signs shall fit comfortably, never crowding the architectural and landscape elements in the immediate vicinity.

A total maximum of two (2) signs per business shall be allowed, with only one (1) business identification sign permitted on each frontage. Some Main Street businesses may have a front and rear entrance, one from each side of the building.

Retail Sign Sizes

Two (2) square feet per linear foot of tenant lease space frontage per elevation, up to 300 square feet maximum aggregate total per tenant (all elevations combined), whichever is less.

Sign area shall be calculated as follows:

Sign Area – The area of that triangle, square, or polygon formed on a plane from the least number of straight lines (not to exceed eight in number) – all parts of which are measured at least six (6) inches from and enclosing all writing, trademarks, illustrations, back lighting and those backing structures (except building walls and monument base, columns or other architectural supports).

Individual Letters – The area of wall or window signs composed of individual letters, which is considered to be the area within the single continuous perimeter encompassed by a straight line geometric figure that encloses the extreme limits of the letters or other characters.

Quantity – There shall be no limit on the number of wall, awning, canopy, marquee and window signs, providing they do not exceed the total square footage allowed.

Location

Buildings should be designed with appropriate locations for signs. Signs should not cover or obscure windows, doors, storefronts, building entrances, cornices, columns, or other decorative architectural elements or details.

Tenant wall signs need not be attached to the lease space to which they refer, and may be located on the building wall or architectural element of the building in which the tenant leases space. Signs must be located below the eave line of the roof eave, tower, or parapet.

Lighting

Signs may be illuminated by external lighting fixtures, by providing back-lighting behind individually mounted letters and symbols, and by internally illuminating sign symbols and logos. All front lighting, lamps and fixtures shall be baffled or obscured in channels where possible. Internally illuminated box signs (signs where the sign backgrounds are illuminated) are prohibited.

Sign lighting shall be directed and shielded to illuminate the sign and not to spill over to other parts of the building or site.

Permitted Sign Types

The following types of signs are permitted:

- Awning, Canopy and Marquee Signs
- Building Wall Signs
- Window Signs
- Projecting Signs
- Blade/Hanging Signs
- Directory Signs
- Ground Signs
- Temporary Signs
- Temporary Identification Signs

More detailed standards for these permitted sign types are provided in the following sections.

4.4.2 Awning, Canopy, and Marquee Signs

Description – A sign that is printed or mounted on an awning, canopy or marquee. The following standards apply to these signs:

- Signs are allowed on the front and side of the marquee, canopy or awning.
- Signs shall observe a margin of 75 percent height and 75 percent width of the available background.
- Awning, canopy and marquee signs are counted in the total aggregate allowable sign area.

4.4.3 Building Wall Signs

Description – A single-faced sign that is mounted to the building wall and which projects less than eighteen (18) inches from the wall. These signs area used to identify the name of the building or the primary tenant of the building. The following standards apply to these signs:

- Tenant signs must observe margins of up to 60 percent of the height and 75 percent of the width of tenant lease space or available architectural background.
- Building wall signs are counted in the total aggregate allowable sign area.

4.4.4 Window Signs

Description – A temporary or permanent sign that is painted or affixed to the inside or outside of a window surface, or otherwise located so as to be visible from the exterior of the building. Window signs include posters for advertisements and sales, product merchandise posters, open and closed signs, and painted or etched business names and logos. The following standards apply to these signs:

- Window signs shall only be used on windows for non-residential uses. Window signs may be used on ground floors of live-work units and in residential sales/leasing offices.
- All window signs combined shall not occupy more than one-third (1/3) the area of window frontage.
- Permanent window signs shall be created with permanent or fade resistant materials, paint, gold-leaf lettering, vinyl or glass etching.
- These signs are counted in the total aggregate allowable sign area.

4.4.5 Projecting Signs

Description – A single or double-sided sign projecting at least eighteen (18) inches from the building facade. The following standards apply to these signs:

- A minimum of eight (8) feet of vertical clearance shall be provided from the lowest point of the sign to the sidewalk or walkway.
- One (1) projecting sign per frontage is allowed.
- These signs are counted in the total aggregate allowable sign area.

4.4.6 Blade/Hanging Signs

Description – A single or double-sided sign that projects from a building facade and hangs from a mounted wall brace or from the ceiling of a second-story balcony or arcade/gallery. The following standards apply to these signs:

- A minimum of eight (8) feet of vertical clearance shall be provided from the lowest point of the sign to the sidewalk or walkway.
- The maximum area of a blade/hanging sign shall not exceed ten (10) square feet.
- Blade/Hanging signs shall be mounted near storefront entrances.
- A maximum of one (1) projecting sign shall be permitted for every storefront entrance on the facade.
- These signs are counted in the total aggregate allowable sign area.

4.4.7 Directory Signs

Description – A small signs that is attached flat against the facade, generally at eye level of pedestrians. Directory signs are either used to identify an individual business within a storefront or to identify multiple tenants that are accessible by a shared entrance or lobby. The following standards apply to these signs:

- Directory signs shall only be used near building entrances.
- Directory signs shall be constructed with individually-constructed and removable business name components.
- Directory signs shall not exceed an area of thirty-two (32) square feet.
- Only one (1) directory sign shall be permitted on a single facade for each storefront or lobby entrance.
- Directory signs are not counted in the total aggregate allowable sign area.

4.4.8 Ground Signs

Description – A pole-mounted or monument style sign. The following standards apply to these signs:

- One (1) freestanding ground sign per business frontage is allowed.
- The permitted sign area and installation location shall comply with the City of Brawley Zoning Ordinance signage regulations.

4.4.9 Temporary Signs

Description – Signs that are permitted for various activities during and after completion of the development phases of projects, such as signs related to "Project Leasing," "Construction," and/or "Future Facilities." The following standards apply to these signs:

- Temporary signs may be ground mounted.
- Temporary signs may be internally or externally illuminated per the Owner's discretion and approval.
- The permitted sign area and quantity shall comply with the City of Brawley Zoning Ordinance signage regulations.

4.4.10 Temporary Location Signs

Description – Signs that are permitted for various activities related to individual lease spaces during and after completion of the development phases of projects, such as banners related to "For Lease Space Available" and/or "Grand Opening." The following standards apply to these signs:

- Temporary identification sign messages are subject to Planning Director approval.
- Tenants may be allowed use of a temporary identification banner for a period of time not to exceed thirty (30) consecutive days.
- One (1) temporary identification sign per street frontage.
- Two (2) temporary identification signs maximum not to exceed a combined total of sixty (60) square feet.
- These signs shall be installed below the roof eave line.

4.4.11 Prohibited Signs

- Any sign not in accordance with these Guidelines.
- Abandoned signs.
- Rotating, revolving, flashing, animated, blinking, gyrating, or moving signs (except in Special Treatment Areas).
- Vehicles, trailers or other signs or devices, when used exclusively or primarily as advertising devices or displays.
- Off-premise signs (other than directional signs) installed for the purpose of advertising a project, event, person, or subject not related to the premises upon which said sign is located.
- Signs that create a safety hazard and/or resemble or conflict with any traffic control device.
- Flags, pennants, streamers, spinners, festoons, windsocks, valances or similar displays without prior approval by the Planning Director.
- Balloons or other inflatable devices.
- Roof signs.
- Signs promoting immoral or unlawful activities.
- Billboards or outdoor advertising devices and advertising displays.
- Freestanding "A" frame signs or "human" signs.
- Any signs not addressed in these Guidelines and specifically prohibited by the City of Brawley Zoning Ordinance Signage Regulations.

End of Section.

5

BUILDING RETROFIT AND MAINTENANCE

The guidelines provided in this chapter should be used for additions, retrofits and maintenance of all existing buildings, as well as any other related exterior design improvements. These guidelines may be used in conjunction with the standards provided in Chapter 4 (Regulating Code). Existing buildings are not required to comply with the standards of the Regulating Code, but doing so will result in the compatibility of architectural features.

5.1 General Maintenance

A Buildings should be checked frequently for leaks and other signs of disrepair. Any structural damage should be fixed as soon as possible to avoid further damage.

B Brick and other masonry should be kept clean without using potentially damaging methods such as sandblasting, which can destroy the outer protective surface and cause rapid deterioration and loss of structural strength. Instead, masonry should be cleaned with low pressure water and a soft, natural bristle brush.

C A qualified contractor, structural engineer, and the Brawley Building Inspection Department should be consulted prior to making any structural repairs or modifications. Officials from the Fire Department and Building Department should be contacted to ensure proper fire protection and the Building Inspection Department should be contacted for the removal of asbestos.

D New and repaired building materials should reflect the style and color of the existing materials to minimize the appearance of the new or repaired surface.

E Sidewalks should be cleaned regularly with a high pressure hot water wash. Damaged sidewalks should be repaired and replaced as necessary.

5.2 Materials and Colors

A Stucco is strongly encouraged as a primary building material. Brick, ceramic tile, and similar materials are encouraged as accent materials.

B Plastic and aluminum siding should be removed to minimize structural deterioration. Plastic, aluminum siding, wood shingles, and asphalt shingles should not be used on exterior walls.

C Brass, bronze, cast iron, and stainless steel hardware is encouraged and should be repaired and reused if existing. All hardware should be similar in color and style.

D Earth tones and a desert palette should be utilized; however, accent colors are encouraged to provide diversity and visual interest.

E Brick, terrazzo, non-skid tile, granite, and similar materials are encouraged for the ground surface at building entrances.

F The following materials are prohibited:

- Indoor/outdoor carpeting
- Plywood, bamboo, wood shingle, plastic, and aluminum siding

5.3 Doors and Windows

A Existing wood doors should be repaired and reused. New doors should primarily consist of glass to increase the transparency between the sidewalk and storefront.

B Window displays that are uncluttered and inviting are encouraged.

C Tinted or mirrored glass on doors and windows are strongly discouraged along sidewalks.

5.4 Projections

A Canvas awnings, marquees, trellises, roof overhangs, upper floor balconies, and other shade structures are strongly encouraged over sidewalks, walkways, and windows with high solar exposure.

B The design, materials, coloring, and size of projections should compliment the building and reflect the intended function.

5.5 General Signage

A A variety of signage treatments are encouraged to guide different users and provide visual interest. Signs should be made by a professional sign maker and should be simple and easy to read.

B Signs should be as small as possible to avoid blocking a neighboring sign and to minimize visual clutter.

C Signs should be simple, easy to read, and made of durable materials to withstand the heat and to last over time.

D Projecting and hanging signs shall maintain a minimum vertical clearance of 8 feet above sidewalks and 13 feet 8 inches above streets.

E Projecting and hanging signs within an arcade should not exceed 5 square feet and 4 feet in width. Projecting signs should not extend more than 12 inches into the street nor more than 3 feet above the front facade.

F Each storefront entrance may have 1 projecting sign

G Hanging and projecting signs are strongly encouraged within arcades to guide pedestrians. Wall mounted signs should be located above the arcade opening and not block views into the arcade.

H Neon signs and window signs that are professionally painted and use gold leaf lettering are encouraged.

I Can/box sign where the lettering/logo and background are internally illuminated are prohibited. Instead, signs should be designed to internally illuminate individual lettering/logo and not the background.

5.6 Lighting

A Storefronts and business signs should be illuminated throughout the evening to increase visibility of merchandise and create a more welcoming environment.

B Alleys, rear entrances, and other areas frequented by pedestrians should be illuminated throughout the evening for safety.

C Lighting should be contained in decorative fixtures that prevent off-site glare and direct lighting to the intended area of illumination. Exposed fluorescent light bulbs are prohibited.

D Lighting within arcades should be provided approximately every 3 arcade supports or roughly every 30 feet. Arcade lighting should be provided from the arcade's ceiling or along the arcade support's inside wall. Lighting fixtures on the arcade support's outside wall shall minimum vertical clearance of 13 feet 8 inches.

E Projecting and hanging lighting fixtures shall maintain a minimum vertical clearance of 8 feet.

F Enclosed glass menu displays are encouraged near entrances to dining establishments.

5.7 Additions and Historic Craftsmanship

A The design of building additions should use similar colors, materials, and design features as the original structure.

B Equipment (e.g. antennas, satellite dishes, and heating and air conditioning units) should be located in inconspicuous locations, where feasible, and screened from public views from sidewalks, walkways, public spaces, and on-site open spaces.

C Distinctive craftsmanship should not be destroyed and historic materials (e.g., ornamental metal arcade ceilings) should be repaired rather than replaced, where possible.

End of Section.

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6 INFRASTRUCTURE

This Chapter provides existing infrastructure conditions within Downtown Brawley and improvements needed to accommodate the growth projected in Chapter 3 (Downtown Vision) of this Specific Plan. Additional studies may be necessary to determine capacity improvements necessary for future growth above and beyond the projections contained within this Plan.

6.1 Sustainable Infrastructure

Drinking water supply, treatment and distribution, sewer lines, storm water runoff storage facilities, recycle collection, as well as public services such as fire and police protection ensure the health of our local communities and our environment. As a nation, we have built an extensive network of infrastructure to provide the public with reliable access to various utilities and public services.

It is imperative that future developments, such as those to occur in Downtown Brawley via this Specific Plan, do not burden existing infrastructure. New projects will be required to "pay their fair share" of the infrastructure improvements required in order to facilitate redevelopment.

Development of more urban mixed-use projects such as those proposed in Downtown Brawley, are in direct support of smart growth principles aimed at managing the increased demands on our nation's infrastructure and preserving natural resources for future generations.

Table 6-1: Existing Land Uses

Existing Land Use	Acres	Non-Res Bldg Area (SF)	Dwelling Units	Floor Area Ratio (FAR)
Single Family Residential	3.46	0	21	-
Multifamily Residential	4.45	0	94	-
Commercial	26.88	680,591	0	0.58
Mixed Use	-	-	-	-
Residential	0.58	0	57	-
Commercial		68,952	0	-
Light Industrial	10.62	138,934	0	0.30
Institutional	3.78	83,596	0	0.51
Public Facilities	7.46	92,475	0	0.28
Parking	3.75	0	0	-
Vacant	5.48	0	0	-
SUBTOTAL	**66.46**	**1,064,549**	**172**	**-**
Roads	37.52	0	0	-
Right-of-Way	5.73	3,525	0	0.01
TOTAL	**109.71**	**1,068,073**	**172**	**-**

[1] Based on Brawley Downtown Overlay Specific Plan "Existing Land Use -Acreage" (3/18/2010) provided by RBF Planning.

6.2 Existing Land Uses

The Specific Plan Area encompasses approximately 110 acres and is generally bounded by 1st Street to the west, 10th Street to the east, D Street and E Street to the north, and H Street and G Street to the south. Table 6-1 (Existing Land Uses) summarizes existing land uses within the project area:

6.3 Water and Sewer System

6.3.1 Background

The City of Brawley (herein referred to as "City" or "Brawley") was incorporated in 1908, and is located in the central portion of Imperial County in Southern California. The City's Planning Area as defined in the 2008 General Plan (GP) encompasses a total area of approximately 10,845 acres, which includes 4,902 acres for the City's incorporated areas and 5,943 acres for the City's Sphere of Influence (SOI).

In 1999, the City adopted separate water and wastewater master plans (Pountney & Associates, Inc. and Roy F. Weston, Inc.). In September 2008, the City adopted a new General Plan, which included the addition of a Downtown Overlay District (DOD). In 1989, the City created Downtown Revitalization Guidelines for the City's redevelopment areas, which include the recently created DOD, and adopted the Redevelopment Plan in 2007.

This Water and Sewer Utility Study (Study) has beed prepared in support of the Brawley Downtown Specific Plan for the City of Brawley.

For water supply, the City relies on imported raw Colorado River water from

the Imperial Irrigation District (IID). The raw water is conveyed to the City via canals owned and operated by IID. Untreated water used for agricultural purposes is delivered directly to the City's customers by the IID canal system. Water to be treated for potable usage is delivered to the City of Brawley Water Treatment Plant (WTP) where it is treated and pumped into the domestic water distribution system.

Wastewater is collected and treated at the City's Wastewater Treatment Plant (WWTP). The WWTP discharges into the New River, which flows generally from the southwest to the north. The City is responsible for water treatment, water distribution, wastewater collection, and wastewater treatment within the incorporated limits of the City.

The purpose of this Study is to (1) identify the existing water and wastewater systems to the extent utility information is available from the City; (2) estimate existing and proposed water demands and sewer flows; (3) identify general systems capacities and City standard capacity requirements; (4) identify City planning and design criteria; and (5) identify general improvement needs for projected water and sewer service.

It should be noted that the City does not currently produce recycled water and does not receive recycled water from outside suppliers. Local raw water supplies through the IID canal system is economically available to the City and serves the purpose of irrigation water for the vast agricultural needs throughout the City.

6.3.2 Existing Infrastructure

The City of Brawley owns and operates the water and wastewater systems currently serving the Downtown Overlay DIstrict (DOD) Specific Plan Area. The existing water and wastewater systems described below are based on documents provided by City Staff, which include the 1999 Water Management Plan (WMP) and Waste Water Management Plan (WWMP), 2007 Final Service Area Plan, 2008 General Plan Update, and maps of the overall systems.

6.3.3 System Operating and Design Standards

Operating standards for water and wastewater systems provide the operating agency policy for determining system capacity thresholds and aid in scheduling the construction of capital improvements. In the case of master planning for undeveloped land, operating standards provide a guide to sizing pipelines and other facilities necessary for efficient water service and wastewater collection. For the DOD, which includes currently developed and under-developed land, operating standards can provide a definitive "maximum capacity" of existing facilities, thereby establishing a hydraulic threshold for triggering system upgrades. Recent discussions with City staff indicate that they are currently reevaluating the water and wastewater standards. For the purpose of the Water and Sewer Utility Study, the standards outlined in the 1999 Water and Wastewater Master Plans were used.

City of Brawley operating standards for water distribution include:

- Pipe velocity = 15 fps (maximum during fire)
- System pressure = 40 psi (minimum during peak hour demand)

  20 psi (minimum during maximum day demand + fire)

  60 psi (minimum static)
- Reservoir storage capacity = 50% of maximum day demand

City of Brawley operating standards for wastewater collection include:

- Maximum depth to diameter (d/D) ratio = 0.75

Fire flow storage volume based on industry standard is typically in the range of 1.0 MG for a single pressure zone. Although the current storage criteria does not specifically include a fire flow storage component, it is assumed that the current system criteria allows for the adequate provision of required fire flow supply through either water storage, pump station capacity, imported raw water, or a combination thereof. Design standards include unit factors for estimating water demand and wastewater flows, and

general fire flow standards adopted by the local fire department. Estimates of proposed development water demands and wastewater flows are important for the Specific Plan as this provides an indication of the expected change from existing conditions. Actual flow data was not available for this Study; therefore, an estimate of current flows was calculated using the unit flow factors published in the 1999 Master Plans and the land uses listed in Table 6-1 (Existing Land Uses).

Water

The City's water distribution system serves their entire service area (including the DOD area) with Colorado River water supplied by IID. The system is comprised of approximately 82 miles of water mains ranging from 4-inches to 24-inches in diameter, a total water storage capacity of 9.25 MG, and pump stations, including one at the 1999 WTP and one north of the airport. The composition of pipeline materials for the distribution system include approximately 41 percent asbestos cement pipe (ACP), 39 percent cast iron pipe (CIP), and 20 percent polyvinyl chloride pipe (PVC). The system operates as a single pressure zone.

IID receives Colorado River water via the All American Canal and delivers it to the City via the Mansfield and Central Main canals. Untreated water used for agricultural purposes is delivered directly to the customers by the IID canal system. Water to be treated for potable use is delivered to the new City of Brawley Water Treatment Plant (herein referred to as the 1999 WTP), then pumped into the domestic water distribution system by the pump station at the 1999 WTP, which provides the main supply to the distribution system. The City currently operates and maintains a second pump station, which was constructed in 1993 south of the airport in the northeastern portion of the City.

The 1999 WTP and pump station are located on Cattle Call Drive between Willard Avenue and SR-86 in the southwestern portion of the City, approximately 0.5 miles south of the old WTP. Construction for the new WTP was completed in 1999, and operation began in June of 2000. The 1999 WTP has a current capacity of 15 MGD that is expandable to 30 MGD. The 1999 PS includes 6 MG of ground-level storage. According to the 2007

Table 6-2: Water Demand and Wastewater Generation Factors

Land Use [1]	Water Demand Factors				Wastewater Generation Factors		
	Land Use		Fire Flow (gpm) [2]	Demand Factor [2]	Land Use		Duty Factor [3]
	Designation [2]	Density (pers/DU) [2]			Designation [3]	Density (pers/DU) [2]	
Single Family Residential	Residential - single family	2.87	2,000	259 gpd/pers	Residential	2.87	105 gpd/pers
Multifamily Residential	Residential - multi family	2.87	3,000	259 gpd/pers	Residential	2.87	105 gpd/pers
Commercial	Commercial	-	4,000	2,000 gpd/acre	Commercial	-	2500 gpd/acre
Mixed Use							
• Residential	Residential - multi family	2.87	4,000	259 gpd/pers	Residential	2.87	105 gpd/pers
• Commercial	Commercial	-		2,000 gpd/acre	Commercial	-	2500 gpd/acre
Light Industrial	Light Industrial / Business Park	-	4,000	2,000 gpd/acre	Light Industrial / Business	-	2500 gpd/acre
Institutional	Public Facility	-	4,000	2,000 gpd/acre	Public Facilities	-	2500 gpd/acre
Public Facilities	Public Facility	-	4,000	2,000 gpd/acre	Public Facilities	-	2500 gpd/acre

[1] Based on Brawley Downtown Overlay Specific Plan "Existing Land Use Acreage" (3/18/2010) provided by RBF Planning.
[2] Based on City of Brawley Master Plan for the Water Distribution System, March 1999, prepared by Pountney & Associates, Inc.
[3] Based on City of Brawley Master Plan for the Wastewater Collection System, March 1999, prepared by Roy F. Weston, Inc.

Table 6-3: Estimated Existing Water Demand

Land Use [1]	DU [1]	Density (pers/DU) [2]	Area		Water Demand Factor [2]	Water Demand				
			Non-Res Bldg Area (SF) [1]	Acreage [1]		Avg Day Demand (GPD)	Max Day Peaking Factor [2]	Max Day Demand (GPD)	Peak Hour Peaking Factor [2]	Peak Hour Demand (gpm)
Single Family Residential	21	2.87	0	3.48	259 gpd/pers	15,610	1.6	24,976	2.9	31.44
Multifamily Residential	94	2.87	0	4.45	259 gpd/pers	69,873	1.6	111,797	2.9	140.72
Commercial	0		680,591	26.88	2,000 gpd/acre	53,766	1.6	86,025	2.9	108.28
Mixed Use										
• Residential	57	2.87	0	0.58	259 gpd/pers	42,370	1.6	67,792	2.9	85.33
• Commercial	0		68,952		2,000 gpd/acre	1,160	1.6	1,857	2.9	2.34
Light Industrial	0		138,934	10.62	2,000 gpd/acre	21,236	1.6	33,978	2.9	42.77
Institutional	0		83,596	3.78	2,000 gpd/acre	7,563	1.6	12,101	2.9	15.23
Public Facilities	0		92,475	7.46	2,000 gpd/acre	14,911	1.6	23,858	2.9	30.03
Parking	0		0	3.75	-	-	-	-	-	-
Vacant	0		0	5.48	-	-	-	-	-	-
Roads	0		0	37.52	-	-	-	-	-	-
Right-of-Way [3]	0		3,525	5.73	2,000 gpd/acre	11,466	1.6	18,345	2.9	23.09
Total	**172**		**1,068,073**	**109.71**		**237,954**	-	**380,727**	-	**479.21**

[1] Based on Brawley Downtown Overlay Specific Plan "Existing Land Use Acreage" (3/18/2010) provided by RBF Planning.
[2] Based on City of Brawley Master Plan for the Water Distribution System, March 1999, prepared by Pountney & Associates, Inc.
[3] Land use has been assigned a water demand factor equivalent to light industrial land usage.

Table 6-4: Water Storage Capacity

Year	Projected Population	Max Day Demand (MGD) [1]	Required Storage Volume (MGD) [2]	Existing Storage Volume (MGD) [3]	Capacity Surplus (+) / Deficiency (-) (MGD) [4]
2005	25,216	*12.2*	*6.1*	*9.00*	*2.9*
2010	29,525	*14.2*	*7.1*	*9.00*	*1.9*
2015	34,606	*16.6*	*8.3*	*9.00*	*0.7*
2020	42,638	*20.5*	*10.2*	*9.00*	*-1.2*

[1] Corrected to show maximum day demand by applying the peaking factor of 1.6 from the 1999 City of Brawley Water Master Plan to average annual demand.
[2] Corrected values based on maximum day demand.
[3] Excludes the 0.25 MG of capacity of the Hinojosa Tank as it is currently out of service.
[4] Revised values compared to the 2007 Service Area Plan.

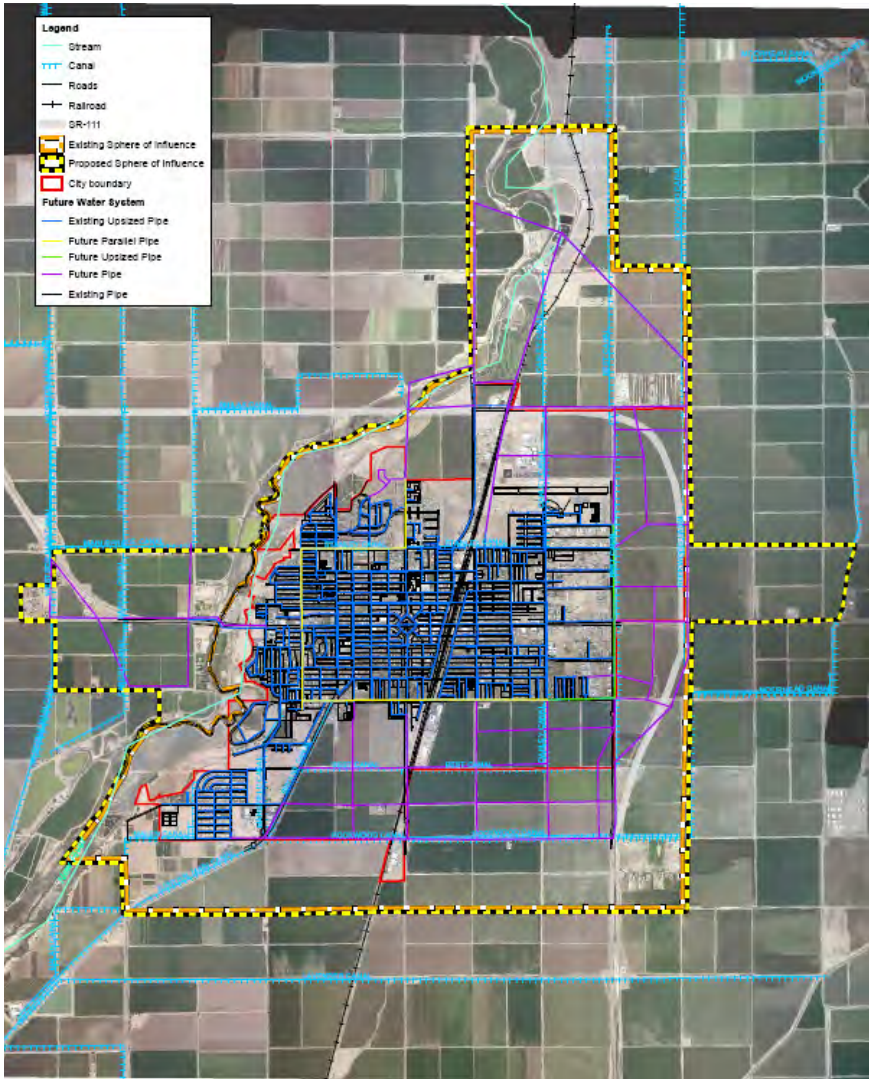
Service Area Plan, the City has an average daily demand of 8 MGD with a summer maximum day demand of 11.8 MGD. The Draft CIP indicates that the City currently delivers approximately 12 MGD of treated water, which indicates a surplus capacity of more than 3 MGD.

The City's current water storage capacity totals 9.25 million gallons (MG), which includes two 3.0 MG reservoirs at the 1999 WTP, the 0.25 MG elevated Hinojosa Tank, and a 3.0 MG reservoir north of the airport; however, the Hinojosa Tank has been taken out of service as it requires a structural analysis and rehabilitation, thereby reducing the active storage capacity. As the Hinojosa Tank is the only storage at elevation, providing for "gravity" operating and system-wide hydraulic grade line (HGL) stability, its temporary removal could significantly impact system operation. Based on projections made in the 2007 Service Area Plan, the existing storage volume is currently adequate, with the future need for an additional 1.2 MG of storage volume by the year 2020.

It should be noted that the storage requirements and existing capacities have been revised as necessary from the 2007 Service Area Plan for the purpose of this Study.

There have been no detailed physical surveys of the water distribution system. The CIP pipes were installed prior to the 1960s. The ACP pipe was

Figure 6-1: Future Water System



Source: 2007 Final Service Area Plan, City of Brawley

installed through the 1960s and 1970s, and PVC has been the City's material of choice since the 1980s. The CIP pipes have been in operation for up to 75 years. The City has experienced several recent failures of CIP pipe.

According to the model results from the 1999 WMP, the existing system provides adequate pressures under average annual demand (AAD) and peak hour (PH) conditions. However, the system is not capable of supplying current fire flow capacity, particularly for the area in and around the airport. The 1999 WMP proposed a phased water distribution pipeline replacement program to mitigate the capacity deficiencies. A 2005 correspondence (Funding Status Letter, dated June 17, 2005) indicated that the planning criteria used in the 1999 WMP was not accurate, and changes to the distribution system as well as other factors, including population, necessitated reevaluation. The City followed up with a hydraulic model analysis that resulted in the current proposed water distribution system improvement.

The City has completed the Phase 1 Po Colonia water main project, which includes a 16-inch replacement main in Western Main Street, and has also completed the Phase 1 La Colonia water main project, which includes an 18-inch replacement main in Malan Street and Best Canal Road, and two 12-inch replacement mains in Main Street and River Drive between Eastern Avenue and Best Canal Road. The newer residential developments the City has constructed include approximately 4,300 residential units with water meters. The City also maintains approximately 100 commercial accounts with meters; however, the City still charges a flat rate for water usage in the City.

The City recently completed a draft Capital Improvement Program (CIP) for the fiscal year (FY) 2010/11 to 2019/20 for planned improvement projects that includes new installation or replacement of water distribution pipelines and the upgrade and expansion of the WTP, among other projects. The City is currently in the process of the Water and Sewer Pipeline Replacement Phase 1 Project, which includes the replacement of 6,800 linear feet of pipelines in the water distribution system. In addition, the ongoing Malan Pipelines Phase 1 and Phase 2 projects will add approximately 10,000 linear feet of 24-inch water distribution pipelines to the southern part of the City.

It is anticipated that the current CIP projects will be sufficient to support the redevelopment of the DOD as proposed under the Specific Plan. As the City embarks on individual projects within the DOD, it is recommended that hydraulic analyses be performed to demonstrate system capacity to provide the critical fire flow demands.

Sewer

The wastewater collection system was initially established over 70 years ago and is comprised of approximately 65 miles of gravity sewer pipelines ranging from 6-inch to 30-inch diameter, two sewage lift stations, approximately 1.5 miles of 10-inch force mains, and one wastewater treatment plant (WWTP).

Approximately half of the system is a combined sanitary sewer and storm sewer system, generally located in the older areas of the City. The combined system accounts for approximately 1,500 acres of the City, and all of the wastewater collection lines within the DOD area are within the combined system. The system flows generally from south to north to the City's WWTP located in the northeastern portion of the City. Flows are conveyed via three main trunk sewers defined herein as the Shank Road Trunk Sewer, Eastern Avenue Trunk Sewer, and the Best Canal Road Trunk Sewer. Flows generated in the DOD area enter the trunk sewer on River Drive before joining with the Eastern Avenue Trunk Sewer. All of the wastewater generated within the service area is treated at the WWTP and discharged to the New River. Due to the combined system, the City has often experienced surcharging during heavy storm events due to the substantial runoff flows introduced into the system, resulting in the spilling of raw sewage and insufficiently treated outfalls at the WWTP.

The existing WWTP utilizes an aerated lagoon process that currently treats approximately 3.9 MGD and has a current capacity of 5.9 MGD. With the expansion of the WWTP, the capacity is projected to increase to 12 MGD. In 2002, the City completed the Wastewater Treatment Expansion Project, which included the installation of an alternate influent line and the expansion and modifications to the existing WWTP.

Additional work including sludge dredging, purchase of aerators, and installation of monitoring wells was also completed.

Table 6-5: Estimated Existing Wastewater Generation

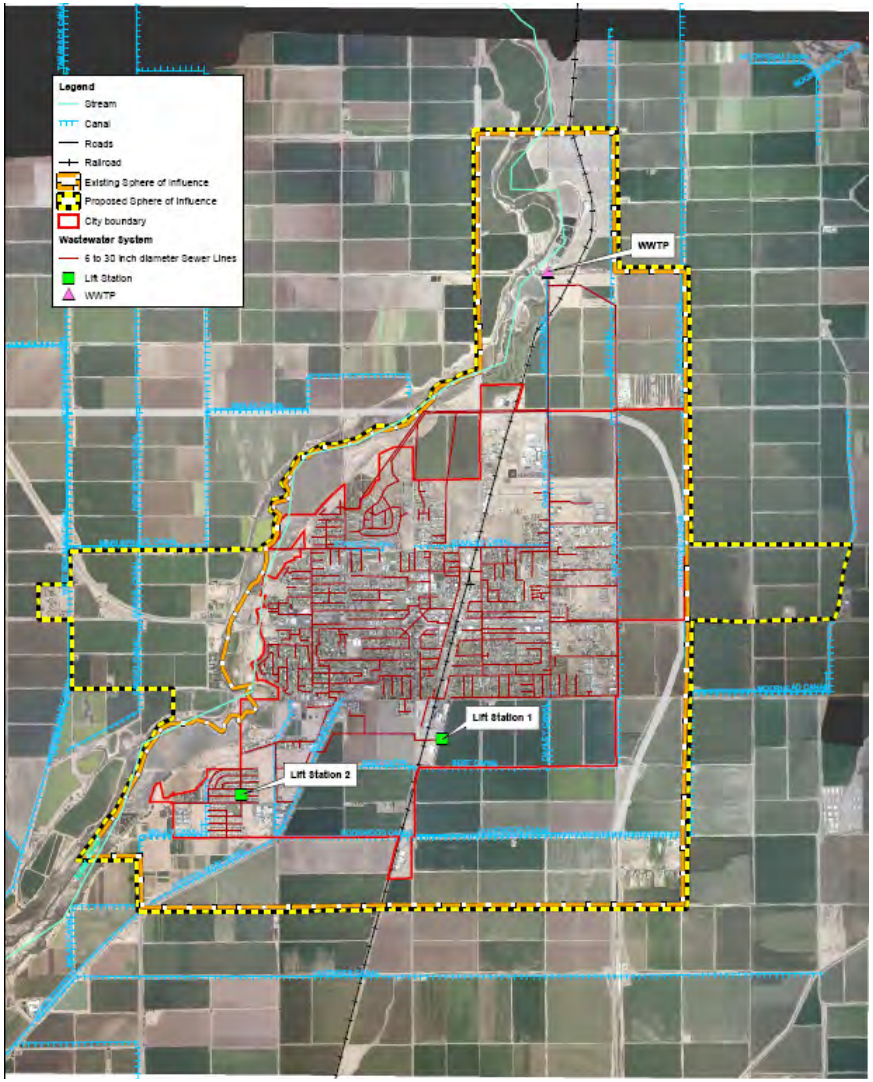
Land Use [1]	DU [1]	Density (pers/DU) [2]	Area: Non-Res Bldg Area (SF) [1]	Area: Acreage [1]	Wastewater Duty Factor [3]	Wastewater Flow: Avg. Flow (GPD)	Wastewater Flow: Peaking Factor [4]	Wastewater Flow: Peak Hour Flow (gpm)
Single Family Residential	21	2.87	0	3.46	105 gpd/pers	6,328	2.65	11.65
Multifamily Residential	94	2.87	0	4.45	105 gpd/pers	28,327	2.65	52.13
Commercial	0		680,591	26.88	2,500 gpd/acre	67,207	2.65	123.68
Mixed Use							2.65	
• Residential	57	2.87	0	0.58	105 gpd/pers	17,177	2.65	31.61
• Commercial	0		68,952		2,500 gpd/acre	1,451	2.65	2.67
Light Industrial	0		138,934	10.62	2,500 gpd/acre	26,545	2.65	48.85
Institutional	0		83,596	3.78	2,500 gpd/acre	9,454	2.65	17.40
Public Facilities	0		92,475	7.46	2,500 gpd/acre	18,639	2.65	34.30
Parking	0		0	3.75	-			
Vacant	0		0	5.48	-			
Roads	0		0	37.52	-			
Right-of-Way [5]	0		3,525	5.73	2,500 gpd/acre			
Total	**172**		**1,068,073**	**109.71**		**175,127**		**322.28**

[1] Based on Brawley Downtown Overlay Specific Plan "Existing Land Use Acreage" (3/18/2010) provided by RBF Planning.
[2] Based on City of Brawley Master Plan for the Water Distribution System, March 1999, prepared by Pountney & Associates, Inc.
[3] Based on City of Brawley Master Plan for the Wastewater Collection System, March 1999, prepared by Roy F. Weston, Inc.
[4] Based on Figure 1-1 from the City of San Diego Sewer Design Guide (2004).
[5] Land use has been assigned a wastewater generation factor equivalent to light industrial land usage.

The WWTP is currently operating per the standards of the California Regional Water Quality Control Board Colorado River Basin Region 7. Although the WWTP maintains adequate capacity for dry weather flows, as indicated above, wet weather conditions have been problematic. The City is currently evaluating the feasibility of separating the storm and sanitary sewer system. The State of California, under SSO No. 2006-0003 and the General Waste Discharge Requirements (GWDR) now regulates sewerage collection systems. The new regulations require owners and operators of wastewater collection systems to minimize sewer system overflows. The City of Brawley will be required to prepare a Sewer System Management Plan under this regulation and address the overflows caused by the combined system operation.

The two City lift stations include the South Brawley Sewage Lift Station No. 1, and the Citrus View Sewage Lift Station No. 2. These lift stations serve developments outside of the DOD area. The DOD area is currently served

Figure 6-2: Existing Wastewater System



Source: 2007 Final Service Area Plan, City of Brawley

by the gravity portion of the wastewater collection system and is anticipated to continue to be served by gravity in the future, without the need for lifting.

According to the 1999 WWMP, the capacity of the sewers is adequate under normal dry weather conditions, and verified that 33 percent of the sewer lines are undersized when simulated as a combined system under peak wet weather flow. A 2005 correspondence (Funding Status Letter, dated June 17, 2005) indicated that the planning criteria used in the 1999 WWMP was not accurate. The 2007 Service Area Plan identified several sewer pipelines that are undersized, including sewers within and downstream of the DOD study area. If upsizing to preclude overflows within the combined sewer operation is not deemed feasible (2006 GWDR regulations), the City may opt to pursue opportunities to separate the storm and sanitary sewer system.

The City's draft Capital Improvement Program (CIP) for the fiscal year (FY) 2010/11 to 2019/20 includes new installation or replacement of wastewater collection sewers and the upgrade and expansion of the WWTP, among other projects. The City is currently in the process of the Water and Sewer Pipeline Replacement Phase 1 Project, which includes the replacement of 3,200 linear feet of sewers in the collection system. The City may ultimately be required to separate the storm drain system from the sanitary sewer system. The City recently began the construction of the Secondary Treatment Project at the WWTP, and plans to add tertiary treatment facilities following the completion of the Secondary Treatment Project.

6.3.4 Proposed Infrastructure

The most critical operating scenarios to account for in the water distribution system are normal peak summer demands and emergency fire flow; and in the wastewater collection system are peak wet weather flows. At the concept planning phase for specific plans, much of the design details are unknown making it unfeasible to perform detailed hydraulic analysis. Therefore, this Study identifies current CIP projects or general rules-of-thumb to determine potential system upgrades necessary to serve the land uses proposed at ultimate buildout of the DOD Specific Plan.

6.4 Flooding and Storm Drainage

6.4.1 Background

The following study represents the Hydrology and Water Quality Technical Appendix prepared as part of the Downtown Overlay District (DOD) Specific Plan. This report is a technical engineering evaluation intended to support the Master Planning and Infrastructure Program for the DOD Specific Plan project on issues related to drainage, surface hydrology, and water quality.

All assessments and technical analyses in this report are in compliance with the local drainage policies and requirements for the City of Brawley, Colorado Regional Water Quality Control Board (CRWQCB), Imperial Irrigation District (IID), and the California Environmental Quality Act (CEQA) of 1970, as amended. The hydrology analysis and drainage assessments have been prepared at a preliminary engineering level based upon available information. No detailed hydrology or hydraulics modeling has been performed.

Federal, state and local drainage laws and regulations govern the evaluation of impacts to surface water drainage. For this evaluation, impacts to surface water drainage would be considered significant if the project alters the drainage patterns of the site, which would result in substantial erosion, siltation, or increase runoff that would result in increased flooding. An increase in the amount of runoff could be considered a significant cause of erosion due to the concentration of flows.

The evaluation of impacts to storm water quality is of growing concern throughout the country. The City of Brawley prepared a Storm Water Management Program (SWMP) in September 2009.

The City of Brawley has been designated a regulated Small Municipal Storm Sewer System (MS4) by the United States Environmental Protection Agency (USEPA) pursuant to 40 CFR§122.32(a) (1) because it is an urbanized area as

defined by the Bureau of Census. Therefore, the City is required to comply with the Phase II regulations of the National Pollutant Discharge Elimination System (NPDES). There are two options. One is to obtain an individual permit addressing specific compliance provisions and the other is to file a Notice of Intent (NOI) to comply with the State Water Resources Board (SWRB) Small MS4 General Permit.

To implement its obligations, City of Brawley has adopted a Storm Water Management Plan (SWMP), which consists of a variety of measures, including prohibition or regulation of specific types of discharges, inspections, avoidance of sewage spills, public education, controls on new development and redevelopment, site maintenance practices and construction site management practices.

City of Brawley falls under the Small Municipal Separate Storm Sewer Systems General Permit, issued by the Colorado River Water Quality Control Board (CRWQCB) pursuant to the National Pollution Discharge Elimination System (NPDES) program under Section 402(p) of the federal Clean Water Act. This permit is referred as NPDES No. CAS000004/Order No. R7-2003-0005.

Dischargers whose projects disturb one or more acres of soil or whose projects disturb less than one acre but are part of a larger common plan of development that in total disturbs one or more acres, are required to obtain coverage under the General Permit for Discharges of Storm Water Associated with Construction Activity. Construction activity subject to this permit includes clearing, grading and disturbances to the ground such as stockpiling, or excavation, but does not include regular maintenance activities performed to restore the original line, grade, or capacity of the facility.

The Construction General Permit requires the development and implementation of a Storm Water Pollution Prevention Plan (SWPPP). The SWPPP should contain a site map(s) which shows the construction site perimeter, existing and proposed buildings, lots, roadways, storm water collection and discharge points, general topography both before and after construction, and drainage patterns across the project. The SWPPP must list Best Management Practices (BMPs) the discharger will use to protect storm water runoff and the placement of those BMPs. Additionally, the SWPPP must contain a visual monitoring program; a chemical monitoring program for "non-visible" pollutants to be implemented if there is a failure of BMPs; and a sediment monitoring plan if the site discharges directly to a water body listed on the 303(d) list for sediment.

6.4.2 Hydrologic Parameters

An existing conditions qualitative analysis was prepared for the project area. Hydrologic parameter calculations to evaluate impacts from the existing condition were evaluated based on a comparison of tributary area, and proposed change in percent impervious.

The type of land use and vegetation or ground cover affects the infiltration rate. Impervious values were determined using San Diego County Hydrology Manual.

Drainage patterns for the City of Brawley are in the Southwest direction towards the New River. At present, the runoff conveyance is within the combined sanitary and storm sewer system which flows toward the north to the Wastewater Treatment Plant (WWTP).

Table 6-6: Percent Impervious Values

Hydrology Manual	DOD Land use Designation	Impervious Cover
Low Residential, 2.9DU/AC	Single Family Residential	0.25
Medium Family Residential	Multifamily Residential	0.50
General Commercial	Commercial	0.85
Office Professional/Commercial	Mixed Use	0.90
General Industrial	Industrial	0.95
Medium Family Residential	Institutional	0.45
Neighborhood Commercial	Public Facilities	0.80
Limited Industrial	Parking	0.90
	Vacant	0.01
	Rail ROW	0.15

6.4.3 Existing Watershed

The Specific Plan Area does not currently have a system of organized storm drain facilities. The City of Brawley uses combined sanitary and storm sewer system to capture the runoff. Approximately fifty percent of the City's system is a combined sanitary and storm sewer system. The wastewater collection system is comprised of 6-inch to 30-inch diameter pipes, two sewage lift stations, 10-inch main and one Wastewater Treatment Plant (WWTP). The WWTP facility has a current capacity of 5.9 MGD (9.1 cfs).

The combined system flows toward the north to the City's WWTP in the northeastern portion of the City. All the wastewater generated is treated at the WWTP and discharged to the New River.

According to the 1999 WWMP, the capacity of the sewers is adequate under normal dry weather conditions, and verified that 33 percent of the sewer lines are undersized when simulated as a combined system under peak wet weather flow. Due to the combined system, the City has often experienced surcharging during heavy storm events due to the substantial runoff flows introduced into the system.

To establish the baseline hydrologic conditions for the project area a qualitative analysis was used for the Specific Plan area. This analysis is based on impervious values. The existing condition DOD area consists of residential, industrial and commercial land uses. This study is intended only as a planning level investigation to determine proposed land use alternative project impacts to hydrology and water quality.

Table 6-7: Existing Area Characterisitics

Areas	Area (ac.)	Impervious, C
Civic Center District	36.87	0.72
West Village District	12.55	0.77
East Village District	17.04	0.68
No District (Train)	5.73	0.15

6.4.4 Floodplain Mapping

The City of Brawley is a non-participant in the National Flood Insurance Program (NFIP). Communities participating in the NFIP must adopt and enforce minimum floodplain management standards, including identification of flood hazards and flooding risks. Participation in the NFIP allows communities to purchase low cost insurance protection against losses from flooding.

The study area is outside the 1% chance (100-year) flooding. Figure 3 shows the FEMA flood zones for the DOD study area. The Specific Plan lies under FEMA FIRM Panel No. 06025C1375C effective September 26, 2008.

6.4.5 Storm Water Quality

As indicated in Section 1.2, storm water quality is a significant concern in Southern California. This section discusses typical pollutants found in storm water runoff and discusses the types of contaminants that may be found in existing storm water runoff.

Nonpoint Source Pollutants

A net effect of urbanization can be to increase pollutant export. However, an important consideration in evaluating storm water quality from the project is to assess if it impairs the beneficial use to the receiving waters. Nonpoint source pollutants have been characterized by the following major categories in order to assist in determining the pertinent data and its use. Receiving waters can assimilate a limited quantity of various constituent elements, however there are thresholds beyond which the measured amount becomes a pollutant and results in an undesirable impact. Background of these standard water quality categories provides an understanding of typical urbanization impacts.

- Sediment - Sediment is made up of tiny soil particles that are washed or blown into surface waters. It is the major pollutant by volume in surface water. Suspended soil particles can cause the water to look cloudy or turbid. The fine sediment particles also act as a vehicle to transport other pollutants including nutrients, trace metals, and

hydrocarbons. Construction sites are typically the largest source of sediment for urban areas under development.

- Nutrients - Nutrients are a major concern for surface water quality. Phosphorous and nitrogen are of special concern because they can cause algal blooms and excessive vegetative growth. Of the two, phosphorus is usually the limiting nutrient that controls the growth of algae in lakes. The orthophosphorous form of phosphorus is readily available for plant growth. The ammonium form of nitrogen can also have severe effects on surface water quality. The ammonium is converted to nitrate and nitrite forms of nitrogen in a process called nitrification. This process consumes large amounts of oxygen, which can impair the dissolved oxygen levels in water. The nitrate form of nitrogen is very soluble and is found naturally at low levels in water. When nitrogen fertilizer is applied to lawns or other areas in excess of plant needs, nitrates can leach below the root zone, eventually reaching ground water. Orthophosphate from auto emissions also contributes phosphorus in areas with heavy automobile traffic. As a general rule of thumb, nutrient export is greatest from development sites with the most impervious areas. Other problems resulting from excess nutrients are 1) surface algal scums, 2) water discolorations, 3) odors, 4) toxic releases, and 5) overgrowth of plants. Common measures for nutrients are total nitrogen, organic nitrogen, total Kjeldahl nitrogen (TKN), nitrate, ammonia, total phosphate, and total organic carbon (TOC).

- Trace Metals - Trace metals are primarily a concern because of their toxic effects on aquatic life and their potential to contaminate drinking water supplies. The most common trace metals found in urban runoff are lead, zinc, and copper. Fallout from automobile emissions is also a major source of lead in urban areas. A large fraction of the trace metals in urban runoff are attached to sediment and this effectively reduces the level, which is immediately available for biological uptake and subsequent bioaccumulation. Metals associated with the sediment settle out rapidly and accumulate in the soils. Also, urban runoff events typically occur over a shorter duration, which reduces the amount of exposure, which could be toxic to the aquatic environment. The toxicity of trace metals in runoff varies with the hardness of the receiving water. As total hardness of the water increases, the threshold concentration levels for adverse effects increases.

- Oxygen-Demanding Substances - Aquatic life is dependent on the dissolved oxygen (DO) in the water and when organic matter is consumed by microorganisms then DO is consumed in the process. A rainfall event can deposit large quantities of oxygen demanding substance in lakes and streams. The biochemical oxygen demand of typical urban runoff is on the same order of magnitude as the effluent from an effective secondary wastewater treatment plant. A problem from low DO results when the rate of oxygen-demanding material exceeds the rate of replenishment. Oxygen demand is estimated by direct measure of DO and indirect measures such as biochemical oxygen demand (BOD), chemical oxygen demand (COD), oils and greases, and total organic carbon (TOC).

- Bacteria - Bacteria levels in undiluted urban runoff exceed public health standards for water contact recreation almost without exception. Studies have found that total coliform counts exceeded EPA water quality criteria at almost every site and almost every time it rained. The coliform bacteria that are detected may not be a health risk in them, but are often associated with human pathogens.

- Oil and Grease - Oil and grease contain a wide variety of hydrocarbons some of which could be toxic to aquatic life in low concentrations. These materials initially float on water and create the familiar rainbow-colored film. Hydrocarbons have a strong affinity for sediment and quickly become absorbed to it. The major source of hydrocarbons in urban runoff is through leakage of crankcase oil and other lubricating agents from automobiles. Hydrocarbon levels are highest in the runoff from parking lots, roads, and service stations. Residential land uses generate less hydrocarbons export, although illegal disposal of waste oil into storm waters can be a local problem.

- Other Toxic Chemicals - Priority pollutants are generally related to hazardous wastes or toxic chemicals and can be sometimes detected in storm water. Priority pollutant scans have been conducted in previous studies of urban runoff, which evaluated the presence of over 120 toxic chemicals and compounds. The scans rarely revealed toxins that exceeded the current safety criteria. The urban runoff scans were primarily conducted in suburban areas not expected to have many sources of toxic pollutants (with the possible exception of illegally disposed or applied household hazardous wastes). Measures of priority pollutants in storm water include - 1) phthalate (plasticizer compound), 2) phenols and creosols (wood preservatives), 3) pesticides and herbicides, 4) oils and greases, and 5) metals.

Physical Characteristics of Surface Water Quality

Standard parameters, which can assess the quality of storm water, provide a method of measuring impairment. A background of these typical characteristics assists in understanding water quality requirements. The quantity of a material in the environment and its characteristics determine the degree of availability as a pollutant in surface runoff. In an urban environment, the quantity of certain pollutants in the environment is a function of the intensity of the land use. For instance, a high density of automobile traffic makes a number of potential pollutants (such as lead and hydrocarbons) more available. The availability of a material, such as a fertilizer, is a function of the quantity and the manner in which it is applied. Applying fertilizer in quantities that exceed plant needs leaves the excess nutrients available for loss to surface or ground water.

The physical properties and chemical constituents of water traditionally have served as the primary means for monitoring and evaluating water quality. Evaluating the condition of water through a water quality standard refers to its physical, chemical, or biological characteristics. Water quality parameters for storm water comprise a long list and are classified in many ways. In many cases, the concentration of an urban pollutant, rather that the annual load of that pollutant, is needed to assess a water quality problem. Some of the physical, chemical or biological characteristics that evaluate the quality of the surface runoff are outlined below:

- Dissolved Oxygen - Dissolved oxygen in the water has a pronounced effect on the aquatic organisms and the chemical reactions that occur. It is one of the most important biological water quality characteristics in the aquatic environment. The dissolved oxygen concentration of a water body is determined by the solubility of oxygen, which is inversely related to water temperature, pressure, and biological activity. Dissolved oxygen is a transient property that can fluctuate rapidly in time and space. Dissolved oxygen represents the status of the water system at a particular point and time of sampling. The decomposition of organic debris in water is a slow process and the resulting changes in oxygen status respond slowly also. The oxygen demand is an indication of the pollutant load and includes measurements of biochemical oxygen demand or chemical oxygen demand.
- Biochemical Oxygen Demand (BOD) - The biochemical oxygen demand (BOD) is an index of the oxygen-demanding properties of the biodegradable material in the water. Samples are taken from the field and incubated in the laboratory at 20oC, after which the residual dissolved oxygen is measured. The BOD value commonly referenced is the standard 5-day values. These values are useful in assessing stream pollution loads and for comparison purposes.
- Chemical Oxygen Demand - The chemical oxygen demand (COD) is a measure of the pollutant loading in terms of complete chemical oxidation using strong oxidizing agents. It can be determined quickly because it does not rely on bacteriological actions as with BOD. COD does not necessarily provide a good index of oxygen demanding properties in natural waters.
- Total Dissolved Solids (TDS) - TDS concentration is determined by evaporation of a filtered sample to obtain residue whose weight is divided by the sample volume. The TDS of natural waters varies widely. There are several reasons why TDS is an important indicator of water quality. Dissolved solids affect the ionic bonding strength

related to other pollutants such as metals in the water. TDS are also a major determinant of aquatic habitat. TDS affects saturation concentration of dissolved oxygen and influences the ability of a water body to assimilate wastes. Eutrophication rates depend on total dissolved solids.

- pH - The pH of water is the negative log, base 10, of the hydrogen ion (H+) activity. A pH of 7 is neutral; a pH greater than 7 indicates alkaline water; a pH less than 7 represents acidic water. In natural water, carbon dioxide reactions are some of the most important in establishing pH. The pH at any one time is an indication of the balance of chemical equilibrium in water and affects the availability of certain chemicals or nutrients in water for uptake by plants. The pH of water directly affects fish and other aquatic life and generally toxic limits are pH values less than 4.8 and greater than 9.2.
- Alkalinity - Alkalinity is the opposite of acidity, representing the capacity of water to neutralize acid. Alkalinity is also linked to pH and is caused by the presence of carbonate, bicarbonate, and hydroxide, which are formed when carbon dioxide is dissolved. A high alkalinity is associated with a high pH and excessive solids. Most streams have alkalinities less than 200 mg/l and ranges of alkalinity of 100-200mg/l seem to support well-diversified aquatic life.
- Specific Conductance - The specific conductivity of water, or its ability to conduct an electric current, is related to the total dissolved ionic solids. Long term monitoring a project waters can develop a relationship between specific conductivity and TDS. Its measurement is quick and inexpensive and can be used to approximate TDS. Specific conductivities in excess of 2000 µohms/cm indicate a TDS level too high for most freshwater fish.
- Turbidity - The clarity of water is an important indicator of water quality that relates to the ability of photosynthetic light to penetrate. Turbidity is an indicator of the property of water that causes light to become scattered or absorbed. Suspended clays and other organic particles cause turbidity. It can be used as an indicator of certain water quality constituents such as predicting the sediment concentrations.
- Nitrogen (N) - Sources of nitrogen in storm water are from the additions of organic matter to water bodies or chemical additions. Ammonia and nitrate are important nutrients for the growth of algae and other plants. Excessive nitrogen can lead to eutrophication since nitrification consumes dissolved oxygen in the water. Nitrogen occurs in many forms. Organic Nitrogen breaks down into ammonia, which eventually becomes oxidized to nitrate-nitrogen, a form available for plants. High concentrations of nitrate-nitrogen (N/N) in water can stimulate growth of algae and other aquatic plants, but if phosphorus (P) is present, only about 0.30 mg/l of nitrate-nitrogen is needed for algal blooms. Some fish life can be affected when nitrate-nitrogen exceeds 4.2 mg/l. There are a number of ways to measure the various forms of aquatic nitrogen. Typical measurements of nitrogen include Kjeldahl nitrogen (organic nitrogen plus ammonia); ammonia; nitrite plus nitrate; nitrite; and nitrogen in plants. The principal water quality criteria for nitrogen focus on nitrate and ammonia.
- Phosphorus (P) - Phosphorus is an important component of organic matter. In many water bodies, phosphorus is the limiting nutrient that prevents additional biological activity from occurring. The origin of this constituent in urban storm water discharge is generally from fertilizers and other industrial products. Orthophosphate is soluble and is considered to be the only biologically available form of phosphorus. Since phosphorus strongly associates with solid particles and is a significant part of organic material, sediments influence concentration in water and are an important component of the phosphorus cycle in streams. The primary methods of measurement include detecting orthophosphate and total phosphorus.

Existing Storm Water Quality

The project site lacks any measured data on storm water runoff quality. In the absence of site-specific data, expected storm water quality can be

qualitatively discussed by relating typical pollutants to specific land uses.

Currently, the DOD area contains industrial buildings, commercial buildings, and residential dwellings. The expected existing pollutants in the existing condition storm water runoff from the developed areas of Brawley are oil and grease from automobile use. Pollutants associated with residential, commercial and industrial development include trash, heavy metals, nutrients, bacteria, oil and grease, and household hazardous wastes.

Approximately fifty (50) percent of the City of Brawley's polluted storm water runoff is often conveyed to municipal separate storm sewer systems and ultimately discharged into the New river.

The DOD Specific Plan area lies within the New River. This river has been listed on the 2006 CWA Section 303(d) list with the pollutants being cholrdane, chlopyrifos, copper, DDT, Diazinon, Dielfrin, Mercury, Nutrients, Organic Enrichment, PCB's, and Toxicity.

6.5 Public Services

In February 2007, the City of Brawley prepared the Final Service Area Plan (SAP). The SAP outlines the City's existing public services and facilities, estimates the current and future anticipated demand for such facilities and services, and describes how necessary facilities and services will or may be developed and extended to meet demands.

The SAP is intended to demonstrate the City's intent and ability to provide adequate services to the Sphere of Influence boundaries at the time of annexation. An approximately 15-year planning horizon is used to forecast growth, and the estimated demands and provision to meet demands are based on population projections until 2020.

Please refer to the 2007 SAP directly for a detailed inventory of existing facilities, adequacy assessment, future demand capacities based on projected population growth, identification of funding sources, as well as implementation recommendations.

The SAP provides an assessment of the following public facilities:

- Administrative Facilities
- Flood Control/Drainage Facilities
- Fire Facilities
- Law Enforcement Facilities
- Library Facilities
- Parks and Recreation Facilities
- Circulation Facilities
- Wastewater Facilities
- Water Facilities

Table 6-8 (Downtown Public Facilities) below summarizes the capacity requirements for public facilities located in the Specific Plan Area.

Table 6-8: Downtown Public Facilities (Year 2020 Projections)

		Current	Projected
City Hall Expansion	• City Hall • Council Chambers • Public Works/Engineering • Building/Inspection • Econ/Community Development	8,600 SF	26,500 SF
Fire Department	• New Fire Stations • New Fire Sub-Stations	9,450 SF	55,924 SF
Police Department	• 6 Marked Patrol Cars • 64 Sworn Offices • 32 Non-Sworn Officers	9,350 SF	12,000 SF
Library	• Literary/Library Space • Satellite Library Branch	13,000 SF	15,278 SF

End of Section.

7

IMPLEMENTATION PROGRAMS

This Chapter describes the process for implementing and administering this Specific Plan, including the processes for development review, non-conforming uses, and amendments. This Chapter also provides a detailed implementation plan and identifies potential funding sources for various development activities.

7.1 Redevelopment Project Area

Downtown Brawley lies entirely within the City's Redevelopment Project Area No. 1, which is described in detail in the 2007 Amendment to the Redevelopment Plan. The purposes of the Redevelopment Plan are to eliminate blighted conditions within a project area and prevent the recurrence of those negative conditions.

The City's Redevelopment Agency has authority over redevelopment actions and is granted special rights by State Community Development Law (California Health and Safety Code, Section 33000 et seq). The Mayor and City Council serve as the Chair and Board of the Redevelopment Agency and have established the following list of proposed redevelopment actions to eliminate and prevent the spread of blight by:

- Acquisition, installation, development, construction, reconstruction, redesign, replanning, or reuse of streets, utilities, curbs, gutters, sidewalks, street lighting, landscaping, and other public improvements, facilities, utilities, or other structures.
- Acquisition and disposition of property acquired for uses in accordance with the Amended Redevelopment Plan.
- Redevelopment of land by private enterprise or public agencies for uses in accordance with the Amended Redevelopment Plan.
- Construction and improvements of recreational, community, parking, and other public facilities.
- Acquisition, construction, or rehabilitation of housing for low- and moderate-income families, seniors, and handicapped individuals.
- Financing of the construction of and mortgage financing of residential, commercial, and industrial buildings, as permitted by applicable State and local laws, to increase the residential, commercial, and industrial base of the City and the number of temporary and permanent jobs within the City.
- In appropriate cases, rehabilitation of structures and improvements or development of vacant land by present owners, their successors, and the Agency for uses in accordance with the Amended Redevelopment Plan.
- Such other action as may be permitted by law.

7.2 Implementation Recommendations

In addition to the list of proposed redevelopment actions contained within the 2007 Redevelopment Plan, the following actions are also recommended in order to successfully implement the Brawley Downtown Specific Plan:

- Hire a Certified Main Street Manager
- Assemble Strategically-Located Parcels of Land
- Evaluate URM Building Seismic Retrofit Costs
- Implement a Parking Management Program
- Pursue All Applicable Funding Sources

7.2.1 Main Street Four Point Approach

Figure 7-1 (Main Street Four Point Approach) graphically represents the essence of the Main Street Four Point Approach, which is intended to guide the design, organization, promotion and economic restructuring activities within areas like Downtown Brawley.

The City of Brawley in encouraged to assist with hiring a Certified Main Street Manager (CMSM) to lead redevelopment efforts within Downtown and serve as a primary point of contact for businesses and residents wishing to continue their participation.

Figure 7-1: Main Street Four Point Approach

Design

Design means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials.

Organization

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. By getting everyone working toward the same goal, your Main Street program can provide effective, on-going management and advocacy for your downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, your program can incorporate a wide range of perspectives into its efforts.

Promotion

Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your commercial district. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate your commercial district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

Economic Restructuring

Economic restructuring strengthens your community's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Converting unused or under-used commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers.

7.2.2 Land Assembly

Strategic land acquisitions are extremely critical to moving community renewal efforts forward. Land is location, and location is the most valuable asset in successful real estate development. The right land transaction is also crucial to the objectives of mixed-income housing, and increasing housing supply near employment centers.

The City's active support of and participation in the land assembly of process will be critical to the successful redevelopment of Downtown Brawley. As is the case in historic downtowns throughout the country, Brawley has a significant number of small and narrow parcels that, unless consolidated, serve as a barrier to new development. Comprehensively planned development results in greater land use efficiencies, improved design and reduced incremental costs typically associated with larger projects.

The conceptual plan catalyst projects identified in this Specific Plan may be used as a guide by the City and/or developer interests in strategically pinpointing key parcels for potential consolidation.

Existing legal land uses and/or development that do not meet the requirements of this Specific Plan shall be permitted to continue indefinitely under legal non-conforming status, subject to the non-conforming regulations identified in the City's Municipal Code. This market-driven development approach is intended to ensure that Specific Plan implementation can occur in perpetuity and will benefit current businesses and landowners, as well as future landowners, District developers, and the larger Brawley community.

For any legal purposes, the City and/or City Redevelopment Agency has the option to condemn property, including land needed for identified or necessary public improvements, such as flood control or Low-Impact Development (LID) improvements, street right-of-way enhancements, consolidated public parking, and proposed park/open space use. If activated, the City Redevelopment Agency may use eminent domain for the acquisition and assembly of land. Any use of eminent domain shall comply with all applicable laws regarding public noticing and fair compensation, including those of the State of California and the United States of America.

For purposes of this Specific Plan, the term "land assembly" shall mean the legal and physical combination of parcels through the tentative map or boundary adjustment process, and the concurrent submittal of a master site plan reflecting integrated development of the proposed consolidated acreage.

The City of Brawley is encouraged to help facilitate lower land costs for prospective developers through land acquisition strategies such as follows:

- Providing prospective developers with publicly available information regarding key redevelopment opportunity sites
- Evaluating opportunities for land donations or grants from local foundations (if applicable)
- Facilitating reducing or elimination of past due property taxes on key redevelopment sites
- Donating key tax-foreclosed properties within Downtown for mixed-income projects (where possible, if applicable)
- Investigating federal or state redevelopment programs that use low-interest bonds to acquire land and write-down its costs before resale to a developer
- Investigating land acquisition opportunities through non-profit partners like housing authorities, downtown development authorities, land banks or land trusts

7.2.3 Un-Reinforced Masonry (URM) Structures

Many structures in Downtown Brawley are constructed using Un-Reinforced (URM) masonry. These structures are more susceptible to damage from earthquakes. California State Un-Reinforced Masonry Building Law (Government Code Section 8875 et seq) provides requirements for potentially hazardous buildings constructed of un-Reinforced masonry.

According to the 2009 Federal Emergency Management Agency (FEMA) report entitled, *Un-Reinforced Masonry (URM) Buildings and Earthquakes: Developing Successful Risk Reduction Programs*, URM buildings have been constructed in hundreds of cities within the U.S. over the past decades prior to the adoption and enforcement of building code seismic provisions.

In 1986, California passed a state law requiring all local governments situated in the highest seismicity zone of the currently enforced building code to inventory their URM buildings, to establish a risk reduction program, and to report results to the state. Seismic Zone 4 is the highest zone of seismicity and is located on the west coast only, throughout much of California.

In 2000, the International Building Code (IBC) took effect and loosely defined provisions for local governments to manage retrofitting URM buildings. According to the IBC, a retrofit program can consist of as little as publishing a list of the URM buildings in a local jurisdiction and encouraging owners to renovate them, while posting warning signs at un-retrofitted buildings. While demolition is sometimes desirable by communities in order to renew the building stock, it is generally wise to minimize it to avoid abruptly changing the architectural and socio-economic fabric of a city.

The City of Brawley is encouraged to assist property owners with URM buildings in:

- Assessing actual current costs for seismic retrofit of their individual structure(s) -- visit the Federal Emergency Management Agency, "FEMA Seismic Rehabilitation Cost Estimator" at: http://www.fema.gov/srce/index.jsp
- Providing URM property owners with website links to more detailed information about current URM codes, standards and laws -- visit the California Seismic Safety Commission, "Status of the Un-Reinforced Masonry Building Law: 2006 Progress Report to the Legislature" at: http://www.seismic.ca.gov/pub.html
- Identifying the most appropriate URM seismic retrofit funding sources available for property owners to pursue independently

7.2.4 Parking Management

In addition to the adoption of the Brawley Downtown Specific Plan, the City of Brawley is encouraged to activate additional parking programs as part of Plan implementation. As future redevelopment efforts "take hold," one such program includes the creation of a formal Commercial Parking Benefit District to acquire and construct additional parking spaces.

Parking net revenues collected from paid parking (i.e. parking pay stations, meters, leases, and permits) in a Commercial Parking Benefit District are dedicated to funding public improvements and services that will benefit Downtown Brawley. ("Net revenues" means total parking revenues from the area, less revenue collection costs, such as purchase and operation of the meters, enforcement and the administration of the district.)

To ensure that the benefits from these revenues are clearly distinguished from other improvement funding sources, it is recommended that they remain separate from the City's General Fund. Commercial Parking Benefit Districts are only effective when district merchants and property owners can clearly see that the monies collected are being spent for the benefit of their blocks, on projects that they have chosen through participation in or with an established Commercial Parking Benefit District advisory body to the City Council. Should this advisory body be appointed, their role is to advise the City on policies and expenditures of parking meter revenue. City Council retains final approval over all expenditures. Bonding against future revenue enables the City to fund larger capital improvement projects.

7.3 Financing Mechanisms

The following is a list of potential funding sources and mechanisms that may be used or implemented by the City of Brawley to carry out the intent of this Specific Plan. The sources cited are categorized into federal, state, local, and private/non-profit organization funding.

7.3.1 Federal Funding Sources

- Community Development Block Grants (CDBG): The Community Development Block Grant program is a federal grant program administered locally. CDBG funding can be used for economic development purposes including property acquisition and as part of the City's comprehensive strategy for economic development.
- Federal Economic Development Administration (EDA): Funds from the EDA can be used to finance construction and rehabilitation of infrastructure and facilities that are necessary to achieve long-term growth and dynamic local economies. Grants to communities for site preparation and construction of water and sewer facilities, access roads, etc.
- US Federal Highway Administration (FHWA) Transportation and Community and System Preservation Program (TCSP): The TCSP is a comprehensive initiative of research and grants to investigate the relationships between transportation and community and system preservation and private sector-based initiatives. States, local governments, and metropolitan planning organizations are eligible for these discretionary grants. Grants to plan and implement strategies that improve the efficiency of the transportation system; reduce environmental impacts of transportation; reduce the need for costly future public infrastructure investments; ensure efficient access to jobs, services, and centers of trade; and examine private sector development patterns and investments that support these goals.
- Federal Highway Administration Department of Transportation (DOT): The FHWA provides funds to the States to develop and maintain recreational trails and trail-related facilities for both non-motorized and motorized recreational trail uses.
- American Recovery and Reinvestment Act: The American Recovery and reinvestment act includes $48 billion for transportation infrastructure investments including projects with complete streets elements, bicycle and pedestrian infrastructure.
- FTA Metropolitan Planning Program: Operated by the Federal Transit Administration (FTA), this program provides financial assistance, through the states, to metropolitan planning organizations (MPOs) to support the costs of preparing long-range transportation plans required as a condition of obtaining Federal Capital Program and Urbanized Area Formula Program grants for transit projects. Funds can be used for technical studies relating to management, operations, capital requirements, innovative financing opportunities, and economic feasibility; evaluation of previously assisted projects; and other similar or related activities preliminary to and in preparation for the construction, acquisition, or improved operation of transportation systems, facilities, and equipment, including the planning for "livability" features such as improved pedestrian and bicycle access to the station and shops and community services in the station area, incorporating arts and artistic design in stations and surrounding areas, and other improvements that enhance the usability and community-friendliness of the transit system environment. Up to a maximum of 20 percent of the preliminary engineering and design costs for a transportation facility.
- Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU): Continuing the transportation enhancement program of TEA-21, SAFETEA-LU gives local governments unprecedented flexibility in developing a mix of highway corridor enhancements, with funds for such projects as public transit, bikeways, highway enhancements, recreation, historic preservation, scenic byways, and other alternatives to address transportation and community needs. States and localities are permitted to use Federal dollars (provided primarily from the gasoline tax) for more flexibility to meet their transportation needs. More comprehensive planning, taking into account such factors as desired land use patterns and environmental effects, is required as a prerequisite to Federal funding.

- Energy Efficiency and Conservation Block Grants (EECBG): Administered by the Office of Weatherization and Intergovernmental Programs in the Office of Energy Efficiency and Renewable Energy of the U.S. Department of Energy (DOE), these formula grants are available to states, U.S. territories, local governments and Indian tribes to reduce energy use and fossil fuel emissions, and for improvements in energy efficiency. Projects that modify streets to better accommodate bikes and pedestrians are among the eligible uses.

7.3.2 State Funding Sources

- Sustainable Communities Planning Grants (Housing and Community Development): The Sustainable Communities Planning Grant is funded by Proposition 84, the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006. It added Division 43 to the Public Resources Code, Chapter 9, Sustainable Communities and Climate Change Reduction Section 75065(a), authorizing the Legislature to appropriate $90 million for planning grants and planning incentives that reduce energy consumption, conserve water, improve air and water quality, and provide other community benefits. This grant program is administered through California's Strategic Growth Council ("Council") and implements the vision of the Governor and Legislature to foster the development of sustainable communities throughout California. It is designed to help local governments meet the challenges of adopting land use plans and integrating strategies in order to transform communities and create long term prosperity. Sustainable communities shall promote equity, strengthen the economy, protect the environment and promote healthy, safe communities. The primary goal of this grant program is to develop and implement plans that reduce greenhouse gas emissions and achieve: (1) improved air and water quality; (2) promote public health; (3) promote equity; (4) increase housing affordability; (5) increase infill and compact development; (6) revitalize urban and community centers; (7) protect natural resources and agricultural lands; (8) reduce automobile usage and fuel consumption; (9) improve infrastructure systems; (10) promote water conservation; (11) promote energy efficiency and conservation; and (12) strengthen the economy. Cities, Counties, Metropolitan Planning Organizations (MPOs), Joint Powers Authorities (JPAs), Regional Transportation Planning Agencies (RTPAs), Councils of Governments (COGs), or combination thereof, are eligible to apply. It is anticipated that proposals funded under this solicitation will be not less than $100,000 nor greater than $1,000,000 each.

- Infrastructure State Revolving Fund Program of the California Infrastructure and Economic Development Bank (CIEDP): This is a loan program that provides low-cost financing to public agencies for a variety of infrastructure programs, including streets, bridges, drainage, water supply, flood control, environmental mitigation measures, sewage collection and treatment, solid waste collection and disposal, water treatment and distribution, educational facilities, and parks and recreational facilities. Funding assistance ranges from $250,000 to $10,000,000. The application process is complicated and slow. There must be a dedicated source for debt service of the loan. Tax increment flowing from redevelopment projects is often favored as a funding source for retiring this debt because it flows for a long time and is steady. The term of the loan can be as long twenty years.

- Building Equity and Growth in Neighborhoods Program (BEGIN): BEGIN reduces local regulatory barriers to affordable ownership housing, and provides down payment assistance loans to qualifying first-time low- and moderate-income buyers of homes in BEGIN projects. Eligible homes must be newly constructed in projects facilitated by local regulatory incentives or barrier reductions, and may include manufactured homes.

- CalHome Program: CalHome enables low-and very-low-income households to become or remain homeowners. Grants eligible to local public agencies and nonprofit developers to assist individual households through deferred-payment loans. Direct, forgivable loans

to assist development projects involving multiple ownership units, including single-family subdivisions.

- Code Enforcement Grant Program (CEGP): The CECP funds capital expenditure costs of existing or proposed local building code enforcement programs. Grants for three-year local programs. There is no formal match requirement, but grants must supplement existing funding for code enforcement that covers soft costs and staffing. Maximum grant amount to a single recipient was $300,000; minimum grant was $30,000. Eligible activities include purchase of capital assets that will be dedicated to local housing code enforcement. These may include tangible physical property with an expected useful life of 15 years or more, major maintenance of a capital asset, and equipment with an expected useful life of two years or more, such as vehicles, computers, and inspection equipment.
- Multi-Family Housing Program (MHP): The MHP assists with new construction, rehabilitation, and preservation of permanent and transitional rental housing for lower-income households. Eligible activities include new construction, rehabilitation, or acquisition and rehabilitation of permanent or transitional rental housing, and the conversion of nonresidential structures to rental housing. Projects are not eligible if construction has commenced as of the application date, or if they are receiving 9% Federal low-income housing tax credits. MHP funds will be provided for post-construction permanent financing only. Eligible costs include the cost of child care, after-school care, and social service facilities integrally linked to the assisted housing units; real property acquisition; refinancing to retain affordable rents; necessary on-site and off-site improvements; reasonable fees and consulting costs; and capitalized reserves.
- Pre-Development Loan Program (PDLP): The PDLP provides pre-development capital to finance the start of low-income housing projects. Eligible activities include pre-development costs of projects to construct, rehabilitate, convert, or preserve assisted housing, including manufactured housing and mobile home parks. Eligible costs include, but are not limited to, site control, site acquisition for future low-income housing development, engineering studies, architectural plans, application fees, legal services, permits, bonding, and site preparation. Priority will be given to developments that are rural, located in the public transit corridors, or which preserve and acquire existing government-assisted rental housing at risk of conversion to market rents.
- Workforce Housing Reward Program: This program, although not currently making awards, provides financial incentives to cities and counties that issue building permits for new housing that is affordable to very-low or low-income households. Eligible activities include construction or acquisition of capital assets such as traffic improvements, neighborhood parks, bike paths, libraries, school facilities, play areas, community centers, and police and fire stations.
- California Infrastructure and Economic Development Bank (CIEDB): The CIEDB was created in 1994 to promote economic revitalization, enable future development, and encourage a healthy climate for jobs in California. The CIEDB has broad authority to issue tax-exempt and taxable revenue bonds, provide financing to public agencies, provide credit enhancements, acquire or lease facilities, and leverage State and Federal funds. The Infrastructure Bank's current programs include the Infrastructure State Revolving Fund (ISRF) Program and the Conduit Revenue Bond Program.
- California Pollution Control Financing Authority Sustainable Communities Loan and Grant Program: The SCGL program has been designed to be flexible and encourage creativity. Funding will be awarded to communities that wish to implement policies, programs, and projects using sustainable development principles. All projects must encompass sustainable development principles to be eligible for funding. Examples of eligible projects are: (1) Specific plans, or portions of specific plans that direct the nature of development and revitalization within the boundaries of a required general plan consistent with sustainable development principles. (2) Alternative transportation studies, urban design studies, finance plans, redevelopment plans and engineering studies that facilitate

sustainable development. (3) Projects such as a community center, park enhancements, or infrastructure improvements that are key elements of a comprehensive community or neighborhood sustainable development plan. (4) Funding for local communities to hire individuals at various stages of planning, depending on the needs of the community. An example would be hiring a new staff member or consultant to assist an individual community with the design and/or implementation of a particular plan for development or revitalization using sustainable development principles. (5) Funding for communities to hire technical experts to identify, assess, and complete applications for State, Federal, and private economic assistance programs that fund sustainable development and sound environmental policies and programs.

- Integrated Waste Management Board Sustainable Building Grants: These grants are available from the California Integrated Waste Management Board to provide local public funding for projects that advance the use of green building design and construction practices. There are no matching requirements, and the amount available has ranged from $50,000 to $100,000. It is recommended that these grants be studied closely for their potential to undertake smaller building and retrofitting projects in Brawley.
- Trade and Commerce Agency Renewable Energy Loan Guarantee Program: This is a loan guarantee program provided by the California Trade and Commerce Agency. The loan guarantees are available to businesses that need financial assistance to purchase and install renewable energy systems.
- California Department of Transportation (Caltrans) Transportation Planning Grants: Caltrans provides a variety of transportation planning grants, including Partnership Planning, Transit Planning, Environmental Justice Transportation Planning, and Community-Based Transportation Planning. These grants are intended to promote a balanced, comprehensive multimodal transportation system. The results of these grants should ultimately lead to the adoption, initiation, and programming of transportation improvements. Each grant has a specific purpose and the amount available for each varies. The City and other stakeholders may choose to pursue multiple grants to encourage the future transit center to be located near Sixth Street and to study the associated transit service. The Partnership Planning and Transit Planning grant applications are due March 1, 2010 and the Environmental Justice Transportation Planning and Community-Based Transportation Planning grant applications are due April 1, 2010. Applications for these grants may be submitted for fiscal year 2010-2011, if feasible, or at a later date.

7.3.3 Local Funding Sources

- City of Brawley General Fund: The City's General Fund is used to support ongoing City operations and services, including general government operations, development services, public safety and community services. Primary revenue sources for the General Fund are property taxes, sales taxes, and intergovernmental revenues. It is not uncommon for cities that are seeking to improve their community to commit a certain amount of the General Fund to the effort over a period of years. Improvements and ongoing projects or programs should have general community-wide benefits.
- City Redevelopment Agency (RDA) Tax Increment and Housing Set-Aside Funds: Downtown Brawley is located entirely within the boundaries of the City's Redevelopment Plan Project Area Number 1, and redevelopment funds could be used for land banking, public capital improvements, or other projects or purposes that would support implementation of the Plan. As market conditions permit, the future generation of a new tax increment in the redevelopment project area may also be a possibility. State redevelopment law requires that the redevelopment agency set aside 20 percent of any property tax increment revenues for low- and moderate-income housing needs.
- California Subdivision Map Act (Reimbursement District): Under Articles 5 and 6 of Chapter 4 of the California Subdivision Map Act

(as amended from time to time), cities are authorized to collect funds to cover the costs of public improvements including roads, bridges, drainage and sanitary sewer facilities, and groundwater recharge facilities. Under these provisions, the City could enter into an agreement with a developer for reimbursement of that portion of improvement costs equal to the difference between the amount it would have cost the developer to install improvements to serve his/her property only, and the actual cost of such improvements. Reimbursement would occur by levying a charge on any real property similarly benefited or by establishing and maintaining a local benefit district to levy and collect charges or costs from other benefited properties. It is possible, under this approach, to defer payment of charges or costs by other benefited properties until such property is developed.

- General Obligation Bonds (G.O. Bonds): G.O. bonds may be used to acquire, construct, and improve public capital facilities and real property; however, they may not be used to finance equipment purchases, or pay for operations and maintenance. G.O. Bonds must be approved by two-thirds of the voters throughout the issuer's jurisdiction in advance of their issuance and typically require the issuing jurisdiction to levy a uniform ad valorem (property value) property tax on all taxable properties to repay the annual debt service.
- Public Enterprise Revenue Bonds: Local governments have the ability to issue bonds to finance facilities for revenue producing public enterprises. The enterprises developed under these funds are financed by user charges that, in turn, are applied to bond debt service payments. Revenue bonds do not require approval by a two-third vote since they are neither payable from taxes, nor from the general fund. The Revenue Bond Act of 1941 (Government Code Sections 54300 et seq.) is the most commonly used bond act. Under this act, bonds may be issued for revenue producing facilities such as airports, harbors, hospitals, parking, and garbage collection. Bonds under this act are adopted by resolution of the legislative body and subject to approval by a simple majority of the citizens voting on the measure.
- Development Incentive Programs: Incentive programs are created to encourage the private sector to provide the desired public improvement.
- Business Improvement Areas (BIAs): BIAs are self-taxing business districts. BIAs include Business Improvement Districts (BIDs), Local Improvement Districts (LIDs), and other such financial districts. Business and/or property owners pay for capital improvements, maintenance, marketing, parking, and other items as jointly agreed to through systematic, periodic self-assessment. Districts can undertake a wide variety of programs, including, but not limited to, the following:
    - o Fountains, benches, trash receptacles and integrated signing
    - o Street lighting
    - o Supplemental security services normally provided by City
    - o Special cleaning services, graffiti removal, waste management
    - o Decorations and public art
    - o Promotions of public events that benefit the area
    - o Furnishing music to any public place in the area
    - o Promotion of tourism within the area (only businesses benefiting from tourist visits can be assessed for this type of benefit)
    - o Any other activities benefiting businesses located in the area
- Landscape and Lighting Maintenance District (LMDS): The Landscaping and Lighting Act of 1972 enables assessments to be imposed to finance the maintenance and servicing of landscaping, street lighting facilities, ornamental structures, and park and recreational improvements.

- Special Benefit Assessment District: Special Benefit Assessment Districts (ADs) are formed to finance specific improvements for the benefit of a specific area by levying an annual assessment on all property owners in the district. Each parcel of property within an AD is assessed a portion of the costs of the public improvements to be financed by the AD, based on the proportion of benefit received by that parcel. The amount of the assessment is strictly limited to an amount that recovers the cost of the "special benefit" provided to the property. Traditionally, improvements to be financed using an AD include, but are not limited to, streets and roads, water, sewer, flood control facilities, utility lines and landscaping. A detailed report prepared by a qualified engineer is required and must demonstrate that the assessment amount is of special benefit to the parcel upon which the assessment is levied. Prior to creating an assessment district, the City, county or special district must hold a public hearing and receive approval from a majority of the affected property owners casting a ballot. Ballots are weighted according to the proportional financial obligation of the affected property. There are many assessment acts that govern the formation of assessment districts, such as the Improvement Act of 1911, Municipal Improvement Act of 1913, Improvement Bond Act of 1915, and the Benefit Assessment Act of 1982, as well as other specific facility improvement acts.

- Infrastructure Financing District (IFD): An Infrastructure Financing District (Government Code section 53395-53397.11) may finance the planning, design, purchase, construction, expansion, improvement, seismic retrofit, or rehabilitation (but not the operation or maintenance thereof) of any real or tangible public facility property with a useful life of 15 years or longer that provides significant benefits to the district established as an IFD. It may include, but is not limited to (1) Highways, interchanges, ramps and bridges, arterial streets, parking facilities, and transit facilities;(2) Sewage treatment and water reclamation plants and interceptor pipes; (3) Facilities for the collection and treatment of water for urban uses; (4) Flood control levees and dams, retention basins, and drainage channels;(5) Child care facilities;(6) Libraries; (7) Parks, recreational facilities, and open space; and (8) Facilities for the transfer and disposal of solid waste, including transfer stations and vehicles. IFDs use a tax-increment method of financing similar to Redevelopment Agencies, but IFDs need not make a special finding that an area is blight. The time limit for collecting tax increments is 30 years. Like Redevelopment Agencies, IFDs have affordable housing requirements they must fulfill, but IFDs have no eminent domain authority. Two-thirds approval of the voters in a proposed district is necessary to establish an IFD unless there are fewer than 12 landowners in the district. In such cases, only two-thirds of the landowners are needed to form the IFD.

- Commercial Parking Benefit District: Parking net revenues collected from paid parking (i.e. parking pay stations, meters, leases, and permits) in the Commercial Parking Benefit District are dedicated to funding public improvements and services that benefit Downtown Brawley. ("Net revenues" means total parking revenues from the area, less revenue collection costs, such as purchase and operation of the meters, enforcement and the administration of the district.) To ensure that the benefits from these revenues are clearly distinguished from other improvement funding sources, it is recommended that they remain separate from the City's General Fund. Parking Benefit Districts are only effective when district merchants and property owners can clearly see that the monies collected are being spent for the benefit of their blocks, on projects that they have chosen through participation in or with an established Commercial Parking Benefit District advisory body to the City Council. This advisory body advises the City on policies and expenditures of parking meter revenue. City Council retains final approval over all expenditures. Bonding against future revenue enables the City to fund larger capital improvement projects (including the cost of the meters).

- Development Impact Fees: Dedications of land and impact fees are exactions that lessen the impacts of new development resulting from increased population or demand on services. The City's current development impact fees could help to offset costs of public improvements, architectural review, etc.
- In-Lieu Parking Fee: The use of a parking in-lieu fee to construct and fund common parking facilities serving the commercial businesses has been used successfully in other downtown revitalizations. Potential funding sources range from in-lieu fees for spaces to parking revenues from monthly parking and short-term parking fees. The city will need secure, accessible, well-signed and reasonably priced off-street parking, in addition to on-street parking, as the Plan is realized and Downtown reaches its full potential.

7.3.4 Private and Non-Profit Funding Sources

- Private Donations: Private donations for a variety of different types of projects are generally available from foundations, institutions, and corporations that have major interests in these areas. Information about grants is available online, in libraries and from nonprofit support organizations.
- Donor Programs: Some of the proposed Specific Plan improvements may lend themselves to a public campaign for donor gifts. Donor programs have been used very successfully in many cities to provide funds for streetscape and community design elements. Such programs can be tailored to solicit contributions from individuals, corporations, local businesses, and community and business associations. Many improvements could be funded by donor gifts for items such as benches, trash receptacles, street trees, street tree grates, public art elements, and information kiosks. Donors could be acknowledged with a plaque on the element itself or other prominent display, such as a "wall of fame" with donor names. This type of program could be spearheaded by an active downtown management program, and could draw from the wider community.

End of Section.

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8 ADMINISTRATION

This Chapter describes the process for administering this Specific Plan, including the processes for development review, non-conforming uses, and amendments.

8.1 Specific Plan Implementation

8.1.1 Specific Plan Adoption

The Brawley Downtown Specific Plan shall be adopted by ordinance, in accordance with California state law and the provisions contained within Brawley's Zoning Ordinance Article IX. Planned Development District. Additional Zoning Ordinance Articles relevant to adoption and implementation of this Specific Plan include, but not limited to, the following:

- Article XVIII. Administration of Zoning - Site Plan Review
- Article XIX. Administration of Zoning - Variances and Conditional Use Permits
- Article XXI. Density Bonus Program
- Article XXII. Mixed-Use Overlay District

8.1.2 Required Amendments and Project Entitlements

The adoption and implementation of this Specific Plan requires the following amendments by and supplement entitlements from the City of Brawley:

- General Plan Amendment
- Zoning Ordinance Update
- Project Entitlements

General Plan Amendment

The City of Brawley General Plan will need to be amended to reflect the adoption of this Specific Plan and the inclusion of any applicable graphics or text related to the Downtown Overlay District.

Zoning Ordinance Update

The City of Brawley Zoning Ordinance (Municipal Code) will need to be amended pursuant to Article XVII. Administration of Zoning - Zoning Amendments in order to implement this Specific Plan. Pursuant to Article XXII, the underlying zoning within this Specific Plan Area shall comply with the requirements of the Mixed-Use Overlay District. Given such, the Zoning Ordinance will need to reflect adoption of this Specific Plan and to direct applicant(s) to Chapter 4 (Regulating Code) and Chapter 5 (Building Retrofit and Maintenance) for specific development regulations and guidelines. The Zoning Map may also need to be amended to reflect adoption of this Plan.

Project Entitlements

A variety of project approvals will be required to develop properties within the Brawley Downtown Specific Plan Area. Approvals that may be required include, but are not limited to:

- Site Plan Review (Includes Design Review)
- Disposition and Development Agreements (DDA)
- Tract Maps/Parcel Maps
- Lot Line Adjustments
- Variances
- Conditional Use Permits (CUP)
- Sidewalk Dining Permits
- Exceptions

8.2 Site Plan Review

All individual project applications submitted for implementation of any portion of this Specific Plan will be subject to the Site Plan Review process. The purpose of this review, application submittal requirements and basis for site plan approval(s) are described in Brawley's Zoning Ordinance Article XVIII. Administration of Zoning - Site Plan Review, as well as Article XVI. Administration of Zoning - Public Hearings, Applications and Fees.

8.3 Conditional Use Permits and Variances

Conditional use permits and variances shall be required for land use classifications having unusual site development constraints or operating characteristics requiring special consideration so that they may be designed, located, and operated compatibly with uses on adjoining properties and in the surrounding area. Conditional use permits shall be granted in accordance with the provisions outlined in Brawley's Zoning Ordinance Article I. General Provisions, Section 27.11 Continuation of Previously Granted Variances and Section 27.12 Continuation of Previously Granted Conditional Use Permits, as well as Article XIX. Administration of Zoning - Variances and Conditional Use Permits.

8.4 Non-Conforming Structures and Uses

Any existing non-conforming structure or use located within this Specific Plan Area shall be permitted to continue for a period of time to be determined by and in accordance with Brawley's Zoning Ordinance Article I. General Provisions, Section 27.13 Continuation of Existing Non-Conforming Uses, and Article XV. Non-Conforming Uses.

8.5 Interpretation and Enforcement

The Planning Director may provide assistance with interpretation of any section contained within this Specific Plan. Enforcement of the provisions outlined in this Specific Plan shall comply with Brawley's Zoning Ordinance Article XX. Administration of Zoning - Zoning Ordinance Enforcement.

8.6 Severability

If any section, sub-section, sentence, clause, phrase or portion of this Specific Plan, or any future amendments or additions hereto, is for any reason to be invalid or unconstitutional as interpreted by the Planning Director or by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remainder of this Specific Plan document. The City hereby declares that it would have adopted the remaining requirements and each sentence, subsection, clause, phrase or portion or any future amendments or additions thereto, irrespective of the fact that any one or more section, subsections, clauses, phrases, portions or any future amendments or additions thereto may be declared invalid or unconstitutional.

8.7 Specific Plan Amendments

It is anticipated that certain future modifications to the Brawley Downtown Specific Plan may be necessary during the build-out of the project. All modifications to this Specific Plan shall be reviewed in accordance with the amendment process described in this section. These amendments are divided into two categories:

- Administrative Amendments: This amendment allows for the City Manager (or designated appointee) to approve minor ministerial changes or modifications that substantially conform to the adopted Specific Plan without a public hearing process.

- Formal Amendments: This amendment requires that all other proposed changes to this Specific Plan are considered to be discretionary in nature and shall be reviewed for approval by the Planning Commission and City Council.

8.7.1 Administrative Amendments

Over time, planning areas within the Brawley Downtown Specific Plan may need to be revised, as economic conditions or City needs dictate. In accordance with Section 65455 of the Government Code, the City Manager shall have the authority to approve the following ministerial changes or modifications to the Specific Plan text or graphics without a public hearing. In accordance with Section 65452 of the Government Code, the City Council hereby deems the following changes or modifications to be in substantial conformance with the intent of this Specific Plan, and finds them to be necessary and desirable for implementation of the General Plan and the Brawley Downtown Specific Plan:

- Land use modifications, including substitutions or density changes in compliance with the maximums defined by this Specific Plan and in accordance with the General Plan, provided the trip generation rates for peak hours of travel are not exceeded (reference all trip generation figures in the accompanying MND).
- Modifications of design criteria or development standards outlined within Chapter 4 (Regulating Code) and Chapter 5 (Building Retrofit and Maintenance) that are offset by the merits of the modified design or development standard and do not significantly change the anticipated physical characteristics of development
- Minor changes to any development phasing plan to be developed and approved
- Necessary changes or modifications that arise from trying to obtain and implement any federal, state, and local permits or approvals
- Any change that does not create new significant unmitigated environmental impacts that would require a subsequent or Addendum to the MND pursuant to Public Resources Code Section 21166 (as amended from time to time)
- Changes that do not violate any applicable health and safety regulations

8.7.2 Formal Amendments

Changes to the Brawley Downtown Specific Plan that do not qualify as an Administrative Amendment shall require a Formal Amendment, pursuant to Section 65453 of the Government Code. An applicant may request amendment(s) at any time with no limitation to the number of Specific Plan Amendments that be approved in any one year.

A Formal Amendment to the Brawley Downtown Specific Plan will require review and recommended action by the City of Brawley Planning Commission, and subsequent approved by the City Council. Pursuant to Section 65456(b) of the Government Code, Formal Amendments require an application/fee to be submitted to the City's Planning Department, stating in detail the reasons for the proposed amendment. A concurrent amendment to the General Plan would not be required unless the City Council determines that the proposed changes to the Specific Plan are no longer consistent with the General Plan's goals, objectives, policies or programs.

Pursuant to Section 65457 of the Government Code and Section 21166 of the Public Resources Code (CEQA), the proposed Formal Amendment may require preparation of a subsequent or Addendum to the Mitiageted Negative Declaration. In such case, the applicant(s) will be responsible for all associated fees for preparation of the necessary CEQA documentation.

End of Section.

9

DEFINITIONS

The definitions contained in this chapter shall be used for terms throughout this Specific Plan. Standard dictionary definitions shall be used for words not contained in this chapter. The Planning Director or Planning Commission shall determine an appropriate definition if a discrepancy and ambiguity exists with the definitions provided in this chapter or within a standard dictionary.

8.1 Definitions

A

Above Ground Structured Parking: A series of parking decks that are completely enclosed by walls (may contain openings for ventilation). The parking decks may be located above or at the grade of the adjacent building.

Apartment: A residential unit that is within a larger complex of residential units, all of which are rented by separate individuals or households.

Arcade: A projection from a facade that extends over an adjacent sidewalk or walkway and is supported by columns (arcade supports) that are attached to the ground surface.

Awning: A covered architectural projection that extends from the exterior wall of a building for the purpose of providing shade or shelter.

B

Balcony: A platform that projects from an upper floor of a building.

Build to Line: A line parallel to street-adjacent property lines along which a front facade must be built.

Building Depth: The distance between the front facade of the building and the rear facade of the building.

Building Facade: See "Facade".

Building Frontage: See "Frontage".

Building Height: The height of the building as measured by the maximum number of allowed floors and the maximum distance between the top of the structure and the average elevation of the sidewalk along the edge(s) of the property.

Building Width: The distance from one side of the building's frontage to the other side of the building frontage.

Bulbout: An extension of the sidewalk into the parking lane at intersection and mid-block crosswalks. Bulbouts reduce the length of pedestrian crossings and help to slow vehicle traffic.

Bulkhead: A short wall or protective barrier located below storefront windows. Bulkheads sometimes contain landscaping.

C

Ceiling Height: The vertical distance from floorplate to floorplate.

City: City of Brawley.

Civic (Use): Buildings designed for public or civic purposes, such as a community center, bus depot, library, museum, or public market.

Conditional Use Permit (CUP): A use that requires a use permit to be permitted within a specific building type or specific floor.

Condominium: A residential unit that is within a larger complex of residential units, each of which is owned by separate individuals or households. Common areas, such as hallways, grounds, recreational facilities, and parking facilities, are owned in common and maintained by a homeowner's association.

Cornice: A horizontal molded projection that crowns or completes a building facade. It is the uppermost section of moldings along the top of the wall or just below a roof.

Courtyard: A common area that is bounded on three or four sides by buildings.

D

Dining (Use): Any business that generates income by selling or serving food or beverages that are prepared on-site and are meant to be eaten on-site or shortly after purchase. Dining businesses may also generate secondary

income from retail sales that are related to the service. Dining uses include bakeries, bars, cafes, coffee shops, ice cream shops, and take-out and sit-down restaurants. Outdoor dining on private property is permitted.

Downtown Brawley: The area identified on Figure 1-1: Specific Plan Area.

E

Entertainment (Use): Any business that generates income from providing an entertainment service to its customers. Entertainment businesses may also generate secondary income from retail and food service sales that are related to the entertainment use. Entertainment uses include movie theaters, live-performance venues, nightclubs, and indoor recreational facilities. Adult-only entertainment uses are prohibited by this Design-Based Code.

Entry Courts: Curved, angled, or otherwise articulated building entrances, typically at block corners or at the edges of plazas and paseos. Entry courts may deviate from the build to line, if permitted.

F

Facade: A wall or series of walls that together make up a side of a building.

Floor / Floors: Enclosed building space (building levels) that is bounded by walls, floors, and ceilings.

Forecourt: An open area and/or building recession in front of a building's entrance(s). Forecourts may create openings in the build to line and may be provided at block corners, where permitted.

Form-Based Code: A zoning code that emphasizes the form and location of buildings over the use of buildings, unlike conventional "Euclidean" zoning codes, which emphasize land use over other site and building design.

Front Facade: The facade that faces a street or public space.

Frontage: A particular segment of a street on which a facade of a building faces. Refer to Figure 3-1: Frontage Regulating Plan, for the frontage types allowed within Downtown Brawley.

G

Ground Floor: The first (closest to the finished site grade) habitable building floor (excludes parking levels) of a building.

H

Home Occupation: Defined by Section 27.200 (Home Occupations) of the Zoning Ordinance.

I, J

No definitions.

K

Kickplate: A plate (often made of metal) fastened to the lower portion of a door to prevent damage to protect the door's surface from shoe marks.

L

Live-Work (Use): A combination of living space and commercial space for service and office uses which the owner and resident of the unit operates.

Lodging (Use): Bed and Breakfasts, Hotels, Motels, Suites and similar uses.

M

Marquee: A permanent roof-like structure that projects from the building wall to provide shade and shelter. Marquees may have signs.

Municipal Code: City of Brawley Municipal Code.

N

No definitions.

O

Outdoor Dining (Use): Outdoor seating areas for food service uses, which may include tables and chairs for patrons.

P

Parapet: A low wall projecting from the edge of a roof. Parapets may be designed with details and cornices.

Paseo: An outdoor pedestrian-only corridor that is lined on either side with buildings that generally have shops, restaurants and cafes, or entertainment uses on the ground floor.

Permitted by Right (Use): A use that is permitted to occur in a specific building.

Permitted by Right in Certain Locations (Use): A use that is permitted to occur in a specific building at a designated location.

Permitted with Planning Commission Conditional Use Permit (Use): A use that is permitted to occur in a specific building at a designated location based on the discretion of the Planning Commission.

Permitted with Planning Director Conditional Use Permit (Use): A use that is permitted to occur in a specific building at a designated location based on the discretion of the Planning Director.

Places of Assembly (Use): Public and private schools, libraries, museums, government offices and facilities, community centers, religious institutions (i.e. churches), and other similar uses.

Plaza: A space that includes hardscape (paving) and buildings along at least one edge. Plazas are usually accessed from sidewalks.

Podium Parking: A level of parking that is located below the ground floor of the building, which is elevated above the grade of the site.

Porch: An area connected to the ground floor of a building that is covered by a roof, but does not contain glass windows, walls, or fences (except railings and support posts).

Professional Office (Use): Any business establishment that provides administrative or clerical work or service-related work that does not require the customer or client to be on site to receive the service. Office uses include banks, financial institutions, and administrative and professional offices for architects, engineers, consultants, marketing agents, travel agents, insurance and real estate agents, and lawyers.

Prohibited (Use): A use that is not permitted to occur in a specific building at a designated location.

Public Space: An outdoor gathering area that is available for use to the public, such as public paseos, plazas, and parks.

Q

No definitions.

R

Regulating Plan: A plan or map that designates how site design and building form standards are applied to specific development sites.

Residential (Use): A use that accommodates living space, including apartment units, condominium units, and attached or detached house units (e.g. rowhouse, detached house, and duplex/triplex buildings).

Residential Density: Allowed number of dwelling units per acre (DU/ac).

Retail (Use): Any business that generates income by selling a tangible good or product, excluding "Dining" uses. Retail uses include book stores, clothing/apparel stores, sporting good stores, flower shops, electronic and appliance stores, grocery stores, pet stores, jewelry stores, shoe stores, gift shops, home furnishing stores, toy stores, specialty retail stores (including neighborhood markets), card shops, art supply stores, and toy stores. Adult-only retail uses are prohibited by this Code.

S

Personal Service (Uses): Any business in which income is generated primarily from customers that receive a service performed on themselves. Personal service businesses may also generate secondary income from retail sales that are related to the service. Personal service businesses include hair salons, barber shops, health clubs and gyms, pet grooming, massage parlors, dance and art instructions, martial arts studios, laundry and dry cleaning services, repair shops (appliances, televisions, radios, and computers), tattoo parlors/body piercing, veterinary clinics, counselors, therapist, medical services (doctors, chiropractors, dentists and orthodontists offices; medical laboratories; etc.), and blue printing/copy centers.

Professional Service (Uses): Any business in which income is generated primarily from customers that receive a service performed on-site. Service businesses may also generate secondary income from retail sales that are related to the service. Service businesses include hair salons, barber shops, health clubs and gyms, movie theaters, pet grooming, photography studios, massage parlors, tutoring, dance and art instructions, martial arts studios, laundry and dry cleaning services, repair shops (appliances, televisions, radios, and computers), tattoo parlors/body piercing, veterinary clinics, counselors, therapist, medical services (doctors, chiropractors, dentists and orthodontists offices; medical laboratories; etc.), and blue printing/copy centers.

Setback: An area in which buildings are prohibited.

Sidewalk Amenities/Sales: Items placed along the sidewalk for the use of pedestrians and to create a safer, more attractive streetscape.

Sidewalk Dining (Use): Outdoor seating on sidewalks for food service uses, which may include tables and chairs for patrons on public right-of-way.

Stoop: A platform in front of a building entrance, which may or may not be covered by a roof.

Story / Stories: See "Floor / Floors".

Streetscape Amenities: See "Sidewalk Amenities".

Surface Parking: Outdoor parking provided within a parking lot. Surface parking may be provided to the rear or side of a building based on the frontage type standards in Chapter 4: Regulating Code.

T

Transom Windows: Short windows placed above a door, storefront window, or other window.

Transparency: A measurement of how transparent or "see through" a window, fence, or wall is. Transparency is the opposite of opacity (i.e. a fence that is 25 percent transparent is 75 opaque).

Trellis: A structure (usually made from interwoven wood or metal pieces) that is attached to the roof or building wall used for shade or to support climbing plants.

Tuck-Under Parking: Surface parking spaces located under the upper floors of a building. The spaces may be open or enclosed by a garage door.

U

Underground Parking: Parking that is located below the grade of the adjacent building and is completely enclosed by walls.

Upper Floor: A floor that is above the ground floor.

V

No definitions.

W

Walkway: A pedestrian path that is similar to a sidewalk, but does not need be located adjacent to a street. Walkways are often provided on private development and within public spaces.

X

No definitions.

Y

Yard: The space between a building and property line.

Z

Zoning Ordinance: Chapter 27 of the Municipal Code.

End of Section.

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