

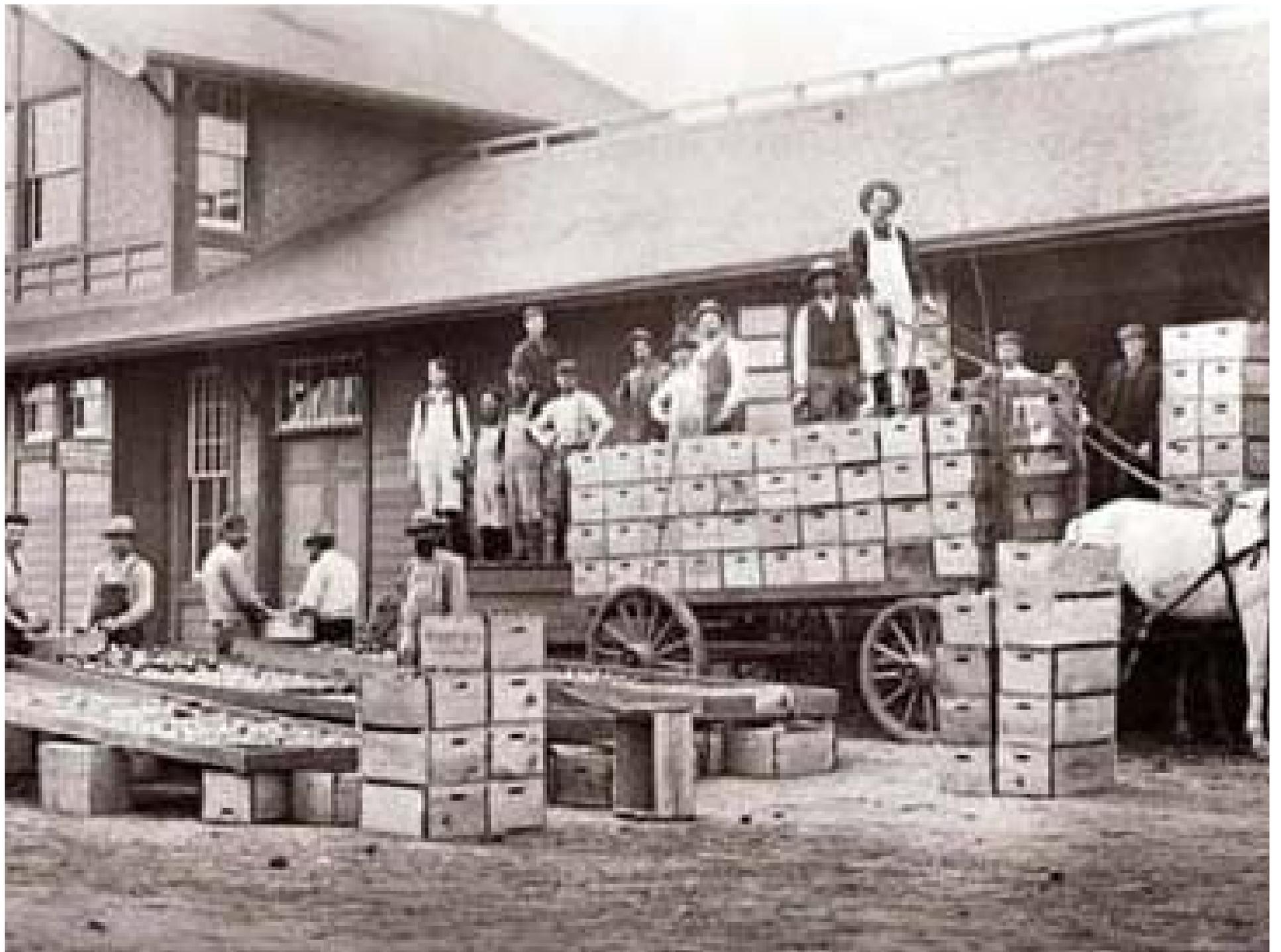
CITY OF TUSTIN

downtown commercial core plan

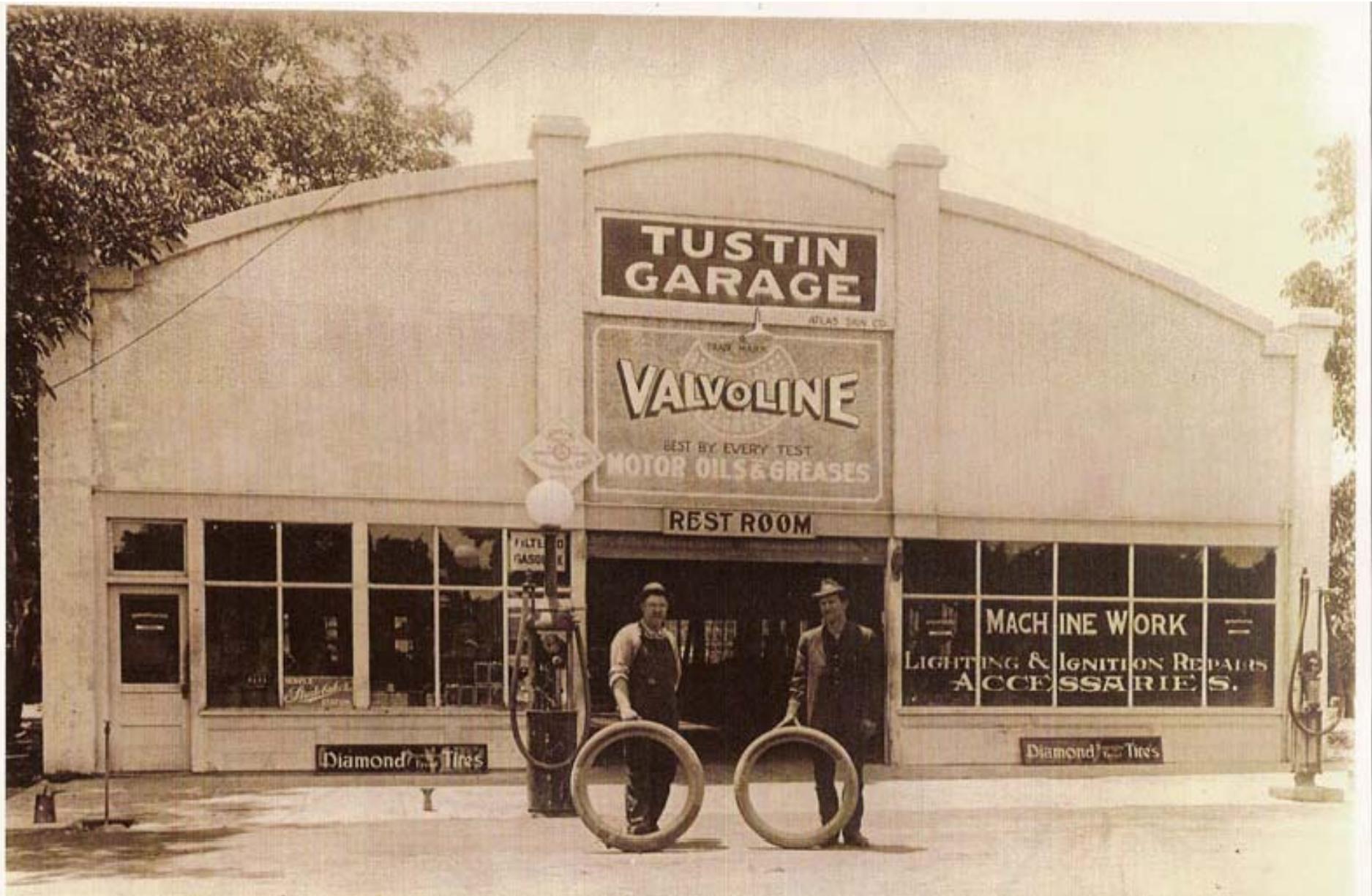


community workshop #1
october 1, 2014





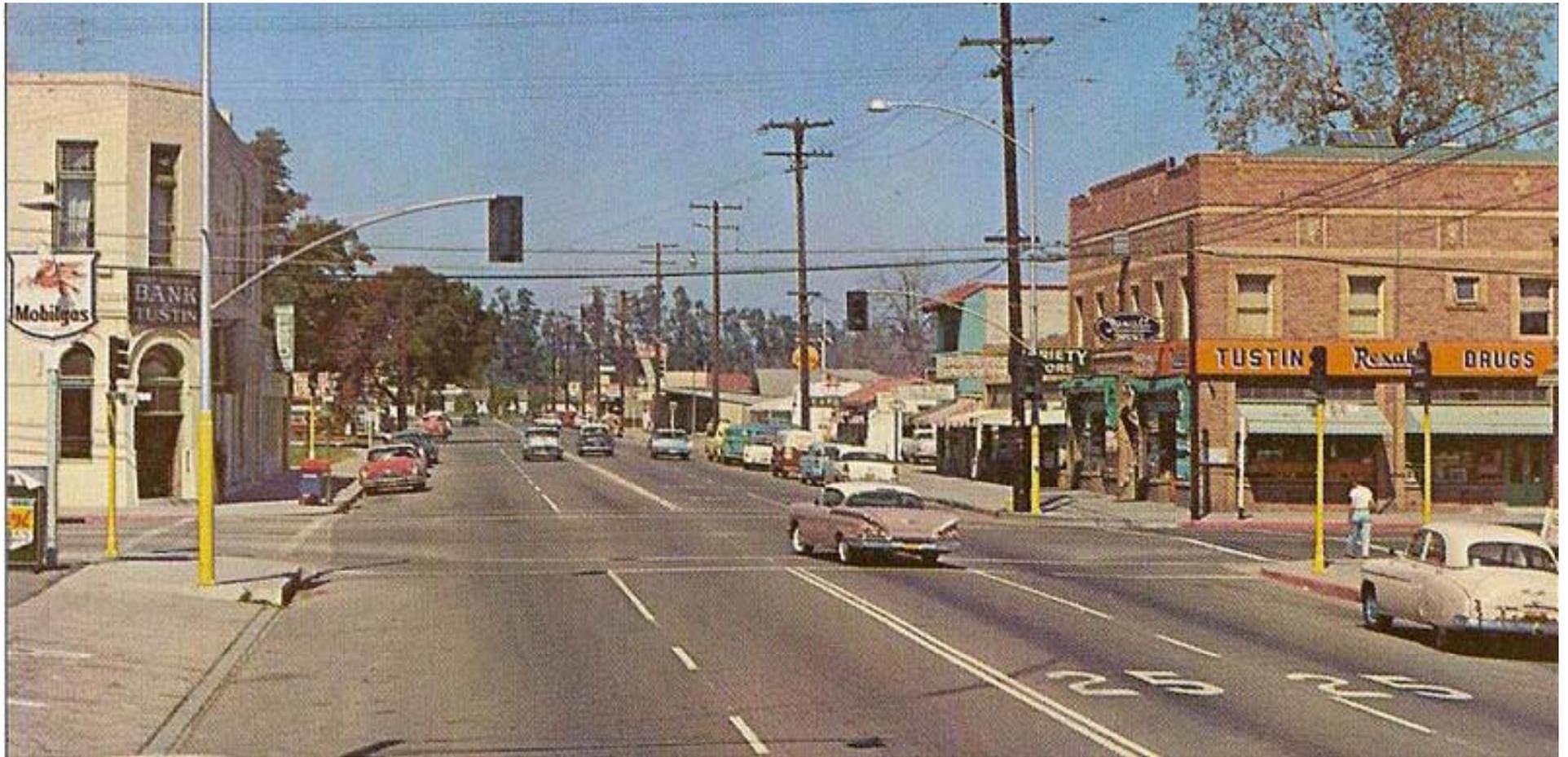








































Small, Quaint Character
+
New Vibrancy and Activity

Tonight's Agenda

- 6:00 pm Welcome!
- 6:10 pm Presentation: Ideas and Opportunities for Downtown Tustin
- 6:40 pm Facilitated Breakout Tabletop Discussions
- 7:40 pm Breakout Report Backs
- 7:50 pm Summary and Next Steps
- 8:00 pm Close

project overview



Project Overview

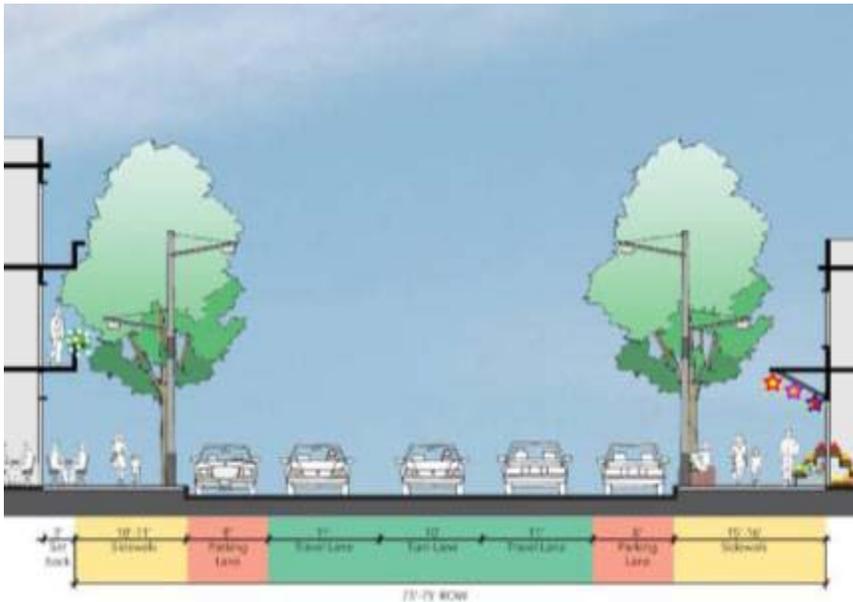
The City of Tustin Downtown Commercial Core Plan (Specific Plan) will establish a vision, goals, plan framework, and implementation strategies for future change.

Translation: **the road map for the future!**



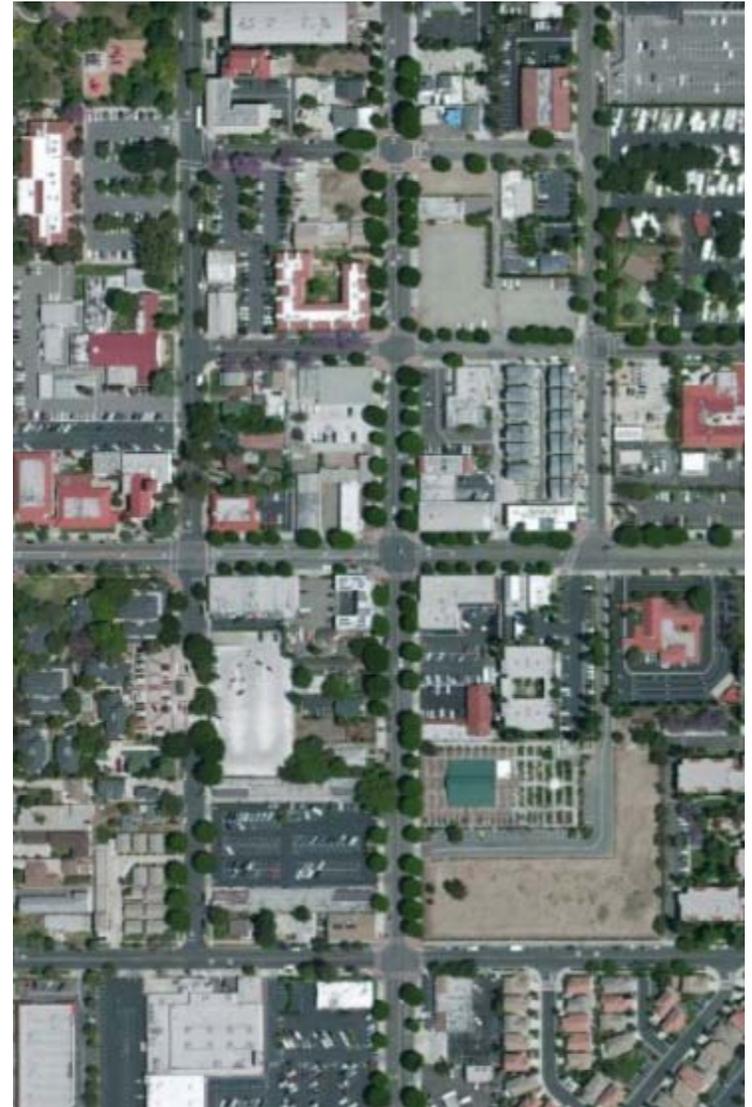
What is a Specific Plan?

- Builds on the General Plan
- Focuses on a defined geographic area
- Establishes policies, zoning, design guidelines
- Streamlines environmental review



Overarching Goals

- ▶ Create an action-oriented strategic plan that is **implementable** and brings about tangible change.
- ▶ Bolster an **economically vibrant and active** Downtown environment.
- ▶ Enhance Downtown's **brand, identity and visibility** in the region.
- ▶ Support and build upon Downtown Tustin's **unique character and history**.
- ▶ Foster a **walkable and bikeable environment** that is accessible for residents, workers and visitors.



Project Process and Schedule

FALL 2014
Vision and SWOT Analysis



Project Process and Schedule

FALL 2014
Vision and SWOT Analysis



WINTER 2014 - 2015
Planning Framework and Concepts



Project Process and Schedule

FALL 2014
Vision and SWOT Analysis



WINTER 2014 - 2015
Planning Framework and Concepts



SPRING - SUMMER 2015
Commercial Core Plan and
CEQA Review



Project Process and Schedule

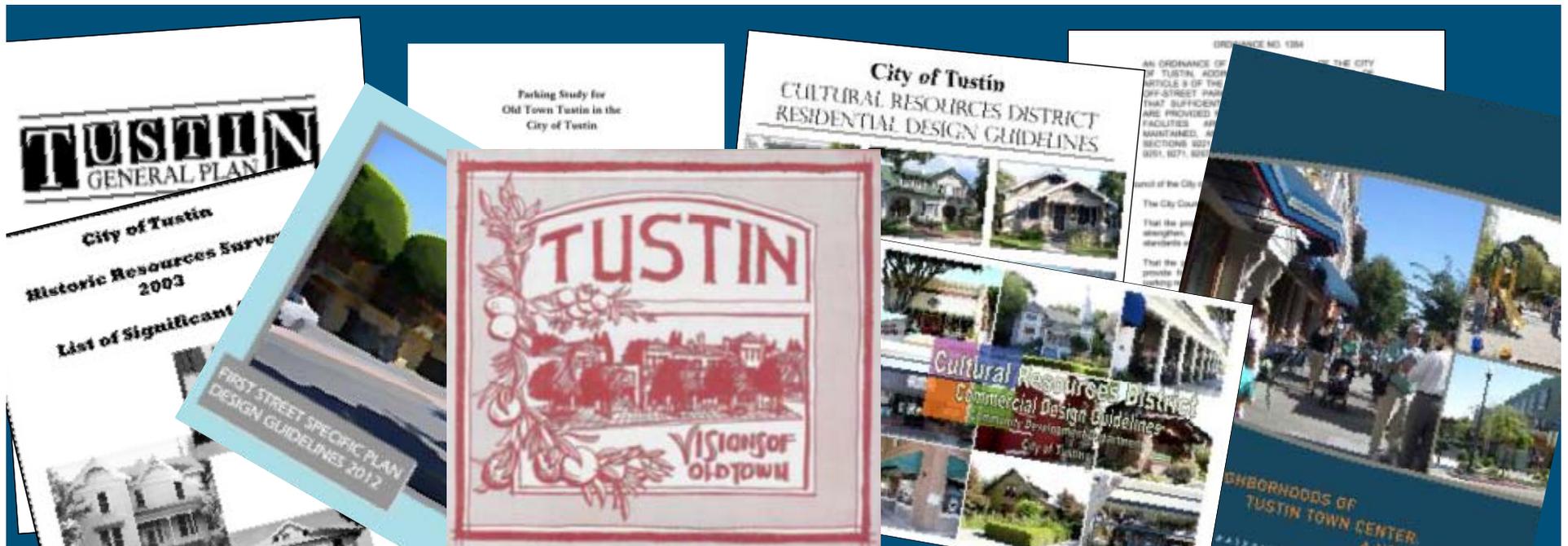
The project includes extensive community input opportunities and tools to keep people informed, including:

- Community workshops
- Stakeholder interviews
- Technical committee
- Public meetings and hearings
- Email updates
- Press releases



Key Documents and Current Planning Efforts

The Plan is guided by recent and past planning documents, including the citywide General Plan (2013), First Street Specific Plan (2012), as well as residential and commercial design guidelines, and ordinances.





Tustin Downtown Commercial Core Project Area

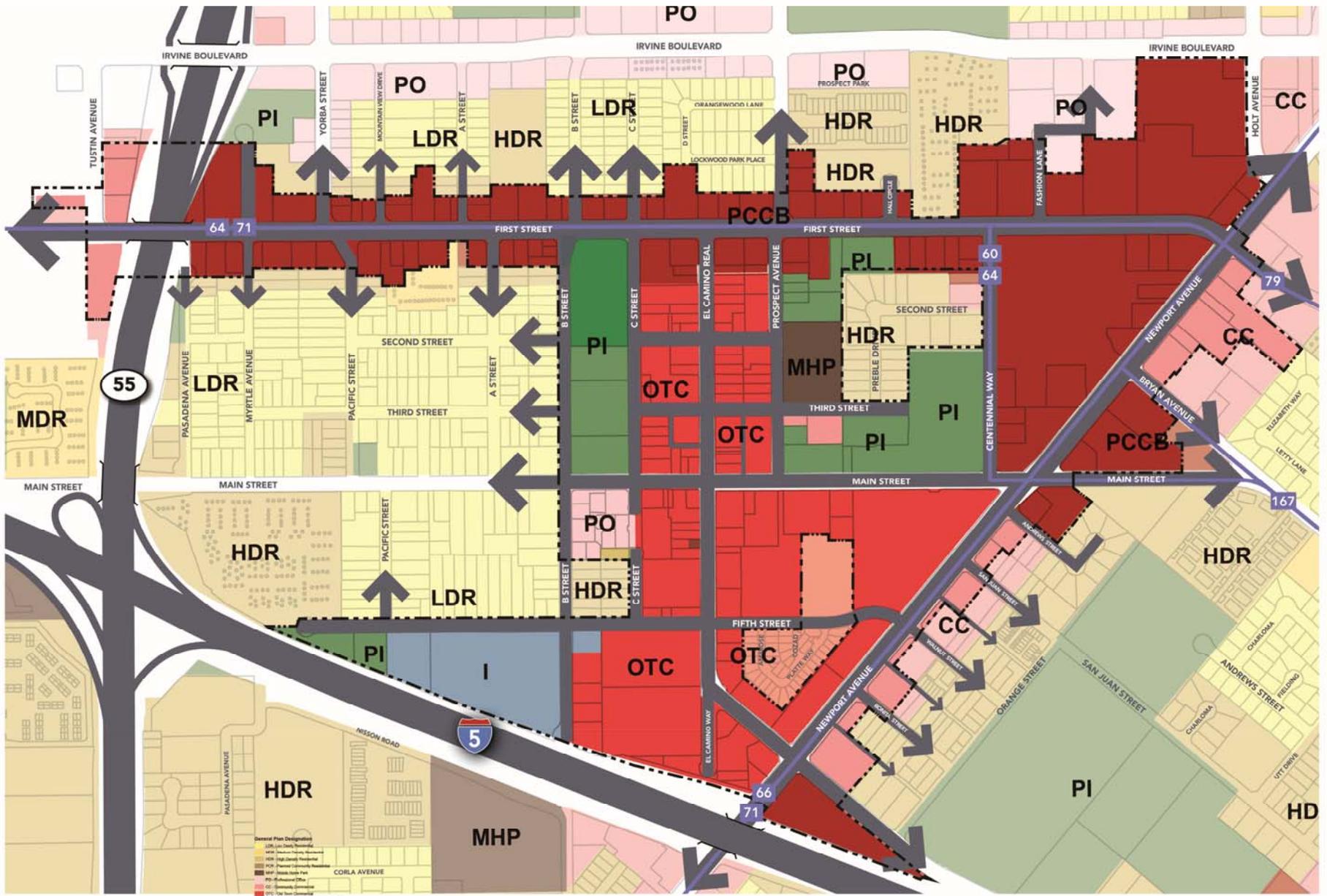
M I G July, 2014





Tustin Downtown Commercial Core Project Area

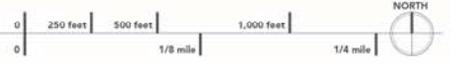


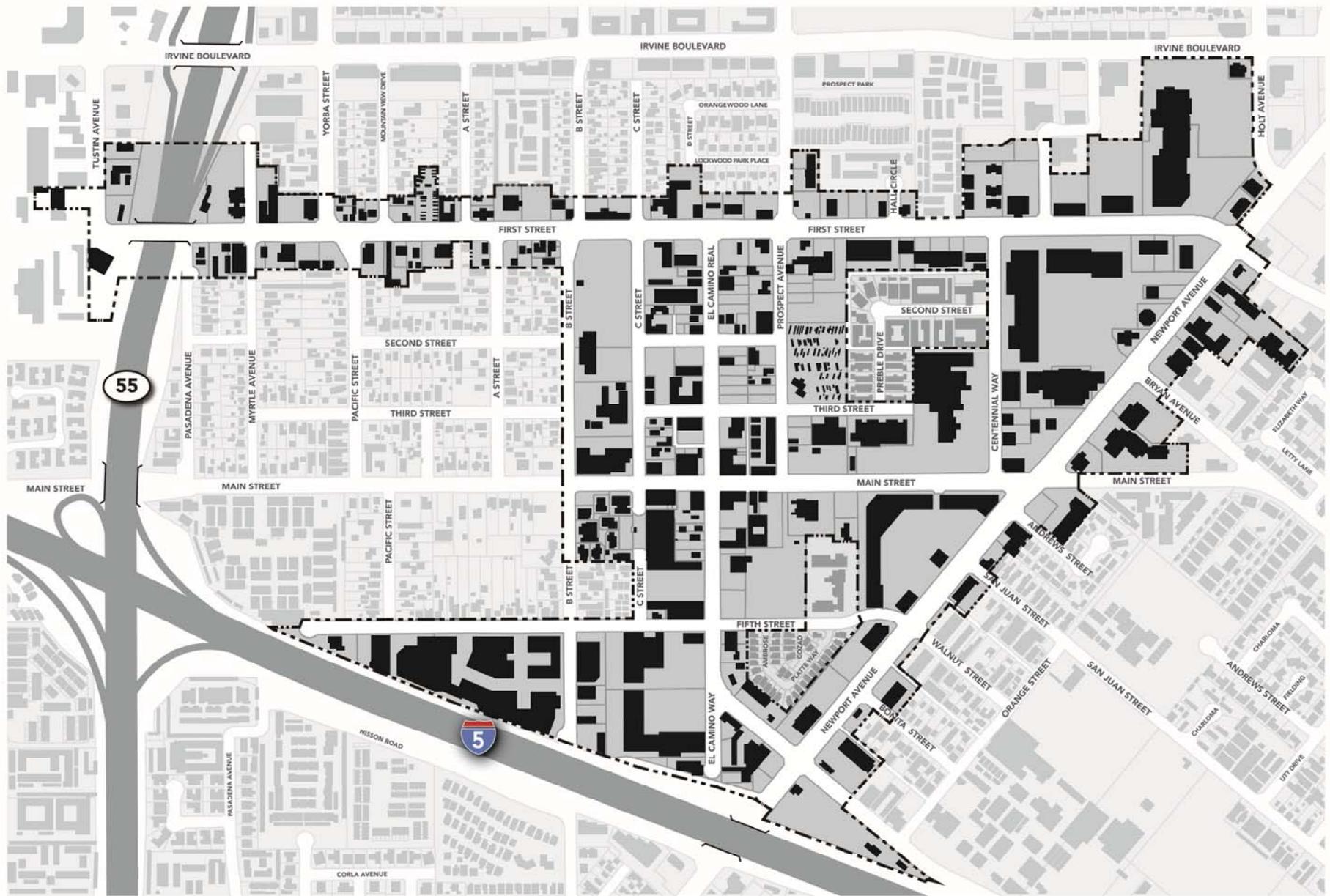


- General Plan Designations**
- LDR: Low Density Residential
 - HDR: High Density Residential
 - OTC: Office/Community
 - PCCB: Planned Community Commercial/Services
 - PI: Planned Community Public/Institutional
 - PO: Planned Community Office
 - MHP: Medium Density Housing
 - CC: Community Center
 - HD: High Density
 - MD: Medium Density
 - MDCA: Medium Density Community Alternative

Legend
 [Dashed Line] Project Area ← Major Roads
 [Thin Line] Parcel
 [Green Box] Park

Tustin Downtown Commercial Core Project Area

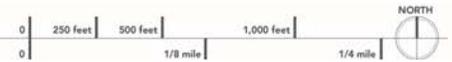




- Legend**
- Project Area
 - Building
 - Parcel

Tustin Downtown Commercial Core - Building Figure Ground

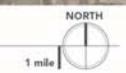
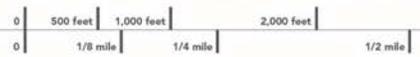
M I G August, 2014





Tustin Downtown City Context

M I G July, 2014



trends, ideas and emerging opportunities





Walkable
and Vibrant
Streets



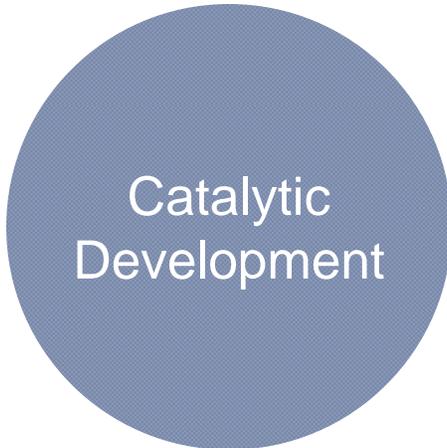
Public Space
Programming
and Placemaking



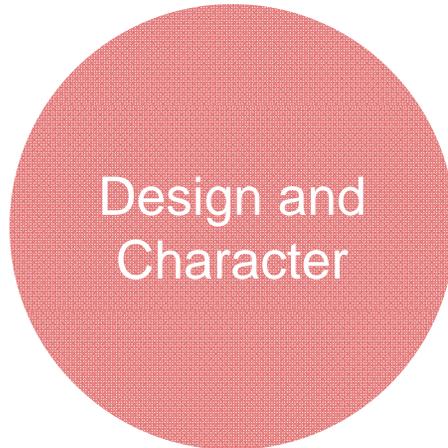
Connectivity,
Mobility and
Parking



Gateways,
Wayfinding
and Signage



Catalytic
Development

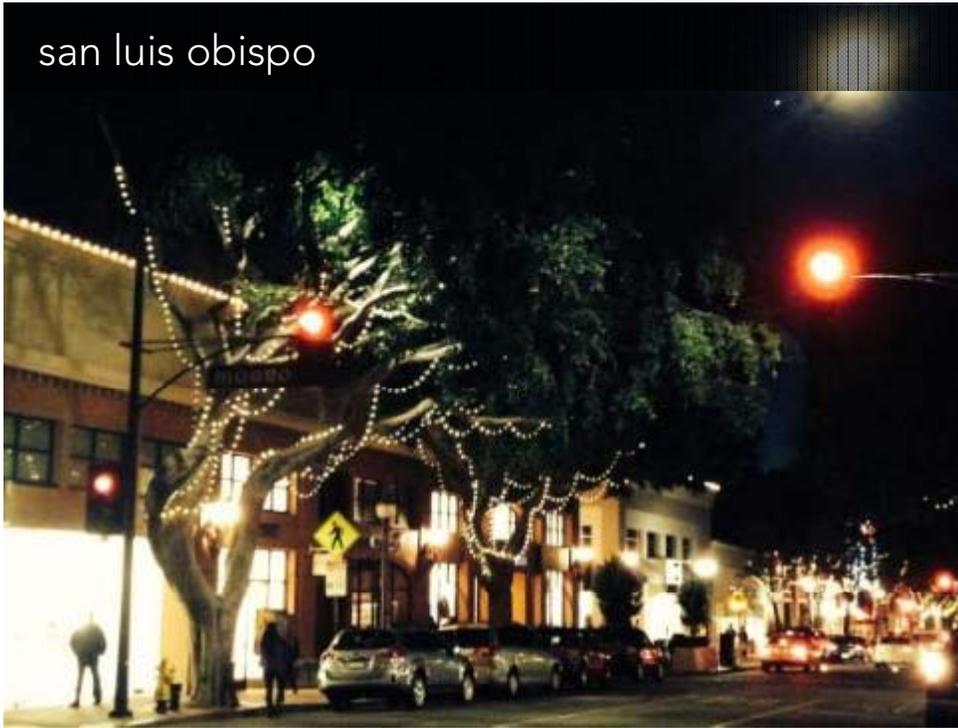


Design and
Character



Walkable
and Vibrant
Streets

san luis obispo



santa barbara



orange



san clemente





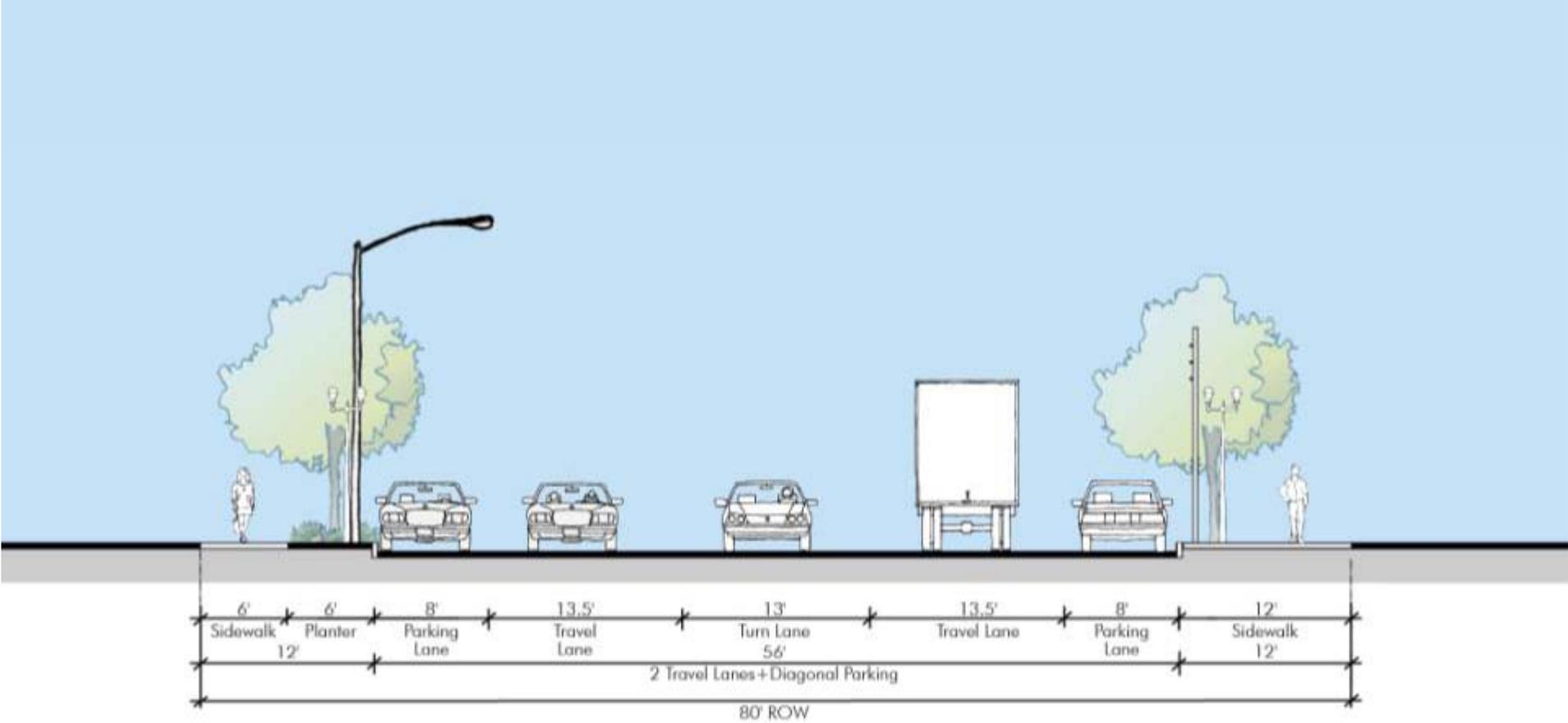
el camino real and main street



main street between el camino real and newport avenue



main street between el camino real and newport avenue







fort worth, texas

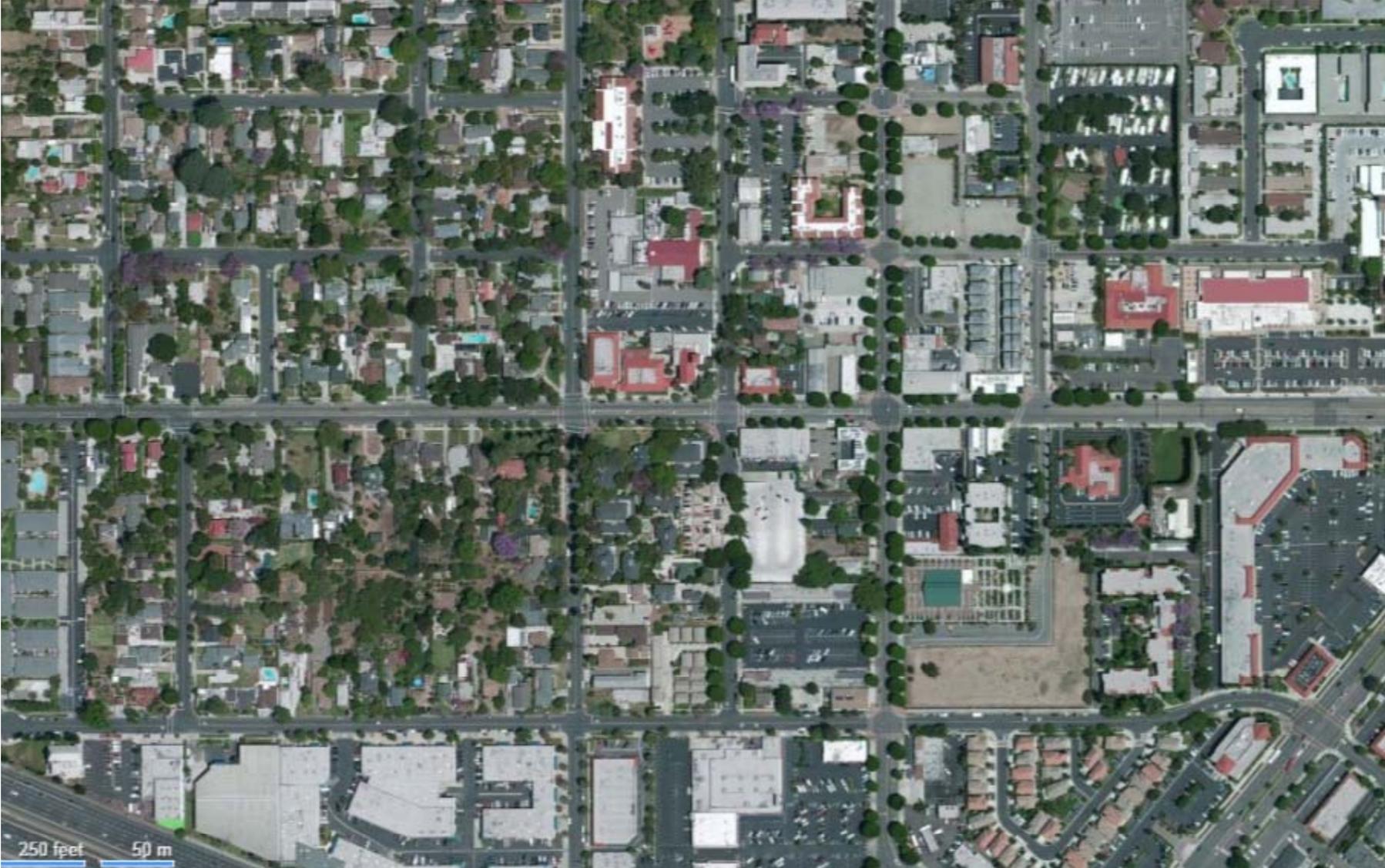


portland, oregon









Public Space
Programming
and Placemaking









san luis obispo











oakland







austin, texas











San Pablo Ave

KEEP RIGHT

ROAD CLOSED

ROAD CLOSED

OFF THE GRID
A POWER TO - POWERED
1 TRUCK







Connectivity,
Mobility and
Parking

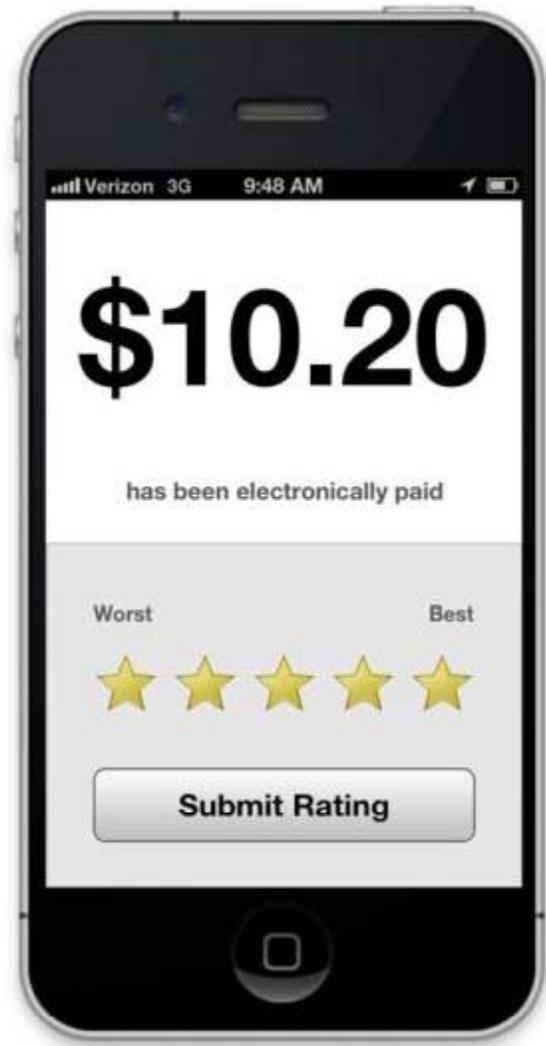
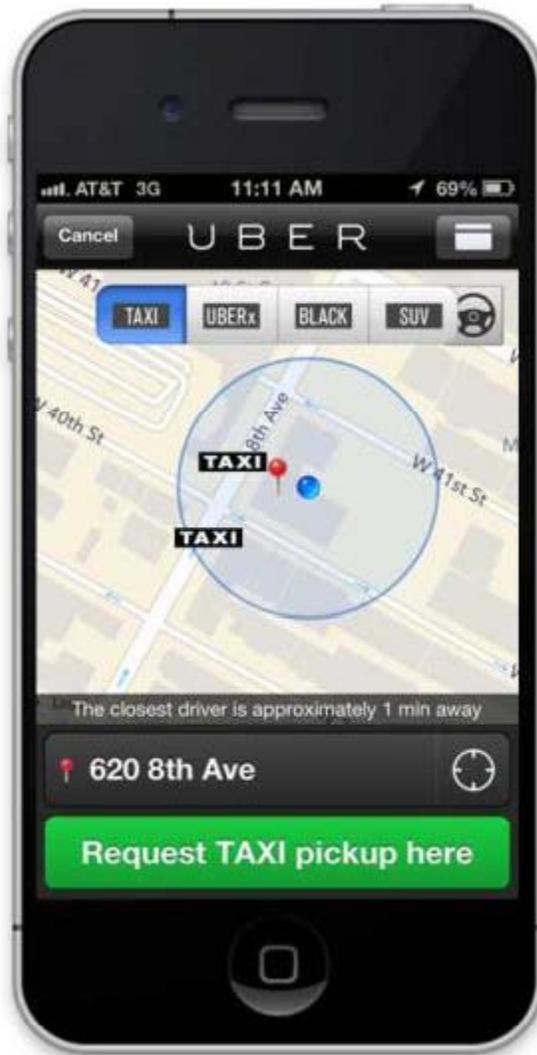
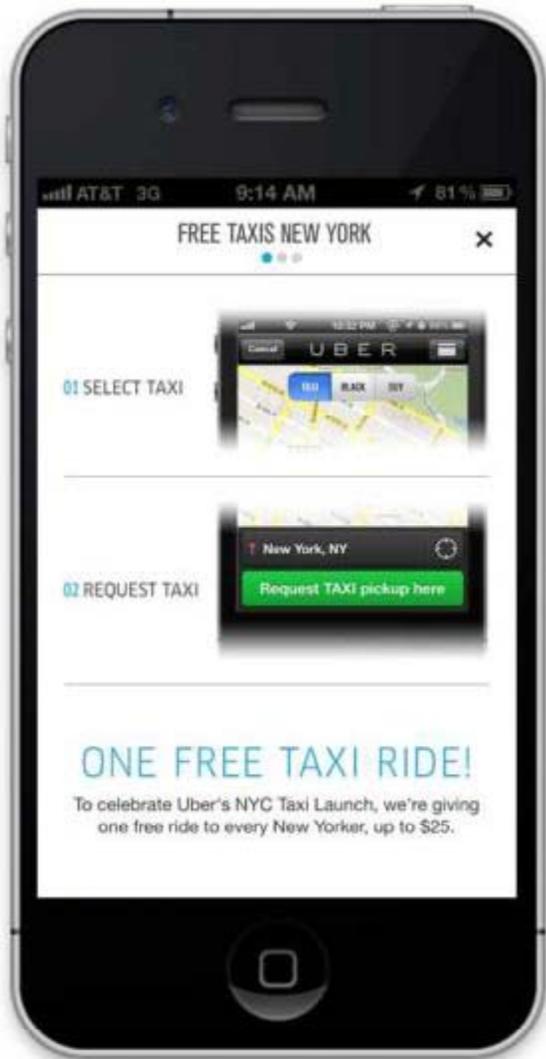
PEDESTRIANS
MOTOR/DRIVEN
VEHICLES
PROHIBITED

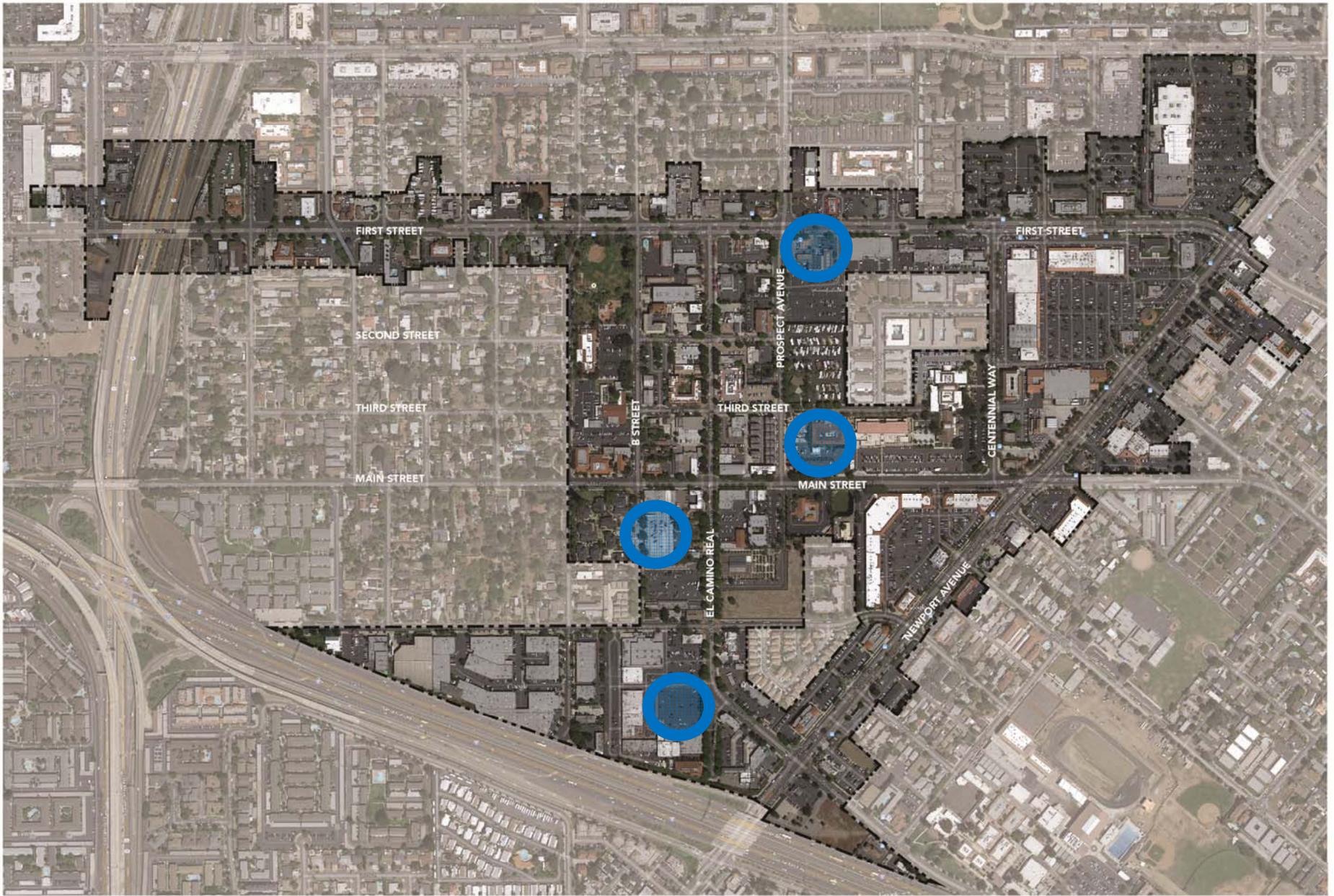










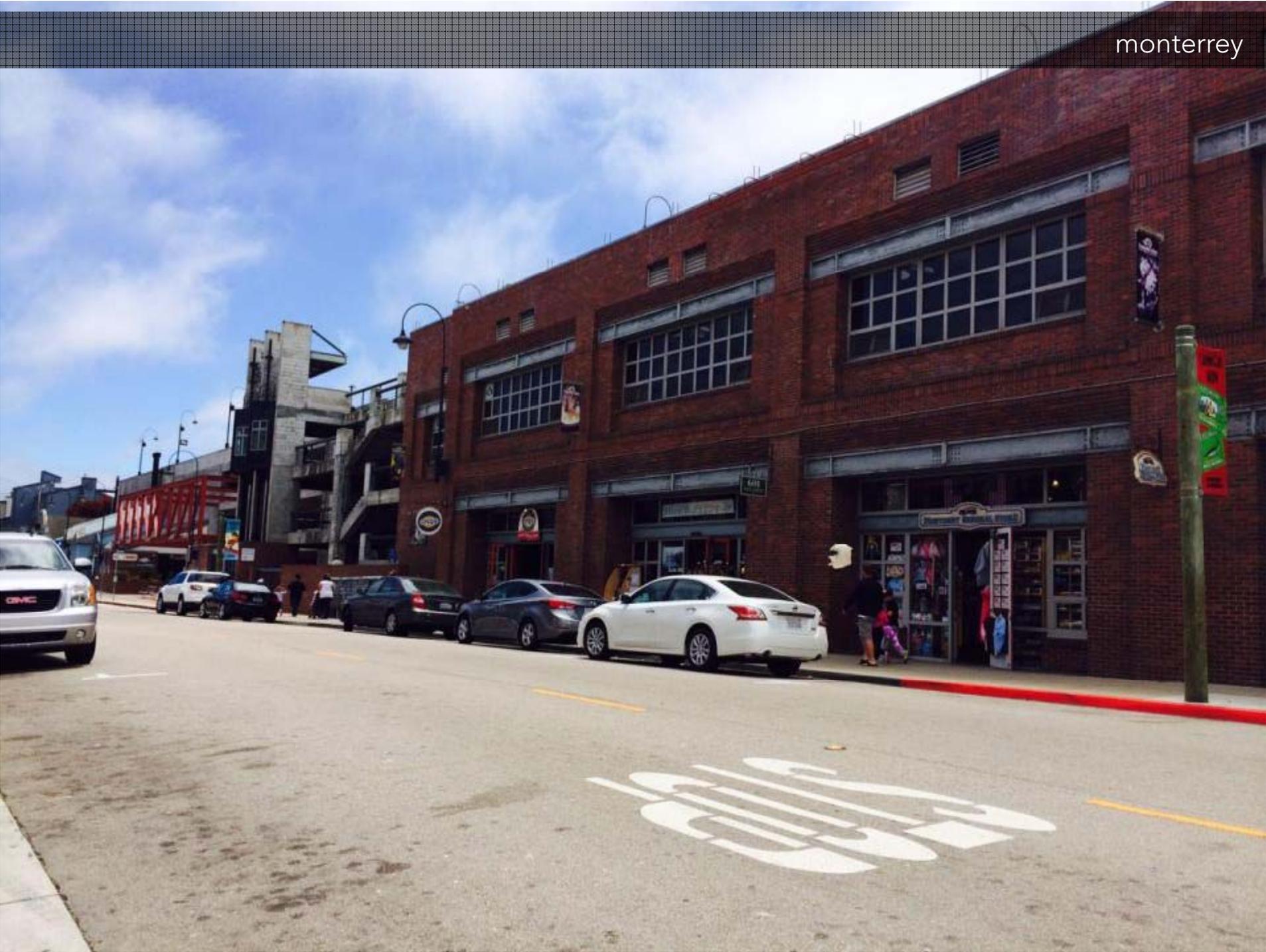


Tustin Downtown Commercial Core Project Area

M I G July, 2014







boulder, colorado

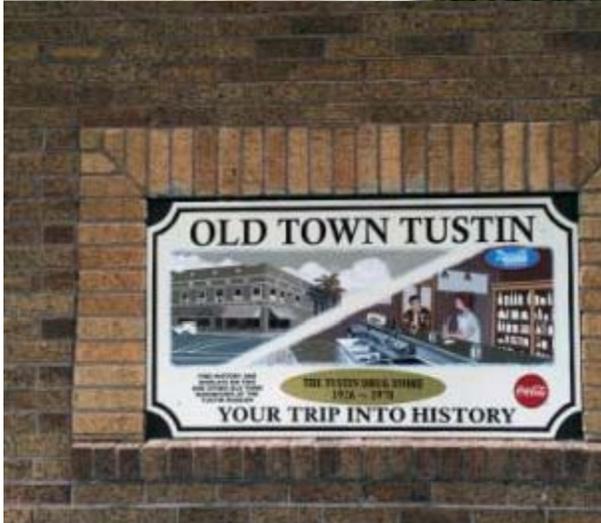


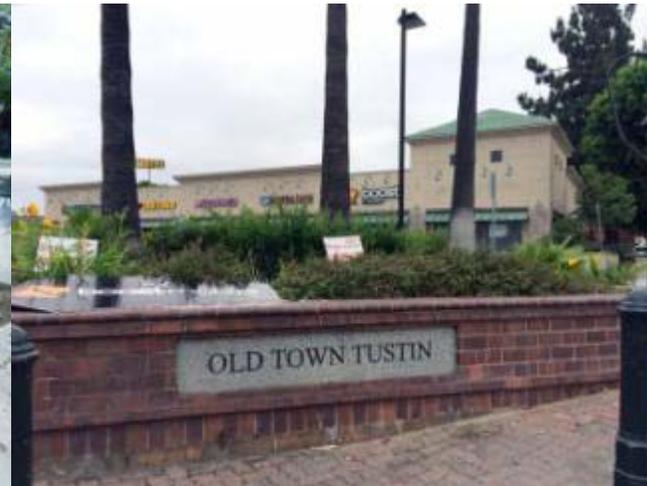
santa monica



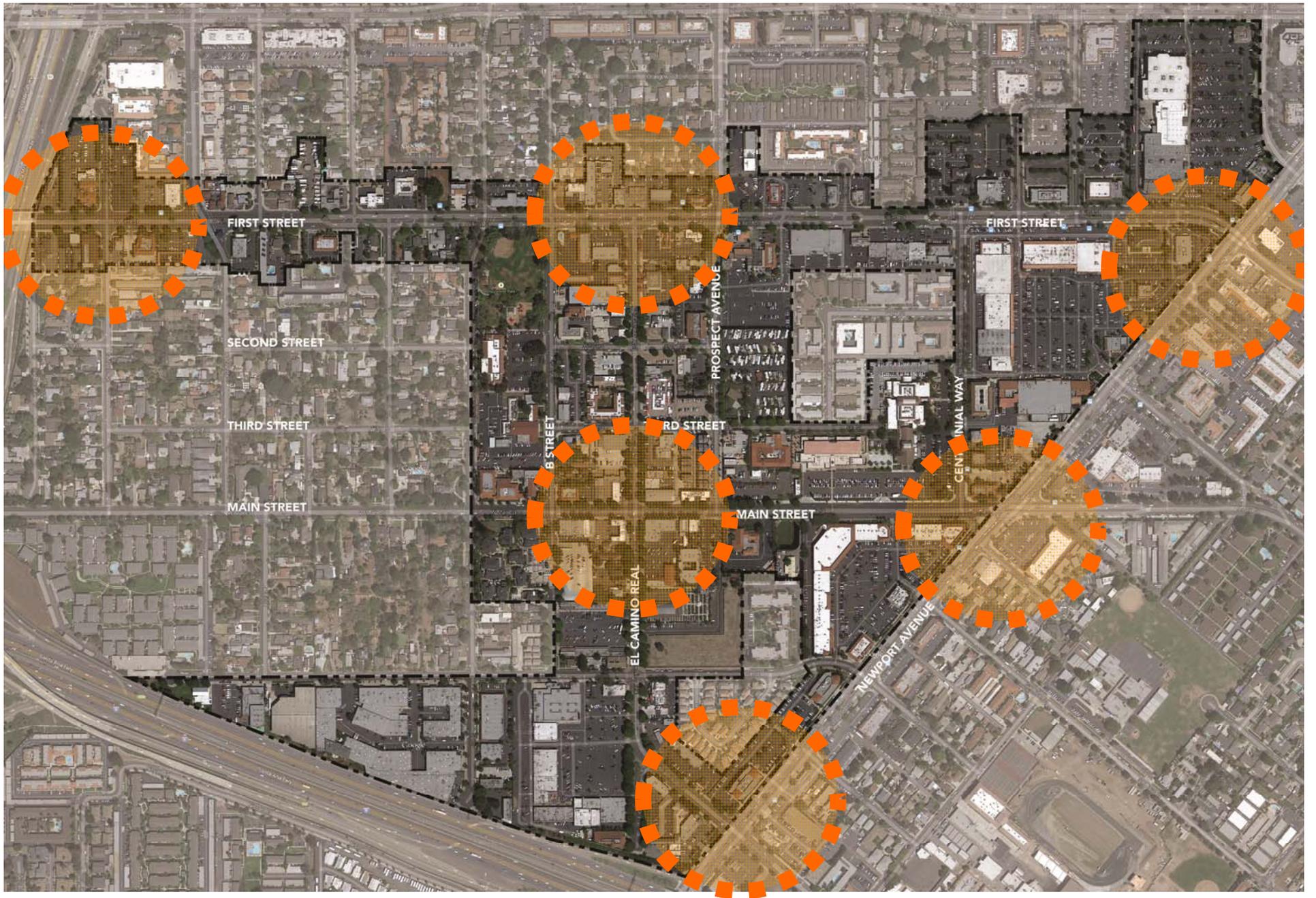
Gateways,
Wayfinding
and Signage

























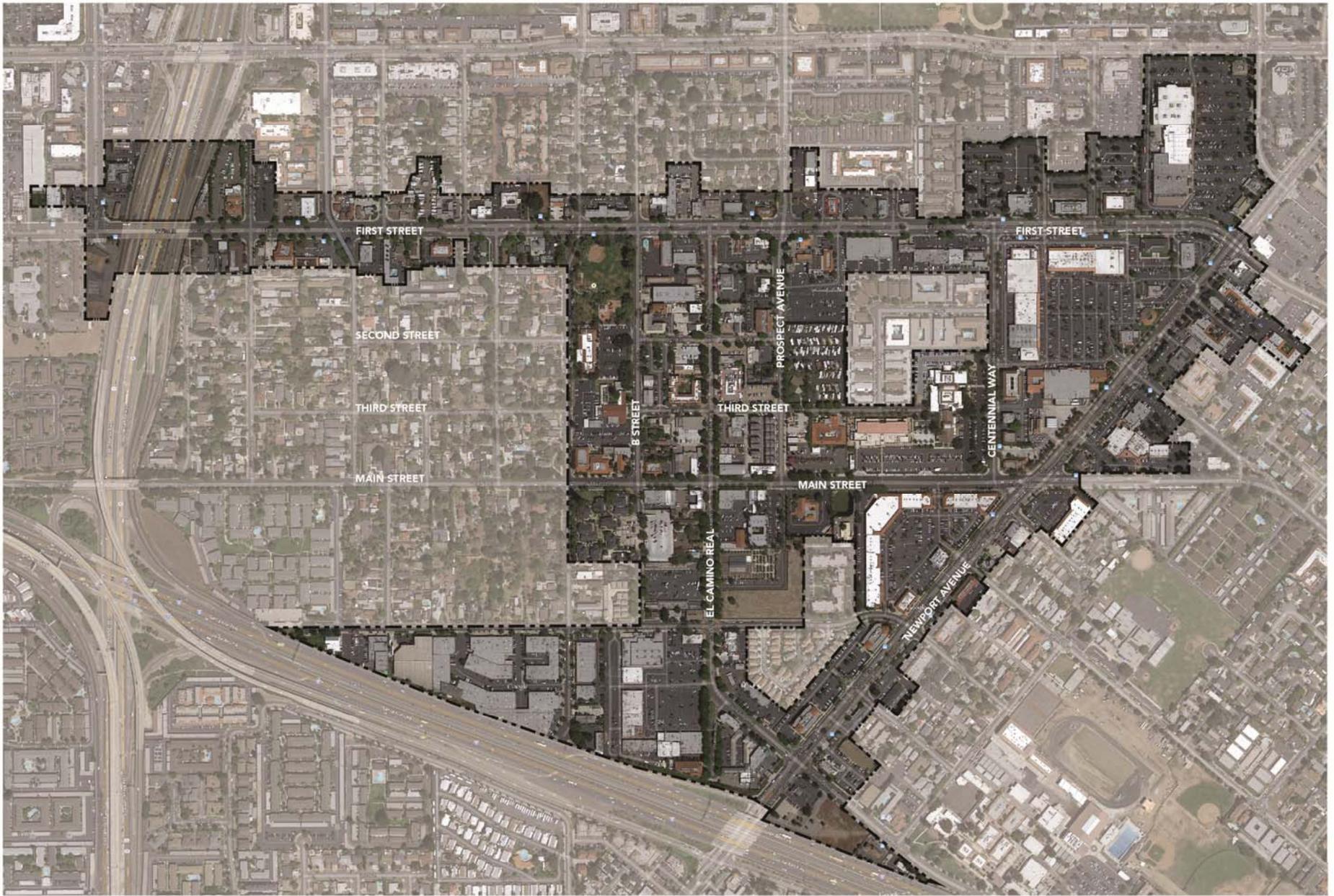








Catalytic
Development



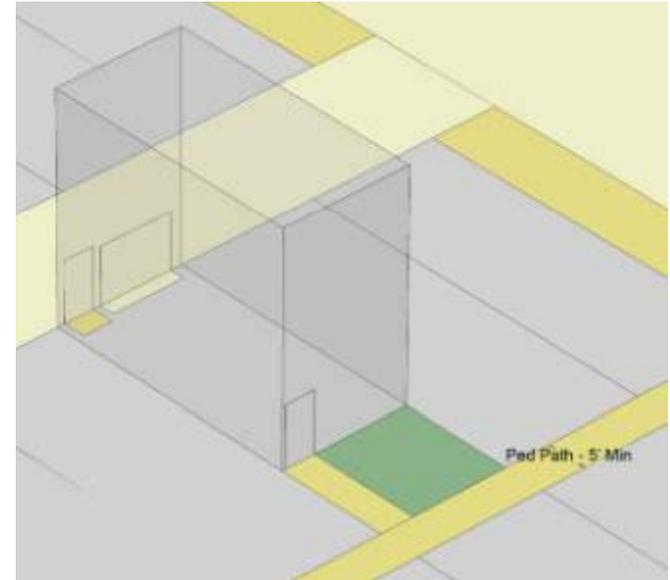
Tustin Downtown Commercial Core Project Area

M I G July, 2014



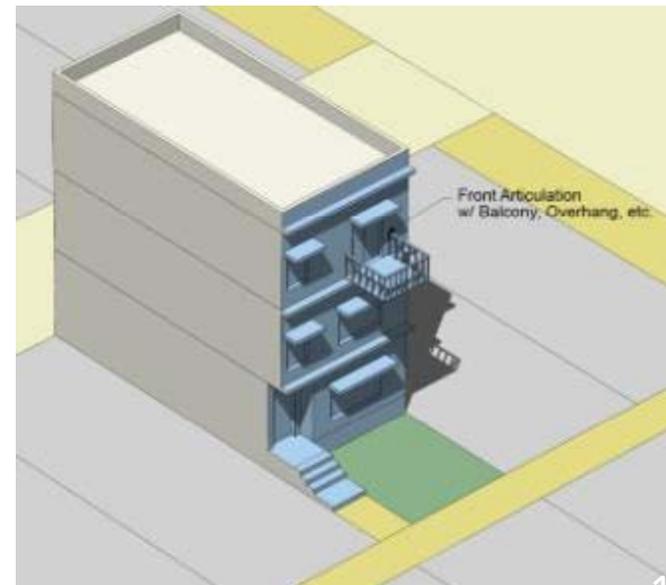
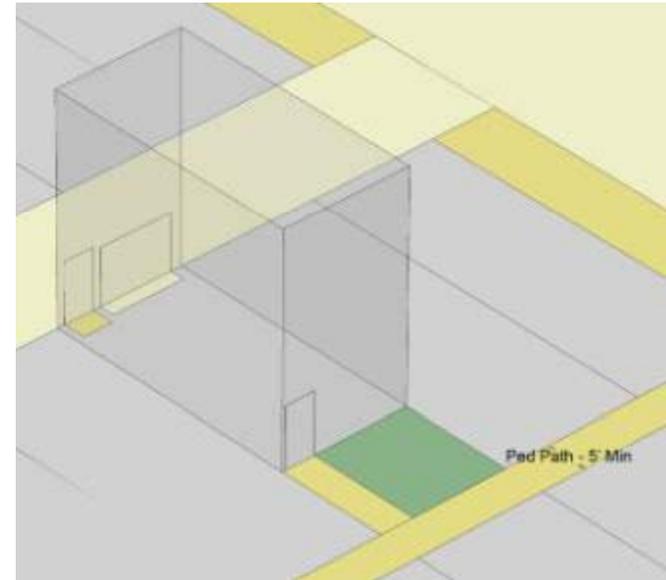
Definitions

- **Massing**
Size and volume of a development.
May be a function of building height, width, depth, and relative open space.



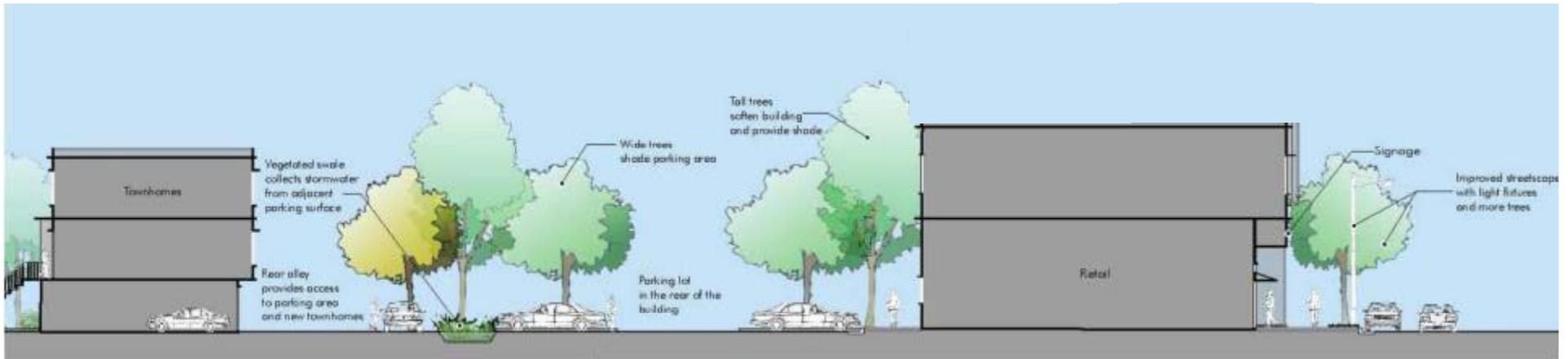
Definitions

- **Massing**
Size and volume of a development. May be a function of building height, width, depth, and relative open space.
- **Bulk**
Perception of building massing. For example, façade articulation, trees, and architectural detail can mitigate the perceived mass of a building.



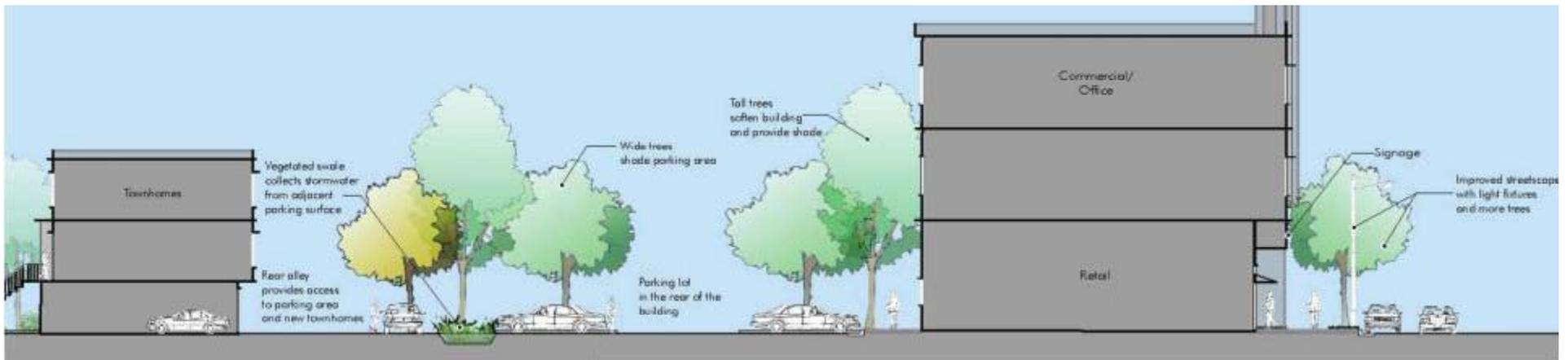
Definitions

- **Scale**
Size and volume of a development relative to surrounding buildings, streets, sidewalks, open space and pedestrians.



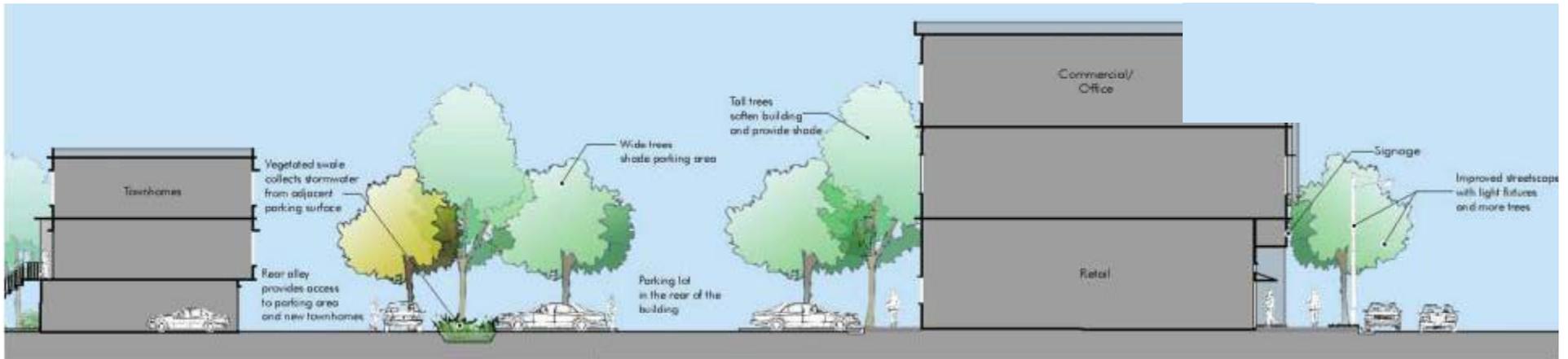
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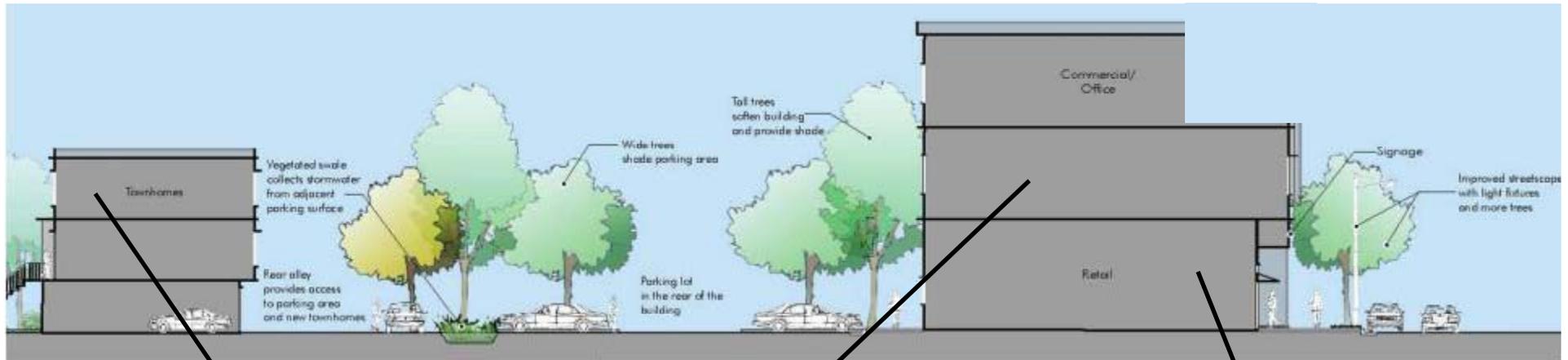
Definitions

- **Scale**
Size and volume of a development relative to surrounding buildings, streets, sidewalks, open space and pedestrians.



Definitions

- **Number of Stories and Building Heights**
Number of stories does not necessarily correlate directly with building height. Different uses have different floor-to-ceiling heights, thus varying building heights.



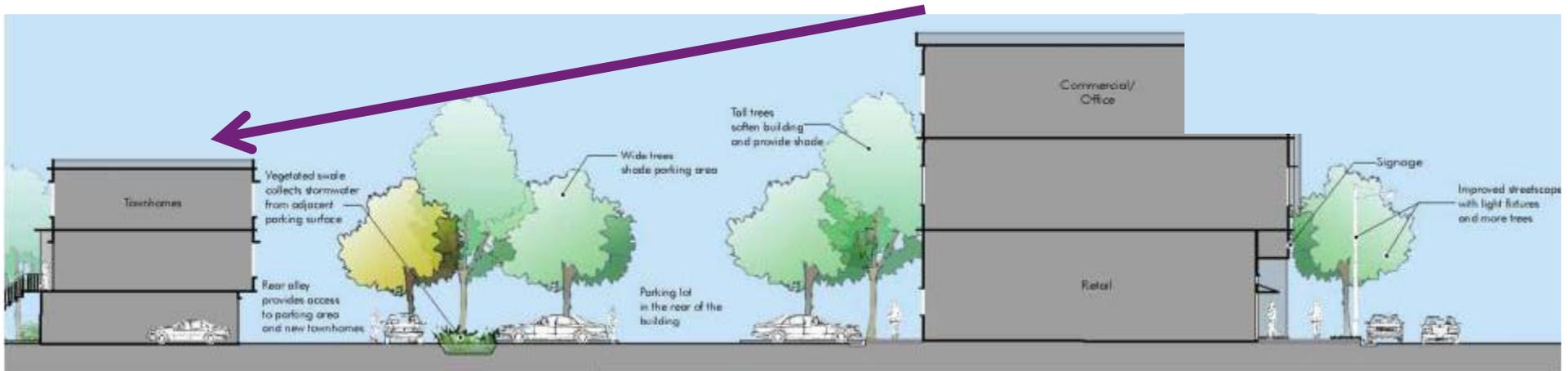
Townhouse, Condo
or Apartment Floor:
~10 – 11 feet

Office/Commercial Floor:
~12 – 14 feet

Ground-Floor Retail:
~15 – 18 feet

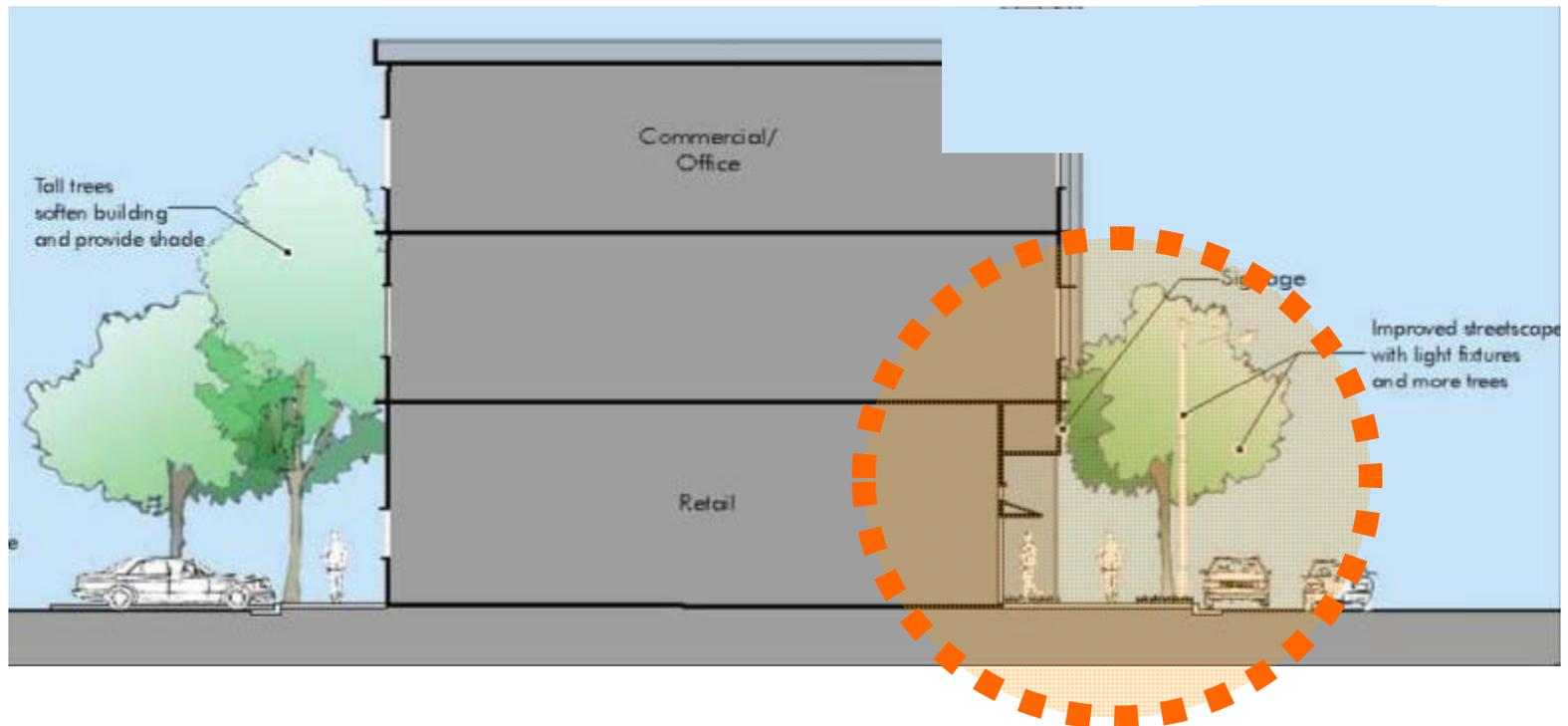
Definitions

- **Density/Height Transition**
Through site layout, buffers and setbacks/stepbacks of building architecture, ensuring that development “transitions” to respect the height and scale of surrounding existing buildings and properties.



Definitions

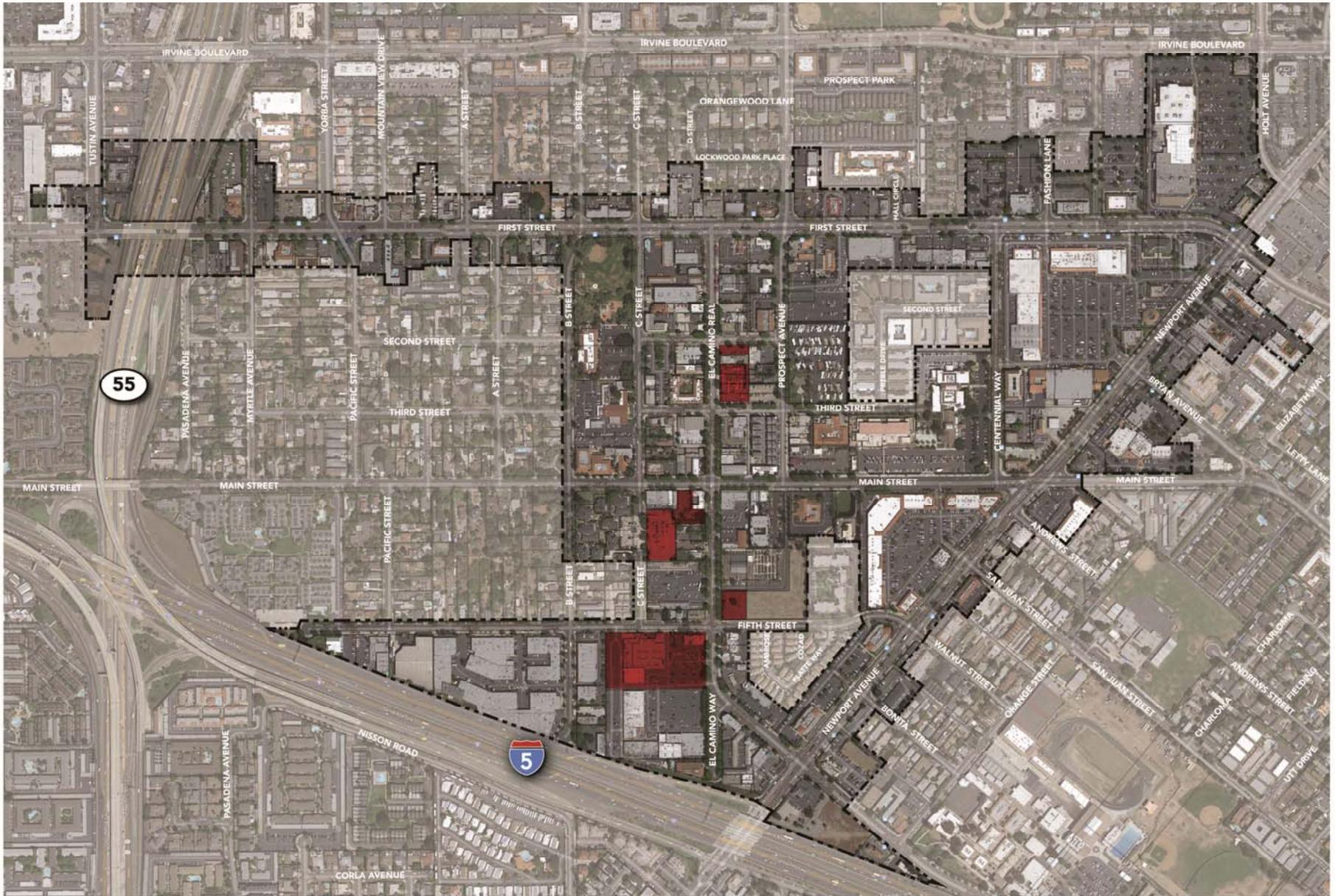
- **Ground Floor Pedestrian Environment**
Ground floors of buildings should be activated with entryways, transparent windows, attractive signages, and active uses such as retail and dining. **No blank walls!**



Definitions

- **Ground Floor Pedestrian Environment**
Ground floors of buildings should be activated with entryways, transparent windows, attractive signages, and active uses such as retail and dining. **No blank walls!**





Legend
 [Dashed Line] Project Area
 [Red Box] Opportunity Site
 [White Box] Parcel

Tustin Downtown Commercial Core Plan



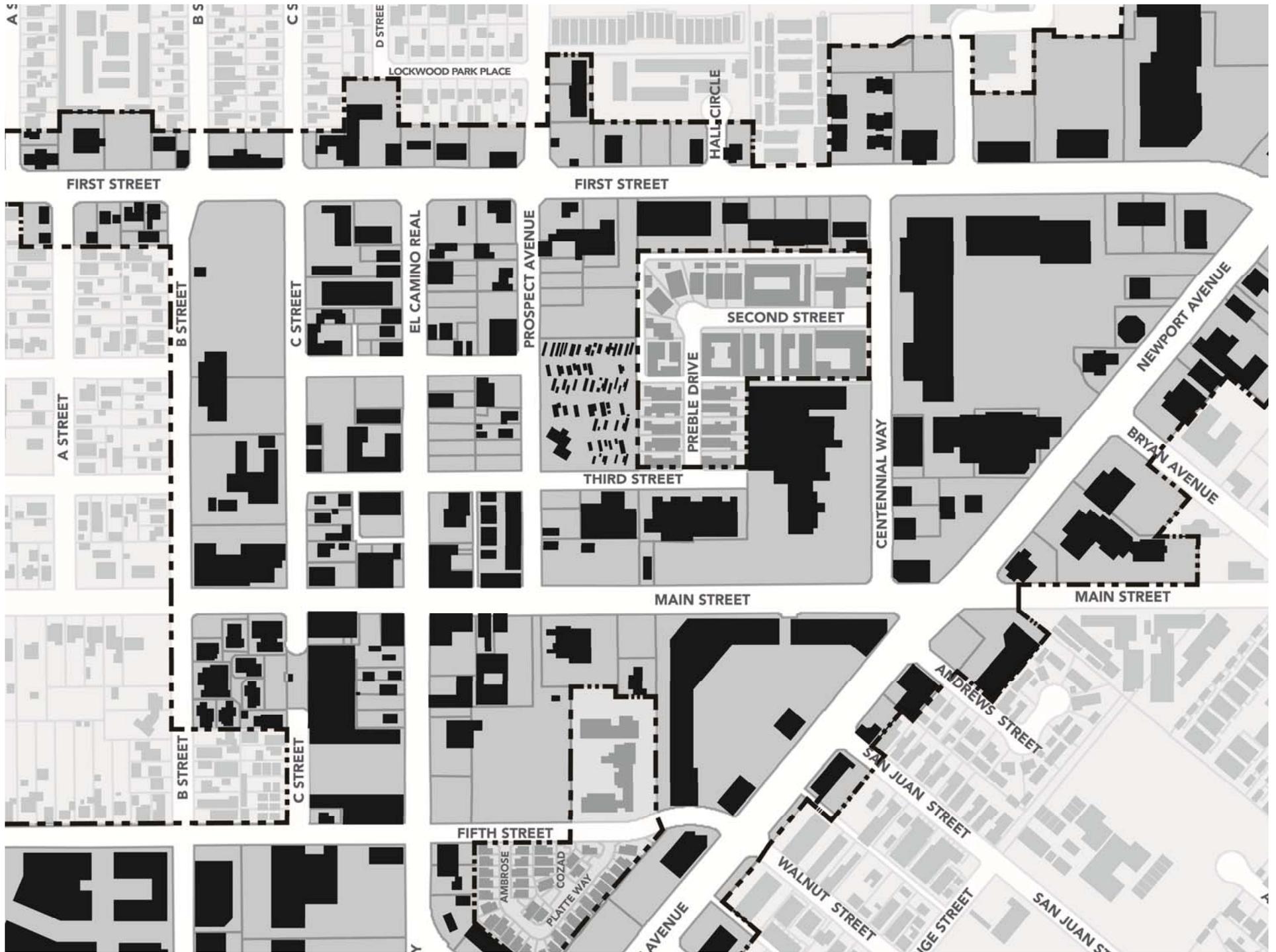








Design and
Character



Design and Character – Civic and Cultural Uses



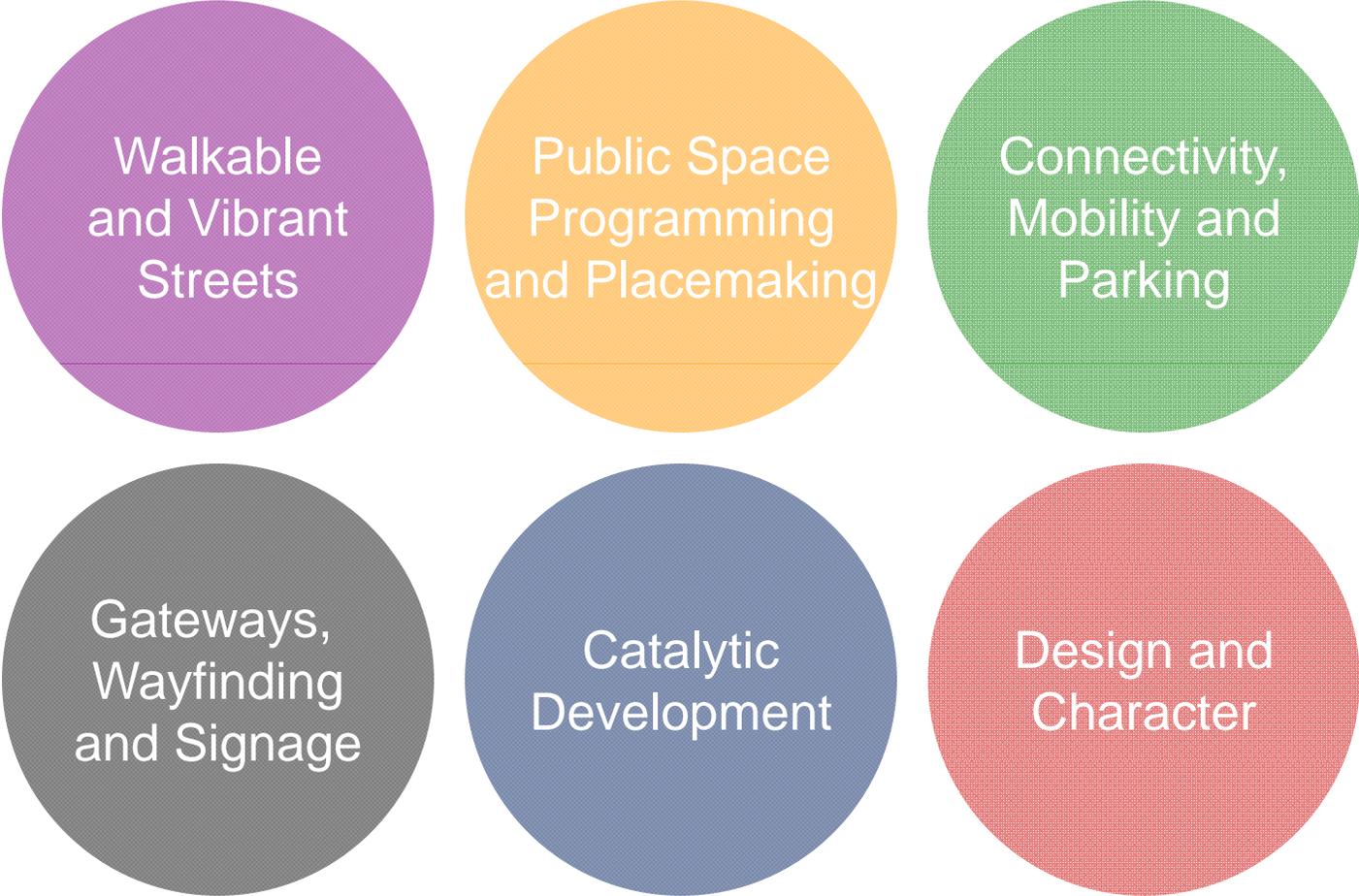
Design and Character – Historic Influences





Design and Character – Contemporary Examples





Walkable
and Vibrant
Streets

Public Space
Programming
and Placemaking

Connectivity,
Mobility and
Parking

Gateways,
Wayfinding
and Signage

Catalytic
Development

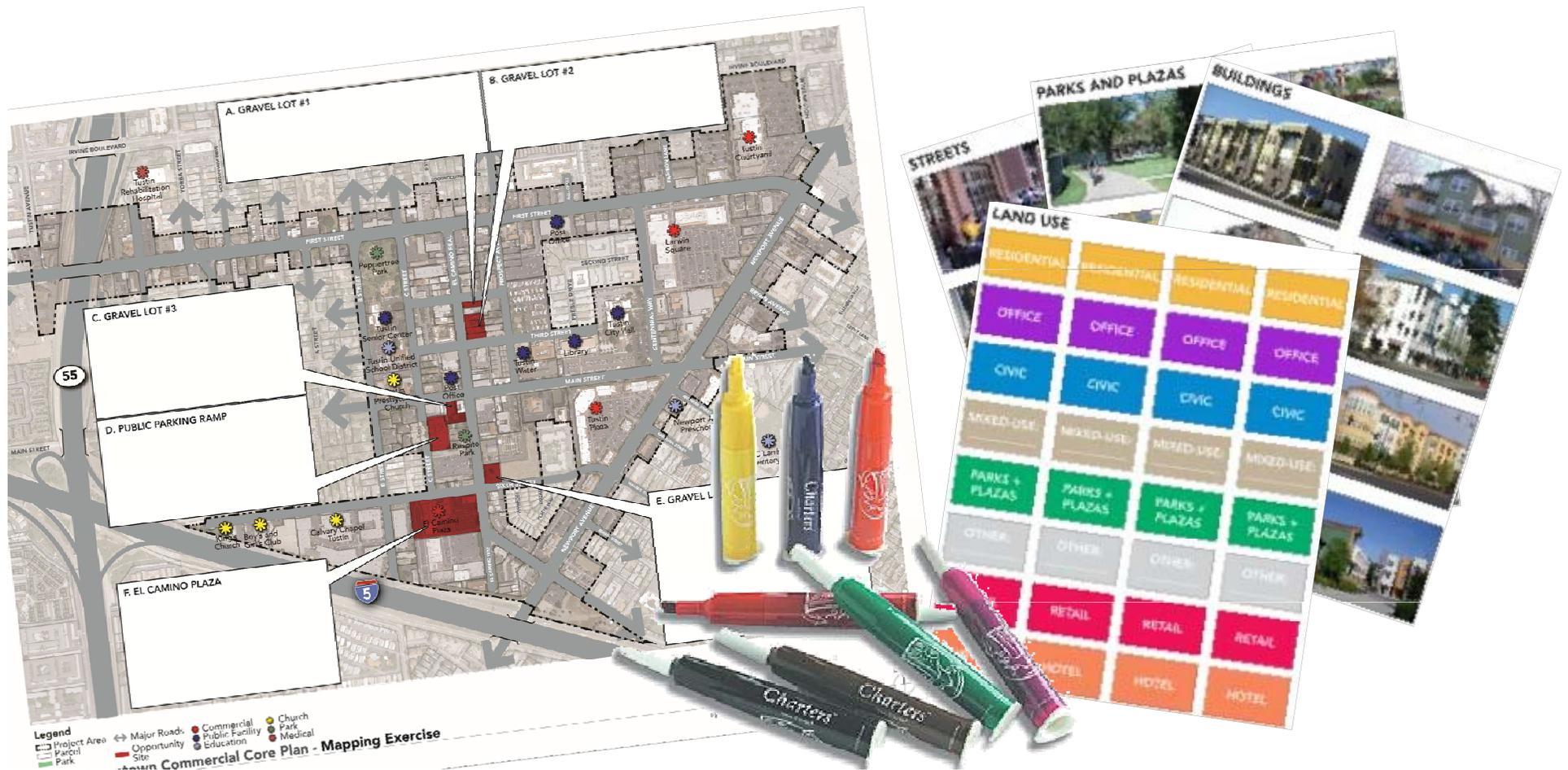
Design and
Character

breakout tabletop discussions!

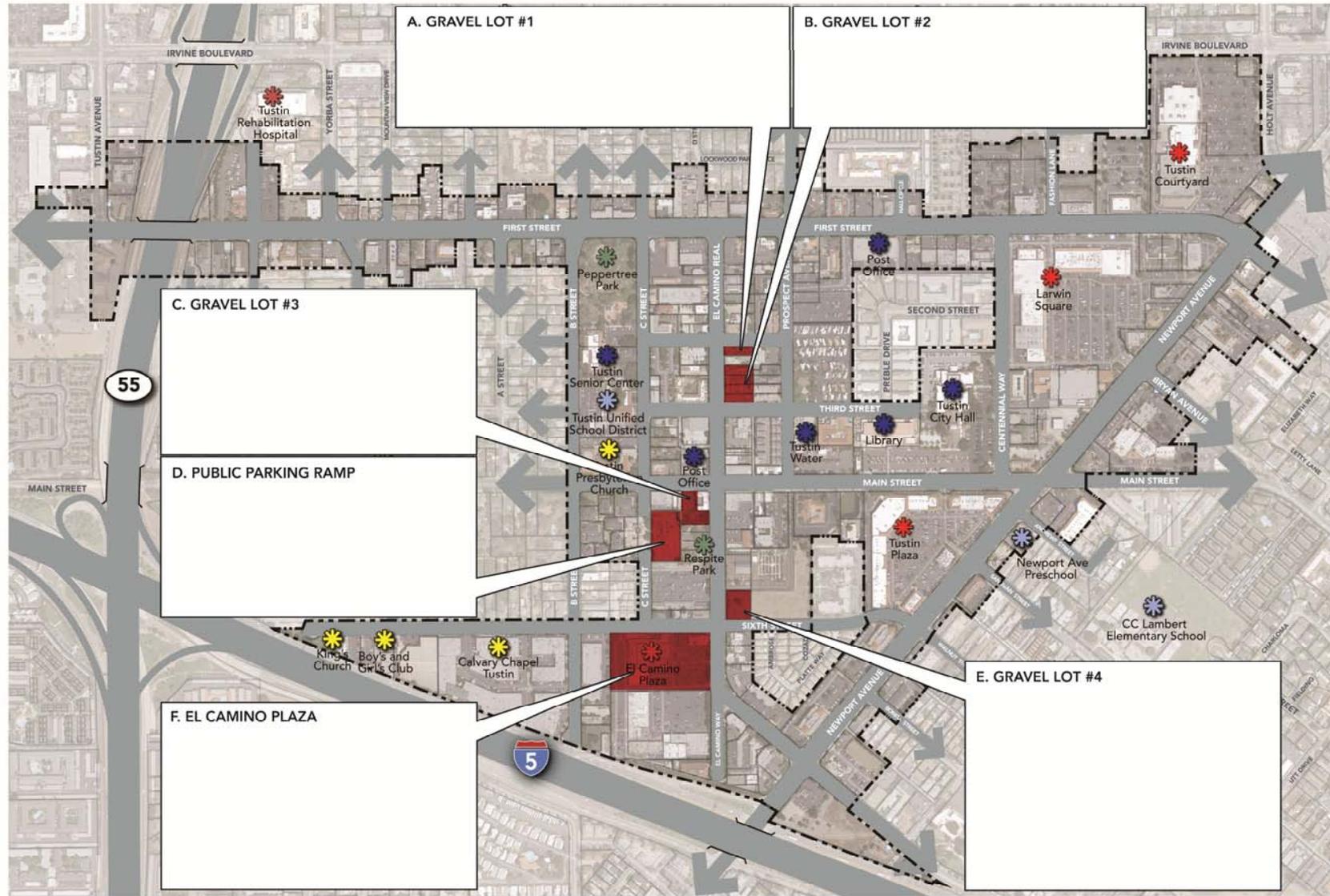


Mapping Exercise

- Break out into groups . . .
- Each group has a large map of Downtown, markers, land use chips, and a series of images



Mapping Exercise

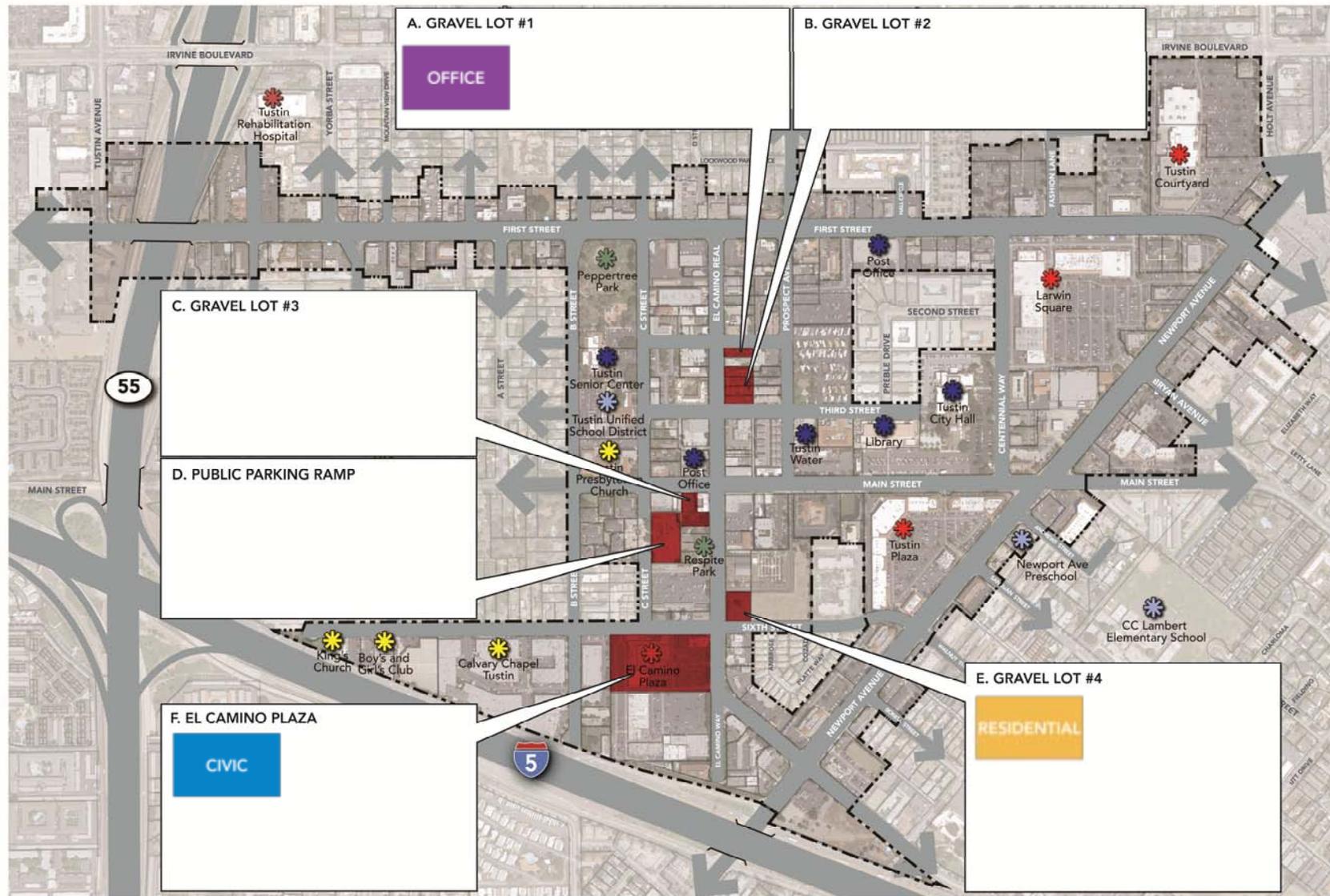


- Legend**
- Project Area
 - Parcel
 - Park
 - ↔ Major Roads
 - Opportunity Site
 - Commercial
 - Public Facility
 - Education
 - ✳ Church
 - Park
 - Medical

Tustin Downtown Commercial Core Plan - Mapping Exercise



1. Place Land Uses

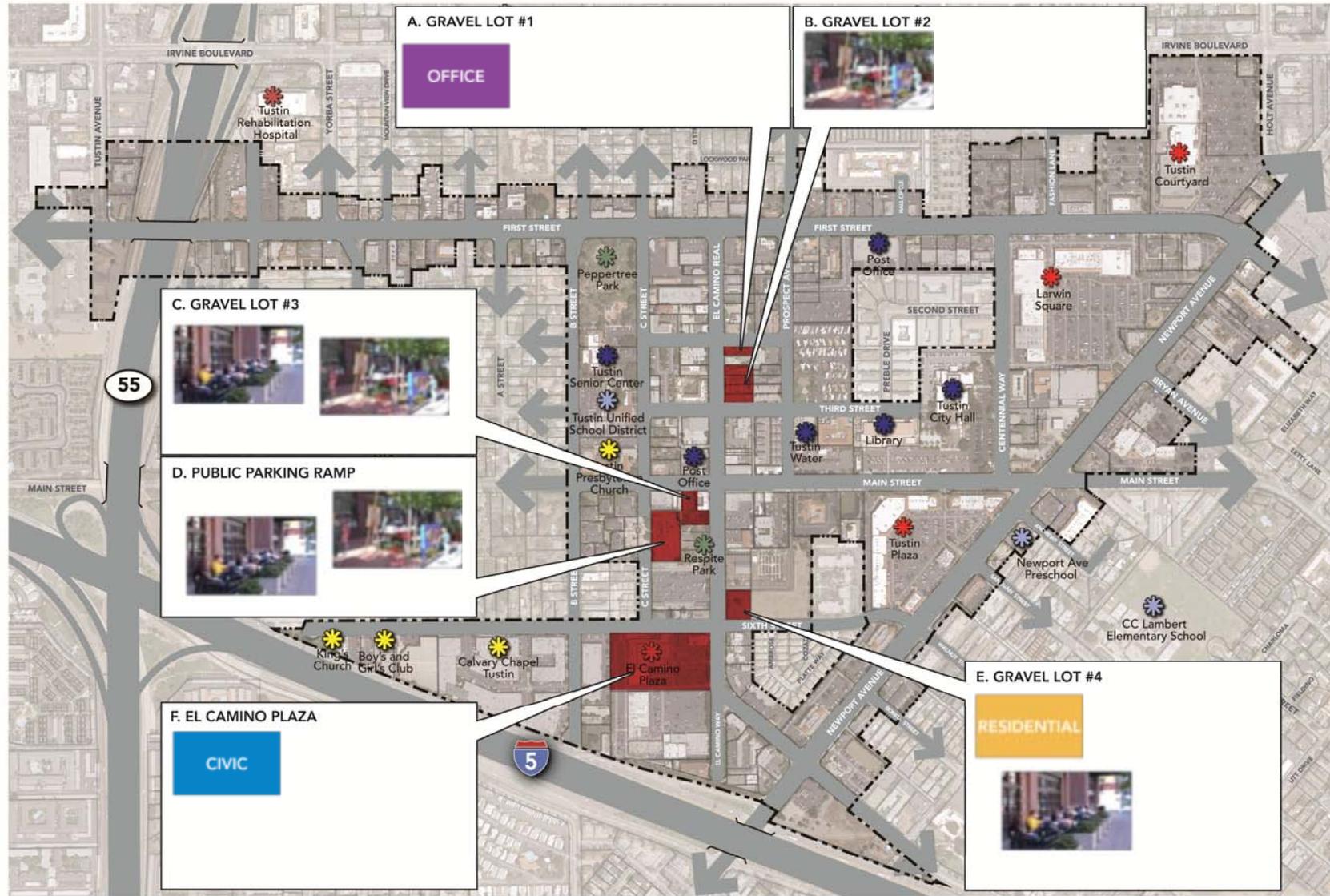


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Tustin Downtown Commercial Core Plan - Mapping Exercise



1. Place Land Uses, 2. Place Photos

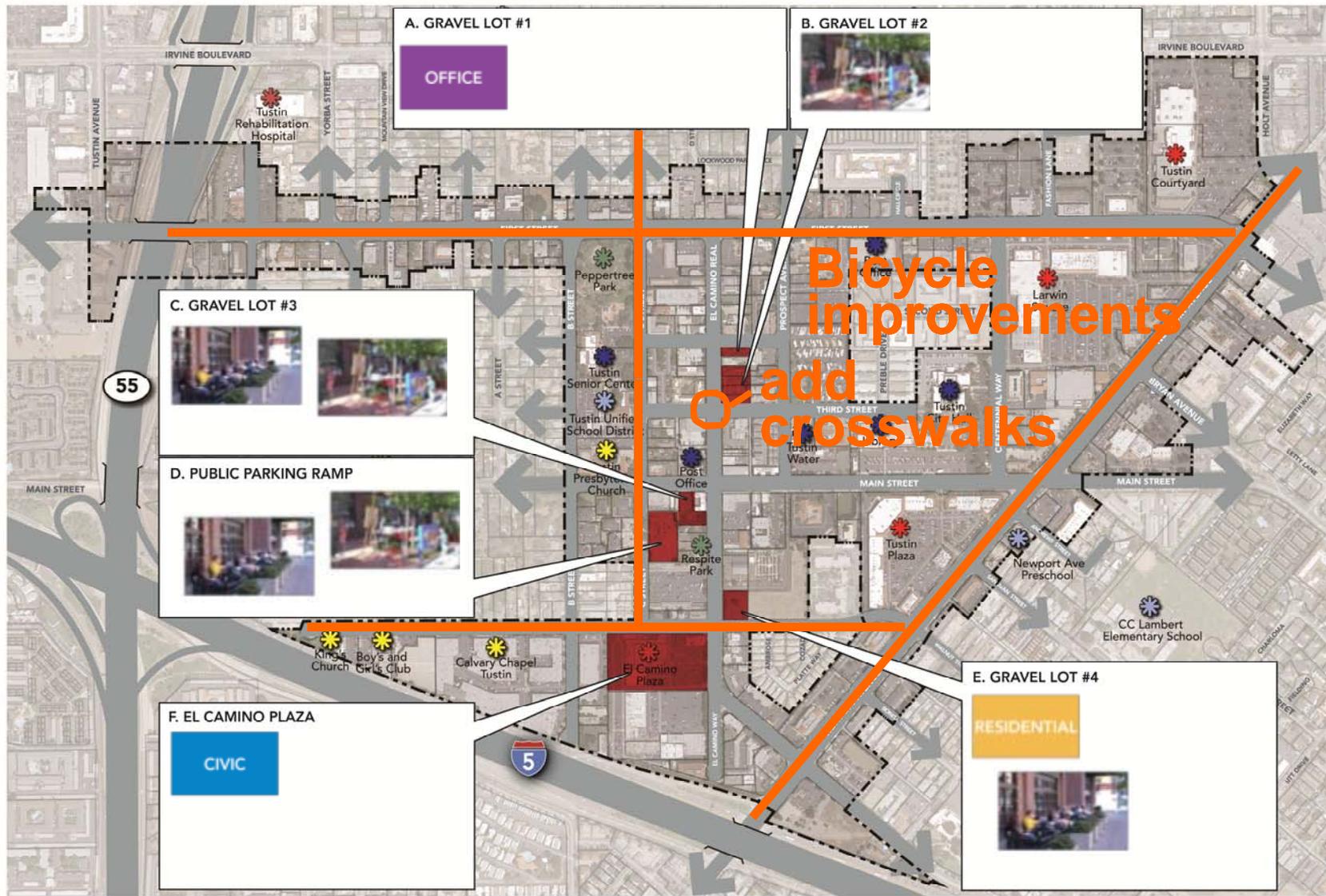


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Tustin Downtown Commercial Core Plan - Mapping Exercise



1. Place Land Uses, 2. Place Photos, 3. Write Mobility Comments



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Tustin Downtown Commercial Core Plan - Mapping Exercise



A street scene with cars parked along a sidewalk lined with trees and buildings. The text "Have Fun . . . !" is overlaid in the center.

Have Fun . . . !

Next Steps . . .



Community Workshop #2
Draft Plan Framework
December 4

Community Workshop #3
Draft Specific Plan
March 19

CITY OF TUSTIN

downtown commercial core plan



community workshop #1
october 1, 2014