

STATION AREA / DOWNTOWN PLAN



CITY OF CLOVERDALE



**CITY OF CLOVERDALE
CITY COUNCIL
RESOLUTION NO. 035-2010
A RESOLUTION OF THE CITY OF CLOVERDALE CITY COUNCIL ADOPTING THE STATION
AREA/DOWNTOWN PRECISE PLAN**

WHEREAS, the Planning Commission held public hearing on September 20, 2009 to review the Station Area/Downtown Plan and make recommendation to the City Council; the City Council held a public study session on February 10, 2010 to take input on the Plan; and the City Council held public hearing and adopted the plan by Resolution number 015-2010 on February 24, 2010; and

WHEREAS, the members of the public were present to comment on the Plan.

WHEREAS, The plan was consistent with the Planning Commission Recommendation of September 20, 2009; and

WHEREAS, the plan was distributed for final comments and as a result of those reviews, staff has made some minor changes to the Plan – some related to ABAG/MTC requests to better meet grant requirements and others related to design and clarity changes recommended by FTS

WHEREAS, the City Council repeals Attachment #2 of Resolution number 015-2010 approving the Plan on February 24, 2010 due to minor changes to the Plan, and

WHEREAS, the City's the Station Area/Downtown Plan will be adopted as a Precise Plan to provide guidance for integrating the City and the new passenger rail service to the Cloverdale Depot, with a particular emphasis on the Cloverdale Depot, the Cloverdale Downtown, and opportunity development sites at Citrus Fair Drive and Cloverdale Boulevard; and

WHEREAS, the General Plan was adopted on May 13, 2009, including certification of the General Plan Environmental Impact Report; and

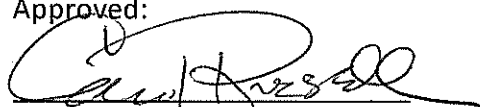
WHEREAS, pursuant to the California Environmental Quality Act, an Initial Study of Environmental Impacts determined that there were no significant adverse environmental effects, a Negative Declaration was prepared for the proposed project and adopted Feb 24, 2010 by Resolution number 015-2010; and

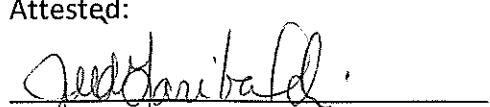
NOW, THEREFORE BE IT RESOLVED that the Cloverdale City Council does hereby recommend that the City Council adopt the revised Station Area/Downtown Plan.

* * * * *

Resolution No. 035-2010 was duly adopted on this the 14th day of July 2010, by the following voice vote: (4-ayes, 0-noes, 1-absent)

AYES in favor of:	Vice Mayor Raymond, Councilmembers Palla and Brigham, Mayor Russell
NOES:	None
ABSTAIN:	None
ABSENT:	Councilmember Wolter

Approved:

Carol Russell, Mayor

Attested:

Jill Garibaldi, Planning Technician

CITY OF CLOVERDALE, CALIFORNIA
**STATION AREA /
DOWNTOWN PLAN**

*Transit-Oriented Development Strategy
Development Regulations
Implementation/Revitalization Strategies*

Prepared for the City of Cloverdale
By Freedman Tung + Sasaki
In Collaboration with
Nelson \ Nygaard Consulting Associates
and Mundie & Associates

J U L Y 2 0 1 0



CLOVERDALE DEPOT, 1911

A 1911 view of Cloverdale Citrus Fair visitors arriving by train at the 1872 depot building located at Railroad Avenue and East Street in downtown (destroyed by arson fire in 1991). Cloverdale's 1872 incorporation, the inauguration of rail service by the "San Francisco and Northern Pacific Railroad" the same year, and the compact clustering of pedestrian-friendly, walkable downtown streets, blocks and buildings are indicative of the city's deep "transit-oriented development" heritage.

Photo: Cloverdale Historical Society

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APPENDICIES (SEPARATELY BOUND)

- 1. OUTLINE OF WORK PLAN FULFILLMENT -
10 ELEMENTS OF THE SCOPE OF WORK**
- 2. MUNDIE & ASSOCIATES ECONOMIC STUDY**
- 3. NELSON NYGAARD PARKING ANALYSIS**
- 4. FTS PUBLIC WORKSHOP PRESENTATIONS 1, 2, 3**
- 5. ULI TOD MARKET PLACE 2009 REPORT**
- 6. PUBLIC PARTICIPATION MARKETING AND
OUTREACH STRATEGY**
- 7. CITY OF CLOVERDALE PARKING ORDINANCE**
- 8. USE REGULATIONS AND SITE DEVELOPMENT
STANDARDS (CHAPTER 18.05)**
- 9. LIST OF DOCUMENT EXHIBITS BY TITLE AND
PAGE NUMBER**
- 10. OPPORTUNITY SITES**
- 11. STATION ACCESS AND CONNECTIVITY**
- 12. MATRIX OF FUNDING SOURCES**
- 13. AFFORDABLE HOUSING POLICIES AND
IMPLEMENTATION PLAN**



PLAN SUMMARY

The Cloverdale Station Area/Downtown Plan is a guide for integrating the City and the new passenger rail service to the Cloverdale Depot, with a particular emphasis on the depot, the opportunity development sites at Citrus Fair Drive and Cloverdale Boulevard, and the Cloverdale Downtown. Below is a list of the City's primary goals discussed in the Plan.

- 1 Establish Cloverdale as a transit oriented city so that all residents have exceptional access to the Cloverdale Depot and serve as a regional model for small towns that are served by passenger rail. The Metropolitan Transportation Commission (MTC), which oversees transportation funding in the San Francisco Bay Area, established a Transit Oriented Development (TOD) Policy for funding transit expansion projects on the condition that supportive land use plans and policies are in place to support transit ridership. The Sonoma Marin Area Rail Transit (SMART) corridor is included in this policy, which establishes corridor housing thresholds as an average per station area based on both existing land uses and planned development within a half mile of all stations. The threshold for the SMART corridor is an average of 2,200 housing units per station area. MTC awards station area plans to help transit expansion corridors meet the policy standards.
- 2 Establish the downtown and station area as a catalyst for citywide economic growth. The quality of the downtown shows prospective businesses that the City has the organization and capacity to support new businesses, both in and outside the downtown. The plan proposes public/private partnerships to attract new business, and evaluation procedures to meet multiple economic goals with each project, including return on investment, leveraging of funds, and public benefits with each project.
- 3 Create a compact transit and pedestrian oriented downtown by developing a concentrated retail core, in order to provide a setting where residents and office workers will support downtown business and protect existing close-in residential areas.
- 4 Increase the resident population and number of office workers around the downtown core to support retail business and also to provide a population and workforce within walking distance of the Cloverdale Depot.
- 5 Implement Zoning Ordinance and General Plan amendments that strengthen the downtown core with pedestrian oriented design and policies that encourage first floor retail consistent with summary points 3, 4, and 5. (The Zoning Ordinance is undergoing a comprehensive revision, and the Station Area/Downtown Plan recommendations will be incorporated.)
- 6 Provide north and south anchors to the downtown. The north anchor will probably be Civic Center. The South anchor will be commercial and housing. These will be higher traffic uses and will provide a finite boundary to the retail comparison shopping core.
- 7 Create a strong pedestrian, bicycle, and local transit network to support the Cloverdale Depot and the Downtown via the following:
 - a) Develop the Cloverdale Greenway, a pedestrian/bicycle linear park between the station and the downtown, using two lanes of the Citrus Fair Boulevard undercrossing.
 - b) Further explore an opening in the sound wall between Tarman Tract and Citrus Fair Drive freeway onramp, so that 320 houses (nearly 900 residents) have direct access to the Depot.
 - c) Require outlying areas north and south of the City and visitor destinations to support the Cloverdale Shuttle with capital and operating funds, so the bus coordinates with SMART extended schedules.
- 8 Use form base zoning concepts in the citywide Zoning Ordinance revision to improve appearance of new development and to provide economic certainty to developers.
- 9 Maintain and improve the built environment in Cloverdale, continuing a longstanding policy of keeping up-to-date with market demands and existing uses, but without allowing obsolete uses to guide future land use patterns.
- 10 Use shared parking downtown and in Transit Oriented Development (TOD) areas so that each parking space serves multiple uses and to encourage downtown customers to park once and walk to several businesses.



HISTORY

As with most cities, transportation and Cloverdale's history are intertwined. Cloverdale served as a transportation hub from the construction of the first tavern in 1856 to the opening of the 101 Freeway in 1994. Cloverdale is ideally situated to be a transportation hub. It is located at the northern end of the Alexander Valley, the ideal stopping point before making a trek from the level valley floor into the hills -- north, east, or west.

In 1856, Richard Markle and W. J. Miller took advantage of Cloverdale's location and opened a trading post, store, and tavern on the pack trail that went from the valley floor through the hills to Ukiah and Humboldt. Markle and Miller's interests were bought by James Kleiser in 1859. Kleiser is considered to be the founder of Cloverdale. He considered roads to be the key to future development. In the 1860's and 70's, stagecoach roads were constructed north to Ukiah, south to Healdsburg, and east to Lake County. New residents came and started to farm the rich soil around Cloverdale. In 1872, the San Francisco and North Pacific Railroad was extended from Healdsburg to Cloverdale, with a service frequency of three trains per day. The train carried agricultural products to the Bay Area and also brought visitors to destination hotels, resorts, and the Preston community.

Early agricultural products were oranges, lemons, pears, prunes, hops, wine grapes, dairy products, and, for a short time, tobacco. Orange groves deserve mention because the Cloverdale Citrus Fair was started in the 1890's and continues today. Hundreds of Fair visitors rode the train every year to Cloverdale.

In general, the train was the primary transportation to and from Cloverdale until the 1920's, and, still a major carrier until after World War II. Passenger trains ran until 1958.

In 1919, California Route 1 (later 101) was completed to Cloverdale from Healdsburg. In response to growing automobile traffic, restaurants, service stations, and motor courts sprung up along the highway. Ultimately, there were six motor courts and 40-50 gas stations. Population was less than 1,000 before the war and 3,000 after the war.

After World War II, lumber products became the major industry. Cloverdale had more than a dozen sawmills and lumber operations. Logs and finished lumber were carried by rail and truck, until freight rail service was discontinued in the 1990's. Five lumber processing operations still exist in Cloverdale.

Wine grapes became the major agricultural product. The Italian Swiss Colony was the largest table wine producer in the world, and one of California's largest tourist destinations. It had more than 400,000 visitors in 1962.



Exhibit H.1. Cloverdale: The Center of the Orange District of Sonoma County (1890's)



Exhibit H.2. Wine Grapes have been a major agricultural product of the region since the 1890's



Exhibit H.3. Cloverdale Blvd Before Streetscape Improvements

As Cloverdale and Statewide traffic grew, Cloverdale became a well-known bottleneck on highway 101. The traffic signal at First Street and Cloverdale Boulevard was the first traffic light north of San Francisco. Delays on holiday weekends were legendary.

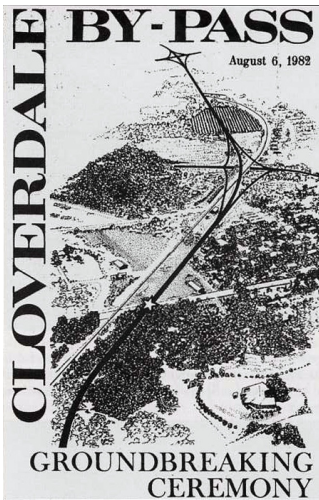


Exhibit H.4. Cloverdale Bypass Flyer

From 1995-2005, new housing construction was a major economic activity, supported in large part by freeway access to the south. Population grew from 4,924 in 1990 to 8,577 in 2008. Nearly 60% of residents commute out of Cloverdale for work. The number of in-city jobs has remained static.

Cloverdale had been planning for the 101 freeway bypass for more than 45 years. Both the 1957 and 1993 General Plans anticipated land use policies to concentrate the City's commercial activity in two centers, rather than maintaining the auto-oriented strip commercial that served the State Highway (Cloverdale Boulevard). In the 1990's the City rezoned most of the Boulevard from commercial to residential, actively removed the most unattractive highway-oriented uses, and beautified both Cloverdale Boulevard and First Street in the downtown. The City retained close-in residential to the downtown, so that many residents walk, rather than drive to services. The City developed downtown shared parking standards and started to develop pedestrian-oriented design standards for downtown. Finally, the City has provided higher-density affordable housing in walkable distance to the Downtown and the Cloverdale Depot. The Station Area/Downtown Plan builds on those previous actions and creates a new planning goal to integrate both the Downtown and the entire City with the passenger rail experience when passenger rail returns in 2014. Cloverdale will serve as an anchor to the SMART system and will again be a transportation hub at the northern end of the Alexander Valley.

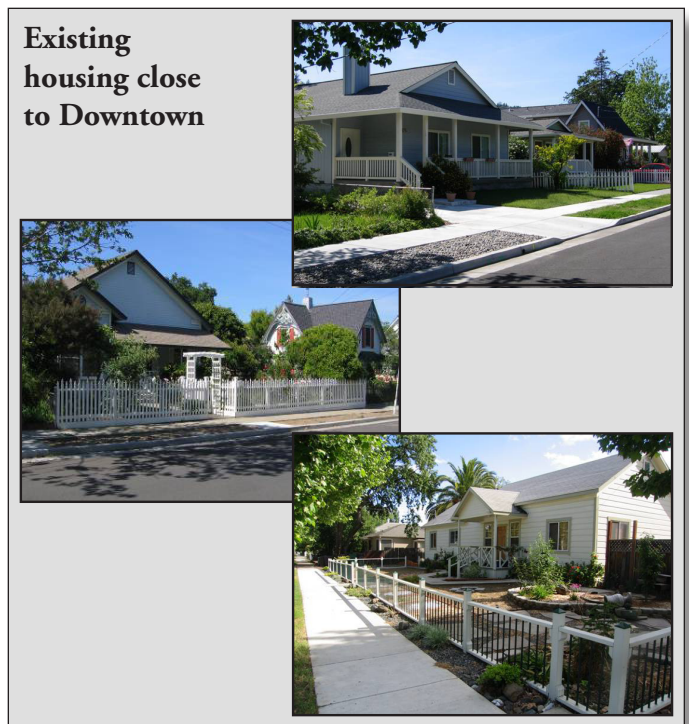
In 1994, the 101 Freeway bypass was constructed after 45 years of planning. As a part of that construction, the train tracks were removed and the Cloverdale train depot was redeveloped. The tracks and the new train depot were relocated on the east side of the freeway, away from the downtown. The freeway now separates the station from the developed part of the City.



First St. Improvements

Cloverdale Blvd. Improvements

Exhibit H.5. 1990's Streetscape Improvements



Existing housing close to Downtown

Exhibit H.6.

The City of Cloverdale began participating in the regional FOCUS program, which provides incentives to cities planning for more compact, complete communities, in 2007 through the designation of the Downtown Cloverdale/SMART Transit Project area as a Priority Development Area. This designation engaged the city in regional funding opportunities, and in 2008, the city applied for and received funding from the Metropolitan Transportation Commission to support land use planning around the SMART station. With this assistance the city contracted with and directed a consultant team that developed this plan.

BOOK I: TRANSIT-ORIENTED DEVELOPMENT STRATEGY

1 Vision. A Transit Oriented City

Cloverdale is the northern anchor of the Sonoma Marin Area Rail Transit (SMART) passenger rail system. The vision of the Station Area/Downtown Plan is to integrate Cloverdale with the SMART rail system in order to create a transit oriented city, and to support a regional transportation and economic network that provides mutual benefit to the City and the Region:

- by improving access to destinations within and outside the City
- by improving the City economy by increased traffic to access local businesses
- by improving mutual economic integration and benefit within the SMART service area
- by identifying unique ways that a small city with a focus on transportation can provide the ridership strategies that equal or exceed the high density solutions of more populous areas
- by demonstrating concrete ways for lower density cities to reduce automobile generated greenhouse gases.

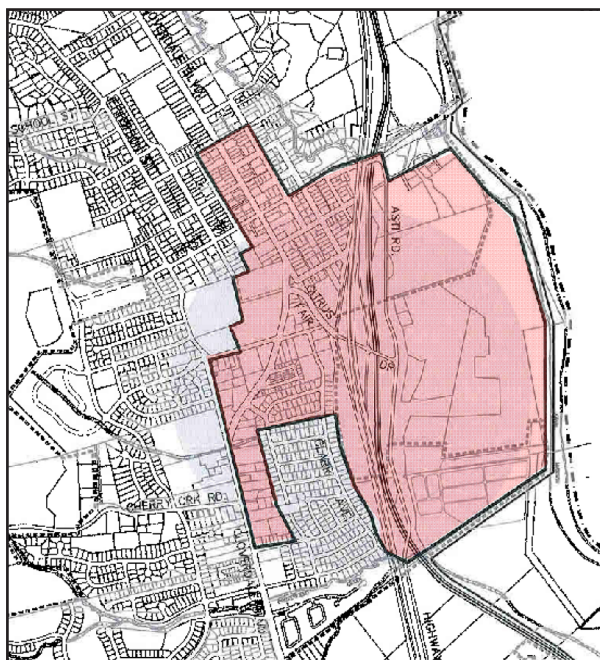


Exhibit 1.1. Study Area for Station Area Plan

Because of the station location, the transit oriented development strategy also works to revitalize the downtown. The Plan creates a far more livable City for Cloverdale residents:

- by emphasizing and supporting the traditional downtown as the City core
- by maintaining close-in residential areas with walking access to downtown
- by overcoming physical obstacles which limit pedestrian access to the Cloverdale Station
- by focusing growth on the City core
- by improving and enhancing local transit so that residents have an alternative to using automobiles to reach services and the Cloverdale Depot.

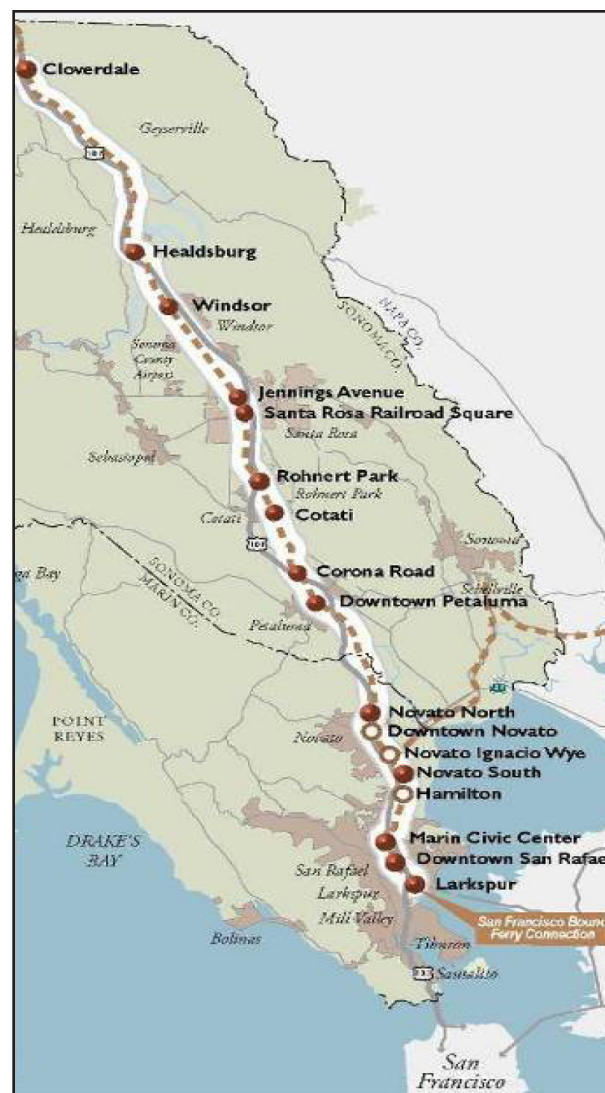


Exhibit 1.2. SMART Passenger Rail Corridor

The Station Area Plan also serves as a Cloverdale Downtown Plan, with a goal of providing a physical structure to revitalize the downtown, where the physical attributes will support an increase in business and a place to gather, enjoy, and reinforce the close knit unity that Cloverdale residents already feel toward their City. The heart of the downtown plan is a concentrated core, which provides activity generators attractive to pedestrians; opportunities for close-in residential and office uses to provide downtown customers; and continuation of the beautification process started with the Cloverdale Boulevard and First Street streetscape projects.

Revitalization Strategy Framework:

Developed through the community outreach process

- 1. Re-discover Central Cloverdale as a compact, transit-oriented downtown**
- 2. Establish a District Structure with a clear market focus to:**
 - Focus the Downtown Core**
 - Anchor the Downtown Core**
- 3. Use the best opportunity sites to build the Downtown & Station Area's customer & transit rider population**
- 4. Create a strong pedestrian-bike-transit network in & around the Downtown/ Station Area**

Exhibit 1.3. Revitalization Strategy

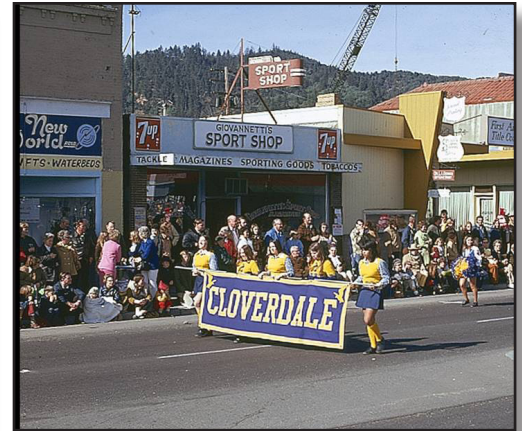
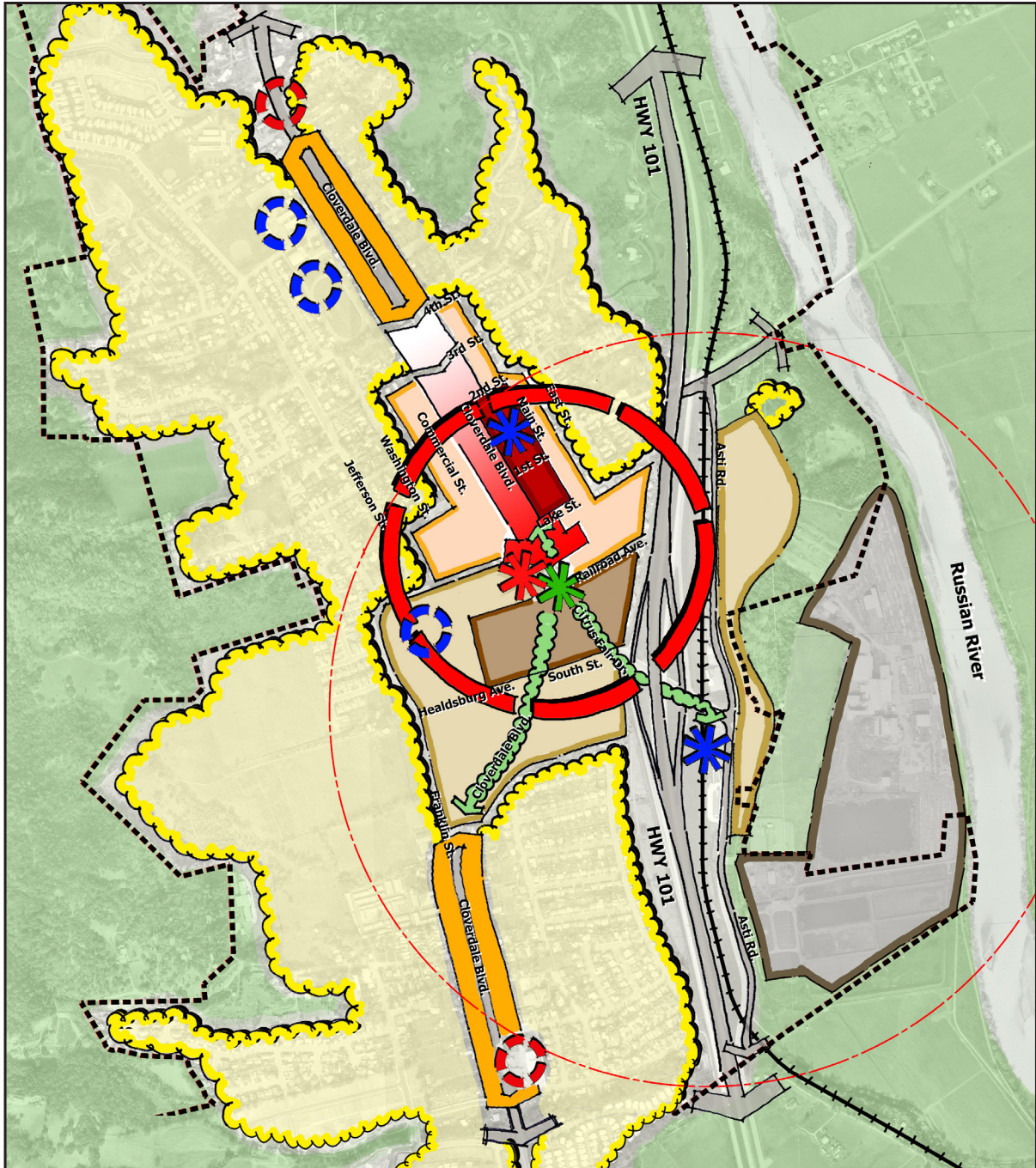


Exhibit 1.4. Events and activities reflecting Cloverdale's close knit community

Exhibit 1.5. Broad Brush District Strategy



- A Downtown Core with a concentration of activity generating uses (dark red)
- A Transit Oriented District in Between the Downtown Core and Cloverdale Depot (dark brown)
- Transition Districts (light orange and light brown) appropriately scaled to adjacent neighborhoods (yellow)
- Primarily residential Gateway Corridors flanking Downtown (solid orange)

2 Building the Vision – what the community wants

a) Establish Cloverdale as a Transit Oriented City, with a whole-city contribution to transit ridership

Most Station Area Plans anticipate the creation of high density housing and services near the station. Metropolitan Transportation Committee (MTC) has a policy for investing in transit expansion projects, such as SMART, calling for an average of 2200 housing units as an average threshold for the entire SMART corridor per station area. The MTC Transit Oriented Development (TOD) policy addresses multiple goals; improving the cost effectiveness of regional investments in new transit expansions, easing the Bay Area’s chronic housing shortage, creating vibrant new communities, and helping preserve regional open space. The policy ensures that transportation agencies, local jurisdictions, and members of the public and the private sector work together to create development patterns that are more supportive of transit. Cloverdale is not likely to achieve that density because the station is separated from the developed portion of the City by a freeway and because the land adjoining the station is in a flood plain and in industrial use. Within a half-mile radius of a station, most cities will have 400-500 acres of land available for station-supportive uses. Cloverdale has less than 200 available acres. Also, Cloverdale has 3,400 existing households, mostly lower density. The

Station Area Plan Economics Study has indicated that Cloverdale will not have a sizeable demand for high-density market-rate housing in the station area, and the main potential for high density housing is city-supported affordable units. ABAG estimates there are 501 households in the Station Area Plan within walking distance of the station, and that approximately 488 new households will be built by 2025 (the General Plan end date) and 1,052 new households will be built by 2035.

The Station Area/Downtown Plan proposes to provide the ridership equivalent to 2,200 or more households by designing a compelling pedestrian environment which will attract pedestrians from beyond the traditional half-mile radius and to use multiple funding sources to improve the local bus system (Cloverdale Shuttle) to provide exceptional service to the Cloverdale Depot and to the Downtown.

b) Use the Downtown and Station as the catalyst for citywide economic development



Exhibit 1.7. The Cloverdale Depot

When new businesses seek to locate in a new city, they usually check the downtown as well as their potential site. A clean and safe downtown indicates that the city government is effective and has the discipline and efficiency to maintain its core. In addition, an attractive downtown indicates that the city has a strong community service base, because downtowns traditionally provide the bulk of community and public service facilities. It also shows whether residents have pride in the community. These community indicators demonstrate the potential for a good customer base and workforce which have the ability to support new businesses.

Single Family		
Detached	2,536	75%
Attached	204	6%
Multiple Family		
2 to 4	120	4%
5 plus	323	10%
Mobile Homes		
	209	6%
Total	3,392	100%

Source: California Department of Finance, Table E-5
(City/County Population and Housing Estimates, 1/1/2009)

Exhibit 1.6. Composition of Cloverdale’s Housing Stock, January, 2009

Because the downtown is such a strong indicator of the city's ability to attract business, many cities place a higher level of public investment in the downtown than other areas. That emphasis does not usually take away from other portions of the City because the downtown serves as a catalyst for citywide private development. The Cloverdale Depot adds another and exciting dimension to the downtown, with the ability to attract downtown-supportive housing and with the potential to bring and focus visitors on the downtown.

The City's economic development activities are based on the principle that any project developed in the Station Area/Downtown Plan area should support multiple and citywide goals, not just the single purpose embodied in the project itself.

- **Planning framework.** A planning framework should look at the plan policies and implementation and setting priorities based on meeting multiple objectives. It is the goal to achieve multiple financial and planning objectives from each City economic development program e.g., the housing program funding provides housing, supports a progression to help clients move to progressively better housing and job assistance to help move from assisted to private housing).
- **Economic Development program.** In order to move forward in a slow economy, the economic development priorities in the Station Area/Downtown Plan are based on public/private partnerships, using redevelopment, housing, and grant funds as a catalyst to attract new investment and to support new and existing businesses in the downtown.
- **Finance program.** The implementation program has two specific ways to use limited City funds to support new projects and/or tax revenues. First is to leverage City funds to support a more valuable project (e.g. the housing program has a goal of \$10 private dollars spent for each public dollar spent). Second is return on investment, supporting projects that provide ongoing tax revenues (e.g. sales tax, Transient Occupancy Tax, or tax increment).

- Public benefit evaluation, using quantitative evaluation wherever possible, to compare the relative benefits of City funding to determine if goals are met. For example assistance to public events could be evaluated by cost per attendee; façade improvement by increase in jobs and tax revenues; and housing by ability to assist local employees and progression to market rate housing, and leveraging or return on investment so that city investment achieves much larger goals.

c) Create a compact, transit and pedestrian-oriented Downtown

After the 1993 General Plan, the City removed large stretches of strip commercial zoning on Cloverdale Boulevard, because the 101 freeway bypass directed traffic around the City. It was anticipated that the commercial needs of the City would be met by the Downtown and Furber Plaza Center. Some areas of commercial potential still remained, including the large vacant site south of the Citrus Fair.

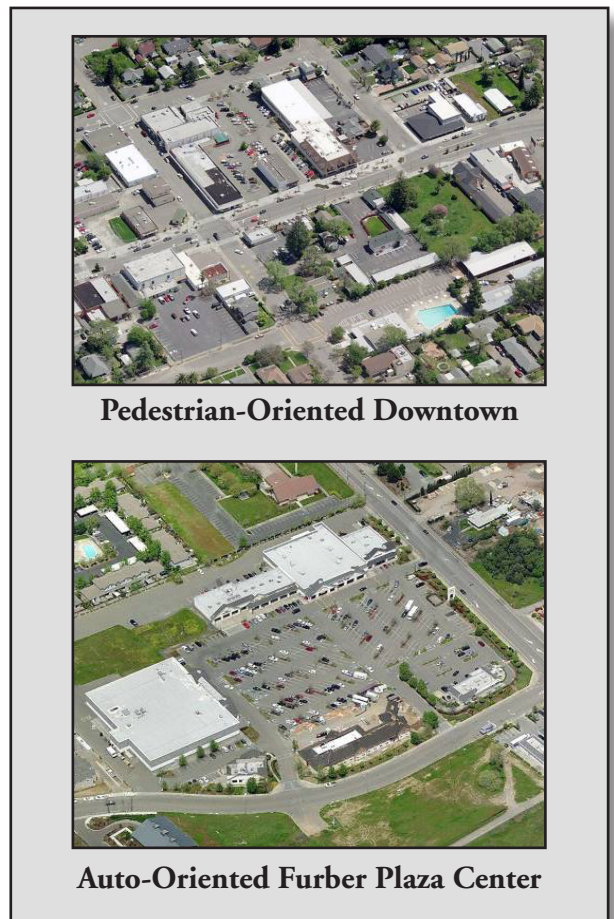


Exhibit 1.8. Cloverdale's Commercial Centers

The Station Area/Downtown Plan economic study indicates that the City still has more commercial zoning than can reasonably be absorbed in the long term future. Also, the Plan background studies identified that the core downtown, intended for pedestrian oriented comparison shopping was too large, and pedestrians typically do comparison shopping where retail businesses are frequent and in a compact area.

In order to keep the downtown compact for pedestrian use, the land with DTC (Downtown Core) zoning will be reduced in size and moved to the south to be closer to the Cloverdale Station. The area north of Second Street will be rezoned to Downtown Support (DTS), which allows a wide variety of downtown support uses, including types of retail that are not necessarily pedestrian oriented uses desired in the downtown core. The lands with existing residential uses east and west of the downtown will be rezoned to the Office Residential (O-R) District, which will continue the residential “feel” of close-in downtown neighborhoods, while also allowing residential, office, and lodging uses to support the downtown core. The large and largely vacant area south of downtown, including the Thyme Square and Citrus Fair Sites, will be changed to Transit Oriented Development (TOD) zoning which removes a large area from General Commercial zoning and provides opportunity for high density residential use as well as office, public, and lodging uses to support the downtown. With those zoning changes, the downtown has the limited size appropriate to pedestrian oriented commercial.

d) Increase the daytime and resident population of the Downtown Core and TOD Core residents in order to support downtown businesses and to provide transit ridership

Both transit ridership and downtown retail need a dense customer base in order to succeed. The Station Area/Downtown Plan proposes to increase the number and density of people in the Plan area by attracting daytime uses, particularly offices which will arrive by transit and shop in the downtown during the day, and by construction of higher density housing to provide residents who will support the downtown day and night and who will walk to transit rather than driving to work. Residents who drive to work typically do their shopping out of the City. Residents who ride transit do not have the option to stop at car-oriented retail centers when going to and from work.

Prime opportunity sites in the TOD (Transit Oriented Development) District, at the intersection of Citrus Fair Drive and Cloverdale Boulevard provide the best short-term opportunity for high-density residential uses that will support the Cloverdale Station and Downtown. They also provide opportunity for destination uses that can provide jobs and services for uses that cannot find appropriate locations downtown.

The Downtown Core and Downtown Support zoning provide opportunities for housing and office use. Both uses add to the daytime and nighttime customer base. Also, the provisions for O-R zoning surrounding the downtown will preserve existing close-in housing, which already provides a strong pedestrian base.



Exhibit 1.9. Close-in Housing

The City of Cloverdale Housing Program is oriented toward meeting Transit Oriented Development Goals. The Policies and Funding sources are identified in the implementation section of the approved City of Cloverdale Housing Element.

The City has three sites within ½ mile of the Cloverdale Train Depot, which are identified for construction of approximately 118 affordable housing units. Cherry Creek Village and the Thyme Square mixed-use sites were purchased by the City for the development of affordable housing. The City is discussing master planning efforts with the Citrus Fair regarding the third potential site. The city anticipates 761 new residential units will be developed within the plan area over the next 20 years. Approximately 215 units will be available to low and moderate income households via City financial assistance or the Inclusionary Housing Program.

There are currently three existing affordable housing communities (100 units total) located within the ½-mile radius. The City invested funds in one community for the rehabilitation and extension of deed restrictions and is encouraging the rehabilitation and extension of affordability requirements for the other two communities. The City Housing Programs are implemented with three local funding sources; Redevelopment set aside funds, Inclusionary Housing In-lieu funds and the Inclusionary Housing Program. Local funds are leveraged with Federal and State Housing funds. More detail on funding sources is provided in Appendix item # 12, Matrix of Funding Sources. The City maintains a five-year forecast for the Affordable Housing Program, which links the established policies and funding sources with proposed projects. The work program is outlined in detail in Appendix item # 13 City of Cloverdale Housing Policies and Implementation Plan.

e) Strengthen the downtown as the Heart of the City by fostering a strong core of business, entertainment, civic, housing, and employment generators

The Station Area/Downtown Plan is specifically designed to keep existing anchor businesses and public uses, and to assure that future development is designed to support core businesses. The Plan's northern anchor anticipates existing and expanded civic uses, which generate pedestrian activity in the downtown.

The primary strength of a pedestrian-oriented downtown is that the downtown contains a variety of activities and services which are more diverse than can be provided in any other part of the City. This includes small first floor retail with frequent shop windows, upper story residential and office uses to provide services to residents and a customer base for first floor retail, close-in residential to provide customers within walking distance, lodging, arts and entertainment, and public/quasi-public services to provide a broad and exciting experience for anyone visiting the downtown.

The Cloverdale downtown streetscape improvements, installed 2002 and 2009, have created an attractive pedestrian environment. Families stroll along the well designed sidewalks, even when no businesses are open, so the stage is set to bring in more pedestrian oriented, activity generating businesses to an existing pedestrian oriented environment.

Customers will typically walk greater distances if they expect to spend longer time at a destination. An anecdotal rule of thumb is that pedestrians will walk one block for each hour spent in the downtown, with a typical maximum of 3-4 blocks for a four hour stay. Therefore, the goal of the Downtown Plan is to create a physical setting to support longer visits.

The key to a pedestrian downtown is a compact retail core with multiple destinations, so that customers can park once, arrive by transit, or walk from neighboring residential areas and fulfill a variety of shopping, service, and entertainment needs in a single visit. This will work if destinations are close together and if the pedestrian experience walking between destinations is enjoyable.



“Before” Streetscape Improvements



“After ” Streetscape Improvements



An Attractive Pedestrian Environment



“After” Streetscape Improvements

Exhibit 1.10. Cloverdale Blvd.: Before & After Streetscape Improvements

In order to keep destinations close together, the Downtown Plan emphasizes a compact retail core, from Second Street to Citrus Fair Drive. The areas surrounding this compact core will emphasize downtown support activities, but not necessarily the building forms needed for pedestrian shopping.

In order to make walking between destinations enjoyable, the pedestrian core emphasizes frequent shop fronts, recessed entrance doorways, display windows which provide interesting change of view when walking at pedestrian speeds, and signs for pedestrian information on the first floor. The Plan prohibits the first floor building forms and uses which discourage pedestrians, parking, between the back of sidewalk and building frontage, parking which requires a curb cut across a pedestrian sidewalk, opaque building frontages, long frontages with the same use, and very low traffic uses.



Exhibit 1.11. Existing buildings, examples that can house downtown support services

Continuous shopfronts with frequent business entrances (diagram at right), display windows, and attractive signage are critical to active pedestrian-friendly shopping environments. Below are examples of frequent shopfronts (left) and an existing Cloverdale Blvd. Shopfront (right).



Exhibit 1.12. Creating Active Pedestrian Environments

f) **Provide a north and south anchor to the downtown core**

The plan encourages anchor uses to the north and south of the downtown core. These uses are encouraged in the core itself, but may be located adjacent to the core if property is not available within the core. The purpose of the anchor uses will be to create a boundary to the downtown, to attract a high volume of customers or visitors and set a quality design standard. The anchor buildings will help shape the intervening downtown spaces into good places that can be remembered, where people are comfortable walking by and also using downtown buildings.

One of the anchor uses will be a civic center with city hall and associated public service uses, which bring many residents and customers downtown. The civic center could be located north or south, but the preferred location would be to the north with a civic center and the plaza as a location because it is the current city hall location. The northern anchor site is also a strong boundary to the downtown and also provides a transition point to other downtown-support activities such as the Performing Arts Center and the History Center.

The second anchor use would generate large numbers of customers or visitors on a daily basis, who will then continue to downtown shops. The design of the south anchor should be an inspiration for good design throughout the downtown. A necessary part of the anchor would be a grand entrance to Cloverdale Boulevard which firmly establishes a southern limit to the downtown.

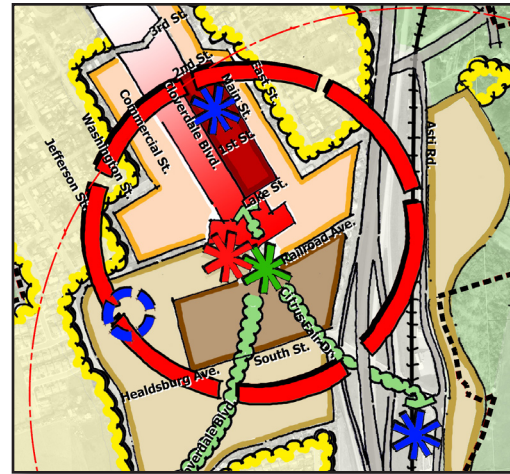


Exhibit 1.13. Revitalization Strategy: Anchor the north and south ends of the Downtown Core (asterisks)



Exhibit 1.14. Downtown Civic Center Anchor

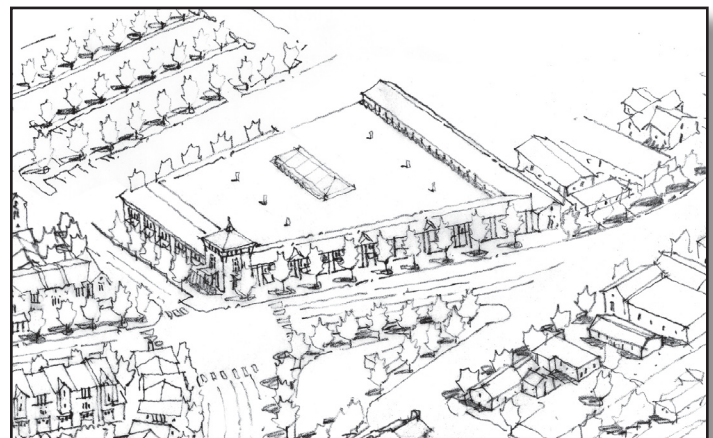


Exhibit 1.15. Potential Envisioned Downtown Core Anchor at Cloverdale Blvd. and Citrus Fair Dr.

- g) **Create a strong transportation network to connect the downtown and the community to the SMART train depot and to improve community access to the downtown.**

Physical limitations do not currently allow transit supporting development in more than half of the lands close to the depot. (land directly east of the depot). The Plan proposes specific ways to encourage pedestrians and bicyclists access within and just outside a ring of a half-mile radius. The plan supports attractive and enjoyable ideas that provide full-city access to the Cloverdale Depot and Downtown.

The first step is to further explore a pedestrian opening in the sound wall between Tarman Tract and Citrus Fair Drive. The walk from Tarman to the Cloverdale Depot will then be direct and straightforward, rather than requiring residents to go to Cloverdale

Boulevard and then retracing much of that same trip on Citrus Fair Drive. The Tarman “Hole in the Wall” will add 320 households (nearly 900 residents) with direct access to the station, even though some are outside a half mile radius.

The second major step is to create a Cloverdale Greenway - a linear park utilizing one half of the Citrus Fair freeway undercrossing as a pedestrian and bicycle park to encourage walking between the Downtown and the Cloverdale Station. The Greenway will be a strong and attractive reminder that the Station can be conveniently and safely accessed by foot or bicycle. It will also be a way to extend the pedestrian access envelope along the beautified downtown street frontages to the residential areas surrounding downtown, even though some of those are outside the half-mile radius.

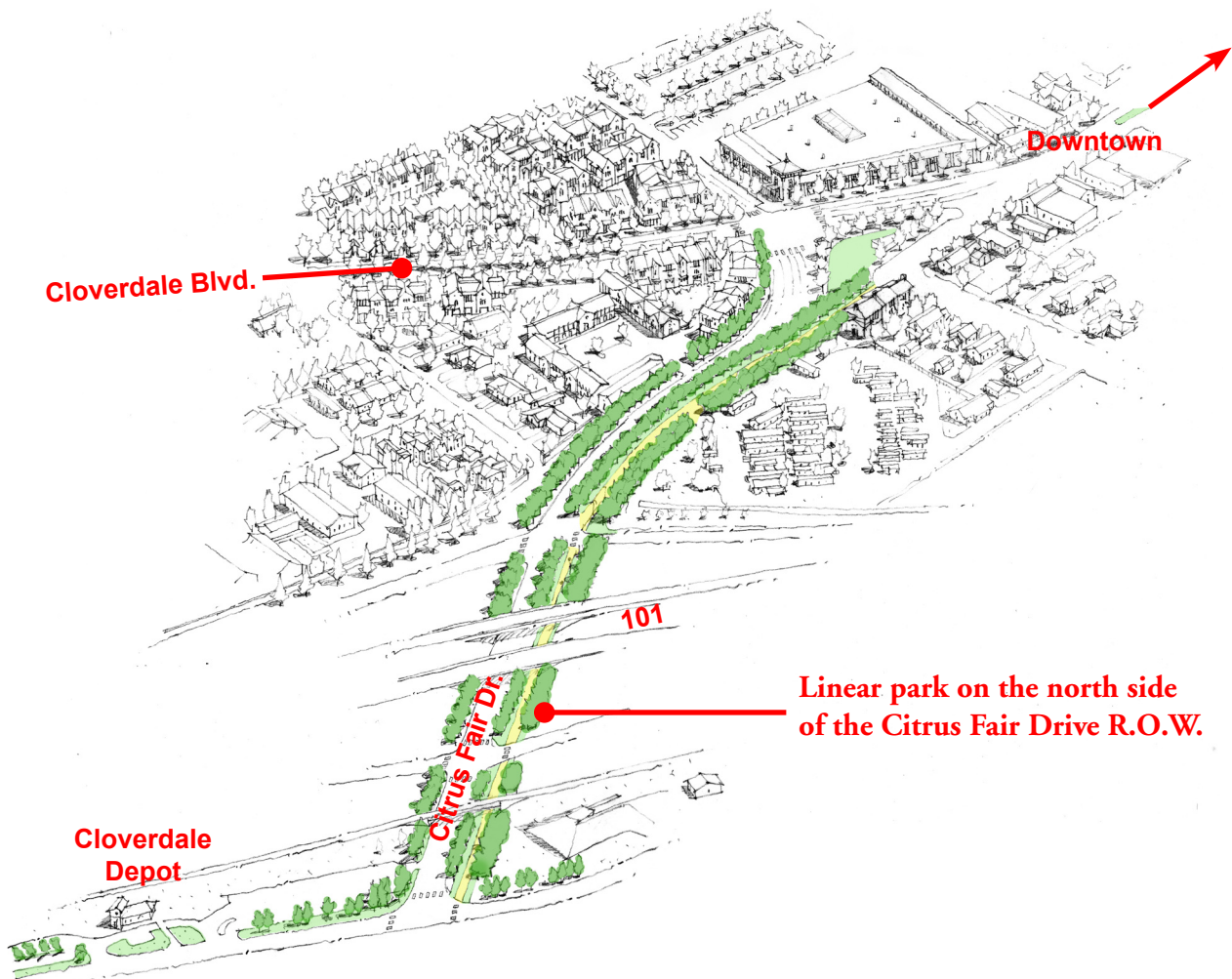


Exhibit 1.16. Cloverdale Greenway: An attractive, safe and convenient connection between Downtown and Cloverdale Depot

A final major step will be to focus the Cloverdale Shuttle links on the Downtown and Cloverdale Depot and to require outlying residential developments and visitor attractions to support a single transit net. Within the limits of funding, transit service should interface with SMART train stops, so that residents and visitors can reach Cloverdale destinations without use of a car. If possible, Cloverdale Shuttle buses should be distinctive, so that the bus ride can be enjoyable, rather than the least desirable part of the journey. Developments to the north and south of existing City limits and major visitor destinations should fund bus service from their developments to Downtown and the Cloverdale Depot and should also augment the existing in-city bus service. Proprietary bus service, with buses only for customers of a development or destination, is discouraged in favor of citywide bus service.

h) Utilize Modified form-based zoning and development standards to create an investment friendly planning environment

Downtowns are unique urban environments because they contain such a wide variety of opportunities and land uses. This variety can be a magnet for customers, new businesses, and new construction if managed properly. It can also be a deterrent because of the potential that a neighboring business or building might be changed to inappropriate design or use. The Plan proposes modified form-based zoning which would develop predictable physical form and predictable land use approvals.

Form based design standards assure fast and predictable city processing and approval, because the design priorities are already identified, and most new business uses will be permitted if they support the pedestrian oriented land use policies.

The Station Area/Downtown Plan Economic Report indicates that new private investment in commercial uses will be limited unless that development is supported by public/private partnerships and investment in higher density housing is supported by public/private funding.

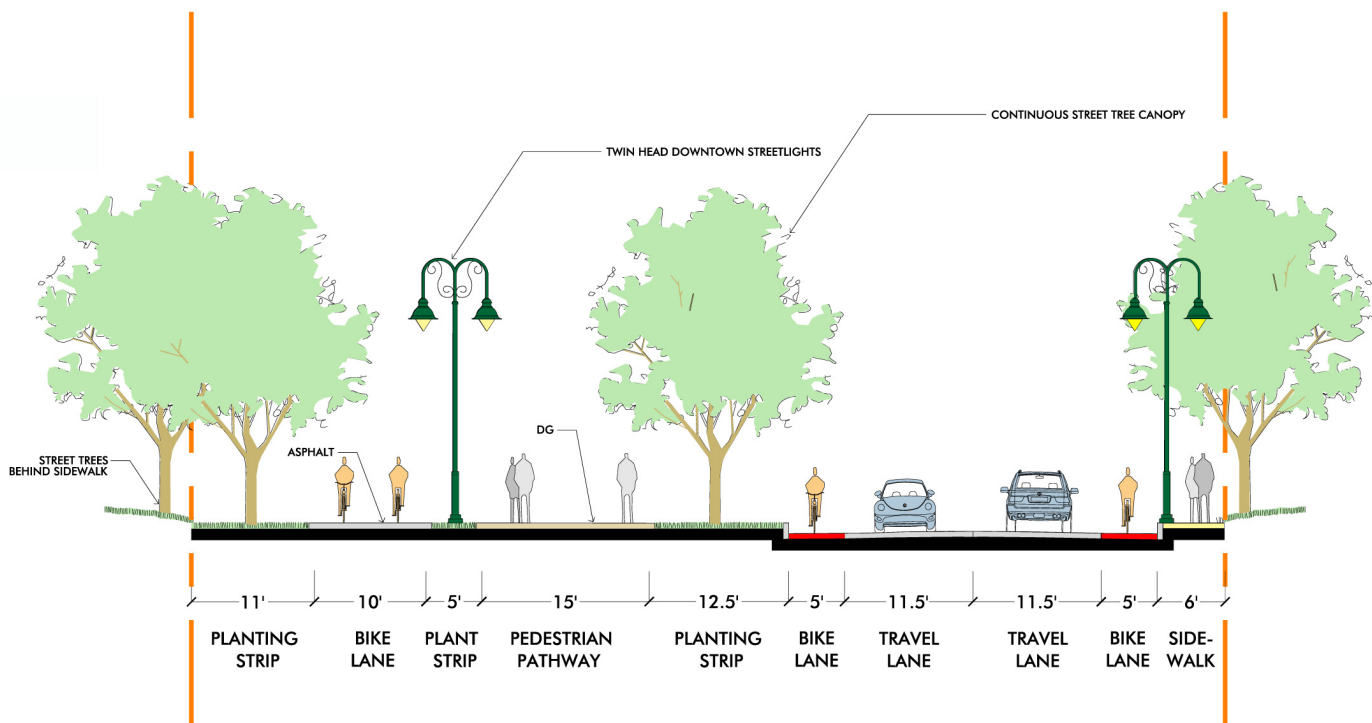


Exhibit 1.17. Conceptual “Cloverdale Greenway” design

- i) **Maintain and improve the design of the built environment. Improve the appearance of entries and approaches to the downtown and the community. Maintain attractive highway frontages, well designed streetscapes and sidewalks. Provide signage to attract visitors.**

The Cloverdale built environment reflects a long-standing commitment to good design, encouragement of up to date business, and removal of obsolete land use patterns. The most striking example of that commitment is the fifteen-year improvement program for Cloverdale Boulevard after the 101 freeway bypass was built. Highway oriented strip commercial zoning and uses were changed along the entire length of the Boulevard, and the Cloverdale Boulevard beautification project changed the downtown from a four-lane automobile boulevard into a traffic calmed street which favors pedestrians and pedestrian-oriented businesses.

The Station Area/Downtown Plan will continue that commitment to a city that maintains its small-town character, but is also responsive to the changing standards of design, economic development, and land use.

The Plan proposes freeway signage that will direct visitors traveling to the Mendocino Coast to exit at downtown/Citrus Fair, rather than using the north Cloverdale freeway exit. Signage should identify the exit as a way to reach the Mendocino Coast, rather than to reach Highway 128, so that only visitor traffic will enter the downtown. The Citrus Fair/Downtown route is shorter than the north exit, and gives visitors the option of stopping in downtown to eat or as a break prior to the long drive to the Coast.

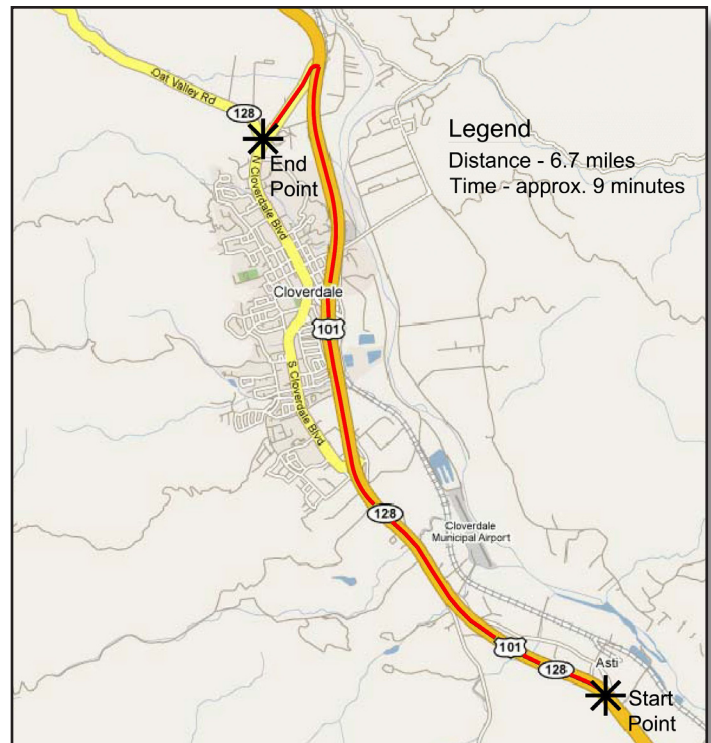


Exhibit 1.18. Existing Freeway Signage: Mendocino Coast Travelers Bypasses Cloverdale

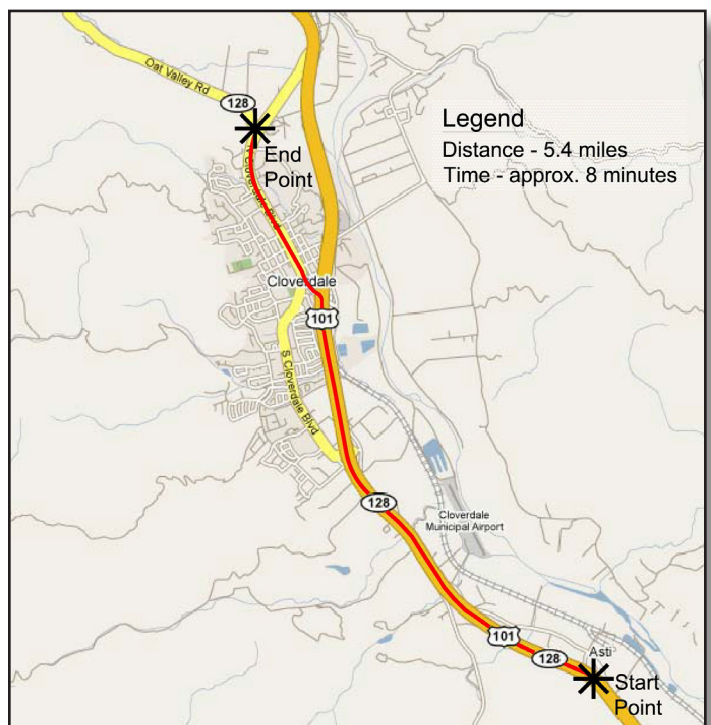


Exhibit 1.19. Proposed Freeway Signage: Direct Mendocino Coast Travelers to Downtown Cloverdale

j) Utilize core area shared parking and parking standards to encourage pedestrian and bicycle access to the Cloverdale Depot and which encourage walking.

The Station Area/Downtown Plan Transportation Management Study (Appendix 3) notes that the City of Cloverdale does not have the traffic or parking congestion found in other station areas. It outlines parking techniques that reduce or eliminate required parking, with the anticipation that passenger rail, walking, frequent local transit, and various charges for parking or subsidy from employers will reduce the number of spaces needed. Cloverdale does not have any of those prerequisites, particularly transit with a frequency that would substitute for automobile ownership or large employers that can provide parking cash out and alternate rides. Therefore, the Station Area/Downtown Plan continues to rely on required parking as a basic requirement.

Nevertheless, the City's downtown parking requirements have used shared parking standards to encourage parking once to access multiple destinations, twenty-four hour occupancy of spaces for uses that have different parking peaks, retention of close-in residential, and reduction of the number of parking spaces in the downtown while still meeting parking needs. That program is continued as a part of the Station Area/Downtown Plan, and a modification of that standard is extended to the Transit Oriented Development area, where parking can be shared if there are different time demands for parking spaces.

The Station Area/Downtown Plan does recommend a unified Cloverdale Bus service, with operational support from development outside the core and from visitor uses. That service could set the stage for revised parking standards in the future, particularly if the Cloverdale bus service can be made a free service based on operational support.

k) Land uses east of the Depot

As noted, the Cloverdale Depot is separated from the developed part of the City, and most of the lands adjacent to the Depot are undevelopable for transit oriented use because of existing industrial development, wastewater plant proximity, and floodplains. The TOD zone is extended to a small property across the street from the Depot. The Cloverdale General Plan recommends that the Asti road frontage be calmed and beautified, with bike/pedestrian lanes, street trees, and narrow roadway, so that it will be an attractive bike and pedestrian access way to the Depot. The General Plan also has several alternate pedestrian/bikeways that will link the Depot to the Russian River, encouraging recreational use of the SMART train. The City should continue to monitor this area and be prepared to amend the Station Area/Downtown Plan if some major change occurs, such as discontinuation of the industrial uses and resolution of flood plain issues.

3 Anticipated Plan Buildout

The Station Area Downtown Plan is the result of a community based vision for the Station Area and Downtown of the City of Cloverdale. Centered on a proposed Sonoma Marin Area Rail Transit (SMART) station site, the Plan defined the framework for future development in the Plan Area. The plan vision is to the year 2030.

The Specific Plan assumes that up to 761 dwelling units, 220,000 square feet of office and institutional uses, and 120,000 square feet of retail uses could be developed over the next twenty years. The potential for developing in the Plan Area was calculated by applying development density prototypes to opportunity sites within the Plan Area and considering market projections. The figures were used to analyze the impacts on infrastructure , by applying development density prototypes.

The actual development may vary from these assumptions. The Plan recognized that some opportunity sites may not develop as anticipated and that the other sites east of the depot may develop. This development program is meant to represent the potential for development under assumed conditions and to provide a framework for growth in the Specific Plan Area.

4 Land Use Strategy

The proposed land use action was based on a combination of factors, including the market analysis, land use directions from the 2009 General Plan, recent project proposals that were stopped because of the economic downturn, and identification of short term and long term opportunity sites. An overriding concern was to maintain a livable and walkable downtown and walkable relationship to the transit station. In order to accomplish this, the plan proposes conservation of existing residential areas around the downtown, and zoning was changed from commercial to office residential or from office residential to residential. Those actions defined the lands that would become available for new or changed uses in the Plan. Those lands available for new or changed use were evaluated under three criteria - (a) the market analysis which identified economic potential for new uses, (b) creation of a compact and walkable downtown, and (c) identification of opportunity sites for future development.

The market analysis did not indicate present or future market strength for residential, commercial, office, or visitor uses. It was particularly discouraging for high-density residential use, which is typically the most desired use in a station area plan. The market analysis essentially said that the City should encourage public/private partnerships and innovative niche markets, rather than the standard economic model. In essence, the Plan must be flexible enough to respond to new opportunities, rather than prescribe land uses that have little current or future market support. The primary opportunity area is the City-owned property and the Citrus Fair property at the southwest and northwest corners of Citrus Fair Drive and Cloverdale Boulevard. Those properties are primarily zoned TOD, for high density residential and mixed use development, but also allow for a catalyst project that could respond to innovative and niche opportunities, in addition to the high density residential with City financial support.

The walkable downtown portion of the plan responds to 2009 General Plan policies in two ways. First is to reduce the amount of land available for core downtown uses, so that the pedestrian oriented uses are truly within walking distance of each other, rather than spread out along Cloverdale Boulevard at distances that do not encourage walking. Second, the walkable downtown is supported by form-based zoning which requires a typical downtown storefront within the Downtown Core zoning.

Finally, the plan identifies three major opportunity sites and a series of smaller sites. The three largest sites are the City-owned property and the Citrus Fair sites and an older trailer park on the north side of Citrus Fair Drive. The city-owned site is seen as the most likely property for a catalyst project, with a mix of commercial, office, public, and high-density residential uses as likely land uses. That could be continued to the Citrus Fair site if the Citrus Fair moves at a later date. Finally, the mobile home site could be seen as a long-range opportunity for higher density housing, with very good access to the rail station. The plan identifies the existing City Hall site as a northern opportunity site, which would probably be a public use site. Smaller vacant properties, mostly along Cloverdale Boulevard, are proscriptively zoned, with pedestrian or other commercial on the first floor and opportunities for residential and office above the first floor.

The alternatives analysis for the Station Area Plan area was primarily done with the 2009 General Plan, with one major exception. The southern opportunity area (city owned and Citrus Fair) was changed from General Commercial to TOD Transit Oriented Development. The goal of this change was to provide an area for residential, office, and public uses that will provide customers for downtown and riders for the passenger rail station. As noted above, this is also the most likely site for a catalyst project to support the same goals. Given the market uncertainty identified in the market study, the Plan looks to create its own market strength, rather than responding to already strong land use markets. Land use alternatives were difficult to consider, so the plan worked from desired goals, to provide land uses which support the downtown and passenger rail, to provide a land use framework for a compact pedestrian-oriented downtown, to preserve existing walkable residential framework which supports the downtown, and to use the General Plan Growth Management Program to encourage concentrating housing in the City core.



BOOK II: DEVELOPMENT REGULATIONS

The following sections identify the location and purpose of each proposed Station Area/Downtown Plan zoning district as well as the design standards (basics of form based development) that will be applied to each of those districts. Applicable land use regulations and site development standards from the Zoning Ordinance are included in appendix 8.

Development and improvements in the Plan Area are also subject to the provisions of the General Plan, Zoning Code and Design Guidelines. Other polices addressing transportation, public services, utilities, and other implementation can be found in later chapters of this Plan. Other polices to ensure no adverse environmental impacts for air quality, biological resources, cultural resources, geology and soils, hazardous materials hydrology and noise can be found in the Station Area/Downtown Plan EIR.

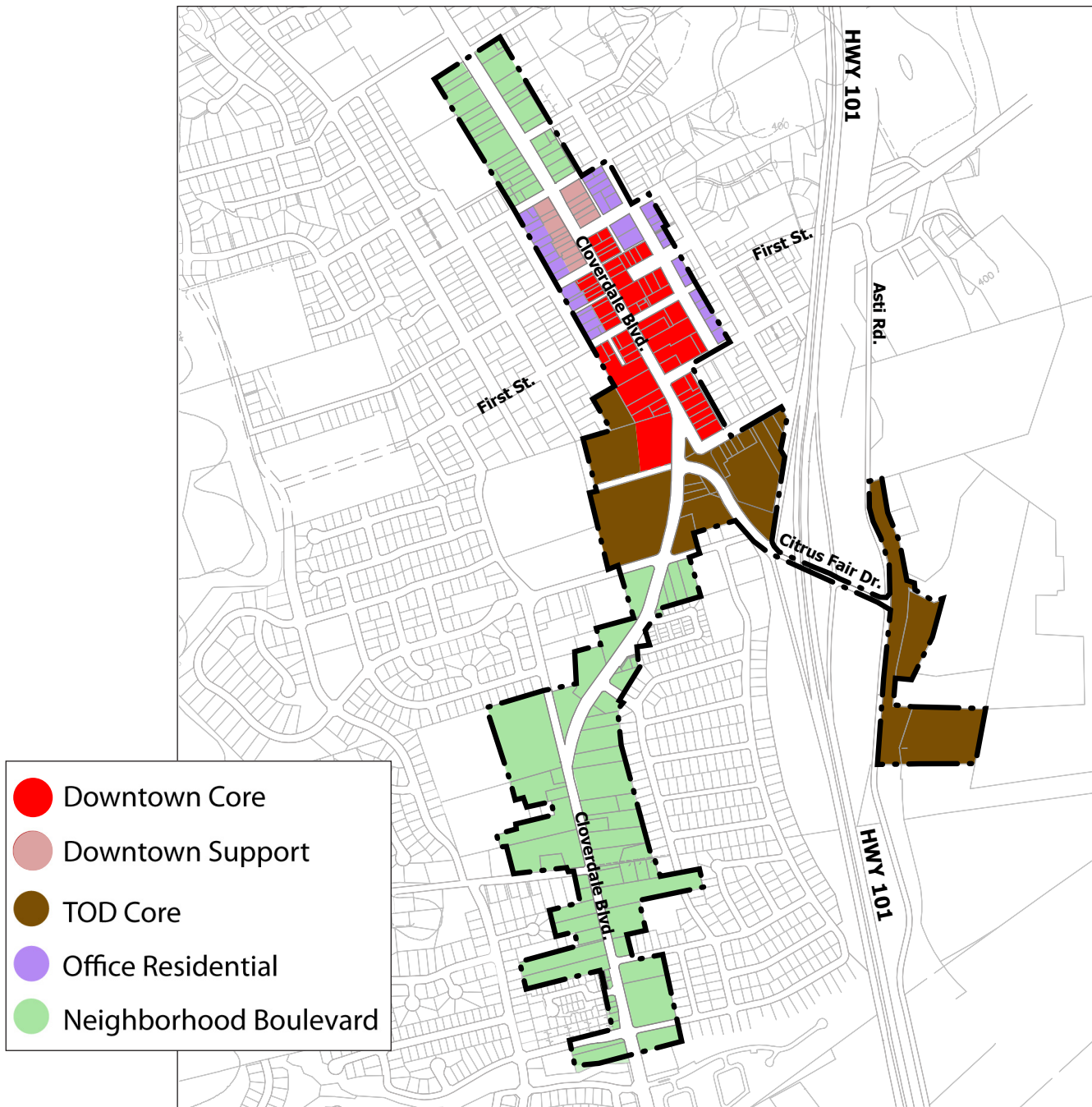
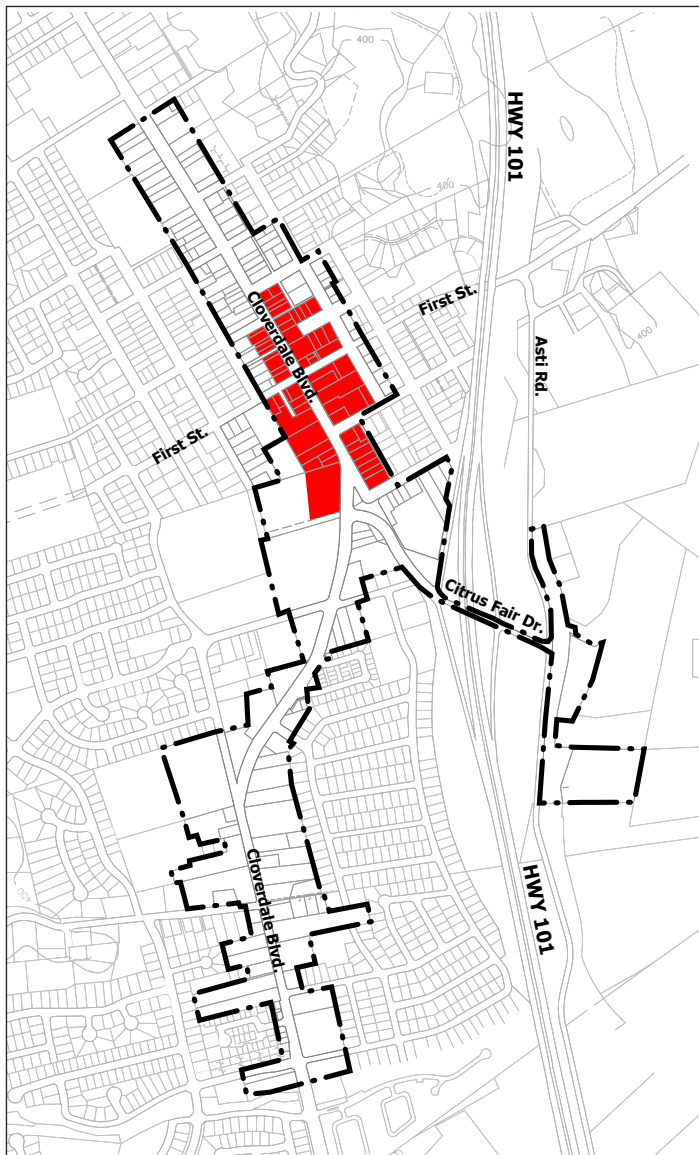


Exhibit 2.1. Station Area Plan District Structure

i) Downtown Core (DTC) District



(1) Purpose of the DTC District

- (a) The purpose of the Downtown Core (DTC) District is to provide for downtown commercial, cultural and office-related uses which recognize and are compatible with the historical, small town nature of the downtown area. Residential uses are allowed if sited on the second story or behind a commercial building. The district is established in order to reinforce the image of the downtown as the “heart” of Cloverdale and as a public gathering place; provide for a broad range of pedestrian-oriented commercial, office, institutional, cultural, and public uses; maximize the efficiency of the City’s downtown district by limiting or prohibiting uses that break the continuity of commercial frontage or are incompatible with an attractive pedestrian shopping area; and promote special architecture and streetscape design which strive to achieve the adopted downtown design elements.

(2) DTC District Design Standards

- The intent of the DTC District is to encourage retail storefront design at the street level, so that pedestrian oriented retail uses and similar activity generating uses can locate in the DTC District without the need for a storefront redesign.
- The design model for the DTC District is buildings with 2-3 story height, with the first floor designed for pedestrian oriented retail and activity generating uses and upper stories available for residential, office, or commercial use. Upper floors will generally be differentiated from first floor designs.
- The first floor pedestrian oriented retail design is required, even if the proposed use is non-retail.
- The street and sidewalk design standard for the DTC District is the new Cloverdale Boulevard improvements on Cloverdale Boulevard and the new First Street improvements on First Street.

- Building street frontages shall be pedestrian oriented design as defined (building faces flush with back of sidewalk, display windows which allow visibility to the interior of the store, recessed store entrances, provision for entrances at less than 25 feet foot intervals).
- Maximum storefront Design Increment (A) = 50 feet. Maximum Articulation Increment (C) = 25 feet. Tenant increment (B) is specified in land use provisions.
- There shall be 3' of unobstructed view through first floor storefront windows.
- All entrances shall be inset or recessed so that doors can open without encroaching into the sidewalk right of way.
- Buildings should be designed for pedestrian-oriented retail use at the sidewalk level. First Floor windows shall occupy at least 70% of the first floor street front elevation. Storefront window glazing shall not extend to the ground by maintaining a minimum 1.5 foot sill height. The resulting wall at the base of storefront windows should not exceed 3 feet.

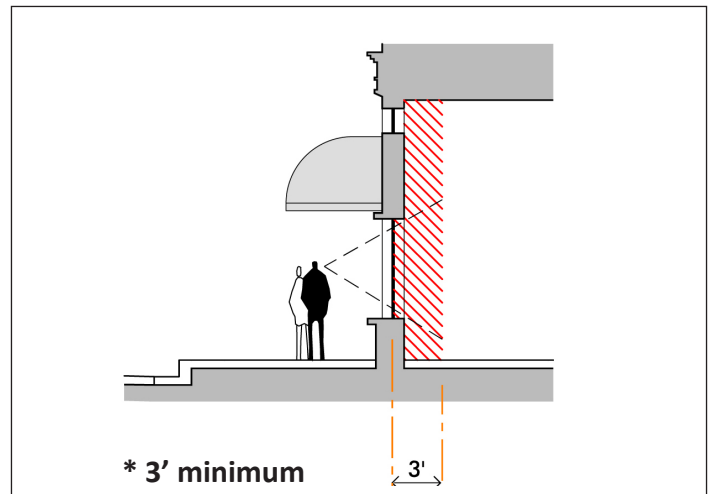


Exhibit 2.2. Unobstructed View Zone

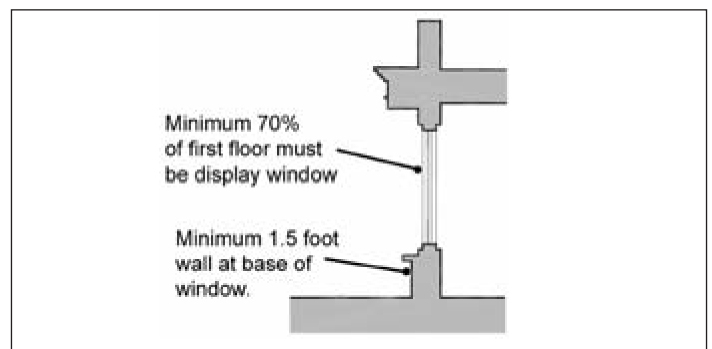


Exhibit 2.3. Pedestrian Oriented Shopfront Glazing Requirement

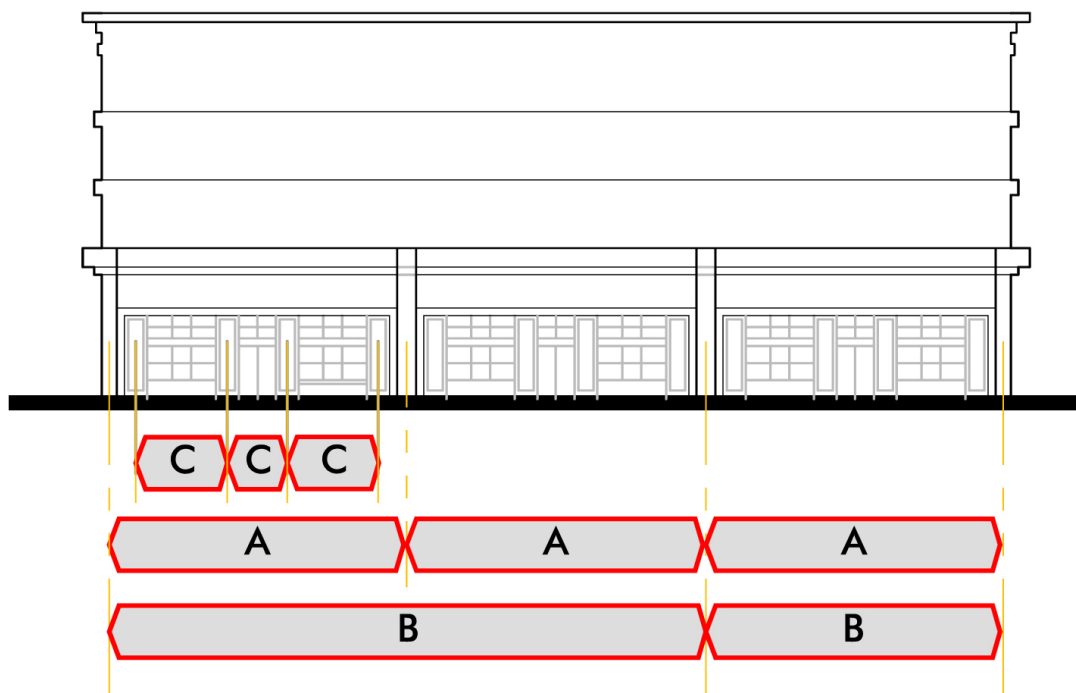
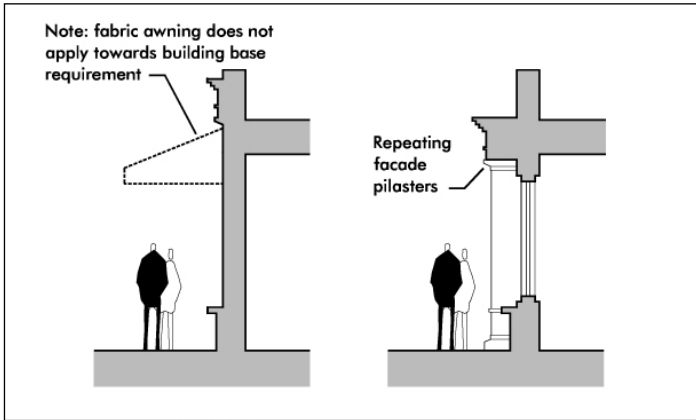
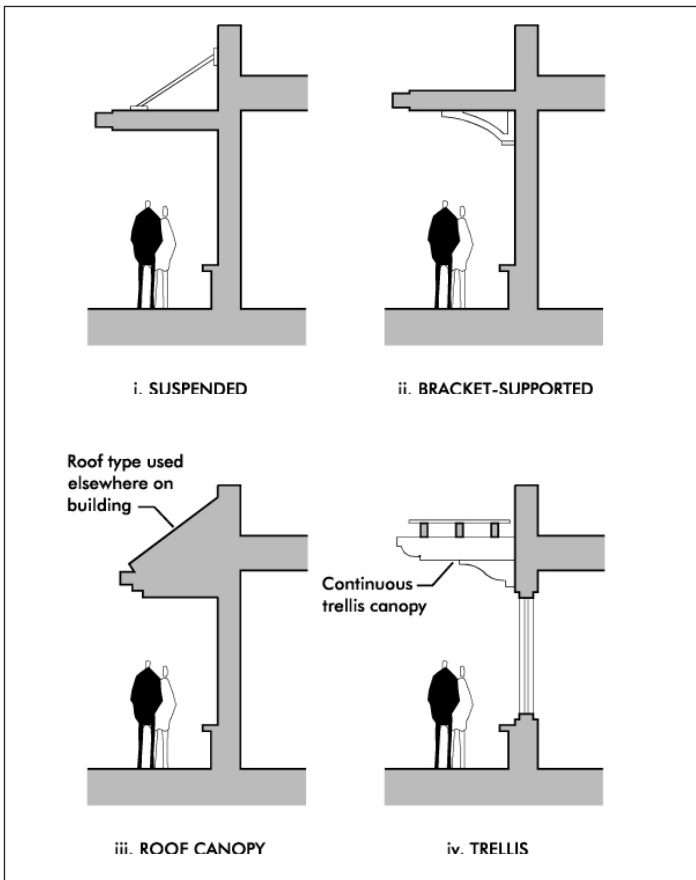


Exhibit 2.4. Storefront Increments

- A structural articulation element (e.g., an intermediate cornice or canopy) is required between the first and second floor. A fabric awning does not satisfy this requirement.



Cornices



Canopies

Exhibit 2.5. Examples of Base Articulation Elements

- A visible building cap is required at the top of each building wall, except where prohibited by fire codes.

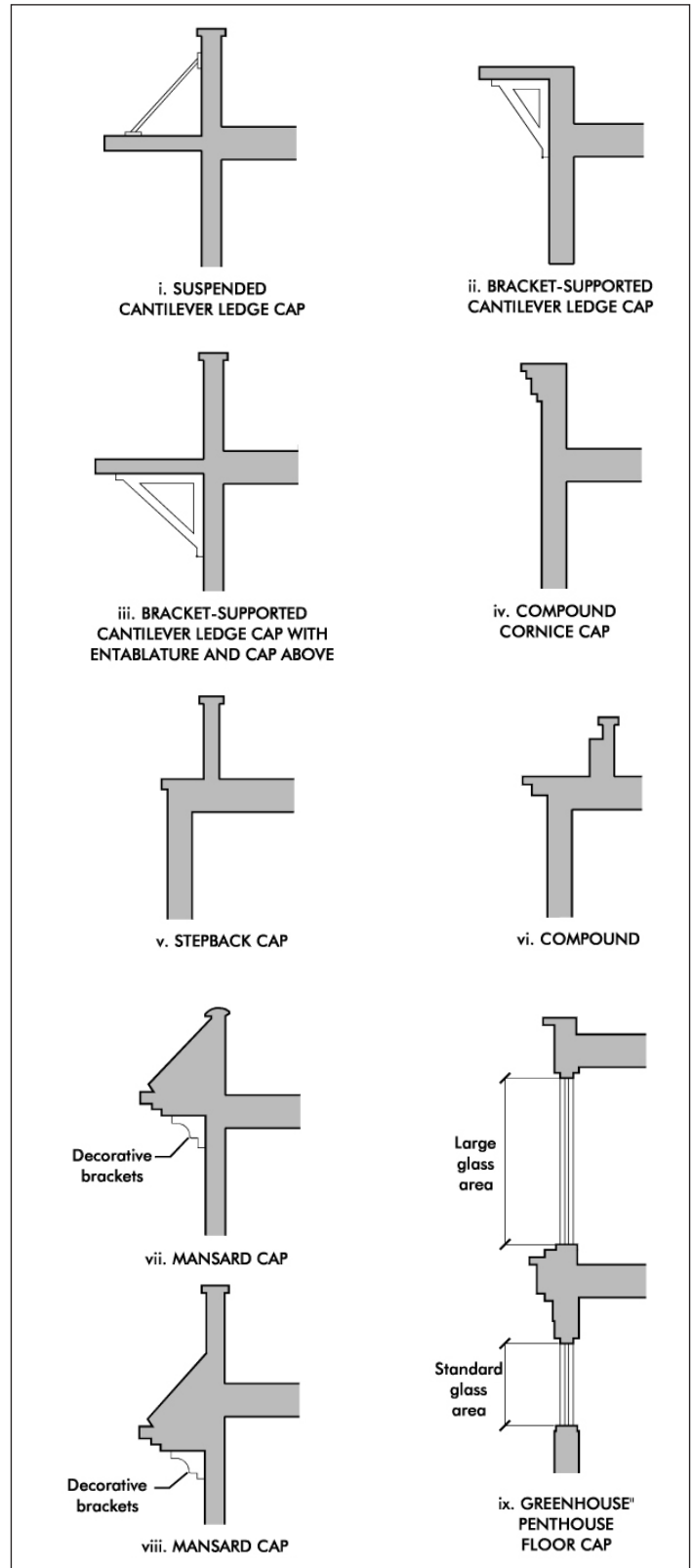


Exhibit 2.6. Examples of Building Cap Articulation Elements

- All four sides of a building shall be designed with equivalent architectural elements as the building front, unless the elevations are not visible (e.g., flush with an adjoining building).
- A distinctive corner treatment may be used to emphasize the corner of a building in special locations such as gateways and other places of significance. This treatment differentiates the corner of the building primarily through vertical massing and through articulation with elements such as a corner tower, façade projections/recessions, balconies, roof articulation, and changing repetitive façade elements.
- In general, windows shall be recessed into the wall plane four inches or more.
- Residential balconies shall not face a street frontage or be visible from public streets or walkways.
- Chain link fencing is not allowed in the DTC District.
- Historic design standards apply in the DTC District.

(3) DTC Land Use Regulations and Site Development Standards

- (a) See Section 18.05.030 and Section 18.05.040 of the Zoning Ordinance (included in Appendix 8).

(4) Sign Provisions

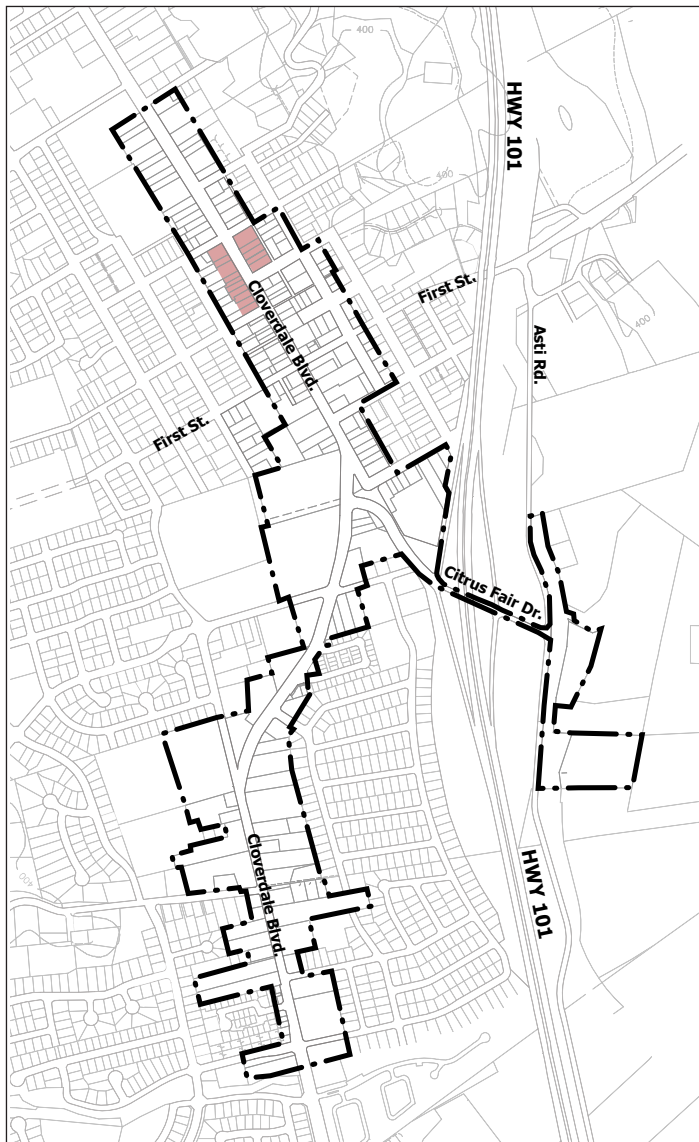
- (a) See Section 18.10 of the Zoning Ordinance
- (b) Downtown Pedestrian Sign Program: in addition to commercial signs regulations in the Zoning Ordinance, any pedestrian oriented business in the DTC zoning district may have the following additional signs subject to approval of a sign permit:
- (i) One or more projecting signs with a maximum area of 6 square feet and minimum of 25 feet between signs. Projecting signs shall be oriented toward pedestrians, not automobiles, with a minimum clearance of seven feet if above a public walkway.

- (ii) "A" frame signs are allowed provided the sign's faces are designed as sign art, are made of wood, and there is a minimum eight feet clear space for pedestrians on Cloverdale Boulevard and five feet clear space on other streets. Maximum size for "A" frame signs is eight square feet. The intent of "A" frame signs is pedestrian signage, not automobile signage, and approved sign locations will typically be adjacent to buildings and not adjacent to a street. An "A" frame sign is not permissible for a use that does not have conventional signage identifying the business or use. An encroachment permit, including insurance naming the City as co-insured, shall be obtained for "A" frame signs. The encroachment permit shall show the location of the signs or displays and shall be renewed annually.

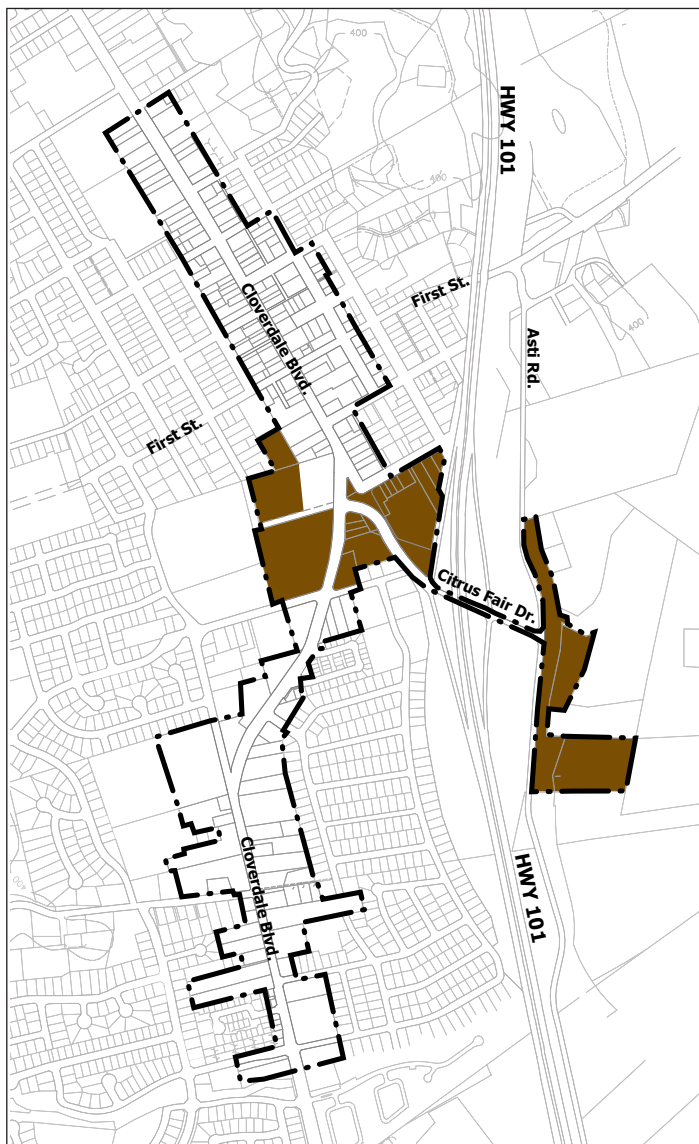
(5) Parking Provisions

- (a) See Table 18.09.050-A and Section 18.09.060 of the Zoning Ordinance for parking provisions including regulations encouraging shared parking for mixed-use development (included in Appendix 7).

ii) Downtown Support (DTS) District



- (1) Purpose of the DTS District
 - (a) The purpose of the Downtown Support District is to encourage land uses that support the Downtown Core by providing a wide range of uses that provide customers for the pedestrian-oriented retail in the DTC District. Appropriate uses would be offices which provide daytime customers, lodging and residential uses which provide general customer support, and entertainment uses which draw people downtown.
- (2) DTS District Design Standards
 - (a) The design model for the DTS Downtown Support District is to allow flexible design, appropriate to a downtown location, and providing for a wide variety of office, entertainment, residential, lodging, and commercial uses.
 - (b) With the exception of the pedestrian-oriented commercial frontage requirements as outlined in the DTC District Design Standards section above (e.g., display windows and frequent entrances), all standards of the DTC (Downtown Core) District will apply to the DTS District.
- (3) DTS District Land Use Regulations and Site Development Standards
 - (a) See Section 18.05.030 and Section 18.05.040 of the Zoning Ordinance (included in Appendix 8).
- (4) Sign Provisions
 - (a) See Section 18.10 of the Zoning Ordinance
- (5) Parking Provisions
 - (a) See Table 18.09.050-A and Section 18.09.060 of the Zoning Ordinance for parking provisions including regulations encouraging shared parking for mixed-use development (included in Appendix 7).



1,000 500 0 1,000 2,000 Feet

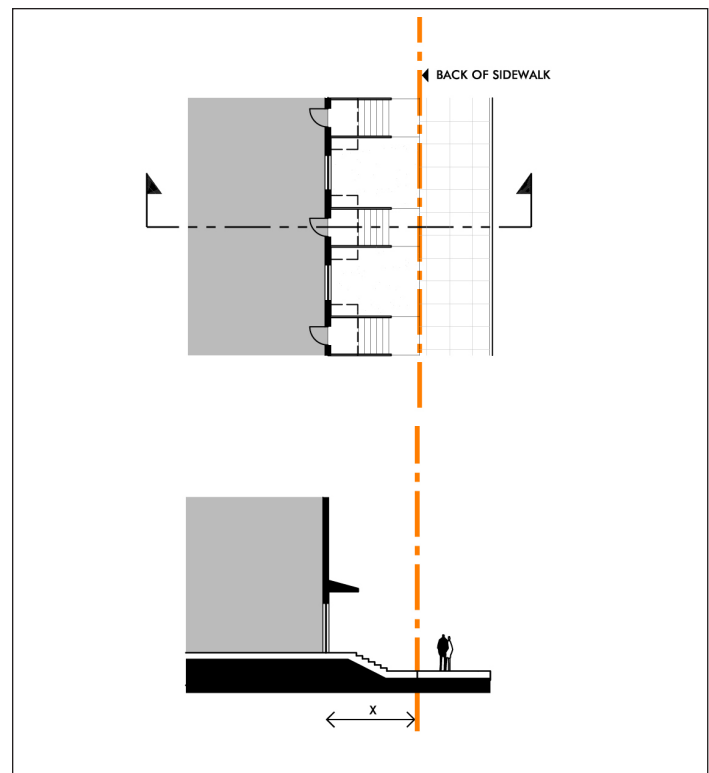
(1) Purpose of the TOD District

- (a) The main purpose of the TOD district is to provide high-density residential development to provide riders for the SMART passenger rail station and employees and customers to support the downtown pedestrian oriented retail core. Secondary purpose of the district would be to allow public or office uses with high employment densities, to provide an employment destination for passenger rail and a source of customers to support the downtown pedestrian retail. Associated uses that provide non-retail services to residents are also allowed.
- (b) All building designs, except public or hospital use, should have a residential design and should face the street, even if the primary use is non-residential.

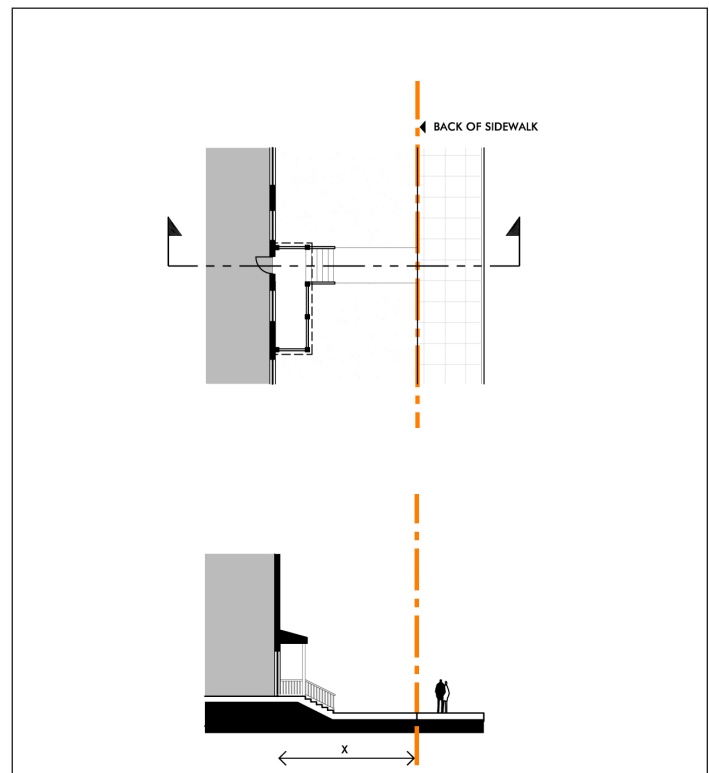
(2) TOD District Design Standards

- The design model for the TOD core is buildings with front entrances facing a street and with parking to the rear. The goal is to create a walkable neighborhood to encourage walking between buildings, to the downtown, to public transit, and to the passenger rail station. In general, the buildings will have the appearance of row housing or grand single family houses (but with multiple living or working spaces). The space in the residential appearing buildings may be used for live-work, office, lodging, or limited commercial and small scale public use as well as residential use. Large-scale public uses may use an alternate design, appropriate to public purposes but also complementing the residential design model.

- Front access to individual units shall be by a stoop or porch. Access to public buildings shall create a distinctive entrance feature that welcomes the public into the building. Entrances shall not be flat against the building front without a substantial architectural feature to distinguish the entrance.
 - Streets should be designed in a grid pattern with short blocks to provide safe walking and bike circulation. Street frontages should have comfortable sidewalks, trees in planter strips or tree grates, and pedestrian-scale street lights.
 - Buildings should be located close together and should have architectural variety (windows, materials, projections) on the ground floor to create visual interest to pedestrians.
 - Parking should be to the rear of buildings and not between the public right-of-way and the functional front or side of the building. Private roads that function as through streets are considered as public right-of-way for this purpose.
 - Access driveways should be shared between buildings or facilities to limit the number of curb cuts that would cross public sidewalks and cause conflicts with pedestrians.
 - Shared parking between residential and non-residential use is encouraged.
 - Chain link fencing is not allowed in the TOD District.
- (3) TOD District Land Use Regulations and Site Development Standards
- (a) See Section 18.05.030 and Section 18.05.040 of the Zoning Ordinance (included in Appendix 8).
- (4) Sign Provisions
- (a) See Section 18.10 of the Zoning Ordinance
- (5) Parking Provisions
- (a) See Table 18.09.050-A and Section 18.09.060 of the Zoning Ordinance for parking provisions including regulations encouraging shared parking for mixed-use development (included in Appendix 7).



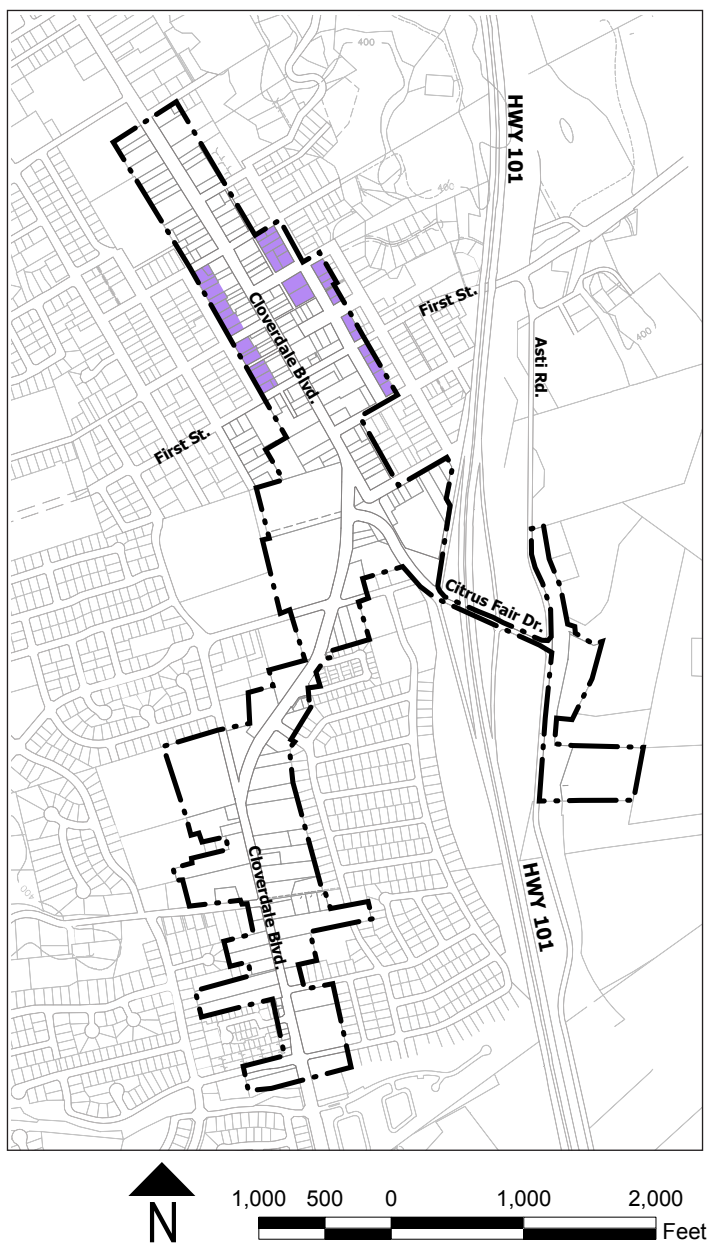
Stoop



Porch

Exhibit 2.7. Example of Stoop and Porch Entry Types

iv) Office-Residential District



(1) Location and Purpose of the Office Residential District

The purpose of the Office/Multi-Family (O-R) District is to provide for a mix of compatible office and residential uses, and to conserve the historic land use and development patterns surrounding the downtown core. The historic patterns are based on older, smaller single family residential buildings with typical single family front yards and parking, with a distinct neighborhood fabric of houses in close walking proximity to the downtown. While the O-R zone allows office uses, the intent is to maintain and conserve a residential neighborhood appearance. To that purpose, a PUD permit

can be granted giving the residential character precedence over parking and other site development standards.

(2) O-R Zone Design Standards

- The design model for the O-R District is to conserve the existing residential style buildings, including design, size, scale, and neighborhood continuity created by existing (pre-2009) single family housing, while allowing both single family and downtown serving office uses to occupy the structures.
- A PUD Permit may be granted with flexible land use, parking, setback, and mixed use standards in order to maintain neighborhood design and character (see PUD Permit standards).
- Preservation of existing residential structural types is preferred to demolition and construction of new buildings. If new construction is proposed, design shall be based entirely on conserving the residential neighborhood design character of the area, including form, color, height, materials, window designs, types of front door access, and yard characteristics of surrounding older houses and buildings. The area between the building and the street shall not be used for parking in new construction.
- Chain link fencing is not allowed in the O-R District.
- Future historic design provisions shall apply in the O-R District.

(3) Office-Residential District Land Use Regulations and Site Development Standards

- (a) See Section 18.05.030 and Section 18.05.040 of the Zoning Ordinance (included in Appendix 8).

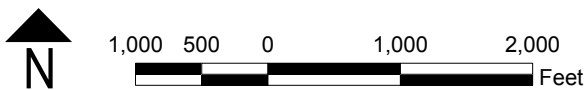
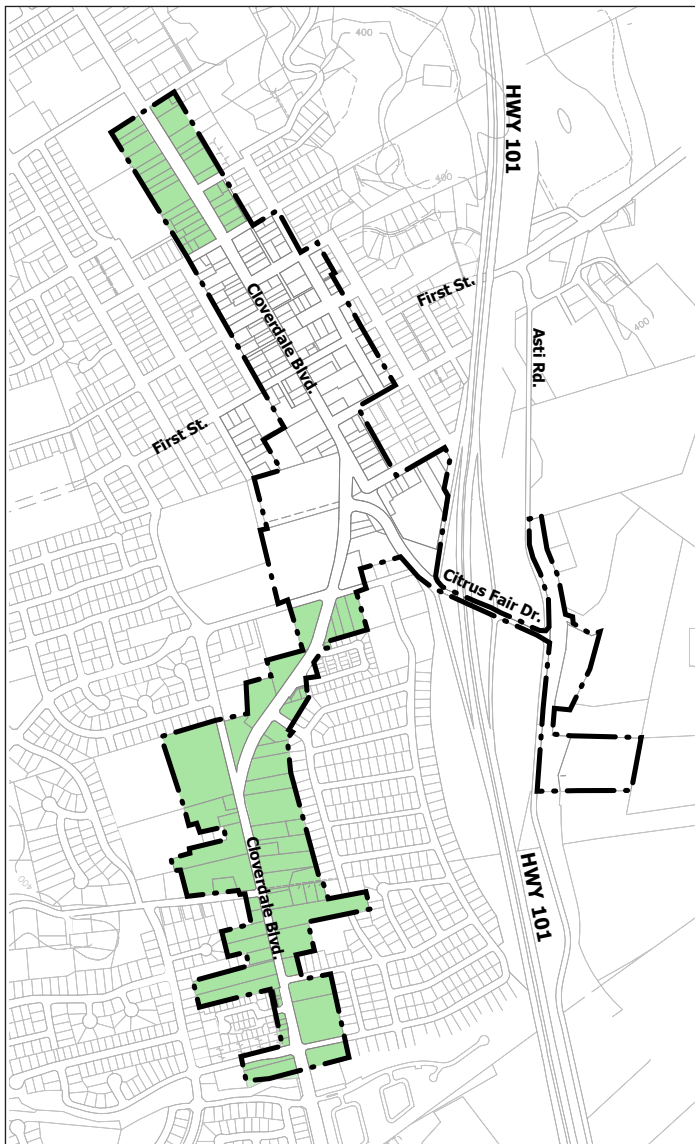
(4) Sign Provisions

- (a) See Section 18.10 of the Zoning Ordinance

(5) Parking Provisions

- (a) See Table 18.09.050-A and Section 18.09.060 of the Zoning Ordinance for parking provisions including regulations encouraging shared parking for mixed-use development (included in Appendix 7).

v) Neighborhood Boulevard Design Review Area



- (1) The Neighborhood Boulevard Design Review Area applies to properties fronting Cloverdale Boulevard to the north and south of the downtown. The purpose of the design review standards is to provide an attractive entrance to the downtown from the north and from the south, so that there is continuity of attractive urban design in the Neighborhood Boulevard Design Review Area.
- (2) Zoning and General Plan amendments required to implement the O-R District. The Zoning Ordinance will be revised to include the design standards. No General Plan amendment is necessary to implement the design review area.
- (3) Neighborhood Boulevard Design Standards.
 - The intent of the Neighborhood Boulevard standards is to provide an attractive and appropriate transition into central Cloverdale.
 - The design model for Cloverdale Boulevard is a tree-lined street where walking and bicycling is encouraged, and pavement for automobile uses is minimized, consistent with General Plan policies.
 - On-street parking is not allowed unless separated from travel lanes by a landscaped island or where existing street configuration allows parking.
 - All land uses shall have front entrances on Cloverdale Boulevard.
 - Parking between Cloverdale Boulevard and the front of the building is not allowed.
 - Site designs shall not allow backing onto Cloverdale Boulevard.
 - Residential, office, lodging uses shall be designed as larger residential buildings (e.g. older houses in the northern Neighborhood Boulevard area).
 - Retail and other commercial uses shall be designed to complement the residential design standard above.
 - Future historic design provisions apply to this area.

BOOK III: IMPLEMENTATION/ REVITALIZATION STRATEGIES

1 Immediate Actions (0-2 year from date of Plan adoption)

- a) Design a project evaluation system that allows the City to review public and economic benefits of City expenditures and to choose those with the greatest economic and public benefit returns.
 - i) Source of funds would generally be redevelopment funds, housing funds, grants, and long-term developer contributions.
 - ii) Benefits would generally be
 - (1) Return on City investment (usually tax increment or general fund tax revenues)
 - (2) Project costs in substantial excess of City support (e.g. total costs 5, 10, or 20+ times the City investment)
 - (3) Job creation (construction jobs, permanent primary employment, permanent secondary employment)
 - (4) housing (either affordable or needed market rate housing)
 - (5) Design excellence (evaluation of the project and the project in neighborhood and citywide context, including façade improvements and digital representation of new construction in the context of the surrounding area.)
 - (6) Ongoing transit improvements (increase frequency and transit of the City Bus to serve the Cloverdale Station)
- b) Revise the General Plan and adopt Zoning Ordinance and Zoning Map amendments to implement the Downtown Core, Downtown Support, Transit Oriented Development, and Office-Residential Zoning Districts and the Neighborhood Boulevard Design Standards.
- c) Adopt General Plan policy to require or encourage visitor uses with shuttles that integrate into the City Bus system.
- d) Adopt the Growth Management Program to implement General Plan and Station Area/Downtown Plan policies that encourage close in growth and to reinforce policies that any large development outside the core provides ongoing support of City Bus service to the Cloverdale Depot.
- e) Integrate Station Area/Downtown Plan projects into the Redevelopment five-year plan.
- f) Refine design concept of the Cloverdale Greenway to identify alignment, costs, and time frame for new construction, including adoption of an alignment for the Citrus Fair Drive/Cloverdale Boulevard intersection and to make changes in the freeway offramps to reduce speed and protect pedestrians at ramp crossings
- g) Develop a program and priorities for public/private partnerships to encourage new retail uses, new commercial uses, new job-creating strategies, and targeted housing priorities for implementing the Station Area/Downtown Plan. Use the program to support grant applications. Targets for the program would be:
 - i) Catalyst Project and/or Housing in the TOD District.
 - ii) Retail or other activity and revenue producing construction or use in the DTC frontage of the Citrus Fair.
 - iii) Encourage pedestrian-oriented retail, activity generating entertainment, small restaurants on the first floor of DTC uses, and residential, office, or lodging uses above the first floor.
 - iv) Work with brokers and real estate professionals to identify market feasibility related to rents, space needs, and type of business that would want to locate in Cloverdale. Develop citywide information, including leakage studies and potential customer support from the Citywide branding study.

- h) Design of economic development programs should include ways to identify and attract niche uses
- i) Develop a signage program to direct visitor traffic from the central Cloverdale exit (Citrus Fair Drive) to access Highway 128 Mendocino Coast traffic, but without directing through the city all Highway 128 traffic.

2 Short term actions (0-3 years from adoption)

- a) Encourage projects of opportunity that are consistent with the public/private partnership priorities.
- b) Prepare south anchor master plan for the TOD District
- c) Prepare north area concept plan for Civic Center uses.
- d) Work with CALTRANS to finalize what parts of the undercrossing right of way can be used for the Cloverdale Greenway.

3 Medium term actions (3-5 years from adoption)

- a) Negotiate the pedestrian opening in the sound wall leading from the Cloverdale Depot to Tarman Tract.

4 Long term actions (5-10 years)

- a) Develop the Cloverdale Greenway
- b) Continue planning and development efforts associated with the South Anchor of the Downtown area
- c) Redevelop the north anchor Civic Center area.

5 Support Projects of Opportunity that may occur at any time (ongoing)

- a) Be available to support new private development in the Downtown if proposed, including processing assistance, incentives, and possible funding if the project has substantial leveraging.
- b) Fund and improve the City Bus service as described using funding from developments north and south of the City or visitor serving uses.