ATTACHMENT 2: ACE PROJECT CONFLICTS WITH THE GP, CASP AND DESIGN GUIDELINES.

GENERAL PLAN

Section III. General Plan Visions:

* “Become a community where the impacts of traffic, noise, pollution, crime and litter are minimized.”
* “Reflect Davis’ small town character in urban design that contributes to and enhances livability and social interaction.”
* “Encourage carefully-planned, sensitively-designed infill and new development to a scale in keeping with the existing city character.”
* “Maintain a strong, vital, pedestrian-oriented and dynamic downtown.”
* “Pursue sustainability.”
* “Develop a broad range of services and businesses to meet the daily needs of Davis citizens for employment, shopping, education and recreation.”
* “Promote alternative transportation modes such as bicycling, walking, public transit and telecommuting.”

Chapter 1. Land Use and Growth Management: “The retail strength and market niche of Davis' downtown consists of eating and drinking establishments, small specialty shops, theater, cinema and service establishments. The downtown satisfies less than one-tenth of the community's need for apparel, accessories, general merchandise and department store space.”

Chapter 3. Urban Design, Goal UD 1: “Encourage community design throughout the City that helps to build community, encourage human interaction and support non-automobile transportation.”

Chapter 3. Urban Design, Goal UD 1, Standards:

* d. “Where possible, commercial buildings should abut the street or other public accessway, with parking located behind.”
* g. “Designs that are urban in character are encouraged around the core area and at neighborhood activity nodes. Such designs include, but are not limited to, buildings that extend to the front and side property lines, buildings which provide a feeling of permanence and durability, and buildings with outdoor cafes and plazas. Desired character for the Core is illustrated in Figure 25.”
* h. “Pedestrian-oriented design is encouraged in the allocation of space, building size and placement, site enhancement, open space design, connection to pedestrian/bikeways and site amenities.”

Chapter 4. Housing, Goal Housing 1: “Promote an adequate supply of housing for people of all ages, income, lifestyles and types of households consistent with General Plan policies and goals.”

* Actions, e. “Strive to provide owner-occupied townhouses and condominiums in and near the core area and the neighborhood shopping centers geared to empty nesters and singles and couples without children, in order to limit sprawl and provide lifestyle alternatives for those who do not need large suburban houses.”

Chapter 5. Economic and Business Development, Economic Development Task Force Recommendations:

* “Increase the number of businesses operating in Davis in order to generate more sales tax, hotel tax, business license fees, and business real and personal property tax;”
* “Develop the downtown into a regional tourist destination, featuring arts, entertainment, specialty stores, and related services;”

Chapter 5. Economic and Business Development, Goal ED 1: “Maintain and enhance the Core Area as a vibrant, healthy downtown that serves as the city’s social, cultural and entertainment center and primary, but not exclusive, retail and business district.”

Chapter 5. Economic and Business Development, Policy ED 1.1: “Increase attractions and amenities that bring people to the Core, including local shopping, services, modest tourism, specialty retail, restaurants, festivals/special events, farmers' market and entertainment.”

Chapter 5. Economic and Business Development, Goal ED 3: “Retain existing businesses and encourage new ones as means to increase higher paying jobs, create greater job diversification, and create a more balanced economy for all economic segments of the community, while also maintaining the City's fiscal and environmental integrity.”

CORE AREA SPECIFIC PLAN

Section I, Par. 1.1, Purpose: The Core Area to function “in a manner that enhances pedestrian activity.”

Section I, Par. 1.2, Background: The stated goal of drafting the CASP “was to maintain the area as a strong and viable pedestrian oriented downtown center.”

Section I, Par. 1.8, Use of the Core Area Specific Plan: See entire discussion.

Section I, Par. 1.12, Existing Land Uses And Zoning: Numerous passages regarding promoting “pedestrian use and enjoyment of the core…”

Section I, Par. 1.13, Recent Concerns And Issues, Land Use: “The stabilization of existing residential neighborhoods and the development of new residential units in the Core Area is also seen as critical in maintaining a healthy and viable downtown. The retention of a residential base in the Core Area is seen as crucial to the success of the pedestrian environment of the downtown.”

Section II, Par. 2.3, General Plan Guiding Policies: See Policy 2.5A, 2.5B, 2.5C, 2.5D, 2.5E and 2.5G. See also Growth Management Goals 1 &3, Economic Development Goal 1 and Urban Design Goal E.

Section II, Par. 2.6, Land Use Policies, Policy 3, Implementation, C: “Amend the Zoning Ordinance to include a definition of “commercial in relation to the Core Area zonings and the Core Area Design (C-D) Combining District. The definition shall reflect the intent of “retail” use at ground floor level where the word “commercial is used.”

Section II, Par. 2.6, Land Use Policies, Policy 6: “Land use intensification shall be concentrated first in the area bounded by First and Fourth Streets and D Street and the railroad tracks...”

Section II, Par. 2.6, Land Use Policies, Policy 6, Explanation: “The Core Area will grow as Davis grows. It can grow upward (intensify in place) or outward (displacing residential uses on its fringes) or both. The Task Force recommends infill as it results in a more lively (because activity is concentrated) and pedestrian-oriented downtown and maintains valued older housing stock within its edges.”

Section III, 3.1 Automobile Circulation: “Automobile and pedestrian travel are often at odds. The main purpose of the circulation measures in the Core Area Specific Plan is to direct automobile traffic around the Core Area, and to maintain a pedestrian priority within the Core (Figure 13).”

Section III, 3.1 Automobile Circulation, Par. 3.4 Parking, 7. Explanation: “In-lieu parking fees can improve the nature of development by reducing the number of driveways and the portion of a parcel devoted to parking. This keeps development dense and improves pedestrian access.”

Section III, 3.1 Automobile Circulation, Par. 3.4 Parking, 7. Implementation: “Small-scale developments in the Core shall be encouraged to pay in-lieu fees, rather than provide on-site parking, to reduce the number of driveways in each block face.”

Section IV, 4.2, Aesthetic Elements, e. Architecture, Design: “On-site parking shall not be placed in front of buildings along sidewalks; there shall be unbroken pedestrian walks and short walking distances between uses. This facilitates window shopping, browsing, people watching and social interaction.”

DOWNTOWN AND TRADITIONAL NEIGHBORHOOD DESIGN GUIDELINES

P. 14, Urban Design: “Streets and places should encourage pedestrian activity.”

P. 15, Policy UCD 1.1g

P. 16, Policy 4

P. 20: “Each project should strengthen the development of an overall shopping and retail system and support public parking”.

P.20 Retail-Street Hierarchy: See content.  The Ace block of 3rd Street is identified as a secondary retail street. “Development on secondary retail streets must also be built to the front lot line and have at least 50% of the frontage as a retail storefront.”

P. 25: The Ace site is identified as a mixed-use opportunity site.

P. 34, Shopping Street: “Shopping streets are to be enhanced by new development.  Buildings have to be developed at the sidewalk edge and have transparent storefronts.”

P. 35: “In general, the street level should be active with commercial uses that invite pedestrian activity.”

P. 35: “Overall, the density of the Core should increase…”

P. 36: See discussion.

P. 37: See discussion.

P. 38: See discussion.

P. 39: See discussion.

P. 40: See discussion.

P. 41: See discussion.

P. 42: See discussion.

P. 43: See discussion.

P. 44: See discussion.

P. 45: See discussion.

P. 46: See discussion.

P. 47: “Access to parking area should be provided from an alley, not from a primary shopping street.” See remaining bullets.

P. 52: See case study.

P. 82-84: See entire discussion of 3rd Street Special Character Area.