

LINCOLN AVENUE SPECIFIC PLAN

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3.0 PLANNING FRAMEWORK

The Planning Framework Chapter contains essential components of the Specific Plan that provides the overall policy direction upon which more detailed components (i.e., land use, development regulations, design guidelines, streetscape plan, etc.) of the Plan are based. The Planning Framework chapter provides the bridge between the policies of the General Plan and the recommended implementing actions of this plan.

3.1 Lincoln Avenue Study Area

The 1993 update to the Cypress General Plan included the participation of Citizen Advisory Committees for six special study areas within the City. Lincoln Avenue was a designated study area which was evaluated to determine issues and policy direction for inclusion in the General Plan.

The existing land uses at the time of the special studies are consistent with the current uses in the summer of 1998. Land uses include the following: services, retail, office, restaurant, residential, motel and vacant property. A reconnaissance of the area illustrates a variety of local-serving, independently operated businesses along Lincoln Avenue. Many of the land uses along the corridor have evidence of high turnover, weak market support and lacks any clear grouping of focal points of concentrated development activity.

The Citizens Advisory Committee identified the following issues for consideration for Lincoln Avenue:

- ❖ The primary task of the Lincoln Avenue General Plan Committee was to define a future vision for the City's main commercial thoroughfare to enhance the image and vitality of the corridor. The Committee considered the types of land uses which should be encouraged along the corridor, and discussed appropriate "groupings" of uses.
- ❖ The Committee reviewed existing General Plan (Heavy Commercial) and zoning (Lincoln Avenue Combining Zone) designations as to their continued appropriateness to implement the "vision" for Lincoln Avenue. The existing Heavy Commercial General Plan designation provides for establishments catering primarily to highway travelers, visitors to the City, or such businesses or uses where direct access to major arterial highways is essential or desirable for their operation. The Lincoln Avenue Combining Zone allows for any urban use, subject to a conditional use permit. These designations have permitted a

variety of land uses, many of which are incompatible on Lincoln Avenue.

- ❖ The General Plan Advisory Committee identified a variety of goods and services they currently purchase outside Cypress. The Committee evaluated different mechanisms to attract these land uses to locate on Lincoln Avenue.

3.2 Study Area Policy Direction

The Citizens Advisory Committee was then tasked with the identification of a policy direction for the study area. The following is a summary of the Committee's conclusions which is provided in the Land Use Element of the Cypress General Plan:

In order to provide some organization to the current fragmented pattern of land uses along Lincoln Avenue, the Committee felt it was important to define focal points of development with cohesive groupings of land uses. By specifically encouraging the creation of unique development "activity nodes", properties between these nodes could also gain economic stimulation. The Committee also felt the inclusion of higher density residential along Lincoln Avenue was essential to stimulate economic activity. As for the continued appropriateness of the existing "Heavy Commercial" General Plan designation and "Lincoln Avenue Combining Zone" district, the Committee felt these designations were inadequate to implement the "vision" defined for the Lincoln Avenue commercial corridor.

The Committee stressed the importance of upgrading the visual image along the entirety of Lincoln Avenue and creating an exciting atmosphere to entice motorists traveling through the City to visit shops, restaurants and entertainment areas in Cypress. As a means of defining and implementing a cohesive urban design plan for Lincoln Avenue, the Committee recommended creation of a Specific Plan. In response to the Committee's recommendations, a Lincoln Avenue Specific Plan Overlay was added to the Land Use Plan and policies included in the Element to address the Committee's concerns regarding the visual image of the corridor.

3.3 Goals and Policies

The purpose of this section of the Lincoln Avenue Specific Plan is to provide the policy direction that will help guide the development of subsequent, more detailed

sections of the Plan (i.e., land use and development recommendations, design guidelines, etc.).

The importance of this section is two-fold. First, it provides a list of the City's essential ideas about how the Lincoln Avenue Specific Plan Area should develop in the future. Secondly, the goals and policies provide a means of testing new ideas, proposals, and suggestions to ensure that they support the Plan. Used in conjunction with the Land Use Plan, the goals will help to provide a basis for judging whether a project will be a contribution or a detriment to the future of the Lincoln Avenue Corridor.

Goals and policies of the Specific Plan define the intended focus of the document. Future amendments to this Specific Plan will be consistent with the goals and policies stated below unless the goals and policies are themselves amended.

Goal 1: *Enhance the economic vitality of the Lincoln Avenue Corridor.*

- Policy 1.1 Provide a detailed specification of the types of land uses to be permitted within the Lincoln Avenue Corridor.
- Policy 1.2 Provide development incentives which comply with guidelines and standards of the Specific Plan, through the Conditional Use Permit process.
- Policy 1.3 Establish precise commercial/mixed use designations that will identify permitted land uses.
- Policy 1.4 Encourage mixed use development on Lincoln Avenue by providing incentives for senior citizens and multi-family housing.
- Policy 1.5 Locate residential uses within close proximity of commercial centers to encourage pedestrian traffic, and to provide a consumer base for commercial uses.
- Policy 1.6 Enhance Lincoln Avenue's economic vitality by encouraging economical viable uses, regional commercial, restaurants, family entertainment and other destination-oriented and night-time land uses.

Goal 2: *Enhance the visual image of the Lincoln Avenue Corridor.*

- Policy 2.1 Provide an “aesthetically pleasing environment” which draws people to the area and will ultimately enhance property values, merchant revenues, and sales tax to the City.
- Policy 2.2 Create a unique “sense of place” for the Downtown and Campus Village Districts area while reinforcing the individual identities of each of the seven districts.
- Policy 2.3 Maintain a “pedestrian scale and orientation” and improve pedestrian circulation and amenities.
- Policy 2.4 Enhance the motorists “sense of arrival” into the City’s Primary Gateways areas.

Goal 3: *Design and implement a design plan for the Lincoln Avenue Corridor.*

- Policy 3.1 Establish a land use pattern that compliments the streetscape concepts for the Lincoln Avenue Corridor.
- Policy 3.2 Create a strong physical design statement along Lincoln Avenue as a means of unifying fragmented land uses.
- Policy 3.3 Encourage the creation of development focal points at key locations along Lincoln Avenue. Establish as top priority the creation of activity nodes in the Campus Village and Downtown Districts.
- Policy 3.4 Encourage pedestrian activity along Lincoln Avenue through use of the following elements: pedestrian amenities, such as benches, trash receptacles and signage oriented to the pedestrian; design amenities related to the street level, such as awnings and arcades; building frontages which provide visual interest; and extensive landscaping, including trees, flowering shrubs and ground cover.

Goal 4: *Ensure realization of General Plan policies to improve the Lincoln Avenue Corridor.*

- Policy 4.1 Monitor development activity along Lincoln Avenue, and re-evaluate the mix of land uses and development incentives every five years.

- Policy 4.2 Utilize redevelopment authorities to the extent possible to facilitate the revitalization of Lincoln Avenue.
- Policy 4.3 Encourage lot consolidation to achieve more cohesive development projects.
- Policy 4.4 Focus on development incentive as well as enhanced development guidelines regulation.

Goal 5: *Promote the economic revitalization of Lincoln Avenue.*

- Policy 5.1 Target business attraction and facilitate private investment.
- Policy 5.2 Develop a sense of public/private cooperation through the development of business relationships and a continued high level of customer service.
- Policy 5.3 Develop a Real Estate Broker Network to inform local and regional commercial/industrial brokers of City plans and policies, while utilizing their expertise to assist in business attraction and retention.